

Trademarks and Licensing Guide

Student Spirit Wear – March 2023



Queen's Trademarks

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

Queen's University's trademarks include, but are not limited to, the marks to the right. For a 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 [Trademark Use Approval Form](#).

The Queen's University sub-brands (Smith School of Business, Queen's Athletics and Recreation, Queen's Alumni, Bader College) must be consulted on any request to use their trademarks.

The university name should always be correctly written with an apostrophe. Products bearing the word "Queens" with or without an apostrophe are a representation of the Queen's brand and therefore must go through the trademark use approval process.

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

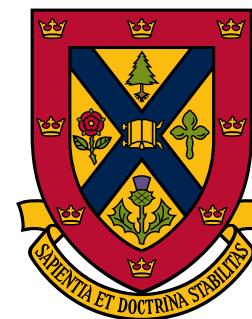


Words (regardless of font)

Queen's
Queen's University
Tricolour

Gaels
Golden Gaels
ARC

Graphics



Trademarks and Licensing Guidelines

Summary

The Trademarks and Licensing Guidelines are summarized below with some illustrated in more detail on the pages that follow.

- 1 Usage of the official Queen's logo and wordmarks must follow the guidelines prescribed in the **Visual Identity Guide**.
- 2 **Trademarks cannot be distorted.** A distortion is considered to be anything other than the trademarks as registered.
- 3 **Substitutions** of elements of a trademark are **not permitted**.
- 4 The trademarks must be clear and distinct, presented in **ample open space, separated from distracting elements** and not dominated by other design elements.
- 5 The trademarks must **not be used as a design element nor may they be overprinted or combined with other designs**.
- 6 The trademarks should **not be placed at an angle nor enclosed in a shape**.
- 7 The trademarks must **not be printed on a visually conflicting background**, nor should they span two or more adjacent colour areas.
- 8 Trademark artwork may be reduced or enlarged as long as elements of the trademarks are **clear and distinct**.
- 9 Word marks, Queen's, Queen's University, Tricolour, Gaels, Golden Gaels, and ARC, among others, are trademarks regardless of font and **must appear in a solid colour**.
- 10 **Proportional changes** and photo distortion of the trademarks are **not permitted**.
- 11 The trademarks must be **reproduced with care**: coarse screening, inferior mechanical reproduction, substandard processing, or use of a low-quality original may result in loss of detail.
- 12 The trademarked words must be typeset in a **font that is a simple sans serif, serif, or athletic-style typeface**. Display, decorative, script, and some italic fonts (serif) will not be permitted.
- 13 For the trademarked word "Queen's", the **Q in the chosen typeface must be of a standard shape**, with a clear angled tail extending from the bottom right of the round. Overly stylized Q's will not be permitted. Long Q tails that extend far beyond the letter shape and that emulate the swash Q in the Queen's wordmark will not be permitted. Q shapes that closely emulate the Athletic Q are also not allowed.
- 14 For the trademarked word "Queen's" in all caps, the top of the **apostrophe should be aligned** with the top of the uppercase letters. When "Queen's" is in sentence case, the position of the apostrophe should dropped so that the middle of the apostrophe aligns with the top of the lowercase letters. The **space on either side of the apostrophe should be reduced** to be slightly less than the space between the other letters to ensure that the word holds together visually as a unit.
- 15 It is **not permitted to extract any portion of the trademarked logos or wordmarks and use them alone or in another design**. This includes the shield, crown, other shield elements, the swash Q, and the wordmark. It is permitted to use a crown as a graphic if it is not confusingly similar to the crown from the Queen's logo.

Trademarks and Licensing Process

Only officially recognized departments, divisions, groups, and individuals of Queen's University are permitted to use Queen's University trademarks once approval has been received from the University Relations Brand Team and Trademarks and Licensing Office. Approved faculty society and student program representatives may request permission to use the trademarks for the creation of faculty/school/program-specific spirit wear.

