



 DAVENPORT UNIVERSITY

Brand Guidelines

January 2024

The Davenport University Brand is a system that includes our logos, colors, fonts, imagery, our voice and touchpoints. This guide outlines the proper use of all parts.

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The Davenport brand

Our vision

Davenport aspires to be renowned as a quality institution of higher education that understands the market better than any other institution. We strive to apply that understanding to our programs and teaching, preparing Davenport and its graduates to exceed employer expectations, transform communities, and change lives by believing that every person can achieve his or her dream.

Our core values

Serving with quality

- Understand our students
- Nurture capable and energetic students
- Help students start, stay, and succeed
- Provide GREAT service
- Commitment to continuous quality improvement

Trustworthiness

- Communicate openly and honestly
- Demonstrate loyalty
- Maintain confidentiality
- Teamwork
- Explain “why” and ask “why”

Accountability

- Ask, “What else can I do?”
- Solicit and provide feedback
- Follow University policies and procedures
- Perform to the Vision and strategic plan

Innovation and creativity

- Share thoughts and new ideas
- Actively engage and participate
- Constructively challenge status quo
- Think outside the box

Respect and inclusion


- Understand and value individual and cultural differences
- Promote equitable treatment and inclusive behavior
- Leverage diverse perspectives
- Celebrate success
- Inspire and motivate

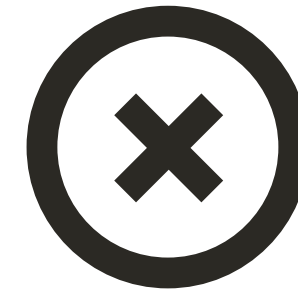
Get where the world is going.

“Get Where the World is Going” captures the essence, the goal, the focus and the aspiration of Davenport University.

These six words describe what the faculty and staff of the University help people do every day, and they embody the hope and dream of every student who attends here.



			
Red PMS 485 CMYK 0 95 100 0 RGB 238 49 36 HEX ee3124	Black PMS Black CMYK 67 64 67 67 RGB 45 42 38 HEX 2d2a26	Dark gray PMS Cool Gray 11 CMYK 66 57 51 29 RGB 84 86 91 HEX 54565b	Light gray PMS Cool Gray 3 CMYK 21 17 17 0 RGB 200 199 199 HEX C8C7C7



Outdated color bars

The Davenport University color bars are a thing of the past and **should no longer be used in any capacity.**



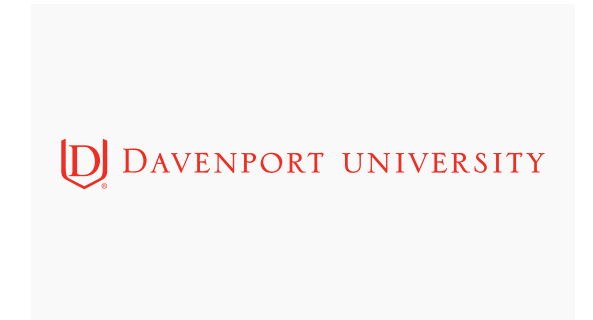


Academic logos

Primary logo



Secondary logo



Please note: The secondary logo can also be referred to as the “signature logo.”

Alternate logo



Please note: The alternate logo can also be referred to as the “stacked logo.”

Brandmark



Please note: The brandmark logo can also be referred to as the “emblem.”

University seal



The University Seal is restricted to use by the office of the President or board of trustees. Any additional use must be approved by the office of the President and Davenport's Communications team.



Lockup



Vertical



Horizontal





Athletic logos

Pounce logo



Please note: The shadow on the face of Pounce should always be on the viewers left side and represented with the darker tone.

Alternate Pounce logo

DAVENPORT
UNIVERSITY



Please note: The shadow on the face of Pounce should always be on the viewers left side and represented with the darker tone.

Athletic brandmark



Pounce brandmark



Please note: The shadow on Pounce should always be on the viewers left side and represented with the darker tone.

Athletic wordmark



Pounce wordmark



Please note: The shadow on Pounce should always be on the viewers left side and represented with the darker tone.



Logo considerations

Logo lockups

For instances when a logo or identity is necessary, please contact the marketing and communications office to have a logo lock-up made.



Potential uses

Colleges

- Donald W. Maine College of Business
- College of Technology
- College of Health Professions
- College of Art and Sciences
- College of Urban Education

Departments

- Office of Career Services
- Office of Advancement
- Office of Experiential Learning
- Public Safety
- Dining Services
- Facilities

Campuses

- Lettinga
- Detroit
- Holland
- Lansing
- Traverse City
- Kalamazoo
- Great Lakes Bay
- Grand Rapids



Clear space

Providing an adequate amount of clear space around all of our logos will ensure maximum visibility and impact. Placing the logo too close to edges, text boxes, or images can make the design look cluttered and unprofessional.



