



DOANE
UNIVERSITY



Visual Identity System

Winter 2020-21



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THE BRAND

The Doane University brand is one of our most valuable assets. It defines who we are and what we do. As Nebraska's first liberal arts university and one of the state's leading adult educational institutions, it is important to protect our brand with a visual identity system.

This publication is designed to both guide and empower you in using Doane University visual assets. Included are specific directions for use of logos, typefaces, colors and more. All branded materials with an external audience (e.g. prospective students, the general public, etc.) need to be submitted to the Office of Strategic Marketing for final approval before publication.



DOANE

UNIVERSITY





IDENTITY

Doane University has three types of primary marks: academic, athletic and institutional.

ACADEMIC

The academic lockup (1872 Shield) is the primary visual identifier for Doane University and should be used on all advertisements and promotional materials.

ATHLETIC

Athletic logos (Thomas, Stylized D and Wordmarks) are primarily reserved for use by athletics. See page 20 for details on which athletic marks may be used by non-athletic entities.

INSTITUTIONAL

Use of the institutional seal is highly restricted. It should only appear on items such as awards, degrees and transcripts.

ACADEMIC LOGOS

The 1872 Shield was directly inspired by the institutional seal and is the official Doane University logo. A lockup of the 1872 shield and Doane University wordmark should appear on all print and digital materials.



ORANGE AND BLACK

Orange and black are Doane's official colors. They were used by Thomas Doane's daughters in 1887 to create a colorful flag to hang above the college tent during a meeting of colleges. They made a triangular flag, orange with black borders and letters.

THE TRIANGLE

The triangle and its contents are taken from the institutional seal, initially created by Doane's founder, Thomas Doane, and first president, David Brainerd Perry. The sides of the triangle denote strength through three aspects of life: spiritual, physical and intellectual.

SYMBOLISM

The woman (science) is trimming the lamp of knowledge to light the book (Bible). The star and cross are Christian symbols indicating Doane's Congregational heritage.



The shield should never appear smaller than 0.4612 inches. (Full logo height 1 inch.)



A horizontal version of the 1872 shield lockup is available for limited use.



A wordmark without the shield is also available for limited use.

LOGO LOCKUPS

The 1872 shield and Doane University wordmark lockups are available in two orientations: vertical (preferred) and horizontal. Every attempt should be made to use the preferred logo lockup before resorting to the horizontal or wordmark.

In Spring 2016, both the Doane name and color codes were updated in all digital logo files. Please delete all logo files provided to you before May 2016. Do not attempt to update the files to University yourself.

REVERSING THE LOGO

The 1872 shield logo cannot simply be “reversed” for print on various backgrounds—this is especially important to remember when ordering promotional items.

SINGLE-INK VERSIONS

Special logo files are available for use when ordering promotional items. When asking the OSM to forward a logo like this to an outside vendor, please try to include details such as what color ink will be used and the background color.

NONE OF THESE MARKS SHOULD BE ALTERED IN ANY WAY FOR ANY REASON. ONLY USE LOGO FILES PROVIDED TO YOU BY THE OSM.

Preferred clear space around a lockup should be equal to the size of the D in Doane.



Minimum clear space allowed is equal to the U in University.



Always use a version of the lockup that matches surrounding text.



The logo cannot simply be reversed for use on different backgrounds. Note the difference of the triangle on each of these.





SECONDARY MARKS

Official variations of the 1872 shield lockups are available for specific uses only.



Biology
Doane University



**Master of Arts
in Management**
Doane University



DOANE
UNIVERSITY

college of
**ARTS &
SCIENCES**

RULES OF USE

Rules of use for official secondary marks are the same as those for the 1872 shield lockup

DO NOT CREATE YOUR OWN VARIATION. DO NOT ATTEMPT TO RECREATE A VARIATION. ONLY USE LOGO FILES PROVIDED TO YOU BY THE OSM.

TYPEFACES

Level 1

Gandhi Sans Regular

Gandhi Sans Italic

Gandhi Sans Bold

Gandhi Sans Bold Italic

Level 2

DIN OT Family Regular

DIN OT Family Italic

DIN OT Family Bold

DIN OT Family Bold Italic

Gandhi Sans Regular

Gandhi Sans Italic

Gandhi Sans Bold

Gandhi Sans Bold Italic

Level 3

DIN OT Family Regular

DIN OT Family Italic

DIN OT Family Bold

DIN OT Family Bold Italic

Gandhi Serif Regular

Gandhi Serif Italic

Gandhi Serif Bold

Gandhi Serif Bold Italic

Athletics Only (All Caps)

HELVETICA LT STD BLACK CONDENSED

HELVETICA LT STD BLACK CONDENSED OBLIQUE

HELVETICA LT STD LIGHT CONDENSED

HELVETICA LT STD LIGHT CONDENSED OBLIQUE

Established levels of branding

In order to supply consistent aesthetic interest and energy, as well as to stay consistent across a multitude of audience types, we've developed levels of branding that consist of varying patterns, colors, shapes, and typography. Audience type is essential in selecting which level of branding to apply.

