

DYOUVILLE



TM

S A I N T S

ATHLETICS BRANDING GUIDE



THE IMPORTANCE OF GRAPHIC STANDARDS

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The D'Youville Athletics Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for the D'Youville athletic brand. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever D'Youville athletics is represented in any print, digital or apparel format. Any attempt to utilize D'Youville graphics or wordmarks outside the standards represented in this guide are strictly prohibited. Requests for exceptions or interpretations should be submitted directly to the Athletic Offices or Office of Marketing and Communications. Go Saints!



ATHLETICS.DYC.EDU

OFFICIAL COLORS OF D'YOUVILLE ATHLETICS

PRIMARY COLORS



D'Y RED

(in lieu of use *Pantone® 7621c)
Process Equivalent: 0c 100m 87y 22k
RGB Equivalent: 171r 35g 40b
Madeira Thread: 1747
Hex Code: #AB2328



D'Y GRAY

(in lieu of use *Pantone® 429c)
Process Equivalent: 35c 23m 19y 2k
RGB Equivalent: 162r 170g 173b
Madeira Thread: 1611
Hex Code: #A2AAAD

PRIMARY PALETTE

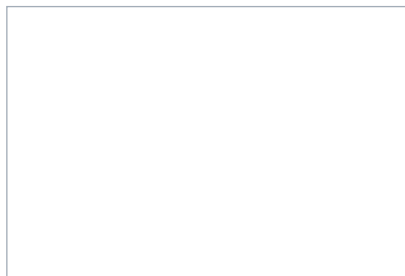
D'Y Red and D'Y Gray are the official colors for D'Youville Athletics and are shown on the left. It is very important to match these colors faithfully when reproducing the D'Youville athletic marks.

SECONDARY COLOR

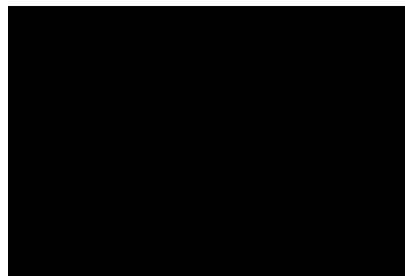
In addition to the primary palette, the D'Youville athletic marks utilize black and white as secondary colors.

**Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.*

SECONDARY COLORS



WHITE



BLACK

ABOUT D'YOUVILLE

D'YOUVILLE IS A FAMILY OF THINKERS AND DOERS WORKING TOGETHER FOR THE GREATER GOOD.

D'Youville is a private college located on the vibrant west side of Buffalo, preparing students for the 21st-century. Excelling at helping students reach their career goals, D'Youville instills character to become change agents, doing well for themselves and their communities by doing good.

Founded in 1908, the Grey Nuns named the college after the Patron Saint Marguerite d'Youville to be a compassionate place of learning for those from underrepresented populations to give them a better life, a tradition that continues today. A school with a long, Catholic history, D'Youville welcomes students of every culture, background, and faith and is a place where traditions can be openly shared and respected.

Featuring an urban, growing campus community of over 3,000 students, D'Youville offers more than 50 majors in undergraduate, graduate, and doctoral studies including advanced certificates and accelerated learning programs. Featuring degrees in healthcare, business, and the liberal arts, D'Youville encourages students to balance inter-and-extracurricular activities integrating community service with coursework.

D'Youville's proud graduates have the academic rigor necessary for careers that make a difference and the skills to be leaders for the world of tomorrow.



D'YOUVILLE
S A I N T S TM

D'YOUVILLE FULL COLOR ATHLETIC MARKS

FULL COLOR ATHLETIC MARKS



D'YOUVILLE
S A I N T S



SAINTS
ATHLETICS



D'YOUVILLE



SAINTS



D'YOUVILLE SAINTS



The D'Youville athletic marks were designed to create a consistent visual identity for D'Youville. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the D'Youville athletic marks are shown in full color on the left.

These logos are intended for use only by the D'Youville athletic department and student affairs.

Permission is required for use by any other department on campus or outside entity. Please contact the Office of Marketing and Communications if you have questions about usage and access to these marks.

