

BRAND GUIDE AND TOOL KIT



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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.

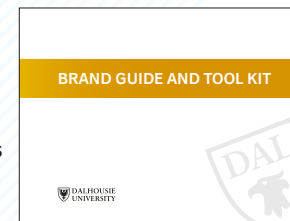
Each interaction a student, parent or other member of our community has with Dalhousie should echo our key attributes and communicate our personality, creating a consistent emotional connection that expresses our promise and deepens our relationships. As a Dalhousie communicator and brand ambassador, 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

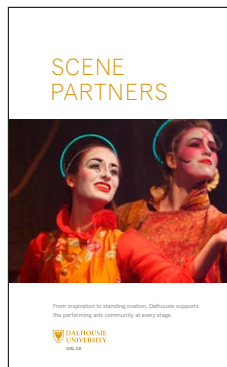
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kit cover and interior

letterhead and business card

large pop up print banners



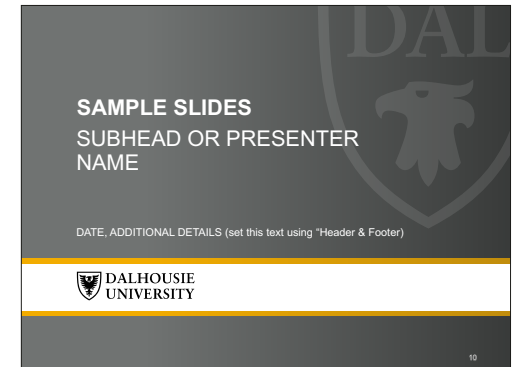
poster



clothing



advertisement



powerpoint

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.

ATTRIBUTES

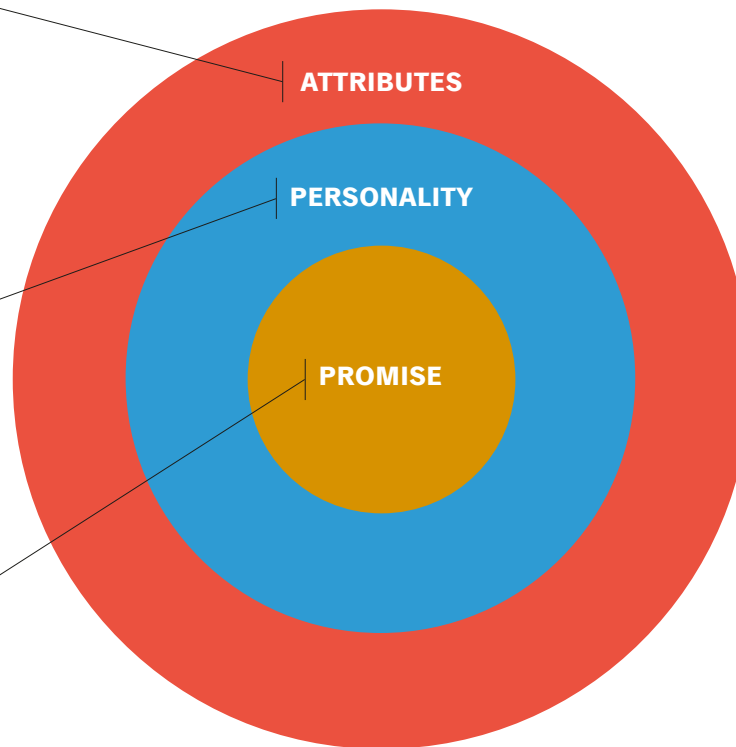
Pioneering
Inspired
Purpose-driven
Connected
Influential
Open

PERSONALITY

Fresh & Bold

PROMISE

A lasting impact



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**.