

Visual Identity Guide

October 2024



Building a dynamic future from a solid foundation

For more than one hundred and eighty years, Queen's has been making an extraordinary difference in the world.

As we continue to expand our impact, we must advance how we connect and communicate with one another in a digital-first environment.

Through broad consultation with our university community, we now have a new visual identity anchored by a refreshed Queen's logo. Our new guide recommends consistent application of our visual identity as well as accessibility and representation to reflect the university's commitment to Equity, Diversity, Inclusion, and Indigenization. The official university coat of arms will remain in use for ceremonial applications.

Through our Visual Identity Guide and [Brand Central](#) website, everyone can access these new recommendations and tools – as we build for a dynamic future from a solid foundation.

Table of Contents

Logo

Queen's University Logo

The Queen's University logo is the **official visual representation of the university** and is available in a variety of formats, each appropriate for different uses.

It has been **simplified to improve legibility and accessibility in a digital environment.**

The logo consists of two elements – the shield and the wordmark.








The updated **shield** is a simplified version of the official university **coat of arms**, which remains in use in some ceremonial applications.

The updated **wordmark** features increased letter-spacing in “Queen’s,” a heavier weight sans serif typeface for “University” and an adjusted swash Q for better alignment.



Logo Colours

The Queen's Logo includes the following seven colours:

	Queen's Red	PMS 187 CMYK 0, 100, 74, 26 RGB 185, 14, 49 HEX #b90e31		Queen's Gold	PMS 124 CMYK 0, 29, 100, 1 RGB 250, 189, 15 HEX #fabd0f		Thistle	PMS 668 CMYK 65, 72, 8, 18 RGB 97, 79, 135 HEX #614f87		Black	CMYK 0, 0, 0, 100 RGB 0, 0, 0 HEX #000000
	Queen's Blue	PMS 295 CMYK 100, 63, 0, 67 RGB 0, 36, 82 HEX #002452		Clover	PMS 7496 CMYK 35, 0, 100, 37 RGB 119, 146, 33 HEX #779221		Earth	PMS 7505 CMYK 23, 48, 69, 38 RGB 135, 97, 64 HEX #876140			

Orientation Versions

There are two Queen's University logo orientations which provide the flexibility to use the logo in a wide variety of applications.

Horizontal Logo

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



Horizontal Logo

Vertical Logo

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



Vertical Logo

Clear Space and Minimum Size

Clear Space

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

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

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

The one exception to this rule is for the typography in the approved Academic and Administrative logo lockups created and provided by University Relations. Lockups combine a Queen's unit name with the university logo in a templated design.

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" or 130 pixels wide. The vertical logo should be no smaller than 1" or 100 pixels wide.



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



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

Logo Colour Versions

There are several colour versions of the Queen’s logo available in both horizontal and vertical formats.

The full colour and full colour reverse logos should be used whenever possible.

Three one-colour variations have been created to provide flexibility for one or two-colour applications. The one-colour logo is available in Queen’s Blue, black, and white.

Accessible Colour Contrast

When placing the Queen’s logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a [contrast checker tool](#).

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

Full Colour

Full Colour		
Full Colour Reverse		

One Colour

Blue		
Black		
White		

Logo Colour Versions

Full Colour

The full colour logo is the **preferred version for light backgrounds** and should be used wherever possible.

It may be used on white backgrounds, light-coloured backgrounds, and photos with light, open space on which it will be clearly legible.

It should not be used on Queen's Blue, Queen's Gold, medium/dark grey, or any medium/dark colours.



✓ White



✓ Very Light Grey



✓ Very Light Colours



✓ Very Light Photos (ie sky)



✗ **NOT** on Queen's Blue



✗ **NOT** on Queen's Gold



✗ **NOT** on Medium/Dark Colours

Accessible Colour Contrast

When placing the Queen's logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a [contrast checker tool](#).

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

Logo Colour Versions

Full Colour Reverse

The full colour reverse logo is the **preferred version for dark backgrounds** and should be used wherever possible.

It may be used on Queen's Blue, black, or dark grey backgrounds.

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

It should not be used on Queen's Red, Queen's Gold, light grey, or other light colours.



✓ Queen's Blue



✓ Black



✓ Dark Grey



✓ Dark Photos (ie night sky)



✗ NOT on Queen's Red



✗ NOT on Queen's Gold



✗ NOT on Grey/Light Colours

Accessible Colour Contrast

When placing the Queen's logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a [contrast checker tool](#).

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

Logo Colour Versions

Blue

The one-colour Queen's Blue logo can be used in **single or two-colour print applications on light backgrounds**.

It may be used on Queen's Gold, light grey, or light-coloured backgrounds.

It should not be used on Queen's Red, black, dark grey, or dark-coloured backgrounds.



✓ White



✓ Queen's Gold



✓ Light Grey



✓ Light Colours



✗ NOT on Queen's Red



✗ NOT on Black or Dark Grey



✗ NOT on Dark Colours

Accessible Colour Contrast

When placing the Queen's logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a [contrast checker tool](#).

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

Logo Colour Versions

Black

The one-colour Queen's Black logo can be used in **black and white, single or two-colour print applications on light backgrounds.**

It may be used on Queen's Gold, light grey, or light-coloured backgrounds.

It should not be used on Queen's Red, Queen's Blue, dark grey, or dark-coloured backgrounds.



✓ White



✓ Queen's Gold



✓ Light Grey



✓ Light Colours



✗ NOT on Queen's Red



✗ NOT on Queen's Blue



✗ NOT on Dark Colours

Accessible Colour Contrast

When placing the Queen's logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a [contrast checker tool](#).

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

Logo Colour Versions

White

The one-colour white logo can be used in **black and white, single or two-colour print applications on dark backgrounds.**

It may be used on Queen's Blue, Queen's Red, black, or dark grey backgrounds.

It should not be used on Queen's Gold, light grey, or light-coloured backgrounds.



✓ Black

Accessible Colour Contrast

When placing the Queen's logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a [contrast checker tool](#).

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



✓ Queen's Red



✓ Queen's Blue



✓ Dark Grey



✗ NOT on Queen's Gold



✗ NOT on Light Grey



✗ NOT on Light Colours

Incorrect Use

Logo Modifications

It is imperative that the integrity of the Queen's logo be maintained at all times. It is our most important brand asset and **cannot be altered in any way**.

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

It is **not permitted to extract any part of the Queen's logo, shield, or wordmark** and use it in another logo, graphic, or design. **Under the guidance and approval of the Brand Team there are two exceptions:**

The swash Q may at times be used as a large graphic element by faculties and departments, and the shield may be used alone in some instances, such as on merchandise.

For more information, contact the [University Relations Brand Team](#).

Logo Files

Always use the logo files provided for download on [Brand Central](#). Do not attempt to reset, alter, or build another configuration of the logo.



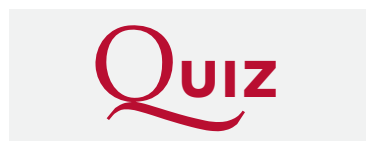
✗ **DO NOT** alter the proportions of shield and wordmark



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



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



✗ **DO NOT** use the swash Q in another wordmark, logo, or graphic. Use as a graphic device must be approved by the Brand Team



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



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



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



✗ **DO NOT** use the shield as part of another design. Use of the shield alone must be approved by the Brand Team



✗ **DO NOT** distort the logo



✗ **DO NOT** crop the logo



✗ **DO NOT** outline the logo



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

Incorrect Use

Colour and Backgrounds

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

For assistance, contact the [University Relations Brand Team](#).

Logo Files

Always use the logo files provided for download on [Brand Central](#). Do not attempt to reset, alter, or build another configuration of the logo.

Accessible Colour Contrast

When placing the Queen's logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a [contrast checker tool](#).

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



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



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



✗ **DO NOT** change the colour of the shield



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



✗ **DO NOT** tint or change the opacity of the logo (except media backdrop)



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



✗ **DO NOT** create a two-coloured logo



✗ **DO NOT** change the full colour logo to grayscale

Logo Placement

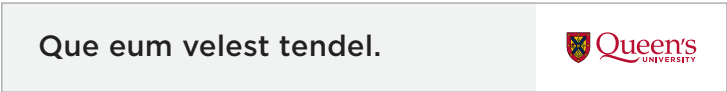
Horizontal Logo

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

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



Letterhead



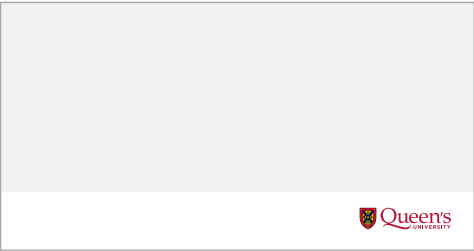
Online Ad



PowerPoint Presentation



Website



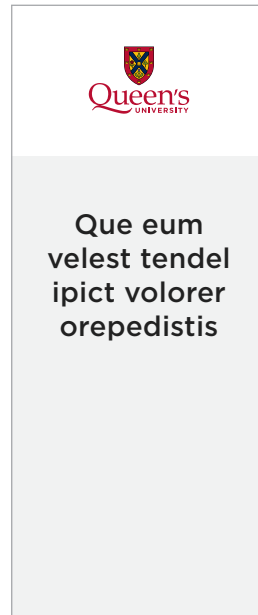
Print Ad

Logo Placement

Vertical Logo

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

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



Rack Brochure



Pole Pennant



Brochure Cover

Merchandise

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



Award Certificate



Baseball Hat

Wordmark

The wordmark alone (without the shield) should be used sparingly, only for **circumstances in which quality reproduction of the full Queen's logo would not be possible** due to size and/or printing process.

