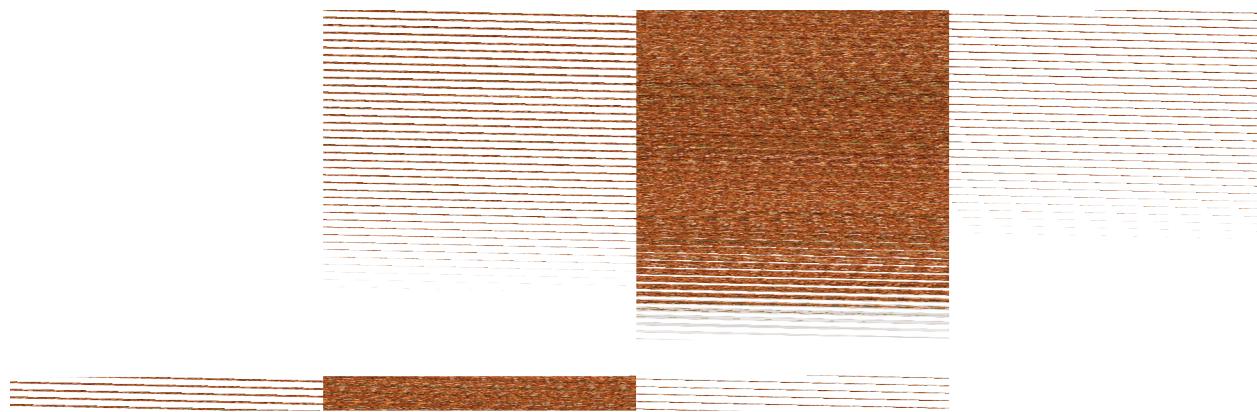




**DALHOUSIE**  
**UNIVERSITY**



# DALHOUSIE DINING

## Brand Positioning

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.

## Colour Options



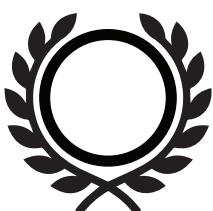
## Form Language



geometric, symmetrical, high-contrast, authoritative, and modernized heritage

# DALHOUSIE DINING

## Ideation



Laurels are widely used in universities, representing achievement, knowledge, and honor (the phrase “laureate” comes from this).

A wreath made of leaves/grain ties naturally to harvest, abundance, and community.

The central circle is neutral, abstract, and flexible. It can symbolize the table, the plate, the sun, or even unity.

# DALHOUSIE DINING

## Ideation



**DALHOUSIE  
DINING**

Invokes a similar form as the bird wings in the laurel central image:  
grain kernel / seed sprout

Risley Hall concept: The Hearth (warmth, community, fire).  
Jenkins Hall concept: The Exchange (conversation, learning, table).  
Howe Hall concept could tie to tradition/heritage.  
Shirreff Hall concept could tie to gathering/home.

O'Brien Hall (Sexton Campus) concept could tie to innovation/engineering spirit (since Sexton is Dal's engineering campus).

Each dining hall should have its own unique identity as a "third place" (a social hub, not just a cafeteria).

"Ora et Labora" (Pray and Work)

The unicorn is a strong symbol in Scottish heraldry. One of Scotland's national animals

Dragons/wyverns represent guardianship, power, vigilance.

**RISLEY  
JENKINS**

**HOWE  
SHIREFF**

**O'BRIEN**



**COX CAFÉ**



**TOPIO'S**



**GROUND ZERO**



**GREEN CAFE**



**FILLINGS BISTRO**



**BARLEY CAFE**

# DALHOUSIE DINING

## Concepts



### RISLEY HALL

Main campus. est. 2004, Risley is one of Dal's newer, modern residences with a big population of first-year students. Energetic, youthful, a social hub. Busy, buzzing, lots of conversation and student life. Coffee cup works well. Perhaps a chat bubble as second option.



**DALHOUSIE  
DINING**



### HOWE HALL

One of Dalhousie's largest and oldest residences. est. 1950s. Houses hundreds of students, a very traditional and central dining facility. Stalwart, institutional, anchor of dining life. Big, steady, reliable meals for a lot of students. Flame or Torch signals tradition, abundance, the "heart of campus dining."



