

DAYTON

BRAND & IDENTITY GUIDELINES

v 1.0

The Identity Guidelines provide a resource for future implementation of the University of Dayton Athletics brand. The Identity Guidelines contained in this document describe the fundamental elements of the brand along with basic instructions for how to use them.

Adherence to these guidelines will ensure consistency and recognition of the brand. Recognition of the greater athletics brand is something that will benefit each of its programs, and key segments independently moving forward.

It should be noted that the elements and uses in this initial guide are open to change, however these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.

Vitesse (French for speed) is the primary headline typeface for the University of Dayton Athletics brand. It is suitable for use in headlines, pull quotes, and title pages. It may also be used as body copy when appropriate.

Forza (French for strength/force) is the primary supporting typeface for the University of Dayton Athletics brand. It is suitable for use in body copy and subheads when used in conjunction with Vitesse.

Together, these two typefaces—Vitesse, with its bold look and classic feel, and Forza, with its strength and modern qualities, bring athletic features that work well together as a family.

Vitesse

Vitesse Thin

Vitesse Thin Italic

Vitesse Light

Vitesse Light Italic

Vitesse Book

Vitesse Book Italic

Vitesse Medium

Vitesse Medium Italic

Vitesse Bold

Vitesse Bold Italic

Vitesse Black

Vitesse Black Italic

Forza

Forza Thin

Forza Thin Italic

Forza Light

Forza Light Italic

Forza Book

Forza Book Italic

Forza Medium

Forza Medium Italic

Forza Bold

Forza Bold Italic

Forza Black

Forza Black Italic

The University of Dayton Athletics brand uses primary and secondary color palettes.

PRIMARY

These four colors are used most prominently. PMS 199 (red) is used as the dominant color in most cases.



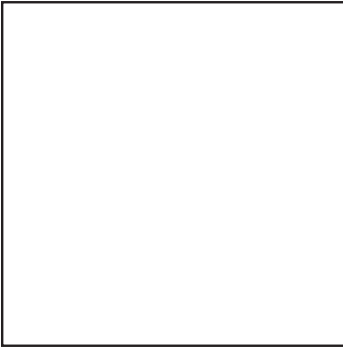
PANTONE 199C
C=0 M=100 Y=85 K=0
R=213 G=0 B=50
#D50032



