UNIVERSITY OF MANITOBA

VISUAL IDENTITY GUIDELINES

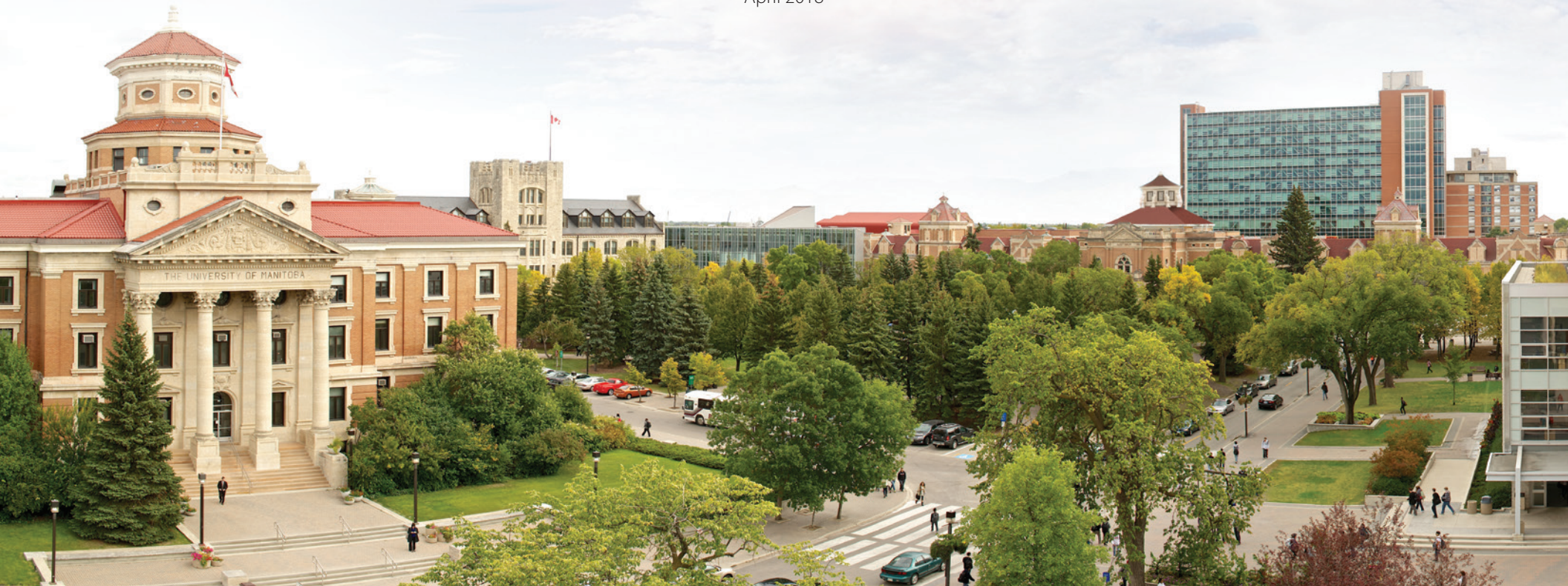April 2018

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VISUAL IDENTITY GUIDELINES

Maintaining excellent standards in how the University of Manitoba is represented visually reflects our overall commitment to excellence in every facet of what we do. A comprehensive visual identity system is a structure for communicating and presenting information logically, consistently and with distinction.

Questions?

Please direct any questions regarding these guidelines to:

Marketing Communications Office
University of Manitoba
204-474-8346
marketingcommunications@umanitoba.ca

This guide is to be used as a reference tool for the development of all University of Manitoba communications materials. The standards outlined in the following pages reflect university policy and have been developed to ensure that the university brand is effectively represented to all external audiences. Responsibility for ensuring the integrity of the University of Manitoba brand resides with the Marketing Communications Office.

The University of Manitoba wishes to promote and support a community that embraces accessibility. Throughout this document, notes on meeting accessibility guidelines within marketing and communications materials are denoted with an eye icon. 👁

Note: An accessible version of this document will be available by September 2018.

THE FOUNDATIONAL BUILDING BLOCKS OF OUR VISUAL BRAND

The foundational building blocks of the University of Manitoba visual brand are: **Signature**, **Colour**, **Typography** and **Photography**. When applied consistently in concert, they work to present a cohesive and distinct brand image. The following section is an overview of these building blocks and the rules that govern their application.

SIGNATURE

The key element of the visual brand is the signature. It includes the logo and faculty identifiers. Nothing identifies the communication piece as being from the U of M more than the signature. It also contains pertinent call-to-action details, such as the URL.

THE UNIVERSITY OF MANITOBA LOGO

Logo design:

The University of Manitoba logo is made up of two elements—the shield graphic and the wordmark.

Two versions of the logo are acceptable.
In order of preference, they are:

1. Horizontal version
2. Vertical version

Always use digital files supplied by the Marketing Communications Office. Do not attempt to reset the wordmark or build another configuration.

Shield Graphic   Word Mark

Horizontal version

Vertical version

LOGO SAFE AREA/MINIMUM SIZE

Protected space:

A safe area around the logo must be preserved at all times.

The safe area is determined by the height of the capital U in the wordmark.

Minimum size:

The minimum allowable size of the logo has been reached when the height of the shield graphic is 12 mm (0.5 inch).

Note: There may be rare occasions such as merchandise (pens, etc.) that require the logo to be smaller. Please consult with the Marketing Communications Office in these instances.

Logo protected space

0.5 inch

The logo is always scaled as a unit. The shield graphic never appears less than 12 mm (0.5 inch) in height.

LOGO VERSIONS

Full colour

The full colour logo is the preferred version and should be used wherever possible.

Full colour with white type

This version includes white type and a white release that ensures legibility on coloured backgrounds.

One colour

A one colour version of the University logo has been developed for occasions when the University needs to produce a one-colour print job. It uses PMS 1545.

LOGO VERSIONS

Black and white

The black version is for use in black and white applications.

Reverse

The reverse white version is for use in black and white applications or on dark coloured backgrounds.

ACCESSIBLE USE OF LOGOS 👁

The logo can be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

In any piece printed in full colour, the University of Manitoba logo should appear in full colour as well.

Use the full colour version with white type when the background does not provide enough contrast for the type and you are printing in full colour.

Only use the single colour versions of the logo when printing in black and white or one colour.

FOUR-COLOUR PROCESS/SPECIAL PRINT TECHNIQUES

Four-colour process
When printing in four-colour process (CMYK),
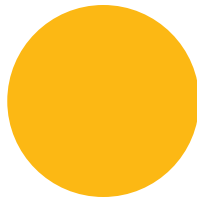the proper colour specifications are noted below.

Special print techniques
The entire logo may be engraved,
blind embossed or metal foil stamped.
Discuss special print techniques with the
Marketing Communications Office.
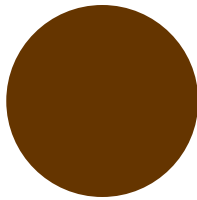
PMS I545
U of M Brown

C:0 / M:53 / Y:100 / K:72

PMS I30
U of M Gold

C:0 / M:30 / Y:100 / K:0

Example above demonstrates embossing

INCORRECT USES

The examples on pages 12 and 13 illustrate how the logo may not be used.

Such misuse will undermine the University's effort to present a strong and unified image, and will alter the perception and meaning of the logo itself.

