In introducing this new visual identity system, we seek to enhance the many ways in which we present Dartmouth’s expertise in teaching and research and its increasing global footprint and impact in the world.

Dartmouth’s rich visual legacy and a strategic communications framework, on page 10, are the foundation on which the visual identity system is built. The messaging captures what is authentic and distinctive about Dartmouth and it informs the new designs—as it informs all the work we do.

With this system, which is created for a digital age, we will present Dartmouth boldly and consistently, honoring our past as we embrace the future.

Please join me in this exciting work.

Justin Anderson
Vice President for Communication
Dartmouth is ...
Open-Minded

Intellectual
Pioneering

Nurturing
Rooted
A fusion of a renowned liberal arts college and a robust research university where students and faculty partner to take on the world’s great challenges.
Color Palette
Primary and Secondary Colors

Dartmouth Green is iconic. It is the primary color of the Dartmouth brand and reflects our surroundings. Forest Green, Snow White, and Midnight Black are our secondary colors and their use is always paired with Dartmouth Green.

Dartmouth Green
PMS 349
CMYK 95/0/100/50
RGB 0/105/62

Forest Green
PMS 627
CMYK 93/33/75/75
RGB 18/49/43

Snow White
CMYK 0/0/0/0
RGB 255/255/255

Midnight Black
CMYK 50/50/50/100
RGB 0/0/0
Tertiary Colors
Welcome to the woods! Beautiful winters, spectacular springs, bright summers, and colorful autumns are the norm in Hanover, New Hampshire. Much of who we are and what we cultivate at Dartmouth comes from our surroundings, therefore our color palette is inspired by where we study, work, and play.

When color beyond the primary and secondary palettes is needed for distinction, the tertiary colors can be used, but cannot overpower the use of Dartmouth Green.
Web Palette

Adhering to the Web Content Accessibility Guidelines (WCAG) provided by the Web Accessibility Initiative ensures that everyone, regardless of ability, will be able to use Dartmouth websites effectively. We have developed a web palette that both meets national WCAG standards and maintains consistency with the Dartmouth brand. When creating content for the Dartmouth website, please adhere to the web palette as well as the recommended text and background color combination examples.

Primary Color

- Dartmouth Green
  - #00693e

Secondary Colors

- Forest Green
  - #12312b
- Snow White
  - #ffffff
- Midnight Black
  - #000000
- Web Gray 1
  - #f7f7f7
- Web Gray 2
  - #e2e2e2
- Granite Gray
  - #424141

Tertiary Colors

- Autumn Brown
  - #643c20
- Bonfire Red
  - #9d162e
- Tuck Orange
  - #e32d1c
- Summer Yellow
  - #f5dc69
- Web Violet
  - #8a6996
- Bonfire Orange
  - #ff6d0a
- River Navy
  - #003c73
- River Blue
  - #267aba
- Web Violet
  - #8a6996
- Bonfire Orange
  - #ff6d0a

Recommended Usage

- Primary Page Elements
  - We recommend these text and background color combinations for the main pages and primary elements of the site.
- Secondary Page Elements
  - We recommend these text and background color combinations for secondary web page elements.
- Buttons/Links
  - We recommend these text and background color combinations for buttons, links, and call outs on web pages.
Dos and Don’ts
The Dartmouth palette should not be altered in any case. See below for specific examples of dos and don’ts.

Don’t use secondary or tertiary colors without the presence of Dartmouth Green.

Do

Don’t

Web Usage
Don’t use Summer Yellow, Spring Green, or Bonfire Orange on the website with Snow White. These combinations do not meet WCAG standards and are not legible for everyone.

Do

Don’t
Wordmark
The Wordmark

The wordmark is deeply rooted in Dartmouth heritage and culture with much consideration to how it will live in a digital world. It is created from a modernized version of a typeface designed by Rudolph Ruzicka, first shown in *Studies in Type Design*, published by the Dartmouth Library in 1968.

Rudolph Ruzicka was a Czech-born illustrator, etcher, and book and typeface designer. His work can be seen on the Dartmouth Medal, Bicentennial Seal, and plaque. A talented and dedicated designer, Ruzicka created the Dartmouth medal when he was 90 years old!

