Queen's
UNIVERSITY

VISUAL IDENTITY GUIDE

2019

EQUITY, DIVERSITY AND INCLUSIVITY

The Queen's Visual Identity Policy supports the university's interest that all diverse cultures and identities be reflected and expressed in all aspects of university life, including communications and publications, both in print and on digital platforms.

The university is committed to communicating and promoting messages of anti-racism, inclusivity, diversity, and equity in the stories we tell about faculty, staff, students, programs, and projects. Queen's strives to be a welcoming and inclusive environment for all campus constituents, and as such affirms that addressing issues of diversity, inclusion, and equity must be a collaborative effort, focused on partnership and community building.

All communications, marketing and promotional materials emanating from Queen's must demonstrate equity, inclusivity and diversity in design, photography and content, and in all cases must meet the Canadian Code of Advertising Standards as it relates to equity and diversity and portrayals thereof.

For support and guidance in adhering to this part of the policy contact:
University Relations, Integrated Communications – 613.533.2035
Human Rights Office – 613.533.6886
Equity Office – 613.533.2563

MESSAGE OF SUSTAINABILITY

Queen's and the Environment

The FSC *check tree* logo identifies papers that are FSC-certified.

In support of Queen's continuing efforts towards an international presence, the production of our communication materials should reflect our vision. To that end, we advocate for the use of environmentally-friendly inks, paper and printing processes. Queen's is committed to buying FSC (ca.fsc.org) certified forest products that support environmentally responsible, socially beneficial and economically viable management of the world's forests. Wherever possible, the use of environmentally-friendly papers is encouraged

VISUAL IDENTITY AND GRAPHIC STANDARDS POLICY

The Queen's Visual Identity Guide provides specific guidelines and standards to the Queen's community for the implementation of the Queen's visual identity and graphic standards system in all forms of university communication.

Originally endorsed and approved by the Board of Trustees in May 2000, the Visual Identity was developed in extensive consultation with faculty, staff, students, and alumni. This revised guide provides specific and user-friendly guidelines for proper implementation.

WHY DOES QUEEN'S NEED VISUAL AND GRAPHIC STANDARDS?

Unit-specific design treatments

All print communication materials from Queen's University will use the master brand logo. All official Queen's websites and electronic communications platforms will use the Queen's webmark. Logos and wordmarks for individual units will not be created. Should your initiative require assistance in creating a design treatment, please contact Integrated Communications.

A strong and consistent visual identity, made up of communication of strategic messages and strong graphic presentation, is a necessary element for all communications emanating from Queen's University.

A vibrant institutional identity projects excellence and professionalism, an image that is critical in attracting, retaining and engaging support from our audiences. Consistency of communication to both internal and external audiences reinforces a strong Queen's identity and reputation, and will help to further shape our position in the marketplace.

The university recognizes the need for distinctive expression within units and departments on campus to specific audiences, and that these are critical to the communication and marketing process. As such these standards have been developed with the intention of being flexible enough to allow individual and creative expression for units, while remaining true to the goal of the overall identity standards and providing clear and consistent communication.

THE GRAPHIC ELEMENTS

While strong branding is much more than simple graphic elements, long-term brand success cannot exist without a common look that ensures all of our audiences know the communication and message is from a unified voice. Communication material that consistently makes use of the Queen's logo (or the Queen's webmark on websites), fonts and colours creates a strong unified presence. This flexible framework ensures our audiences will immediately identify with Queen's University regardless of audience or message or medium.

In support of the Queen's Brand is a unique graphics package for print, which consists of a logo, fonts, and colours.

Queen's communication material makes use of a controlled palette that consists of logo, fonts and colour.
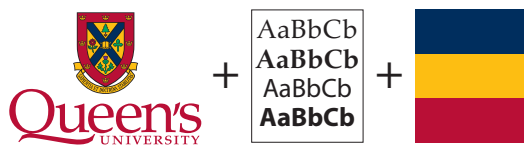
All elements of the Queen's logo are essential in ensuring effective communication of the Queen's image. The coat of arms communicates the inherent history and tradition of Queen's, while the word "Queen's" creates a clear institutional link through the highly stylized personality of the Palatino typeface with the "swash-Q". Finally, the word "University" ensures that all audiences clearly understand the educational setting of the institution. Together, these elements create a clear and distinguishable visual image for Queen's that is instantly recognizable.

In the development of these standards, the logo has been electronically mastered to allow for optimal reproduction quality in full colour and one-colour applications. Electronic files of the logo can be obtained through Queen's Visual Identity website at queensu.ca/identity.
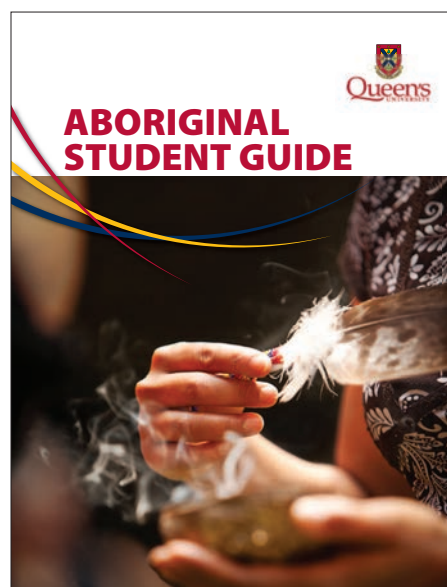
THE QUEEN'S LOGO

The Queen's logo appears below. It is the primary element of the Queen's visual identity system and must appear on all official Queen's communications. It may not be modified in any way. The Queen's logo is the preferred visual representation for the university and will be provided in formats appropriate to usage needs.

The Queen's logo is comprised of two critical elements: the coat of arms and the Queen's wordmark.

While colour options are available, the Queen's logo in full colour is the preferred visual representation.

The logo

The coat of arms

The wordmark
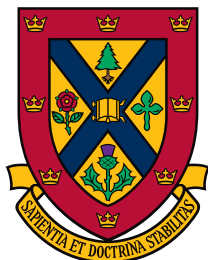
THE COAT OF ARMS

Queen's coat of arms is based on that of Edinburgh University, the institution after which Queen's itself was modelled. It consists of a gold shield with red edges, divided into four triangular compartments by a blue, diagonal St. Andrew's cross, which represents the university's Scottish origins (St. Andrew is the patron saint of Scotland). A golden book, symbolizing learning, sits open at the centre of the cross. In each of the four compartments is an emblem of the university's Canadian and international origins: a pine tree for Canada, a thistle for Scotland, a rose for England, and a shamrock for Ireland. The red colour of the border is a mark of stature, indicating that Queen's is younger than Edinburgh University. The border is decorated with eight gold crowns, symbolic of Queen Victoria and the university's Royal Charter. The whole shield is underlined by a banner with Queen's motto: *Sapientia et Doctrina Stabilitas* (wisdom and knowledge shall be the stability of thy times).

The coat of arms may be used independently of the Queen's wordmark only in ceremonial university communications. It is important to note that most institutions of higher education have their own coat of arms. On their own, coats of arms are largely indistinguishable from one another and difficult to attribute to any particular institution. Hence, it is important to use the Queen's coat of arms as part of the official logo in all possible circumstances to ensure its proper identification with the university. Usage without the wordmark is restricted.

The coat of arms may be used independently of the Queen's wordmark only in limited ceremonial university communications.

THE WORDMARK

The Queen's wordmark is one of the most distinguishable visual identifiers of Queen's University. Developed in the early 1970s using the Palatino typeface, it was designed with the intention of creating a distinct personality for Queen's in the written word.

The Queen's wordmark is a consistent manner of presenting the name of the university to our audiences within the logo design. The wordmark features a distinctly drawn Q ("swash-Q") and a lowered apostrophe, developed by Queen's Integrated Communications. The word "University" is set in Palatino using all capital letters.

This wordmark is treated as a distinct graphic element as letter spacing and distinctly drawn features require a consistent application.

Use of the word "Queen's" in the official Queen's typeface is freely permitted in written communications.

PROPORTIONS

Maintaining consistency of graphic proportion when using the Queen's logo is important to maintaining the logo's visual integrity. A standard proportional balance ensures that no matter what the overall size or application of the logo, it always appears correct and consistent.

The logo is designed to ensure that the width of the coat of arms is always 30 per cent of the entire width of the word "Queen's" (3 x "x"). The lowest point of the coat of arms always rests above the top of the lower case letters in the word "Queen's" by a factor of 5 per cent of the entire logo width (½ "x"). The coat of arms is centred in relation to the word "Queen's".

Please note that all electronic logo files have been prepared with the correct proportions for ease of use.

The logo is designed to ensure that the width of the coat of arms is always 30 per cent of the entire width of the word "Queen's" (3 x 'x').

SIZE RESTRICTIONS

For printed materials, the Queen's logo mark must never be smaller than 1″ wide. For digital use, the Queen's logo must never be smaller than 100 pixels wide. Reproduction of the logo in sizes smaller than this reduce the logo's impact and make it unclear for general usage.

minimum width
print – 1″ (6p)
digital – 100 pixels

THE CLEAR ZONE

The Queen's logo has been designed to make a dignified and highly legible graphic statement. A minimum clear zone requirement serves to protect the integrity of the Queen's visual identity. No other type or graphic element may appear within the prescribed clear space.

