



Queen's  
UNIVERSITY

# VISUAL IDENTITY GUIDE



JULY 2011  
V.2.3

## INTRODUCTION FROM THE PRINCIPAL



A strong visual identity plays an important role in shaping the image of the university. Each time Queen's communicates with its audiences, we have an opportunity to communicate our unique character, mission and values. When a brand is easily and consistently recognizable it strengthens public awareness. The synergy created with visual consistency across faculties, departments and programs builds awareness and profile for Queen's, and as the university's visibility and profile grows, every program benefits.

The impact of our brand is measured by what people know about us, how they feel about us, and how readily they recognize Queen's and identify with us as an institution that matters. By following these guidelines you are protecting one of our most valuable assets – our brand image.

The Board of Trustees endorsed Queen's current Visual Identity Standards in May 2000. Since then the Queen's trademarked logo has been a part of our publications and communications to global audiences. This updated guide outlines the requirements for logo use and how it can be customized for departments and units. All campus groups responsible for the production of both print and electronic communications produced by or for the university are expected to apply these standards correctly. If you have any questions about applying the visual standards, or the correct use of logos and tag lines, please consult with the Department of Marketing and Communications before moving forward.

I know we all share an immense pride in this institution – its past, present and its future. Our rich history reflects an overwhelming unity in our traditions and in our expression of spirit. This sense of “oneness” can have a powerful impact on our brand recognition through consistent application of the Queen's visual identity.

Thank you for your support as we work together to strengthen the Queen's identity.

Daniel Woolf  
Principal and Vice-Chancellor

## VISUAL IDENTITY STANDARDS

This 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 the faculty, staff, students and alumni. This revised guide provides specific and user friendly guidelines for proper implementation, and is available to download from the Queen's Visual Identity Standards web site at [www.queensu.ca/identity](http://www.queensu.ca/identity), which is home to a visual standards tool kit providing easy access to templates and resources for print and electronic communication.

## WHY DOES QUEEN'S NEED VISUAL IDENTITY STANDARDS?

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 effectively 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. Therefore, 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 provide clear and consistent communication.

## MESSAGE OF SUSTAINABILITY

### Queen's and the Environment

In support of Queen's continuing efforts towards an international presence, it goes without saying that 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 ([www.fsc.org](http://www.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. They reflect our commitment to a sustainable global environment while ensuring Queen's presents itself as a high quality institution.

For information about Queen's web development, please go to [www.queensu.ca/www](http://www.queensu.ca/www)

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



**For information about Queen's web development, please go to [www.queensu.ca/www](http://www.queensu.ca/www)**

The Queen's University Logo Mark is a registered trademark of Queen's University.

Queen's University is committed to contributing to a sustainable global environment.

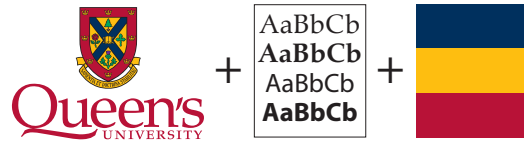
# THE LOGO

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, fonts, and colours create a strong unified presence. This flexible framework ensures our audiences will immediately identify with Queen's University regardless of audience or message or medium.

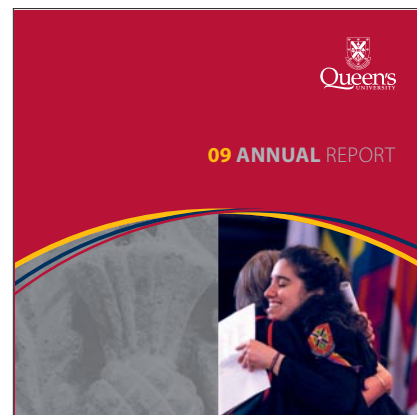
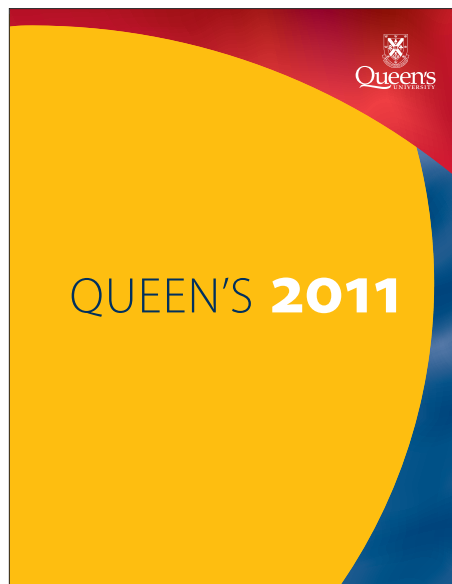
In support of the Queen's Brand is a unique graphics package which consists of a logo, fonts, colour, curve, and the tartan.

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, this logo has been electronically mastered to allow for optimal reproduction quality in full colour and one-colour applications. Electronic files can be obtained through Queen's Marketing and Communications web site at [www.queensu.ca/identity](http://www.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. This Queen's logo is the preferred visual representation for the university and will be provided in formats appropriate to usage needs. Visit the identity web site at [www.queensu.ca/identity](http://www.queensu.ca/identity) for more information.

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

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



### Unit Signatures

An individual school, faculty or unit, may add a secondary typographic element to the Queen's wordmark to create a more specific "unit signature" (see page 28).

The Queen's logo may **not** be attached to any other type or graphic element other than the signatures described on pages 28-32.

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.



## 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 should be limited.

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 Marketing and 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. The complete wordmark (consisting of the words 'Queen's' and 'UNIVERSITY') is only to be used as part of the logo, since together with the coat of arms the desired visual impression is guaranteed. Use of the word 'Queen's' in the official Queen's typeface is freely permitted (see page 14).

Acceptable specialized use of the wordmark is allowed under certain conditions only. (See page 27)

The image shows the Queen's University wordmark logo in a dark red color. The word "Queen's" is written in a large, elegant serif font with a distinctive swash under the letter 'Q'. Below "Queen's", the word "UNIVERSITY" is written in a smaller, all-caps serif font.






# COLOUR, FONTS

TRICOLOUR PRIMARY 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 the Queen's Tricolour.

	PRINT Pantone Matching System	PRINT Four-colour process	DIGITAL Web/Video
	Pantone 187	5C 100M 71Y 22K	157R 25G 57B HTML# 9d1939
	Pantone 124	0C 27M 100Y 0K	238R 189G 49B HTML# eebd31
	Pantone 295	100C 68M 8Y 52K	17R 51G 93B HTML# 11335d



Red dominant Palette (Preferred)



Blue dominant Palette

TRICOLOUR DOMINANT COLOUR PALETTE

The tricolour palette uses Queen's red as the dominant colour, Queen's blue as the secondary colour while the Queen's gold is reserved for accent. Alternatively Queen's blue may be used as a dominant colour and supplementary colour palettes are outlined (see page 12-13) to provide extended, flexible colour options utilizing either Queen's red or Queen's blue as dominant.

Tricolour Dominant Palette



Tricolour dominant vibrant palette

In formal publications and in special instances, grays can be used to supplement the colour palette.



Red dominant palette plus Pantone Cool Gray 11



Blue dominant palette plus Pantone Warm Gray 9

TRICOLOUR SUPPLEMENTARY COLOUR PALETTES

Designed to work with Queen's red or Queen's blue, these colour palettes offer flexibility and create colour harmony. It is not recommended that colours below be used without the support of either Queen's red or Queen's blue.