Ruzicka had a close relationship with Dartmouth over his 20 years in Hanover. He also put his design and typography skills to use to create distinguishing bookplates for the College's libraries.
Wordmark Styling

The Dartmouth wordmark should be displayed prominently and clearly to maximize its impact. It is important to both display the wordmark with a clear space area around all four sides and adhere to the recommended color combinations in order to maintain brand consistency and integrity.

Spacing

The minimum amount of clear space required around the wordmark is defined by the height of the “D.”

Minimum Size

When printed, the wordmark must be at least .75” wide in order to be completely legible. When displayed digitally, the wordmark must be at least 100 pixels wide in order to be legible.

Recommended Color Combinations

We recommend using the wordmark in primary colors, secondary colors, and Spring Green from the tertiary palette. Unless placed on a photo, the wordmark should always be accompanied by the presence of Dartmouth Green.

In grayscale or black and white documents, the wordmark should appear knocked out or in black.
Wordmark Application

Use the examples below as a guide to effectively using the wordmark. They show a range of application from expressive to official. Horizontal formats are a great opportunity to use the wordmark at a large, bold size, while patterns can be used in a more informal setting.

“It transformed my life. I know it can transform the lives of others. That’s why it’s such an important institution.”
—Phil Hanlon ’77

Save the Date:
Inauguration of
Philip J. Hanlon ’77
Eighteenth President of Dartmouth College
& The Convocation of
Dartmouth’s 244th Year

September 20, 2013
12:00 P.M. Community Cookout
3:00 P.M. Ceremony

Dartmouth Visual Identity Guidelines
Dos and Don’ts

The Dartmouth wordmark should not be altered in any case. See below for specific examples of dos and don’ts.

Don’t use the wordmark within body text.

Don’t use any colors outside the approved palette.

Don’t outline the wordmark.

Don’t put a drop shadow on the wordmark.

Don’t alter the letter spacing of the wordmark.

Don’t place an image within the wordmark.

Don’t stretch, condense or otherwise distort the wordmark.

Don’t create unapproved lockups.

Don’t obscure the legibility of the wordmark when placing it on photos.

Do

DARTMOUTH

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DARTMOUTH
Typography
Typography
The typefaces at the core of the Dartmouth brand are Dartmouth Ruzicka and National 2. Whether used separately or paired together, they are essential in creating a brand voice that is distinctively Dartmouth.

Give a rouse
For the College
on the hill ...
Typefaces
Both Dartmouth Ruzicka and National 2 come in a variety of weights, making them useful for a range of application.

Dartmouth Ruzicka
Inspired by Rudolph Ruzicka, Dartmouth Ruzicka is a typeface that speaks to the legacy and history of the College. Type designer Jesse Ragan picked up where Ruzicka left off to modernize this typeface design for the 21st century.

Dartmouth Ruzicka Extra Light
Dear old Dartmouth, give a rouse for the College on the hill, for the Lone Pine above her

Dartmouth Ruzicka Extra Light Italic
And the loyal ones who love her. Give a rouse, give a rouse, with a will!

Dartmouth Ruzicka Light
The Audrey and Theodor Geisel School of Medicine

Dartmouth Ruzicka Light Italic
Hopkins Center for the Creative and Performing Arts

Dartmouth Ruzicka Regular
A voice crying out in the wilderness

Dartmouth Ruzicka Italic
The Epic of American Civilization

Dartmouth Ruzicka Semibold
Vox clamantis in deserto

Dartmouth Ruzicka Semibold Italic
José Clemente Orozco

Dartmouth Ruzicka Bold
Winter Carnival

Dartmouth Ruzicka Bold Italic
Baker Tower

Dartmouth Ruzicka Extra Bold
Wheelock

Dartmouth Ruzicka Extra Bold Italic
Sanborn

National 2
National 2 is a deceptively simple sans-serif with subtle details that give it a distinctive, but not distracting, personality. While National 2 travels through and touches on a lot of historical material, it is designed to thrive in our modern typographic climate.

