



DELAWARE STATE UNIVERSITY

Branding Tool Kit

AUGUST 2023



Delaware State University Brand and Logo

The Delaware State University brand helps to define who we are as a University and what makes us different — what makes our University distinguishable from other institutions. It's the sum total of one's experience with DSU.

One part of the University brand is our logo and tagline.

The visual system guide in the pages ahead contains important information about the appropriate ways to use and display the Delaware State University name, logo and tagline.

DELAWARE STATE UNIVERSITY NAME

The name Delaware State University is a trademark and can be only be used on promotional materials or merchandise with approval from the Department of Marketing and Communications.

Other symbols and icons are also protected trademarks.

NEW! DSU LOGO

As we embark on new opportunities for our students, we are excited to introduce a new University logo that symbolizes the University's rich history and diversity by combining the acronym DSU and the iconic front of campus flagpoles that students say they connect with as they enter the Main Campus daily.

Since our designation as a university in 1993, DSU has been used by generations of students, employees and alumni to build strong ties with Delaware State University and recognize our distinguished place within the Historically Black College and University (HBCU) community.

Pairing DSU with imagery depicting the flagpoles that welcome our Hornets home and visitors to campus every day, this new logo reflects the core values of community, diversity and scholarship that contribute to the University's inclusive family atmosphere focused on educational excellence.



The logo is comprised of three design elements:

1. The acronym DSU in a strong classic serif font
2. Six flagpoles on a mound representing the front of campus landmark as a strong foundation and welcoming entrance while symbolizing diversity, freedom, and respect for country, state, and the University
3. The wording 'Founded 1891' in homage to our historic beginnings

Please see the following pages for detailed information about the available logo variations and guidelines for their use.

Our brand is the primary means by which DSU is recognized; therefore, the DSU logo should appear on all forms of communication.

DSU Logo Formats

STACKED LOGO WITH FLAGS

The logo in its stacked format is offered in full color, two color and single color options. The logo's three design elements – the flags, DSU and 'Founded 1891' – are arranged in a fixed-size relationship that does not change.

FULL COLOR

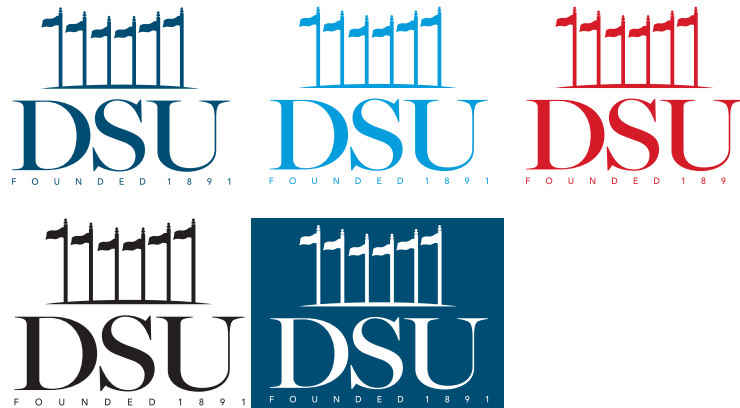


TWO COLOR



SINGLE COLOR

The single color format is available in all blue, all red, all black and all white.



DARK BLUE | PANTONE P 114-16 C
RED | PANTONE P 48-16 C
COLUMBIA BLUE | PANTONE 299 C

What the colors represent:

Blue | Trustworthiness, loyalty, professionalism, authority, longevity, wisdom, strength, security, dependability, honesty, open spaces, imagination, confidence, inspiration, and freedom.

Red | Passion, excitement, boldness, love, strength, power, energy, optimism

Black | Power, authority, polished, modern, HBCU

White | Fresh, independent, simplicity, confidence, openness

Please be mindful of the contrast when placing red and blue logos on non-white backgrounds. The red logo should not be used on blue backgrounds.