Ineffective logo usage

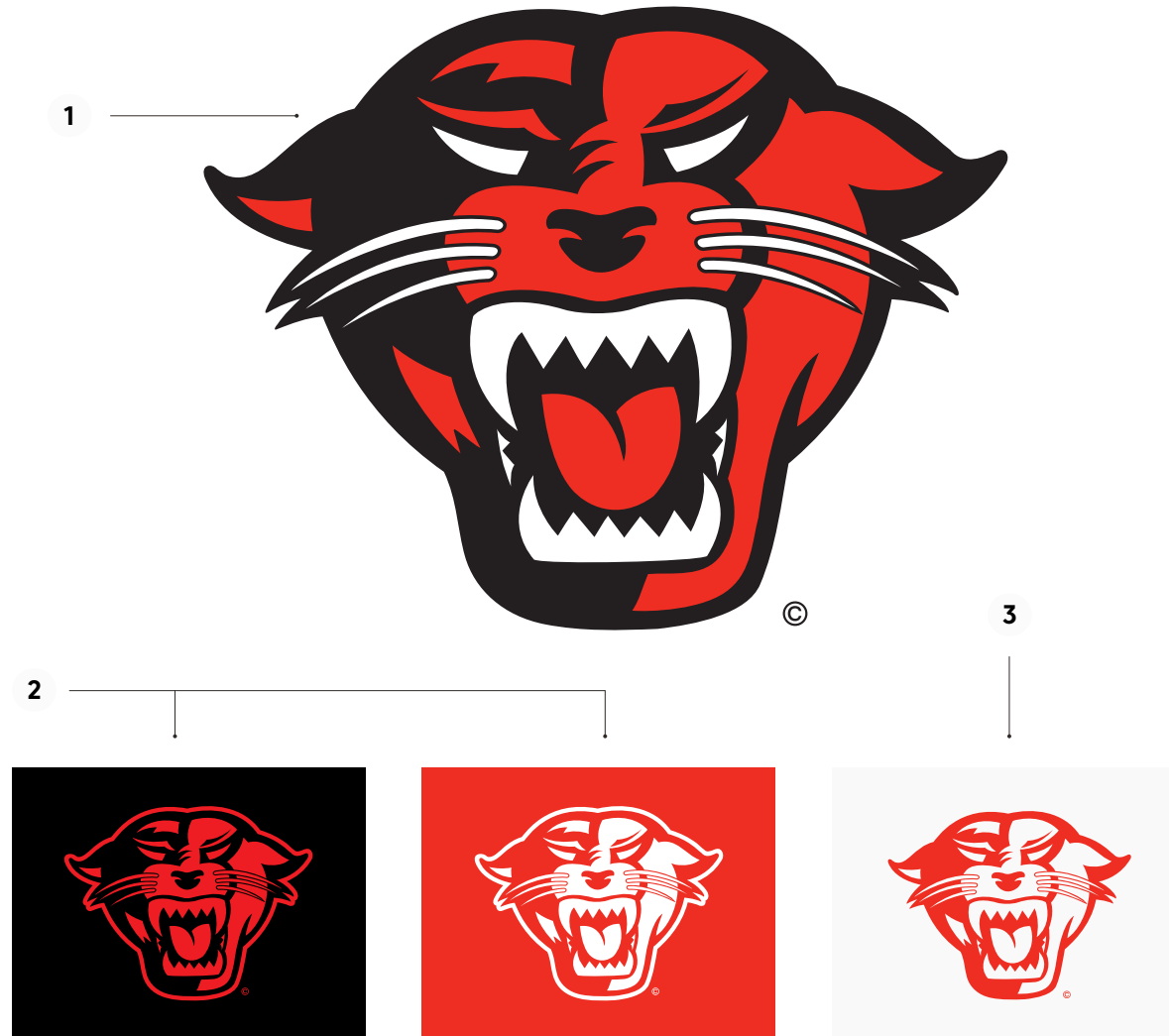
Please do not skew, rotate or stretch any Davenport University logos. Do not change colors, add effects or outlines, change the typeface, or add any additional elements.



Pounce's shadow

Pounce has a very distinct look, including an ominous shadow on the right side of his face. It's important that the shadow always remain on the right side of his face, regardless of the color variation.

1. In the full color version of the logo, the shadow will always appear in black on the right side of Pounce's face, or for the viewer, on the left.
2. For single color logos on darker tones (i.e. black, red, etc.), the shadow will be transparent or the same color as the background.
3. When the logo appears on a white or light colored background, the opposite of the face will be transparent or the same color as the background, and the shadow will be the color of the logo.



