

# Visual Identity Guide

November 2023

# New name. New era. Engineering education transformed.

**Our new name marks the start of a transformative era in engineering education.**

The logo for Smith Engineering at Queen's is a dynamic symbol of this evolution, expressing our commitment to the engineers of tomorrow and our mission to foster positive global change.

Crafted with building blocks, the logo represents the layered challenges and diverse solutions engineers engage with every day, and when animated it comes alive, capturing the energizing spirit of invention, re-invention, and transformation.

**This is a future-focused visual identity built to last.**

Within this visual identity guide, we provide guidance and tools to help you use the new logo and visual elements consistently and effectively.

Now, let's turn the page on our exciting new chapter and tell the story of Smith Engineering at Queen's together.

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# Nomenclature

## Nomenclature

Referencing the new engineering faculty name correctly and consistently is very important in establishing and retaining a strong sub-brand.

**The primary and preferred name for the faculty is “Smith Engineering.”** This short version of the faculty name is used in the logo, most text references, and in high-visibility applications like signage and advertising.

When referencing the faculty **in text, the first instance must include the university name: “Smith Engineering at Queen’s University.”** Subsequent references should then be “Smith Engineering”, or “the faculty” for variation.

**The official faculty name is “Stephen J.R. Smith Faculty of Engineering and Applied Science at Queen’s University.”** This version of the faculty name is limited to select formal, legal, and ceremonial applications. Examples of these items include legal documents and official letters.

**The following retired and/or shortened faculty references should never be used:**

- Queen’s Faculty of Engineering and Applied Science
- Queen’s Engineering
- FEAS
- Smith

## Smith Engineering

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Primary Name

## Smith Engineering at Queen’s University

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Primary Name, First Text Reference

## Stephen J.R. Smith Faculty of Engineering and Applied Science at Queen’s University

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Official Name

# Logo

## Smith Engineering Logo

The Smith Engineering logo is the **official visual representation of the engineering faculty** and is available in a variety of formats, each appropriate for different uses.

The logo consists of two elements – the **Graphic** and the **Wordmark**.

The logo **Graphic** is a bold and dynamic mark.

The **Wordmark** features “Smith Engineering” in all caps, and “Queen’s University” in titlecase below.



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Graphic

The wordmark logo consists of the text "SMITH ENGINEERING" in a bold, dark blue, sans-serif font, stacked above "Queen's University" in a smaller, dark blue, sans-serif font with titlecase.

**SMITH  
ENGINEERING**  
Queen's University

---

Wordmark

## Orientation Versions

There are two Smith Engineering logo orientations which provide the flexibility to use the logo in a wide variety of applications.

### Horizontal Logo

The horizontal orientation of the Smith Engineering logo is recommended for applications with a **left or right justification**. It is the preferred version for **digital environments** and works well in horizontal applications such as a website header.

### Vertical Logo

The vertical orientation of the Smith Engineering logo is recommended for applications with a **centred alignment** and for more **formal and ceremonial applications** like certificates and awards. It is also a good choice when a larger graphic is required such as on merchandise.



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Horizontal Logo



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Vertical Logo



## Clear Space and Minimum Size

### Clear Space

A minimum **clear space must be maintained** around the Smith Engineering logo at all times in order to preserve its impact and integrity.

The clear space for the logo is set as **half of the width of the logo graphic**, extending from the furthest edges of the logo on the top, bottom, and sides.

No other type or graphic element may appear within the prescribed clear space, including the edge of an application.

The one exception to this rule is for the typography in the approved Academic and Administrative logo lockups created and provided by University Relations. Lockups combine a unit or department name with the Smith Engineering logo in a templated design.

### Minimum Size

The recommended minimum sizes have been established to **maintain the legibility of the Smith Engineering logo**. The horizontal logo should be no smaller than 1.3" or 130 pixels wide. The vertical logo should be no smaller than 1" or 100 pixels wide.



**Horizontal Logo**  
1.3" wide for print  
130px wide for digital



**Vertical Logo**  
1" wide for print  
100px wide for digital

## Logo Colour Versions

There are several colour versions of the Smith Engineering logo available in both horizontal and vertical formats.

**The full colour reverse logo on a Queen's Blue background or the one-colour blue logo on a Queen's Gold background should be used whenever possible.**

For black and white applications in which colour is not available, the one-colour black or white logo can be applied.

### Accessible Colour Contrast

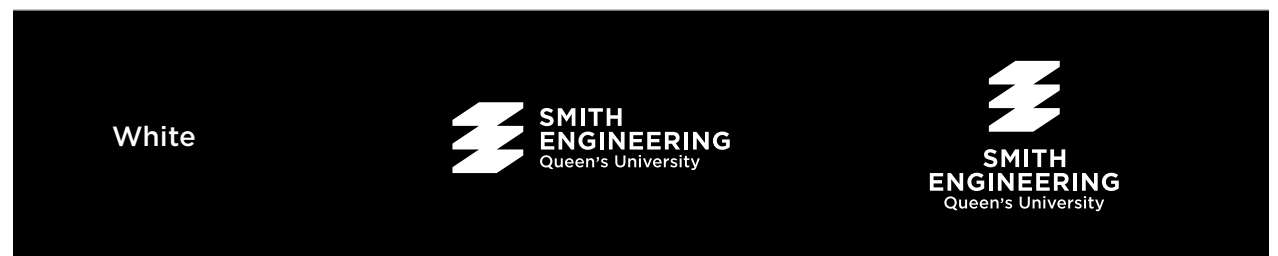
The level of contrast between the Smith Engineering logo and a background must comply with Accessibility for Ontarians with Disabilities Act (AODA) standards. Please use the approved logo and background combinations which have been confirmed with the [contrast checker tool](#).

For additional information, visit the Queen's [Accessibility Hub](#).

### Full Colour



### One Colour



## Logo Colour Versions

### Full Colour Reverse

The full colour reverse logo is the **preferred version on a Queen's Blue background** and should be used wherever possible.

It can also be used on photographs with a dark, open space on which it will be clearly legible.

It should not be used on black, dark grey, Queen's Red, Queen's Gold, or any background colours other than Queen's Blue.

### Accessible Colour Contrast

The level of contrast between the Smith Engineering logo and a background must comply with Accessibility for Ontarians with Disabilities Act (AODA) standards. Please use the approved logo and background combinations which have been confirmed with the [contrast checker tool](#).

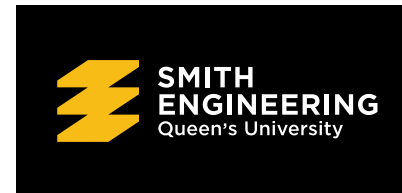
For additional information, visit the Queen's [Accessibility Hub](#).



✓ Queen's Blue



✓ Dark Photos (ie night sky)



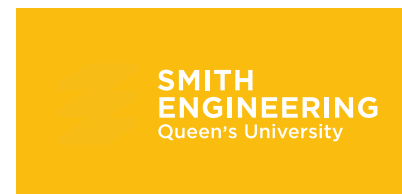
✗ NOT on Black



✗ NOT on Grey



✗ NOT on Queen's Red



✗ NOT on Queen's Gold



✗ NOT on Colours

## Logo Colour Versions

### Blue

The one-colour Queen's Blue logo is the **preferred version for light backgrounds**.

It should be used primarily on a Queen's Gold background to incorporate the two dominant brand colours or on a white or light grey background when necessary.

It can also be used on photographs with a light, open space on which it will be clearly legible.

It should not be used on Queen's Red, black, dark grey, or any background colours other than Queen's Gold.

### Accessible Colour Contrast

The level of contrast between the Smith Engineering logo and a background must comply with Accessibility for Ontarians with Disabilities Act (AODA) standards. Please use the approved logo and background combinations which have been confirmed with the [contrast checker tool](#).



✔ Queen's Gold



✔ White



✔ Light Grey



✔ Light Photos (ie blue sky)



