

DRAGON USAGE GUIDE

“The DigiPen Dragon is courageous, intelligent, innovative, magical, and creative, just like our students.” – Marshall Traverse, Dean of Students

The DigiPen Dragon icon is as valuable a part of our company as the DigiPen logo. As such, the Dragon should always reflect the qualities in the quote above, and should not be used in any circumstances where such a positive ideal could be distorted. Please use the dragon icon as follows:

USAGE » Clear Space



The DigiPen Dragon mascot requires a minimum blank space around it. The height of the DigiPen Dragons text can be used to define this blank space.

USAGE » Do’s



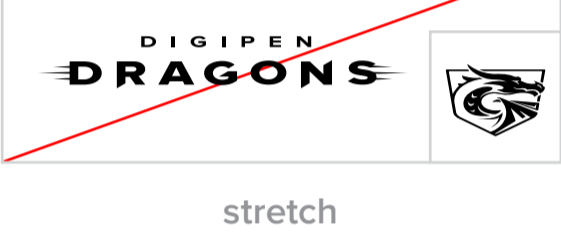
white logo on dark background



black logo on light background

The logo may be placed on top of colored backgrounds or photographs, as long as it remains clearly legible.

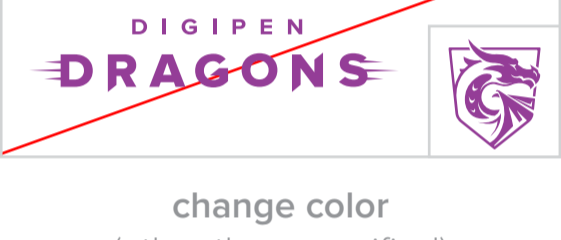
USAGE » Don’ts



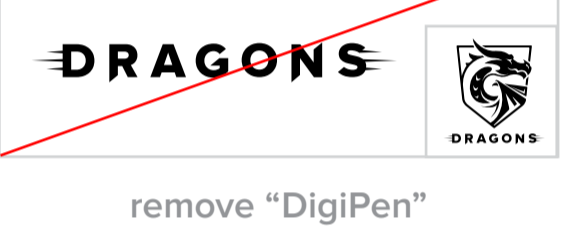
stretch



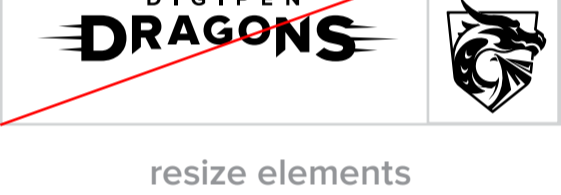
squish



change color
(other than specified)



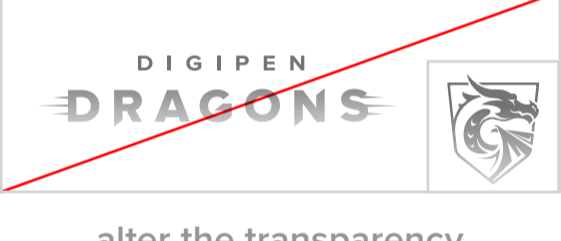
remove “DigiPen”



resize elements



tilt or skew



alter the transparency



use overly complicated background



apply effects



make a pattern or texture

Please do not alter the image in any way.

COLOR » Specifications



Black
PMS Black U » CMYK C0 M0 Y0 K100
RGB R0 G0 B0 » HEX #000000



White
PMS (N/A) » CMYK C0 M0 Y0 K0
RGB R255 G255 B255 » HEX #FFFFFF

WORDMARK

The “DigiPen Dragons” wordmark is an adjusted letterform and custom design that cannot be downloaded or replicated by any existing typeface. It can be used as either a stand-alone graphic or in conjunction with the dragon icon.

Please see our style guide for more information about the typography DigiPen uses by viewing the DigiPen Logo and Style Guide.

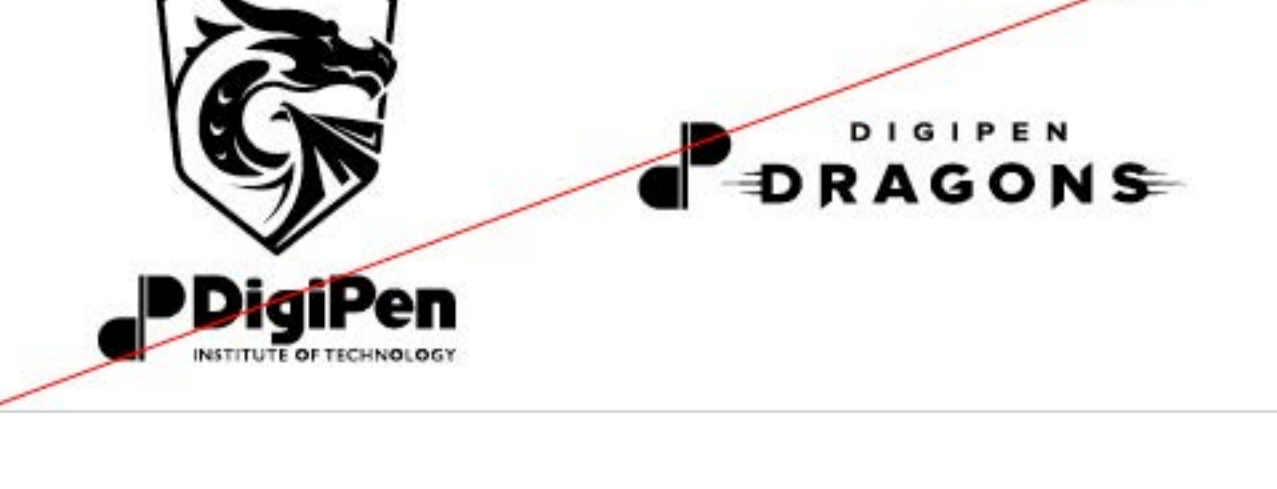


BRANDING » Retaining Brand Distinction

Consistent and proper use of all of DigiPenUSA’s logos and icons strengthens recognition for the DigiPenUSA Corporation and its separate entities. Using the dragon icon on any of the other DigiPenUSA initiatives muddies the identities of those brands, and subverts its original goal.

Please do not create hybrid logos by combining different pieces of our existing logos and icons.

HYBRID LOGOS



GENERAL USAGE NOTES

The Dragon was created as a mascot for the students of the college to rally around. As such, it should be used on materials aimed directly at prospective and current students, as well as alumni. In official circumstances (e.g. letterhead, email signatures, etc.), the DigiPen Logo, not the Dragon, should be used.

Please use the Dragon at your discretion, and email marketing.us@digipen.edu if you have any questions or need clarification. Marketing and Communications will conduct periodic audits to ensure that the dragon is being used in accordance with the guidelines in this usage guide.