

# Branded Merchandise

Catalogue and Guide – November 2025

# Queen's University Branded Merchandise

**Merchandise is a visual representation of a brand, shaping the perception of that brand in the mind of the viewer.** Students, staff, faculty, and alumni all benefit from a strong brand image for Queen's University.

As each piece of branded merchandise created and worn is a representation of the university, it is imperative that all applications are high-quality, aligned with Queen's University Visual Identity and Brand Style, while also reflecting the university's values.

**In order to efficiently and effectively achieve this goal, University Relations has created a catalogue of Queen's University merchandise** and final artwork files that can be used by approved faculty, staff, student class representatives, and campus retailers. The streamlined process for catalogue merchandise ordering is described on the next page.

This iterative catalogue includes a selection of items which will be expanded over time. Official retailers and groups will have an opportunity to add to their catalogue in cooperation with University Relations through scheduled meetings.

**Together we can build a strong and consistent brand image for Queen's University.**

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# Ordering and Approval Process



# Queen's Business Merchandise

**Merchandise created to support Queen's University business objectives** falls under Queen's University Strategic Procurement requirements. These orders are placed directly with one of Queen's licensed suppliers (vendors of record) following the Trademarks and Licensing policy and guidelines. These items are not intended for resale, and cannot be processed by a retailer.

## Marketing and Promotional Items

Garments and promotional products are given to Queen's various audiences and stakeholders.

Examples include (but are not limited to): branded items given to prospective students, students, faculty, staff, event attendees, and community members.



## Gifts

Gifts are similar to promotional items, but may be smaller or individual orders, and often mark an occasion. Examples include (but are not limited to): gifts for visiting officials to campus or to institutions when Queen's university staff is visiting.



## Awards

Awards are commemorative items given to individuals or groups to mark an achievement. Examples include (but are not limited to): framed certificates, medals, pins, and awards.



## Uniforms

University uniforms and workwear are garments worn by faculty, staff, students, or volunteers officially representing Queen's. Examples include (but are not limited to) clothing and accessories:

- provided to those representing administrative or academic units, university services, programs, events, and official university functions
- worn by those working or providing a service as part of Queen's academic, community service, and research delivery
- worn by students officially representing the university in competition or conference (ie athletic and academic team/group apparel).



# Branded Merchandise Ordering and Approval Process

Approved Queen's University staff, faculty, student class representatives, and campus retailers may select items from this catalogue for the creation of on-brand, high-quality Queen's University merchandise.

## Licensed Suppliers

**Queen's University merchandise must be produced by one of Queen's University's licensed suppliers.**

These trademark licensees are contracted to follow the guidelines for use prescribed in the trademark licensing agreement and in the agreement's code of conduct to ensure that the Queen's University and sub-brand names, trademarks, and images are used in good taste and are manufactured under humane and non-exploitative conditions.

**The Brand Team provides licensed suppliers with the final merchandise artwork** needed to prepare printer's proofs for approval and produce orders. They are not authorized to change the artwork provided.

## Submission and Approval

**All Queen's University and sub-brand merchandise must be submitted to and approved by the University Relations Brand Team** through the online **Merchandise Approval Form** prior to production.

Step-by-Step Process on Next Page



The screenshot shows the 'Merchandise Approval Form' page on the 'Brand Central' website. The page header includes the Queen's University logo and navigation links: Home, Visual Identity, Resources, Style Guides, Trademarks and Licensing, and Contact. The main heading is 'Merchandise Approval Form'. Below this, there is a paragraph explaining that only faculties, schools, departments, units, licensed retailers, and officially recognized groups are permitted to use Queen's University trademarks with approval from the University Relations Brand Team. It states that Queen's identified and marked product must be produced by a licensed supplier of the university. Another paragraph instructs users to use the form to submit a request for approval of all merchandise that represents the university, one of its sub-brands, faculties, schools, departments, events, programs, groups, or initiatives that is being sold on Queen's Campus or alongside branded merchandise. It notes that branded merchandise may either include a Queen's trademark (university or sub-brand logos, lockups, wordmarks, graphics, or trademarked words including Queen's and Queen's University in any font) or borrow from the Queen's brand. Multiple items being ordered at the same time from the same supplier may be submitted together in one form. A third paragraph asks users to carefully review the Visual Identity Guide (PDF 10.2 MB) and the relevant Trademark and Licensing Guide to ensure their submission follows the directives. A bulleted list provides links to the Branded Merchandise Catalogue and Guidelines, Student Group Identification Guide, and Class Crest Guidelines. A fourth paragraph states that following review of the submission, an email will be sent to the individual submitting and the licensing supplier providing either approval or feedback for revisions when necessary. Any revised mock-ups can then be sent back via email for final approval to proceed with production. A final paragraph notes that while submissions will be processed as efficiently as possible, users should plan ahead to allow up to 2-3 weeks for the feedback/approval process. The form itself is partially visible at the bottom, showing fields for 'Submission Type' (Catalogue order or reorder, Update to an item ordered in the past, or New never-before-submitted item), a date field (07/29/2025), and a section for 'Individual submitting the form' with fields for Name and Title.

# Catalogue Merchandise Ordering and Approval Process

STANDARD RESPONSE TIME: WITHIN 1 WEEK\*

Please follow this step-by-step process for efficient catalogue merchandise ordering and approval:

- 1 Merchandise Selection and Planning**  
Identify the types of merchandise items you are seeking to create. From this **Branded Merchandise Catalogue**, choose the merchandise background colour, design option, and logo/typography colour from the approved combinations.  
For academic program merchandise, email the **Brand Team** to request the **Academic Program Design Options Sheet** for a specific area of study (faculty, school, or program) to facilitate order planning.
- 2 Licensed Supplier Selection**  
Choose a **licensed supplier** from the list on Brand Central. Review the garment/items available from the supplier and confirm artwork deadline to meet your order completion date.
- 3 Artwork File Request (if required)**  
Customized text or logo lockups required can be requested from the **Brand Team** by email. Brand will send the final artwork to your chosen licensed supplier if they do not already have the required files. Our most active suppliers have been given access to the standard catalogue artwork.
- 4 Order Placement with Supplier**  
Contact your chosen licensed supplier and work with them directly to obtain a quote and printer's mock-ups/proofs of all merchandise items to be ordered.
- 5 Approval Form Submission**  
Complete the online **Merchandise Approval Form** and upload a printer's proof(s) showing a mock-up of the actual merchandise item(s) in each colour combination to be produced. Multiple items being ordered at the same time from the same supplier may be submitted together in one form. **For efficient processing, check 'Catalogue' or 'Reorder'** when applicable as the type of order in the online form.
- 6 Merchandise Proof Review and Revision**  
Following review of your submission, an email will be sent to the individual submitting the order and the licensed supplier providing either approval or feedback for revisions when necessary. If revisions are required, a new mock-up must be submitted for final approval in the existing email string (new form submission not required). Please allow time in your schedule for this important review and revision process.
- 7 Approval to Produce**  
Brand will provide final written approval to the individual submitting the order and the supplier to confirm that production may commence.

*\* Submissions that do not include all of the information necessary for review and approval, that contain a new or unique combination of elements, or that require review from additional campus partners, require more time for review.*

# Trademarks and Licensing Policy

## Queen's University Trademarks

Queen's University owns a number of **legally protected trademarks** including **logos, lockups, wordmarks, graphics, and designs** as well as trademarked **words**. These words are trademarks regardless of the font used.

Queen's University's trademarks include, but are not limited to, the examples to the right. Note that all logos are available in a range of orientations, variations, and colourways. For the complete list of trademarks owned by the university, please refer to the [Canadian Intellectual Property Office](#).

All uses of Queen's trademarks in logos or graphics, and on merchandise, signage, and external applications **must be approved by the University Relations Brand Team** through the [Merchandise Approval Form](#).

Queen's University's **sub-brands** (Smith School of Business, Smith Engineering, Queen's Athletics and Recreation / Gaels, Queen's Alumni, Bader College) must also be consulted on any request to use trademarks associated with their activities. *In most cases, permission to use a sub-brand trademark will not be granted outside of their own unit.*

Please note that some trademarks are **reserved for use in specific settings**; for example, Queen's Coat of Arms and the Chancellor's Flag are limited to ceremonial applications.

Logos and Wordmarks (current and past, all versions, orientations, colours)



Words (regardless of font)

Queen's University  
Queen's  
Tricolour

Gaels  
Golden Gaels  
ARC  
Boo Hoo

Graphics and Designs

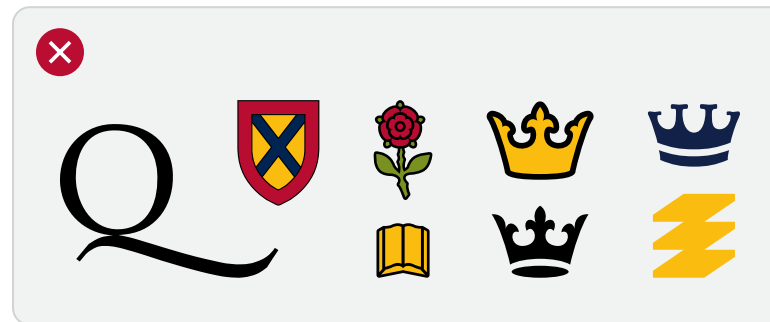
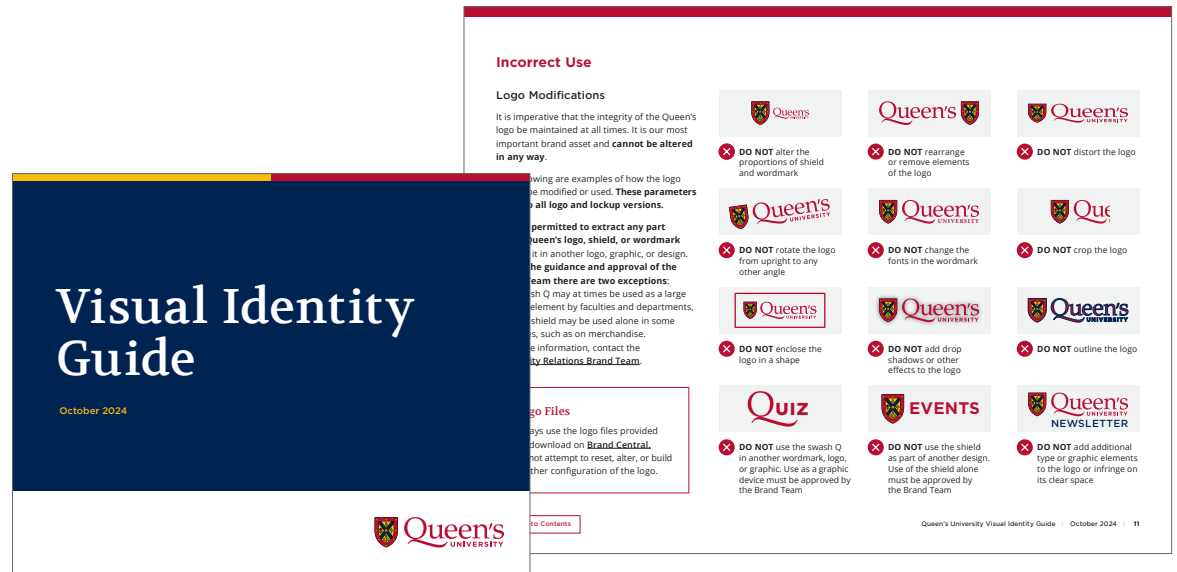


# Trademark Use

Trademarks must be used in accordance with the guidelines indicated by the **Queen's and sub-brand Visual Identity Guides** and the Branded Merchandise Catalogues.

**Elements cannot be extracted from Queen's trademarks and used in isolation or in another design.** This includes the swash Q, Queen's and Smith Business crowns, shield shape, graphics within the shield, and Smith Engineering Icon.

**Words confusingly similar to the trademarked words cannot be used.**  
For example: Queens, QueensU, Gael.



# Trademark and Licensing Policy

## Brand and Trademark Protection

Queen's University owns a number of identifying marks, the use of which is **strictly controlled and protected under the Trademarks Act of Canada**. As outlined on the previous page, **Queen's legally protected trademarks** include but are not limited to: logos, lockups, wordmarks, graphics, flags, coat of arms, mascot, tartan design, and trademarked words. The words are trademarks regardless of the font or design applied.

**Queen's brand and trademark protection extends beyond print and digital applications that include a clearly identifiable trademark to:**

- Words or characters that are close to the trademarked words or clearly representative of Queen's University (ie Queens, QueensU, QU, Q)
- Any words, phrases, or designs that borrow from or suggest the Queen's brand (ie Cha Gheill, Oil Thigh, crowns, tams, red, gold, and blue designs)
- Any merchandise sold or distributed on Queen's University properties (physical or digital)
- Any merchandise sold or distributed by a Queen's-affiliated group or individual to the Queen's community
- Any un-branded merchandise sold or distributed along-side trademarked or brand-affiliated merchandise (falling under one of the above categories)
- All signage appearing on Queen's properties

The brand guidelines to promote positive university reputation apply to retailer marketing and communications including merchandise, signage, printed materials, websites, social media, emails, newsletters, advertising and promotions, in-store or sales displays.