DOWNLOAD THIS LOGO: The stacked logo with flags is available for download at WWW.DESU.EDU/MARKETING.

The EPS format is high resolution and the best file format for vendors (you may not be able to open this file to view it).

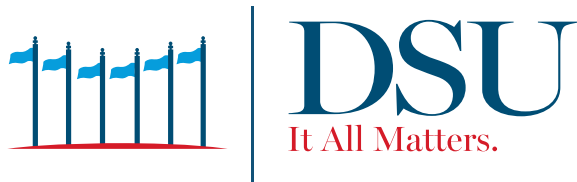
The PNG format can be used when the EPS format cannot.

DSU Logo Formats

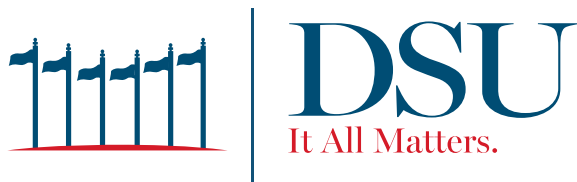
HORIZONTAL LOGO WITH 'IT ALL MATTERS'

The logo in its horizontal format is offered in full color, two color and single color options with the branding tagline 'It All Matters'. 'It All Matters' reflects the importance of all touch points in a student's/stakeholder's journey to their collective experience at Delaware State University. The logo's four design elements – the flags, vertical line, DSU and 'It All Matters' – are arranged in a fixed-size relationship that does not change.

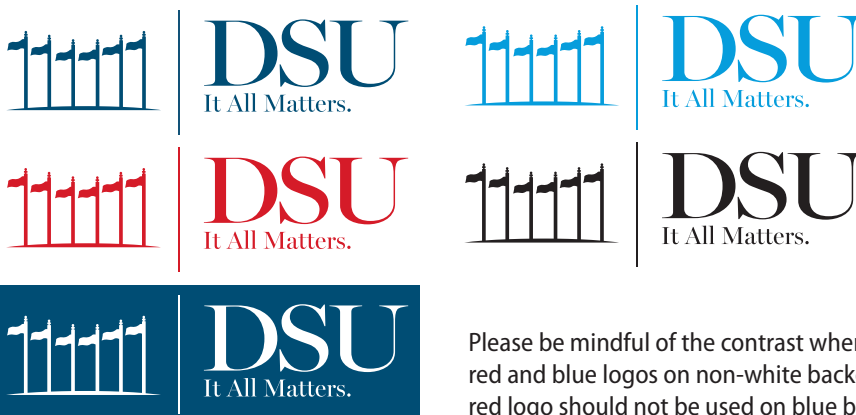
FULL COLOR



TWO COLOR



SINGLE COLOR



Please be mindful of the contrast when placing red and blue logos on non-white backgrounds. The red logo should not be used on blue backgrounds.

DARK BLUE | PANTONE P 114-16 C
RED | PANTONE P 48-16 C
COLUMBIA BLUE | PANTONE 299 C

What the colors represent:

Blue | Trustworthiness, loyalty, professionalism, authority, longevity, wisdom, strength, security, dependability, honesty, open spaces, imagination, confidence, inspiration, and freedom.

Red | Passion, excitement, boldness, love, strength, power, energy, optimism

Black | Power, authority, polished, modern, HBCU

White | Fresh, independent, simplicity, confidence, openness

DOWNLOAD THIS LOGO: The horizontal logo with "It All Matters" is available for download at WWW.DESU.EDU/MARKETING.

The EPS format is high resolution and the best file format for vendors (you may not be able to open this file to view it).

The PNG format can be used when the EPS format cannot.

DSU Logo Formats

HORIZONTAL LOGO WITH COLLEGE, DIVISION OR DEPARTMENT NAMES

Customized logos are available for colleges, divisions and departments by request in the format below. The logo's four design elements – the flags, vertical line, DSU and unit name – are arranged in a fixed-size relationship that does not change.

