BRAND GUIDE AND TOOL KIT
Letter from the President

Dalhousie's reputation as an innovative, research-intensive university that serves Nova Scotia, our nation and our world is an honour that every member of our diverse community can take pride in. That reputation is built on almost two centuries of academic excellence, combined with lasting contributions made by students, faculty, staff and alumni. But in today's highly competitive world of post-secondary education, reputation isn't static. To uphold and even expand reputation requires the combined and coordinated action of the entire university community, and your efforts are especially essential during this historic period of celebration for Dalhousie's 200th anniversary.

Our Strategic Direction plan for 2014–2018 includes the bold goal of elevating Dalhousie by securing a position as one of the world’s top 200 universities. We know that a university’s ranking, nationally and internationally, is influenced by its reputation.

A strong reputation helps build awareness of Dalhousie’s unique strengths, attributes, relevance and impact in the world. It helps attract partners for research and funding. It assists in recruiting the best students, faculty and staff. And it is key to achieving our goals in the Atlantic region, across the nation and around the world.

The accompanying brand standards equip us to tell our stories in a consistent and clear way, while respecting our substance, stature and values and allowing enough flexibility to serve the unique needs of multiple campuses.

Enhancing our reputation is a key strategic priority. By working together, we can solidify our position in the hearts and minds of our many audiences. Please use this brand standards guide to ensure that we communicate our strengths clearly and consistently, and conduct ourselves in a way that will strengthen our reputation.

During this period of our 200th anniversary celebration, I also ask that you devote particular attention to Section 13 of this guide, an addendum that outlines the visual identity for our bicentennial.

Together, we will ensure that Dal’s stories and strengths are front and centre as we greet the dawn of our new century.

Thank you.

Richard Florizone
President
CONTENTS

1.0 INTRODUCTION
2.0 CORE LOGO
3.0 CORE LOGO AND EXTENSIONS
4.0 SHORT FORM LOGO
5.0 FONTS
6.0 COLOUR
7.0 PHOTOGRAPHY
8.0 COPY
9.0 STATIONERY
10.0 DIGITAL
11.0 PRESENTATIONS
12.0 RESOURCES
13.0 200TH ANNIVERSARY
1.0 INTRODUCTION

1.01 OUR BRAND STANDARDS
1.02 OUR LOOK AND FEEL
1.03 DALHOUSIE BRAND MODEL
1.04 DALHOUSIE BRAND MODEL CONTINUED
1.0 INTRODUCTION | 1.01 OUR BRAND STANDARDS

The strength, energy and appeal of Dalhousie’s refreshed brand—its attributes, personality and promise—will best be realized when the standards developed for the brand are applied consistently across all Dalhousie communication and marketing materials. With that in mind, we've created this complete set of brand standards. These standards are derived from a brand model that was built based on insights gained from extensive research and consultation. This guide and tool kit will make it easier for you to ensure that materials you create align with the brand standards, and reflect and enhance Dalhousie’s reputation.

Dalhousie has a strong reputation within Nova Scotia, nationally and beyond. Our strategic objective now is to build our reputation further, so that we can secure a place as one of the top 200 universities in the world. Achieving this objective will allow us to attract the very best students, faculty, employees, research funding and donors. Consistency in our brand standards allows us to make the most of our strengths and to tell our stories in the most compelling ways possible—both of which contribute to enhancing Dalhousie’s reputation and position.

Each interaction a student, parent or other member of our community has with Dalhousie should echo our key attributes and communicate our personality, creating a consistent emotional connection that expresses our promise and deepens our relationships. As a Dalhousie communicator and brand ambassador, your efforts are essential in ensuring that we express our identity clearly and compellingly.

The starting point for these efforts is understanding Dalhousie's core design elements: the Dalhousie logo, font, colour palettes, imagery and copy. The look and feel we are aiming for is uncluttered, clear and with a strong hierarchy of message. White space is essential for ensuring readability of text and impact of photos. A key design goal is to use the least number of elements required to create the best design, so that our messages are communicated clearly, quickly and impactfully.

As members of the Dalhousie community, we all have an opportunity to contribute to communicating and enhancing Dalhousie’s reputation. This isn’t about applying a cookie-cutter approach: the materials we produce needn’t all look alike, but they must look aligned. This guide will help you achieve that balance.

WHAT ARE BRAND STANDARDS?