Although only one version of the logo is used in these illustrations, all of the official versions are subject to these parameters.

Improper proportion:
Reduce and enlarge the logo proportionately. The size of the shield in relationship to the word mark should not be altered.
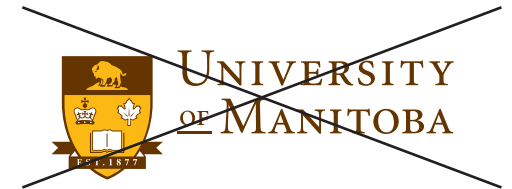
Different type style:
Minion is the only typeface allowed in the logo format. Others (i.e. Minion Italic) are not allowed.
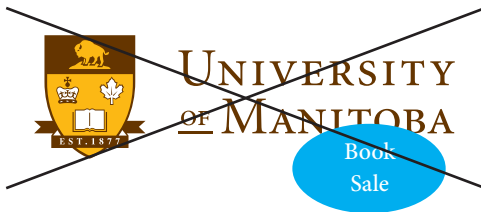
Framing:
The logo should never be framed in a restricting box, shape or specific area.

Improper alignment of shield:
In the logo format, the alignment of the shield relative to the word mark should not be altered.

INCORRECT USES

**Overlapping or alignment
of visual elements:**
The logo should not be encumbered by other
visual elements. Avoid the use of any copy,
slogans, symbols or images overlapping or
aligned with the logo.

Distortion:
The logo should not be subject to distortion or
manipulation (i.e. slanting, stretching, twisting
or curving).

Improper placement of the shield:
In the logo format, the placement of the shield
relative to the word mark should not be altered.
That is, it must be above or to the left of the
word mark.
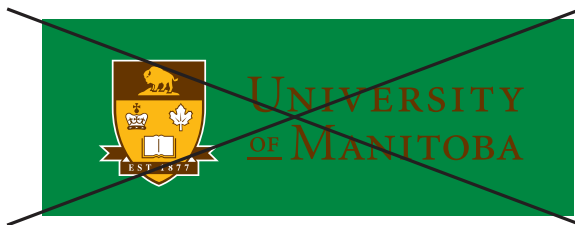
Coloured backgrounds:
As a general rule, the logo should be placed on
either the U of M brown or gold, white or other
neutral or on a photographic background that
provides enough contrast. It may also be placed
on the colours in the U of M's extended palette.

Distracting background:
The logo should never be placed on backgrounds
that distract or overpower.

Improper colour:
The logo should never be reproduced in any
other colours other than the official colours.

THE URL

umanitoba.ca

The preferred setting for the University's URL is lowercase Knockout 32 JuniorCruiserweight at no less than 7.5 points in size. If Knockout is not available, use Myriad Pro Bold as an alternative.

In applying it below the logo, always respect the logo's safe area.

These examples illustrate the URL's size in relation to the logo, when applied near the logo.

The URL should not dominate the logo. It should, however, be highly legible in all applications.

This frame illustrates an 8.5" x 11" page

This frame illustrates a large horizontal print ad

IMAGE, HEADLINE AND COPY AREA

umanitoba.ca

UNIVERSITY OF **MANITOBA**

IMAGE, HEADLINE AND COPY AREA

umanitoba.ca

UNIVERSITY OF **MANITOBA**

IMAGE, HEADLINE AND COPY AREA

This frame illustrates a small vertical print ad

Never allow the URL to dominate the logo on any given piece.

Always protect the safe area of the logo when placing the URL.

UNIVERSITY OF **MANITOBA**

umanitoba.ca

FACULTY IDENTIFIERS

An identity system has been developed for use by faculties and is available from the Marketing Communications Office. Always use digital files supplied by the Marketing Communications Office. Do not attempt to reset the wordmark or build another configuration.

Approved identifiers:

The examples below show the approved design for horizontal and vertical faculty identifiers.

The minimum clear zone around the supplemental logo is equal to the height of the letter "F" in "Faculty." No word or image may be placed closer to the logo than this distance.

All usage and print guidelines that apply to the basic logo also apply to faculty identifiers.

To provide flexibility for a variety of applications and design considerations, three versions of the faculty identifiers have been developed. They are:

- Horizontal faculty identifier right
- Horizontal faculty identifier left
- Vertical faculty identifier

Horizontal faculty identifier right

Vertical faculty identifier

Horizontal faculty identifier left

HORIZONTAL FACULTY IDENTIFIERS

The examples below show more instances of the 'horizontal faculty identifier right' and the 'horizontal faculty identifier left'. When the faculty name must go on two lines, the point size is adjusted accordingly. This aids in giving approximately the same visual weight on all faculty identifiers.

UNIVERSITY OF MANITOBA | Faculty of Engineering

UNIVERSITY OF MANITOBA | Faculty of Arts

UNIVERSITY OF MANITOBA | Faculty of Architecture

UNIVERSITY OF MANITOBA | Clayton H. Riddell Faculty of Environment, Earth, and Resources

UNIVERSITY OF MANITOBA | Faculty of Agricultural and Food Sciences

UNIVERSITY OF MANITOBA | Faculty of Kinesiology and Recreation Management

Horizontal faculty identifier right

Faculty of Engineering | **UNIVERSITY OF MANITOBA**

Faculty of Arts | **UNIVERSITY OF MANITOBA**

Faculty of Architecture | **UNIVERSITY OF MANITOBA**

Clayton H. Riddell Faculty of Environment, Earth, and Resources | **UNIVERSITY OF MANITOBA**

Faculty of Agricultural and Food Sciences | **UNIVERSITY OF MANITOBA**

Faculty of Kinesiology and Recreation Management | **UNIVERSITY OF MANITOBA**

Horizontal faculty identifier left

VERTICAL FACULTY IDENTIFIERS

The examples below show more instances
of the vertical faculty identifiers.

UNIVERSITY OF MANITOBA
Graduate Studies

UNIVERSITY OF MANITOBA
Faculty of Kinesiology
and Recreation Management

UNIVERSITY OF MANITOBA
Faculty of Agricultural
and Food Sciences

UNIVERSITY OF MANITOBA
Faculty of Architecture

UNIVERSITY OF MANITOBA
Faculty of Arts

UNIVERSITY OF MANITOBA
Faculty of Education

UNIVERSITY OF MANITOBA
Faculty of Engineering

UNIVERSITY OF MANITOBA
Clayton H. Riddell Faculty of
Environment, Earth, and Resources

Vertical faculty identifier

ADMINISTRATIVE AND DIVISIONAL IDENTIFIERS

Administrative units and divisions are also asked to follow the same configurations and rules of the faculty identifiers. The examples below show instances of the divisional and administrative identifiers. These versions are available from the Marketing Communications Office.