In addition to the space created through the width and height of the logo, the clear zone includes a distance of "x" extending from all tangents of the logo as indicated below (where "x" represents the height of the lower case letters in the word Queen's). The area indicated by the dotted line – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen.

The area indicated in blue – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen (i.e. margins).

THE LOGO

LOGO COLOURS

The official colours to be used for reproducing the Queen's logo in Pantone, process or web-based applications are listed below. Use of these official colours are necessary when producing the logo in full colour.

For ease of use, logo files listed below have already been created using the required colours.

	PRINT Pantone Matching System	PRINT Four-colour process	DIGITAL Web / Video
	Pantone 187	5C 100M 71Y 22K	172R 43G 55B HTML# ac2b37
	Pantone 124	0C 27M 100Y 0K	237R 178G 32B HTML# edb220
	Pantone 295	100C 68M 8Y 52K	31R 58G 96B HTML# 1f3a60

QUEEN'S LOGO FILES

Format	Size	Resolution	Colour mode	Available colours
Illustrator EPS	1" wide	N/A (scalable)	Four-colour process (CMYK) Pantone (PMS) spot	
Photoshop JPEG	2" wide	300 ppi (non-scalable)	RGB (white background)	
Photoshop PNG	2" wide	300 ppi (non-scalable)	RGB (transparent background)	

Files can be downloaded from queensu.ca/identity

4 colour process

For more information, go to queensu.ca/identity

SINGLE- OR TWO-COLOUR REPRODUCTION

Two-colour variations of the Queen's logo are not available. In single or two-colour print jobs, the Queen's logo should be reproduced in either Queen's red, Queen's blue or black. These versions of the Queen's logos can be printed on light background colours, as long as the contrast is such that the logo maintains legibility. Because of this, the logo should not be printed in the Queen's gold.

In single- or two-colour print jobs, it is permissible to use the logo set in the PMS colours as indicated at right.

NOTE: Queen's gold is NOT an option for single- or two-colour print jobs.
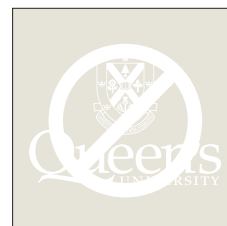
Pantone 295 blue   Pantone 187 red   black

On light background colours the black logo can be used. Contrast must be maintained.

REVERSE COLOUR REPRODUCTION

The Queen's logo can be reversed out of black or another colour as long as the contrast is such that the logo maintains legibility.
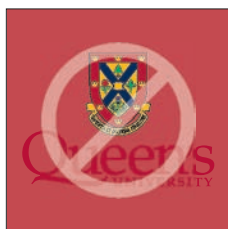
Maintain contrast between logo and background

COLOUR APPLICATION (INCORRECT USAGE)

Colour provides a powerful means of visual recognition. When consistently applied, the Queen's colours reinforce and extend the desired institutional image. A number of colour arrangements do not convey the clean, professional image desired for the university. The examples shown below are typical and must be avoided. Undisciplined application of the Queen's logo and its acceptable colours serve to dissipate its integrity and endanger the effectiveness of these identity standards.

Poor contrast between logo and background

Poor contrast between logo and background

When used in single colour, both coat of arms and wordmark must appear in the same colour.

Two-colour logos are not permitted.

Full-colour logo must use Queen's wordmark in official red only. No other colour is acceptable.

No tinting or ghosting

When used in single-colour, the Queen's logo may not be set in any colour other than as outlined on page 11.

The Queen's logo should not be used in grayscale

THE LOGO

DO-NOT-USE EXAMPLES

Building a consistent visual identity for Queen's necessitates consistent usage of the logo across applications. While the logo is designed to be applied in a flexible way and accommodate most needs, it cannot be altered or re-designed to fit a given application. In addition, the "swash-Q" must only be used in the word "Queen's" (in Palatino) and may not be used on its own or in combination with any other graphic, logo, type, word, or wordmark.

For guidance, some unacceptable modifications are outlined below.

Also see for a list of general trademark style requirements.

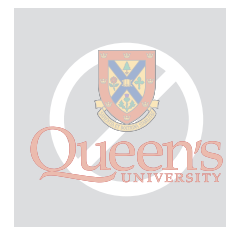Distortion

Proportions

Rearranging

Rotation

Typeface substitution

Altered

Cropping

Ghosting

Q as part of wordmark

Q as part of logo

On its own

Without workmark

Violate safe area with type or graphics

Overlays

Drop Shadow

For more information, go to queensu.ca/identity

THE LOGO

PLACEMENT

The Queen's University logo is the core of our visual branding package. This brand mark is the key identifier for the university. Since 2001, it has been consistently, and must continue to be, located in the preferred placement in the upper right corner of all print publications as indicated in this guide. Respect must be given to the logo space ensuring that it remains highly visible.

The logo must be an element of every official Queen's website. The recommended placement for the Queen's logo on websites is as the last or next-to-last visible element on each page (i.e. in the footer area). In every instance, the logo must link to the queensu.ca homepage. (See page 41 for examples of logo placement for the web.)

Any exceptions must be approved by the Director, Brand Communications and Insight.
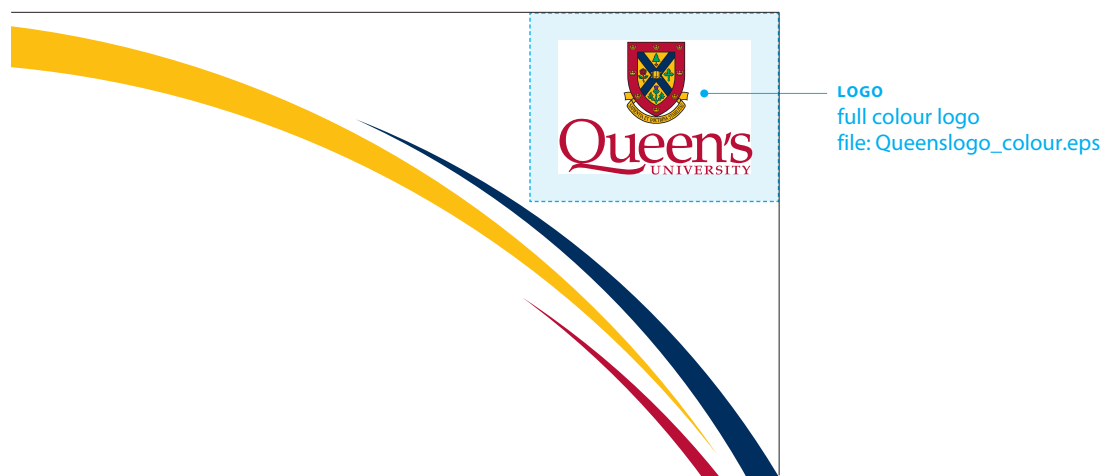
Size and position of the Queen's logo is common among unit, department, faculty, and university-level communications.

For more information, go to queensu.ca/identity
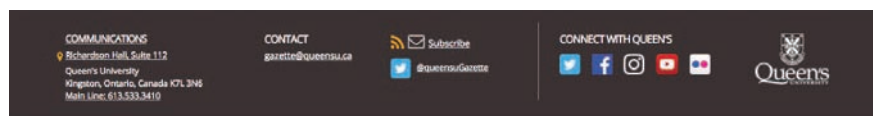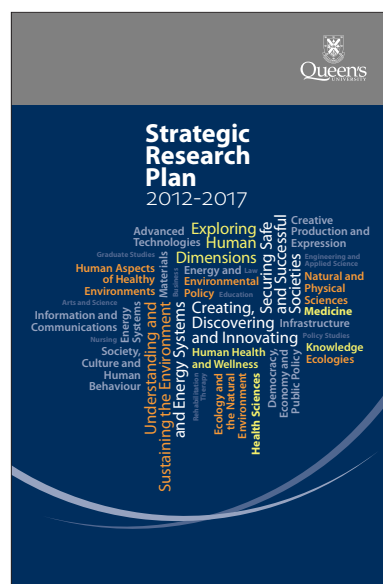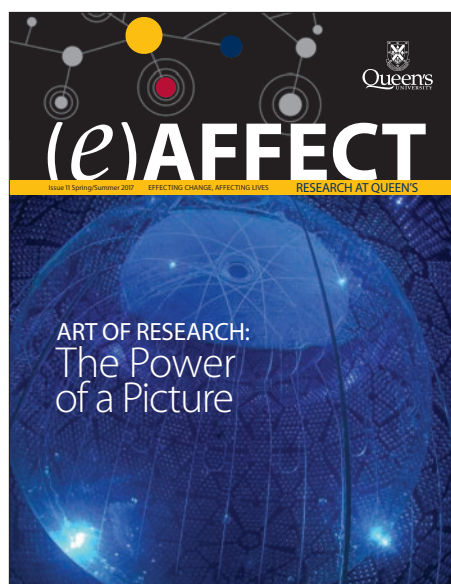
Preferred Placement of Queen's Logo on Publication Front Covers

The Queen's logo must appear on the front of all printed communications. The preferred position is in the upper right corner as shown.

The clear zone as outlined on should be used to establish the minimum distance between the logo and surrounding elements. Spaces shown are minimums. Margins may be increased to suit the design.