Whew. Take a breather.

There's a lot of information here, and it's ok to feel overwhelmed. But it's important to remember that we're always here to help if you have any questions.

- Marketing and Communications



Primary typeface

Core Sans C

Abc

Core Sans C 65 Bold

Abc

Core Sans C 45 Regular

Abc

Core Sans C 35 Light

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Alternate Typeface

Arial

Abc

Arial Bold

Abc

Arial Regular

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

No longer in use

Davenport Steelfish

Abc

Davenport Steelfish

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9

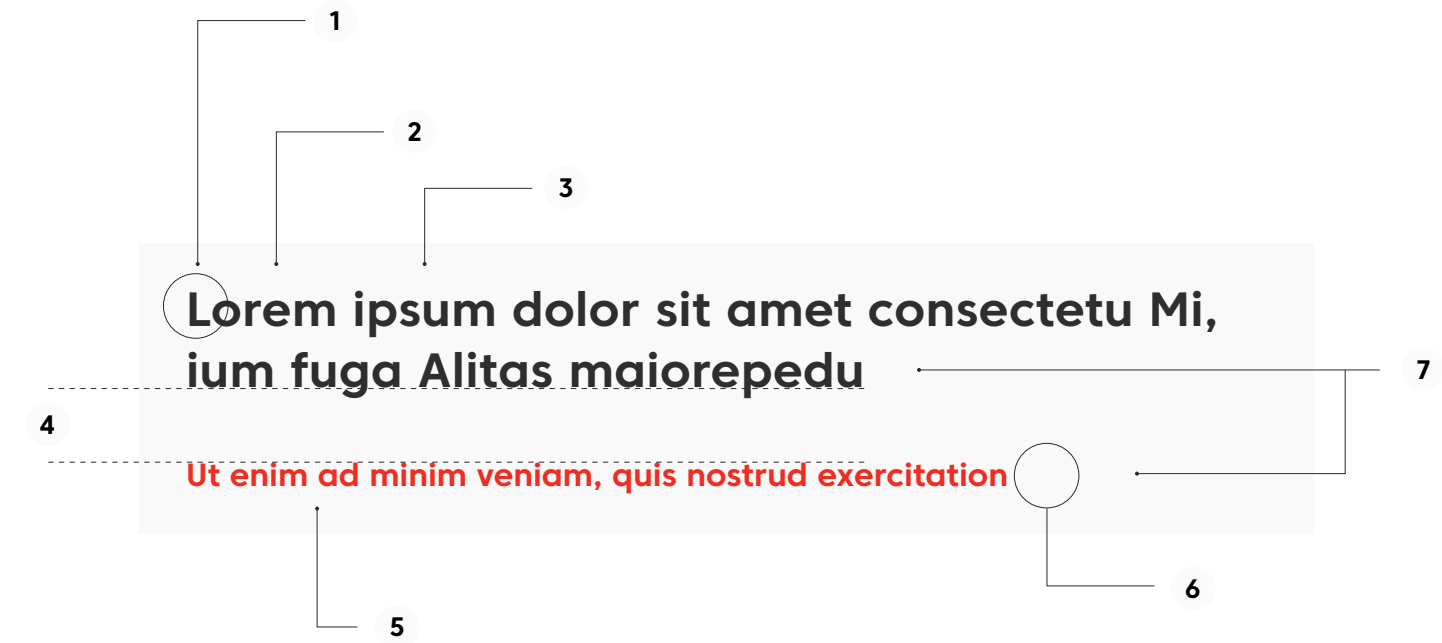
The font Davenport Steelfish is no longer in use by the University.

If you see it, please let Marketing and Communications know so that we can get it replaced with the current typeface.

We should not create anything new with the typeface, but you are encouraged to use any remaining pieces that incorporate the typeface.