Wordmark Colour Versions

The wordmark can be used in Queen's Red, Queen's Blue, black, or white and the same background colour rules outlined for the full logo also apply to the wordmark.

Clear Space

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

Minimum Size

To **maintain the legibility of the Queen's wordmark**, it should be no less than 1" or 100 pixels wide.

If your application requires the use of the wordmark alone, please contact the University Relations Brand Team for approval.

The wordmark "Queen's UNIVERSITY" in a red serif font. The word "Queen's" is in a larger, more ornate script, and "UNIVERSITY" is in a smaller, all-caps sans-serif font.The wordmark "Queen's UNIVERSITY" in a blue serif font, set against a yellow background.The wordmark "Queen's UNIVERSITY" in a black serif font, set against a light gray background.The wordmark "Queen's UNIVERSITY" in a white serif font, set against a dark gray background.The wordmark "Queen's UNIVERSITY" in red, centered within a gray rectangular area. The area is bounded by dashed lines, and the word "Queen's" is repeated in a lighter gray font above and below the main wordmark to indicate the required clear space.

Wordmark
1" wide for print
100px wide for digital

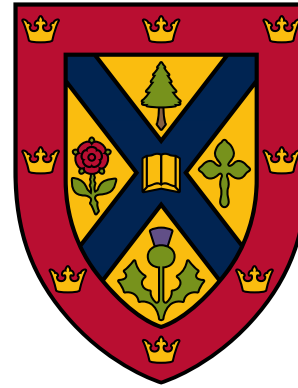
Shield and Coat of Arms

Shield

The shield in the Queen's logo is a simplified version of the Coat of Arms. The motto banner has been removed and the graphics **simplified for improved legibility in a digital environment**.

The shield is approved for use as a **social media profile picture**. Please use the files provided for download on [Brand Central](#).

The shield can be used alone in limited applications approved by the University Relations Brand Team.



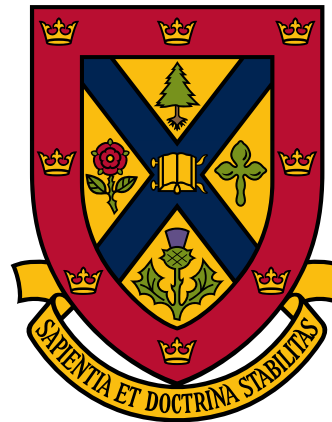
Shield

Coat of Arms

The Queen's coat of arms consists of a gold shield with red edges, divided into four triangular compartments by a blue, diagonal cross. A golden book, symbolizing learning, sits open at the centre of the cross surrounded by a pine tree, a clover, a thistle, and a rose. The border is decorated with eight gold crowns and underlined by a banner with the motto: *Sapientia et Doctrina Stabilitas* (Wisdom and knowledge shall be the stability of thy times).

The use of the coat of arms is reserved for **limited formal and ceremonial applications**, such as awards and certificates.

It should not be used in place of the Queen's logo or on external-facing communications.



Coat of Arms

If you have an application requiring the use of the simplified shield or coat of arms, please contact the [University Relations Brand Team](#) for approval.

Logo Lockups

Logo Lockups

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

These lockups build on the Queen's logo to create a **visual specific to each entity within the university** and allow the faculties, departments, and associated units to retain a strong and consistent visual relationship with the broader Queen's brand.

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

Lockups are available in horizontal and vertical, in full colour, full-colour reverse, black, and white, and in various file formats. When the shield cannot be reproduced due to size and/or printing process limitations, **wordmark lockups can also be provided.**



Stand-alone Logos

Best practice brand strategy suggests that unique stand-alone logos and wordmarks used instead of the Queen's logo diminish the brand equity of the university as a whole. They also confuse the audience who may not associate the entity with Queen's.

A **lockup format** has been created for entities that wish to continue to use a pre-existing symbol, allowing them to better align with the Queen's brand. Moving forward **no new individual stand-alone logos may be created** for academic and administrative units.

Academic Logo Lockups

Tier 1 – Faculties and Schools

Faculty and School lockups combine the Queen's logo with the faculty name in black capital letters. This lockup is primarily used for **applications representing the faculty/school as a whole**.

Schools are treated as a Tier 1 lockup when they appear alone or with a sub-department, but are treated as a Tier 2, if combined with their parent faculty.

Tier 2 – Departments

Academic department lockups combine the Queen's logo with their department name in black title case letters. This lockup is primarily used for **applications representing the specific department**.

Tier 1 & 2 – Combined

Academic lockups are also available combining a faculty/school with their sub-department. This lockup is used for applications in which it is important to **show the department's connection with its faculty or school**.

Tier 1



Tier 2



Tier 1 & 2



Tier 1 lockup files are available for download on [Brand Central](#).

Please contact the [University Relations Brand Team](#) to request all other academic lockup sets. **Do not reset, alter, or build your own logo lockup.**

Academic Logo Lockups

Faculty with Schools Example

Health Sciences is an example of a **faculty whose hierarchy includes schools, departments, and divisions**. In order to accommodate these levels of hierarchy, the following system has been developed:

Both faculties and schools are given Tier 1 treatment when their name appears alone in a lockup with the Queen's Logo.

Schools are treated as a Tier 2, if combined with their parent faculty.

Schools are treated as Tier 1 when combined with a sub-department.

This system of hierarchy can be applied by any department that has more than two tiers and requires a lockup that combines a department with their Tier 2 or lower parental department.

Tier 1
Faculty



Tier 1 & 2
Faculty and School



Tier 1
School



Tier 1 & 2
School and Department



Tier 2
Department



Tier 1 lockup files are available for download on [Brand Central](#).

Please contact the [University Relations Brand Team](#) to request all other academic lockup sets. **Do not reset, alter, or build your own logo lockup.**

Administrative Logo Lockups

Tier 1 – Main Administrative Departments

Main administrative department lockups combine the Queen's logo with the department name in dark (limestone) grey capital letters. This lockup is primarily used for **applications representing the administrative department as a whole.**

Tier 2 – Sub-departments

Administrative sub-department lockups combine the Queen's logo with their sub-department name in dark (limestone) grey, title case letters. This lockup is primarily used for **applications representing the specific sub-department.**

Tier 1 & 2 – Combined

Administrative lockups are also available combining a main department with their sub-department. This lockup is used for applications in which it is important to **show the sub-department's connection with its larger department.**

Tier 1



Tier 2



Tier 1 & 2



Tier 1 lockup files are available for download on [Brand Central](#).

Please contact the [University Relations Brand Team](#) to request all other administrative lockup sets. **Do not reset, alter, or build your own logo lockup.**

Graphic Lockups

Administrative and Academic

Administrative and academic programs with pre-existing symbols or logos are **permitted to use their graphic, applying a similar lockup template** as an alternative to the Queen's University logo.

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

As an option, these units will also have access to standard logo lockups that use their unit name with the official Queen's University logo rather than their pre-existing symbol or logo.

No new stand-alone logos, lockups, or symbols will be permitted for faculties, schools, and administrative departments moving forward.

Please contact the University Relations Brand Team to determine what logo lockup works best for your unit or application and to request lockup files. **Do not build your own graphic lockup.**



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

Horizontal Graphic Lockup



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

Vertical Graphic Lockup

Graphic Lockups

Associated Units

Additional units and partnerships including, but not limited to, **research groups, labs, centres, and institutes**, may also use a lockup structure similar to administrative and academic units as previously explained.

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

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

Please contact the University Relations Brand Team to determine what logo lockup works best for your unit or application and to request lockup files. If possible, please provide your symbol as a vector graphic (ideal) or high resolution image for inclusion in the lockups files.



**CARBON TO METAL
COATING INSTITUTE**
at Queen’s University

Horizontal Graphic Lockup



**CARBON TO METAL
COATING INSTITUTE**
at Queen’s University

Vertical Graphic Lockup

Naming Conventions

In a digital world, fewer words on screen are easier for people to read and recognize, take up less space, and support online behaviours like searching. **This improves legibility and provides for better accessibility.**

As such, we have established a **short naming convention** that eliminates the internal structure references ("Faculty of", "School of", "Office of", "Division of" etc.) from logo lockups. This **places emphasis on the area of study, or the office** the qualifier represents with fewer words and larger text.

Full names are retained for use in the accompanying body text descriptions.

Logo Lockup

Name in Text



Faculty of Law



Faculty of Health Sciences



School of Medicine



Office of Undergraduate Admission and Recruitment

Long Naming Convention Lockups

Some offices may benefit from a **lockup with a long naming convention** and some units may want to employ a **lockup with their full name for more formal print applications.**

Please contact the University Relations Brand Team to determine what logo lockup works best for your unit or application and to request lockup files.



Lockup Use

All logo guidelines, including background colour, incorrect usage, and placement, also apply to the logo lockups.

Clear Space

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

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

Minimum Size

The recommended minimum sizes have been established to **maintain the legibility of the Queen's logo lockups**. The Queen's logo should be no smaller than 1.3" or 130 pixels wide in a horizontal lockup.

