Visual Identity Guide

Presentation - Arts and Science - May 25, 2022
Updated
increased letter and line spacing
bolder sans serif ‘university’
revised swash on the letter ‘Q’
Original

Simplified
motto ribbon and details removed
more natural green, purple, brown
Shield
select applications:
social media profile picture

Coat of Arms
ceremonial applications:
convocation program
<table>
<thead>
<tr>
<th>Logo Backgrounds</th>
<th>Blue</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Colour</td>
<td><img src="image1" alt="Queen's University Logo" /></td>
<td><img src="image2" alt="Queen's University Logo" /></td>
<td><img src="image3" alt="Queen's University Logo" /></td>
</tr>
<tr>
<td>Full Colour Reverse</td>
<td><img src="image4" alt="Queen's University Logo" /></td>
<td><img src="image5" alt="Queen's University Logo" /></td>
<td><img src="image6" alt="Queen's University Logo" /></td>
</tr>
</tbody>
</table>

### One Colour Logo Backgrounds

<table>
<thead>
<tr>
<th>Colour</th>
<th>Blue</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7" alt="Queen's University Logo" /></td>
<td><img src="image8" alt="Queen's University Logo" /></td>
<td><img src="image9" alt="Queen's University Logo" /></td>
<td></td>
</tr>
<tr>
<td><img src="image10" alt="Queen's University Logo" /></td>
<td><img src="image11" alt="Queen's University Logo" /></td>
<td><img src="image12" alt="Queen's University Logo" /></td>
<td></td>
</tr>
<tr>
<td><img src="image13" alt="Queen's University Logo" /></td>
<td><img src="image14" alt="Queen's University Logo" /></td>
<td><img src="image15" alt="Queen's University Logo" /></td>
<td></td>
</tr>
</tbody>
</table>
November 30, 2021

Julie Smith
123 Street Name
Kingston, Ontario  K7L 3N6

Dear Julie,

Nunc nibh nisl, luctus nec purus nec, vulputate ultrices turpis. Morbi rhoncus felis enim, sed condimentum augue tempor et. Etiam ex erat, tincidunt sed varius eu, congue a magna.


Sincerely,

Firstname Lastname
Title
Main Faculty or Department
Queen's University,
99 University Avenue, Kingston, Ontario, Canada  K7L 3N6
queensu.ca
Logo Lockups
Tier 1
Faculty
or School

Tier 2
Department

Tier 1 & 2
Combined
or
Department & Sub-department
Combined
<table>
<thead>
<tr>
<th>Tier 1</th>
<th>Main Administrative Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 2</td>
<td>Sub-department</td>
</tr>
<tr>
<td>Tier 1 &amp; 2</td>
<td>Combined or Department &amp; Sub-department Combined</td>
</tr>
</tbody>
</table>

Administrative Logo Lockups
Graphic Lockups

- Administrative and academic programs with pre-existing symbols or logos
- Associated units and partnerships including research groups, labs, centres, and institutes
- No new stand-alone logos, lockups, or symbols for faculties, schools, and administrative departments forward.

<table>
<thead>
<tr>
<th>Academic Department</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDIGENOUS FUTURES IN ENGINEERING</strong> at Queen's University</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Administrative Department</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOUR DIRECTIONS INDIGENOUS STUDENT CENTRE</strong> at Queen's University</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CARBON TO METAL COATING INSTITUTE</strong> at Queen's University</td>
</tr>
</tbody>
</table>
## Naming Conventions

<table>
<thead>
<tr>
<th>Logo Lockup</th>
<th>Name in Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Queen's University ARTS AND SCIENCE Logo" /></td>
<td>Faculty of Arts and Science</td>
</tr>
<tr>
<td><img src="image" alt="Queen's University MEDICINE Logo" /></td>
<td>School of Medicine</td>
</tr>
<tr>
<td><img src="image" alt="Queen's University Undergraduate Admission and Recruitment Logo" /></td>
<td>Office of Undergraduate Admission and Recruitment</td>
</tr>
<tr>
<td><img src="image" alt="Queen's University STUDENT AFFAIRS International Centre Logo" /></td>
<td>Queen's University International Centre in the department of Student Affairs</td>
</tr>
</tbody>
</table>
### Tertiary Signatures

<table>
<thead>
<tr>
<th>Program</th>
<th>Degree</th>
<th>Collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queen's University</td>
<td><strong>Infection Prevention and Control Program</strong></td>
<td>Queen's University</td>
</tr>
<tr>
<td>Queen's University</td>
<td><strong>Infection Prevention and Control Program</strong></td>
<td>Queen's University</td>
</tr>
<tr>
<td>Queen's University</td>
<td><strong>Physics+</strong></td>
<td>Queen's University</td>
</tr>
</tbody>
</table>
Logo Lockups and Signatures

• Tier 1 lockups available for download on Brand Central.
• All other lockups can be requested through the Brand Central contact page.
• Lockup sets include:
  – horizontal and vertical orientations
  – full colour, full colour reverse, black, white
  – RGB colour for digital applications (.eps, .png)
  – CMYK colour for print applications (.eps, .jpg)
  – wordmark lockups available upon request
• Lockups may be used in marketing, communications, business applications, and on merchandise. They are not recommended for websites, social media, or official printed stationery.
• Lockups should not appear with a Queen’s logo
Typography
All levels of typographic hierarchy in websites and business applications (Powerpoint, Word), and body copy in designed applications (brochures, advertising etc.)