Headlines and sub-headlines

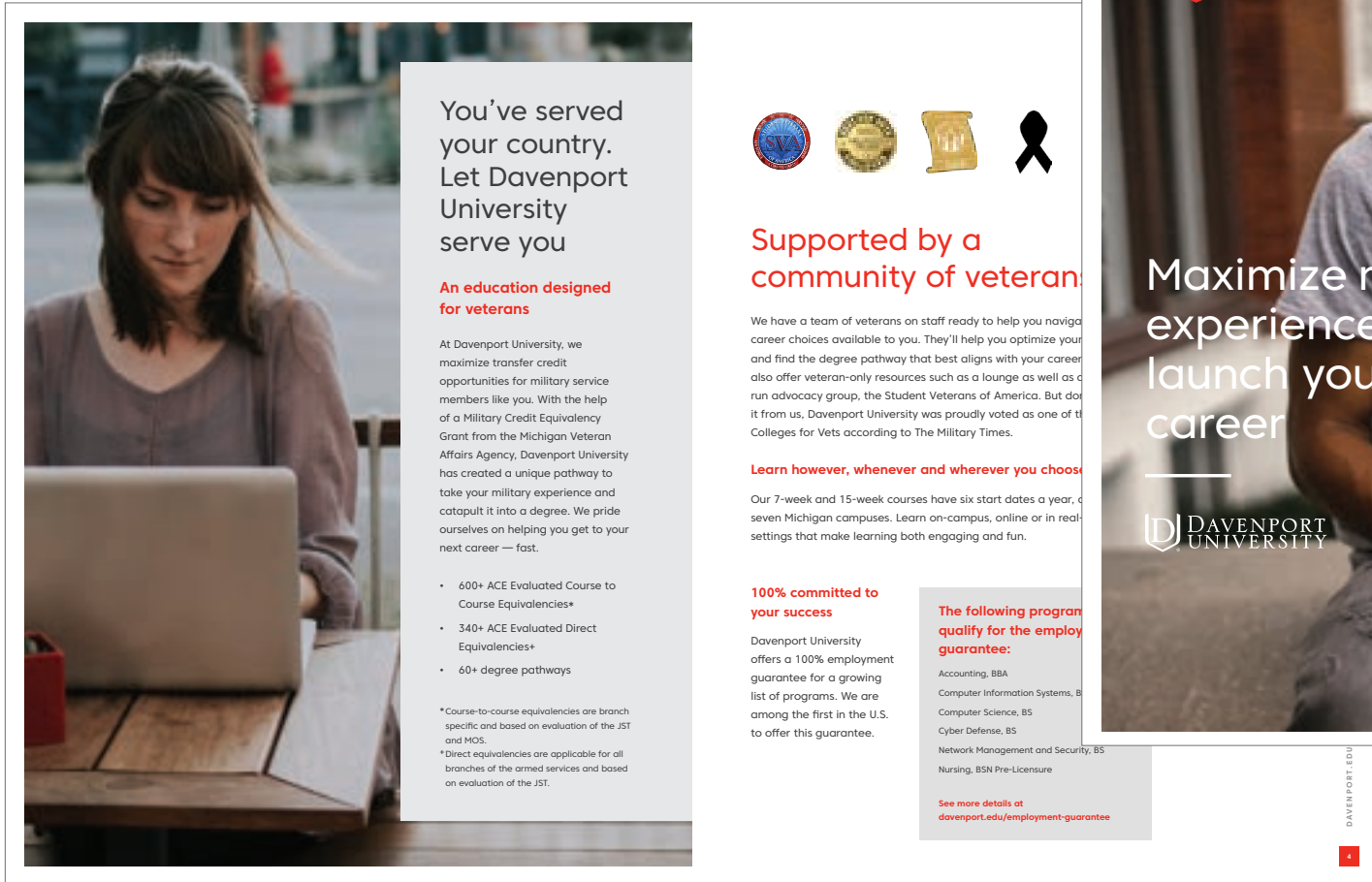
- Headlines should be written in **sentence case**, not title case.
- Headlines will generally be black.
- Headlines will generally be bold.
- Allow **adequate space** between headlines, sub-headlines, and paragraphs.
- Subhead-lines can be **red or black**.
- Only use **punctuation** when absolutely necessary (i.e. complete sentences)
- Headlines should always be **larger than subhead-lines**





Examples

Brochures



You've served your country. Let Davenport University serve you

An education designed for veterans

At Davenport University, we maximize transfer credit opportunities for military service members like you. With the help of a Military Credit Equivalency Grant from the Michigan Veterans Affairs Agency, Davenport University has created a unique pathway to take your military experience and catapult it into a degree. We pride ourselves on helping you get to your next career — fast.

- 600+ ACE Evaluated Course to Course Equivalencies*
- 340+ ACE Evaluated Direct Equivalencies*
- 60+ degree pathways

*Course-to-course equivalencies are branch specific and based on evaluation of the JST and MGS.
*Direct equivalencies are applicable for all branches of the armed services and based on evaluation of the JST.

Supported by a community of veterans

We have a team of veterans on staff ready to help you navigate career choices available to you. They'll help you optimize your and find the degree pathway that best aligns with your career. We also offer veteran-only resources such as a lounge as well as a run advocacy group, the Student Veterans of America. But don't stop there, Davenport University was proudly voted as one of the top 100 Colleges for Vets according to The Military Times.