LOGO
full colour logo
file: Queenslogo_colour.eps

THE WORDMARK

The Queen's wordmark is one of the most distinguishable visual identifiers of Queen's University. Developed in the early 1970s using the Palatino typeface, it was designed with the intention of creating a distinct personality for Queen's in the written word.

The Queen's wordmark is a consistent manner of presenting the name of the university to our audiences within the logo design. The wordmark features a distinctly drawn Q ("swash-Q") and a lowered apostrophe, developed by Queen's Integrated Communications. The word "University" is set in Palatino using all capital letters.

This wordmark is treated as a distinct graphic element as letter spacing and distinctly drawn features require a consistent application. Use of the word "Queen's" in the official Queen's typeface is freely permitted.

Acceptable specialized use of the wordmark is allowed under certain conditions only.
(See pages 18 and 22)

THE WORDMARK CLEAR ZONE

The Queen's logo has been designed to make a dignified and highly legible graphic statement. A minimum clear zone requirement serves to protect the integrity of the Queen's visual identity. No other type or graphic element may appear within the prescribed clear space.

In addition to the space created through the width and height of the logo, the clear zone includes a distance of "x" extending from all tangents of the logo as indicated below (where "x" represents the height of the lower case letters in the word Queen's). The area indicated by the dotted line – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen (i.e. margins).

The area indicated in blue – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen.

THE WORDMARK — APPLICATION

In special cases it is possible to use just the Queen's wordmark. In those special cases, please contact Integrated Communications for authorization.

In cases where quality reproduction of the Queen's logo is impossible, the wordmark may be used in Pantone 187 red, black or reverse (white).

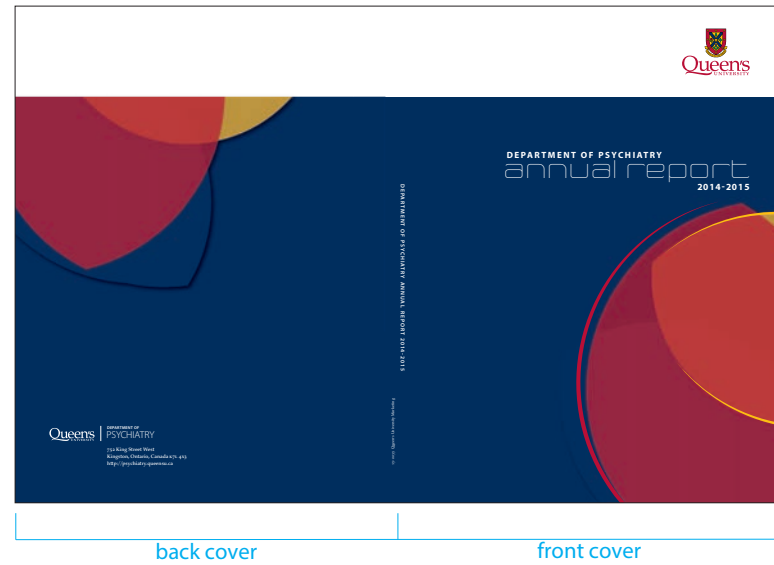In all cases, Queen's Integrated Communcations must be contacted to request this artwork.

backdrop

For more information, go to queensu.ca/identity

Preferred Placement of Queen's Logo on Publication Back Cover

The unit signature, as well as the address, should appear on the back of multipage publications in the lower third of the page.

The clear zone as outlined on page 17 should be used to establish the minimum distance between the wordmark and address as shown. Spaces shown are minimums. Margins may be increased to suit the design of each individual application.

back cover   front cover

The wordmark used as part of a unit signature (see page 22).

UNIVERSITY RELATIONS

INTEGRATED COMMUNICATIONS

78 Fifth Field Company Lane
Queen's University
Kingston, Ontario
Canada K7L 3N6
queensu.ca

align

UNIT SIGNATURE
with 1" wide wordmark

ADDRESS
Palatino 8/11 pt,
upper and lower case
+ Queen's + Palatino SC + OS Figs

THE QUEEN'S WEBMARK

Queen's University

The Queen's webmark is to be included on every website that is owned and managed by Queen's faculties, departments, service units, and programs as the first visible element on each page.

THE UTILITY BAR

To support this requirement, web developers can include the Queen's utility bar. This customized Queen's web component contains Queen's wordmark (linking to the Queen's homepage), Queen's people and page search function, and login access to Queen's websites and portals.

Templates for the utility bar are designed in a selection of official Queen's colours and with instructions for both PHP and JavaScript. The utility bar is also designed and tested to comply with AODA standards for accessibility and is responsive to a variety of display sizes, including mobile devices.

Queen's webmark in utility bar

Queen's University — SEARCH AND SIGN IN

Learn more about the Utility Bar at queensu.ca/faculty-staff/web/utilitybar

QUEEN'S WEBMARK SPECIFICATIONS:

For those not making use of the utility bar inclusion file, specifications for including the Queen's webmark on its own are as follows:

Placement

- It should be the first visible element on the page.

Image file

- Use the files as supplied on the visual identity website.
- The shape and proportion must be maintained.
- Do not modify or create an alternate version.

Link and alt text

- In every instance, it should link to queensu.ca
- When including the Queen's webmark via a background image, "Queen's University" must be used as the actual link text (hidden accessibly via CSS)
- When including the Queen's webmark via an <img> tag, "Queen's University" must be specified as the alt text

Minimum size

- The wordmark should always be displayed at sizes such that the text is legible. At minimum, the wordmark should be displayed at 195 px wide.

The Queen's webmark is not to be used on non-Queen's websites – for example, the Queen's logo would still be used on websites of other institutions where Queen's is being recognized for sponsorship or partnership in a program or joint initiative.

White space

- Maintain the white space around the image as specified above.
- For mobile layouts (typically viewport widths <= 740 px), the amount of surrounding white space may be reduced; try to maintain at least 50% of the height of the lowercase letters in the Queen's webmark in these cases.

Contrast

- Colour contrast ratio of 4.5:1 or higher must be maintained.
  See page 12 of the Visual Identity Guide for more on background images and contrast (see webaim.org/blog/wcag-2-0-and-link-colors/).
- Avoid using colour combinations that cause perceptual problems for those with colour-blindness. For example, it may be difficult to distinguish between a red wordmark and a green background. (webaim.org/articles/visual/colorblind)

UNIT SIGNATURES

Unit signatures are reserved for print publications and electronic documents, with certain guidelines and restrictions on their use.

Unit Signatures are not to be used in lieu of the Queen's logo for print and electronic communications or Queen's webmark on websites or web applications.

The Queen's wordmark may not be attached to any other type or graphic element other than the signatures described in the Visual Identity Guide.

As a general rule of thumb, it is always preferable to use the simplest (i.e. highest level) logo representation that will adequately communicate your identity as part of Queen's. In most instances this will be the Queen's logo. In no instance does the unit signature replace the Queen's logo.

The name of major units within Queen's University, such as faculties, schools, research centres and large administrative offices, may be added to the Queen's wordmark as a unit signature. In all cases, the correct name of the unit must be used.

Major units within the university that contain many sub-units (such as schools or large administrative divisions) will need to develop and issue guidelines as to whether their sub-units should always use the large unit signature or whether all or some of their sub-units may use sub-unit signatures. As a general rule, it is preferable for sub-units to use the signature of their largest umbrella unit, but this needs to be addressed on an individual basis. If your unit needs a unit signature, you should contact Queen's Integrated Communications so that it may be created for your use. Visit the identity website at queensu.ca/identity for more information.

A unit signature is not a logo. The intended use is in conjunction with the Queen's logo.

Artwork will be supplied as needed by Creative Services upon request for a nominal fee. Please contact Integrated Communications at 613.533.2035.

Queen's UNIVERSITY | **FACULTY OF**
HEALTH SCIENCES

Queen's UNIVERSITY | **DEPARTMENT OF**
CHEMISTRY

Queen's UNIVERSITY | **SCHOOL OF**
KINESIOLOGY AND
HEALTH STUDIES

Queen's UNIVERSITY | **OFFICE OF THE**
PRINCIPAL

Queen's UNIVERSITY | HUMAN RESOURCES

UNIT SIGNATURES – COLOUR REPRODUCTION

The official colours to be used for reproducing the Queen's wordmark in Pantone, process or web-based applications are listed on page 27.

Preferred treatment full-colour

Preferred treatment for unit signatures features the Queen's wordmark in red with the unit name set in black, on a white or light colour background. The unit signature may also be reversed out of a colour background as long as the contrast is such the wordmark maintains legibility.

The preferred colour treatment for the Queen's wordmark and signature is shown to the right.

Single-colour reproduction

In single-colour print jobs, where only a single colour is available for printing, the unit signature may be reproduced in a single colour (black, or Queen's blue, or Queen's red) or reversed out of any single colour as long as the contrast is such that the wordmark maintains legibility. Please contact Integrated Communications for approval.

The wordmark should not be printed in Queen's gold.

These alternate colour options are available by request.

For more information, go to queensu.ca/identity

UNIT SIGNATURES – THE CLEAR ZONE

The Queen's wordmark has been designed to make a dignified and highly legible graphic statement. A minimum clear zone requirement serves to protect the integrity of the Queen's visual identity. No other type or graphic element may appear within the prescribed clear space.