Please note: The font used for the college, division or department name – Miller Banner – is the only one approved for this purpose; Marketing and Communications can assist you with obtaining a customized logo.

FULL COLOR



TWO COLOR



SINGLE COLOR

DARK BLUE | PANTONE P 114-16 C
RED | PANTONE P 48-16 C
COLUMBIA BLUE | PANTONE 299 C

What the colors represent:

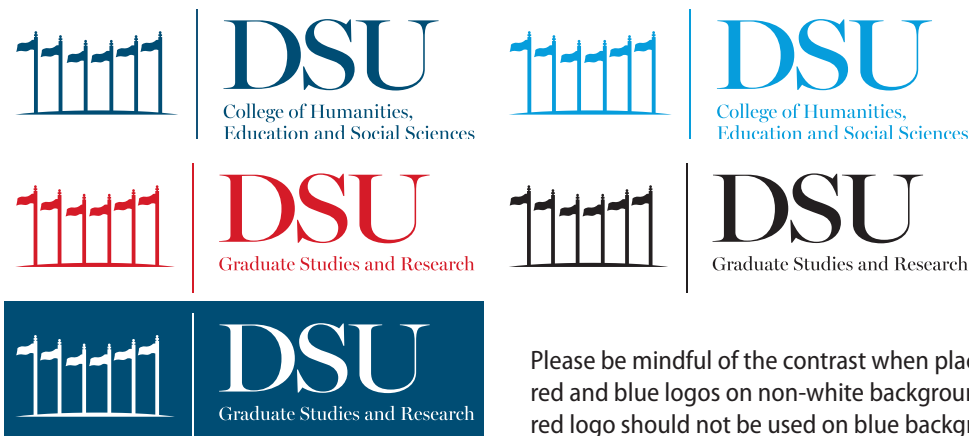
Blue | Trustworthiness, loyalty, professionalism, authority, longevity, wisdom, strength, security, dependability, honesty, open spaces, imagination, confidence, inspiration, and freedom.

Red | Passion, excitement, boldness, love, strength, power, energy, optimism

Black | Power, authority, polished, modern, HBCU

White | Fresh, independent, simplicity, confidence, openness

The single color format is available in all blue, all red, all black and all white.



Please be mindful of the contrast when placing red and blue logos on non-white backgrounds. The red logo should not be used on blue backgrounds.

REQUEST A LOGO: To request an official college, division or department logo for your use, please complete a Department of Marketing and Communications Project Request Form at WWW.DESU.EDU/MARKETING.

DSU Logo Formats

DSU WITHOUT FLAGS

When using the logo with the flags is not possible or appropriate due to space limitations, the logo is permitted to be used in the format below in two color or single color orientations.

This logo's two design elements – DSU and 'Founded 1891' – are arranged in a fixed-size relationship that does not change.



Please be mindful of the contrast when placing red and blue logos on non-white backgrounds. The red logo should not be used on blue backgrounds.

DOWNLOAD THIS LOGO: The DSU logo without flags is available for download at WWW.DESU.EDU/MARKETING.

The EPS format is high resolution and the best file format for vendors (you may not be able to open this file to view it).

The PNG format can be used when the EPS format cannot.

DARK BLUE | PANTONE P 114-16 C

RED | PANTONE P 48-16 C

COLUMBIA BLUE | PANTONE 299 C

What the colors represent:

Blue | Trustworthiness, loyalty, professionalism, authority, longevity, wisdom, strength, security, dependability, honesty, open spaces, imagination, confidence, inspiration, and freedom.

