

Brand Guidelines

Refreshed June 2023



DALHOUSIE
UNIVERSITY



ACKNOWLEDGEMENTS

Dalhousie University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq. We are all treaty people.

There are three key components to the statement. The first is particular acknowledgement that the land Dalhousie sits on is part of Mi'kma'ki, the territory of the L'nu'k. The second is the acknowledgement of the territory as both ancestral and unceded — recognizing that the Peace and Friendship treaties signed between the British Crown and the Mi'kmaq (unlike many other historic treaties in Canada) did not involve surrender of land. Finally, "We are all Treaty people" reflects that the Peace and Friendship treaties apply to all parties involved, Indigenous and settler alike.

We recognize that African Nova Scotians are a distinct people whose histories, legacies and contributions have enriched that part of Mi'kma'ki known as Nova Scotia for over 400 years.

Having resided in the region for over 400 years, African Nova Scotian contributions to Nova Scotia and Canada began over 150 years before Canada became a country. African Nova Scotians came to the province through enslavement or through fleeing enslavement elsewhere, and continue to experience all manner of structural, systemic and individual discrimination. Until 1961, more than half of all Black people in Canada were African Nova Scotian. The Province of Nova Scotia identifies African Nova Scotians as a founding culture.



TABLE OF CONTENTS

Have questions or need support with expressing the Dalhousie brand?

Contact our brand team
dalbrand@dal.ca

For creative design support, contact
creative.services@dal.ca

Acknowledgements	2	Sub-Brand Logo Examples	33
What Are Brand Guidelines?	4	Informal Sub-Brand Logo Examples..	34
Foundation.....	6	Special Occasion.....	35
Brand Pillars	7	Partner Logos	36
Personality.....	8	Brand Colours	37
Positioning.....	9	Usage Guidelines	38
Brand Promise.....	10	An Audience-Based Approach	39
Brand Strategy Snapshot	11	Typography.....	40
Inspiration	13	Primary Typeface.....	41
The Dalcon.....	16	Alternate Typeface	42
Graphic Patterns	17	Accessibility	43
Using the Dalcon.....	18	Brand Applications	44
Core Logo.....	19	Presentations	45
Logo Versions	20	Email Signatures.....	46
Minimum Sizing.....	22	Stationery	47
Exclusion Area.....	23	Photography and Video.....	48
Informal Logo.....	24	Core Brand Imagery	49
Submark	25	Campus Life imagery	50
International Version	26	Social Media	51
Dos and Don'ts	28	Writing: Voice.....	52
Retired Logos.....	30	Writing: Tone	53
Sub-Brand Identification.....	31	Telling Your Story.....	54
Sub-Brand Logos.....	32	Notes	55



WHAT ARE BRAND GUIDELINES?

Our brand identity is made up of all the little cues that makes someone think, “hey, this feels like Dalhousie University.” It can be big cues like our logo or smaller ones like our colours or font.

If we want the world to see us as a vibrant, aspiring university for both academic excellence and research intensity, our identity should reflect that.

Think of it less like rules and more like a playbook for how we can succeed together.

Ready? Let's go.





DALHOUSIE BRAND STRATEGY

A brand identity should reflect a deliberate brand strategy. This is ours.



FOUNDATION

A brand strategy is often shown as a diagram of a house or a pyramid. The components at the top—or peak—are often the heroes because they are most visible and focused. But it all falls apart if it's not built on a strong foundation. Other aspects of the brand strategy can be adjusted and may evolve over time, but the foundation remains solid. Our foundation consists of the five elements that fulfill Dalhousie's strategic plan, *Third Century Promise*.

**Exceptional
student experience**

**Inclusive
excellence**

**High-impact
research**

Civic university with
global impact

Foundation for
inclusion and
distinction



BRAND PILLARS

Our brand pillars are the specific, tangible assets that set Dalhousie apart from other universities. We've got a lot of things going for us but our strategy leans on the strongest four pillars. Brand messaging consistently comes back to these points to reinforce Dalhousie's best features.

RESEARCH IMPACT

A WORLD OF CHANGE BEGINS AT DALHOUSIE.

Our groundbreaking research, rooted in the United Nations Sustainable Development Goals, has earned Dalhousie a reputation as a national and regional powerhouse and a global player. Thought leaders come here to make discoveries that will contribute to a better future for us all.

ACADEMIC EXCELLENCE

BUILT TO HELP BRIGHT MINDS EXCEL.

A Dalhousie education has the power to transform lives. We foster excellence by cultivating our students' curiosity and growth through innovative educational and extracurricular experiences delivered by talented faculty and dedicated staff.

ENGAGING COMMUNITY

COMMUNITY IS MORE THAN SIMPLY THE SPACE WE SHARE.

Dalhousie is more than just a campus. It is a gathering of diverse ideas, lived experiences and goals that are supported by relationships that begin on campus and extend locally, nationally and globally. This sense of community fuels growth, self-discovery, and innovation that has real impact.

EXTRAORDINARY LOCATION

A PLACE FILLED WITH TRANSFORMATIVE MOMENTS.

Bright urban energy and modern comforts share space with tree-lined streets and ocean vistas. There's something undeniably special about this place Dalhousie calls home.



PERSONALITY

The brand personality describes what it feels like to engage with Dalhousie. This builds trust as it establishes clear expectations of how Dalhousie will act and follow through when interacting with stakeholders. Ever been surprised by something an organization did? That was likely because the action didn't match its brand personality. Every interaction someone has with Dalhousie helps to affirm the personality so it's important to use these traits whenever you're communicating on behalf of Dalhousie.

VIBRANT

FILLED WITH ENTHUSIASM FOR NEW IDEAS.

We support the pursuit of interests and passions, welcoming the diversity that creates a spirited and engaged campus full of possibility.

CURIOS

LOOKING DEEPER TO BETTER UNDERSTAND.

We encourage curiosity at all levels. By caring deeply and paying attention we create space for real and often unexpected breakthroughs to occur.

DRIVEN

WORKING TO BE A CATALYST FOR CHANGE.

We are determined to make a positive change locally, nationally and globally, so we are pushing boundaries to increase the impact we have on the world. Big problems don't scare us—they're what drive us.

ASPIRING

EAGER TO EXPAND OUR ROLE.

We are always exploring, evolving and leading. We have big plans for the growth of our university both on the global stage and here at home. We remain grounded in our pursuit of innovative and inventive research, teaching and community outreach initiatives.

OPEN & INCLUSIVE

COMMITTED TO EQUITY, DIVERSITY, INCLUSION AND ACCESS.

We are listening so we can learn from the many diverse experiences of our communities and create an environment where everyone is safe, heard and able to become the best possible version of themselves.



POSITIONING

Our positioning describes the space we want to occupy in our audience's minds. It's how we want them to think about Dalhousie in comparison to other universities and the points of differentiation that make Dal unique.

