



DOANE UNIVERSITY



**BRAND and  
STYLE GUIDE**

*OFFICE OF STRATEGIC MARKETING*

*UPDATED 12/2025*

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## THE BRAND

The Doane University brand is one of our most valuable assets. It defines who we are and what we do. As Nebraska's first liberal arts university and one of the state's leading adult educational institutions, it's important to protect our brand with a visual identity system.

This publication is designed to support the use of Doane University's visual assets. Included are specific directions for use of logos, typefaces, colors and more. All branded materials with an external audience (e.g. prospective students, the general public, etc.) must be designed and approved by the Office of Strategic Marketing (OSM).

# IDENTITY

Doane University has three types of primary marks: academic, athletic and institutional.

## ACADEMIC

The academic lockup (1872 Shield) is the primary visual identifier for Doane University and should be used on all advertisements and promotional materials.

## ATHLETIC

Athletic logos (Thomas, Stylized D and Wordmarks) are used primarily by the Doane athletic department and its teams. The logo can have general design applications on broader recruitment collateral or advertising. See page 16 for details on which athletic marks may be used by non-athletic entities.

## INSTITUTIONAL

Use of the institutional seal is highly restricted and is limited to items such as awards, degrees and transcripts.



**DOANE**  
UNIVERSITY

ACADEMIC



ATHLETIC



INSTITUTIONAL





## ACADEMIC AND INSTITUTIONAL LOGOS

The 1872 Shield was directly inspired by the institutional seal and is the official Doane University logo. A lockup of the 1872 Shield and Doane University wordmark should appear on all print and digital materials pertaining to the institution.



### ORANGE AND BLACK

Orange and black are Doane's official colors. They were used by Thomas Doane's daughters in 1887 to create a colorful flag to hang above the college tent during a meeting of colleges. They made a triangular flag, orange with black borders and letters.

### THE TRIANGLE

The triangle and its contents are taken from the institutional seal, initially created by Doane's founder, Thomas Doane, and first president, David Brainerd Perry. The sides of the triangle denote strength through three aspects of life: spiritual, physical and intellectual.

### SYMBOLISM

The woman (science) is trimming the lamp of knowledge to light the book (Bible). The star and cross are Christian symbols indicating Doane's Congregational heritage.



*The shield should never appear smaller than 0.4612 inches. (Full logo height 1 inch.)*

**Note: Official white, black, orange and reversed versions of these logos are also available.**



*A horizontal version of the 1872 shield lockup is available for use in situations where its elements become visible and legible in this orientation.*



*A secondary horizontal version is available if needed to increase visibility of 'University.' A wordmark without the shield is also available for limited use.*

### **LOGO LOCKUPS**

The 1872 shield and Doane University wordmark lockups are available in two orientations: vertical (preferred) and horizontal in two ways. As it is the primary logo, try to incorporate the vertical Doane University lockup first.

