

OHIO
DOMINICAN
UNIVERSITY™



BRAND

BOOK

BRAND VOICE

Reflective of our values and position, the Ohio Dominican voice is always smart, approachable and direct.

Note that the tone of university communications may shift, depending on the audience being targeted. For instance, a publication directed to prospective 16-year-olds may assume a casual, welcoming tone while a white paper for a peer institution may require more refined, academic language.

In most marketing and communications, the following standards apply:

- Always use straightforward language and a conversational tone.
- Avoid academic jargon and overtly formal language.
- Use an active voice rather than a passive one.
- Write primarily in first- and second-person view.
- Always address your audiences' needs, goals and priorities.



Examples of these standards in action

Find your focus – and your future.

Don't Use: *ODU has academic programs that will help you succeed.*

Here, your passions have purpose.

Don't Use: *Community service opportunities are available at Ohio Dominican.*

Get ready to say WOW.

Don't Use: *Our orientation program is called Weeks of Welcome.*

Make calculus your favorite class.

Don't Use: *ARC offers math labs.*

Connections happen here.

Don't Use: *We're known for small classes and personal relationships.*

OHIO DOMINICAN UNIVERSITY LOGO

The Ohio Dominican University logo is the anchor of our visual identity. It taps into the heritage of the ODU brand and is designed to be reflective of our history.

The colors of ODU are white, black and gold, a union of the colors of the Dominican Order and the Papacy.

The flame signifies the light shining for an unbelieving world to see. Just as light enables sight, a liberal arts education enables insight and human development.

The shield is two thirds black and one third white, signifying the habit of the Dominicans.



