



1896

DELAWARE VALLEY  
UNIVERSITY

BRAND

GUIDE

# TABLE OF CONTENTS

## Brand 3

Brand Essence	4
Brand Promise	5
Brand Personality	6
Core Values	7
Positioning Statement	8
Brand Voice	9

## Messaging 10

Why is DelVal a University?	11
Our Offering	12
Umbrella Messages	13
Elevator Pitch	14
Naming and Boilerplates	15

## Identity 16

Logo	17
Logo Usage	18
Primary, Full Color	19
Primary, Grayscale	20
Wordmark	21
Logo Versions, Outline	22
Logo Version, Merchandising and Avatar	23
University Seal	24

Logo Consistency	25
Color Palette	26
Palette Values	27
Color Usage	28

## Brand Extensions 29

Logos, Brand Extensions	30
Experience360 Logos	31

## Typography 32

Typefaces	33
Type Styles	35
Paragraph Styling	36

## Graphics 38

Super Graphics	39
----------------	----

## Usage 41

Stationery, Prospective student	42
Stationery, General Use	43
Business Cards	44
Sample Layouts	45
Sample Pattern Usage	46

## Athletics 47

Athletics Marks: Primary	48
Athletics Marks: Wordmark, Icons	49
Athletics Marks: Team Lock-ups	50
Athletics: Spirit Marks	51
Athletics Color Palette	52
Athletics Fonts	53
Athletics Photos and Patterns	54
Improper Usage	55
Athletics Stationery	56

# BRAND

“A brand is what  
your product or  
service stands for  
in people’s minds.

-Allen Adamson, *BrandSimple*

# Brand Essence

When engaged minds come together, great things happen. That's what people are saying about Delaware Valley University.

We educate the kind of students who want to make the future better, healthier, more livable: somebody who can develop vaccines, engineer innovative ways to feed a growing global population or craft a brilliant new energy policy.

We're building a community of passionate students and faculty committed to something greater than "college." Although they each have individual thoughts and dreams, members of the DelVal community are all united in how the DelVal experience can help them enhance our global environment.

With science and research as the foundation for learning, we're taking agricultural science and environmental studies to a new level. We give our students the opportunity to study everything from the life, physical, environmental and agricultural sciences to business and the humanities, criminal justice and communications.

They come together through our interdisciplinary approach to learning.

The Experience360 Program (E360) is central to a DelVal education and embraces a full range of activities and opportunities that give our students well-rounded experiences that can't be found anywhere else. This approach prepares our students for a life of meaningful work, service and career growth. Integrating knowledge and experience, they'll be prepared to put their skills into action as a globally responsible citizen. One hundred percent of our students will gain real-world competencies through internships, career exploration, student research, study abroad, leadership development, community service or civic engagement.

DelVal assures every graduate leaves with the tools necessary to effect real change and tackle not only the most important issues of our time, but also the issues most important to them and their peers.

Now more than ever, the world needs new solutions. It needs imaginative people to come together and spark new ideas...in a place like DelVal, where our students can be somebody.

Knowledge  
and  
Experience

## Brand Promise

A brand promise is the implicit or explicit benefits that a brand offers to its audience.

Delaware Valley University promises to give our students the **knowledge** and **experience** to tackle the most important issues of our time – global issues like the environment, energy and food – with an experiential and interdisciplinary approach to learning.

## Brand Personality

Brand personality words are adjectives describing the University. These descriptors help capture the University's personality and differentiate us from our competitors.

Progressive

Ambitious

Supportive

Close-knit

## Core Values

Core values are the principles that guide an organization's actions. They inform the way important decisions are made, goals are set and missions are defined.

Respect all people.

Value the world of ideas and differences.

Pursue excellence.

Live each day with integrity.

Teach, learn and serve with passion and commitment.

Act as one learning community with one purpose.

# Positioning Statement

The positioning statement defines how the University distinguishes itself, what value it brings to its students, and how our students benefit.

At Delaware Valley University, we believe that preparing our students **to effect change takes dedication**. We are a passionate community devoted to tackling the **most important issues of our time**, through academic discipline, interdisciplinary studies and a commitment to real-world experience.



## Brand Voice

Brand voice is an intentional use of words and written style that creates a consistent and recognizable expression.

Used correctly, the voice is an expression of the University's personality.

Delaware Valley University's brand voice is warm, but not casual, authoritative, but not authoritarian, knowledgeable, but not pedantic. It should engender trust, confidence and community.

# MESSAGING

“Effective integrated marketing communications plans are built on a foundation of institutional core values.

-Robert A. Sevier, *Integrated Marketing Communications*

# Why is DelVal a University?

The word university means “community of teachers and scholars.” Never before has that statement been more true about Delaware Valley University. We are building a community of passionate students and faculty committed to something greater than college.

The change to university status aligned us with DelVal’s structure and breadth of academic offerings, which includes master’s programs and a doctoral degree.

As Delaware Valley College, we were a small, teaching-centered institution, focusing on student-faculty relationships, applied learning and a commitment to experiential learning. We valued interdisciplinary study as a vital dimension of preparation that enables our graduates to thrive in a global economy.

None of that changes as Delaware Valley University. Becoming a university:

- Allows for growth in new degree programs
- Increases visibility of the institution
- Makes the institution attractive to international students, which exposes our students to other cultures and experiences
- Allows our students to be citizens of the world
- Makes the institution attractive for faculty, who are able to teach at both the undergraduate and graduate level, giving students a greater scope of understanding
- Makes the institution more appealing to graduate students
- Reflects the quality and diversity of our academic offerings

University status is recognition from the Pennsylvania Department of Education and peer universities that DelVal is an institution that should be recognized at this higher level. PDE only grants university status after ensuring that the college meets the required criteria. This “stamp of approval” is not granted lightly and is something we should all be proud of.