**RED Dominant Palettes**

0C 19M 19Y 56K 129R 114G 107B HEX# 81726b	0C 1M 14Y 21K 206R 203G 184B HEX# cecbb8	<b>FORMAL PALETTE</b>	17C 7M 0Y 42K 136R 144G 158B HEX# 88909e	34C 13M 0Y 56K 94R 108G 127B HEX# 5e6c7f
---	--	-----------------------	--	--

Red FORMAL palette

0C 62M 43Y 26K 168R 100G 96B HEX# a86460	0C 24M 17Y 0K 238R 202G 193B HEX# eecac1	<b>WARM PALETTE</b>	26C 0M 23Y 26K 155R 175G 162B HEX# 9bafa2	51C 0M 45Y 56K 81R 110G 92B HEX# 516e5c
--	--	---------------------	---	---

Red WARM palette

0C 48M 60Y 66K 103R 70G 49B HEX# 674631	0C 72M 90Y 6K 201R 101G 53B HEX# c96535	<b>VIBRANT PALETTE</b>	39C 0M 90Y 6K 168R 194G 82B HEX# a8c252	59C 0M 75Y 23K 112R 155G 95B HEX# 709b5f
---	---	------------------------	---	--

Red VIBRANT palette

0C 12M 15Y 66K 113R 105G 99B HEX# 716963	0C 48M 60Y 6K 211R 143G 104B HEX# d38f68	<b>COOL PALETTE</b>	25C 0M 31Y 23K 162R 181G 155B HEX# a2b59b	17C 0M 39Y 6K 205R 217G 167B HEX# cdd9a7
--	--	---------------------	---	--

Red COOL palette

**BLUE Dominant Palettes**

0C 10M 31Y 56K 132R 122G 101B HEX# 847a65	0C 12M 40Y 26K 190R 173G 131B HEX# bead83	<b>FORMAL PALETTE</b>	29C 19M 0Y 26K 142R 149G 174B HEX# 8e95ae	63C 41M 0Y 26K 89R 108G 154B HEX# 596c9a
---	---	-----------------------	---	--

Blue FORMAL palette

73C 90M 0Y 36K 66R 42G 106B HEX# 422a6a	49C 60M 0Y 16K 115R 100G 153B HEX# 736499	<b>WARM PALETTE</b>	0C 50M 90Y 36K 154R 102G 42B HEX# 9a662a	0C 31M 75Y 51K 133R 105G 54B HEX# 856936
---	---	---------------------	--	--

Blue WARM palette

28C 0M 90Y 76K 74R 83G 27B HEX# 4a531b	29C 0M 95Y 26K 153R 167G 59B HEX# 99a73b	<b>VIBRANT PALETTE</b>	90C 59M 0Y 26K 48R 83G 140B HEX# 30538c	0C 77M 90Y 51K 121R 55G 25B HEX# 793719
--	--	------------------------	---	---

Blue VIBRANT palette

0C 40M 47Y 51K 131R 97G 77B HEX# 83614d	0C 48M 60Y 6K 211R 143G 104B HEX# d38f68	<b>COOL PALETTE</b>	7C 0M 22Y 76K 91R 93G 82B HEX# 5b5d52	48C 31M 0Y 26K 111R 125G 164B HEX# 6f7da4
---	--	---------------------	---	---

Blue COOL palette

**FONT S**

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 and Myriad Pro. Alternative versions of these fonts as listed below are also permitted. Palatino and Myriad Pro are complementary fonts and their use in publication headlines, body copy and other applications are strongly encouraged.

**Palatino**

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.

**Queen's**

Q'

Consists of a few specially developed supplementary characters, based upon Palatino, and when used with Palatino (and only Palatino), creates the unique "Queen's".

**Zapf Humanist 601 Demi**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Also known as Optima Medium. Used for university signage.

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

**EQUIVALENT OR ALTERNATIVE FONTS**

**Palatino**

Palatino Linotype, Book Antiqua

**Myriad**

Lucida Sans, Corbel, Verdana




# LOGO USAGE






**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	157R 25G 57B HTML# 9d1939
	Pantone 124	0C 27M 100Y 0K	238R 189G 49B HTML# eebd31
	Pantone 295	100C 68M 8Y 52K	17R 51G 93B HTML# 11335d

**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)	



QueensLogo\_colour.eps

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 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 left. NOTE: Queen's gold is NOT an option for single- or two-colour print jobs.



QueensLogo\_295blue.eps



QueensLogo\_187red.eps



QueensLogo\_black.eps



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

REVERSE COLOUR REPRODUCTION

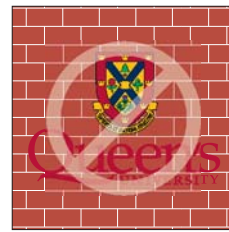
The Queen's logo can be reversed (knocked out) of black or another colour as long as the contrast is such that the logo maintains legibility.



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 will 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.

No two-colour logo

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 17.

The Queen's logo should not be used in grayscale

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% 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% of the entire logo width (1/2 'x'). The coat of arms is centered in relation to the word 'Queen's'.

Please note that all electronic 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% of the entire width of the word 'Queen's' (3 x 'x').

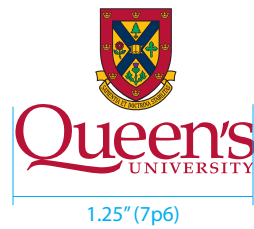


**SIZE RESTRICTIONS**

The preferred minimum size allowed for the Queen's logo mark is 1.25" in width. The absolute minimum size allowed is 1" (the absolute minimum with signature is 1.25" with minimum signature type size of 8 pts). Reproduction of the logo in sizes smaller than one inch reduce the logo's impact and make it unclear for general usage.

For printed materials, the Queen's logo mark must never be smaller than one inch wide. For digital use, the Queen's logo must never be smaller than 90 pixels wide.

Preferred minimum



Absolute minimum



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 outer 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 by dotted lines – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen.



DO-NOT-USE EXAMPLES

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

For guidance, some unacceptable modifications are outlined below.

Also see page 47 for a list of general trademark style requirements.



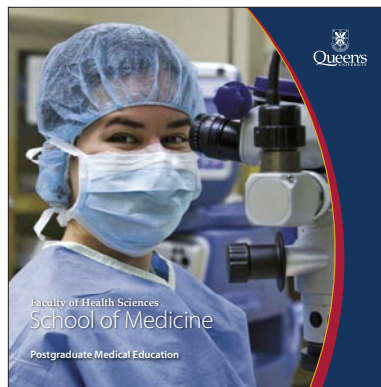
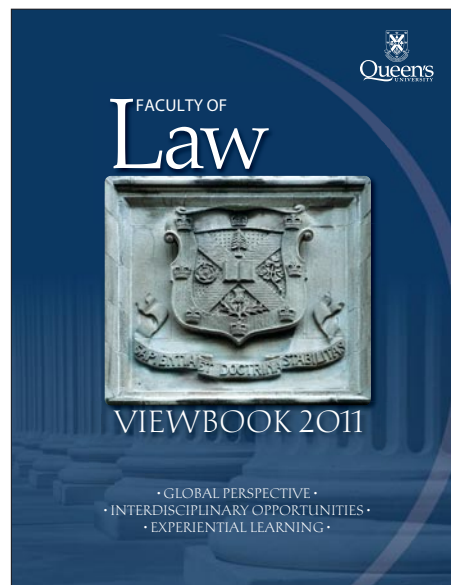


**PLACEMENT**

The Queen's University logo is the core of our visual branding package. This brand mark is the key identifier for the university. For the past 11 years it has been consistently, and must continue to be, located in the upper right location of all publications and web sites as indicated in this guide. Respect must be given to the logo space ensuring that it remains highly visible.