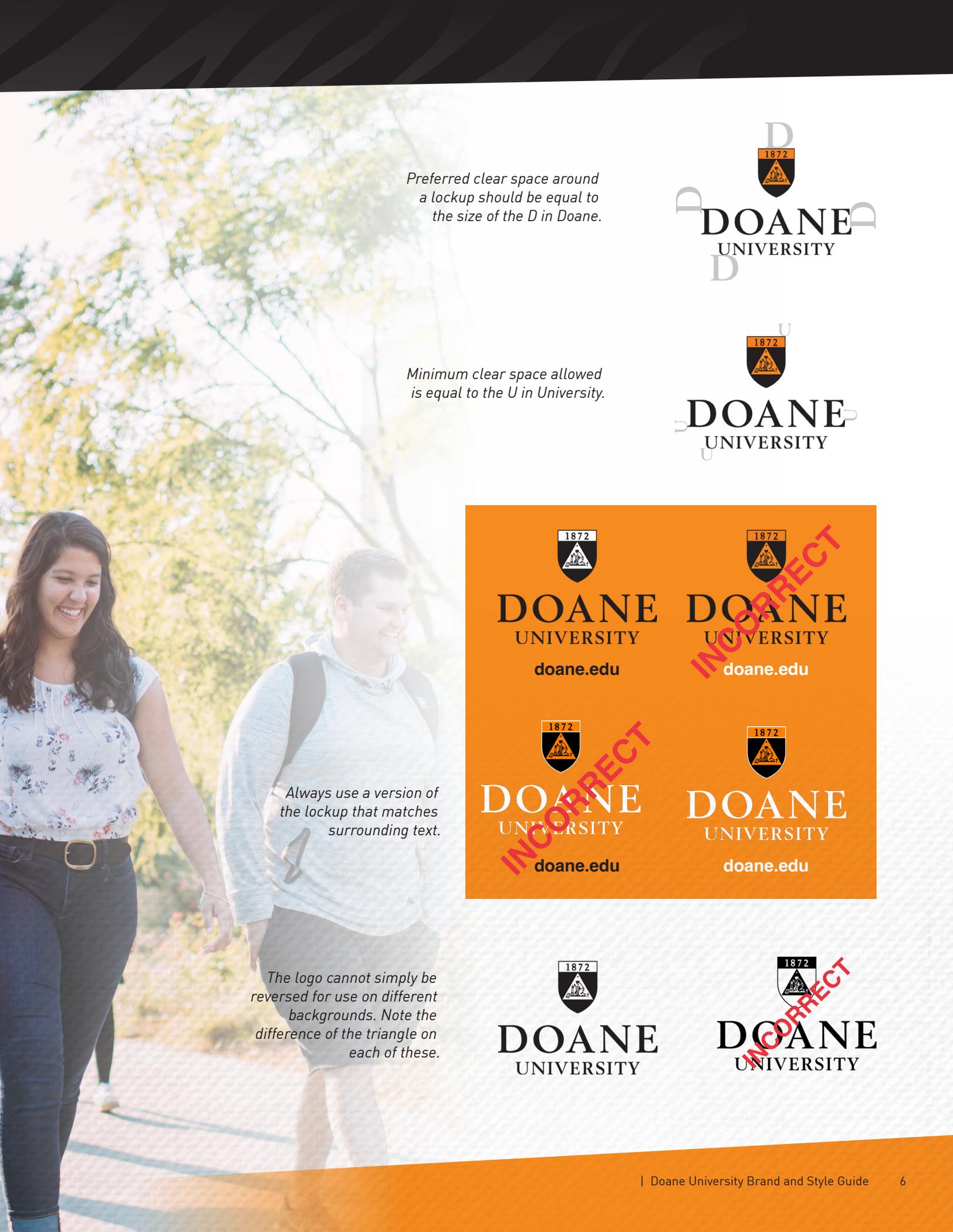
### **REVERSING THE LOGO**

The 1872 shield logo cannot simply be reversed manually for print on various backgrounds—this is especially important to remember when ordering promotional items. The OSM can provide approved reversed variations.

### **SINGLE-INK VERSIONS**

Special logo files are available for use when ordering promotional items. When asking the OSM to forward a logo like this to an outside vendor, please try to include details such as what color ink will be used and the background color requested.

***NONE OF THESE MARKS SHOULD BE ALTERED IN ANY WAY FOR ANY REASON.  
ONLY USE LOGO FILES PROVIDED BY THE OFFICE OF STRATEGIC MARKETING.***



*Preferred clear space around a lockup should be equal to the size of the D in Doane.*



*Minimum clear space allowed is equal to the U in University.*



*Always use a version of the lockup that matches surrounding text.*



*The logo cannot simply be reversed for use on different backgrounds. Note the difference of the triangle on each of these.*



# EXAMPLES OF LOGO USAGE

The following are examples of how the Doane logo is being used in existing pieces. Note how different versions of the Doane University logo can be designed within the primary orange color.

### A WELL-ROUNDED EDUCATION HAS A CENTER

Find your focus within our majors and minors/certificates.

**HANDS ON FROM DAY ONE**  
Starting your first year at Doane, you'll have countless opportunities to apply what you learn in the classroom to real-world settings to solve real-world issues.

**NOT JUST A NAME OR NUMBER**  
With such small class sizes, your professors get to know the real you. They generally care about your success during your time here — and long after you graduate.

**BACHELOR'S DEGREES**

**AGRICULTURE & NATURAL SCIENCES**  
Agr/Business  
Elementary Education  
Natural Resources and Environmental Sciences

**ART & DESIGN**  
Art  
Graphic Design

**BUSINESS**  
Accounting  
Business Administration  
Human Relations

**COMMUNICATION & MEDIA**  
English and Writing  
New Media  
Strategic Communication

**EDUCATION**  
Educational Studies  
Elementary Education  
Social Science, Teaching  
Special Education

**ENGINEERING & MATHEMATICS**  
Engineering  
Mathematics and Data Analytics

**HEALTH SCIENCES & HUMAN PERFORMANCE**  
Applied Sports Science  
Biochemistry  
Biology  
Chemistry  
Exercise Science  
Physical Education/Physical Education and Health Education

**HUMAN & SOCIAL SCIENCES**  
History  
Liberal Arts Studies  
Liberal Arts Studies

**LANGUAGES**  
Spanish

**PRE-LAW**  
Policy and Values

**PERFORMING ARTS**  
Music  
Theatre

**INFORMATION TECHNOLOGY**  
Computing

**MASTER'S DEGREES**

**BUSINESS AND LEADERSHIP**  
Leadership  
Business Administration  
Business Administration Recent Graduates  
Instructional Design and Technology

**EDUCATION**  
Counseling  
Curriculum and Instruction  
Educational Leadership  
Initial Certification at the Advanced Level  
School Counseling

**POST-MASTER'S DEGREE**  
Education Specialist

**DOCTORAL DEGREE**  
Doctorate of Education

Three-Year Graduation Program guarantees  
Teacher education option available

### AN INVESTMENT IN A DOANE EDUCATION IS AN INVESTMENT IN YOURSELF

We're committed to making education affordable for everyone. Our strong community of alumni and friends support future Tigers like yourself with generous donations and scholarships.

And our financial aid counselors work with you to find scholarships, loans and grants. In fact, over 2024 graduates had 20% less federal student loan debt than students nationally.

Find a full list of available aid at: [doane.edu/scholarships](http://doane.edu/scholarships).

DIRECT COSTS (2023-24)	
Tuition	\$41,726
Fees	\$1,905
Room & Board	\$12,786
Subtotal	\$56,427
Average Financial Aid Package	\$31,507
<b>Total (before outside scholarships and grants)</b>	<b>\$24,920</b>

**\$51.4 MILLION** ANNUAL ENDOWMENT FUND FOR SCHOLARSHIPS

**100%** OF STUDENTS RECEIVED A SCHOLARSHIP OR GRANT

**ACADEMIC SCHOLARSHIPS/GRANTS**

**Academic Excellence — Full Tuition**  
• Application closes January 15  
Perry Scholarship — \$21,000  
• 2.75-3.99 GPA  
President's Scholarship — \$18,000  
• 3.5-3.75 GPA  
Board of Trustees Scholarship — \$15,000  
• 3.0-3.49 GPA  
Vandrey Scholarship — \$10,000  
• 3.0-3.49 GPA  
Doane Community Scholarship — \$13,000  
• 2.7-3.0 GPA

**OTHER AWARDS**

**Earl Year Shield Award — \$1,500 - \$4,500**  
• Reserved for students not receiving academic and/or performing arts scholarships.

**Legacy Scholarship — \$1,000**  
• Awarded annually to students who have a sibling currently attending Doane or had a sibling, parent, grandparent and/or great-grandparent who is a Doane alum.

**Alumni Return at Scholarship — \$1,000**  
• Reserved for students on the Doane campus who are referred by a Doane alum. Application closes February 28.  
Military tuition assistance is also available.