Horizontal identifier right

Horizontal identifier left

Vertical identifier

CREATING PROMINENCE FOR DEPARTMENTS

Departments within faculties can draw attention to the department name by incorporating it into the headline.
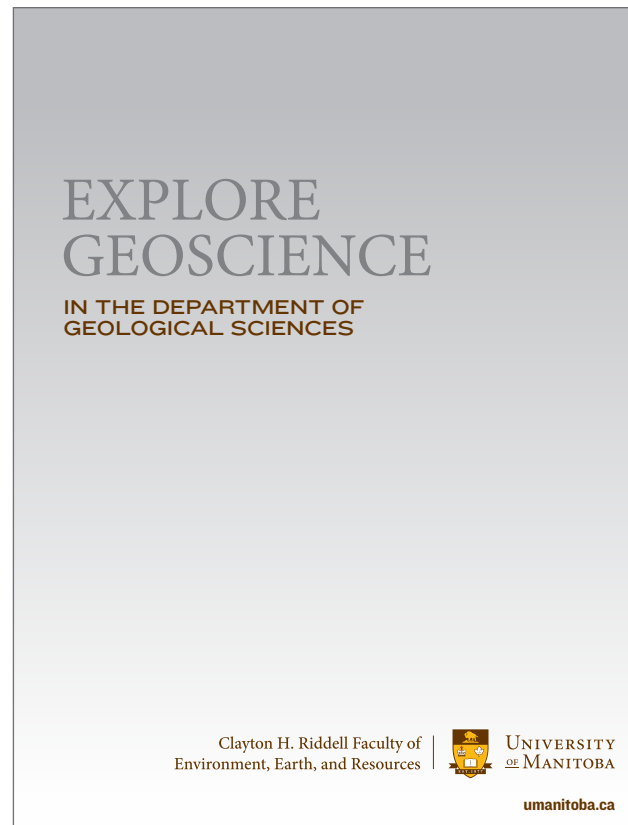
LOGO APPLICATION

Leveraging the strength, reach and frequency of the University of Manitoba visual identity is the best course of action when developing marketing and communication materials.

The University of Manitoba logo must appear prominently on all pieces that represent the University or its units.

Proper staging of the logo is important. On a traditional ad, the logo usually signs off on the bottom right. However, on certain applications like displays, the logo can be placed near the top of the creative.

The University of Manitoba logo and its approved faculty and unit extensions are the primary identifier for all faculties, departments and units, and must be used in all marketing and communication materials. The use of independent faculty and administrative unit logos is discouraged.

Some independent logos may be approved based on operational/marketing need, such as The Bookstore or Bison Sports. In extenuating circumstances, approval for a faculty or unit to develop or use an independent logo may be sought through application to the Office of the Vice-President (External).

When an approved independent logo appears on materials, the University of Manitoba logo must be given equal visual weight and prominence. The logos should be naturally aligned horizontally if both are on the bottom.

IMAGE, HEADLINE AND COPY AREA

This frame represents a display. Practical considerations such as proximity to eye level and obstructions dictate that the logo should be placed near the top of the creative.

IMAGE, HEADLINE AND COPY AREA

umanitoba.ca

Faculty of Engineering | UNIVERSITY OF MANITOBA

GRAPHIC DEVICE

A graphic device has been developed as a means to apply the University of Manitoba's core colours (PMS 1545 U of M Brown and PMS 130 U of M Gold).

The device is made up of two adjoined rectangular fields of colour. The default proportion of one to the other is based on the golden mean. That is, approximately 1 to 1.61.

Because this ratio is considered by artists, architects, designers, etc. to be the most aesthetically pleasing proportion, the device also acts as a design tool. It helps to assign structure to a given piece. Alternatively, it can deviate from this proportion to accommodate an alignment to a specific visual or text element in any given piece.

The device was developed as a quick and easy way to apply the core brand colours consistently. The example below demonstrates its most common placement, running vertically up the right side.

IMAGE, HEADLINE
AND COPY AREA

umanitoba.ca

UNIVERSITY
OF **MANITOBA**

Graphic device

1.61

1

PMS 1545

PMS 130

Graphic device
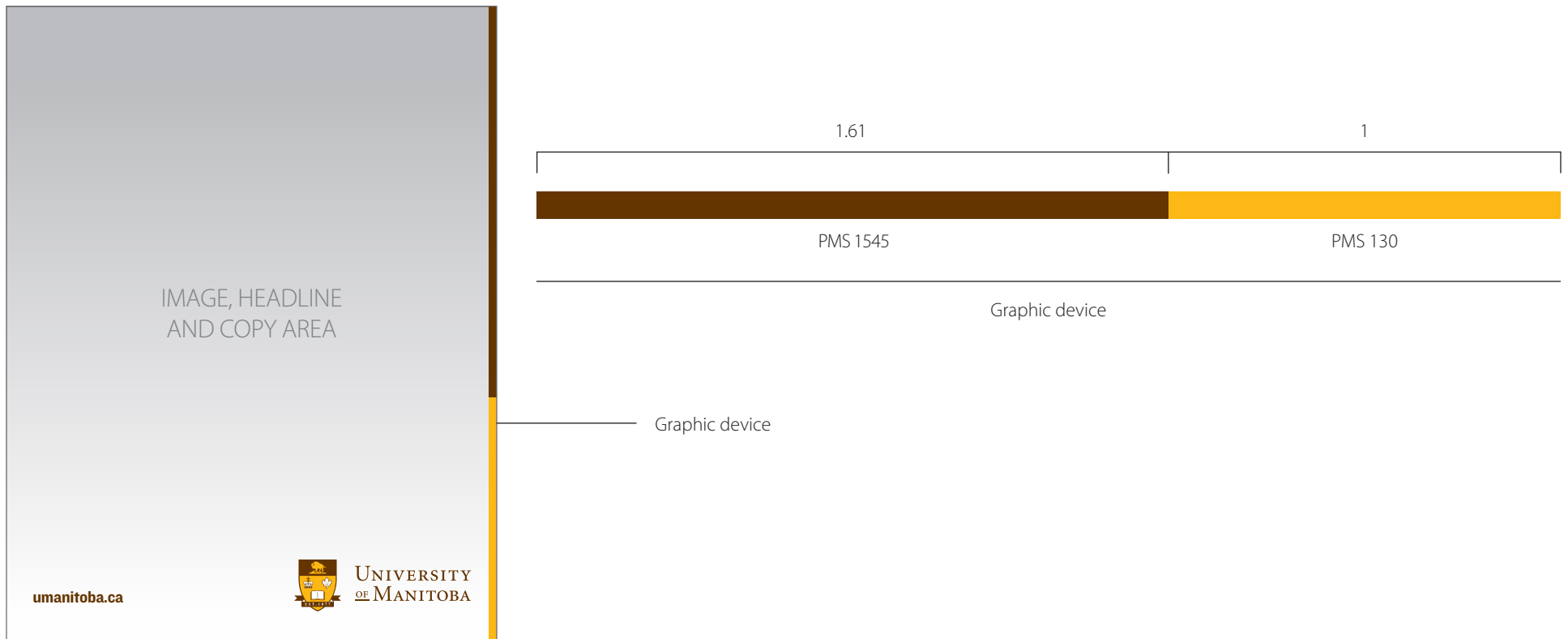
COLOUR

Colours perform many duties beyond making a communication piece visually interesting. They are powerful mnemonic devices— people learn to associate colours with a particular organization. This section outlines what Pantone colours to use and also includes notes on meeting accessibility guidelines.

