Introduction

MAINTAINING A CLEAR, CONSISTENT BRAND STARTS HERE.

Our brand is what sets us apart from thousands of other colleges and universities. It helps us tell a story that’s uniquely ours and creates a memorable experience for anyone who steps on campus or otherwise comes in contact with the University. Committing to continuity across every medium elevates brand awareness for the University, advances the Drake image and reputation, and helps create a sense of place that further validates our story.

The guidelines found within will help us all speak with a unified voice, protect our logo assets, maintain graphic and language continuity, and support powerful, relevant messaging that clearly says, “This is Drake.”
Brand Positioning

**KEY MESSAGE**

Built on fundamental truths about Drake University, this brand promise provides a strategic base for our brand—reminding us who we are at our core and help us proceed with purpose as we develop digital and print marketing and communications.

This is not a typical university. It’s a catalyst that propels any individual forward and outward from the moment they encounter Drake and throughout their entire lives.

What our brand promise means to our most essential audiences:

*As a student*, you’ll become an invested citizen of the world: ready to navigate both the personal and the professional, and to lead a life of consequence.

*As a parent*, you know your student will be well-prepared for any challenges life brings.

*As a Drake faculty or staff member*, you have the freedom to collaborate, engage more deeply with students, and create a learning and living experience that’s immersive, holistic, and enduring.

*As an alum*, your degree has enduring worth, connecting you to a worldwide network of fellow Bulldogs and an even larger circle of individuals who understands the versatile value of a Drake education.

*As an employer*, you have a guaranteed pipeline of talented, well-prepared graduates to contribute to your organization’s long-term success (not just its immediate needs), as well as to the community.

*As a citizen*, Des Moines’ university is the best reflection of the city—open to opportunity and driven to constantly improve our circumstance, collectively and collaboratively.
Brand Positioning

KEY MESSAGING PILLARS
Why will our audiences believe us? These pillars outline the Drake University experience and support the development of personal and memorable messaging across all communications.

A RESILIENT EDUCATION
A Drake education is wholly future-proof, preparing students for not only the first job but also every career move thereafter. There is a strong focus on both theory and practice, providing students the skills that will serve them well wherever their lives lead.

GUIDANCE THAT SUPPORTS AND CHALLENGES
At Drake, students are the number one priority. Period. Every student has a faculty mentor who is officially assigned to craft the journey to a degree, career, and a life filled with meaning—whether that journey follows an established path or an uncharted direction. This journey is challenging at every turn—but no one ever goes it alone. Ideas, ambitions, and interests are nurtured, encouraged, and supported by our entire community.

FULLY ENGAGED
Involvement in issues, arenas, and activities that satisfy curiosity, expand horizons, and align with areas of passion are a significant part of the Drake experience. Students move swiftly from academic work to career preparation, to clubs and organizations (some of which they lead, if not create), and community involvement. This insatiable desire to engage rounds us out as humans. It arms us with knowledge and experience we’ll use throughout our lives. But more than anything, it’s how we define fun.

NAVIGATING COMPLEXITY
Those who find success in the world can confront new situations with open-mindedness, respect, civility, and self-awareness. Whether experiencing a new culture or a new point-of-view, the world needs people who can deftly navigate situations in positive and productive ways. Drake is positioned and prepared for today’s reality: a time when civil discourse is at risk and society is more diverse and global than ever.

CONNECTED WITH AND WITHIN COMMUNITIES
Drake opens doors to networks and communities that help propel students toward their dreams. The Drake network not only pulls together, but also provides tremendous career opportunities in every field. Further, the relationships that the University has developed both locally and around the world are easily accessible to students, enabling them to pursue interests and passions.

TO UR TO REMEMBER

TONAL WORDS
Several key qualities—tone words—embody the Drake University brand.

CONFIDENT | INVESTED | AUDACIOUS | VERSATILE | MAGNETIC | VIBRANT | CURIOUS

To ensure what you’re creating always feels on brand, refer to these words as you develop everything from social media posts and emails to employee communications and event promotions. These words don’t need to be used verbatim but should inspire your language and the tone of your piece.