D'YOUVILLE FULL COLOR ATHLETIC MARKS ON BLACK

FULL COLOR ATHLETIC MARKS ON BLACK

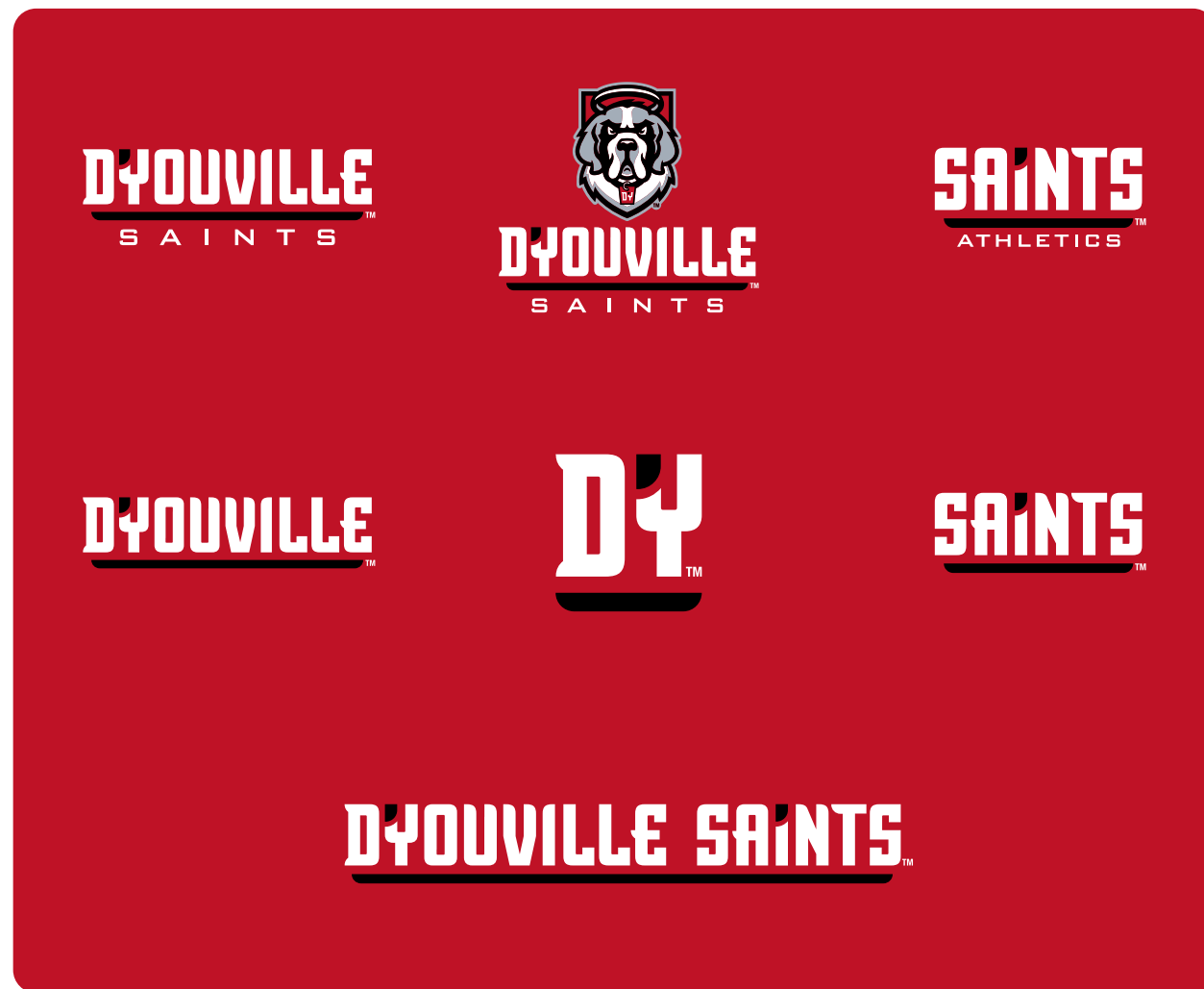


When used on a black background, the full color D'Youville athletic marks with typography will need to be altered.