**WE BUILD LEADERS**

**YOUR JOURNEY TO BEING A TIGER STARTS NOW >>**

1014 BOSWELL AVENUE • CRETE, NEBRASKA  
303 N. 15TH STREET • LINCOLN, NEBRASKA

CONTACT US AT 402.826.8222 • [ADMISSION@DOANE.EDU](mailto:ADMISSION@DOANE.EDU)  
LEARN ABOUT LIFE AS A TIGER AT DOANE.EDU

f in x

## Recruitment Road Brochure

### HEALTH SCIENCES AND HUMAN PERFORMANCE DEGREES

**Health and Medical Occupations Club**  
The club helps prepare students for future careers in medical-related fields. Activities include touring University of Nebraska Medical Center and Creighton, providing job shadowing experiences, community service and creating a portfolio.

**Health Professions Advisory Committee**  
Advisors work with students to help plan coursework, find shadowing and internship experiences, develop skills for taking entrance exams and find information on the best professional programs.

**Student Athletic Training**  
Students assist Doane athletic trainers care for student-athletes in game and practice environments and the training room. With 24 intercollegiate sports, conference and national championships, students gain valuable hands-on experience.

**Research and Laboratory**  
Students conduct research projects through one-on-one mentorship with a professor. Students gain qualitative and quantitative analytical skills that can be applied to careers in a diverse range of industries, including pharmaceutical, chemical, petroleum, environmental and healthcare, as well as graduate and professional schools.

**INTERESTED IN STUDYING HEALTH SCIENCES AND HUMAN PERFORMANCE AT DOANE? SCAN THE CODE TO LEARN MORE!**

CONTACT US AT 402.826.8222 • [ADMISSION@DOANE.EDU](mailto:ADMISSION@DOANE.EDU)

### HEALTH SCIENCES AND HUMAN PERFORMANCE

**MAJORS**

- APPLIED SPORTS SCIENCE - Emphasis areas: strength and conditioning
- BIOCHEMISTRY
- BIOLOGY - Emphasis areas: biotechnology, climate change, general, teaching
- CHEMISTRY - Emphasis areas: general, teaching
- EXERCISE SCIENCE - Emphasis areas: pre-athletic training, pre-occupational therapy, pre-physical therapy, strength and conditioning

**MINORS**

- BIOLOGY
- CHEMISTRY
- STRENGTH AND CONDITIONING
- PRE-HEALTH

## Health Sciences and Human Performance Brochure

### Discount for Non-Profit Employees

Doane is offering a 25% discount for non profit employees for the Master of Arts in Leadership (MIL) and the Master of Business Administration (MBA).

#### MASTER OF ARTS IN LEADERSHIP (MIL)

Doane's 18-course Master of Arts in Leadership program equips students to become authentic, resilient, inclusive and ethical leaders through a focus on everyday "Living Leadership."

Courses are problem-centered and designed for immediate real-world application. The fully online program can be completed in one to two years, with weekly Zoom sessions that offer flexibility and meaningful class interaction.

**PROGRAM HIGHLIGHTS**

- Start at any of our 8-week terms.
- Expected Completion: 18 to 24 months

**30 CREDIT HOURS**

**\$4,375 PER CREDIT HOUR\* SAVE BEFORE DISCOUNT \$13,163 TOTAL SAVINGS\* \$11,800 BEFORE DISCOUNT\***

#### MASTER OF BUSINESS ADMINISTRATION (MBA)

Doane's MBA programs are designed for working professionals seeking career advancement through a flexible, comprehensive curriculum. You will gain the skills and knowledge required for leadership roles.

**Choose from two convenient options:**

- Hybrid MBA - A mix of in-person or classes at our Lincoln campus and live or fully online sessions.
- Fully Online MBA - Learn anytime, anywhere with maximum flexibility.

**PROGRAM HIGHLIGHTS**

- Start at any of our 8-week terms.
- Expected Completion: 12 to 24 months

**30 CREDIT HOURS**

**\$4,475 PER CREDIT HOUR\* SAVE BEFORE DISCOUNT \$13,208 TOTAL SAVINGS\* \$11,800 BEFORE DISCOUNT\***

\*Plus books and fees, 2025-2026 Academic Year.

[DOANE.EDU/GRADUATE](http://DOANE.EDU/GRADUATE)

## MBA Discount Flyer



## TYPEFACES

Accepted font families within the Doane University brand are sampled below. Each has a general designated purpose but usage is at the discretion of the designer. The DIN OT font family includes many more alternate weights which are acceptable for institutional use.

### Primary Text and Titles

DIN OT Regular

*DIN OT Italic*

**DIN OT Bold**

***DIN OT Bold Italic***

### Title Alternates

DIN OT Regular

*DIN OT Italic*

**DIN OT Bold**

***DIN OT Bold Italic***

### Formal Text and Titles

Gandhi Serif Regular

*Gandhi Serif Italic*

**Gandhi Serif Bold**

***Gandhi Serif Bold Italic***

### Presidential Situations

Berling LT Std Roman

*Berling LT Std Italic*

**Berling LT Std Bold**

***Berling LT Std Bold Italic***

### Established levels of branding

In order to supply consistent aesthetic interest and energy, as well as to stay consistent across a multitude of audience types, we've developed levels of branding that consist of varying patterns, colors, shapes and typography. Audience type is essential in selecting which level of branding to apply.

### Website

Gandhi Sans Regular

*Gandhi Sans Italic*

**Gandhi Sans Bold**

***Gandhi Sans Bold Italic***

### Athletics Only (All Caps)

**HELVETICA LT STD BLACK CONDENSED**

***Helvetica LT STD Black Condensed Oblique***

HELVETICA LT STD Light CONDENSED

*Helvetica LT STD Light Condensed oblique*

# COLORS

## PRIMARY

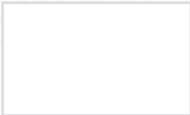
The official colors are orange, black and white. These colors may be used in combination or alone. At least one of these colors should always be the dominant color in any design.