Remember, while a good brand speaks with a singular voice, the qualities of that voice should be able to flex when speaking to different audiences. For example, consider turning up the “confident” and “vibrant” when you’re developing something for prospective students. By contrast, you may want to turn up the “invested” and “versatile” when speaking to donors.
Brand Positioning

CONCEPT

“For a Lifetime” is an important concept and should be the bedrock of everything we communicate. It drives home the idea that a Drake education is different because it stays with you no matter where you go or what you do. Of note: For a lifetime is NOT a tagline.

FOR A LIFETIME

It happens when you’re in the thick of it.

While you’re struggling, and celebrating, and striving for more, an unshakable foundation is building. A wellspring of inner strength and know-how that endures—propelling you further, driving your ambition, and giving you the insight to navigate life’s biggest challenges. Intangible. Unbreakable. And remarkably resilient. This is an education that lasts a lifetime.

This is the Drake experience.

Clear and compelling messaging and a vibrant look and feel set the stage for who Drake is at its core.
Brand Voice

TONE
How we speak to our audience is just as important as what we say. Our brand voice helps highlight the strength of our character—personifying the University to allow us to express our many layers.

Our voice is spirited and confident but never boastful. It is genuine and relatable, not stuffy. It comes from a place of knowledge but recognizes that learning never stops and is eager for what’s next. We use an active voice and speak simply and conversationally as if we’re having coffee with our audience—telling stories from experience, and sharing lessons from the heart.

HEADLINES
What makes a Drake education different is its ability to prepare students for anything that comes their way. It’s an education full of experiences that build confidence and know how that stays with you for a lifetime. Short, direct headlines work well for punch, but there’s a time for thought-provoking and evidence-based lines as well.

Example A:
From Student Body President to Stumping Presidential Hopefuls.

Example B:

Example C:
Confidence Built In.

→ This headline hints at a true Drake story (evidence-based), enticing the audience without giving it all away.

→ A thought-provoking nod to one of the many incredible experiences you’ll have as a Drake student.

→ Short, direct, and full of meaning.
Brand Voice

BODY COPY
The body copy is where the brand voice fully comes to life. Here we can tell the story of confidence and readiness in a conversational way. Words like “resilient,” “education for a lifetime,” and “enduring” help drive home the Drake difference while staying grounded with clear, matter-of-fact language and, when possible, real stories.

Example A:
Confidence Built In.
It's impossible to know what the world will look like in 4 years. Or even 10. Can you imagine it in 30? Instead of guessing, we're preparing. Teaching students how to think instead of what to know. Every moment here is designed to build a more complete and ready individual. One who can be versatile in times of change and tenacious in the face of adversity. One who embraces the unpredictability of life and rises to any occasion with confidence.

Example B:
Learning at Drake goes beyond a classroom.
“During my time a Drake I've experienced so many new things. From volunteering in Des Moines, my internships, working in Drake's ticket office, and everything in-between I've experienced an immeasurable amount of learning. I'll only actually be attending Drake for four years of my life, but the memories that I've created here and look forward to creating, will last for the rest of my life. And I will forever be a proud Bulldog.”

Confident language and some context helps support why a lifelong education is so important.

Another way to drive home the idea of an education that stays with you is by highlighting a powerful student experience.
Logo Usage

CLEAR SPACE

To maintain the integrity of the logo, do not crowd it with other visual elements. Keep a minimum of clear space around the logo. This minimum is equal to the size of the “e” in the logo at the farthest edges of the logo. In some instances, it’s appropriate to let the logo push to the edge of the “page” to create energy and excitement.

LOGO COLOR

The Drake logo can appear in Drake Blue, black, or white. It should not be produced in any other color or in tints of approved colors. When placing the logo on a colored background, be sure there is a high contrast between the field of color and the logo. And of course, pay special attention to readability and accessibility in every circumstance.

PLACEMENT

The University logo should in almost all cases be placed in a lower or upper corner of the piece or screen, and maintain the clear space noted above. In rare instances, when the logo is utilized as a main graphic element, it may be placed elsewhere.
Logo Usage

I’m a **Drake Bulldog**

Drake University's official live mascot is Griff the Bulldog. Griff is recognized by the NCAA as a university mascot.