The full color on black D'Youville athletic marks are shown on the left. All typography is changed to white to read on the black background. Logos without typography do not need to be altered for use on other background colors.

D'YOUVILLE FULL COLOR ATHLETIC MARKS ON RED

FULL COLOR ATHLETIC MARKS ON RED



When used on a red background, the full color D'Youville athletic marks with typography will need to be altered.

The full color on red D'Youville athletic marks are shown on the left. All typography is changed to white, and the rules are changed to black to read on the red background. Logos without typography do not need to be altered for use on other background colors.

D'YOUVILLE BLACK & WHITE ATHLETIC MARKS

FULL COLOR ATHLETIC MARKS ON BLACK



D'YOUVILLE
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SAINTS
ATHLETICS



D'YOUVILLE



SAINTS



D'YOUVILLE SAINTS



When D'Y red and D'Y Gray are not available, the D'Youville athletics marks may also be used in black and white. All of the D'Youville athletics marks are shown in black and white on the left. Again, it is preferred that the marks are presented in full color (D'Y Red, D'Y Gray, black and white) when possible.

D'YOUVILLE RED & WHITE ATHLETIC MARKS

RED & WHITE ATHLETIC MARKS



D'YOUVILLE
SAINTS



SAINTS
ATHLETICS



D'YOUVILLE



SAINTS



D'YOUVILLE SAINTS



When one color logos are desired, the D'Youville athletics marks may also be used in red and white. All of the D'Youville athletics marks are shown in red and white on the left. Again, it is preferred that the marks are presented in full color (D'Y Red, D'Y Gray, black and white) when possible.

D'YOUVILLE ALL WHITE ATHLETIC MARKS

ALL WHITE ATHLETIC MARKS



When a one color logo is desired on a dark background, the D'Youville athletics marks may also be used in all white. All of the D'Youville athletics marks are shown in all white on the left. Again, it is preferred that the marks are presented in full color (D'Y Red, D'Y Gray, black and white) when possible.

D'YOUVILLE FULL COLOR ATHLETIC MARKS ON BACKGROUNDS

FULL COLOR ATHLETIC MARKS



ON D'Y RED



ON D'Y GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



ON D'Y RED



ON D'Y GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR

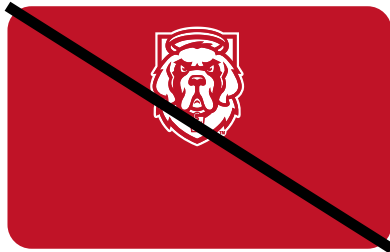


ON COMPLEX BACKGROUND

Frequently it may be desirable to place the D'Youville athletics marks on alternate backgrounds. The following pages show examples of the D'Youville athletics marks on D'Y Red, D'Y Gray, white, light gray (similar to the color of practice sweat pants and shirt) and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the D'Youville full color marks with typography should be placed within a white shape, so the mark is not lost. All artwork and variations are available in Macintosh and PC digital file formats.

D'YOUVILLE RED & WHITE ATHLETIC MARKS ON BACKGROUNDS

RED & WHITE ATHLETIC MARKS



ON D'Y RED



ON D'Y GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



ON D'Y RED



ON D'Y GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND

This page shows examples of the red and white D'Youville athletics marks on various backgrounds. On photographic or complex backgrounds, the red and white D'Youville athletics marks with typography should be placed within a white shape, so the mark is not lost.

All artwork and variations are available in Macintosh and PC digital file formats.

D'YOUVILLE BLACK & WHITE ATHLETIC MARKS ON BACKGROUNDS

BLACK & WHITE ATHLETIC MARKS



ON D'Y RED



ON D'Y GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



ON D'Y RED



ON D'Y GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND

This page shows examples of the black and white D'Youville athletics marks, on various backgrounds. On photographic or complex backgrounds, the black and white D'Youville athletics marks with typography should be placed within a white shape, so the mark is not lost.

All artwork and variations are available in Macintosh and PC digital file formats.