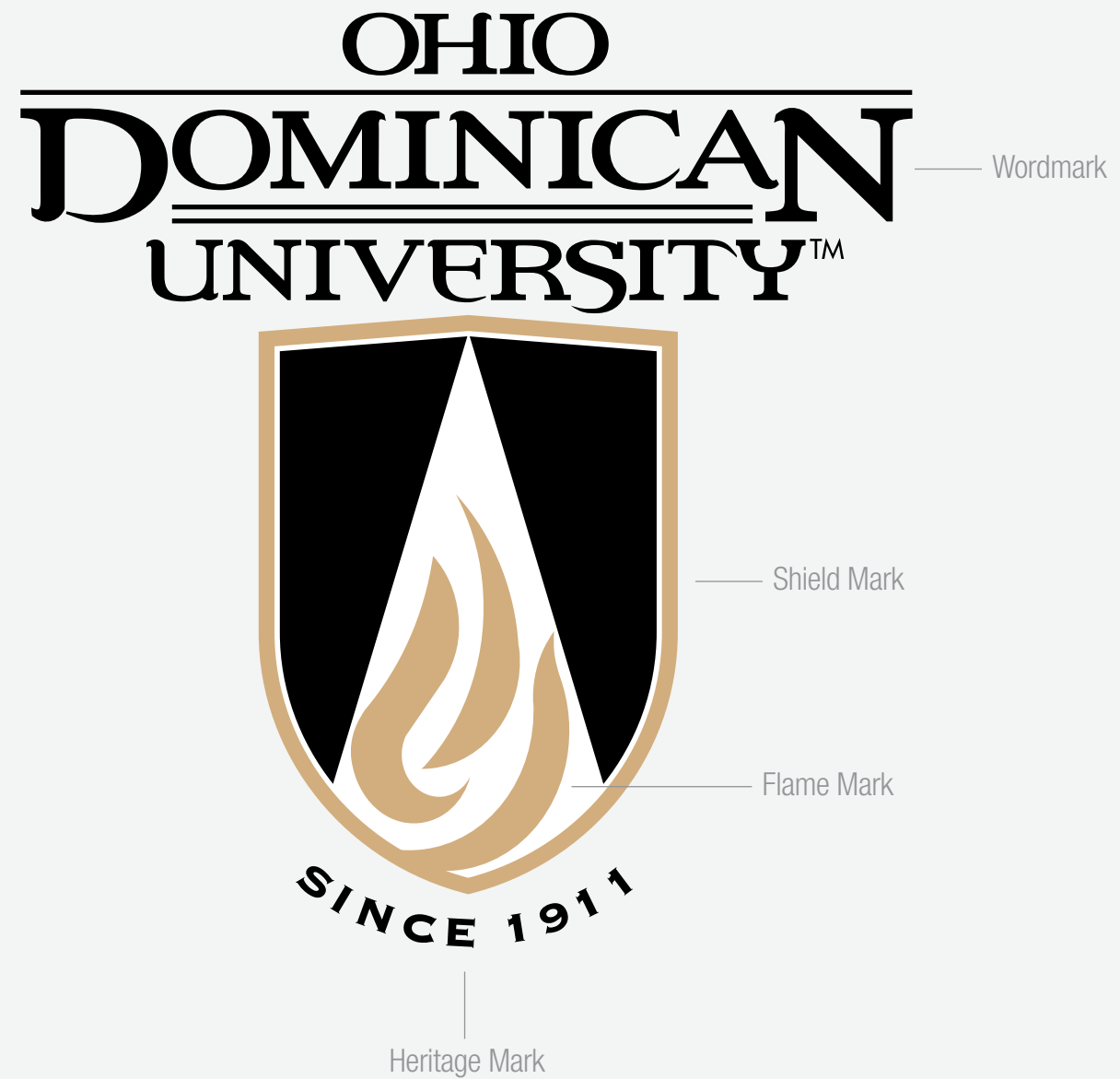
Identity Guidelines

LOGO CONSTRUCTION

The Ohio Dominican University logo is made up of four components: The Ohio Dominican wordmark, the shield mark, the flame mark and the heritage mark.

The complete ODU logo is preferred in most situations.

Note: Under no circumstances should the logo be recreated. The ODU logo should always be reproduced from master artwork supplied.



LOGO VERSIONS

When space allows, please use the primary Ohio Dominican University logo.

When space is limited, you may use the secondary ODU logo.



Primary Logo



Secondary Logo



One Color Use

Identity Guidelines

CLEAR SPACE AND MINIMUM SIZE

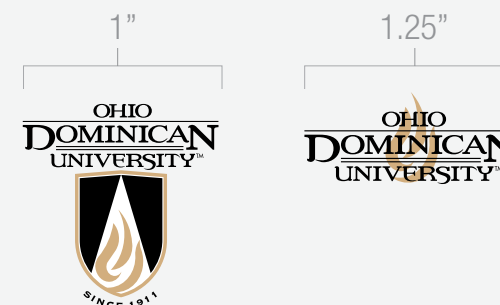
A minimum amount of clear space must surround the logo at all times. The absolute minimum space is equal to the height of the “D” in Dominican, as shown.

It is generally preferred that a larger amount of visually uninterrupted space surround the logo for optimal visibility.

To ensure quality reproduction in print, the logo should not be reproduced below the minimum size indicated.



Clear space



Minimum Size

LOGO CORRECT USAGE

The Ohio Dominican University logo should be reproduced in full color wherever possible, using the original Pantone spot colors.

The preferred color treatment is gold (PMS 871) and black. Secondary usage may be used as shown.



Primary Usage

Two Color-Pantone 871 Gold and Black



Two Color-Pantone 871 Gold and Black



Four Color Process



Four Color Reversed



One Color Black



Reversed



Four Color Process



Four Color Reversed



One Color Black



Reversed

Identity Guidelines

LOGO INCORRECT USAGE

These examples demonstrate incorrect usage of the Ohio Dominican University logo – in other words, what **not** to do.

The following rules apply to all variants of ODU logo artwork.



Our logo should never be condensed.



Our logo should never be expanded.



Our logo's color should never be changed.



Our logo should never be altered.



Our logo should never have elements added to the logo



Our logo should never have spacing altered.



The Flame Mark should never be used separately from our logo. (Exceptions with permission only.)