# Trademark and Licensing Policy

## Merchandise Approval

**Only officially recognized campus retailers, student retailers, faculties, schools, departments, units, groups, and student class representatives of Queen's University are permitted to use university trademarks once written approval has been received from the University Relations Brand Team.**

Queen's University and Smith Engineering **branded merchandise design is completed by the University Relations Brand Team.** The available artwork and guidelines are presented in the [Queen's University Branded Merchandise Catalogue and Guidelines](#) and the Smith Engineering Merchandise Catalogue. Smith School of Business, Queen's Gaels, and Queen's Alumni merchandise are all exclusively designed and distributed by their respective administrative departments.

All branded merchandise ordered for the purpose of promotion, distribution, or sale including un-branded merchandise to be offered, distributed, or sold along-side Queen's branded merchandise, **must be submitted for approval via the [Merchandise Approval Form](#).** Those submitting merchandise for approval should ensure that they have thoroughly reviewed the relevant merchandise catalogue and are **only submitting merchandise that is in alignment with the standards, values, and academic mission of the university.**

**Formal written approval must be received** from the University Relations Brand Team on each order/use prior to production/use.

Queen's University (through University Relations, University Secretariat, and Legal Counsel) reserves the **right to decline** products, designs, or trademark use not in keeping with university values, mission, guidelines, or strategies in the sole and unfettered opinion of the University. Decisions made under this Policy are not appealable or reviewable by any person or body.



# Trademark and Licensing Policy

## Standards of Trademark Use and Merchandise Approval

The following standards for trademark use and merchandise approval apply to all merchandise (with or without the inclusion of a Queen's trademark or branded element) ordered for the purpose of promotion, distribution, or sale including un-branded merchandise to be offered, distributed, or sold along-side Queen's branded merchandise.

- Queen's University's visual identity, name, trademarks, and brand must be used in good taste and appear only on high-quality approved products and applications that **promote positive brand reputation and the university's academic mission.**
- The university's name, trademarks, and brand **cannot be associated with any activity, product, or image that detracts from or tarnishes the good name, image, and reputation of Queen's University,** in the sole and unfettered opinion of the University.
- Merchandise product selections, designs, and messaging including merchandise to be offered, distributed, or sold along-side Queen's branded merchandise, **cannot be associated with the consumption of alcohol or substances, illegal activity, be political in nature, or be associated with any activity, product, or image that detracts from or tarnishes the good name, image, and reputation of Queen's University,** in the sole and unfettered opinion of the University.
- The university's name, trademarks, and brand **cannot 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, gender, gender identity, or in any other way that would be a violation of the university's values.
- Queen's trademarks **cannot 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.** Branded merchandise **cannot infringe or borrow from any other individual or organization's trademarks** or intellectual property.
- Negative or comparative **references to other colleges or universities,** overt or implied, are not permitted.
- If the university marks are used in conjunction with **another entity's marks, approval must be granted** from each entity and Queen's University Relations.
- **Merchandise imagery and marketing** (print, digital, web, social, in-store or sales event signage and applications) must reflect Queen's University's diverse community and follow all of the same guidelines described above for the merchandise itself.
- All merchandise must be produced under **legal and fair labour conditions** in accordance with the Queen's University Trademarks and Licensing Code of Conduct. Queen's is a member of the Workers' Rights Consortium (WRC).

# Trademark and Licensing Policy

## Production

**All Queen's University branded and/or trademarked merchandise must be produced by an official licensed supplier** under legal contract with the University. Licensees are contracted to follow the guidelines for use prescribed in the visual identity guide, merchandise catalogue(s), trademark licensing agreement, and in the agreement's code of conduct to ensure that the Queen's name, trademarks, and images are used in good taste and are manufactured under humane and non-exploitative conditions.

Non-exclusive licenses to manufacture and sell Queen's trademarked and/or brand-affiliated merchandise are granted through the University Relations Trademarks and Licensing Office.

As a matter of policy, licensed suppliers are contracted to pay the university royalty fees on all trademarked merchandise produced for the purpose of sale by themselves or other approved retailer/seller. Royalties fall under the terms of the licensing agreement. The University Relations Brand Team provides written confirmation in circumstances in which royalties do not apply.

Note that **print materials and signage** must be produced by one of the preferred suppliers approved by Queen's Strategic Procurement Services or the signage suppliers on the trademarks licensed supplier list.

# Approved Merchandise and Printing Colours

# Approved Merchandise and Printing Colours

To maximize the strength of the Queen's University brand, **merchandise bearing the Queen's name, logo, lockup, or tertiary signagure must be created in the Queen's colours of navy, red, and gold, or neutral shades.** Two additional garment colour options have been added for the 2025-2026 academic year: Chocolate Brown and Neutral Olive. This page shows the approved background and printing colours. The approved **colour combinations** can be found at the end of the catalogue.

If an alternate garment colour must be used for a strategic reason or event ((ie orange shirt day, pink to raise funds for breast cancer), please propose to the University Relations **Brand Team** for approval.

Additional special techniques and substrates are permitted with approval (ie tone-on-tone, metallics).

Use the correct colour version of the lettering/logo/lockup/signature files provided in **CMYK .eps format**. Do not change the colours in the files. Licensed suppliers have or will be given access to the final branded merchandise art files.

## Brand Merchandise Colours

<b>Queen's Blue</b> Example: Gildan Navy	<b>Queen's Gold</b> Example: Gildan Gold	<b>Queen's Red</b> Examples: Gildan Red, Antique Cherry Red
<b>White</b>	<b>Light Grey</b> Examples: Gildan Sport Gray, Ash, Gravel, Ice Gray, Graphite Heather	<b>Dark Grey</b> Examples: Gildan Dark Heather, Charcoal
<b>Black</b>	<b>Natural</b> Examples: Canvas, Ivory, Gildan Natural, Sand	

## Fall 2025 – Spring 2026 Additional Merchandise Colours (for typographic designs only)

<b>Chocolate Brown</b> Example: Gildan Dark Chocolate <i>(Dark and neutral in shade)</i>	<b>Neutral Olive</b> Example: Northerner Olive Sand <i>(No forest, bright, or true green)</i>	<b>Antique Gold</b> Example: Jerzees Golden Pecan
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## Printing Colours

<b>Queen's Blue</b> PMS 295 CMYK 100, 63, 0, 67	<b>Queen's Gold</b> PMS 124 CMYK 0, 29, 100, 1	<b>Queen's Red</b> PMS 187 CMYK 0, 100, 74, 26	<b>White</b> CMYK 0, 0, 0, 0
<b>Medium Grey</b> CMYK 0, 0, 0, 40	<b>Darkest Grey</b> CMYK 0, 0, 0, 80	<b>Black</b> CMYK 0, 0, 0, 100	<b>Brown</b> PMS 746 CMYK 40, 60, 80, 75
			<b>Ivory</b> PMS 7499 CMYK 1, 2, 20, 0

# Queen's University Logo Apparel

# Queen's University – Full Colour Vertical Logo – Full Size Front – Tops

The Queen's University **Full Colour Vertical Logo** can be printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 9"**.

Merchandise bearing a Queen's University full colour logo must be created in the **branded colours of white, ivory, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **full colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Full Colour</a>
Light Grey	<a href="#">Full Colour</a>
Navy	<a href="#">Full Colour Reverse</a>
Dark Grey	<a href="#">Full Colour Reverse</a>
Black	<a href="#">Full Colour Reverse</a>

\*Gildan garment colours used for reference.



# Queen's University – One-colour Vertical Logo – Full Size Front – Tops

The Queen's University **One-colour Vertical Logo** can be printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 9"**.

Merchandise bearing a Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



# Queen's Vertical Logo – Full Colour – Small Left Chest – Tops

The Queen's University **Full Colour Vertical Logo** can be embroidered or printed on the left chest of a quarter-zip, hoodie, or crewneck sweatshirt, polo, short-sleeve, or long-sleeve t-shirt at a **maximum width of 3.25"**.

Merchandise bearing a Queen's University full colour logo must be created in the **branded colours of white, ivory, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **full colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Full Colour</a>
Light Grey	<a href="#">Full Colour</a>
Navy	<a href="#">Full Colour Reverse</a>
Dark Grey	<a href="#">Full Colour Reverse</a>
Black	<a href="#">Full Colour Reverse</a>

\*Gildan garment colours used for reference.





# Queen’s Vertical Logo – One-Colour – Small Left Chest – Tops

The Queen’s University **One-Colour Vertical Logo** can be embroidered or printed on the left chest of a quarter-zip, hoodie, or crewneck sweatshirt, polo, short-sleeve, or long-sleeve t-shirt at a **maximum width of 3.25”**.

Merchandise bearing a Queen’s University one-colour logo must be created in the **branded colours of white, ivory, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



# Queen's Vertical Logo - One-Colour - Bottoms

The Queen's University **One-Colour Vertical Logo** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 3.25"**.

Merchandise bearing a Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



# Queen's University – One-colour Vertical Logo – Hats

The Queen's University **One-colour Vertical Logo** can be embroidered or printed on the front of a ball-cap, bucket hat, or visor at a **maximum width of 3.25"**.

Merchandise bearing the Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



# Queen's University – Full Colour Shield – Hats

The Queen's University **Full Colour Shield** can be embroidered or printed on the front of a ball-cap, bucket hat, or visor at a **maximum width of 1.5"**. The university name must be embroidered in the brand font on the side or back of the hat.

Merchandise bearing a Queen's University full colour shield must be created in the **branded colours of white, ivory, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **full colour shield** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Full Colour</a>
Light Grey	<a href="#">Full Colour</a>
Navy	<a href="#">Full Colour Reverse</a>
Dark Grey	<a href="#">Full Colour Reverse</a>
Black	<a href="#">Full Colour Reverse</a>

\*Gildan garment colours used for reference.





# Queen’s University – One-colour Wordmark – Knit Hats

The Queen’s University **One-colour Wordmark** can be embroidered or printed on the front of a knit toque or hat at a **maximum width of 4”**.

Merchandise bearing the Queen’s University one-colour wordmark must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour wordmark** and garment colour combinations.

Approved Garment Colour*	Approved Wordmark Version(s)
White	Blue or Black
Light Grey	Blue or Black
Gold	Blue
Red	White
Navy	White
Dark Grey	White
Black	White

\*Gildan garment colours used for reference.



# Queen's University – One-colour Vertical Logo – Totes

The Queen's University **One-colour Vertical Logo** can be printed on a tote bag at a **maximum width of 8"**.

Merchandise bearing the Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Tote Colour*	Approved Logo Colours (click links)
White	<a href="#">Blue</a> or <a href="#">Black</a>
Canvas	<a href="#">Blue</a> or <a href="#">Black</a>
Light Grey	<a href="#">Blue</a> or <a href="#">Black</a>
Gold	<a href="#">Blue</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



# Queen's University Typography Apparel

## Typographic Design Styles – Queen’s University

Queen’s University typographic merchandise designs are based on a set on **consistent designs** primarily featuring the brand fonts.

To provide variety, designs are offered in **athletic, serif, slab serif, and sans serif fonts** in both curved and straight layouts. As noted, some designs are still in development.

**It is not permitted to typeset the trademarked university name in alternate fonts or designs.**

Graphics cannot be combined with the university name as this appears as an alternate logo.

These designs can be reproduced in various approved **text and garment colour combinations**.

**Faculty, school, and program-specific versions** of these typographic designs are also available.



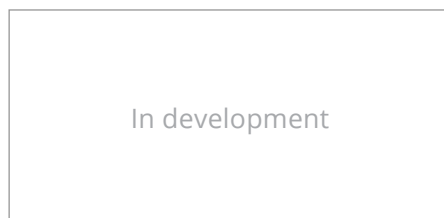
Queen's University –  
Curved Double-outlined Athletic Lettering



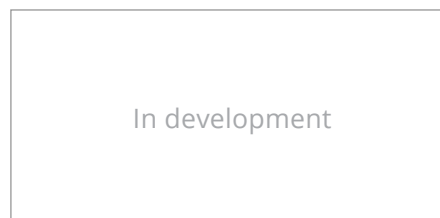
Queen's University –  
Curved Outlined Athletic Lettering



Queen's University –  
Curved Solid Athletic Lettering



Queen's University –  
Straight Double-outlined Athletic Lettering



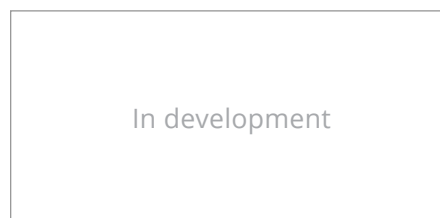
Queen's University –  
Straight Outlined Athletic Lettering



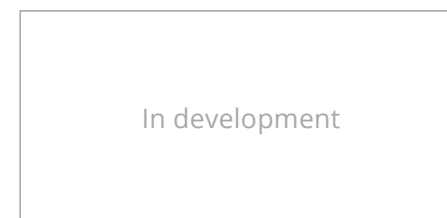
Queen's University –  
Straight Solid Athletic Lettering



Queen's University –  
Curved Serif Lettering



Queen's University –  
Curved Slab Serif Lettering



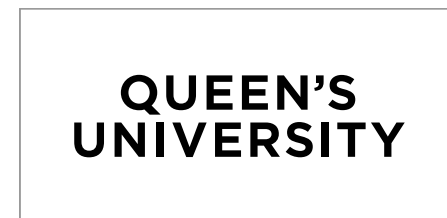
Queen's University –  
Curved Sans Serif Lettering



Queen's University –  
Straight Serif Lettering



Queen's University –  
Straight Slab Serif Lettering



Queen's University –  
Straight Sans Serif Lettering



## Typographic Design Styles – Queen’s

While merchandise featuring the full university name is preferable, it is possible, in select situations, to create merchandise with the word **Queen’s** alone.