D'YOUVILLE ALL WHITE ATHLETIC MARKS ON BACKGROUNDS

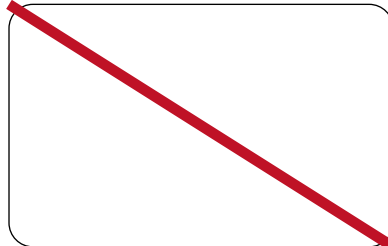
ALL WHITE ATHLETIC MARKS



ON D'Y RED



ON D'Y GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



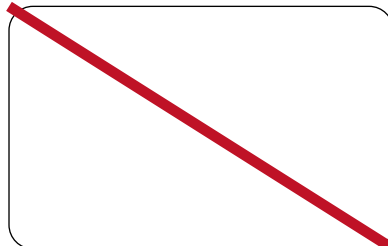
ON COMPLEX BACKGROUND



ON D'Y RED



ON D'Y GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



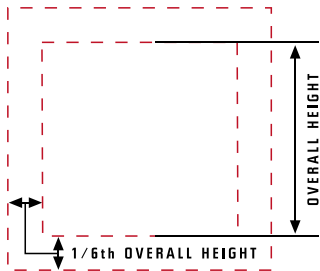
ON COMPLEX BACKGROUND

This page shows examples of the all white D'Youville athletics marks, which should ONLY be used on D'Y Red, D'Y Gray and black. Other backgrounds with sufficient contrast may be approved. Check with the D'Youville Department of Athletics for prior approval before using on any other background. On photographic or complex backgrounds, the D'Youville all white athletics marks should be placed within a shape of any approved color.

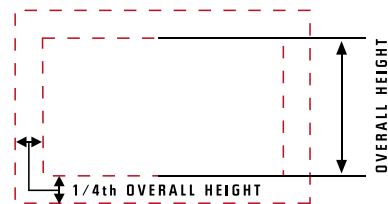
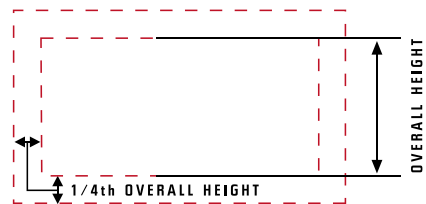
All artwork and variations are available in Macintosh and PC digital file formats.