Our logo should never be used without the type.



Our logo should never be placed on a busy background.

ATHLETIC LOGOS

Ohio Dominican University athletic logos are primarily used by the Department of Athletics. The athletic logotype should never be used to replace the official university logotype.

Choose from the family of Ohio Dominican University athletic logos for all communications relating directly to intercollegiate sports.

A variety of color combinations using black and yellow (PMS 123) are available for use in promoting various sports, teams and events.

Note: The yellow (PMS 123) used for athletics is different than the gold (PMS 871) used for the university primary logo.

*These logos always need to be accompanied by type stating the name of the university somewhere on the apparel or product. For example, if using the panther head or D-Paw logo then somewhere on the product the type Ohio Dominican or Ohio Dominican University needs to be displayed.



Primary Logos



*See restrictions to the left



*See restrictions to the left



Secondary Logos

Identity Guidelines

PRESIDENTIAL SEAL

The Ohio Dominican University Presidential Seal should be used only in conjunction with official events and materials that are coordinated with the Office of the President.

The seal should be used as a secondary supporting mark to reinforce the official brand on core materials. It should not be used as a replacement for the Ohio Dominican University logo.



BRAND ELEMENTS

Color Guidelines

COLOR PALETTE

Color plays a prominent role in all ODU communications and is one of the cornerstones of our visual vocabulary.

Our primary color palette is vibrant, unique, youthful and appealing, and provides a flexible range for communications to multiple audiences.

The following color formulas should be used to ensure consistency of color across various platforms. Screens of colors are permitted in certain applications.

Pantone® spot colors and their equivalents for four-color process printing are provided, RGB colors for screen use and hex colors are provided for the web.

University Logo Colors



	Pantone 871	Pantone Black
CMYK	C:18 M:30 Y:56 K:0	C:75 M:68 Y:67 K:90
RGB	R:211 G:175 B:126	R:0 G:0 B:0
HEX	D3AF7E	000000

Primary Colors



	Pantone 123	Pantone Black
CMYK	C:0 M:22 Y:91 K:0	C:75 M:68 Y:67 K:90
RGB	R:255 G:199 B:44	R:0 G:0 B:0
HEX	FFC72C	000000

University Colors



	Pantone 123	Pantone Black
CMYK	C:0 M:22 Y:91 K:0	C:30 M:30 Y:30 K:100
RGB	R:255 G:199 B:44	R:0 G:0 B:0
HEX	FFC72C	000000

Accent Colors



	Pantone 179	Pantone 266	Pantone 7765	Pantone 131
CMYK	C:0 M:87 Y:85 K:0	C:76 M:90 Y:0 K:0	C:14 M:4 Y:100 K:6	C:2 M:39 Y:100 K:10
RGB	R:224 G:60 B:49	R:117 G:59 B:189	R:187 G:179 B:35	R:204 G:138 B:0
HEX	E03C31	753BBD	BBB323	CC8A00

TYPOGRAPHY

Consistent typography enhances and clarifies messaging.

Not only does it help our audience get a better sense of institutional identity, it also helps them remember and recognize Ohio Dominican communications.

One of the key factors in any identity campaign is the use of a specified type family.

Note: The typefaces displayed should be used at all times. Contact Monica Martin, Graphic Designer, in the Office of Public Relations and Communications, at 251-4514 or martinm6@ohiodominican.edu with a specific request regarding alternate typefaces.

OHIO DOMINICAN UNIVERSITY

Font: Homestead | Primary Usage: Headlines

Ohio Dominican University

Font: Garamond | Primary Usage: Headlines | Note: This can also be used as body copy font.

For more than 100 years, Ohio Dominican University has given its students a high-quality liberal arts education in a Catholic environment that nurtures ethical values and community service.

Font: Helvetica Neue | Primary Usage: Body copy | Note: This can also be used as an accent headline font.

