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 vision and values.

When a brand is easily and consistently recognizable, it strengthens public awareness. Visual consistency across faculties, departments and programs is critical in enhancing and raising Queen's profile.

The impact of our brand is measured not only by what people know about us, and how they feel about us, but by how easily they recognize Queen's and identify with the institution. By following these guidelines, you are protecting one of our most valuable assets – our brand identity.

The Visual Identity Policy for Queen's is approved by the Board of Trustees and the Queen's logo and associated marks are trademarked and protected by licensing agreements. The current trademarked Queen's logo has been a part of publications and communications to local, national and global audiences for more than 15 years.

This guide outlines the requirements for using the logo and customization of unit signatures for departments. 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.

I know we all share an immense pride in this institution – its past, its present and its future. Our rich history reflects an overwhelming unity in our traditions and in our expression of spirit. Consistent application of the Queen's logo and adherence to our Visual Identity Policy and Standards helps to strengthen the Queen's identity and public profile.

Daniel Woolf
Principal and Vice-Chancellor

Contact
If you have any questions about applying the visual standards or the correct use of logos, unit signatures, wordmarks and/or other graphics, please consult with University Marketing before moving forward.

Phone: 613.533.2035
VISUAL IDENTITY POLICY AND GUIDELINES 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 approved by the Board of Trustees in May 2000, the Visual Identity was developed in extensive consultation with faculty, staff, students, and alumni. This guide provides specific and user-friendly guidelines for proper implementation, and is available to download from the Queen’s Visual Identity Standards website at www.queensu.ca/identity. A link is also located on the University Secretariat Policy website Policy page.

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 to providing 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) 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.

For information about Queen’s web development, please go to 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 creates a strong unified presence. This flexible framework ensures our audiences will immediately identify with Queen's University regardless of audience or message or medium.

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

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 website at www.queensu.ca/identity.
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 website at www.queensu.ca/identity for more information.
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.

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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. The word "University" is set in Palatino using all capital letters.

This wordmark is treated as a distinct graphic element as letter spacing and distinctly drawn features require a consistent application. Use of the word "Queen's" in the official Queen's typeface is freely permitted (see page 11).

Acceptable specialized use of the wordmark is allowed under certain conditions only. (See page 24)

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 25).

The Queen's wordmark may not be attached to any other type or graphic element other than the signatures described on pages 25-29.

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.
COLOUR, FONTS
**TRICOLOUR COLOUR PALETTE**

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

<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>

**Additional colours used in the Queen's coat of arms**

<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 347</td>
<td>96C 0M 88Y 1K</td>
<td>0R 166G 94B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML# 00a65e</td>
</tr>
<tr>
<td>Pantone 4635</td>
<td>13C 53M 68Y 40K</td>
<td>145R 91G 61B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML# 915b3d</td>
</tr>
<tr>
<td>Pantone 527</td>
<td>75C 100M 0Y 0K</td>
<td>102R 45G 145B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML# 662d91</td>
</tr>
</tbody>
</table>
FONTS

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

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

Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

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

Queen’s

enQsu’

Includes specially developed supplementary characters, based upon Palatino to create the unique “Queen’s”. It should only be used with text appearing in Palatino.

Zapf Humanist 601 Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Also known as Optima Medium. Used for university signage.

The Queen’s “swash-Q” cannot be used as part of an independent logo

*EQUIVALENT OR ALTERNATIVE FONTS

Palatino Linotype

Palatino, Palatino Nova, Book Antiqua

Myriad Pro

Myriad, Calibri, Lucida Sans, Corbel, Verdana
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.