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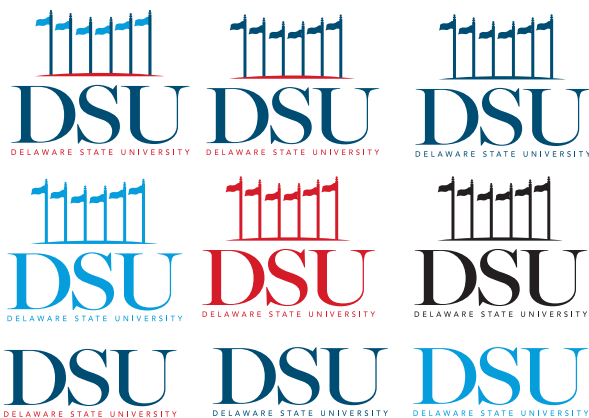
Black | Power, authority, polished, modern, HBCU

White | Fresh, independent, simplicity, confidence, openness

LOGOS WITH DELAWARE STATE UNIVERSITY INCLUDED

Though the logos in the preceding sections are preferred, when the full Delaware State University name is not otherwise represented in a communication or marketing material, the logo is permitted to be used in the formats below in full color, two color or single color orientations. The design elements – the flags, DSU and 'Delaware State University' – are arranged in a fixed-size relationship that does not change.

REQUEST A LOGO: To request a logo with Delaware State University included, please complete a Department of Marketing and Communications Project Request Form at WWW.DESU.EDU/MARKETING. The EPS format is high resolution and the best file format for vendors (you may not be able to open this file to view it). The PNG format can be used when the EPS format cannot.



Please be mindful of the contrast when placing red and blue logos on non-white backgrounds. The red logo should not be used on blue backgrounds.



Downloading Logos from a ZIP file

When you receive a ZIP file from the Department of Marketing and Communications with your logos, please follow the steps below to retrieve your files:

- Save the attachment to your desktop.
- Right click on the attachment and select Extract All.
- It will save a new folder to your desktop. Within that folder, you should be able to view the Full Color, Two Color and Single Color folder options with EPS and PNG logo formats included.

Full Color Palette

PRIMARY LOGO COLORS



PMS / SPOT COLOR: Pantone P 114-16 C
CMYK Values: C: 100 M: 18 Y: 0 K: 60
RGB Values: R: 0 G: 78 B: 116
Hexadecimal: #004d74



PMS / SPOT COLOR: Pantone P 48-16 C
CMYK Values: C: 0 M: 99 Y: 91 K: 11
RGB Values: R: 213 G: 28 B: 41
Hexadecimal: #d51c28



PMS / SPOT COLOR: Pantone 299 C
CMYK Values: C: 85 M: 19 Y: 0 K: 0
RGB Values: R: 0 G: 157 B: 220
Hexadecimal: #009cdb

OTHER COLORS USED IN MARKETING



PMS / SPOT COLOR: Pantone 303 C
CMYK Values: C: 97 M: 73 Y: 52 K: 56
RGB Values: R: 0 G: 42 B: 58
Hexadecimal: #002a3a



PMS / SPOT COLOR: Pantone 297 C
CMYK Values: C: 49 M: 1 Y: 0 K: 0
RGB Values: R: 114 G: 205 B: 244
Hexadecimal: #72cdf4



CMYK Values: C: 34 M: 1 Y: 2 K: 0
RGB Values: R: 160 G: 218 B: 242
Hexadecimal: #9fd9f1

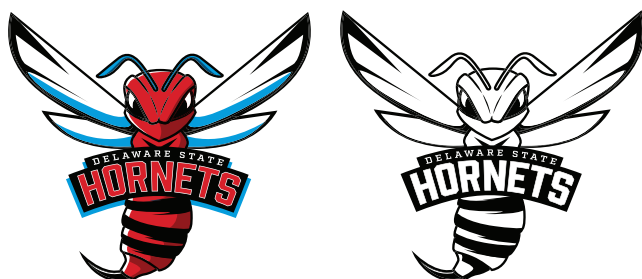
Related Logos

DELAWARE STATE UNIVERSITY ATHLETICS LOGOS

The Delaware State University Hornet logo captures the spirit and pride of the University and is only to be used for the marketing of athletic events and student- and alumni-related pride purposes. The primary and associated logos adhere to the same colors as the University's logotype. They cannot be used in conjunction with the University's academic logo.