Art

Arts

Sports

Classes

Sleep

Concerts

Events

Life at Drake

Clubs

Eats

Art

Sports

Classes

Sleep

Concerts

Events
Typography

PRIMARY
Harfang Pro Light is the primary typeface for the Drake brand. It feels traditional and academic in nature but has a modern edge. It is easy to read at small and large sizes, and its angular serifs speak to the font’s strong character, especially when rendered at large display sizes. When used as display type (e.g., as a headline or primary graphic element), it may be left or right aligned or centered in limited circumstances. When used as body copy it should always be left aligned or justified.

Harfang Pro Light

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
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 0 . ! ; % 

Harfang Pro Light Italic

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
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 0 . ! ; % 

ALTERNATIVE FONTS
Not everyone will have access to Harfang Pro or Proxima (see next page). We recommend the following alternative fonts:

For Microsoft Office products (Powerpoint, Word, etc.): Cambria (Harfang Pro) or Calibri (Proxima)

For emails: Book Antiqua (Harfang Pro) or Helvetica (Proxima)
Typography

SECONDARY

Proxima Nova is used as the secondary typeface, providing a great complement and contrast to the serif text of the primary typeface, Harfang Light. Proxima Nova is a versatile typeface, offering a range of weights that convey different tones depending on their use. The open letterforms of Proxima Nova are simple and geometric, making them ideal for digital formats as well as print. Consider the personality of the weights available. Lighter options at large sizes like thin and light feel elegant while heavier versions such as medium, demibold, and bold communicate a friendly and modern sensibility.

Proxima Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!;%"

Proxima Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!;%"

Proxima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!;%"

Proxima Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!;%"

Proxima Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!;%"

Proxima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!;%"
**Color Usage**

**PRIMARY PALETTE**
The primary color palette is made up of two shades of blue—Drake Blue and Cyan Blue. These hues are central to the Drake brand and should be prevalent in some way in everything created for Drake. Leading the way is the Drake Blue, which is distinguished and collegiate and speaks to the tradition of Drake, while the Cyan Blue is bright, youthful, and friendly.

**SECONDARY PALETTE**
The secondary color palette is made up of complementary colors to the blues of the primary palette and should be treated as an accent. Yellow, Orange, Red, and Green are radiant and bold and imbue designs with impact and energy.
Graphic Elements

TEXTURE
Cement slab photography is a great device for adding depth and texture to a design. Use it in ways that reinforce the nature of sturdy and strong cement—whether it sits beside white space, takes the place of it altogether, or is multiplied against color blocks—by having it take up substantial space in a design and be a foundational element. The texture utilized should always feel industrial, strong, and sharp; never damaged or crumbling.
**PATCHWORK OVERLAY**

Not only is the Drake experience multi-layered, so is the Drake student. The patchwork overlay visually supports this, creating depth and representing multiple components and layers working together to create the whole.

Taking the use of cement slab texture (see page 13) one step further, use numerous styles of the texture together in small, layered pieces on top of color blocks or portrait photography to add visual interest to a large area or create an appealing effect with photography. Small pieces of color blocks also work nicely with this effect. In your design, individual rectangles of texture can stack and combine with each other using various filter effects to produce new results when overlapped. Also, move the opacity levels of each piece up and down to control and customize the amount of texture that comes through and the effect each has when interacting with each other. The most effective transparency effects tend to be Multiply, Screen, and Overlay—but experiment and test what works best for your design.
COLOR BLOCKS

The Drake brand is unique in its embrace of white space in digital and print communications. Liberal white space feels elegant and minimalist, but who ever said that space needs to stay white? Electrify areas of white with bold blocks of color from the Drake color palette (see page 9). This technique is striking and confident and allows our bold color palette to shine while also creating a dynamic interaction with other elements such as photography and type.
RUNOFF TEXT

Typography plays a key role in the execution of the Drake brand, so we want to make it work as hard as it can. Mixing type styles and pushing text to the edge of the page or screen is an effective way to create energy and interest—the dissonance of this design tactic entices the audience to carefully read the text. It’s a technique that should be reserved for times when type can be quite large and does not interfere with complex photography. Of course, be cognizant of legibility and ensure good contrast between type and background color or borders.
TEXT UNDERLINE
Deliver headlines with an added punch by including a stroke underline detail to lines of copy. The text underline style emphasizes and stylizes headlines and reflects a sense of layering, foundation, and building. Additionally, strokes should align flush left or right depending on the alignment of your text and fall just under the heaviest part of the letterform on the rag side of your line of text. Be mindful of where this technique is used. It’s most appropriate for display-size text in print applications and should be avoided in digital settings.