National 2 Light
School of Graduate and Advanced Studies

National 2 Light Italic
The Dartmouth Jack-O-Lantern

National 2 Regular
Mid Massachusetts Hall

National 2 Regular Italic
Samuel J.F. Thayer

National 2 Medium
Connecticut River

National 2 Medium Italic
New Hampshire

National 2 Bold
Ravine Lodge

National 2 Bold Italic
Morton Hall

National 2 Extrabold
Dr. Seuss

National 2 Extrabold Italic
Occom
Scholars who Love to Teach

Access to faculty who are leaders in their field and devoted teachers and mentors.

It is no accident that Dartmouth unfailingly leads for teaching in most university rankings. The intimacy of Dartmouth’s academic community and the proximity of its resources have a way of bringing individual students together with the scholar or researcher who can ignite an unquenchable curiosity.

Dartmouth students don’t just hear from great scholars, they become partners in the work, as scholars, investigators, and creators. They are, in effect, apprentices in fields as diverse as politics, nano-technology, and Shakespeare:

Producers of Knowledge

Students in Brendan Nyhan’s “Experiments in Politics” seminar are testing ways to counter fake news in social media. Says Nyhan: “My students go from being consumers of research to producers. We have ranked in the Top 10 for Commitment to Undergraduate Teaching since the category was established by U.S. News & World Report. 64% of undergraduate classes are 20 students or less. Dartmouth’s overall student to faculty ratio is 7:1. 27 faculty have been named American Association for the Advancement of Science fellows. Our faculty attracted over $220 M in sponsored research for the fiscal year 2016. Tuck faculty won more than 100 research and teaching awards during the 2016-2017 school year. President Phil Hanlan teaches classes every year. (First year calculus, and sports analytics.)
Typography Styling
Use the styling recommendations below to as a guide to setting bodies of text that are attractive, comfortably read, and consistent.

Align Left
For most occasions we advise aligning left so the straight edge of the text is to the left.

Line Length
Text is read most comfortably when set in a line length of 40 to 65 characters.

Rules
When using rules with text, use a line thickness of .25 or .5pt. Lines that are too heavy become a distraction to the text.

Leading
Leading is the space between lines of text. When setting leading for body text, ensure the leading size is larger than the type size, and the text reads comfortably.

Hierarchy
Using just two typefaces we’re able to create a variety of ways to express hierarchy through weight and size changes. You’re not limited to just these examples—use these as a guide to creating good relationships and contrast between text elements.

Title
Subtitle
Dartmouth Ruzicka Extra Bold 30pt
Dartmouth Ruzicka Regular 30pt

Title
Subtitle
Dartmouth Ruzicka Bold 30pt
Dartmouth Ruzicka Regular 30pt

Title
Subtitle
Dartmouth Ruzicka SemiBold 30pt
Dartmouth Ruzicka Light 30pt

Title
Subtitle
Dartmouth Ruzicka Bold 30pt
Dartmouth Ruzicka Extra Light 30pt

Title
Subtitle
Dartmouth Ruzicka SemiBold 30pt
Dartmouth Ruzicka Extra Light 30pt

Title
Subtitle
Dartmouth Ruzicka Bold 30pt
Dartmouth Ruzicka Regular 19pt

Title
Subtitle
Dartmouth Ruzicka SemiBold 30pt
Dartmouth Ruzicka Regular 19pt

Title
Subtitle
Dartmouth Ruzicka Bold 30pt
Dartmouth Ruzicka Extra Light 19pt

Title
Subtitle
Dartmouth Ruzicka SemiBold 30pt
Dartmouth Ruzicka Extra Light 19pt

Title
Subtitle
National 2 Extrabold 30pt
National 2 Regular 30pt

Title
Subtitle
National 2 Bold 30pt
National 2 Regular 30pt

Title
Subtitle
National 2 Bold 30pt
National 2 Regular 19pt

Title
Subtitle
National 2 Bold 30pt
National 2 Light 30pt

Title
Subtitle
National 2 Bold 30pt
National 2 Light 19pt

Title
Subtitle
National 2 Bold 30pt
National 2 Light 19pt

There was never a sound beside the wood but one,
And that was my long scythe whispering to the ground.
What was it it whispered? I knew not well myself;
Perhaps it was something about the heat of the sun,
Something, perhaps, about the lack of sound—
And that was why it whispered and did not speak.

