



DYNAMIC MEDIA INSTITUTE

Brand Identity Guidelines



Dynamic Media Institute

DMI is ever-evolving, always leading communication to new frontiers. DMI is known for its community, innovation, experimentation, and versatility. Based on this, we have developed a system that will evolve and expand as the institution introduces new initiatives and perspectives.

We welcome the opportunity to build and develop our powerful brand with you, collaborating and experimenting together as we take DMI into the future.

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BRAND IDENTITY GUIDELINES

Version 2.0 Updated Mar 8th

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INTRODUCTION

1.0

Hello. Welcome to our brand book.

We hope it will make the Dynamic Media Institute brand more transparent to you. It is not intended to be a manual but rather to encourage our community to give Dynamic Media Institute a bold, unique and cohesive design.

You will receive the tools you need from this guide to help us in our quest to share the depth, breadth, and strength of what Dynamic Media Institute offers to education and society. We describe the motivation behind the components of our visual identity in this guide.

Utilizing the system outlined here, you will be able to develop your creative abilities while reinforcing the Dynamic Media Institute brand.

Purpose of this Manual

The ideas and recommendations in this manual are intended to help Dynamic Media Institute develop a flexible yet cohesive brand identity system – one that supports our school's brand positioning and visual identity and creates a unified experience across all of our communications.

Our goal is to establish and uphold a distinctive character that shines out in the higher education landscape. These rules apply to all situations and communication channels where the Dynamic media Institute brand is used.

Please keep in mind that standards like these are constantly under development and cannot foresee all potential needs.



DYNAMIC MEDIA INSTITUTE

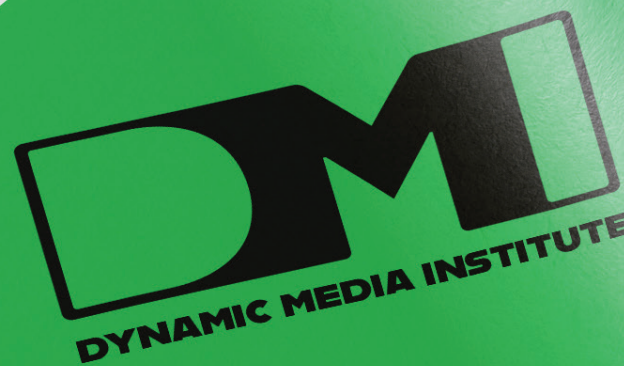
This sticker is for everyone
who can help us make this
world a better place.

#dynamicmediainstitute

DYNAMIC MEDIA INSTITUTE

This sticker is for everyone
who can help us make this
world a better place.

#dynamicmediainstitute



DYNA MEDIA INSTI

This sticker is
who can help
world a better

#dynamicme

DYNAMIC MEDIA INSTITUTE

This sticker is for everyone
who can help us make this
world a better place.

#dynamicmediainstitute

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LOGOS AND LOCKUPS

2.0

Overview

The logo is the most important component of the Dynamic Media Institute brand. Consistent application of the logo system is critical to the effectiveness of all department communication.

The DMI logo is versatile and it allows maximum creative expression while conforming to the principles of the design.

Use the files provided. Do not re-create the logo or alter the logo colors.

The logo exists in three versions – a primary and two alternates.

The primary logo is derived from Alfarn Regular. This is our preferred orientation and should always be used when no spatial constraints are present.

The alternate logo 1 sets the “Program Name” type below the primary logo. This version of the logo was developed to allow the brand name to be readable in spaces where the primary logo would be less recognizable.

The alternate logo 2 sets the “Program name” in three lines at the right based on the requirement.



PRIMARY LOGO



ALTERNATE LOGO - 1 & 2

Scale

Users of the DMI logos should follow the guidelines below to ensure that the logos are legible, noticeable, and properly set.

The size of the logo is measured by the height of the logo as a whole, not the width.