Level 1 - Academic, Alumni, and Office of the President

Level 2 - Enrollment, Student Health, Internal

Level 3 - Undergraduate Admissions, Student Life, Athletics

Website

Gandhi Sans Regular

Gandhi Sans Italic

Gandhi Sans Bold

Gandhi Sans Bold Italic

COLORS

Primary

The official colors are orange, black and white. These colors may be used in combination or alone. At least one of these colors should always be the dominant color in any design.



Doane Orange - PMS 151

CMYK: 0.55.100.0
RGB: 255.121.0
HEX: FF7900



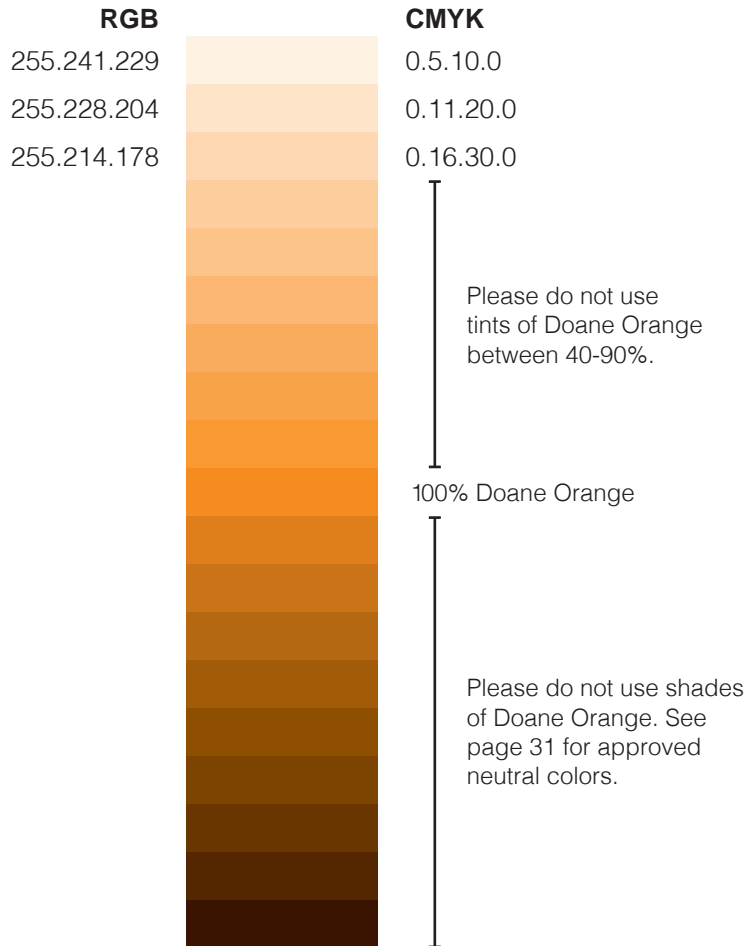
Black

CMYK: 0.0.0.100
RGB: 0.0.0
HEX: 000000



White

CMYK: 0.0.0.0
RGB: 255.255.255
HEX: FFFFFFFF



Secondary

These colors are to be used sparingly, to highlight a specific element. Doane's primary colors should still be the dominant color of any design.

Avoid using more than three colors in a design, as it can be overwhelming to the eye. If using three colors, remember the 60-30-10 rule—60% primary color, 30% secondary color, 10% accent color.



Secondary Blue

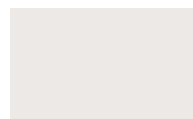
CMYK: 93.64.0.0

RGB: 0.99.176

HEX: 0063B0

Neutrals

These neutral shades can stand alone or be used in conjunction with colors from the secondary palette. They also make great backgrounds for regular or reverse text.