The Queen's logo should be no smaller than 1" or 100 pixels wide in a vertical lockup.



Horizontal Lockup

Queen's Logo 1.3" wide for print

Queen's Logo 130px wide for digital



Vertical Lockup

Queen's Logo 1" wide for print

Queen's Logo 100px wide for digital

Tertiary Signatures

Programs, Degrees, Projects, Events, Collaborations

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

Tertiary signatures retain the full clear space around the Queen's logo but employ a **templated format for showing the relationship between a program and the university**. The black type is set in title case with a line evenly spaced between the logo and the type.

Please contact the University Relations Brand Team to request tertiary signature files. **Do not reset, alter, or build your own tertiary signature.**

Program



Infection Prevention
and Control Program



Infection Prevention
and Control Program

Degree



Master of Health
Professions Education



Master of Health
Professions Education

Event



Engineering Research
Networking Day 2022



Engineering Research
Networking Day 2022

Colours

Primary and Secondary 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.

Tricolour must be incorporated into all applications in a mindful way that allows the message and imagery to be the focus.

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

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

<div>Queen’s Blue</div> <div><div>PMS295</div><div>CMYK100, 63, 0, 67</div><div>RGB0, 36, 82</div><div>HEX#002452</div></div>	<div>Queen’s Gold</div> <div><div>PMS124</div><div>CMYK0, 29, 100, 1</div><div>RGB250, 189, 15</div><div>HEX#fabd0f</div></div>	<div>Queen’s Red</div> <div><div>PMS187</div><div>CMYK0, 100, 74, 26</div><div>RGB185, 14, 49</div><div>HEX#b90e31</div></div>
---	---	--

Secondary Colours

<div>White</div> <div><div>CMYK0, 0, 0, 0</div><div>RGB255, 255, 255</div><div>HEX#ffffff</div></div>	<div>Medium Grey</div> <div><div>CMYK0, 0, 0, 40</div><div>RGB167, 169, 172</div><div>HEX#a7a9ac</div></div>	<div>Light Limestone</div> <div><div>PMS401</div><div>CMYK28, 25, 28, 3</div><div>RGB180, 174, 168</div><div>HEX#b4aea8</div></div>
<div>Lightest Grey</div> <div><div>CMYK0, 0, 0, 5</div><div>RGB241, 242, 242</div><div>HEX#f1f2f2</div></div>	<div>Dark Grey</div> <div><div>CMYK0, 0, 0, 60</div><div>RGB128, 130, 133</div><div>HEX#808285</div></div>	<div>Limestone</div> <div><div>PMS403</div><div>CMYK39, 36, 40, 14</div><div>RGB144, 137, 130</div><div>HEX#908982</div></div>
<div>Light Grey</div> <div><div>CMYK0, 0, 0, 10</div><div>RGB230, 231, 232</div><div>HEX#e6e7e8</div></div>	<div>Darkest Grey</div> <div><div>CMYK0, 0, 0, 80</div><div>RGB88, 89, 91</div><div>HEX#58595b</div></div>	<div>Dark Limestone</div> <div><div>PMS405</div><div>CMYK49, 47, 51, 32</div><div>RGB106, 98, 92</div><div>HEX#6a625c</div></div>
<div>Grey</div> <div><div>CMYK0, 0, 0, 20</div><div>RGB209, 211, 212</div><div>HEX#d1d3d4</div></div>	<div>Black</div> <div><div>CMYK0, 0, 0, 100</div><div>RGB33, 33, 33</div><div>HEX#212121</div></div>	

Colour Application

Tricolour is a “colour” and a critical component of the Queen’s brand. As such, it must be **incorporated into all Queen’s applications**. Below are some recommended methods:

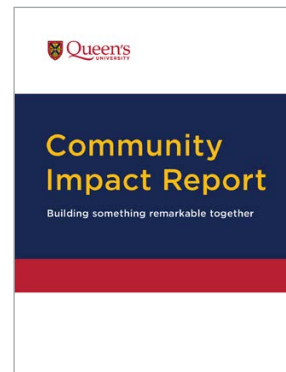
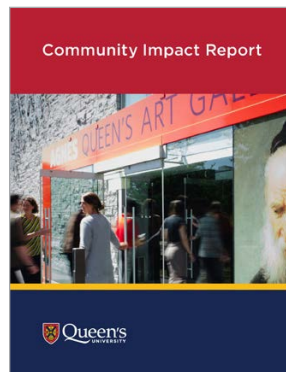
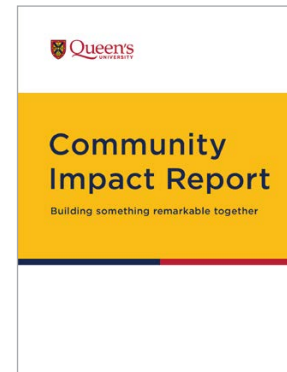
Equal small accents of tricolour can be added to an otherwise neutral application. This can be achieved by adding the tricolour bar or the tricolour tab to the edge of a layout.

Tricolour can also be applied by **selecting one of the three primary colours to be dominant, with the two remaining colours as smaller accents**. This can be achieved by adding the two-colour bar to a coloured background.

Colour blocking can be used to create an even tricolour effect by incorporating **blue, gold, and red areas of colour and typography**.

A minimal colour layout in which tricolour is brought in through the **Queen’s logo alone** is another acceptable design method for more simple applications.

More information on each of the methods of applying tricolour is available in the Design Style section of this guide.



Accessible Colour Contrast

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

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

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

On-screen Colours

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

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

Level AAA

The visual presentation of text has a contrast ratio of at least 7:1, except for large-scale text which has a contrast ratio of at least 4.5:1.

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

Level AA

The visual presentation of text has a contrast ratio of at least 4.5:1, except for large-scale text which has a contrast ratio of at least 3:1.

Typography

Fonts

Consistent application of typography

is required to maintain the Queen's brand design style.

Queen's University fonts support our digital-first approach and help ensure accessibility.

Gotham ScreenSmart and **Open Sans** are our two sans serif typefaces and **Volkhov** is our serif typeface. Guidance on when and how to use these fonts is provided on subsequent pages.

To preserve the uniqueness of the Queen's logo, **do not use Palatino**, the serif font used in the Queen's wordmark.

GOTHAM

ScreenSmart

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

Open Sans

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

Volkhov

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

Gotham ScreenSmart

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

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

While Gotham works very well in all caps, capitalization should only be used for purposeful differentiation or emphasis to retain maximum accessibility. **Avoid using all caps for any text longer than a few words.**

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

Font Files

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

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

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Gotham ScreenSmart Book
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Book Italic
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Medium
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Medium Italic
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Bold
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Bold Italic
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Black
abcdefghijklmnopqrstuvwxyz

Gotham ScreenSmart Black Italic
abcdefghijklmnopqrstuvwxyz

Q

Standard Q

Q

Alternate Q

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

Open Sans

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

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

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

Open Sans will be the font used most widely by the Queen's community.

Font Files

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

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

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Open Sans Regular

abcdefghijklmnopqrstuvwxyz

Open Sans Regular Italic

abcdefghijklmnopqrstuvwxyz

Open Sans Semibold

abcdefghijklmnopqrstuvwxyz

Open Sans Semibold Italic

abcdefghijklmnopqrstuvwxyz

Open Sans Bold

abcdefghijklmnopqrstuvwxyz

Open Sans Bold Italic

abcdefghijklmnopqrstuvwxyz

Open Sans Extrabold

abcdefghijklmnopqrstuvwxyz

Open Sans Extrabold Italic

abcdefghijklmnopqrstuvwxyz

Volkhov

Volkhov is our **serif** brand font.

It is an **alternate title and heading font** which provides brand users with the flexibility to give a different character to or create emphasis in designed applications, like brochures and advertising.

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

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Volkhov Regular

abcdefghijklmnopqrstuvwxyz

Volkhov Regular Italic

abcdefghijklmnopqrstuvwxyz

Volkhov Bold

abcdefghijklmnopqrstuvwxyz

Volkhov Bold Italic

abcdefghijklmnopqrstuvwxyz

Font Files

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

Font Use

Print Example: Gotham Heading

Effective typography that integrates **contrasting weights and textures** creates interest and helps readers navigate the material. The example at right illustrates this approach for **print applications**. This hierarchy is for reference and can be altered to suit specific applications. For additional guidance on typography, review the [Design Style](#) section of the guide.

Title and Heading Case

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

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

Minimum Type Size

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

SECTION 1

Long headings should be set in sentence case

Subheading Example

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

80%

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

Section Header

Gotham SSm Bold
Size: 12 pt,
Tracking: 40

Heading

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

Subheading

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

Body Copy

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

Infographic

Gotham SSm Medium
Size: 50 pt
Tracking: 0

Caption

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

Font Use

Print Example: Volkhov Heading

Volkhov can be used to create a more classical design application or for emphasis. It can be used for titles, headings, or subheadings.

For additional guidance on typography, review the [Design Style](#) section of the guide.

Digital Font Use

WebPublish3 templates are created to provide consistency across all Queen's University websites. Fonts, sizes, and spacing are preset within the templates. These templates will gradually be updated to reflect new guidelines. Visit the [WebPublish Service and Support](#) website to view the established templates.

