

**DYOUVILLE**  
**UNIVERSITY**

**BRAND**  
**GUIDE**  
**LINES**

# TABLE OF CONTENTS

**3 Mission & Purpose**

**4 Campus Statement**

**5 President's Statement/Bio**

**6 Color Palettes**

Primary - What and how to use

Secondary - What and how to use

D'Youville Red vs. Athletics Red

**8 Typeface Applications**

Gotham

Knockout

Tahu

**10 Visual Identity - DY Logos**

Primary Lockup/Logo

President Lockup

Secondary Logos

**14 VI - Incorrect Logo Usage**

**15 VI - General Icons**

**16 VI - School Icons**

Directional Arrows

**17 VI - Patterns & Backgrounds**

**18 VI - E-mail Signatures**

**19 VI - University Seal**



# MISSION AND PURPOSE



## D'YOUVILLE UNIVERSITY

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.

This Brand Guide illustrates the best practices, expectations, rules, and guidelines that have been standardized by D'Youville University in the interest of streamlining our message, engaging with our students, and communicating with our stakeholders.

As are all best practices when maintained, this guide is a living document, and meant to be updated regularly and with weighed consideration.

This guide is intended for use by external parties only within the context of a broader understanding of who we are, and what we represent. Seek internal consultation when using this guide.

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

When referring to a department or office on campus, only capitalize when using its official name; offices are not capitalized when not using their official names. Exceptions to this rule include: Campus Ministry, Connections, Upward Bound, The Kavinoky Theatre, and others.

Whenever possible, use gender-neutral language. Use of the singular they/ them/their is acceptable when rewriting the sentence would be difficult.

Contact [communications@dyu.edu](mailto:communications@dyu.edu) with any questions.



# CAMPUS STATEMENT

D'Youville University is a private university located on the vibrant west side of Buffalo New York, preparing students for the 21st-century. Excelling at helping students reach their educational, professional, and career goals, D'Youville instills adaptability, high expectations, hands on experience and best-in-class education to our students to become change agents, working for themselves and their communities by doing good.

Founded in 1908, the Grey Nuns named the college after the Patron Saint Marguerite d'Youville to be a compassionate place of learning for those from underrepresented populations to give them a better life. As school with a long Catholic history of supporting the underserved, D'Youville welcomes students of every culture, background, and faith and is a place where traditions can be openly shared and respected.

As a leader in education, D'Youville University provides innovative, responsive, excellent academic programming with the tools necessary to enhance the learning process. Our quality academic programs are aimed at preparing students for passionate, driven careers and/or graduate and professional studies.

Featuring an urban, growing campus community of over 3,000 students, D'Youville offers more than 50 majors in undergraduate, graduate, and doctoral studies including advanced certificates and accelerated learning programs. With degrees in healthcare, business, and the liberal arts, D'Youville's proud graduates have the academic rigor necessary for careers that make a difference for the world of tomorrow.

— D'YOUVILLE UNIVERSITY —





# PRESIDENT CLEMO



## — D'YOUVILLE UNIVERSITY —

**President Lorrie A. Clemo** holds a PhD in Political Science, Policy Analysis, from Binghamton University in Binghamton, New York and has dedicated her life to leadership and service through higher education. From her early days as an associate professor at Binghamton University, to her role as a Provost and Vice President at SUNY Oswego, to her current post as President of the nationally-ranked D'Youville University, Lorrie has relentlessly pursued one goal: elevating each campus she serves into a learning

community of innovation, outreach and growth.

As President of our 114-year-old private institution, President Clemo relentlessly advocates for equitable access to education, diversity, and student well-being and achievement. She is thrilled to have been a part of the institution's history as D'Youville achieved University status in 2022, and of being a driving force behind graduates who consistently enjoy the highest early-career salaries in Western New York.