TYPOGRAPHY

Font: Homestead Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Font: Homestead Inline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Font: Homestead Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Font: Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font: Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font: Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font: Helvetica Neue 37 Thin Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font: Helvetica Neue 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font: Helvetica Neue 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font: Helvetica Neue 77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Photography Guidelines

PHOTOGRAPHY

Photography plays a critical role in developing a vivid and meaningful identity for Ohio Dominican University.

Our image style consists of three categories: caught in the moment, portrait and heritage.

A. Caught in the moment

Ohio Dominican's dominant photography style is meant to convey a candid feel, as though the subjects are unaware of the photographer. In cases where subjects acknowledge the camera, the feel should be spontaneous – not forced or posed.

B. Portrait

Portraiture is used to accompany student / faculty / staff profiles and articles that feature a specific individual or concept. Note the comfortable, relaxed portrait style, whether the subject is facing the camera or not. Both color and black-and-white portraits may be used.

C. Heritage

When a sense of Ohio Dominican's history is to be emphasized, heritage shots may be used. As represented in the heritage photos shown here, the feel is often playful and nostalgic.

UNDERGRADUATE



GRADUATE AND ADULT & CONTINUING EDUCATION

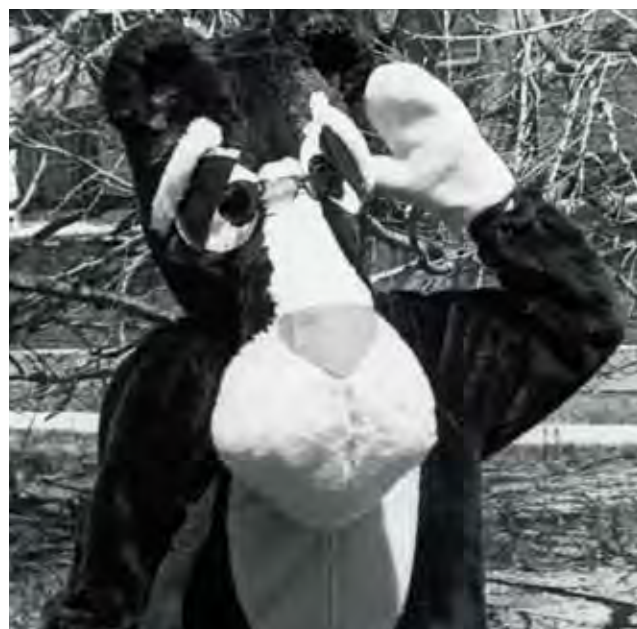
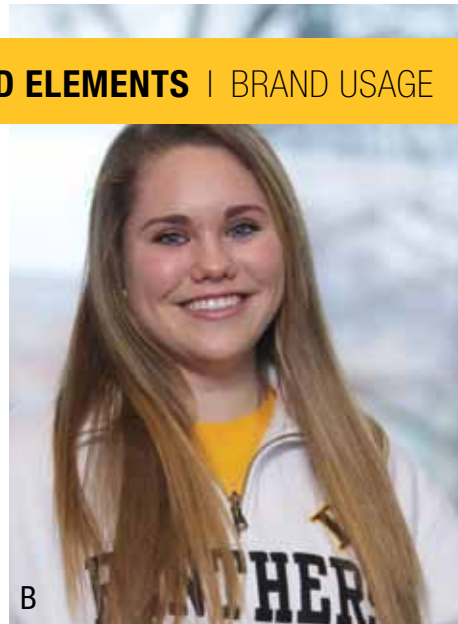


HERITAGE





BRAND GUIDELINES | **BRAND ELEMENTS** | BRAND USAGE



BRAND

USAGE

EXAMPLES

Best Practices

Our logo, typography, color palette, and graphic elements provide a platform for producing a wide range of creative materials. Used correctly, these elements can help convey the Ohio Dominican story with clarity and authenticity.