### JENKINS HALL

**WHEAT**

Agricultural Campus. Central dining facility for the Agricultural Campus, with strong ties to local food, sustainability, and the natural sciences. Rooted in agriculture, sustainability, and community. Smaller community vibe than main campus. Leaf makes good sense.



### SHIREFF HALL

Main campus. One of Dal's historic residence/dining halls (built 1923). Feels older, more intimate than Risley or Howe. Cozy, traditional, a bit more home-like than the bigger, newer residences. Comfort food, everyday meals, home-style atmosphere. Bowl is perfect nourishment, comfort, home cooking.



### O'BRIEN HALL

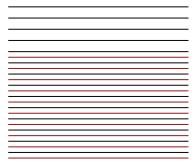
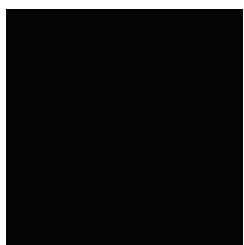
Main campus. Smaller residence/dining facility, tied closely to Sexton's engineering/technical programs. Practical, modern, innovative — focused on engineers and applied sciences. Smaller. Concentric Circles or Gear innovation, precision, tech-driven energy.

# DALHOUSIE DINING

## Further Explorations



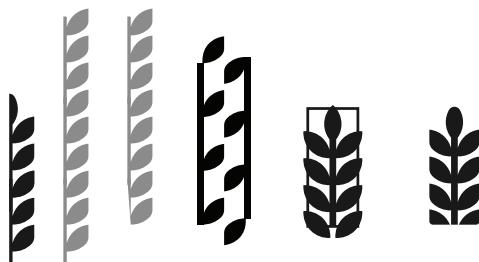
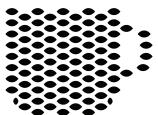
DALHOUSIE  
DINING



