



Visual Identity Guide

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OVERVIEW

A clear and consistent visual identity is key to maintaining a strong image for Gallaudet University. This visual identity includes graphic elements such as the logo and the seal; as well as the use of color and font. Graphic elements, used as outlined in this guide, provide a unified, recognizable and memorable presence for Gallaudet University in the minds of the people and organizations with whom the university seeks to communicate.

Each department, office and program on campus will have varied needs and goals when producing marketing materials for print, web, advertising and promotions. These efforts should be careful to consider, and not contradict, the overall messages and mission of the university. Correct use of the guidelines enables units to achieve their goals while also clearly communicating that each unit of the university is part of a strong, cohesive and first-class institution of higher learning. These standards also increase the overall quality of printed pieces and make the production of marketing items easier, faster and less costly.

The standards outlined in this manual should be followed for all communications and marketing materials produced by any unit of the university.

Departments wishing to develop external marketing materials, including program brochures, flyers, ads, exhibitions, banner, etc., may request design services through the Creative Services Form that can be found on the Communications and Public Relations website.

It is recommended that marketing materials not designed by creative services should be shared with the Office of Communications and Public Relations to ensure correct use of the logo and overall consistency with the university's brand image. If materials are found not to conform to these standards, the department or office producing the materials may be required to take corrective actions.

VISUAL IDENTITY ELEMENTS

Gallaudet University’s graphic identity system consists of these official icons—the seal and the logo. Neither is more important than another, but rather, each was created to serve a distinct and specific purpose.

THE GALLAUDET SEAL

The Gallaudet seal may be used only on official University documents or in connection with award presentations or official events. Use of the seal must be approved by the University president.

The seal is the University’s least flexible design element. All parts of the seal have been designed as a total unit and must not be altered or distorted in any way. The seal may be used as a positive image or as a reverse image and may be embossed or foil stamped. It should never be used in combination with the Gallaudet logo on the same printed material.

The original seal was created in 1864. It underwent several changes during the years, and when Gallaudet achieved university status in 1986, the seal was again redone, using the Latin words “Universitas Gallaudetensis” and 13 stars representing the original 13 states of the United States around its outer ring. The inner circle depicts an open Bible with the word “ephphatha” (which means “be opened”) written in Syriac across the pages and fingerspelled around the image. The shield below depicts 13 stars and stripes.



Use of the seal must be approved by the University president.



THE GALLAUDET LOGO

All print and web communications should clearly be identified as originating from Gallaudet University through the use of the logo.

The logo must be reproduced from authorized graphics and cannot be redrawn, reproportioned, embellished, or modified in any way.

The logo must be used in the authorized configurations shown in this manual. It should appear prominently on all marketing and communications materials produced by any office, department or unit of the university.

The buff “swoop” above the university name represents the American Sign Language rendition of Gallaudet’s bilingual emphasis.

The logo, which replaces the block “G” that was used as the logo since 1984, was chosen by President T. Alan Hurwitz in December of 2011 after receiving input from the campus community.

The combination of the words “Gallaudet University,” set in the Minion Pro typeface, with the “swoop” is the official logo. This graphic element is the basis for the design of University letterhead, business cards, certificates, and other printed materials. While the words “Gallaudet University” may be used without the “swoop”, the “swoop” may not be used without “Gallaudet University.”

CORRECT USE OF THE GALLAUDET LOGO

To preserve the integrity of this identifying symbol, the logo must not be altered or distorted in any way. All reproductions should come from high-resolution, original camera-ready art, which is available from the Office of Communications and Public Relations.

The logo must always be used to scale and in equal proportions. It cannot be graphically stretched out of proportion in any way.

The logo can be reproduced small or large, and in a variety of media including silk screen, video display, print, or tapestry.

The logo should appear no smaller than 3/18”. There are no restrictions on how large the logo may be used, within the bounds of good taste and format.

On periodicals, the logo should appear on the credit masthead, mailer page, flag, and/ or with the return address

Standard configurations



APPROVED VARIATIONS

It will be appropriate in some instances to reinforce the history or the location of the university. In these cases, the logo with the addition of the words “Est. 1864” or “Washington, D.C.” may be used in place of the standard logo.



WASHINGTON, D.C.



EST. 1864

It is envisioned that in most cases, the logo with the date or the year will only be used for bookstore apparel and merchandise. Use of these alternative logos for other purposes must be approved by the Office of Communications and Public Relations.

