

2021

Branding and Communications

# Style Guide



DOMINIC COLLEGE

The Dominic College Style Guide is a set of standards for the design of internal and external documents, communications, signage, and any other form of other brand identifier.

It provides information to ensure complete uniformity in style and formatting wherever the College brand is used. It covers everything from how the Dominic logo is used, to the brand colours and typography rules of the College.

The purpose of a style guide is to make sure that multiple contributors create in a clear and cohesive way reflecting the corporate style and ensuring brand consistency with everything from design to writing.

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# Colour Palettes



## Corporate Colours Primary Palette



### Dominic Maroon

**PMS:** 208

**RGB:**

R - 162  
G - 34  
B - 76

**CMYK:**

C - 0  
M - 91  
Y - 34  
K - 38

## Secondary Colour



### Dominic Navy

**PMS:** 534

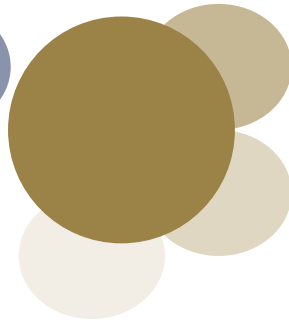
**RGB:**

R - 28  
G - 53  
B - 94

**CMYK:**

C - 98.5  
M - 44.6  
Y - 36.33  
K - 27.0

## Accents Only



### Dominic Gold

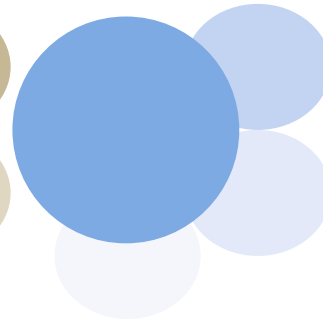
**PMS:** 871

**RGB:**

R - 133  
G - 117  
B - 80

**CMYK:**

C - 44.75  
M - 44.76  
Y - 73.97  
K - 17.25



### Dominic Light Blue

**PMS:** 7451

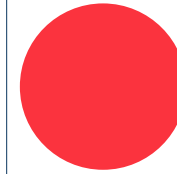
**RGB:**

R - 135  
G - 169  
B - 226

**CMYK:**

C - 45.64  
M - 26.29  
Y - 0  
K - 0

## House Colours Palette



### Siena Red

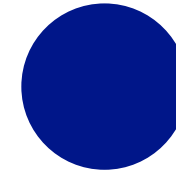
**PMS:** 032

**RGB:**

R - 245  
G - 51  
B - 63

**CMYK:**

C - 0  
M - 92.85  
Y - 76.06  
K - 0



### Bosco Blue

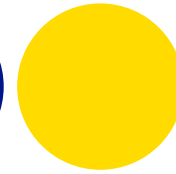
**PMS:** Reflex blue

**RGB:**

R - 0  
G - 22  
B - 137

**CMYK:**

C - 100  
M - 92.85  
Y - 14.44  
K - 12.44



### Savio Yellow

**PMS:** Yellow C

**RGB:**

R - 255  
G - 221  
B - 0

**CMYK:**

C - 3.17  
M - 8.74  
Y - 100  
K - 0



### Guzman Green

**PMS:** 368

**RGB:**

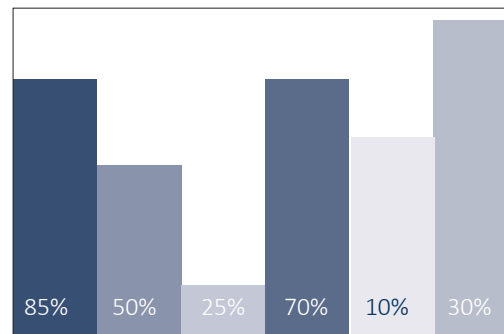
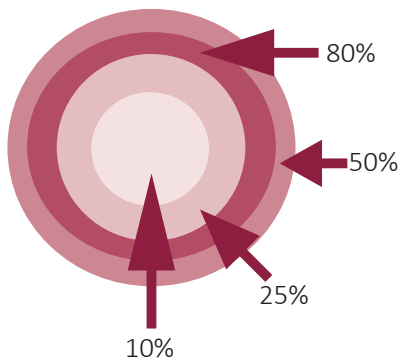
R - 118  
G - 188  
B - 33

**CMYK:**

C - 59.04  
M - 1.67  
Y - 100  
K - 0

## Tints and Shading

Percentage tints of official corporate colours may be used effectively for tables, graphs and shading effects. Left, examples of Dominic Maroon and Dominic Navy gradients.