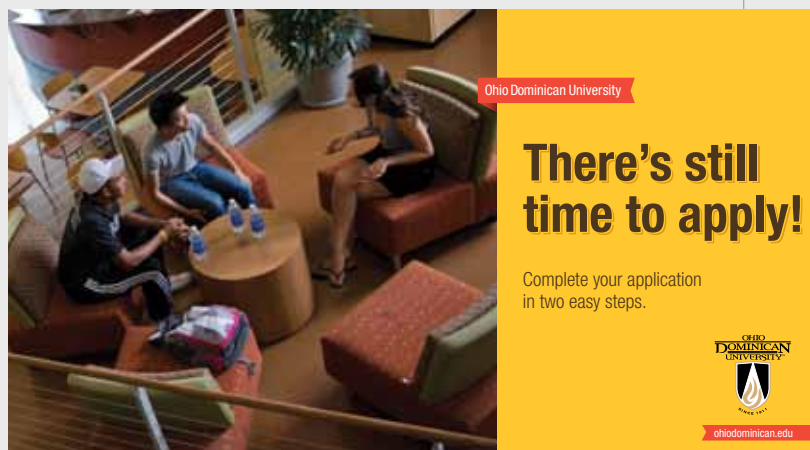
The following pages feature examples of “best practices” within the existing ODU family of creative communications.

Undergraduate – Clubs and Organizations

Vibrant photography, direct call-to-action and bold colors characterize pieces targeted at current students – particularly when promoting campus events and organizations.

Undergraduate – Recruitment

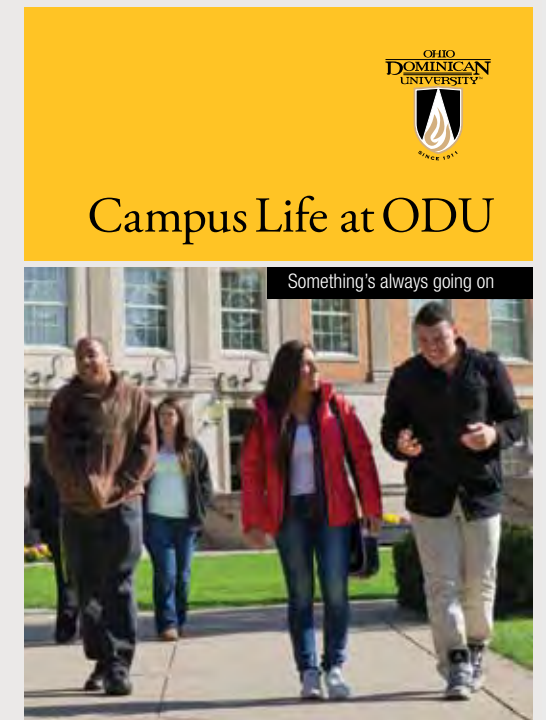
Compelling campus, classroom and experiential photography is layered with additional design elements and snapshots to convey all that happens at ODU every day.