PANTONE 655C
C=100 M=79 Y=12 K=59
R=0 G=37 B=84
#002554



PANTONE PROCESS BLACKC
C=60 M=40 Y=40 K=100
R=0 G=0 B=0
#000000



WHITE
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#FFFFFF

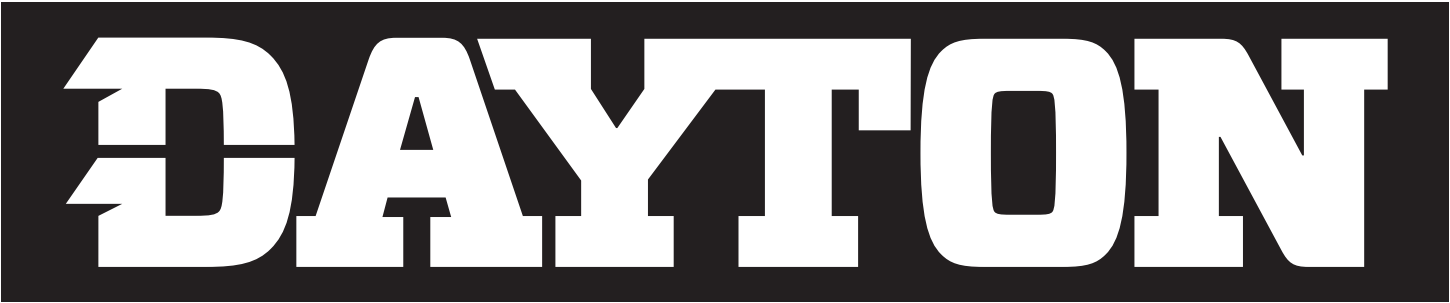
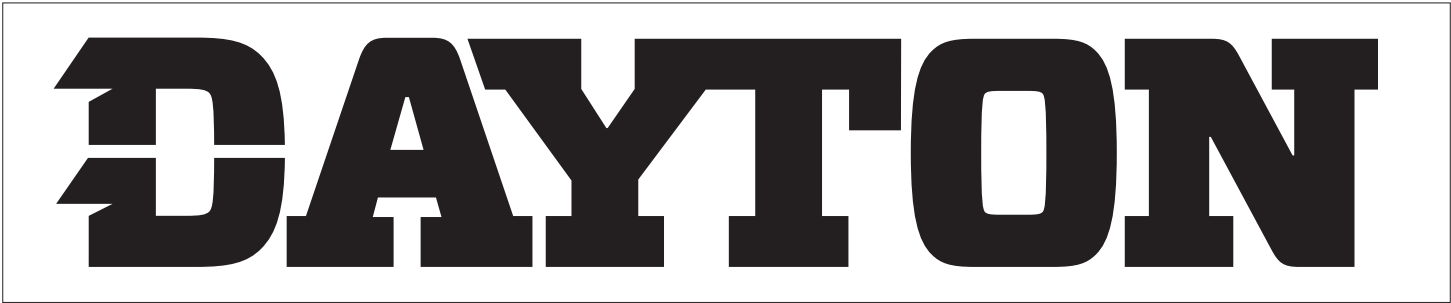
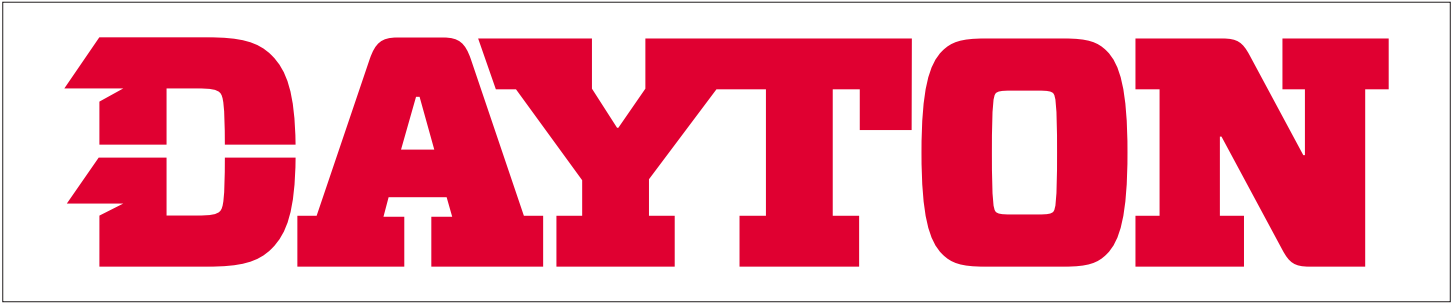
DAYTON

DAYTON FLYERS

DAYTON FLYERS

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Sub copy should be set in Forza when used with the Dayton Flyers logo. Sub copy should be centered and placed directly below the text of the logo.