In addition to the space created through the width and height of the wordmark, the clear zone includes a distance of "x" extending from all tangents of the logo and unit signature as indicated below (where "x" represents the height of the lower case letters in the word Queen's). The area indicated by the outer dotted line – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen (i.e. margins).
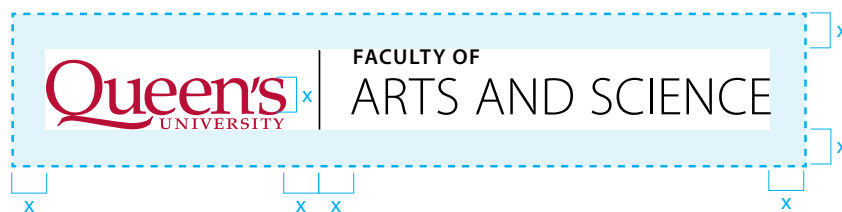
UNIT SIGNATURES – SPECIFICATIONS

Unit signature files are created by starting with a Queen's wordmark. The height of the lower case letters in the word Queen's is used to establish the distance from the wordmark to the vertical line and from the vertical line to the unit name. The first line of the unit name aligns with the word Queen's. The "Faculty/School/Department of" line sits above and additional lines are set below, as shown in the sample below. In all cases, the vertical line aligns with the top and bottom of the entire unit signature.

The unit name is set in Myriad Pro Light font in capital letters and Faculty/School/Department is set in Myriad Pro Semibold font in all capital letters. Any secondary information (address, sub-units) should be placed left-aligned below the unit name at a distance equal to the x-height. This places the information just outside the signature's clear zone. The unit signature should generally be limited to one or two lines depending on length. Queen's Integrated Communications will consider exceptions to these rules when necessary.

Please note that all electronic files have been prepared with the correct proportions for ease of use.

If your unit needs a unit signature, you should request that it be created for your use. Go to the identity website at queensu.ca/identity for more information.

FACULTY OF
ARTS AND SCIENCE

OFFICE OF THE
VICE-PROVOST AND
DEAN OF STUDENT AFFAIRS

Gordon Hall, Room 300
Queen's University
Kingston, Ontario
Canada K7L3N6

UNIT SIGNATURES – SIZE RESTRICTIONS

The minimum size required for unit signatures is such that the Queen's wordmark is 1″ wide.

FACULTY OF
ARTS AND SCIENCE

1″ (6p)

UNIT SIGNATURES

UNIT SIGNATURES – PLACEMENT

Preferred Placement of Unit Signatures on Publications

The Queen's logo must appear on the front of all printed communications. The preferred position is in the upper right corner. The Queen's logo, or a unit signature, as well as the address, should also appear on the back of multipage publications. The preferred position is in the lower left hand corner.

The clear zone (page 17) should be used to establish the minimum distance between the unit signature and surrounding elements. Margins may be increased to suit the design.

In instances where identification of the faculty, unit or department needs to be included on publication covers, signatures may be used and must follow the clear zone guidelines.

back cover   front cover

UNIVERSITY RELATIONS
INTEGRATED COMMUNICATIONS

78 Fifth Field Company Lane
Queen's University
Kingston, Ontario
Canada K7L 3N6
queensu.ca

align

UNIT SIGNATURE
with 1" wide wordmark

ADDRESS
Palatino 8/11 pt,
upper and lower case
+ Queen's + Palatino SC + OS Figs

For more information, go to queensu.ca/identity
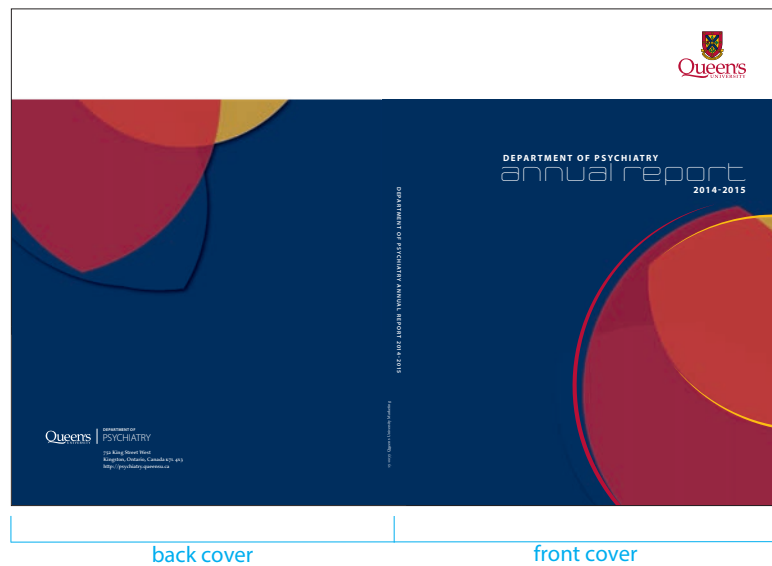
TRICOLOUR COLOUR PALETTE

The three primary official Queen's colours are listed below with their Pantone, process or web-based equivalents.

Wherever possible, the three Queen's colours are used either as individual colours, as background, or combined to become Queen's Tricolour.

	PRINT Pantone Matching System	PRINT Four-colour process	DIGITAL Web / Video
	Pantone 187	5C 100M 71Y 22K	172R 43G 55B HTML# ac2b37
	Pantone 124	0C 27M 100Y 0K	237R 178G 32B HTML# edb220
	Pantone 295	100C 68M 8Y 52K	31R 58G 96B HTML# 1f3a60

Additional colours used in the Queen's coat of arms

	PRINT Pantone Matching System	PRINT Four-colour process	DIGITAL Web / Video
	Pantone 347	96C 0M 88Y 1K	0R 163G 81B HTML# 00a351
	Pantone 4635	13C 53M 68Y 40K	158R 109G 68B HTML# 9e6d44
	Pantone 527	75C 100M 0Y 0K	123R 63G 146B HTML# 7b3f92

FONTS

Consistency of typeface in all Queen's communications is important to the successful implementation of these visual identity standards.

The two official fonts used by Queen's are Palatino Linotype and Myriad Pro. Alternative versions of these fonts are listed below. Palatino Linotype and Myriad Pro are complementary fonts and their use in publication headlines, body copy and other applications are strongly encouraged.

Palatino Linotype*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The official preferred font for all Queen's publications. Predominantly used in body text but also used in all other manners of typesetting.

Myriad Pro*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Primarily used for headings, sidebars, captions and some body text.

The Queen's "swash-Q" is only to be used in the word "Queen's" when set in the Palatino font.

The Queen's "swash-Q" **cannot** be used as part of an independent logo or graphic

Queen's

enQsu'

Includes specially developed supplementary characters, based upon Palatino to create the unique "Queen's". It should only be used with text appearing in Palatino and only for the word "Queen's".

Zapf Humanist 601 Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Also known as Optima Medium. Used for university signage.

*EQUIVALENT OR ALTERNATIVE FONTS

Palatino Linotype

Palatino, Palatino Nova, Book Antiqua

Myriad Pro

Myriad, Calibri, Corbel, Open Sans, Source Sans

WEB FONTS

Is it recommended that developers use the same web fonts are used on queensu.ca.

Sans-serif font-family

Open Sans, Lucida Grande, Lucida Sans Unicode, Helvetica Neue, Arial, sans-serif

Serif font-family

Palatino, Book Antiqua, Georgia, serif

INSTITUTIONAL STATIONERY

In most instances, Queen's stationery is a primary point of communication with various audiences. It is important that institutional stationery take on a consistent visual image in line with the Queen's logo and official typefaces. Queen's stationery bears consistent treatment of department, faculty/school/ office, building name/address, telephone/fax number, and email address for ease of identification by external audiences. Specific stationery information is placed outside of the logo clear zone.

Stationery can be ordered online through Printing Services at queensu.ca/printing or by calling 613.533.2912.