Licensed Suppliers

Queen's identified and marked product must be obtained from a licensed supplier of the university. 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 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 product bearing the Queen's marks are granted through the University Relations Trademarks and Licensing Office.

Royalties

As a matter of policy, all uses of Queen's trademarks on merchandise are subject to royalty fees (7% of net sales) unless a waiver of royalties has been issued from the University Relations Trademarks and Licensing Office. Waivers are issued on a per order basis. These royalties fall under the terms of the licensing agreement, are incorporated into the price quoted by your supplier, and are **paid by the licensed supplier to the university**.

Royalties will be waived:

- on a trademarked product that is retained by the university
- on uniforms for university faculties, schools, departments, programs, units, or teams, even if retained by the individual
- on promotional items which are paid for by the university faculty, school, department, program, or unit to promote itself and are given to prospective users of services (ie promotional mugs or pens)

Approvals

Use of Queen's trademarks must be approved by the University Relations Brand Team through the Trademark Use Approval Form.



Please review this document and the Visual Identity Guide prior to submitting your request.

Please **complete the online form** with as much information as possible and include a **mockup of the design** on the actual garment/object in each colour to be produced. Multiple items being ordered at the same time from the same supplier may be submitted together.

Following review of your submission, an email will be sent to the order submitter and the licensing supplier providing either approval or feedback for revisions when necessary.

Student Spirit Wear

Queen's University faculty, school, or program spirit wear may be created by faculty societies and recognized program representatives.

It is important to **create merchandise that aligns with the Queen's brand** and follows the [Trademark Guidelines](#), while celebrating and promoting each faculty, school, and program. This is best achieved by creating merchandise that features an official Queen's University logo lockup and that incorporates the [brand colours](#).

Student representatives are encouraged to review this Student Spirit Wear Guide for detailed guidance on the creation of an approved, on-brand collection of merchandise.

Feel free to [contact](#) the Trademarks and Licensing Office with questions or for assistance. **All designs must be approved by the University Relations Brand Team** via the online [Trademark Use Approval Form](#) prior to production.

Only [licensed suppliers](#) of the university are permitted to produce merchandise bearing a Queen's trademark.



Student Spirit Wear

Official Logo Lockups

Each faculty, school, and program has an official Queen's logo lockup that combines the university logo with their name in a templated manner. The logo lockup is the ideal graphic representation for each area of study.

Each spirit wear collection should have a balance of pieces featuring the official logo lockup and alternate designs. Lockup use must be approved by the faculty, school, or program administration. Files can be provided by the Brand Team.

Official merchandise should be in Queen's colours (navy, red, gold) or neutrals. Refer to the [logo and background colour guidelines](#).

- Logo lockups cannot be changed, or combined with type or graphics.
- Lockups are available in full colour (for light backgrounds), full colour reverse (for dark backgrounds), black, white, or Queen's blue.
- For left chest embroidery, it may be necessary to place the Queen's logo on the chest and the faculty, school, or program name on the arm.



Student Spirit Wear

Typographic Designs

Student groups are welcome to create their own **type-based designs**. The trademarked university name as well as the faculty, school, or program name can be set in a simple font while following the [Trademark Guidelines](#). Please refer to the guidance on [font selection](#), [Q shape](#), and [formatting](#).

No graphics can be combined with the trademarked words other than simple lines or bars. The resulting design should not give the impression of an alternate logo lockup. **Some additional text may be added**, for example: Kingston, Ontario, Est. 1841, Class of 2026, Mom, Dad.

While Queen's colours are ideal, **alternate colours may be used for these typographic items**.

- "Queen's" or "Queen's University" must be typeset in a font that is a simple sans serif, serif, or athletic-style typeface.
- The Q in the chosen typeface must be of a standard shape, with a clear angled tail extending from bottom right.
- Stylized Q's, long tails that emulate the swash Q in the Queen's wordmark, and Q shapes that are similar to the Athletics logo will not be permitted.



Student Spirit Wear

Student-designed Graphics

Student-designed graphics can be printed on merchandise as long as they are not combined with the university name, logo, or initials (QU) on the same side of the item. The graphic should not appear like an alternate logo for a Queen's University faculty, school, or department.

