We designed this guide to help you create alumni-focused marketing and communications with clarity and consistency.

This is the right place to start, but these guidelines are not exhaustive. Please reach out to advmarketing@queensu.ca for help if needed.
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Brand Identity
Primary Logo

This is the primary logo for Queen's Alumni and the cornerstone of our visual identity.

The wordmark can be inverted to white to ensure legibility on darker backgrounds. This approach can be applied to all logotypes outlined in this guide.
Primary Greyscale Logo

The primary greyscale logo should only be used when colour printing is unavailable.

Again, the wordmark can be inverted to white to ensure legibility on darker backgrounds.
Primary Logo
Clearspace & Minimum Size

Clearspace
The minimum clearspace is a square unit equal to a third of the flag's width.

Minimum Size
The primary logo should never be smaller than the outlined sizes.
Primary Icon

This is the primary icon for Queen’s Alumni and is useful in limited-space applications or as a graphic ornament. However, this version should only be used when the Queen’s Alumni brand has been established through medium or message (e.g., on alumni website, social media, merchandise, etc.).
Primary Greyscale Icon

The primary greyscale icon should only be used when colour printing is unavailable.
Primary Icon
Clearspace & Minimum Size

**Clearspace**
The minimum clearspace is a square unit equal to a third of the flag's width.

**Minimum Size**
The primary icon should never be smaller than the outlined sizes.

- **Print**
  - $X = 0.40''$

- **Digital**
  - $X = 38px$
Primary Association Logos

These are the primary logos for our Queen's Alumni Associations. These versions should be used in all branded association material.
Primary Association
Greyscale Logos

The primary greyscale association logos should only be used when colour printing is unavailable.
Primary Association Logo

Clearspace & Minimum Size

**Clearspace**
The minimum clearspace is a square unit equal to a third of the flag’s width.

**Minimum Size**
The primary association logo should never be smaller than the outlined sizes.

- **Print**
  - $X = 2.25''$
- **Digital**
  - $X = 216px$
Sub-Brand Logos

Queen’s Alumni sub-brand logos should be used in all branded material for the approved sub-brands.

Sub-brand logos can be requested from the Marketing and Publications team (Advancement).
Sub-Brand Greyscale Logos

The sub-brand greyscale logos should only be used when colour printing is unavailable.
Primary Association Logo
Clearspace & Minimum Size

**Clearspace**
The minimum clearspace is a square unit equal to a third of the flag’s width.

**Minimum Size**
The primary logo should never be smaller than the outlined sizes.

Print
X = 2.25"

Digital
X = 216px
Improper Usage

The Queen’s Alumni logos should not be altered. The following are examples of incorrect usage and should be avoided. The same rules apply for all logos outlined in this guide.

1. Do not stretch
2. Do not alter proportions
3. Do not rotate or tilt
4. Do not rearrange the logo elements
5. Do not add a drop shadow
6. Do not add a stroke to the logo
7. Do not alter the Queen’s Alumni type
8. Do not use non-brand colours, secondary colours or gradients in the logo
9. Do not add other elements to the logo
Colour Palette
Primary & Secondary Colour Palettes

Primary Tricolour
The primary tricolours are used to colour the flag icon in the Queen’s Alumni logo. They can also be used as colour blocking for the background of type. However, all logos outlined in this guide should never be used on top of the primary colours.

Secondary Colour
The secondary colour palette should never be used in any of the logos outlined in this guide. These colours can be used as backgrounds to support the primary colour palette.
Background Colours

**Correct Usage**
The primary logo on a white background is the preferred treatment and should be used whenever possible. The white background has been chosen to maintain the integrity of the brand in all scenarios.

If the logo has to be placed on a black or coloured background, make sure there is enough visibility and contrast between the logo and its background. This should be the secondary option.

**Incorrect Usage**
To ensure visibility and enough contrast, the logos outlined in this guide should never be used Queen’s yellow.
Typography
Typefaces

Consistent application of typography is required to maintain the Queen's brand design style.

Queen's University fonts support a digital-first approach and help ensure accessibility.

To preserve the uniqueness of the Queen's logo, do not use Palatino, the serif font used in the Queen's wordmark.

Obtaining typefaces
Contact the Brand, Trademarks and Licensing Manager to obtain a license for Gotham ScreenSmart. The alternate sans serif font, Open Sans, is available for instant download.
Gotham ScreenSmart

**Primary sans serif font**
Gotham ScreenSmart is adapted specifically for legibility on screen.

**Usage**
- Primary title font
- Headings
- Subheadings
- Intro paragraphs
- Quotes
- URLs
- Small fields of body copy in print applications.

**All Caps**
Capitalization should only be used for purposeful differentiation or emphasis to retain maximum accessibility. Avoid using all caps for any text longer than a few words.

**Usage of alternate Q**
The alternate Q is for titles, headings, and subheadings. Access this character through glyphs (Adobe) or the advanced tab in fonts (Microsoft).
Open Sans

**Secondary sans serif font**
Open Sans is optimized for print, web, and mobile interfaces.

**Primary uses**
It is the primary body copy for print and digital applications including:
- Websites
- Presentations (Powerpoint)
- Text documents (Word)
- Captions
- Footnotes
**Volkov**

**Alternate serif font**

Volkhov is an alternate title and heading font which provides brand users with flexibility, especially for creating emphasis.

AaBbCc123!&$  
**Volhov Regular**

AaBbCc123!&$  
**Volhov Italic**

AaBbCc123!&$  
**Volhov Bold**

AaBbCc123!&$  
**Volhov Bold Italic**
This is what a header looks like

This is what subhead looks like.

Body copy should be easy to read. Use Open Sans for body copy as it has excellent legibility. Please observe the minimum point size for body copy which is 10 point. Also, keep the line height as ‘open’ as possible, giving blocks of text ‘room to breathe.’

This is what an inline subhead looks like

Eque illum elloratur modit unt, eos praepro rernate dis alit voluptatio blab ipicimp alibus et ut assedior maios dolupta tibusam fugia doluptur? Cest, con con nis dolupta qui dollesc illupti dolupiet pa dolorem dent aliquod quam adition parciae pa dolecul laboreped etus re, estem que venditem atus, sequis core optat endae sequate volo.

This is an example of a caption.
Sample Applications
Report Covers

Report to Stakeholders
Priorities and Progress

March 2021
Stationary

Queens Student Alumni Association

May 12, 2021

Consueturus adhiscipilum etiam, sed et eum id tempore incidunt ut labore et non dolorum magna aliquia. In anti-est lorem sed, qui namod exercitation ullamco
labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

Stationary items:

- Pens
- Envelopes

President
Queens Student Alumni Association
Social Media
Apparel
Merchandise
Contact
For further information or assets, please contact our Marketing and Publications team at advmarketing@queensu.ca