✘ NOT on Queen's Red



✘ NOT on Black or Dark Grey



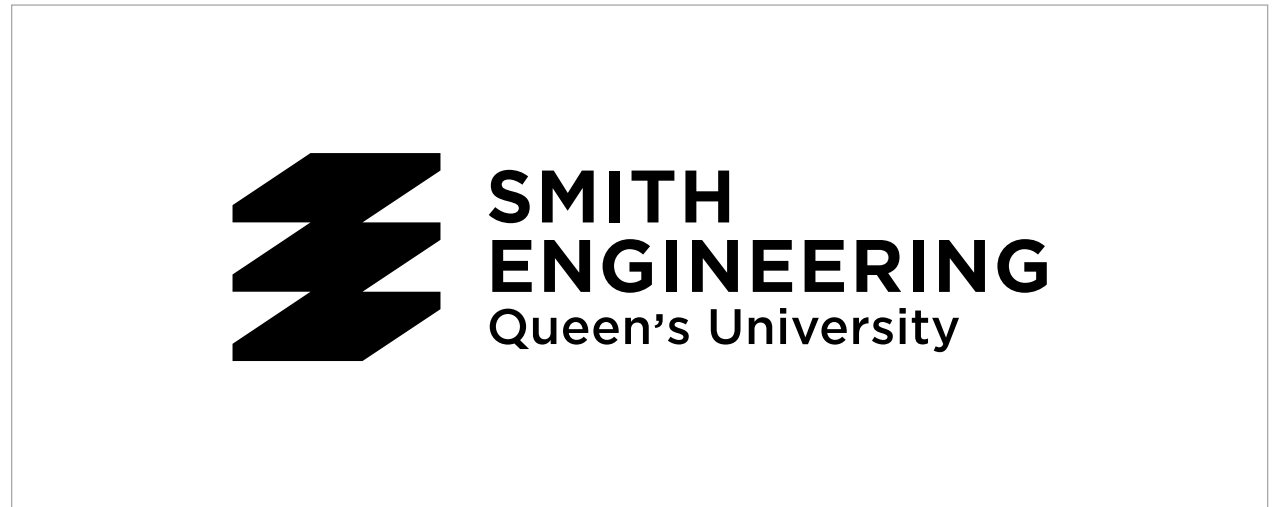
✘ NOT on Colours

## Logo Colour Versions

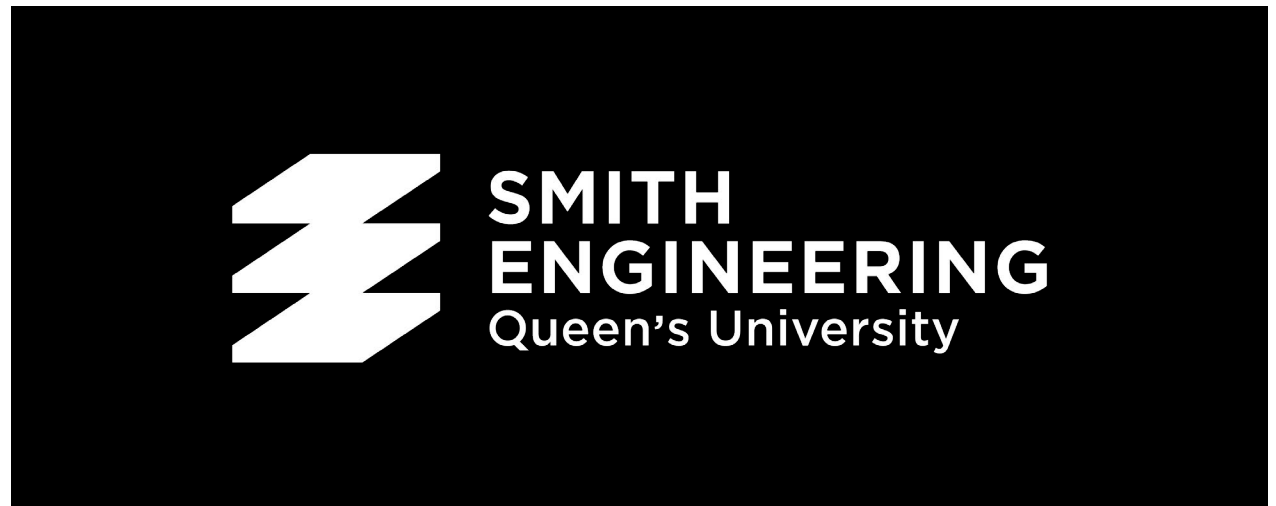
### Black and White

The monochromatic logos can be used in **black and white applications where colour is not available** or black and white is required.

Do not use a black or white logo on a coloured or photographic background.



✔ Black Logo on White



✔ White Logo on Black

# Incorrect Use

## Logo Modifications

It is imperative that the integrity of the Smith Engineering logo be maintained at all times. It is our most important sub-brand asset and **cannot be altered in any way**.

The following are examples of how the logo cannot be modified or used.

**These parameters apply to all logo and lockup versions.**

It is **not permitted to extract any part of the logo, including the graphic or wordmark**, and use it in another logo, graphic, or design. The one exception is the use of the logo graphic as a large design element as outlined in the [Design Style](#) section of this guide with approval from the Brand and Engineering Marketing Teams.

### Logo Files

Please use the files provided in the [Smith Engineering Visual Identity Sharepoint](#). Contact the [Engineering Marketing Team](#) with any questions. Do not attempt to reset, alter, or build another configuration of the logo.



✗ **DO NOT** alter the proportions of icon and wordmark



✗ **DO NOT** rearrange or remove elements of the logo



✗ **DO NOT** distort the logo



✗ **DO NOT** rotate the logo from upright to any other angle



✗ **DO NOT** change the fonts in the wordmark



✗ **DO NOT** crop the logo



✗ **DO NOT** enclose the logo in a shape



✗ **DO NOT** add drop shadows or other effects to the logo



✗ **DO NOT** outline the logo



✗ **DO NOT** use the wordmark without 'Queen's University'



✗ **DO NOT** use the graphic as part of another design



✗ **DO NOT** add additional type or graphic elements to the logo or infringe on its clear space

# Incorrect Use

## Colour and Backgrounds

The following are examples of how the logo cannot be modified or used in terms of colour or background. **These parameters apply to all logo and lockup versions.**

### Logo Files

Please use the files provided in the [Smith Engineering Visual Identity Sharepoint](#). Contact the [Engineering Marketing Team](#) with any questions. Do not attempt to reset, alter, or build another configuration of the logo.

### Accessible Colour Contrast

The level of contrast between the Smith Engineering logo and a background must comply with Accessibility for Ontarians with Disabilities Act (AODA) standards. Please use the approved logo and background combinations which have been confirmed with the [contrast checker tool](#).

For additional information, visit the Queen's [Accessibility Hub](#).



❌ **DO NOT** place the logo on a background with low colour contrast



❌ **DO NOT** place the logo on a detailed background or photo and always preserve clear space, even related to photographic elements. The logo cannot cross over multiple background colours.



❌ **DO NOT** change the colour of the logo graphic



❌ **DO NOT** change the colour of the wordmark



❌ **DO NOT** tint or change the opacity of the logo (media backdrop excluded)



❌ **DO NOT** use the one-colour logo in a colour other than Queen's Blue, black, or white



❌ **DO NOT** use the wordmark alone. The text may be typeset on one line for slim applications



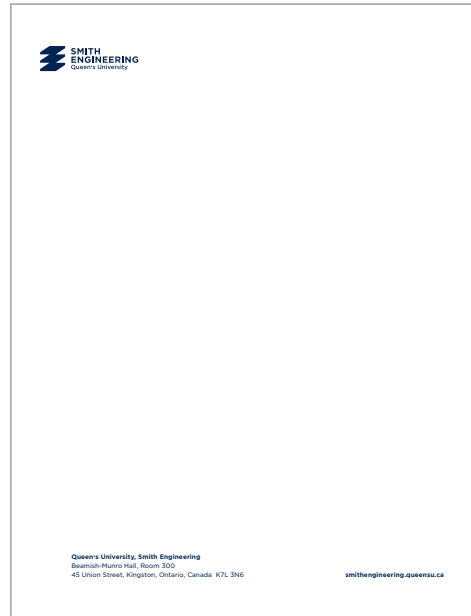
❌ **DO NOT** change the full colour logo to greyscale

# Logo Placement

## Horizontal Logo

The ideal placement for the horizontal logo is in one of the **four corners of an application with left or right justified copy.**

Logo size should be **proportionate to the application size**, used at a size that clearly brands the application but does not dominate the layout. The exception to this is on applications in which the logo is the primary focus (ie branded signage).



Letterhead



Online Ad



PowerPoint Presentation



Website



Print Ad



# Logo Placement

## Vertical Logo

The ideal placement for the vertical logo is **centred at the top, middle, or bottom of an application with centre-justified copy.**

Logo size should be **proportionate to the application size**, used at a size that clearly brands the application but does not dominate the layout. The exception to this is on applications in which the logo is the primary focus (ie large branded signage, baseball hat).



Pull-up Banner



Rack Brochure



Brochure Cover

## Merchandise

All merchandise that includes a Queen's University trademarked logo or name (ie Queen's or Smith Engineering in any typeface), must be approved by the University Relations Brand Team via the [Trademark Use Approval Form](#), and printed by a **licensed supplier**.



Baseball Hat



Award Certificate

# Logo Lockups

## Logo Lockups

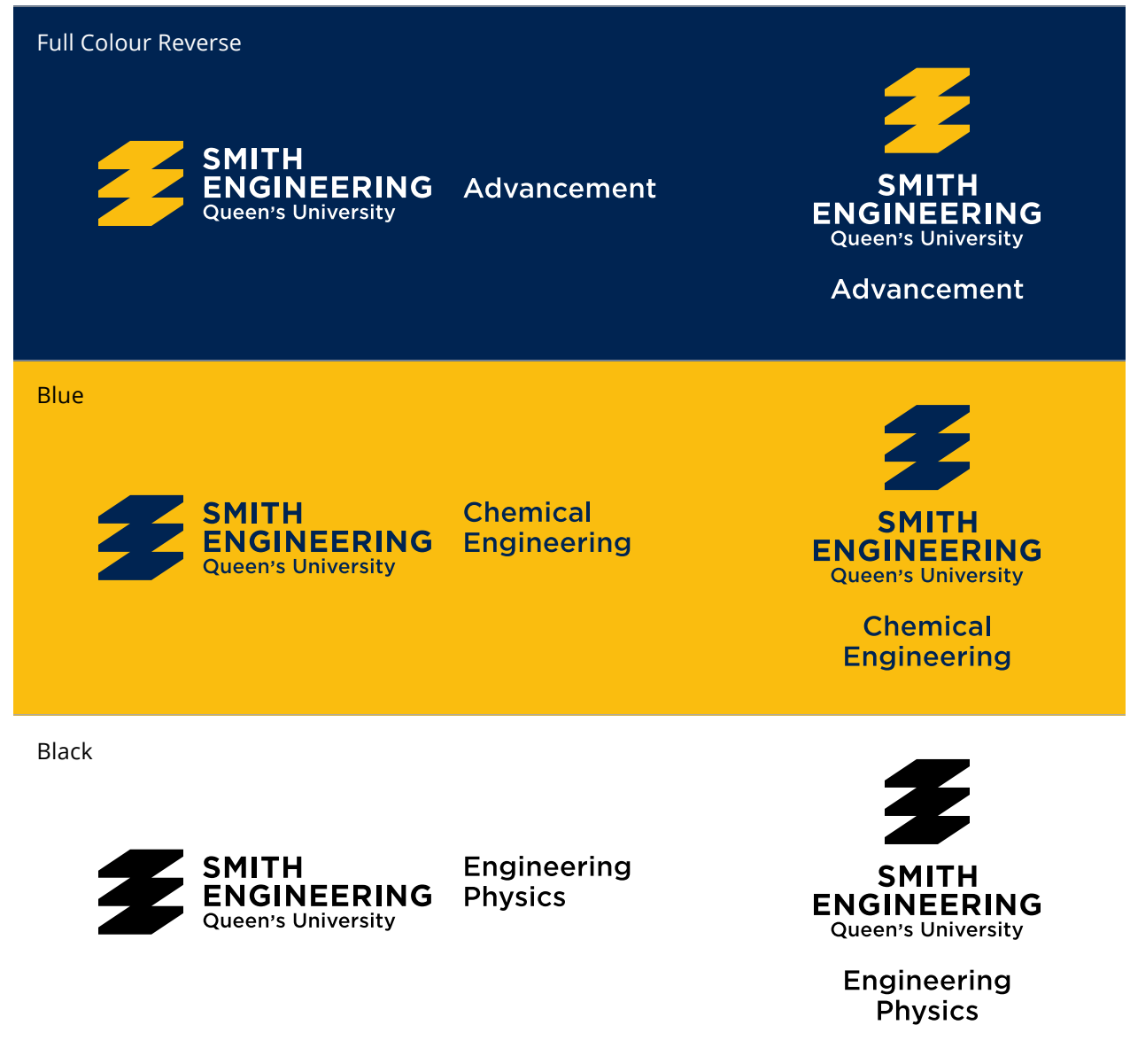
A lockup is a combination of the Smith Engineering logo with a department, program, or unit name. It is presented as one graphic with a specified font, formatting, spacing, and alignment. The logo lockup system is critical to **strengthening the recognition, equity, and impact of the Smith Engineering at Queen's University sub-brand.**

These lockups build on the Smith Engineering logo to create a **visual specific to each entity within the faculty** and allow the departments and programs to retain a strong and consistent visual relationship with the broader Smith Engineering and Queen's brands.

