

Brand Guidelines

DYOUVILLE

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Introduction

D'Youville is a nationally-ranked private university headquartered in Buffalo, New York providing in-seat and online academic programs globally. Founded in 1908, D'Youville offers undergraduate, graduate, and terminal degrees through the Schools of Arts, Sciences and Education; Pharmacy; Nursing; and Health Professions. D'Youville's small class sizes, experiential education, and interprofessional learning environments prepare students for success.

Rooted in our Foundresses' mission to "never refuse to serve," D'Youville is redefining the role of higher education through a shared prosperity and growth mindset. Interdisciplinary educational that blends academics with civic engagement, D'Youville aspires to improve the health, vitality, and well-being of individuals, families, organizations, communities, and the world.

In 2019, a new brand and logo identity became a powerful and enduring catalyst showcasing D'Youville's strategic vision as the University of the Future. These new elements illustrate D'Youville's transition from a regional university in Buffalo's urban center to a first-choice national university.

This guide provides direction on how to utilize and communicate using D'Youville's brand in a consistent and clear manner. The strength of D'Youville's reputation is reliant upon a shared commitment to upholding the best practices outlined in this document.

The Marketing and Communications team are the chief stewards of D'Youville's brand, working continuously to advance and support these practices in all the work that we do. At the center of all our communications is a uniformed strategy that works to represent D'Youville's vision in a way that is visually and narratively cohesive. This allows us to amplify our potential impact through our messaging and our materials when communicating with our prospective audiences.

For more information on how to use this brand guide, contact:

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Brand Platform

Brand Platform

Brand Elements

Brand Statement

D'Youville is a driven and passionate learning community rooted in Buffalo's urban center. We prepare our students to succeed and to lead through service. Here at D'Youville, we are investing in our neighbors to create shared prosperity and demonstrate how institutions of higher education can be catalysts for equity.

Brand Promise

Grounded in a commitment to serve, D'Youville leads with compassion and delivers a best-in-class education preparing students to excel academically and socially. Our student-centered resources and spaces, as well as our hands-on learning environment, produces graduates who are leaders in their fields and in their communities.

Brand Personality

Visionary, driven, collaborative, innovative, challenging, embracing change, compassionate, supportive, and equitable.

Brand Platform

Brand Pillars

Distinguished by character

D'Youville has ingrained social responsibility into higher education since our founding by the Grey Nuns in 1908. Our commitment to equity continues to be a catalyst in the resurgence of Buffalo and our neighbors inspire us to always consider our global responsibility in an ever-changing world.

Renowned for excellence

As a nationally ranked university, D'Youville's world-class programs prepare students for success in the classroom and beyond. Our students excel because they develop strong relationships with our socially responsible faculty who are dedicated to their success. Hands-on and interprofessional education are the core of our programs, preparing our students to lead in their fields and communities.

Elevating higher education

In the shifting landscape of higher education, D'Youville sets the pace for innovation. Our experiential education and cross-disciplinary programs meet the ever-evolving needs of students and employers, and we don't stop there. D'Youville embodies a new model of community partnership that emphasizes shared prosperity and interconnectedness.

Brand Platform

Language Style

D'Youville

The use of D'Youville to refer to the university is acceptable and preferred in all references, including first mention.

Academic Departments

When referring to a department or office on campus, only capitalize when using its official name, which can be found at the end of this guide.

Offices are not capitalized when not using their official names.

The Office of the President vs the president's office

The Office of Admissions vs the admissions office

Exceptions to this rule include:

Campus Ministry, Connections, Upward Bound, The Kavinoky Theatre, Learning Center, Higher Education Opportunity Program, Nursing Workforce Diversity Program, International Student Office, Interprofessional Education Collaborative (IPEC)

Gender-Neutral Language

Whenever possible, use gender-neutral language.

Wrong: Each student has his own story to tell.

Right: All students have their own stories to tell.

Use of the singular they/them/their is acceptable when rewriting the sentence would be difficult. A student may take the class if they meet the requirements.

Visual Identity System

Visual Identity System

Primary Lockup

There is one main lockup in the identity system, a horizontal “D’YOUVILLE” wordmark. The wordmark is designed using a customized bold sans serif typeface set in all caps. The letter Y features a break in the left arm, integrating the apostrophe in “D’Youville” to create a streamlined, compact identity.

A wordmark is a typeface customized to make a logo by altering the original letters to create something more unique. Even though our logo uses our main typeface, Gotham, it cannot be typed out again to create the logo.



DYOUVILLE
University

The image shows the primary lockup logo for D'Youville University. It consists of the word "DYOUVILLE" in a bold, red, sans-serif font, with the letter 'Y' having a unique design where the left arm is broken to accommodate an apostrophe. Below "DYOUVILLE" is the word "University" in a smaller, red, sans-serif font.