If approved, these logos need only be used in the most prominent placement (e.g., the front cover of a booklet) and the standard logo may be used for other placements (e.g., the mailing panel or back cover).

INCORRECT USE OF THE GALLAUDET LOGO



Never reproduce the icon from a laser print, color print, web page, or facsimile copy.

Always maintain clear space around the icon equal to half the height of the icon.

Do not attempt to alter or recreate any part of the icon in any way

Do not use the icon on a busy photo or graphic background where readability is lost

Do not rearrange or alter the configurations

Do not substitute any other typefaces

Do not skew, stretch, condense, or rotate the icon

Do not add "effects" such as drop shadows, etc.

Do not use the icon to function as a graphic element such as a bullet, text ending (dingbat), map icon, or decorative background.

BACKGROUNDS

The university logo must be reproduced on a background that allows for clear legibility. When printing the logo over a photo, be sure that the image does not interfere with the legibility of the logo. When printing on a dark background, the logo reverses to buff (swoop) and white (text) or all white. The logo should not be reversed on a background that has a tonal value less than 50%. When printing the logo on a solid-color background, be sure there is enough contrast to make the logo clearly legible.

When printing the logo on light backgrounds, use the standard artwork. All blue or all black is also acceptable.

The logo should never be faded or screened back.



RESTRICTIONS

The logo may be used with graphic elements identified with other University programs or with outside organizations cooperating with Gallaudet in producing printed materials. Careful design consideration, however, must be given to pieces incorporating two or more graphic elements.

The logo must not be incorporated in a design or used in association with the name of a business, logo, advertising services, entertainers or a product in any way that could imply an endorsement.

Icons should not be incorporated with trademarks not owned by Gallaudet University without written permission for such use from the trademark holder.

Icons may not be associated with alcoholic beverages, tobacco and smoking products, sexually oriented goods, lotteries or items considered by the University to be in poor taste, or that in any way may impugn another entity.

Icons are not to be used in any manner that will discriminate on the basis of age, color, disability, marital status, national or ethnic origin, religion, sexual orientation, political affiliation or any other basis prohibited by Federal or District of Columbia law.

Color is an essential element of the University's identity and must be used consistently in key applications including graphic communications (publications, advertising, Web sites, multimedia presentations, etc., as well as stationery, business forms, and signage).

When used as predominant graphic design and communications elements, the University's primary colors not only create a vibrant and distinctive impression, but they also communicate collegiate pride, tradition, and strength.

The traditional Gallaudet colors are buff and blue. These colors honor the service of our county's founding father, George Washington and are the colors of his Continental army uniform. The student newspaper, *The Buff and Blue*, is one of the oldest college student publications still in operation.

Prominent use of the primary color palette further reinforces the University brand.

The secondary color palette provides colors to complement the primary palette. Secondary palette colors may be used as accents; as backgrounds to headlines, body copy, and other content; and to help distinguish one Gallaudet publication from another—without sacrificing a strong, clear brand “family resemblance” and continuity. Use of screen tints (percentage values) of University colors is permissible, especially in the interest of legibility. The logo colors can not be changed, lightened, or tinted.

Secondary colors do not replace the primary color palette. In most instances where only two colors are available for printing, buff and blue should be used.

Ensuring correct print colors

Colors viewed online can vary significantly from one monitor to another. Color can also vary when printed on office color printers. Designers are encouraged to view the Pantone color chip for the official primary and secondary university colors in person.

To obtain the best color representation, please ask the printer to match the PMS color and provide a color proof (non-electronic). Check the color proof for color discrepancies. For help proofing colors, please contact the Office of Communications and Public Relations.

Two-Colors (PMS)

PMS 295



PMS 7502

Four-Color (CMYK)

100% Cyan 57% Magenta 0% Yellow 40% Black

0% Cyan 8% Magenta 35% Yellow 10% Black

Two-Colors (RGB value)

#00457C

R:0

G: 69

B: 124



#E8D4A2

R:232

G: 212

B: 162

Secondary Colors (RGB value)

Vegas Gold

PMS 465

#CFAB7A

R:207 G: 171 B: 122



Light Gold

PMS 4685

#F5E6D2

R:245 G: 230 B: 210



Light Buff

PMS 1215

#FFE59D

R:255 G: 229 B: 157



Darker Blue

PMS 289

#002A5C

R:0 G: 42 B: 92



Light Blue

PMS 543

#8FC3EA

R:143 G: 195 B: 234



Maroon

PMS 1815

#7A2426

R:122 G: 36 B: 38



Olive

PMS 383

#A0AE39

R:160 G: 174 B: 57



Grey

PMS 421

#C5C6C8

R:197 G: 198 B: 200



White

PMS White

#FFFFFF

R:255 G: 255 B: 255

Any derivations of the official university colors should represent a good faith effort. In some instances, products may not be able to create an exact match of the university's official colors.

