

2.0 CORE LOGO

- 2.01 OVERVIEW
- 2.02 CLEAR SPACE AND MINIMUM SIZE
- 2.03 EXAMPLES OF PLACEMENT ON COLLATERAL
- 2.04 COLOUR
- 2.05 COLOUR: CMYK PRINT-SPECIFIC BREAKS
- 2.06 COLOUR: RGB AND HEX CODES
- 2.07 COLOUR APPLIED TO THE CORE LOGO
- 2.08 APPLYING THE LOGO PROPERLY
- 2.09 LINKS TO DALHOUSIE AUTHORIZED CORE LOGO

2.0 CORE LOGO | 2.01 OVERVIEW

Dalhousie is widely recognized across Canada and is growing in stature around the world. We are viewed as a university with real substance and stature, and seen as a vibrant, welcoming community. **Our core logo is the visual cornerstone of our brand identity—fresh and bold, with a promise of lasting impact.**

The eagle in the logo gives the shield graphic impact across all platforms and media. The words “Dalhousie University” have equal weight for readability in multiple applications. Together, these elements result in a strong brand unit that is easy for you to use across both print and digital platforms.



**DALHOUSIE
UNIVERSITY**

2.0 CORE LOGO | 2.02 CLEAR SPACE AND MINIMUM SIZE

Consistency is key when it comes to using Dalhousie's 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) should never be altered. Follow these simple guidelines to ensure that the logo is readable, recognizable and consistent.

Clear space

Clear space is essential in ensuring that the Dalhousie 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 1.125 inches / 28.575 mm in length or 14% of the authorized logo size.

1.125 inches / 28.575 mm

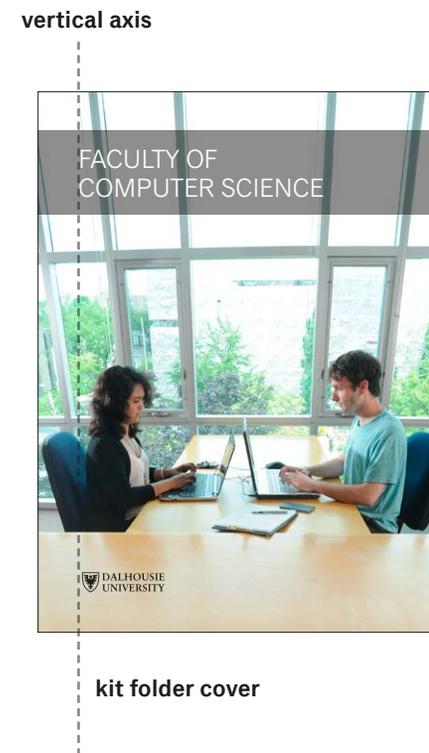
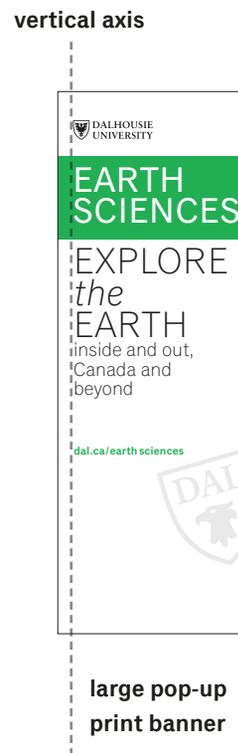
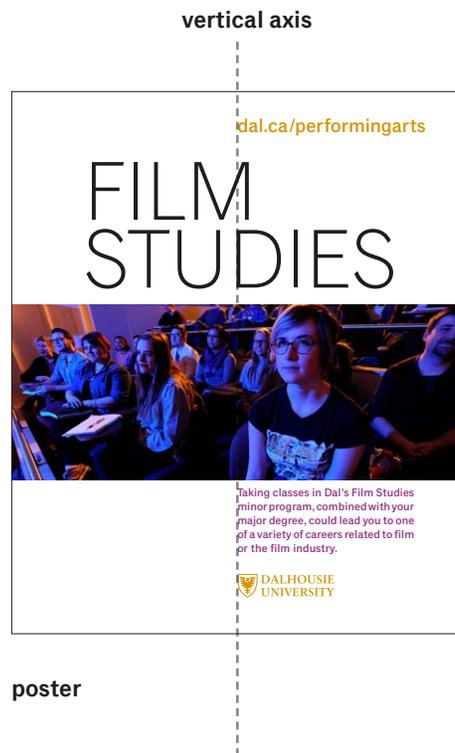
OR

