



GALLAUDET UNIVERSITY
BRAND BOOK / STYLE GUIDE

40 UNDERGRADUATE MAJORS,
& OVER 25 GRADUATE & PHD
DEGREES & CERTIFICATIONS

23,000 GALLAUDET
ALUMNI
WORLDWIDE

CHARTERED IN
1864
BY PRESIDENT
ABRAHAM
LINCOLN

500 DEAF OR HARD
OF HEARING
FACULTY & STAFF

1,720 STUDENTS FROM
50 STATES & OVER
90 COUNTRIES

8:1
STUDENT-
FACULTY
RATIO

97% RECENT GALLAUDET
GRADUATES EMPLOYED
OR IN GRADUATE SCHOOL

STUDENTS GRADUATE
FROM GALLAUDET
WITH NEARLY **2/3** LESS DEBT THAN
THE NATIONAL
AVERAGE

WHO ARE THE
STUDENTS THAT
COME TO GALLAUDET?

1/3 ARE FROM HIGH
SCHOOLS FOR
DEAF STUDENTS

1/3 ARE FROM
MAINSTREAM
PROGRAMS

1/3 ARE TRANSFERS
FROM OTHER
COLLEGES

33% NEW STUDENTS AT
GALLAUDET THAT
ARE NEW SIGNERS

18 RESEARCH
LABS

GALLAUDET

Gallaudet University
is the world leader in
liberal education and
career development
for deaf and hard of
hearing students.

Table of Contents

04 Introduction	39 Institutes	74 Email
5 Welcome	41 Research Programs	75 Email Template
6 Brand Book Purpose		76 Email Signature
07 Brand and Communication Elements	43 Content	77 Email Best Practices
8 University Brand	44 Editorial Tone and Voice	
10 Tagline	45 Use of Deaf/deaf	78 Web
11 Mission, Vision, and Values	46 Writing Style	79 Policies
13 Our Stance	47 Our Audience	80 Images
16 Associations	48 Accessibility	81 Image and Video Description Guidelines
	48 Legal	82 Structure of an Effective Visual Description
17 Visual Identity	49 Imagery	83 Best Practices to Apply in Visual Descriptions
18 Logo	50 Visual Style	86 Infographics and Diagrams
20 Colors	51 Textures	87 Sensitive Elements of the Image Description
23 Typography	52 Icons	
28 Usage	53 Table and Charts	92 Social Media
30 Athletics	54 Photography	93 About
	59 Cinematography	94 Considerations & Standards
31 Brand Architecture	62 Layout & Design	95 Branding Social Sites
32 University Brand	63 General Rules	96 Shared Images
33 Main Brand	64 The Overlay Effects	
34 Sub Brands	65 The Bison Curve	97 Conclusion
34 Business Services and Initiatives	66 Stationery	
35 Offices, Campus Services, Departments, and/or Degree-based Programs	67 Presentations	
36 Athletics	68 Best Practice	
37 Event Campaigns	69 Advertising & Promotional	
38 Student Organizations	70 General Rules	
	71 Online Advertising	
	72 Signs & Banners	
	73 Pins & Products	

We welcome you to become part of a **diverse signing community** that is working together to change the world.

Introduction

Gallaudet University Brand Book

This is our guide to the Gallaudet University brand—unique in its reflection of our signing community and how we communicate with people across the globe.

We are all in this together, and we will find the best path to maintaining the Gallaudet University brand. We are a world-class university with a rich history of transformation and impact; for more than 150 years, Gallaudet has been the political, social, and economic engine of our signing community. Equally important to us is that our community members feel right at home as they contribute to the many perspectives that make up the Gallaudet community.

This brand book contains all the tools you will need to create messages that will strengthen and resonate with the Gallaudet University brand.

Gallaudet University provides a lifetime of opportunity to **connect, discover, and influence.**

Purpose of this brand book

At its core, branding is how we are known. It is what people say about us.

But it is about much more than our reputation. Branding is everything that people associate with us — from the look and feel of our materials to what we stand for as an organization.

We celebrate and respect the rich diversity of deaf experiences across the spectrum of identities across the globe. Here at Gallaudet, we are the hub of the signing community and an exemplar of Deaf culture and values.

To that end, we must embody in our brand the very essence of inclusion while advocating for (and demonstrating) access for all in everything we do. This brand book covers how to create and maintain consistent branding across the following elements:

- Organizational Structure and Flow
- Mission, Vision, and Values
- Usage of our Logo and Tagline
- Approved Messaging and Visual Communication
 - Media assets (photos, videos, and more)
 - What to depict, and how to properly showcase these in print and online
- Accessibility Standards

The brand standards contained in the following pages are meant to be used both internally and externally at Gallaudet and by our partners and allies. To be consistent, and effective, it is essential that everyone we work with is “on the same page.”

It is important to note that this does not mean that our branding should be applied homogeneously. This document details the different requirements and protocols that each stakeholder in our ecosystem should follow, including offices, programs, campus services, labs, and institutions, in both print and online.

Each one of us has the responsibility to ensure that we are building and maintaining the professional, unified, recognizable, consistent and powerful brand that Gallaudet deserves to be — together.

If you have any questions about how these guidelines should be applied, please contact the **University Communications**.



Brand and Communication Elements

University Brand

In 1816, Laurent Clerc and Thomas Hopkins Gallaudet set a course from Paris, France to cross the Atlantic Ocean and open the first school for the deaf in the United States. Their vision was extended in 1864, with the backing of Congress and President Abraham Lincoln, to the creation of Gallaudet University.

We became a beacon for visual learning, visual language, social justice, and full rights for deaf and hard of hearing people. Since then, we have proceeded to become a Gallaudet that even President Abraham Lincoln could not have imagined.

Today, Gallaudet is the go-to fount of knowledge about the deaf and signing community — a rich source of history, achievement, and inspiration. But we are even more than that. **Gallaudet is a global change agent — a hub of the signing ecosystem that is preparing students to flourish and helping society to value and appreciate all that deaf people have to offer.**

Our Gallaudet community hails from all 50 states and over 90 countries, and we have nearly 23,000 alumni worldwide. We're a university that teaches and transforms like nowhere else.

Connect. Discover. Influence.



We like to say that Gallaudet is a place “where all things are possible.”

Our brand is more than an idea or a symbol. ***It’s our promise.*** Gallaudet is powerfully showing the value of deaf people across the spectrum of identities.

The beauty of this theme is in its simplicity and directness. At Gallaudet, being deaf is not something to overcome, but a process of understanding oneself and building connections within and beyond the signing and deaf community. By extension, our campus is a place where deaf individuals will find affirmative and positive acceptance of who they are and all they have to offer the world.

As we look at all of the achievements of Gallaudet students, faculty, staff, and alumni, we light a new fire in the next generation. We shall instill in them the strength and knowledge that allows their impact to be felt far and wide.

We will prepare students to **change the world.**



Our Tagline

Connect. Discover Influence.

Gallaudet’s tagline was introduced in 2015 to better convey the distinctive elements and value of Gallaudet to our audiences, including our various stakeholders.

“At Gallaudet University, students connect with excellent professors and motivated peers, discover innovative academics within a vibrant, bilingual community, and influence ideas, conversations, and the future.”

This tagline is to be used in conjunction with the university brand. It does not take the place of the university brand. The space between the elements should not be modified, and a ® trademark symbol should never be used in the tagline.

The tagline is only intended to be used in prominent placement (e.g., the front cover of a booklet), while the standard logo may be used for other placements (e.g., the mailing panel or back cover).

CONNECT. DISCOVER. INFLUENCE.

Tagline Usage

Connect. Discover. Influence. This tagline is available in three versions: with primary logo; with secondary logo; and text only. It should be placed on all university communications, literature, and products. Do not add your own tagline or other lettering to the logo.

The following are acceptable ways of reproducing the *Connect. Discover. Influence.* tagline:



Primary Logo

The tagline should always be in capitalized Minion Pro, and should share the same color as the lettermark and the primary logo above.



Secondary Logo

The tagline should always be in capitalized Minion Pro, and should share the same color as the lettermark and the secondary logo before it with a separator. The space between the elements should not be modified.



Text Only

When the tagline is used standing alone in a body of text, follow the body’s font family but use bold or italics -- but not both. The tagline should be capitalized in most cases. At a minimum, the first letter of each word should be capitalized.

Mission, Vision and Values

Mission

*Adopted by the Board of Trustees in
November 2007.*

Gallaudet University, federally chartered in **1864**, is a bilingual, diverse, multicultural institution of higher education that ensures the intellectual and professional advancement of deaf and hard of hearing individuals through American Sign Language and English.

Gallaudet maintains a proud tradition of research and scholarly activity and prepares its graduates for career opportunities in a highly competitive, technological, and rapidly changing world.



Vision

Gallaudet University will build upon its rich history as the world's premier higher education institution serving deaf and hard of hearing people.

We will become the university of first choice for the most qualified, diverse group of deaf and hard of hearing students in the world, as well as hearing students pursuing careers related to deaf and hard of hearing people. Gallaudet will empower its graduates with the knowledge and practical skills vital to achieving personal and professional success in the changing local and global communities in which they live and work.

Gallaudet will achieve these outcomes through:

- A **bilingual learning environment**, featuring American Sign Language and English, that provides full access for all students to learning and communication
- A **commitment to excellence** in learning and student service
- A world-class campus in the nation's capital
- Creation of a **virtual campus** that expands Gallaudet's reach to a broader audience of visual learners
- An environment in which **research can grow, develop, and improve the lives** and knowledge of all deaf and hard of hearing people worldwide

We **empower** our graduates with the knowledge and skills to achieve personal and professional success.

Our Values, Our Mindset

By creating an **inclusive**, **supportive** and **rigorous** academic environment, we help our students excel in school, at work, and at home.

At Gallaudet, anything is possible. No dream is beyond reach.

HONOR the rich variety of deaf experiences across the spectrum of identities.

EMBRACE and promote bilingual communication and sign language vibrancy.

ENSURE belonging, and that opportunities for all embody the rich diversity of identities, languages, and experiences.

FOSTER curiosity about new and differing perspectives as the foundation for learning, research, discovery, and individual and community growth.

ACT with personal and professional honesty and integrity.

BUILD shared understanding and trust about intention, action, and outcome.

RESPECT ourselves, our campus, our community, and our planet.

ADVOCATE for equality for all deaf and hard of hearing people around the world through open and unhindered communication.

RECOGNIZE the value that deaf people bring to humanity, and the unique perspective that deaf people bring to society.

PROVIDE open access to education, and accessible materials for all.

SUPPORT a thriving signing ecosystem of people, places, and institutions.

SHOWCASE empowering stories of successful deaf individuals and communities while building the next generation of deaf leaders.

Brand Positioning, Personality, and Communication Elements

To Gallaudet University and our signing community: **We belong.**

Alignment with the Gallaudet mission is critical if we want to build and maintain a positive association with the products and services provided by our university. Our work here impacts not only us here at home, but people in all corners of the globe.

Brand Positioning

The competitive, relevant, and differentiating place the brand occupies in its defined market.

Gallaudet University is the only university that welcomes deaf and hard of hearing students into a diverse and multicultural bilingual community to develop the leaders, innovators, and changemakers of tomorrow.

Brand Essence

Our core in one expression—*becoming*.

Taken directly from President Cordano’s State of the University Address in 2020: *The sign for becoming starts with the “past” moving “forward.” This is not new. We have been “becoming” for 150+ years — since Gallaudet was founded. This is our story. This is who we are. Becoming is hard work. It has challenges. It is not perfect. Yet, our history is a story of much success. We are resilient as deaf people. We are becoming.*

Brand Personality

The human characteristics that set our brand apart.

We are committed to creating and sharing our knowledge, experience and research. If you meet someone from Gallaudet, these are the words you would use to describe them:

- Confident
- Resilient
- Compassionate
- Insightful
- Inclusive

Brand Tone of Voice

Our distinct way of signing, speaking, and communicating to ensure we are recognized and remembered.

- Authentic
- Inspiring
- Articulate
- Optimistic
- Respectful



Key Messaging

We recognize that deafness is a culture, not a condition...

...and that there are many different deaf identities. We include those who identify as Deaf, DeafBlind, DeafDisabled, late-deafened, and hard of hearing. We embrace people of all races, genders, sexual orientations, languages, cultures, and religions and celebrate diversity in all we do.

We help our students excel...

...in school, at work, and at home, by creating an inclusive, supportive, and outstanding academic environment. At Gallaudet, anything is possible and no dream is beyond reach.

We are part of a community that extends well beyond our school.

We add to and are fueled by an ecosystem of millions of deaf people around the world, as well as the businesses, organizations, and institutions that embrace the signing ecosystem.

We are a beacon of deaf empowerment and employment.

We provide a world-class education that allows our students and alumni to participate in and thrive at the highest levels of society and culture.

Gallaudet is here to stay.

We have been at the forefront of deaf education since 1864. We are committed to embracing new ideas and technologies as we continue to lead.



Brand Associations

Bilingualism

Gallaudet contributes to bilingual education by use both American Sign Language (ASL) and English in data-supported ways that enhance learning and accessibility. Because Gallaudet is seen as a leader in the field of education, this approach also positively influences the instructional approach of many other educational institutions.

Innovation

Gallaudet is where ideas are born. From pioneering research on language, to technical and architectural advances, the University finds innovative ways both to educate our own students and to improve the world for deaf people everywhere.

Leadership

Gallaudet builds leaders. Its administration, faculty, staff, student body, and alumni have been national and international leaders in many fields of endeavor since 1864. Gallaudet University is looking to continue this pioneering tradition by educating, launching corporate and bilingual educational initiatives, promoting success stories, and by devoting resources to grow the Signing Ecosystem.

World-Class

Gallaudet attracts world-class students, faculty, and staff. Instruction is rigorous, and academic and research opportunities abound. Best of all, everything is presented bilingually in American Sign Language and English -- which sets us apart from every other university in the world.

Transformative

Gallaudet transforms the lives of its students and other members of the deaf and signing community. From changing perceptions, to offering new tools, to conducting cutting-edge research, Gallaudet is at the epicenter of positive change for the deaf and signing community.

Inclusive

Gallaudet strives to be an environment where people feel they belong, so they can contribute as their authentic selves. This goal has added depth for our community, because we have the responsibility to emulate the inclusion we want to see in the world.



Visual Identity



Primary Logo

Our logo is the primary visual element used to create brand recognition. Consisting of a buff “swoop” above the university’s name, this represents the American Sign Language rendition of the sign for “Gallaudet.”

Bilingual emphasis should always be used in our branding, as it is an essential element of our identity.

The trademark should be only used when commercialized. The ® registration mark should appear at the upper right corner of the trademark.

Gallaudet’s logo was created in 2011 and slightly changed in 2020 with updated buff and blue colors. It is made up of two pieces — the school’s name or lettermark in capitalized Minion Pro, and the “swoop” above. The logo can also be paired with the tagline when appropriate (the tagline must appear below the logo). Appropriate uses of the logo and tagline would be if there is no sub-mark, and only if it is being used to advertise Gallaudet itself. Other organizations or internal sub-brands may not use the tagline with our logo.



The clear space around the trident must be equal to or greater than the height of the “G.”

Usage

The logo must be reproduced from authorized graphics that will ensure crisp display, and cannot be redrawn, re-proportioned, embellished, or modified in any way.

Wordmark/Lettermark/Tagline Font

Minion Pro is a clean, modern font featuring rounded terminals, which helps to create a welcoming feel. The uppercase letters convey a sense of sturdiness and foundation.

Swoop

The buff “swoop” above the University name represents the American Sign Language rendition of the name “Gallaudet,” thereby honoring the University’s bilingual emphasis.

 [DOWNLOAD GALLAUDET UNIVERSITY LOGO](#)



Secondary Logo

The space between the elements should not be modified, and the ® registration mark should never appear.

Our logo is the secondary visual element consisting of a buff “swoosh” above the lettermark or the abbreviation university name represents the American Sign Language rendition of Gallaudet’s bilingual emphasis should be always used in our branding to establish the organization’s identity in any use or immediate area of distribution.

Size

In situations where the size of the material is restricted, the “GU” may be used on its own. For example, this may include website favicons.