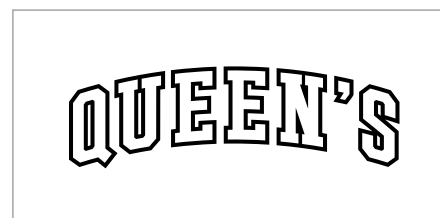
**It is not permitted to typeset the trademarked university name in alternate fonts or designs.**

Graphics cannot be combined with the university name as this appears as an alternate logo.

These designs can be reproduced in various approved **text and garment colour combinations**.



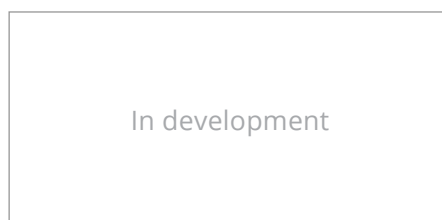
Queen's –  
Curved Double-outlined Athletic Lettering



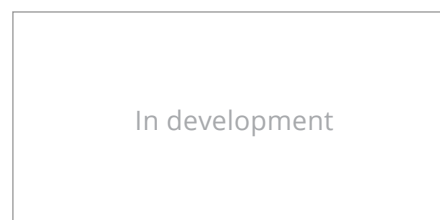
Queen's –  
Curved Outlined Athletic Lettering



Queen's –  
Curved Solid Athletic Lettering



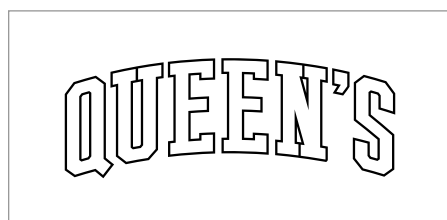
Queen's –  
Straight Double-outlined Athletic Lettering



Queen's –  
Straight Outlined Athletic Lettering



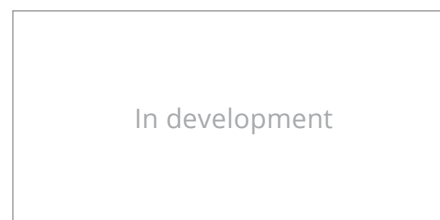
Queen's –  
Straight Solid Athletic Lettering



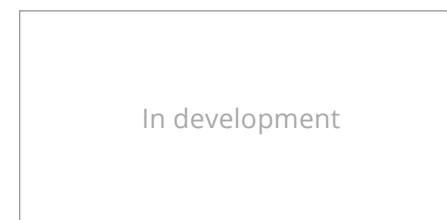
Queen's –  
Curved Condensed Thin-outlined Athletic Lettering



Queen's –  
Curved Serif Lettering



Queen's –  
Curved Slab Serif Lettering



Queen's –  
Curved Sans Serif Lettering



Queen's –  
Curved Condensed Solid Athletic Lettering



Queen's –  
Straight Serif Lettering



Queen's –  
Straight Slab Serif Lettering



Queen's –  
Straight Sans Serif Lettering

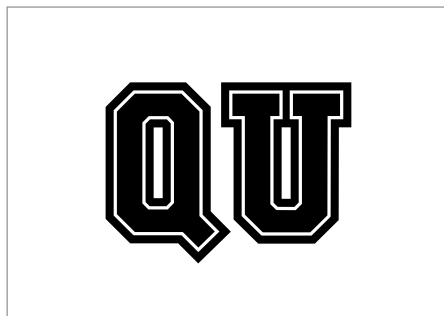
## Typographic Design Styles – QU

While merchandise featuring the full university name is preferable, it is possible, in select situations, to create merchandise with the university initials: **QU**.

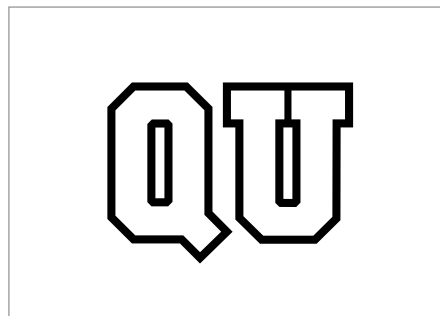
QU design options in the standard fonts and styles have been developed for application on merchandise.

These designs can be reproduced in various approved text and garment colour combinations as outlined for the matching Queen’s University designs.

Unlike other trademarked elements, on-brand patterns may be permitted for use within the letters with approval from the University Relations Brand Team.



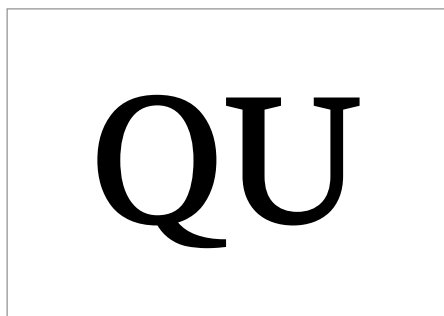
QU –  
Straight Double-outlined Athletic Lettering



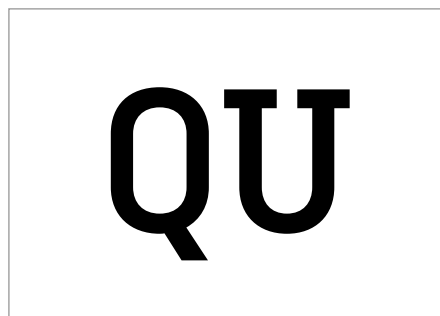
QU –  
Straight Outlined Athletic Lettering



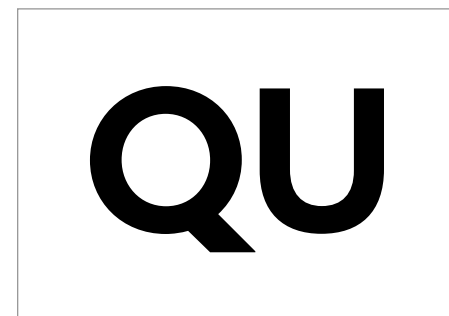
QU –  
Straight Solid Athletic Lettering



QU –  
Straight Serif Lettering



QU –  
Straight Slab Serif Lettering



QU –  
Straight Sans Serif Lettering

Queen’s University – Curved Double-outlined Athletic Lettering – Full Size Front – Tops

Queen’s University **Curved Double-outlined Athletic Lettering** can be embroidered, printed, or rendered in twill on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5”**.

Merchandise bearing the Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-, two-, and three-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Col</a> / <a href="#">2-Col</a> / <a href="#">3-Col</a>
Light Grey	<a href="#">1-Col</a> / <a href="#">2-Col</a> / <a href="#">3-Col</a>
Gold	<a href="#">1-Col</a> / <a href="#">2-Col</a>
Red	<a href="#">1-Col</a> / <a href="#">2-Col</a>
Navy	<a href="#">1-Col</a> / <a href="#">2-Col</a>
Dark Grey	<a href="#">1-Col</a> / <a href="#">2-Col</a>
Black	<a href="#">1-Col</a> / <a href="#">2-Col</a>

\*Gildan garment colours used for reference.



# Queen’s University – Curved Outlined Athletic Lettering – Full Size Front – Tops

Queen’s University **Curved Outlined Athletic Lettering** can be embroidered, printed, or rendered in twill on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5”**.

Merchandise bearing the Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-, and two-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Light Grey	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Gold	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Red	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Navy	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Dark Grey	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Black	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>

\*Gildan garment colours used for reference.



# Queen's University – Curved Solid Athletic Lettering – Full Size Front – Tops

Queen's University **Curved Solid Athletic Lettering** can be embroidered, printed, or rendered in twill on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen's University – Curved Serif Lettering – Full Size Front – Tops

Queen's University **Curved Serif Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.





# Queen's University – Straight Serif Lettering – Full Size Front – Tops

Queen's University **Straight Serif Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen’s University Est. 1841 – Straight Serif Lettering – Full Size Front – Tops

Queen’s University Est. 1841 **Straight Serif Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5”**.

Merchandise bearing the Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.





# Queen’s University – Straight Slab Serif Lettering – Full Size Front – Tops

Queen’s University **Straight Slab Serif Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5”**.

Merchandise bearing the Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen's – Curved Condensed Thin-Outlined Athletic Lettering – Full Size Front – Tops

Queen's **Curved Condensed Thin-outlined Athletic Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 12.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen's – Curved Condensed Solid Athletic Lettering – Full Size Front – Tops

Queen's **Curved Condensed Solid Athletic Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 12.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen's University – Straight Serif Lettering – Small Left Chest – Tops

Queen's University **Straight Serif Lettering** can be embroidered or printed on the left chest of a quarter-zip, hoodie, or crewneck sweatshirt, polo, short-sleeve, or long-sleeve t-shirt at a **maximum width of 4"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen's University – Straight Slab Serif Lettering – Small Left Chest – Tops

Queen's University **Straight Slab Serif Lettering** can be embroidered or printed on the left chest of a quarter-zip, hoodie, or crewneck sweatshirt, polo, short-sleeve, or long-sleeve t-shirt at a **maximum width of 4"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen’s University – Curved Outlined Athletic Lettering – Bottoms

The Queen’s University **Curved Outlined Athletic Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4”**.

Merchandise bearing a Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one- and two-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Light Grey	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Gold	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Red	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Navy	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Dark Grey	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Black	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>

\*Gildan garment colours used for reference.





# Queen’s University – Curved Solid Athletic Lettering – Bottoms

The Queen’s University **Curved Solid Athletic Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4”**.

Merchandise bearing a Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen’s University – Curved Serif Lettering – Bottoms

The Queen’s University **Curved Serif Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4”**.

Merchandise bearing a Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.





# Queen's University – Straight Serif Lettering – Bottoms

The Queen's University **Straight Serif Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4"**.

Merchandise bearing a Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen’s University – Straight Slab Serif Lettering – Bottoms

The Queen’s University **Straight Slab Serif Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4”**.

Merchandise bearing a Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen’s University – Curved Solid Athletic Lettering – Hats

The Queen’s University **Curved Solid Athletic Lettering** can be embroidered or printed on the front of a ball-cap, bucket hat, or visor at a **maximum width of 4”**.

Merchandise bearing the Queen’s University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Queen's University – Curved Solid Athletic Lettering – Tote

Queen's University **Curved Solid Athletic Lettering** can be printed on a tote bag at a **maximum width of 10"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Tote Colour*	Approved Lettering Colours <i>(click links)</i>
White	<a href="#">1-Colour</a>
Canvas	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Faculty, School, Program and Department-specific Apparel

# Academic Program Merchandise

There are two options for the creation of merchandise representing a Queen's University academic area of study:

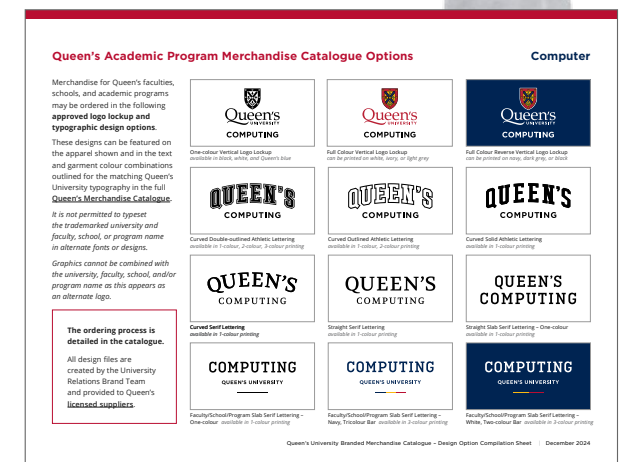
The first option is to use a **logo lockup**, which combines the university logo with an academic faculty, school, department, and program name in a templated manner. Smith Engineering departments also have templated logo lockups.

All logo lockups have been consistently designed and approved for nomenclature and formatting. Lockup files must be requested from the **Brand Team** and will be provided to the licensee supplier.

The second option for merchandise representing a Queen's University academic area of study is the use of one of the **standard typographic designs**.

**Academic Program Design Option PDFs** have been created for each area of study, demonstrating the logo lockup and typography options available. Email the **Brand Team** to request the PDF for a specific program.

Additional graphics and text cannot be combined on the same side of a garment as a logo lockup or program name. Small brand-aligned graphics or text may be permitted on an alternate location upon request.





# Queen’s University Vertical Logo Lockup – Full Colour

All of the items on the previous pages featuring the Queen’s University colour logo can be further customized to include an official **faculty, school, or department logo lockup**.

Merchandise bearing a Queen’s University full colour logo lockup must be created in the **branded colours of white, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **full colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Full Colour</a>
Light Grey	<a href="#">Full Colour</a>
Navy	<a href="#">Full Colour Reverse</a>
Dark Grey	<a href="#">Full Colour Reverse</a>
Black	<a href="#">Full Colour Reverse</a>

\*Gildan garment colours used for reference.



# Queen's University Vertical Logo Lockup - One-colour

All of the items on the previous pages featuring the Queen's University one-colour logo can be further customized to include an official **faculty, school, or department logo lockup**.

Merchandise bearing a Queen's University one-colour logo must be created in the **branded colours of white, ivory light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.





## Faculty, School, and Program-specific Merchandise – Typographic Design Styles

Merchandise for Queen's University faculties, schools, and academic programs may be ordered in a number of **approved typographic design options** created by the University Relations Brand Team.

More information on the available designs can be found on the subsequent pages.



Faculty, School, and Program-specific Merchandise – Queen’s Typographic Design Styles

Merchandise for Queen’s University faculties, schools, and academic programs may be ordered in the following **approved typographic design options**.