Learn however, whenever and wherever you choose

Our 7-week and 15-week courses have six start dates a year, across seven Michigan campuses. Learn on-campus, online or in real-world settings that make learning both engaging and fun.

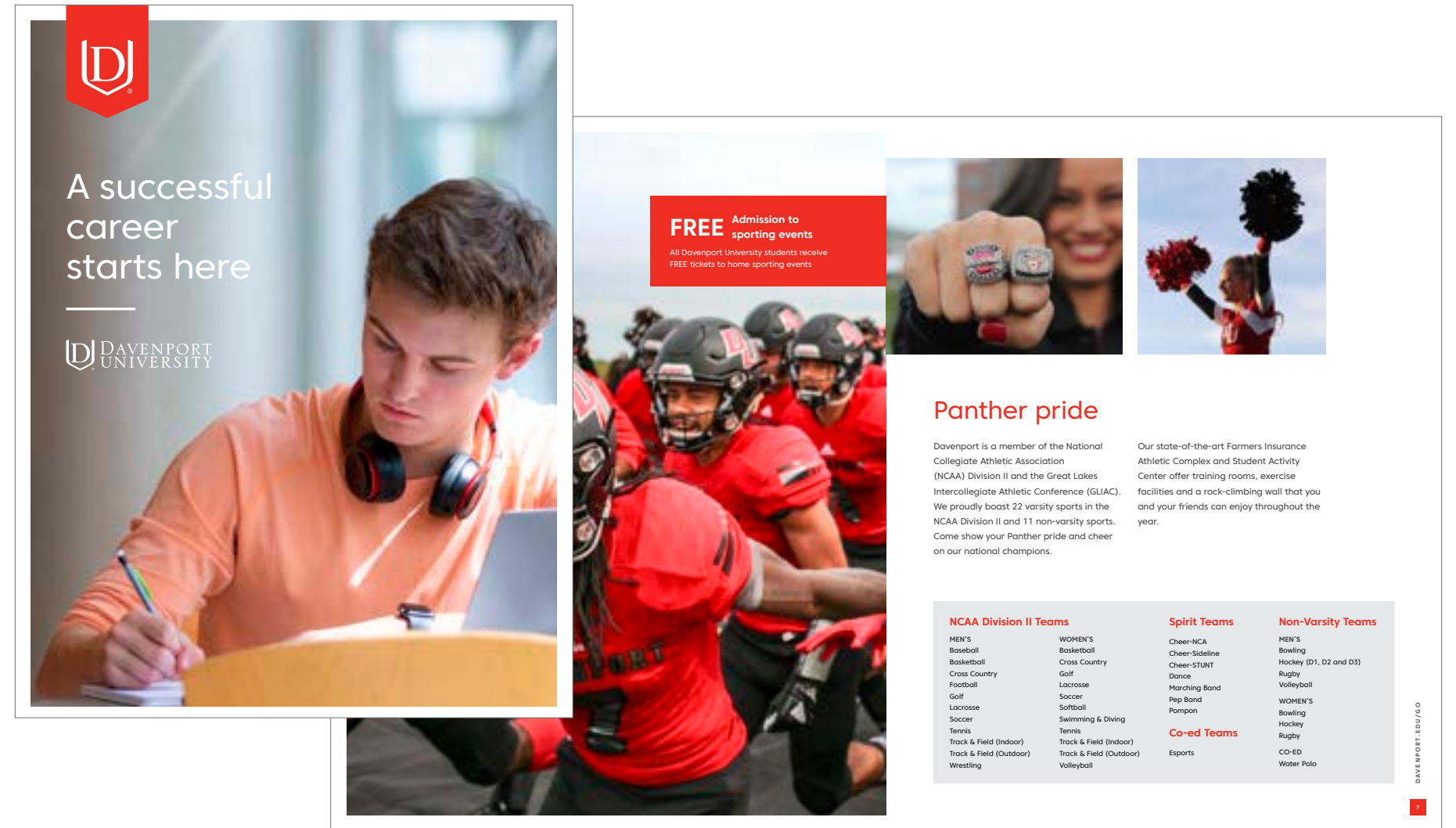
100% committed to your success

Davenport University offers a 100% employment guarantee for a growing list of programs. We are among the first in the U.S. to offer this guarantee.

The following programs qualify for the employment guarantee:

- Accounting, BBA
- Computer Information Systems, BS
- Computer Science, BS
- Cyber Defense, BS
- Network Management and Security, BS
- Nursing, BSN Pre-Licensure

See more details at davenport.edu/employment-guarantee



A successful career starts here

FREE Admission to sporting events
All Davenport University students receive FREE tickets to home sporting events

Panther pride

Davenport is a member of the National Collegiate Athletic Association (NCAA) Division II and the Great Lakes Intercollegiate Athletic Conference (GLIAC). We proudly boast 22 varsity sports in the NCAA Division II and 11 non-varsity sports. Come show your Panther pride and cheer on our national champions.