SECTION 1

Long headings should be set in sentence case

Subheading Example

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

80%

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

Section Header

Gotham SSm Bold
Size: 12 pt,
Tracking: 40

Heading

Volkhov Regular
Size: 26 pt, Line height: 32
Tracking: 20

Subheading

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

Body Copy

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

Infographic

Gotham SSm Medium
Size: 50 pt
Tracking: 0

Caption

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

Photography and Videography

Photography and Videography

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

By achieving as many as possible of the key qualities listed below, you will be creating imagery that best reflects the Queen's brand.

Key Qualities

Authentic

Capture candid, authentic moments

Ownable

Feature activities and settings that are distinctly Queen's

Engaging

Create a strong focus

Unexpected

Look for an unexpected viewpoint, angle, or focus

Inspiring

Provide context and tell a story

Illuminated

Use natural light to add glow and warmth

Energetic

Focus on action and expression

Inclusive

Ensure diverse members of the Queen's community are represented

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



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

Individuals

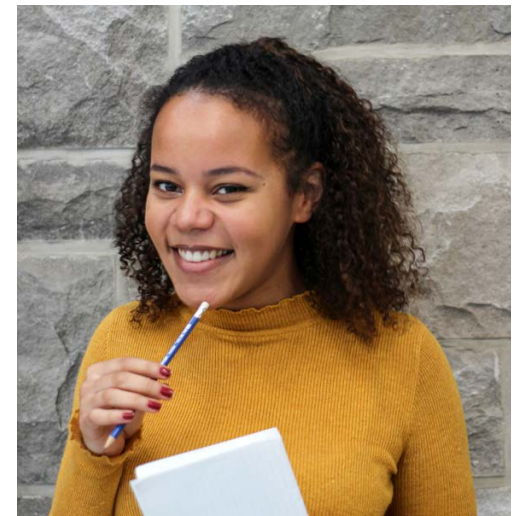
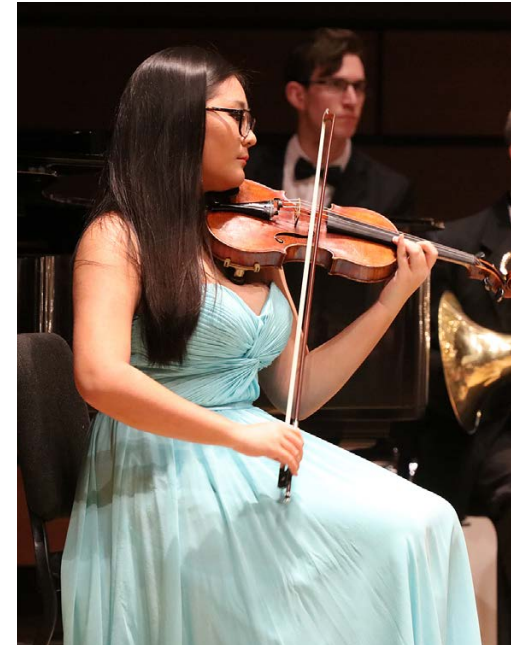
Photography and videography of individuals should capture **authentic moments and expressions**.

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

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

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

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



Community

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

Capture scenarios where **diverse subjects are connecting in various ways** and of people immersed in **spontaneous moments** of work and study to show an authentic and engaging glimpse into campus life.

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



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



Campus

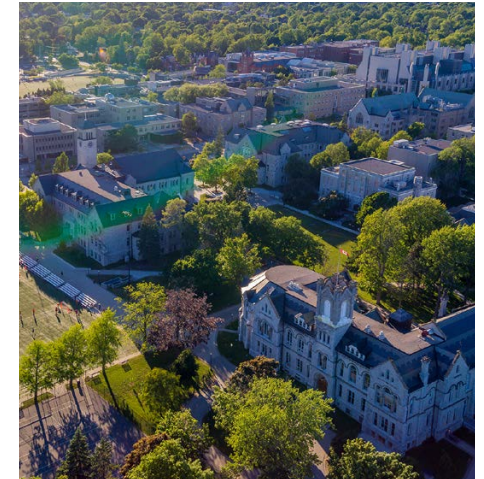
Capture campus imagery that features the juxtaposition of **historic limestone buildings and more modern architecture**. Create interest by focusing on **unique architectural details and dynamic angles**.

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

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

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

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



Consent

Consent must be obtained from all recognizable subjects in photography and videography used by Queen's University.

Obtain **broad written consent** where possible for use of images. Consent forms should be **named, tagged, and stored in digital format for easy retrieval and association** with the corresponding photo and video files.

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

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



Consent Resources

Please use the [consent form](#) provided.

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

Contact the [Records Management and Privacy Office](#) with any questions regarding privacy and records.

Digital Applications

Email Signatures

To create **brand consistency in our email communications** use the [email signature generator](#), available on Brand Central, to create your personalized signature.

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

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

Address Formatting

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

Full Signature

Firstname Lastname (pronouns), Credentials
Job Title
Faculty or Department
Sub-department (if applicable)

C 000-000-0000
T 000-000-0000 ext 00000 | Alt 000-000-0000
your.email@queensu.ca | queensu.ca



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



**University ranking,
campaign copy, etc.**

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

Reply/Forward Signature

Firstname Lastname (pronouns), Credentials
Job Title
Queen’s University
Faculty or Department
Sub-department (if applicable)

Name Pronunciation

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

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

Name Pronunciation Link Example

Firstname Lastname (pronouns), Credentials [Hear my name](#)
Job Title
Queen’s University
Faculty or Department
Sub-department (if applicable)

Social Media

Account Naming Conventions

To support search engine optimization and brand consistency, **standardized social media platform naming should be used** across all faculties, departments, and any other Queen's University groups.

Username (account name):

queensu**unitname**

(A shortened unit name may be necessary to fit Twitter's small character limit of 15)

Profile name (appears on page or bio):

Queen's University **Unit Name**

or

Queen's U **Unit Name**

(This option may be required when unit names exceed channel character limit)

Profile name	Username
Queen's University	queensuniversity
Queen's University Law	queensul aw
Queen's University Student Affairs	queensustudent affairs
Queen's University Research	queensure search
Queen's University Library	queensul ibrary

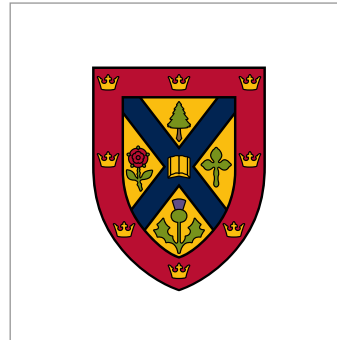
For assistance with naming convention development, contact the University Relations Brand Team.

Social Media

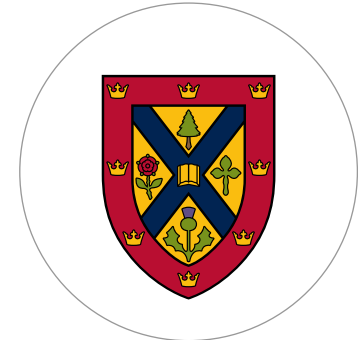
Profile Picture

For brand consistency and to support instant recognition across all social channels, **profile pictures for all faculty, school, and department accounts must be the Queen's shield** on a white background.

Note that the placement of the shield is different in a square or circle, so choose the right profile picture for each platform.



Square Profile Picture

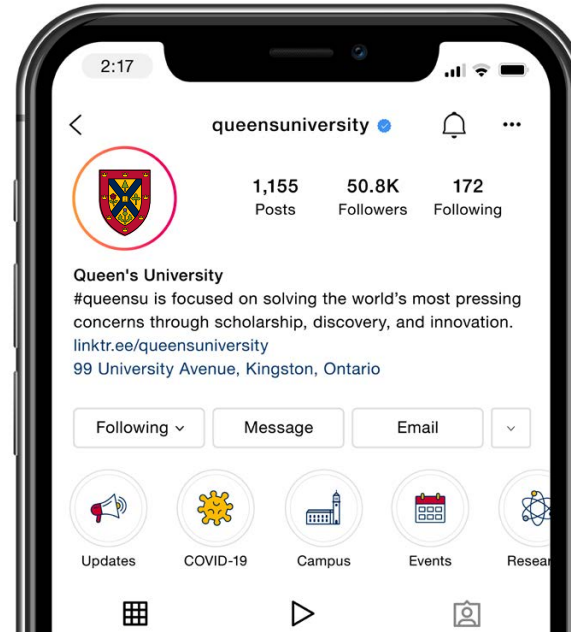


Circle Profile Picture

Resources

[Download the profile picture files](#) provided on Brand Central.

