

DALHOUSIE U - Hospitality Brand

Master Idea: Dining as a hub of belonging, wellness, and ambition.

Promise: Every meal should embody Dalhousie's values – infinite ambition, global impact – but interpreted through food, community, and sustainability.

Tone of Voice: Confident, modern, inclusive, and human. Friendly but aspirational.



**DALHOUSIE
UNIVERSITY**

Visuals: Designs that respect the Dalhousie brand and serve as a natural and seamless extension



DALHOUSIE U - Overarching Brand



**DALHOUSIE
HOSPITALITY**

alt.
name



**DALHOUSIE
DINING**



DALHOUSIE U - Overarching Brand

This concept brings together heritage and modernity in a single, unified mark that anchors the entire dining brand system.



Great care was taken to break down and understand the “design language” used in the main Dal U branding



DALHOUSIE U - Campus Brands



DALHOUSIE U - Campus Brands



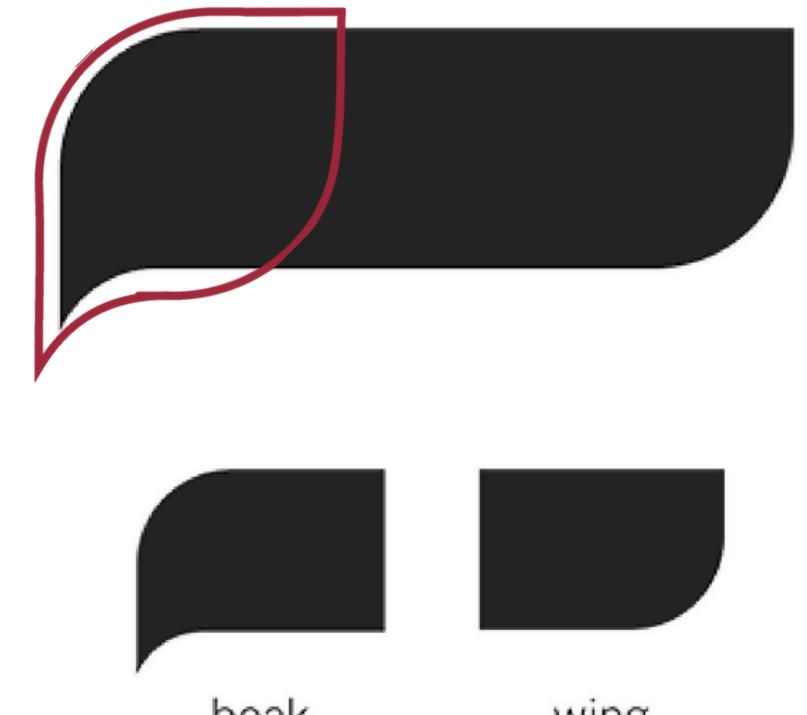
Main Campus



Agricultural Campus



The 'Dalcon'



DALHOUSIE U - Dining Halls



**RISLEY
HALL**



**O'BRIEN
HALL**



**HOWE
HALL**



**JENKINS
HALL**



**SHIREFF
HALL**



DALHOUSIE U - Dining Halls



The Modern Socializer

Risley is energetic, youthful, a social hub. Busy, buzzing, lots of conversation and student life.



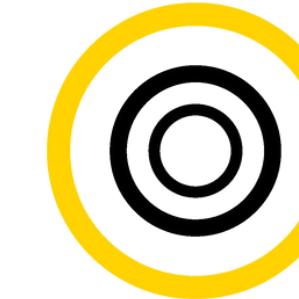
The Hub

Howe is the largest residence. It serves as a central dining location. The flame calls forth a deeply rooted sense of gathering and meal time.



The Heritage

Shireff is cozy, traditional, a bit more home-like than the bigger, newer residences. Comfort food, everyday meals, home-style atmosphere.



Balanced Builder

O'Brien is tied closely to Sexton's engineering/technical programs. Practical, modern, innovative. Concentric Circles signal innovation, precision, tech-driven energy.



The Agricultural

Jenkins is the central dining facility for the Agricultural Campus, with strong ties to local food, sustainability, and the natural sciences. The seed sprouting icon is rooted in agriculture, sustainability, and community.