

## Overview

Below are the guidelines for implementing Durham College (DC)’s visual identity. This at-a-glance document should be used as a reference in conjunction with the full brand standards available at [www.durhamcollege.ca/brand](http://www.durhamcollege.ca/brand).

## Logo family

### FULL LOGO



Carrying the full weight of the college’s rich history, this logo is firmly planted in tradition with the use of a modernized shield, DC green and Success Matters tagline.

Significant equity in the full logo has been built over the past decade and we are now in a position to introduce additional logo options that provide flexibility and progression while maintaining DC’s brand recognition.

### WORDMARK LOGOS



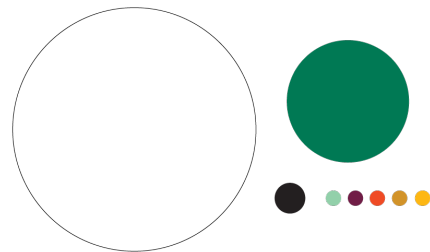
#### STACKED WORDMARK

#### HORIZONTAL WORDMARK

DC wordmarks should be used in tandem with the graphical elements and colours below when the full logo is not required. This modern and cohesive design allows the brand elements to seamlessly merge our legacy of quality education with the bold new story of how we are inspiring learners, innovating within our community and leading the way.

## Colour proportion

Proportionally, our DC green and clean whitespace act as the dominant brand colours, while black and the secondary palette act as accents, adding vibrant, welcoming pops of colour.



## Colour system

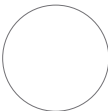
### PRIMARY



**DC GREEN**  
PMS 341  
CMYK 100/0/67/29  
RGB 0/98/67  
HEX 0B8261



**WARM BLACK**  
PMS Black 5  
CMYK 59/72/60/60  
RGB 62/43/47  
HEX 3E2B2F



**WHITE**  
CMYK 0/0/0/0  
RGB 255/255/255  
HEX FFFFFF

### SECONDARY



**LIGHT GREEN**  
PMS 345  
CMYK 44/0/42/0  
RGB 144/213/172  
HEX 90D5AC



**BURGUNDY**  
PMS 222  
CMYK 45/96/47/34  
RGB 114/27/67  
HEX 721B43



**CORAL**  
PMS 172  
CMYK 0/86/99/0  
RGB 255/71/19  
HEX FF4713



**DARK YELLOW**  
PMS 7550  
CMYK 17/45/100/1  
RGB 213/143/41  
HEX D58F29



**BRIGHT YELLOW**  
PMS 7549  
CMYK 0/31/100/0  
RGB 255/182/41  
HEX FFB600

#### PRIMARY COLOURS:

The primary hues of green, warm black and crisp white have been strategically selected to evoke emotion and brand recognition, and remain the foundation of DC’s brand colour palette.

DC green is steeped in over 50 years of tradition. It reflects our solid and stable roots, continual growth, and fresh, grounded approach to education, innovation and community. We wear the colour loud and proud.

- DC green is used to unify the brand’s identity and should be used most frequently in your communication materials.
- White is the preferred background for DC materials. In other instances, white becomes the inverted colour on a DC Green background.

#### SECONDARY COLOURS:

The secondary colour palette of yellows and reds reflect the warm, steadfast, energetic and passionate essence of our college community: the students, employees and alumni who call DC home.

- These colours are used to enhance the primary colour palette and create differentiation and emphasis.
- We recommend using the yellows, reds and pale green as subtle elements to enhance the design and message or as a call to action.

## Graphic elements

Inspired by our full logo, these elements maintain our roots and powerful brand equity by creating visual continuity. These icons may be used on their own or alongside DC wordmarks to provide visual cues associated with the DC brand.

### BARS



- White line in between bars should be 1pt weight.
- If bars are adjacent to a solid block of black or green, the bars should be inversed so the contrasting colour lays next to the solid block.

### SHIELD



- This element can be used as a supplementary feature on your material to complement the logo.
- The element does not take the place of the DC logo.

### I HEART DC



- This wordmark is a fun and engaging way to enhance your message or design.
- This does not replace the DC logo or wordmark.

### DC SMALL APPLICATION



- This artwork should be used only when small imprints or sizes are necessary. this includes giveaway items (pens, etc.), or social media profile images.

## Typography

### PRINT

Univers Melior

When Univers or Melior are unavailable, it is acceptable to use **Arial** or **Times New Roman** as a substitute.

### WEB

Oswald Lato

These web fonts are available to download from [Google](https://fonts.google.com/).

## Contact

If you have any questions about the Durham College brand, please contact Beth Chapleau, Brand Manager.

905.721.2000 ext. 2522  
[beth.chapleau@durhamcollege.ca](mailto:beth.chapleau@durhamcollege.ca)



# Brand architecture

## Level 1

CORPORATE  
PARENT BRAND



DURHAM COLLEGE

## Level 2

The DC brand is the overarching identity of the college. It is the voice used in top-level communications and when the college is speaking as one unified entity. These brand lock-ups position the names of DC faculties and departments in alignment with the parent brand.

2A  
FACULTIES AND  
DEPARTMENTS



ALUMNI



FACULTY OF  
SCIENCE AND ENGINEERING  
TECHNOLOGY

2B  
CENTRES



CENTRE FOR  
TEACHING AND  
LEARNING



PROFESSIONAL AND  
PART-TIME LEARNING

## Level 3

SPECIALTY BRANDS

Specialty Centres are part of the college and revolve around research, partnerships or experiential learning. These brand lock-ups have more flexibility to differentiate their brand but still include the use of the DC logo.



AI/HUB



Esports



ccbi  
CENTRE FOR  
CRAFT BEVERAGE  
INNOVATION



spa



CENTRE FOR  
CYBERSECURITY  
INNOVATION



mrcstudio  
MIXED-REALITY CAPTURE STUDIO

## Level 4

SUB-BRANDS

Sub-brands are part of the college, but they revolve around activities beyond its core business. They are managed by college administration.



PANTRY



## Level 5

INDEPENDENT BRANDS

Independent brands are associated with the DC community, but are independently managed by students or other external stakeholders. These brands do not visually connect to the parent brand.