The official colours of Dominic College are specified according to the Pantone Matching System (PMS).

The Pantone number, its process colour equivalent (CMYK), and the recommended web colours (RGB) are indicated as coated and uncoated colours. The primary colour palette to be used is Dominic Maroon and Dominic Navy, with a secondary colour of Dominic Gold, and the accent colour of Dominic Light Blue.

For offset printing the PMS colours are to be used if possible and for full colour printing use the CMYK breakdown. For digital media please use the RGB breakdown.

The House colours palette is to be utilised for any Dominic House promotional materials.

# Logo - Uses and Variations



*Complete Brand with crest for official use.*



*Complete Brand with crest for official use - navy version.*



*White logo and crest for dark backgrounds for general use.  
Background to be navy, maroon or black only.*



*Maroon Logo and crest for light backgrounds for general use.*



*Navy Logo and crest for light backgrounds for general use.*



*Full colour crest for general use.*



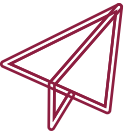
*Monotone crest only to be used for black & white printed documents.*



*75th Anniversary Logo for use in 2021 for official marketing collateral - to be used on white background.*

***Always use high resolution logo versions.  
Pixelated or blurry versions are not acceptable.***

***If uncertain of which version of the  
Dominic Logos to use in a document or  
require a variation please contact the  
[Marketing and Publications Coordinator](#).***



*Leave space around logos - please do not crowd the brand.*



**Dominic House Mascot Icons**  
**To be used for House promotional materials.**

## Formats and Uses

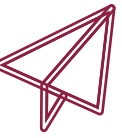
- *JPG image files have white backgrounds and may be used in all Microsoft applications. E.g. Word, PowerPoint, Publisher and Website.*
- *PNG or GIF image files are available upon request.*
- *EPS image files are master vectors and are scalable - these must not be revised or opened without permissions.*
- *PDF versions for high quality versions may be used in Adobe InDesign.*
- *Animated Dominic Crest may be used for Powerpoints, website or video productions.*

## USEFUL LINKS

### Logo Links:

- [Complete Brand](#)
- [White, Maroon & Navy Logos](#)
- [Crests](#)
- [Anniversary Logo](#)
- [Animated logo](#)
- [House Mascots and Saint Logos](#)
- [Social Media Logos](#)

# Incorrect Use of Logos



*Do not distort or stretch logos. Do not use pixelated or fuzzy versions of logos.*



*Do not use incorrect colours or change any logo components*



DOMINIC COLLEGE  
*A Catholic School in the Salesian Tradition*



*Do not tilt, rotate, skew, rearrange or stack logos.*

# Fonts & Typography



Dominic utilises the Calibri family of sans serif fonts, as the corporate font for most communications.  
Calibri Light should be used for all Body Text for internal and external communications whenever possible.  
Calibri Bold may be used for Headers.

## CALIBRI LIGHT- 12pt example

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Dominic College utilises the Trajan family of serif fonts for corporate Title Headers in marketing collateral. The distinction for upper and lower case is only size.

## TRAJAN PRO REGULAR - 12pt example

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

The Garamond Pro family of fonts may be alternated for Calibri for marketing, promotional and communications publications.

## GARAMOND PRO REGULAR - 12pt example

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Calibri Light

The quick brown fox jumps over the lazy dog.  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

#### *Calibri Light Italic*

*The quick brown fox jumps over the lazy dog.*  
*THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.*

### Calibri Regular

The quick brown fox jumps over the lazy dog.  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

#### *Calibri Regular Italic*

*The quick brown fox jumps over the lazy dog.*  
*THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.*

### Calibri Bold

**The quick brown fox jumps over the lazy dog.**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**

#### ***Calibri Bold Italic***

***The quick brown fox jumps over the lazy dog.***  
***THE QUICK FOX DOG JUMPS OVER THE LAZY DOG.***

### TRAJAN PRO REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

### Adobe Garamond Pro Regular

The quick brown dog jumps over the lazy dog.  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

#### *Adobe Garamond Pro Regular Italic*

*The quick brown fox jumps over the lazy dog.*  
*THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.*

### Adobe Garamond Pro Semi Bold

The quick brown fox jumps over the lazy dog.  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

#### *Adobe Garamond Pro Semi Bold Italic*

*The quick brown fox jumps over the lazy dog.*  
*THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.*