<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>
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<tr>
<td>Pantone 295</td>
<td>100C 68M 8Y 52K</td>
<td>17R 51G 93B HTML# 11335d</td>
</tr>
</tbody>
</table>

QUEEN’S LOGO FILES

Files can be downloaded from www.queensu.ca/identity

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Resolution</th>
<th>Colour mode</th>
<th>Available colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illustrator EPS</td>
<td>1” wide</td>
<td>N/A (scalable)</td>
<td>Four-colour process (CMYK) Pantone (PMS) spot</td>
<td><img src="colours.png" alt="Colours" /></td>
</tr>
<tr>
<td>Photoshop JPEG</td>
<td>2” wide</td>
<td>300 ppi (non-scalable)</td>
<td>RGB (white background)</td>
<td><img src="colours.png" alt="Colours" /></td>
</tr>
<tr>
<td>Photoshop PNG</td>
<td>2” wide</td>
<td>300 ppi (non-scalable)</td>
<td>RGB (transparent background)</td>
<td><img src="colours.png" alt="Colours" /></td>
</tr>
</tbody>
</table>
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 right.

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

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

REVERSE COLOUR REPRODUCTION

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

Maintain contrast between logo and background
COLOUR APPLICATION (INCORRECT USAGE)

Colour provides a powerful means of visual recognition. When consistently applied, the Queen’s colours 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](image1)

Poor contrast between logo and background

![Poor contrast between logo and background](image2)

Poor contrast between logo and background

![When used in single colour, both coat of arms and wordmark must appear in the same colour.](image3)

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

![No two-colour logo](image4)

No two-colour logo

![Full colour logo must use Queen’s wordmark in official red only. No other colour is acceptable.](image5)

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

![No tinting or ghosting](image6)

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 14.](image7)

When used in single-colour, the Queen’s logo may not be set in any colour other than as outlined on page 14.

![The Queen’s logo should not be used in grayscale](image8)

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 per cent of the entire width of the word “Queen’s” (3 x ‘x’). The lowest point of the coat of arms always rests above the top of the lower case letters in the word “Queen’s” by a factor of 5 per cent of the entire logo width (½ “x”). The coat of arms is centred in relation to the word “Queen’s”.

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

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. Reproduction of the logo in sizes smaller than this reduce the logo’s impact and make it unclear for general usage.
THE CLEAR ZONE

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

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

The area indicated in blue – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen.
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 44 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. Since 2001, it has been consistently, and must continue to be, located in the upper right location of all publications and websites 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, 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 18) 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, or unit signature, as well as the address, should appear on the back of multipage publications in the lower third of the page.

The clear zone as outlined on page 18 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.

If a unit signature is being used, see guidelines on page 29.
WORDMARK, UNIT SIGNATURES
THE WORDMARK

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

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

In all cases, Queen's Marketing must be contacted to request this artwork.
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 Queen's Marketing so that it may be created for your use. Go to the identity website at www.queensu.ca/identity for more information.

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

Artwork will be supplied as needed by Creative Services upon request for a nominal fee. Please contact Marketing at 613.533.2035.
UNIT SIGNATURES – COLOUR REPRODUCTION

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

Preferred treatment full-colour

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

Preferred treatment for the Queen's wordmark and signature is shown to the right.

Single-colour reproduction

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

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

These alternate colour options are available by request.
UNIT SIGNATURES – THE CLEAR ZONE

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

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

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

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

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

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

UNIT SIGNATURES – SIZE RESTRICTIONS

The minimum size required for unit signatures is such that the Queen's wordmark is 1” wide.
UNIT SIGNATURES – PLACEMENT

Preferred Placement of Unit Signatures on Publications

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

The clear zone (page 27) should be used to establish the minimum distance between the unit signature and surrounding elements. Margins may be increased to suit the design.

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

If a Queen’s logo is being used instead of a unit signature, see guidelines on page 22.
APPLICATION

STATIONERY
LETTERHEAD
ENVELOPES
BUSINESS CARDS
COMPLIMENT SLIPS
OTHER BUSINESS STATIONERY
PRESENTATION TEMPLATES
HUMAN RESOURCES TEMPLATES
ADVERTISING
SIGNAGE AND PLAQUES
VEHICLE MARKINGS
WEB BANNERS AND SOCIAL MEDIA GRAPHICS
INSTITUTIONAL STATIONERY

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

Stationery can be ordered online through Printing Services at 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 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 or by calling 613.533.2912.

Custom letterhead, including departmental/unit identity or graphics, can be ordered by contacting Queen’s Marketing at 613.533.2035.