CORE COLOUR PALETTE
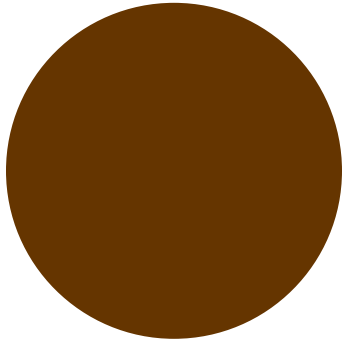
PMS 1545
U of M Brown
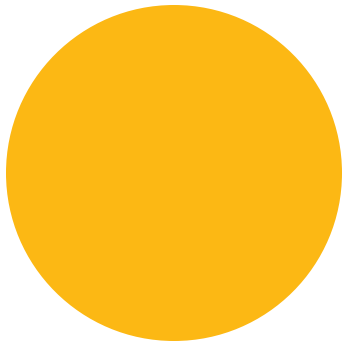
PMS 130
U of M Gold

upper bar: Pantone 1545
bison: Pantone 130

bottom interior: Pantone 130

outline of icons: Pantone 1545

outline of shield: Pantone 1545

banner: Pantone 1545

word mark: Pantone 1545

pinline: Pantone 1545

EST. 1877

UNIVERSITY
OF MANITOBA

The official University of Manitoba colours are PMS 1545 brown and PMS 130 gold.

It is important to render the colours accurately by referencing these official Pantone system colour values. Never change the U of M's colours by designating an alternate PMS colour in a different shade of brown or gold.

EXTENDED COLOUR PALETTE
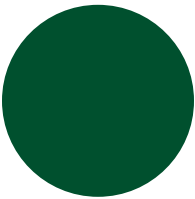
PMS 3435
Dark Green

PMS 7496
Medium Green
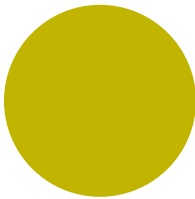
PMS 3975
Lime Green
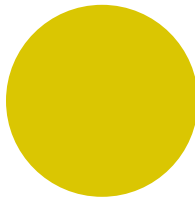
PMS 103
Yellow Green
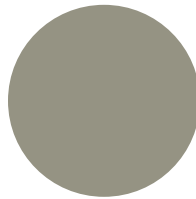
PMS 416
Green Grey

The extended colour palette complements the U of M's official core palette, while offering range and flexibility for faculties and units.

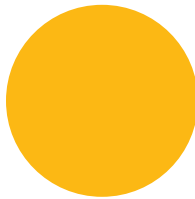👁 Please refer to pages 26 and 27 for notes on accessible use of colour.
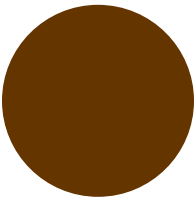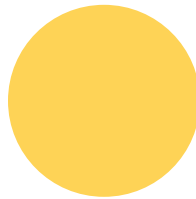
PMS 1545
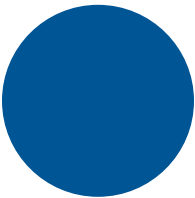U of M Brown
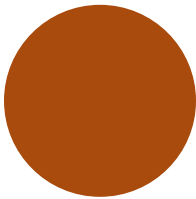
PMS 174
Red Brown
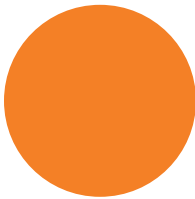
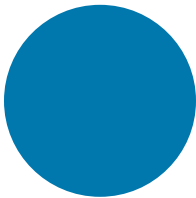**PMS 158**
Orange

PMS 130
U of M Gold

PMS 129
Light Yellow
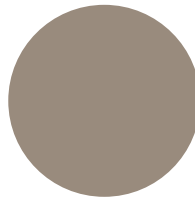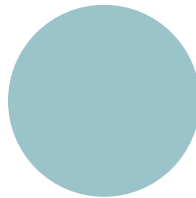
PMS Warm Grey 9
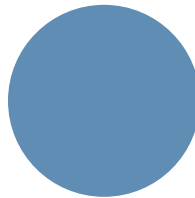Warm Grey

PMS 294
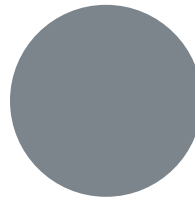Dark Blue

PMS 307
Medium Blue
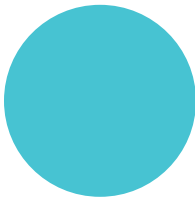
PMS 3115
Aqua Blue
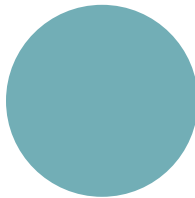
PMS 5493
Teal Blue

PMS 5503
Light Blue

PMS 7454
Grey Blue

PMS 430
Steel Grey

Note: PMS stands for Pantone Matching System. The Pantone® name is known worldwide as the standard language for colour.

COLOUR CHART

PMS 1545
U of M Brown
Print (4-c process) C:0 / M:53 / Y:100 / K:72
Digital: HEX 653819   **RGB** R:101 / G:56 / B:25

PMS 130
U of M Gold
Print (4-c process) C:0 / M:30 / Y:100 / K:0
Digital: HEX F2A900   **RGB** R:242 / G:169 / B:0

PMS 3435
Dark Green
Print (4-c process) C:93 / M:24 / Y:85 / K:68
Digital: HEX 154734   **RGB** R:21 / G:71 / B:52

PMS 7496
Medium Green
Print (4-c process) C:46 / M:6 / Y:100 / K:42
Digital: HEX 76881D   **RGB** R:118 / G:136 / B:29

PMS 3975
Lime Green
Print (4-c process) C:8 / M:7 / Y:100 / K:25
Digital: HEX BBA600   **RGB** R:187 / G:166 / B:0

PMS 103
Yellow Green
Print (4-c process) C:5 / M:5 / Y:100 / K:16
Digital: HEX C5A900   **RGB** R:197 / G:169 / B:0

PMS 416
Green Grey
Print (4-c process) C28 / M:18 / Y:29 / K:51
Digital: HEX 7E7F74   **RGB** R:126 / G:127 / B:116

PMS 174
Red Brown
Print (4-c process) C:8 / M:86 / Y:100 / K:36
Digital: HEX 963821   **RGB** R:150 / G:56 / B:33

PMS 158
Orange
Print (4-c process) C:0 / M:62 / Y:95 / K:0
Digital: HEX E87722   **RGB** R:232 / G:119 / B:34

PMS 129
Light Yellow
Print (4-c process) C:0 / M:11 / Y:78 / K:0
Digital: HEX F3D03E   **RGB** R:243 / G:208 / B:62

PMS Warm Grey 9
Warm Grey
Print (4-c process) C:23 / M:32 / Y:34 / K:51
Digital: HEX 83786F   **RGB** R:131 / G:120 / B:111

PMS 294
Dark Blue
Print (4-c process) C:100 / M:69 / Y:7 / K:30
Digital: HEX 002F6C   **RGB** R:0 / G:47 / B:108

PMS 307
Medium Blue
Print (4-c process) C:100 / M:22 / Y:2 / K:18
Digital: HEX 006BA6   **RGB** R:0 / G:107 / B:166

PMS 3115
Aqua Blue
Print (4-c process) C:59 / M:0 / Y:14 / K:0
Digital: HEX 00C1D5   **RGB** R:0 / G:193 / B:213

PMS 5493
Teal Blue
Print (4-c process) C:47 / M:4 / Y:16 / K:16
Digital: HEX 7FA9AE   **RGB** R:127 / G:169 / B:174

PMS 5503
Light Blue
Print (4-c process) C:39 / M:2 / Y:14 / K:10
Digital: HEX 94B7BB   **RGB** R:148 / G:183 / B:187

PMS 7454
Grey Blue
Print (4-c process) C:62 / M:23 / Y:4 / K:12
Digital: HEX 5F8FB4   **RGB** R:95 / G:143 / B:180

PMS 430
Steel Grey
Print (4-c process) C:33 / M:18 / Y:13 / K:40
Digital: HEX 7C878E   **RGB** R:124 / G:135 / B:142

Note: The colour breakdowns listed above are taken from the Pantone website (coated swatch)—pantone.com/color-finder. However printing in four-colour (CMYK) is device and printer output dependent. Please discuss with your printer to achieve the best results.

