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</tbody>
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Need any additional information? Visit the Alumni Relations website at [www.queensu.ca/alumni](http://www.queensu.ca/alumni) or call 613.533.6000 ext.77960
INTRODUCTION

Queen’s official colours are blue, gold, and red. The familiar tricolour appears on the University’s flag, crest, sports jerseys, and on numerous souvenirs, clothes, publications, and promotional material. In 2007, the Alumni Relations office adapted the Queen’s University tricolour flag and created its own illustration, which has been adopted as the Alumni Association logo. Proper use of this logo is described in detail in this document.
THE ALUMNI ASSOCIATION FLAG

The Alumni Association logo appears below. It is the primary element of the Queen’s University Alumni Association (QUAA) visual identity system. It may not be modified in any way. This Alumni logo is the preferred visual representation for the Association and will be provided in formats appropriate to usage needs.

Permission to use the QUAA Flag

New communications for both print and web using the QUAA flag or variations should be reviewed by Marketing and Communications Officer, Alumni Relations prior to implementation.

New promotional items, such as clothing and buttons, using QUAA flag or variations must be approved by the Associate Vice Principal, Alumni Relations.

Questions about correct use of the Queen’s logo or the QUAA flag should be directed to Marketing and Communications Officer, Alumni Relations.
UNIT SIGNATURES

An individual unit may add a secondary typographic element to the Alumni Association flag logo to create a more specific “unit signature.”

The Alumni Association flag logo may not be attached to any other type or graphic element other than those described on pages 13-15 of this guide.

Horizontal and stacked versions for each individual unit have been created and are available for use. Artwork is based on 1 inch wide logo.

Preferred treatment for unit signatures reproduced in full colour is shown below. The full colour flag is used with unit signature set in Queen’s blue. The Student Alumni logo is used with the unit signature in Queen’s red.

![Unit Signature Examples](image-url)

- **Text Aligns Flush Left with Crown**: Queen’s University Alumni Association
  - Myriad Pro 9 pt / 10 pt leading all caps flush left Pantone 295 blue
- **Text Centre-aligns with Flag**: Queen’s University Alumni Association
  - Myriad Pro 12 pt / 12.5 pt leading all caps flush left Pantone 295 blue

Pantone 295 blue
Horizontal and stacked versions for each individual unit have been created for your convenience. Artwork is based on 1 inch wide flag.
SIZE RESTRICTIONS

The minimum size allowed for the Alumni flag logo is 1” in width. The Alumni logo files provided must not be reduced to less than 25% of their original size. Reproduction of the logo in sizes smaller than 1” reduce the logo’s impact and make it unclear for general usage.

For printed materials, the Alumni flag logo must never be smaller than one inch wide. For digital use, the Alumni flag logo must never be smaller than 150 pixels wide.

\[
\text{minimum } 1” (6p) = 25%
\]
CLEAR ZONE

A designated restricted area extending around the perimeter defined as the distance equivalent to the height of the crown in the flag. This area must be kept free of graphics, typography, competing backgrounds, or the edge of the piece/computer screen with the following exceptions:

- Alumni unit signature identifier typeset below the flag. Each Unit Signature has its own clear zone (see pages 16-17).
- Alumni circle and tricolour rule graphics as illustrated on pages 9-11.

To aid in production, the “clear zone” as shown here has been included and built into the original logo files.
VARIATIONS

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

In addition to the standard full colour flag, grayscale and solid colour versions have been created for specific uses (see page 8 and 9).

A cropped version and a background graphic based on the flag are also shown below. See pages 11 and 12 for examples of how these are used and where they can be applied.
SPECIAL USES – BLACK AND WHITE

If full-colour reproduction is not feasible or possible, (e.g. newspaper ads) the Alumni logos may be printed in black and white (grayscale). Reproducing the logo in any other single colour is not permitted.
SPECIAL USES – SOLID

A solid three-colour variation of the Alumni flag logo has been created for use in cases where the reproduction method would prohibit the use of the standard multi-tone flag. If at all possible, in all other cases the standard full colour flag should be used.

For visibility reasons, the font size used for this licence plate is proportionally larger than normal. This is considered a special case. Any other such case must be first approved by the Associate V-P, Alumni Relations.
SPECIAL USES – CROPPED

This graphic image has been created for positioning along the bottom edge of a document. The crown must be kept at a minimum distance from the edge. This measurement is defined as the distance from the tip of the crown to the edge of the flag (x). This is used as the minimum distance the left edge of the crown may be located from the document edge. The minimum distance from the bottom edge of the crown to the bottom of the document is equal to 1x, with the preferred distance being 2x. More can be used if the design requires, with the maximum being shown in the illustration below.