Redundancy

In situations where the name ‘Gallaudet University’ is visible, the swoop and lettermark may be displayed on its own. This includes use on websites such as Facebook, where profile photos are displayed beside profile names. Another instance would be for a department name, where it is already known to be part of the University, and it becomes unnecessary to use the primary logo.

The trademark should never be used on the secondary logo.

Gallaudet’s secondary logo was created in 2019, and became a part of our official brand identity in 2020. It is made up of two pieces — the school’s abbreviated name (“GU”) or lettermark in capitalized Minion Pro, and the “swoop” above. The logo can also have the tagline below it when appropriate.



The clear space around the trident must be equal to or greater than the height of the “G.”

Usage

The logo must be reproduced from authorized graphics that will ensure crisp display, and cannot be redrawn, re-proportioned, embellished, or modified in any way.

Wordmark/Lettermark/Tagline Font

Minion Pro is a clean, modern font featuring rounded terminals, which helps to create a welcoming feel. The uppercase letters convey a sense of sturdiness and foundation.

Swoop

The buff “swoop” above the university’s abbreviated name represents the American Sign Language rendition of the name “Gallaudet,” thereby honoring the University’s bilingual emphasis.

 [DOWNLOAD GU LOGO](#)

Primary Colors

Color is an essential element of the University’s identity and must be used consistently in key applications, including graphic communications.

This includes, but is not limited to, publications, advertising, websites, multimedia presentations, stationery, business forms, and signage.

When used as predominant graphic design and communications elements, the University’s primary colors not only create a vibrant and distinctive impression, but they also communicate collegiate pride, tradition, and strength.

Buff and blue are key components of the University brand

The traditional Gallaudet colors are buff and blue. These colors honor the service of our country’s founding father, George Washington, and are the colors of his Continental Army uniform. The student newspaper, The Buff and Blue, is one of the oldest college student publications still in operation.

Prominent use of the primary color palette further reinforces the University brand.

Blue is the visual anchor and should be dominant in all marketing materials.

BLUE

PMS 301 U / C
C99 M76 Y24 K8
HEX #0F4D81

BUFF

PMS 3514 U / C
C6 M19 Y63 K0
HEX #EFCA77

NAVY BLUE

PMS 534 U / C
C95 M80 Y38 K28
HEX #213A5E

CREAM

C0 M1 Y1 K7
HEX #EDEBEB



Secondary Colors

The secondary color palette provides colors to complement the primary palette.

Secondary palette colors may be used as accents; as backgrounds to headlines, body copy, hyperlinks, and other content; and to help distinguish one Gallaudet publication from another, all without sacrificing a strong, clear brand, “family resemblance”, and continuity. Use of screen tints (percentage values) of University colors is permissible, especially in the interest of legibility. The logo colors cannot be changed, lightened, or tinted.

Secondary colors do not replace the primary color palette. In most instances where only two colors are available for printing, buff and blue should be used, along with one approved accent color, Bison pink.

The bison pink color is intended for emphasis and should be used sparingly, especially as a call to action.

These colors may be used by any of the sub-brands, especially the Blue and Buff colors, whose use throughout will serve to unify disparate brands.

<div>BLACK</div> <div>PMS Black 3 U / C C67 M44 Y67 K95 HEX #262626</div>	<div>RED</div> <div>PMS 166 U / C C0 M76 Y100 K0 HEX #C84E00</div>	<div>SKY</div> <div>PMS 543 U / C C56 M20 Y0 K0 HEX #6AABDD</div>
<div>GREY</div> <div>PMS Gray 10 U / C C40 M30 Y20 K66 HEX #676767</div>	<div>GOLD</div> <div>PMS 114 U / 121 C C0 M8 Y70 K0 HEX #FFD960</div>	<div>AZURE</div> <div>PMS 7461 U / C C100 M0 Y1 K3 HEX #0577B1</div>
<div>LIGHT GREY</div> <div>PMS 166 U / C C13 M8 Y11 K26 HEX #B5B5B5</div>	<div>MUSTARD</div> <div>PMS 1375 U / C C0 M45 Y95 K0 HEX #E89923</div>	<div>BISON PINK</div> <div>C19 M100 Y47 K3 HEX #C2185B</div>
<div>GRANITE</div> <div>PMS Cool Gray 2 U / C C5 M3 Y5 K11 HEX #E5E5E5</div>	<div>TEAL</div> <div>PMS 3262 U / 326 C C34 M0 Y0 K49 HEX #2C8282</div>	<div>PURPLE</div> <div>PMS 248 U / C C35 M95 Y0 K0 HEX #993399</div>
<div>LIMESTONE</div> <div>PMS Cool Gray 1 U / C C4 M2 Y4 K8 HEX #F3F2F1</div>	<div>OCEAN</div> <div>PMS 328 U / 323 C C96 M16 Y42 K57 HEX #1D6363</div>	<div>MAUVE</div> <div>PMS 5195 C44 M74 Y21 K50 HEX #66435A</div>
<div>CLOUD</div> <div>PMS 649 U / 656 C C10 M2 Y0 K0 HEX #E2E6ED</div>	<div>GREEN</div> <div>PMS 561 U / C C86 M23 Y100 K9 HEX #12873e</div>	<div>BROWN</div> <div>PMS 7530 U / C C0 M7 Y13 K49 HEX #837262</div>

Striking the Right Tone With Color

Our color system is flexible, but exercise restraint. Create unique color palettes by combining one secondary brand color (and its related tints) with Buff and Blue. Avoid using more than one secondary color on a piece unless there is clear and simple logic behind doing so.

Because Buff and Blue are Gallaudet University’s primary brand colors, they should always be dominant over any secondary color.

Identify the Tone

Formal

When working on formal communications, such as materials for academic ceremonies, official documents, and faculty-oriented events, you must choose from the following colors within the traditional palette, and one approved accent color, Bison Pink..

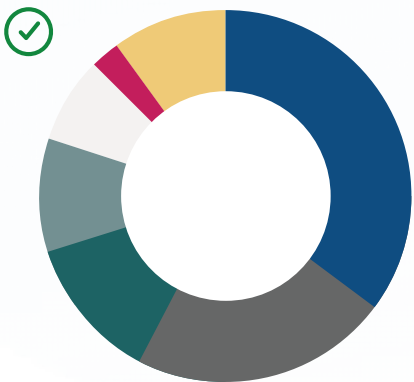


Informal

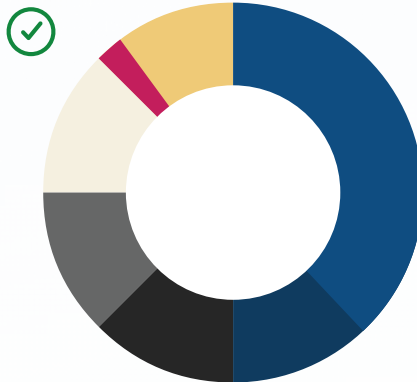
If you are developing materials for student recruitment, campus events, and other, more casual marketing efforts, you are free to make use of the full color palette of secondary colors—provided you satisfy the other guidelines outlined on [page 21](#).



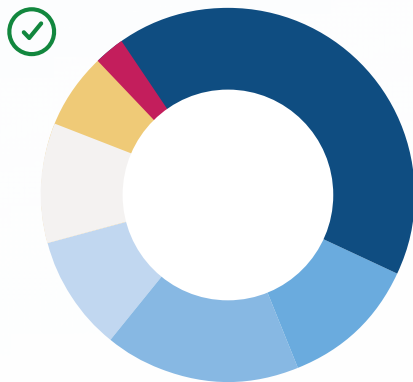
It is important to maintain a sense of hierarchy, balance, and harmony when using the color palette.



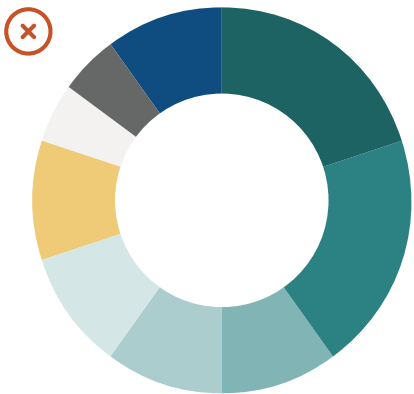
For formal materials, such as university ceremonies or presidential events, stick to neutrals and tints of buff and blue to give your piece a more traditional feel.



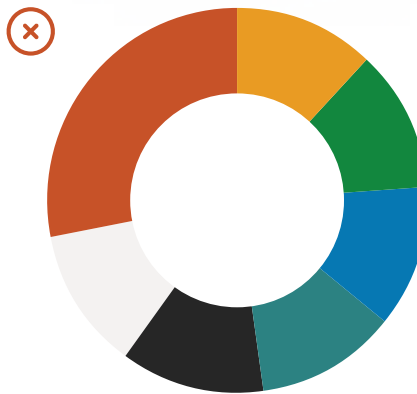
For more informal pieces, try limiting yourself to a few tints of a secondary brand color to allow the buff and blue within your piece to really stand out.



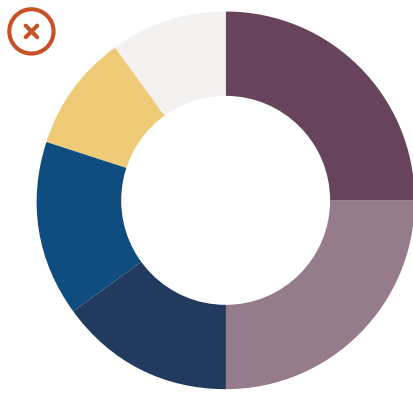
Customize your own color palette by combining the primary brand colors, buff, blue and white, with a secondary brand color and its range of tints and shades.



Do **not** use color palettes where secondary colors overpower the primary brand colors.



Do **not** use multiple secondary colors within a piece unless absolutely necessary.



Do **not** use secondary brand colors in formal pieces. Buff and Blue should be the dominant color.

Primary Fonts

Proxima Nova

Gallaudet University’s official university-wide sans serif typeface

It is strong, modern, and simple. Its variety of weights and widths allows the typeface to be used virtually anywhere.

Use For:

HEADLINES | SUBHEADS | BODY TEXT

Proxima Nova Thin
Proxima Nova Thin Italic
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Regular Italic

Proxima Nova Medium
Proxima Nova Medium Italic
Proxima Nova Semibold
Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova Bold Italic

Proxima Nova Extrabold
Proxima Nova Extrabold Italic
Proxima Nova Black
Proxima Nova Black Italic

Proxima Nova Cond Thin
Proxima Nova Cond Thin Italic
Proxima Nova Cond Light
Proxima Nova Cond Light Italic
Proxima Nova Cond Regular
Proxima Nova Cond Regular Italic

Proxima Nova Cond Medium
Proxima Nova Cond Medium Italic
Proxima Nova Cond Semibold
Proxima Nova Cond Semibold
Proxima Nova Cond Bold
Proxima Nova Cond Bold Italic

Proxima Nova Cond Extrabold
Proxima Nova Cond Extrabold Italic
Proxima Nova Cond Black
Proxima Nova Cond Black Italic

 **DOWNLOAD PROXIMA NOVA FONT**

SAMPLE | PROXIMA NOVA BOLD

Gallaudet
University
provides a
lifetime of
opportunity
to connect,
discover, and
influence.

Minion Pro

Gallaudet University’s official university-wide serif typeface

Minion Pro is a traditional serif font that is familiar and confident, yet not overly assertive. Its variety of weights and widths allows text to feel elegant, yet sturdy.

Use For:

HEADLINES | SUBHEADS | BODY TEXT

 [DOWNLOAD MINION PRO FONT](#)

Alternate Gothic

Gallaudet University’s official secondary university-wide sans serif typeface

Alternate Gothic is a sans serif font. It is similar to Franklin Gothic, but its weights (regular, italic, and bold) are all bold and narrow.

Use For:

HEADLINES | SUBHEADS | BODY TEXT

 [DOWNLOAD ALTERNATE GOTHIC FONT](#)

Minion Pro Regular	Minion Pro Caption
<i>Minion Pro Regular Italic</i>	<i>Minion Pro Caption Italic</i>
Minion Pro Medium	Minion Pro Caption Medium
<i>Minion Pro Medium Italic</i>	<i>Minion Pro Caption Medium Italic</i>
Minion Pro Semibold	Minion Pro Caption Semibold
<i>Minion Pro Semibold Italic</i>	<i>Minion Pro Caption Semibold Italic</i>
Minion Pro Bold	Minion Pro Caption Bold
<i>Minion Pro Bold Italic</i>	<i>Minion Pro Caption Bold Italic</i>

SAMPLE | MINION PRO

Gallaudet University provides a lifetime of opportunity to connect, discover, and influence.

SAMPLE | ALTERNATE GOTHIC

Gallaudet University provides a lifetime of opportunity to connect, discover, and influence.

Tone and Type

The font you choose should also reflect the tone of the communication you are creating.

Formal

When working on formal communications, such as materials for academic ceremonies, official documents, and faculty-oriented events, you must use the traditional typefaces, Minion Pro and Promixa Nova.

Informal

If you are developing materials for student recruitment, campus events, and other, more casual marketing efforts, you are free to make use of the full range of approved fonts—provided you satisfy the other guidelines outlined here.

Sample Settings

Formal

HEADLINE
Minion Pro
Caption Bold
Size: 40 pt
Leading: 35 pt

LUX PERIS
QUAM EORID

SUBHEAD
Promixa Nova
Regular
Size: 25 pt
Leading: 30 pt

Si offictiassi et tecti
totatus modio sitatur.

BODY
Promixa Nova
Regular
Size: 10 pt
Leading: 15 pt

Untilis opublici fue oricae id conves.
Iquam eorid publis, es cone moentem
senir hi, dentem tercerfessed furnia
nost vatala em veribuntela factuum pat.

PULL QUOTE
Minion Pro
Regular Italic
Size: 20 pt
Leading: 24 pt

Minion Pro
Bold
Size: 10 pt

*“Iditiam qui bea
provit et mentist
officit, quam et
magnati to cus?”*

–Quote Source

Informal

HEADLINE
Promixa Nova
Black
Size: 50 pt
Leading: 64 pt

Minion Pro
Bold Caption Italic
Size: 45 pt
Leading: 35 pt
Baseline Shift: 4pt

LUX PERIS
quam EORID
FUGITAE

SUBHEAD
Promixa Nova
Bold
Size: 30 pt
Leading: 35 pt

Si offictiassi et tecti
totatus modio sitatur.

BODY
Promixa Nova
Regular
Size: 10 pt
Leading: 15 pt

Untilis opublici fue oricae id conves.
Iquam eorid publis, es cone moentem
senir hi, dentem tercerfessed furnia
nost vatala em veribuntela factuum pat.

PULL QUOTE
Minon Pro
Regular
Size: 20 pt
Leading: 24 pt

Promixa Nova
Bold
Size: 10 pt

*“Iditiam qui bea
provit et mentist
officit, quam et
magnati to cus?”*

–QUOTE SOURCE

Formal

HEADLINE
Alternate Gothic
No3
Size: 45 pt
Leading: 35 pt

UPTIBUS MINT,
CONE ELLES
NOBIS QUE

SUBHEAD
Promixa Nova
Semibold
Size: 20 pt
Leading: 25 pt

Xerionse rerovitius dolorrorem
si volenim fuga. Nem aut quat
quibus. Velit, ommos at quos.

BODY
Promixa Nova
Regular
Size: 10 pt
Leading: 15 pt

Beriberio quatio blaut doloribus, tecatis soluptatium eum eum re res reped
quident earum ea quae que nis elestrum delit et utempossit, ius, am
acipsum vollorem eturestiust, occus.

Soluptas res nist, non pligend ucimus voluptatur, commossum, nulpa sincil
earum rest, sequassus exceror anis dolorunt aut di quos erferio ex et ea
niasped itatecab alis neste nulla dolut quis ad mo il ipit, consed eate sum
se pro volorep udigname est, quatistium, to dolorera sandit pereptuer.

CALLOUT
Alternate Gothic
No3
Size: 20 pt
Leading: 24 pt

Solorerrum qui conniam iusam doluptatiam et il
expersp. Nam, in rempe que magnimo lorum.

Typography Tips

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure your typography is consistent.