Titles and headlines, to convey a different tone and personality in designed applications (brochures, advertising, etc.)
**GOTHAM**

Titles, headings, subheadings, URLs, and small amounts of copy in designed applications (brochures, advertising, etc.)

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**Open Sans**

All levels of typographic hierarchy in websites and business applications (Powerpoint, Word), and body copy in designed applications (brochures, advertising etc.)

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**Volkhov**

Titles and headlines, to convey a different tone and personality in designed applications (brochures, advertising, etc.)
Colour
### Primary Colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queen's Blue</td>
<td>295</td>
<td>100, 63, 0, 67</td>
<td>0, 36, 82</td>
<td>#002452</td>
</tr>
<tr>
<td>Queen's Gold</td>
<td>124</td>
<td>0, 29, 100, 1</td>
<td>250, 189, 15</td>
<td>#fabd0f</td>
</tr>
<tr>
<td>Queen's Red</td>
<td>187</td>
<td>0, 100, 74, 26</td>
<td>185, 14, 49</td>
<td>#b90e31</td>
</tr>
</tbody>
</table>

### Secondary Colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td></td>
<td>0, 0, 0</td>
<td>255, 255, 255</td>
<td>#ffffff</td>
</tr>
<tr>
<td>Medium Grey</td>
<td></td>
<td>0, 0, 40</td>
<td>167, 169, 172</td>
<td>#db6f00</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td>0, 0, 100</td>
<td>33, 33, 33</td>
<td>#212121</td>
</tr>
<tr>
<td>Light Limestone</td>
<td></td>
<td>0, 0, 0, 5</td>
<td>241, 242, 242</td>
<td>#f1f2f2</td>
</tr>
<tr>
<td>Limestone</td>
<td></td>
<td>0, 0, 0, 10</td>
<td>230, 231, 232</td>
<td>#e6e7e8</td>
</tr>
<tr>
<td>Darkest Grey</td>
<td></td>
<td>0, 0, 0, 20</td>
<td>209, 211, 212</td>
<td>#d1d3d4</td>
</tr>
<tr>
<td>Dark Grey</td>
<td></td>
<td>0, 0, 0, 30</td>
<td>185, 187, 190</td>
<td>#b90e31</td>
</tr>
<tr>
<td>Dark Limestone</td>
<td></td>
<td>0, 0, 0, 40</td>
<td>0, 49, 70</td>
<td>#6a625c</td>
</tr>
</tbody>
</table>
**Accessible Colour Contrast**

<table>
<thead>
<tr>
<th>Level AAA</th>
<th>Level AA</th>
</tr>
</thead>
<tbody>
<tr>
<td>The visual presentation of text has a contrast ratio of at least 7:1, except for large-scale text which has a contrast ratio of at least 4.5:1.</td>
<td>The visual presentation of text has a contrast ratio of at least 4.5:1, except for large-scale text which has a contrast ratio of at least 3:1.</td>
</tr>
</tbody>
</table>


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Colour Application
Colour Blocking

Report Cover
Pole Pennant Set
Social Media Template
Instagram Grid
Full-page Ad
Colour Application
Minimal Colour
Photography and Videography
Photography and Videography

**Authentic**
Capture candid, authentic moments

**Ownable**
Feature activities and settings that are distinctly Queen’s

**Engaging**
Create a strong focus

**Unexpected**
Look for an unexpected viewpoint, angle, or focus

**Inspiring**
Provide context and tell a story

**Illuminated**
Use natural light to add glow and warmth

**Energetic**
Focus on action and expression

**Inclusive**
Ensure diverse members of the Queen's community are represented
Photography and Videography

Authentic
Capture candid, authentic moments

Ownable
Feature activities and settings that are distinctly Queen’s

Engaging
Create a strong focus

Unexpected
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Inspiriting
Provide context and tell a story

Illuminated
Use natural light to add glow and warmth

Energetic
Focus on action and expression

Inclusive
Ensure diverse members of the Queen’s community are represented

Obtain consent from subjects using the consent form provided
Brand Resources
January 10, 2022
Julie Smith
123 Street Name
Kingston, Ontario K7L 3N6

Dear Julie,

Nunc nibh nisl, luctus nec purus nec, vulputate ultrices turpis. Morbi rhoncus felis enim, sed condimentum augue tempor et. Etiam ex erat, tincidunt sed varius eu, congue a magna.