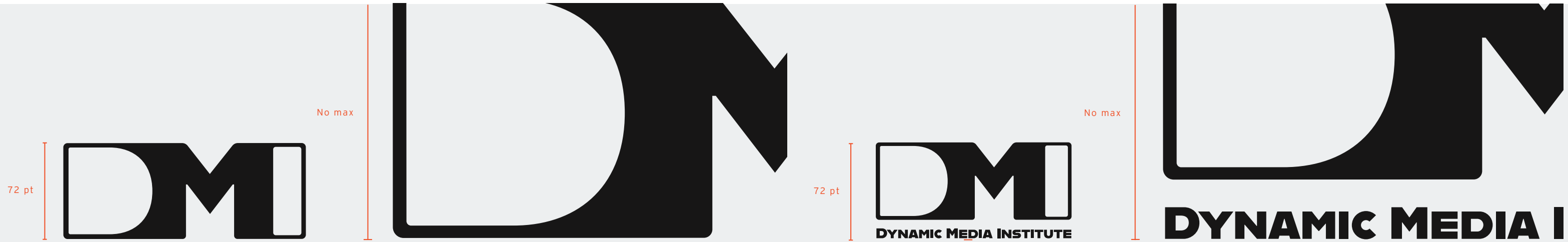
Use the files provided. Do not re-create the logo or alter the logo colors.

There are three versions of the DMI logos, designed for large and small applications. These three versions differ slightly, to maximize readability at their respective sizes.

The large primary lockups have a minimum usable size of 72 points (1 inch) and can be scaled up infinitely. The small lockups have a minimum usable size of 24 points (0.333 inch) and can be scaled up to 72 points (1 inch).

The secondary lockup 1 has a minimum usable size of 72 points (1 inch) and can be scaled up infinitely. The secondary lockup 2 has a minimum usable size of 24 points (0.333 inch) and can be scaled up infinitely.

All lockups should be scaled as a whole; do not scale the typography disproportionately. In addition, never separate the typograph from the logo.

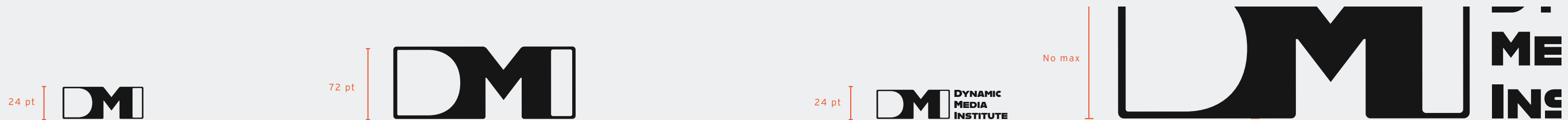


The large primary logo at it's minimum usable size.

The large primary logo does not have a maximum usable size and can be scaled up infinitely.

The secondary logo 1 at it's minimum usable size.

The secondary logo 1 does not have a maximum usable size and can be scaled up infinitely.



Small primary logo at it's minimum usable size.

Small primary logo at it's maximum usable size.

The secondary logo 2 at it's minimum usable size.

The secondary logo 2 does not have a maximum usable size and can be scaled up infinitely.

Colorways

The DMI logo is available in six acceptable brand colorways: Black (#0F0F0F), White (FFFFFF), Orange (F04F24), Green (4AB76B), Yellow (F7D64B) and Blue(6099D1).

These colorways are intended to ensure the readability of the logo in a range of applications.

Colorways should be chosen carefully so that they are readable and visually appropriate.