Need any additional information? Visit the Alumni Relations website at www.queensu.ca/alumni or call 613.533.6000 ext.77960
**ALUMNI TRICOLOUR BACKGROUND**

In certain conditions, a distinctive tricolour background is desired. Since the Alumni Flag does not allow placement of any sort of text or image over top of it, this variation was created specifically for that purpose. This image is taken from the Alumni Flag, but the shape has been squared off for maximum coverage area. The border, seams and crown have also been removed so just the basic three colour fields remain. This entire image, or a portion of it, can be resized, cropped, or rotated as required. Only this Alumni Tricolour Background image can be used as such. Usage of all other Alumni Flag graphics illustrated in this guide must adhere to the standards listed elsewhere in this guide.
ADDITIONAL GRAPHICS – CIRCLE

In some cases where an alternate graphic solution is desired to allow for some design flexibility and variation, the Alumni flag can be combined with a circle graphic as shown below. This is intended to be positioned on the page in such a manner so that half of the circle is visible with the other half extending beyond the edge of the page. This treatment can be used with either the standard Alumni flag logomark or any of the Alumni unit signature marks.

The arc of the circle follows the curve along the left edge of the flag. A logo file containing the standard Alumni Flag logomark with the circle has been constructed for your convenience.
ADDITIONAL GRAPHICS – TRICOLOUR RULES

In some cases where an alternate graphic solution is desired to allow for some design flexibility and variation, the Alumni flag can be combined with a pair of tricolour rules as shown below. These are intended only to be used across the top of a document in a banner-like fashion. (eg. letterhead, newsletters, PowerPoint slide).

The proportions of the rules were determined by measuring the length of each colour section where the flag is intersected along its midpoint.
Title text should be centred vertically between the two rules and aligned flush left, next to the flag, just outside the flag’s clear zone (see page 7) and set in 12 point Myriad Pro all caps in Pantone 295 blue.

A matching companion single tricolour rule is only to be used in combination with the Flag and rules artwork described on the previous page. It is to appear along the bottom edge of the document as shown in the sample on page 14.

Two sizes have been created. A long version for wider documents (letterhead, PowerPoint), and a shorter version for narrower documents (brochures).

Digital files of the Alumni Flag logomark with the pair of tricolour rules, and of the single tricolour rule have been constructed for your convenience.
**QUEEN'S UNIVERSITY COLOURS**

The official colours 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 (also see page 35).

<table>
<thead>
<tr>
<th>PRINT Pantone Matching System</th>
<th>PRINT Four-Colour Process</th>
<th>DIGITAL Web / Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>pantone 187</td>
<td>5C 100M 71Y 22K</td>
<td>157R 25G 57B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML# 9d1939</td>
</tr>
<tr>
<td>pantone 124</td>
<td>0C 27M 100Y 0K</td>
<td>238R 189G 49B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML# eebd31</td>
</tr>
<tr>
<td>pantone 295</td>
<td>100C 68M 8Y 52K</td>
<td>17R 51G 93B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML# 11335d</td>
</tr>
</tbody>
</table>

All logo files that have been supplied in jpeg and png formats are 300ppi. They will need to be re-saved at a lower resolution for web use.

<table>
<thead>
<tr>
<th>file name</th>
<th>reproduction</th>
<th>colour</th>
<th>format*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni flag standard</td>
<td>printing press</td>
<td>four colour cmyk process</td>
<td>EPS</td>
</tr>
<tr>
<td></td>
<td>desktop office printers</td>
<td>rgb, cmyk</td>
<td>JPEG, EPS</td>
</tr>
<tr>
<td></td>
<td>web, on-screen</td>
<td>rgb</td>
<td>JPEG, PNG</td>
</tr>
<tr>
<td>Alumni flag gray</td>
<td>printing press</td>
<td>black ink only</td>
<td>EPS</td>
</tr>
<tr>
<td></td>
<td>desktop office printers</td>
<td>black</td>
<td>JPEG, EPS</td>
</tr>
<tr>
<td>Alumni flag solid</td>
<td>promotional products and some printed material</td>
<td>3 Pantone spot colours 187 red, 124 yellow, 295 blue</td>
<td>EPS</td>
</tr>
</tbody>
</table>

* file format used depends on support offered by the application
Fonts

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

The two official fonts used by Queen's are Palatino and Myriad Pro – alternate 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.

Bickham Script Pro is used for Alumni invitations, etc, where a script font is preferred.

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 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”.

Bickham Script Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Script font used for formal documents (ie invitations).