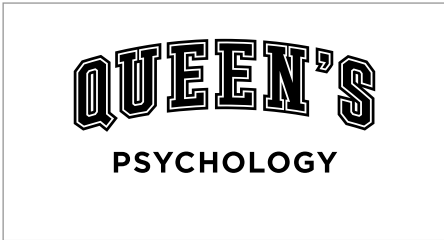
These designs can be reproduced in the **text and garment colour combinations** shown for the matching Queen’s University typography later in this catalogue.

Additional design options are in development and will be added to the catalogue as completed.

**It is not permitted to typeset the trademarked university name in alternate fonts or designs.**

Graphics cannot be combined with the university name as this appears as an alternate logo.

Design files for many programs have been created and provided to licensed suppliers. Contact the University Relations Brand Team for new artwork requests.



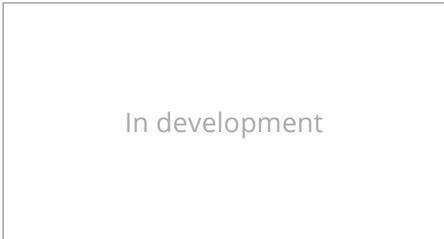
Curved Double-outlined Athletic Lettering



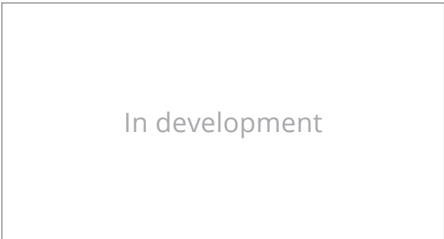
Curved Outlined Athletic Lettering



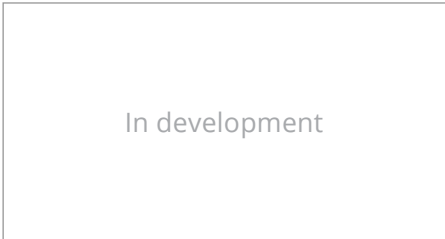
Curved Solid Athletic Lettering



Straight Double-outlined Athletic Lettering



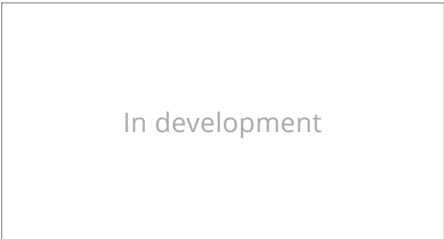
Straight Outlined Athletic Lettering



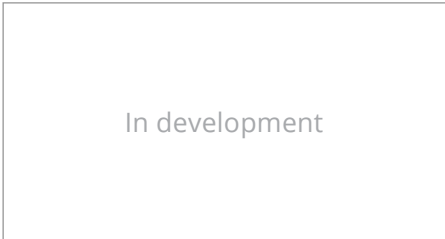
Straight Solid Athletic Lettering



Curved Serif Lettering



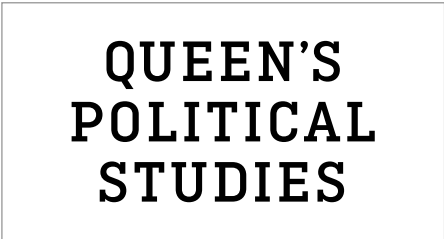
Curved Slab Serif Lettering



Curved Sans Serif Lettering



Straight Serif Lettering



Straight Slab Serif Lettering



Straight Sans Serif Lettering

## Faculty, School, and Program-specific Merchandise – Program Typographic Designs

Branded merchandise featuring a Queen's University faculty, school, or academic program name as the primary text may be ordered in the following **approved Slab Serif typographic design**.

The one-colour version can be reproduced in the **text and garment colour combinations** shown for the matching Queen's University typography later in this catalogue.

The version with blue text and a tricolour bar must be printed on white, ivory, or light gray.

The version with white text and a two colour bar must only be printed on navy.

Design files for many programs have been created and provided to licensed suppliers. Contact the **University Relations Brand Team** for new artwork requests.

### REHABILITATION THERAPY

QUEEN'S UNIVERSITY

Faculty/School/Program Slab Serif Lettering – One-colour

### URBAN AND REGIONAL PLANNING

QUEEN'S UNIVERSITY

Faculty/School/Program Slab Serif Lettering – One-colour

### LIFE SCIENCES

QUEEN'S UNIVERSITY

Faculty/School/Program Slab Serif Lettering – Navy, Tricolour Bar

### PHYSICAL THERAPY

QUEEN'S UNIVERSITY

Faculty/School/Program Slab Serif Lettering – Navy, Tricolour Bar

### NURSING

QUEEN'S UNIVERSITY

Faculty/School/Program Slab Serif Lettering – White, Two Colour Bar

### LAW

QUEEN'S UNIVERSITY

Faculty/School/Program Slab Serif Lettering – White, Two Colour Bar

# Apparel Customization

## Apparel Customization

For more customized merchandise, **additional text may be added to the back or side** of a catalogue item.

Text may refer to an **area of study, official group name, role, and/or time frame**. The Brand Team will approve and provide artwork for the requested typography.

Customized text will appear in the Queen's University brand font Gotham Screensmart and may include a keyline to separate pieces of information. Alternate fonts and graphics cannot be incorporated.



Contact the University Relations Brand Team to request customized back or arm typography.

# Faculty and Staff Uniforms

## Uniforms

Medical scrubs, chef's jackets, and other uniform garments can be embroidered or screen-printed with a Queen's logo or lockup.

While a logo or lockup on the left or right chest is the ideal solution, **the text portion of a lockup can be separated from the logo and embroidered on the arm** when the lockup text is too long or the resulting graphic too large.

**If personalization is required, this text is best placed on the arm in Gotham**

Screensmart Medium title case at a font size equal or smaller than that in the lockup.

If a name and title are required on the front of a garment, a **template that combines the Queen's logo and a name and title in a templated manner** can be requested from the Brand Team. The proportions and proximity of the type to the logo cannot be altered.

**Name font size should remain consistent** regardless of the length of each name.





## Personalized Jackets

When personalizing jackets or other long-sleeve garments with a Queen's faculty, staff, grad student, or medical resident's name, the **ideal location for the personalization is on the arm**, away from the logo, lockup, or tertiary signature.

**The recommended size for an embroidered logo lockup is a width of 3.25"** (measured by the word "Queen's"). With a lockup of this size, the personalized type on the arm should be set in Gotham Screensmart Medium in title case, at a **font size of 28pt.**

For a smaller or simpler embroidery option, a wordmark lockup can be employed.

**The recommended minimum size for an embroidered wordmark lockup is a width of 3"** (measured by the word "Queen's"). With a lockup of this size, the personalized type on the arm should be set in Gotham Screensmart Medium in title case, at a **font size of 26pt.**

**Name font size should remain consistent** regardless of the length of each name.



## Personalized Vests

A template has been created for use on embroidered vests personalized with a Queen's faculty, staff, grad student, or medical resident's name. **Templates can be requested from the Brand Team** for use in merchandise orders.

This template combines a vertical wordmark lockup with a line at a distance of 1.5 times clear space (with clear space measured by the height of the lowercase "e" in "Queen's"). At the recommended **wordmark width of 3"**, the name text is set in Gotham Screensmart Medium at a size of 20pt, with 10pt tracking.

**Name font size should remain consistent** regardless of the length of each name.



# Promotional Item and Giftware Examples

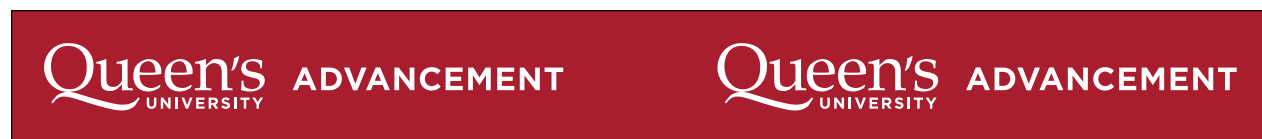
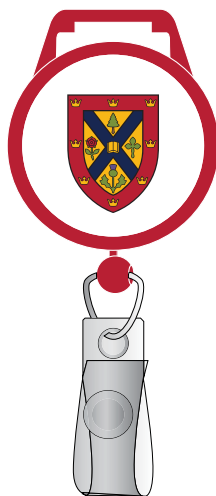
## Lanyards

The recommended artwork for Queen's University Faculty, School, Department, Program, and Event lanyards is a **wordmark lockup or tertiary signature**.

Given that lanyards run vertically, the full logo lockup/signature with the shield cannot be used in this application.

**Clear space** (equal to the height of the lowercase "e" in "Queen's") must be maintained between the top and bottom of the lockup and the edge of the lanyard. Ample space must be left between repeated lockups.

For lanyards that include a circular decal, the **Queen's shield** sized and cropped for use in a circle, can be requested from the Brand Team.



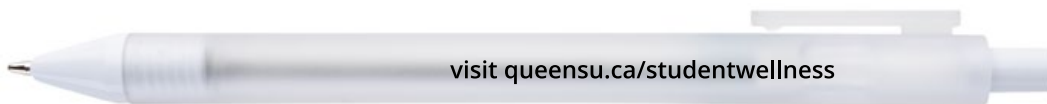
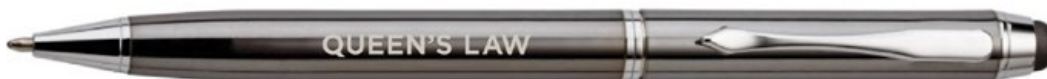
## Pens

Branded pens can feature typography, the Queen's University wordmark, or the Queen's horizontal logo in the right conditions.

Faculty, School, Department, and Program names and information should be set in the brand font **Gotham Screensmart**. Many suppliers have the license to the brand font, but the Brand Team can also provide the typography for pens upon request.

A **wordmark** can be applied to pens at a reduced minimum size of .25" high when a process like engraving is used that can successfully reproduce this level of detail at a small size. Past engraving examples may be requested for reference.

On larger pens, a full **horizontal logo** may be applied at the minimum width of 1.3" wide when reproduction quality and clear space can be maintained.



**Wordmark Minimum Size Exception**  
.25" high (0.8191" wide) for small merchandise items with detailed reproduction



**Horizontal Logo Minimum Size**  
1.3" wide



## Glassware

When printing a Queen's trademark on glass, an **etching technique** may be employed. Options include a true deep etch or a more surface-level satin etch.

A **white logo** can be printed on glass when the container will often be filled with a dark liquid that will create contrast when in use.

When printing logos and lockups on cylindrical containers, **the full graphic should be visible from the front** without having to rotate the item.

Please note that it is not permitted to apply a Queen's trademark (logo, lockup, wordmark or trademarked university name) to shot glasses or any alcohol-related items.

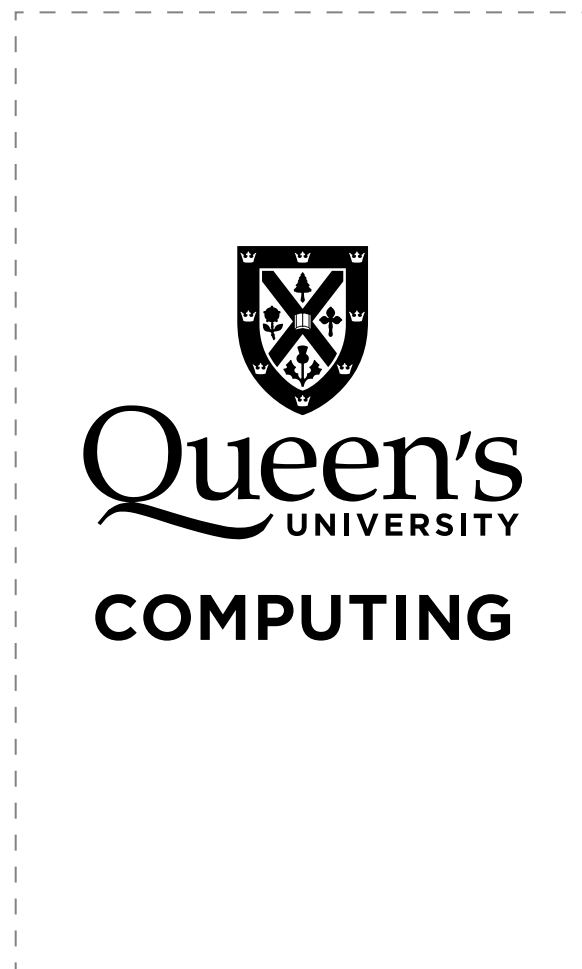
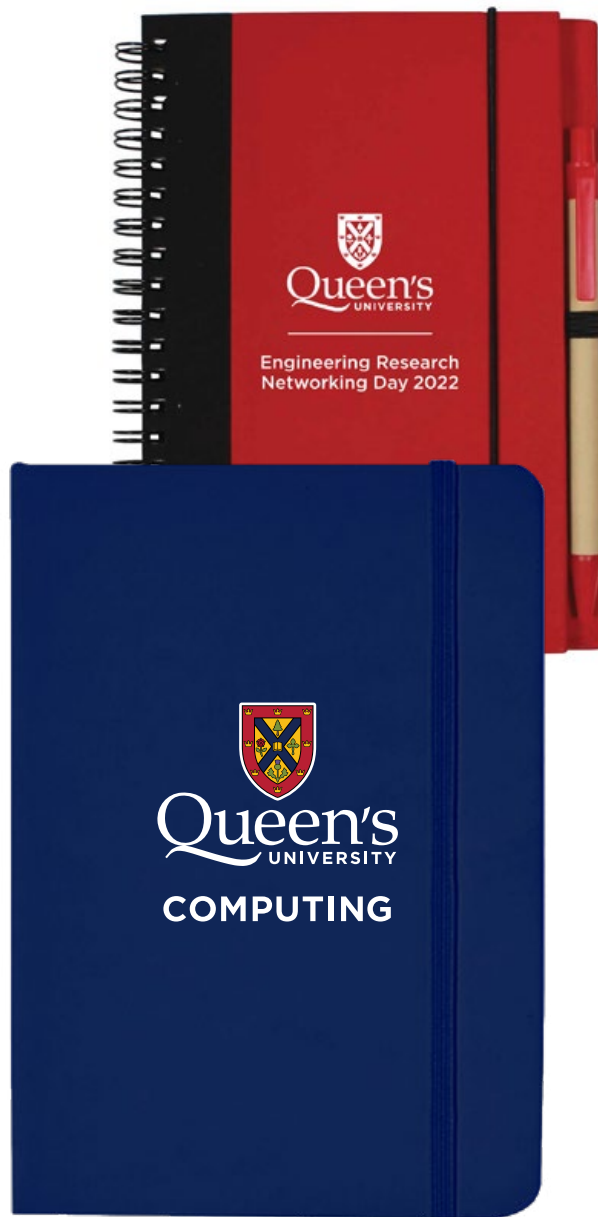


## Notebooks

Notebooks can be branded with a Queen's logo, lock-up, tertiary signature, or wordmark. Choosing a notebook colour that matches the approved Queen's brand and neutral colours is ideal. For some merchandise items, the available shade of blue, gold, or red may vary from the official pantone colour. These items can be submitted to the Brand Team for approval. Metallics and other substrates like leather, may also be permitted.