At Dalhousie University, we offer the research power and name recognition you expect from a member of Canada's "U15" group of leading research-intensive universities, while delivering an exceptional academic and campus experience from year one.

Because of our size, location and depth of faculties and programs we're able to do this better than any of our peers.



BRAND PROMISE

Sitting at the top of our brand strategy, the brand promise is built upon all the other pieces. It is the distilled essence of the brand, the one thing people can expect from Dalhousie as a result of our foundation, pillars and personality.

Dalhousie University is where infinite ambition meets global impact.

While this statement speaks to Dalhousie's offering at the highest level, the format introduces a creative device that underscores something unique about Dalhousie. This is a place where unique experiences come together. Where you can find diverse ideas coexisting in harmony. There's no shortage of ways in which Dal brings together the best of both worlds. And the results are truly special.

Where infinite ambition meets global impact



**DALHOUSIE
UNIVERSITY**



BRAND STRATEGY SNAPSHOT

Put it all together and you get the Dalhousie brand house. This tool organizes the key ideas, assets, personality and messages of our brand. We recommend you print this page out and hang it on your office wall for when you need a quick reminder or inspiration.

Where
infinite ambition
meets **global impact**

At Dalhousie we offer you the research power and name recognition you expect from a member of Canada's "U15" group of leading research-intensive universities, while delivering an exceptional academic and campus experience from year one.

Because of our size, location and depth of faculties and programs we are able do this better than any of our peers.

VIBRANT | CURIOUS | DRIVEN | ASPIRING | OPEN & INCLUSIVE

**RESEARCH
IMPACT**

**ACADEMIC
EXCELLENCE**

**ENGAGING
COMMUNITY**

**EXTRAORDINARY
LOCATION**

**EXCEPTIONAL STUDENT EXPERIENCE | INCLUSIVE EXCELLENCE | HIGH-IMPACT RESEARCH
CIVIC UNIVERSITY WITH GLOBAL IMPACT | FOUNDATION FOR INCLUSION & DISTINCTION**



DALHOUSIE VISUAL IDENTITY

Our brand is far bigger than our logo. It's more than our colours and fonts. But since these components of our identity are the most visible, using them consistently and correctly will go a long way to position Dalhousie as a vibrant, aspiring university with a reputation for excellence in all that we do.



INSPIRATION

EAGLE BEAK

The eagle's beak is one of its most distinguishing features and one of its most functional assets.

The eagle beak is used as the starting point for our brand identity. The shape is simplified and comprised of geometric circles and straight lines.





INSPIRATION

EAGLE WING

Just as important as the eagle's beak are its wings. Pound-for-pound, the eagle wing is stronger than the wing of a plane, allowing the eagle to soar at high altitudes.

A simplified wing shape, also created from straight lines and circles, completes our identity's building blocks.





TOGETHER, THE BEAK & WING FORM THE DALCON

This shape will be the basis of our visual identity. It's a unique shape that Dalhousie will own as it combines the strength of our past with the promise of our future.

We've named the shape the **Dalcon**:
Dalhousie's icon.



beak



wing

The Dalcon





THE DALCON

The Dalcon shape is used to create the eagle in our identity's shield. The Dalcon can be seen in the eagle's head and a curved version of the Dalcon is used to create its wings.

The Dalcon shape has also influenced the choice of font used in our identity: the shape of the beak is reflected in a subtle serif.

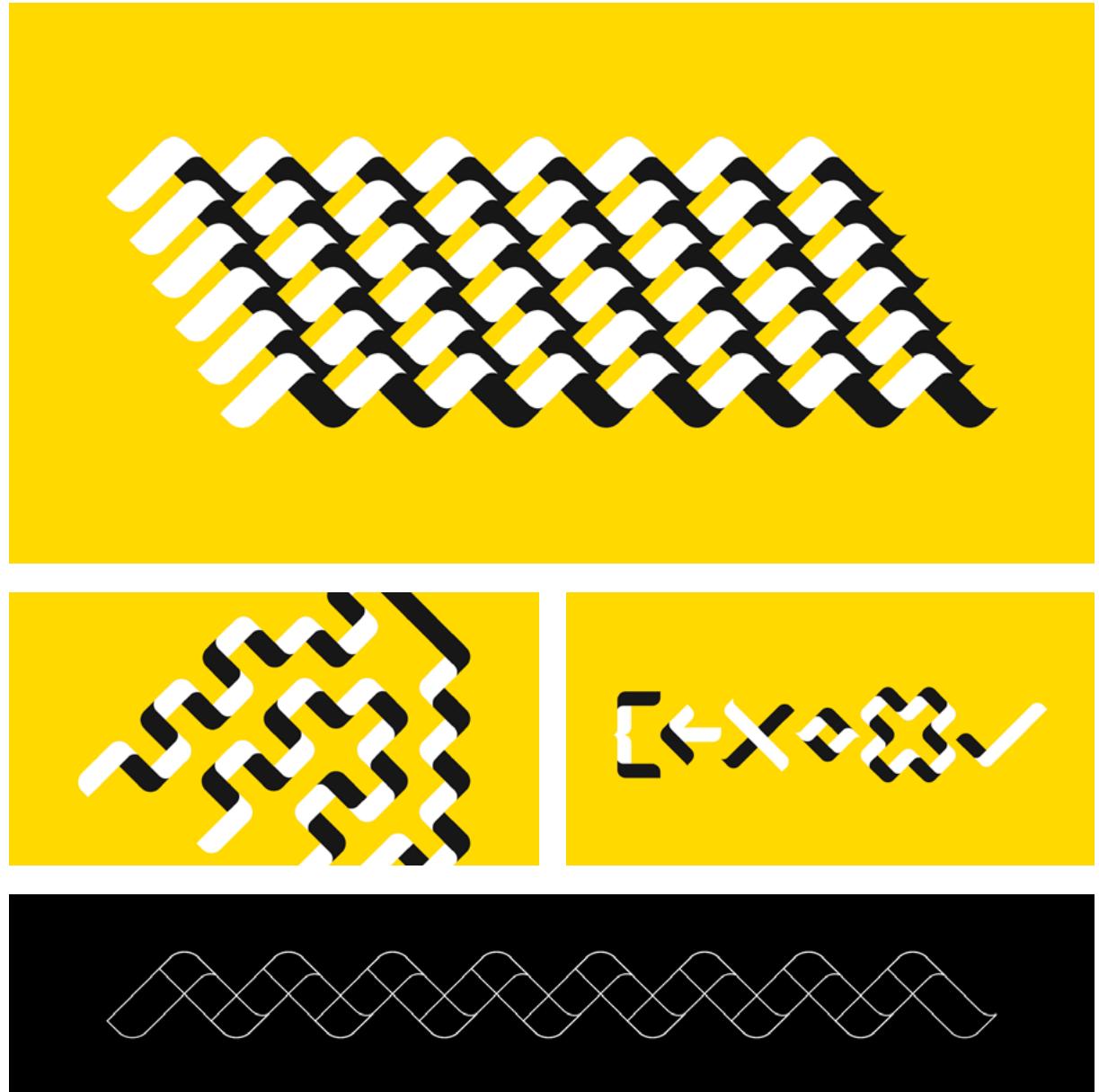




GRAPHIC PATTERNS

A key feature of the Dalcon element is its ability to be combined to create distinct patterns and shapes. These patterns give Dalhousie a signature or ownable element in the design of our branded materials.