Any exceptions must be approved by the Executive Director or Director, University Marketing.

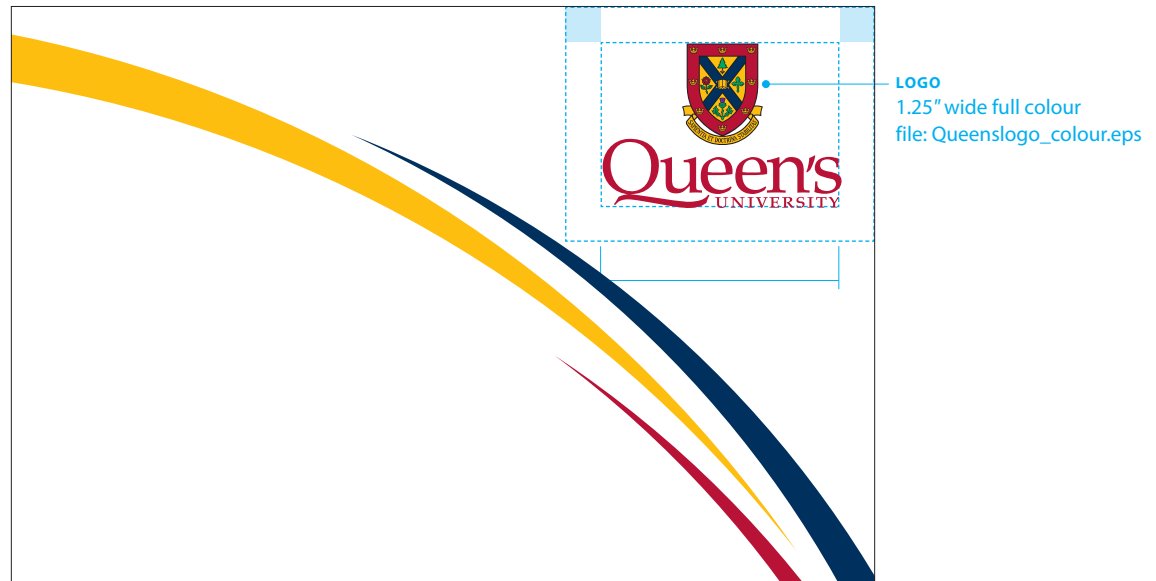
Size and position of the Queen's logo is common among unit, department, faculty, and university level communications.



**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 (page 21) 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.

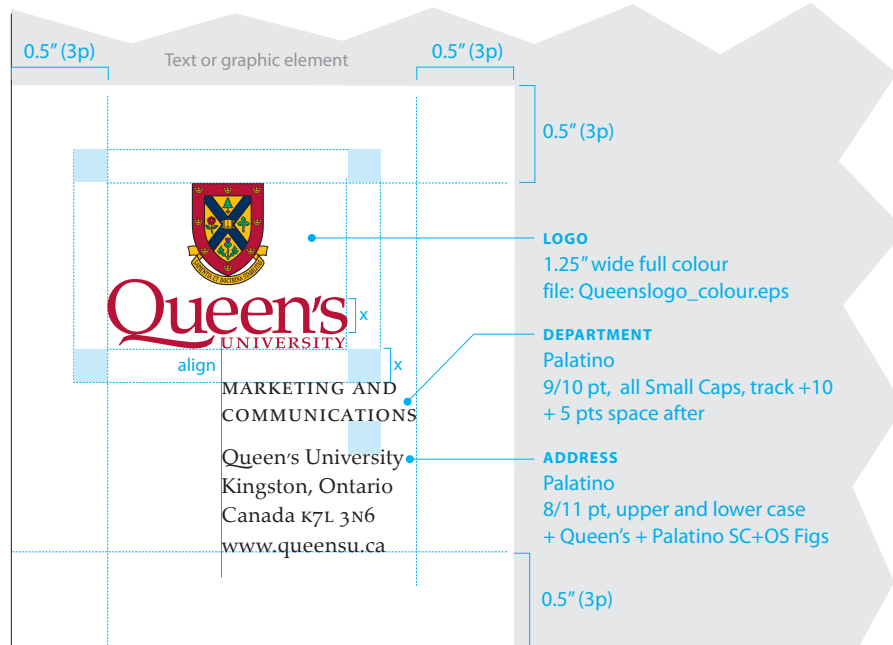


**Preferred Placement of Queen's Logo on Publication Back Cover**

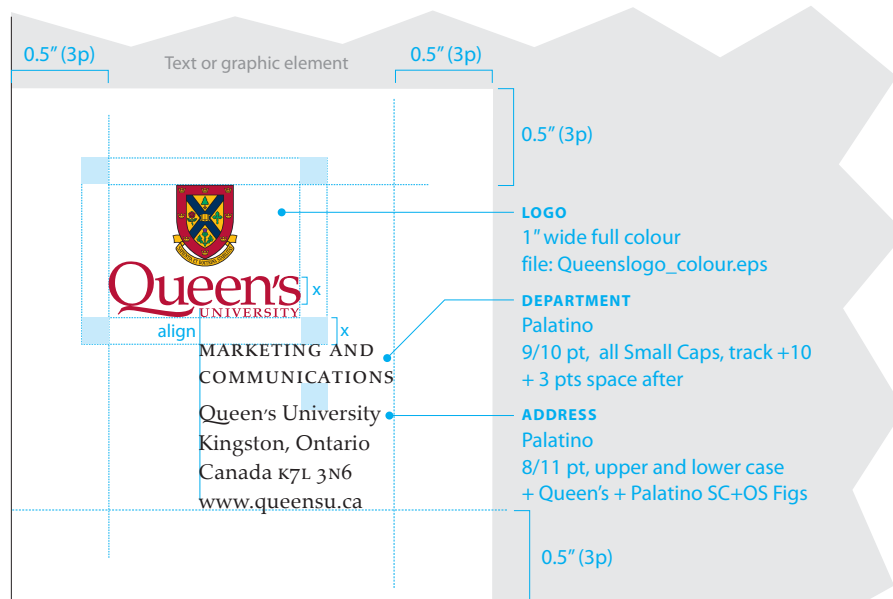
The Queen's logo, as well as the address, should appear on the back of multipage publications in the lower third of the page.

The clear-zone as outlined on page 21 should be used to establish the minimum distance between the logo and address as shown. Spaces shown are minimums. Margins may be increased to suit the design of each individual application.

On larger publications  
(letter-size or larger)  
use 1.25" logo layout.



On smaller publications  
use 1" logo layout.



# WORDMARK, UNIT SIGNATURES

THE WORDMARK

There are special circumstances where it may be impossible to reproduce the Queen's logo in its entirety. Sizes below one inch or in extreme horizontal format limit the reproduction of the shield detail. Therefore, in those rare cases, the Queen's University wordmark may be authorized for use.

In all 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, Marketing and Communications must be contacted to request this artwork.



QueensWordmark\_187red.eps



QueensWordmark\_black.eps



UNIT SIGNATURES

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 Marketing and Communications so that it may be created for your use. Go to the identity web site at [www.queensu.ca/identity](http://www.queensu.ca/identity) for more information.

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



Faculty of Health Sciences



School of Kinesiology and Health Studies



Faculty of Arts and Science



Department of Chemistry



Faculty of Law



Human resources

UNIT SIGNATURES – FULL COLOUR

The official colours to be used for reproducing the Queen's logo in Pantone, process or web-based applications are listed on page 10.