DAYTON

ATHLETICS

DAYTON

BASKETBALL

DAYTON

SOCCER

DAYTON

FOOTBALL

DAYTON

VOLLEYBALL

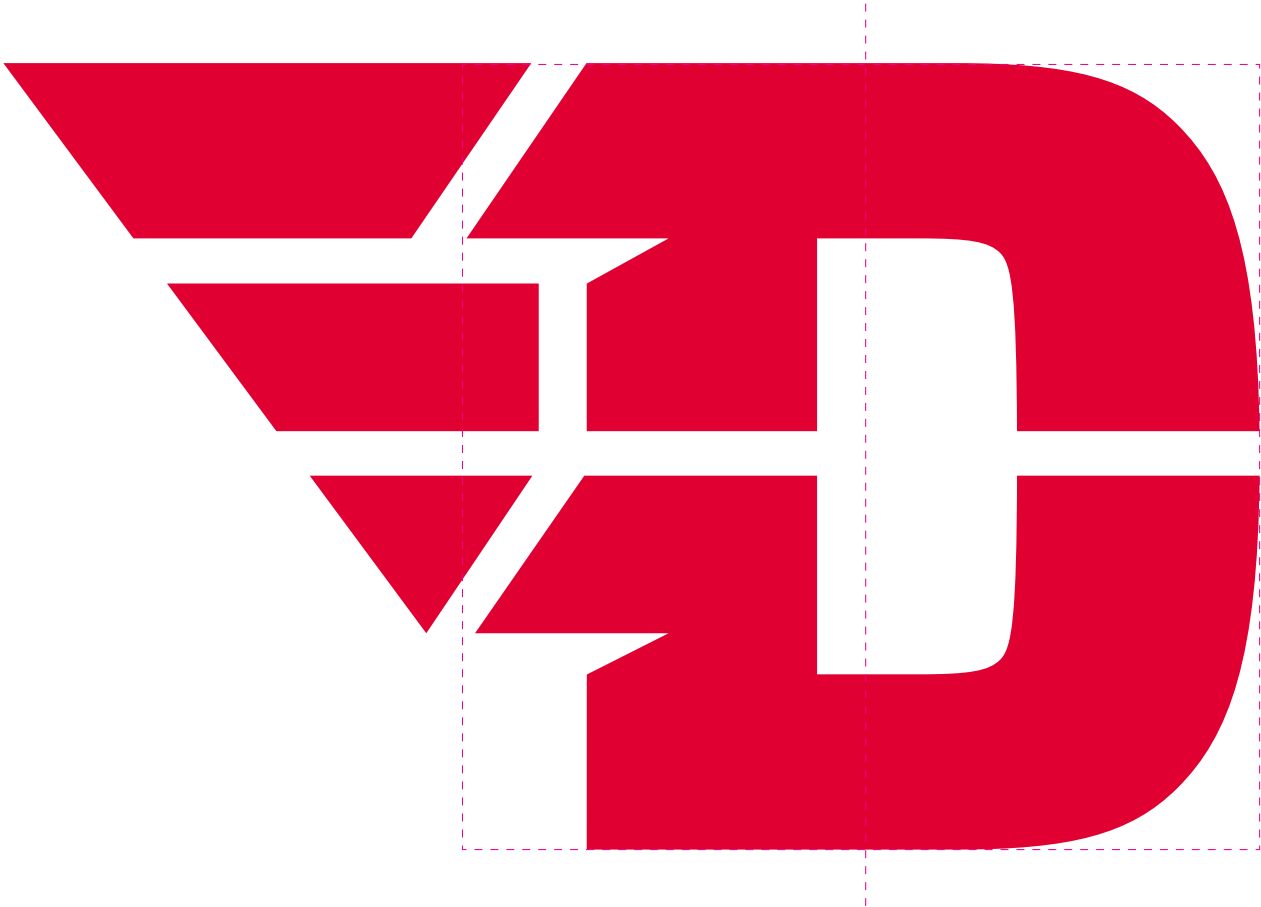