Leading

Line spacing, called leading, is critical to setting professional looking type that is easy to read. Leading should be set tight, but not too tight.

Tracking

Correct letter spacing, called tracking, is needed to make the type easy to read. In body copy, tracking should be set to zero. For display text, tracking is flexible and can be adjusted to give a different feel to your design.

✗ Leading that is too tight leaves too little space between lines of text.

Size: 14 pt | Leading: 12 pt

✗ Tracking that is too loose leaves too much space between letters.

Tracking: +75 | -75

✓ When leading is correct, the reader won't even notice.

Size: 14 pt | Leading: 18 pt

✓ When tracking is correct, the reader won't even notice.

Tracking: 0

ABC
DEFG
HIJK
LMNO
PQR
STUV
WXYZ

Best Practices

Primary Typefaces

The selections in this column are most appropriate for webpages, PDF documents, and mobile apps, but require a paid license whose cost varies on usage.

Use of these typefaces is encouraged for high-profile projects.

Proxima Nova Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

Minion Pro Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

Alternate Gothic Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

Web Typefaces

The selections in this column are most appropriate for webpages, PDF documents, and mobile apps. These fonts can be downloaded free of charge from Google Fonts.

Montserrat Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

Crimson Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

Roboto Condensed Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

System Typefaces

The selections in this column are most appropriate for email marketing, email signatures, editable documents (.doc, xls, .ppt), and some webpages. These fonts come pre-installed on most computers.

Arial Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

Times Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

Helvetica Condensed Family

Vee Vee. The mighty bison jumps over the sleeping tiger
1234567890

Proper Usage of Logos and Lockups

It is critical to always use approved master artwork to maintain consistency and to retain the integrity of the Gallaudet University identity. Never alter or try to recreate the signatures or lockups. All university art is available for download through (url).

To the right are examples of correct use.

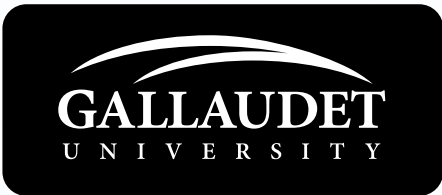
NOTE: Although we are only showing improper usage of the marketing lockup, these guidelines apply to all university art (primary and secondary logo) and signatures.



This is the **correct** marketing lockup.

Offices, programs, campus services, labs, and teams or committees designations

Consistency builds a better message and a stronger brand. One of these variations should be used on all communications.



This is how the logo should be shown in **black and white**.



These are acceptable **color combinations** on blue and black background.



These are acceptable **picture background** combinations.

Improper Usage of Logos and Lockups

It is critical to always use approved master artwork to maintain consistency and to retain the integrity of the Gallaudet University identity. Never alter or try to recreate the signatures or lockups.

To the right are examples of incorrect use of the marketing lockup.

NOTE: Although we are only showing improper usage of the marketing lockup, these guidelines apply to all university art (primary and secondary logo) and signatures.



Do not change the colors of the tab or text within the lockup.



Do not stretch or condense the dimensions of the lockup.



Do not change or alter typefaces.



Do not apply strokes, drop shadows, gradients, or other visual effects.



Do not rotate, distort, skew, or bend the lockup.



Do not add or remove any elements to or from the lockup.



Do not display on patterned backgrounds



Do not display on complex or high-contrast backgrounds



Do not display on unacceptable color background where Gallaudet logo is not visible.



Do not use other unofficial Gallaudet logos from website.



Athletics

Gallaudet Athletics is represented by the Gallaudet Bison logo. This logo and all athletic logos are trademarked.



No reproduction and/or use of the logo is permitted without obtaining permission from the Gallaudet Athletics Department. Please contact the Sports Information Office for your request at sportsinfo@gallaudet.edu. If you are in need of one of our alternative logos or a sport-specific logo, please contact the SID office.

The Gallaudet University Sports Information Office handles all media and public relations for the Athletics Department. The SID office manages the Gallaudet Athletics’ website — www.gallaudetathletics.com and all of the [@GallaudetBison](https://twitter.com/GallaudetBison) official social media platforms. Our official hashtag is [#GUBison](https://twitter.com/GallaudetBison).

 [DOWNLOAD ATHLETICS LOGO](#)

Brand Architecture

University Brand

Gallaudet University has made a difference for deaf people since 1864. As we continue to increase our impact, we must **preserve, celebrate, and respect our brands.**

This recognition materializes in student enrollment, research funding, job placements for our graduates, and government grants that allow us to continue the great work we do. Our brand serves multiple purposes, and when used consistently, leads to the broader recognition of our institution as the leader and champion of deaf and hard of hearing people in education, research, and thought leadership around the world.

Over the years, under the auspices of Gallaudet University, a number of Gallaudet-based services, offices, laboratories, and similar entities have developed their own sub-brands, differentiating specific offerings and programs. Some units and labs have developed a strong brand that is not associated with Gallaudet University and therefore cannot contribute to the influence we exert as a united community.

As we grow the master Gallaudet University brand, we must preserve, celebrate, and elevate it, and avoid diluting it. Sub-brands compete with the master brand and diminish its value, its recognition, and its respect among key constituencies. Moreover, University Communications cannot dedicate its resources to promoting sub-brands. As a result, these sub-brands may be less able to grow, and no one “wins.”

Our brand architecture specifies when the university brand should be used, and under what circumstances it is permissible to use sub-brands. All sub-brands are required to use a modified logo with the reference “by Gallaudet University” or similar. For more information, contact the Office of University Communications.



Everything we all do at Gallaudet strengthens the reputation of the University and increases its **visibility, status, and respect** from the deaf and hard of hearing community and beyond.



On the next few pages, we provide information on how to choose what branding to use — the **main brand**, a **sub-brand** or a **standalone brand**.



The Main Brand

Gallaudet University Brand

Gallaudet University is our overarching brand, or master brand. Within that brand are many smaller sub-brands, and brand extensions.

Our various sub-brands are related to Gallaudet University in important ways, and also have their own distinct character and values.

The Gallaudet University brand should be used for those properties which concern Gallaudet as a whole, or when multiple sub-brands are grouped together.

The Sub-Brands

Over the years, a number of internal services, initiatives, departments and labs have developed their own identify and logos.

The guidelines hereafter outline permissible usage of such sub-brands.

Business Services and Initiatives

The business services and initiatives that support Gallaudet provide auxiliary services and are not dependent on the school’s enrollment.

They principally serve external clients and have their own revenue goals. They will maintain their unique identities while following our guidelines for voice, style, and accessibility.

As a rule, all entities affiliated with Gallaudet and relying on the University for support, resources, enrollment, etc. are required to use the University logo with the Gallaudet University reference always present.

SAMPLE BUSINESS SERVICES

- Bison Shop
- Gallaudet University Press
- Kellogg Conference Hotel

SAMPLE INITIATIVES

- ASL Connect



Powered by Gallaudet University

Offices, programs, achievements, and campus services

Offices and campus services oversee the vital functions that keep Gallaudet University running. Offices and programs support Gallaudet’s academic programming and student development, whereas the academic programs concern the degrees that are offered in undergraduate and graduate.

Generally, if you work in an office, department, lab, or another admin unit, then you will use the main Gallaudet University logo. These Gallaudet departments and offices/campus services are considered part of the University and should never have any need to create or promote materials with their own logos and differentiated branding. There are some exceptions if you need to compete with other, similar products or services in the general marketplace.

All physical and digital marketing materials, including building and department signage, should be procured through the Office of University Communications.

SAMPLE OFFICE OR/AND PROGRAMS

- Academic Affairs
- School of Arts and Humanities
- Department of Public Safety

DEGREE-BASED

- Master of Arts in Sign Language Education (MA-SLED)
- Social Work
- Education

EXCEPTIONS

- National Deaf Life Museum

SAMPLE OFFICES OR/AND CAMPUS SERVICES

- Human Resources
- Financial Aid
- Gallaudet Technology Services (GTS)

SAMPLE PROGRAMS

- Youth Programs
- Health and Wellness Programs
- Honors Program



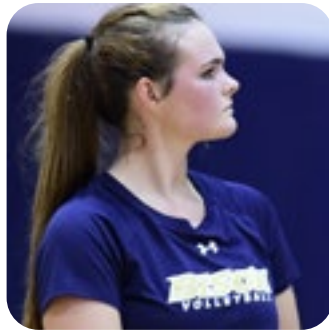
GALLAUDET UNIVERSITY
University Communications

Athletics

Gallaudet Athletics has its own identity, consistent with practice at other NCAA member institutions.

Athletics will maintain its unique identity while following university guidelines for voice, style, color, accents, and accessibility. At the same time, we recognize that sports writing is an art of its own.

Gallaudet Athletics is represented by the Gallaudet Bison logo/mascot. No reproduction and/or use of the athletics logos is permitted without obtaining permission from the Gallaudet Athletics Department.



Campaign or Event-Based

Campaign or event-based communications are sometimes needed to support annual or specific Gallaudet events that drive the university’s mission and recruitment efforts.

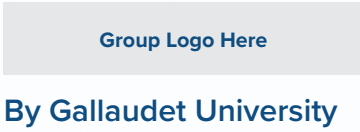
Both are considered part of the University, however there may be cases where they compete with other, similar Gallaudet campaigns or events in the general marketplace.

In order to avoid competition or confusion, the following guidelines should be applied.

- **Events and campaigns sponsored by and taking place under the auspices of Gallaudet University may have their own logo, name, and identity.** However, Gallaudet University must be references as the main entity by using our main logo or “by Gallaudet University”, depending on the source of financing and external reach.
- **Events and campaigns organized by internal groups with only Gallaudet financing must use the primary Gallaudet University logo.**
- **Internal groups using external funds for the event that has its own brand and logo shall include a reference “by Gallaudet University”,** if the event and its logo primarily targets stakeholders outside of our institution and the event is created to primarily benefit stakeholders outside of Gallaudet.
- **If the event takes place primarily to benefit our institution and our internal stakeholders, our primary Gallaudet university logo shall be used.**
- **When the event or campaign is an official partnership between Gallaudet and another external entity (e.g., another University or a government/cultural institution),** Gallaudet and the partner’s logo must be used together when a memorandum, a sponsorship, or a license agreement state the requirement to use the other party’s logo.

Regardless of event nature and sponsorship, all events must follow our guidelines for voice, style, and accessibility. All physical and digital marketing materials, including building and department signage, should be procured through the Office of University Communications.

Sample Group Logo Lock-Up



Sample Partnership Logo Lock-Up



SAMPLE EVENTS/CAMPAIGNS

- myGallaudet
- Hi5
- Academic Bowl
- Thankful Bison
- State of the University



SAMPLE PARTNERSHIPS

- Apple



Student Organizations

Student organizations will maintain their unique identities while following our guidelines for voice, style, and accessibility in their public communications.

Student organizations are considered part of the University and may have their own logo/branding, subject to review and approval by the Office of University Communications.

Their identity must be consistent with and tied to the Gallaudet logo and branding. This does not apply to Greek organizations, especially those that are chapters of national or international organizations. This also does not apply to the Athletics Department.

SAMPLE STUDENT ORGANIZATIONS

- Student Body Government (SBG)
- The Buff and Blue
- Black Student Union (BSU)
- Bison TV



PK-12 and Outreach

The Clerc Center has its own organizational structure, and often operates autonomously, along with supporting the Model Secondary School for the Deaf and the Kendall Demonstration Elementary School.

It is tasked with developing and disseminating innovative curricula, instructional techniques, and products nationwide while providing information, training, and technical assistance for parents and professionals to meet the needs of deaf students from birth to age 21.

BRANDED GROUPS

- Clerc Center | PK-12 & Outreach

Clerc Center | PK-12 & Outreach |  [DOWNLOAD CLERC CENTER LOGOS](#)



Laurent Clerc
National Deaf Education Center



Clerc Center



GALLAUDET UNIVERSITY
Laurent Clerc National
Deaf Education Center



GALLAUDET UNIVERSITY
Clerc Center

As a rule, all entities affiliated with Gallaudet University and relying on the university for support, resources, enrollment, etc., are required to make reference to Gallaudet University. In the case of the Laurent Clerc National Deaf Education Center, reference to Gallaudet University must always be present (i.e., entity name or own logo, plus “by Gallaudet University). Entities wholly under the auspices of Clerc Center are required to include “Laurent Clerc National Deaf Education Center” or “Clerc Center” as part of their logo.

PK-12 and Outreach

The Clerc Center has its own organizational structure, and often operates autonomously, along with supporting the Model Secondary School for the Deaf and the Kendall Demonstration Elementary School.

It is tasked with developing and disseminating innovative curricula, instructional techniques, and products nationwide while providing information, training, and technical assistance for parents and professionals to meet the needs of deaf students from birth to age 21.

BRANDED GROUPS

- KDES | PK-8th Grade School
- MSSD | 9th-12th Grade School

KDES | PK-8th Grade School |  [DOWNLOAD KDES LOGOS](#)



**KENDALL DEMONSTRATION
ELEMENTARY SCHOOL**



MSSD | 9th-12th Grade School |  [DOWNLOAD MSSD LOGOS](#)



**MODEL SECONDARY
SCHOOL FOR THE DEAF**



Research Programs

Gallaudet University is home to multiple research laboratories and innovation hubs. Some have received significant national and international funding to further scholarship and research activity, conserve our history, and promote Gallaudet and the work we do in the United States and globally.

As a rule, all entities affiliated with Gallaudet and relying on the University for support, resources, enrollment, etc. are required to use the Gallaudet University logo in their identity (University logo plus entity name).

Sample Sub-Brand + Name with the Gallaudet University reference Logo Lock-Up



Sub-Brand
Logo Here



GALLAUDET UNIVERSITY
Sub-Brand
Logo Here

SPECIFIC EXAMPLE

- Drs. John S. & Betty J. Schuchman Deaf Documentary Center



Drs. John S. & Betty J. Schuchman
Deaf Documentary Center



GALLAUDET UNIVERSITY
Drs. John S. & Betty J. Schuchman
Deaf Documentary Center



GALLAUDET UNIVERSITY
Drs. John S. & Betty J. Schuchman
Deaf Documentary Center

CENTER FOR VISUAL LANGUAGE AND VISUAL LEARNING (VL2)

Entities under the Center for Visual Language and Visual Learning (VL2) are required to use some reference to “Visual Language and Visual Learning (VL2)” with the Gallaudet University logo present.

To ensure continuity of usage of the independent logo/brand, entities bearing their own logos/brands must retain a healthy stream of external revenue and consistently demonstrate that their presence on the marketplace is supporting the mission of the University and is helping the University achieve its goals.

Labs and centers with their own revenue streams, who participate in the marketplace and function in partnership with other universities or funding entities, are allowed to continue the usage of their names/logos with the addition of “Powered by Gallaudet” or some other reference to Gallaudet University, with the objective of informing the general public that they are a Gallaudet entity. The reference to Gallaudet University’s involvement in the entity should be transparent and obvious to the public.

Use of independent logos and brands will be periodically reviewed as Gallaudet University continues to strengthen its brand and its presence on the marketplace. Certain complex cases may be discussed and decided on an individual basis; however, their resolution will include the recognition of the increased visibility of the Gallaudet University as an institution with a global footprint and broad impact.

SPECIFIC EXAMPLE

- Visual Language and Visual Learning (VL2)
- Motion Light Lab
- Brain and Language Lab (BL2)

Sample Logo Lock-Up



Sub-Brand
Logo Here



Visual Language
and Visual Learning



Motion Light Lab
A Lab of Visual Language
and Visual Learning (VL2)



Brain and
Language Lab

Content

Content

Deaf people make up a global community. Deaf people are found in every nation, and are part of every race, religion and creed.

Whether people identify as deaf, Deaf, DeafBlind, DeafDisabled, or hard of hearing, they share other identities as well, including gender, race, sexual orientation, heritage, and ancestry. Some members of our community will choose to wear technologies such as hearing aids or cochlear implants; they may sign and/ or use vocal speech.

In short, we are **DIVERSE**.

It is important and incumbent on us all to accurately reflect this wide spectrum of deaf people in our imagery, our language and everything we do. Intersectionality should be honored and placed front and center.



Editorial Tone and Voice

How we communicate is just as important as what we say, especially in today’s internet-enabled world.

Editorial Style.