# Our Offerings

## Connection

Delaware Valley University provides an intimate community where students and faculty are energized and connected by a common passion to tackle the most important issues of our time.

## Empowerment

Delaware Valley University empowers students and faculty to effect change through a unique learning experience that encourages growth and self-discovery.

## Preparation

Delaware Valley University instills confidence and enthusiasm in life after college by preparing students for successful and fulfilling careers. We provide real-world experience from day one.

## Respect

Delaware Valley University fosters a supportive and engaging environment where students and every member of the community feel important and each voice is heard and respected.

## Features

- Delaware Valley University is a small, independent, nonprofit, comprehensive university focused on impacting our world through the studies of sciences, business and the humanities.
- Delaware Valley University offers a disciplined, analytical approach to learning derived from its legacy in the sciences.
- Delaware Valley University offers a mixture of applicable classroom learning and practical real-world experience before graduation.
- Delaware Valley University has supportive and dedicated faculty who give students individual attention.
- Delaware Valley University's Experience360 Program is a required part of the curriculum that promotes applied learning. DelVal is one of the few universities in the country that requires an experiential learning component, individualized to each student's major.
- Delaware Valley University provides interdisciplinary opportunities that allow students to branch out and experience multiple fields of study or interests.
- Delaware Valley University provides a vibrant and engaging campus environment. With a variety of academic clubs and organizations, students have the opportunity to take their classroom learning to their social network. The life they make out of the classroom speaks to the passion they are pursuing academically.

# Umbrella Messages

Umbrella messages are the simplest way possible to state the most important ideas which characterize the university.

## Academic Approach

Delaware Valley University demonstrates its commitment to current issues through an emphasis on experiential and interdisciplinary learning.

Experience360 is a required program for every student, and enhances the academic experience through unique, hands-on study. This innovative program, which is the heart of a DelVal education, is tailored to each student's major and encourages students to apply their classroom knowledge to real-world problems.

Our students' experiences inspire them to question more and become better critical thinkers and problem solvers. Taking that to the real world, they are making connections with future and potential employers throughout their college careers, giving them invaluable access to networking possibilities.

## Greater Good

Students graduate with the skills necessary to pursue careers that provide personal satisfaction, impact the greater good and make a difference in the issues that matter most to them.

## Community

Delaware Valley University is a close-knit community dedicated to nurturing and developing students to tackle the most pressing issues of our time. Faculty care deeply about their areas of expertise and teaching, and are passionate about sharing their knowledge and experiences. Small classes encourage collaboration between students and faculty, and provide support to each student as they acquire the skills and knowledge needed to realize their individual dreams.

## Realizing Dreams

Delaware Valley University is dedicated to encouraging and facilitating an environment where students can realize their dreams. A close-knit academic community, hands-on learning and real-world experiences support personal and professional development that allows students to reach their goals and create solutions to the global issues that we face today.

## Heritage

Delaware Valley University has grown, offering unique, cross-disciplinary experience which inspires and equips students for global change. DelVal uses its more than one thousand acres of beautifully maintained land as a functional learning environment, creating a real-life, open-air classroom for many academic disciplines.

## Location

Located in picturesque Bucks County, Delaware Valley University combines the comfort of small-town living with the excitement of big-city access. Students are able to partner with top tier companies for jobs and internships, and have access to major cultural and entertainment venues. With a train stop right on campus, students can easily travel to Philadelphia, New York City, Baltimore and Washington, DC.

## Elevator Pitch

The elevator pitch is a condensation of the core messages into a succinct and brief statement.

DelVal is a **comprehensive university** that engages students on a first-name basis. Using **real-world experience** from day one, students, faculty and staff **inspire** one another to **tackle the issues** most important to them. We are **changing the world** one student at a time.

# Naming and Boilerplates

## Naming Conventions

- The institution's proper name is **Delaware Valley University**. The University should never be referred to as DV University, DelVal U, or DelVal University.
- Our preferred nickname is **DelVal**, never Del Val. DVU is an accepted term on second reference when there is a space or character limit. Anytime DelVal (or DVU) is used, the full name of the institution must be used on the same item to reaffirm the identity of the University.

### 100 words

Delaware Valley University is an independent, comprehensive university with more than 1,000 acres in Bucks and Montgomery counties. Founded in 1896, DelVal emphasizes experiential and interdisciplinary learning and provides small class sizes where students learn on a first-name basis. Through the innovative Experience360 Program, all DelVal students gain real-world experience in their fields. Located in Doylestown, Pennsylvania, DelVal combines the comfort of small-town living with the excitement of big-city access. DelVal offers more than 25 undergraduate majors in the sciences, humanities and business, six master's programs, a Doctor of Education, and a variety of adult education courses.

### 150 words

Delaware Valley University, an independent, comprehensive university with more than 1,000 acres between Bucks and Montgomery counties, offers individualized attention, small class sizes and an applied as well as theoretical approach to learning. DelVal emphasizes real-world experience from day one and interdisciplinary learning in a personal, caring community where students receive individualized attention. DelVal provides education on a first-name basis. Faculty and staff prepare students with the knowledge and experience to tackle the most important issues of our time. Through the innovative Experience360 Program, the cornerstone of a DelVal education, DelVal supports personal and professional development opportunities and requires all students to gain real-world experience. Located in Doylestown, Pennsylvania, DelVal combines the comfort of small-town living with the excitement big city access. DelVal offers more than 25 undergraduate majors in the sciences, humanities and business, six master's programs, a Doctor of Education, and a variety of complementary adult education courses.