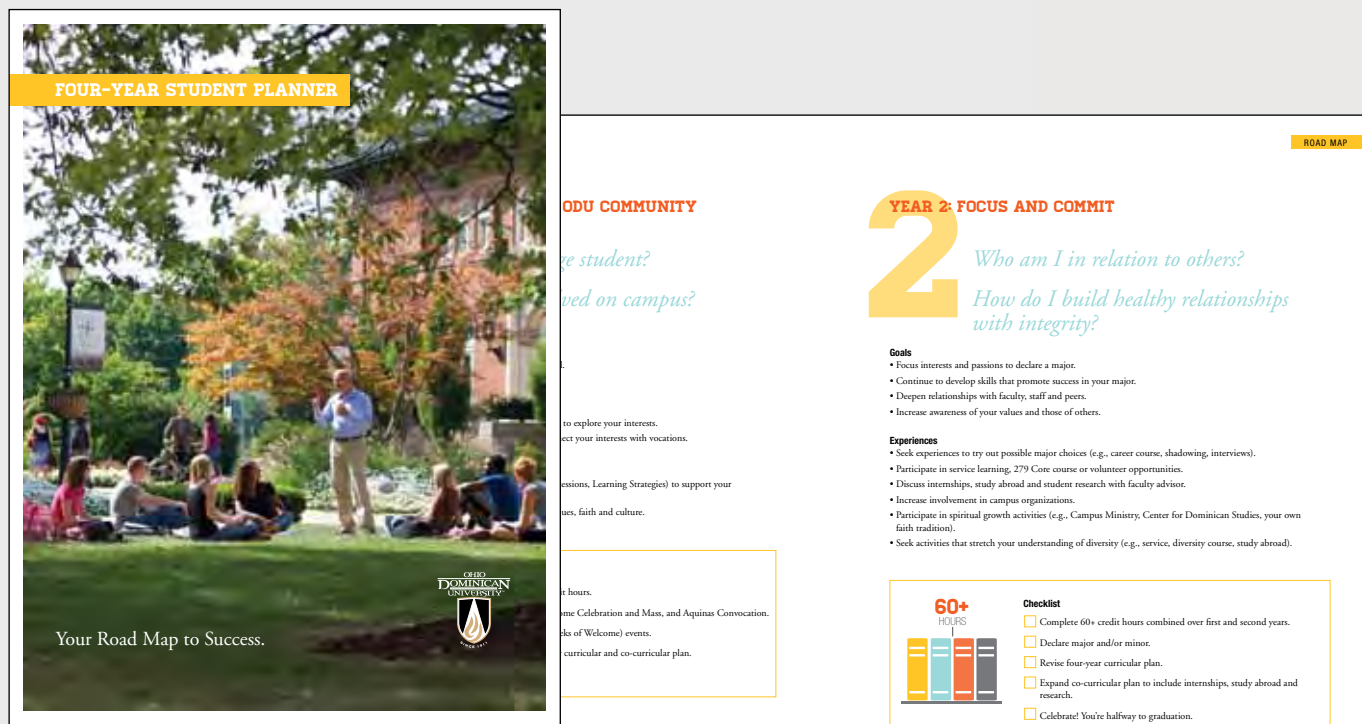
Postcard



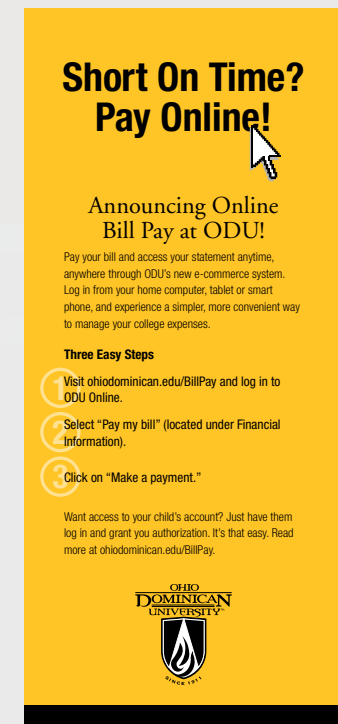
Advertising



Brochure



Student Planner



Bill Stuffer

RISE
— to new —
challenges
EVERY DAY

OHIO DOMINICAN UNIVERSITY
SINCE 1971

Collateral

There's always something going on

It's true that college will require you to work harder and achieve more than you ever thought possible. At ODU, you can discover new talents and abilities. You can take risks and try new things with an entire community of support and encouragement. This is your chance to be who you always wanted to be.

You'll have a variety of student organizations in which to explore your interests, including professional, artistic, academic, cultural and religious. We're sure one – or more – will spark your curiosity. Learn more about them online or grab a few friends and create one of your own.

The Bishop James A. Griffin Student Center – the Griff – is where our community comes together. If you're searching for a serious workout, a great meal or the headquarters for student services and activities, the Griff is the place to be.

Columbus hotspots offer even more to explore. Just 10 minutes from our campus, the thriving city life is happening. Columbus is known for its culture and entertainment. It also has unlimited opportunities for internships and career connections across school districts, hospitals, and hundreds of local businesses and corporations – including six Fortune 500 companies headquartered in Central Ohio.