DAYTON

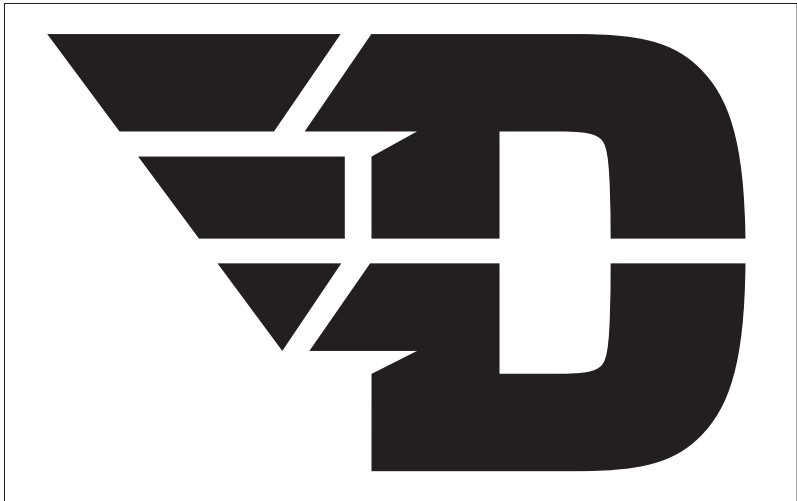
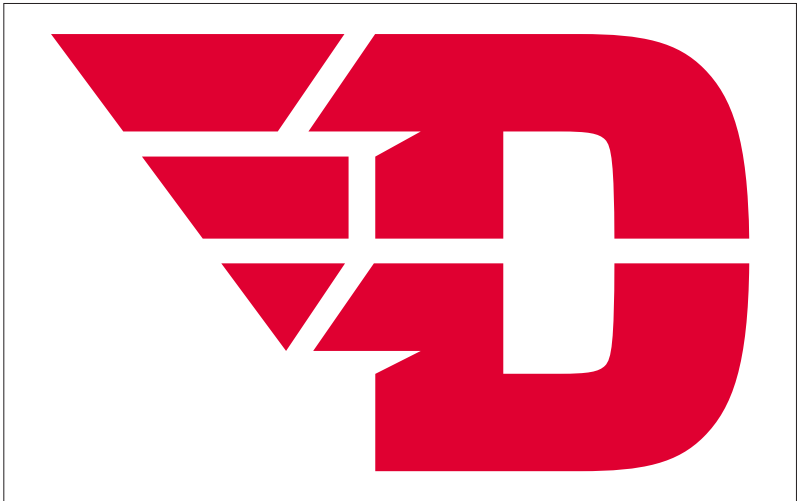
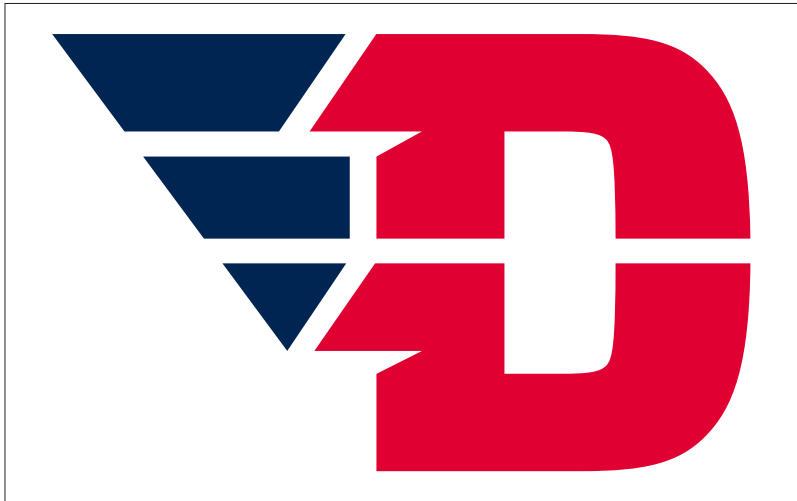
ROWING