Placing a graphic on the back of a bag or t-shirt with the university and faculty/school/program names on the opposite side is one possible design layout.



It is not permitted to extract any portion of the trademarked logos or wordmarks and use them alone or in another design. This includes the shield, crowns, shield elements, the swash Q, and the wordmark.

Student Spirit Wear

Student Council and Faculty Society Merchandise

Student Councils and Faculty Societies often create merchandise for their members. The ideal graphic to represent a faculty, school, department, or program is the official **Queen's logo lockup or signature**. Additional information like the words "Student Council", the year, or a name can be added on another side of the garment, separate from the lockup.

Faculty societies with a name that does not align with a faculty, school, or department name may have a **unique logo**. All student group logos must follow the [Trademark Guidelines](#) and be approved by the Brand Team. This graphic can be used alone or with the society/council name and the words "Faculty Society", "Society", or "Student Council".

Unique graphics cannot be combined with the words "Queen's" or "Queen's University" and the faculty, school, department, or program name to create what appears like an alternate logo or lockup.



Trademarked Logo and Lockups

Approved Background Colours

To maximize the strength of the Queen's University brand, **merchandise bearing a Queen's logo, lockup, or tertiary signagure should be created in the Queen's colours of navy, red, and gold or neutral shades.**

This page shows the approved logo and background colour combinations.

Examples of approved garment colours:

Light Gray: Gildan Sport Gray, Ash, Gravel, Ice Gray, and Graphite Heather

Dark Gray: Gildan Dark Heather and Charcoal

Natural: Canvas, Gildan Natural and Sand

Red: Gildan Red and Antique Cherry Red

Navy: Gildan Navy **Gold:** Gildan Gold

In the occasion that an off-brand merchandise colour must be used (ie orange shirts for orange shirt day), please propose for approval. The one-colour Queen's logo/lockup that provides the best colour contrast should be chosen in these select applications.

Use the correct colour version of the logo/lockup/signature files provided in **CMYK .eps format**. Do not change the colours in the files.

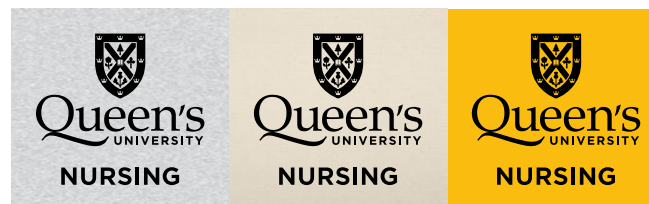
Full colour logo on light backgrounds:
white, light gray, natural



Full colour reverse logo on dark backgrounds:
navy, black, dark gray



One-colour black logo on light backgrounds:
white, light gray, natural, gold



One-colour blue logo on light backgrounds:
white, light gray, natural, gold
(blue one-colour files provided upon request)



One-colour white logo on dark backgrounds:
navy, black, dark gray, red



Trademarked Words

Fonts

The trademarked words must be typeset in a font that is a simple **sans serif, serif, or athletic-style typeface**.

Examples of permitted fonts include:

Sans Serif

Open Sans
DM Sans
Duru Sans
Garet
Nexa

Oswald
Panton Bold
Public Sans
Roboto
Rubik

Serif

Volkhov
Aleo
IBM Plex Serif

Nexa Slab
Roboto Slab
Source Pro Serif

Athletic (all caps)

League Gothic
Norwester
Hudson NY Pro

Rubik Mono
Zing Rust Base

Display, decorative, script, and some italic fonts (serif) are not permitted.

Tracking (or letterspacing) is the increase or decrease in the horizontal spacing between a range of characters.