ACCESSIBLE USE OF COLOUR 👁

It is important that visuals and content are presented in such a way that all users can perceive and understand.

Colour is only one way to create emphasis or hierarchy in print and digital communications. In addition, use size, shape, font weight or placement. Remember, not everyone will be able to differentiate by colour alone.

Colours without enough difference between them can blend together and be hard to read, therefore the right amount of contrast between foreground and background elements is essential. Also keep in mind accessibility guidelines for colourblindness.

Also consider your choice of paper stock. Matte or non-glossy finishes reduce glare and increase readability.

Please reference the **University of Manitoba Accessibility Hub** for colour-related tools including testing the level of contrast, simulating colour blindness and more.

umanitoba.ca/accessibility/resources

High contrast
This is an example of a foreground/background colour combination that is high contrast and easy to read.

Low contrast (insufficient)
This is an example of a foreground/background colour combination that is low contrast and too hard to read at both headline and body copy sizes.

Aa Aa

Aa Aa

ACCESSIBLE USE OF COLOUR 👁

The following examples are colours from our extended palette that have been tested using a colour contrast checker.

Remember that the colours shown here do not represent the only colours from the U of M palette that will meet accessibility guidelines. It is all about the contrast ratio between foreground and background.

The internationally accepted standard for websites – World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0 has three levels of accessibility: A, AA and AAA.

• Level AA requires a contrast ratio of 4.5:1 for normal text, and 3:1 for large text.

• Level AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for large text.

Note: Large text is defined as 14 point bold or larger and 18 point regular or larger.

Please reference the **University of Manitoba Accessibility Hub** for colour-related tools including testing the level of contrast, simulating colour blindness, and more.

umanitoba.ca/accessibility/resources

●	**PMS 1545** U of M Brown	**AAA:** for normal and large text, on white
●	**PMS 3435** Dark Green	**AAA:** for normal and large text, on white
●	**PMS 7496** Medium Green	**AA:** for large text, on white
●	**PMS 416** Green Grey	**AA:** for large text, on white
●	**PMS 174** Red Brown	**AAA:** for large text, on white **AA:** for normal and large text, on white
●	**PMS 158** Orange	**AA:** for large text, on white

●	**PMS Warm Gray 9** Warm Grey	**AA:** for large text, on white
●	**PMS 294** Dark Blue	**AAA:** for normal and large text, on white
●	**PMS 307** Medium Blue	**AAA:** for large text, on white **AA:** for normal and large text, on white
●	**PMS 7454** Grey Blue	**AA:** for large text, on white
●	**PMS 430** Steel Grey	**AA:** for large text, on white
●	**PMS 1545** U of M Brown	**AAA:** for large text, on PMS130 (U of M Gold) **AA:** for normal text, on PMS130 (U of M Gold)

TYPOGRAPHY

Typography is as valuable as colour and photography in establishing a unified look and feel. Correct use of typography can communicate the University's personality and tone and contribute to a cohesive representation of the institution. This section outlines which fonts to use on print and digital materials, and also includes notes on meeting accessibility guidelines.

TYPOGRAPHY FOR PRINT

Official typefaces
The official University of Manitoba typefaces, or fonts, are Minion Pro, Myriad Pro and Knockout.

Please note that the U of M official fonts are all licensed fonts. While some weights of Minion Pro and Myriad Pro are offered through Adobe CC and Typekit, Knockout needs to be purchased from Hoefler & Co type foundry by visiting the following link: typography.com/fonts/knockout/overview/

There may be instances when special display fonts, other than those listed here, are acceptable. If you have questions regarding typography, please contact the Marketing Communications Office.

👁 Please refer to for notes on accessible use of typography.

Minion Pro

An elegant serif typeface crafted to provide high levels of readability and print clarity. Now optimized for both print and digital use.

abcdefghijklmnopqrstuvwxyz
Minion Pro Regular

abcdefghijklmnopqrstuvwxyz
Minion Pro Semibold

abcdefghijklmnopqrstuvwxyz
Minion Pro Bold

Myriad Pro

A sans-serif typeface with clean, open shapes and well-drawn letter proportions that ensure a comfortable level of readability.

abcdefghijklmnopqrstuvwxyz
Myriad Pro Light

abcdefghijklmnopqrstuvwxyz
Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
Myriad Pro Bold

Knockout

A sans-serif type family offering a wide variety of widths and weights with options suitable for both headlines and body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Knockout 31-JuniorMiddleweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Knockout 51-Middleweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Knockout 71-FullMiddleweight

Alternate typefaces
When working on desktop publishing or word processing, Minion Pro, Myriad Pro and Knockout may not be available. In that case, we recommend Times New Roman and Calibri as alternates.

Times New Roman

abcdefghijklmnopqrstuvwxyz
Times New Roman Regular

Calibri

abcdefghijklmnopqrstuvwxyz
Calibri Regular

TYPOGRAPHY FOR DIGITAL

Fonts

All University of Manitoba web pages should follow the stylesheet-defined font stack as it is included in the web template code. Standards have been established within these stylesheets that respect accessibility and design rules.

Some sites may also have access to use cloud delivery of Minion Pro, Knockout and Myriad Pro. To use these fonts as live text, please contact the Marketing Communications Office.

When creating type-based graphics for the web, remember to use the official U of M fonts (Minion Pro, Myriad Pro and Knockout) and to follow accessibility guidelines regarding colour and type.

👁 Please refer to for notes on accessible use of typography.

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umanitoba.ca

On the University of Manitoba's main website, the font stack is as follows:

Headlines, Body Copy, Menu:
font-family: Helvetica, Arial, sans-serif;

UM Today News

On the University of Manitoba's news site, the font stacks are as follows:

Headlines:
font-family: proxima-nova-condensed, sans-serif;

Body copy:
font-family: proxima-nova, sans-serif;

Menu:
font-family: "Whitney A", "Whitney B", "Whitney", sans-serif;

ACCESSIBLE USE OF TYPE 👁

It is important that content is presented in such a way that all users can perceive and understand it.

In both print and digital materials, focus on establishing a clear hierarchy through the use of proportionally sized headlines, subheads and body copy. Also keep in mind the line spacing (leading) to ensure it is not too tight, as well as the space between letter forms (kerning) at larger point sizes to ensure it is not too loose.

On digital platforms, accessible text can be read out loud by text-to-speech software or translated into braille. Images of text are not accessible unless OCR (Optimal Character Recognition) is enabled, which can be read by adaptive technology.