Hornets Nest vs. Hornets Hive — When referring to a home for the Hornets, it is most appropriate to use the terminology Hornets Nest and related imagery. While bees construct hives, hornets construct nests.

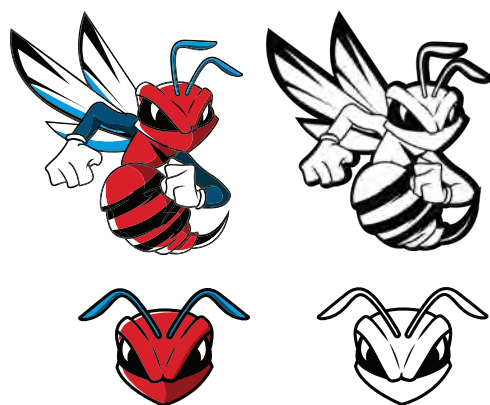
PRIMARY



WORDMARK



SYMBOL



OTHER VARIATIONS



REQUEST A LOGO: To request an athletics logo, please complete a Department of Marketing and Communications Project Request Form at WWW.DESU.EDU/MARKETING.

If placing the logo on a black background, please use the version of the logo with a white stroke around it.



Related Logos

DELAWARE STATE UNIVERSITY SEAL

The seal is to only be used in communications related to the President's Office and on official University letterhead and business cards. No other usage is permitted.



DELAWARE STATE UNIVERSITY FOUNDATION LOGO

This logo is only to be used on behalf of the Division of Institutional Advancement.



DELAWARE STATE ALUMNI ASSOCIATION (DSUAA) LOGO

This logo is only to be used by the DSUAA and Office of Alumni Relations.



Logo Do's and Don'ts

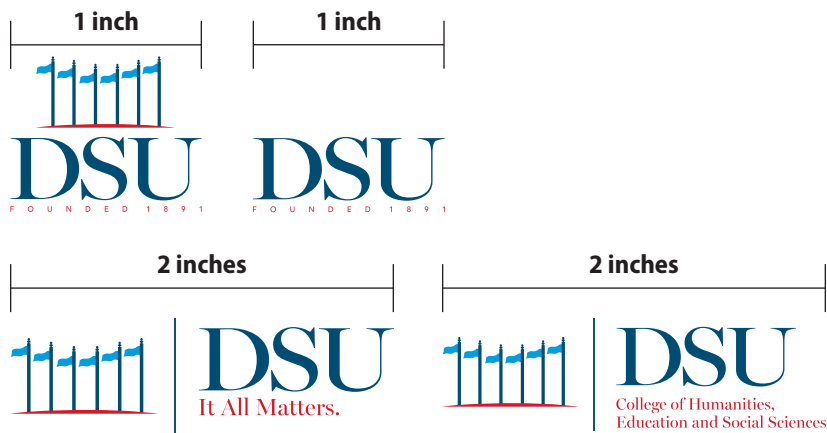
DO'S

- When placing the DSU logo, keep it in a fixed, proportional ratio and observe minimum size requirements.



Hint #1: Hold down the shift key to maintain equal ratio proportions

Hint #2: In Word, right click on the logo photo box and select 'Size and Position.' Make sure the percentage for height and width is the same in the scale section with the Lock Aspect Ratio box checked.



- When positioning the logo, be sure to include at least a 1/4" margin of free space around it.

DONT'S

- The DSU logo may not be visually altered or tampered with, overprinted, paired with unapproved images, bordered, or used on complicated backgrounds.
- The DSU logo cannot be used together with the University seal and/or the Athletics Hornet logo on any one given medium.
- The logo fonts for DSU, 'Founded 1891', 'It All Matters' and college, division and department names must not be changed from the original font. Also, DSU logo fonts should not be used for purposes outside of the logotype.
- 'It All Matters' should not be used alone without the representation of the DSU logotype.

