Dartmouth

Brand Style Guide

2014
Dartmouth at a Glance

Founded in 1769, Dartmouth is a member of the Ivy League and consistently ranks among the world’s greatest academic institutions. **Dartmouth** has forged a singular identity for combining its deep commitment to outstanding undergraduate liberal arts and graduate education with distinguished research and scholarship in the Arts & Sciences and its three leading professional schools—the **Geisel School of Medicine**, **Thayer School of Engineering**, and the **Tuck School of Business**.

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Brand Style Guide

2014
Dartmouth Logo

The Dartmouth logo is comprised of a single element, the word mark, which uses the font Bembo. Bembo is unique to the logo and should not be applied to any other part of the design.

Dartmouth Wordmark

Dartmouth
Best Practices for using the Identity

The Dartmouth logo requires a minimum amount of clear space in all compositions. The wordmark is Dartmouth's primary logo.

Clear Space

The lower case height determines the clear space.
Logo Variations

The following Logo compositions have all been approved for use. The primary wordmark logo should be used before resorting to an alternative version. The shield should never be used in isolation.

Left Aligned and Tiered

Dartmouth

Dartmouth
Using the College Identity

The consistent visual presentation of the Dartmouth logo will help maximize recall and build our reputation. The following are examples of correct and incorrect usage of the logo.

Following these guidelines will help assure the most consistent and distinct visual expression of the Dartmouth brand as possible.

**Correct Usage**

- Over a light background.
- Reversed logo over a dark background color or photo.
How not to use the College Identity

The consistent visual presentation of the Dartmouth logo will help maximize recall and build our reputation. The following are examples of correct and incorrect usage of the logo.

Incorrect Usage

- Do not use any other color other than PMS 349, white or black
- Do not use gradients
- Do not use the Dartmouth shield without the wordmark
- Do not use the logo on a background that compromises legibility
- Do not use a drop shadow
- Do not stretch, slant or condense
- Do not use the Dartmouth shield without the wordmark
- Do not use the seal as a stand-in for the logo or to represent the College as a whole.
- Do not typeset the logo

Following these guidelines will help assure the most consistent and distinct visual expression of the Dartmouth brand as possible.
Color Palette

The use of the color green (and, hence, the nickname “The Big Green”) dates back to the 1860s. In the “Dartmouth Bi-Monthly” of April, 1908, Professor E.J. Bartlett explains how green came to be Dartmouth’s color: Bartlett’s bottom line: it was the only color not used by another college.

Dartmouth College Green

The Dartmouth brand should strive to own this green. This will enhance brand distinctiveness and consistency among visual applications.

FOR PRINT

PANTONE PMS 349

or

Process Colors (CMYK)

Cyan: 100
Magenta: 0
Yellow: 91
Black (K): 42

FOR WEB

HEX# 00693E

or

Process colors (CMYK)

Cyan: 100
Magenta: 0
Yellow: 91
Black (K): 42

RGB

Red: 0
Green: 105
Blue: 62
Dartmouth