Please reference the **University of Manitoba Accessibility Hub** for instructions on how to create accessible PDFs, Word documents and more.

umanitoba.ca/accessibility/resources

Accessibility tips

- Avoid large blocks of text by breaking content into smaller sections with meaningful headings.

- Limit the number of different fonts and weights used within any one piece.

- Ensure that the layout is 'airy' and uncluttered.

- The use of all caps should be limited to titles and headlines.

- Avoid the use of italic type for essential information.

- Bolding for emphasis is easier to read than italics or all caps, however it should be used sparingly.

- Avoid placing text over busy or complex backgrounds.

- For digital platforms, ensure fonts are minimum 12 pixels high.

- For websites, ensure that all font stacks include at least one generic font declaration at the end (either serif or sans-serif).

- For websites, text should be aligned to the left side. This is particularly important for users who are magnifying the text in their browser.

- For websites, ensure that you are using proper heading tags (h1, h2, h3, etc.) instead of just applying a bold style to your heading text. Search engines will not recognize it as a heading unless properly coded as such.

PHOTOGRAPHY

Photography is an extremely valuable component of the University of Manitoba identity. An image can evoke powerful ideas and emotions and create perception—the goal of every brand. Therefore, it's important to use only images of the highest quality in pieces with a high profile. The images presented in this section act as the standard for University photography.

PHOTOGRAPHY

Photography is a cornerstone of the U of M's visual identity. Below are some general guidelines to consider in planning photography.

- For mass-market advertising, use only professionally produced images of high quality.

- Avoid/remove logos on clothing, equipment, etc. Avoid heavily patterned clothing.

- People depicted should be representative of the diversity of people who attend and teach at the University.

- As a general rule, buildings should be shot at optimal angles under ideal natural light conditions.

- Environment/experience photography can be used to evoke an emotional response and to illustrate the spirit on campus. Faces are not as important here.

- In studio photography, again, strive for comfortable, real, honest expressions and poses.

- Images should be fresh, clean, contemporary and forward looking.

- Strive for a spirit of aspiration, accomplishment, happiness, camaraderie, success.

- Strive for simplicity wherever possible; strive for beauty always.

- When capturing photos use U of M students, faculty, staff and researchers.

Photo/video consent forms are available on the **Marketing Communications Office website**.

umanitoba.ca/admin/mco/vi/resources.html

PHOTOGRAPHY
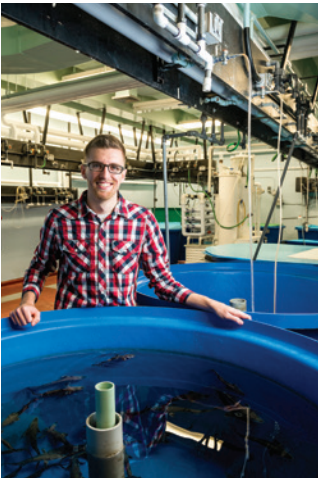
BRINGING IT ALL TOGETHER:
THE UNIVERSITY OF MANITOBA BRAND

OUR STORY
WHERE WE ARE SHAPES WHO WE ARE

At the University of Manitoba, we embrace this province, its people and our position in the centre of the continent. We have turned challenges into opportunities that have allowed us to grow and excel; to think big and dream big. People who are not from here often struggle to understand this province and its people. They rely on stereotypes—cold, remote, isolated—without fully understanding how those very characteristics shape and influence Manitobans in deep and wonderful ways.

Our sometimes cold temperatures have made us warmer. Our distance from other cities has brought us closer. Our environment challenges us in ways we would expect and ways we would not. Where we are has shaped who we are as individuals and as a community. It causes us to adapt, to innovate and to invent. It challenges us to grow and to create.

The powerful and transformational force that has carved out a unique culture in a distant location is embodied at the University of Manitoba. We are proud it is the intellectual birthplace of many successful entrepreneurs, educators, and artists who are celebrated around the world. At the University of Manitoba we are trailblazers, innovators, challengers, adventurers, defenders and visionaries. Our university provides a transformational student experience that fuels a unique spirit and drives us to push forward, defy convention and carve new paths.

THE UNIVERSITY OF MANITOBA BRAND

The Trailblazer ad campaign is rooted in the foundation of the University of Manitoba brand story and reinforces the positioning that where we are shapes who we are.

The first phase of the Trailblazer campaign showcased images of young children with statements of empowerment, set against iconic Manitoba panoramas. This unique approach told the story of how the U of M harnesses the potential in our people to create the elite trailblazers, visionaries, and rebels who grow to shape our world.

The second phase of the campaign told the story through the amazing work of our researchers – in specific areas where the U of M is renowned for its excellence.

The brand position was further adapted for a prospective and current student audience to incorporate how the institution is formative in helping students transform and define themselves as future innovators, visionaries, trailblazers.

The latest evolution – **Trailblazers Do** – tells the story through the strength of our alumni, and their ability to make a significant real world impact.
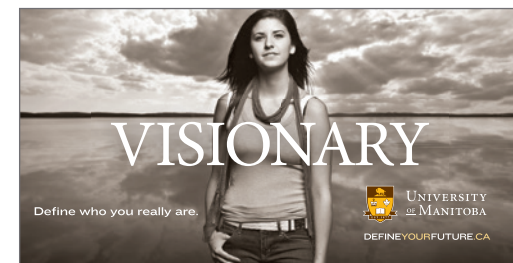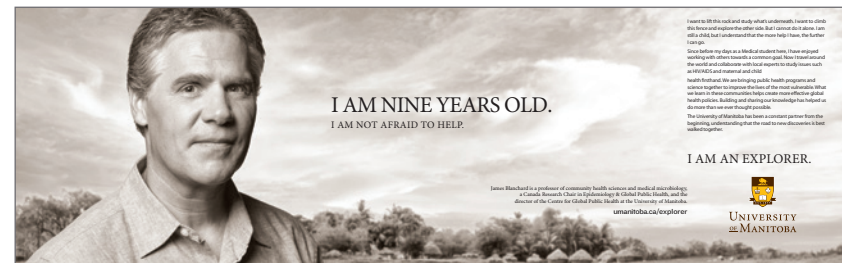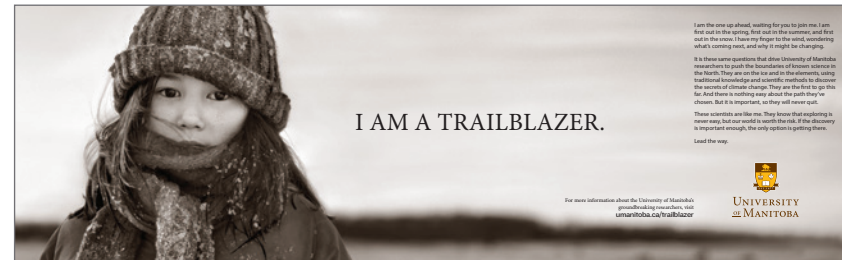
OUR BRAND ATTRIBUTES AND TENETS

The examples on the following pages reinforce our brand attributes and effectively communicate the brand tenets. When using brand tenets, always ensure they're employed to tell our story in an authentic, relatable and impactful way.