Merchandise & Trademarking

APPROVAL OF MARKETING COMMUNICATIONS/MERCHANDISE

The Department of Marketing and Communications wishes to work collaboratively with units across campus and vendors to help ensure that DSU logos are used properly, that messaging is on target and consistent, and that the University is positively positioned. To achieve this goal, the department requests that the items below be submitted for review and approval prior to production:

- Marketing communications designed by colleges, departments, programs, student organizations, external vendors and the on-campus Copy Center
or
- Trademarked merchandise created by/ordered from vendors

To initiate a request for our review, or request assistance in the creation of your pieces, please complete the Marketing Project Request Form found at WWW.DESU.EDU/MARKETING.

TRADEMARKING AND LICENSING

DSU expects our licensees to follow our visual identity guidelines and maintain the University's high-quality reputation.

In order to protect the ownership of our "intellectual property," DSU requests that potential licensees develop tasteful merchandise designs that are close in look, color and feel to the University's academic logotype as well as our athletic logos.

Clear space: Include a 1/4" margin of free space around each Delaware State University logo or word mark.

Type font: A block-style font is preferred for merchandise designs; the Myriad Pro family is used in University printed materials. Cursive or non-block-style letterings should not stray too far from DSU's look and feel.

Logo guidelines: Academic and athletic logos should not be used together in merchandise designs. Designs should not be cluttered with use of multiple wordmarks and logos in one area of the design. Images not affiliated with Delaware State University should not be part of a merchandise design. Logos should not be faded to the point of becoming hard to read.

GIVEAWAYS

The Department of Marketing and Communications can assist you in ordering giveaway items for your event. Please submit your request, including the name and date of the event and a description of the type of merchandise you are looking for, through the online Marketing Project Request Form found at WWW.DESU.EDU/MARKETING. Please allow at least 30 days for this process, which will include research, design, payment processing and approvals.

PowerPoint and Zoom/Teams Background Templates

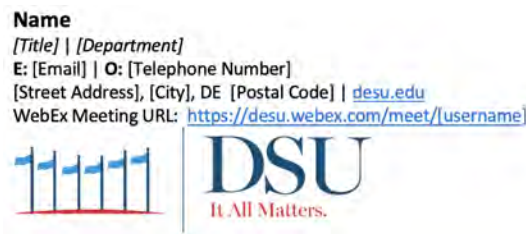
The Department of Marketing and Communications has standardized PowerPoint and Zoom/Teams background templates available. The templates can be accessed via the University's Canva account or by request by completing a work order form found at WWW.DESU.EDU/MARKETING. The templates provide consistency in look and feel for units across the University.

Letterhead and Business Cards

For consistency in branding, University letterhead and business cards are required to utilize the official Delaware State University template featuring the University seal. Orders for these pieces are requested to be made with the assistance of the Department of Marketing and Communications by completing a work order form found at WWW.DESU.EDU/MARKETING.

Official University business cards should not include any unofficial slogans, titles or photos without prior approval from the Department of Marketing and Communications. Content should not be printed on the back of the card.

Email Signatures



Email signatures should be consistently branded by University employees and follow the branded DSU Signature Template for Outlook.

For uniformity in branding across the University, the following items are prohibited in email signatures:

- URLs other than official Delaware State University websites
- Personal or professional social media handles e.g. @loveyouearth
- Unofficial slogans e.g. "Make it happen!"
- Quotes e.g.
 "The Future depends on what we do in the present." - Ghandi
 "Every good and perfect gift is from God." - James 1:17
- Hashtags e.g. #believeitornot
- Multi-colored text e.g. Delaware State University
- Background colors and patterns

To ask questions about the University email signature, please email MARKETING@DESU.EDU.



**DELAWARE STATE UNIVERSITY
DEPARTMENT OF MARKETING & COMMUNICATIONS**

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