## Boilerplates

### 50 words

Delaware Valley University, an independent, comprehensive university with more than 1,000 acres in Bucks and Montgomery counties, features individualized attention and emphasizes experiential and interdisciplinary learning. Located in Doylestown, Pennsylvania, DelVal offers more than 25 undergraduate majors, six master's programs, a doctoral program, and a variety of adult education courses.

# IDENTITY

“Visual identity means that all communication at the university adheres to guidelines established for the use of the logo, typography, imagery and use of color. The “face” of the University is everyone’s responsibility.

-Dr. Ben Rusiloski, *Delaware Valley University*



# Logo

Delaware Valley University's logo is made up of the icon and the typography. Together, they are organized to make the various versions of the logo you will see on pages 18 and 19. These versions are each designed for use in specific contexts.

This sleek and modern interpretation of the flame from the seal represents a fire and passion for education.

- The “flame of knowledge” represents the disciplines of the sciences (including agricultural, environmental, life and physical sciences), the humanities and business.
- The blending of the flame represents the interdisciplinary nature of the education a DelVal student receives.
- The “1896” speaks to the longevity of the institution and gives a subtle nod to the past, while looking forward with a thoroughly modern design and font.

Logos are available in .ai files and jpegs.



1 8 9 6

Flame

Date

DELAWARE VALLEY  
UNIVERSITY

Type

The flame, date, rule and Type combine to make the logo

# Logo Usage

## Safe Zone

Logos should occupy a clear area, the height of the capital D found in the logo, on all sides in the design. No other graphic or words should encroach on the logo in this space.

## Minimum size

Logos for each version should not appear smaller than the minimum size shown to the right.

## Maximum size

Logos should not appear larger than one-third of the number of columns used in the layout grid, and should be tied into the grid by size. Please refer to page 48 for samples of vertical and horizontal grid usage.



Safe Zone — Height of the capital 'D' from type or flame edges



Minimum 1.5" wide



Minimum 2.5" wide



Minimum .6875" wide



Maximum one-third column width

## Primary, Full Color

The full-color logo is expressed in three formats. Each version is to be used in a specific context.

- The primary logo should be used in most circumstances.
- The extreme horizontal version is the widest version and is useful when layouts are limited vertically.
- The vertical stacked version is to be used in situations where the space for a logo is limited horizontally.

The full-color version may only be used against a white background. If that is not possible, please see the subsequent pages for other options.



Primary



Long Horizontal



Stacked

## Primary, Grayscale

- The grayscale version is meant for use when black and white printing is required. An example of this is for black and white newspaper use or on an envelope. It may only be used against a white background.



DELAWARE VALLEY  
UNIVERSITY

Grayscale, Primary



DELAWARE VALLEY UNIVERSITY

Grayscale, Long Horizontal



1896

DELAWARE  
VALLEY  
UNIVERSITY

Grayscale, Stacked

# Wordmark

The wordmark is to be used in situations when it is impossible or inappropriate to use a logo with an icon. The wordmark should only be used in the colors shown or black. Gold is not used in the wordmark.

DELAWARE VALLEY  
UNIVERSITY Stacked

DELAWARE VALLEY UNIVERSITY Horizontal

DELAWARE VALLEY  
UNIVERSITY Stacked

DELAWARE VALLEY UNIVERSITY Horizontal

# Logo Versions, Outline

The outline version is a one-color version that can be reversed out of a colored background. It is for use in circumstances where only a single color can be used and the image cannot contain different levels of that color. An example of this is embroidery. This version should be limited to use in green, gold, black or white.



Primary



Primary



Stacked



Stacked



Long Horizontal



Long Horizontal

# Logo Versions, Merchandising and Avatar

This version may be used for merchandise or social media avatars, and with permission in rare instances where none of the other logo formats work.



DVU A 4c



DVU B gray



DVU C line



DVU D k-o



DVU E line word



DVU F line word

# University Seal

The Delaware Valley University seal represents the history, tradition and mission of the institution. The primary usages for the University seal are for official documents, ceremonial purposes and for use by the Offices of the President or VPAA, and the Board of Trustees.

The seal may be displayed for special events on the fronts of podiums, inside and outside University buildings and on University flags. The seal should not be used in advertising, publications or printed materials that publicize a program, activity or service of the University.

The seal should not be used for items of clothing and in general merchandise. The seal is allowed for executive style gifts purchased through the University Bookstore or with permission granted by the chief marketing and communications officer.

The torch, book and sun have been taken from the previous version of the seal and given a more modern design. The light of the sun and the flame in the torch reflect the light of knowledge, dispelling the darkness of ignorance. “Experientia Docet” is translated as “experience teaches.”

The seal should be only reproduced in dark green, white, black or with gold foil.



DelVal Seal\_PMS 348



DelVal Seal\_PMS 348 k/0



## Dark Green

PMS 357  
C69 | M40 | Y66 | K22  
R80 | G109 | B89  
HEX 506D59



# Logo Consistency

In order for the Delaware Valley University branding to be successful, the logo must remain unchanged and intact. Do not alter the logo in any way. Also, do not put the logo in a context that makes it hard to see or illegible.



Do not place over an image or pattern. Reference page 43 for an alternative solution



Do not place yellow over green without permission



Do not combine with the mascot

These are all examples of things to avoid.