✓ Typeset trademarked words in a simple sans serif, serif, or athletic style font

Queen's

Sans serif font: Rubik (tracking 20)

QUEEN'S

Serif font: Aleo (tracking 125)

Queen's

Serif font: Volkhov (tracking 25)

QUEEN'S

Athletic font: Norwester (tracking 60)

QUEEN'S

Athletic font: Zing Rust Base (tracking 60)

QUEEN'S

Athletic font: Hudson NY Pro (tracking 70)

✗ **DO NOT** typeset trademarked words in display, decorative, script, or italic fonts

QUEEN'S

Display font

QUEEN'S

Decorative sans serif font

Queen's

Decorative serif font

Queen's

Script font

Queen's

Script font

Queen's

Italic serif font

Trademarked Words

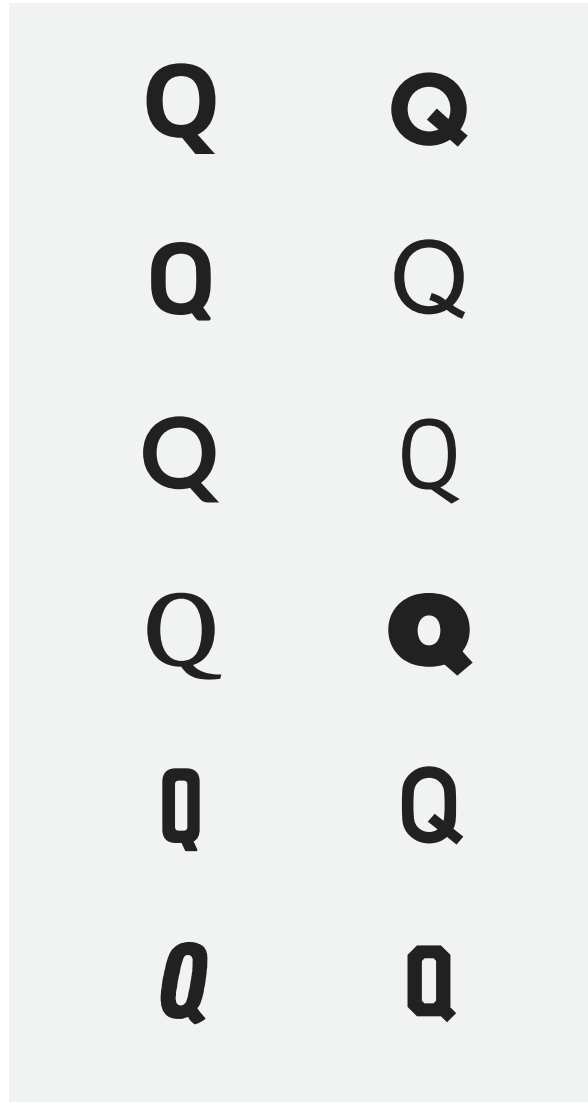
Letter Q

For the trademarked word “Queen’s”, the Q in the chosen typeface must be of a **standard shape, with a clear angled tail that extends from the bottom right of the round.**

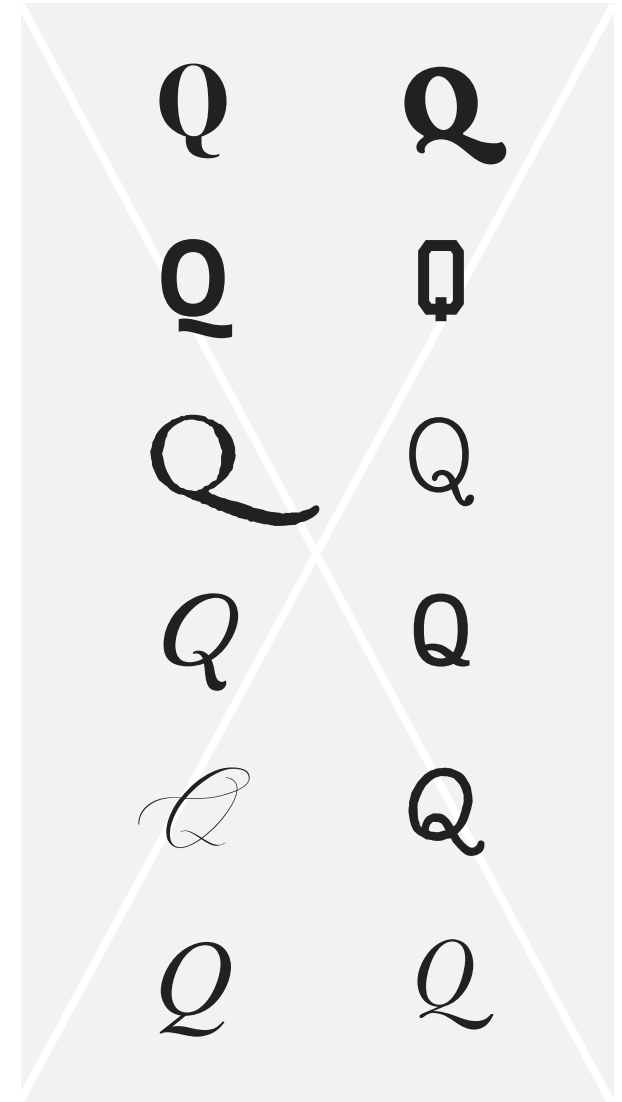
Q shapes with the following characteristics will not be approved:

- Very small subtle tails
- Tails that extend from the side of the round
- Tails that extend straight down from the bottom of the round
- Overly stylized Q’s
- Long Q tails that extend far beyond the letter shape and that emulate the swash Q in the Queen’s wordmark
- Q shapes that closely emulate the Athletic logo

✓ Typeset “Queen’s” in a font with a standard Q shape



✗ **DO NOT** typeset “Queen’s” in a font with a decorative, swash, or Q like the Athletic logo



Trademarked Words

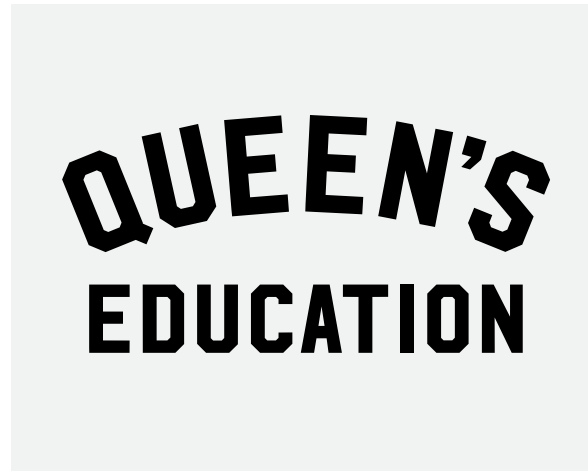
Clear Space

The trademarks must be clear and distinct, presented in **ample open space, separated from distracting elements** and not dominated by other design elements.

A clear space equal to **1/3-1/2 of the height of the uppercase letters** in the trademarked word “Queen’s” must surround the word on all sides.

Other type, lines, shapes, graphics, or edges cannot be placed in close proximity, overlapping, or intersecting. Graphics cannot be placed within the letters of the trademarked university name.

- ✓ “Queen’s / Queen’s University” must have ample clear space on all sides



- ✗ **DO NOT** place type, lines, shapes, graphics, or edges close to the university name



- ✓ The letters in “Queen’s / Queen’s University” must be free of graphic embellishments



- ✗ **DO NOT** place graphics in, on, or around the letters of the university name



Trademarked Words

Typesetting Queen's

The letterspacing in the trademarked words should be comfortably open to be accessible and legible. Set the tracking (letter spacing) to zero at a minimum and increase letterspacing for all caps. Do not use negative tracking.

The letters should never come in close proximity to one another, intersect, or overlap. They should also not be so widely spaced that the word no longer holds together as a unit.

Where possible, it is recommended to manually **adjust the spaces between the letters in "Queen's" and "Queen's University" to appear visually consistent.**

The space between Q and U often has to be reduced as the round Q makes the space appear larger than between the more rectangular letters. Different fonts have different standard spacing between letters, so it is ideal to check the appearance of the trademarked university name and adjust as needed.

