

THE DOANE COLLEGE LOGO

Established Spring 2006

D O A N E



C O L L E G E

The typeface is a manipulated Berling, an old style typeface based on the classical Venetian model used by Aldus Manutius in the 15th century. Berling was first created by the Berling foundry in 1951.

The year of Doane's founding

Orange and black are Doane's official colors. They were used by Thomas Doane's daughters in 1887 to create a colorful flag to hang above the college tent during a meeting of colleges. They made a triangular flag, orange with black borders and letters. Since then, these colors were adopted as the school colors. The college mascot, Tigers, was first documented in 1907.



The sides of the triangle denote strength through three aspects of life: spiritual, physical and intellectual.

The crest features the college's traditional woman (science) trimming the lamp of knowledge to light the book (Bible). The star and cross are Christian symbols indicating Doane's Congregational heritage. This design is taken from the college's official seal, which was initially created by Doane founder Thomas Doane and first president, David Brainerd Perry.

