

Logo (2025)

The development of this logo - more strongly rooted in the core Dalhousie brand look and feel - dispenses with the need to pair it with Dal's core logo, allowing for less clutter when displayed with other partner or affiliate logos.

The same rules for use of the core Dalhousie logo (sizing, buffer, orientation, partner logo lock-ups, etc.) apply to the DALInnovates logo. Additional detail can be found in the [Brand Guidelines](#).



Colour/Typography

Dal's brand palette and typefaces can be fully leveraged for DALInnovates. Details on an audience-based approach to colour can be found on page 40 of the [Brand Guidelines](#).

WINGTIP BLACK	BEAK GOLD	CLOUD WHITE
CO M0 Y0 K92 R36 G36 B36 #242424 Pantone 425C 426U	CO M13 Y100 K0 R255 G212 B0 #FFD400 Pantone 109C 108U	CO M0 Y0 K0 R255 G255 B255 #FFFFFF
SUPPORT COLOURS		
#234BA0	#3599CC	#3EC2CF
#A72836	#E85725	#E3771A
#086554	#21A884	#70C7AF
#5D2B68	#812F7E	#9AGAAD
#000000	#575655	#B9B9B9
Against white, colours within this section meet 7:1 contrast ratios for accessibility		

Details on weights and styles of our typefaces can be found on pages 42 and 43 of the [Brand Guidelines](#).

Public Sans

(best for "display" uses: headlines, titles)
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLM-
NOPQRSTUVWXYZ 0123456789 @!?\$%&();,.

Franklin Gothic

(best for body text, text-prominent documents)
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLM-
NOPQRSTUVWXYZ 0123456789 @!?\$%&();,.

Imagery