Stationery

All institutional stationery is printed in blue ink on Mohawk Superfine Smooth Ultrawhite #28. Business cards are printed in the same color.

Special Occasions

Announcements, invitations, and related communications will be printed on the same or similar stock in blue or buff and blue (or in black on natural white when the Gallaudet seal is used on formal invitations).

One-color options

When printing in one color, the icon may only be all black, all white reversed out or all PMS 295.

Four-color options

When printing in four color, the official PMS colors should be replaced with the four-color CMYK process builds.

Special techniques

The use of blue, silver, and gold metallic inks, embossing, debossing, use of foil, etc. may be allowed, each case will be judged individually. Please contact Reprographic Services or the Office of Communications and Public Relations for consultation.

TYPEFACES AND FONTS

Many different type styles are available to create particular effects in materials. Minion Pro (serif) and Myriad Pro (san-serif) are the preferred typefaces, for printed and electronic materials. If Minion Pro and Myriad Pro are not available, Times New Roman (serif) and Ariel (san-serif) are acceptable alternatives.

Minion Pro

		cdefg jk pqr wxyz1234567890
Minion Bold Cond	Gallaudet	<i>Minion Medium Italic</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Minion Bold Cond Italic	<i>Gallaudet</i>	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890
Minion Regular	Gallaudet	<i>Minion Semibold</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Minion Italic	<i>Gallaudet</i>	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890
Minion Medium	Gallaudet	<i>Minion Semibold Italic</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
	<i>G llaudet</i>	<i>Minion Bold</i>
		ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890
		<i>Minion Bold Italic</i>
		ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890

Myriad Pro

Myriad Condensed	Gallaudet	<i>Myriad Semibold Italic</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Condensed Italic	<i>Gallaudet</i>	<i>Myriad Bold</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Semibold Condensed	Gallaudet	<i>Myriad Bold Italic</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Semibold Condensed Italic	<i>Gallaudet</i>	<i>Myriad Black</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Bold Condensed	Gallaudet	<i>Myriad Light SemiExtended</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Bold Condensed Italic	<i>Gallaudet</i>	<i>Myriad Light SemiExtended Italic</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Light Italic	<i>Gallaudet</i>	<i>Myriad SemiExtended</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Regular	Gallaudet	<i>Myriad SemiExtended Italic</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Italic	<i>Gallaudet</i>	<i>Myriad Semibold SemiExtended</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet
Myriad Semibold	Gallaudet	<i>Myriad Semibold SemiExtended Italic</i>
	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz1234567890	Gallaudet

UNIT IDENTITY

Consistency is important to the success of the identity program and overall University recognition. The guidelines in this manual should be used by all the departments and units to identify their programs and services.

A complementary system of unit identification has been designed for each of the offices, departments and programs. The logo is used in combination with the department name.

These designs may be used in signs, banners, publications, Web sites and other materials. For formal correspondence, executive stationery that displays the unit identity has been developed.

Can I continue to use an existing logo, mark, or graphic for my department, office or unit?

One very important key to a strong brand is consistency. If everyone at Gallaudet uses a different mark or symbol to represent their department, office or unit, then that consistency is lost. Departments, offices and units are therefore not permitted to develop visual identity systems, marks, logos or graphics that are divergent from the University's core visual identity, which includes the University logo and color palette.

How does the visual identity and styleguide help each unit?

If everyone communicates clearly and consistently, the University becomes more recognizable, which strengthens not just the institution as a whole, but individual programs within the University. This recognition and positive public image benefits us all.

OTHER ENTITIES

The University consists of many departments, programs and partnerships. Some of these entities may have University approval to operate under separate and/or complementary graphic identity systems. Their graphic identities have brand equity in the general marketplace and should be protected and used as consistently as the University's primary graphic system.

ATHLETIC IDENTITY

Gallaudet University uses a distinct logo to identify the athletic programs. The bison represents the University mascot. Contact the Athletics Department for information on use of the bison mascot.