Preferred treatment for unit signatures reproduced in full colour is shown below, The full colour Queen's logo is used with unit signature set in Queen's blue.

The preferred colour treatment for the Queen's logo mark and signature is shown to the right. Signatures are set in Pantone 295 blue.



UNIT SIGNATURES – SINGLE- OR TWO-COLOUR REPRODUCTION

When only two colours are available for printing, the unit signatures should be reproduced in combinations of only the Queen's red, Queen's blue or black. The Queen's logo should appear in either red or blue with the signature portion in black. This also holds true when reversed (knocked out) of black or a second colour as long as the contrast is such that the logo maintains legibility. The logo should not be printed in the Queen's gold. In single-colour print jobs, the signature may be printed in the same colour as the logo.

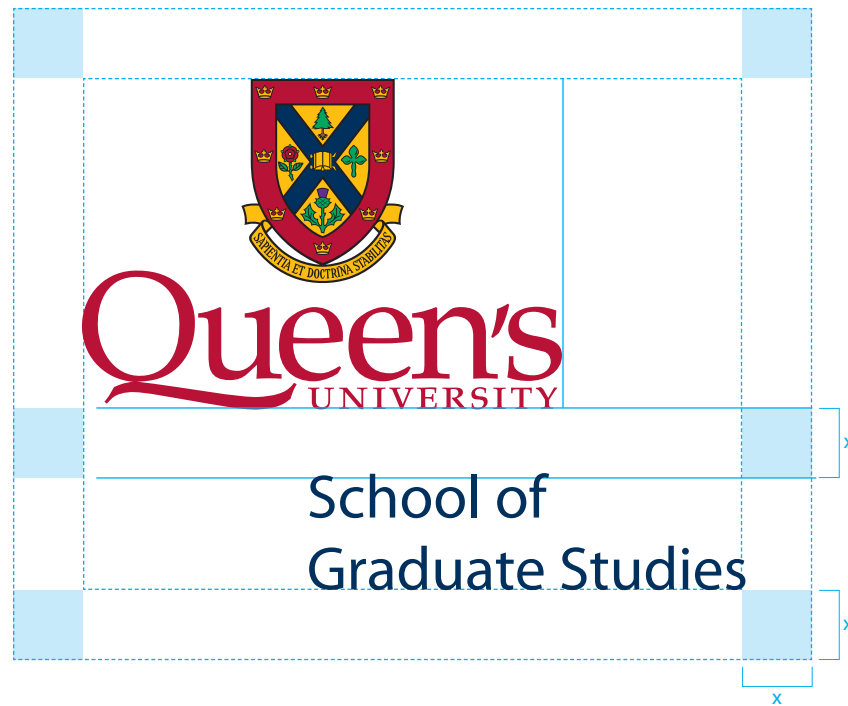




UNIT SIGNATURES – THE CLEAR ZONE

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 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.



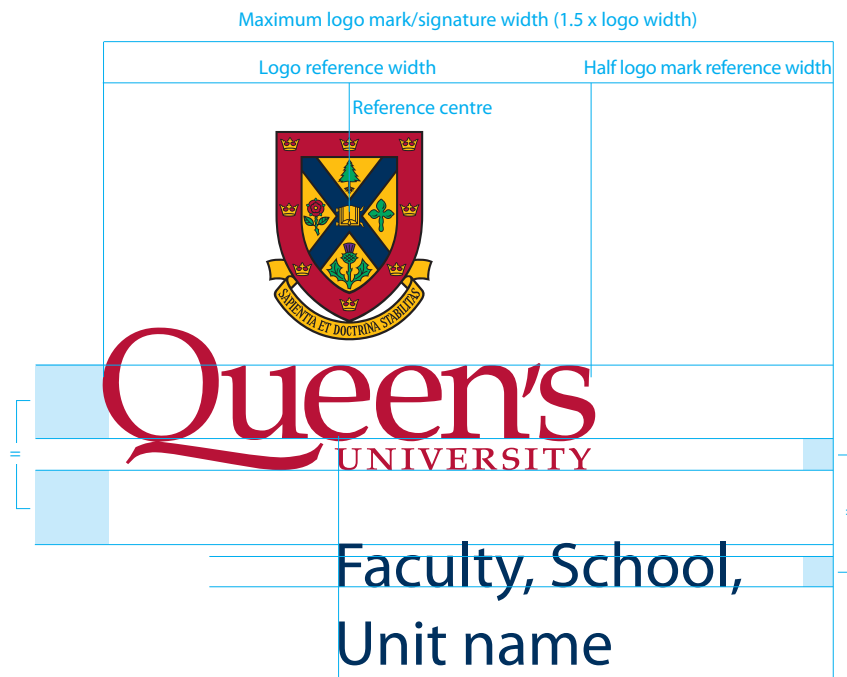
UNIT SIGNATURES – SPECIFICATIONS

Unit signature files are created by starting with a Queen's logo mark. The x-height measurement should be used to establish the distance of the unit name to the UNIVERSITY baseline. This places the name just outside the logo's clear zone. The unit signature x-height is equal to the distance from the Queen's baseline to the UNIVERSITY baseline.

The unit name left aligns with UNIVERSITY. It should not wrap beyond two lines, and its width may not extend beyond the half-width of the Queen's logo mark. In creating unit signature files for users, the Department of Marketing and 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 web site at [www.queensu.ca/identity](http://www.queensu.ca/identity) for more information.



UNIT SIGNATURES – SIZE RESTRICTIONS

The minimum size allowed for the Queen's logo mark with signature is 1.25" with minimum signature type size of 10.5 pts.

Maximum Logo Mark/  
Signature Width  
= 1.5 x width of logo



UNIT SIGNATURES – PLACEMENT

**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 (page 30) should be used to establish the minimum distance between the logotype and surrounding elements. Spaces shown are minimums. Margins may be increased to suit the design.

In rare 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.