The brand guide and tool kit is your map to ensuring consistency across all brand platforms. It is a reference tool for those familiar with the brand and it is an educational tool for those who are new to the brand. The guide ensures that our brand is treated appropriately and removes any guesswork when it comes to preparing documents or any other public facing or internal materials.
1.0 INTRODUCTION | 1.02 OUR LOOK AND FEEL

The look and feel we are aiming for is uncluttered, clear and with a strong hierarchy of message. White space is essential for ensuring readability of text and impact of photos. A key design goal is to use the least number of elements required to create the best design, so that our messages are communicated clearly, quickly and impactfully.
1.0 INTRODUCTION | 1.03 DALHOUSIE BRAND MODEL

The Dalhousie Brand Model is a visual depiction of the elements that make up the Dalhousie Brand Platform. All brand touchpoints to both external and internal audiences should always relate back, in some way, to the brand platform and the elements contained within. This will ensure consistency in communication and presentation of the Dalhousie brand to all audiences, and help strengthen our reputation.

WHAT DOES THIS MEAN?

- **BRAND ATTRIBUTES** are the set of characteristics that identify the physical, character and personality traits of our brand. These are similar to the attributes that allow us to consistently identify individuals.

- **BRAND PERSONALITY** is the way our brand speaks and behaves. It is an expression of the fundamental core values of our brand, described and experienced as human personality traits so as to achieve differentiation.

- **BRAND PROMISE** is the statement that we make to our internal and external audiences that identifies what they should expect from all interactions with our brand at every touchpoint in our organization.
1.0 INTRODUCTION | 1.04 DALHOUSIE BRAND MODEL CONTINUED

**BRAND ATTRIBUTES**

Our research tells us that Dalhousie’s audiences—prospective students and their parents, current students, faculty, staff, alumni, donors and funders—share a desire for personal, professional and social discovery. They need their university to advance to meet the changing times and their changing needs. Being static is not an option.

We are adventurous and bold—and have been since our founding. In this way we will be described as **pioneering**.

We will create opportunities, we will stimulate our audiences, and we will awaken our community. In this way, we will be described as **inspired**.

Our goal is that everyone who is connected with Dal feels they benefit from the association—that we make a positive impact for them. Students invest tuition, researchers invest talent, all in service of a self-defined purpose for which they strive. A return on investment is a purpose achieved and the people associated with Dalhousie are high achievers. We do the work that we do for a reason—a purpose that resonates with a community need or a greater human need. We will support their drive by demonstrating an attitude that says, “We succeed only if you succeed.” In this way we will be described as **purpose-driven**.

We will make connections, foster relationships and promote ties, locally, nationally and internationally. In this way, we will be described as **connected**.

We will know that we’re doing a good job when our faculty and graduates make a real difference to society as a whole. We will be **influential**.

We know that the Halifax community, the international business community and the global post-secondary education community are all integral to the success of Dalhousie, and to truly benefit from these links and partnerships we need to be collaborative, honest and aligned. In this way, we will be described as **open**.

**BRAND PERSONALITY**

Dalhousie’s unique blend of attitudes—East Coast, Uniqueness, Challenge and Adventure—all affect the way the Dal brand speaks and behaves. It is an expression of the fundamental core values and characteristics of the Dal brand, described and experienced as human personality traits so as to achieve differentiation.

**We have a fresh perspective**

Just as the sea air freshens and fills Nova Scotia with its vitality, Dalhousie **invigorates** its students, faculty, staff, industry partners and others with our passion for teaching and learning, our commitment to the highest levels of research and our dedication to serving our local, national and international communities.

**We strive for bold achievements**

We will measure our **impact** in terms of genuine achievements and accomplishments, not to brag or boast about them, but to know that we’re making a difference in the lives of everyone that knows Dalhousie.

And so we bring an attitude with a bit of swagger that is **Fresh and Bold**.

**BRAND PROMISE**

Dalhousie promises to offer something unique that is core to our ethos. This is the single defining idea that is the sum of our attributes and our personality. It is also the golden thread that runs through all creative and operational outputs.

And so the promise is made to the people of Dalhousie...

- The high school student council president in southern Ontario looking to move into the next phase of her life.
- The post-doctoral fellow in the Midwestern U.S. looking to make his mark.
- The pharmaceutical company headquartered in Switzerland looking for a scientific breakthrough.
- The philanthropic family in Halifax looking to cement their legacy.

These are the people of Dalhousie who see the world through fresh, bold eyes; who are pioneering and adventurous in spirit and define themselves by creating a lasting impact.

This is our promise and our pride.

To create **A Lasting Impact**.