Equivalent or Alternative Fonts

Palatino
Palatino Linotype, Book Antiqua

Myriad
Lucida Sans, Calibri, Corbel, Verdana

The Queen’s ‘swash-Q’ is only to be used in the word ‘Queen’s’ when set in the Palatino font.
INSTITUTIONAL STATIONERY

In many cases, Queen's Alumni stationery is a primary point of communication with alumni audiences. It is important that stationery take on a consistent visual image with the official Queen's Alumni logo and Queen's typefaces. Official Queen's Alumni stationery can be ordered through Queen's Marketing and Communications.
LETTERHEAD

Specifications applied in designing Queen's Alumni official letterhead are provided in the example below and are strictly adhered to by Queen's Marketing and Communications in their development. Queen's Marketing and Communications can also provide electronic template versions of the official Queen's letterhead. Queen's Alumni letterhead is intended for use by either the Queen's University Alumni Association or the Alumni Relations Department. Letterhead is available in full-colour version only.

1.0" wide full colour logo
file: Alumni flag standard.eps

12 pt Myriad Pro
all capitals, track +3
centred between tricolour rules
Pantone 295 blue

department name:
8 pt Palatino small caps
track +10

rest of address:
8 pt Palatino
11 pt leading
upper and lower case
flush left
includes Queen's font
and Palatino Small Caps
and Oldstyle Figures

body of letter:
9 pt Palatino
12 pt leading
upper and lower case
flush left, rag right

8 pt Palatino
11 pt leading
flush left
upper and lower case
with Oldstyle Figures

24 April 2000

Dear members of the Queen's community,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. Nam liber tempore cum soluta nobis elelongrightarrow

Sincerely,

First Last
Director, Alumni Relations

Need any additional information? Visit the Alumni Relations website at www.queensu.ca/alumni or call 613.533.6000 ext.77960
**BUSINESS CARD**

Specifications for all official Queens University Alumni Association (QUAA) business cards are provided in the example below and are strictly adhered to by Queen’s Marketing and Communications in their development. All business cards must be printed with the full colour version of the Alumni flag.

- **1" wide full colour logo**
- **1.5" (9p)**
- **0.25" (1p6)**
- **1" (6p)**
- **0.25" (1p6)**

**First Last**
Arts’96
QUEEN’S UNIVERSITY ALUMNI ASSOCIATION
Summerhill
Queen’s University
Kingston, Ontario, Canada K7L 3N6
Tel 613.533.2035
800.267.7837 toll free
Fax 613.533.6652
name@queensu.ca
www.queensu.ca

- 10 pt Palatino, upper and lower case
- 7 pt Palatino, 9 pt leading
- upper and lower case
- 9 pt Palatino Small Caps
- 8 pt leading,
+3 pts space after
- 7 pt Palatino
- 9 pt leading
- upper and lower case
- set with Queen’s font and Palatino Small Caps and Oldstyle Figures
- all flush left

**Alumni Flag logo only.**
Unit name is identified on the right in the address block.
ENVELOPES

Specifications for all official Queen's Alumni envelopes are provided in the example below and are strictly adhered to by Queen's Marketing and Communications in their development. Queen's Alumni business envelopes are intended for use by either the Queen's University Alumni Association or by the Alumni Relations Department. They are available in full colour version only.

To aid in production, the “clear zone” as shown here has been built in as part of the original logo files.

To order envelopes, please contact Strategic Procurement Services at 613.533.2236.
OTHER ENVELOPES

- #10 invitation envelope
- Large envelopes: flag and address can be scaled slightly larger as required
- Small envelopes: logo and address size and position same as #10
- Business envelope
- A-2 invitation envelope
- 6x6 invitation envelope
FAX COVER SHEET

Specifications for official Queen's Alumni fax cover sheets are provided in the example below. Queen's Alumni fax cover sheets are intended for use by either the Queen's University Alumni Association or the Alumni Relations Department. These fax cover sheets are provided by Queen's Marketing and Communications in an electronic format for convenience. Fax cover sheets are available in black and white version only.

This transmission is confidential to the recipient noted above.
POWERPOINT PRESENTATION

To facilitate convenient application of Queen's Alumni visual identity standards, presentation templates have been created for use in Microsoft PowerPoint. These templates are intended for use by either the Queen's University Alumni Association or the Alumni Relations Department.

NOTE: Customization of templates is permitted, provided that the integrity of the Queen's University Alumni visual identity standards is maintained.

- Add body text and bullet points
- Font – Palatino

Your PowerPoint Presentation Goes Here

A subtitle can go here
Preferred placement of logo on publication back cover

The 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 7 should be used to establish the minimum distance between the logotype and address as shown. Spaces shown are minimums. Margins may be increased as suits the design of each individual application.

