DORAL SCHOLARS PROGRAM

BRAND STYLE GUIDE 2025

INTRODUCTION

This comprehensive style guide establishes the visual identity standards for the Doral Scholars Program. Consistent application of these guidelines ensures our brand projects a cohesive, professional image that reinforces our mission of academic excellence and student achievement.

The Doral Scholars Program visual identity combines educational symbolism with modern design elements to create a distinguished presence that resonates with students, educators, and the community.

LOGO

The Doral Scholars Program logo symbolizes academic excellence and scholarly achievement. The emblem consists of:

- A graduation cap representing educational accomplishment
- A fountain pen nib symbolizing knowledge and written expression
- A laurel wreath denoting recognition and achievement
- A star signifying excellence and aspiration
- A circular element representing community and inclusivity

PRIMARY LOGO

The primary logo should be used whenever possible in all communications. It consists of the emblem and the words "DORAL SCHOLARS PROGRAM" in the official typeface.

LOGO VARIATIONS

Full Color Logo

The full color version should be used on white or light backgrounds.

Reverse Logo

A white (reverse) version for use on dark backgrounds and colored fields.

One-Color Logo

A one-color version (black or primary color) for limited color applications.

LOGO CLEAR SPACE

To maintain visual impact, maintain a minimum clear space around the logo. This space should be equal to the height of the "D" in "DORAL" on all sides of the logo.

MINIMUM SIZE

To ensure legibility, the logo should never be reproduced smaller than:

- **Print:** 1 inch (25.4mm) wide
- **Digital:** 100 pixels wide

IMPROPER LOGO USAGE

To maintain brand integrity, please avoid:

- Stretching or distorting the logo
- Changing the logo colors outside of approved variations
- Applying effects such as shadows, glows, or gradients
- Rotating the logo
- Rearranging logo elements
- Placing the logo on busy backgrounds that reduce visibility
- Adding text or other elements to the logo
- Using the logo in a way that implies endorsement of unaffiliated organizations

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COLOR PALETTE

The Doral Scholars color palette combines vibrant and dignified colors that reflect academic excellence and innovation. Consistent use of these colors strengthens brand recognition.

PRIMARY COLORS

Color Sample	Name	Hex Code	RGB Values	Usage

Color Sample	Name	Hex Code	RGB Values	Usage
Show Image	**Red**	#E21833	226, 24, 51	Primary brand color, headlines, emphasis
Show Image	**Yellow**	#FFD200	255, 210, 0	Accent color, highlights, energy
Show Image	**Black**	#191919	25, 25, 25	Text, formal applications
Show Image	**Burgundy**	#880020	136, 0, 32	Deep accent, sophistication

SECONDARY COLORS

Color Sample	Name	Hex Code	RGB Values	Usage
Show Image	**Teal**	#3C8080	60, 128, 128	Supporting color, calm elements
Show Image	**Indigo**	#4B0082	75, 0, 130	Deep accent, academic feel
Show Image	**Purple**	#9D34FF	157, 52, 255	Innovation, creativity

COLOR USAGE GUIDELINES

- **Primary colors** should be dominant in all communications
- **Secondary colors** should be used as accents to create visual interest
- Ensure sufficient contrast for readability, especially when placing text over colored backgrounds
- For digital accessibility, follow WCAG 2.1 AA standards for text contrast
- Use the Red (#E21833) as the primary brand identifier
- Yellow (#FFD200) works excellently for call-to-action elements
- Black (#191919) provides professional typography contrast
- Burgundy (#880020) adds sophistication to formal materials

TYPOGRAPHY

The Doral Scholars typography system uses two complementary typefaces that balance distinctive character with readability.

PRIMARY FONT: DELA GOTHIC ONE

css

```css
font-family: 'Dela Gothic One', cursive;
```

Dela Gothic One is used for headlines, titles, and emphasis. Its bold, distinctive character creates strong visual impact while reflecting the program's emphasis on academic strength and innovation.

Usage Guidelines:

- Headlines and section titles
- Program name in prominent displays
- Key messaging that requires emphasis
- Large-format display text

SECONDARY FONT: DM SANS

css

```css
font-family: 'DM Sans', sans-serif;
```

DM Sans is our body copy font, selected for its excellent readability and clean, modern aesthetic. It provides a perfect balance to the distinctive character of Dela Gothic One while ensuring all communications remain professional and accessible.

Weights and Styles:

- **DM Sans Regular (400)** - Primary body text
- **DM Sans Italic (400 italic)** - Emphasis within body text
- **DM Sans Medium (500)** - Subheadings and important information
- **DM Sans Bold (700)** - Strong emphasis and important callouts

Usage Guidelines:

- Body copy for all communications
- Captions and supporting text
- Navigation and interface elements
- Contact information and detailed text

TYPE HIERARCHY

```
None
Main Headline
Dela Gothic One, 32pt

Section Title
Dela Gothic One, 24pt

Subheading
DM Sans Bold, 18pt

Body Copy
DM Sans Regular, 16pt
Body copy provides detailed information and should be easy to
read.
The Doral Scholars Program emphasizes academic excellence and
student
development through various initiatives and opportunities.

Emphasis Text
DM Sans Italic, 16pt

Caption Text
DM Sans Regular, 14pt
```

TYPOGRAPHIC GUIDELINES

- Maintain consistent type hierarchy across all communications
- Ensure adequate line spacing (leading) for readability
- Keep line lengths to 50-70 characters for optimal readability
- Avoid using more than two typefaces in a single communication
- Use left alignment for body text in most applications
- Limit the use of centered text to headlines and short passages

IMAGERY

Photography and imagery for Doral Scholars should reflect our commitment to academic excellence, diversity, and student achievement.