- ✓ Use standard or comfortably open spacing for "Queen's / Queen's University" (+45pt shown)



- ✗ **DO NOT** use tight (negative) letter spacing for the university name (-40pt shown)



- ✓ Use standard or comfortably open spacing for "Queen's / Queen's University" (+25pt shown)



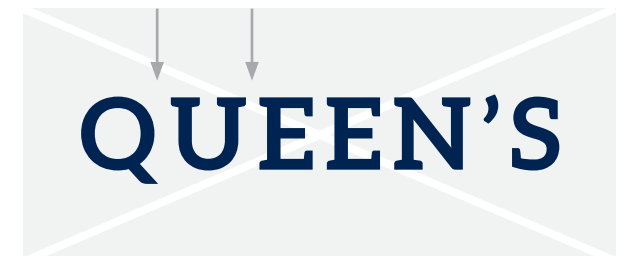
- ✗ **DO NOT** use extremely open letter spacing for the university name (+150pt shown)



- ✓ Adjust the spaces between the letters in the university name to appear visually consistent



- ✗ **DO NOT** use uneven spacing between the letters of "Queen's / Queen's University"



Trademarked Words

Apostrophe

The apostrophe in the trademarked word “Queen’s” should be a **single curly/angled quote** (‘) that matches the font style chosen. Replace straight quotes (') with the correct apostrophe character where possible.

When “Queen’s” is typeset in **title case**, **drop the position of the apostrophe** so that the middle of the apostrophe aligns with the top of the lowercase letters.

When “Queen’s” is typeset in **uppercase**, **ensure that the position of the apostrophe aligns with the top** of the uppercase letters.

In order for the university name to visually hold together as a single unit, **the space on the left and right of the apostrophe should be less than the space between the letters in Queen’s** and appear even on both sides of the apostrophe.

- ✓ For “Queen’s” in title case, align the **middle** of the apostrophe with lowercase letter height



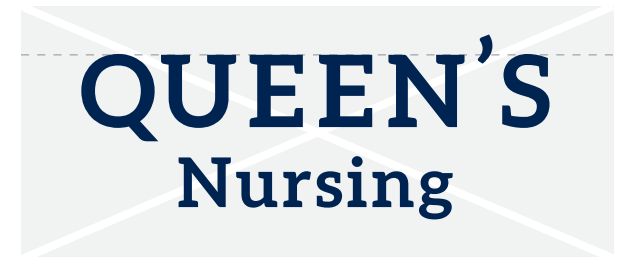
- ✗ **DO NOT** use a floating or oversized apostrophe in “Queen’s”



- ✓ For “Queen’s” in upper case, align the **top** of the apostrophe with uppercase letter height



- ✗ **DO NOT** use a floating or oversized apostrophe in “Queen’s”



- ✓ The space on either side of “Queen’s” should be even and less than letter spacing



- ✗ **DO NOT** use uneven or wide spacing on either side of the apostrophe in “Queen’s”



Trademarked Graphics

Logo and Wordmark Elements

It is **not permitted to extract any portion of the trademarked logos or wordmarks and use them alone or in another design.** This includes the shield, crowns, shield elements, the swash Q, and the wordmark.

It is permitted to use a crown as a graphic if it is not confusingly similar to the crown from the Queen's logo.