Depending on the type of document, or the occasion for which it is used, use either the Alumni flag logo or the Queen’s University logo. If in doubt, please consult with the Marketing and Communications Officer, Alumni Relations.
DO NOT USE

The examples shown below show some of the incorrect treatments of the Queen’s Alumni Flag logo.

- do not enclose in a box or a shape
- do not distort
- do not rotate
- full colour or grayscale only
- do not overlay any text or graphics
- wrong font
- not enough contrast with background
- do not place on busy or competing background
DO NOT USE

The examples shown below show some of the incorrect treatments of other components of the Queen's Alumni Flag logo package.

- do not overlay any text or graphics
- do not trim off crown
- wrong font and wrong size
- tricolour rules only
- rules should not extend beyond flag
APPLICATION SAMPLES

Thank-you cards, note cards

Thank-you cards, program covers, and other individual official stationery requirements are provided by Queen's Marketing and Communications consistent with the visual identity standards contained in this guide. These various stationery elements serve to reinforce a consistent and professional Queen's image to audiences with which we communicate.
APPLICATION SAMPLES

Program – front and back
APPLICATION SAMPLES

Invitations

Invitations and other printed materials form a significant public display of the Queen’s Alumni visual identity. It is important that they all bear a level of graphic consistency for the average reader and clearly appear to have come from the same ‘family’ of correspondence.

Examples of various potential invitation designs are displayed below. While there is considerable flexibility in invitation design to ensure that the most appropriate visual image is used for the intended audience, the visual identity system requires that Queen’s Alumni be clearly identified as the source of the communication.
APPLICATION SAMPLES

Invitations

You’re invited...

Tom Williams
Principal and Vice-Chancellor

Sarah Bennett, Alumna ’96
President, Queen’s Alumni Association

request the pleasure of your company

Gala Awards Dinner

honouring extraordinary alumni achievement

Thursday, 23 September, 2016
6:30 p.m. Reception
7 p.m. Dinner
Wallace Hall (John Deutsch University Centre)
University and Union Streets
Queen’s University
Kingston, Ontario

Black Tie optional – $55 per person
Reservations accepted until 15 September, 2016
Online: alumni.queensu.ca/gala-dinner
Phone: 1-800-267-7537
or 613-533-2000 extension 7894
e-mail: nikki.ev farmingtton@queensu.ca

sponsored by:

You’re invited

Invitation with perforation for RSVP

Need any additional information? Visit the Alumni Relations website at www.queensu.ca/alumni or call 613-533-6000 ext. 77960
APPLICATION SAMPLES

Kit folder, report cover

Kit folders, report covers, and other individual official stationery requirements are provided by Queen’s Marketing and Communications consistent with the visual identity standards contained in this guide. These various stationery elements serve to reinforce a consistent and professional Queen’s image to audiences with which we communicate.
APPLICATION SAMPLES

Newsletters

Newsletters provide a form of ongoing contact with alumni audiences. The example illustrated below is a sample of an acceptable newsletter format for use by either the Queen's University Alumni Association or the Alumni Relations Department.
APPLICATION SAMPLES

Email banner

Banners for use in email messages or e-newsletters have been created as shown below. Artwork is provided in two parts. The top banner is to be positioned along the top edge of the document. This consists of cropped flag image with text positioned as specified below. The bottom stripes consist of a tricolour rule and is to be positioned along the bottom edge of the piece (see e-newsletter sample on previous page).

Top banner

Bottom stripes
### QUAA Logo Files

The various QUAA logos and graphics (see next page) are provided in the following formats and colours.

<table>
<thead>
<tr>
<th>format</th>
<th>resolution</th>
<th>colour mode</th>
<th>available colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illustrator EPS</td>
<td>N/A (scalable)</td>
<td>Four-Colour Process (CMYK)</td>
<td><img src="image" alt="Four-Colour Process" /></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pantone (PMS) solid spot</td>
<td><img src="image" alt="Pantone solid spot" /></td>
</tr>
<tr>
<td>Photoshop JPEG</td>
<td>300 ppi</td>
<td>RGB (white background)</td>
<td><img src="image" alt="RGB white background" /></td>
</tr>
<tr>
<td>Photoshop PNG</td>
<td>300 ppi</td>
<td>RGB (transparent background)</td>
<td><img src="image" alt="RGB transparent background" /></td>
</tr>
</tbody>
</table>

All logo files that have been supplied in jpeg and png formats are 300ppi. They will need to be re-saved at a lower resolution for web use.