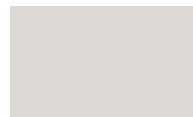


PMS Warm Gray 1

CMYK: 2.3.4.5

RGB: 224.222.216

HEX: E0DED8

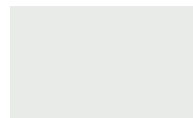


PMS Warm Gray 2

CMYK: 4.5.7.10

RGB: 213.210.202

HEX: D5D2CA



PMS Cool Gray 1

CMYK: 3.2.4.5

RGB: 224.225.221

HEX: E0E1DD



PMS Cool Gray 2

CMYK: 5.3.4.8

RGB: 213.214.210

HEX: D5D6D2



PMS Warm Gray 10

CMYK: 20.29.28.56

RGB: 118.106.98

HEX: 766A62



PMS Warm Gray 11

CMYK: 23.32.31.64

RGB: 103.92.83

HEX: 675C53



PMS Cool Gray 10

CMYK: 38.29.20.58

RGB: 97.99.101

HEX: 616365



PMS Cool Gray 11

CMYK: 48.36.24.66

RGB: 77.79.83

HEX: 4D4F53

LEVEL 1 BRANDING - Academic, Alumni, Office of the President



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Doane Flexibility

Class Schedule: Courses are offered to fit your needs! Courses are typically offered in 8-week terms to provide flexibility and to help make an already full schedule more manageable and attainable. Online classes are completed fully online while on-campus evening courses meet once per week for each course.

Transfer Credit: Doane University has full transfer agreements with all community colleges and major proprietary schools in Nebraska. We welcome credits from regionally accredited institutions in all other states and verified international institutions, as well. We are committed to honoring previous learning by continuing to practice as a transfer-friendly institution.

Work/Life Credit: Undergraduate students have the opportunity to document their prior learning from work/life experiences through a portfolio option. This gives students the ability to showcase their experiences by connecting their work/life experiences to the outcomes of formal education and curriculum. Portfolios are assessed and evaluated to allow as many as 30 credits to be earned and applied toward a degree program.



Doane University does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities.

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CRETE • LINCOLN • OMAHA

Ready to take the next step in your career?



LAR 101	Inquiry Seminar: Learning the Art of Inquiry
LAR 202	Integrative Seminar: Democracy & Diversity
LAR 303	Impact Seminar: Connect Knowledge/Choices/Actions
FAK 1	Community & Identity
FAK 2	Mathematical Reasoning
FAK 3	Rhetorical Communication (6 courses)*
FAK 4	Global & Cultural Contexts
FAK 5	Scientific Perspective
FAK 6	Human Creativity
FAK 7	In Search of Meaning & Values
Liberal Learning	300/400 level - 2 different disciplines (5 courses)*
HHP 104	Theory of Lifetime Fitness
CSA 101	Intro to Word Processing
CSA 109	Information Retrieval Skills

*Students will be required to complete the Undergraduate Core requirements in addition to their major coursework.
*A minimum of 123 semester credits is required to earn a bachelor's degree from Doane University.

Student Support Services

Professional advising: We take education and student goals personally. That's why from the moment our students register for classes to the day they graduate, they are assigned to a professional academic advisor. Our approach to advising makes Doane the university of choice for our learners. We make it easy to balance work, life, and academics.

Academic support: The Academic Support Center is dedicated to providing students with the support, resources, and tools to succeed. Support is available in a variety of areas including writing, reading, time management, proofreading, and tutoring.

Career development: Students and alumni have a partner when it comes to cultivating job search skills like networking, resume writing, interviewing, and more. We're invested in career advancement, and foster key relationships with employers to open pathways for networking, mentoring, internships, and employment.

Financial guidance: Support for students and alumni in advancing their careers and cultivating job search skills in resume writing, interviewing, and more. Key relationships are fostered with employers to open pathways for internships and employment.

Contact the Enrollment Team
doane.edu • 402.467.9000 • 844.321.6642 • enrollment@doane.edu

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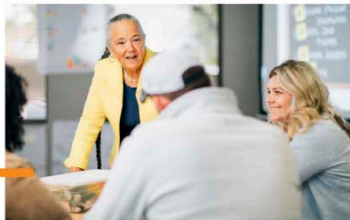


LEVEL 2 BRANDING - Enrollment, Student Health, Internal



Liberal Arts Studies

The Liberal Arts Studies degree is designed for students seeking a bachelor's degree for career advancement and personal growth. The program of study provides a curriculum focusing on skills highly valued by employers such as critical and analytical thinking skills and oral and written communication skills.



Flex Campus and Online Programs

Doane University has been serving flex campus learners for almost 40 years with campuses in Lincoln, Omaha, and Online.