Primary Lockup

Visual Identity System

Colorways

There are three colorways provided for all logos and marks. The standard version (Fig. 1) is for use on white backgrounds and light tints (10%) of D'Youville Gray (Fig. 2).

The black version (Fig. 3) is for grayscale uses. The black version of the logo should never be used against the D'Youville Red background.

The knockout version is for use on D'Youville Red backgrounds (Fig. 4), or can be used in print applications that are single color, ie. knocked out against black (Fig. 5) or gray in a black and white ad, or on a single color collateral items such as a t-shirt.

The white knockout version can also be used in print and digital applications over a photo or video (Fig. 6).

Note: These standards do not apply to applications that use specialty materials outside of the brand palette, i.e. clear foil stamping on stationery or etched/frosted vinyl signage. Please contact The Office of Marketing and Communications if you have any questions regarding proper logo usage.

1.

DYOUVILLE

2.

DYOUVILLE

3.

DYOUVILLE

4.

DYOUVILLE

5.

DYOUVILLE

6.

DYOUVILLE

Knockout Colorway

Visual Identity System

Schools

Lockups have been created for all schools, featuring the name of the school separated from the main logo by a horizontal line.

DYOUVILLE
School of Arts, Science & Education

DYOUVILLE
School of Health Professions

DYOUVILLE
School of Pharmacy

DYOUVILLE
Patricia H. Garman School of Nursing

Visual Identity System

Departments

Logo lockups have been created for all departments, featuring the name of the department separated from the main logo by a horizontal line.

A few examples are included on the right. Department chairs will be given access to their department lockups. Requests for program specific lockups should be sent to the Office of Marketing and Communications.

DYOUVILLE

CHIROPRACTIC

DYOUVILLE

DIETETICS

DYOUVILLE

EDUCATIONAL LEADERSHIP

DYOUVILLE

BIOLOGY AND MATHEMATICS

DYOUVILLE

LIBERAL ARTS

Visual Identity System

Secondary Lockups

Usage

D. Circle

Application of these marks must be used in accordance with the rules found in these guidelines, including colorways, color palette, clear space requirements, and proportion and size.

E. Circle Stacked

Application of these marks must be used in accordance with the rules found in these guidelines, including colorways, color palette, clear space requirements, and proportion and size.

D.



E.



DYOUVILLE
University



DYOUVILLE
UNIVERSITY



Visual Identity System

Color Palettes

Color Usage & Restrictions

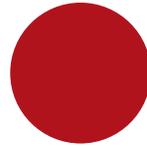
The colors chosen here best represent our brand when used consistently and correctly. Using the color codes to the right of the sample allows for the most accurate shade.

Colors such as the D'Youville Red, Connecticut Blue, and Prospect Green are suitable to be used as background colors, overlays, and headlines.

The secondary palettes are used as accents to the primary palettes.

Unless it is a headline or a subheading, avoid using the red, yellow, and both blues as the main body copy. Gray, black, and white are neutral and are suitable colors for any background color as long as they are large bodies of copy.