<table>
<thead>
<tr>
<th>file name</th>
<th>reproduction</th>
<th>colour</th>
<th>format*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni flag standard</td>
<td>printing press</td>
<td>four colour cmyk process</td>
<td>EPS</td>
</tr>
<tr>
<td></td>
<td>desktop office printers</td>
<td>rgb, cmyk</td>
<td>JPEG, EPS</td>
</tr>
<tr>
<td></td>
<td>web, on-screen</td>
<td>rgb</td>
<td>JPEG, PNG</td>
</tr>
<tr>
<td>Alumni flag gray</td>
<td>printing press</td>
<td>black ink only</td>
<td>EPS</td>
</tr>
<tr>
<td></td>
<td>desktop office printers</td>
<td>black</td>
<td>JPEG, EPS</td>
</tr>
<tr>
<td>Alumni flag solid</td>
<td>promotional products and some printed material</td>
<td>3 Pantone spot colours 187 red, 124 yellow, 295 blue</td>
<td>EPS</td>
</tr>
</tbody>
</table>

* File format used depends on support offered by the application.
LOGO LIBRARY

The following are accepted forms of the Queen’s Alumni logo and graphics. Each is available as listed below:

<table>
<thead>
<tr>
<th>item description</th>
<th>file name</th>
<th>notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>full colour Alumni flag</td>
<td>Alumni flag standard</td>
<td>standard general use on all Alumni material. The alternate versions shown below are only to be used in special cases where this mark cannot be used.</td>
</tr>
<tr>
<td>black and white Alumni flag</td>
<td>Alumni flag gray</td>
<td>for use in b&amp;w newspaper ads</td>
</tr>
<tr>
<td>solid colour Alumni flag</td>
<td>Alumni flag solid</td>
<td>only used for non-paper products or materials, where reproduction of the standard mark would not be technically possible. (ie, pens, glassware, etc)</td>
</tr>
</tbody>
</table>

QUAA unit signature          QUAA stacked                        signatures were developed for each unit within the Department of Alumni Relations. (see pages 4-5 of this guide). These follow the same rules and regulations as the standard Alumni marks.

QUAA unit signature          QUAA horizontal                    alternate configuration of unit signature. (see above)
<table>
<thead>
<tr>
<th>item description</th>
<th>file name</th>
<th>notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>cropped Alumni flag</td>
<td>Alumni half-flag crop</td>
<td>for use in all publications, ads pre-cropped for ease of use specifically when used in Office apps (ie Word)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alumni flag cropped and with bleed</td>
<td>Alumni half flag bleed</td>
<td>for use in all publications, ads for use in desktop publishing applications where image can bleed off the page. (ie QuarkXPress, InDesign). Crop marks are included for aiding placement and for showing minimum and maximum dimensions.</td>
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<tr>
<td>tricolour background</td>
<td>Alumni tricolour background</td>
<td>for use in all publications modified flag created specifically for use as a background. This entire image, or a portion of it, can be resized, cropped, or rotated as required. Only this Alumni Tricolour Background image can be used as such.</td>
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<td>File Name</td>
<td>Notes</td>
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<td>Alternate flag graphic with red arc</td>
<td>Alumni flag with red arc</td>
<td>For use in all publications, ads</td>
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<td>Only used in cases where the left half of the circle bleeds beyond the left edge of the page (see page 13 for example).</td>
</tr>
<tr>
<td>Alumni flag with long tricolour rules</td>
<td>Alumni flag long tricolour</td>
<td>For use on letterhead, presentations</td>
</tr>
<tr>
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<td>This appears along the top of the page. A heading can be placed between the two lines. Can be combined with the tricolour rule below (see page 14 for example).</td>
</tr>
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<td>Single long tricolour rule</td>
<td>Alumni long tricolour</td>
<td>For use on letterhead, presentations</td>
</tr>
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<td>Only to be used in combination with the flag and long tricolour rules above. This tricolour rule appears along the bottom of the page. Not to be used on its own.</td>
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<td>Alumni flag with short tricolour rules</td>
<td>Alumni flag short tricolour</td>
<td>For use in smaller sized publications</td>
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<td>This appears along the top of the page. A heading can be placed between the two lines. Can be combined with the tricolour rule below.</td>
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<tr>
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<td>Alumni short tricolour</td>
<td>For use in smaller sized publications</td>
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<td>Only to be used in combination with the flag and short tricolour rules above. This tricolour rule appears along the bottom of the page. Not to be used on its own.</td>
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FORMER LOGOS – NO LONGER IN USE

- Queen's Alumni
- Queen's University Alumni Association
- Queen's University Alumni Association
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