14% of authorized logo



2.0 CORE LOGO | 2.03 EXAMPLES OF PLACEMENT ON COLLATERAL

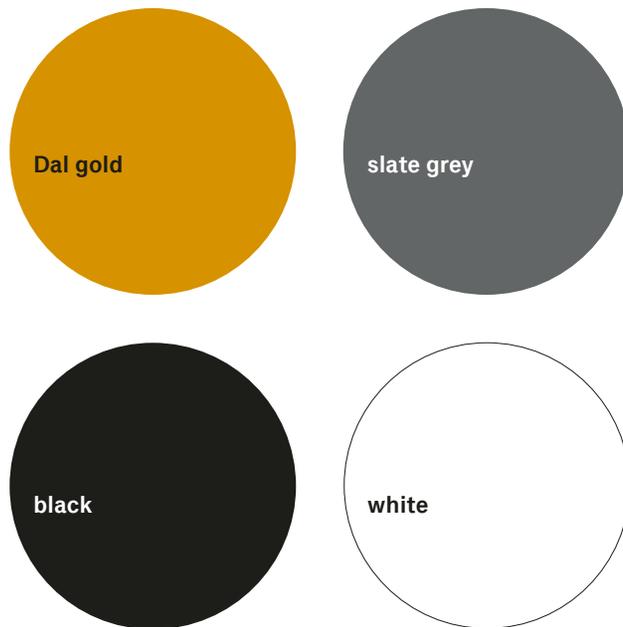
When placing the core logo on collateral materials, you have flexibility in where the logo will sit: on some materials, the logo will sit at the top while on others it may sit at the bottom. **The key in determining where the logo will sit is to consider the size and function of the collateral.** Is it a larger banner that needs to be seen from across a room, over the heads of event attendees? In that case, putting the core logo at the top of the piece makes sense (see middle example below). Is it a kit folder cover that will be held in a reader's hands? Placing the logo at the bottom of that piece is a good choice (see example on the right, below). In either case, align the logo flush to the vertical axis of the type on your particular piece. See the examples for guidance.



2.0 CORE LOGO | 2.04 COLOUR

Along with the core logo, the core brand colour palette is a key element of the Dalhousie brand. **Applying the core logo in the core brand palette consistently is essential to executing our visual brand effectively**, and as a result, the guidelines around the execution of the core logo colours are fairly strict.

CORE LOGO COLOUR PALETTE



Dal gold A, slate grey, black and white are the formal Dalhousie school colours and form the basis of the Dalhousie core logo colour palette. The slate grey was added to the palette as part of the brand refresh, and adds modernity and sophistication to the palette, while expanding the range of colour and design options available. For colour breaks, see page 2.05. (Note that there is a supporting palette of colours for collateral design. See details on page 6.05)

GENERAL GUIDELINES:

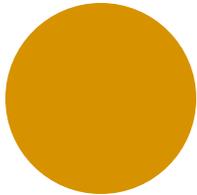
- Designers may use their discretion in choosing the core logo in black or Dal gold. Consider substrate, legibility and the context of use. A gold logo may not be legible on some substrates or when viewed at a distance.
- When applied to the core logo, the slate grey is reserved for formal uses, such as official materials issued by the president's office, convocation materials and special reports. Consult design.services@dal.ca for guidance.
- Choose your Dal gold and slate grey 4-colour break based on the paper and print specifications.
- When you do not have clarity on printing, use 70% black for slate grey and 4-colour 0/39/100/16 for Dal gold.

2.0 CORE LOGO | 2.05 COLOUR: CMYK PRINT-SPECIFIC BREAKS

The print specifications for the core logo colours depend upon the substrate being printed on, and the method of printing (offset or digital). Choose the Dal gold and slate grey colour breaks accordingly. If you are not sure of the mode of printing or what the substrate will be, select 70% black for slate grey and 4-colour 0/39/100/16 for Dal gold.