REQUESTING AN EXCEPTION

The new logo/visual identity system supersedes all logos and artwork created by various units of the University and should be the symbol used on all University print materials, websites, communications and other materials. Individual departments, offices or programs—other than those granted an exception—may not create their own logo or visual identity, nor may they alter the wording, configuration or appearance of the Gallaudet Logo. Doing so diminishes the University's efforts to present a coordinated and professional appearance and creates confusion in the public mind about whether an entity is part of Gallaudet University.



While exceptions are prohibited in most cases, some departments, units, offices or programs may have legitimate need of a separate identity. Departments seeking an exception should contact the Office of Communications and Public Relations, with information and data to support the request, for guidance on making such a request.

Questions to consider before making a request

Can your unit use the Gallaudet logo in combination with the unit identifier?

If no, explain how using the Gallaudet logo/unit identifier will inhibit your unit from achieving its goals.

Can you use the overall graphic look (i.e., photos, design) of your materials to project a unique identity for your program while including the logo?

If yes, explain why using the logo would be confusing to your program's key audiences.

Is your unit funded, in whole or in part, by Gallaudet University?

If yes, explain how the University would not be diminished by the separation of your unit from the University's identity.

Is your unit funded, in whole or in part, by an external grant?

Does including the Gallaudet logo violate laws, contractual agreements or regulation imposed by an external agency?

Does your program involve other agencies or external interests that would not be adequately represented by the University logo?

STATIONERY STANDARDS

This section outlines the standards for the university's stationery and documents including letterhead and envelope, business cards, PowerPoint slides, notecards, forms, certificates, and more.

This section also includes information about uses of the logo in campus signage, advertising, apparel, promotional items.

STATIONERY

The university has standardized stationery that must be used for official Gallaudet business. It is recommended that departments use printed letterhead for hard-copy correspondence. Letterhead printed via laser printer should be primarily limited to faxes, electronic communications or internal memos. Individual units may not design their own letterhead.

For more information on ordering printed letterhead, contact Reprographic Services. To obtain an electronic version of your department's co-branded logo, contact the Office of Communications and Public Relations.

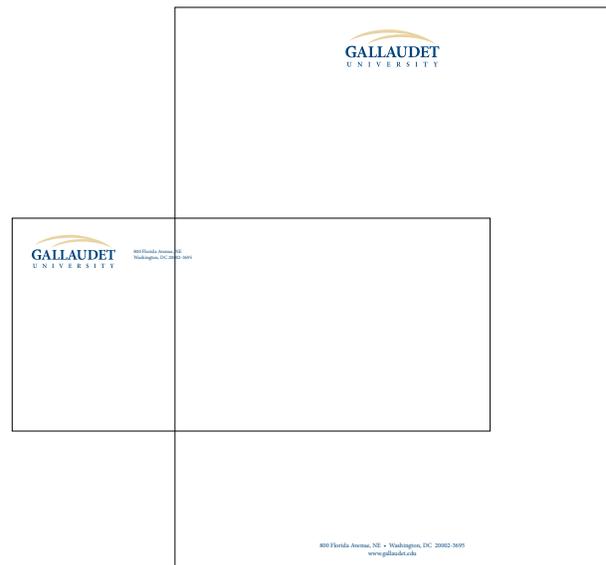
Letterhead, envelopes, and business cards are printed in the Gallaudet blue ink on Mohawk Superfine Smooth Ultrawhite #28. They can be ordered in quantity through the Office of Reprographic Services (minimum order is 500 copies).

Official University Letterhead and Envelope

The official Gallaudet letterhead is used as the first page of all off-campus correspondence. Letterhead will be imprinted with the Gallaudet logo, the designated department or division, telephone and fax numbers, and the official address of the University. No individual's name or title will be printed on the stationery. All letterhead is 8.5" x 11" and is printed on Mohawk Superfine Smooth Ultrawhite #28.

Letter Template

The placement of text on official correspondence is an essential part of the overall design of correspondence.