It was no dream of the gift of idle hours,
Or easy gold at the hand of fay or elf:
Anything more than the truth would have seemed too weak
To the earnest love that laid the swale in rows,
Not without feeble-pointed spikes of flowers
(Pale orchises), and scared a bright green snake.
The fact is the sweetest dream that labor knows.
—Robert Frost, Mowing

“In three words I can sum up everything I’ve learned about life: it goes on.”
—Robert Frost

Before becoming one of America’s most celebrated poets, Robert Frost attended Dartmouth in the fall of 1892. While he only stayed for one term, Dartmouth is where Frost found inspiration and started to imagine himself as a writer. His first poem was published shortly after leaving and he was a regular lecturer at Dartmouth in the 1940s.
**Typeface Alternates**

Both National 2 and Dartmouth Ruzicka include alternate glyphs. These extra glyphs, or characters, allow for greater customization and precision when setting text. Take advantage of these extra features to create a typographic landscape that is rich, varied, and legible.

---

**Tabular Figures**

Tabular Figures are to be used when numbers will be read in columns rather than running text. They are designed with uniform spacing for easy legibility.

| 123 | 4 |
| 678 | 9 |

---

**Superscripts and Subscripts**

Dartmouth Ruzicka includes these specially designed glyphs that are used in chemical compounds and mathematical exponents.

(3)6 \( H_2O \)

Dartmouth Ruzicka Default Text

(3)\(^6\) \( H_2O \)

Dartmouth Ruzicka Fractions

---

**Ligatures**

Ligatures are designed letter combinations that solve the problem of certain characters that collide or pair unattractively. Use ligatures when your text contains “ff,” “ffi,” “fl,” or “fi” to improve their appearance.

**Small Caps**

Small Caps are short capital letters designed to blend in with lowercase type. Use them in acronyms and time abbreviations in running text.

**Meet me at the DALI lab at 4:30 P.M.**

Dartmouth Ruzicka Default Text

**Meet me at the**

Dartmouth Ruzicka Small Caps

**Topliff bonfire flash**

Dartmouth Ruzicka Ligatures

**Ordinals, Superscripts and Subscripts**

National 2 includes these specially designed glyphs that are used in abbreviations, numbered series, chemical compounds, and mathematical exponents.

Mlle \( (3)\) 2nd \( H_2O \)

National 2 Ordinals, Superscripts and Subscripts

**Fractions**

These designed fractions are much more legible than creating them from standard numerals.

| 3 1/3 | 17/8 |
| 3 1/2 | 1 7/8 |

Dartmouth Ruzicka Fractions

**Extended Latin**

National 2 includes the extended Latin alphabet, useful for words that include accents or diacritical marks.

**DARTMOUTH**

The wordmark, D-Pine, and Lone Pine have been built into the glyphs.

---

**Branding Shortcut**

The wordmark, D-Pine, and Lone Pine have been built into the glyphs.
**Default Typefaces**

We strongly recommend using the brand typefaces, Dartmouth Ruzicka and National 2, in all circumstances. However, when this is not possible, Georgia may be used in place of Dartmouth Ruzicka, and Arial may be used in place of National 2.

---

Dear old Dartmouth, give a rouse  
For the College on the hill,  
For the Lone Pine above her,  
And the loyal ones who love her.  
Give a rouse, give a rouse, with a will!

---

**Georgia in Use**

LIBERAL ARTS AT THE CORE

A culture of critical thinking, creativity, and collaboration for life and leadership in a complex world.

1. The liberal arts imperative informs every field of study here, including those at our graduate and professional schools.
2. Dartmouth students learn to ask bigger questions and apply more perspectives to the answers.
3. Students gain a deeper understanding of humanity and a broader view of what’s at stake for societies throughout the world.

---

**Arial in Use**

LIBERAL ARTS AT THE CORE

A culture of critical thinking, creativity, and collaboration for life and leadership in a complex world.

1. The liberal arts imperative informs every field of study here, including those at our graduate and professional schools.
2. Dartmouth students learn to ask bigger questions and apply more perspectives to the answers.
3. Students gain a deeper understanding of humanity and a broader view of what’s at stake for societies throughout the world.
Dos and Don’ts
Below are typographic dos and don’ts. These “don’ts” impede legibility, use confusing hierarchy or simply look clunky and unattractive on the page.