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



Social Media

Cover Photos

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

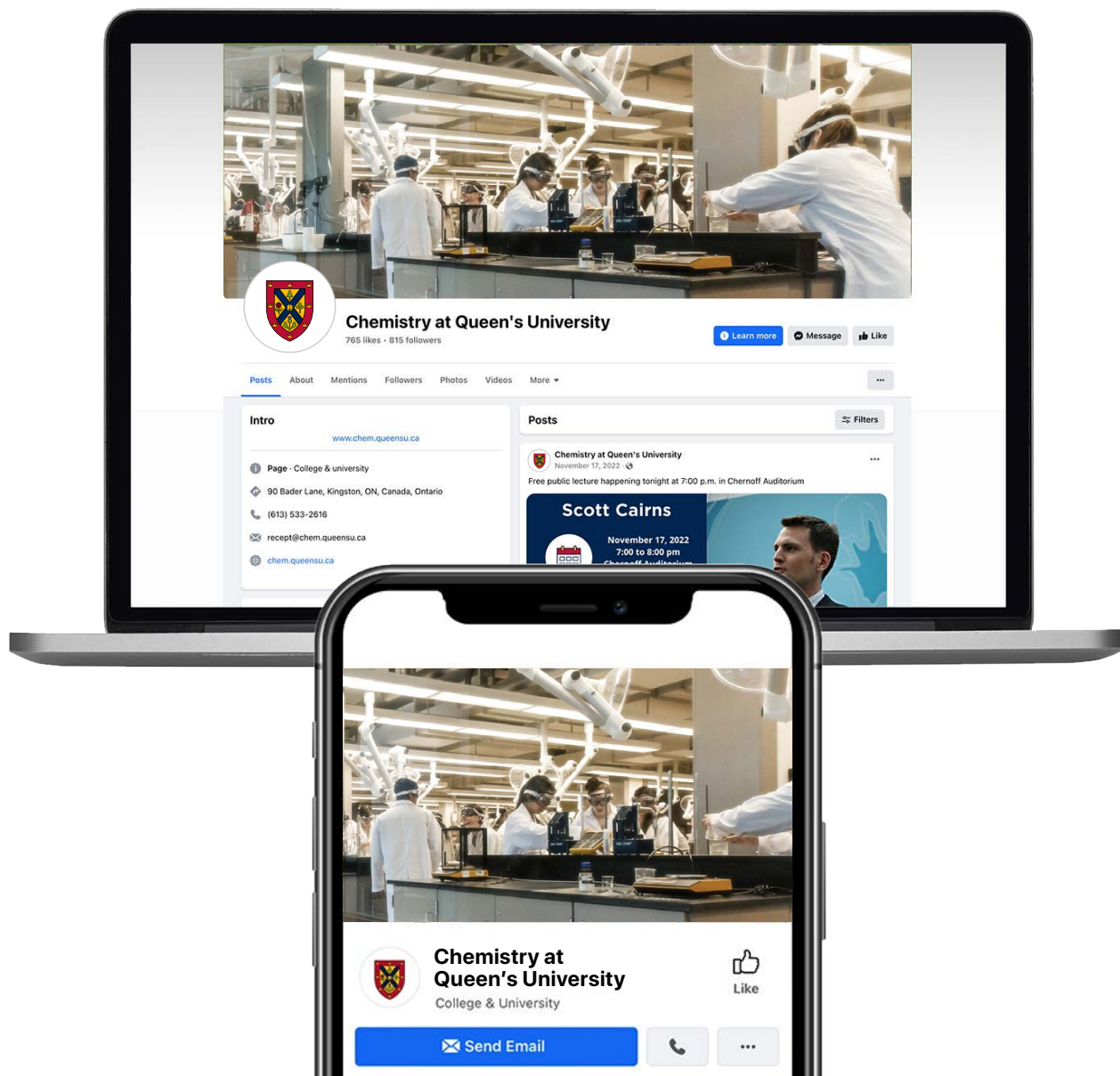
Ensure your cover photo is cropping well on all devices, including desktop, tablet, and mobile. Reduce the size of your desktop window to **test how the image responds at different desktop window widths**.

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

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

Sizing

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



Social Media

Post and Story Templates

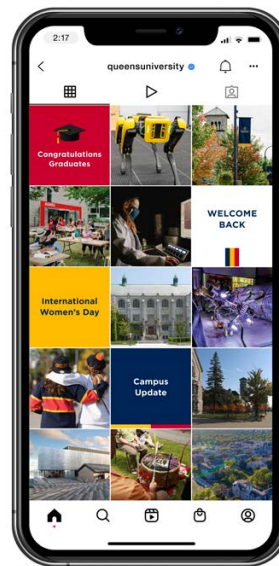
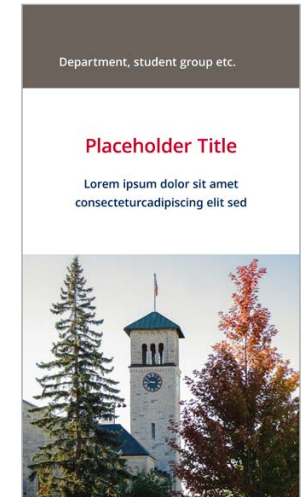
To aid in the creation of branded social media posts and stories, templates have been created in a free design program. **A variety of layouts have been created for all social platforms** and new templates will be added over time.

When posting on social media, consider each platform's grid and feed to ensure **variety in the colour and design of the content**. Consider including a high proportion of photographic posts.

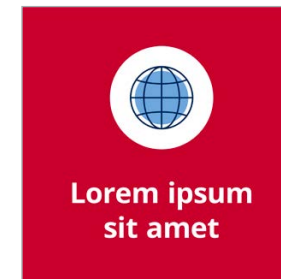
Queen's social media accounts are considered "branded environments". They should always feature the Queen's shield as the profile picture and the name of the unit as the social media handle above each post. For this reason, **it is not recommended to include a logo or lockup in social post creative**. For organic posts, it is recommended to **keep the copy on the artwork to a minimum**. Only display the most high-level information and add the details in the post copy.

Resources

[Access the social media templates](#)
on Brand Central.



Sample
Instagram Grid



Social Media and Digital Advertising

Logo Use on Digital Platforms

When creating social media posts or paid digital advertising, the environment in which the communication will appear should determine the branding elements to include.

Queen's social media accounts are considered "branded environments". They should always feature the Queen's shield as the profile picture and the name of the unit as the social media handle above each post. For this reason, **it is not recommended to include a logo or lockup in social post creative.** For organic posts, it is recommended to **keep the copy on the artwork to a minimum and ensure good legibility of the type.** Organic posts may feature more photography with details in the post copy, while paid posts may contain high-level information in the creative.

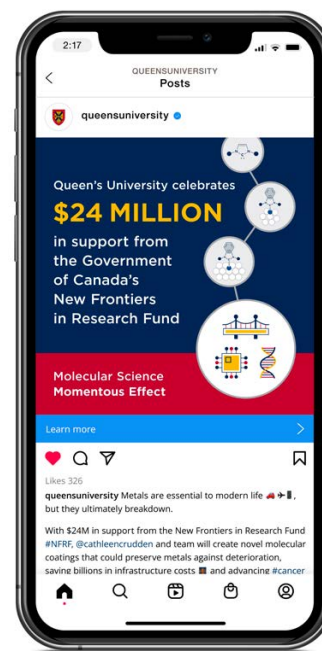
By contrast, a **Queen's logo or lockup should be included in paid DV360 ads** that appear in an unbranded environment to ensure strong brand recognition.

Resources

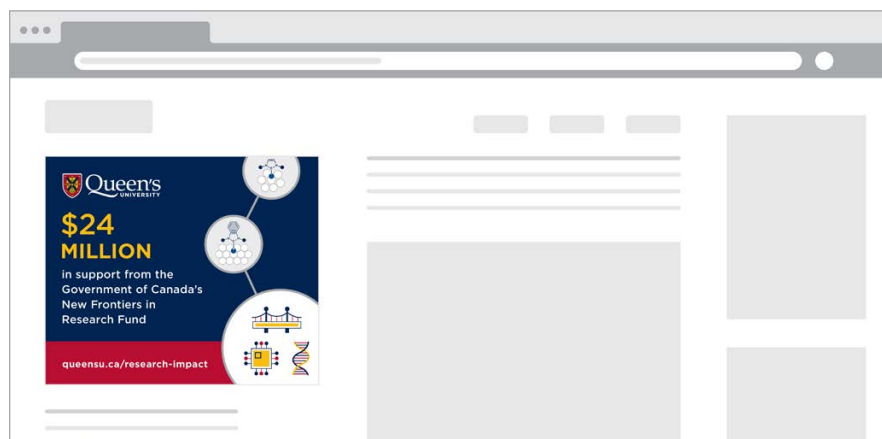
[Access the social media templates](#)
on Brand Central.



Organic Instagram post
(branded environment)



Paid Instagram ad
(branded environment)



Paid ads
(unbranded environment)



Social Media and Digital Advertising

Lockup Use on Digital Platforms

Queen's social media accounts are considered “branded environments”. They should always feature the Queen's shield as the profile picture and the name of the unit as the social media handle above each post. For this reason, **it is not recommended to include a logo or lockup in social post creative**.