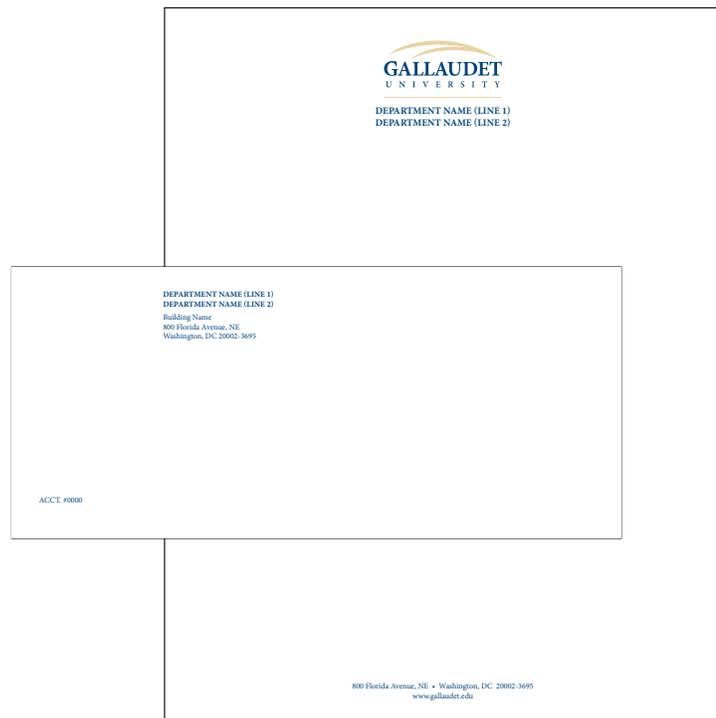
Margins on the first page with the logo at the top should be set at 1/2 inch from the bottom of the logo depending on the number of lines in the logo, the sides and bottom margins should be set at 1 inch. The date, business address, salutation, and closing/signature should be flush left. Paragraphs should not be indented but should begin flush left.

Second and subsequent pages should use blank stock paper and margins should be set at 1 inch all around.

Letters text should be composed using the official Gallaudet fonts, Minion Pro (serif) or Myriad Pro (san-serif). If these fonts are unavailable, Times New Roman (serif) or Arial (san-serif) are acceptable alternatives. Preferred font size is 12 point, font size should not be smaller than 11 point.

Department Letterhead and Envelopes

Business-size #10 envelopes are printed with the department logo and return address. Commercial-grade envelopes in white, mailing labels, and mailing envelopes (6.5” x 9.5” or 9” x 12”) should also carry the department logo and return address.



Business Cards

Budget unit heads are responsible for determining the need and authorizing the printing of personalized business cards for their staff members.

Standard 2” x 3.5” horizontal format business cards are printed with a name, title, division or department, campus location, phone, videophone and fax numbers, e-mail address, college or department web addresses and the University mailing address.

Business cards contain the following information:

- Name
- Job title(s)
- Office or department name
- Office or department location
- Email address
- College or department web page
- Phone numbers
- College mailing address

 UNIVERSITY	First name & Last name <i>Job Position Title</i> Department name (line 1) Department name (line 2)
Building Name 800 Florida Avenue, NE Washington, DC 20002-3695	(202) 651-0000 (phone) (202) 651-0000 (videophone) (202) 651-0000 (fax) email@gallaudet.edu www.gallaudet.edu

Templates

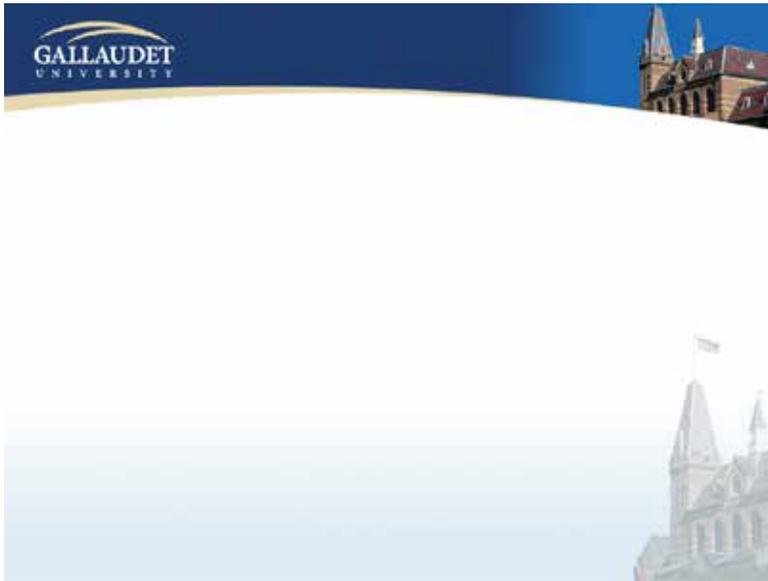
Contact the Office of Communications and Public Relations for templates for other common printed materials including, flyers, certificates, invitations, fax cover sheets, mailing labels, notepads, notecards, event name tags and more.