# APPLICATION

STATIONERY

LETTERHEAD

ENVELOPES

BUSINESS CARDS

COMPLIMENT SLIPS

OTHER BUSINESS STATIONERY

PRESENTATION TEMPLATES

HUMAN RESOURCES TEMPLATES

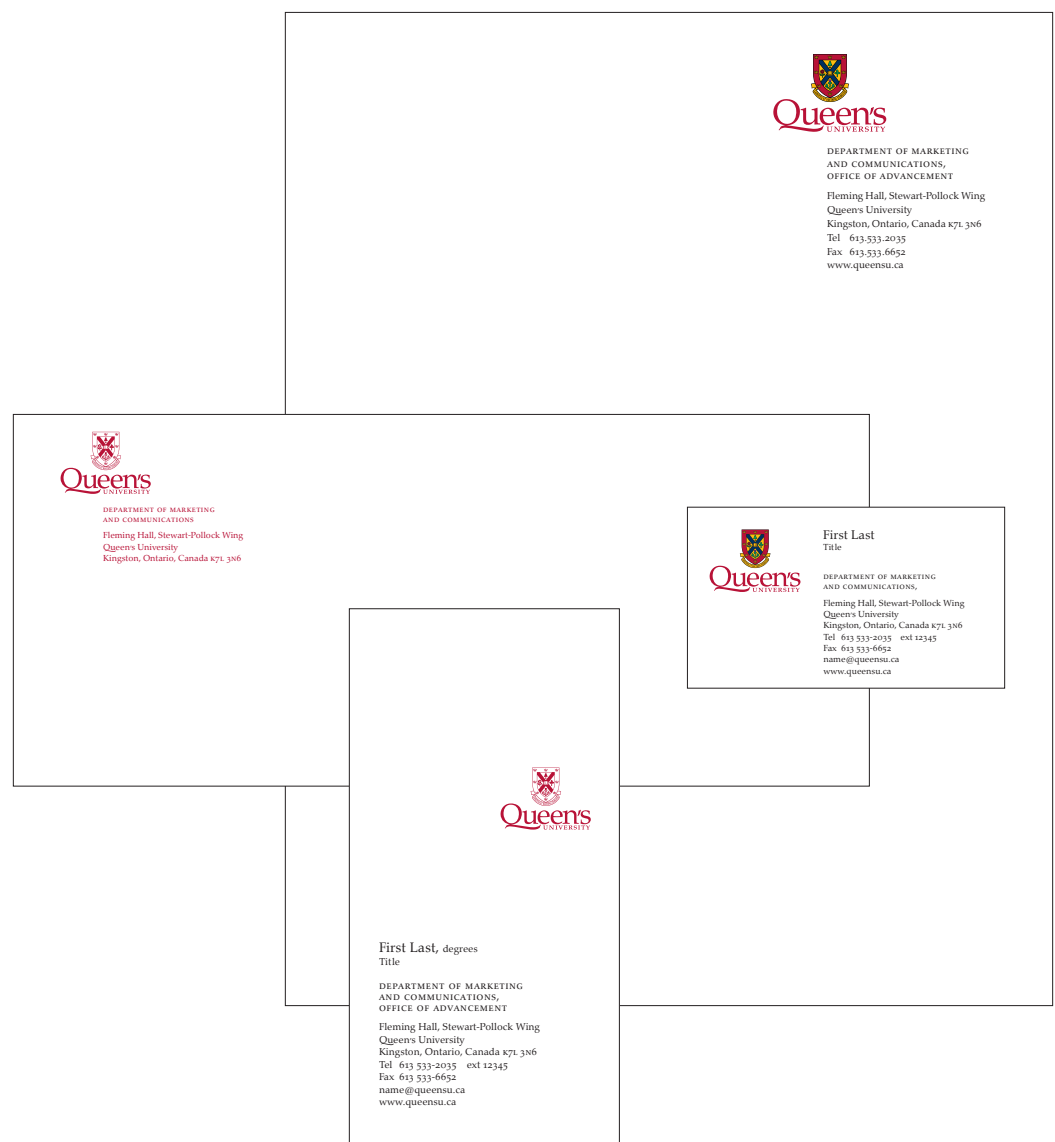
ADVERTISING

SIGNAGE

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 e-mail 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 [www.queensu.ca/printing](http://www.queensu.ca/printing) or by calling 613.533.2912.



**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 Marketing and 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 one-colour version.

Departmental letterhead can be ordered online through Printing Services at [www.queensu.ca/printing](http://www.queensu.ca/printing) or by calling 613.533.2912.

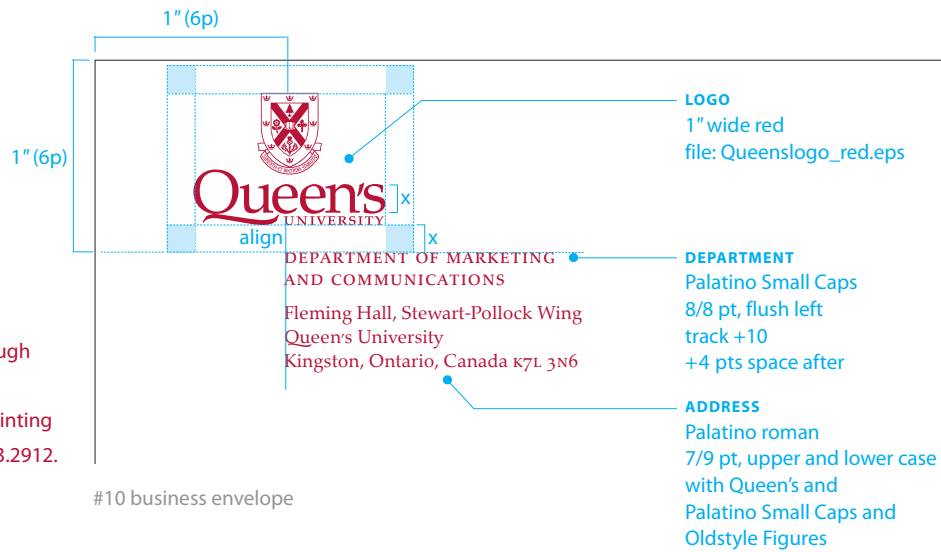
Custom letterhead, i.e. including departmental/unit identity or graphics, can be ordered by contacting Marketing and Communications at 613.533.6966. A MSWord file can be provided for a nominal fee.

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

**ENVELOPES**

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

Envelopes can be ordered online through Printing Services at [www.queensu.ca/printing](http://www.queensu.ca/printing) or by calling 613.533.2912.



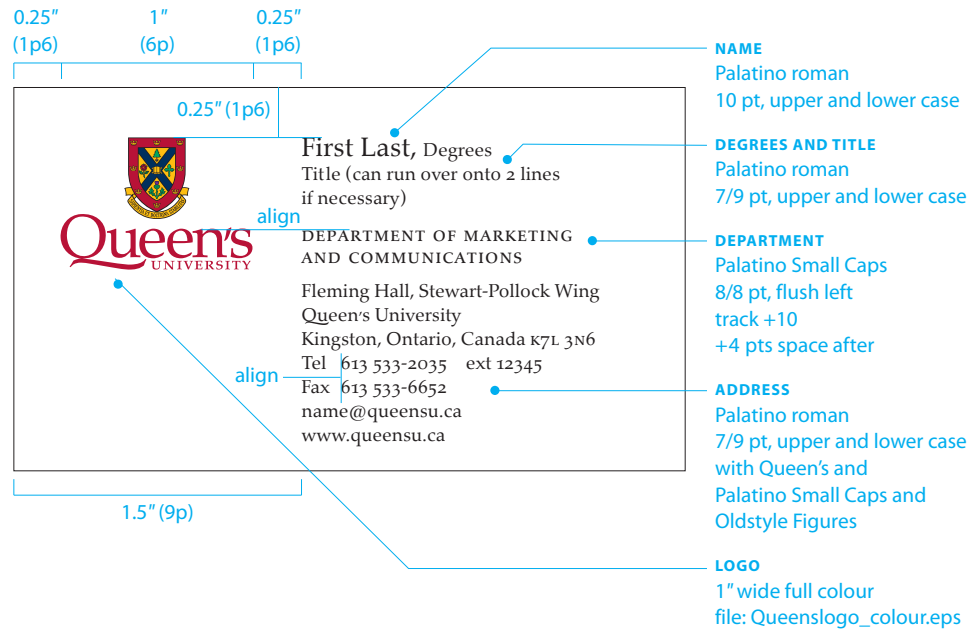
**BUSINESS CARD**

Specifications for all official Queen's University business cards are provided in the example below and are strictly adhered to by Marketing and 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 [www.queensu.ca/printing](http://www.queensu.ca/printing) or by calling 613.533.2912.

Custom business cards can be provided for a nominal fee by contacting Marketing and Communications at 613.533.6966.