DALHOUSIE  
DINING

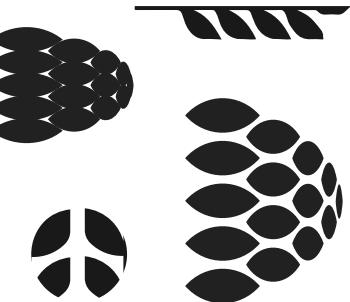


DALHOUSIE  
UNIVERSITY



**THE COMMONS**  
MAIN CAMPUS

**THE COMMONS**

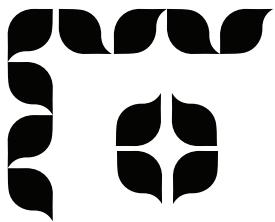


**THE GROVE**  
AGRICULTURAL CAMPUS

**HEARTHSTONE**  
**FIELDSTONE**



**EXCHANGEWAY**



**HARVESTWAY**



**COMMONS**  
CAMPUS

**GROVE**  
CAMPUS

# DALHOUSIE DINING

## Refinements



**DALHOUSIE  
DINING**



**MAIN  
CAMPUS**



**RISLEY  
HALL**



**HOWE  
HALL**



**SHIREFF  
HALL**



**O'BRIEN  
HALL**



**AGRICULTURAL  
CAMPUS**



**JENKINS  
HALL**

DINING BRAND



CAMPUS BRANDS



DINING HALLS



COFFEE SPOTS

COX CAF\u00c9

GREEN CAF\u00e9

TOPIO'S

FILLINGS BISTRO

GROUND ZERO

BARLEY CAF\u00e9

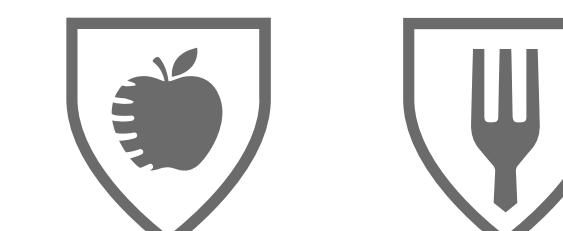
# DALHOUSIE DINING Mockups

INNER MOCKUPS

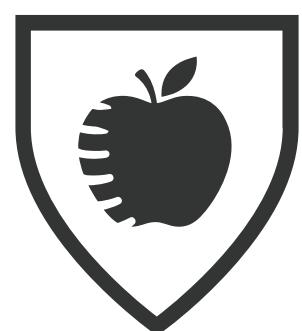
BEFORE 3PM

GROUND ZERO

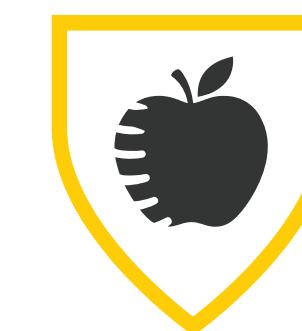
# DALHOUSIE U HOSPITALITY BRAND



# DALHOUSIE U HOSPITALITY BRAND



**DALHOUSIE**  
DINING



**DALHOUSIE**  
DINING



**DALHOUSIE**  
DINING



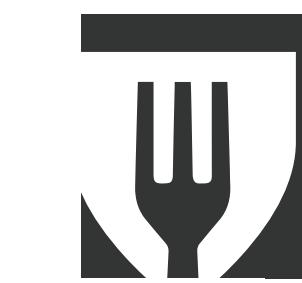
**DALHOUSIE**  
DINING



**DALHOUSIE**  
DINING



**DALHOUSIE**  
DINING



**DAL**  
EATS



**DAL**  
EATS

# DALHOUSIE U HOSPITALITY BRAND



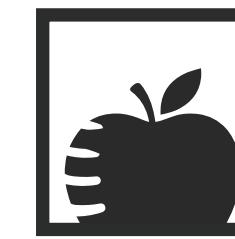
**DAL U  
EATS**

- |                         |           |                        |
|-------------------------|-----------|------------------------|
| <b>RISLEY<br/>HALL</b>  | <b>OR</b> | <b>RISLEY<br/>HALL</b> |
| <b>HOWE<br/>HALL</b>    |           | <b>COX CAF  </b>       |
| <b>SHIREFF<br/>HALL</b> |           | <b>TOPIO'S</b>         |
| <b>O'BRIEN<br/>HALL</b> |           | <b>GROUND ZERO</b>     |
| <b>JENKINS<br/>HALL</b> |           | <b>GREEN CAFE</b>      |
|                         |           | <b>FILLINGS BISTRO</b> |
|                         |           | <b>BARLEY CAFE</b>     |

# DALHOUSIE U HOSPITALITY BRAND



**DAL U  
EATS**



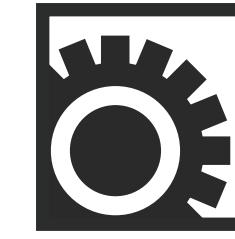
**RISLEY  
HALL**



**HOWE  
HALL**



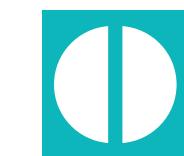
**SHIREFF  
HALL**



**O'BRIEN  
HALL**



**JENKINS  
HALL**



**COX CAF **



**TOPIO'S**



**GROUND ZERO**



**GREEN CAFE**



**FILLINGS BISTRO**

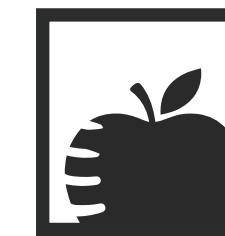


**BARLEY CAFE**

# DALHOUSIE U HOSPITALITY BRAND



**DAL U  
EATS**



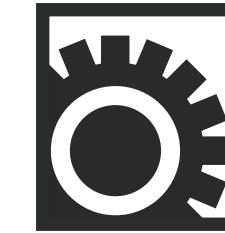
**RISLEY  
HALL**



**HOWE  
HALL**



**SHIREFF  
HALL**



**O'BRIEN  
HALL**



**JENKINS  
HALL**



**COX CAF  **



**TOPIO'S**



**GROUND ZERO**



**GREEN CAFE**



**FILLINGS BISTRO**



**BARLEY CAFE**

# DALHOUSIE U HOSPITALITY BRAND Concept 01

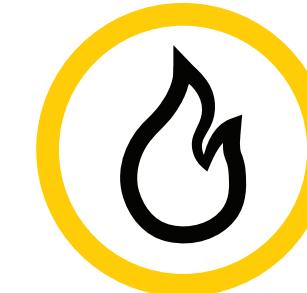


**DALHOUSIE  
HOSPITALITY**

Using a circle as the unifying design element this concept creates a system that ties every level of Dalhousie Dining together. The master brand is anchored by the laurel-framed circle, while each dining hall is represented with its own unique circular icon that reflects its personality and student community. The cafés extend the system through bold divided circles, differentiated by colour from Dal's palette. Together, the circle concept creates a cohesive, flexible, and instantly recognizable visual language, ensuring every location feels like part of one family.