The pattern options are endless.





USING THE DALCON

Dal's brand system relies on the consistent and creative use of the Dalcon. The Dalcon is a major cue for the brand and should be included in all major Dalhousie creative projects.

To maintain consistency at all communications touchpoints we recommend working directly with the design experts in Dalhousie's Creative Services team rather than building your own pieces that include the Dalcon.

When working with our internal design team, you get the experience of agency designers at a fraction of the cost (\$60/hour) and confidence that your project looks great, is on-brand, accessible and production-ready. We also store and backup your project files forever, so if your systems crash or team members change, your work is safe and easily retrievable.

Contact our Creative Services team for your next project.

Contact our Brand team if you need further clarification on using the Dalcon.

The image displays three examples of Dalhousie University's branding:

- Top Left:** A graphic titled "Where global issues meet students with solutions" for a Master's program in Agricultural Sciences. It features a photograph of a student working outdoors with plants, a list of research areas, and the Dalhousie University logo.
- Top Right:** An invitation to the "Dal Summer Sociable" on Thursday, June 22, from 2-3 PM at Studley Quad. The design includes a large yellow sun graphic, the text "sum mer SOCIABLE", and the Dalhousie University logo.
- Bottom Center:** An advertisement for a national and international leader in advanced materials and clean technology research. It features a stylized yellow battery icon, the Dalhousie University logo, and the text "A national and international leader in advanced materials and clean technology research."

The image displays two examples of Dalhousie University's branding:

- Left:** A graphic for "Dalhousie's Annual Carol Sing" on December 21, 12-1:30 p.m. at the Sculpture Court, Dalhousie Arts Centre. It features a red speech bubble shape, the text "Dalhousie's Annual Carol Sing", and the Dalhousie University logo.
- Right:** A dark vertical graphic with the text "Where infinite ambition meets global impact" in large yellow letters. Below the text is a large white and yellow diagonal arrow graphic.



CORE LOGO

Our logo is the most recognizable component of Dalhousie's identity. The core logo has evolved from previous versions to feature a more geometric eagle and clean font making it more easily used across branded touchpoints.

The introduction of beak gold in the logo itself adds vibrancy and provides more options to make Dalhousie stand out.

Follow the simple logo guidelines outlined in the next section of this brand guide to ensure that the logo is readable, recognizable and consistent.





LOGO VERSIONS

HORIZONTAL

The preferred logo orientation is horizontal. Horizontal logos are available in full colour, one colour (black) and reverse (white) formats.



DALHOUSIE LOGO
HORIZONTAL FULL COLOUR



DALHOUSIE LOGO
HORIZONTAL ONE COLOUR



DALHOUSIE LOGO
HORIZONTAL REVERSE



DALHOUSIE LOGO
HORIZONTAL REVERSE - GOLD SHIELD



LOGO VERSIONS

VERTICAL

When the available horizontal space is limited or size restrictions do not allow the horizontal logo to meet minimum sizing requirements, the vertical (stacked) logo may be used.

Vertical logos are available in full colour, one colour (black) and reverse (white) formats.



DALHOUSIE
UNIVERSITY

DALHOUSIE LOGO
VERTICAL FULL COLOUR



DALHOUSIE
UNIVERSITY

DALHOUSIE LOGO
VERTICAL ONE COLOUR



DALHOUSIE
UNIVERSITY

DALHOUSIE LOGO
VERTICAL REVERSE



DALHOUSIE
UNIVERSITY

DALHOUSIE LOGO
VERTICAL REVERSE - GOLD SHIELD



MINIMUM SIZING

The logo must be used at the correct size to ensure legibility and effective branding.

Do not use the logo below the minimum sizes:

For the horizontal logo, the width must be **at least 1" or 72 px at 72dpi**

For the vertical logo, the width must be **at least 0.7" or 50 ~50 px at 72dpi**



DALHOUSIE
UNIVERSITY

DALHOUSIE LOGO
HORIZONTAL



1" / 72px @ 72dpi



DALHOUSIE
UNIVERSITY

DALHOUSIE LOGO
VERTICAL



DALHOUSIE
UNIVERSITY

0.7" / ~50px @ 72dpi



EXCLUSION AREA

Clear space around the logo is essential to ensure that logo is easily read and the Dalhousie brand is recognized.

To avoid clutter that obscures the brand, keep other elements the minimum distance away from the logo. **Use the D from the logo to measure the required clear space, as shown.**





INFORMAL LOGO

An informal logo is available for uses with a more casual feel such as social media, branded apparel and retail products.

This graphic informal logo incorporates the eagle head of the core logo shield and the short form name of the university—DAL. This logo acts as a bold and playful visual element to be used in fun and interesting ways. **Except for use on retail products, the informal logo should only be used in situations when Dalhousie University is clearly identified, such as when the core logo is also present, when the university name appears in full (e.g. on social media channels) or on campus.**



DAL

DAL





SUBMARK

EAGLE HEAD

The eagle head submark should be seen as a complementary brand asset and not as standalone logo. It should appear in spaces that also include the Dalhousie core logo. Specific exceptions are granted for bookstore merchandise. Please send new swag or merchandise designs to the Dalhousie Brand + Marketing team for review when applying new brand elements.



—

~0.25" / 18px @ 72dpi



—

~0.25" / 18px @ 72dpi



—

~0.25" / 18px @ 72dpi





INTERNATIONAL VERSION

International audiences will be less familiar with Dalhousie University so it is important to reinforce our Canadian location. An international version of the core logo—including maple leaf and location details—is available for use when the primary audience resides outside the country.