**Lockups may be used in marketing, communications, business applications, and on merchandise.** They are not recommended for websites, social media, or official printed stationery.

All lockups are available in:

- full colour reverse, blue, black, white
- horizontal and vertical orientations
- file formats for print applications (CMYK .eps and .jpg)
- file formats for digital applications (RGB .eps and .png)



## Administrative Lockups

A set of logo lockups and corresponding digital document templates have been created for each of the **Smith Engineering administrative departments**.



### Lockup Files

The lockup files are available in the [Smith Engineering Visual Identity Sharepoint](#). Contact the [Engineering Marketing Team](#) with any questions or requests. Do not attempt to reset, alter, or build another configuration of a lockup.

## Academic Lockups

A set of logo lockups and corresponding digital document templates have been created for each of the **Smith Engineering academic programs and departments**.



Chemical Engineering



Electrical and Computer Engineering



Civil Engineering



Mechanical and Materials Engineering



Computer Engineering



Mechatronics and Robotics Engineering



Electrical Engineering



Robert M. Buchan Department of Mining



Engineering Chemistry



Geological Engineering



Engineering Physics



Mathematics and Engineering

### Lockup Files

The lockup files are available in the [Smith Engineering Visual Identity Sharepoint](#). Contact the [Engineering Marketing Team](#) with any questions or requests. Do not attempt to reset, alter, or build another configuration of a lockup.

## Tertiary Signatures

### Degrees, Pathways, Projects, Events, Collaborations

While the logo lockup template is used for academic and administrative programs and departments – **degrees, pathways, special projects, events, collaborations etc. are represented by a tertiary signature.**

Tertiary signatures are set with a line evenly spaced between the logo and text in a templated format.



### Tertiary Signature Files

The signature files are available in the [Smith Engineering Visual Identity Sharepoint](#). Contact the [Engineering Marketing Team](#) with any questions or requests. Do not attempt to reset, alter, or build another configuration of a signature.

## University-Faculty Combined Logo Configuration

In select applications where both the **Queen's University and Smith Engineering logos must be presented together with equal hierarchy, a university-faculty combined logo configuration** has been created. The proportions and alignment of the two logos should not be altered from the artwork provided.

Please refer to the **Design Style** section for guidance on the application of the Queen's University and Smith Engineering logos.

The full colour reverse version is only to be used on a Queen's Blue background, with the full colour version applicable on a white or light gray background. Only use the monochromatic white or back configurations when colour is not available.

### Combined Logo Configuration Files

The configuration files are available [Smith Engineering Visual Identity Sharepoint](#). Contact the [Engineering Marketing Team](#) with any questions or requests. Do not attempt to reset, alter, or build another configuration of the two logos.



Colour



## Lockup Use

All logo guidelines, including **background colour**, **incorrect usage**, and **placement**, also apply to the logo lockups, tertiary signatures, and university-faculty combined logo configuration.

### Clear Space

The clear space for the logo is set as **half of the width of the logo graphic**, extending from the furthest edges of the logo on the top, bottom, and sides.

No other type or graphic element may appear within the prescribed clear space, including the edge of an application.

### Minimum Size

The recommended minimum sizes have been established to **maintain the legibility of the Smith Engineering logo lockups and tertiary signatures**. The Smith Engineering logo should be no smaller than 1.3" or 130 pixels wide in a horizontal lockup. The logo should be no smaller than 1" or 100 pixels wide in a vertical lockup.



#### Horizontal Lockup

Smith Logo 1.3" wide for print  
Smith Logo 130px wide for digital



#### Vertical Lockup

Smith Logo 1" wide for print  
Smith Logo 100px wide for digital



## Graphic Lockups

### Outreach Programs

Outreach programs with pre-existing symbols or logos are **permitted to use their graphic in a graphic lockup template** as an alternative to the Queen's University or Smith Engineering logo.

The graphic symbol is set at the height of three lines of type, combined with typography consistent with the lockup template. Their association with the institution is shown through the **addition of the line "at Queen's University"** in title case. Both horizontal and vertical orientations are provided.

#### Graphic Lockup Files

The lockup files are available in the [Smith Engineering Visual Identity Sharepoint](#). Contact the [Engineering Marketing Team](#) with any questions or requests. Do not attempt to reset, alter, or build another configuration of a graphic lockup.



**BLACK YOUTH IN STEM**  
at Queen's University



**CONNECTIONS  
ENGINEERING OUTREACH**  
at Queen's University



**INDIGENOUS FUTURES  
IN ENGINEERING**  
at Queen's University



**STEM INDIGENOUS  
ACADEMICS**  
at Queen's University



**WOMEN IN  
ENGINEERING**  
at Queen's University

## Graphic Lockups

### Associated Units

Units and partnerships including, but not limited to, **research groups, labs, centres, and institutes** can use a graphic lockup to represent them visually.

These **associated units are permitted to use a small graphic symbol that represents their area of research/study**. The symbol itself should not include typography and works best in an area equal to a square or circle.

The graphic symbol is set at the height of three lines of type, combined with typography consistent with the lockup template. Their association with the institution is shown through the **addition of the line “at Queen’s University”** in title case. Both horizontal and vertical orientations are provided.

### Graphic Lockup Files

The lockup files are available in the [Smith Engineering Visual Identity Sharepoint](#). Contact the [Engineering Marketing Team](#) with any questions or requests. Do not attempt to reset, alter, or build another configuration of a graphic lockup.



**BEATY WATER  
RESEARCH CENTRE**  
at Queen’s University



**GEOENGINEERING  
CENTRE**  
at Queen’s University



**INGENUITY LABS  
RESEARCH INSTITUTE**  
at Queen’s University



**REACTOR MATERIALS  
TESTING LAB**  
at Queen’s University



**CENTRE FOR  
HEALTH INNOVATION**

Queen’s  
University

Kingston Health  
Sciences Centre

# Colours

# Primary and Secondary Colours

Smith Engineering shares the same tricolour palette as Queen’s University, but the **main sub-brand colours are Queen’s Blue and Queen’s Gold. Queen’s Red is used for small accents** where possible to complete the primary colours.

A secondary set of **neutral colours** may be used with the primary colours to **provide balance**.

See the [Design Style](#) section for detailed guidance on **colour application**.

## PMS and CMYK: Print

PMS colours are determined by the PANTONE® Matching System, a tool used to consistently reproduce colours. They are utilized for jobs printed with specially matched inks. CMYK values are utilized in 4-colour process printing using cyan, magenta, yellow, and black.

## RGB and HEX: On-screen

RGB values and HEX codes are used for digital or online applications including presentations, websites, social media, and digital ads.

## Primary Colours

<b>Queen’s Blue</b>  PMS 295 CMYK 100, 63, 0, 67 RGB 0, 36, 82 HEX #002452	<b>Queen’s Gold</b>  PMS 124 CMYK 0, 29, 100, 1 RGB 250, 189, 15 HEX #fabd0f	<b>Queen’s Red</b>  PMS 187 CMYK 0, 100, 74, 26 RGB 185, 14, 49 HEX #b90e31
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## Secondary Colours

<b>White</b>  CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #ffffff	<b>Medium Grey</b>  CMYK 0, 0, 0, 40 RGB 167, 169, 172 HEX #a7a9ac
<b>Lightest Grey</b>  CMYK 0, 0, 0, 5 RGB 241, 242, 242 HEX #f1f2f2	<b>Dark Grey</b>  CMYK 0, 0, 0, 60 RGB 128, 130, 133 HEX #808285
<b>Light Grey</b>  CMYK 0, 0, 0, 10 RGB 230, 231, 232 HEX #e6e7e8	<b>Darkest Grey</b>  CMYK 0, 0, 0, 80 RGB 88, 89, 91 HEX #58595b
<b>Grey</b>  CMYK 0, 0, 0, 20 RGB 209, 211, 212 HEX #d1d3d4	<b>Black</b>  CMYK 0, 0, 0, 100 RGB 33, 33, 33 HEX #212121

# Accessible Colour Contrast

Colour contrast is vital to ensure readability, especially for people with visual impairments.

These examples were tested using a [colour contrast checker](#) and align with the **Accessibility for Ontarians with Disabilities Act (AODA)** contrast ratio requirements as per the **Web Content Accessibility Guidelines (WCAG)**.

All other colour combinations used should be tested with a [colour contrast checker](#), with **AAA compliance being ideal**. For more information and tools, visit the [Queen's Accessibility Hub](#).

## On-screen Colours

Pure black is not recommended for on-screen applications. Instead, use the [HEX code](#) provided in our secondary palette. [Webpublish3 templates](#) provide pre-set colours to deliver an accessible user experience on Queen's websites.

White AAA for all text sizes Gold AAA for large text	Black AAA for all text sizes Blue AAA for all text sizes Red AAA for large text Red AA for all text sizes Darkest Grey AAA for large text Darkest Grey AA for all text sizes
Black AAA for all text sizes Blue AAA for all text sizes	Black AAA for all text sizes Blue AAA for all text sizes Red AAA for large text Red AA for all text sizes Darkest Grey AAA for large text Darkest Grey AA for all text sizes
White AAA for large text White AA for all text sizes	White AAA for all text sizes Light Grey AAA for all text sizes Gold AAA for all text sizes

### Level AAA

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.

Large text is defined as 14 point bold (typically 18.66px) or larger, or 18 point regular (typically 24px) or larger.

