Message Map

Academics

ATTRIBUTES

- No. 11 Best Regional University *(U.S. News)*
- No. 14 for Undergraduate Teaching *(U.S. News)*
- A challenging liberal arts curriculum paired with career-focused programs (undergrad)
- Specialized programs offered on your terms, including evening and online classes (grad)
- Faculty mentors focused on personalized teaching
- Faculty advisors dedicated to student success (undergrad)
- A safe location in Chicago's suburbs, with close proximity to all of Chicago's resources
- Professional opportunities in Chicago through partnerships with leading businesses and organizations
- Unmatched opportunities for student involvement in research and experiential learning

Community and Culture

ATTRIBUTES

- Dedicated resources and guidance for everyone, including first-generation, immigrant, graduate and commuter students
- An intentionally small, beautiful campus
- A commitment to creating a more inclusive environment
- Dedication to the pursuit of truth and seeing value in individual identities
- Embracing each person's unique journey with faith
- An approach that's truly relationship centered, with students, faculty and staff who form deep, lasting relationships with one another

Impact

ATTRIBUTES

- No. 1 best value in Illinois *(U.S. News)*
- No. 1 for social mobility in the Midwest *(U.S. News)*
- Designation as a Hispanic-serving institution
- A rich history with the Sinsinawa Dominican Sisters, who fought for civil rights and continue to advocate for the dignity of every person
- Ensuring that an affordable education is within reach through scholarships and financial aid (undergrad)
- A commitment to social justice that permeates the culture and the academic experience

a rigorous academic experience paired with radical support

with

a close community that makes space for every voice

in

a pioneer in expanding access and equity with the drive to change the future

as

At Dominican University…

our Dominican Catholic tradition grounds, guides, and anchors all we do

ESSENCE: EMPOWER

So that every student…

develops the personal drive and vision to succeed in a lifetime of meaningful work

through

leadership in their professions

through

the confidence to succeed

through

the vision to shape a better world

BENEFITS

- Hands-on, practical experience through internships and research opportunities
- Prepared from day one with transferable skills and knowledge
- Career advancement
- A sense of stability and financial security
- Career coaching and mentorship, leading to job placements and networking opportunities
- Connections to the opportunities that a large city provides for professional experience and exploration
- The flexibility to pursue your education in a way that fits your life and schedule (grad)

BENEFITS

- Feeling seen, heard and valued as an individual
- Feeling comprehensively cared for
- Support through close, personal relationships and friendships
- The freedom to explore and question; an insatiable desire to know, to question, to seek truth.
- Finding a deep understanding of who you are and what matters to you
- Feeling secure in affording a quality education

BENEFITS

- The ability to identify where change is needed and take action
- A passion for fostering inclusive communities
- A multi-faceted understanding of the world and one's place in it
- The knowledge, experience and tools to improve communities
- A sense of empathy and compassion for every person

Logos

Primary logo

DOMINICAN UNIVERSITY

Stacked logo with crest

Secondary logos

DOMINICAN UNIVERSITY

Single line logo with crest

DOMINICAN UNIVERSITY

Single line logo

DOMINICAN
UNIVERSITY

Stacked logo

Logo Sizing & Clear Space

When using the logo, please follow our sizing measurements:

+ **Logo size must be at least .375" high**
+ **Logo must have a clear space of no text or imagery**
(the gray area in the example below denotes the proper amount of clear space)

Colors

When Pantone (PMS) colors are not an option for print materials, please use the CMYK equivalents listed below to achieve the brand color. Likewise, use the RGB and HEX for Powerpoint and web presentations.

Brand Colors	Print_CMYK	Screen_RGB	Web_HEX
PMS 295	C 100 M 65 Y (0) K 45	R 31 G 60 B 108	1F3C6C
PMS142	C (0) M 27 Y 100 K (0)	R 252 G 189 B 49	FCBD31
PMS 2925	C 85 M 25 Y (0) K (0)	R 24 G 150 B 211	1896D3
Grey	C 7 M 7 Y 7 K 7	R 217 G 217 B 214	D6D6D6

Primary Typeface

HELVETICA NEUE LT STD (14PT) 55 Roman

55 Roman (10pt)
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#$%&*() (10/14)

Secondary Typefaces

SANCHEZ (14PT)_Regular

Regular (10pt)
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#$%&*() 10/14)

ITC GARAMOND STD (14PT)_Book

Book (10pt)
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,?!@#$%&*()(10/14)

Achieving the Monochrome Look

1 & 2 Use a greyscale image rendered as 100% PMS295

3. Create another layer with a box filled with 100% PMS295 Make that box 60% transparent with the "multiply" effect in InDesign.

1. 2. 3.

CAUTION: DO NOT APPLY IT TO PEOPLE.

Instead, cut out the featured person in your photo using Photoshop and add them as a 4color layer on top of the blue monochrome.