**Doane Orange - PMS 151**  
CMYK: 0.55.100.0  
RGB: 255.121.0



**Black**  
CMYK: 0.0.0.100  
RGB: 0.0.0



**White**  
CMYK: 0.0.0.0  
RGB: 255.255.255

## BLACK FOR PRINT

All type and text should use the 0.0.0.100 CMYK build. When designing with black for shapes, overlays, etc., a Rich Black build will almost always be recommended for digital printing as it will retain a more durable dark color when printed and prevent smudging.



**Rich Black**  
CMYK: 60.40.40.100

**RGB**  
255.241.229  
255.228.204  
255.214.178



**CMYK**  
0.5.10.0  
0.11.20.0  
0.16.30.0

Please do not use tints of Doane Orange

100% Doane Orange

Please do not use shades of Doane Orange. See page 10 for approved neutral colors.





## SECONDARY

These colors are to be used sparingly, to highlight a specific element. Doane's primary colors should still be the dominant color(s) of any design.

If designing with 3 colors, remember the 60-30-10 rule — 60% primary color, 30% secondary color, 10% accent color. Colors outside of the primary brand colors and neutrals on this page should be avoided or limited in special occasions.

## NEUTRALS

These neutral shades can stand alone or be used in conjunction with colors from the secondary palette. They also make great backgrounds for regular or reverse text.



**PMS Warm Gray 1**  
 CMYK: 2.3.4.5  
 RGB: 224.222.216



**PMS Warm Gray 2**  
 CMYK: 4.5.7.10  
 RGB: 213.210.202



**PMS Cool Gray 1**  
 CMYK: 3.2.4.5  
 RGB: 224.225.221



**PMS Cool Gray 2**  
 CMYK: 5.3.4.8  
 RGB: 213.214.210



**PMS Warm Gray 10**  
 CMYK: 20.29.28.56  
 RGB: 118.106.98



**PMS Warm Gray 11**  
 CMYK: 23.32.31.64  
 RGB: 103.92.83



**PMS Cool Gray 10**  
 CMYK: 38.29.20.58  
 RGB: 97.99.101



**PMS Cool Gray 11**  
 CMYK: 48.36.24.66  
 RGB: 77.79.83

## IMAGE RELEASE

If photographing people who can be easily identified, make sure they are aware of the photography and use of the photos. Always use an approved image release form. All signed and dated image release forms should be submitted to the Office of Strategic Marketing.

### MINOR IMAGE RELEASE

When planning to take photos involving children under the age of 19, please contact the Office of Strategic Marketing.



## MUSIC, PHOTOS OR GRAPHICS

Use of copyrighted music, photos or graphics is a violation of federal copyright law and could subject Doane University to substantial financial penalties. Producers must work with music composers and publishers to obtain rights or alternately use royalty-free music. Photos and graphics must be purchased, or you must obtain written approval by the owner. The OSM has a music underlay to consistently brand Doane with commercials and radio.

## POWERPOINT PRESENTATIONS

These are the approved PowerPoint presentation templates representing Doane University. If you choose to design your own presentation, it should contain:

- Doane logo or full college name (Doane University)
- School colors

PowerPoint templates are available at

<https://web.doane.edu/offices-services/office-of-strategic-marketing> under Resources & Guidelines

# CURRENT RECRUITMENT CAMPAIGN DESIGN ELEMENTS

New design styles for recruitment materials were put into circulation in the summer of 2025. These styles are planned to remain in use for three years, at which point new styles will be proposed to refresh and elevate the Doane University identity. The brochure below (exterior) and to the right (interior) showcases the primary design features of the current cycle.

**A WELL-ROUNDED EDUCATION HAS A CENTER**  
Find your focus within our majors and minors/certificates.

**HANDS ON FROM DAY ONE**  
Starting your first year at Doane, you'll have countless opportunities to apply what you learn in the classroom in real-world settings to solve real-world issues.

**NOT JUST A NAME OR NUMBER**  
With such small class sizes, your professors get to know the real you. They genuinely care about your success during your time here — and long after you graduate.

**BACHELOR'S DEGREES**

**AGRICULTURE & NATURAL SCIENCES**  
Agriculture  
Natural Resources and Environmental Sciences

**ART & DESIGN**  
Art  
Graphic Design

**BUSINESS**  
Accounting  
Business Administration  
Human Relations

**COMMUNICATION & MEDIA**  
English and Writing  
New Media  
Strategic Communication

**EDUCATION**  
Educational Studies  
Elementary Education  
Science, Teaching  
Social Science, Teaching  
Special Education

**ENGINEERING & MATHEMATICS**  
Engineering  
Mathematics and Data Analytics

**HEALTH SCIENCES & HUMAN PERFORMANCE**  
Applied Sports Science  
Biochemistry  
Biology  
Chemistry  
Exercise Science  
Physical Education/Physical Education and Health Education

**HUMAN & SOCIAL SCIENCES**  
History  
Liberal Arts Studies  
Psychology  
Sociology

**LANGUAGES**  
Spanish

**PRE-LAW**  
Policy and Values

**PERFORMING ARTS**  
Music  
Theatre

**INFORMATION TECHNOLOGY**  
Computing

**MASTER'S DEGREES**

**BUSINESS AND LEADERSHIP**  
Leadership  
Business Administration  
Business Administration Recent Graduates  
Instructional Design and Technology

**EDUCATION**  
Counseling  
Curriculum and Instruction  
Educational Leadership  
Initial Certification at the Advanced Level  
School Counseling

**POST-MASTER'S DEGREE**  
Education Specialist

**DOCTORAL DEGREE**  
Doctorate of Education

Three-Year Graduation Program guarantees  
Teacher education option available

**AN INVESTMENT IN A DOANE EDUCATION IS AN INVESTMENT IN YOURSELF**

We're committed to making education affordable for everyone. Our strong community of alumni and friends support future Tigers like yourself with generous donations and scholarships.

And our financial aid counselors work with you to find scholarships, loans and grants. In fact, our 2024 graduates had 23% less federal student loan debt than students nationally.