Avoid Uppercase
Avoid using capitals for emphasis. Instead, create hierarchy through weight and size changes.

Do
Tota siment offic te non officim eiciur magnis alitiur atur aut omm odipit eium fuga. Nam laboren diss.

Body Header
Officim eiciur magnis alitiur atur aut ommodipit eium fuga. Nam laboren dissinvel elicition restion res aut volesto quibust isincto.

Avoid Bold Body
Avoid setting body text in bold. It sits too heavily on the page and is difficult to read.

Do
Tota siment offic te non rehedit officim eiciur magnis alitiur atur aut ommmodipit eium fuga lorem.

Avoid Improper Leading
Too little leading results in text that feels cramped, with ascenders and descenders colliding. Too much leading becomes distracting and difficult to read.

Do
Tota siment offic te non rehedit officim eiciur magnis alitiur atur aut ommmodipit eium fuga lorem.

Avoid Bold and Bold
Avoid setting both title and subtitle in bold text. It sits too heavily on the page and can be difficult to read.

Do
Title
Subtitle

Avoid Upper Case Titling
Do not set both the title and subtitle in capitals. Instead, use changes in weight and scale to express hierarchy.

Avoid Bold and Bold
Avoid setting both title and subtitle in bold text. It sits too heavily on the page and can be difficult to read.

Do
Title
Subtitle

Avoid Similar Sizes
Avoid using text sizes that are too similar. If setting the text in different sizes, make sure they display a healthy amount of contrast.

Do
Title
Subtitle

Don’t
Tota siment offic te non rehedit officim eiciur magnis alitiur atur aut ommmodipit eium fuga lorem.

Dateline
Dartmouth

Don’t
Tota siment offic te non rehedit officim eiciur magnis alitiur atur aut ommmodipit eium fuga lorem.

Don’t
Tota siment offic te non rehedit officim eiciur magnis alitiur atur aut ommmodipit eium fuga lorem.

Don’t
Tota siment offic te non rehedit officim eiciur magnis alitiur atur aut ommmodipit eium fuga lorem.

Title
Subtitle
Branding Marks

Brand Marks
The Lone Pine
Originally known as the Old Pine, the Lone Pine is one of the most enduring symbols of Dartmouth’s history, lore, and traditions. The tree was known as a gathering spot for seniors in the early 1800s before being cut down in 1895 due to damage from lightning strikes and storms.

The Dartmouth Pine
Combining the Lone Pine and the “D” from the wordmark creates the Dartmouth Pine, (more colloquially known as the D-Pine) an instantly recognizable Dartmouth symbol.

John Scotford (far right) designed the original icon for Dartmouth’s bicentennial materials. The contemporary version has been refined to have greater consistency and legibility at small sizes.

Dartmouth Visual Identity Guidelines

The diagram to the right shows the process of creating the D-Pine. By combining the iconic Lone Pine and wordmark, we have created a new brandmark that is distinctively Dartmouth.
Dartmouth Pine Styling
The D-Pine is equal in formality and stature to the wordmark. It may be used on any official college communication. It is important to display the D-Pine with clear space area around all four sides and stick to the recommended color combinations in order to maintain brand consistency and integrity.

Spacing
The minimum amount of clear space required around the D-Pine is defined by one-quarter of its height.

Minimum Size
When printed, the D-Pine must be at least .25" wide in order to be legible. When displayed digitally, the D-Pine must be at least 30 pixels wide in order to be legible.

Recommended Color Combinations
We recommend using the D-Pine in primary colors, secondary colors, and Spring Green from the tertiary palette. Unless placed on a photo, the D-Pine should always be accompanied by the presence of Dartmouth Green.

In grayscale or black and white documents, the D-Pine should appear knocked out or in black.
Dartmouth Pine Application

Application of the D-Pine should reflect its status as the most formal brandmark. It should only be used on official Dartmouth materials, and never altered from its original form. The D-Pine works best when displayed boldly and confidently.
Dartmouth Pine with Wordmark

When using the D-Pine with the wordmark on the same document or object, it is strongly recommended that they appear separately as to retain their individual meaning and impact.