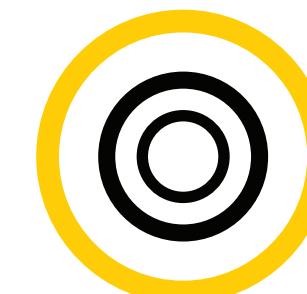
**RISLEY  
HALL**



**HOWE  
HALL**



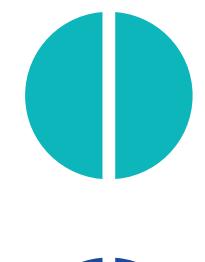
**SHIREFF  
HALL**



**O'BRIEN  
HALL**



**JENKINS  
HALL**



**COX CAF **



**TOPIO'S**



**GROUND ZERO**



**GREEN CAFE**

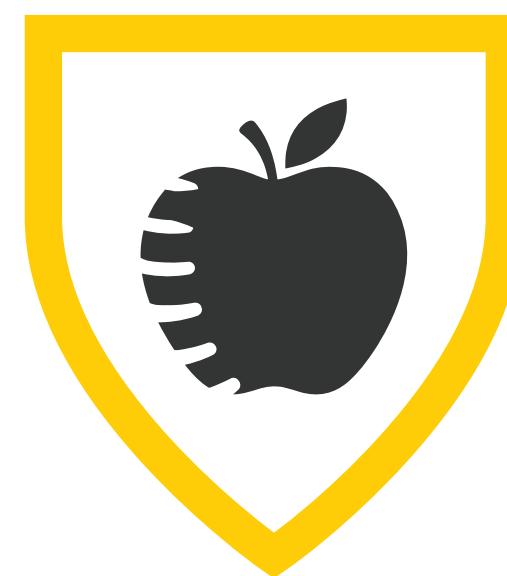


**FILLINGS BISTRO**



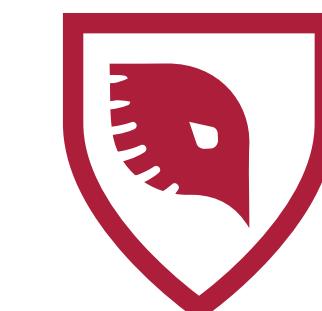
**BARLEY CAFE**

# DALHOUSIE U HOSPITALITY BRAND Simplified Shield



**DalU  
EATS**

This system refines Dal U Eats into a shield-based architecture that connects every level of dining back to Dalhousie's main identity. Each dining hall then gets its own custom shield, where simple food and flame symbols are fused with feather-like forms inspired by the eagle, giving every hall a unique personality while keeping a consistent visual rhythm.



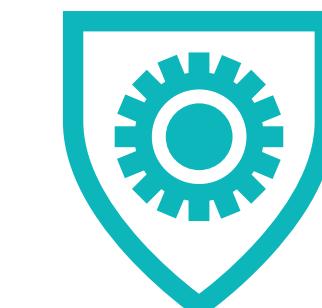
**Risley  
HALL**



**Howe  
HALL**



**Shireff  
HALL**



**O'brien  
HALL**



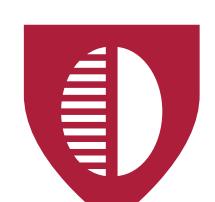
**Jenkins  
HALL**



**Cox Café**



**Topio's**



**Ground Zero**



**Green Café**



**Fillings Bistro**



**Barley Cafe**

# DALHOUSIE U HOSPITALITY BRAND Laurels V2



**DALHOUSIE  
DINING**

This direction refines the initial concept with texture and simplification. The master brand uses the laurel-framed circle with an eagle-inspired form that also reads as a leaf, connecting hospitality both to Dalhousie's academic heritage and to themes of food, growth, and sustainability. Each dining hall has its own unique icon, tailored to reflect its personality and student community, while the cafés extend the system through bold, divided circles in Dal's colour palette for easy wayfinding.