Find a full list of available aid at: [doane.edu/scholarships](https://doane.edu/scholarships).

DIRECT COSTS (2025-26)	
Tuition	\$41,736
Fees	\$1,905
Room & Board	\$12,784
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Average Financial Aid Package	\$31,507
Total (including outside scholarships and grants)	\$24,920

**\$51.4 MILLION ANNUAL ENDOWMENT FUND FOR SCHOLARSHIPS**

**100% OF STUDENTS RECEIVED A SCHOLARSHIP OR GRANT**

**ACADEMIC SCHOLARSHIPS/GRANTS**

**Academic Excellence — Full Tuition**  
Application closes January 15

**Perry Scholarship — \$21,000**  
• 3.0-3.99 GPA

**President's Scholarship — \$19,000**  
• 3.75-3.99 GPA

**Board of Business Scholarship — \$17,000**  
• 3.5-3.99 GPA

**Van Hey Scholarship — \$15,000**  
• 3.5-3.99 GPA

**Doane Community Scholarship — \$13,000**  
• 3.0-3.99 GPA

**OTHER AWARDS**

**Earn Your Shield Award — \$1,500 - \$4,500**  
Reserved for students not receiving athletic and/or performing arts scholarships.

**Legacy Scholarship — \$1,000**  
Awarded annually to students who have a sibling currently attending Doane or had a sibling, parent, grandparent and/or great-grandparent who is a Doane alum.

**Alumni Referral Scholarship — \$1,000**  
Available to full-time students on the Crete campus who are referred by a Doane alum. Application closes February 28.

Military tuition assistance is also available.

**DOANE UNIVERSITY**

1014 BOSWELL AVENUE • CRETE, NEBRASKA  
303 N. 82ND STREET • LINCOLN, NEBRASKA

CONTACT US AT 402.824.8222 • ADMISSION@DOANE.EDU  
LEARN ABOUT LIFE AS A TIGER AT DOANE.EDU

**WE BUILD LEADERS**

**YOUR JOURNEY TO BEING A TIGER STARTS NOW >>**

**A** Selection of a campaign title font, only to be used for relevant recruitment pieces.

**B** Integration of the Doane Tiger as a background design element.

**C** Creation of a tiger stripe pattern that can be overlaid easily on all brand colors.

**D** Slanted shapes and boundaries to create movement and direction.

**E** Same as 'D,' but used in the context of framing images.



- F** Photoshopped individuals to create effective image layering.
- G** Implementation of a texture to use at the discretion of the OSM designer.
- H** Use of athletic logos when appropriate to create cohesiveness.

## DESIGNING FOR THE THREE ACADEMIC RECRUITMENT AREAS

Our primary academic recruitment audiences are for (A) Crete/Residential, (B) Graduate and (C) Non-Residential. The brochure featured on this page targets group A with orange being the most noticed color. While the design styles for the current audiences remain consistent, notice the Graduate recruitment area predominantly builds on white/light grey while the Non-Residential area predominantly leans on black. This is done intentionally to create a distinction between audiences.



## MERCHANDISE/SWAG

When choosing merchandise/swag, keep in mind the size of imprint space available to print your message. Some items' imprint area is very small, leaving very little area for your message.

When type gets too small, the ink may fill in, making your message illegible.



*Pennants*

**Required on every item:**

**1. Doane logo**

**OR**

**2. Doane University – Branded font**

**3. Branded colors**

**If there is room, also include:**

**Doane.edu**



*Stickers*



When submitting your project request via the Service Center, be sure to clarify details for the project needs in the notes section. This ensures the logo and your order is printed correctly. If you are uncertain about your artwork or color combinations, please ask the OSM.

Do not put Doane University logos on items that are not approved colors.

Example: Do not order blue, green and red pens that have the Doane University logo on them.

If you **MUST** order a color outside of the branded options, you are not allowed to print the Doane logo on it. You may use Doane University typeset.

For questions regarding creating artwork for merchandise, contact the OSM.

# APPAREL

To create and maintain a clearly defined and recognizable brand for Doane University, the following has been adopted to both realize the brand of the University and allow creative freedom to its constituents. This provides clear guidelines for any Doane University club, organization or academic area wishing to produce logoed promotional apparel for sale or use. For the purposes of this guide, “apparel” is any item worn by an individual including, but not limited to, shirts, pants, headwear, footwear and outerwear. “Logoed” refers to any verbiage and/or designs that are affixed to the apparel by the means of any process, including, but not limited to, screen printing, sewing, heat transfer and embroidery.

This guide provides specific requirements based on the proposed purpose of the apparel. In addition to the guidelines below, all apparel must be free of derogatory, offensive or explicit words, phrases or imagery that contradicts the mission of the University.

The Doane Bookstore is the official vendor for Doane apparel. All apparel with exception to the Doane University Bookstore and NAIA Athletics must be approved by OSM prior to production. No external websites are to be created to sell Doane University apparel unless approved by the **Director of the Service Center.**

OSM reserves the right to deny or request changes to any submission.

*T-Shirt  
example*



## ATHLETIC MARKS

There are three types of athletic marks available: Thomas, the Stylized D and the Wordmarks. These marks were designed in 2016 to update and create a cohesive look for Doane Athletics.

The athletic marks are never to be used for academic purposes but can be utilized as a design element to promote the overall institution, such as design collateral with recruitment purposes.



### THOMAS

Doane's beloved mascot Thomas the Tiger got a new, sleek look in 2016. This mark is primarily for use by athletics and admissions/marketing initiatives facilitated by the OSM, however official student organizations and the alumni office may use the Thomas mark on a limited basis for spirit-related materials, promotions or events, as approved by the OSM. Thomas is not a replacement for the 1872 Shield, which should still appear on all printed and digital materials directed to an audience outside of Doane campuses, such as prospective students or the general public. This logo should never appear on scholarly or academic materials.