Do not angle



Do not change the colors



Do not stretch or squeeze



Do not change proportions or orientation



Do not place the full color logo on a colored background



Do not use drop shadows



Do not change fonts

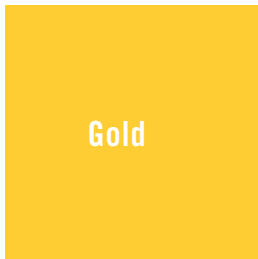
# Color Palette

The color palette is an important expression of any brand. It usually consists of one or two primary colors and up to six accents. Used correctly, the palette should both convey both a recognizable and differentiated look, and contribute to the audience's emotional experience.

- Avoid green and gold next to each other, white, black or gray need to be used to separate the two colors whenever possible.
- When both colors are used a 80:20 ratio must be used. One color should be used as a primary and the second a accent color (80% green vs. 20% gold usage)



Green



Gold

Primary Colors



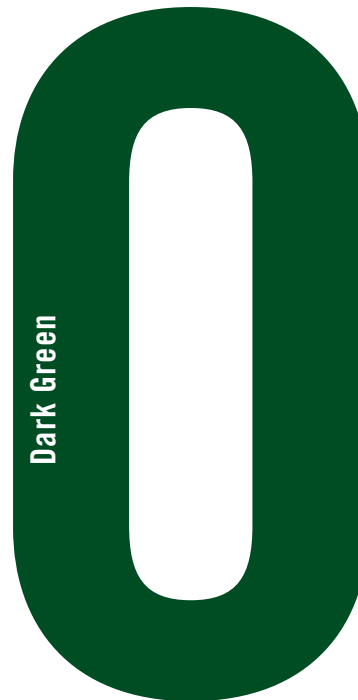
Lime



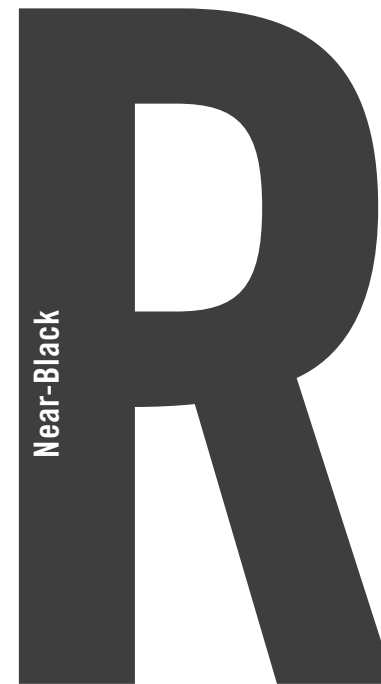
Gray



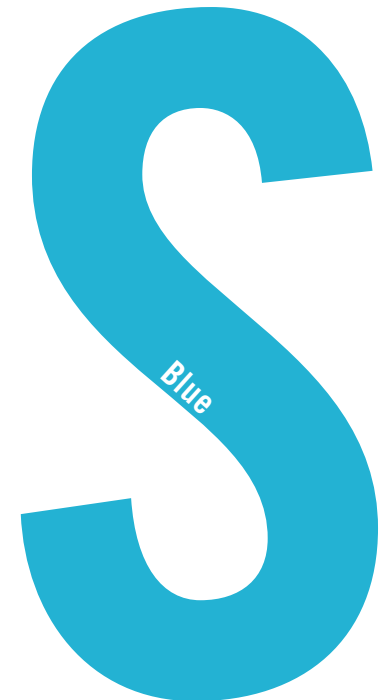
Burgundy



Dark Green



Near-Black



Blue

Accent Colors

# Palette Values

## Primary Colors



### Green

PMS 348U  
 C96 | M2 | Y100 | K12  
 R0 | G132 | B61  
 HEX 00843D



### Gold

PMS 122U  
 C0 | M19 | Y89 | K0  
 R252 | G212 | B80  
 HEX FCD450



## Accent Colors



### Lime

PMS 381U  
 C25 | M0 | Y83 | K0  
 R186 | G215 | B57  
 HEX BAD739



### Burgundy

PMS 7610U  
 C0 | M77 | Y60 | K72  
 R107 | G52 | B49  
 HEX 6B3230



### Near-Black

C0 | M0 | Y0 | K90  
 R83 | G86 | B90  
 HEX 53565A



### Dark Green

PMS 357U  
 C92 | M18 | Y94 | K61  
 R33 | G87 | B50  
 HEX #144d29



### Blue

PMS 7702U  
 C68 | M1 | Y8 | K8  
 R72 | G169 | B197  
 HEX 48A9C5



### Gray

C0 | M0 | Y0 | K20  
 R183 | G184 | B185  
 HEX B7B8B9



# Color Usage

Please use the following suggested palettes to support the divisions that fall under the larger university identity.

## Undergraduate

Green    Gold    +    Lime    +    90% K    20% K    +    Accent Dark Green

No use of burgundy

## Continuing Education

Green    Gold    +    Blue    +    90% K    20% K    +    Accent Dark Green

No use of lime or burgundy

## Graduate

Green    Dark Green    +    Burgundy    +    90% K    20% K    +    Accent Gold

No use of light green or blue

## Alumni

Green    Dark Green    +    Gold    +    90% K    20% K    +    Accent Burgundy

No use of blue

**BRAND**

**EXTENSIONS**

# Logos, Brand Extensions

Brand extensions are used when there is a need for specialized branding to a specific audience and in communication that is related specifically to this entity. Most areas will have this need met with the institution's primary logo and will not have the need for a brand extension logo.

The following are the only brand extension logos which have been approved.