PREFERRED LAYOUT



ALTERNATE LAYOUT

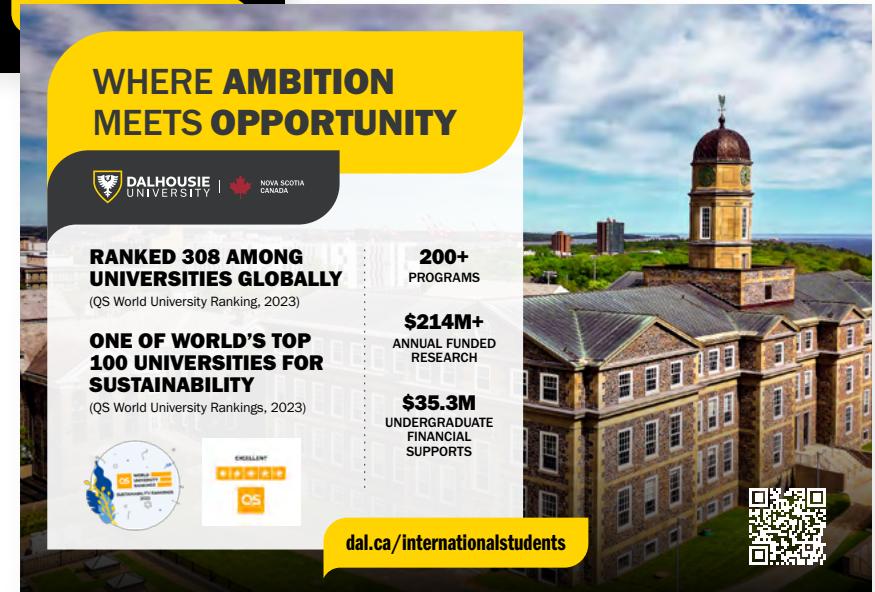




INTERNATIONAL VERSION

International audiences will be less familiar with Dalhousie University so it is important to reinforce our Canadian location. An international version of the core logo—including maple leaf and location details—is available for use when the primary audience resides outside the country.

The top banner features a yellow speech bubble at the top right containing the text "WHERE AMBITION MEETS OPPORTUNITY". Below this, a large black section contains the text "TOP 10 IN CANADA AND TOP 200 GLOBALLY FOR GRADUATE EMPLOYABILITY" and "(Emerging, 2021-22 in Times Higher Education)". It also lists "4 CAMPUSES", "200+ PROGRAMS", "\$214M+ ANNUAL FUNDED RESEARCH", and "\$35.3M UNDERGRADUATE FINANCIAL SUPPORTS". A central image shows a person jumping over rocks by the sea. To the right is a smaller image of three students sitting on a bench outdoors. The bottom banner features a similar layout with a yellow speech bubble at the top right containing "WHERE AMBITION MEETS OPPORTUNITY". It includes the Dalhousie University crest, the text "DALHOUSIE UNIVERSITY | NOVA SCOTIA CANADA", and logos for THE Impact Rankings 2022 Top 200 and QS World University Ranking 2023. It also lists "RANKED 308 AMONG UNIVERSITIES GLOBALLY" and "ONE OF WORLD'S TOP 100 UNIVERSITIES FOR SUSTAINABILITY". The bottom right of the banner contains the text "dal.ca/internationalstudents" and a QR code.





LOGO DOS AND DON'TS

DO...

Use the horizontal logo version whenever possible.

Use the logo option (full colour, one colour (black), or reverse (white) that ensures maximum accessibility.

Use the vertical logo when the horizontal space is limited or when size restrictions do not allow for use of the horizontal logo.

Ensure the logo is used at the correct size to ensure legibility and effective branding.

Ensure there is always clear spacing around the logo. (see page 21)

Use the informal when a more casual feel is required such as social media, branded apparel and retail products.

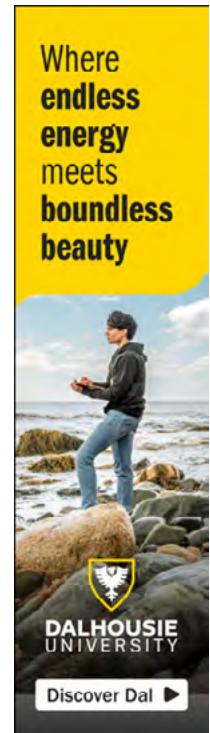
Use the international logo version when the primary audience resides outside of the country.



Logo used in reverse



Informal logo in use



International logo in use



LOGO DOS AND DON'TS

DON'T...

Use the logo below the minimum sizes.
(see page 20)

Use the informal logo unless Dalhousie University is clearly identified (such as when the core logo is also present.)

Use the eagle head submark as a stand-alone logo.

Use retired logo versions (see page 30.)



Change or modify the colour of the logo. The gold-only version of any Dalhousie logo is retired given accessibility constraints.



Add shapes, lines or other graphic elements to the logo.



Place the logo on any image or background that results in low contrast and subsequent poor legibility.



Combine the submark eagle head symbol with the Dalhousie University wordmark.



Change or in any way modify the typefaces of the logo.



Rotate or in any way modify the orientation of the logo.



Change or in any way modify the colours of the submark or use the submark as a stand alone graphic, barring specific exceptions.



Separate the logo's shield from the wordmark.



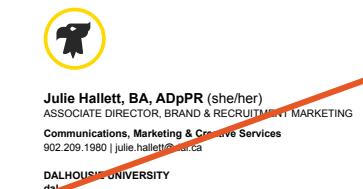
Change or in any way modify the arrangement of graphic elements of the logo.



Squash, stretch or in any way modify the proportions of the logo.



Change or in any way modify the visual elements of the logo.



Julie Hallett, BA, ADpPR (she/her)
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Communications, Marketing & Creative Services

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DALHOUSIE UNIVERSITY

Dalhousie University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq. We are all treaty people.
We acknowledge the histories, contributions and legacies of the African Nova Scotian people and communities who have been here for over 400 years.

Show the submark as part of an email signature.



RETIRED LOGOS

Please note that the following logos are no longer in circulation and should not be used. If you are currently using any of these logos, please source the new logo versions available for [download here](#) or contact our [Brand Team](#) for assistance.



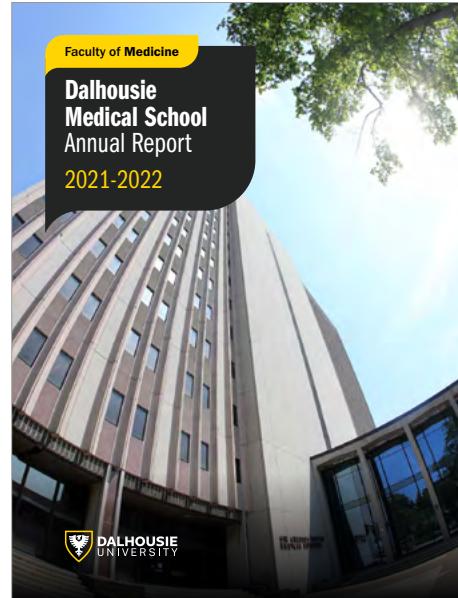


SUB-BRAND IDENTIFICATION

In situations when you want to clearly identify your sub-brand (faculty, department, school, office, program or initiative) we recommend you do so using text, housed within a Dalcon shape.

The specific size and placement of this identifier element will vary depending on the communication objectives and message hierarchy. Similarly, the use of a formal sub-brand name (e.g., Faculty of Architecture) versus a shortened sub-brand name (e.g. Architecture) will depend on the available space and other layout considerations.

For creating communications and assets that include the Dalcon, please contact our [Creative Services](#) team. Working with our talented internal designers will ensure that your project looks great, in on-brand, accessible and production-ready.