Secondary Use

The D-Pine can be used on Dartmouth posters, flyers, etc in a secondary manner to indicate an official status. When using the D-Pine on an image, take care to place the image so that it does not obscure the pine within the brandmark.
The Lockup
A lockup is the intentional arrangement of a logo and its accompanying elements. In this case, the lockup refers to the pairing of the Dartmouth wordmark and D-Pine shown below. It is always preferred that the D-Pine and wordmark appear on materials separately. If you choose to use them together, the lockup should be used. The relationship between size and space of each element has been highly considered and should not be altered.

Spacing
The minimum amount of clear space required around the lockup is defined by one-quarter of the D-Pine height.

Minimum Size
When printed, the lockup must be at least .5” wide in order to be legible. When displayed digitally, the lockup must be at least 100 pixels wide in order to be legible.

Recommended Color Combinations
We recommend using the lockup in primary colors, secondary colors, and Spring Green from the tertiary palette. Unless placed on a photo, the lockup should always be accompanied by the presence of Dartmouth Green.

In grayscale or black and white documents, the lockup should appear knocked out or in black.
Lockup Application
We recommend using the lockup on materials when the wordmark and D-Pine should both appear, but space is limited. In these examples the lockup application is appropriate because of the small amount of available space on the materials.
Lone Pine Styling

The Lone Pine is an informal icon that may be used on merchandise, day to day communications, and any other school-affiliated materials. It has less stringent rules than the other brand elements and can be used in a more expressive manner.

Spacing

The minimum amount of clear space required around the Lone Pine is defined by one-quarter of its height. The exception to this rule is when a cropped version of the Lone Pine is being used.

Minimum Size

When printed, the Lone Pine must be at least .25" wide in order to be legible. When displayed digitally, the Lone Pine must be at least 30 pixels wide in order to be legible.

Cropping

When using the crops shown or creating your own, it is important to show enough space around the icon so it is still recognizable as the Lone Pine. Moving the pine away from the center of the layout or using it in an asymmetrical way can create a more dynamic composition.
Lone Pine Application
As the Lone Pine is the most informal of Dartmouth’s brandmarks it may be used creatively to help enhance or illustrate the theme of posters, flyers, or other communications. See below for examples on how to use the Lone Pine both expressively and with the wordmark.

Expressive Use
Color and crop of the Lone Pine may be changed, and additional elements can also be added (as in the Christmas tree lighting flyer). Less is usually more, so use a critical eye and your best judgment.

Pairing with Wordmark
When pairing the Lone Pine with the Dartmouth wordmark, the two should complement one another without creating a lockup.
Dos and Don’ts
See below for dos and don’ts for the Dartmouth brandmarks. Care should always be taken to ensure that they are recognizable and easily identified.

Don’t alter, redesign, warp or otherwise distort the brandmarks in any way.

Don’t create unapproved lockups with the wordmark.

Don’t place images within the brandmarks.

Don’t use the D-Pine in tertiary colors (with the exception of Spring Green).

Don’t place the D-Pine on photos in a way that obscures the pine or impedes legibility of the brandmark.

Don’t crop the Lone Pine so closely that it becomes a pattern or is not recognizable as a pine.

Avoid rotating and cropping the Lone Pine at the same time.

Do crop the Lone Pine so closely that it becomes a pattern or is not recognizable as a pine.

Do
Departments
## Around Dartmouth

Below are guides to creating lockups for different Dartmouth departments, programs, offices, centers, institutes, entities, etc.

### Departments, Programs, and Administrative Offices

This style of lockup should be used as the official title of all Dartmouth departments, programs and administrative offices.