When positioning a logo or lockup on a notebook, **ensure that the required clear space is retained and leave sufficient space to avoid elements like binding or elastics.**

Given the bottom-heavy nature of the logo and lockups, **the graphic should be positioned higher than actual centre to appear visually centred.**



Notebook Size: 5" wide x 7" high

Print Area: 3" wide x 5" high

Lockup Size: 2.5" wide (position above centre)



## Water Bottles

Water bottles are usually a slim cylindrical item. Branding can be applied in a vertical or horizontal orientation.

A Queen's logo, lockup, or tertiary signature that includes the shield cannot be rotated vertically. It is permitted to **run a Queen's wordmark or horizontal wordmark lockup (without the shield) vertically from the bottom to the top** of a water bottle.

Alternatively, **a full vertical Queen's logo, lockup, or signature** can be printed upright on a water bottle.

When printing on a tapered bottle, **position the graphic at the top of the print area** to appear centred on the bottle.

**The full graphic should be visible from the front** without having to rotate the item.



**Print Area:** 6.5" wide x 3" high

**Lockup Size:** 2" wide x 1.79" high

(positioned at the top of the print area to appear centred in a tapered-neck water bottle)

# Approved Design and Merchandise Colour Combinations

## Approved Colour Combinations: Queen's Logo

### Vertical Queen's University Logo or Lockup



Vertical Logo – Blue  
White or Canvas/Ivory Background



Vertical Logo – Black  
White or Canvas/Ivory Background



Vertical Logo – Full Colour  
White Background



Vertical Logo – Full Colour  
Canvas/Ivory Background



Vertical Logo – Blue  
Light Grey Background



Vertical Logo – Black  
Light Grey Background



Vertical Logo – Full Colour  
Light Grey Background



Vertical Logo – White  
Red Background



Vertical Logo – Blue  
Navy Background



Vertical Logo – Full Colour Reverse  
Navy Background



Vertical Logo – Blue  
Gold Background



Vertical Logo – Black  
Gold Background



Vertical Logo – White  
Dark Grey Background



Vertical Logo – Full Colour Reverse  
Dark Grey Background



Vertical Logo – Blue  
Black Background



Vertical Logo – Full Colour Reverse  
Black Background

*Link back to:*

*[Full Colour Logo Tops – Full Size](#)*

*[Full Colour Logo Tops – Small](#)*

*[Full Colour Lockup Tops](#)*

*[One-colour Logo Tops – Full Size](#)*

*[One-colour Logo Tops – Small](#)*

*[One-colour Logo Bottoms](#)*

*[One-colour Logo Hats](#)*

*[One-colour Logo Totes](#)*

## Colour Combinations: Curved Double-outlined Athletic Lettering – One-colour

White or Ivory  
Background



Queen's University – Curved Double-outlined  
Athletic Lettering – Blue 295



Queen's University – Curved Double-outlined  
Athletic Lettering – Gold 124



Queen's University – Curved Double-outlined  
Athletic Lettering – Red 187



Queen's University – Curved Double-outlined  
Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined  
Athletic Lettering – Darkest Grey 80



Queen's University – Curved Double-outlined  
Athletic Lettering – Black

Light Grey  
Background



Queen's University – Curved Double-outlined  
Athletic Lettering – Blue 295



Queen's University – Curved Double-outlined  
Athletic Lettering – Red 187



Queen's University – Curved Double-outlined  
Athletic Lettering – Darkest Grey 80



Queen's University – Curved Double-outlined  
Athletic Lettering –Black



Queen's University – Curved Double-outlined  
Athletic Lettering –White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Double-outlined Athletic Lettering – One-colour

Navy  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – White

Gold  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – White

Red  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – White

Link back to:  
[Tops – Full Size Front](#)  
[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Double-outlined Athletic Lettering – One-colour

### Dark Grey Background



Queen's University – Curved Double-outlined  
Athletic Lettering – Gold 124



Queen's University – Curved Double-outlined  
Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined  
Athletic Lettering – Black



Queen's University – Curved Double-outlined  
Athletic Lettering – White

### Black Background



Queen's University – Curved Double-outlined  
Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined  
Athletic Lettering – Darkest Grey 80



Queen's University – Curved Double-outlined  
Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Outlined Athletic Lettering – One-colour

White or Ivory  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Red 187



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – Black

Light Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Red 187



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – Black



Queen's University – Curved Outlined Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



## Colour Combinations: Curved Outlined Athletic Lettering – One-colour

Navy  
Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – White

Gold  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Red 187



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – White

Red  
Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Outlined Athletic Lettering – One-colour

### Dark Grey Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – Black



Queen's University – Curved Outlined Athletic Lettering – White

### Black Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Solid Athletic Lettering – One-colour

White or Ivory  
Background



Queen's University – Curved Solid Athletic Lettering – Blue 295



Queen's University – Curved Solid Athletic Lettering – Gold 124



Queen's University – Curved Solid Athletic Lettering – Red 187



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – Darkest Grey 80



Queen's University – Curved Solid Athletic Lettering – Black

Light Grey  
Background



Queen's University – Curved Solid Athletic Lettering – Blue 295



Queen's University – Curved Solid Athletic Lettering – Red 187



Queen's University – Curved Solid Athletic Lettering – Darkest Grey 80



Queen's University – Curved Solid Athletic Lettering – Black



Queen's University – Curved Solid Athletic Lettering – White

*Link back to:*  
*[Tops – Full Size Front](#)*  
*[Bottoms, Hats, Totes](#)*  
*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Solid Athletic Lettering – One-colour

Navy  
Background



Queen's University – Curved Solid Athletic Lettering – Gold 124



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – White

Gold  
Background



Queen's University – Curved Solid Athletic Lettering – Blue 295



Queen's University – Curved Solid Athletic Lettering – Red 187



Queen's University – Curved Solid Athletic Lettering – Darkest Grey 80



Queen's University – Curved Solid Athletic Lettering – White

Red  
Background



Queen's University – Curved Solid Athletic Lettering – Gold 124



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – White

*Link back to:*  
*[Tops – Full Size Front](#)*  
*[Bottoms, Hats, Totes](#)*  
*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Solid Athletic Lettering – One-colour

Dark Grey  
Background



Queen's University – Curved Solid Athletic Lettering – Gold 124



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – Black



Queen's University – Curved Solid Athletic Lettering – White

Black  
Background



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – Darkest Grey 80



Queen's University – Curved Solid Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms, Hats, Totes](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Condensed Thin-outlined Athletic Lettering – One-colour

### White or Ivory Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Blue 295



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Gold 124



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Red 187



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Darkest Grey 60



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Black

### Light Grey Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Blue 295



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Red 187



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Black



Queen's – Curved Condensed Thin-outlined Athletic Lettering – White

*Link back to:  
[Tops – Full Size Front](#)*

## Colour Combinations: Curved Condensed Thin-outlined Athletic Lettering – One-colour

### Navy Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Gold 124



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Thin-outlined Athletic Lettering – White

### Gold Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Blue 295



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Red 187



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Thin-outlined Athletic Lettering – White

### Red Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Gold 124



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Thin-outlined Athletic Lettering – White

*Link back to:  
[Tops – Full Size Front](#)*



## Colour Combinations: Curved Condensed Thin-outlined Athletic Lettering – One-colour

### Dark Grey Background



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Gold 124



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Black



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – White

### Black Background



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – White

*Link back to:*  
*[Tops – Full Size Front](#)*

## Colour Combinations: Curved Condensed Solid Athletic Lettering – One-colour

White or Ivory  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Blue 295



Queen's – Curved Condensed Solid Athletic Lettering – Gold 124



Queen's – Curved Condensed Solid Athletic Lettering – Red 187



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Solid Athletic Lettering – Black

Light Grey  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Blue 295



Queen's – Curved Condensed Solid Athletic Lettering – Red 187



Queen's – Curved Condensed Solid Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Solid Athletic Lettering – Black



Queen's – Curved Condensed Solid Athletic Lettering – White

*Link back to:*  
[\*Tops – Full Size Front\*](#)

## Curved Condensed Solid Athletic Lettering – One-colour

Navy  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Gold 124



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – White

Gold  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Blue 295



Queen's – Curved Condensed Solid Athletic Lettering – Red 187



Queen's – Curved Condensed Solid Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Solid Athletic Lettering – White

Red  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Gold 124



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – White

*Link back to:*  
[\*Tops – Full Size Front\*](#)

## Colour Combinations: Curved Condensed Solid Athletic Lettering – One-colour

Dark Grey  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Gold 124



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – Black



Queen's – Curved Condensed Solid Athletic Lettering – White

Black  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Solid Athletic Lettering – White

*Link back to:*  
*[Tops – Full Size Front](#)*

## Colour Combinations: Curved Serif Lettering – One-colour

White or Ivory  
Background



Queen's University – Curved Serif Lettering –  
Blue 295



Queen's University – Curved Serif Lettering –  
Gold 124



Queen's University – Curved Serif Lettering –  
Red 187



Queen's University – Curved Serif Lettering –  
Medium Grey 40



Queen's University – Curved Serif Lettering –  
Darkest Grey 80



Queen's University – Curved Serif Lettering –  
Black

Light Grey  
Background



Queen's University – Curved Serif Lettering –  
Blue 295



Queen's University – Curved Serif Lettering –  
Red 187



Queen's University – Curved Serif Lettering –  
Darkest Grey 80

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Curved Serif Lettering –  
Black



Queen's University – Curved Serif Lettering –  
White

## Colour Combinations: Curved Serif Lettering – One-colour

Navy  
Background



Queen's University – Curved Serif Lettering – Gold 124



Queen's University – Curved Serif Lettering – Medium Grey 40



Queen's University – Curved Serif Lettering – White

Gold  
Background



Queen's University – Curved Serif Lettering – Blue 295



Queen's University – Curved Serif Lettering – Red 187



Queen's University – Curved Serif Lettering – Darkest Grey 80



Queen's University – Curved Serif Lettering – White

Red  
Background



Queen's University – Curved Serif Lettering – Gold 124



Queen's University – Curved Serif Lettering – Medium Grey 40



Queen's University – Curved Serif Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Serif Lettering – One-colour

### Dark Grey Background



Queen's University – Curved Serif Lettering –  
Gold 124



Queen's University – Curved Serif Lettering –  
Medium Grey 40



Queen's University – Curved Serif Lettering –  
Black



Queen's University – Curved Serif Lettering –  
White

### Black Background



Queen's University – Curved Serif Lettering –  
Medium Grey 40



Queen's University – Curved Serif Lettering –  
Darkest Grey 80



Queen's University – Curved Serif Lettering –  
White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



## Colour Combinations: Straight Serif Lettering – One-colour

White or Ivory  
Background

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Blue 295

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Gold 124

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Red 187

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Medium Grey 40

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Darkest Grey 80

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Black

Light Grey  
Background

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Blue 295

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Red 187

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Darkest Grey 80

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
Black

QUEEN'S  
UNIVERSITY

Queen's University – Straight Serif Lettering –  
White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Tops – Small Left Chest](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Straight Serif Lettering – One-colour

### Navy Background



Queen's University – Straight Serif Lettering – Gold 124



Queen's University – Straight Serif Lettering – Medium Grey 40



Queen's University – Straight Serif Lettering – White

### Gold Background



Queen's University – Straight Serif Lettering – Blue 295



Queen's University – Straight Serif Lettering – Red 187



Queen's University – Straight Serif Lettering – Darkest Grey 80



Queen's University – Straight Serif Lettering – White

### Red Background

*Link back to:*

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Queen's University – Straight Serif Lettering – Gold 124



Queen's University – Straight Serif Lettering – Medium Grey 40



Queen's University – Straight Serif Lettering – White

## Colour Combinations: Straight Serif Lettering – One-colour

### Dark Grey Background



Queen's University – Straight Serif Lettering –  
Gold 124



Queen's University – Straight Serif Lettering –  
Medium Grey 40



Queen's University – Straight Serif Lettering –  
Black



Queen's University – Straight Serif Lettering –  
White

### Black Background



Queen's University – Straight Serif Lettering –  
Medium Grey 40



Queen's University – Straight Serif Lettering –  
Darkest Grey 80



Queen's University – Straight Serif Lettering –  
White

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## Colour Combinations: Straight Slab Serif Lettering – One-colour