- Alumni Association
- 1896 Society
- Center for Learning in Retirement

These logos and other versions can be downloaded at:  
<http://delval.webdamdb.com>



DELAWARE VALLEY UNIVERSITY  
 Alumni Association

AlumniAssoc\_LongHor 4C



DELAWARE VALLEY UNIVERSITY  
 The 1896 Society

1896\_LongHor 4C



DELAWARE VALLEY UNIVERSITY  
 Center for Learning in Retirement

CLR\_LongHor 4C

# Experience360

Experience360 is the hallmark of a DelVal education. It's the program that touches all students — regardless of their major. And while experiential learning programs have been more and more common, E360 stands out. It has been built upon our founding principles. It is unique. It is our differentiator.

Sub-brand logos are created sparingly. The E360 sub-brand logo is used within the context of and in conjunction with the institutional identity.

The E360 logos can be used with permission by contacting the Office of Marketing Communications.



E360\_4C



E360\_4C\_Rev

**TYPOGRAPHY**



# Typefaces

The DelVal brand is supported by the use of typefaces which, together, enhance its emotional tone and create a unified experience for its audience.

The DelVal brand uses two typefaces. The first is Trade Gothic Bold Condensed 20. It is used for headlines, supergraphics and sometimes for subheads. Trade Gothic is a highly rational face which projects a no-nonsense and authoritative style. Its use in headlines lends authority to any communication.

The second is Sabon, an elegant serif face which can be used in body copy and sometimes in subheads. Its serifs tend to enhance its legibility. Its warm emotional character and classic style make it an excellent companion to the typography in the University's logo.

Trade Gothic

Bold Condensed 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

# Typefaces

Sabon and Trade Gothic Fonts are available by contacting the office of marketing and communications.

In situations where Trade Gothic and Sabon are not available, please use Arial as an alternative.

## Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## *Sabon Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 1234567890*

## Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## *Sabon Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 1234567890*

## Trade Gothic Condensed 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## *Trade Gothic Condensed 20 Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 1234567890*

## Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Type Styles

Styling type is essential to branding. Properly styled typography contributes to its consistency, legibility and emotional properties.

Using Trade Gothic transparently in oversized point sizes and offset creates a bold and unique super graphic or headline effect.

TYPE

Trade Gothic Bold Condensed 20 | 150 PT

Trade Gothic Bold Condensed 20 | 140 PT

# Ambitious Headline

A Subhead Reinforcing Our Values

TYPE

Trade Gothic Bold Condensed 20 | 34 PT

Sabon Roman | 21 PT | -7 Tracking | Avoid yellow with Sabon below 28pt

Trade Gothic Bold Condensed 20 | 350 PT

# Paragraph Styling

Using Trade Gothic for headlines creates an insistent and noticeable impact.

Using it for subheads enhances the authoritative quality of a communication.

Alternatively, using Sabon for subheads can enhance the communication's warmth and elegance.

Using Sabon for body copy creates a caring and friendly, as well as a legible, experience for the audience.

## Ambitious Headline

### A Subhead Reinforcing Our Values

Nulla mauris odio, vehicula in, condimentum sit amet, tempus id, metus. Donec at nisi sit amet felis blandit posuere. Aliquam erat volutpat. Cras lobortis orci in quam porttitor cursus. Aenean dignissim. Curabitur facilisis sem at nisi laoreet placerat. Duis sed ipsum ac nibh mattis feugiat. Proin sed purus. Vivamus lectus ipsum, rhoncus sed, scelerisque sit amet, ultrices in, dolor. Aliquam vel magna non nunc ornare bibendum. Sed libero. Maecenas at est. Vivamus ornare, felis et luctus dapibus, lacus leo convallis diam, eget dapibus augue arcu eget arcu.

Trade Gothic Bold Condensed 20 | 27 PT | Green

Sabon Roman | 16 PT | Gray

Sabon Roman | 9.5 PT | 11PT Leading | -5 Tracking  
Dark Green

## Ambitious Headline

### A Subhead Reinforcing Our Values

Nulla mauris odio, vehicula in, condimentum sit amet, tempus id, metus. Donec at nisi sit amet felis blandit posuere. Aliquam erat volutpat. Cras lobortis orci in quam porttitor cursus. Aenean dignissim. Curabitur facilisis sem at nisi laoreet placerat. Duis sed ipsum ac nibh mattis feugiat. Proin sed purus. Vivamus lectus ipsum, rhoncus sed, scelerisque sit amet, ultrices in, dolor. Aliquam vel magna non nunc ornare bibendum. Sed libero. Maecenas at est. Vivamus ornare, felis et luctus dapibus, lacus leo convallis diam, eget dapibus augue arcu eget arcu.

34 PT

20 PT

10 PT

# Paragraph Styling

When reversing the type out of of a colored background, please use the following guidelines.

## Ambitious Headline

### A Subhead Reinforcing Our Values

Nulla mauris odio, vehicula in, condimentum sit amet, tempus id, metus. Donec at nisi sit amet felis blandit posuere. Aliquam erat volutpat. Cras lobortis orci in quam porttitor cursus. Aenean dignissim. Curabitur facilisis sem at nisi laoreet placerat. Duis sed ipsum ac nibh mattis feugiat. Proin sed purus. Vivamus lectus ipsum, rhoncus sed, scelerisque sit amet, ultrices in, dolor. Aliquam vel magna non nunc ornare bibendum. Sed libero. Maecenas at est. Vivamus ornare, felis et luctus dapibus, lacus leo convallis diam, eget dapibus augue arcu eget arcu.