A Microsoft Word file can be provided for a nominal fee.

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

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

#10 business envelope

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

12" x 9" manila envelope

LOnO
1" wide red Queen's logo

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

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

QUEEN'S UNIVERSITY VISUAL IDENTITY GUIDE
BUSINESS CARD

Specifications for all official Queen's University business cards are provided in the example below and are strictly adhered to by Queen's Marketing 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 or by calling 613.533.2912.

Custom business cards can be provided for a nominal fee by contacting Queen's Marketing at 613.533.2035.

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

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

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

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

LOGO
1" wide full colour Queen's logo
COMPLIMENT 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 in their development.

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

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

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**Logo**

1" wide red Queen's logo

**Name**

Palatino, 11 pt, upper and lower case

**Degrees and Title**

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

**Department**

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

**Address**

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

0.33" (2p) 0.33" (2p) 1.75" (10p6) Fold (optional)
OTHER BUSINESS STATIONERY

Specifications for official Queen's University fax cover sheets are provided in the example below. Fax cover sheets are provided by request from Queen's Marketing, 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, in line with the visual identity standards contained in this guide. Taken as a whole, these various stationery elements serve as an important complement and reinforcement of a consistent and professional Queen's image to the audiences we communicate with.

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

A generic notepad is available in 2 sizes (5.5 x 8.5 inches or 4.25 x 5.5 inches) They can be provided for a nominal fee. Contact Queen's Marketing at 613.533.2035.
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
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 set up and designed by a search firm, it must follow the Visual Identity Guidelines. Please note that the preferred style for an advertising template that is designed by a search firm does not include the firm or agency’s logo, instead, a reference to the firm should appear in the closing paragraph to direct applicants to the proper parties. Should a search firm logo be deemed necessary there is a specific template outlining logo placement.
Below are samples of recent ads using the Queen's logos and brand graphics. Contact University Marketing, 613.533.2035, for approval of logo placement.
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 that govern the display, creative treatment and production of signage on Queen's campus.

Signage is ordered through Campus Planning and Development. Queen's Marketing 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:
Yvonne Holland
Physical Plant Services

Floorplans

Dedication plaque

Marketing
Creative Service
Electronic Communications

John Watson Hall
49 Queen's Crescent

Exterior

Interior
VEHICLE MARKINGS

The illustrations of vehicles below demonstrate logo placement and approximate sizes. In order to maintain consistency and quality, it is best to use decals or professional stencil applications when reproducing the logo on individual vehicles. Queen’s Marketing is available to provide graphic assistance to meet individual vehicle-marking needs and to help ensure graphical consistency.

In all cases, it is important for Queen’s University-owned vehicles to be appropriately marked for ease of identification and to maintain a professional institutional image. Individual departments or units are encouraged to follow the guidelines below.
WEB BANNERS AND SOCIAL MEDIA GRAPHICS

The examples of web banners and social media graphics below illustrate the necessary placement of the Queen’s logo and wordmark and preferred style for electronic platforms as they conform to legislated accessibility policies for the public sector. Contact Marketing at 613.533.2035 to order a custom designed banner or social media graphic for your digital communications.
TRADEMARKS AND LICENSING
TRADEMARK LICENSING POLICY

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

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

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

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

The list of the current licensees is available at www.queensu.ca/studentaffairs/trademark-licensing.

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

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

Queen's Marks: Standards of Use

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

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

- Usage of the official Queen's logo 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).

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

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

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

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

- Electronic reproductions of all trademarks are permitted only in the 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 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.

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

4 General Wordmarks
The registered words “Queen’s”, “Queen’s University”, and “Tricolour” are marks of the university despite the particular style in which they are printed or used.

5 Retired Queen’s University Logo

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

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

9 Queen’s University 175th Anniversary
See the 175th Anniversary Visual Identity Guide.
QUEEN’S UNIVERSITY SUB-BRANDS

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

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

QUEEN’S 175TH ANNIVERSARY

See the 175th Anniversary Visual Identity Guide.
ATHLETICS & RECREATION

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.