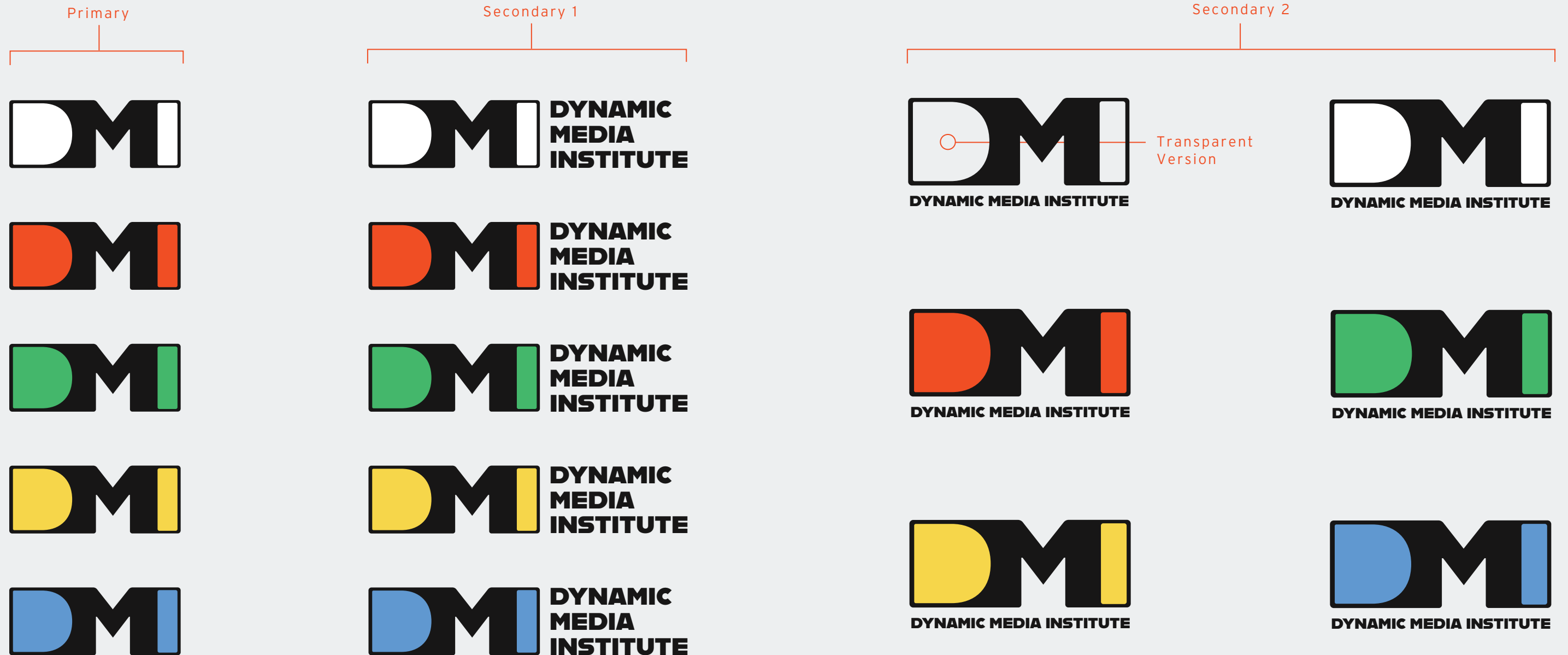
Use (www.whocanuse.com) to test color combinations.

Multiple colorways within the logo empower the DMI core values, experimentation and versatility.

Each color represents values engrained in the DMI personality. For detailed analysis on color, visit the color section of this guide.

A special Transparent version also available for specific functions like working with photography.

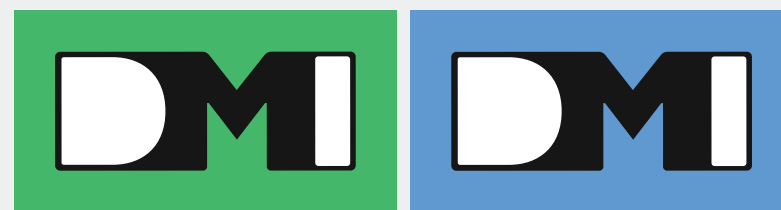
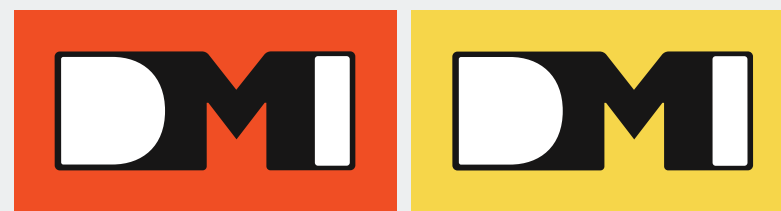
Lockup files are provided in the CMYK color mode ideal for print and digital applications altogether.



Color Conventions

Color combinations can be tricky with several colored logo options hence a carefully curated system is listed below. Readability and aesthetic values cannot be compromised.

Colorways should be chosen carefully so that they are readable and visually appropriate. Use (www.whocanuse.com) to test color combinations.



Black and White logo can be universally used over almost any background. It is preferred to stay with the DMI color palette.



Use colored logo options over a white background only.

The logo should not be abused by incorporating too many attributes like color, photography and blending modes all at once.

The logo and background should conform to a design which is minimal, clear and concise.

Several blending modes in lockups can be used over pictures and visuals. Careful considerations are required before attempting something like this.

The essence of the brand should remain intact.

