

DESIGN *for* AMERICA

Branding Guidelines Spring 2016

Design for America Branding Guidelines

These guidelines describe the visual and verbal elements that represent Design for America's brand identity. This includes our shared values, logo, colors, typography, and guidelines for using all of these elements.

We hope you can also treat this as a toolkit for how to represent your studio on your campus, and how to visually harness the collective and awesome power of the DFA network.

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The Reason for Consistency

You're part of the DFAMILY, and that is a fantastic thing! We want to give you the tools to shout it from the rooftops (with consistency).

Having a consistent brand **allows you to:**

- Have a clear idea about how to represent your studio
- Market yourself more easily to the potential members, mentors, advisors, and users
- Exhibit the values core to the organization
- Feel a sense of unity within the network
- Differentiate between your studio and the national network when necessary

Having a consistent brand **allows others to:**

- Easily recognize Design for America
- Visually connect all DFA chapters with the organization
- Associate your studio with what other studios are doing and vice versa

Our Shared Values

All expressions of our brand should align with these shared values:

- ★ **Active**
- ★ **Collaborative**
- ★ **Optimistic**
- ★ **Energetic**
- ★ **Community**

For example, when deciding on which photo to use or how to phrase that Facebook event description, ask yourself - does this feel energetic? Does it show our value of community? Etc.



Energetic!



Community!



Collaborative!

Representing the DFAMILY

At different times, you might be representing your studio, the DFA National office, or the other dozens of studios around the nation. Consequently, **it is important to identify what is your studio's work** and what is not. The DFA network is powerful because of its diversity of members and ideas, but make sure to give credit where credit is due.

For example, if you are holding an information session and wish to show the student body the possibilities of DFA projects, SwipeSense is a great example, but make sure the audience knows it is the work of students at DFA Northwestern.

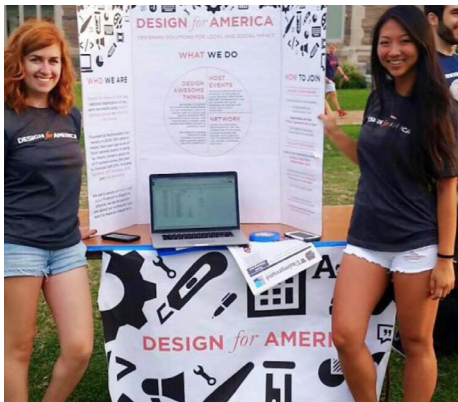
SOME GOOD HABITS:

- ★ Use your studio colors or national colors when appropriate
- ★ When it comes to pictures for graphics or social media: ask for permission, not forgiveness

Do's and Don'ts of Using the DFA Logo

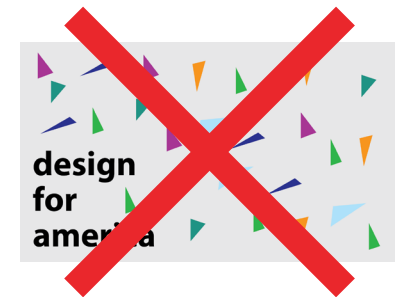
There's a lot of opportunity for creativity and personalization of the DFA logo for your studio! Follow these guidelines to keep your materials cohesive with the national identity.

DO



DO combine the logo with other fun graphics and effects, make awesome sculptures, put a white logo on a range of colors for swag.

DON'T



DON'T alter the form of the logo itself or confuse people by creating a new logo. You might be confused with the Dairy Farmers of America.

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DFA National Logo

(You can find your studio's logo [here!](#))

Primary logo:

Use this consistently to introduce the DFA network to stakeholders.

DESIGN *for* **AMERICA**

Secondary logo:

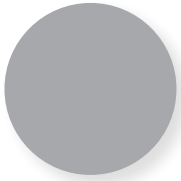
This logo can be used large or very small according to needs. Think of this as our badge that is customized for individual DFA studios (see DFA Studio Logos and Colors).