### Adobe Garamond Pro Bold

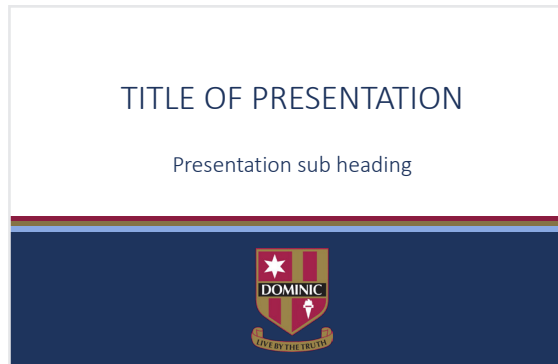
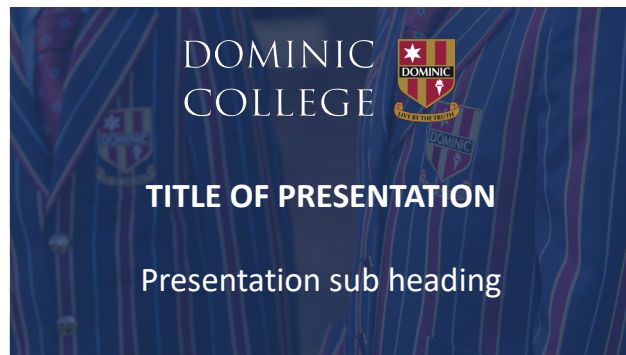
The quick brown fox jumps over the lazy dog.  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

#### ***Adobe Garamond Pro Bold Italic***

***The quick brown fox jumps over the lazy dog.***  
***THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.***



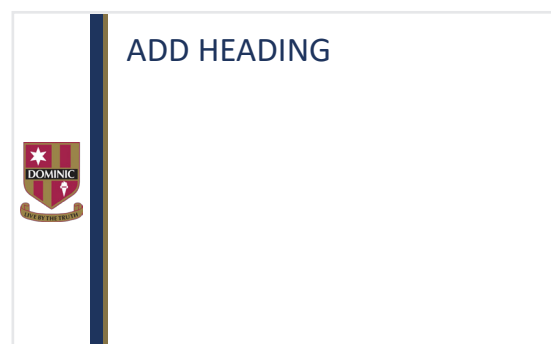
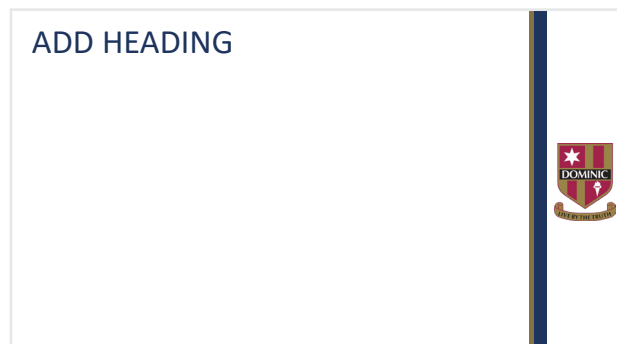




## USEFUL LINKS

### *Templates Links for:*

- [Electronic Anniversary Letterhead and Header](#)
- [Minutes](#)
- [Agendas](#)
- [PowerPoint Presentations](#)
- [Reports and Memos](#)



[PowerPoint Presentation Cover pages  
and subsequent pages - selection.](#)



[75 year Anniversary Email Header](#)

# Telling our Story



Dominic College maintains a consistent voice that allows the promotion of the school's creativity and unique qualities, reaching appropriate audiences, including current families, Old Scholars, potential new families to the school and the greater community. There are common conventions we use in College publications to ensure our written communications (printed or digital) are consistent and written in clear, concise and effective English.

This guide covers only commonly used textual style; it is not intended to be comprehensive. If you have any queries about style or suggestions for additions to the Style Guide, please contact the Publications and Marketing Coordinator. The Dominic Style Guide will be updated regularly.

- Always use the full College name - 'Dominic College' - for the first reference. In subsequent references the use of 'Dominic' is appropriate.
- When writing dates, they should be written as:  
Monday 1 February 2021; no punctuation, no 'st' or 'th'.
- Dominic uses the word Year, not Grade when referring to class year groups.
- The College uses the terms K-6 and 7-10, not primary and secondary.
- Dominic utilises single quotes and not double quotes for speech marks.
- Numerals below the number ten are spelt out- except in compound words like Year 7. Numerals above ten are written as numbers.
- Time is written as 8.00am- single stop, no spaces or after stops.
- Full stops are not used in acronyms.  
Acronyms that are better known in their shortened form (e.g. TCE, TAFE, NAPLAN, ATAR) do not need to be written in full.