Photo clipping



Photo blending



Flexibility & Range

The DMI logo is flexible and diverse. It can be stretched to predefined lengths on both right and left sides but there are certain rules to it.

Only use the provided size conventions and do not extend the outer boundaries more than the provided limit.

Version 2 stretches towards the right end extending "I" that can be populated with text or visuals.

Similarly, version 1 stretches towards the left end extending "D" that can be populated with text or visuals.

Both versions can be experimental with color. Color options outside the color palette cannot be used.

These mockups are the celebration of the DMI community that has shaped the creative field of communication design.

72 pt



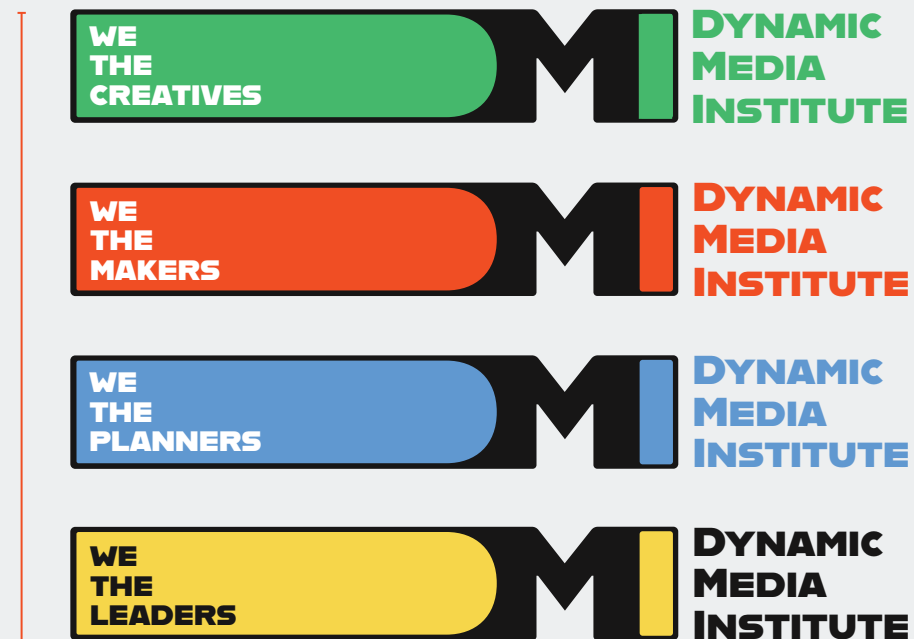
Version 1 at it's minimum usable size is 72pt.

72 pt

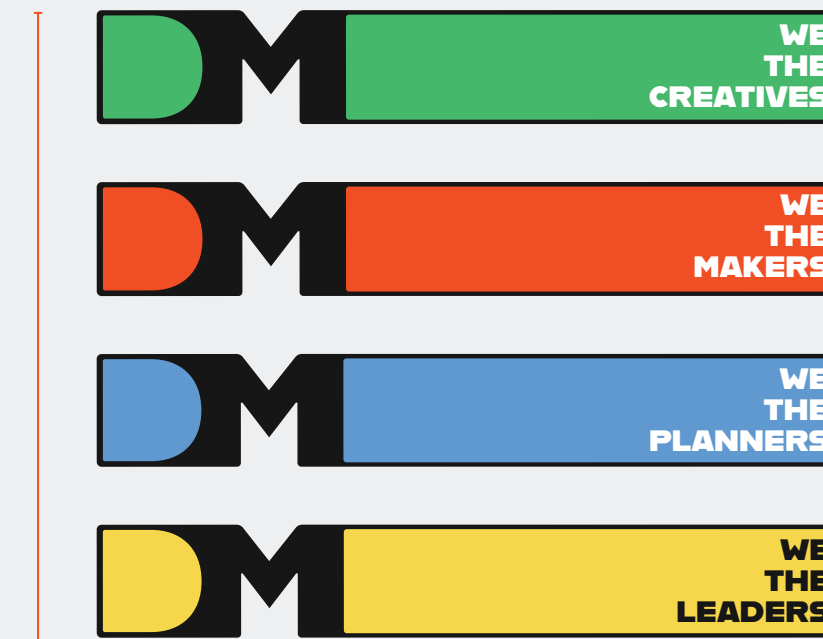


Version 2 at it's minimum usable size is 72pt.