Aliquam erat volutpat. Cras dignissim ac urna a facilisis. Ut dignissim non odio ac dignissim.

Nam rhoncus lacinia lectus, nec eleifend ligula feugiat sit amet. Nunc sodales libero ut neque pellentesque dictum.

In lacus nunc, sollicitudin at justo in, semper luctus lectus. Proin hendrerit fermentum sodales. Phasellus varius nibh ac mauris ultricies, non pulvinar metus laoreet. Cras accumsan dictum non sollicitudin. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur faucibus lorem blandit, ullamcorper urna a, rutrum quam.


Sincerely,

Firstname Lastname
Title
Faculty or Department,
Sub-department

C  000-000-0000
T  000-000-0000 ext 00000
your.email@queensu.ca
queensu.ca/website

Queen’s University
Building Name, Floor, Office
Street Number and Name
Kingston, Ontario, Canada  X1X 1X1

Business Card

Envelopes

Earl E.增至

Interior

3rd Floor
Central Admin Building
University Relations
Office of the VP University Relations
Digital Strategy, Government and Institutional Relations
Issues and Media Relations

Patrick Deane
Principal and Vice-Chancellor

Exterior

Douglas Library
93 University Avenue
Design Tips
<table>
<thead>
<tr>
<th>Full Signature</th>
<th>Reply/Forward Signature</th>
</tr>
</thead>
</table>
| **Firstname Lastname** (pronouns), Credentials  
Job Title  
Faculty or Department  
Sub-department (if applicable)  
C: 000-000-0000  
T: 000-000-0000 ext 00000  
Alt: 000-000-0000  
your.email@queensu.ca  
queensu.ca |
| **Firstname Lastname** (pronouns), Credentials  
Job Title  
Queen's University  
Faculty or Department  
Sub-department (if applicable) |

Queen's University  
Building or Hall Name, Wing Name, Floor Number, Room Number  
Street Number and Name  
Kingston, Ontario, Canada  
POSTAL CODE

University ranking, campaign copy, etc.

Queen’s University is situated on the territory of the Haudenosaunee and Anishinaabe.  
Ne Queen’s University e’tho norwe nikanōnhsote  
tsii norwe ne Haudenosaunee tānnon Anishinaabek  
tehatshnōnhsahere ne ōhontsaa.  
Gimaakwe Gchi-gkinoomaagegamig atemagad  
Naadowe miinwaa Anishinaabe aking.
Tricolour Internal Presentation Title Page

Presentation Subtitle

APRIL 1, 2022
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Enim blandit volutpat maecenas volutpat. Consectetur a erat nam lectus.


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Text Page with Blue Call-out Box

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Enim blandit volutpat maecenas volutpat. Consectetur a erat nam lectus.


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Social Media Profile

Queen's University
Queen's University is focused on solving the world's most pressing concerns through scholarship, discovery, and innovation.

99 University Avenue, Kingston, Ontario
Social Media Post and Story Templates

Sample Instagram Grid
Social Media Post and Story Templates

Organic Instagram post (branded environment)

Paid Instagram ad (branded environment)

Paid ads (unbranded environment)
Social Media and Digital Advertising

- Instagram post and story on department account (branded environment)
- Instagram story on central Queen’s account (branded environment – department name added)
- On-campus video screen ad (unbranded environment – full lockup added)
COVID-19 Vaccine Walk-in Clinic

for students, staff, and faculty

Friday, January 21st 9:30am - 4pm
Mitchell Hall, 1st Floor, Main Atrium

Student Affairs Student Wellness Services
COVID-19 Vaccine Walk-in Clinic

for students, staff, and faculty

Friday, January 21st 9:30am - 4pm
Mitchell Hall, 1st Floor, Main Atrium
COVID-19 Vaccine Walk-in Clinic

for students, staff, and faculty

Friday, January 21st 9:30am - 4pm
Mitchell Hall, 1st Floor, Main Atrium
Next Steps

• Update your email signature
• Update social media profiles with the profile pictures provided on Brand Central and refresh the profile image
• Review the Visual Identity Guide to ensure you are fully informed on the updated Visual Identity
• Tier 1 – Arts and Science Lockups and Queen’s logos are currently available on the Brand Central Website
• Download the free brand font Open Sans, which is used the main font for copy including the Microsoft templates
• A link to the Arts and Science branded assets: word document, digital letterhead, powerpoint template, video end screen and lower thirds will be made available following the presentation
• The departmental lockup list is being compiled and the lockups will be created before the end of June, with each department will receive a link to their lockups and any requested branded assets
• Ensure that the updated branding is used on printed and permanent pieces first and then work your way through updating other applications
• Updated printed Queen’s stationery will be available to order in approximately one month