White or Ivory  
Background

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Blue 295

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Gold 124

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Red 187

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Darkest Grey 80

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Black

Light Grey  
Background

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Blue 295

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Red 187

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Darkest Grey 80

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– Black

QUEEN'S  
UNIVERSITY

Queen's University – Straight Slab Serif Lettering  
– White

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## Colour Combinations: Straight Slab Serif Lettering – One-colour

### Navy Background



Queen's University – Straight Slab Serif Lettering  
– Gold 124



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– White

### Gold Background



Queen's University – Straight Slab Serif Lettering  
– Blue 295



Queen's University – Straight Slab Serif Lettering  
– Red 187



Queen's University – Straight Slab Serif Lettering  
– Darkest Grey 80



Queen's University – Straight Slab Serif Lettering  
– White

### Red Background

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Queen's University – Straight Slab Serif Lettering  
– Gold 124



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– White

## Colour Combinations: Straight Slab Serif Lettering – One-colour

### Dark Grey Background



Queen's University – Straight Slab Serif Lettering  
– Gold 124



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– Black



Queen's University – Straight Slab Serif Lettering  
– White

### Black Background



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– Darkest Grey 80



Queen's University – Straight Slab Serif Lettering  
– White

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

White  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Darkest Grey 80 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering Medium Grey 40 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background

Link back to:  
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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

White or Ivory  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Black – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Black



Queen's University – Curved Double-outlined Athletic Lettering – Black – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – Black – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Red 187

Light Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Blue 295 – Light Background

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Light Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Darkest Grey 80 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Black – Light Background



Queen's University – Double-outlined Athletic Lettering – Medium Grey 40 – White

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Light Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Black – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Black – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Black – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – White – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – White – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – White – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – White – Black

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Navy  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering Medium Grey 40 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Medium Grey 40 – Dark Background

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Gold  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – White – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – White – Darkest Grey 80

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Red  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – White



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – White – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – White – Medium Grey 40

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Dark Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – White

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Dark Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Black – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Black – Medium Grey 40 – Dark Background

Black  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering Medium Grey 40 – Darkest Grey 80 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering Medium Grey 40 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 80 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 80 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – White – Darkest Grey 80

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## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

White or Ivory  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Gold 124 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Red 187



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Gold 124 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background

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## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

White or Ivory  
Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Black – Light Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Gold 124 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background

Light Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Black – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Red 187



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – White



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Blue 295

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## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Light Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Black – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – White



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Black – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Black – White – Light Background

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## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Navy  
Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering Gold 124 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Medium Grey 40 – Dark Background

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Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Gold  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Light Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Red 187 – White – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – White – Light Background



Queen's University – Curved Outlined Athletic Lettering – White – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – White – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – White – Darkest Grey 80 – Light Background

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## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Red  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – White



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – White



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Medium Grey 40 – Dark Background

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## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Dark Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Medium Grey – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Black – Dark Background

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## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Dark Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – White – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Black – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Black – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Black – White – Dark Background

Black  
Background

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Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering Medium Grey 40 – Darkest Grey 80 – Dark Background



## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Black  
Background



Queen's University – Curved Outlined Athletic Lettering Medium Grey 40 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 80 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 80 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Darkest Grey 80 – Dark Background

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## Colour Combinations: Curved Double-outlined Athletic Lettering – Three-colour

White or Ivory  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Blue 295 – Light Background

Light Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Blue 295 – Light Background

Dark Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Blue 295 – Dark Background

Black  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Blue 295 – Dark Background

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# Design and Production Specifications

## Clear Space

A minimum **clear space must be maintained** around the Queen's logo or a lockup at all times in order to preserve its impact and integrity.

The clear space is defined by the **height of the lowercase "e" in the word Queen's**, extending from the furthest edges of the logo, lockup, or wordmark on the top, bottom, and sides.

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



## Minimum Size

The recommended minimum sizes have been established to **maintain the legibility of the Queen's logo**. The horizontal logo should be no smaller than 1.3" wide. The vertical logo should be no smaller than 1" wide.

The standard minimum size for the Queen's wordmark, is 1" wide. For small items that allow for detailed reproduction, like pins and engraved pens, the wordmark can be reduced to .25" high (.8181" wide).



**Horizontal Logo or Lockup**  
Queen's Logo 1.3" wide  
for merchandise



**Wordmark**  
1" wide  
for merchandise



**Vertical Logo or Lockup**  
Queen's Logo 1" wide  
for merchandise



**Wordmark Exception**  
.25" high (0.8191" wide) for small merchandise  
items with detailed reproduction



## Special Techniques and Substrates

While in most circumstances, the approved logo and background colours must be utilized, there are special printing techniques and substrates that can be employed.

The Queen's logo or a lockup can be **etched in glass or metal**.

Queen's logos and lockups can be rendered in **neutral metallic gold and silver in embroidery on merchandise and foil stamped** on other merchandise items.

**Blind debossing on leather or paper** products creates a subtle impression of a Queen's logo or lockup recessed into the substrate.

A Queen's logo, lockup, or tertiary signature can be printed on a **clear or coloured transparent item**, as long as the background when the item is empty and filled presents a fairly solid background that will successfully highlight the logo.

For some merchandise items, the available shade of blue, gold, or red may vary from the official pantone colour. These items must be submitted and reviewed for approval.

Etching



Metallics



Blind Debossing



Transparent Items










# Full Colour Embroidery

To ensure the Queen's logo is being reproduced as accurately and consistently as possible, **embroidery sew-out samples must be reviewed and approved** by the Brand Team from each embroiderer.

The embroidery file must be created from the logo/lockup artwork and not recreated in type. The **proportions and proximities of all elements must remain unchanged**.

The **recommended size** for the full colour logo in a left chest position, is approximately 3.25".

The **thread colours must match the brand colours** listed below as accurately as possible. Note that the green and brown threads used must be dark enough to contrast the gold.

	Queen's Red	PMS 187 CMYK 0, 100, 74, 26
	Queen's Blue	PMS 295 CMYK 100, 63, 0, 67
	Queen's Gold	PMS 124 CMYK 0, 29, 100, 1
	Clover	PMS 7496 CMYK 35, 0, 100, 37
	Thistle	PMS 668 CMYK 65, 72, 8, 18
	Earth	PMS 7505 CMYK 23, 48, 69, 38
	Black	CMYK 0, 0, 0, 100

## Full Colour Reverse Vertical Logo Sew-out approx 3.25"

A black running stitch should outline both sides of the red shield frame as well as the book and spine. No other black outlines should appear.

A thicker white outline should surround the shield.

## Full Colour Vertical Logo Sew-out approx 3.25"

A black running stitch should outline both sides of the red shield frame as well as the book and spine. No other black outlines should appear.





## One-colour Embroidery

To ensure the Queen's logo is being reproduced as accurately and consistently as possible, **embroidery sew-out samples must be reviewed and approved** by the Brand Team from each embroiderer.

The embroidery file must be created from the logo/lockup artwork and not recreated in type. The **proportions and proximities of all elements must remain unchanged**.

The **recommended size** for the one-colour logo in a left chest position, is approximately 3.25".

When the logo must be rendered at a smaller size that does not allow for a satisfactory rendering of the shield, a **wordmark or wordmark lockup can be used**.

A wordmark lockup may also be ideal for lockups or tertiary signatures with long department names that would result in too large an embroidery when the shield is included.

One-colour Vertical  
Logo Sew-out  
approx 3.25"

One-colour  
Wordmark Sew-out  
approx 3.25"





# Design Guidelines for Retailers

## Retailer Merchandise

Queen's approved retailers can create merchandise in the following areas when following the guidelines and processes as outlined.

All merchandise, regardless of the category, **must be submitted for review and approval from the Brand Team** prior to production.

### Queen's Branded Merchandise

#### *Merchandise Catalogue Designs*

Merchandise including Queen's logos, typography, graphics, trademarked words and brand elements



### Academic Program Merchandise

#### *Merchandise Catalogue Designs*

Merchandise created by student representatives for their area of study at Queen's University



### Student Group / Club Merchandise

#### *Club names, logos, and content approved by Brand Team*

Merchandise for student clubs and associations



### Unique Merchandise

#### *Content must align with university mission and values, and be approved by Brand Team*

Student-designed merchandise including unique text and/or graphics



*Please note: External retailers cannot create academic program merchandise or student group / club merchandise.*

## Merchandise Design Guideline Summary

	Design	Background Colour	Customization: Additional Text	Customization: Additional Graphics
<b>Queen's Logo</b>	<b>Catalogue</b> <i>Official logos, lockups, and approved typographic designs must be used, design files provided by the Brand Team in brand colours</i>	<ul style="list-style-type: none"> <li>• White</li> <li>• Ivory</li> <li>• Light Grey</li> <li>• Navy</li> <li>• Dark Grey</li> <li>• Black</li> <li>• Red (<i>white logo only</i>)</li> <li>• Gold (<i>navy logo only</i>)</li> </ul>	In a different location than the logo/lockup (i.e. arm or back) in the brand font: <ul style="list-style-type: none"> <li>• Est. 1941</li> <li>• Class Year</li> <li>• Kingston, Ontario, Canada</li> <li>• Faculty, School, Department</li> <li>• Program, Major, Degree</li> <li>• Title, Role, Faculty, Staff, or Student Name</li> </ul>	In a different location than the logo/lockup (i.e. arm or back): <ul style="list-style-type: none"> <li>• University Flag</li> <li>• Maple Leaf</li> <li>• Canadian Flag</li> </ul>
<b>Queen's Logo Lockup</b> <i>Logo combined with official faculty, school, or dept name</i>				
<b>Queen's University or Queen's Words</b>		Same as above, plus: <ul style="list-style-type: none"> <li>• Brown</li> <li>• Neutral Green</li> </ul>	Same as above, plus: <ul style="list-style-type: none"> <li>• Family Member Names (i.e. Mom, Dad, Grandpa, Grandma)</li> </ul>	Same as above, plus: <ul style="list-style-type: none"> <li>• Queen's Shield</li> </ul>
<b>Queen's University Academic Program Words</b>				
<b>QU Initials</b>	<b>Catalogue</b> <i>Standard typographic QU designs available, design files provided by the Brand Team</i>	<b>Preferred:</b> <ul style="list-style-type: none"> <li>• White</li> <li>• Ivory</li> <li>• Light Grey</li> <li>• Navy</li> <li>• Dark Grey</li> <li>• Black</li> <li>• Red</li> <li>• Gold</li> <li>• Brown</li> <li>• Neutral Green</li> </ul>	With catalogue QU designs, in a different location (i.e. arm or back) in the brand font: <ul style="list-style-type: none"> <li>• Faculty, School, Department</li> <li>• Program, Major, Degree</li> <li>• Title, Role, Faculty, Staff, or Student Name</li> <li>• Family Member Names (i.e. Mom, Dad...)</li> </ul> <b>Combined with or in the same location as QU:</b> <ul style="list-style-type: none"> <li>• Est. 1941</li> <li>• Class Year</li> <li>• Kingston, Ontario, Canada</li> </ul>	With catalogue QU designs, in a different location (i.e. arm or back): <ul style="list-style-type: none"> <li>• University Flag</li> </ul> <b>Combined with or in the same location as QU:</b> <ul style="list-style-type: none"> <li>• Maple Leaf</li> <li>• Canadian Flag</li> <li>• Brand-aligned Graphics</li> </ul>
	<b>Custom</b> <i>Design by retailer</i>			
<b>Unique Designs</b>	<b>Custom</b> <i>Design by retailer</i>	Pattern can be used with QU  Alternate colours can be used for unique designs	<b>Text examples that are aligned with Queen's academic mission and values:</b> <ul style="list-style-type: none"> <li>• QU</li> <li>• Est. 1941, Class Year, Milestone: Grad, First Year</li> <li>• Kingston, Ontario, Canada</li> <li>• Cha Gheill, Oil Thigh, Tricolour</li> <li>• Positive Relevant Words/Phrases</li> <li>• Retailer Name...</li> </ul> <i>Text cannot infringe on sub-brands, faculties/schools, programs, departments, events, or trademarks</i>	<b>Graphics examples that are aligned with Queen's academic mission and values:</b> <ul style="list-style-type: none"> <li>• Maple Leaf, Canadian Flag</li> <li>• Brand-aligned Graphics</li> <li>• Patterns, Abstract Designs</li> <li>• Drawings/Sketches of Campus Buildings, Landmarks, Hotspots, Architectural Details, Maps</li> <li>• Doodles of Student/University Life</li> <li>• Tam, Graduation Cap, Golden Squirrel...</li> </ul> <i>Graphics cannot infringe on sub-brands, faculties/schools, programs, departments, events, or trademarks</i>

## Queen's University Logo

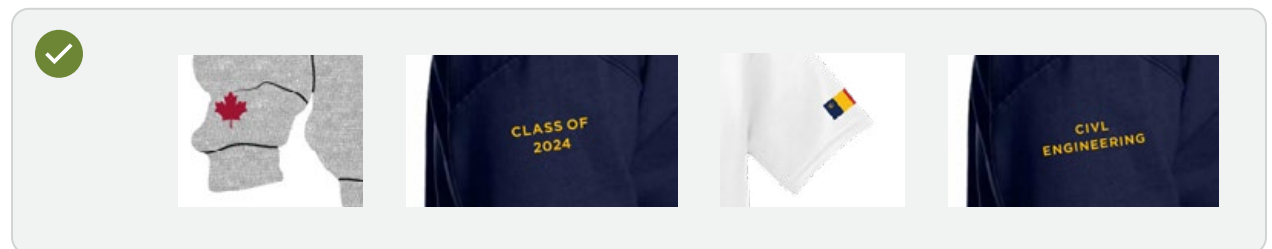
- ✓ The trademarked **Queen's University logo** can be reproduced on merchandise as outlined earlier in the catalogue.