BRAND ATTRIBUTES	BRAND TENETS
Powerful	Trailblazer
Beautiful	Innovator
Simple	Visionary
Sophisticated	Challenger
Dramatic	Defender
Cinematic	Adventurer
Inspirational	
Authentic	

EXAMPLES OF BRANDED MATERIALS

EXAMPLES OF BRANDED MATERIALS

EXAMPLES OF BRANDED MATERIALS

FRONT AND CENTRE

The Campaign for the University of Manitoba

Front and Centre is the University of Manitoba's $500 million fundraising campaign.

A distinct look and feel has been developed for the campaign, based on the established University of Manitoba brand story and visual representation. The unique identity has been developed to align effectively with other U of M marketing communication materials.
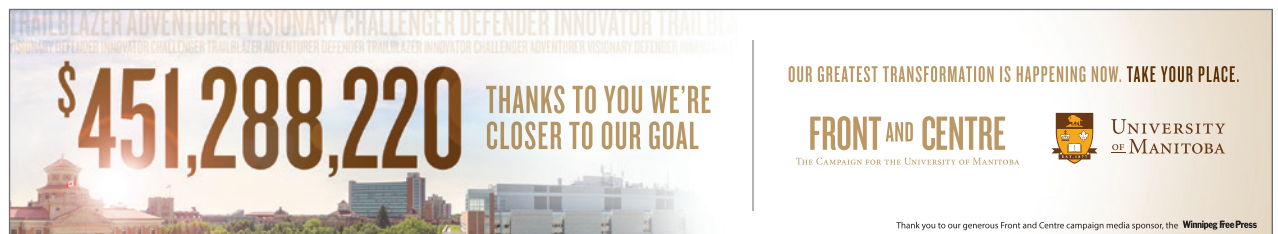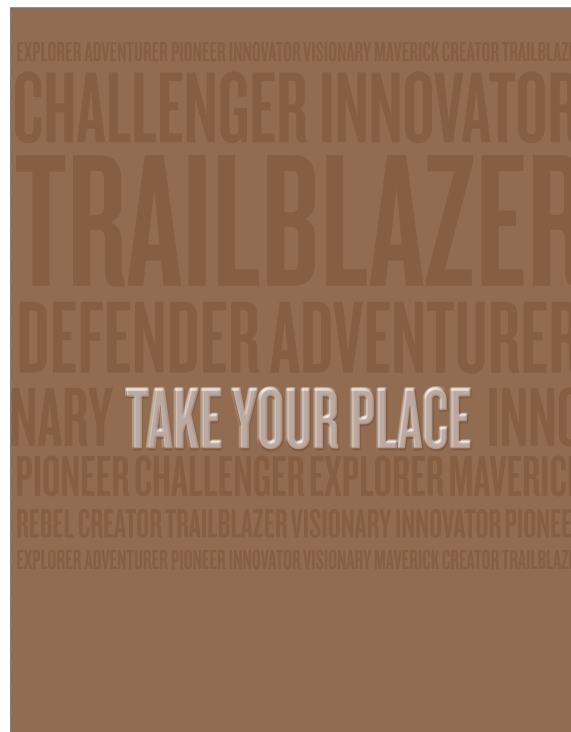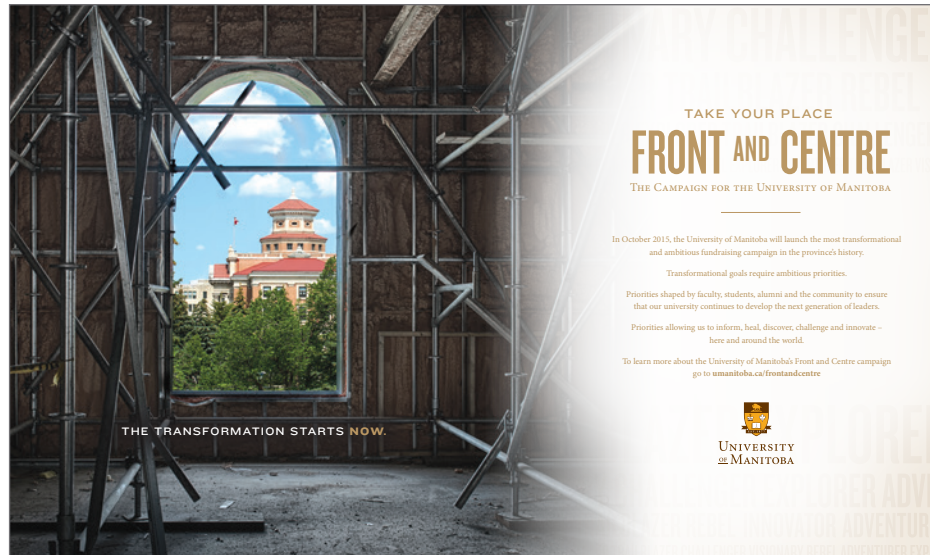
FRONT AND CENTRE

The Campaign for the University of Manitoba

Photography

Photography is a primary means of conveying potential and impact to donors. Students or researchers are featured in candid moments of action, emphasizing the impact they're making through their work or studies. Infrastructure initiatives are always represented in building or classroom shots from unique perspectives.

Colour

Our U of M brown and a metallic gold are the primary colours used in the Front and Centre visual brand.

Each of the five pillars of the campaign has a representative colour that should be used in materials specific to that pillar. The five colours that make up the secondary colour palette are mainly from the institutional secondary colour palette.
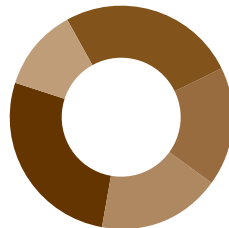
Graphic device:
The circle pie chart has primarily been developed to depict the different pillars and projects within the campaign.

PMS 1545
U of M Brown
HEX 653819
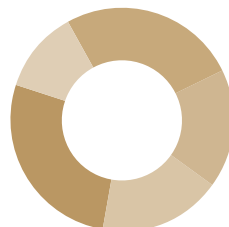
PMS 875
F+C Gold
C:27 / M:38 / Y: 69 / K: 3
HEX B48A50

Need campaign materials?

Please contact the Marketing Communications Office if you need to develop any materials to support the campaign.

Indigenous Achievement
PMS 174 Red Brown
HEX 963821

Research Excellence
PMS 5503 Light Blue
HEX 94B7BB

Graduate Student Support
PMS 7496 Medium Green
HEX 76881D

Outstanding Student Experience
PMS 7454 Gray Blue
HEX 5F8FB4

Places and Spaces
F+C Grey C:20 / M:20 / Y: 20 / K: 80
HEX 4D4D4F

MERCHANDISE

Merchandise may be as simple as tastefully placing a logo onto an article of clothing or item, but merchandise pieces can also offer a unique way of communicating our story.

If you are interested in producing merchandise items for your faculty or department please contact the Marketing Communications Office at the onset of the project to discuss selection, design and ordering of merchandise.

Placement of the University logo with the faculty, college or unit name can be challenging on merchandise with small print areas. In these cases, consider the recommended approaches shown below but do not attempt to create any new configurations of the logo and/or faculty, college or unit identifiers.

Break up the information on two sides by placing the U of M logo on one side, and the faculty, college or unit name on the other.

Use text only when there is not adequate space to print the logo legibly.

EVALUATING A PIECE

Not all pieces embody the visual brand attributes in exactly the same way and a visual identity guide cannot anticipate every circumstance or scenario a designer will face. The following questions act as a guide in evaluating and producing creative that is promotional in nature.