SUB-BRAND LOGOS

Sub-brand logo lockups are used when faculty, department or other units must be identified by the logo only.

In most circumstances there are other opportunities to clearly identify the sub-brand.

The preferred method is to identify the sub-brand using text, housed within a Dalcon shape (see previous page.)

Sometimes your faculty, department, school, office, program or initiative must be identified by the logo only. These occasions are more common when a logo appears by itself and has no other supporting context. Dalhousie's brand architecture makes an allowance for these sub-brand logos. Eligible groups may request logo lockups that indicates their identity in text to the right or below the core logo.

For assets that include the Dalcon, please contact our [Creative Services team](#).

PREFERRED LAYOUT



**DALHOUSIE
UNIVERSITY**

**DEPARTMENT, SCHOOL,
OFFICE, PROGRAM,
INITIATIVE**

ALTERNATE LAYOUT



**DALHOUSIE
UNIVERSITY**

**DEPARTMENT, SCHOOL,
OFFICE, PROGRAM,
INITIATIVE**



SUB-BRAND LOGO EXAMPLES

Requests for sub-brand logos should be submitted to creative.services@dal.ca.

Individuals should not create logo lockups by adding text next to or beneath the Dalhousie logo.

PREFERRED LAYOUT



FACULTY OF ARTS AND
SOCIAL SCIENCES

ALTERNATE LAYOUT



FACULTY OF ARTS AND
SOCIAL SCIENCES



FACULTY OF
MEDICINE



FACULTY OF
MEDICINE



OFFICE OF
ADVANCEMENT



OFFICE OF
ADVANCEMENT



SHORT SUB-BRAND LOGO EXAMPLES

In instances where available space limits the size of the logo and risks compromising legibility of the identity, the removal of non-essential words (e.g., "Faculty of," "Department of," etc.) is permitted. This shortening of the sub brand name is intended to reduce the area of the logo, enabling the lockup to be displayed at a larger size.

PREFERRED LAYOUT



ALTERNATE LAYOUT





SPECIAL OCCASION

Special occasions and/or events can be displayed with the Dalhousie logo using the Dalcon. This approach uses the same spacing consideration as the lockups.

Special occasion and event logos should only be used within the timeframe of the occasion or event. Once it is complete, the logo should be retired.

If you are celebrating a milestone anniversary (10, 25, 50, 75 or 100), consult design.services@dal.ca to discuss development of your commemorative mark.



DALHOUSIE
UNIVERSITY

MEDICINE
150 YEARS



DALHOUSIE
UNIVERSITY

MEDICINE
150 YEARS



DALHOUSIE
UNIVERSITY

MEDICINE
150 YEARS



DALHOUSIE
UNIVERSITY

MEDICINE
150 YEARS



PARTNER LOGOS

For the purposes of these guidelines, partners include internal schools, centres and institutes.

The height of the crest in Dalhousie's logo can be used as a guide for determining the height of the partner logo although, depending on its composition, it may need to be smaller or larger to achieve visual balance. **The goal is for them have the same visual weight, even if they're not the same physical size.**



Dalhousie logo + partner logo: For instances when the Dalhousie logo needs to appear with one partner logo, spacing follows the same rules as the sub-brand lockups (1 X from logo). The height of the partner logo should be equal to the height of the crest in the Dalhousie logo. We also add a small separator line between the two logos for clear differentiation.

We provide partner logo options in both vertical and horizontal formats so you can source what option works best for your needs.

In creating partner lockups, the Dalhousie logo should be placed second unless Dalhousie is the lead organization with an external partner.



Dalhousie logo + multiple partner logos: For instances when the Dalhousie logo needs to appear with multiple partner logos, spacing remains the same and follows the same rules as the sub-brand lockups (1 X from logo). The height of the partner logos should be equal to the height of the crest in the Dalhousie logo. When multiple logos appear together, we do not add separator lines.

In creating partner lockups with multiple logos, the Dalhousie logo should be placed last unless Dalhousie is the lead organization with the external partners.



BRAND COLOURS

After our logo, our colours are the most recognizable components of Dalhousie's brand identity. Read on to get a feel for how our colours should be applied.





USAGE GUIDELINES

While these are the official support colours of Dalhousie's brand, we recognize that colour has significance and meaning in many cultures. We will apply culturally significant colours to designs, when appropriate, to enhance meaning and foster a culture of respect, inclusivity and community safety.

When using the brand colour system, we recommend regular black (#000000) as the default for text. This will ensure the copy is as accessible as possible. Wingtip black can be used for any non-text design elements such as a background colour.

PRIMARY COLOURS

WINGTIP BLACK

CO M0 Y0 K92
R36 G36 B36 | #242424
Pantone 425C | 426U

BEAK GOLD

CO M13 Y100 K0
R255 G212 B0 | #FFD400
Pantone 109C | 108U

CLOUD WHITE

CO M0 Y0 K0
R255 G255 B255
#FFFFFF

SUPPORT COLOURS

#234BA0

#3599CC

#3EC2CF

#A72836

#E85725

#E3771A

#086554

#21A884

#70C7AF

#5D2B68

#812F7E

#9A6AAD

#000000

#575655

#B9B9B9

Against white, colours within this section meet 7:1 contrast ratios for accessibility



AN AUDIENCE-BASED APPROACH

In cases where there is a lot of content, text should be set as pure black over white and heavy whitespace usage is encouraged. For adding colour, follow the examples based on primary audience.

The ratios are approximate but they do serve as a useful comparison. Keep in mind that most of your type will be black. The ratios reflect colour applied to graphic elements and the white in the ratio reflects the importance of white space in the overall design.

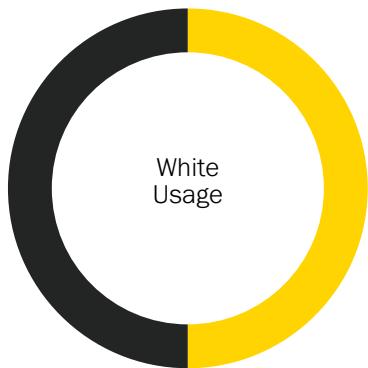
Individual campaigns may or may not make use of support colours. In every case, only tones that belong to the same tonal group may be used together.

Creative Services reserves the discretionary use of the full suite of support colours in limited situations where there is a communication need. Please contact us directly to see if your project qualifies.

