The Bader International Study Centre

Guideline Document

BISC Visual Identity Guide

Guideline

Name:	BISC Visual Identity Guide
Contact:	Duncan Watkinson – Communications & Advancement Officer, BISC
Purpose:	A brief guide to the BISC's visual identity, in support of the existing Queen's visual identity guidelines set out at https://www.queensu.ca/identity/guide

The BISC has an agreed visual identity which is to be applied to all official documents and literature, both in print and online. The purpose of the visual identity is to create a brand which is unique to the BISC, but which also aligns the BISC closely with our parent organisation, Queen's University.

The key elements of the BISC's visual identity are:

- the Queen's crest
- the BISC logo
- the BISC unit signature/wordmark
- the BISC fonts
- the BISC pantones

The Queen's crest

Where only one instance of a crest/logo can be used, the Queen's crest will take precedence. The BISC logo will be used as a secondary logo on the letterhead, marketing literature and the website. However, it will be the primary logo for BISC-branded merchandise such as scarves and hoodies.

The Queen's crest should be used as described in the following document:
www.queensu.ca/sites/default/files/assets/pages/QU-Visual-Identity-Guide-2018-03.pdf

The BISC logo

The location of the BISC logo is determined by the location of the Queen's crest as set out in the visual identity guide above. Therefore, the BISC logo when used as a secondary logo, should be placed at the foot of documents where the Queen's crest is at the head, or at the head of documents where the Queen's crest is placed at the foot (usually on the reverse of a document). The BISC logo and Queen's crest should not be located side-by-side.

The BISC Logo

Colours used:

RED: #990033 – Crest outline

BLUE: #003366 – Castle, bridge and moat

GOLD: #ffcc33 - Flag

WHITE: #ffffff – Crest fill

Alternative Colours

If publications or branded merchandise require a single-colour representation of the BISC logo, then only black and white, or the blue/red of the BISC tricolour should be used. Please note that white fill is only ever to be used in the full-colour version of the BISC logo. The fill of all other variations of the BISC logo should always remain transparent.

These versions of the BISC logo can be printed onto light background colours, provided that the contrast is such that the BISC logo remains legible. It is for this reason that printing a single-colour version of the BISC logo in BISC Gold should be avoided.

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The BISC Unit Signature

The BISC Unit Signature, or Wordmark, comprises the BISC logo, followed by a separator and approved font in capitals. The right edge of the BISC logo and left edge of our font are set at equal distance from the separator.

The words 'BADER INTERNATIONAL STUDY CENTRE' appear in Myriad Pro font. Please note the first letter of every word appears in a slightly larger font size.

The words 'CAMPUS AT HERSTMONCEUX CASTLE' appear in Palatino Linotype font and use a font of equal size throughout.

BISC Fonts

The fonts used in the visual identity follow those recommended in Queen's visual identity. The intention is that headings are described in sans serif fonts and the main body of text in serif fonts. The Queen's approved blue (#003366) has been added to differentiate further between headings and main text.

		Main Body	Headings
Font	*Preferred:*	Palatino Linotype	Calibri
	Alternatives:	Palatino, Palatino Nova, Book Antiqua	Myriad, Myriad Pro, Lucida Sans, Corbel, Verdana
Font Size		11pt (Palatino Linotype)	Heading 1: 32pt (Calibri), Queen's blue (#003366)
			Heading 2: 18pt (Calibri), bold, Queen's blue (#003366)
			Heading 3: 14pt (Calibri), bold, Queen's blue (#003366)

The BISC Pantones

The BISC's website uses an approved colour palette:

#003366 – BLUE e.g. Main strap and footer: www.queensu.ca/bisc/

#990033 – RED e.g. Breadcrumb bar: www.queensu.ca/bisc/academics/why-choose-us

#ffcc33 – GOLD e.g. Highlighted font on homepage carousel: www.queensu.ca/bisc/

#4e8dcc – LIGHT BLUE e.g. Highlighted buttons: www.queensu.ca/bisc/admissions/first-year

#357797 = CYAN – e.g. Bursary info: www.queensu.ca/bisc/academics/upper-year-program

Colour provides a powerful means of visual recognition. Special effort should be made in all BISC marketing materials, especially those that direct users to the BISC website, to ensure that design elements use these colours where possible. Consistency is key to maintaining a strong and co-ordinated BISC brand.

For more Information:

BISC Staff/Faculty can refer to the BISC's visual identity guidelines on our website for additional resources, including downloadable versions of all logos and wordmarks described in this document. Please visit: https://www.queensu.ca/bisc/staff-home/visual-identity (Access requires a BISC login.)

Date Approved:	07/02/2019
Approval Authority:	Dr. Hugh Horton, Vice Provost & Executive Director, BISC