### STYLIZED D

The Stylized D is a new logo option in 2016. Its use is reserved for athletics and admissions/marketing initiatives facilitated by the OSM. It is not available for use by other university departments, and should never appear on scholarly or academic materials.

### WORDMARKS

Several arrangements of the words Doane and Tigers are available in a variety of color combinations. The use of these marks is also reserved for athletics and admissions/marketing initiatives facilitated by the OSM. It is not available for use by other university departments and should never appear on scholarly or academic materials.

### AVAILABILITY

Electronic versions of these marks are not available for general use. If you are ordering from a vendor, OSM will provide logo files directly to the vendor to ensure the proper file types and logo iterations are used and university identity guidelines are observed.

***ALL PUBLICATIONS WHICH WILL USE THE DOANE ATHLETIC MARK MUST BE DESIGNED BY THE OFFICE OF STRATEGIC MARKETING OR SPORTS INFORMATION STAFF***



*Thomas-Doane*



*Thomas-DoaneTigers*

*There are three arrangements of the Thomas logo available.*



*Thomas-DoaneTigers-H*



*StylizedD-Doane*



*StylizedD-DoaneTigers*

*There are two arrangements of the Stylized D logo available.*

*Minimum clear space around a lockup should be equal to half the height of the D in Doane.*



*Wordmark-Doane*



*Wordmark-DoaneTigers*

*There are three arrangements of the Wordmarks available.*



*Wordmark-DoaneTigers-H*

Always match surrounding text to the outermost color of the logo lockup—black or white.



Every logo lockup is also available in various color/ink configurations, including 4-color, black and white, 3-color and 2-color.

4-COLOR



4C REVERSE



BLACK AND WHITE



BW REVERSE



3-COLOR



3C REVERSE



2-COLOR



2C REVERSE



## SPORT-SPECIFIC MARKS

Each sport is allowed one of seven logo lockups customized with their sport name. These are the only lockups approved for sport-specific use.



*Thomas-Doane-Athletics*



*StylizedD-Doane-Athletics*



*Wordmark-Doane-H*



*Thomas-Doane-H*

**DO NOT CREATE YOUR OWN SPORT-SPECIFIC MARK. CONTACT THE OFFICE OF STRATEGIC MARKETING OR SPORTS INFORMATION STAFF IF YOU NEED AN ALTERNATE LOCKUP.**

# TYPEFACES

Fonts (all caps)

**HELVETICA LT STD BLACK CONDENSED**  
***HELVETICA LT STD BLACK CONDENSED OBLIQUE***  
HELVETICA LT STD LIGHT CONDENSED  
*HELVETICA LT STD LIGHT CONDENSED OBLIQUE*

## Helvetica

Helvetica Light is Doane’s primary sans serif typeface. It may be used in all communications. Helvetica Light can also be paired with Helvetica LT STD.

## Helvetica LT STD

Helvetica LT STD is the preferred headline typeface for all athletic materials. It is to be used in all caps. Because of the difficulty reading large passages of a condensed typeface, please use Helvetica Light for all athletics body copy.

### APPROVED FONTS

Body copy: Helvetica Light  
Headlines: **HELVETICA CONDENSED BLACK (ALL CAP)**

### DOANE WORDMARKS

A custom font was used in the design of these marks. Please do **not** attempt to recreate the Doane Tigers wordmarks in any font.

### OFFICIAL COLORS

**ORANGE** – PMS151  
CMYK: 0.55.100.0  
RGB: 255.121.0  
HEX: FF7900

**2ND ORANGE** – PMS167  
CMYK: 3.78.100.15  
RGB: 189.79.25  
HEX: BD4F19

**BLACK**

**WHITE**

### VERBIAGE

Doane	#GoDoane
Doane University	#DoaneU
Doane Tigers	#DoaneTigers
Doane Athletics	#DoaneSportname

**Never DU, #DU, DTF or #DUSportname.**

All away and travel gear must include “Doane.”  
For home-only or practice jerseys, “Doane”  
and/or “Tigers” will suffice.

### NOTE: Secondary

These colors are to be used sparingly, to highlight a specific element. Doane’s primary colors should still be the dominant color of any design.



# *Style Guide*

## ***HOW TO WRITE FOR DOANE***

To ensure a cohesive representation of Doane University's voice and brand across all external communications, all written copy must adhere to this style guide.

A tone of voice portrays brand personality and encompasses brand attributes. In jargon-less words, we want our audience to feel as though Doane University is speaking to them. Which of course we can't, we're not a real person. But if we were, our tone of voice would be prominent. What you say is not nearly as important as how you say it.

## ***BRAND PERSONALITY***

### **DETERMINED**

Defined as: fully committed to achieving a goal

### **EXPRESSIVE**

Defined as: clearly conveying a special meaning

### **VISIONARY**

Defined as: forward-thinking and guided by ideals

## ***BRAND ATTRIBUTES***

### **HUMBLE, NOT PRETENTIOUS**

Doane builds leaders across all industries. Our faculty are longstanding experts in their fields and our alumni are leaders in their careers. Despite this success, Doane maintains a sense of humility and groundedness in its communications about success and accomplishment.

### **AUTHENTIC, NOT MANUFACTURED**

We take pride in our liberal arts education that caters to students from all walks of life. By focusing on developing critical thinking and creative problem-solving, we set up students for success as confident leaders, not another cog in the wheel.

### **EARNEST, NOT INDIFFERENT**

Professors and students share a sense of sincerity and seriousness in their education. Professors are committed to pushing and challenging our students. Students are determined to expand their knowledge and horizons.

### **ACCEPTING, NOT EXCLUSIVE**

Doane offers an all-encompassing approach to education, with a variety of program specialties and formats that appeal to a wide range of learners. We meet students where they are and challenge them to grow beyond their potential. Our inclusive language reflects this.

### **COMMUNITY-FOCUSED, NOT SILOED**

Doane's community is strong and encouraging. Our faculty and alumni are present and engaged but also cater to the flourishing independence of its students. Whether a recent high-school graduate, working adult, or non-traditional learner, Doane brings community support to students on their terms.