Color



Color



Violations

Do not alter the DMI logo files in any way. Below are examples of incorrect usage that are violations of the DMI brand.



Do not reproduce the lockup in a tint or a screen.



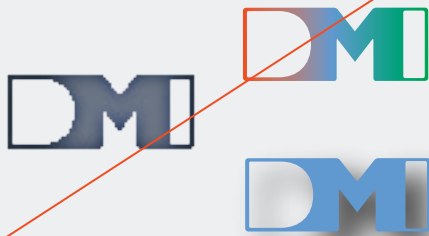
Do not scale the lockup disproportionately.



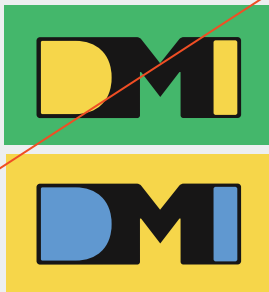
Do not use the white lockups on a similarly colored background.



Do not use the black lockup on a similarly colored background.



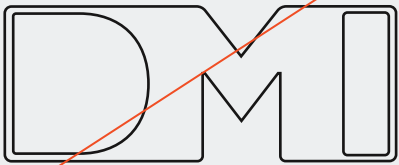
Do not apply any effects to the lockup.



Do not scale the lockup disproportionately.



Do not add graphic elements or typography to the lockup.



Do not outline the lockup.

Overview

Any identity system needs color, but it's especially important in the context of higher education. Colors are more than just brand components for an institution. They play a significant part in expressing a college's or university's identity since they are made to elicit an emotional response, to act as a visual expression of "school spirit," and to serve as a touchstone for individuals with a sense of place.

Coquelicot Orange is at the core of everything we do and is omnipresent in our branding and visual communication. Our color palette has grown to include a broad selection of rich and varied swatches – including Blue Gray, Emerald green and Mustard Yellow – but they all relate to Coquelicot Orange.



Primary Colors

There are three core colors in the DMI visual identity: Coquelicot Orange, Black, and White. DMI's visual identity relies heavily upon these colors, which should be used as the main colors in all printed and digital materials.

Coquelicot Orange represents enthusiasm and optimism which is DMI's most important characteristic.

The color breakdowns should be used and should never be replaced with other colors. The core color palette should never be secondary to an external color or color palette.

The colors shown on this page are not accurate for purposes of color matching. Please refer to the current Pantone Color Formula Guide to ensure that color reproduction is accurate. The colors shown have not been evaluated by Pantone, Inc., for accuracy (Pantone® is a registered trademark of Pantone, Inc.).

White
CMYK: 0.0.0.0
RGB: 255.255.255
HEX: #FFFFFF

Black
CMYK: 0.0.0.0
RGB: 0.0.0
HEX: #000000

Coquelicot Orange
CMYK: 0. 67. 85. 6
RGB: 240. 79. 36
HEX: #F04F24



Secondary Colors

DMI's secondary color palette contains 6 colors: Three dominant bright colors and three dull minor colors. This palette was designed specifically to support the primary palette, and was heavily influenced by the DMI's values and characteristics.

Secondary Palette has three dominant colors that are derived from DMI's values and characteristics.

Emerald green represents growth and improvement.

Mustard Yellow represents happiness and hope.

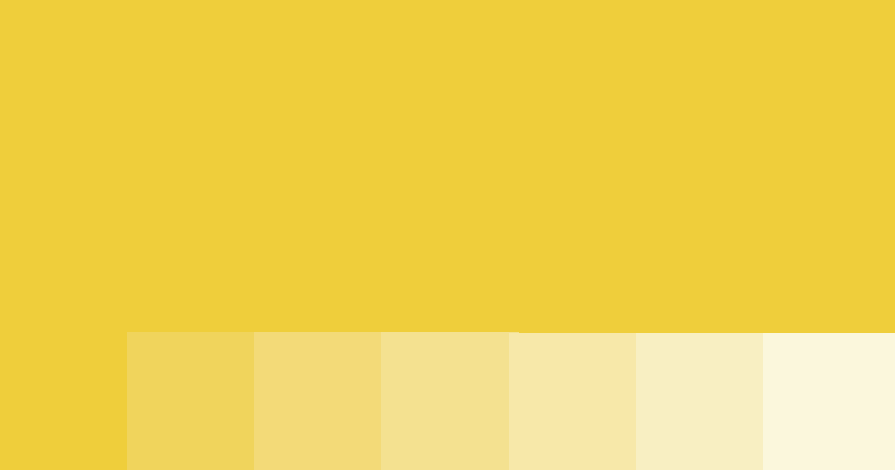
Blue Gray represents freedom and imagination.