ALUMNI & DONORS

25-75%
Wingtip Black

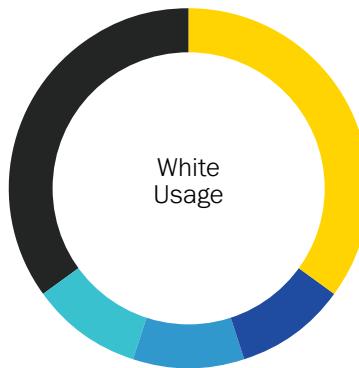
25-75%
Beak Gold



EXTERNAL AUDIENCES

35-50%
Wingtip Black

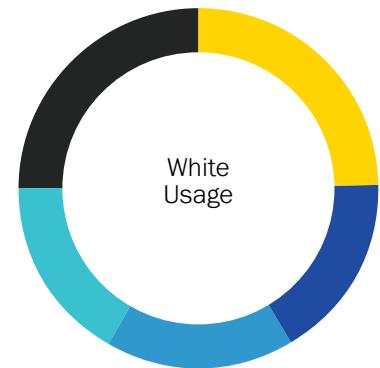
35-50%
Beak Gold



INTERNAL AUDIENCES

25-50%
Wingtip Black

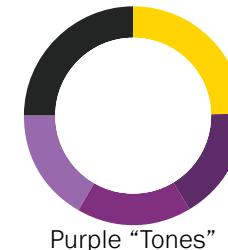
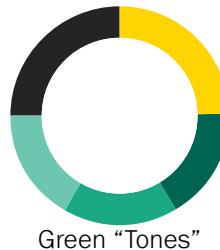
25-50%
Beak Gold



We will lean entirely on the core colours for communications to this audience.

0-30%
Tonal Support

0-50%
Tonal Support

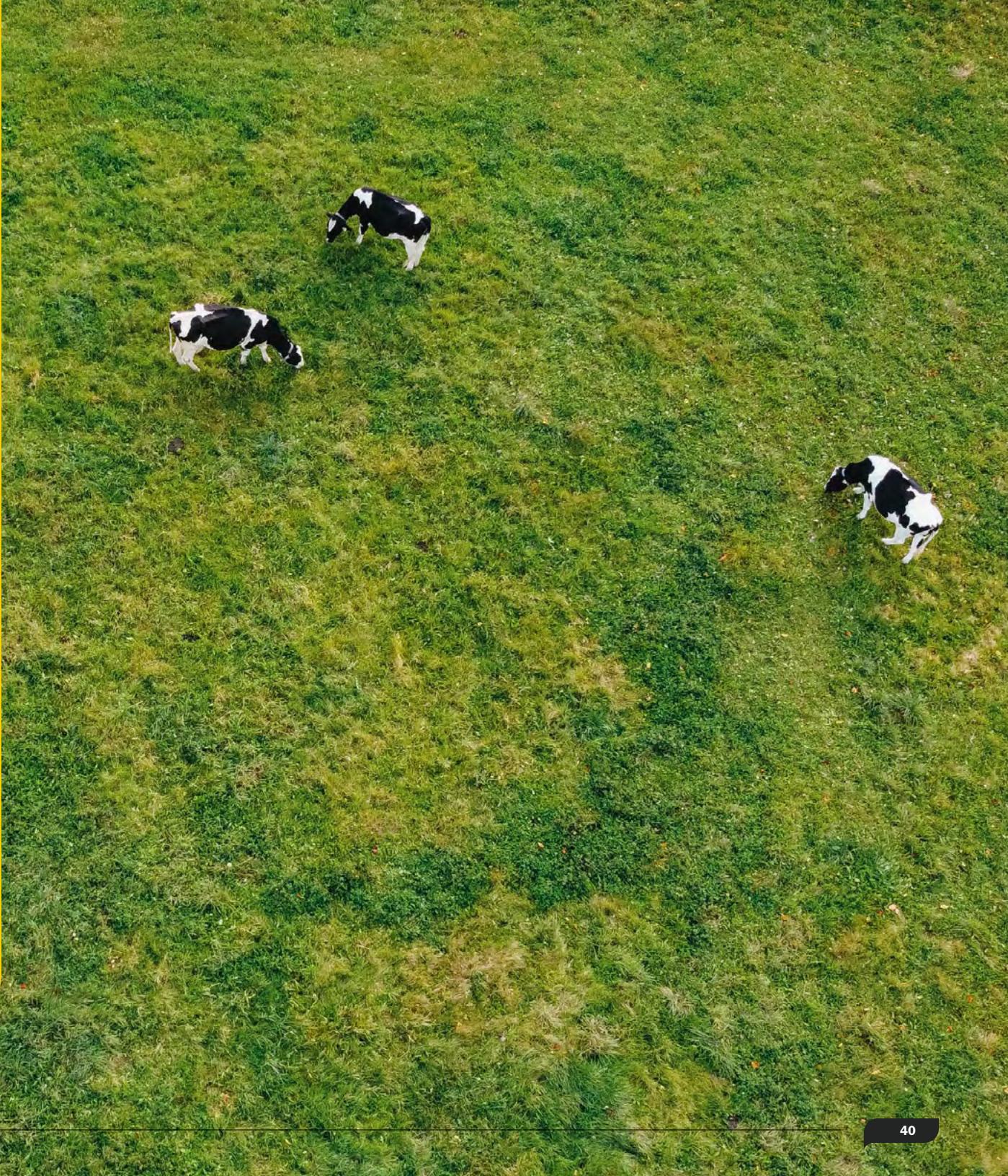


This ranged approach gives flexibility without allowing a single tertiary colour to dominate.

Internal audiences have the highest likelihood of complex pieces (reports, large format documents) best suited to a larger colour range to draw from.



TYPOGRAPHY





PRIMARY TYPEFACE

The Primary Typeface for the Dalhousie Brand is **Public Sans**. A strong, neutral typeface for interfaces, text, and headings.

It is an open source Google font with multiple weights in addition to what is shown here, the usage of which is at the discretion of the designer or creative team.

PUBLIC SANS

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # ! ? *

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # ! ? *

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # ! ? *

BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # ! ? *

LIGHT ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # ! ? *

MEDIUM ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # ! ? *

BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # ! ? *

BLACK ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # ! ? *



ALTERNATE TYPEFACE

The Secondary Typeface for the Dalhousie Brand is **Franklin Gothic**.

This is to be used when **Public Sans** is not available, such as in certain software or web applications.

Similar to **Public Sans** there are additional weights beyond what is displayed here, the use of which is at the discretion of the designer or creative team.

FRANKLIN GOTHIC

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#!?*

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#!?*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#!?*

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#!?*

DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#!?*

DEMI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#!?*

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#!?*

HEAVY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#!?*



ACCESSIBILITY

As an educational institution that spans multiple campuses and communities, we acknowledge the importance of making Dalhousie fully accessible. Under Dalhousie's [Accessibility Plan](#), there are simple steps and considerations we can take to prioritize accessibility in the information and communication materials we design and produce.

Following are some helpful external resources to reference:

- [W3 Web Content Accessibility Guidelines](#)
- [CNIB Nova Scotia on Accessibility](#)

CLEAN, SIMPLE DESIGN

Aim for clean and open space whenever possible, using distinctive colours and shapes without too much detail.

Use wide margins to allow for spacing, breathability of content and readability.

CONTRAST AND TYPE COLOUR

Use high-contrast colours for text and background. Use of text over images should only occur when the image is not busy and there is suitable contrast.