Ohio Dominican's beautiful campus includes a 25,000-square-foot science building. The Bishop James A. Griffin Student Center houses a fitness center, food court, cyber café and bookstore, as well as the offices of many student services and organizations.

ohiodominican.edu



Buttons



Photography

Brand Usage

EXAMPLES

Graduate and Adult & Continuing Education

Designed for a more mature, goal-driven audience, these materials reflect a more subdued, professional approach.



Your Best Career Move:
An MBA from Ohio Dominican
 Accelerated – Online – Flexible
 Available Concentrations
 • Accounting • Finance • Leadership • Public Administration
 Discover how an MBA from Ohio Dominican University can change your life.
 Dublin and Columbus locations available.
 1216 Sunbury Road | Columbus, OH 43219 | ohiodominican.edu/MBA | 614.251.4615

Advertising


Graduate Studies
ohiodominican.edu/Grad

Areas of Study:
 Allied Health
 Business
 Education
 Liberal Studies
 Science
 Theology

Banner

Bachelor of Science and Certificate in Accounting

 Program Overview

Program Objectives
 Ohio Dominican University's Accounting program will help you develop the values-based reasoning skills you need for an entry-level accounting position or to pursue graduate studies. The curriculum fulfills the minimum requirements for the Certified Management Accountant/Certified Financial Manager (CMA/CFM) exams. To apply for the Uniform Certified Public Accountant Exam, you need to meet the examination board's 150-hour professional program requirement. ODU's Accounting courses are designed to enhance your knowledge, skills and abilities related to the University's core competencies of reasoning, communication, collaboration, reflectivity and information technology.

GRADUATES ARE ABLE TO:

- Apply Generally Accepted Accounting Principles (GAAP) related to financial statement preparation and disclosure.
- Analyze financial statements using cost accounting methods and decision-making strategies.
- Understand the business, legal and regulatory environment.
- Research appropriate standards, pronouncements, laws and other authority related to all accounting fields.
- Identify and recommend ethical courses of action related to business decisions and issues.

ADMISSIONS REQUIREMENTS

- Previous cumulative GPA of 2.25 or higher
- Two years of recent full-time work experience

Certificate in Accounting

- No postsecondary education required
- Students who already hold a bachelor's degree from an accredited college or university have the opportunity to complete the requirements to sit for the Certified Public Accountant (CPA) exam.
- 12-month program (if full time, two courses per week)
- One-time class registration
- Accelerated eight-week format for core courses
- Evening classes offered from 6-10 p.m.
- Structured course work

Bachelor of Science in Accounting

- Aligns with CPA exam knowledge area requirements
- One-time class registration
- Evening classes offered from 6-10 p.m.
- Structured course work
- Classes offered one night a week for majority of course work (Core Accounting classes are taken two nights per week.)
- No postsecondary education required
- Accelerated six-week format, on average
- Opportunity to participate in ODU's Volunteer Income Tax Assistance (VITA) program
- Opportunity to double major in Business Administration

HOW TO APPLY
Applicants without Transfer Credits

- Applicants must submit official transcripts of high school graduation or GED prior to consideration for acceptance, and must have graduated from high school or earned a GED.

Applicants with Transfer Credits

- Transfer credits earned from a regionally accredited college or university, or from CLEP, PEP, ACE or other standard evaluations, will be accepted under the following conditions:
 - They are from a postsecondary degree-granting institution of higher education accredited by one of the six regional accrediting bodies.
 - They reflect a grade of C- or higher.
 - You must submit a high school transcript for fewer than 24 transferable credit hours.
 - They are college level.
- An application is required as well as all official transcripts from accredited colleges and universities attended.
- You can enter the B.S. in Accounting program at three different points, depending on the number of transferable credits.*
 - 0-10 transferable credits: Program length of 4 years
 - 11-32 transferable credits: Program length of 3 3/4 years
 - 33 or more transferable credits: Program length of 2 1/2 years

All Applicants Must:

- Submit an application and \$25 application fee.
- Submit official transcripts from all high schools and accredited colleges or universities previously attended.
- Have a TOEFL score of 550 or equivalent electronic score, if applicable.