# DOANE DICTIONARY

**Colleges**, spell out full name on all references with correct capitalization

College of Education

College of Business

College of Arts and Sciences

**Open Learning Academy**, Spell out on first reference immediately followed by (OLA); use OLA on subsequent references

## DoaneX

**Greek houses**, spell out full names on all references, don't use Greek letters or acronyms.

Alpha Pi Epsilon, fraternity

Alpha Omega, fraternity

Delta Kappa Pi, fraternity

Gamma Phi Iota, sorority

Chi Delta, sorority

Omega Psi Theta, sorority

Phi Sigma Tau, sorority

## Shield Societies

Hansen Leadership Program Scholars

Interfaith Scholars

Inclusive Scholars

Health Science Scholars

## Hansen Leadership Program

Directions Program

Hansen Leadership Hall

**Doaneline**, online version of student newspaper The Doane Owl and hub for Doane Student Media

**Center for Excellence in Teaching and Learning**, spell out on first reference with (CETL) immediately following it; use CETL on subsequent references

**Academic Success Center**, spell out on first reference, use ASC in subsequent references

### **Administrative Offices**

Office of Academic Affairs, spell out on first reference, use Academic Affairs on subsequent references

Office of Institutional Advancement, spell out on first reference, use Advancement Office or Advancement on subsequent references

Alumni Office

Athletics

Bookstore

Business Office

Student Accounts

Office of Career, Leadership and Service

Community and Government Relations

Event Planning Office

Facilities and Operations Department

Financial Aid Office

Student Health Office

Human Resources Office

Information Technology Services

Institutional Research & Institutional Effectiveness Office

President's Office

Registrar's Office

Public Safety Office

Service Center

Office of Strategic Marketing, spell out on first reference, use OSM on subsequent references

Student Affairs

**Campus Advocacy**, Prevention and Education Project, spell out on first reference with (CAPE) immediately following, use CAPE on subsequent references

Office of Veteran and Military Services

Nexus Center

**Campuses/ Locations**, identify which campus upon first reference, e.g., Crete campus, Omaha location

Crete campus: 300-acre accredited arboretum that's home to residential undergraduate programs; address: 1014 Boswell Ave, Crete, NE 68333

Lincoln campus: graduate programs; address: 303 N 52nd St., Lincoln, NE 68604

### **Residence Halls**

Frees Hall

Hansen Leadership Hall

Sheldon Hall

Smith Hall

Brodie Hall

### **Dining options on Crete campus**

Dining hall

The Tiger Den

Lakeside Coffee Shop

### **Giving Societies**

Heritage Society

Thomas Doane Society

David Brainerd Perry Society

Doane Society

Champions Club

### **Gaylord Hall**

Use full name on first reference, Gaylord on subsequent references

One of three buildings on the Crete campus listed on the National Register of Historic Places

### **Whitcomb Lee Conservatory**

Use full name on first reference, Whitcomb or the Con on subsequent references

One of three buildings on the Crete campus listed on the National Register of Historic Places

### **Boswell Observatory**

Use full name on first reference, Boswell on subsequent references

One of three buildings on the Crete campus listed on the National Register of Historic Places

**Butler Gymnasium**, spell out on first reference and use either Butler Gym or Butler on subsequent references

**Fuhrer Field House**, On first reference use Fuhrer Field House and on subsequent references use Fuhrer or the field house. Identify specific spaces when possible:

Dutcher Fitness Center

Fred Beile Arena, spell out on first reference and use Beile Arena on subsequent references.

Leroy W. & Bertha L. Hood Training Center, spell out on first reference, use Hood Training Center on subsequent references

**Haddix Recreation and Athletic Center**, use George and Sally Haddix Recreation and Athletic Center on first reference, use Haddix or Haddix Center on subsequent references of the building as a whole

Bob Erickson Court, spell out on first reference and use Erickson Court on subsequent references

Brian S. Campbell Cardio Fitness Center, spell out on first reference and use cardio and fitness center on subsequent references

Kitty M. Perkins Fitness Center, spell out on first reference and use fitness center on subsequent references

Newburg Held Tennis Complex

Rick and Wanda Gibson Hall of Fame Room, spell out on first reference and use Hall of Fame Room on subsequent references

**Ledon Complex**, use Jose M. and Elizabeth Ledon Softball and Baseball Complex on first reference, use Ledon Complex on subsequent references. Identify the baseball or softball field specifically when appropriate.

**Memorial Stadium**, use Memorial Stadium when talking about the entire sports complex in Crete, which includes Doane’s football field and outdoor track. Identify specific spaces when possible:

Al Papik Field, use when specifically referencing the football field; use Papik Field on subsequent references

Fiske Lodge, use when specifically referencing the admissions/concessions stand

## **Music Programs**

Collegiate Chorale

Doane Concert Band

Doane Choir

Doublewide

Jazz Ensemble

Jazz Unlimited

Tiger Pep Band

## ***DOANE FRATERNITY AND SORORITY LIFE TERMINOLOGY***

**Active Member/Active:** A member who has been initiated into lifelong membership and is active at the collegiate level

**Advisor:** A staff/faculty member at Doane who serves as a resource for the chapter, sometimes called a Chapter Advisor (older terminology you may hear at Doane is a “sponsor”)

**Bid Day:** Last day of recruitment in which potential new members receive formal invitations (or bids) to join a fraternity or sorority

**Chapter:** A branch of an organization, established on a specific campus. (You may hear this term for national organizations frequently as many “chapters” are established across the nation. Our fraternities and sororities at Doane are still able to be called a “chapter,” but as they are the only ones in existence nationally, they would also be known as the “Alpha Chapter”).

\*Local Chapters are formed locally at their university level, and our local chapters do not have a national organization. Chapters at Doane report to the Office of Fraternity and Sorority Life within Campus Engagement.