CMYK COLOUR BREAKS

Dal gold



offset coated

C	0
M	39
Y	100
K	16

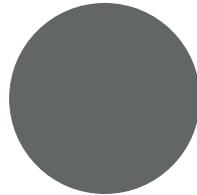
offset uncoated

C	0
M	30
Y	100
K	10

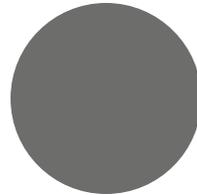
digital output

C	0
M	39
Y	100
K	16

slate grey



or



offset coated

C	30
M	20
Y	19
K	58

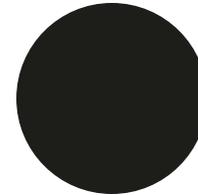
offset uncoated

C	25
M	17
Y	15
K	44

digital output

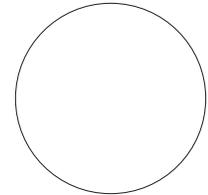
C	0
M	0
Y	0
K	70

black



C	0
M	0
Y	0
K	100

white



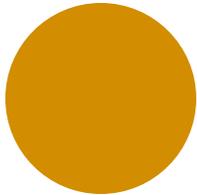
C	0
M	0
Y	0
K	0

2.0 CORE LOGO | 2.06 COLOUR: RGB AND HEX CODES

Colour codes for digital use are as follows:

RGB AND HEX COLOUR CODES:

Dal gold



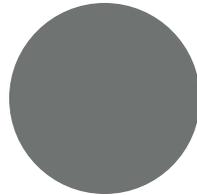
RGB

R 192
G 140
B 12

HEX

#c08c0c

slate grey



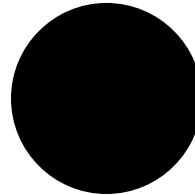
RGB

R 112
G 115
B 114

HEX

#707372

black



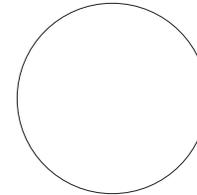
RGB

R 0
G 0
B 0

HEX

#000000

white



RGB

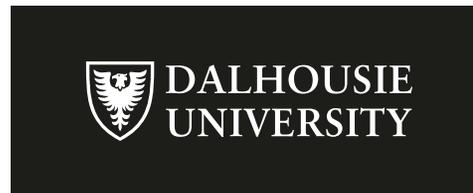
R 255
G 255
B 255

HEX

#ffffff

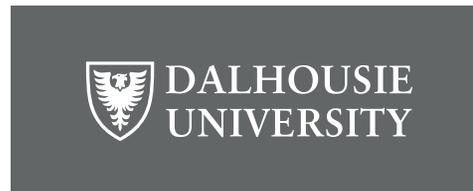
2.0 CORE LOGO | 2.07 COLOUR APPLIED TO THE CORE LOGO

The school colours can be applied to the logo in the following ways. These are the only approved versions of the core logo. You may not render the core logo in any other colours.



NOTE

- Designers may use their discretion in choosing the core logo in black or Dal gold. Consider substrate, legibility and the context of use. A gold logo may not be legible on some substrates or when viewed at a distance.



NOTE

- When applied to the core logo, the slate grey is reserved for formal uses, such as official materials issued by the president's office, convocation materials and special reports. Consult with design.services@dal.ca for guidance.

2.0 CORE LOGO | 2.08 APPLYING THE LOGO PROPERLY

Not sure if you can do *that* with the logo? To maintain the integrity of the Dalhousie brand, it's important to **use the Dalhousie logo in its original form.**

Note: Never add special occasion text to the logo. If, for example, you are celebrating a milestone anniversary (10, 25, 50, 75 or 100), consult design.services@dal.ca to discuss development of a commemorative mark.

YES



Make sure the logo has enough contrast on the page, whether you are working in print or digital.



When placing a colour field behind the logo always use a colour from the core brand colour palette of Dal gold, black, slate grey or white. (Note the core logo knocked out of slate grey is reserved for formal uses. See page 2.07 for details.)



When placing the logo over an image, make sure it is on a clean, neutral coloured background. Always ensure that the logo is readable.

NO



Always use an authorized logo in a core logo colour. Do not change the colour of the logo in any way.



Always use an authorized logo in a core logo colour.



Do not distort or skew the logo.



Do not apply multiple colour to the logo.



Do not use just the wordmark or just the shield. Always use the full logo with the wordmark and shield.



Do not place the logo on a cluttered area of a photo or an area that has bright colours.

2.0 CORE LOGO | 2.09 LINKS TO DALHOUSIE AUTHORIZED CORE LOGO

[Click here to download logos](#)