<table>
<thead>
<tr>
<th>Department/Program/Office</th>
<th>Lockup with Shortened Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DARTMOUTH</strong> Department of Art History</td>
<td>DARTMOUTH African and African American Studies Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of English and Creative Writing</td>
<td><strong>DARTMOUTH</strong> Asian and Middle Eastern Studies Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of Classics</td>
<td><strong>DARTMOUTH</strong> Comparative Literature Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of Music</td>
<td><strong>DARTMOUTH</strong> Jewish Studies Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of Film and Media Studies</td>
<td><strong>DARTMOUTH</strong> Latin American, Latino, and Caribbean Studies Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of Geography</td>
<td><strong>DARTMOUTH</strong> Linguistics and Cognitive Science Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of Mathematics</td>
<td><strong>DARTMOUTH</strong> Native American Studies Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of Psychological and Brain Sciences</td>
<td><strong>DARTMOUTH</strong> Quantitative Social Science Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of Spanish and Portuguese</td>
<td><strong>DARTMOUTH</strong> Environmental Studies Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Department of Studio Art</td>
<td><strong>DARTMOUTH</strong> Women’s, Gender, and Sexuality Studies Program</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Office of the Provost</td>
<td><strong>DARTMOUTH</strong> Office of the President</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Office of Alumni Relations</td>
<td><strong>DARTMOUTH</strong> Campus Services</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Office of Human Resources</td>
<td><strong>DARTMOUTH</strong> Printing and Mail Services</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Office of Residential Life</td>
<td><strong>DARTMOUTH</strong> Office of Undergraduate Judicial Affairs</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Office of the Dean of the College</td>
<td><strong>DARTMOUTH</strong> Office of Human Resources</td>
</tr>
<tr>
<td><strong>DARTMOUTH</strong> Office of Academic Outreach</td>
<td><strong>DARTMOUTH</strong> Office of Undergraduate Judicial Affairs</td>
</tr>
</tbody>
</table>

### Research Centers and Institutes

When creating lockups for these Dartmouth entities, either the D-Pine or the entity’s logo may be used. Their height is determined by the height of the accompanying text. We recommend that the logo be Dartmouth Green.

1. **The Arthur L. Irving Institute for Energy and Society at Dartmouth**
   - The height of the D-Pine must be flush with the text.
   - The space between the D-Pine and text must be one third the height of the D-Pine.
   - Dartmouth Ruzicka Regular
   - National 2 Medium

2. **The Leslie Center for the Humanities at Dartmouth**
   - The height of the logo must be flush with the text.
   - The space between the logo and text must be one third the height of the logo.
   - Dartmouth Ruzicka Regular
   - National 2 Medium

3. **The Leslie Center at Dartmouth**
   - The height of the logo must be flush with the text.
   - The space between the logo and text must be one third the height of the logo.
   - Dartmouth Ruzicka Regular
   - National 2 Medium
Dos and Don’ts
See below for dos and don’ts regarding Dartmouth lockups.

Don’t create alternate lockups or alter the relationships of the existing lockups. This includes changing the placement and typeface.

Do

DARTMOUTH
Department of Art History

Don’t

DARTMOUTH
Department of Art History

The Arthur L. Irving Institute for Energy and Society at Dartmouth

The Arthur L. Irving Institute for Energy and Society at Dartmouth
Iconography
Baker Tower
Baker Tower has been a Dartmouth symbol since 1928, looking over the College from the heart of the campus. The Baker Tower icon is an informal mark that may be used on merchandise and any other school affiliated materials.
Patterns

Patterns that celebrate the profound sense of place at Dartmouth may be used in applications that require further expression of the brand. These four patterns (the Lone Pine, Connecticut River, Baker Tower, and the Dartmouth Green) are expressions that together capture the sprawling campus we call home.
**Dos and Don’ts**

Dartmouth iconography should not be altered in any case. See below for dos and don’ts regarding Dartmouth iconography.

**Don’t**
- Stretch, condense, recreate, warp, or otherwise change the original design of the Baker Tower icon.
- Use the Baker Tower icon in a lighter color than its background.
- Use the icon on top of photos.
- Use the Baker Tower pattern in a lighter color than its background.
- Recreate the patterns or alter the size relationships of the elements within.

**Do**
- Omit Dartmouth Green when creating patterns. The brand color must always be included in the patterns.
- Use the Baker Tower pattern in a lighter color than its background.
- Recreate the patterns or alter the size relationships of the elements within.
- Use the icon on top of photos.
- Use the Baker Tower icon in a darker color than its background.
Imagery
Overview
Dartmouth is rich in tradition, legacy, and scenic beauty. Use photography and illustrative storytelling to showcase what makes Dartmouth such a distinctive college experience.
Imagery
Most important to representing Dartmouth through imagery is to show an insider’s perspective. All photography and illustration is developed considering our intimate and inclusive community, academic collaboration, profound sense of place, and adventuresome spirit. Whenever possible, the color green should be prominently captured in photography and applied to illustrations. Use of green will ensure that imagery has the look and feel of Dartmouth.