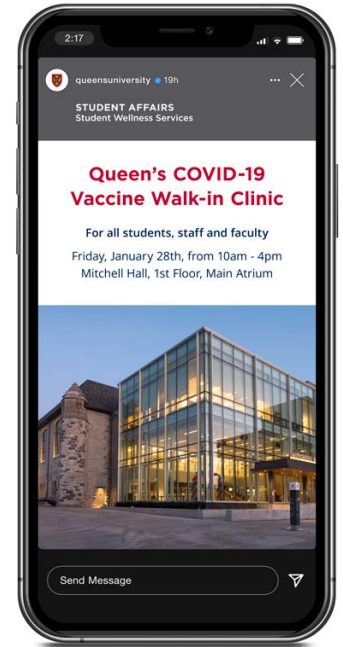
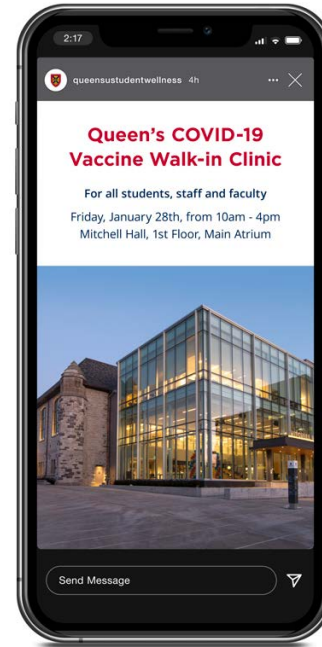
The examples shown illustrate the **differing information that could be included based on the type and placement of the creative**. In a department post or story, only high-level information is included. When the same story is shared on the central Instagram, the department name is added.

By contrast, the full department logo lockup and a web address is added when the same information is displayed on a campus video screen.

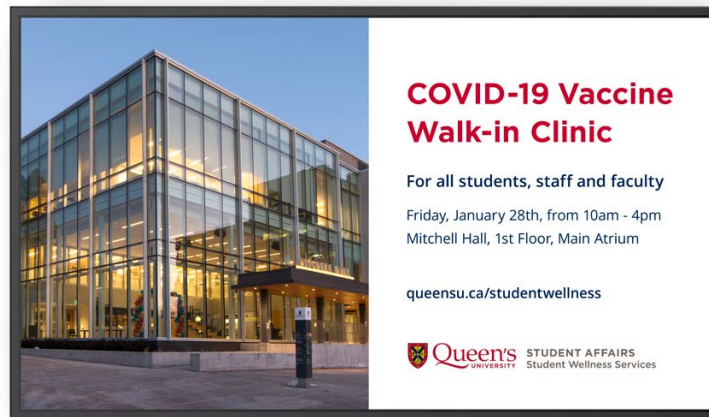
For additional guidance on social posts, contact the [University Relations Brand Team](#).



Instagram post and story on department account (branded environment)



Instagram story on central Queen's account (branded environment – department name added)



On-campus video screen ad (unbranded environment – full lockup added)

Presentations

Powerpoint templates have been created to support professional internal and external presentations.

For **external presentations**, the templates include a Queen’s logo on each slide.

For **internal presentations**, the logo is on the title and subsection title pages only.

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

Guidelines on data visualization will be added to the Visual Identity Guide in due course.

Resources

[Download the Presentation templates](#) on Brand Central.

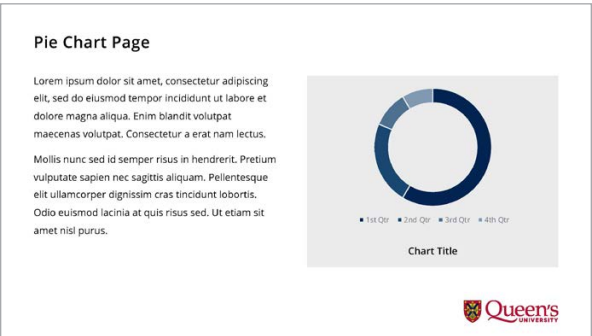
Faculties and departments who would like to have a presentation template featuring their unit’s logo lockup, may request a custom template from the [University Relations Brand Team](#).



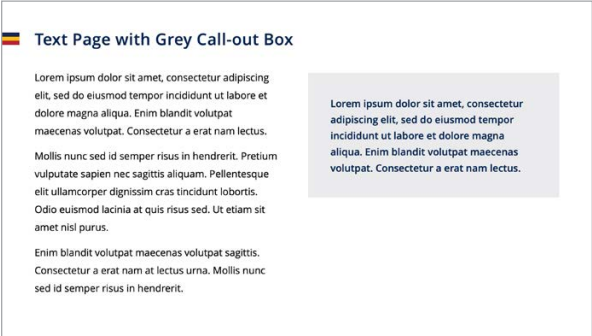
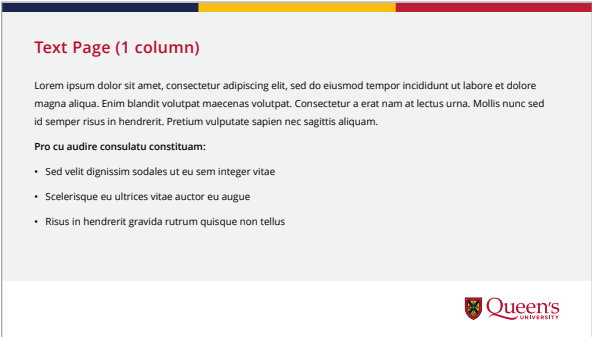
Two- and Tricolour Bar External Template



Two- and Tricolour Bar Internal Template



Neutral External Template



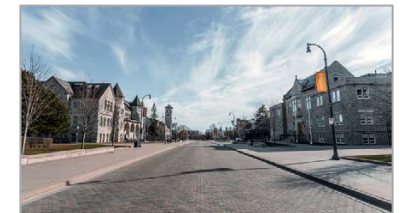
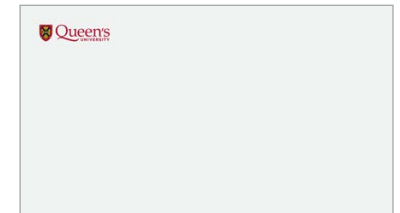
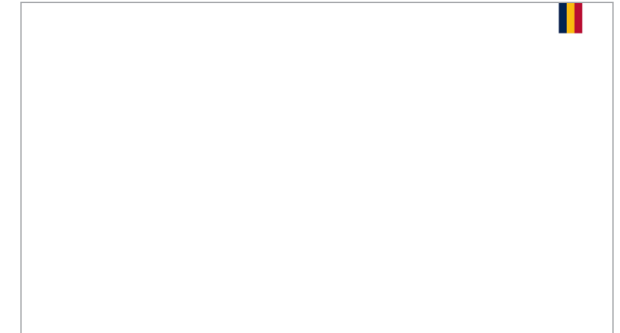
Tricolour Tab Internal Template



Neutral Internal Template

Virtual Meeting Backgrounds

A variety of virtual meeting backgrounds are available to **incorporate branded imagery** in meetings, online classes, or meetups.



Resources

[Download the virtual meeting backgrounds](#) on Brand Central. Instructions on how to insert them into various virtual meeting platforms are also available. New backgrounds will be added over time.



Digital Letterhead

Queen's University letterhead is available in a digital format as a **Word template**.

The Queen's logo appears in the top left corner and the faculty or department name and mailing address at the bottom, along with the main university web address.

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

The digital letterhead template can be customized to **include an approved logo lockup** instead of the Queen's logo alone.

Resources

[Download the generic digital letterhead](#) on Brand Central.

Contact the [University Relations Brand Team](#) to request customized digital letterhead with logo lockup.



Word Document

A branded **Word template** is available for use in document applications that require branding but not an address.

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

The word document template can be customized to **include an approved logo lockup** instead of the Queen's logo alone.

Resources

[Download the generic Word document](#) on Brand Central.

Contact the [University Relations Brand Team](#) to request a customized Word document with logo lockup.



Document Heading

Subheading

Save the finished document in PDF format to make the logo appear full colour.

In lacus nunc, sollicitudin at justo in, semper luctus lectus. Proin hendrerit fermentum sodales. Phasellus varius nibh ac mauris ultricies, non pulvinar metus laoreet. Cras accumsan dictum neque non sollicitudin. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur faucibus lorem blandit, ullamcorper urna a, rutrum quam. Nullam cursus blandit volutpat. Suspendisse elementum nulla quam. In hac habitasse platea dictumst. Cras convallis sem ipsum, auctor dapibus metus egestas sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean cursus ultrices justo et consectetur. Donec lacus ex, euismod vel mi sed, ornare ornare eros. Maecenas quam justo, porttitor ut pretium.

Curabitur faucibus lorem blandit, ullamcorper urna a, rutrum quam. Nullam cursus blandit volutpat. Suspendisse elementum nulla quam. In hac habitasse platea dictumst. Cras convallis sem ipsum, auctor dapibus metus egestas sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean cursus ultrices justo et consectetur. Donec lacus ex, euismod vel mi sed, ornare ornare eros. Maecenas quam justo, porttitor ut pretium. Nullam cursus blandit volutpat.

Subheading

In lacus nunc, sollicitudin at justo in, semper luctus lectus. Proin hendrerit fermentum sodales. Phasellus varius nibh ac mauris ultricies, non pulvinar metus laoreet. Cras accumsan dictum neque non sollicitudin. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur faucibus lorem blandit, ullamcorper urna a, rutrum quam. Nullam cursus blandit volutpat. Suspendisse elementum nulla quam. In hac habitasse platea dictumst. Cras convallis sem ipsum, auctor dapibus metus egestas sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean cursus ultrices justo et consectetur. Donec lacus ex, euismod vel mi sed, ornare ornare eros. Maecenas quam justo, porttitor ut pretium. Cras accumsan dictum neque non sollicitudin.