Our state-of-the-art Farmers Insurance Athletic Complex and Student Activity Center offer training rooms, exercise facilities and a rock-climbing wall that you and your friends can enjoy throughout the year.

NCAA Division II Teams	Spirit Teams	Non-Varsity Teams
<ul style="list-style-type: none"> MEN'S Baseball Basketball Cross Country Football Golf Lacrosse Soccer Tennis Track & Field (Indoor) Track & Field (Outdoor) Wrestling 	<ul style="list-style-type: none"> WOMEN'S Basketball Cross Country Golf Lacrosse Soccer Softball Swimming & Diving Tennis Track & Field (Indoor) Track & Field (Outdoor) Volleyball 	<ul style="list-style-type: none"> Cheer-NCA Cheer-Sideline Cheer-STUNT Dance Marching Band Pep Band Pompan <p>Co-ed Teams</p> <ul style="list-style-type: none"> Esports
<ul style="list-style-type: none"> MEN'S Bowling Hockey (D1, D2 and D3) Rugby Volleyball 	<ul style="list-style-type: none"> WOMEN'S Bowling Hockey Rugby 	<ul style="list-style-type: none"> CO-ED Water Polo

Program sheets

Master in Health Informatics and Information Management

COLLEGE OF HEALTH PROFESSIONS

39 CREDITS

Combine your passion for health care with your aptitude for analytics

Do you love to spot patterns and trends in data? Does working with health data and managing information pique your interest? Consider yourself a prime candidate for Davenport University's Health Informatics and Information Management Master's program.

Our interdisciplinary program not only deepens your understanding of business and health care, but also delves into subjects like information assurance and security and data analytics for the knowledge and skills employers are looking for.

Health informatics and information management is about using health data to improve patient outcomes, enhance cost savings and coordinate patient care. You'll graduate prepared to perform and lead activities related to access, protection and implementation of systems that analyze and leverage health information for improved decision-making.

What can I do with this degree?

Graduates can pursue a diverse range of opportunities in areas such as data analytics, privacy and compliance, and data integrity while working for hospitals, research institutes, consulting firms, electronic patient record companies and more. They often serve in bridge roles, connecting clinical, operational, information technology and administrative functions.

Stackable credentials

Graduates are eligible for the Registered Health Information Administrator (RHIA) exam.

42,200
job openings anticipated in the United States over the next four years

\$113,730
average salary in the United States

95%
of DU alumni are satisfied with their Davenport education

Graduate satisfaction
Graduates rate their satisfaction with the program as 6.34 out of 7.

On the cutting-edge
Cutting-edge curriculum is advocated by the American Health Information Management Association (AHIMA).

Convenience
Courses are 100% online, and all but two courses are completed in seven week sessions.

Learn from industry leaders
Faculty members are industry experts, having worked at the state and national level.

Accreditation
Only one of seven programs nationwide and the only program in Michigan accredited by the Commission on Accreditation for Health Informatics and Information Management (CAHIIM).

For 150 years, Davenport has stood apart from other universities because of its unrelenting focus on ensuring its graduates rise to the top of the job market. Its unique approach to education offers students a career-centered curriculum and empowers them with real-world experience.

You'll find Davenport provides an education that works for you with its more than 60 bachelor's and master's degree programs, small class sizes, seven-week courses and classes held online or on campuses across Michigan. As a private, not-for-profit university with accreditation by the Higher Learning Commission, you can be assured Davenport will deliver a quality education that's focused on your success.

Want to know more?
Just point your phone camera at the QR code to visit the program website.

davenport.edu/mshim | (800) 686-1600

DAVENPORT UNIVERSITY

Master of Science in Data Analytics

SCHOOL OF ARTS AND SCIENCES

30 CREDITS

Deepen your understanding of data Analytics degree from success in this fast-growing field

Over the past few years, and analytics from Davenport, you just skills like data mining, data analytics.

growth in the past few years, and analytics from Davenport, you just skills like data mining, data analytics.

competence in data analysis for success — including those who are

arent data analytic processes, you'll inguing. In addition, you'll become learning, IBM SPSS Statistics, IBM SPSS

businesses and organizations are opportunities, reduce inefficiencies es of this program have gone on to business and marketing analysts.

likely to excel in this field, with strong quantitative and higher, or a graduate GPA of

48,500
job openings anticipated in the United States over the next six years

\$90,070
average salary in the United States

95%
of Davenport alumni are satisfied with their education

Industry leaders
Our program is the biggest online data analytics program in Michigan.