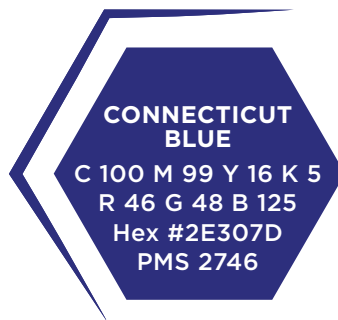
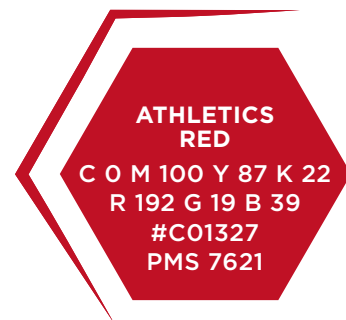
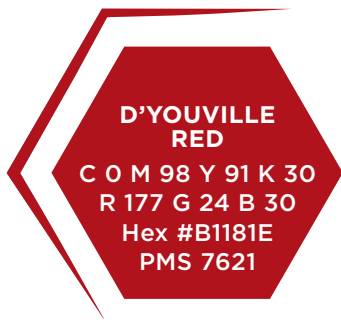
# COLOR PALETTES

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

**Primary Colors** – are our brand and identity and should make up at least 51% of the overall color of the design, regardless of audience or intent. We are a red, grey, and white university.

**Secondary Colors** – limited use of these colors draws more attention to our primary color. These colors are used to highlight the design and should not make up more than 49% of the overall design.

**D’Youville Red vs. Athletics Red** – the red used in our athletics wear and promotions is not the same color or shade as our D’Youville Red. Please refrain from using the athletics shade of red unless it is applied to an athletics logo or promotion.





# TYPEFACE APPLICATIONS

## GOTHAM

Our brand uses three typefaces: Gotham, Tahu!, and Knockout.

Gotham is our primary typeface and can be used as both headline and body copy.

Each of these fonts are easy to download onto most programs by following the instructions below.

Open your web browser, and type: <https://dyc0.sharepoint.com/sites/MarCom/SitePages/Templates.aspx>  
Scroll down to *Official Typefaces*.  
Click on *Download the Typefaces*.  
Select the font(s) you would like and click download. Drag the zip file to your desktop, double click to unstuff the folder. Double click the font and hit install font.

In the case that you cannot access these fonts, Helvetica and Arial are acceptable replacements.

### **Gotham Bold**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890!**@#%&^\*()?**

### ***Gotham Bold Italic***

ABCDEFGHIJKLMN***OPQRSTUVWXYZ***  
abcdefghijklm***nopqrstuvwxyz***  
1234567890!**@#%&^\*()?**

### **Gotham Medium**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890!**@#%&^\*()?**

### ***Gotham Medium Italic***

ABCDEFGHIJKLMN***OPQRSTUVWXYZ***  
abcdefghijklm***nopqrstuvwxyz***  
1234567890!**@#%&^\*()?**

### **Gotham Book**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890!**@#%&^\*()?**

### ***Gotham Book Italic***

ABCDEFGHIJKLMN***OPQRSTUVWXYZ***  
abcdefghijklm***nopqrstuvwxyz***  
1234567890!**@#%&^\*()?**

### **Gotham Light**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890!**@#%&^\*()?**

### ***Gotham Light Italic***

ABCDEFGHIJKLMN***OPQRSTUVWXYZ***  
abcdefghijklm***nopqrstuvwxyz***  
1234567890!**@#%&^\*()?**

## **KNOCKOUT AND TAHU!**

Knockout and Tahu! are considered secondary typefaces. Knockout can be used as a headline or subhead, but it is not suitable to be used as body copy. Tahu! is exclusively a display/headline font.

Knockout is an acceptable typeface for headlines, subheads, and call outs and should only be used in all caps. It should not be used for long-form copy. If Knockout is not available, Oswald is a universally available acceptable substitution for digital work.

Tahu! can be used to add emphasis to callouts and for text that is included from the perspective of potential or current students, or Saint. The use of Tahu! should be limited so that it is always an accent and never a lead, and the proportion of this font's appearance in the overall brand should feel like a supporting element, not the lead.

The use of Knockout and Tahu! should always be approved by the Office of Marketing and Communications.

### **Knockout HTF68-FullFeatherwt**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?**

### **Knockout HTF49-Liteweight**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?**

### *Tahu!*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?*

# VISUAL IDENTITY

## PRIMARY LOCKUP/LOGO

Our primary Lockup and Logo for D'Youville University is D'Youville centered over University, with our name (D'Youville) always being the **dominant text** in the logo. Our name should always be larger and centered at the top of any and all adjacent signage.

**DYOUVILLE**  
**UNIVERSITY**

**DYOUVILLE**  
**UNIVERSITY**

**DYOUVILLE**  
**UNIVERSITY**





## PRESIDENT'S LOCKUP

The Office of the President retains the individual rights to utilized specialized logos and lockup, as listed here. While these may be circulated in print, these lockups are **not for general use**.