Black and white are the most readable colour combinations. If using coloured text, restrict to headlines and titles.

FONT FAMILY AND STYLE

Dalhousie's official fonts, Public Sans and Franklin Gothic are simple and clean typefaces that increase readability in digital and printed formats.

FONT SIZE

Large font is best, preferably between 12 and 18 points depending on the font. Consider your audience when choosing font size.

LETTER AND LINE SPACING

Be sure to allow proper spacing for content. Keep wide spaces between letters, and ensure space between lines of text is at least 25-30 per cent of the font size. This improves readability and helps readers easily view text.



BRAND APPLICATIONS





PRESENTATIONS

Download Dalhousie branded presentation templates



Title Page



Intro Page



Breaker Page



Content Page



Content Page



Breaker Page



EMAIL SIGNATURES

Email signatures should consistently present key contact information, ensuring a professional appearance.

Email signatures should contain only the essential information. Do not embellish signatures with quotes, images, emojis, or personal information.

Use [Dalhousie's email signature generator](#) to create your own branded signature.



**DALHOUSIE
UNIVERSITY**

Naomi Sample, PhD (she/her)

PROFESSOR, FELLOW, SAMPLE ASSOCIATION

Faculty of Arts and Social Sciences

902.000.0000 | naomi.sample@dal.ca

DALHOUSIE UNIVERSITY

dal.ca

Dalhousie University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq. We are all treaty people.

We recognize that African Nova Scotians are a distinct people whose histories, legacies and contributions have enriched that part of Mi'kma'ki known as Nova Scotia for over 400 years.



**DALHOUSIE
UNIVERSITY**

Chris Sample, CTRS (he/him)

PROFESSOR, FELLOW, SAMPLE ASSOCIATION

Faculty of Health

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Dalhousie University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq. We are all treaty people.

We recognize that African Nova Scotians are a distinct people whose histories, legacies and contributions have enriched that part of Mi'kma'ki known as Nova Scotia for over 400 years.



STATIONERY

For your branded stationery needs, reach out to our [Creative Services](#) team.

[Order Dalhousie stationery](#)

DALHOUSIE UNIVERSITY

CHRIS SAMPLE
123 First Ave, PO Box 15000
Halifax, NS X3K 1X8 Canada

Dear Chris,
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas sed enim ut sem. Commodo ullamcorper a lacus vestibulum sed arcu non odio euismod. Facilis magna etiam tempor orci. Suscipit potenti nullam ac tortor vitae. Blantid turpis cursus in hac habitasse. Non diam phasellus vestibulum lorem. Et tortor consequat id porta nibh venenatis cras sed. Viverra maecenas accumsan lacus vel facilisis volutpat est. Donec adipiscing tristique risus nec feugiat in fermentum. In est ante in nibh. Posuere sollicitudin aliquam ultrices sagittis orci a scelerisque purus. Vulputate odio ut enim blandit volutpat maecenas volutpat blandit aliquam. At lectus urna duis convallis convallis tellus id interdum. In nisi nisi scelerisque eu ultrices vite auctor. Ultricies tristique nulla aliquet enim tortor at auctor urna nunc. Risus pretium quam vulputate dignissim suspendisse in est ante.

Dignissim sodales ut eu sem integer vite justo eget magna. Odio eu feugiat pretium nibh ipsum consequat. Amet aliquam id diam maecenas ultricies mi eget mauris pharetra. Vitae et leo duis ut diam nunc. Morbi quis commodo odio fermentum. Hac habitasse platea dictumst quamque. Vel pharetra vel turpis nunc eget. Suscipit in est ante in nibh mauris cursus nisl. Leo duis ut diam quam nulla porttitor massa. Urna nec tincidunt praesent semper feugiat nibh. Sollicitudin aliquam ultrices sagittis orci a scelerisque purus semper. Pharetra massa massa ultrices mi quis. Nisi fusca sed viverra tellus in hac habitasse. Tristique senectus et netus et malesuada fames ac.

FACULTY OF SCIENCE
Department of Chemistry

Chemistry Building - Room 212
6247 Coburg Road • PO Box 15000
Halifax, NS B3H 4R2 Canada • 902 494-3305
Toll Free: 1 866 729 4400 • Fax: 902 494 1319
chemistry@dal.ca • dal.ca/chemistry

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dal.ca

Letterhead

DALHOUSIE UNIVERSITY | FACULTY OF MANAGEMENT

CHRIS SAMPLE
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Management Career Services

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6100 University Avenue | PO Box 15000
Halifax NS B3H 4R2 Canada

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Business Card



PHOTOGRAPHY AND VIDEO

Video and photography provides the opportunity to demonstrate our brand positioning and creative platform in a visual and emotive way.

In all of our video and photography, we place a priority on showcasing the diversity of the Dalhousie community. This helps to foster a culture of respect, inclusivity and community safety.

Our talented team of photographers and videographers can help bring your vision to life and tell your story through the Dalhousie brand lens.

They've also been doing this for a while, so some of their existing work is available to the Dalhousie community for general use in presentations, social media, web and other collateral materials.

For on-brand, rights-free photos visit the Digital Asset Library

or

Book a photographer or videographer





CORE BRAND IMAGERY

Brand photography is used to communicate big ideas about Dalhousie University. We use it when we are trying to capture attention. The brand photography style is big in scope and relies a lot on wide open spaces and interesting crops and textures. It is authentic and real, avoiding shots that look like stock photography.

A key backdrop of the brand's core imagery is Dalhousie's location on Canada's East Coast. Core imagery is used to convey this, as we look to differentiate Dalhousie by highlighting our East coast lifestyle, seacoast, and proximity to nature.

For on-brand, rights-free photos visit the [Digital Asset Library](#)

[Book a photographer or videographer](#)





CAMPUS LIFE IMAGERY

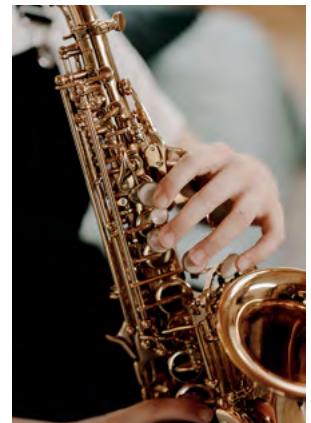
Much of our communications deal with specific aspects of the learning, research and work that occur on campus. In these instances, photography should reflect the content of the message, giving the viewer the sense of being present in the moment. Interesting crops and angles keep the approach unique.

People should appear relaxed and candid, not posed. In most cases they should appear unaware of the camera's presence.

Photography should reflect the values of the university, and demonstrate diversity and inclusion.

For on-brand, rights-free photos visit the [Digital Asset Library](#)

[Book a photographer or videographer](#)





SOCIAL MEDIA

Dalhousie's social media channels are held to a high level of integrity. Content should be written in Dalhousie's voice and tone: honest and authentic. Posts should also follow [Web Content Accessibility Guidelines](#).