Forms

All official forms of the University should carry the Gallaudet logo. Forms may be printed in blue or black ink on white paper. To make reordering easier, Reprographic Services will automatically add an identifying code number to the bottom right corner of the form. Printed forms also may bear your own internal tracking codes. Multiple copy forms are available but require specific design elements to allow them to print correctly.

Presentation Templates

PowerPoint presentations should reflect and maintain the Gallaudet identity. Downloadable templates are available. Font type should be the approved Gallaudet fonts and should be black or a color from the approved color palette.



THE LOGO IN PUBLICATIONS

The logo should appear prominently on all university communications in a size appropriate to the overall piece.

The logo should also be placed on the back of all communications, especially if it is used as a self-mailer. The logo and address block must be in the upper left-hand corner on the mailing address side.

ADVERTISEMENTS

The Gallaudet logo or unit identity (department name co-branded with the Gallaudet logo) should be displayed in all public advertisements that promote university-sponsored programs and events.

APPAREL AND MERCHANDISE

Individual departments and units are responsible to ensure that vendors they contract with to produce apparel, merchandise, and other promotional materials follow the usage guidelines outlined in this document.

Assistance with design and artwork and with identifying appropriate vendors can be requested via the Creative Services Request Form located on the Communications and Public Relations Forms page. It's recommended that all apparel, merchandise, and other promotional material be approved by the Office of Communications and Public Relations.

SIGNAGE

Coordination and approval of building and campus signage is a shared responsibility of the Office of Communications and Public Relations, the Business Office and Facilities. All requests for new signage or replacement signage should be directed to Facilities.

TELEVISION AND VIDEO ID MARK

The Gallaudet logo watermark must appear on any video presentation produced by the university. A version of the logo has been developed for this use and should not be used in any other format. Contact Gallaudet Technology Services Video Services for assistance.

WEB

It is highly recommended that all Gallaudet sponsored programs and units use the campus content management system (CMS) to develop, maintain and update their websites. Using the CMS ensures that all campus web content has a consistent layout and design. When graphic elements or global links (header and footer links) are updated, these updates can be applied to all pages within the CMS immediately.

It is encouraged that all departments not yet in the CMS should make plans to transfer their content into the CMS. Some university web sites or other online entities must be maintained separately for legitimate reasons. In those cases, those departments are responsible to make sure their designs are in sync with the overall Gallaudet web presence to provide a seamless user experience. These departments are also responsible to be aware of changes and updates to web design changes and updates in global links and make the appropriate updates to their sites.

For content questions and assistance, contact the Office of Communications and Public Relations. For technical assistance please contact Gallaudet Technology Services via the Helpdesk.

USE OF THE LOGO WITH OTHER LOGOS

Partnerships or legal agreements between outside organizations and the University and its departments increase our exposure and build brand equity. It is therefore important to maintain a brand consistency in the marketing and promotion of these partnerships. When producing a co-branded communication piece, each organization's logo should be of equal size. The Gallaudet Logo should appear first and follow the usage guidelines in this guide. Use of logos of partnering organizations should follow their guidelines.

Care should be taken not to diminish or obfuscate the University identity. Contact the Office of Communications and Public Relations for questions about co-branding.

USE OF THE LOGO BY THIRD-PARTIES

In order to protect the University from unauthorized or improper use of the University's Logo, Seal, symbols, athletic logos and other proprietary identifiers, the University has trademarked these identifiers.

All vendors or third-party entities must obtain permission each time they use any of the University's identifiers. Permission for previous uses and/or access to electronic files does not imply consent for continued use of the logo without specific approval.

The University may pursue legal remedies for the unauthorized use of its trademarked identifiers. If there is any doubt about the proper procedure, contact the Office of Communications and Public Relations.

EEO STATEMENT

In accordance with the U.S. Department of Education, Office of Civil Rights, and University policy, all publications produced by Gallaudet University must include the following equal employment opportunity (EEO) statement:

Gallaudet University is an equal opportunity employer/educational institution and does not discriminate on the basis of race, color, sex, national origin, religion, age, hearing status, disability, covered veteran status, marital status, personal appearance, sexual orientation, family responsibilities, matriculation, political affiliation, source of income, place of business or residence, pregnancy, childbirth, or any other unlawful basis.

For guidance or assistance,
contact the Office of Communications and Public Relations
public.relations@gallaudet.edu • 202-250-2738 (voicephone) • 202-651-5505 (voice)