In lacus nunc, sollicitudin at justo in, semper luctus lectus. Proin hendrerit fermentum sodales. Phasellus varius nibh ac mauris ultricies, non pulvinar metus laoreet. Cras accumsan dictum neque non sollicitudin. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur faucibus lorem blandit, ullamcorper urna a, rutrum quam. Nullam cursus blandit volutpat. Suspendisse elementum nulla quam. In hac habitasse platea dictumst. Cras convallis sem ipsum, auctor dapibus metus egestas sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean cursus ultrices justo et consectetur. Donec lacus ex, euismod vel mi sed, ornare ornare eros. Maecenas quam justo, porttitor ut pretium. Curabitur faucibus lorem blandit, ullamcorper urna a, rutrum quam. Nullam cursus blandit volutpat. Suspendisse elementum nulla quam. In hac habitasse platea dictumst. Cras convallis

Print Applications

Printed Stationery

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

All printed stationery **includes the Queen’s University logo** and **cannot include a lockup or additional graphics**.

Do not create customized stationery.
This is the only version approved for use.

Resources

Printed stationery can be ordered through the [online ordering system](#). Orders can be submitted through the designated administrator(s) for your department. If your department has no designated administrator, please contact [Printing Services](#) to be assigned a username and password to access the online ordering system.



Letterhead

Business Card

Envelope

Business Cards

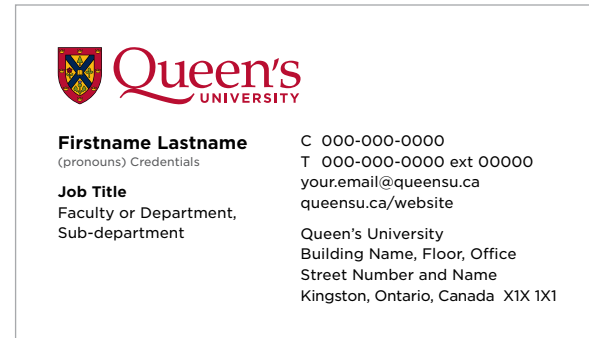
The Queen's University business card includes the horizontal Queen's logo, an individual's position, contact, and address information.

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

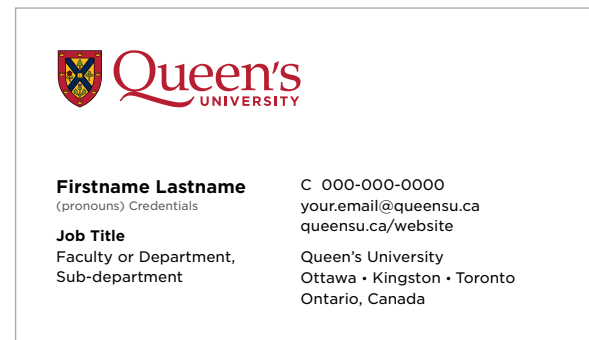
Four lines of text are available for **contact information** including telephone, extension, cell, and/or fax numbers, email and website addresses.

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

Do not create unique business cards.
This is the only version approved for use.



Addressed Business Card



Remote Business Card

Resources

Business cards can be ordered through the [online ordering system](#). Orders can be submitted through the designated administrator(s) for your department. If your department has no designated administrator, please contact [Printing Services](#) to be assigned a username and password to access the online ordering system.

Printed Letterhead

Printed letterhead features the Queen's logo in the top left corner and the faculty, school, and/or department name, mailing address, and main university web address at the bottom.

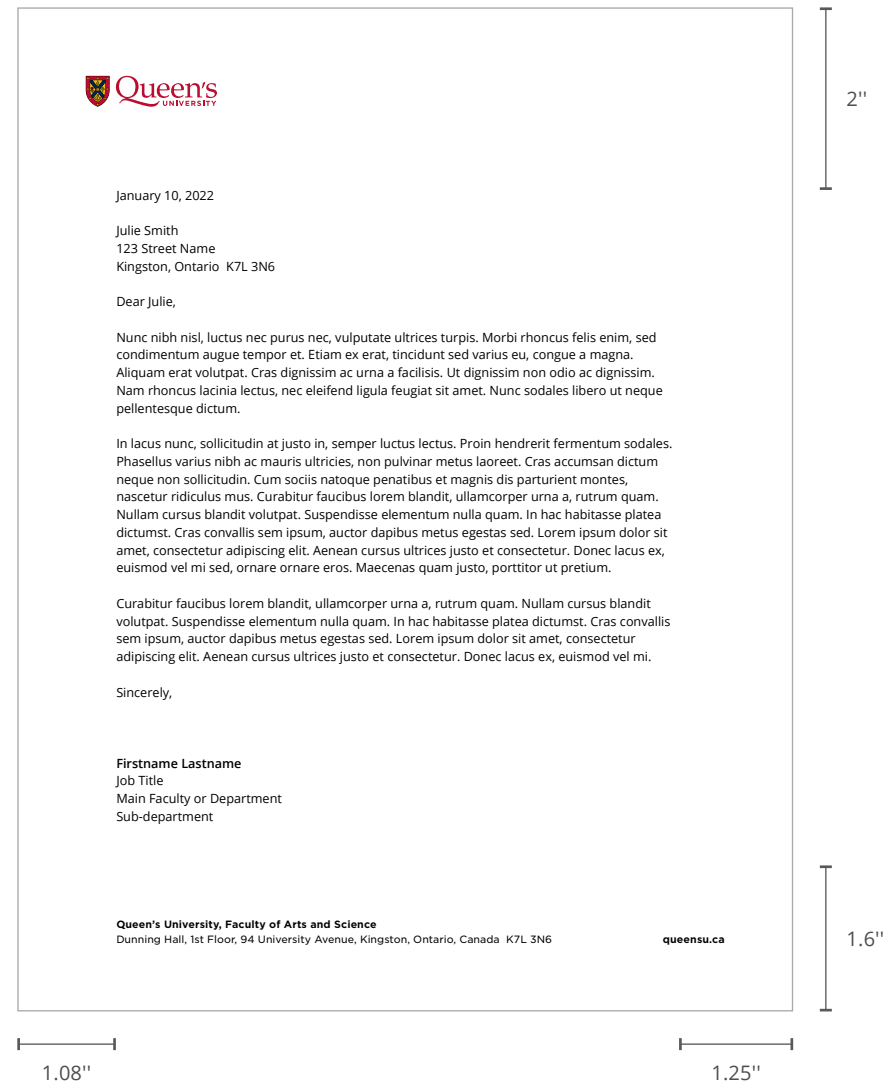
Printed stationery cannot include a lockup or additional graphics.

A [digital version of the letterhead](#) is available for download and customized digital letterhead can be requested to include a unit's logo lockup.

Resources

Printed letterhead can be ordered through the [online ordering system](#). Orders can be submitted through the designated administrator(s) for your department. If your department has no designated administrator, please contact [Printing Services](#) to be assigned a username and password to access the online ordering system.

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



Envelopes

Printed envelopes feature the Queen's logo and a return mailing address.

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

#10

#10 with window

Kraft 9" x 12"

Kraft 10" x 13"

Printed envelopes cannot include a lockup or additional graphics.

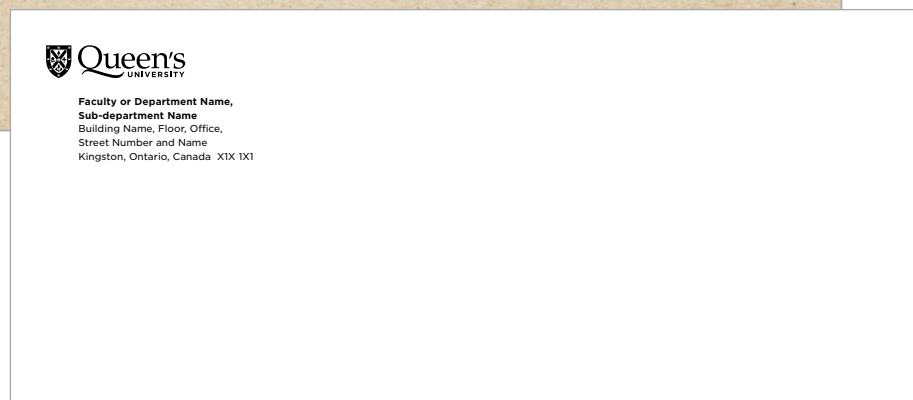
Do not create custom envelopes. These are the only versions approved for use.

Resources

Printed stationery can be ordered through the [online ordering system](#). Orders can be submitted through the designated administrator(s) for your department. If your department has no designated administrator, please contact [Printing Services](#) to be assigned a username and password to access the online ordering system.



Kraft Envelope 9" x 12"



#10 Envelope – Front

Signage

Queen's University signage on- and off-campus should reflect the visual identity while identifying Queen's properties in a **clear and accessible** manner.

All new signage must follow the updated signage templates and existing signage will be replaced over time.

For maximum contrast, wayfinding signage is printed in dark gray with white sans serif type.