Off Campus
On the Map

This is the time between classes that will stick with you forever. The club that introduced you to the squad of your dreams, and introduced them to your famous laughter. The record-breaking pie fight. The two weeks you walked around with orange paint in your hair. The best finals week ever, because puppies. Or the night you lost your voice singing "The 'D' Song."
TEXT HIGHLIGHT

Want to give extra attention to a statement or create impact in the beginning of a paragraph? Consider using an approved color to highlight copy in a block of text. But be judicious as this technique is most effective when used sparingly.

IT’S DEBATE WEEK! Ten students working with CBS to produce the second Democratic Debate in Drake’s Sheslow Auditorium on Nov. 14 will share the behind-the-scenes of setting up a national media event. #Dem Debate #Drake Debate – Kevin M.

When I am not in my classes or extracurriculars, I am interning at Principal in their Global Investors Division for about 30 hours a week. I usually bike to Principal through the beautiful sculpture garden. It is scenery like this that makes me think that Des Moines is one of the

It’s official!

(insert happy dance here)

Now, dive in and explore. Get a feel for the majors, programs, organizations, and opportunities you can only experience at Drake. Get all the insider info on everything you need to know about the places, events, and traditions that you’re now a part of.
LADDER

Whether designed to resemble the rungs on the ladder of success, building blocks, or a pillar lifting one up to reach their highest goals, the ladder is a small graphic element used to add visual interest to a composition, frame or connect content, or incorporate more color. The graphic is made up of a grouping of equal-weight strokes, organized and stacked neatly together, set evenly apart. The weight of the strokes should scale up or down depending on where they’re used but should feel proportionate to other text elements in a design. Play with this brand element and let it transform your design—drastically scale it up in size or stretch it out wide, the possibilities are endless.
Graphic Elements

SQUARE MARKER

Another graphic element to add to your design toolbox is the square marker. Small but mighty, this pop of color can work in various ways. It can guide the eye to a title or header, behave as a visual anchor to boldly punctuate the end of body copy, or simply help stylize text to create interest and energy in the piece.
PHOTOGRAPHY STYLE

In general, the Drake photography style should capture authentic moments and personalities and take advantage of natural light whenever possible. Subjects can be photographed in staged or candid settings but should never feel posed or contrived. Use the following four styles to further guide Drake-branded photography.

PORTRAITURE, STRENGTH

Who better to illustrate the rock-solid, future-proof Drake education than the students themselves? This portraiture style features single subjects embodying strength, determination, and confidence. They should feel alert, proud, and tall but also relatable. As often as possible, subjects should be standing or sitting straight with captivating eye contact, or facing forward, eyes looking ahead ready for what comes their way.
PORTRAITURE, JOY
This photography style highlights the unbridled joy, excitement, and enthusiasm that comes from feeling truly confident and secure, and surrounded by opportunities for fun. This portraiture style is defined by pure, in-the-moment happiness no matter who or what is around you. Capturing laughter, smiles, and intimate moments of energy and motion are key to elevating the fun and energy in these portraits.
Photography

CANDID CONNECTIONS
At Drake, connections made with friends, classmates, professors, neighbors, and alumni last a lifetime. Students feel a true sense of pride for their school and sharing in that pride brings people together. This photography style is intended to capture groups of people that are spirited and lively, interacting with each other and their surroundings. This style is most successful when people are comfortable—emotionally and physically close, reinforced with authentic physical contact and candid emotions.
FUTURE SETTING
When an education focuses on how to think and respond rather than what to know, that education can take you anywhere. This photography style celebrates just that—preparing you for the unpredictability of life. What makes this style unique is its portrayal of students out of the classroom and off campus, out in the world in settings that may or may not be recognizable. Whether it’s the downtown streets of Des Moines or far off lands outside the United States, this photography style highlights the resilience of a Drake education in the presence of life’s winding road.