\*National Chapters are one of many nationally recognized, and typically report to a National Headquarters. They may have various structures/governing bodies that supersede the University required business, but students are held to the student conduct at the University level, and fraternal conduct (membership, etc.) to the Headquarters.

**Greek Council:** The governing body for all fraternities and sororities at Doane. Each chapter has a representative serving on the Greek Council, decisions regarding an overarching constitution, recruitment rules and regulations, and other related policies, are discussed, drafted, and voted upon within the Greek Council.

**FSL:** Meaning Fraternity and Sorority Life; used to abbreviate the community and try to shift from saying “Greek Life” (as on some campuses, Greek Life might literally mean the community of students from/having connection to Greece)

**IGAA:** The Inter-Greek Alumni Association, composed of a representative of each chapter at Doane. Chapters on probation, currently inactive, etc., may have representatives on this Association. Alumni representatives will meet regularly to coordinate efforts to support active members on campus through different activities.

**Initiation:** A ceremony where a new member becomes an active member of the organization. Initiation ceremonies are private and vary by each organization and follow a new member education period.

**Legacy:** A child, sibling, or close relative of a member of the organization

**New Member:** Period of membership after receiving and accepting a bid, but prior to initiation (sometimes referred to as a pledge, which is a term no longer in use)

**New Member Educators:** Applies to any elected position within a fraternity or sorority that oversees the curriculum creation and facilitation of new member education to new members. May include other chapter-specific language such as mediators/facilitators. (We ask that slang terminology previously used to indicate a level of power over new members is discontinued immediately).

**New Member Education:** A four-week period where chapters hold educational workshops and chapter-building activities aimed at preparing new members for active membership in the organization (previously known as Greek Week).

**Open House:** Open invitation events to all students within the Doane community, held by a fraternity/sorority in the semester before Spring Recruitment. They are typically introductory events toward the recruitment season. These events are recruitment-based in nature to provide a chance for PNMs to determine if they would like to attend the recruitment processes in the Spring.

**Potential New Member (PNMs):** A person interested in joining an organization who participates in recruitment

**Recruitment:** Commonly known as “rush,” it is the period in which fraternities and sororities engage in organized recruitment oriented activities to meet/connect with PNMs.

**Ritual:** Private ceremonies held by an organization, which only initiated members and/or new members may attend. Often used as varying steps leading toward initiation, rooted in communicating and opening up new levels of chapter history/traditions.

## DOANE WRITING GUIDELINES

Use first-year instead of freshman

Use residence hall instead of dorm, dorm hall or dormitory

Use dining facility instead of cafeteria or caf

Use “week before finals week” instead of dead week

Capitalize Black when used to describe race

Write phone numbers with periods, not dashes. Ex. 402.467.9023

Use inclusive language instead of appropriated language or slang terms that have a non-inclusive history (e.g., powwow, spirit animal, blacklist, crazy/insane, tribe, grandfathered)

Use gender-neutral language; use “they/them/their” when possible instead of “his or hers; he or she”

Ask the person you’re writing about what their preferences are when it comes to identity (e.g., disability, pronouns, race, gender, etc.) Always default to their preferences. If that’s not possible, our recommendation is to use person-first language and reference style guides from the National Center on Disability and Journalism: <https://ncdj.org/style-guide/>  
GLAAD: <https://glaad.org/reference/>

### President’s Office

There may be instances in writing that currently are not shown that will arise. At those times we will be in contact with the Senior Executive Assistant to the President for discussion.

**Formal Signature** (Commencement Program, Comprehensive Campaign)

Roger Hughes, '82, Ph.D.

Non-Formal Signature (Website, Internal Doane Pieces, Alumni News)

Roger Hughes '82, President

Listed with a group of higher-education presidents

Roger Hughes, '82, Ph.D., President of Doane University

## **Alumni**

Graduation years are based on the academic year. For students who graduate in December, their graduation year is actually the same as the upcoming spring commencement. If Thomas graduated in December 2023, his graduation year is 2024.

When referencing alumni and including a maiden name:

Doane (Perry) Merrill '80

When referencing alumni with multiple degrees:

Doane (Perry) Merrill '80, '86C

Joe Smith '90L, '92A

When referencing alumni, include their graduation year with the appropriate letter designation that represents their program. Use a comma to separate multiple degrees. Use only the last two digits of the year unless their graduation year is more than a century old, in that case use class of XXXX.

Thomas Doane '24X

Jill Doane, class of 1917

B (Master of Business Administration)

C (Master of Arts in Counseling)

DE (Doctorate of Education)

E (Master of Education in School Counseling, Master of Education in Curriculum & Instruction and Education Specialist)

GI (Grand Island undergraduates)

L (Lincoln undergraduates)

A (Master of Arts in Management, Master of Arts in Leadership)

## **Alumni Awards**

### **Homecoming awards**

Doane Builder Award

Honor D Award

Exceptional Service Award

Young Alumni Award, gender specific (Young Alumna Award/Young Alumnus Award)

Paul Kersenbrock Humanitarian Award

Platt Alumni Music Award

Educator of the Year

### **Other awards**

Alumni Master

Alumni Senior Award

Alumni Trustee

Athletic Hall of Fame

Excellence in Teaching Award

Faculty Award for Distinctive Scholarship

Navajo Leadership Award

President's Award for Navajo Language and Culture

Trustees Award for Distinguished Service

## **Majors and Minors**

When written in a sentence, write majors and minors as:

Ex. policy and values/Spanish major and biology minor

Ex. Double-majoring in policy and values and Spanish, with a biology minor

Ex. Thomas Doane, a first-year student, is majoring in mathematics and data analytics and Spanish, and minoring in organizational communication.

When possible, include more specific information, ex. double-majoring.

**When written in a list, write majors and minors as:**

Ex. Thomas Doane | Major: Theatre | Minors: Music

**Board of Trustee Templates**

Templates for Board of Trustee minutes, agendas and reports should be used in BoardEffect the Board portal. It can be accessed by contacting the Senior Executive Assistant to the President.

**NOTES:**



**DOANE**  
UNIVERSITY