Gallaudet University has adopted the *Associated Press Stylebook* as its official style guide for all print and electronic publications.

Be direct.

Our readers tend to be task-oriented—they are looking for specific information, and they want it quickly. Use active, not passive, voice.

Be passionate.

We connect with real-world concerns and solutions; we clearly share what we believe in.

Be succinct.

Attention spans are shorter these days. Use short paragraphs of no more than three to five sentences. Keep word counts to 250 words per page or less, and keep it as short and clear as possible! Bullet points can be helpful for conveying important information simply.

Create a reaction/produce a desire.

Focus on what matters to our audiences, to make connections and to spark further action.

Use a conversational, yet confident tone.

We do not speak down to anyone. We speak directly to the public as peers, and to partners as collaborators.

K.I.S.B. Acronyms

K.I.S.B. Acronyms and technical terms may be the norm to us, but a new student or prospective parent won’t necessarily understand insider language. *Keep it simple, Bison.*

Write for “scanners.”

People tend to scan digital screens, rather than pore over every word. Use bulleted lists, short headlines, and relevant imagery to provide quick entry points to content.

Our editorial voice is **wise, smart, and connected**. We speak as if we belong in the world, and we absolutely see you there, too.

Use of Deaf/deaf

Generally, Gallaudet uses “deaf” and “deaf and hard of hearing” as an all-inclusive phrase to mean people who are Deaf, DeafBlind, DeafDisabled, and Hard of Hearing. We will always be specific where specificity is needed, especially when referring to an individual or group’s preferred identity or intersectional identity. Gallaudet recognizes that for many individuals, identity is fluid and can change over time or with setting. Gallaudet University has chosen to use one term, deaf, with the goal of recognizing experiences that are shared by individuals from diverse deaf communities while also honoring their differences.

Acceptable	Unacceptable
✓ deaf	✗ hearing impaired
✓ Deaf	✗ hearing disabled
✓ DeafBlind	✗ hearing problems
✓ DeafDisabled	✗ hard-of-hearing
✓ hard of hearing	✗ handicapped
✓ Hard of Hearing	✗ handicapable
	✗ deaf mute
	✗ deaf and dumb
	✗ special needs

Writing Style

Our University’s goal is to cultivate successful outcomes for deaf people, and the sharing of these success stories.

A vision like this requires a certain aesthetic to convey our values.

To make content more accessible for everyone, it is helpful to:

- **Allow people to quickly find** what they are looking for with subheadings, bullets and callouts.
- **Be clear.** Use the active voice, not passive, voice when writing.
- **Stick to simple language** and avoid jargon.
- **Keep sentences and paragraphs short** (three to five sentences per paragraph and no more than 250 words per page).
- **Add media.** Help keep the reader’s attention by including relevant images or video clips.

How We Write: Before and After

Before

The emphasis of International Affairs is to offer and oversee international and intercultural education opportunities for non-U.S. students and faculty. The unit also serves as the point of contact for international partnerships, visitors, and scholars. International Affairs collaborates with University administrators and faculty to assess worldwide opportunities for the betterment of Gallaudet and deaf and hard of hearing people by facilitating the establishment of mutually beneficial cooperative agreements with foreign entities; promoting opportunities for exchanges through the Fulbright Program for Scholars and Students to and from the U.S., and cooperative agreements with other universities; and hosting selected international visitors whose presence on campus supports Gallaudet’s priorities of expanding international enrollment, enhancing academic exchange, and advancing current or potential international relations.

After

Gallaudet University offers and oversees international and intercultural education opportunities for its own students and visiting scholars, as well as for staff and faculty. The University’s Office of International Affairs serves as a hub for all international activity. This includes supporting students’ compliance with their country’s and the United States’ laws, conducting outreach, reviewing international activities across campus, clarifying institutional goals, recommending internationalization goals and priorities, and developing a strategic action plan.

Contact us to learn about:

- enrollment;
- visiting Gallaudet University;
- opportunities to learn American Sign Language and learn about American Deaf culture;
- how to connect with deaf people worldwide;
- living options and our vibrant campus life;
- Opportunities for students, staff and faculty to travel abroad to pursue education and research interests; and
- our commitment to welcoming international students.

The Office of International Affairs will be your resource for the numerous services that respond to the unique needs of international visitors and students, as well as supporting global engagement through education and research abroad for students, staff and faculty.

Our Audience

Who We are Writing For and To



People

- Deaf people around the world
- ASL and other sign language users
- Hearing people with an interest in deaf people or sign language
- Individuals who share our values
- Individuals who are not currently aware of deaf culture or communities



Organizations

- Deaf-run and deaf-led organizations (U.S. and global)
- Deaf-run and deaf-led businesses (U.S. and global)
- Potential employers for our students
- Partners advocating for or providing services to deaf individuals
- Granting institutions funding projects or services in our space



Marketing

- Students (Prospective, current, and transfer)
- International students
- Parents of deaf children
- Alumni
- High school and VR counselors
- School administrators
- High school teachers/other educators
- Signers
- Interpreters
- CODAs (Children of deaf adults)
- Learners
- Professional service providers for the deaf
- Audiology/speech labs
- Researchers and medical personnel



Legal

Gallaudet University

This name is to be used on all legal, financial, and other financial documentation.

Acceptable public uses of our university name are:

- Gallaudet

When to use the registration mark (®)

The registration mark (®) is to be used only in commercialization situations and only in connection with our Gallaudet University logo (the full version).

- Do not use the registration mark in connection with the University name in text.
- Do not use the registration mark if it is not registered, or TM or SM if there is not actually an application pending.
- Do not use the registration mark on “GU”.

Sources and Citations

Gallaudet uses data that is publicly and privately available. Whenever possible, Gallaudet will cite sources directly on materials that we put out into the public. Sometimes, we will refer to our website — especially our research labs — for the original source of our data. We keep all our sources updated, and attribute and give recognition when it is appropriate to do so.

Accessibility

We are committed to inclusive and accessible experiences at Gallaudet University.

We mostly center our materials in ASL, and strive to provide materials simultaneously in ASL and written English. Written English text may come in the form of open or closed captioning or transcripts. Sometimes we will add an English voiceover.

We also work to ensure that our website is 508 compliant. We also include image descriptions for social media. Gallaudet University websites meet or exceed the requirements of Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended in 1998, a federal law that requires government agencies to provide individuals with disabilities equal access to electronic information and data.

For more information on Section 508 and technical standards, go to www.section508.gov.

Should you wish to report an accessibility issue, please email marketing@gallaudet.edu, and state the specific issue you have encountered, including relevant information such as the web address or URL.



Use of Captions, Subtitles, and Voiceovers, Audio Description, Transcripts

Without exception, all video work (with exception of live-streamed events) by Gallaudet University will be accompanied by captions or subtitles, and a transcript. On occasion, we will include audio voiceover on our videos.

Photo and Image Descriptions

Whenever possible, we include photo descriptions of any photographs, graphics, images, or illustrations. See the following pages for details on the best practices regarding image and video descriptions.

Imagery



Visual Style

Our University's goal is to cultivate successful outcomes for deaf people, and the sharing of these success stories.

A vision like this requires a certain aesthetic to convey our values.

- We like bold colors and images; they capture our attention and make us take a second look.
- We use both metaphorical and real-life imagery.

Our use of metaphorical imagery is for conveying abstract concepts such as intent, experience, meaning, and themes for our programs and organization. These can also be applied to conceptual illustrations that describe how a program or service works.

With real-life imagery, we use real deaf and signing people engaged in activities that range from the everyday to the exceptional. We seek a direct connection with our audience, direct contact, comparable to communicating via sign language, whether visual or tactile.

We also want to document and showcase people who have experienced the benefits of our University.

Using real deaf people shows the world that it is not only possible, but a proven fact, that deaf people can **succeed in the world.**

Textures

Our campus is situated in the heart of Washington D.C., and conveying our location as well as the **longevity** and **gravitas** of our organization is a priority.

Specific backgrounds should be approved by University Communications, but general ideas include:

- Textures that showcase our campus architecture, such as columns, bricks, or building exteriors.
- Textures that feel “solid” and “historic” – such as marble or brick surfaces.
- General DC-related imagery, including prominent vistas and waterways.

Avoid:

- ⊗ Bright colors that are not approved in the color palettes.
- ⊗ Political imagery, flags, or signs.
- ⊗ Imagery that does not reflect Washington D.C., such as mountains and forests.
- ⊗ Stock color concept backgrounds, such as swirling numbers or ripples.
- ⊗ Distracting or complex textures that make text difficult to read.

 [DOWNLOAD TEXTURES](#)



Icons

On the right are our standard icons. We are working every day to create new ones that reflect our culture. It can be tempting to create new icons for digital projects, but with few exceptions, these are distracting, and may create conflict with existing University-approved icons.

As a rule, avoid creating original icons. Instead, use approved Gallaudet University icons.

You may use:

- Universally recognized third-party social media icons (make sure you comply with the license holder’s terms of service).
- Icons in the development of mobile apps, but try to leverage icons already created for app developers by software manufacturers, rather than sourcing or creating your own.

 [DOWNLOAD ICONS](#)



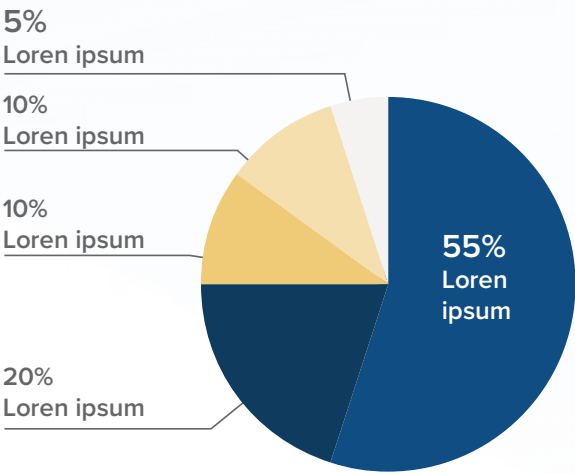
Tables and Charts

Some information is difficult to convey with just words. Breaking up large blocks of text with tables and charts also has a side benefit of making the reading experience more engaging, providing diversity in format. Some examples are shown.

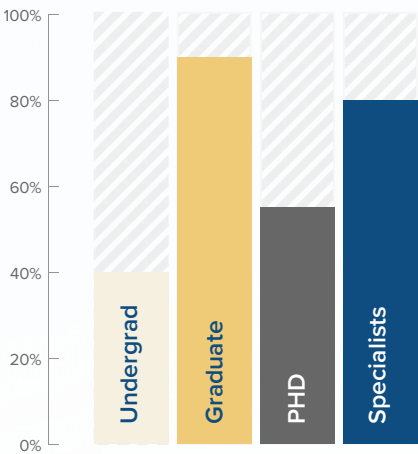


Primary colors

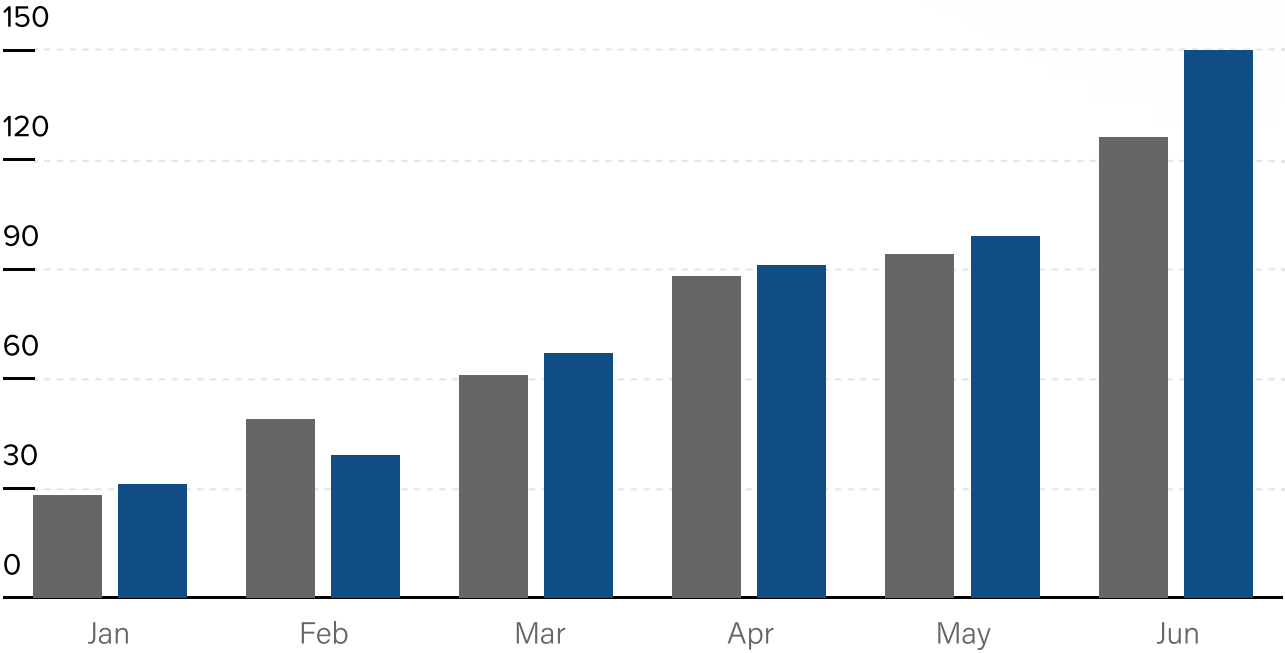
Pie Chart



Bar Chart

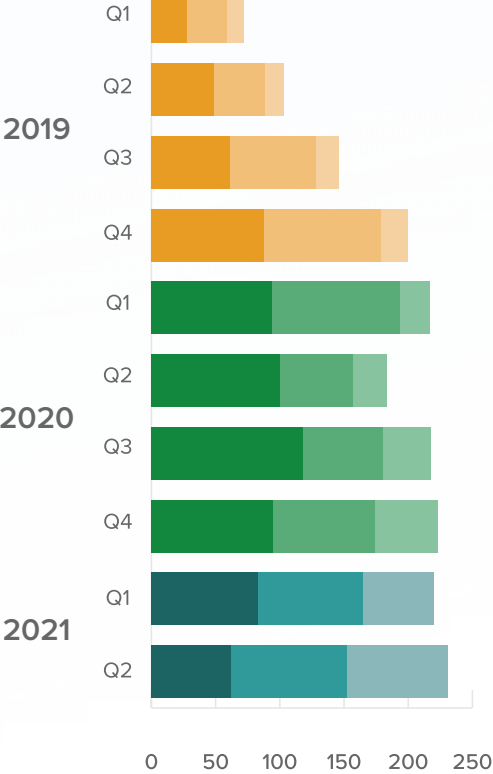


Bar Graph

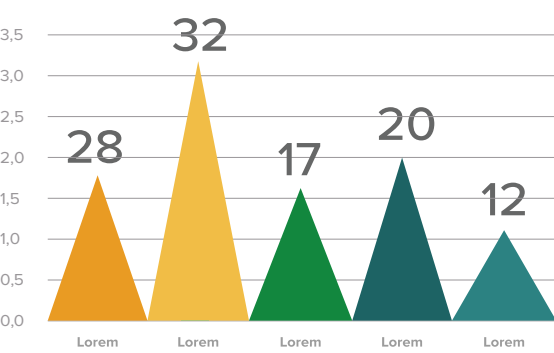


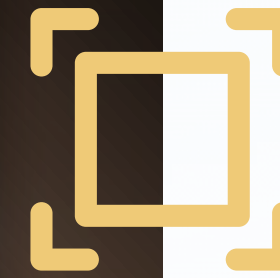
Secondary Colors

Stacked Bar Chart



Pyramid Graph





Photography

Gallaudet is about education and empowerment through bilingual education. It is also about our people and our location in the nation's capital.

Photographs are one way we tell the story of our people, our place, and our mission, helping us to visually draw others into our world.

Because we are a bilingual institution, acceptable photographs include American Sign Language and any other signed language in use. Acceptable photographs also depict:

- Our people
- Our campus
- Our environment/location

 [VIEW PHOTOS](#)

Our People

Gallaudet is an institution of higher learning, providing a world-class bilingual education.