SAFE ZONES

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK

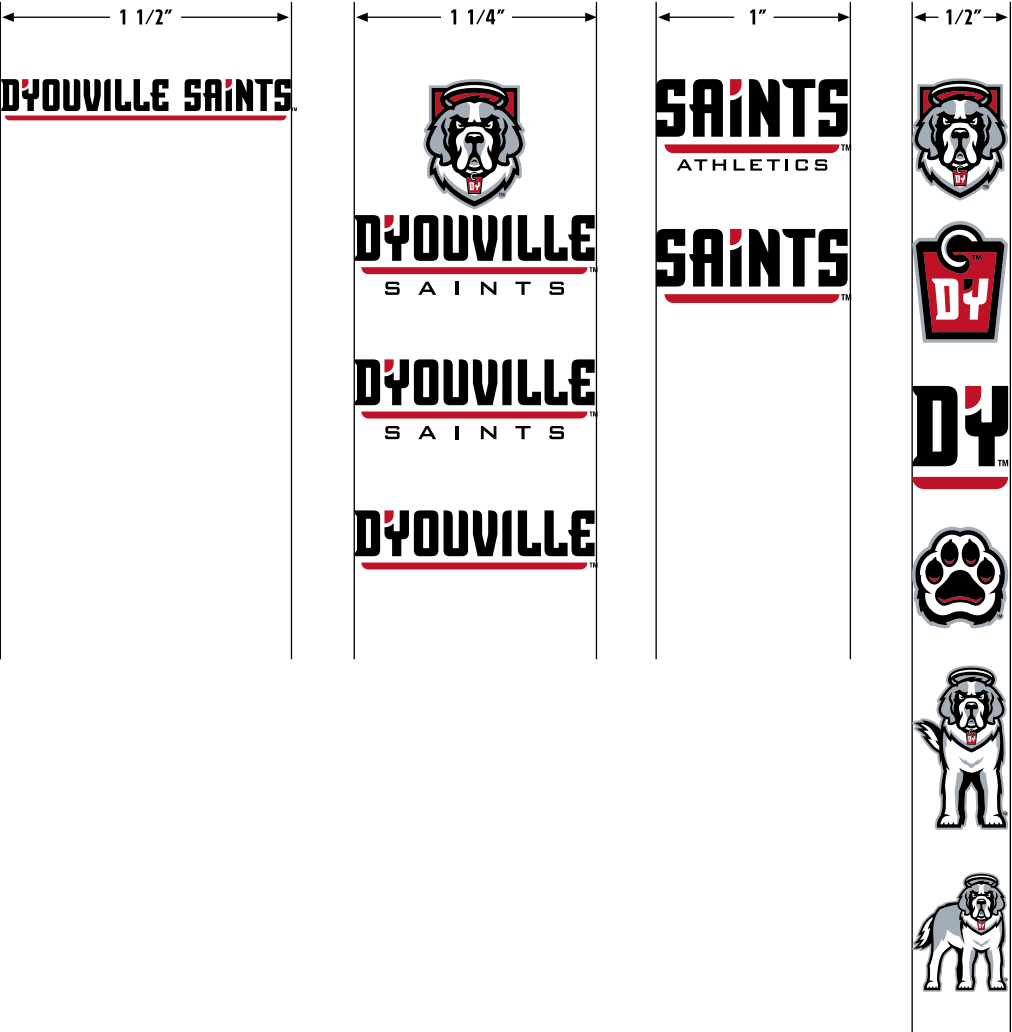


EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK



Each of the D’Youville athletics marks has an established “safe zone”. This safe zone is intended to maintain the mark’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the vertical D’Youville athletics marks is equal to one sixth the height of the mark (shown on the left at the top). The safe zone for the D’Youville horizontal athletic marks is equal to one fourth the height of the mark (shown on the left at the bottom). The safe zone spacing is uniform on all sides of the marks.

MINIMUM SIZE



MINIMUM LOGO SIZES

Each of the D'Youville athletics marks has a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

EMBROIDERY

Contact D'Youville's Department of Athletics for information about embroidering athletics marks. Minimum sizes are considerably larger for embroidery.

COMPATIBLE TYPOGRAPHY

DY 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
1 2 3 4 5 6 7 8 9 0

BANK GOTHIC

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 - = ! @ # \$ % & ™
¢ * () _ © ® { } [] ? ; : , . " ' " ' /

D’Youville’s custom typeface for Athletics is entitled “DY Bold,” and matches the wordmark lettering. This is the typeface that should be used for main headers or titles, not for sub-text or paragraph copy.

A compatible font for the D’Youville athletics marks is Bank Gothic Medium. Bank Gothic Medium is the font used as the secondary text of the D’Youville athletics marks. This typeface is preferred for sub-text and paragraph copy.

RETAIL APPLICATIONS

FULL COLOR ART



Each of these shirts would require three color printing to reproduce.

ONE COLOR ART



Each of these shirts would require one color printing to reproduce.

FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (D'Y Red, D'Y Gray, black or white), the fabric can show through in place of printing that color. If the fabric color does not match any of the official colors, then all colors must be used to print the mark.

ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using marks on apparel, the art may print in all red, all black or all white as long the application follows the specifications in this guide. This is a great cost saving alternative to the full color marks.

Note: When selecting fabrics for D'Youville merchandise please try to stay as close to D'Y Red and D'Y Gray as possible.

ARTWORK USE VIOLATIONS

RED & WHITE ATHLETIC MARKS



Never use the mark in other colors



Never change the typeface in any part of the mark



Never use unapproved wording in any mark



Never re-size any element in any mark



Never reposition any mark



Never add any element to any mark



Never distort any mark



Never reposition or realign in any mark



Never re-space any elements in any mark



Never change the outline shape to an unapproved color



Never allow any color, pattern or photograph to show through any mark



Never use any mark on a background that provides insufficient contrast



Never use the inverse of any mark

So that D'Youville Athletics can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the D'Youville athletics marks.

CONTACT INFORMATION

**D'YOUVILLE COLLEGE
OFFICE OF MARKETING AND COMMUNICATIONS
320 Porter Avenue | Buffalo, New York 14201
716.829.8000 | marcom@dyc.edu**

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