### Level AA

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.

# Typography

## Fonts

### **Consistent application of typography**

is required to maintain the Smith Engineering sub-brand design style and its connection to the Queen's University brand.

The fonts support the university's digital-first approach and help ensure accessibility.

### **Gotham ScreenSmart** and **Open Sans**

are the two sans serif typefaces that should be used in all Smith Engineering applications. Guidance on when and how to use these fonts is provided on subsequent pages.

# GOTHAM

## ScreenSmart

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

# Open Sans

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

## Gotham ScreenSmart

Gotham ScreenSmart is one of our **sans serif** fonts and has been adapted for legibility in digital applications.

Gotham is the **primary title font for designed applications**, like brochures and advertising. It is also recommended for **headings, subheadings, intro paragraphs, quotes, and URLs** in those applications.

While Gotham works very well in 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.**

**Black weight should only be used for small amounts of text**, like an individual word or character, and at a larger size. Medium and Bold weights are easier to read and more accessible for emphasized text like headings.

### Font Files

Those responsible for designing marketing and communications may contact the [University Relations Brand Team](#) to obtain a license for Gotham ScreenSmart. The license is for an individual computer.

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

*abcdefghijklmnopqrstuvwxyz*

0 1 2 3 4 5 6 7 8 9

Gotham ScreenSmart Book  
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Book Italic  
*abcdefghijklmnopqrstuvwxyz*

Gotham ScreenSmart Medium  
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Medium Italic  
*abcdefghijklmnopqrstuvwxyz*

Gotham ScreenSmart Bold  
**abcdefghijklmnopqrstuvwxyz**

Gotham ScreenSmart Bold Italic  
***abcdefghijklmnopqrstuvwxyz***

Gotham ScreenSmart Black  
**abcdefghijklmnopqrstuvwxyz**

Gotham ScreenSmart Black Italic  
***abcdefghijklmnopqrstuvwxyz***



Standard Q



Alternate Q

Gotham provides a standard Q with a cross stroke and an alternate Q with the stroke extending from the bottom of the round. **Please use the alternate Q for titles, headings, and subheadings.** Access this character through glyphs (Adobe) or the advanced tab in fonts (Microsoft).



## Open Sans

Open Sans is a sans serif typeface and our **preferred digital font**. It is optimized for print, web, and mobile interfaces.

Open Sans is the primary font for **websites, presentations, and other business applications**, and the **body copy font for designed applications** like brochures and advertising. It is also recommended for small type, such as captions and footnotes.

**Extrabold weight should only be used for small amounts of text**, like an individual word or character, and at a larger size. Semibold and Bold weights are easier to read and more accessible for emphasized text like headings.

**Open Sans will be the font used most widely by the faculty.**

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

*abcdefghijklmnopqrstuvwxyz*

0 1 2 3 4 5 6 7 8 9

---

Open Sans Regular

abcdefghijklmnopqrstuvwxyz

Open Sans Regular Italic

*abcdefghijklmnopqrstuvwxyz*

Open Sans Semibold

abcdefghijklmnopqrstuvwxyz

Open Sans Semibold Italic

*abcdefghijklmnopqrstuvwxyz*

Open Sans Bold

**abcdefghijklmnopqrstuvwxyz**

Open Sans Bold Italic

***abcdefghijklmnopqrstuvwxyz***

Open Sans Extrabold

**abcdefghijklmnopqrstuvwxyz**

Open Sans Extrabold Italic

***abcdefghijklmnopqrstuvwxyz***

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### Font Files

Open Sans is a free Google font available for immediate [download](#).

## Font Use

### Print Example

Effective typography that integrates **contrasting weights and textures** creates interest and helps readers navigate the material. The example at right illustrates this approach for **print applications**. This hierarchy is for reference and can be altered to suit specific applications.

#### Title and Heading Case

Long editorial titles, headings, and subheadings are best set in **sentence case** (see heading example). Titles that include a verb and read as a portion of a sentence, as well as call-to-action text, should be in sentence case.

Short titles, headings, and subheadings are best set in **title case** (see subheading example).

#### Minimum Type Size

To maximize legibility in print applications, the recommended point size for body copy is 10 pt.

### SECTION 1

# Long headings should be set in sentence case

### Subheading Example

Body copy should be easy to read. Use Open Sans for body copy as it has excellent legibility. While a 10 point body copy size will maximize legibility, a slightly smaller type size can be used for Open Sans given its relatively large size. Keep the line height as 'open' as possible, giving blocks of text 'room to breathe.'

# 80%

This is an example of legal notes or a small image caption.

**Section Header**  
Gotham SSm Bold  
Size: 12 pt,  
Tracking: 40

**Heading**  
Gotham SSm Bold  
Size: 24 pt, Line height: 30  
Tracking: 10

**Subheading**  
Gotham SSm Medium  
Size: 13 pt, Line height: 17  
Tracking: 10

**Body Copy**  
Open Sans Regular  
Size: 10 pt, Line height: 15  
Tracking: 10

**Infographic**  
Gotham SSm Medium  
Size: 50 pt  
Tracking: 0

**Caption**  
Open Sans Regular  
Size: 8 pt, Line height: 10  
Tracking: 15

# Photography and Videography

## Photography and Videography

The photos and video in Smith Engineering communications should be **expressive and compelling**, communicating our commitment to knowledge and discovery, while embodying the strength of our community.

By achieving as many as possible of the key qualities below, you will be creating imagery that successfully tells the sub-brand story.

### Key Qualities

#### 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

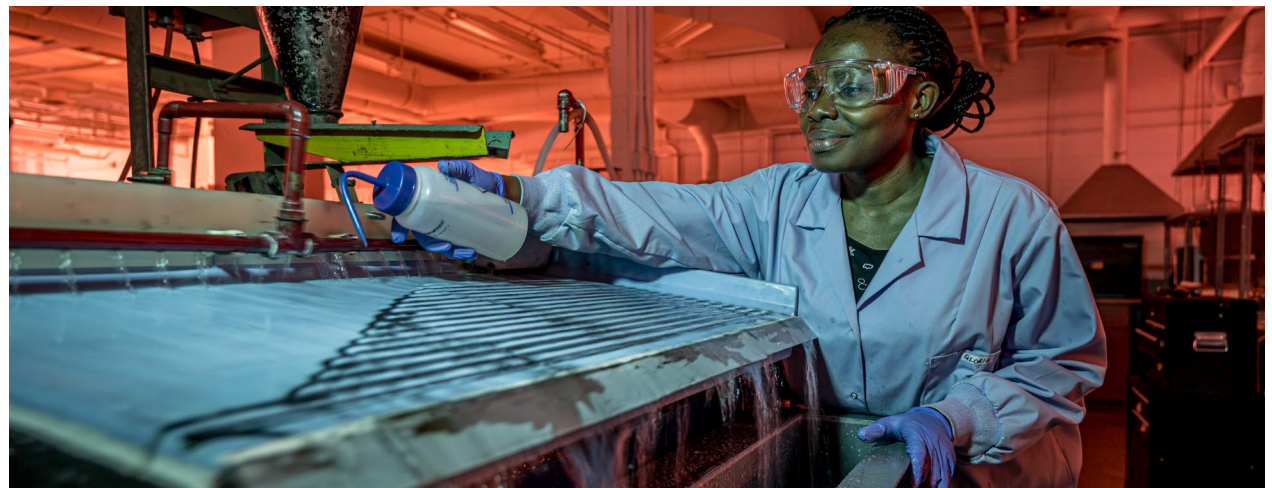
#### Energetic

Focus on action and expression

#### Inclusive

Ensure diverse members of the Queen's community are represented

For additional guidance on photos and video, review the **Design Style** section of the guide.



Photography and videography are opportunities for the visual expression of the **diverse makeup of the Queen's community** and to highlight individuals who embody Queen's mission to reflect our inclusive and sustainable society.

## Individuals

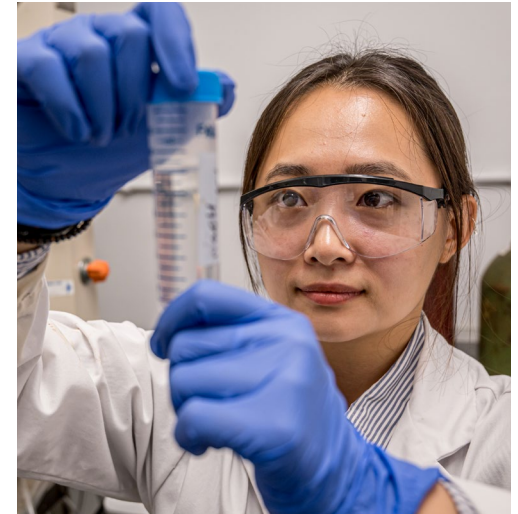
Photography and videography of individuals should capture **authentic moments and expressions**.

In **classic portraiture**, the best photos show the subject looking at the camera with a relaxed and genuine expression.

For **situational portraiture**, the subject should be immersed in study, university experiences, or activities in an unstaged way.

**Natural lighting and a simple or out of focus background** allow the individual to be the feature. While the environment should help tell the story, it should not distract from the individual.

Photography and videography are opportunities for the visual expression of the **diverse makeup of the Queen's community** and to highlight individuals who embody Queen's mission to reflect our inclusive and sustainable society.



## Community

Photography and videography of groups should communicate the thriving community at Queen's.

Capture scenarios where **diverse subjects are connecting in various ways** and of people immersed in **spontaneous moments** of work and study to show an authentic and engaging glimpse of Smith Engineering's transformative education and research.

Create visual interest by exploring **unexpected viewpoints, focus, and compositions** in which the subjects are "layered" in the frame.



Photography and videography are opportunities for the visual expression of the diverse makeup of the Queen's community and to highlight individuals who embody Queen's mission to reflect our inclusive and sustainable society.