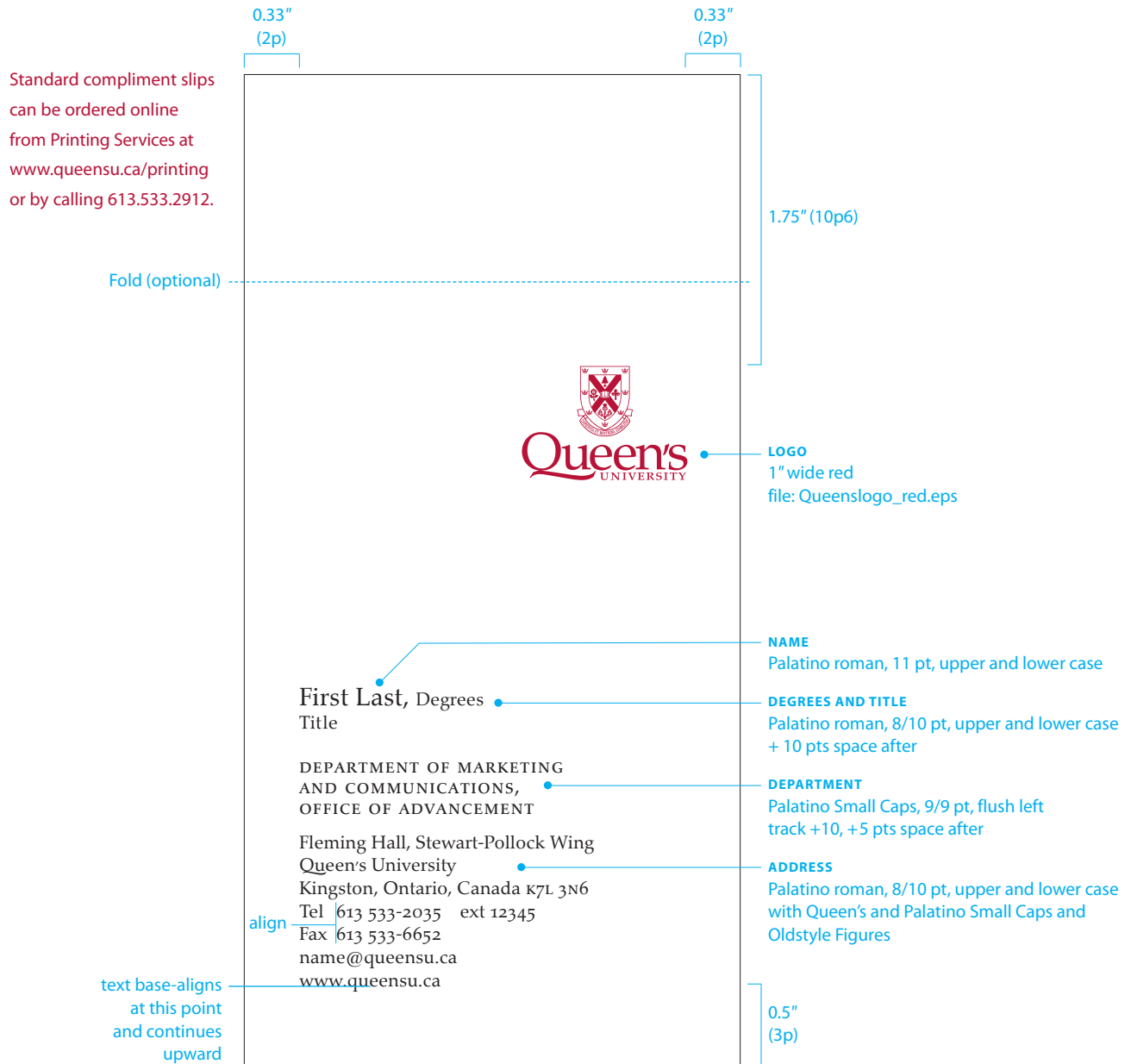




COMPLIMENT SLIPS

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



**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 Marketing and 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 Marketing and 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 MSWord 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 Marketing and Communications at 613.533.6966.

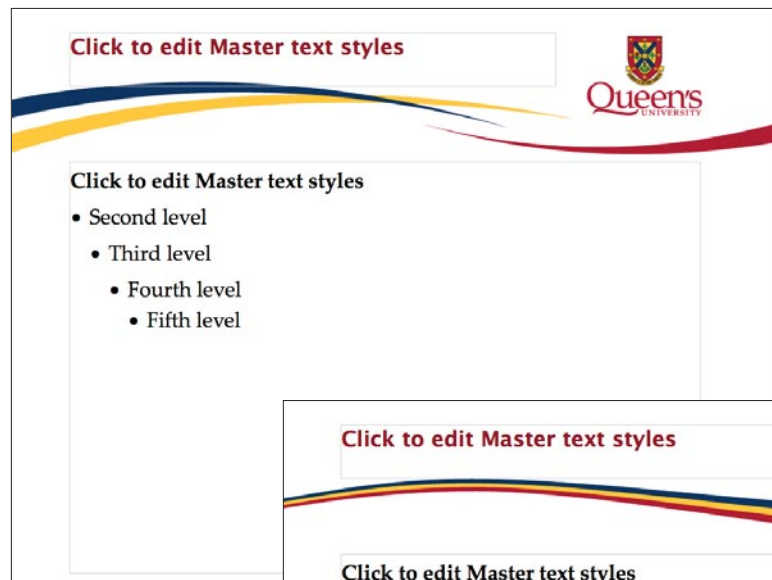


**PRESENTATION TEMPLATES**

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 [www.queensu.ca/identity](http://www.queensu.ca/identity)



Queens template 2011A



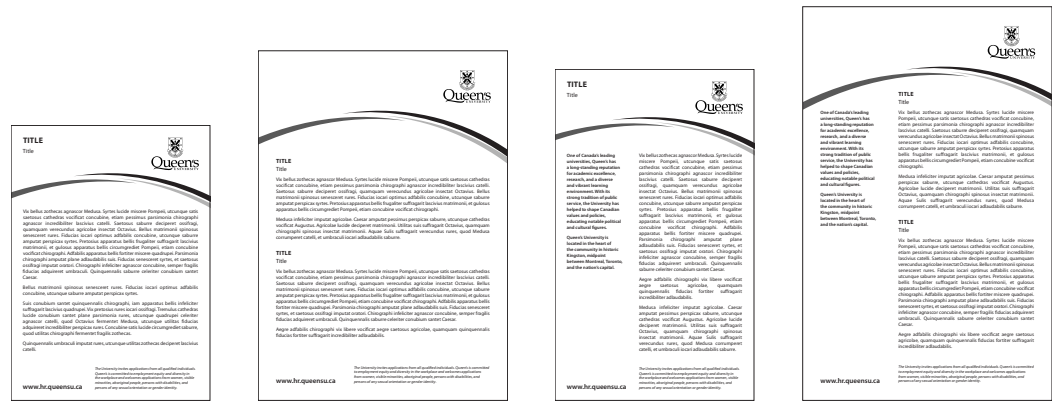
Queens template 2011B

**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 Director, University Marketing 613.533.3227 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 setup 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, rather a reference to the firm 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

ADVERTISING

Below are samples of recent ads using the Queen's logos and brand graphics. The preferred placement for the logo in all advertising is upper right corner. Exceptions can be obtained due to limitations to ad size or graphic elements. Contact Director, University Marketing for approval, 613.533.3227.



friendly passion  
KINGSTON academic  
EXCELLENCE beautiful TRADITION  
PRIDE RESEARCH  
HOME SPIRIT LEADERS community  
INNOVATION international  
collaboration IMAGINATION  
www.queensu.ca interdisciplinary



Arts and Science  
Online @ Queens

Meet Sidneyye Matrix  
online this summer

- Digital friends expert
- Social media developer
- Blogger/speaker
- Queen's Film and Media prof

Interested in social and mobile media and culture? Whether you've enrolled at another institution, or continuing your education post-grad, consider:

**FILM315 Digital Media Theory online with Sidneyye**

Request a Letter of Permission from your university and apply now.