Our [Social Media Guidelines](#) highlight the policies and regulations set out for accounts created under the refreshed Dalhousie brand.

[Download the Social Media Profile Avatar/Favicon](#)

[Download the Social Media Post Assets](#)

[Download the Social Media Background Assets](#)

Questions? Please contact us and our [social media team](#) would be happy to help.

Request custom social assets

Do you have a social media project or initiative that needs custom assets?

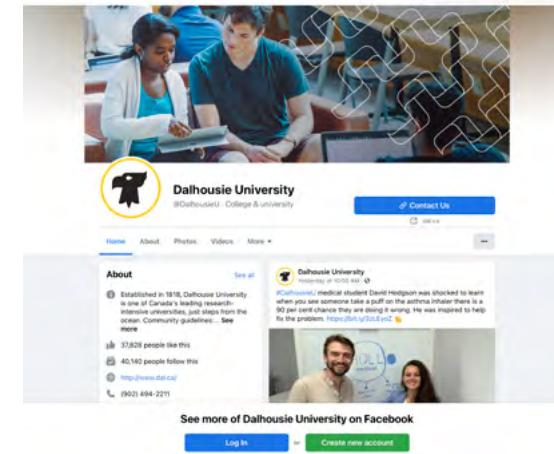
Our [Creative Services](#) team will provide guidance based on your specific needs and help bring your ideas to life.



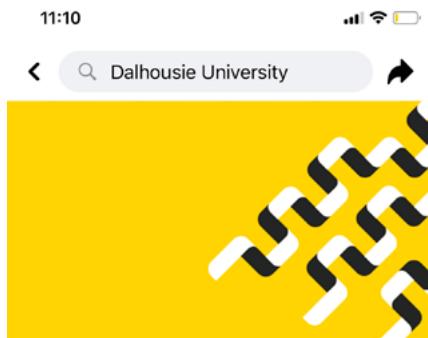
Social Media Avatar/Favicon for the main Dalhousie Social channels only.



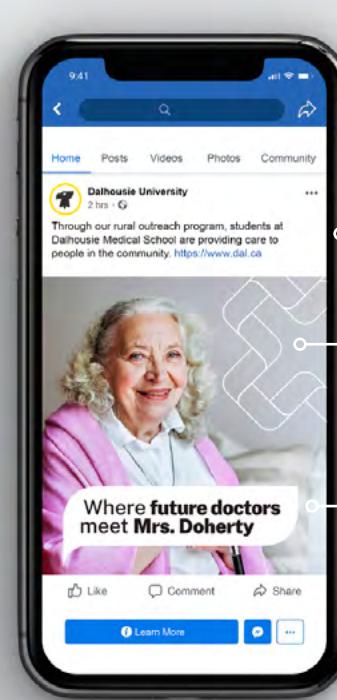
Social Media Avatar/Favicon for the University's official faculties, schools, and departments with a social media presence.



Desktop



Mobile



Post text: Simple language, brief and to-the-point

Dalcon (optional): Creative use of Dalcon shape to make image ownable

Headline: Uses X meets Y construction



WRITING: VOICE

Voice refers to the way we sound when we write or speak on behalf of Dalhousie. It's how we say what we say and it's a direct expression of the brand personality. At Dal, many people create content across many channels so using a common voice allows us to unite all our messages.

A consistent voice helps build recognition and establish credibility.

We are **VIBRANT** when we use active sentence construction and avoid jargon and wordiness.

We show we're **CURIOS** with storytelling that digs into the whys of what people do.

DRIVEN communications are clear and confident and include words that have energy to them.

Our **ASPIRING** nature means we avoid overstatement but keep focused on the positive.

Because we're **OPEN & INCLUSIVE**, we ensure our tone is welcoming and our words consider the multiple perspectives that make Dalhousie exceptional.

EDITORIAL GUIDELINES

Our Editorial Guidelines are a non-academic reference that provide answers to general questions around style and usage for writing various forms of communications.

Learn more about our [Editorial Guidelines](#).

The Dalhousie Message Book is a communications tool designed to help us tell a consistent Dalhousie story across our integrated system of communications and marketing channels, ensuring both accuracy and alignment with overall university strategy .

If you're writing for, talking about or otherwise communicating on behalf of Dalhousie University, the [Message Book](#) is an excellent resource that our communications team updates annually.



WRITING: TONE

It's important that we have one, consistent voice—but sometimes that voice needs to be adjusted. **Tone helps to build trust by demonstrating an awareness of context and adapting as needed.** Our tone might shift depending on the audience, the topic or the medium. This flexibility shows empathy, meets our audiences where they are and understands what they expect.

We talk to **STUDENTS** with a voice that is aspiring, open & inclusive, and vibrant. We use you-centric language and prove our points with first-hand stories from real Dalhousie students. Though we come across as confident and knowledgeable, we never talk down to students. We're interested in what interests them and we think of them each as individuals.

We talk to our **COLLEAGUES** with a voice that is open & inclusive, driven and aspiring. We speak with you-centric language and appreciate and recognize the diversity of their experiences, roles and responsibilities. We do our best to speak clearly and succinctly because we want to be sure they understand, and we value their time.

We talk about **RESEARCH** at Dalhousie with a vibrant, curious and driven voice. We want to paint a picture that starts with the researcher's motivation and ends with the way the discovery is (or will) change the world for the better.

We talk about our **COMMUNITY** involvement with a voice that is curious, aspiring and open & inclusive. With a focus on shared interests and common goals, we show the points of collaboration and the benefits to those involved. We aren't boastful but appreciative of the opportunity to work with our communities to improve lives. We allow everyone to express their authentic selves while acknowledging past injustices, celebrating achievements and establishing values that will shape future progress.



TELLING YOUR STORY

We all have an opportunity to contribute to communicating and enhancing Dalhousie's reputation. The Communications, Marketing and Creative Services (CMC) team is here to work with you to bring your ideas to life, while ensuring your efforts align with the Dalhousie brand.

TOOLS TO HELP YOU EXPRESS THE BRAND

We offer a variety of resources and areas of support to help you communicate effectively. Whether you need to pull together a presentation, create a newsletter, or develop a special project – we offer the tools, guidance and support you need to create fresh, impactful, and on-brand communications.

Learn about our team's expertise and how we can help in the following areas:

- Marketing and Advertising
- Branding and Creative Design
- Media and Communications
- Digital and Web

For design, photography, brand and social support,

- Contact our brand team dalbrand@dal.ca
- For creative design support, contact creative.services@dal.ca
- For social media support, contact besocial@dal.ca

The **Dalhousie University Prospectus** is an external tool for faculty and staff to use with external stakeholders and collaborators to share Dalhousie's story with the world. Physical copies can be requested by contacting dalbrand@dal.ca.

Brand guidelines are fluid, and they will be updated as the brand evolves. Have feedback? Please share with us at dalbrand@dal.ca.



NOTES