Trade Gothic Bold Condensed 20 | 27 PT | White

Sabon Roman | 16 PT | Gray

Sabon Roman | 9.5 PT | 11PT Leading | -5 Tracking  
Gray

## Ambitious Headline

### A Subhead Reinforcing Our Values

Nulla mauris odio, vehicula in, condimentum sit amet, tempus id, metus. Donec at nisi sit amet felis blandit posuere. Aliquam erat volutpat. Cras lobortis orci in quam porttitor cursus. Aenean dignissim. Curabitur facilisis sem at nisi laoreet placerat. Duis sed ipsum ac nibh mattis feugiat. Proin sed purus. Vivamus lectus ipsum, rhoncus sed, scelerisque sit amet, ultrices in, dolor. Aliquam vel magna non nunc ornare bibendum. Sed libero. Maecenas at est. Vivamus ornare, felis et luctus dapibus, lacus leo convallis diam, eget dapibus augue arcu eget arcu.

Trade Gothic Bold Condensed 20 | 27 PT | Green

Sabon Roman | 16 PT | 20% Black

Sabon Roman | 9.5 PT | 11PT Leading | -5 Tracking  
White

**GRAPHICS**

# Super Graphics

## Screened Typography

Trade Gothic Bold Condensed 20 all caps words can be used as screened back super graphics. It can be used under normal typography or in clear areas of the design.

## Type Transparency Effects

Trade Gothic Bold Condensed 20 can be used as a super graphic over photography at different levels of opacity to create a combined effect.

TYPO  
GRAPHY

Screened Typography



Type Transparency Effects

# Super Graphics

Various elements can be used to create graphic statements which can tie together the other parts of a design.

## Weave Pattern

The weave pattern is used in large areas of the design. It can be expressed in any of the brand colors, preferably the green or the gold. It can be applied transparently over other graphic elements, such as photography, or in some cases, even typography.

## Background Pattern

The background pattern is lighter density than the weave pattern. It can be used behind typography or over photography. It can be used as a border element, but should not be used in designs which also use the weave pattern.

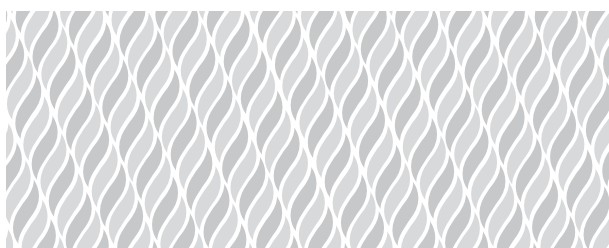
## Wave Pattern

Like the weave and background patterns, the wave pattern is useful to add branding to pages that have none. It is meant for use in contiguous rectilinear spaces, often over tints of the brand colors. It can be used as

a basis, defining areas under large and bold typography. It can also superimpose over images or other graphic elements.

## The Icon

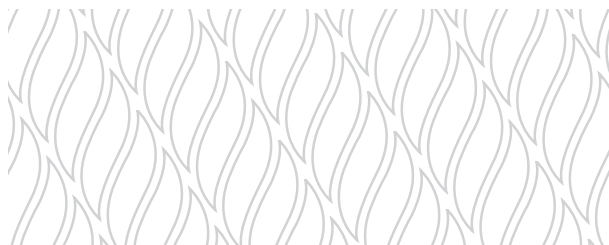
The icon can be used in part or whole to create branded design elements. It can be used with an offset grayscale effect.



Weave pattern



Wave patterns



Background pattern can be shown on a multiplied color or on a photo



Cropped icon with offset gray



# USAGE

# Stationery, Prospective Student

This stationery system has been created for:

- The Office of Admission
- The Office of Continuing and Professional Studies
- The School of Graduate and Professional Studies

No other offices may use these files without marcom's approval.

Resources for digital letterhead and templates, and instructions on ordering item can be found at Marcom's department page at <http://mydelval.com>.



# Stationery, General Use

This stationery system has been created for general usage.

Resources for digital letterhead and templates, and instructions on ordering item can be found at marcom's department page on myDelVal.

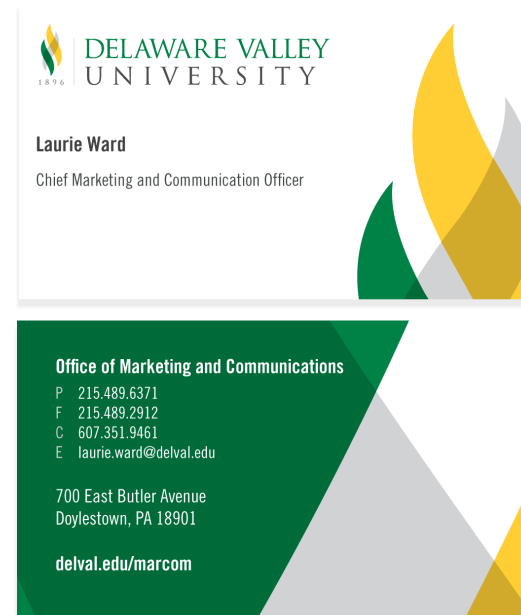


# Business Cards

Two versions of business cards have been created for areas:

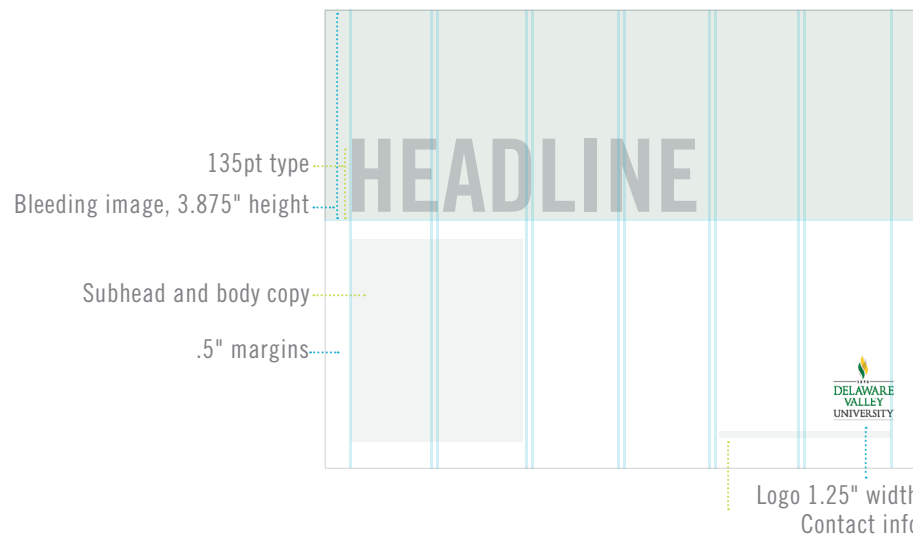
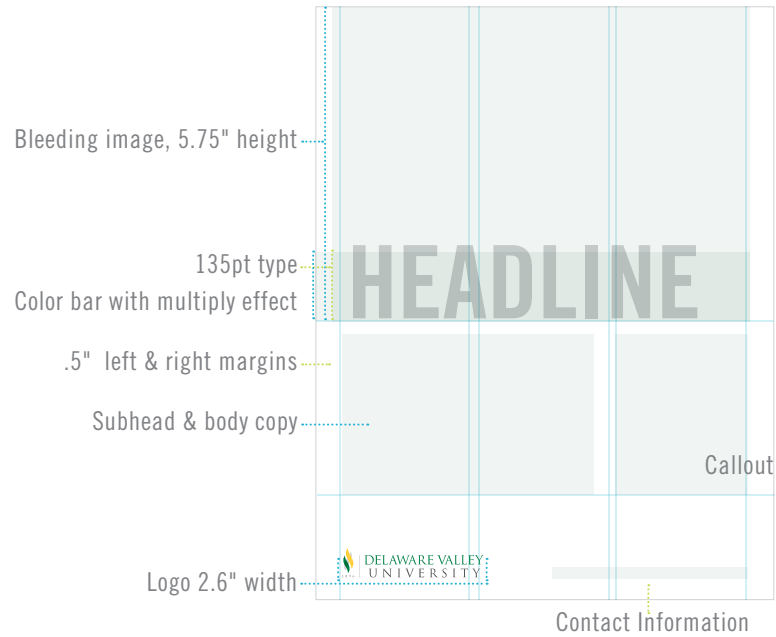
- Academic, Administrative and Staff positions
- Athletics coaches and administrators (see page 56)

Instructions on ordering business cards can be found at [delval.edu/marcom](http://delval.edu/marcom).



# Sample Layouts

Layout can affect a brand's consistency. Using a rational grid system is a good way to produce consistent and aesthetic finished pieces. Following are sample layouts.



Contact Information  
Subhead & body copy

# Sample Pattern Usage



# ATHLETICS

The athletic identity is an important sub-brand of Delaware Valley University. It's vital to maintain the standards associated with the athletic identity — in the game, in print, on merchandise and online. Consistent colors, proportions and usage should be maintained to allow our student-athletes compete under a brand that is well defined, distinguished and enduring while still identifying with Delaware Valley University.

- The proper name of the institution must always be prominent.
- Nicknames are secondary identifiers ex. DelVal, Aggies, DVU. It is encouraged to choose only one nickname at a time to be represented.
- Our mascot is the ram and our players are referred to as student-athletes.

# Athletics Marks: Primary

The athletic identity is vital to maintain the standards associated with the athletic identity — on the field, in print, on merchandise and online. It is imperative that our student-athletes compete under a brand that is well- defined, distinguished and enduring.

All athletic marks must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements be placed inside any of the athletic logos.

The athletic marks and logo lock-ups are not interchangeable with the institutional logo and its parts.. The athletic marks should not be used to represent non-athletic programs.



Primary\_Athletics\_Horizontal 4c

**DELVAL**  
**DELAWARE VALLEY UNIVERSITY**

AthleticWmkDVU4



# Athletics Marks

## WORDMARKS

The wordmarks may be used to represent DelVal athletics when the primary logo is not practical (although use of the primary logo is preferred). Icon images can be used with the wordmark in proximity of each other. An icon may not be used without the wordmark but wordmarks may be used without an icon.

## ICONS

Icons are complementary marks for representing DelVal athletics. They are intended to be decorative for use in contexts in which the name of the institution has already been established. They should never be used as the primary identifier for Delaware Valley University. Icons may not be combined with each other without approval from marcom.

***DELAWARE VALLEY UNIVERSITY***

***DELAWARE VALLEY  
UNIVERSITY***



***DVU***



***D***

***DELVAL***

***AGGIES***

# Athletics Team Lock-ups

Each of DelVal's intercollegiate athletic teams has its own logo lock-up. Sport-specific lock-ups unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy. Each sport benefits from identification as part of DelVal athletics. The logo lock-up system also communicates the diversity of the athletics program while building the core brand.

Intramural or club teams may have their own logo lock-up with permission from the Departments of Athletics and the Office of Marketing and Communications.



---

**DELAWARE VALLEY UNIVERSITY**



\* The proper name of the university must be located on the same piece to show context. This may be expressed by using the Delaware Valley University wordmark or if it accompanied with text that is about the University.

