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13.0 200TH ANNIVERSARY | 13.01 INTRODUCTION

Dalhousie sits on the cusp of a milestone moment.

In 2018, we will celebrate our 200th anniversary and join the small number of Canadian universities whose history spans two centuries. It is an opportunity to look back on our prestigious record of academic excellence and groundbreaking discoveries, and the transformational impact Dalhousie has made locally, nationally and around the world. It is also a time to look toward our bold, bright future as a leader in addressing global challenges through collaboration, creativity and innovation.

Our 200th anniversary is a once-in-a-lifetime celebration of, by and for everyone in our community. Dalhousie invites faculties, departments and units to infuse your own communications and materials with the tools and brand guidelines developed for our bicentennial.

We encourage you to explore this section of the brand guide and toolkit to find out how you can share the excitement of the 200th anniversary.
13.0 200TH ANNIVERSARY | 13.02 CREATIVE PLATFORM

Celebrating a new dawn

For two centuries, Dalhousie has built a tradition of excellence in teaching, research and service to our community. Through the passage of 200 years, our students, alumni, faculty and staff have made an ever-growing impact in our region, our country and our world. We have risen through history to this historic moment, and with our third century on the horizon, Dalhousie is ready to shine brighter than ever.

The rising light of a new dawn is the guiding light for our creative platform for the 200th anniversary. The sunrise symbolizes the energy, the excitement and the optimism of the institution as we transition from one era to the next, celebrating our history while looking forward to the transformational impact Dalhousie will make in the future.

The freshness and anticipation of a new day is brought to life throughout this addendum to our brand guide and toolkit. These creative elements are designed to augment our institutional brand guidelines, which were introduced in 2014, during the bicentennial celebration period.

We encourage you to use the bicentennial logo for your printed materials from January 1, 2017 through December 2018. And we invite you to join us, through the use of the 200th anniversary visual identity, in embracing the dawn of Dalhousie’s third century.

“The sunrise symbolizes the energy, excitement and the optimism of the institution...”
13.0 200TH ANNIVERSARY | 13.03 200TH CORE LOGO

Consistency is key when it comes to using Dalhousie’s 200th anniversary core logo. The logo is a critical element in our brand identity, and should never be redrawn. The relationship between the shield and the wordmark (Dalhousie University), as well as between the wordmark and the anniversary dates, should never be altered. Follow these simple guidelines to ensure that the logo is readable, recognizable and consistent. You can find and download the logo files through the sidebar link at www.dal.ca/brandguide.

NOTE:
• Please refer to page 2.08 of Dalhousie’s brand standards for how to ensure that you’re applying any Dalhousie logomark properly.
• Never alter the colour of the logo file that you have downloaded. Instead, please choose the appropriate format for your intended use (e.g., ‘Digital’ vs. ‘Offset Print’)

Clear space
Clear space is essential in ensuring that the Dalhousie 200th anniversary logo is easily read and the brand is recognized. Avoid clutter and do not allow other elements to invade the logo’s space. Use the H from the logo to measure the required clear space, as shown below.

Measure clear space around the logo by using the H from the logo.

Minimum size
The logo must be legible and visible. When using the logo, whether on a white or black background, do not reduce the length of the logo below 1.625 inches (or 4.1725 cm).

1.625 inches / 4.1725 cm
To ensure consistency in the structure of Dalhousie core brand logo extensions, these logos will be created and provided to you by Creative Services.

Please contact design.services@dal.ca to obtain your applicable logo.

**NOTE:**

- Faculty extensions are most appropriately used as a signature at the end of a document.
- Faculty extensions would generally not be used on the cover of a document or at the top of a banner or poster.
- Please consult with design.services@dal.ca for guidance about appropriate usage.
Stationery is a large component of Dalhousie's outward-facing brand presence. The bicentennial logo will appear on stationery starting January 1, 2017. Costs are as per all new stationery — no extra design or printing charges. The bicentennial stationery may be used beyond 2018 but no new orders will be taken after December 2018. Quantities ordered should reflect this timing and your expected usage.

