

4.0 SHORT FORM LOGO

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4.0 SHORT FORM LOGO | 4.01 OVERVIEW

A short form logo is available for **informal uses** such as social media and branded apparel and retail products. This graphic short form logo incorporates the eagle head of the core logo shield and the short form name of the university. This short form logo creates a **fresh, bold and playful visual element** that incorporates and acknowledges the short form of the university's name, Dal.

The short form does not replace the core brand logo on the collateral that you design—and in fact **the core brand logo should always appear with the short form so that Dalhousie University is clearly identified**—but it does give you the option to use a graphic element in fun and interesting ways. Review the following pages for some guidelines on its application.

There is one exception to this rule: retail products. Find out more on page 4.04.

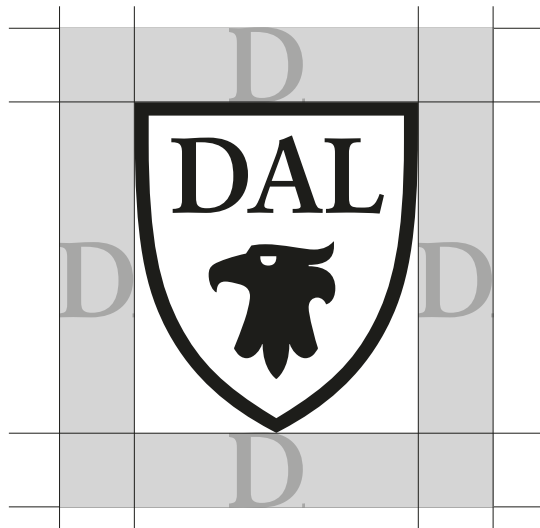


4.0 SHORT FORM LOGO | 4.02 CLEAR SPACE AND MINIMUM SIZE

Yes, you can have fun with the short form logo... but it's still important to observe some key guidelines so the **short form logo remains meaningful and recognizable.**

Clear space

The same basic principles of clear space apply to the core logo and the short form logo: avoid clutter around the logo and don't allow other elements to invade its space. In this case, measure clear space around the logo by using the D from the logo.



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

GENERAL GUIDELINES:

- Never alter or redraw the logo
- Do not separate elements out of the logo
- Only use authorized artwork from Dalhousie
- Do not crop into the word "Dal" or into the head feathers or beak of the eagle

Minimum size

The short form logo is designed for clarity in smaller sizes than the core logo. Still, it's important for the logo to remain legible and visible. Whether you're using it on a white or black background, do not reduce the length of the logo below ½ inch / 12.7 mm or 8% of the authorized Dalhousie logo.

.5 of an inch / 12.7 mm
OR
8% of authorized logo



4.0 SHORT FORM LOGO | 4.03 AS A WATERMARK

Another way to have fun with the short form logo: it can be used as a supporting watermark on consumer-facing and informal internal communications.



USING THE SHORT FORM AS A WATERMARK EFFECTIVELY

- Never alter or redraw the logo
- To maintain brand integrity, angle the short form logo between 5° and 21° to the left OR right
- You may bleed the short form logo off of the live area. Ensure that you do not crop into the word Dal, or into the eagle's head feathers or beak.
- Run the logo at 10% black. This may need to be adjusted depending on final print or screen display: use your judgment, but ensure that it has a watermark effect.



Short form + core logo rule

On its own, the short form logo is not enough to clearly identify collateral material as being from Dalhousie University. You should also include the core brand logo along with the short form. Here is an example of a large pop-up print banner.

4.0 SHORT FORM LOGO | 4.04 RETAIL PRODUCTS

Here, you get to break a rule. Retail products such as t-shirts, ball caps, pens and other products can use the short form logo without the core brand logo. **This is the only exception to the “short form + core logo” rule (see page 4.03 for the rule).**



4.0 SHORT FORM LOGO | 4.05 APPLYING THE SHORT FORM LOGO PROPERLY

While the short form logo does allow a bit more playfulness than the core brand logo, it's still important to stick to some guidelines to ensure that the integrity of the short form logo is maintained. As a starting point, **always use logos authorized by Dalhousie in their original form.** These examples show what's appropriate — and what isn't.

YES



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



You can angle the short form logo 5% to 21% to the left OR right. It may be cropped at the bottom as long as the name and graphic is recognizable.



You'll notice we're showing a version in white knocked out on green. Green isn't a core logo colour, but it is in Dalhousie's supporting palette (see page 6.05). The short form logo can be knocked out in white against colours in the supporting palette. The core brand logo can only be knocked out in white against core brand colours (Dal gold, black or slate grey).



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



In positive format, always use the short form logo in a core logo colour (see page 6.03 for colour palette).



When cropping the short form logo do not crop into the word "DAL", the eagle head feathers or beak.



Do not distort or skew the logo.



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