

# DORDT UNIVERSITY LOGO

UNIVERSITY STATUS AND NEW LOGO BECOMES OFFICIAL ON MAY 13, 2019

## CROSS

The gold cross remains at the center of the icon, reflective of Dordt's mission to stay committed to "Christ-centered renewal in all aspects of contemporary life."

## STYLIZED U

The "U" ribbon is—of course—representative of the move to university. But it also has academic and religious intonations. Shaped like a graduation stole, it contains stylized ends that symbolize hands and arms open to God's leading.

Font enthusiasts:  
here's the lowdown.

"DORDT" is created from the font **Friz Quadrata** with custom treatment of the "R" and the "T". The "UNIVERSITY" portion is based on **Mr Eaves Mod** with an extra weight added.

## GOLD COLOR

The official Dordt gold color will move from a Pantone 1245C to a **Pantone 1235C**. Besides giving Dordt a fresher look, this modification will allow for a more consistent and accurate color representation across all mediums—particularly when it comes to athletics and apparel.



# DORDT

## UNIVERSITY

## WORDMARK

The unique letterform combination with specific sizing, spacing, kerning, and other tweaking makes up the wordmark. It was important that the word "DORDT" be significantly larger than the word "UNIVERSITY." The name "Dordt" reflects the institution's heritage and mission.

Pantone 1245C

Pantone 1235C

Fun fact: this is the same gold used by the Green Bay Packers, Boston Bruins, Cleveland Cavaliers, Los Angeles Chargers, Kansas City Chiefs, Pittsburgh Steelers, Oakland Athletics, and Baylor Bears—among others.

## ICON

This designed portion of the logo is referred to as the icon. Blending classic and contemporary, this icon is a continuation of a series that embraces a stylized treatment of the initials of the institution with a cross in the center. The DU-cross icon is timeless, distinct, appropriate, and uniquely "Dordt."



EST. 1970s

EST. 1997

MAY 13, 2019

## QUESTIONS OR COMMENTS?

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