The Doane Advantage

- Convenient class schedules
- Flexibility that allows our students to keep career and family first
- Personal attention and support to reach personal and professional goals
- Opportunities to make valuable lifelong connections
- Easily transfer in credits from two- and four-year institutions
- Curriculum designed for students to further their careers

Career Fields

Many graduates with this degree fit one of several profiles:

First, some from other is often the
Second, so degree (in
Another so University (K-6), in se include the



PHYSICAL DISTANCING

Keep 6 feet of distance between you and others when possible. Please avoid large crowds and gatherings.

Learn More at Doane.edu/Fall-2020



MASKS ARE REQUIRED

Cloth face covering should fit snugly and comfortably against the side of the face and allow for breathing without restriction.

1. Wash your hands before and after putting it on.
2. Do not touch the front of the mask.
3. If you need to take it off, put the mask on a clean surface.
4. Wash the mask at the end of the day.



COME SEE WHAT'S HAPPENING AT DOANE.

Choosing the right college isn't always easy. Let Doane help you through the process and see why Doane could be the best choice for you.



doane.edu/apply

LEVEL 3 BRANDING - Undergraduate Admissions, Student Life, Athletics

SMALL-TOWN CHARM MEETS BIG-TIME OPPORTUNITIES

AN EDUCATION YOU CAN AFFORD

2021-22 SCHOLARSHIPS AND FINANCIAL AID

An education at Doane is worth every penny. National data shows that liberal arts colleges give significantly better grant aid and graduate students in four years at much higher rates than public universities. Those two factors matter—and we pride ourselves on both.

Combine that with a top-notch education right here in Nebraska, and the value you'll get at Doane will pay dividends time and time again.

ACADEMIC SCHOLARSHIPS*

We reward students generously for what they've achieved in the classroom, making Doane's world-class education even more affordable.

* The Perry, Presidential, Board of Trustees' and Van Hoy Scholarships are reserved for first-time, full-time students only. Students can receive only one academic scholarship, and must meet specific GPA requirements and stay in good academic standing to keep it.

DOANE UNIVERSITY LEGACY GRANT

Does orange and black run in your blood? Keep the Doane tradition going with our \$1,000 per year grant for admitted applicants who have either a sibling currently attending Doane or had a sibling, parent, grandparent or great-grandparent graduate from Doane!

DIRECT COSTS FOR 2020-21		\$27,876
Tuition	\$36,000	Average financial aid award
Fees	\$1,000	
Room	\$4,900	
Board	\$5,200	
Total	\$47,100	\$19,224
		Direct cost after applying the average financial aid award

ATHLETIC AWARDS*

Competing with the Tigers in the Great Plains Athletic Conference—one of the toughest in the NAIA—is no small task. If you're a student-athlete, we can help you pay your way while earning your stripes in your jersey and in the classroom.

PERFORMING ARTS AWARDS*

At Doane, you'll be learning in everything you do—in class or out of it. That's why awards are available for students lending their talents to our music department, speech team, or theatre department.

* Applying for scholarships in more than one area does not guarantee additional dollars. Funds are limited and awarded at the discretion of coaches and program directors. Students are expected to participate in the programs in which the award is given.

EARN YOUR SHIELD AWARD*

You're talented in many ways, but those traditional talents—like playing sports, acting, or music—just aren't what you want to pursue. You have a different idea for your future. Maybe you'll be a top-notch researcher, a campus leader, or an entrepreneur. We reward those talents with our new Earn Your Shield Award!

* Reserved for students not receiving Athletic and/or Performing Arts Awards. Eligibility is determined by your Doane application for admission.

SMALL-TOWN CHARM MEETS BIG-TIME OPPORTUNITIES

DOANE UNIVERSITY OFFICE OF ADMISSION
1014 Boswell Avenue
Crete, Nebraska 68333

WE KNOW WE T

Doane University has a 147-year history, in which to live, the charm provides of the distracting (though Lincoln's We offer an elite you to see what up for your pers

doaneuniversity



Athletics Visual Identity

Winter 2020-21

ATHLETIC MARKS

There are three types of athletic marks available: Thomas, the Stylized D and the Wordmarks. These marks were designed in 2016 to update and create a cohesive look for Doane Athletics. **The athletic marks are never to be used for academic purposes.**



THOMAS

Doane's beloved mascot Thomas the Tiger got a new, sleek look in 2016. This mark is primarily for use by athletics and admissions/marketing initiatives facilitated by the Office of Strategic Marketing, however official student organizations and the alumni office may use the Thomas mark on a limited basis for spirit-related materials, promotions or events, **as approved by OSM**. Thomas is not a replacement for the 1872 Shield, which should still appear on all printed and digital materials directed to an audience outside of Doane campuses, such as prospective students or the general public. This logo should never appear on scholarly or academic materials.