Standard logo sizing and the permitted background colours are as indicated.

Queen's logo lockups, which combine the university identity with each academic faculty, school, department, and program of the university in a templated manner, are the only instance in which text appears with the university logo. More on this to come later in the presentation.

- ✗ **Additional graphics and text cannot be combined on the same side of a garment as the logo.**

- ✓ Small **brand-aligned graphics or text** may be permitted on an alternate location (back or arm; graphic examples: maple leaf, Queen's flag; text examples: Est. 1841, class year, major, student/faculty/staff name).



## Queen's University / Queen's Typography

- ✓ The trademarked **university name** (Queen's University or Queen's) can **only be reproduced in the consistent typographic designs** shown in this catalogue, featuring brand-aligned fonts.

Designs are offered in athletic, serif, slab serif, and sans serif fonts in both curved and straight layouts. Licensed suppliers have the final art files to create mock-ups for approval prior to production.

The designs can be reproduced in the approved text and garment colour combinations shown in the catalogue.

Small **brand-aligned graphics or text** may be permitted on an alternate location (back or arm; graphic examples: maple leaf, Queen's flag; text examples: year, major, student/faculty/staff name).

- ✗ The university name **cannot** be:
- typeset in alternate fonts or designs
  - illustrated or hand-drawn
  - combined with text and graphics beyond those in the catalogue and academic merchandise options PDFs
  - designed to contain a pattern or have different coloured letters
  - placed over a pattern



QUEEN'S  
UNIVERSITY

QUEEN'S  
UNIVERSITY

QUEEN'S  
UNIVERSITY



Queen's  
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QUEEN'S



QUEEN'S

## QU Typography

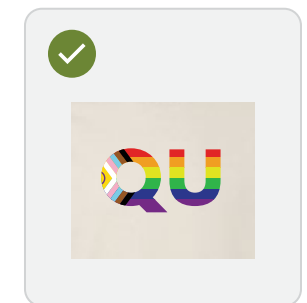
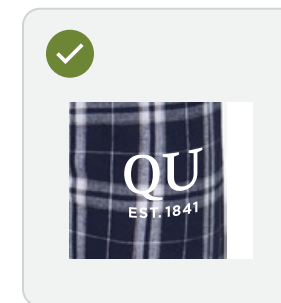
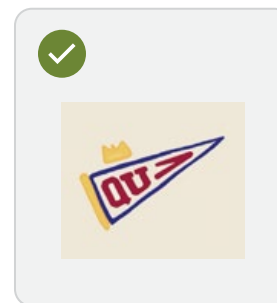
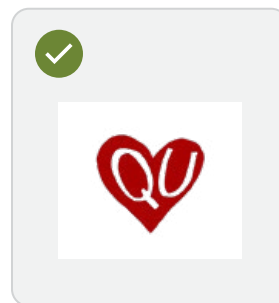
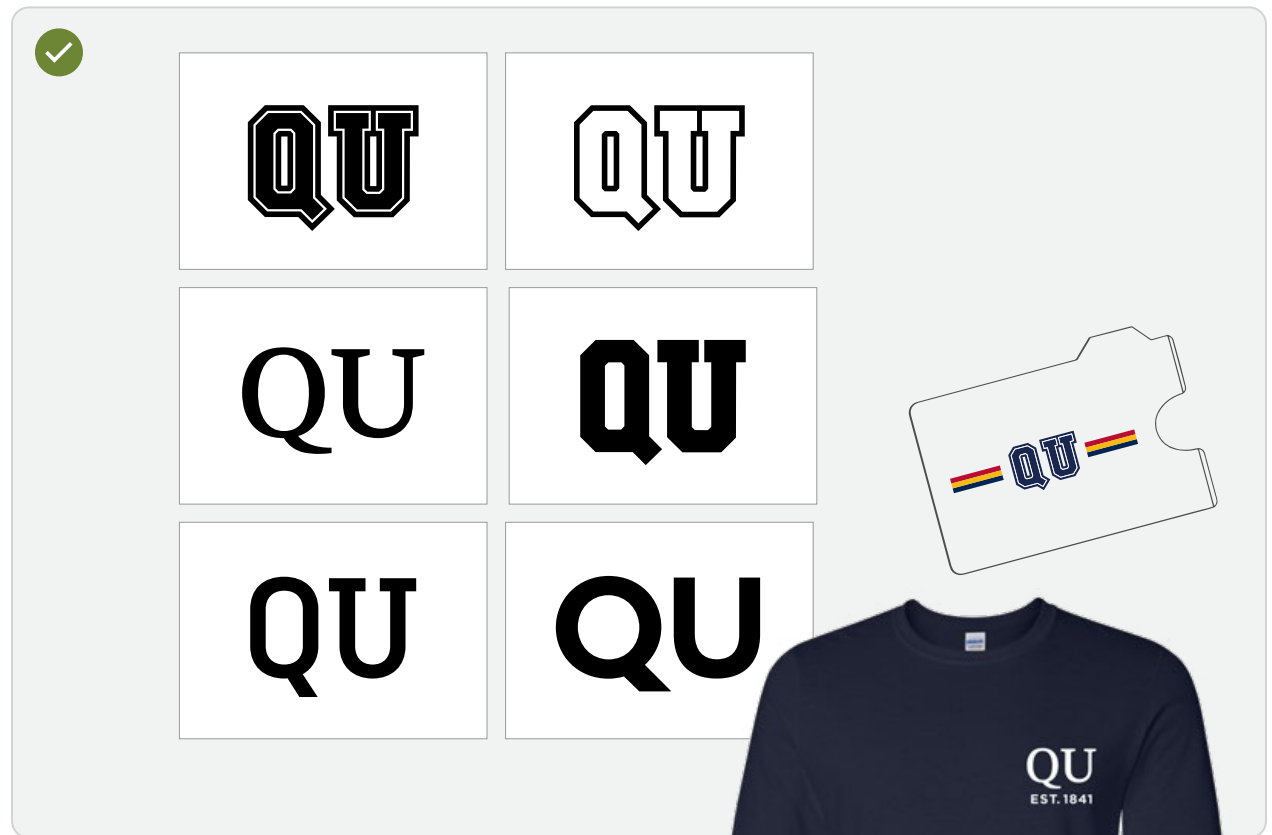
- ✓ The **university initials (QU)** are **approved for use in the consistent typographic designs** and brand-aligned fonts shown earlier in the catalogue.

Designs are offered in athletic, serif, slab serif, and sans serif fonts. Licensed suppliers have the final art files to create printer's proofs for approval prior to production.

These designs can be reproduced in the same approved text and garment colour combinations as demonstrated for the university name in the catalogue.

**In addition to the standard brand-aligned designs, more freedom is provided when designing with QU, the letters can be:**

- in different colours
- illustrated or hand-drawn
- combined with approved, brand-aligned graphics and text
- printed over a pattern
- designed to contain a pattern



## Academic Program Logo Lockups

- ✓ There are two options for the creation of **merchandise representing a Queen's University academic area of study**:

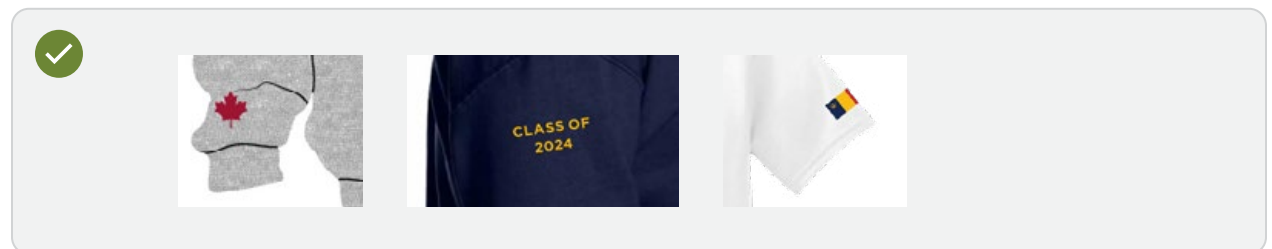
The first option is to use a **logo lockup**, which combines the university logo with an academic faculty, school, department, and program name in a templated manner. Smith Engineering departments also have templated logo lockups. Queen's Engineering departments also have templated logo lockups.

All logo lockups have been consistently designed and approved for nomenclature and formatting. Lockup files must be requested from the Brand Team — do not attempt to mock-up a lockup.

The same background and logo colour combinations demonstrated for the Queen's logo apply to the academic logo lockups.

Small **brand-aligned graphics or text** may be permitted on an alternate location (back or arm; graphic examples: maple leaf, Queen's flag; text examples: year, major, student/faculty/staff name).

- ✗ **Additional graphics and text cannot be combined on the same side of a garment as the logo lockup.**





## Academic Program Typography

- ✓ Queen's University academic program merchandise can be created using one of the **standard typographic designs**.

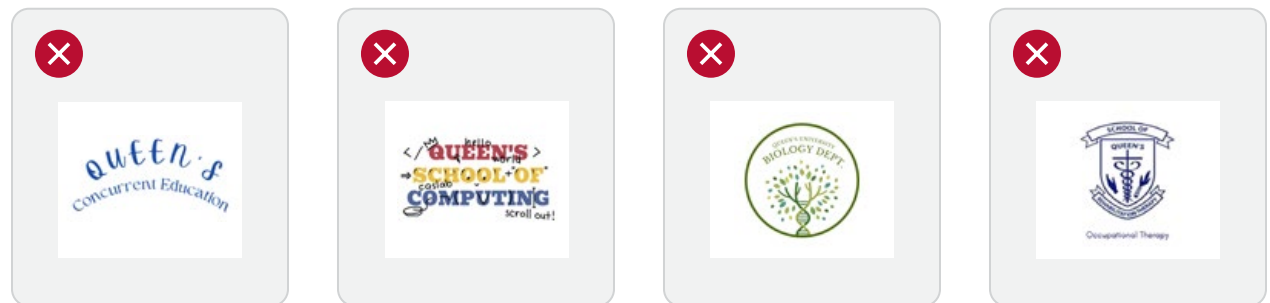
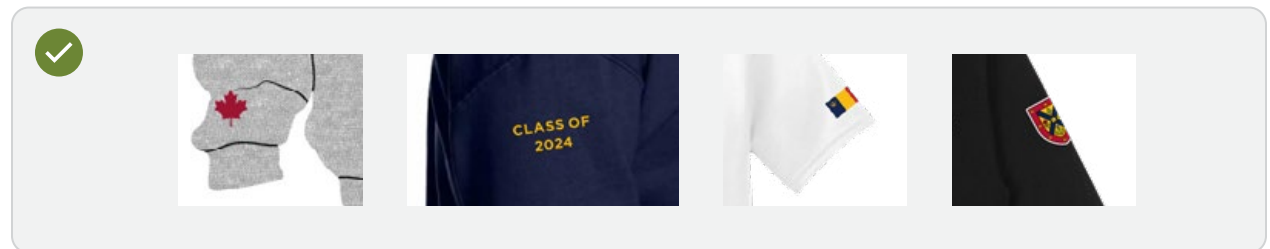
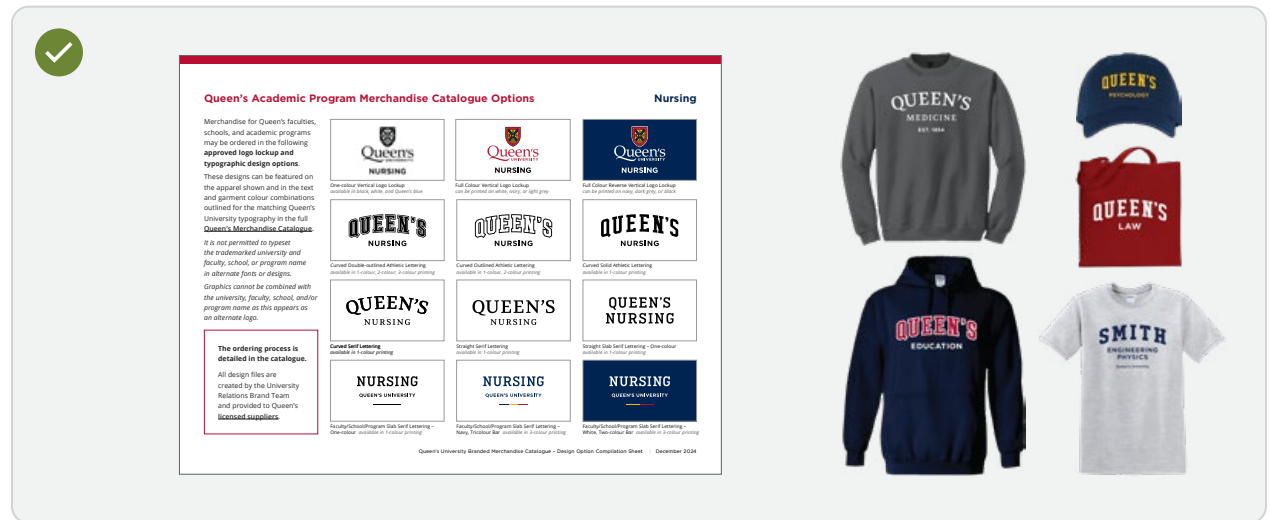
These designs are offered in athletic, serif, slab serif, and sans serif options, curved and straight layouts, and the same colour combinations demonstrated for Queen's University.