For more information, go to queensu.ca/identity
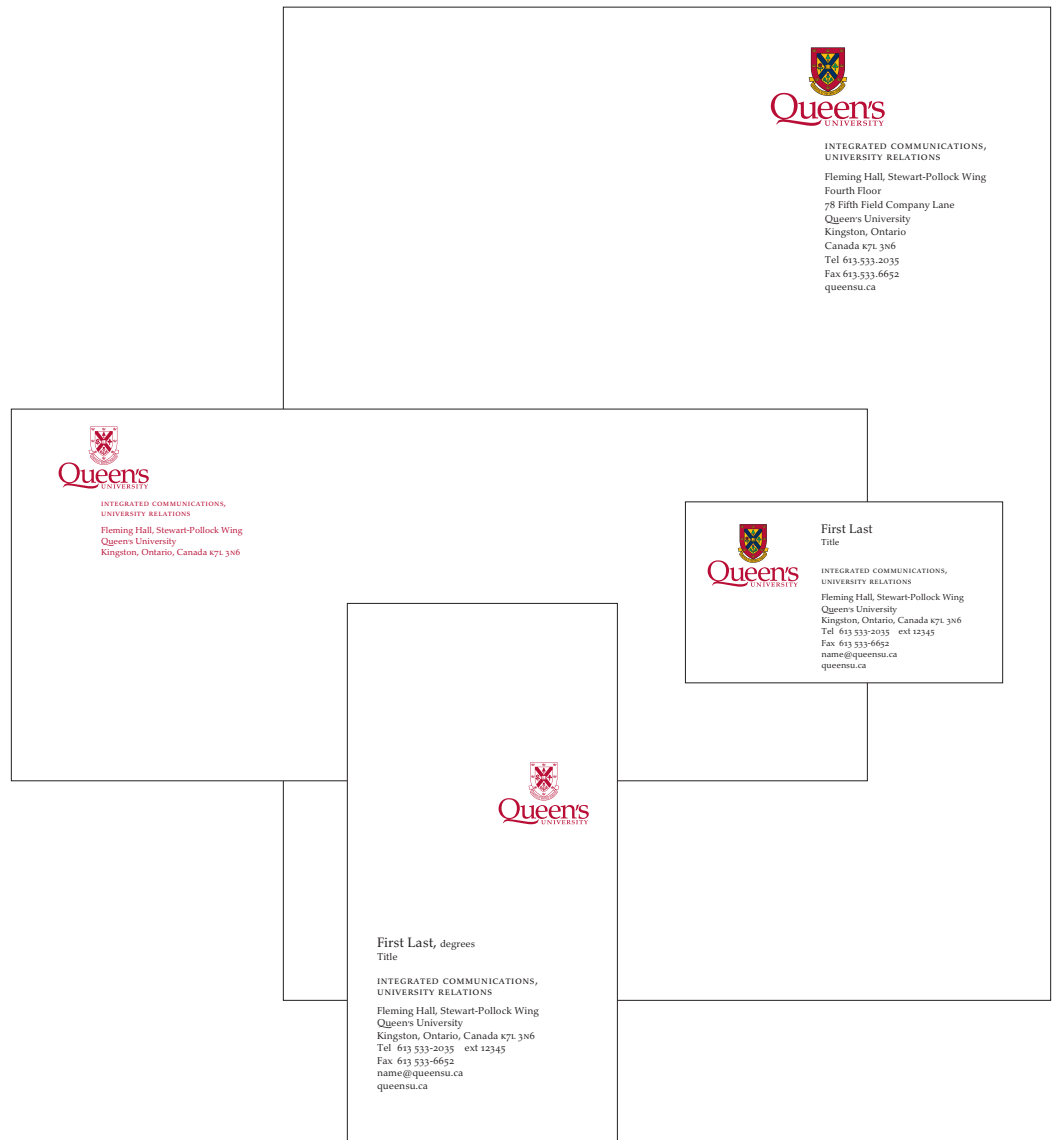
APPLICATION

OFFICIAL LETTERHEAD

Specifications applied in designing Queen's University official letterhead are provided in the example below and are strictly adhered to by Queen's Integrated Communications in their development.

A full-colour version and a one-colour version (official Queen's red only) are available depending upon individual unit needs. While it is strongly encouraged that all users of official Queen's stationery use the full-colour version to maintain the strongest visual impact at each point of communication, it is acknowledged that some will opt to use the more economical

Departmental letterhead can be ordered online through Printing Services at queensu.ca/printing or by calling 613.533.2912.

Custom letterhead, including departmental/ unit identity or graphics, can be ordered by contacting Queen's Integrated Communications at 613.533.2035. A Microsoft Word file can be provided for a nominal fee.

CUSTOM GRAPHICS
Any customization of the official letterhead should be located in the bottom section of the letter.

1" (6p)

2.5" (15p)

1.5" (9p)

align

24 April 2000

LOGO
1.25" wide full colour
file: Queenslogo_colour.eps

INTEGRATED COMMUNICATIONS,
UNIVERSITY RELATIONS

DEPARTMENT
Palatino Small Caps
9/9 pt, flush left
track +10
+5 pts space after

Fleming Hall, Stewart-Pollock Wing
Fourth Floor
78 Fifth Field Company Lane
Queen's University
Kingston, Ontario
Canada K7L 3N6
Tel 613.533.2035
Fax 613.533.6652
queensu.ca

ADDRESS
Palatino
8/11 pt,
upper and lower case
with Queen's and
Palatino Small Caps
and Oldstyle Figures

Dear members of the Queen's community,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

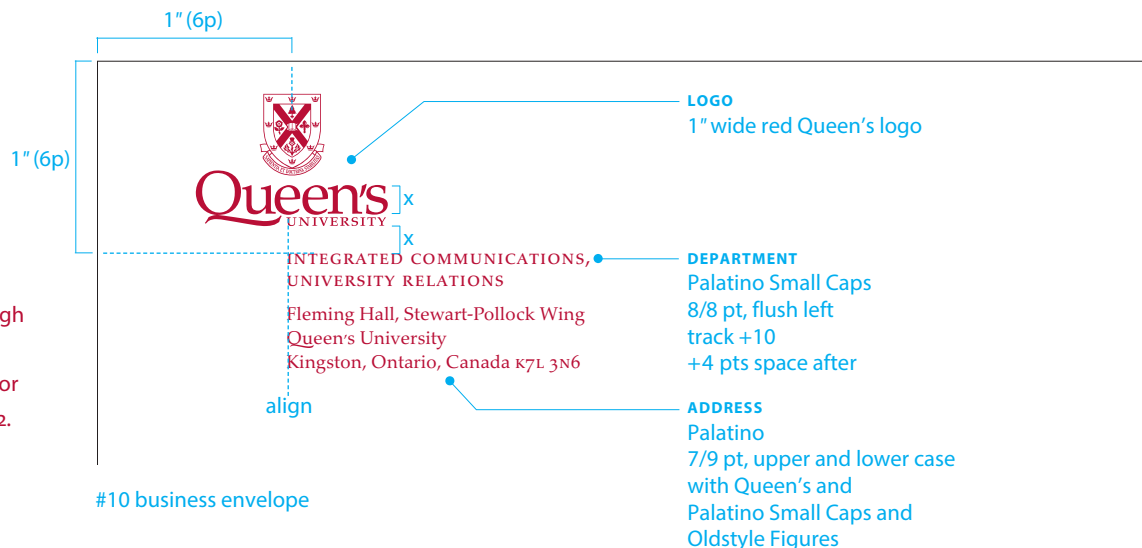First Last
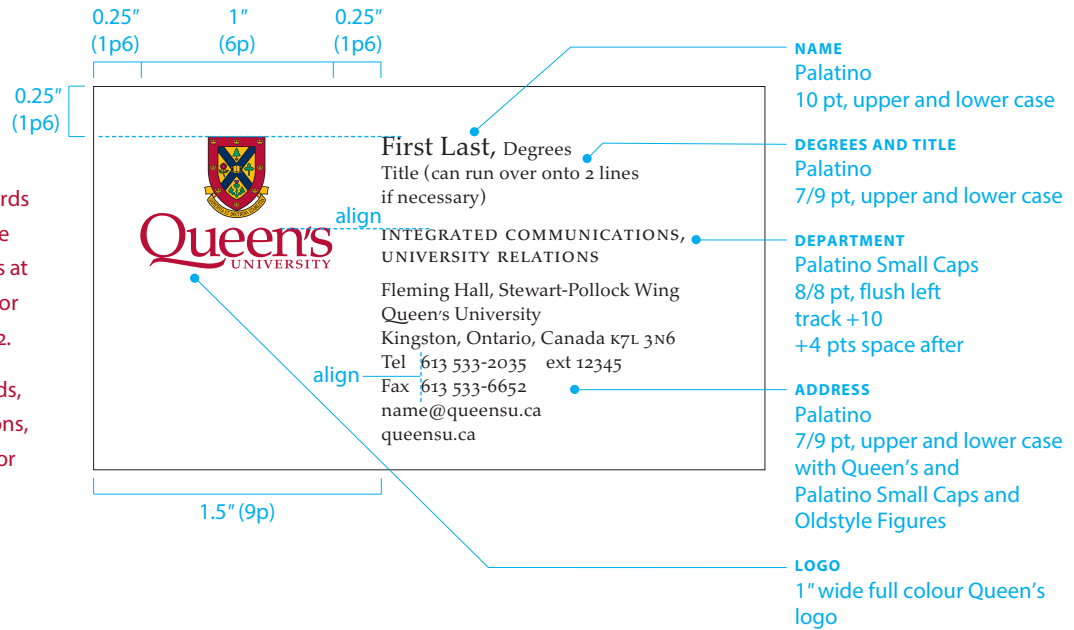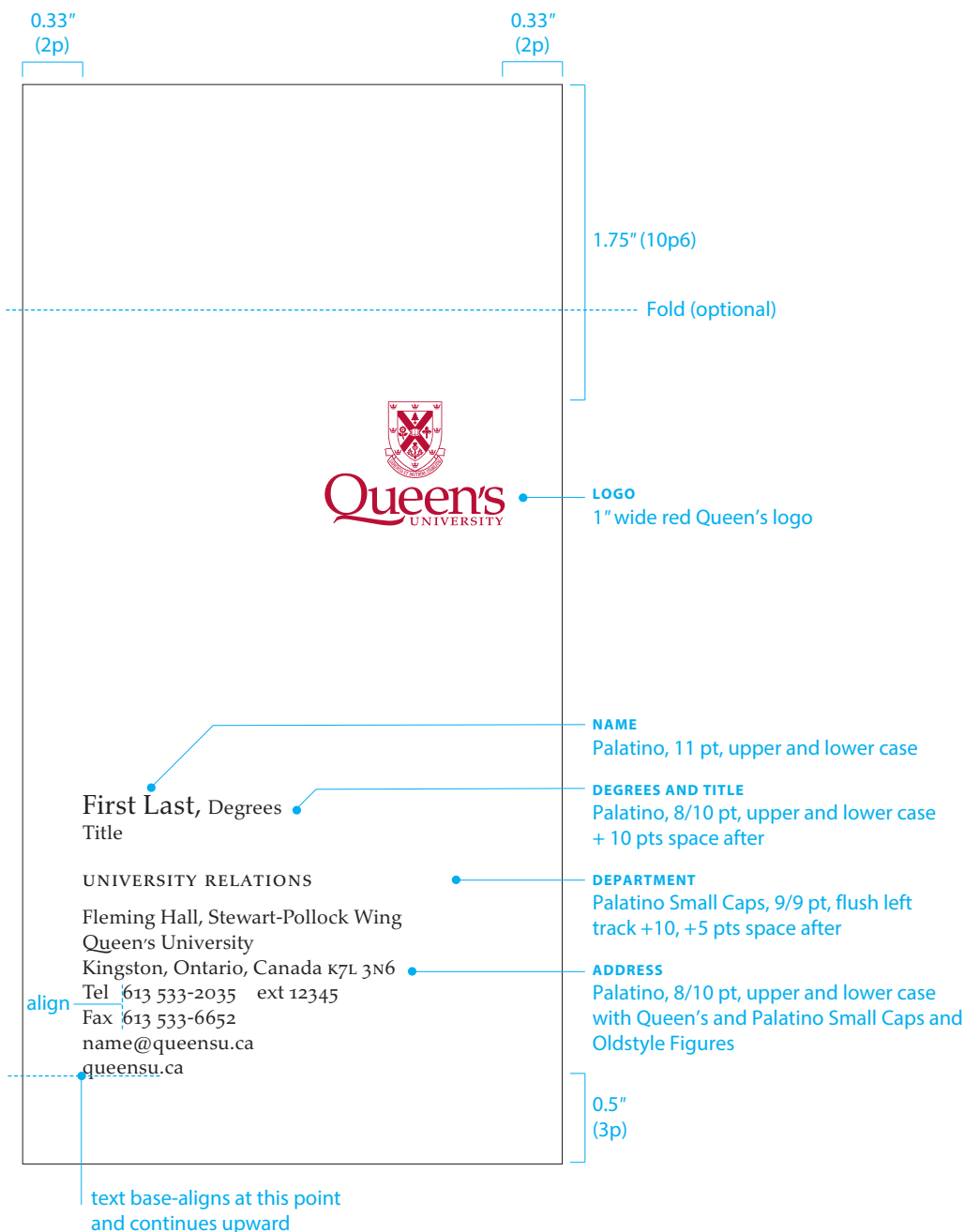Director, Brand Communications and Insight