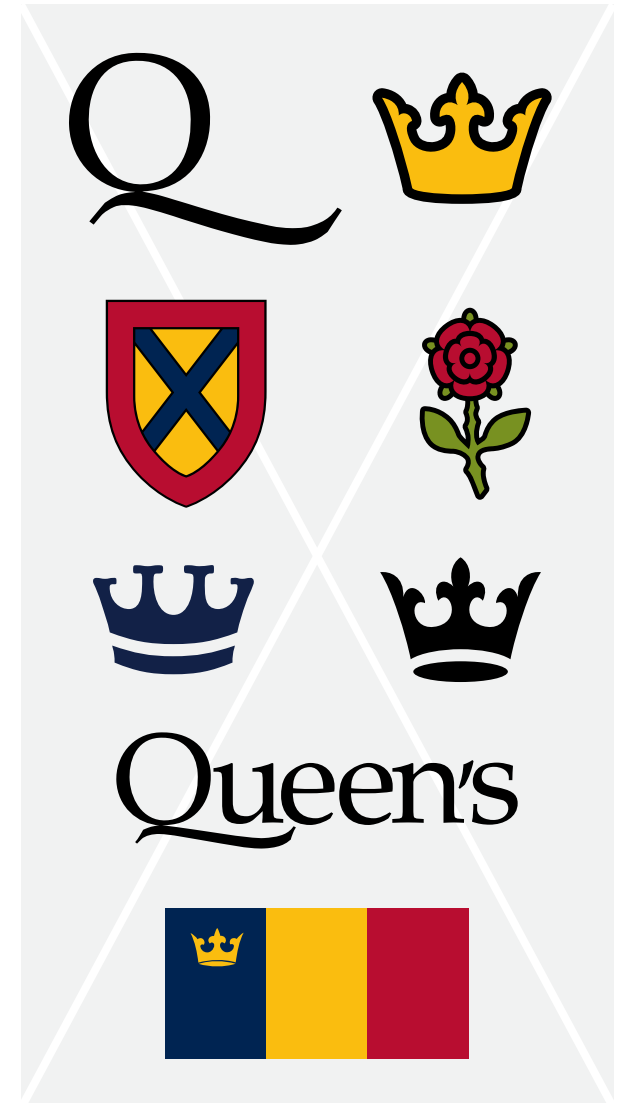
For Student Spirit Wear, graphics cannot be combined with the trademarked university name and/or the faculty, school, or program name to create a logo-like graphic.

See page 7 for permitted graphic use.

✓ Graphics can be created using a Q shape and crown dissimilar from those in the logos



✗ **DO NOT** extract/use any part of a current or previous logo, wordmark, or other trademark



Colours

Queen's University is widely recognized for its unique **Tricolour palette of blue, gold, and red**. These three colours used in combination are the essence of the Queen's brand and are designated as the primary colours.

One or more of the Queen's primary brand colours should be featured in most pieces of spirit wear. The overall merchandise collection should include all three colours. Neutral black, white, and grey can also be incorporated to balance the brighter colours.

PMS and CMYK: Print

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

RGB and HEX: On-screen

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

Primary Colours

Queen's Blue

PMS 295
CMYK 100, 63, 0, 67
RGB 0, 36, 82
HEX #002452

Queen's Gold

PMS 124
CMYK 0, 29, 100, 1
RGB 250, 189, 15
HEX #fabd0f

Queen's Red

PMS 187
CMYK 0, 100, 74, 26
RGB 185, 14, 49
HEX #b90e31

Secondary Colours

White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #ffffff

Medium Grey

CMYK 0, 0, 0, 40
RGB 167, 169, 172
HEX #a7a9ac

Light Limestone

PMS 401
CMYK 28, 25, 28, 3
RGB 180, 174, 168
HEX #b4aea8

Lightest Grey

CMYK 0, 0, 0, 5
RGB 241, 242, 242
HEX #f1f2f2

Dark Grey

CMYK 0, 0, 0, 60
RGB 128, 130, 133
HEX #808285

Limestone

PMS 403
CMYK 39, 36, 40, 14
RGB 144, 137, 130
HEX #908982

Light Grey

CMYK 0, 0, 0, 10
RGB 230, 231, 232
HEX #e6e7e8

Darkest Grey

CMYK 0, 0, 0, 80
RGB 88, 89, 91
HEX #58595b

Dark Limestone

PMS 405
CMYK 49, 47, 51, 32
RGB 106, 98, 92
HEX #6a625c

Grey

CMYK 0, 0, 0, 20
RGB 209, 211, 212
HEX #d1d3d4

Black

CMYK 0, 0, 0, 100
RGB 33, 33, 33
HEX #212121