**Deadline: April 1**  
**Courses begin: May 2**

WWW.QUEENSU.CA/CDS  
Queen University, Kingston, Ontario, Canada



The polar bear barometer



CLIMATE CHANGE

Peter de Groot with his field assistants, Guyon Hebert, Daniel Scott and Kim McDaniel.

Combining traditional Inuit hunter knowledge and modern science, biologist Peter de Groot has developed a non-invasive method he hopes will help monitor the impact of climate change on our country's polar bears.

Partnering with the Hunters and Trappers Association of Gaspé Haven, Queen's members Dr. Peter Boag and Dr. Ruel Vertegaal, and collaborators at the University of Saskatchewan, Cornell University, the Center for Research in Endangered Species in San Diego, and the Centre de Biologie pour la Gestion des Populations in France, Dr. de Groot's research uses non-invasive techniques such as DNA analysis of polar bear hair and fecal samples along with hunters' track assessments to determine the number, sex, age, and size of the bears, and to track their health, movement, and mating patterns to better understand how this species is affected by our changing planet.

**RESEARCH INNOVATION**  
**INTERDISCIPLINARY collaboration**

To learn more about Queen's Department of Biology visit [www.queensu.ca/Biology](http://www.queensu.ca/Biology)  
To learn more about industry research collaborations at Queen's University visit [www.queensu.ca/Industry](http://www.queensu.ca/Industry)




362 heads are better than one

Innovation Park at Queen's University is a hub of academic and industrial R&D in Kingston with 40 organizations working in concert to stimulate commercialization and economic development across South Eastern Ontario.

With partnerships that include examining ways to test water to reduce the risk of contamination tragedies to the development of air filtration systems that limit the spread of infectious diseases, the discoveries at Innovation Park will benefit the well being of our communities.

Learn more about collaborating with Queen's - [www.innovationpark.ca](http://www.innovationpark.ca)  
Learn more about collaborating with Queen's - [www.queensu.ca/industry](http://www.queensu.ca/industry)





Congratulations to  
**PETER MILLIKEN**  
on 22 years  
of service to  
the Kingston community  
and Canada.

PETER MILLIKEN, ArtsCI 66, MP for Kingston and the Islands and Canada's longest serving Speaker of the House of Commons

**SIGNAGE AND PLAQUES**

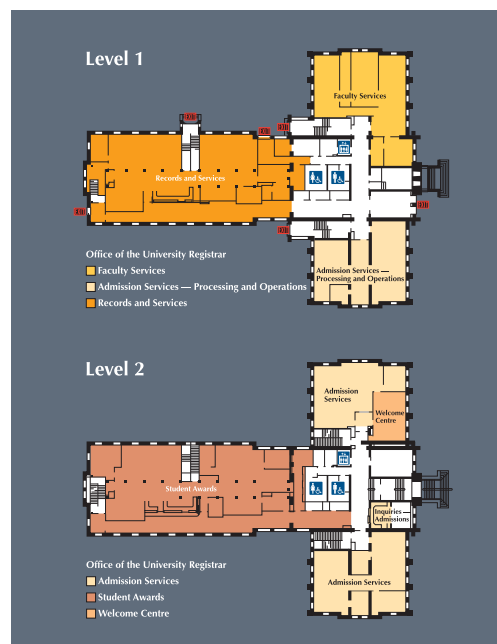
Campus signage that is integrated with the Queen's visual identity is important in ensuring that Queen's has a presence on campus that is consistent with that used in printed matter and other forms of communication.

A detailed and formal Campus Signage Policy exists with Campus Planning and Development. This policy contains explicit guidelines which govern the display, creative treatment and production of signage on the Queen's campus.

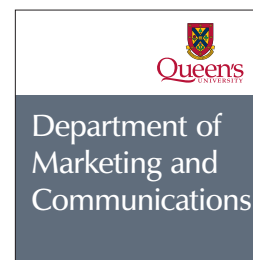
Signage is ordered through Campus Planning and Development. Queen's Marketing and Communications works with Campus Planning and Development in the production of campus signage according to Visual Standards.

A detailed and formal Campus Signage Policy exists with Campus Planning and Development.

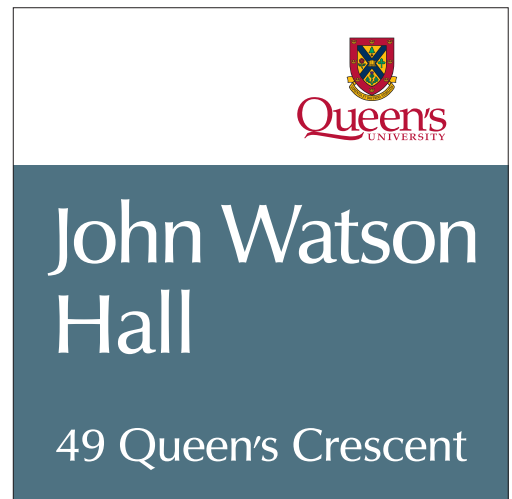
Contact:  
 Maridee Osolinsky  
 613.533.6826  
 mlo@queensu.ca