## Campus

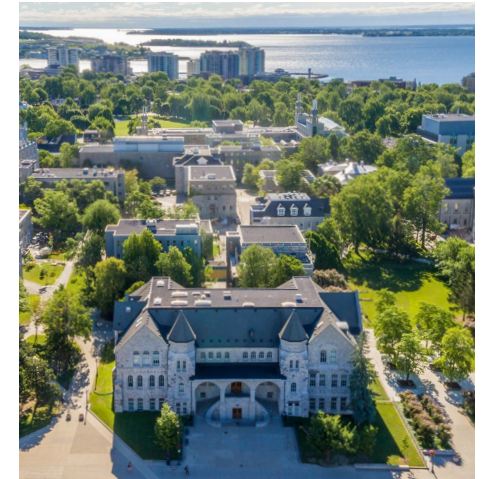
Capture campus imagery that features the juxtaposition of **historic limestone buildings and more modern architecture**. Create interest by focusing on **unique architectural details and dynamic angles**.

**Include students and faculty** in campus imagery to demonstrate the lively and diverse Queen's community.

Leverage softer, warmer **early morning or early evening lighting** for more distinctive architectural images. Incorporate big blue skies and interesting cloud formations, where possible, to add beauty and texture to the scene.

Make sure to capture and **feature the campus in all four seasons**.

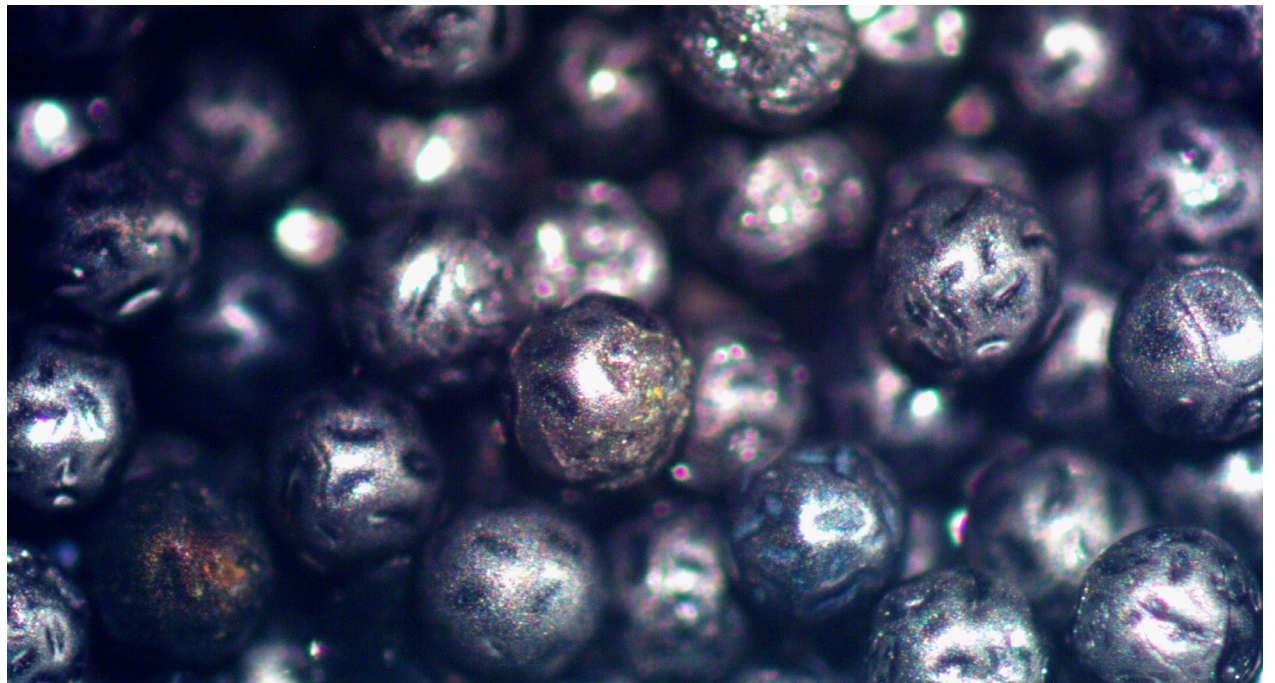
Photography and videography are opportunities for the visual expression of the **diverse makeup of the Queen's community** and to highlight individuals who embody Queen's mission to reflect our inclusive and sustainable society.



## Details

Images that focus on the **captivating details of each area of study and research** within Smith Engineering create eye-catching imagery for faculty applications.

Beautiful lighting, vibrant colours, and engaging patterns can spark the interest and imagination of audiences while highlighting the transformative education and research of Smith Engineering students, faculty, and researchers.





## Consent

Consent must be obtained from all recognizable subjects in photography and videography used by Smith Engineering at Queen's University. Obtain **broad written consent** where possible for use of images. Consent forms should be **named, tagged, and stored in digital format for easy retrieval and association** with the corresponding photo and video files.

For large events where obtaining individual consent for group shots may not be possible, a **notice should be posted alerting attendees that they may be photographed or recorded**. Notice can be indicated on a website or ticket in advance of the event but should also be posted in prominent locations at event entry points. A photo of the notice should be taken and included with the corresponding files.

Photography and videography are opportunities for the visual expression of the diverse makeup of the Queen's community and to highlight individuals who embody Queen's mission to reflect our inclusive and sustainable society.



### Consent Resources

Please use the consent form provided.

Refer to the Photo and Video Guidelines for a full understanding of best practices for planning, producing, and managing photo and video assets.

Contact the Records Management and Privacy Office with any questions regarding privacy and records.

# Digital Applications

# Email Signatures

To create **consistency amongst Queen’s University and Smith Engineering email communications** an updated email signature template has been developed.

Two email signature versions are provided. The mandatory elements of the **full email signature** are name, job title, Smith Engineering, department, email address, Smith Engineering logo, and the land acknowledgment (available in English only and in English, Mohawk, and Anishinaabemowin). The **reply/forward signature** is shortened to include name, job title, Queen’s University, Smith Engineering, and department.

**Do not make any changes or additions to the signature.** Do not insert any alternate or additional graphics, logos, or lockups. Email signatures are set in the default email program font, Calibri.

## Address Formatting

The recommended address formatting for branded applications **does not utilize abbreviations.** Follow the order of information as shown in the email signature above.

## Full Signature

**Firstname Lastname** Credentials (pronouns)  
**Job Title**  
Smith Engineering  
Department (if applicable)  
T 000-000-0000 ext 00000 | Alt 000-000-0000  
C 000-000-0000  
[your.email@queensu.ca](mailto:your.email@queensu.ca) | [smithengineering.queensu.ca](http://smithengineering.queensu.ca)



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



**New name. New era.**  
**Engineering education transformed.**

Queen’s University is situated on the territory of the Haudenosaunee and Anishinaabek.  
Ne Queen’s University e’tho no’we nikanónhsote tsi no’we ne Haudenosaunee tánon Anishinaabek tehatihsnónhsahere ne óhontsa.  
Gimaakwe Gchi-gkinoomaagegamig atemagad Naadowe miinwaa Anishinaabe aking.

## Reply/Forward Signature

**Firstname Lastname** Credentials (pronouns)  
**Job Title**  
Queen’s University  
Smith Engineering  
Department (if applicable)

## Name Pronunciation

A **[name pronunciation tool](#)** may be added to your email signature as a link:

- Navigate to your updated email signature in your Outlook signature block
- Create an account using the online **[pronunciation tool](#)** and record the reading of your name
- Click on the option to “copy link” or “copy your namebadge link” (do not select the button options)
- Type “Hear my name” to the right of the pronouns and/or credentials in your Outlook signature
- Highlight “Hear my name” with your cursor, right click on your mouse, and select “Hyperlink”
- Paste the copied link as the “address”, click “OK” and then “Save”

## Name Pronunciation Link Example

**Firstname Lastname** Credentials (pronouns) [Hear my name](#)  
**Job Title**  
Queen’s University  
Smith Engineering  
Department (if applicable)

## Social Media

### Profile Picture

For brand consistency and to support instant recognition across all social channels, **profile pictures for the faculty and all departments and programs for which a lockup has been created must be the official graphic shown.**

The profile picture consists of the Queen's Gold logo graphic on a Queen's Blue background at a specified size. Please do not alter or change the profile picture in any way.



Square Profile Picture



Circle Profile Picture

### Resources

The social media profile pictures are available in the [Smith Engineering Visual Identity Sharepoint](#).

Please note that the profile picture is reserved for approved units only. If you would like to request use of the official profile picture, contact the [Engineering Marketing Team](#).



# Social Media

## Cover Photos

Social media cover photos should be a **photograph showcasing the area of study or work**. A faculty or department building or a relevant detail shot can also be effective.

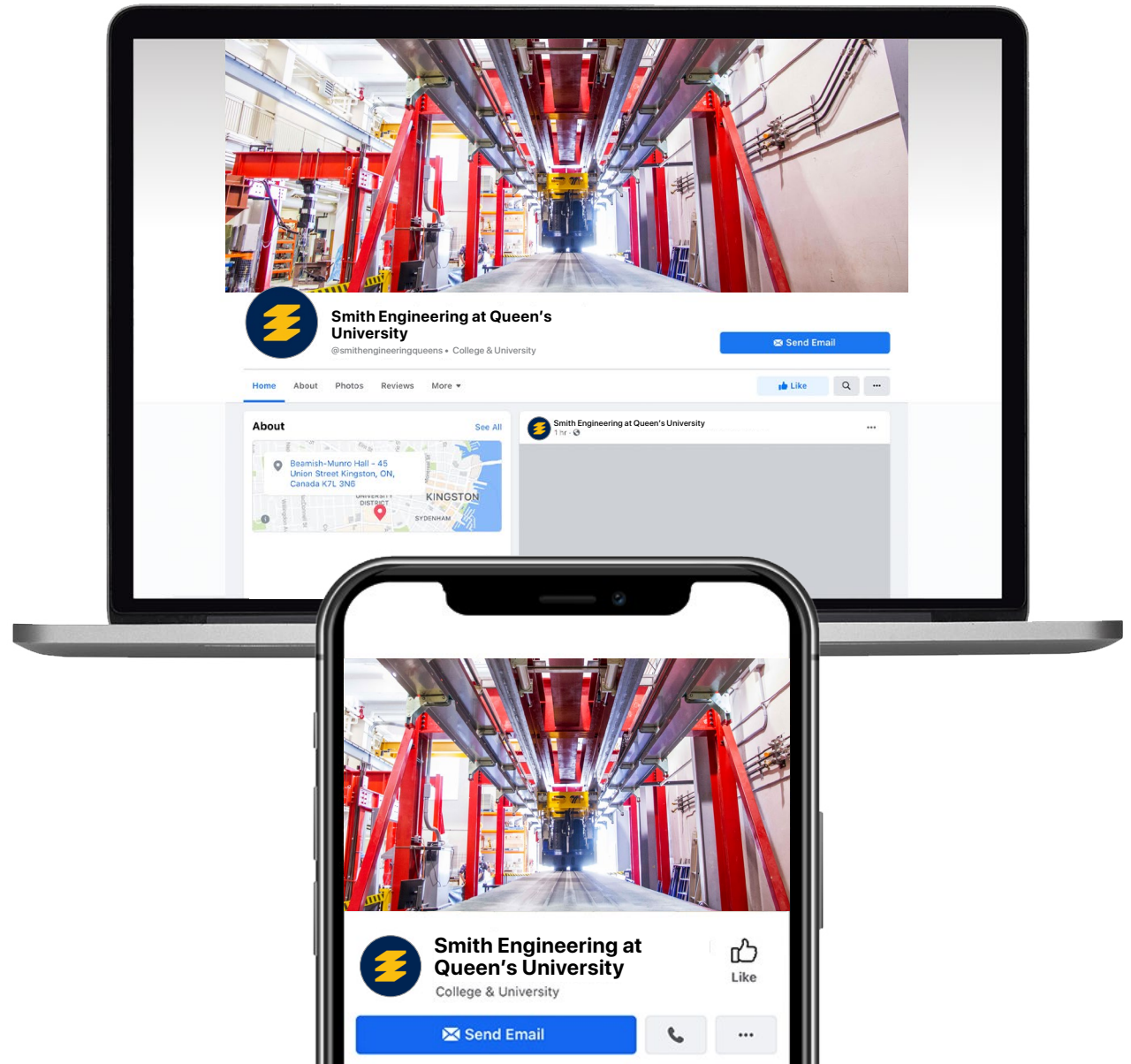
**Ensure the cover photo is cropping well on all devices**, including desktop, tablet, and mobile. Reduce the size of your desktop window to **test how the image responds at different desktop window widths**.