Together, this creates a flexible yet unified identity system: simple, scalable, and instantly recognizable. No matter the location — master brand, dining hall, or café — every mark feels like part of one family, reinforcing Dalhousie Dining as a connected, community-focused experience rooted in both tradition and nourishment.



# DALHOUSIE U HOSPITALITY BRAND “Woodblock”



This Dal U Eats master mark uses a fork set inside a shield frame, directly tying food to Dalhousie's main identity. Each dining hall then receives a unique square icon that blends simple food or flame symbols with abstracted feather-like details from the eagle, giving every hall its own character while keeping the family connected. The cafés extend the same structure but with half-circle icons in Dal brand colours, maintaining consistency while making wayfinding simple and intuitive.



# DALHOUSIE U HOSPITALITY BRAND Woodblock V2

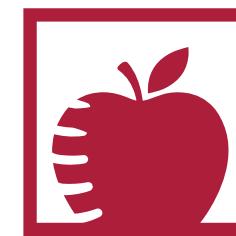


**DAL U  
EATS**



**DAL U  
EATS**

This Dal U Eats master mark uses a fork set inside a shield frame, directly tying food to Dalhousie's main identity. Each dining hall then receives a unique square icon that blends simple food or flame symbols with abstracted feather-like details from the eagle, giving every hall its own character while keeping the family connected. The cafés extend the same structure but with half-circle icons in Dal brand colours, maintaining consistency while making wayfinding simple and intuitive.



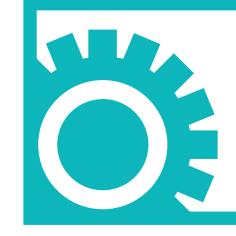
**RISLEY  
HALL**



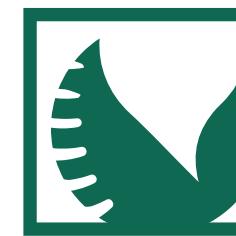
**HOWE  
HALL**



**SHIREFF  
HALL**



**O'BRIEN  
HALL**



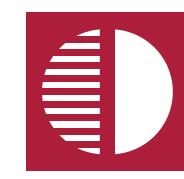
**JENKINS  
HALL**



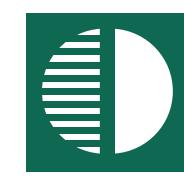
**COX CAF **



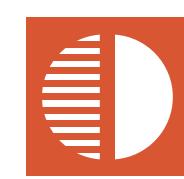
**TOPIO'S**



**GROUND ZERO**



**GREEN CAFE**



**FILLINGS BISTRO**

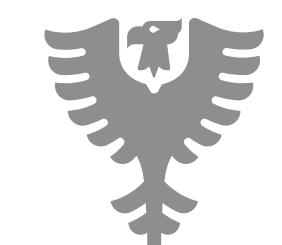


**BARLEY CAFE**

# DALHOUSIE U HOSPITALITY BRAND “Woodblock”



**DALHOUSIE  
HOSPITALITY**



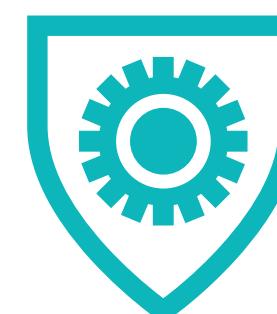
**Risley  
HALL**



**Howe  
HALL**



**Shireff  
HALL**



**O'brien  
HALL**



**Jenkins  
HALL**



**COX CAFÉ**

Agricultural campus



**TOPIO'S**

pizza + gelato



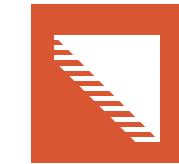
**GROUND ZERO**

the coffee spot



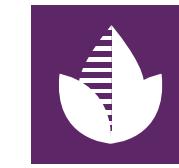
**GREEN CAFE**

health-forward sustainability focus



**FILLINGS BISTRO**

sandwich focus



**BARLEY CAFE**

barley icon to match name

# DALHOUSIE U HOSPITALITY BRAND “Woodblock”



FREDERIC'S



Your Case for Great Coffee.