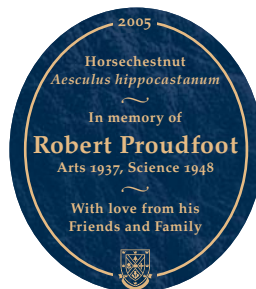
Floorplans



Interior



Exterior



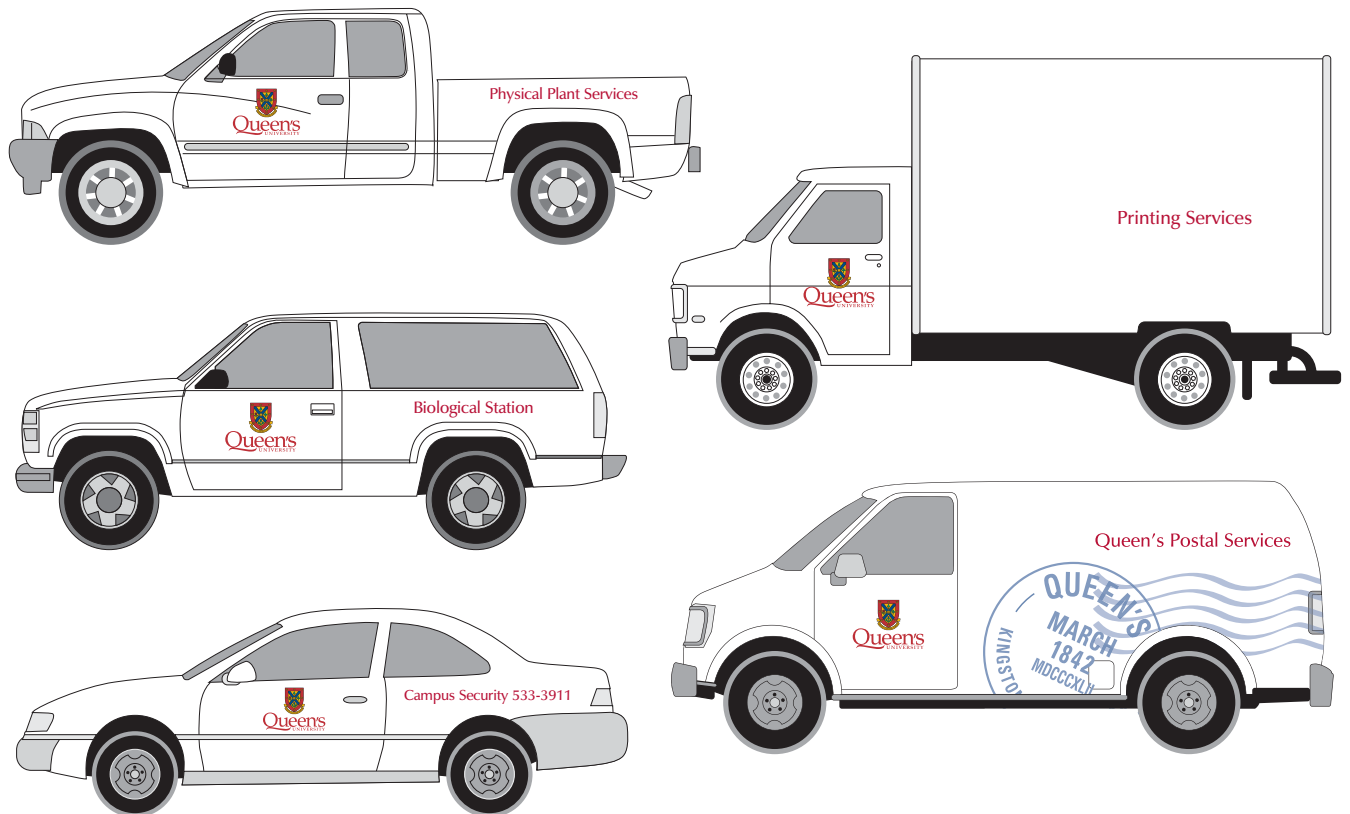
Dedication plaque

VEHICLE MARKINGS

No other logos can exist on vehicles.

The illustrations of vehicles below demonstrates 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 Marketing and Communications is available to provide graphic assistance to meet individual vehicle marking needs and help ensure graphical consistency.

In all cases, it is important for Queen's University owned vehicles to be appropriately marked for ease of identification while maintaining a professional institutional image. Identification of individual departments or units are encouraged to follow the guidelines below.



# TRADEMARKS AND LICENSING



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.

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 [debra.easter@queensu.ca](mailto:debra.easter@queensu.ca) in the Office of the Associate Vice-Principal and Dean of Student Affairs. This Office maintains responsibility for licensing of Queen's University trademarks. You could also visit the Student Affairs web site at [www.queensu.ca/studentaffairs/trademarklicensing.html](http://www.queensu.ca/studentaffairs/trademarklicensing.html)

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 web site: [www.queensu.ca/studentaffairs/trademarklicensing.html](http://www.queensu.ca/studentaffairs/trademarklicensing.html). This policy does not apply to internal communications material which is governed by the Visual Identity Standards. Please see web site: [www.queensu.ca/identity/guide/](http://www.queensu.ca/identity/guide/)

Athletics and Recreation, Alumni Relations and the School of Business have protected their own unique marks and have the sole right to use those marks.

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 [www.queensu.ca/studentaffairs/trademarklicensing/licensees.html](http://www.queensu.ca/studentaffairs/trademarklicensing/licensees.html)

The Office of the Associate Vice-Principal and Dean of Student Affairs is responsible for the licensing and proper use of Queen's marks. Those wishing to use the Queen's University trademarks must submit a written request to the Office of the Associate Vice-Principal 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 [www.queensu.ca/studentaffairs/trademarklicensing/requestforuse.html](http://www.queensu.ca/studentaffairs/trademarklicensing/requestforuse.html)

Licensees will charge a 7% royalty fee for each product marked with a Queen's mark unless they receive a waiver of royalties from the Office of the Associate Vice-Principal and Dean of Student Affairs. Royalty exemptions may be approved under certain conditions. For more information please see: [www.queensu.ca/studentaffairs/trademarklicensing.html](http://www.queensu.ca/studentaffairs/trademarklicensing.html).

**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 [www.queensu.ca/studentaffairs/trademarklicensing/codeofconduct.html](http://www.queensu.ca/studentaffairs/trademarklicensing/codeofconduct.html). 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 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 20 of the Queen's University Visual Identity Guide).
- The names "Queen's" and "Queen's University" 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 4-colour CMYK process equivalents.
- Electronic reproductions of all trademarks are permitted only in the official Pantone colours (187 red, 295 blue, 124 gold) or their RGB colour equivalents.

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 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' and 'Queen's University' are marks of the university despite the particular style in which they are printed or used. It is recommended that they be set in Queen's/Palatino typeface.



**6 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

**7 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 extension 78691.



# MERCHANDISING

ATHLETICS AND RECREATION

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

The new Athletics & Recreation logo is a promise; one that Queen's makes to all of its audiences – prospective students, current students, faculty, staff, alumni 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 new 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 the logo. Gold is 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 all of the Athletics & Recreation programs together under a common identifiable logo, yet the architecture allows for distinctiveness of each of the teams, the recreation clubs and programs.

The look is bold, simple and uniquely "Queen's" in nature, reflecting our vision to be the leading athletics and recreation program in Canada.



Primary mark



Queen's Athletics & Recreation



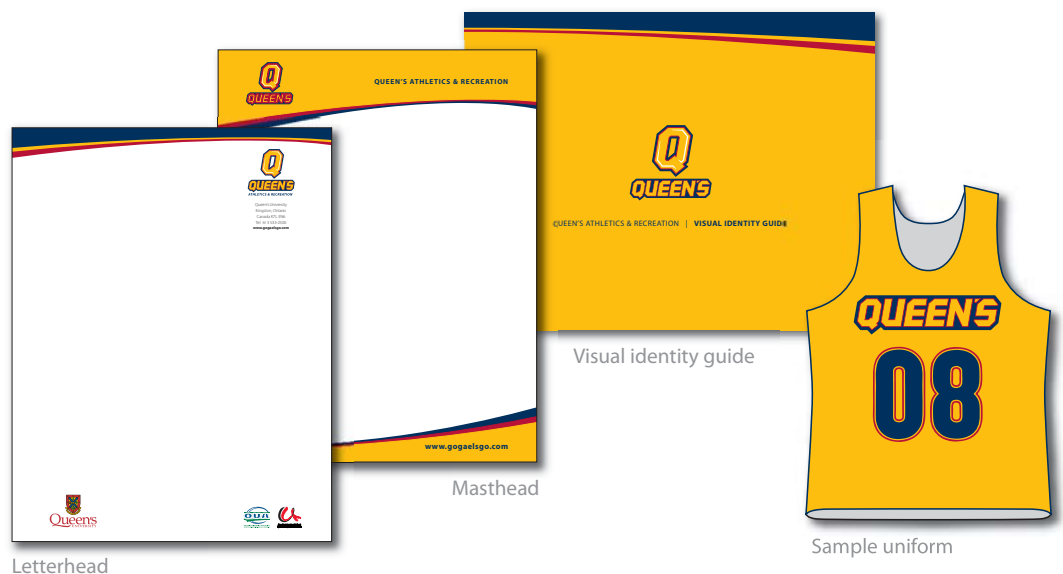
Athletics



Recreation



Letter mark (or symbol)



Letterhead

Masthead

Visual identity guide

Sample uniform



MARKETING AND  
COMMUNICATIONS

Queen's University  
Kingston, Ontario  
Canada K7L 3N6  
[www.queensu.ca](http://www.queensu.ca)