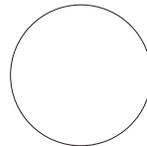
Primary Palettes



D'Youville Red
C 0 M 98 Y 91 K 30
R 177 G 36 B 36
Hex #B1181E



Porter Gray
C 67 M 31 Y 45 K 17
R 91 G 104 B 112
Hex #5B6876

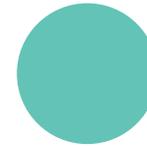


West Ave. White
C 0 M 0 Y 0 K 0
R 0 G 0 B 0
Hex #FFFFFF

Secondary Palettes



Connecticut Blue
C 100 M 99 Y 16 K 5
R 46 G 47 B 125
Hex #2E2F7D



Prospect Green
C 59 M 0 Y 34 K 0
R 97 G 197 B 184
Hex #67C2B6



Niagara Yellow
C 0 M 11 Y 97 K 2
R 252 G 214 B 11
Hex #FCD60B

Visual Identity System

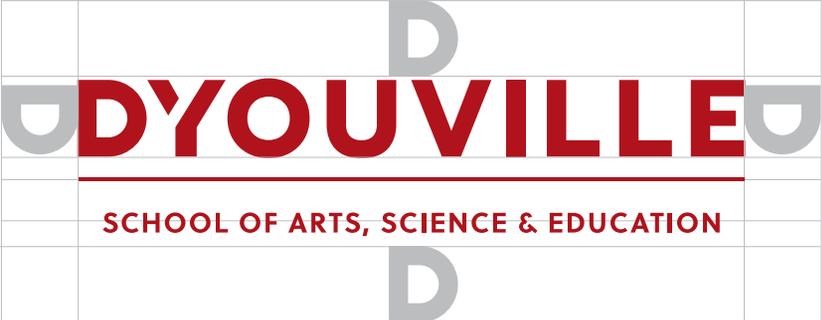
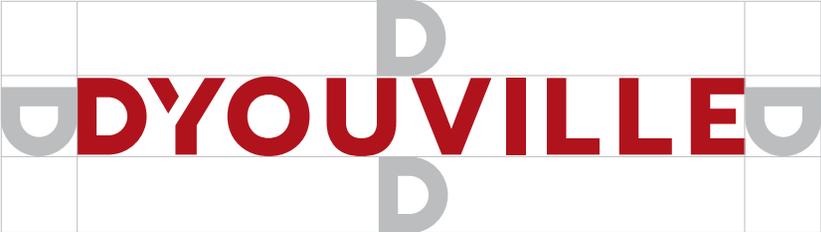
Clear Space Requirements

Any application of the D'Youville logo should be surrounded with clear space equal to "D" to ensure its visibility and impact.

In the horizontal and abbreviated landmark lockups, the value of "D" is equal to the height the "D" in the word "D'Youville".

No design elements of any kind (type, photo, graphic, etc.) should come any closer to the logo than "D".

Note: the actual distance of "D" is relative and will change depending on how large or small the logo is scaled.



Visual Identity System

Proportion and Size

Proportion

The logo should always be kept in proportion to maintain its integrity. If you need to scale the logo, always constrain proportions so the height and width are scaled together. Never scale up a raster version of the logo (e.g., .jpg) to be larger than its original size; if a larger version of the logo is required, use a vector version. Always use the approved logo files. Only use vector files of the logo when printing.

Size

Designers should use discretion when determining how large or small the logo should be relative to the page size. Note that lockups with small text (e.g. “School of Arts, Science & Education”) have much higher size thresholds. In order to maintain legibility and clarity, logos should never be used at sizes less than the provided minimum values on the right.

DYOUVILLE
University

Web 106 PIXELS

DYOUVILLE
SCHOOL OF ARTS, SCIENCE & EDUCATION

Print 2 INCHES

Web 144 PIXELS

DYU

Print .33 INCHES

Web 25 PIXELS

DYU

Print .5 INCHES

Web 37 PIXELS

Visual Identity System

University Seal

Usage & Restrictions

The use of the university seal is strictly prohibited unless under direction of the Office of the President. Examples of documents that come from the Office of the President that may contain the seal are: certificates, official letters, or university event materials like Commencement and the Honor's Convocation.

For any questions regarding the usage of the seal, contact the Office of Marketing and Communications.



Visual Identity System

Incorrect Uses

Our logo is how people recognize our institution. Avoiding the physical manipulation of our logo is key to keeping it professional and distinct. The following are examples of incorrect logo uses:



DYOUVILLE

There should never be a seal, in any form, used in conjunction with the logo. Exemptions include if it is an official document from the Office of the President

DYOUVILLE

Do not rotate the logo.

DYOUVILLE

Do not stretch or alter the proportions of the logo.

DYOUVILLE

Do not add extra effects to the logo.

DYOUVII

Do not crop the logo.

DYOUVILLE

Do not change the color of the logo.



Do not put the logo on a background that hinders legibility.

DYOUVILLE

Do not alter the proportions of the logo.

Typefaces

Gotham

Typeface Applications

Our brand uses these three different typefaces throughout our pieces: Gotham, Knockout, and Tahu!.

Gotham is our primary brand font that can dual as both a headline as well as body copy.

Only these three typefaces may be used in creating materials with the exception of using Microsoft products and those who do not have access to them. In event Gotham is not available, Arial is an acceptable replacement.

Gotham Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!**@#\$\$%^&*()?**

Gotham Bold Italic

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!**@#\$\$%^&*()?**

Gotham Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!**@#\$\$%^&*()?**

Gotham Medium Italic

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!**@#\$\$%^&*()?**

Gotham Book

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!**@#\$\$%^&*()?**

Gotham Book Italic

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!**@#\$\$%^&*()?**

Gotham Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!**@#\$\$%^&*()?**

Gotham Light Italic

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890!**@#\$\$%^&*()?**

Typefaces

Knockout & Tahu!

Typeface Applications

Knockout and Tahu! are considered secondary typefaces and restricted for internal use only. They should not be applied to any materials produced externally unless authorized by the Office of Marketing and Communications. Examples of appropriate application include internal flyers, posters, and notices. Knockout can be used as a subhead or a headline, it is not suitable to be used as body copy. Tahu! is exclusively a display/headline font.

Knockout HTF49-Liteweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()?

Knockout HTF68-FullFeatherwt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()?

Tahu!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()?