PHOTOGRAPHY STYLE

- **Authentic:** Capture genuine moments that showcase real learning and achievement
- **Diverse:** Represent the diversity of our scholars and community
- **Bright and Clear:** Use well-lit photography with clean compositions
- **Dynamic:** Show active learning and engagement rather than static poses
- **Professional:** Maintain high-quality standards for all imagery

SUBJECT MATTER

- Academic environments and learning settings
- Students engaged in meaningful activities
- Collaborative work and mentorship
- Achievement recognition and celebrations
- Campus environments and facilities

TECHNICAL SPECIFICATIONS

- High resolution (minimum 300 dpi for print)
- Well-composed with clear focal points
- Natural color treatment aligned with brand palette
- Proper lighting that highlights subjects clearly
- Appropriate depth of field based on subject matter

BRAND APPLICATIONS

PRINT MATERIALS

Stationery

- Business cards
- Letterhead
- Envelopes
- Folders

Marketing Materials

- Brochures
- Flyers

- Posters
- Banners
- Annual reports

Event Materials

- Programs
- Invitations
- Name badges
- Certificates
- Signage

DIGITAL APPLICATIONS

Website

- Maintain consistent branding across all pages
- Use approved color palette and typography
- Include proper logo usage and placement
- Ensure accessibility compliance

Social Media

- Profile images should use the primary logo
- Cover images should align with brand guidelines
- Content graphics should use brand colors and typography
- Include logo where appropriate but not overwhelming

Email Marketing

- Use branded templates
- Maintain consistent header and footer elements
- Apply brand typography hierarchy
- Use images that align with photography guidelines

ENVIRONMENTAL APPLICATIONS

Signage

- Building identification
- Directional signage
- Event displays
- Banners

Interior Environments

- Use brand colors in environmental design
- Apply typography standards to wall graphics
- Integrate logo appropriately in physical spaces

BRAND VOICE & MESSAGING

TONE & STYLE

- **Educational:** Emphasizes learning and academic excellence
- **Inspiring:** Encourages achievement and aspiration
- **Professional:** Presents information clearly and credibly
- **Inclusive:** Speaks to all members of our diverse community
- **Forward-looking:** Focuses on innovation and future success

KEY MESSAGES

- **Academic Excellence:** The Doral Scholars Program fosters exceptional academic achievement
- **Student Support:** We provide comprehensive resources to help students succeed
- **Community Impact:** Our scholars make meaningful contributions to their communities
- **Future Leadership:** We develop tomorrow's leaders through rigorous educational experiences
- **Inclusive Excellence:** We celebrate diversity and create opportunities for all talented students

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DIGITAL COLOR CODES REFERENCE

CSS Variables

css

```CSS
:root {
  /* Primary Colors */
  --doral-red: #E21833;
  --doral-yellow: #FFD200;
  --doral-black: #191919;
  --doral-burgundy: #880020;
```

```scss
  /* Secondary Colors */
  --doral-teal: #3C8080;
  --doral-indigo: #4B0082;
  --doral-purple: #9D34FF;
}
```

SCSS Variables

scss

```scss
None
// Primary Colors
$doral-red: #E21833;
$doral-yellow: #FFD200;
$doral-black: #191919;
$doral-burgundy: #880020;

// Secondary Colors
$doral-teal: #3C8080;
$doral-indigo: #4B0082;
$doral-purple: #9D34FF;
```

Print Colors (CMYK)

- **Red:** C:0 M:89 Y:77 K:11
- **Yellow:** C:0 M:18 Y:100 K:0
- **Black:** C:0 M:0 Y:0 K:90
- **Burgundy:** C:0 M:100 Y:85 K:47

ACCESSIBILITY GUIDELINES

Color Contrast Standards

- Ensure WCAG 2.1 AA compliance for all text
- Use Doral Black (#191919) for optimal text readability

- Test color combinations for sufficient contrast ratios
- Provide alternative text for color-dependent information

Typography Accessibility

- Maintain minimum 16px font size for body text
- Use adequate line spacing (1.5x font size minimum)
- Ensure sufficient color contrast between text and background
- Use clear, descriptive headings for navigation

BRAND IMPLEMENTATION CHECKLIST

Before Creating Materials:

- Logo usage follows clear space requirements
- Colors match exact hex/RGB specifications
- Typography hierarchy is consistent
- Images align with photography guidelines
- Accessibility standards are met

Quality Control:

- Brand colors are accurately reproduced
- Logo is not distorted or modified
- Typography is consistent with guidelines
- Overall design reflects brand personality
- Materials work across intended platforms

CONTACT INFORMATION

For questions regarding the Doral Scholars Program brand guidelines or to request digital assets, please contact:

Brand Communications Department
 Email: brand@doralscholars.org
 Phone: (555) 123-4567

Quick Reference Color Palette:

🔴 Red: #E21833 - Primary brand color
🟡 Yellow: #FFD200 - Energy and highlights
⚫ Black: #191919 - Text and sophistication
🍷 Burgundy: #880020 - Deep elegance
🔵 Teal: #3C8080 - Calm support
🟣 Indigo: #4B0082 - Academic depth
🟪 Purple: #9D34FF - Innovation

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