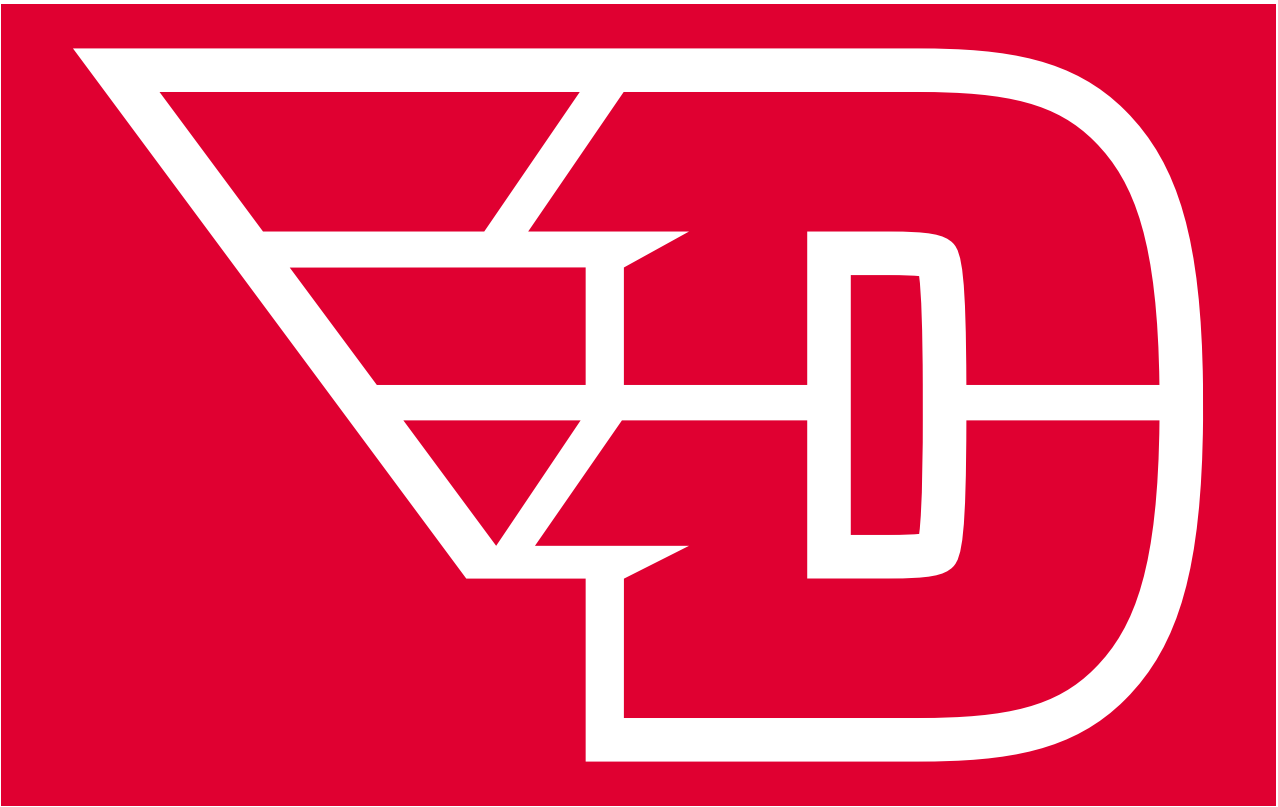
DAYTON FLYERS

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Due to the asymmetry of the mark, center optically rather than automatically.

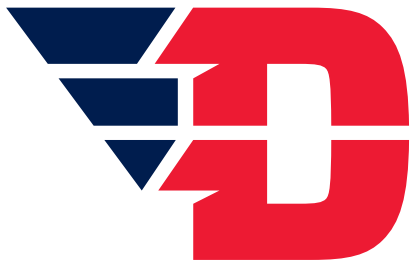




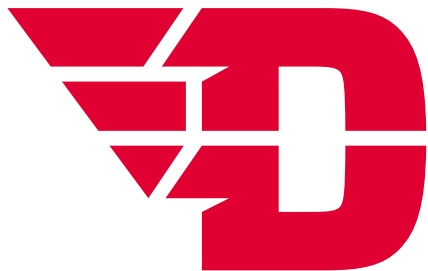




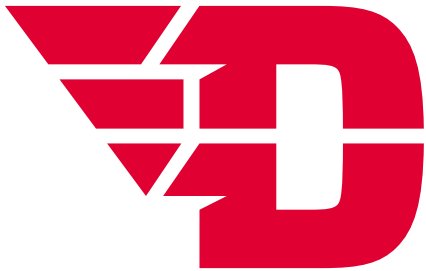




DAYTON FLYERS



DAYTON FLYERS



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The “protected area” is an invisible graphic buffer to seperate the logo from other elements.

The protected area is based on the measurement “X” which is defined by the height of the wordmark.

