

3.0 CORE LOGO AND EXTENSIONS

- 3.01 FACULTY NAME IN COLLATERAL: EXTENSIONS
- 3.02 FACULTY OR PROGRAM NAME IN COLLATERAL: HEADLINE
- 3.03 WEBSITE URL (DAL.CA)
- 3.04 EXTENDED WEBSITE URL

3.0 CORE LOGO AND EXTENSIONS | 3.01 FACULTY NAME IN COLLATERAL: EXTENSIONS

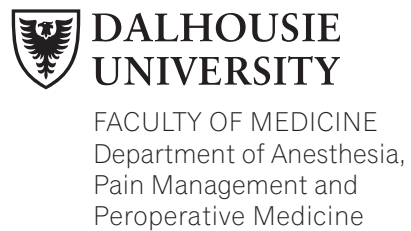
To ensure consistency in the structure of Dalhousie core brand logo extensions, these logos will be created and provided to you by Creative Services.

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

+ faculty



+ faculty + department

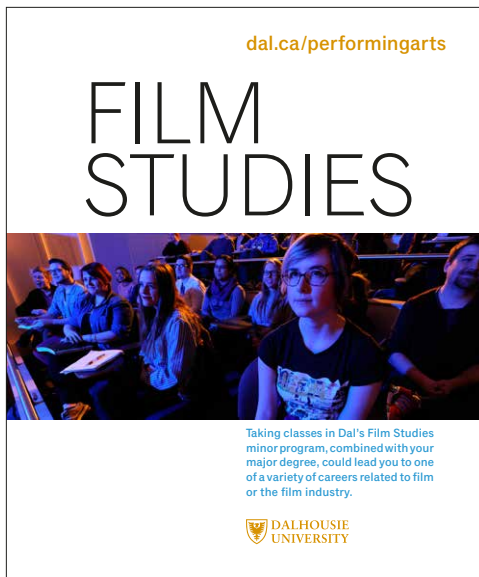


NOTE

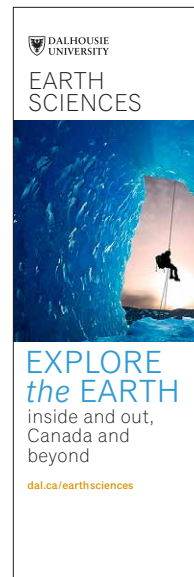
- Faculty extensions are most appropriately used as a signature at the end of a document.
- Faculty extensions would generally not be used on the cover of a document or at the top of a banner or poster.
- See page 3.02 for examples of faculty names as headlines.
- Please consult with design.services@dal.ca for guidance about appropriate usage.

3.0 CORE LOGO AND EXTENSIONS | 3.02 FACULTY OR PROGRAM NAME IN COLLATERAL: HEADLINE

When designing collateral for faculty- or program-related communications, **consider placing the faculty or program name as a headline or as primary display type.** The following examples show the program name in primary positions based on the use of the piece, and the environment where it will be shown or displayed. The poster example takes into consideration where it will be tacked up—on a wall or bulletin board surrounded by other print messages—and uses the program name prominently to cut through visual clutter. The large pop-up print banner example uses the program name at the top because these banners function as wayfinding in a large room or when surrounded by other banners. In these cases the university is identified by the core logo, without the use of a faculty extension.



poster



large pop-up
print banner



kit folder cover

3.0 CORE LOGO AND EXTENSIONS | 3.03 WEBSITE URL (DAL.CA)

There are many times when it is important to include the Dalhousie website address with the core logo. The URL is aligned vertically with the text in the wordmark, and it sits one “H” distance below the baseline of the logo. The core URL is always set in uppercase Classic Grotesque Book.

Please contact design.services@dal.ca to obtain the core logo with URL.



NOTE

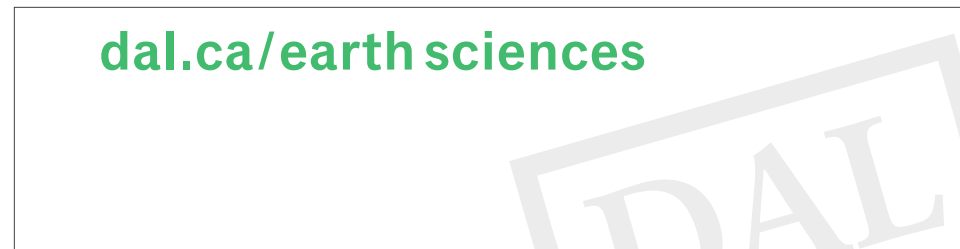
- DAL.CA is always set in uppercase Classic Grotesque Book



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

3.0 CORE LOGO AND EXTENSIONS | 3.04 EXTENDED WEBSITE URL

On some materials, you will want to use an extended URL that points to a specific faculty or landing page. In most cases, **the URL itself becomes a call to action**, prompting readers to go to that specific page for further information. It is separate from the core brand logo because in order to be read as a call to action, it needs to be seen as content rather than logo.



GENERAL GUIDELINES:

- Always lower case, Classic Grotesque Semi Bold
- Always separated from the core brand logo
- May appear in any of the core or supporting colours