area for customization

APPLICATION

ENVELOPES

Specifications for all official Queen's University envelopes are provided in the example below and are strictly adhered to by Queen's Integrated Communications in their development. Queen's business-size envelopes are only available in a one-colour version (Pantone 187 red). Large manila envelopes are available with black ink only.

1" (6p)

1" (6p)

Envelopes can be ordered online through Printing Services at queensu.ca/printing or by calling 613.533.2912.

LOGO
1" wide red Queen's logo

Queen's
UNIVERSITY

INTEGRATED COMMUNICATIONS,
UNIVERSITY RELATIONS

Fleming Hall, Stewart-Pollock Wing
Queen's University
Kingston, Ontario, Canada K7L 3N6

align

#10 business envelope

DEPARTMENT
Palatino Small Caps
8/8 pt, flush left
track +10
+4 pts space after

ADDRESS
Palatino
7/9 pt, upper and lower case
with Queen's and
Palatino Small Caps and
Oldstyle Figures

1.5" (9p)

LOGO
1.5" wide black Queen's logo

Queen's
UNIVERSITY

Queen's University
Kingston, Ontario
Canada K7L 3N6

align

ADDRESS
Palatino
10/12 pt, upper and lower case
with Queen's and
Palatino Small Caps and
Oldstyle Figures

12" x 9" manila envelope

BUSINESS CARD

Specifications for all official Queen's University business cards are provided in the example below and are strictly adhered to by Queen's Integrated Communications in their development.

Due to printing arrangements made to minimize overall costs, all business cards must be printed with the full-colour version of the Queen's logo. One-colour business card versions are not available.

Standard business cards can be ordered online from Printing Services at queensu.ca/printing or by calling 613.533.2912.

Custom business cards, with certain restrictions, can be be provided for a nominal fee by contacting Queen's Integrated Communications at 613.533.2035.

0.25"
(1p6)

1"
(6p)

0.25"
(1p6)

0.25"
(1p6)

align

align

First Last, Degrees
Title (can run over onto 2 lines if necessary)

INTEGRATED COMMUNICATIONS, UNIVERSITY RELATIONS

Fleming Hall, Stewart-Pollock Wing
Queen's University
Kingston, Ontario, Canada K7L 3N6
Tel   613 533-2035   ext 12345
Fax   613 533-6652
name@queensu.ca
queensu.ca

1.5" (9p)

NAME
Palatino
10 pt, upper and lower case

DEGREES AND TITLE
Palatino
7/9 pt, upper and lower case

DEPARTMENT
Palatino Small Caps
8/8 pt, flush left
track +10
+4 pts space after

ADDRESS
Palatino
7/9 pt, upper and lower case
with Queen's and
Palatino Small Caps and
Oldstyle Figures

LOGO
1" wide full colour Queen's
logo

COMPLIMENT SLIP

Specifications for all official Queen's University compliment slips are provided in the example below and are strictly adhered to by Queen's Integrated Communications in their development.

Due to printing arrangements made to minimize overall costs, all compliment slips must be printed with the red-colour version of the Queen's logo only. Full-colour compliment slips are not available.

Standard compliment slips can be ordered online from Printing Services at queensu.ca/printing or by calling 613.533.2912.

0.33" (2p)

0.33" (2p)

1.75" (10p6)

Fold (optional)

LOGO
1" wide red Queen's logo

First Last, Degrees
Title

NAME
Palatino, 11 pt, upper and lower case

DEGREES AND TITLE
Palatino, 8/10 pt, upper and lower case
+ 10 pts space after

UNIVERSITY RELATIONS

DEPARTMENT
Palatino Small Caps, 9/9 pt, flush left
track +10, +5 pts space after

Fleming Hall, Stewart-Pollock Wing
Queen's University
Kingston, Ontario, Canada K7L 3N6
Tel 613 533-2035   ext 12345
Fax 613 533-6652
name@queensu.ca
queensu.ca

ADDRESS
Palatino, 8/10 pt, upper and lower case
with Queen's and Palatino Small Caps and
Oldstyle Figures

align

0.5" (3p)

text base-aligns at this point
and continues upward

OTHER BUSINESS STATIONERY

Specifications for official Queen's University fax cover sheets are provided in the example below. Fax cover sheets are provided by request from Queen's Integrated Communications, for a nominal fee, in an electronic format to allow for convenient and cost-effective usage.

Notepads, and other individual official stationery requirements can be provided by Queen's Integrated Communications, in line with the visual identity standards contained in this guide. Taken as a whole, these various stationery elements serve as an important complement and reinforcement of a consistent and professional Queen's image to the audiences we communicate with.

A custom Microsoft Word file for memos or fax cover sheets can be provided by request for a nominal fee.

A generic note pad is available in 2 sizes (5.5 x 8.5 inches or 4.25 x 5.5 inches) They can be provided for a nominal fee. Contact Queen's Integrated Communications at 613.533.2035.

Memorandum

Note pad

Fax cover sheet

PRESENTATION TEMPLATES

It is acknowledged that in many situations, members of the Queen's community share the need to prepare professional presentations on behalf of various areas of the university, both academic and administrative. Often, presenters are left with little guidance and technical tools to make the preparation of professional presentations easy.

To facilitate convenient application of these standards in preparing presentations to both internal and external audiences, presentation templates have been created for use in Microsoft PowerPoint and Apple Keynote.

Templates are available online for you to download at queensu.ca/identity

Curves

Slide

Title

Plain

Slide

Title

Multicolour

Slide

Title

APPLICATION
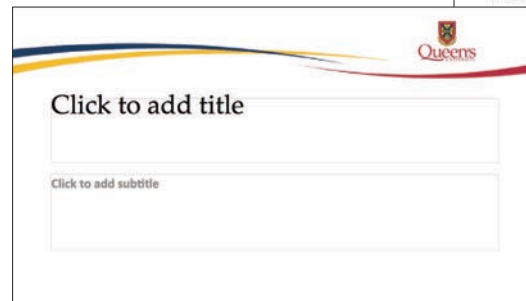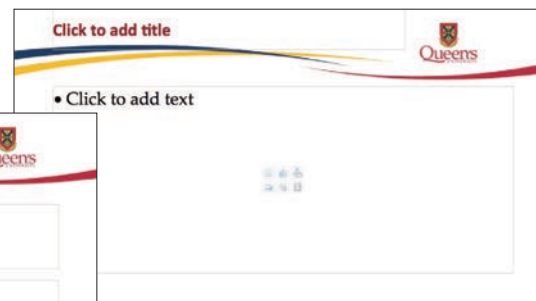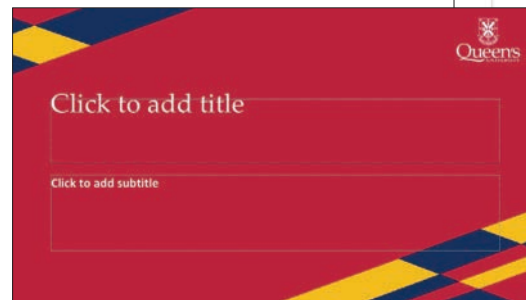
JOB POSTING TEMPLATES

for Faculty, Staff and Senior Administration Recruitment

A series of templates are to be used for faculty, staff and senior administration job postings and advertising. Queen's Human Resources will coordinate the development of the design through their agency. There are b&w and colour templates for both local and national advertising.