The colors shown on this page are not accurate for purposes of color matching. Please refer to the current Pantone Color Formula Guide to ensure that color reproduction is accurate. The colors shown have not been evaluated by Pantone, Inc., for accuracy (Pantone® is a registered trademark of Pantone, Inc.).

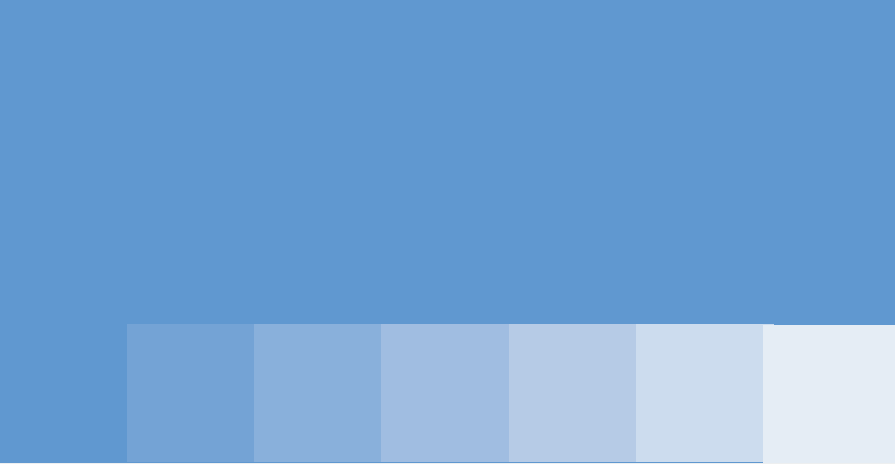
Emerald Green
CMYK: 60. 0. 42. 28
RGB: 74. 183. 107
HEX: #4AB76B



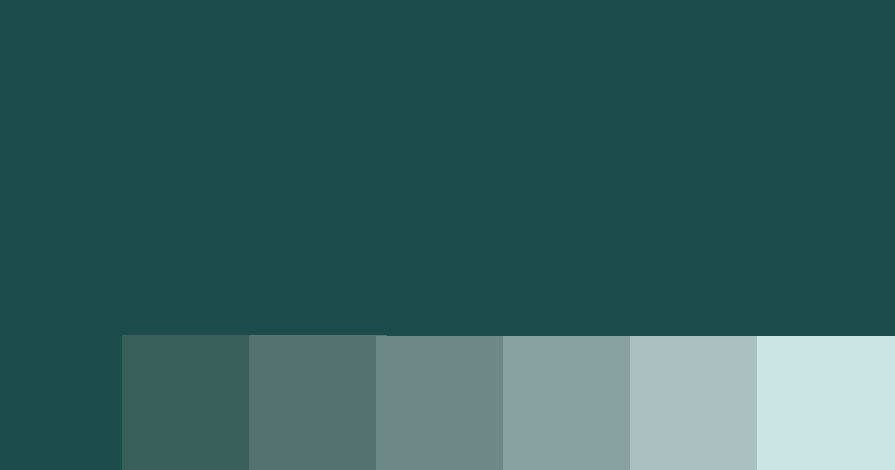
Mustard Yellow
CMYK: 0. 13. 70. 3
RGB: 247. 214. 75
HEX: #F7D64B



Blue Gray
CMYK: 54. 27. 0. 18
RGB: 96. 153. 209
HEX: #6099D1



Dark Slate Gray
CMYK: 58. 0. 5. 69
RGB: 33. 78. 74
HEX: #214E4A



Platinum
CMYK: 0. 0. 0. 12
RGB: 224. 224. 224
HEX: #E0E0E0



Davy's Gray
CMYK: 1. 1. 0. 72
RGB: 71. 71. 72
HEX: #474748



Overview

DMI's typography is based off of two font choices.

Alfarn, a typeface designed by a Bauhaus family and published by Adobe in 1923, serves as the heart of DMI's typographic design. It is the basis for DMI's logo and is incorporated in major headlines and headings. It is bold, flexible and dynamic.