Gallaudet students also enjoy a rich student life through clubs, organizations, and athletics. Photographs of our students, faculty, and staff should depict the fullness of campus life, featuring active learning or small group activities, and show use of sign language.

It is important to note that, just as some spoken words sound the same but mean different things in different spoken languages, different signs or body movements can mean different things in different signed languages. Therefore, it is best if photos:

- Portray people using signs that are universally understood (e.g., gestures).
- Do not show people looking “awkward,” or displaying facial expressions that could be interpreted as negative emotions.
- Take care to avoid depicting a word or gesture that is offensive in another signed language (for example, the ASL sign for “thank you” can resemble a sign that is offensive in Italian Sign Language).

Hiring photographers and editors from the community or who are familiar with deaf culture can add an additional layer of sensitivity.



Our Campus

We are proud of Gallaudet’s location in Washington, D.C., and of the beauty of our campus.

All photographs of the campus should include students, faculty, or staff whenever possible, interacting using ASL or other sign languages, and should serve to highlight our broader mission even as they situate us geographically.

We also encourage showcasing other locations within the local Signing Ecosystem, such as the Signing Starbucks located just a few blocks from our campus.



Best Practices

Use Real People

Showcase the one-of-a-kind community of students, faculty, and staff that surround us every day at Gallaudet University. Show ASL or other sign languages in use and feature people who are diverse in age, gender, race, and body type. Only use stock photography when absolutely necessary.

Keep It Natural and Spontaneous

Images that feel spontaneous and capture a moment will resonate with your audience. Avoid photos that seem posed and unnatural.

Use a Single-Subject Focus

When taking a photograph of a group, select an individual for your audience to focus on. Single subject focus plays better in small photos.

Make Sure the Photo is Clutter-Free

If the space you are shooting seems complex, choose to focus in on particular details of that space. Avoid using photos that are overcomplicated or cluttered.

Pay Attention to Details

Keep an eye on what subjects are wearing or holding. Avoid shirts with corporate or other university logos, and branded packaging (food or beverage containers).

Stay Current

Regularly refresh your unit’s photo collection to ensure that your images are relevant and up-to-date. Avoid using images that look or feel dated.



✓ **YES!** Diversity — age, gender, race, body type.



✓ **YES!** ASL or other signing language in use.



✓ **YES!** Candid, active shots.



✓ **YES!** Shots from interesting angles and different times of day or night.



✓ **YES!** Use real people.



✓ **YES!** Keep it clutter-free and pay attention to details.

ALWAYS obtain a signed release from individuals who will appear in marketing photos or videos. At large events, make clear that photos and/or videos for marketing purposes will be produced. Be sure to allow anyone who does not want to appear in our marketing materials to opt out. [GET A MEDIA WAIVER FORM HERE](#)

Images to Avoid

Staged Images

Avoid “three and a tree,” where three students chat happily next to a tree filled with golden, autumnal leaves.

Stock Photography

Use only images from Gallaudet’s approved image library.

Outdated Images

Make sure your images contain our current logo, colors, and seal AND look like they were taken in the last few years (avoid images featuring old technology or outdated clothing).

Photos Without a Clear Human Subject



ⓧ **NO!** Staged Images.



ⓧ **NO!** Stock photography.



ⓧ **NO!** Clutter.



ⓧ **NO!** Outdated images.



ⓧ **NO!** Photos without a clear human subject.



ⓧ **NO!** Photos using models.

Cinematography

As with still photography, moving images of active Gallaudet University members having fun are the most interesting to look at.

Where possible, use natural light and candid, unposed shots that feel real and unscripted.



Use Depth of Field to Create Interest

These Gallaudet University students are having a great time, and the composition is dynamic and interesting, with a nice depth of field.

The leftmost student, slightly out of focus, draws your eye from bottom left to the middle student, who is in focus. A pan right would further reinforce this natural motion.

Vary the Camera Angle

Not all the action is at eye level in the real world. A lower- or higher-than-usual angle creates visual interest. Get creative — the camera can be handheld at a low vantage point for a casual look, or use a Steadicam to add a degree of polish. A drone can get a nice high-angle shot, but a ladder, hill, or tree can work just as well.

Note: drones are prohibited without governmental approval

Cut in Some B-Roll

Create a more interesting video by cutting in “B-Roll,” detail footage that can add visual interest. A book being put on a table is a nice way to follow a scene where we see a student opening a book to study. It is much more interesting than seeing the same book/student in a library from far away, over the student’s shoulder.

Video Template

Use of Captions, Subtitles, and Voiceovers in Video

YouTube, Facebook, Twitter, and LinkedIn all provide the ability to put a subtitle file (SRT) into the video. They have their own look and design. However, If you are posting a video on Instagram, showing a video during a presentation, or showing a video on television, the subtitles must be “burned in.”

 [DOWNLOAD VIDEO TEMPLATE](#)



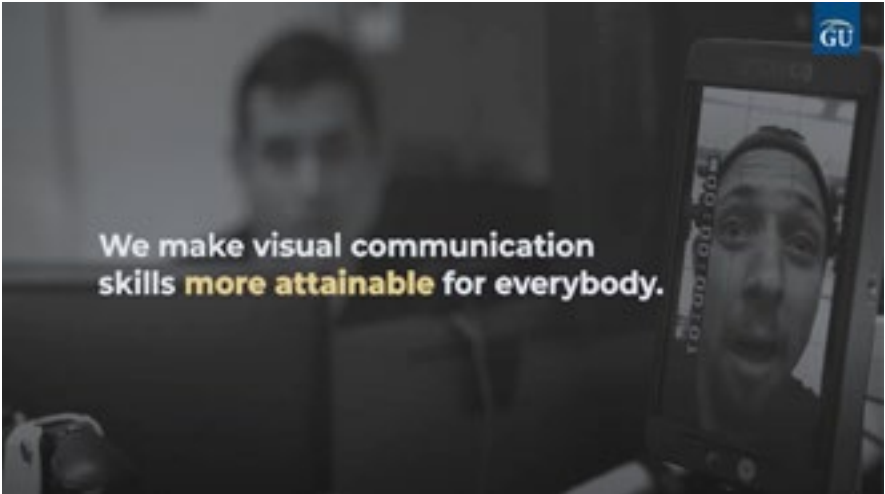
The **name/title should appear on the upper right side** of the video if the subject is framed on the frame. This allows viewers to be able to read captions clearly.



The name/title should appear on the left side of the video since the subject is framed on the right. This way, we do not distract viewers that way with captions on the bottom.



The subtitles should always be white, unless yellow is a better color, and the black rounded rectangle behind the text should be in 50% opacity, and at least in 16-point font size. This creates a sleek look of subtitles that reflects well on the Gallaudet brand.

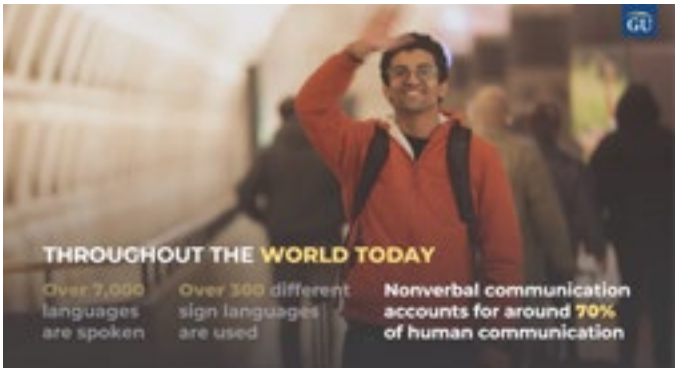


When we are showing an “informative” video, we should **keep the “GU” brand on the upper right** (or left depending on where the subject is framed) throughout the video.

Title Cards

Though ideas in video are mainly conveyed by imagery and sound, it is sometimes necessary to insert text or graphics on screen to emphasize an idea or provide a tie to a larger campaign or brand idea.

As with any Gallaudet production, approved conventions for typography, color, and logo usage apply to video as well.



High-Contrast Type and a Still Background

Running high-contrast type against a relatively still background ensures that the type is legible while the story told by the imagery remains in progress. In this example, the picture moves subtly (the man reeling in his line), while the type remains in place.



Large Type and a Blurred Background

Large type on a very blurred background is another way to preserve legibility. Alternatively, consider a contrast-reducing color treatment on the image (e.g., adjusting hue, contrast, or saturation). Do not add drop shadows to text.



Long Hold on a Complex Design Element

A long hold on a more complex design element — in this case, the message in the center — allows the viewer to comprehend it without sacrificing content quality.



Solid Background for Legible Type

The most reliable way to include legible type in your video is by setting it on a solid-color background. Dark blue, black, dark gray, or white work well as a way to close out a video. This treatment is especially effective for complex logos or longer text.

Layout and Design

General Rules

The iconic Gallaudet look and feel is created with a **distinctive type**, **inspired color**, and **great imagery**, with an emphasis on **signing**.

Some general guidelines:

Start with a grid.

This will create a clean, orderly look and feel for your project.



Write great content.

Set your content using **only Gallaudet-approved typefaces**. Refrain from using too many text sizes (three or four should be sufficient). In general, the larger the typeface, the more important the content.

Use great imagery.

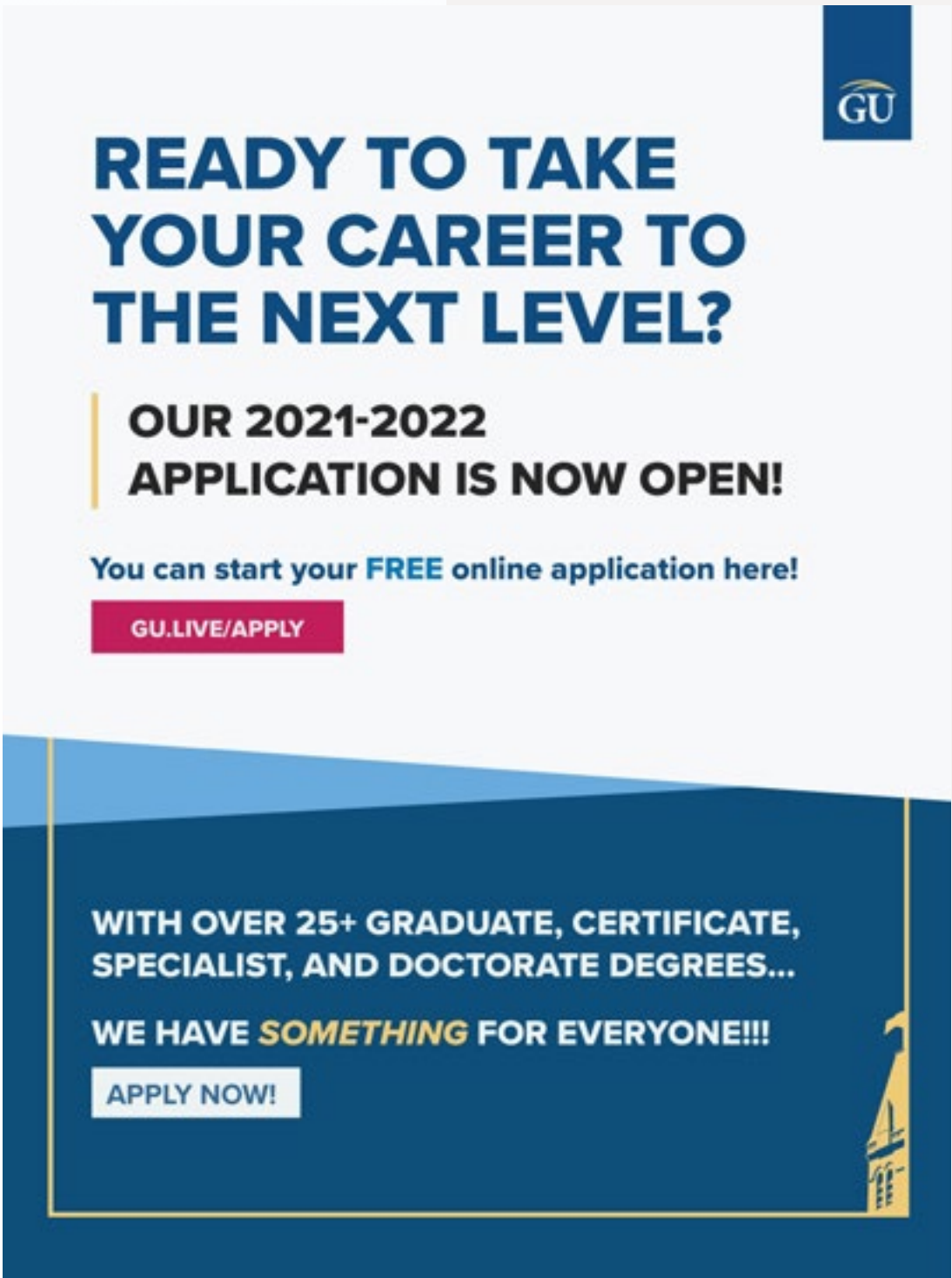
The theme can be set with an inspirational image, but should not distract from the content. If appropriate, treat it with the standard overlay. Support the mood with related textures.

Use plenty of white space.

Give your content and images some breathing room — there's a reason art galleries have white walls.

Use color to enhance the content.

Choose the appropriate color palette. Use the accent color with restraint, so that it retains its power.



The Overlay Effects

Type, color, and photography come together within our signature overlay treatment, used wherever type and images need to be joined, as in website or email headers.

The overlay color is determined by the brand color palette being used. In this case, a Gallaudet University blue, buff, or dark blue-gray is being used for a Gallaudet-branded project. This overlay can cover the entire image, or just a portion of the image.

The accent stripe (used when a portion of the image is overlaid) is also determined by the brand color palette being used. In this case, a Gallaudet University buff is being used for a Gallaudet-branded project.

The base image can be black and white or color.



These are **acceptable** overlay effects in blue and dark grey.

The Bison Diagonal

Inspired by the distinctive bison horns, the diagonal overlay offers a more dynamic, active take on the overlay treatment.

The color of the overlay is inherited from the brand being worked with. In these examples, the Gallaudet palette is in use.

Vertical Applications



Vertical Descending: This layout has the curve descending from left to right. This is best used on the left side of the page to draw the eye into the layout.



Vertical Ascending: This layout has the curve ascending from left to right. This is best used on full-width pages, as the eye naturally reads from left to right

Horizontal Applications



Open Right: This layout has the overlay on the left side of the image, leaving the right side open. Text should be overlaid left. This is the preferred treatment for webpage and email headers.



Open Left: This layout has the overlay on the right side of the image, leaving the left side open. Text should be overlaid right.

Every external communication is a unique opportunity to reinforce **Gallaudet’s brand** and **professionalism**.

As members of the Gallaudet community, you are responsible for helping us maintain consistency in communications throughout our organization.

To this end, University Communications offers pre-approved templates for business cards, stationery, letterhead, envelopes, PowerPoints, and more. All printed communications and digital presentations should use these products. If additional items are needed, please contact us.

It is important that you not alter or differentiate these products in any way.

Stationery

Business Card

You may obtain an official business card via the Office of University Communications.

[Submit your request form](#)

Letterhead

You may download the official letterhead, letter template, and envelope templates here.

 **DOWNLOAD TEMPLATES**

You can alter the letterhead to include your unit and contact information. Please refer to our guidelines for proper portrayal of alumni class years, addresses, and telephone numbers.

Business Card



Letterhead



Envelope



Presentations

When presenting at Gallaudet University or elsewhere, a professional-looking presentation reinforces the Gallaudet brand and helps convey your message clearly.

A **clean, organized** presentation is critical to **communicating** your information successfully.

You may download the Gallaudet-approved presentation deck here.

 **DOWNLOAD THE APPROVED DECK**

These are available in:

- Standard 4:3
- Widescreen 16:9 versions.

Within each deck are standard and accepted uses and locations of logos, images, layouts, colors, and typography. You can also find additional images for inclusion in your presentation decks here.

 **DOWNLOAD ADDITIONAL IMAGES**

Template

Header

Clearly identify the topic in the header of the presentation. In this example, the presentation topic is COVID Spring 2020 Plans.