**Academic Program Design Option PDFs have been created for each area of study**, outlining the logo lockup and typography options available. Email the Brand Team to request a program PDF.

Small **brand-aligned graphics or text** may be permitted on an alternate location (back or arm; graphic examples: maple leaf, Queen's flag; text examples: year, major, student/faculty/staff name).

- ✗ **Academic faculty, school, department, and program names cannot be:**

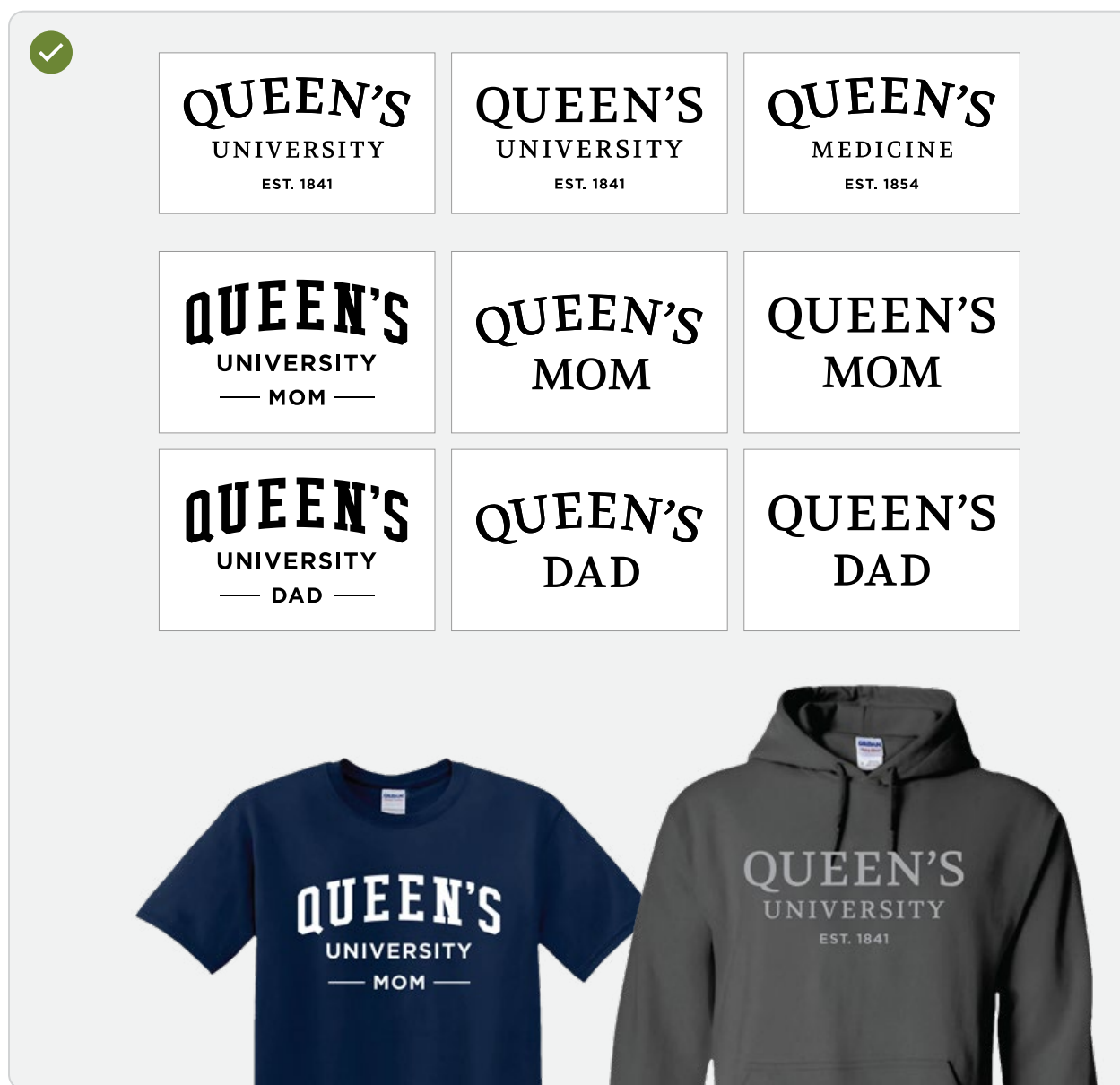
- typeset in alternate fonts or designs
- illustrated or hand-drawn
- combined with text and graphics beyond those in the catalogue/PDF
- designed to contain a pattern or have different coloured letters
- placed over a pattern





## Catalogue Merchandise Variations

- ✓ **Standard typography template variations** have been created to include the university or an academic program's established date. Templates are also available in Mom and Dad variations.



## Catalogue Merchandise Customizations

- ✓ To further customize merchandise, **brand-aligned text or select graphics, can be added to the back or side of a catalogue item.**

Examples of possible text include an area of study, est. year, graduation year, university location, or individual name.

Customized text will appear in the Queen's University brand font, Gotham Screensmart, and may include a keyline to separate pieces of information.

Possible small graphic additions could include the Queen's shield, Queen's flag, maple leaf, Canadian flag, or a tricolour tab (stripe).

The Brand Team will approve and provide artwork for the requested typography and graphics.



## Unique Designs

- ✓ **Approved university retailers, can submit brand-aligned unique designs** for review and approval.

While these designs cannot usually include the university name\*, they can use the university initials, QU.

### Unique designs must:

- be aligned with the Queen's brand
- promote positive university reputation
- reflect the university's academic mission
- reflect the diverse university community
- reflect Queen's I-EDIAA values
- be in good taste and high-quality



### Unique Design Ideas – TEXT:

- Queen's established date: Est. 1841
- University location: Kingston, Ontario, Canada; Lake Ontario
- University traditional song and cheer: Oil Thigh, Cha Gheill
- University milestones: first year, grad
- Current year
- Graduation year or class: Class of 2026
- Positive phrases related to university or Kingston life
- QU (unique QU designs can be submitted for review)
- Retailer name

### Unique Design Ideas – VISUALS:

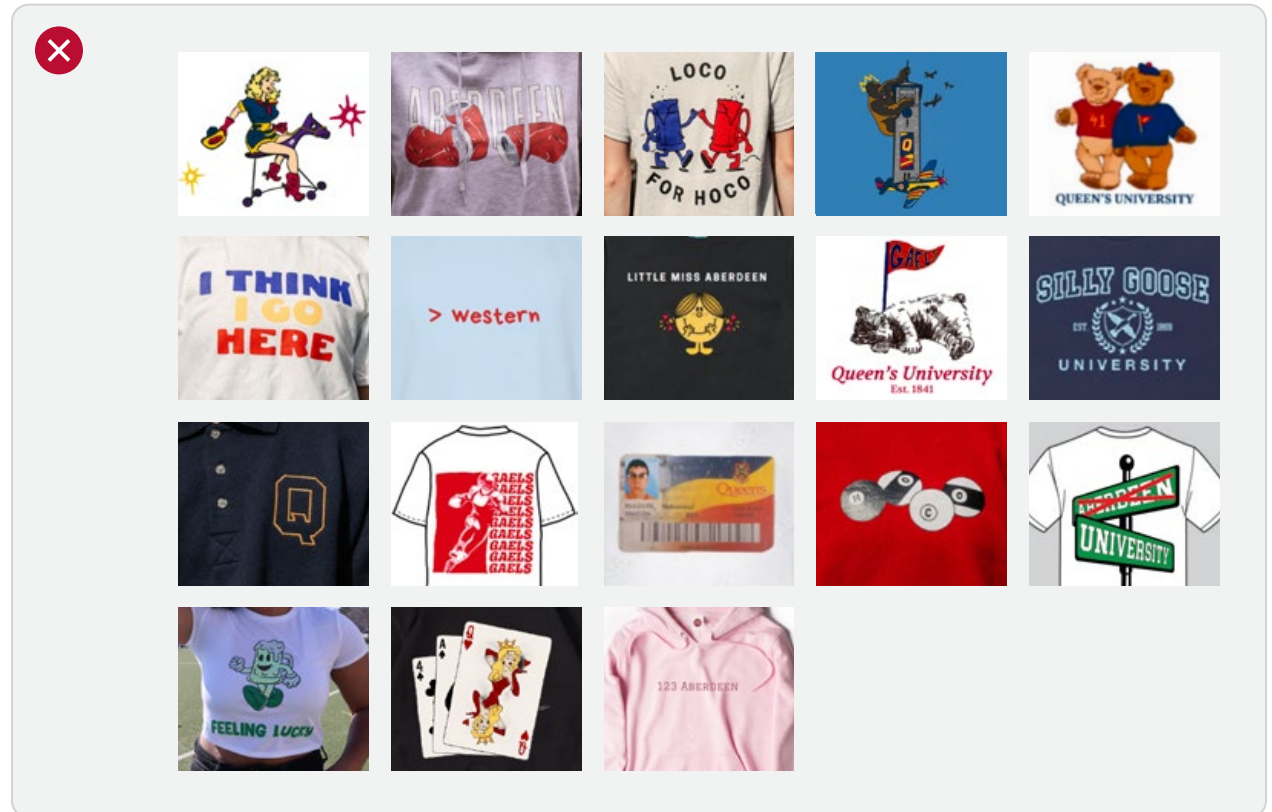
- Brand colours: dark blue, gold, red
- Minimalist designs or abstract patterns
- Drawings/sketches of university buildings, landmarks, hotspots\*
- Drawings/sketches of campus architectural details\*
- Campus map or directions
- University traditions: tams
- University wildlife: golden squirrel
- Canadian symbols: maple leaf, Canadian flag
- Icons or symbols related to university, Queen's, or Kingston (a crown may be used that is distinctly different from the crowns in the Queen's and Smith logos)
- Doodles of student life, day-in-the-life\*



## Unique Designs

### ✗ Unique designs cannot:

- extract from or infringe upon a Queen's University or sub-brand trademark
- be associated with any activity, product, or image that detracts from or tarnishes the good name, image, and reputation of the university, its sub-brands, faculties, schools, departments, or community
- be associated with the consumption of alcohol or substances
- be associated with illegal activity
- 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, gender, gender identity, or in any other way that would be a violation of the university's values
- 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
- infringe or borrow from any other individual or organization's trademarks or intellectual property
- include negative or comparative references to other colleges or universities, overt or implied



## Student Club / Association Merchandise

✓ Student retailers may facilitate the creation of **club and association merchandise** for official Queen's university student groups. All club names and logos must follow the **Student Group Identification Guidelines** on the Brand Central website, and be approved by the Brand Team.

Student group names cannot be confused for official Queen's University faculties, schools, departments, programs, groups, or initiatives. For this reason, student groups that use the university or a sub-brand faculty/school name must use a **qualifying term in the group name and logo design that clearly identifies the group as a student initiative**. Examples include: Club, Society, Association, Chapter, Team, Student-led Initiative, Undergraduate Publication, Student-run Conference

Student club logos can be in **any colour and style**. Student groups who have been approved to use Queen's in their name, **can include the university name in a simple, non-brand font in their logo**. In this instance, unique logo graphics can be combined with the university name when it is clearly part of a student group name.

✗ Student clubs **cannot use the university logo or any extracted brand graphics**.



## Unique Merchandise Process

STANDARD RESPONSE TIME: 2-3 WEEKS\*

Please follow this step-by-step process for unique merchandise creation, ordering, and approval:

- 1 Merchandise Design**  
Identify the types of merchandise items you are seeking to create. Carefully review the **guidelines for the creation of unique merchandise or student club/group merchandise** and confirm that your concepts align with the criteria. If you have any questions during this process, feel free to email the Brand Team.
- 2 Feedback / Approval Form Submission**  
Complete the online **Merchandise Approval Form** and upload your design drawings or mock-ups. Multiple items being submitted at the same time (ie a collection) can be submitted together in one form. **For unique merchandise, please check 'New Submission'** as the type of order in the online form.
- 3 Design Concept Review and Revision**  
Following review of your submission, an email will be sent to the individual submitting the order with feedback for revisions (if necessary), approval, or denial (if the concept does not align with the guidelines). If revisions are required, a new mock-up must be submitted for approval in the existing email string (new form submission not required). Please allow ample time in your schedule for this important review and revision process. Unique designs require more time for this stage compared to catalogue orders.
- 4 Licensed Supplier Selection and Order Placement**  
Choose a **licensed supplier** from the list on Brand Central. Review and select the garment/items available from the supplier. Provide them with your order information (garment selection, colour, quantity, sizes, printing specifications) and approved merchandise artwork. Work with the supplier directly to obtain a quote and printer's mock-ups/proofs for final approval by your group, client (if applicable) and the Brand Team.
- 5 Final Printer's Proof Review**  
Email the printer's proofs in the existing submission email string for final feedback and approval from the Brand Team. It is possible that minor revisions may be required at this stage if the proof does not align with the approved design.
- 6 Approval to Produce**  
Brand will provide final written approval to the individual submitting the order and the supplier to confirm that production may commence.

*\* Submissions that do not include all of the information necessary for review and approval, that have not taken into consideration the guidelines for unique merchandise creation, or that require review from additional campus partners, require more time for review.*