Is the piece:

Powerful? Every brand seeks an emotional connection with its audience. How hard does the piece work in this regard?

Beautiful? Is the photography of the highest quality possible for the piece? Is the typography applied with finesse and attention to detail, impact, contrast and balance? Is the overall impression one of superior quality and craftsmanship?

Simple? Does the piece have focus? Does the piece include what is essential and omit the superfluous? Is there an appropriate amount of white space?

Dramatic? Does the piece avoid the mundane and generic? Is there room for a striking contrast or juxtaposition?

Cinematic? Has a horizontal format been considered? The sepia toned images also contribute to the cinematic feel. Have they been used? Is there a sense that the photography captures a moment in time? Is there an opportunity to showcase a sense of place?

Inspirational? Does the piece communicate in such a way so as to inspire action? Are the brand tenets clearly represented? Does it communicate a striving for excellence?

Authentic? Does the piece remain true to brand values and tenets? Does it communicate in a voice that is consistent with the brand story? Is it original and unique? Do the images convey a sense of realism?

Sophisticated? What is the overall personality of the piece? Is it intelligent, enlightened and astute? Does it communicate excellence and high quality?

STATIONERY

A stationery system has been developed for the University of Manitoba that includes letterhead, business card and envelope. The base design has been pre-printed to create efficiencies and reduce printing costs and production time. Your information can be added by ordering through the EPIC purchasing system, using the Unigraphics catalogue.

STATIONERY SYSTEM

The University of Manitoba stationery system consists of an 8.5" x 11" letterhead, 2" x 3.5" business card and #10 envelope.

The stationery templates are designed to create and maintain order, hierarchy and balance.

👁 Contact, address information and letter content should always appear in black type for ultimate contrast.

Minion is the preferred typeface to be used for all content, however Times New Roman may be used as an alternate. Please refer to page 31 for notes on accessible use of typography.

An electronic letterhead template is available on the **Marketing Communications Office website**.

umanitoba.ca/admin/mco/vi/resources.html

The vertical logo version is used on the letterhead and business card, while the horizontal logo version is used on all envelopes. The logo always appears in the top left corner.

The screened back shield icon is used as a design enhancement that complements the simplicity of the given information.
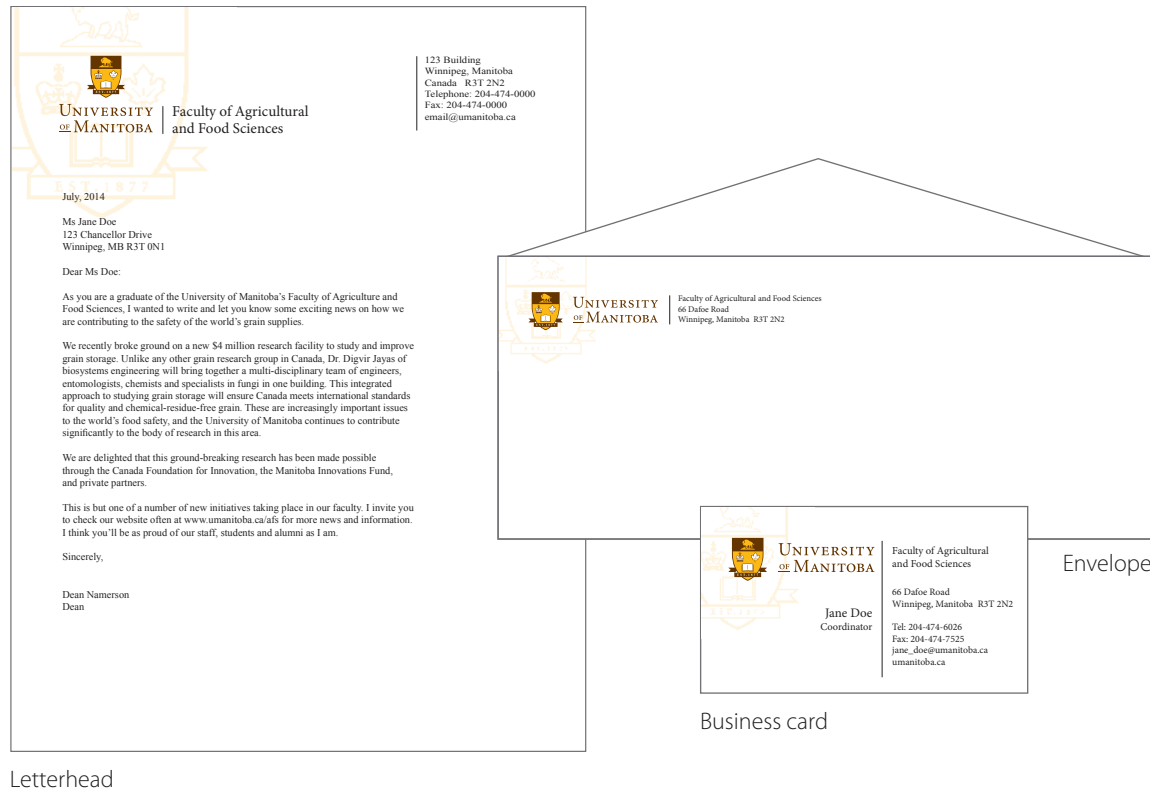
To meet indicia and postal regulations, all envelope sizes should position the University of Manitoba logo and corresponding return mailing address in the top left corner.

Envelope

Business card

Letterhead

TEMPLATES

The following templates have been developed for use by University of Manitoba faculties, units and divisions. Contact the Marketing Communications Office to obtain the InDesign files and to discuss any applications that require a unique interpretation.

POWERPOINT TEMPLATE

Download the Powerpoint template at: umanitoba.ca/admin/mco/vi/resources.html

POSTER TEMPLATE

FAICAE ERUMD FACT PRATUS RE DOL.

FRIDAY, MONTH XX, XXXX – 8:00 PM

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For more information, visit
umanitoba.ca

UNIVERSITY
OF **MANITOBA**

BROCHURE TEMPLATE

FAICAE ERUMD FACT PRATUS RE DOL.

TO VEREICIT PRESSINCIT UTEMPORI NOS QUIA DOLUT POS QUO VOLUT EXEROR

Faculty of Agricultural and Food Sciences | UNIVERSITY OF MANITOBA

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– Dr. David Barnard
President, University of Manitoba

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TRI-FOLD BROCHURE TEMPLATE

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🛡 **UNIVERSITY** OF **MANITOBA**
Faculty of Arts

umanitoba.ca/facultyname

🛡 **UNIVERSITY** OF **MANITOBA**
Faculty of Arts

umanitoba.ca/facultyname

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– Dr. David Barnard
President, University of Manitoba

umanitoba.ca/facultyname

REPORT TEMPLATE

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**TO VEREICIT PRESSINCIT UTEMPORI
NOS QUIA DOLUT POS QUO VOLUT EXEROR**

UNIVERSITY OF MANITOBA | Clayton H. Riddell Faculty of
Environment, Earth, and Resources

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NEWSLETTER TEMPLATE

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NEWSLETTER NAME HERE.
MONTH, XX, XXXX

UNIVERSITY OF MANITOBA

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Note: There are certain instances where a bleed is not feasible. Templates can be adjusted accordingly.

EVENT AD TEMPLATES

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FRIDAY, MONTH XX, XXXX

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