Brand

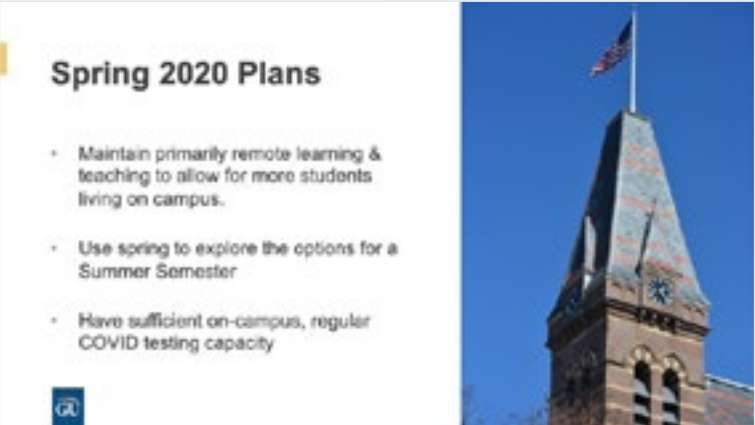
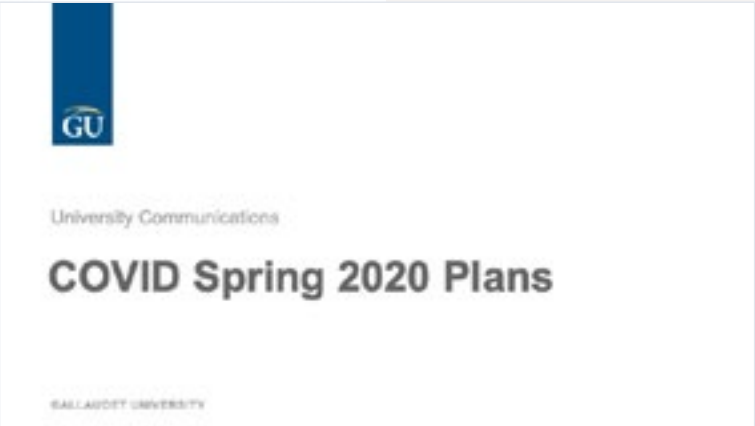
The appropriate brand logo should appear either in the top or bottom right corner of all presentation slides.

Images

Use attractive and relevant images that help draw readers into content that interests them.

All images should have alt-text that clearly communicates what the image represents, especially when that image contains text. This is especially important when you are sharing the presentation files; alt-text may be all the reader sees if images are turned off in his or her computer or via screen reader.

Widescreen 16:9



Best Practices

Tell compelling stories.

Stories are the way people connect. Do not just give facts and figures; tell people why those facts and figures are important, and why they should care.

Start strong.

You want to grab their attention right away!

Remember the 10-20-30 rule.

Guy Kawasaki of Apple suggests that slide shows should:

- Have a maximum of 10 slides
- Last no more than 20 minutes
- Use a font that is 30 point or bigger

If you can't fit all of the information you want to convey within 10 slides, you can create a handout for your audience, and hand it out after your presentation.



LIMIT BULLET POINTS AND TEXT. A good presentation should not work by itself — it requires YOU to animate it and fill in all of the important information. The presentation itself should be very simple.

FIND THE CORE OF YOUR MESSAGE. Think of the key message (or up to three major points) that you want the audience to take away from your presentation. Then build your whole presentation around that.

USE VERY HIGH QUALITY GRAPHICS. Graphics should be sophisticated, high-resolution, and preferably be photos.



DESIGN WITH THE PRESENTER IN MIND. If this is for a live presentation, choose text and images that are easy to convey. This will increase the presenter's comfort level and allow them to be more relaxed.

TAILOR YOUR PRESENTATION FOR YOUR AUDIENCE. Make sure that you are using language and concepts that fit the interests of the people you are presenting to. Focus on what the audience wants and needs to know.

Advertising and Promotion

Online Advertising

A Better Banner

A good Gallaudet University online ad should work on several levels.

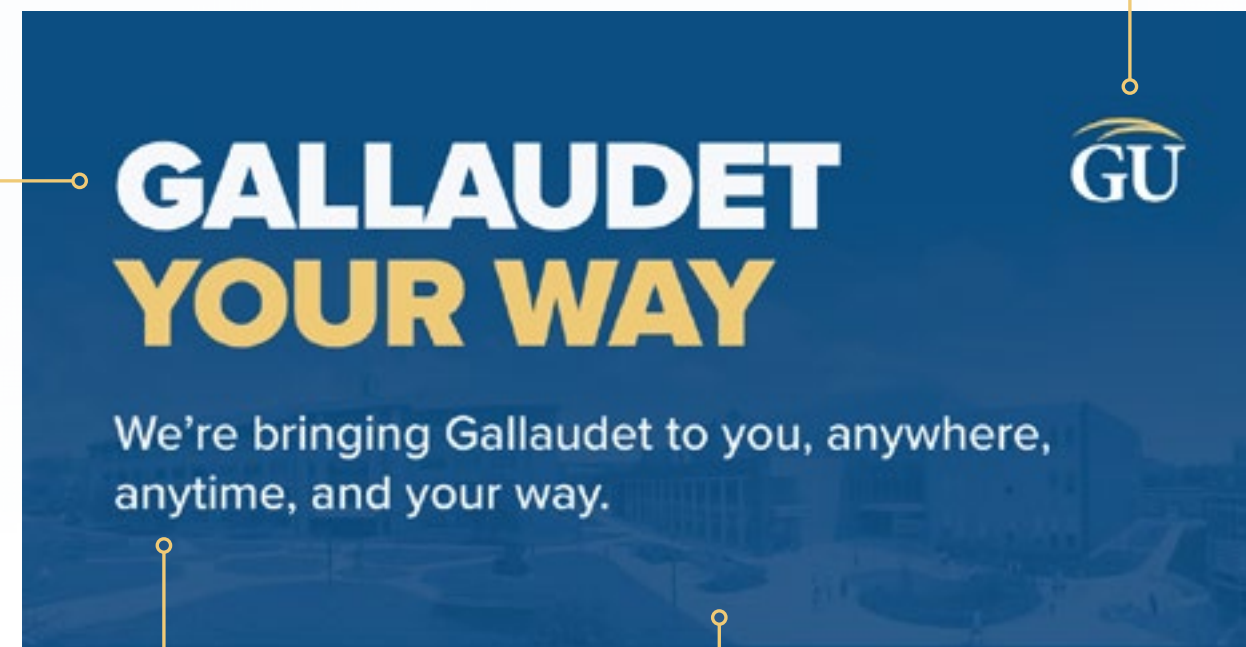
Many users may see your ad, but never click. Design ads should follow Gallaudet's brand standards and use wholesome images that enhance our audience's perception of the University.

For prospective students, the ad should entice them to click by clearly stating a good offer, not by using gimmicks or tricks. Use animation whenever possible to enhance your message.

- Color should be determined by the brand you are working with. This is a Gallaudet ad that uses Blue and Buff within the bison curve.
- The appropriate brand logo should appear on the ad in a highly visible place.
- Use clear messaging with a call to action.
- Use of simple, easily scanned images of students, employees, or community members attracts eyes and enhances the image of Gallaudet University. Avoid complicated compositions with too much activity or clutter.
- External advertising should be developed in consultation with the **Office of University Communications**.

The appropriate brand logo should appear on the ad in a highly visible place.

Color should be determined by the brand you are working with. This is a Gallaudet ad that uses Blue and Buff.



Use clear messaging with a call to action.

Use of simple, easily scanned **images** of students, employees, or community members attracts eyes and enhances the image of Gallaudet University. Avoid complicated compositions with too much activity or clutter.

Online Advertising Best Practices

Online advertising can be a great way to get your message out to people who may not be aware of us. It can also be an intrusion, a distraction, or an annoyance — three things that Gallaudet is not! With that in mind, here are some tips for being a good advertiser:

Do

- ✓ **USE INTERESTING IMAGERY** that meets Gallaudet University photography guidelines. Simple, easy-to-read images are best.
- ✓ **KEEP YOUR MESSAGE SHORT AND SWEET**, with straightforward copy that gets to the point quickly. Online ads are not a good venue for “clever.”
- ✓ **DESIGN YOUR AD USING GALLAUDET UNIVERSITY APPROVED COLORS AND DESIGN CONVENTIONS.** Online advertising is great for awareness and visibility, and we want to present a uniform look and feel across our ads for maximum impact.
- ✓ **USE ANIMATION TO COMPLEMENT YOUR MESSAGE.** Simple text swaps and frame wipes work best for both file size and clarity.

Don't

- ✗ **USE COMPLEX OR INTRICATE IMAGERY** that takes more than a moment to read. Avoid cliché stock imagery — it recedes and is off-brand.
- ✗ **USE COMMERCIAL PHRASES LIKE “FREE SHIPPING” OR “ACT NOW”** too frequently. It is best to be direct and clear, but not intrusive.
- ✗ **DEVIATE FROM APPROVED BRAND STANDARDS.** Use Gallaudet-approved typefaces, color palettes, and design conventions.
- ✗ **TRY TO ATTRACT ATTENTION WITH TOO MUCH ANIMATION.** A strong image, clean design, and simple, compelling language should be enough.

Real-World Examples



The **vertical banner** above uses a very vertical image to great effect. Gally the Bison points up to the GU logo, drawing attention to the logo. High-contrast copy grounds the layout, with a call to action and URL.



The **web** is cluttered with content, and “white space” — or in this case bluespace — attracts attention. The high-contrast type and simple color palette attracts the eye, and the design is enhanced by a thought-provoking photo.



With a **larger leaderboard**, it would be tempting to add more words, but this example uses the additional size for a nice type lockup and plenty of breathing room for a great image.



Despite its small size, this **leaderboard** attracts the eye with an interesting image. Simple, clear words and high contrast get the message across.

Signs and Banners

All Gallaudet signs and banners must comply with our brand standards for color, typography, and layout.

Therefore, requests for new or updated signs and banners should be made to the **Office of University Communications**.



Pins and Products

Any use of the Gallaudet name or trademarks on any product, including patches, pins, and T-shirts, requires written approval from the Office of University Communications prior to printing.

This requirement extends to special event swag, including items that do not contain the Gallaudet name or insignia but that are meant to represent some aspect of the University/college life and/or which will be distributed or sold to Gallaudet students or alumni.

Pins

Gallaudet has approved the following design for our pins and products:



Email

Email Template

University Emails

If you need to have a way to communicate with the entire campus, or if you need to tailor your email to specific groups, reach out to the **Office of University Communications**.

The Office of University Communications will either make recommendations as to where your information should go, set up a bulk/mass email, or create an account so that you may manage your own mailing list.

HTML Email

Rich email can be one of the most cost-effective tools in a digital marketer’s belt, but it can be complicated by issues with deliverability, a wide range of recipient devices, and constantly changing technology. The tips at right will help you avoid many common pitfalls.

 [VIEW HTML EMAIL](#)

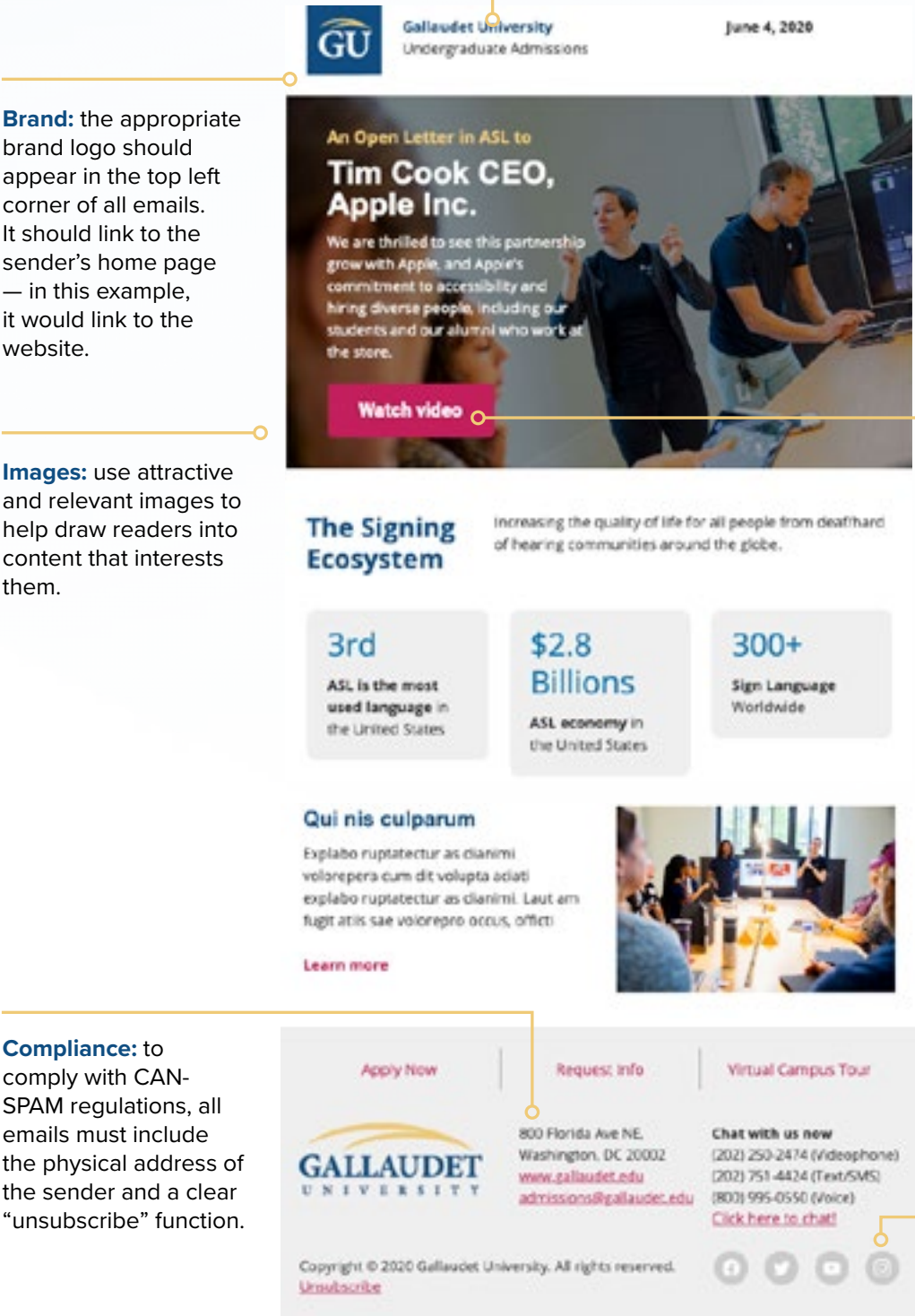
Header: clearly identify the sender in the header of the email. In this example, the sender is University Communications’ Gallaudet Digest. The sender should be very clear in the reply-to and in the subject line. Avoid using the names of people. Instead, use the organization as the sender’s name.

Using Images

All images should have alt-text that clearly communicates what the image represents, especially when that image contains text. In email, alt-text may be all the reader sees if images are turned off in his or her email client, as many do by default.

As much as possible, set text in HTML rather than images. Images are turned off by default in many email clients and your content may get lost.

Attachments or “flyers” are not encouraged/endorsed. Instead, find or take a picture that best represents your information (for example, something related to GUAA membership could have a picture of somebody holding a GUAA membership card), and then type out the information instead of embedding that text in the image.



Email Signature

When sending everyday correspondence, a professional-looking email signature reinforces the **Gallaudet brand** while providing a useful means with which the recipient can reach the sender.

A clean, organized signature is critical to communicating this information successfully.

Use the example on the right, without altering it in any way. You may create your email signature here:




 **CREATE YOUR SIGNATURE LINK**

Email signatures use the recipient’s installed fonts, so the universal fonts are required.

Use the primary Gallaudet logo and colors. In the example on the right, a Gallaudet palette and logo are used.



Bilal Chinoy, '06
Senior Multimedia Designer
University Communications

 **bilal.chinoy@gallaudet.edu**
 **202-250-2525**
 **gallaudet.edu**

Use the primary Gallaudet logo and colors. In this example a Gallaudet palette and logo are used.