# DYOUVILLE UNIVERSITY

## SCHOOL & DEPARTMENT LOCKUPS

Lockups have been created for all D'Youville schools and departments, featuring the name of the school or department separated from the main logo by a horizontal line.

**DYOUVILLE  
UNIVERSITY**

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SCHOOL OF PHARMACY

**DYOUVILLE  
UNIVERSITY**

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CHIROPRACTIC

# VISUAL IDENTITY

## SECONDARY LOGOS

Application of these marks must be used in accordance with the rules found in these guidelines.

A. DYU Abbreviated

A.

The logo consists of the letters "DYU" in a bold, red, sans-serif font.

The logo consists of the letters "DYU" in a bold, black, sans-serif font.



B. Abbreviated with Suffix

B.

The logo consists of the letters "DYU" in a bold, red, sans-serif font, with the words "DYOUVILLE UNIVERSITY" in a smaller, red, sans-serif font below it.

The logo consists of the letters "DYU" in a bold, black, sans-serif font, with the words "DYOUVILLE UNIVERSITY" in a smaller, black, sans-serif font below it.



C. Circle

C.



## SECONDARY LOGOS

Application of these marks must be used in accordance with the rules found in these guidelines.

D. Circle with Suffix

E. Box with Suffix

F. Filled Box with Suffix

G. Stacked

D.



E.



F.



G.





# VISUAL IDENTITY

## INCORRECT LOGO 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**  
UNIVERSITY

Do not rotate the logo.

**DYOUVILLE**  
UNIVERSITY

Do not stretch or skew the logo proportions.

**DYOUVILLE**  
UNIVERSITY

Do not add extra effects to the logo.

**DYOUVII**

Do not crop the logo.

**DYOUVILLE**  
UNIVERSITY

Do not change the logo to a color out of the color palette.



**DYOUVILLE**  
UNIVERSITY

There should not be a seal, in any form, used in conjunction with the logo.

**DYouVILLE**  
UNIVERSITY

Do not alter the proportions of the logo.



Do not put the logo on a background that hinders legibility or over someone's face.



Do not use a old version of any logo or seal.

# VISUAL IDENTITY

## GENERAL ICONS/ THE HUB

Filled icons must contain a white graphic.

Outlined icons must contain a graphic that is the same color as the circle that encompasses it.



The Hub

Digital  
Connectedness

Simulation  
Program

Computer

Pulse  
Center icon

Center For  
Health Equity  
& Innovation



Thrive

Thrive

Thrive

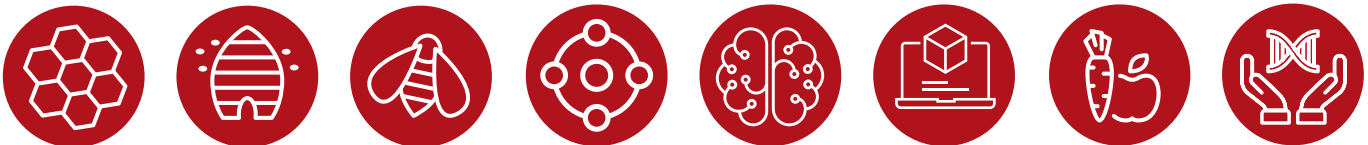
Vital

Vital

Vital

Demonstration  
Kitchen

Center For  
Health Equity  
& Innovation



The Hive

The Hive

The Hive

Simulation  
Center

Simulation  
Center

Simulation  
Center

Demonstration  
Kitchen

Center For  
Health Equity  
& Innovation

# VISUAL IDENTITY

## SCHOOL ICONS

Filled icons must contain a white graphic.

Outlined icons must contain a graphic that is the same color as the circle that encompasses it.



Pharmacy

Health Professions

Nursing

Arts, Sciences, and Education

## DIRECTIONAL ARROWS

These are directionals created by the campus to assist in sign making, event planning, parking, and for general use. They can be paired with any of our approved logos and lockups, or used alone.