Beginners welcome
The entire program is only 30 credits with no prerequisites, so you don't need to be a data analytics professional to enroll.

go to davenport.edu/data-analytics with an admissions representative.

Career-centered curriculum and real-world experience

For 150 years, Davenport has stood apart from other universities because of its unrelenting focus on ensuring its graduates rise to the top of the job market. Its unique approach to education offers students a career-centered curriculum and empowers them with real-world experience.

You'll find Davenport provides an education that works for you with its more than 60 bachelor's and master's degree programs, small class sizes, seven-week courses and classes held online or on campuses across Michigan. As a private, not-for-profit university with accreditation by the Higher Learning Commission, you can be assured Davenport will deliver a quality education that's focused on your success.

Want to know more?
Just point your phone camera at the QR code to visit the program website.

davenport.edu/data-analytics

DAVENPORT UNIVERSITY

Social media ads

Do you have a global mindset?

Become a leader that adapts to and embraces all cultures.

Global Mindset Brunch-n-Learn, March 3, 2020

Hosted by Davenport University's IPEX

Power up your project management skills with relevant, practical, expert-led training.

3-Day Certificate of Project Management

- ✓ Leadership Assessments
- ✓ Training sessions to support a strategic mindset
- ✓ One-on-One executive coaching


Get it all, in one course.

Which type of survey data is most useful for you?

- A. Brand Perception
- B. New Product
- C. Satisfaction
- D. Other

Print ads

Finding qualified employees is tough.
Keeping them is even tougher.



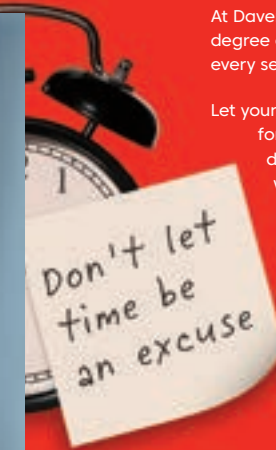

Land your next promotion

with a master's in health informatics and information management

At Davenport University, you can earn your degree completely online and classes start every seven weeks.

Let your passion for healthcare and aptitude for analytics shine while earning your degree in a flexible program that works around your schedule.

What are you waiting for? Start advancing your career today. Visit davenport.edu/mshim to learn more.

You have a dream.


Whether your dream is to finish what you started, earn a better salary or show your kids what quality education can do, Davenport University can help you get there.


At Davenport, we offer degrees in business, technology and health – all designed to help you launch or advance your career. Whether you excel online or in the classroom, you'll find classes that work with your schedule, not ours – all at a price you can afford.

We know that achieving your dream takes a different approach.

Find it at Davenport University.

davenport.edu/achieve






At Davenport University, we prepare high-demand careers in business.

This means we've been busy preparing to help retain the employees. We work with employers just like yours on-site, on campus or online. No need to solve your talent needs.

Call us at (800) 686-1600 or visit davenport.edu



PowerPoints

Agenda


Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.


- 1. Subheading text**
Lorem ipsum dolor sit amet, consetetur sadipscing elitr sed diam.
- 2. Subheading text**
Lorem ipsum dolor sit amet, consetetur sadipscing elitr sed diam.
- 3. Subheading text**

Double-click to add your slide title here

Subheading text

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor.





Double-click to add your title here

Subheading text

Presenter's name and/or date

Postcards


More than 5,000 employers are seeking SHRM credential holders each month. Prepare for your SHRM Certified Professional (SHRM-CP) or SHRM Senior Certified Professional (SHRM-SCP) exam through IPEX's certification exam prep course.

- Stay on track to earn your certification with a structured learning experience
- Utilize the SHRM Learning System® with SmartPath™ that adapts to your proficiency level
- Understand and apply the behavioral competencies needed to pass the exam

**Classroom | Mondays 6 pm – 9 pm
September 9 – December 12, 2019**
Davenport University IPEX, 45 Ottawa Ave NW, Grand Rapids (parking available)


**Online | accessible 24/7
September 9 – December 12, 2019**
Instructor led online course using Blackboard




Register today – classes fill up fast.
Visit davenport.edu/SHRM or call (616) 233-2589




45 Ottawa Ave NW
Grand Rapids, MI 49503

NON-PROFIT
U.S. POSTAGE
PAID
GRAND RAPIDS MI
PERMIT 322





Ready to reach the next level in your career?
Let SHRM certification get you there.

Mark your calendar

An exciting weekend honoring outstanding alumni and cheering on Panther football is just around the corner!

Alumni Awards Celebration
Friday, Sept 27, 5:30 pm

Come celebrate with us at the 2019 Alumni Awards, where we will honor six graduates who have made major contributions to their community and earned incredible success in their career.