# Athletics Spirit Marks

The spirit marks were created to support a slogan popular with our fans and student-athletes. They are intended to be decorative and complement the primary athletic logos, icons and wordmarks. Spirit marks are not intended to be the primary representation of athletic department or any athletic team. They were intended to be primary artwork on merchandise or practice gear promoting team pride.



# Athletics Color Palette

The Delaware Valley University athletics mark should only use the primary color palette of green, black and gold. Color values for print and web have been provided for your use.

## Primary Colors



### Dark Green\*

PMS 357U  
C92 | M18 | Y94 | K61  
R33 | G87 | B50  
HEX #144d29



### Gold\*

PMS 122U  
C0 | M19 | Y89 | K0  
R252 | G212 | B80  
HEX FCD450



Dark green and gold are both vibrant colors together and have a few rules to keep them looking modern and fresh.

- Give dark green and gold some space  
Dark green and gold should not be used directly next to each other without a buffer of white or black between. Exceptions to this rule must be approved by MarCom.
- 80/20 Rule  
Dark green and gold should not be used equally in the same piece. One primary color may cover the item up to 80% and the second primary usage may not exceed 20% of the piece.

## Accent Colors



### White



### Gray

C0 | M0 | Y0 | K20  
R183 | G184 | B185  
HEX B7B8B9



### Near-Black

C0 | M0 | Y0 | K90  
R83 | G86 | B90  
HEX 53565A



### Green

PMS 348U  
C96 | M2 | Y100 | K12  
R0 | G132 | B61  
HEX 00843D



# Athletics

## Fonts

There are two fonts that work with the athletic identity – Trade Gothic and DelVal Spirit. These fonts work closely in support of the primary identity.

DelVal Spirit is a custom font that should be used solely in relation to graphics. Custom artwork using DelVal Spirit may be created only with special permission from the Office of Marketing and Communications.

### Trade Gothic Bold Condensed 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### *Trade Gothic Bold Condensed 20 Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

#### DelVal Spirit

Available in green and white

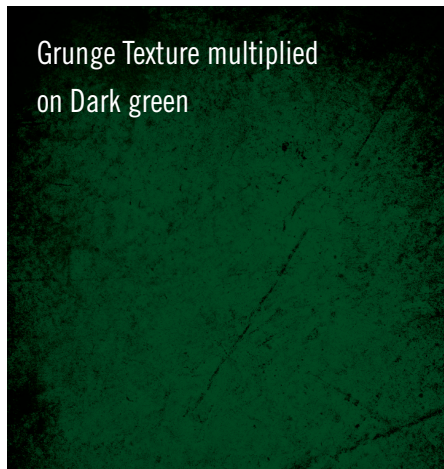
**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

# Athletics

## Photo and Patterns

- Student-athletes should be photographed engaged in activities on and off the field.
- Atmospheric photos can be used to demonstrate team comradery, school spirit and a sense of community.
- Stock photography should not be used without permission.
- Textures and stripes or photographic techniques can be added to provide depth.



Clipped Foreground - B/W background or with color overlay and grunge pattern

# Improper Usage

These marks may not be redrawn, repositioned or modified in any way. Original artwork may be requested from the Office of Marketing and Communications.

The following guidelines are applicable at all times:

- Do not rearrange or disassemble athletics logos.
- Color
- Re draw

These are all examples of things to avoid.



Using a background color that is not in the approved color



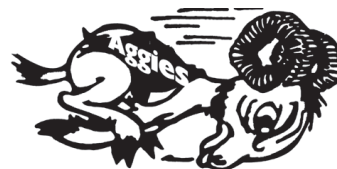
The coloring of the ram can not be altered



The proper name of the University is not used and gold should not be used on white



Only athletics organization can use the logo



Retired sports or mascot icons may not be used



DELAWARE VALLEY UNIVERSITY

Combining athletics identity with the marketing wordmark

# Athletics Stationery

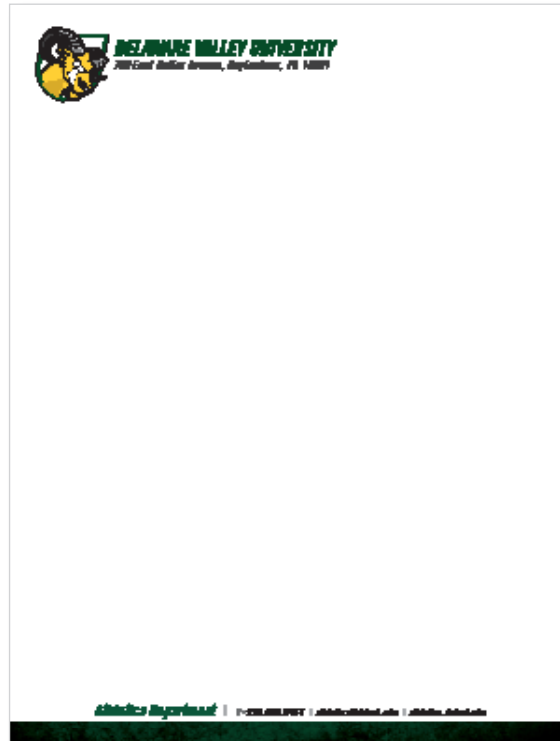
This stationery system has been created for:

- The Office of Athletics and the intercollegiate teams.

No other offices may use these files without marcom's approval.

Resources for digital letterhead and templates, and instructions on ordering item can be found at marcom's department page on myDelVal.

Email signature best practices can be found on the mydelval portal in the document named: email signature best practice.







*Office of Marketing and Communications*  
700 East Butler Ave. Doylestown, PA 18901