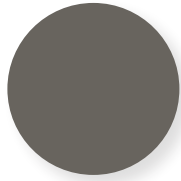
Use the DFA National logo only when you are talking about the network as a whole. If you're referring to your studio or applying to something that will benefit only your studio, use your logo!

DFA National Colors

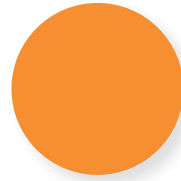
(You can find your studio's colors [here!](#))



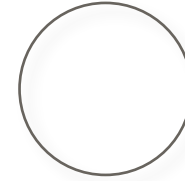
Light Grey
R166 G168 B171
#a5a8aa



Grey
R104 G100 B94
#68645e



Orange
R246 G143 B49
#f68f31



White
R255 G255 B255
#ffffff

Typography

Gotham Font Family

Gotham Light

A B C D E F G H I J L K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

Gotham Medium

A B C D E F G H I J L K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

Gotham Bold

A B C D E F G H I J L K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

DFA Studio Logos and Colors

These are the logos for all the DFA studios in our network. The colors are informed by the university colors where the DFA studio is based.



Barnard|Columbia
#22345e, #8dc1e6



Babson|Olin|Wellesley
#007550, #223972



CWRU|CIA
#f79220, #005691



Cornell
#c42032, #bcbdbf



CU Boulder
#d0b87b, #010101



Duke
#3853a3, #808282



Johns Hopkins|MICA
#8dc5b9, #212d5f



Michigan State
#004f39, #ffffff



MIT
#a61d38, #8b8c8c



Northwestern
#4a3191, #999acc



Notre Dame
#173359, #a7892f



NYU
#522f90, #ffffff

DFA Studio Logos and Colors

Continued...



Purdue
#000000, #ae822d



Rensselaer
#212c5f, #ffffff



Rice
#485b72, #1b2655



RISD|Brown
#432b23, #e61d45



San Jose State
#0057a2, #e4a924



Stanford
#c9202d, #255e47



U Alabama
#961c1f, #ffffff



UC Berkeley
#07446b, #f5c331



UC Davis
#0d4b84, #dcb326



UCLA
#337dbb, #f7b52f



UC San Diego
#1a2e58, #e9bd37



U Cincinnati
#212c5f, #000000

DFA Studio Logos and Colors

Continued...



UIUC
#1d3564, #f26b23



U Maryland
#e13a3e, #fed41d



UNC Chapel Hill
#6ea9ce, #ffffff



U Oklahoma
#84171a, #fbf9da



U Oregon
#135d40, #f0e321



U Pennsylvania
#243169, #961c20



USC
#961c1f, #ffcc28



UT Austin (Texas)
#c96b28, #b3b5b5



Vanderbilt
#b98c2d, #000000



Virginia Tech
#670e1d, #f68b20



Wash U
#027665, #9b1c24



Yale
#1d3863, #ffffff

Process Icons

Use these icons to explain the DFA process to people.



Identify



Immerse



Reframe



Ideate

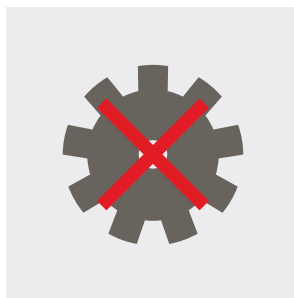
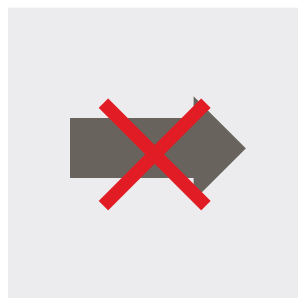


Build



Test

We've carefully selected the icons above to explain the DFA design innovation process. We ask that you don't use other icons, including the following, so we don't confuse anyone.



**Thank you for being involved with
Design for America!**

**These branding guidelines connect us as
a unified network and we are so happy
you are a part of it!**