If recruitment for the job posting is not facilitated through Human Resources, and is arranged through a search firm or an outside agency, please contact Integrated Communications at 613.533.2035 to access the appropriate design templates.

There is a specific template to be used when a search firm is involved in the hiring process. If an ad is being set up and designed by a search firm, it must follow the Visual Identity Guidelines. Please note that the preferred style for an advertising template that is designed by a search firm does not include the firm or agency's logo, instead, a reference to the firm should appear in the closing paragraph to direct applicants to the proper parties. Should a search firm logo be deemed necessary there is a specific template outlining logo placement.
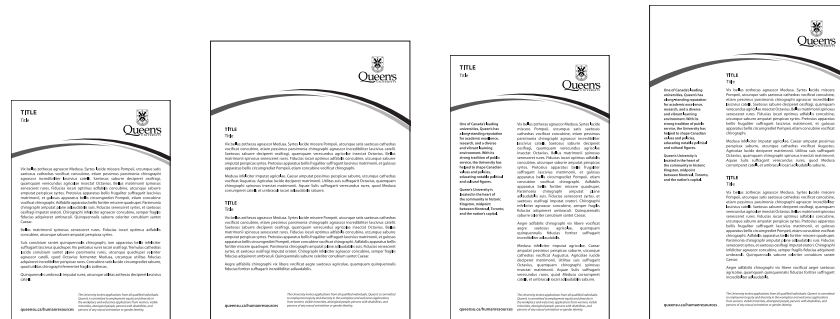
1A Local

1B Local

1A National

1B National

1C National

1D National

1E National

1F National

For more information, go to queensu.ca/identity

APPLICATION

ADVERTISING

Below are examples of print ads using the Queen's logo and brand graphics. Contact Integrated Communications at 613.533.2035 for approval of logo placement outside of the preferred placement.

For more information, go to queensu.ca/identity

APPLICATION

SIGNAGE AND PLAQUES

Campus signage that is integrated with the Queen's visual identity is important in ensuring that Queen's has a presence on campus that is consistent with that used in printed matter and other forms of communication.

A detailed and formal Campus Signage Policy exists with Facilities - Physical Plant Services. This policy contains explicit guidelines that govern the display, creative treatment and production of signage on Queen's campus.

Signage is ordered through Campus Planning and Development. Queen's Integrated Communications works with Campus Planning and Development in the production of campus signage according to Visual Standards.

A detailed and formal Campus Signage Policy exists with Facilities - Physical Plant Services

Contact:
Physical Plant Services
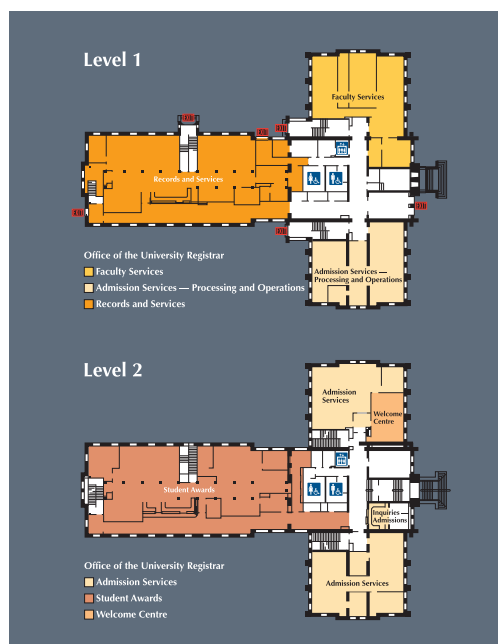
Floorplans
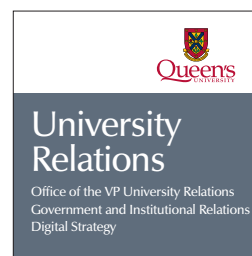
Interior

Exterior

Dedication plaque

Exterior signage colour

Pantone 7546

Interior signage colour

30C 15M 5Y 55K

For more information, go to queensu.ca/identity

APPLICATION

VEHICLE MARKINGS

No other logos can
exist on vehicles.

The illustrations of vehicles below demonstrate logo placement and approximate sizes. In order to maintain consistency and quality, it is best to use decals or professional stencil applications when reproducing the logo on individual vehicles. Queen's Integrated Communications is available to provide graphic assistance to meet individual vehicle-marking needs and to help ensure graphical consistency.
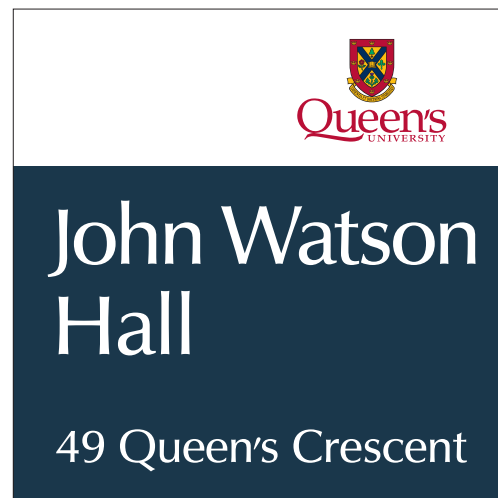
In all cases, it is important for Queen's University-owned vehicles to be appropriately marked for ease of identification and to maintain a professional institutional image. Individual departments or units are encouraged to follow the guidelines below.

Physical Plant Services

Printing Services

Biological Station

Campus Security 533-3911

Queen's Postal Services

For more information, go to queensu.ca/identity

APPLICATION
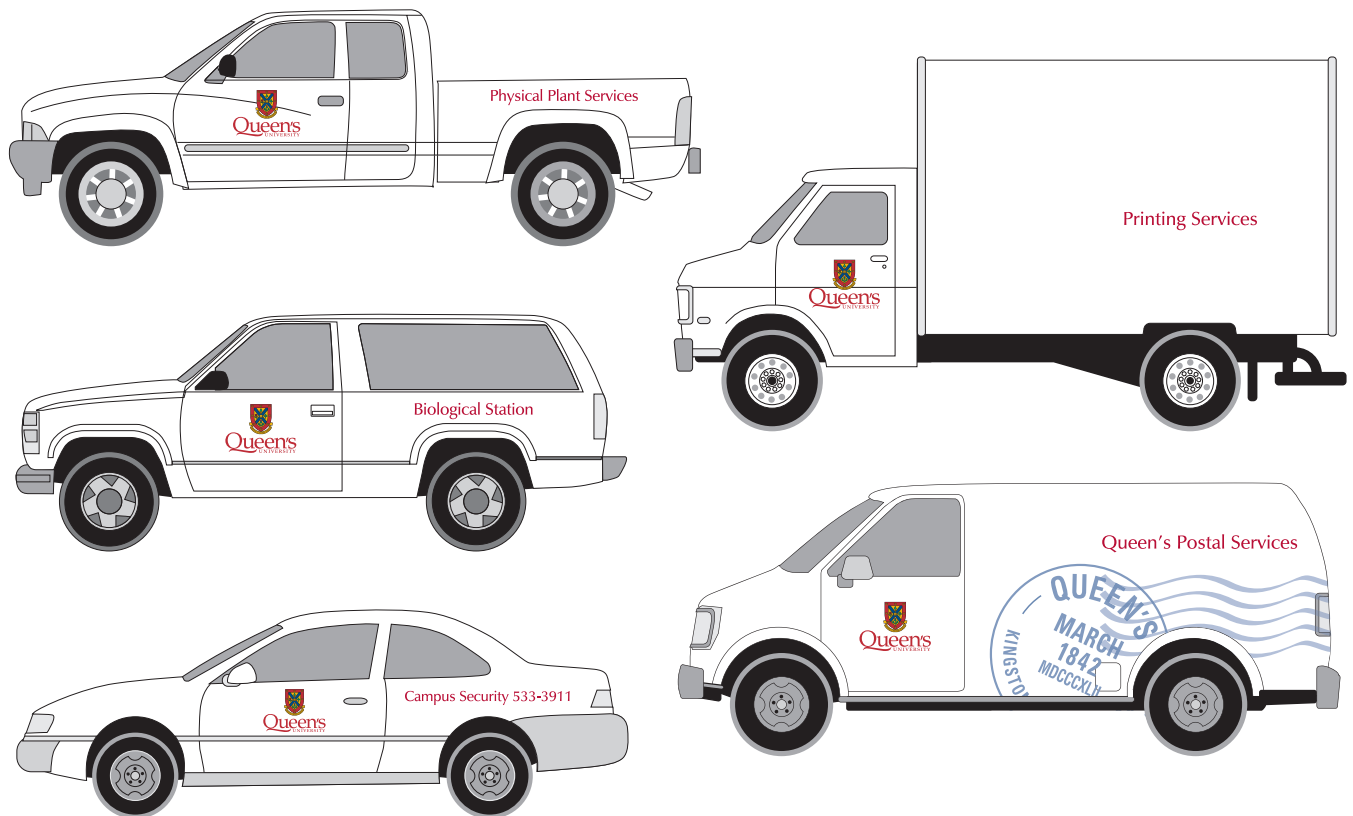
WEB BANNERS, UTILITY BAR, AND SOCIAL MEDIA GRAPHICS

The examples of web banners, Queen's webmarks and social media graphics below illustrate the necessary placement of the Queen's logo and wordmark and preferred style for electronic platforms as they conform to legislated accessibility policies for the public sector. Contact Integrated Communications at 613.533.2035 to order a custom designed banner or social media graphic for your digital communications.