Email Best Practices

Do

- ✓ **COMPLY WITH RELEVANT LAWS** and regulations surrounding email, especially the **CAN-SPAM act**.
- ✓ **FOLLOW PERMISSION-BASED MARKETING BEST PRACTICES.** Make sure the recipient has actively opted in to your mailing list.
- ✓ **TEST YOUR HTML EMAILS ON MULTIPLE DEVICES** (computers, tablets, and phones) before sending to a large group.
- ✓ **TEST YOUR EMAILS WITH IMAGES TURNED OFF.** Make sure all images have clear and meaningful ALT tags included.
- ✓ **SEND MAIL REGULARLY.** Regularly sent mail keeps your organization familiar to the recipient and helps keep your list up to date.
- ✓ **PERSONALIZE YOUR EMAIL IF POSSIBLE.** Make sure the content is relevant to the recipient.
- ✓ **USE AN INVALID “REPLY-TO” ADDRESS.** Make sure the email you use to send from can receive email—and check that mailbox frequently.

Don't

- ✗ **SEND ONE BIG IMAGE.** Email is a text-based medium, and your readers don't want to download large images. Respect their time.
- ✗ **USE “SPAMMY” WORDS LIKE “FREE” OR “OFFER” TOO FREQUENTLY.** This can result in your message being sent straight to a spam folder.
- ✗ **WRITE TOO MUCH.** Keep your content short and to the point. Link to a website with more details if necessary.
- ✗ **SEND MAIL TOO FREQUENTLY.** If you have a lot of content to get out, consider a regular “digest” format sent on a regular schedule.
- ✗ **USE OFF-BRAND EMAIL TEMPLATES.** Always keep the typography, color, and imagery guidelines close at hand.
- ✗ **USE A GROUP EMAIL ACCOUNT TO FOLLOW UP ON INQUIRIES.** Always use your personal account when replying.

Web

Policies

Maintaining the Gallaudet University brand image online goes beyond clean design and simple navigation.

While these guidelines apply to the main website and micro sites, unit sites can also benefit from these guidelines.

Maintaining the Gallaudet brand online goes beyond following our color, font and tone guidelines. It is important that every aspect of our digital presence represents the best Gallaudet has to offer. Therefore:

- **ALL** digital communications (from new web pages to tweets) must be approved by the Office of University Communications before going live.
- **ALL** content must follow all the guidelines set forth in this Brand Book.
- **ALL** content should consider the safety and privacy of members of our community. You must obtain the proper permissions before posting images or videos of any individuals.
- We should **NEVER** violate copyrights, trademarks, or other intellectual property rights.
- We should **NEVER** mention or link to any site, videos, or other material that does not align with our brand.

Ensuring security and privacy

To better ensure security and privacy, all stakeholders should follow these guidelines:

- University Communications must have **direct control** over the content of its website.
- The content of the site must be **appropriate** for Gallaudet.
- The site cannot contain links to any sites that may contain material deemed **inappropriate** for Gallaudet.
- The site **cannot contain any advertisements** or commercial endorsements.
- Gallaudet sites must **abide by all laws regarding copyrights, trademarks, and other intellectual property**, and by those pertaining to the internet.
- Gallaudet sites must consider the **safety and privacy of their members and participants** by obtaining the necessary permissions to release information about or images of any individual.
- Honesty is one of Gallaudet University's trademarks. **Do not plagiarize** or use copyrighted material.
- **Safety is paramount** within the Gallaudet University community. When identifying Gallaudet students on your website, use first name and last initial only. Do not provide too much identifiable information.
- YouTube videos provide a great way to increase the interest on your site. When embedding videos, **do not show related content after the video**. The related videos are determined by a YouTube algorithm that we cannot control.

Images

Gallaudet strives to make communication accessible to all.

This means following the most up-to-date ADA guidelines for web images, and adding a text equivalent to every image.

In practice, every image included on our website(s) should be accompanied by a line of simple HTML code with text describing the image or graphic in a way that will enable visitors with vision disabilities to fully understand their meaning. Keep text short (ideally 125 characters or less) to ensure compatibility for popular screen readers.

NOTE: *There is no need to describe images that are used as visual fillers that do not contain information that enhances the content of the page (for example, “Text is placed on a swirling blue background”).*



Helpful to include

- ✔ Placement of objects in image
- ✔ Image style (painting, graph)
- ✔ Colors
- ✔ Names of people
- ✔ Clothes (if they are an important detail)
- ✔ Animals
- ✔ Placement of text
- ✔ Emotions, such as smiling
- ✔ Surroundings

Not helpful to include

- ✘ Description of what colors
- ✘ Obvious details (e.g., the person has two eyes)
- ✘ Background elements
- ✘ Poetic or flowery language
- ✘ Emojis
- ✘ Multiple punctuation marks

Image and Video Description Guidelines

Policy and Guidelines

Image, audio, and video descriptions provide textual information about creative materials natively produced without the textual content. Text alternatives to visual and audio materials allow people with disabilities to **access visual or audio content** using the help of assisting technologies.

Gallaudet University strives to make all visual elements accessible to people with disabilities.

This policy and guidelines will assist our community in creating content description(s) that are both compliant with the Compliance Benchmarks at right and allow people with disabilities to access our content.

Purpose

The visual descriptions accompanying online-based visual and auditory materials allow screen readers to describe the context of the visuals to people who are blind or have low vision, or people with cognitive abilities who need visual interpretations. Voice recognition software can also allow users to hear descriptions of the visual materials through text descriptions.

Compliance Benchmarks

Two primary sources of requirements and guidelines shaping the area of text alternatives to visual and audio materials are WCAG and GSA Sections 508 and 255.

WCAG (Web Content Accessibility Guidelines) are developed and published by the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI). Their guidelines explain how to make web content more accessible to people with disabilities to create a more inclusive environment for everyone to learn.

Principle 1 of the Guidelines: Perceivable stipulates that “Information and user interface components must be presentable to users in ways they can perceive.” The Guideline 1.1 on Text Alternatives further specifies that the web page must “Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.” The Guideline 1.2 pertaining to audio and video media requires “alternatives for time-based media.”

WCAG guidelines have been incorporated into the Telecommunications Act of 1996, Section 255 and the Rehabilitation Act of 1973, Section 508 requiring Federal agencies to make their electronic, telecommunications and information technology, including the Internet and related products accessible to people with disabilities.



Structure of an Effective Visual Description

An effective text description of visual material must have three components:

- **Who/what:** Description of the main character(s) or the object(s) shown
- **Is happening:** Identification of action(s) taken by the main character(s)
- **In what context:** Description of all relevant elements in the visual necessary to understand what is unfolding, while using as few words as possible.

This description positively identifies the person, describes the action taken by the person, including emotions displayed, and provides the context in which the image was captured.

Example



Image Description

Dr. Jane Norman, the founder of the National Deaf Life Museum at Gallaudet, stands smiling behind the festive opening ribbon tied around a granite column during the museum opening ceremony.

Best Practices to Apply in Visual Descriptions

Text description is not an exact science and there is always room for interpretation of what the image is showing. The following guidelines identify what contributes to the most successful text description.

Relation Between Visual Material and the Content

Describe the visual in a manner clarifying why the visual is embedded into the text (if it is an image accompanying a larger content piece).



Image Description

Lady Bison of Gallaudet University basketball team ranked #18 at the NCAA’s Division III playing against Penn State game, 2011 season

This image was embedded in the article describing Gallaudet team’s success in its Division juxtaposing its astounding success with the silent game, led by a newly hired coach from the WNBA league.

Taken out of context, this image could have been described as “two students playing for opposing women’s basketball teams.” Given more context, it will become clear what the image represents and why it has been added to the article.

Key Focus and Message

Text description should express the artistic intent of the photographer, especially if the image is not a photo of a specific person or a specific event. General photoshoots create ambiance and highlight a larger point than usually shown in the picture.



Image Description

Two Gallaudet University staff members are walking and signing outside a modern building constructed to be effective for the deaf community.

Without the focus on the real story behind the picture, the image could have been described as two men walking outside a building.

Alt Image Text Guidelines

If the image or video fails to load on the web page or in an email, a tag is displayed informing the visitor. This tag is called Alt Image Text (Short for Alternative Image Text). Alt Image Text is also a description that helps search engines describe, catalog, and retrieve images when a user types in keywords matching image description. Images with descriptions that match typed keywords more precisely will be rated higher and displayed more often (other factors may contribute).

People with vision impairments may use screen readers when accessing the internet and screen readers will read the alt image text out loud, as well as the image descriptions, if configured. Between Alt Image Text and Image Description, the reader, accessing the image through image search and not through the host page, should be provided all essential information about written text, link, and image details to make a decision whether the image is relevant to the search and if it should be clicked on for more details.



Image Description

The image from the previous example could have the following Alt Image Text:

Caption: “space to sign” Photo of a new building at Gallaudet University, designed for deaf people using Deaf Space principles. Published by ArchDaily, www.archdaily.com.

It is required that Alt Image Text be 125 characters or shorter. Alt Image Text is used in all images; however, it can be too short to describe content of some images. For images that can not be described adequately in a short field, Text Description or “longdesc” is used on the webpage. Both descriptions should be used to provide the maximum information about the visual material, especially infographics and video.

What to Include

Include the following elements in your visual description if they are relevant to the key message and if they provide context and/or detail:

Placement of objects inside the image, image style (painting, graph), colors, names of people, clothes, animals (can specify color/breed), captions and text, emotions, such as smiling, surroundings

What Not to Include

Do not include opinions, inferences, unrelated details, information that is not factually correct, suggestions that can be polarizing, inflammatory, derogatory, discriminating, or generally unacceptable when placed in a text-based material.

Do not include description of colors, obvious details (e.g., the person has two eyes), background elements; poetic, flowery, or ambiguous language; emojis, multiple punctuation marks, and anything else that can obstruct quick and complete understanding of the visual and its meaning, purpose, and intent.

There is no need to describe insignificant creative elements of the images that are used just as a visual filler and do not contain information that enhances the content of the page (for example, “Text is placed on a swirling blue background”).

Images Not Requiring Text Description

Visuals that do not contain any information and are placed on the page for aesthetic purposes do not require Text Description, although they will still need an Alt Image Text.

- Background images placed on the page to create texture or color effects with no impact on the content.
- Standard images of known and simple objects (e.g.; the walkway, the tree) used to create ambiance.
- Creative fonts with a strong text component published in text format (e.g.; a word cloud).

Vocabulary, Writing Style, and Tone of Voice

Vocabulary

Avoid using slang, memes, professional jargon, and vocabulary that is not accessible to the general public.

Writing Style

Use clear, simple language that is easy to navigate. Minimize irrelevant details. This Brand Book has a section on Writing Style (page 46).

Tone of Voice

Use a professional tone of voice. Refer to the Brand Book section on Writing Style (page 45).

Fact-Checking and Interpretation

It is the responsibility of the author and publisher to ensure that the image description (both Alt Image Text and Text Description) contain correctly presented information. Any interpretation, judgement, or analysis of the meaning of the visual should not be placed into either description.

Types of Creative Assets Covered by the Policy

The following types of creative assets require Alt-Image Text and Text Description when shared or published:

- Photography
- Drawings and Icons
- Infographics and Diagrams
- Videos
- Audio
- PDF-Format Research Papers
- Documents saved as PDF

Infographics and Diagrams

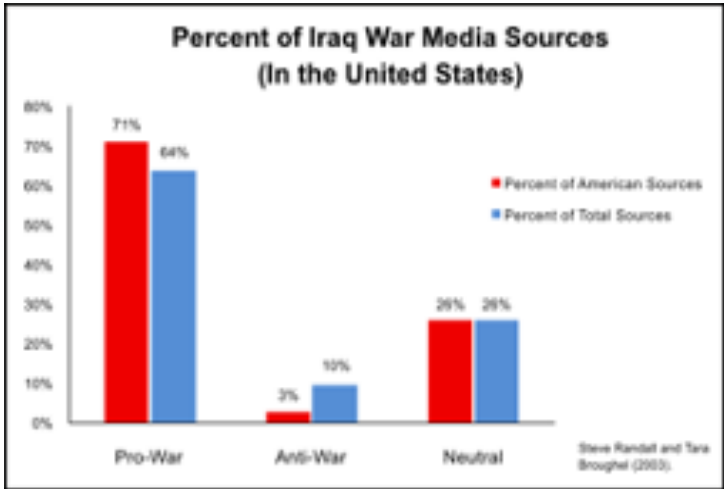
When to use Alt Image text and text description

When producing, saving, or sending the creative element to distribute or publish on the following channels:

- Website/any publicly accessible online resources
- Facebook, Twitter, Instagram, and other social media
- Photo sharing sites
- Blog Posts

All captions on images and photos should be turned into text before you email or text them to someone for public or school-wide distribution purposes.

Example: Media Sources for the Iraq War



Source: *Write Good Alt Text* to describe images.

Image Description

Analysis of media coverage during the Iraq war was by no means universally objective. In fact, it's clear that coverage was overall pro-war with American news sources being slightly more pro-war than sources from outside the US. Neutral coverage came in at 26%, while a minority of sources were determined to be anti-war. Only 3% of American sources fell into that category.

Alt Image Text:

Bar chart comparing percentages of Iraq war media sources in categories of pro-war, anti-war, and neutral

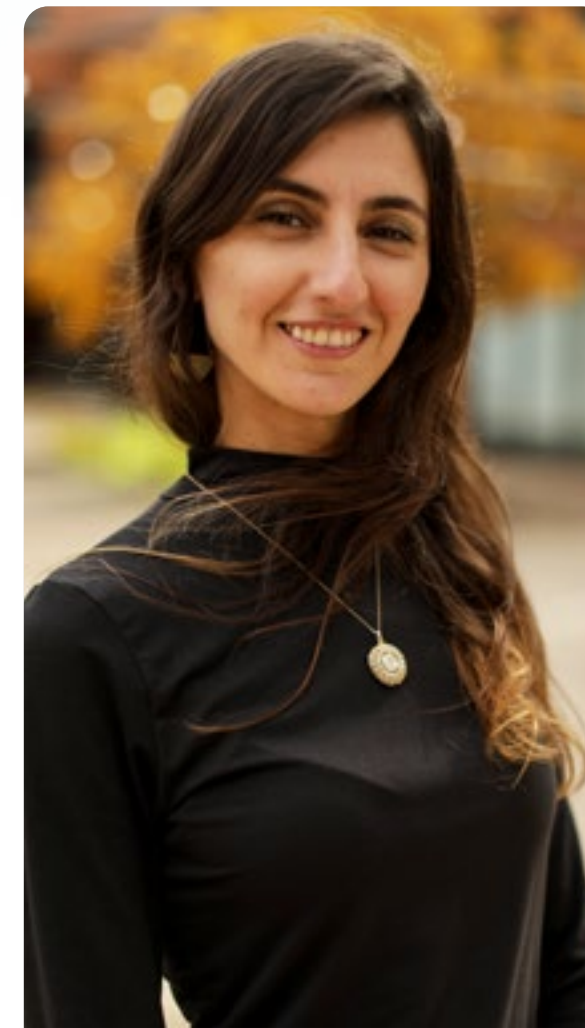
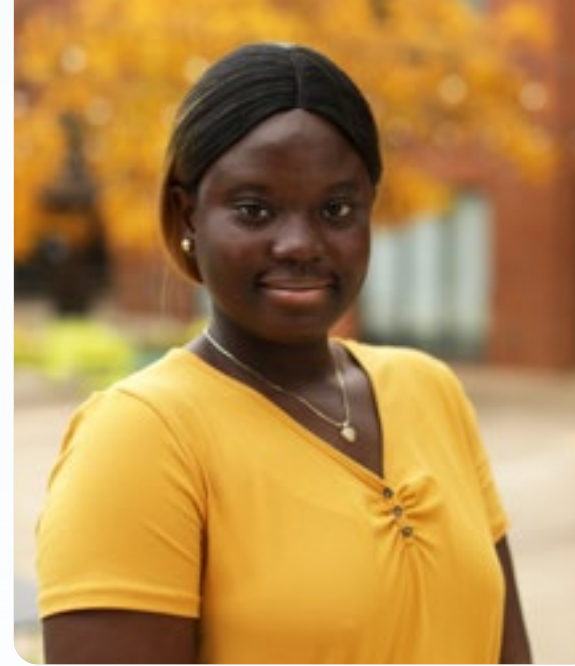
Sensitive Elements of Image Description

When describing people, indicate race, gender/ agender, names, if obviously identified and important to image comprehension and content identification.