**No text, graphics, logos, or lockups are to be used** as or on the cover photo.

When choosing photos, refer to the [photography section](#) for guidance. Remember to consider [equity, diversity, inclusion, and indigeneity](#) when selecting your cover photo, as well as obtaining the proper [consent](#).

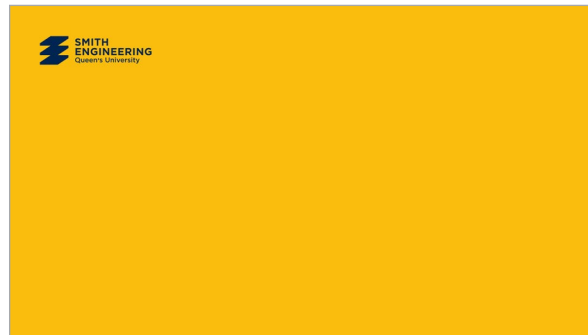
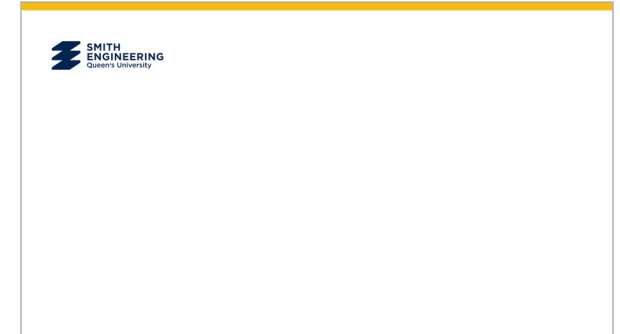
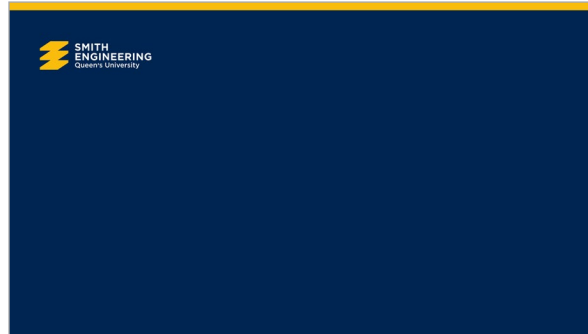
### Sizing

Always refer to these [cover photo size and specification guidelines](#) as they vary for different social platforms and can change over time.



## Virtual Meeting Backgrounds

A variety of virtual meeting backgrounds are available to incorporate Smith Engineering branding in meetings, online classes, or events.



### Resources

The virtual meeting backgrounds are available in the [Smith Engineering Visual Identity Sharepoint](#).

# Presentations

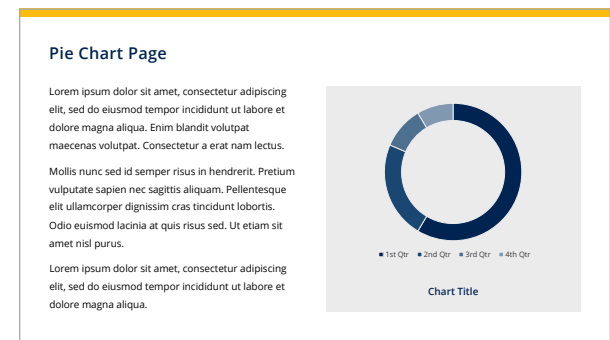
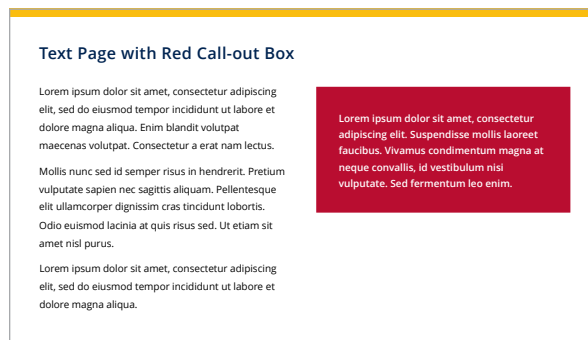
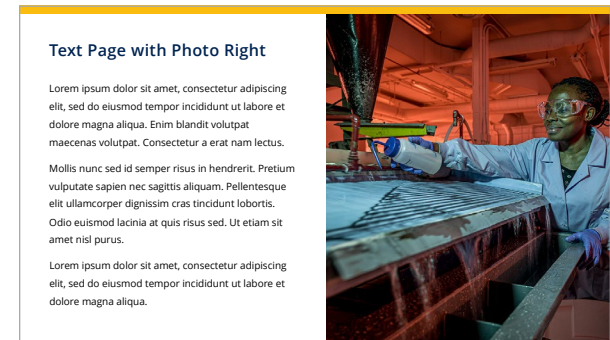
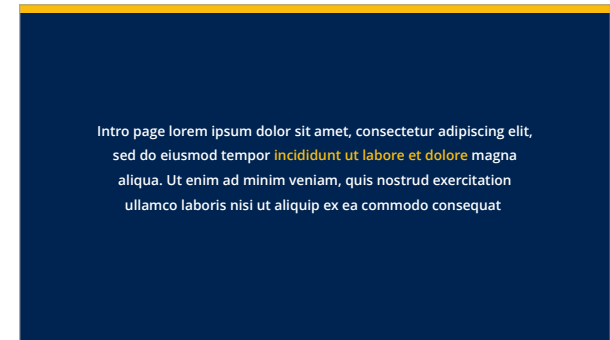
PowerPoint templates has been created to support professional internal and external presentations.

The presentation template is available with the Smith Engineering logo and with each of the administrative and academic lockups.

It is recommended to **keep font sizes and placements consistent throughout your presentation.** Navigate to View > Guides in PowerPoint to ensure that your text, graphics, charts, and images are aligning with the guides in the templates.

**Resources**

The PowerPoint templates are available in the [Smith Engineering Visual Identity Sharepoint](#).



# Digital Letterhead

Smith Engineering letterhead is available in a digital format as a **Word template**.

The **faculty digital letterhead** features the Smith Engineering logo in the top left corner and the faculty name, mailing address, and faculty web address at the bottom.

**Digital letterhead has been created for each of the administrative and academic departments and programs.** These letterhead feature the department logo lockup at the top, and the faculty name, department name, mailing address, and faculty web address at the bottom.

Margins and formatting of font, size, and paragraph spacing are set for ease of use. Text should be set in Open Sans Regular 10pt with 14pt line height

## Resources

The digital letterhead templates are available in the [Smith Engineering Visual Identity Sharepoint](#).





# Word Document

Smith Engineering **Word templates** are available for use in document applications that require branding but not an address.

The **faculty Word document template** features the Smith Engineering logo in the top left corner.

**Word documents have been created for each of the administrative and academic departments and programs** featuring the logo lockups.

Margins and formatting of font, size, and paragraph spacing are set for ease of use. Text should be set in Open Sans Regular 10pt with 14pt line height

## Resources

The Word document templates are available in the [Smith Engineering Visual Identity Sharepoint](#).



## Video Assets

An **animated video outro** that builds the Smith Engineering logo is available for use at the end of faculty videos.

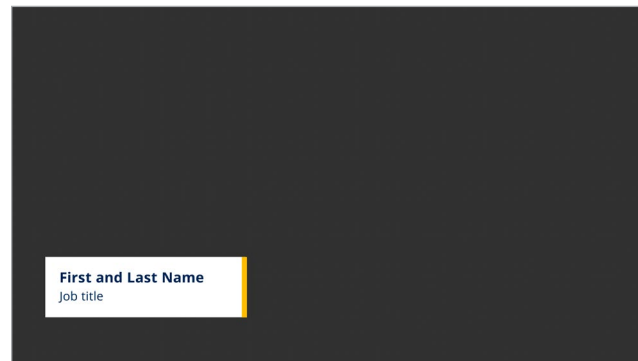
An Adobe AfterEffects template is also provided to create **lower thirds** that allow campus partners to label the speaker name and title consistently in all Smith Engineering videos.



Video Outro (completed animation)

### Resources

Video assets are available in the [Smith Engineering Visual Identity Sharepoint](#).



Lower Thirds Template

# Print Applications

## Printed Stationery

Smith Engineering official printed stationery includes business cards, letterhead, and a #10 envelope (with and without a window) and is printed on 100% recycled paper.