STYLIZED D

The Stylized D is a new logo option in 2016. Its use is reserved for athletics and admissions/marketing initiatives facilitated by OSM. It is not available for use by other university departments, and should never appear on scholarly or academic materials.

WORDMARKS

Several arrangements of the words Doane and Tigers are available in a variety of color combinations. The use of these marks is also reserved for athletics and admissions/marketing initiatives facilitated by OSM. It is not available for use by other university departments and should never appear on scholarly or academic materials.

AVAILABILITY

Electronic versions of these marks are not available for general use. If you are ordering from a vendor, OSM will provide logo files directly to the vendor to ensure the proper file types and logo iterations are used and university identity guidelines are observed.

ANY AND ALL PUBLICATIONS WHICH WILL USE THE DOANE ATHLETIC MARKS MUST BE DESIGNED BY OSM OR SPORTS INFORMATION STAFF.



Thomas-Doane



Thomas-DoaneTigers

There are three arrangements of the Thomas logo available.



Thomas-DoaneTigers-H



StylizedD-Doane



StylizedD-DoaneTigers

There are two arrangements of the Stylized D logo available.



Wordmark-Doane



Wordmark-DoaneTigers

There are three arrangements of the Wordmarks available.



Wordmark-DoaneTigers-H

Minimum clear space around a lockup should be equal to half the height of the D in Doane.





Always match surrounding text to the outermost color of the logo lockup—black or white.

Every logo lockup is also available in various color/ink configurations, including 4-color, black and white, 3-color, and 2-color.

4-COLOR



4C REVERSE



BLACK AND WHITE



BW REVERSE



3-COLOR



3C REVERSE



2-COLOR



2C REVERSE



SPORT-SPECIFIC MARKS

Each sport is allowed one of seven logo lockups customized with their sport name. These are the **only** lockups approved for sport-specific use.

DO NOT CREATE YOUR OWN SPORT-SPECIFIC MARK. CONTACT THE OSM OR SPORTS INFORMATION IF YOU NEED A NEW OR ALTERNATE LOCKUP.



Thomas-Doane-Athletics



StylizedD-Doane-Athletics



Wordmark-Doane-Athletics



Wordmark2-Doane-Athletics



Wordmark-DoaneAthletics-H



Wordmark2-DoaneAthletics-H



Thomas-DoaneAthletics-H



TYPEFACES

Fonts (all caps)

- HELVETICA LT STD BLACK CONDENSED**
- HELVETICA LT STD BLACK CONDENSED OBLIQUE***
- HELVETICA LT STD LIGHT CONDENSED
- HELVETICA LT STD LIGHT CONDENSED OBLIQUE*

Helvetica

Helvetica Light is Doane’s primary sans serif typeface. It may be used in all communications. Helvetica Light can also be paired with Helvetica LT STD.

Helvetica LT STD

Helvetica LT STD is the preferred headline typeface for all athletic materials. It is to be used in all-caps. Because of the difficulty reading large passages of a condensed typeface, please use Helvetica Light for all athletics body copy.



APPROVED FONTS

Body copy: Helvetica Light
 Headlines: **HELVETICA CONDENSED BLACK (ALL CAP)**

DOANE WORDMARKS

A custom font was used in the design of these marks. Please do **not** attempt to recreate the Doane Tigers wordmarks in any font.

OFFICIAL COLORS

ORANGE – PMS151
 CMYK: 0.55.100.0
 RGB: 255.121.0
 HEX: FF7900

2ND ORANGE – PMS167
 CMYK: 3.78.100.15
 RGB: 189.79.25
 HEX: BD4F19

SECONDARY COLOR BLUE
 CMYK: 93.64.0.0
 RGB: 0.99.176
 HEX: 0063B0

BLACK

WHITE

VERBIAGE

Doane	#GoDoane
Doane University	#DoaneU
Doane Tigers	#DoaneTigers
Doane Athletics	#DoaneSportname

Never DU, #DU or #DUSportname.

All away and travel gear must include "Doane."
 For home-only or practice jerseys, "Doane" and/or "Tigers" will suffice.

NOTE: Secondary
 These colors are to be used sparingly, to highlight a specific element. Doane's primary colors should still be the dominant color of any design.



DOANE

UNIVERSITY

doane.edu