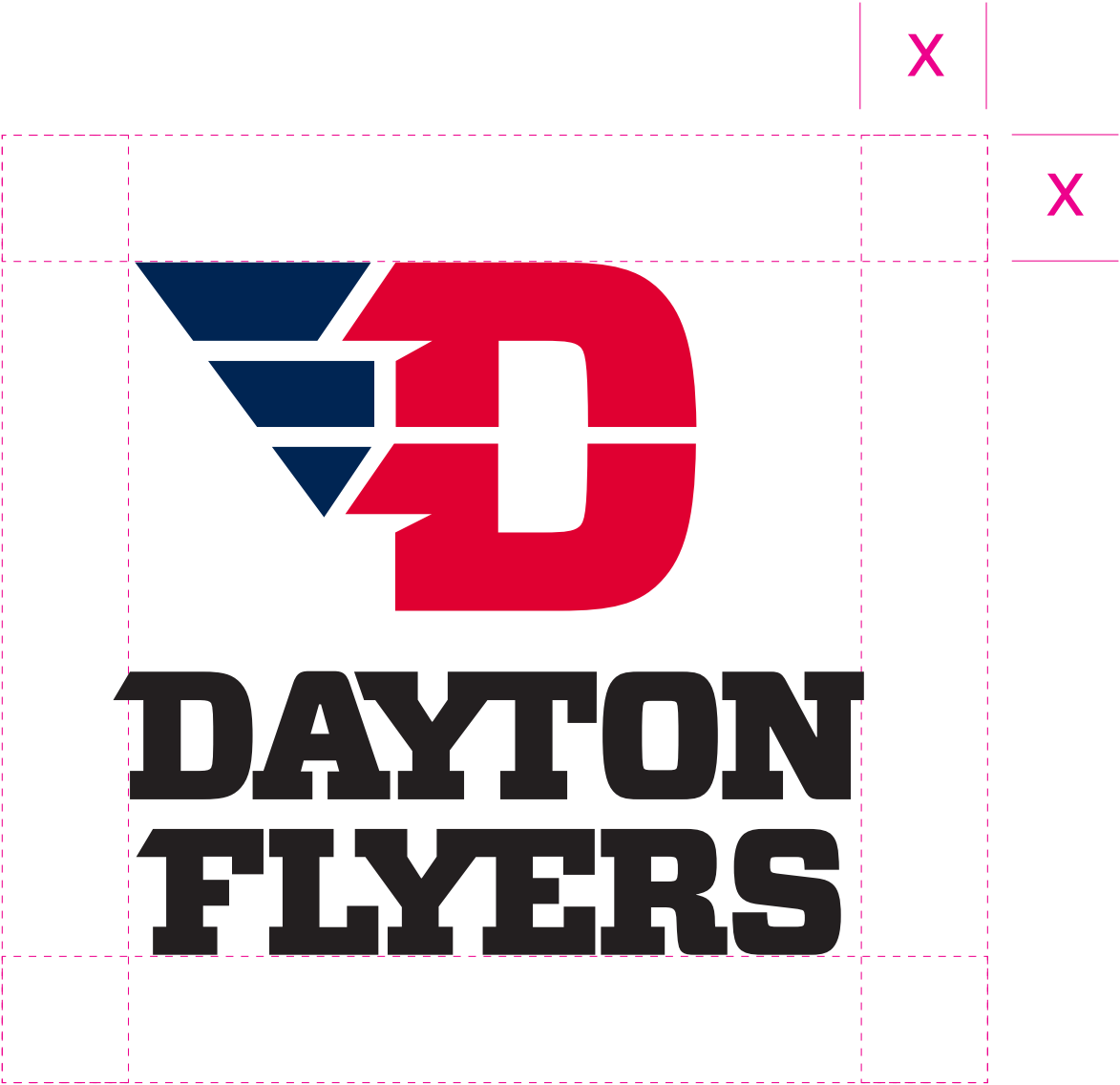






The “protected area” is an invisible graphic buffer to seperate the logo from other elements.

The protected area is based on the measurement “X” which is defined by the height of one line in the wordmark.



Sub copy should be set in Forza when used with the Dayton Flyers logo. Sub copy should be centered and placed directly below the text of the logo. The color of the copy should match the color of the wordmark.



Sub copy should be set in Forza when used with the Dayton Flyers logo. Sub copy should be centered and placed directly below the text of the logo.





0 1 2 3 4

5 6 7 8 9



The new logo and identity system should be treated as fixed artwork. The elements cannot be manipulated in order to apply them to unorthodox situations. Please use this page as a reference for the types of applications that are restricted. If there is a scenario where you are trying to apply the logo and it is proving to be a challenge, please do not invent or force a new way of displaying the logo. Instead, please ask for help.

YES


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NO



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ATHLETICS

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Outline must be the specific weight on the right, art is placed on top of a white outline. Individual shapes do not have a stroke.

Outline is only used when logo is the same color as the background.

NO

YES



Logo may not be combined with generic text mimicking the official logo layout.



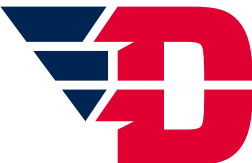
DAYTON FLYERS

Breaking up the logo format is not allowed.

DAYTON FLYERS



Stylized D in Dayton Flyers is not used when combined with the wing D.



When using the Dayton text and subhead, Dayton is only to be used in Red and the subhead must be in the brand font and stylized treatment.



The wing D will never be used without the wings.



Do no stylize the shape of the logo.



This style guide is designed to strengthen the Dayton Flyers brand, not to impose unnecessary restrictions on creativity. However, it is vitally important that we ensure a consistent and appropriate brand for the program. To this end, please exercise good judgment in all creative executions, and strive to use the brand effectively for your audience, using this style guide as a tool.

If you have any questions as you help craft our brand, please contact:

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