Tailgate Tent & Football Game
Saturday, Sept 28, 10:00 am

Join us for a tailgate event for homecoming. Enjoy a barbeque lunch, various games and face painting for the kids! Also, meet special guests:


- Burt Paddock, Men's Basketball Coach, who claimed DU's first GLIAC regular-season title
- Celia Kiogima coach of the 2019 Div. II College STUNT National Champions

Show your Panther pride as we take on Lindenwood University. Learn more or purchase your tickets today at davenport.edu/homecoming.

6737.09.19




6191 Kraft Ave. S.E.
Grand Rapids, MI 49512



HOME COMING

2019



Flyers and announcements



Experience Panther Living

Enjoy a college experience that is anything but traditional for a first-year student; apartment-style residence halls give you space to roam while community spaces allow you to collaborate and hang out with friends.

Why live on campus?

- Fully-furnished, apartment-style residence halls
- Parking is free for all residents including freshmen
- Individual private bedrooms
- Cable television (including HBO)
- On-site social lounges that include TV, piano and game tables
- Unlimited meal plans
- Safe, secure, keyless entry and 24/7 public safety
- Wireless and wired internet access
- On-site laundry
- Resident Assistants available 24/7
- Adjustable air conditioning
- On-site computer labs

Visit davenport.edu/housing to learn more

DAVENPORT UNIVERSITY



Destination DU

Explore Davenport your way!

You'll have the chance to

- Choose from over 25 different interactive sessions
- Learn what life is like as a college student
- Take this journey at your own pace and check out only the sessions that interest you
- Interact with our experienced faculty and staff
- Explore DU's academic programs through games and simulations
- Tour housing and the athletic complex
- Win prizes and enjoy dinner in our South Dining Hall

This FREE event is on Thursday, July 25th from 2:00pm – 6:00pm
To register go to davenport.edu/destination-du

DAVENPORT UNIVERSITY



8 Reasons transfer students love Davenport University

- Every student who transfers to Davenport receives a transfer grant or a scholarship, which means you'll receive at least 20% off of tuition
- Our transfer students report that one of the top reasons they chose Davenport was because we offered them the most credits for their past achievements – we take CLEP, DSST, prior coursework and even certain work experience into account
- Davenport offers customized transfer plans – we accept up to 90 transfer credits and provide you with a personalized pathway to earning your bachelor's degree
- You can easily transfer your entire associate's degree and earn your bachelor's in only two years in one of 60+ degree programs at Davenport
- In our 3+1 program, you can attend your community college for three years and Davenport for one to earn your bachelor's in just four years
- Davenport offers flexible in-seat and online class options that will fit your schedule
- Many of our business, health and technology students get access to our employment guarantee program
- You'll have lifetime access to a career coach who will help you write your resume and cover letter, provide interviewing tips, assist you in securing internships and more

Visit davenport.edu/transfer or talk to your Davenport representative today

DAVENPORT UNIVERSITY | **Delta College**



Scholarships, Grants & Financial aid

Your guide to financial aid at Davenport University

Recent High School Graduates*

<p>Gerald R. Ford Memorial Scholarship The scholarship covers the costs of tuition, books, fees, a study abroad experience, on-campus housing and meal plans 3.75 GPA and 1430 SAT or 31 ACT + essay requirements</p> <p>Martin Luther King Inherit the Dream Scholarship Up to full tuition 2.0 GPA + application requirements</p> <p>Si Se Puede Cesar E. Chavez Scholarship Up to full tuition 2.0 GPA + application requirements</p> <p>University President's Scholarship** \$10,000 3.9+ GPA OR 3.5 GPA with a 1400 SAT or 30 ACT</p> <p>Excellence Scholarship \$8,000 3.5+ GPA OR 3.0 GPA with 1140 SAT or 23 ACT, OR BPA, DECA, HOSA, or Skills USA national top 10 finisher</p> <p>Achievement Scholarship \$6,500 3.0 to 3.49 GPA OR 2.5 GPA with 1070 SAT or 21 ACT, OR BPA, DECA, HOSA, or Skills USA state competition participant</p>	<p>Signature Scholarship \$5,000 Admitted with a GPA less than 3.0</p> <p>Housing Grant \$500-1,000 Grants available based on financial need</p> <p>Partner Tuition Grants Varies on partnership agreement</p> <p>Panther Preferred Grant \$1,000 Grants available</p> <p>Foundation Scholarship Based on individual scholarship criteria and availability of funds – scholarships are funded by private donations to the Davenport University Foundation</p>
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*Graduated high school within the last two years.
**Limited to only five new students per academic year.