The following elements when describing a person/ people are considered sensitive:

- Gender and Sexual Orientation
- Race, skin color, and ethnicity
- Age
- Disability

If not known or not relevant, use neutral descriptions, unless specifics highlight the meaning of the visual; e.g., “a large crowd of students inside a small auditorium attentively watches a presenter.” It is not important to the context of the image to identify specifics about the students, even though the crowd may be diverse in many respects.



Gender and Sexual Orientation

To describe someone’s gender, if important, use man/male, woman/female or a more neutral description, such as “presents as (feminine, masculine, non-binary gender)” when the person’s gender is not clearly manifested.

Describe the gender the person is expressing, not the gender the person was born with.

For example, a clearly manifested female gender can be expressed by wearing makeup, feminine colorful dresses, bright, shiny, and easily visible jewelry that is not neutral. Wearing jewelry by itself is not a manifestation of a gender: neutral jewelry be it a watch, a ring, or a rubber/leather bracelet, is equally adopted by various genders.

If the person’s sexual orientation is central to the story the picture is telling when describing others or speaking about yourself, mention it in respectful neutral terms.

Examples



Alt Image Text

Five male and female Gallaudet students happily studying and signing on the sunny lawn on campus.

Text description

A diverse group of deaf/ hard or hearing students reading books and working on a tablet in groups, while signing. Caption: “Virtual Open House, October 5, 2020.”



Alt Image Text

A non-binary in a gender-neutral bathroom, slightly out of focus, with with a gender-neutral, accessible bathroom sign on the door.

Text description

Blue-haired person in a white summer dress smiles and adjusts hair in a bathroom. The sign on the door reads: “Gender Neutral Restroom. This bathroom is for everyone.”

Image credits: <https://genderphotos.vice.com>

Race, Skin Color, and Ethnicity

If known and important to the context, use race descriptions that are widely acceptable in any context; e.g., “person of color”, “olive-skinned”, “fair-skinned”, “Black”, “Indian”, “a diverse group of students.” Point to a specific race if it is needed to capture the essential meaning of the visual. Acceptable use of race description to identify a group of people “African-American crowd holding hand-made protest signs”, or as belonging to the continent, “a crowded train station in an Asian country”, when more specifics are not available.

Examples



Image credits: <https://www.nappy.co>

Alt Image Text

Young mixed-race woman with long micro-braids and tattoos sits on stairs of a large public building with her eyes closed

Text description

Woman with black braided hair wearing white summer casual clothes sits on a marble staircase of a brick building touching her sunglasses propped on top of her hair with a dreamy expression.

Disability

If the person displayed visually manifests disability, include it in the description, unless such person(s) are mixed with many other individuals with no visually identifiable disability and the person with disability is not the focus of the visual.

Examples



Alt Image Text

A middle-aged deafblind person is aided by a CDI to converse in a business-casual crowd at a festive event.

Text description

Caption: “Everything we all do at Gallaudet strengthens the reputation of the University and increases its visibility, status, and respect from the deaf and hard of hearing community and beyond.”

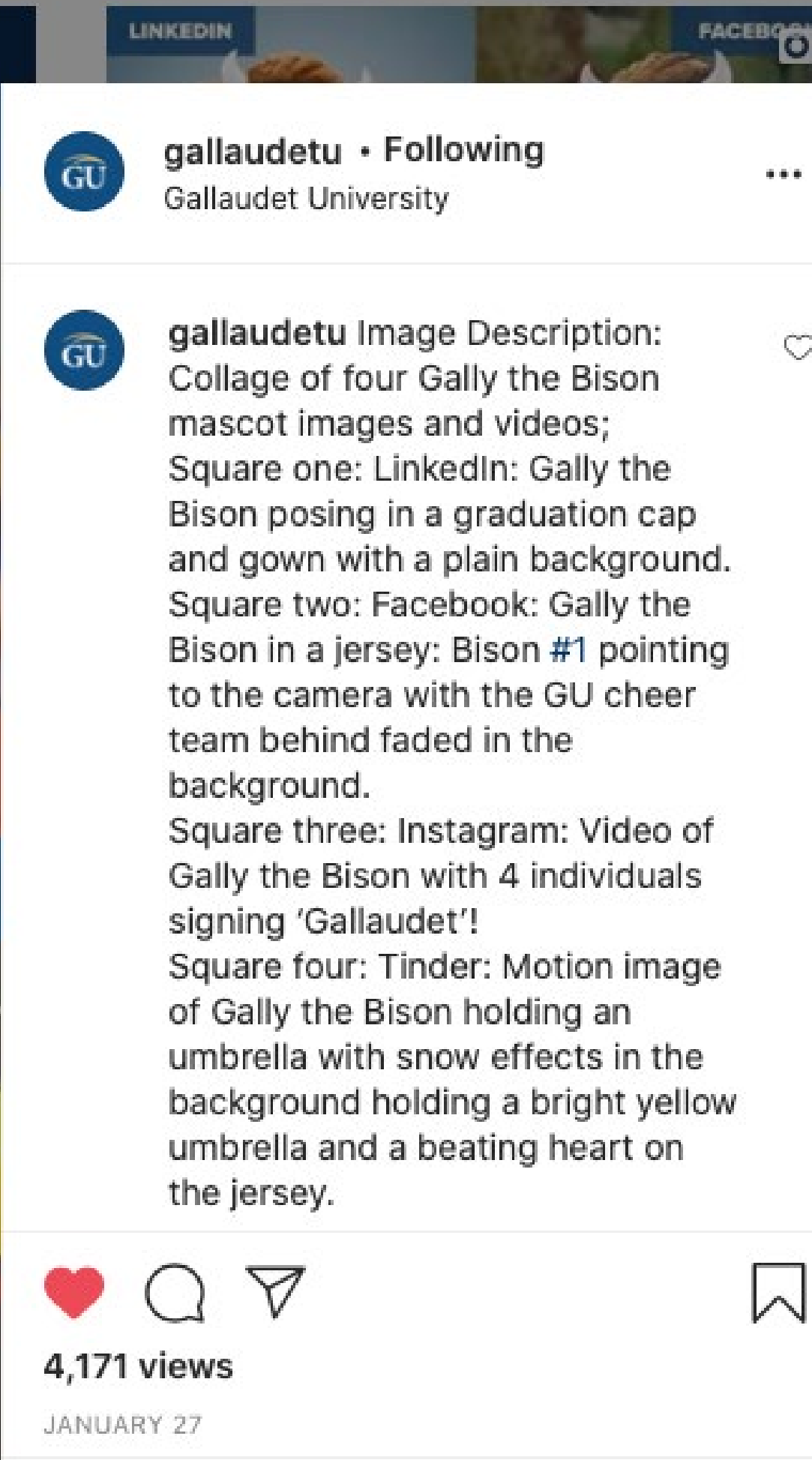
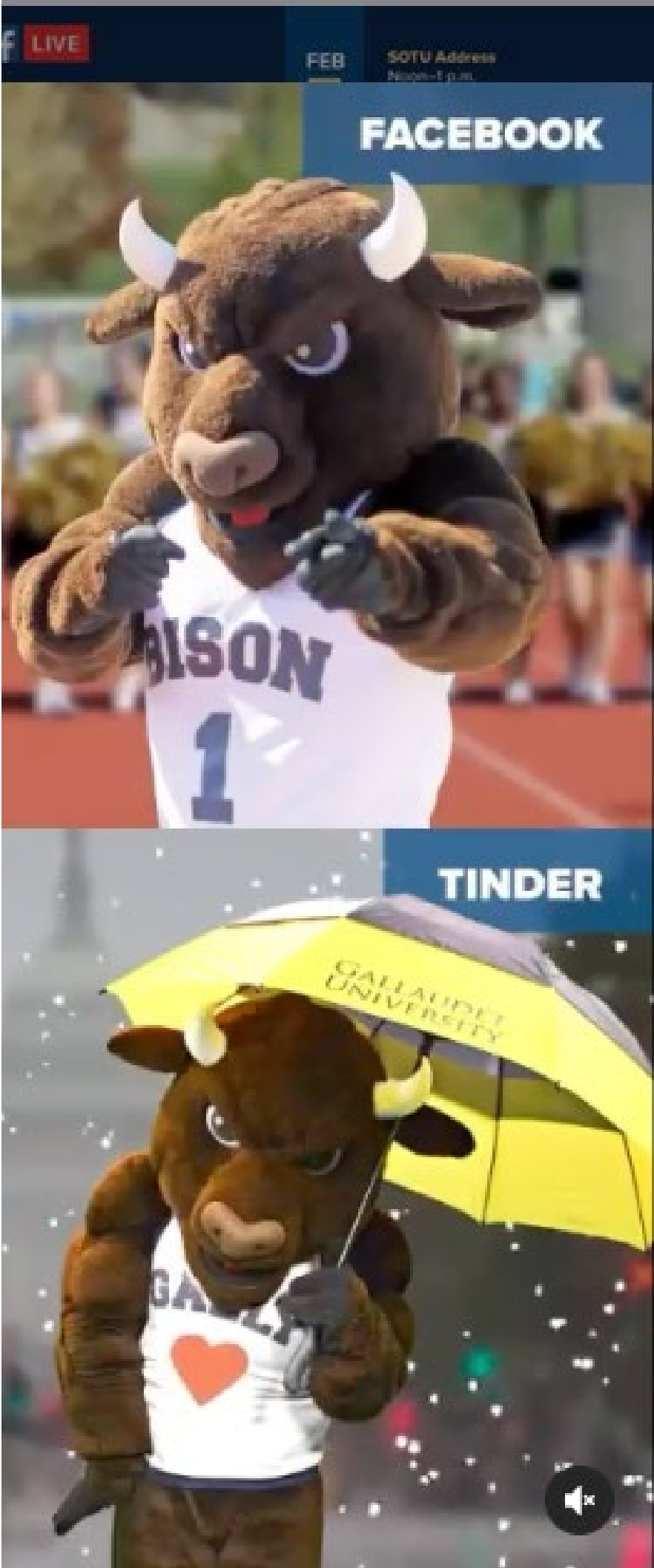
Summary

Gallaudet University and its community members create a large volume of visual documents for learning and information exchange purposes in the deaf and signing community in the United States. and around the world. Applying a consistent and thoughtful approach while describing our materials and visual content will ensure a proper presentation of Gallaudet University as a credible source of high-quality visual materials accessible to people with different abilities.

Accumulated bodies of creative and expressive assets made accessible with the assistance of technology will be viewed for decades to come, elevating our university’s position as a thought leader in the deaf community and beyond.

Contact Information

If you experience difficulties describing images, visuals, video, or audio materials using current guidelines for Alt Image Text for Text Description purposes, or notice violation of present guidelines, please contact our team at _____email or _____phone.



Comments on this post have been limited.

Social Media

Accounts

Gallaudet University **supports** and **encourages** the use of social media by University departments/programs, and recognizes the tremendous opportunity these communication channels provide for our institution and our work.

Social content can be more casual and spontaneous, and through social platforms we can directly connect and engage with prospective and current students, faculty, staff, alumni, parents, partners, donors, media, and community members. For this reason, we need to be extra careful when posting on social media that we are embodying the best that the Gallaudet brand has to offer. We ask that you follow these guidelines carefully:

- Functional/ campus services (such Human Resources, Technology/IT, Financial Aid, etc.) **WILL NOT** have their own social media accounts.
- Departments **SOMETIMES WILL** be able to have a social account of their own if it will be actively used and managed, or they may be asked to coordinate with others providing services in a similar vein (for example, Social Work and Counseling may be grouped together).
- Revenue Units and Research Labs **CAN** have their own social media platforms.

NOTE: ALL social media channels must be set up and approved by **Office of University Communications**.



Social Media Considerations and Standards

Gallaudet University maintains an active presence on many social media channels, including Facebook, Instagram, Twitter, LinkedIn, and YouTube.

We consider these sites important to connecting with the next generation of our students and other members of our signing community.

Our official accounts are:



Account Creation

All accounts that represent Gallaudet, whether in name, or as a program, group, entity, etc., must be officially requested and approved by the Office of University Communications. To create an official Gallaudet University social media account, please [submit your request](#).

Accounts that have been created before receiving approval will receive advisories for complying with University branding and may be removed if they violate University social media practices and policies.

In the case of account denial, the Office of University Communications will work with the unit/organization to implement a social media strategy using existing Gallaudet social media channels. For additional inquiries, please [submit your request](#).

The following groups **may not** have their own social media accounts:

- Functional departments
- Departments and/or degree-based, programs, and offices/campus services
- Non-branded research labs

Official GU Social Media Guidelines and Playbook

Gallaudet University takes **privacy and youth protection** very seriously. To help guide your work related to social media and members of Gallaudet community, review the official guidelines:

 [DOWNLOAD THE OFFICIAL GUIDELINES](#)

Gallaudet University has prepared a “Social Media Playbook,” which you may find helpful in considering your own **social media strategy**:

 [DOWNLOAD THE SOCIAL MEDIA PLAYBOOK](#)

Branding Social Media Sites

Our Gallaudet University community members represent every part of this world, and we are always happy to see them use social media to **share these experiences** with their friends and family.

While most social networks impose a template or framework upon content creators, we can still create a branded presence by using the **Gallaudet University color, type, image, and design aesthetics** creatively — coloring within the lines.

Social Media Page

A **profile image** created using the appropriate Gallaudet University logo will let users know your presence is an official one.

In your profile description or bio, be explicit about who you are speaking for. This example is the Gallaudet University Facebook page; your profile might represent a particular subject or topic. Make that clear.

Shared images are a great way to introduce brand elements such as overlay treatments, logos, type, and color. See the following page for more tips on creating shared images.



A **profile link** should point to your specific website or webpage. If your project doesn't have one, ladder up to the most relevant "neighbor." For example, a research lab without a website could link to the main research lab on the Gallaudet University website, instead.

Shared Images

Between work and study, social media is also a good place to **continue the conversation**, plan the next project, or gather inspiration from others.

It is our job to create content that facilitates and furthers that goal. A good social “share” images are shown on the right side of the page.

Creating images designed for sharing



You may download Gallaudet University social media templates as a starting point:

 [DOWNLOAD THE SOCIAL MEDIA TEMPLATE](#)

- **ADDING A BRANDED WATERMARK** helps maintain the source of the image and connects users who may be seeing it out of context (on another’s feed or timeline) back to its original source.
- **INCLUDING A HASHTAG** in your posts, images, and videos will help people discover your content, and create a place for conversation around it. Keep the hashtags short and easy to spell.
- **IN SOCIAL MEDIA, AUTHENTICITY IS EVERYTHING.** Use natural-looking images of real people, places, and events, or do not use an image at all. Especially avoid posed or staged photography.
- **SOCIAL MEDIA LOVES INSPIRATION** in the form of a compelling image or quote from alumnus or current student.

What You Do Here Changes The World

We know it takes time to read these guidelines, and effort to follow them. Thank you for helping the impact of our students, faculty, staff, and institution be felt far and wide. **Together, we will let the world know that Gallaudet is a place where all things are possible.**

Please reach out if you need assistance or have ideas for improvement.

Any questions, contact:

Gallaudet University
Office of University Communications
800 Florida Avenue NE,
Washington, DC 20002

[CONTACT US](#)

Only at Gallaudet

What We Do Here Changes the World

Gallaudet is where we make lasting memories and grow and contribute in ways we never thought possible. Thank you for being a part of a diverse signing community, focused on changing the world.

About and Roles

Gallaudet Brand Guidelines

Gallaudet Brand Guidelines contains the university brand and visual identity for the signing community, including alumni and friends of Gallaudet University.

Office of the President

President
Roberta J. Cordano

Office of University Communications

Chief Marketing and Undergraduate Admissions Officer
Brandi Rarus

Executive Director of Marketing and Experience

Bryce H. Chapman, E-'04, M.Ed. C&I

Director of Public, Media, and Community Relations

Robert B. Weinstock, '76 & G-'83

Multimedia Designers

Bilal Chinoy, '06
Meeya Tjiang

Project Manager

Shara Winesburg, E-'11

Principal Author of the Brand Book

Bryce H. Chapman