Colour Options



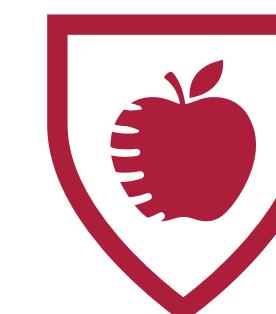
# DALHOUSIE U HOSPITALITY BRAND “Woodblock”



**DALHOUSIE  
HOSPITALITY**



**DALHOUSIE  
HOSPITALITY**



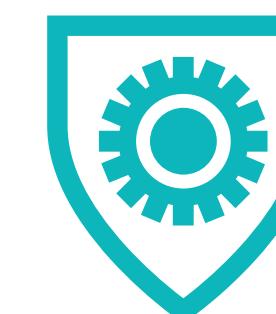
**RISLEY  
HALL**



**HOWE  
HALL**



**SHIREFF  
HALL**



**O'BRIEN  
HALL**



**JENKINS  
HALL**



**COX CAFÉ**

Agricultural campus



**TOPIO'S**

pizza + gelato



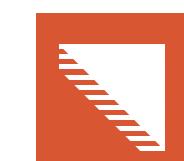
**GROUND ZERO**

the coffee spot



**GREEN CAFE**

health-forward sustainability focus



**FILLINGS BISTRO**

sandwich focus



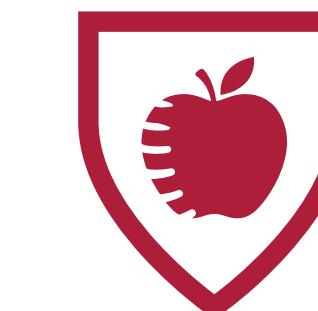
**BARLEY CAFE**

barley icon to match name

# DALHOUSIE U HOSPITALITY BRAND “Woodblock”



**DALHOUSIE**  
HOSPITALITY



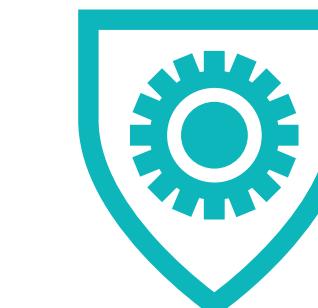
**RISLEY**  
HALL



**HOWE**  
HALL



**SHIREFF**  
HALL



**O'BRIEN**  
HALL



**JENKINS**  
HALL



**COX CAFÉ**  
Agricultural campus



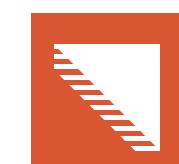
**TOPIO'S**  
pizza + gelato



**GROUND ZERO**  
the coffee spot



**GREEN CAFE**  
health-forward sustainability focus



**FILLINGS BISTRO**  
sandwich focus

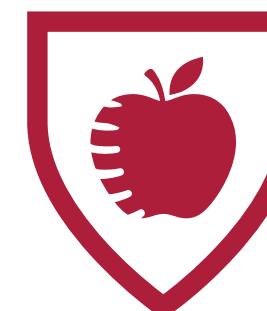


**BARLEY CAFE**  
barley icon to match name

# DALHOUSIE U HOSPITALITY BRAND

**DALHOUSIE**  
HOSPITALITY

**DALHOUSIE**  
AGRICULTURAL  
HOSPITALITY



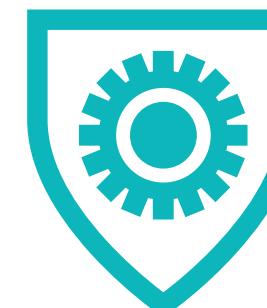
**RISLEY**  
HALL



**HOWE**  
HALL



**SHIREFF**  
HALL



**O'BRIEN**  
HALL



**JENKINS**  
HALL



**COX CAFÉ**



**TOPIO'S**



**GROUND ZERO**



**GREEN CAFE**



**FILLINGS BISTRO**



**BARLEY CAFE**

# DALHOUSIE U HOSPITALITY BRAND



Yes – now just need colours of Dal, Black and gold incorporated. I liked the yellow shield we did before.

This is what they use today interchangeably with traditional logo – maybe we can go – Black square, Yellow Circle and white eagle? Then keep font in black and separate with yellow line? What do you think?