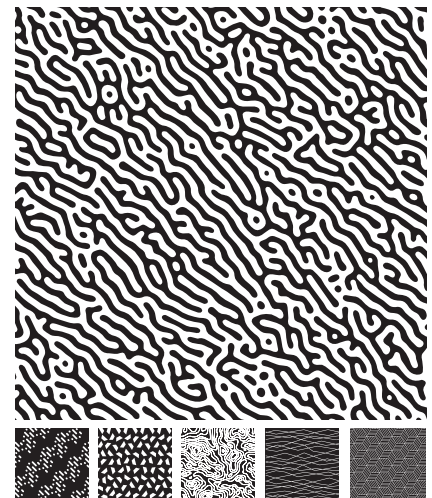
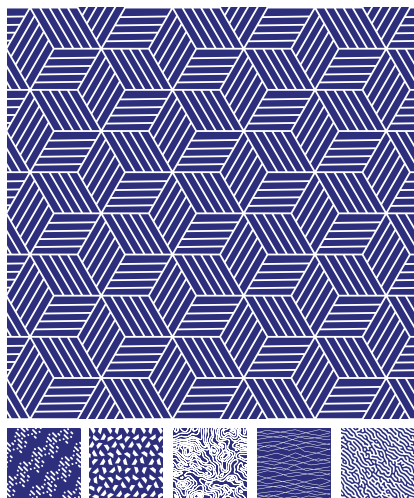
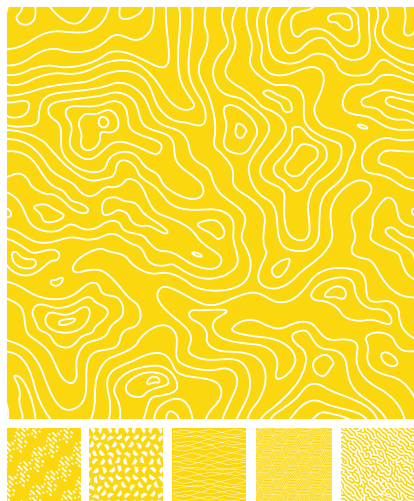
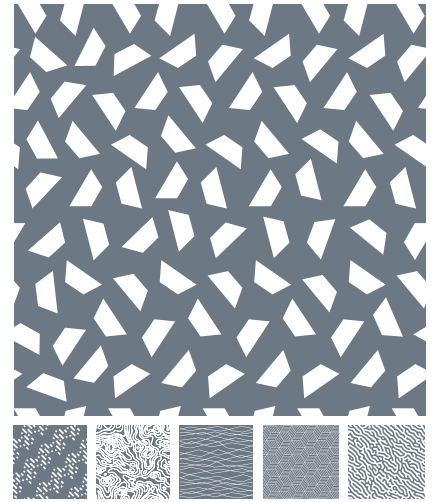
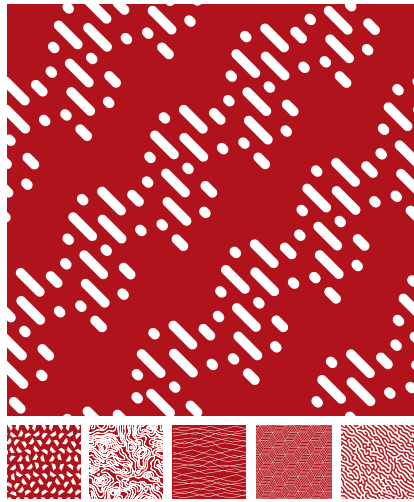


# VISUAL IDENTITY

## PATTERNS & BACKGROUNDS

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.

All patterns are available as full color with white graphics, or as monochrome with full color and tinted graphics.



# VISUAL IDENTITY

## E-MAIL SIGNATURES

A.

**Name**  
Title

Koessler Administration Building  
320 Porter Avenue, Buffalo, New York  
Phone  
E-mail  
[www.dyu.edu](http://www.dyu.edu)

**DYU**  
**DYOUVILLE**  
**UNIVERSITY**

B.

**Name**  
Title

Koessler Administration Building  
320 Porter Avenue, Buffalo, New York  
Phone  
E-mail  
[www.dyu.edu](http://www.dyu.edu)

**DYU**  
**DYOUVILLE**  
**UNIVERSITY**



# VISUAL IDENTITY

## UNIVERSITY SEAL

The use of the university seal is strictly prohibited unless under direction of the Office of the President.

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



## INSTITUTIONAL ADVANCEMENT

These logos have been created for the Office of Institutional Advancement and represent the following:

**Saints Society** - Our Leadership Level giving society, with an annual give of \$1000 or more to the Fund For D'Youville.



**Puppy Club** - Our monthly giving society, any monthly gift for the Fund for D'Youville



**Providence Society** - Our Planned Giving society, for those who have listed the Fund for D'Youville in their estates.





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