Please contact design.services@dal.ca to order your cards.
Letterhead is produced on pre-printed colour shells. Please contact design.services@dal.ca to order your letterhead.

When printing on letterhead, the margin guidelines below will help you create consistent correspondence with the correct amount of white space.

**13.0 200TH ANNIVERSARY | 13.06 STATIONERY: LETTERHEAD**

13.0 200TH ANNIVERSARY

When printing on letterhead, the margin guidelines below will help you create consistent correspondence with the correct amount of white space.

**13.0 200TH ANNIVERSARY | 13.06 STATIONERY: LETTERHEADER**

Letterhead is produced on pre-printed colour shells. Please contact design.services@dal.ca to order your letterhead.

When printing on letterhead, the margin guidelines below will help you create consistent correspondence with the correct amount of white space.

Dear Chris,

Halifax NS  X3X 1X8 Canada  123 First ave, PO Box 15000

Sincerely,

Sean Smith

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When printing on letterhead, the margin guidelines below will help you create consistent correspondence with the correct amount of white space.

Dear Chris,

Halifax NS  X3X 1X8 Canada  123 First ave, PO Box 15000

Sincerely,

Sean Smith
13.0 200TH ANNIVERSARY  |  13.07 STATIONERY: NO. 10 ENVELOPE

Number 10 envelopes are produced on pre-printed colour shells. Colour logo is an option on oversize envelopes. Please contact design.services@dal.ca to order your envelopes.

Number 10 Envelope
13.0 200TH ANNIVERSARY | 13.08 MERCHANDISE

Along with the celebrations of the bicentennial anniversary comes a suite of merchandise available through the Dalhousie Bookstore. You will begin to see these items on the shelves as early as January, 2017.

This is an area where the usage of a compact, dates-only version of the 200th logomark becomes a powerful graphic in an alternative—and fun—way.

Please continue to order your 200th-related merchandise through the Dalhousie Bookstore.
13.0 200TH ANNIVERSARY | 13.09 POWERPOINT PRESENTATION

Dalhousie faculty and staff are routinely called upon to give presentations on behalf of the university. It is important that these presentations also reflect the Dalhousie brand guidelines so that the fresh and bold brand personality is reinforced to both external and internal audiences. To make this easy, we have created Dalhousie PowerPoint templates to build upon in your creation of presentations.

This particular PowerPoint Template is to guide your presentation construction for material directly concerning the bicentennial anniversary. Only one PPT "theme" is an option, but that theme contains options for layouts and title slides. You can find and download the presentation template files through the sidebar link at www.dal.ca/brandguide.

GENERAL GUIDELINES:

- Information should be presented clearly and in an uncluttered manner.
- Photos and colours can be used where appropriate, but should not overwhelm the message.
- Consider multiple slides to rotate through during speaking points rather than crowding everything into one slide.
Show your support of the bicentennial celebrations by adding the following line to your email signature:

Celebrating 200 years in 2018

Tag and aggregate the celebration by using the following hashtag in your social media posts:

#dal200

Recommended settings for e-mail body copy + signature:

- Sans (Arial)
- Normal size (11px)
- RGB 0 0 0 (black)

SUGGESTED SIGNATURE ORDER GUIDELINES:

- Name, Degrees
- Title
- FACULTY (if applicable)
- Department
- email
- Phone
- Cell
- Building, Room #
- Civic Address
- Mailing Address

DALHOUSIE UNIVERSITY
dal.ca/sample

[Celebratory line]
Have questions? Need to order business cards? Send us an email or leave us a voice mail and we'll help you get what you need.

**Brand questions regarding 200th anniversary materials and collateral**
design.services@dal.ca
902.494.3636

**200th anniversary business cards and stationery**
design.services@dal.ca
902.494.3636

**200th anniversary content and editorial**
commark@dal.ca
902.494.2517

**200th anniversary website**
commark@dal.ca
902.494.2517

**200th anniversary merchandise**
bookstore@dal.ca
902.494.2460