- Dominic College uses Australian spelling.

This means that we use:

- ise rather than -ize (e.g. realise, organise, specialise)
- our rather than -or (e.g. colour, behaviour, neighbour)
- re rather than -er (e.g. theatre, centre, metre).

Some other spelling differences include:

- 'travelling' rather than 'traveling'
- 'focused' rather than 'focussed'
- 'enrolment' rather than 'enrollment'.

- Keep capital letters to a minimum.
- The following should be capitalised:
  - School years (Year 7, Years 9–10).
  - School subject names and faculties (Mathematics, Science, English, Outdoor Education).
  - Specific references to semesters and terms (Semester 1, Term 3 – but lower case when writing 'in the third term' or 'each semester').
- Do not use a full stop at the end of a sentence that finishes with a URL or an email address.
- The Oxford comma is a comma which may be placed before the final 'or', 'and', or 'nor' in a list of three or more things. It is a useful tool in writing, as it can help make lists much clearer. e.g. 'She took a photo of her parents, the teacher, and the principal.' - without the comma it may be interpreted that her parents were the teacher and the principal.
- Avoid publishing a very long URL. To reduce the length of a long address, go to 'bit.ly' and replace it with something shorter or include a hyperlink.
- When publishing a website address or email address, always test it to make sure it is correct.
- When words are included in brackets at the end of a sentence place full stop outside of brackets.
- Indigenous names are written in lowercase.
- For useful information regarding the correct use of punctuation refer to [macquariedictionary.com.au](http://macquariedictionary.com.au) - publications guide.

## **When using social media:**

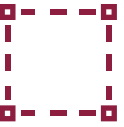
### **• Using Dominic branding**

All requirements for the use of any Dominic logos also applies to social media content. Do not modify or design any Dominic mark for use on social media.

### **• Personal Pages**

Personal social media accounts or personal websites may not use Dominic branding without proper authorization. Those accounts are not appropriate places to disseminate Dominic news or make official statements. It is acceptable to repost items Dominic has posted to its social media accounts or website.

# Imagery



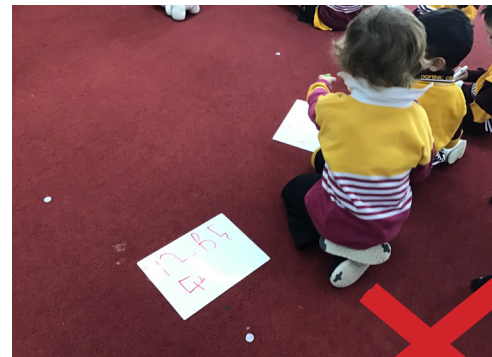
The images that make up the Dominic brand imagery can appear in a variety of formats, from cinema screen to Instagram, websites to print ads. These images are more than simple visuals—they convey an emotion in the viewer (known as ‘brand feelings’).

Successful branding images develop an internal narrative and build external community.

The right image perfectly represents what the College stands for and tells our story effectively.

## ***Image requirements***

- When taking photos of students, check that they have parent consent to appear in publications.
- Check that they are wearing full correct, uniform, that they look tidy and clean, and best represent the College and our narrative.
- Consider the composition of the photos, what will it be used for? Does it need to be in portrait or landscape mode? Is there too much headspace or unnecessary space? Is it an interesting or informative photo?
- Check backgrounds; who is there? Are there bins or untidy objects in the shot, or other children without permissions in the background?
- Aim for images that are natural, inspiring and spontaneous, and where possible not staged.
- When saving photos to the Photo server, ensure that they are high quality and saved with a caption detailing who is in the photo, saved in a folder describing the event.
- Please rotate photos to the correct direction when saving or emailing.
- If emailing the photo for a publication, save it as a JPG and attach it to the email rather pasting it in the body of the email.
- Do not use blurred photos in any College communications.
- Do not stretch photos, if you are unsure how to resize a photograph please consult with the [Marketing and Publications Coordinator](#).
- Clip-art should not be used for promotional or marketing collateral or in communications including social media.



# DOMINIC COLLEGE



## **DOMINIC COLLEGE**

K-10 | Coeducational | Catholic | Independent  
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03 6274 6000  
[dominic.tas.edu.au](http://dominic.tas.edu.au)