Community
Photography that shows off Dartmouth’s sense of community, diversity, and unique activities. Highlight images that show elements of human interaction and feature unexpected locations and events.

Academic
Select images that showcase Dartmouth’s unique educational environment—highlight images that show a diversity of fields, student collaboration, professor-to-student relationships, and hands-on, experiential learning.
**Imagery**

**Sense of Place**
Images that display the beauty of Dartmouth’s traditions, landmarks, and the New Hampshire landscape. Show a variety of perspectives—both sprawling and close-up images create dynamic shots. Select images that show off the change of seasons.

**Illustrative Storytelling**
Tell Dartmouth’s stories in an alternate way. Contemporary illustration can be used for a modern yet warm approach. Utilize student, alumni, and local talent whenever possible.
Dos and Don’ts

See below for dos and don’ts regarding Dartmouth imagery.

Avoid Cliché
Avoid shots of students, events, campus culture, and interaction that look posed, inauthentic, cliché, or like a bad college brochure.

Avoid Boring Shots
Avoid static shots of lectures. Avoid classroom images that lack dynamism, professor-to-student engagement, or interaction.

Do

Don’t
Applications
August 13, 2018

Mr. John Doe
203 Avenue A
New York, NY 10009

Dear John,

Pendero temod ercat ur magnimos exempi ciantor uptaquata cora sunt ad sicat ipus comroes mais tori dolo mo to tem faccia de mediaian iuntior exerrov rempore, officiun di iaspia iaspe restrum luxitiu doles et acciandaire nonsecto pro quaferi ape venida dania doliclatus, qui breata. Xa simq blaciatis quant perferi sicur?

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Esunto recaboris ped que sum quam autem ea dolo dolenducid que ate lam, adit rat mod esceperes at qua ex exequid nateliantam ioper, nitio incit et fugias dis volonset, isa aut porum faci brese est, vel que omni ra quis etur main culit laut et fugiap elest, si rectatem is rabitus aliciar, id et voluplatet que sitatur? Ovidi dit, officiug imagiinati aris ea et que cus eos apsicur sum exerquip mam qui cus atur, optalectar as arunt verfero iligam ento invesir e ipsum ide essum sum se vollapt ionece cus, atis que nature. Quae volutatet eosiosenum, si ommimus dolo heaskam aut qua ari.

Sincerely,

Justin Anderson
Vice President for Communications

Stationery Grid
Social Media

In order to maintain brand consistency we recommend creating social media avatars that are in line with the strategy below. Consistency is achieved through the use of Dartmouth Green and the brand typefaces.

**Main Account**
Official Dartmouth accounts are encouraged to use the name of their department or organization paired with the D-Pine.

**Student Groups and Organizations**
Student groups are encouraged to use the name of their group paired with the D-Pine. Or, if they have their own logo, a knocked out version may be used.

**Dartmouth Associated Accounts**
Dartmouth associated accounts are encouraged to use the name of the organization in Dartmouth Ruzicka. Or, if they have their own logo, a knocked out version may be used.

**Official Account Avatars**
Square avatars must also be centered within circle. Most social media platforms use a mix of square and circle avatars.

**Logo Avatars**
Square avatars must also be centered within circle. Most social media platforms use a mix of square and circle avatars.

**Text Avatars**
Square avatars must also be centered within circle. Most social media platforms use a mix of square and circle avatars.
"The liberal arts ethos is built on a curiosity about the world at large and a belief in the importance and necessity of inspiring and fostering that broad-based curiosity. The kinds of flexible minds and critical thinking engendered by such an education have perhaps never been more in need than they are today."

— Dan Rockmore, professor of mathematics and computer science

1. The liberal arts imperative informs every field of study here, including those at our graduate and professional schools.

2. Dartmouth students learn to ask bigger questions and apply more perspectives to the answers.

3. Students gain a deeper understanding of humanity and a broader view of what's at stake for societies throughout the world.
Questions?
Please contact the Office of Communications:

603-646-3661
office.of.communications@dartmouth.edu