All printed stationery **includes the Smith Engineering logo** and **cannot include a lockup or additional graphics**.

Do not create customized stationery. This is the only version approved for use for Smith Engineering faculty and staff.

### Resources

Printed stationery can be ordered via the [Engineering Marketing Team](#). Please consider sustainability when determining your printed stationery requirements.



## Business Cards

The Smith Engineering business card includes the horizontal Smith Engineering logo, along with an individual's job title, contact, and address information.

**There are two versions of the business card: addressed and remote.** Both cards feature the individual's name, job title, faculty, and department name on the left side. **Pronouns and credentials**, positioned under the name, are optional. An example of pronoun formatting is as follows: (they/them/their)

Four lines of text are available for **contact information** including telephone, extension, cell, and/or fax numbers, email and faculty website addresses.

Four lines of text are available for the **mailing address or remote location(s)**. Campus addresses start with Queen's University followed by the building name, floor, office number, street number and name, Kingston, Ontario, Canada and finally postal code (in that order). Abbreviations, brackets, superscript, and ampersands should not be used in job titles, unit names, or addresses. No other graphics or lockups can be added to the card.

### Resources

Printed stationery can be ordered via the [Engineering Marketing Team](#). Please consider sustainability when determining your printed stationery requirements.



Addressed Business Card



Remote Business Card

## Printed Letterhead

Printed letterhead features the Smith Engineering logo in the top left corner and the faculty name, department name, mailing address, and faculty web address at the bottom.

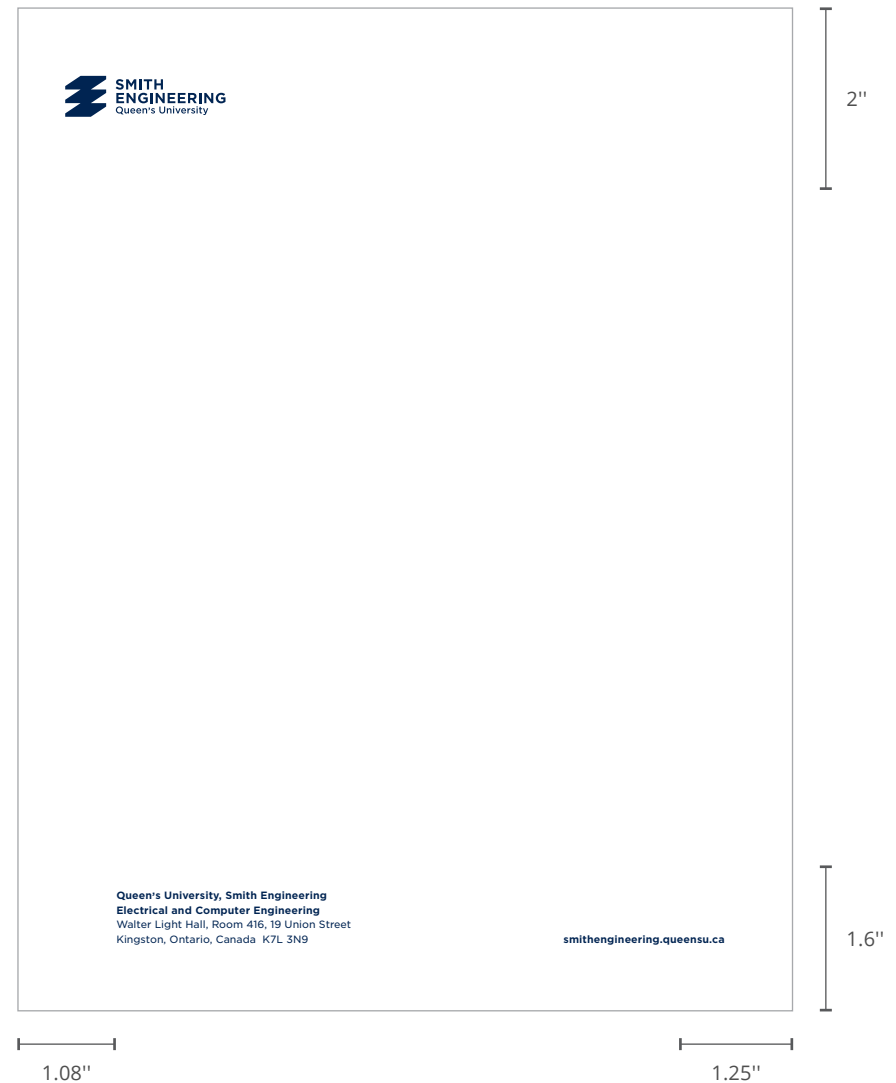
**Printed letterhead cannot include a lockup or additional graphics.**

A digital version of the letterhead is available for the main faculty and for each administrative and academic department and program featuring their logo lockups.

### Resources

Printed stationery can be ordered via the [Engineering Marketing Team](#). Please consider sustainability when determining your printed stationery requirements.

A [letter template](#) for use with printed letterhead is available for download on Brand Central. Margins and formatting of font, size, and paragraph spacing are set for ease of use. Text should be set in [Open Sans Regular](#) 10pt with 14pt line height.



# Envelopes

Printed envelopes feature the Smith Engineering logo and return mailing address. This envelope can feature the main address for the faculty or the department name and address.

Envelopes are **available in a variety of formats and sizes:**

- #10
- #10 with window
- Kraft 9" x 12"
- Kraft 10" x 13"

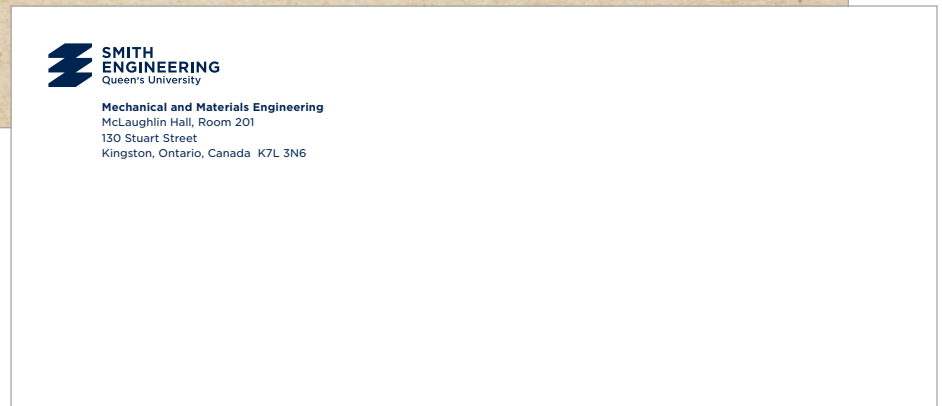
**Printed envelopes cannot include a lockup or additional graphics.**

## Resources

Printed stationery can be ordered via the [Engineering Marketing Team](#). Please consider sustainability when determining your printed stationery requirements.



Kraft Envelope 9" x 12"



#10 Envelope – Front

## Signage

All interior and exterior wayfinding signage must follow the updated Queen's University signage system designed and ordered via University Relations in partnership with Facilities. Outdated signage should be replaced over time.

Building and department signage features the Queen's University logo. **Lockups and other logos cannot be used on wayfinding signage.** For maximum contrast and accessibility, this signage is printed in dark grey (PMS 2336 CP) with white sans serif type.

Signage that does not fall into the category of wayfinding includes **temporary, event, and branded signage.** This signage should feature the Smith Engineering colours and logo.

### Resources

**Order wayfinding signage via the online signage submission forms.**

The Brand Team works with Campus Planning and Real Estate in the design and production of university signage.

**Office inserts may be created by campus partners using the editable Canva template** available on Queen's University's **Brand Central**.



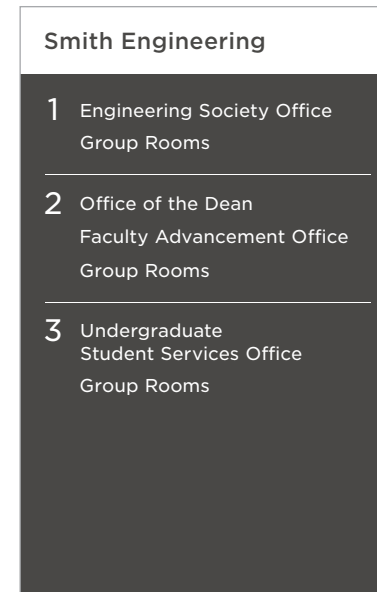
Exterior Wayfinding Sign



Interior Department Sign



Office Insert



Directory



Branded Pull-up Banner



## Merchandise

The Smith Engineering visual identity provides the building blocks to create **bold, modern, and distinctive merchandise**.

**Carefully selecting merchandise that closely matches Queen's Blue and Gold** is very important in creating a consistent on-brand collection.

While the majority of merchandise should be on a navy or gold background, white, light gray, and dark gray are other approved background colours to provide variety if necessary.



### Trademarks and Licensing Approvals

All merchandise that includes a Queen's University trademarked logo or name (ie Queen's or Smith Engineering in any typeface), must be approved by the University Relations Brand Team via the [Trademark Use Approval Form](#), and printed by a [licensed supplier](#). Please allow 2-3 weeks for the merchandise submission, revision, and approval process.



# Design Style

## Design Style

The Smith Engineering design style should be applied to maintain a consistent look and feel across all applications:

Use solid blocks of colour, bright photography, and high contrast for a bold look.

Use a clean, modern, and open style.

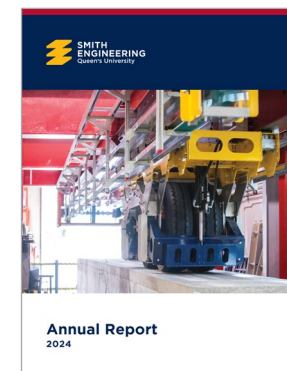
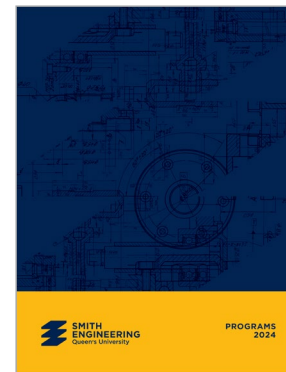
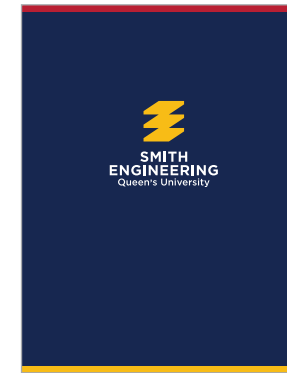
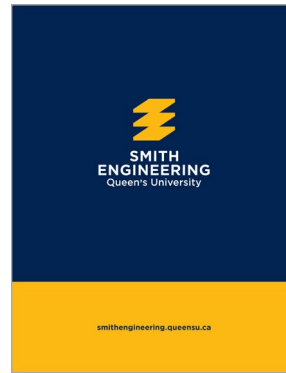
Leave ample white space to balance the images, graphics, and text.