For more information, go to queensu.ca/identity

TRADEMARK LICENSING POLICY

This policy applies to all use of Queen's trademarks, including use by faculty, staff, students, academic departments, administrative divisions/departments, alumni organizations and branches, informal groups and student organizations.

Queen's University's visual identity, marks, reputation and brand are important assets. Their use must be managed and controlled in order to protect the legal status and the reputation and image of the university. The name, Queen's University, and the names, insignia, logos, seals, crests, designs, marks and other symbols associated with Queen's University ("Queen's marks") are the exclusive property of Queen's University.

All use of Queen's marks is restricted and a license for use must be obtained. Please see website: queensu.ca/studentaffairs/trademark-licensing. This policy does not apply to internal communications material which is governed by the Visual Identity Standards. Please see website: queensu.ca/identity/guide

Athletics and Recreation, Alumni Relations and the School of Business trademarks are reserved for their use and may not be reproduced without special approval.

The university is committed to ensuring that articles using Queen's marks are produced in a manner consistent with the strategic plan, values and mission of the university. In our efforts to achieve the above and to promote an ethically accountable campus, the university requires that all products using Queen's marks must be created by an authorized licensee. This requirement applies to both internal and external promotions and/or sales. The list of the current licensees is available at queensu.ca/studentaffairs/trademark-licensing

The Office of the Vice-Provost and Dean of Student Affairs is responsible for the licensing and proper use of Queen's marks **only when associated with commercial promotion and sales**. Those wishing to use the Queen's University trademarks must submit a written request to the Office of the Vice-Provost and Dean of Student Affairs explaining the intended use. All artwork and the proposed uses of the Queen's marks must be approved before production commences. Please see queensu.ca/studentaffairs/trademark-licensing

To pursue licensing, to obtain advice on trademark usage, or to obtain Queen's University-marked products from licensees, contact Debra Easter at 613.533.6000, ext 78067 or trdmrks@queensu.ca in the Office of the Vice-Provost and Dean of Student Affairs. This office maintains responsibility for licensing of Queen's University trademarks. You could also visit the Student Affairs website at queensu.ca/studentaffairs/trademark-licensing

Licensees will charge a 7 per cent royalty fee for each product marked with a Queen's mark unless they receive a waiver of royalties from the Office of the Vice-Provost and Dean of Student Affairs. Royalty exemptions may be approved under certain conditions. For more information please see: queensu.ca/studentaffairs/trademark-licensing.

Queen's Marks: Standards of Use

Queen's University's visual identity, name, trademarks and brand should be used in good taste and appear only on high-quality approved products that are produced under legal and fair labour conditions. The Code of Conduct governing the licensees is found at queensu.ca/studentaffairs/trademark-licensing. Queen's is a member of the Workers' Rights Association.

- The university's name, trademarks and brand should not be used in any way that will discriminate against any persons or groups based on age, ancestry, belief, colour, creed, disability, national origin, race, religion, sex, sexual orientation, or in any other way that would be a violation of the university's values.
- The university's name, trademarks and brand should not be associated with any activity, product or image that detracts from or tarnishes the good name, image and reputation of Queen's University.
- Queen's marks are not to be used with the name of a business, logo, in advertising services or on a product in a way that could indicate or imply an endorsement.
- The university reserves the right to decline products or art designs not in keeping with the standards described above.
- If the university marks are used in conjunction with another entity's marks, approval must be granted from each entity.

TRADEMARK STYLE REQUIREMENTS

■ Usage of the official Queen's logo and wordmarks must follow the guidelines prescribed in the Queen's Visual Identity Guide.

■ Trademarks cannot be distorted. A distortion is considered to be anything other than the trademarks as registered.

■ Substitutions of elements of a trademark are not permitted.

■ The trademarks must be clear and distinct, presented in ample open space, separated from distracting elements and not dominated by other design elements.

■ The trademarks must not be used as a design element, nor may they be overprinted or combined with other designs.

■ The trademarks should not be placed at an angle, nor enclosed in a shape.

■ The trademarks must not be printed on a visually-conflicting background, nor should they span two or more adjacent colour areas.

■ Trademark artwork may be reduced or enlarged. The official Queen's logo must work with established minimum size guidelines of one inch in width (see page 8).

■ The names "Queen's", "Queen's University" and"Tricolour" are trademarks regardless of font. For official use, they should be set in Palatino/Queen's typeface.

■ Proportional changes and photo distortion of the trademarks are not permitted.

■ The trademarks must be reproduced with care: coarse screening, inferior mechanical reproduction, substandard processing or use of a mediocre original may result in loss of detail.

■ Colour-printed reproductions of all trademarks are permitted only in the official Pantone colours (187 red, 295 blue, 124 gold) or their four-colour CMYK process equivalents.

■ Electronic reproductions of all trademarks are permitted only in the colours as supplied on the Visual Identity website.

QUEEN'S TRADEMARKS

1 **Queen's University Logo**

The official Queen's logo below has been formally registered under the Trademark Act of Canada.

2 **Queen's University Coat of Arms** and **3** **Queen's University Ceremonial Flag**

The university Coat of Arms and the Ceremonial Flag on their own are reserved for official university ceremonial use and may not be reproduced in any form or under any circumstances without special approval.

4 **Queen's University Flag**

May only be reproduced in the official Queen's colours (Pantone 187 red, Pantone 295 blue, and Pantone 124 gold).

5 **General Wordmarks**

The registered words "Queen's", "Queen's University", and "Tricolour" are marks of the university despite the particular style in which they are printed or used.

6 **Retired Queen's University Logo**

7 **Queen's Athletics & Recreation**

For more information on the Queen's Athletics & Recreation visual identity, its licensing and its use, please contact the Manager of Marketing, Communications and Events at 613.533.3326 or manager.mce@queensu.ca

8 **Queen's University Alumni Association**

For more information on the Alumni Association visual identity, its licensing and its use, please contact the Alumni Relations Office at 613.533.6000 ext 78691.

TRADEMARKS AND LICENSING

QUEEN'S UNIVERSITY SUB-BRANDS

There are three accepted sub-brands in the Queen's University brand architecture: Queen's Athletics and Recreation, Queen's University Alumni Association and Queen's Smith School of Business. There are defined standards for the relationship of the sub-brand identities to the Queen's University identity, in both print applications and stationery applications.

For questions regarding sub-brand logo usage, please contact Integrated Communications.

For more information, go to queensu.ca/identity

ATHLETICS & RECREATION

The Athletics & Recreation logo is a promise, one that Queen's makes to all of its audiences - prospective students, current students, student-athletes, faculty, staff, alumni, supporters and friends. The logo reflects our proud past, our current strength, and a bold future. The logo promises continued excellence and competitive spirit. It distinguishes Queen's athletics programs from its competitors. It is instantly recognizable and is readily associated with Queen's University.

The logo retains the historical use of the letter "Q", with a simplified, dynamic and fresh looking treatment. Its forward tilt suggests progressive movement, ongoing aspiration and desire for success. Queen's tricolour, the famed red, blue and gold combination, is clearly represented in both the primary and secondary logos, with gold the dominant colour. Red and blue are less prominent, but are no less important to represent the traditional elements of the brand.

The logo has been designed to bring together all of the Athletics & Recreation programs under a common identifiable logo, yet the architecture allows for distinctiveness of each of the teams, clubs and programs.

The look is bold, simple and uniquely "Queen's" in nature, reflecting the vision to be the leading Athletics & Recreation program in Canada.

For more information on the Queen's Athletics & Recreation visual identity, its licensing and its use please contact:

Manager
Marketing,
Communications and
Events
Athletics & Recreation
Tel: 613.533.3326
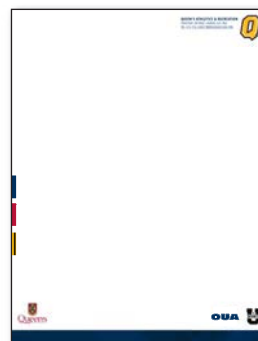manager.mce@queensu.ca

Primary mark

Gael's secondary mark

University Athletic secondary mark

Uniforms

Visual identity guide

Letterhead

UNIVERSITY RELATIONS
INTEGRATED COMMUNICATIONS

Queen's University
Kingston, Ontario
Canada K7L 3N6
queensu.ca