Secondly, Interstate is a digital sans-serif typeface designed by Tobias Frere-Jones in the period 1993-1999, and licensed by Font Bureau. It is the basis for all body type and small headings. It is clean, minimal and readable.



Type specimen

Interstate is a sans serif typeface and the work-horse of the DMI type family. Its diverse typefaces, in varying weights and slants, are complemented by a comprehensive glyph map, enabling designers to apply it in a range of contexts.

Interstate is best used for long blocks of copy and as a support for its titling counterpart, Neue Display.

Interstate Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (".,!?\$&@#")**

Interstate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (".,!?\$&@#")

Alfarn is the titling counterpart to Interstate and is a core element of the DMI brand. Uppercase and Lowercase versions can be used hybridly.

Alfarn is best used for short headlines and subheads and is not recommended for long blocks of copy.

Arial and Helvetica are acceptable alternatives in applications in which Neue Display is unavailable.

Alfarn

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (".,!?\$&@#")**

Usage

Interstate is a sans serif typeface and the workhorse of the DMI type family. Its diverse typefaces, in varying weights and slants, are complemented by a comprehensive glyph map, enabling designers to apply it in a range of contexts.

Interstate is best used for long blocks of copy and as a support for its titling counterpart, Neue Display.

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Arial and Helvetica are acceptable alternatives in applications in which Neue Display is unavailable.

Headline

Alfarn Regular

**LOREM
IPSUM**

Lead Copy

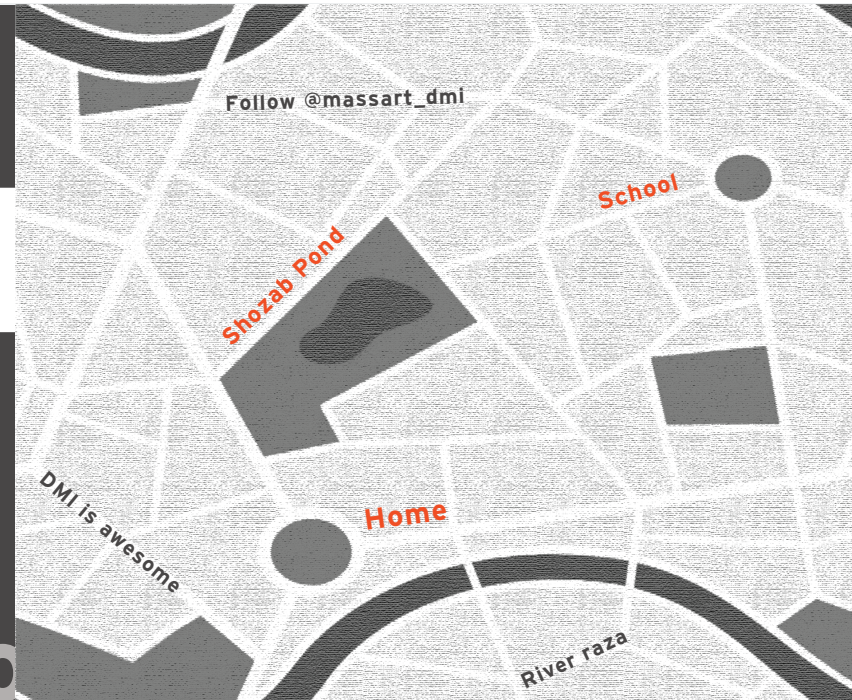
Interstate Bold

Lorem ipsum do
sit amet, conse

Body Copy

Interstate Light

Lorem ipsum dolor sit amet, consectetur ac
ing elit, sed do eiusmod tempor incididunt u
labore et dolore magna aliqua. Ut enim ad r
veniam, quis nostrud exercitation ullamco l
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proident, sunt in culpa qui officia deserunt
anim id est laborum.



Map Labels

Interstate light
and bold.



DYNAMI

MEDIA

INSTITU

4TH FLO

Wayfinding Signage

Alfarn Regular

Iconography

DMI iconography is minimal, simple and effective. These icon packs are in constant development as need arises.

Use the files provided. Do not re-create the logo or alter the logo colors.





Dynamic Media Institute is associated with
Massachusetts College of Art and Design.

DMI offers a 60-Credit MFA in Communication
& Multimedia.

www.dynamicmediainstitute.org
[@massart_dmi](https://twitter.com/massart_dmi)