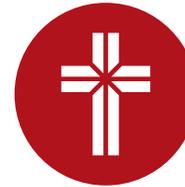
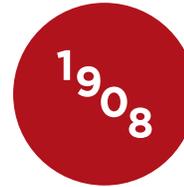
Visual Identity System

General Icons

Usage

A. Filled

General icons should only be used by the Office of Marketing and Communications unless otherwise specified. Filled icons must always contain a white graphic.



B. Outlined

General icons should only be used by the Office of Marketing and Communications unless otherwise specified. Outlined icons must always contain a graphic that is the same color as the circle that encompasses it.



Visual Identity System

General Icons II

Usage

A. Filled

General icons should only be used by the Office of Marketing and Communications unless otherwise specified. Filled icons must always contain a white graphic.

B. Outlined

General icons should only be used by the Office of Marketing and Communications unless otherwise specified. Outlined icons must always contain a graphic that is the same color as the circle encompassing it.



Visual Identity System

School Icons

Usage

A. Filled

School icons should only be used by the Office of Marketing and Communications unless otherwise specified. Filled icons must always contain a white graphic. Icons should always correspond with materials pertaining to the specific School.

B. Outlined

School icons should only be used by the Office of Marketing and Communications unless otherwise specified. Outlined icons must always contain a graphic that is the same color as the circle encompassing it. Icons should always correspond with materials pertaining to the specific school.

Pharmacy



Health Professions



Nursing



Arts, Sciences, and Education



University Email Templates

Standard Signature

Your Full Name
Your Title(s)
Department

Office Location
716-829-XXXX | user@dyc.edu
www.dyc.edu

DYOUVILLE
University

Standard Signature with Social Links

Your Full Name
Your Title(s)
Department

Office Location
716-829-XXXX | user@dyc.edu
www.dyc.edu

Social: [Instagram](#) | [YouTube](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

DYOUVILLE
University

Hybrid Standard + Saints Signature

Your Full Name
Your Title(s)
Department

Office Location
716-829-XXXX | user@dyc.edu
www.dyc.edu

Hybrid Standard + Saints Signature with Social Links

Your Full Name
Your Title(s)
Department

Office Location
716-829-XXXX | user@dyc.edu
www.dyc.edu

Social: [Instagram](#) | [YouTube](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

Saints Signature

Your Full Name
Your Title(s)
Department

Office Location
716-829-XXXX | user@dyc.edu
www.dyc.edu



Saints Signature with Social Links

Your Full Name
Your Title(s)
Department

Office Location
716-829-XXXX | user@dyc.edu
www.dyc.edu

Social: [Instagram](#) | [YouTube](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)



Visual Identity System

Patterns

Usage

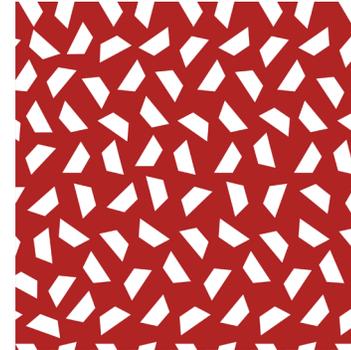
Patterns should only be used by the Office of Marketing and Communications unless otherwise specified.

When against a colored background, patterns should only be manipulated using variations of opacity unless otherwise stated by the Office of Marketing and Communications. Patterns and color manipulation can also be used when applied outside of a white background.

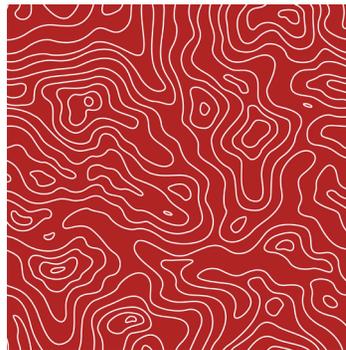
A.



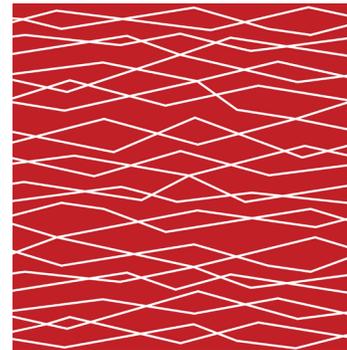
B.



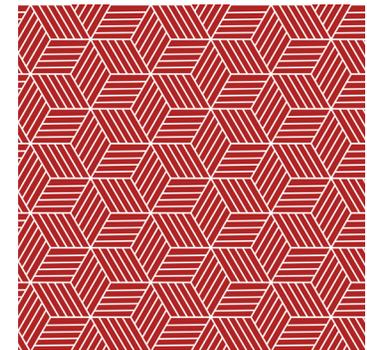
C.



D.



E.



dyc.edu

DYOUVILLE