Designs should feel purposeful with one main area of visual interest.

Avoid complex layouts with unclear information hierarchy.

Be selective when adding design elements (photos, graphics, lines, colours) – don't use too many at once. Less is more.

Ensure that the typography is easy to read and that the message communicates clearly.



# Design Style

## Colour Blocking

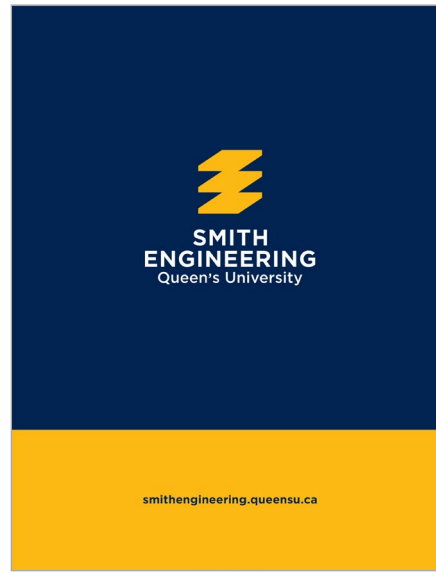
The Smith Engineering colour palette is an essential part of the sub-brand and its connection to the University brand. **Queen's Gold and Blue are the colours that should dominate** all Smith Engineering applications.

**The primary method of incorporating the main sub-brand colours is with colour blocking.** Dividing each layout into smaller and larger colour block areas creates contrast and structure while establishing consistency across all applications.

**Ample white space and light gray colour blocking** should be used as the background for text-heavy designs for maximum readability.

**Queen's red should not be used for major blocks of colour, but can be incorporated in smaller accent areas** like titles, call-out boxes, or slim bars.

For questions about applying the Design Style, please contact the **University Relations Brand Team**.



# Design Style

## Colour Bars

Another recommended device for ensuring all three brand colours appear in a layout is with the **application of a slim colour bar in Queen's Blue, Gold, or Red.**

The bar should be relatively slim in height as shown in examples provided. The height of the bar in the brochure examples is .1875" but the height should scale proportionate to the application dimensions.

The colour bar should be **anchored to the edge** of a layout (top or bottom). In most cases, **only one colour bar should be used per layout.** Always consider contrast when choosing which colour bar to use in a layout.

For questions about applying the Design Style, please contact the **University Relations Brand Team.**



Pull-up Banner



Reports and Brochures

## Design Style

### Large Logo Graphic Full Bleed

The graphic portion of the Smith Engineering logo may be used as a **design element on select central faculty applications** that require a simple, impactful approach.

**Only one large graphic should be used** within a single application or within a collection of applications that appear together (ie on the cover of a brochure but in no other location on the interior or accompanying pieces). **This design approach should not be overused.**

When the logo graphic is used alone, it should be at a large size that dominates the application and is significantly larger than the graphic in the logo or lockup.

In this design approach, the full logo graphic should be applied from **edge to edge on an application without cropping.**

No additional graphics or type can be placed in, around, or over the large logo graphic.

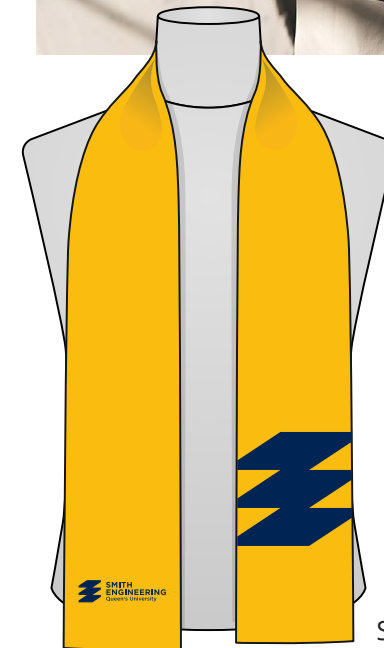
For guidance and approval on the application of a large logo graphic, please contact the [University Relations Brand Team](#).



Fall Preview Prospectus Brochure



Tote Bag



Scarf

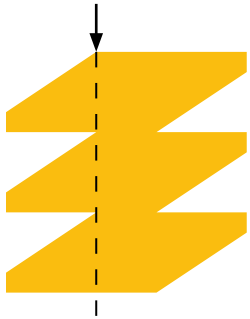
## Design Style

### Large Logo Graphic Cropped

The large logo graphic can be cropped in select faculty applications and circumstances.

The Smith Engineering **graphic may be cropped to bleed off the left side of a printed application as long as the remainder of the graphic appears on the opposing side**, ie on the front and back of a brochure.

The graphic should be cropped so that the top left corner meets the left edge of the application front.



**No other logo graphic cropping is permitted.**

For guidance and approval on the cropping of a large logo graphic, please contact the [University Relations Brand Team](#).



Open Brochure Back

Open Brochure Front

## Design Style

### Large Logo Graphic Image Crop

A large logo graphic applied full bleed in faculty applications can be used as a **carrier for detail photography, illustration, or texture.**

The **background behind the graphic must be Queen's Blue** so that the background visually recedes and the cropped image comes forward as the focus.

An **image cropped within the graphic cannot include photos of individuals or groups** as the points of the graphic create too much tension with the people.

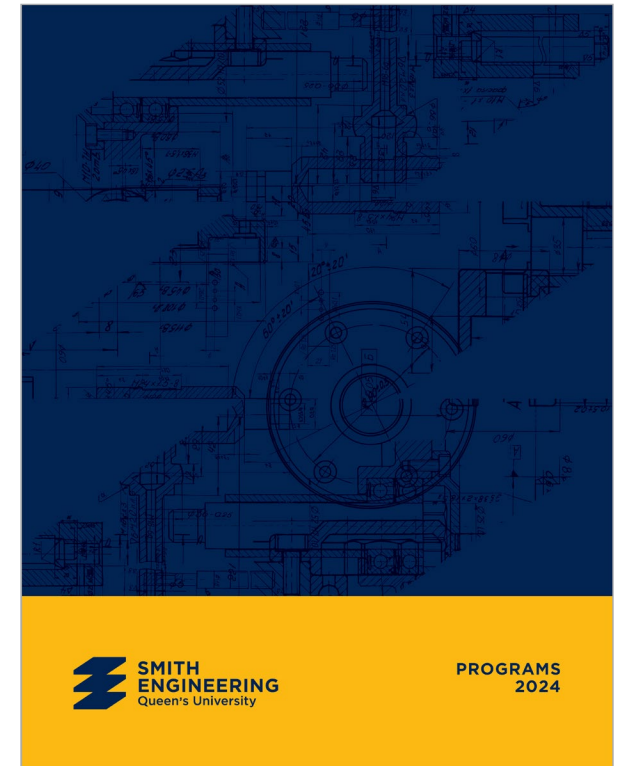
**Image selections may include objects, environments, or details.** Hands performing an action can be cropped but care should be taken to avoid having the points of the graphic intersect the hands.

**Illustration, schematics, or textures that create a relatively solid background** can also be cropped within the graphic shape.

For guidance and approval on the cropping of imagery in a large logo graphic, please contact the **University Relations Brand Team.**



Detail Image Cropped



Schematic Drawing Cropped



# Design Style

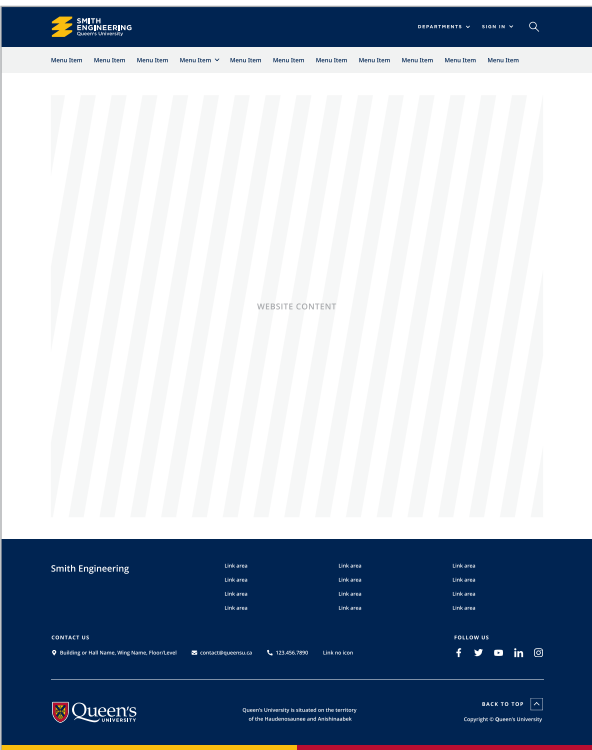
## University Logo Application

The Queen's University logo should be included in larger applications on the back or at the bottom. Examples include adding the university logo to the back of a printed brochure or in the footer of all faculty and department websites.

In applications that require both logos to appear together, there are two options: If the Queen's University logo and Smith Engineering logo must appear together but there is a clear hierarchy, one logo should be placed near the top of the application with the other at the bottom. When both logos must be presented together with equal hierarchy, a university-faculty combined logo configuration is available for use.

In small or one-sided applications, the Smith Engineering logo can be used on its own as the words Queen's University are part of the identity.

For guidance and approval on the correct application of Queen's and Smith Engineering logos, please contact the University Relations Brand Team.



Website

Media Backdrop

## Design Style

### Retired Graphic Devices

The use of retired graphic elements such as hexagons, arrows, tricolour curves, swooshes, triangles, and wedges are no longer permitted.

Please follow the design style examples on the previous pages and remember that **simple design layouts make for the most effective communications.**



**DO NOT** use any of these abstract graphic devices.