*Students with transferable credit hours in a related course at ODU may sit that course out.

Collateral



Photography

Brand Usage

EXAMPLES

Alumni

To create both a sense of nostalgia and to welcome alumni back to a dynamic, engaging campus, a mix of heritage imagery and current photography is used.



T-shirt



Postcard



Collateral



Photography

Brand Usage

EXAMPLES

Academics

To highlight the strengths of individual programs, interactive photography with students and faculty conveys interactivity and strong academic relationships. A range of colors can be combined to differentiate programs from one another.



Mathematics, Computer and Natural Sciences

Division Overview

Advancing Knowledge.
Answering Challenges.
Searching for Truth.



Collateral



Postcard



Photography

Brand Usage

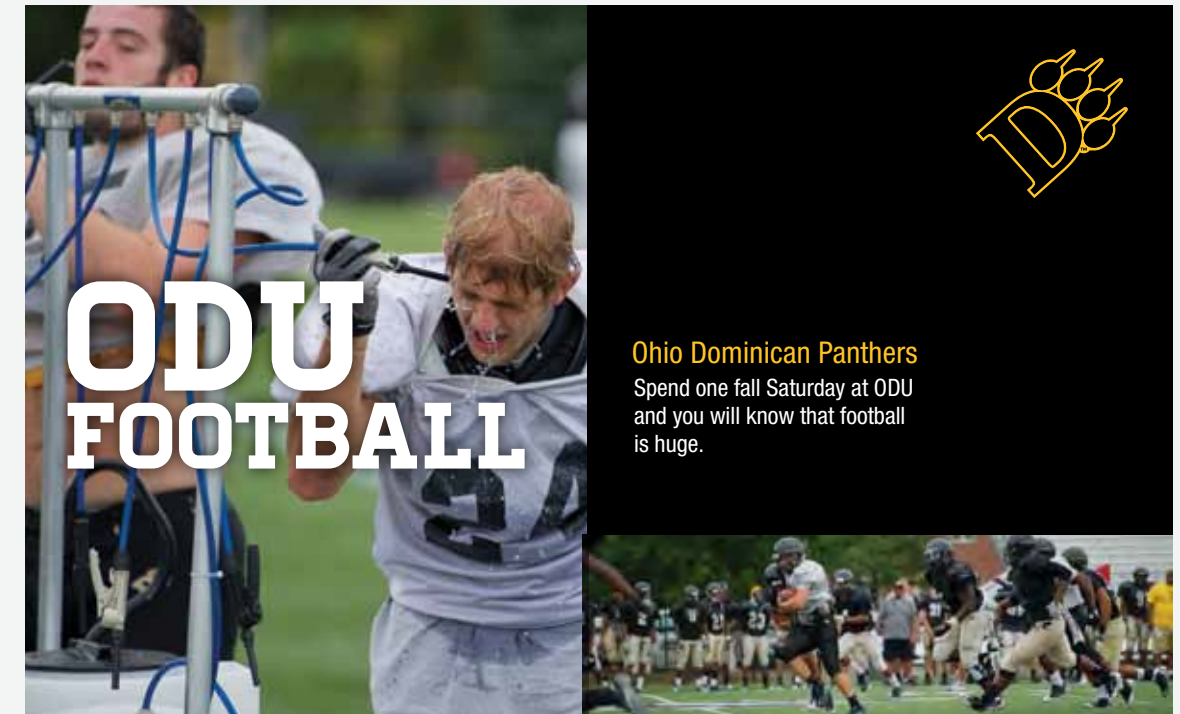
EXAMPLES

Athletics

Athletic materials reflect the energy and challenge of ODU athletics, combined with a strong sense of Panther pride. Athletic logos may be used exclusively in these communications.



Collateral



Postcard



Photography