Exterior Signage Grey

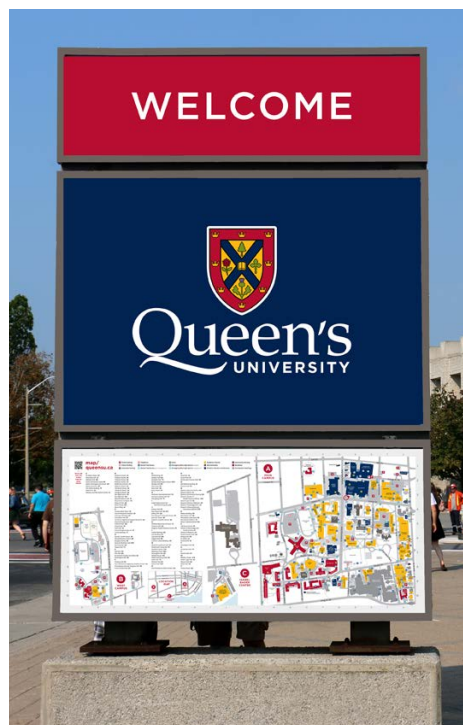
PMS 2336 CP

Resources

Order wayfinding signage via the [online signage submission forms](#).

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

Office inserts may be created by campus partners using the [editable Canva template](#) available on Queen's University's [Brand Central](#).



Welcome Sign and Map

Patrick Deane

Principal and Vice-Chancellor

Office Insert



Douglas
Library

93 University Avenue

Exterior



University
Relations

Office of the VP University Relations
Digital Strategy
Government and Institutional Relations
Issues and Media Relations

Interior

Design Style

Design Style

Queen's University design style should be applied to bring a consistent brand expression to all Queen's applications:

Use a clean, modern, and open style.

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

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

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

Avoid complex layouts with unclear information hierarchy.

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

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

The Queen's Design Style will be further developed as we continue to apply the updated Visual Identity. Design templates for a variety of applications will be developed and provided over time to aid in the design of consistently branded applications.



Design Style

Tricolour Bar

The Queen's tricolour palette is an **essential part of our brand equity** and should be incorporated whenever possible.

A recommended device for introducing the primary colours is a tricolour bar.

The bar consists of three equal widths of Queen's Blue, Gold, and Red in that order. This colour **order mirrors the Queen's flag** and ensures equal contrast between the colours.

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

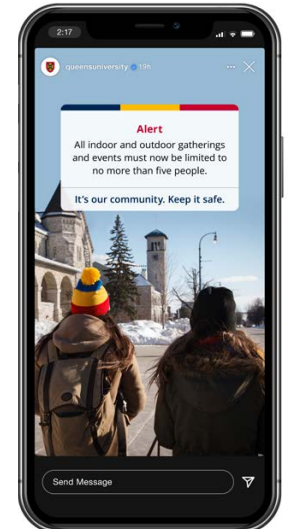
The tricolour bar can be **anchored to the edge** of a layout (top, bottom, or side) or to the edge of an image or neutral colour block. In most cases, **only one colour bar should be used per layout**. The tricolour bar should only be used on a light and neutral background or on an image that allows for sufficient contrast with each of the three colours.



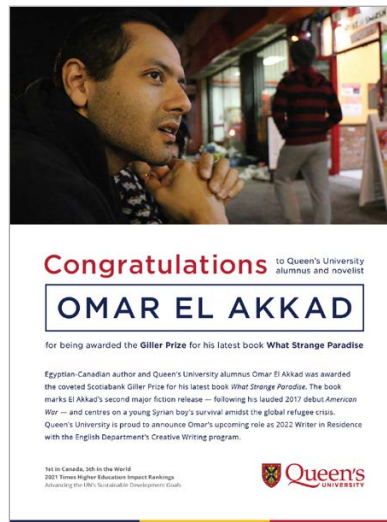
Report Cover (with image)



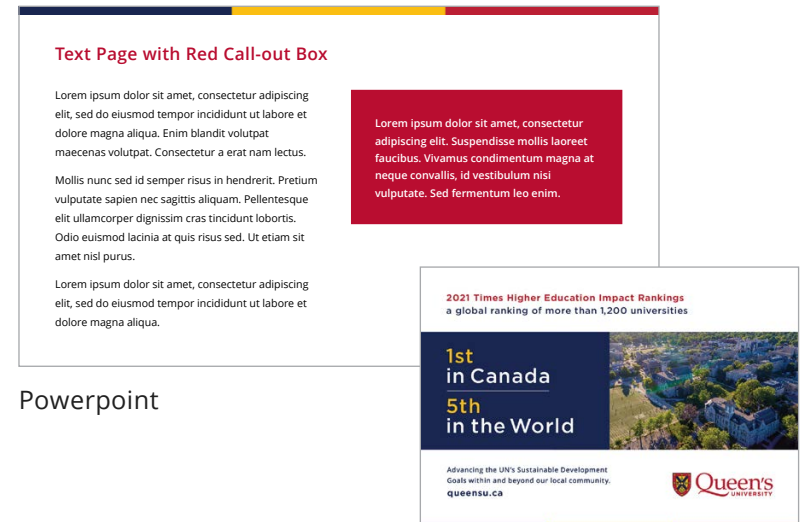
Report Cover (type only)



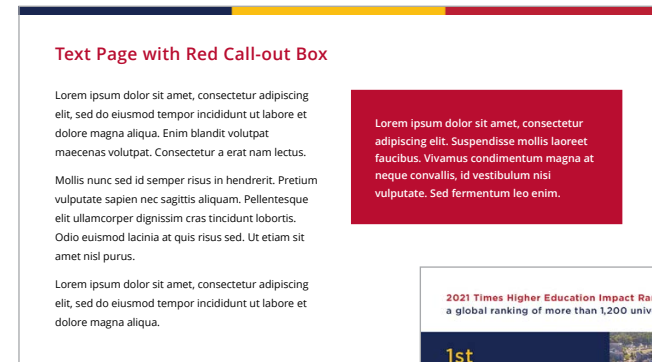
Social Story



Full-page Ad



Half-page Ad



Powerpoint

Design Style

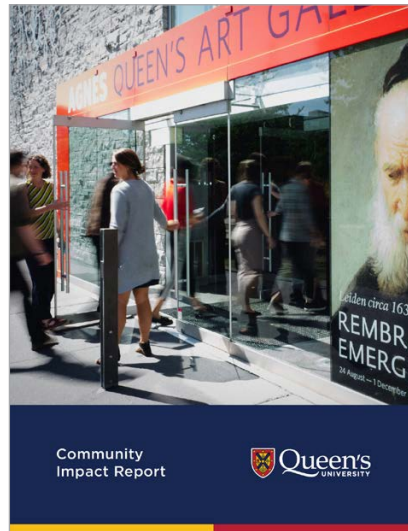
Two-colour Bar

For layouts that incorporate a large coloured background, the **two-colour bar** can be employed. This bar consists of two Queen's primary colours and sits on a field of the third primary colour.

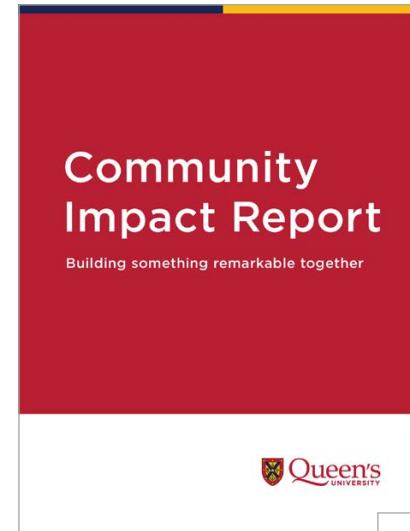
The bar consists of two equal widths of Queen's Blue, Gold, and/or Red. The order of the colours should **follow the order they appear in the Queen's flag**.

Similar to the tricolour bar, the two-colour bar is often used at a relatively slim height. The height of the bar in the print examples shown is .1875" but the height should scale proportionate to the application dimensions.

The two-colour bar can be **anchored to the edge** of a layout (top, bottom, or side) or to the edge of an image or colour block. In most cases, **only one colour bar should be used per layout**. The two-colour bar should only be used with a Queen's primary-coloured background.



Report Cover (with image)

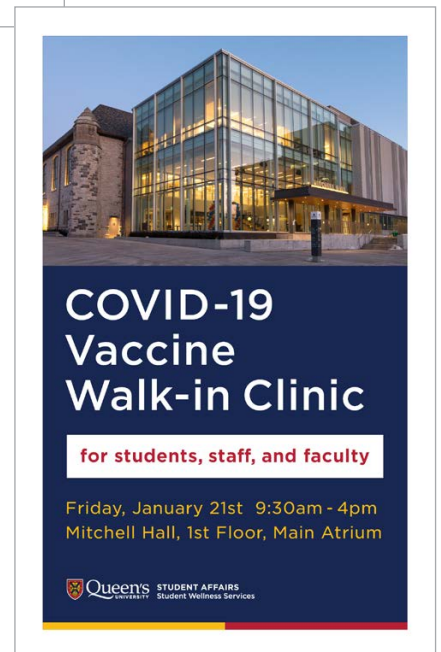


Report Cover (type only)



Powerpoint

Half-page Ad



Poster

Design Style

Tricolour Tab

An approved graphic device for incorporating the brand colours is the **tricolour tab**. The tab should be used on a white background.

It consists of three equal widths of Queen's Blue, Gold, and Red in that order. This colour **order mirrors the Queen's flag** and ensures equal contrast between the colours.

The tab shown in the print examples is .5625" wide (with the individual stripes being .1875") The scale may be increased proportionate to the application dimensions. **The height of the bar should remain relatively short**, often the height of the application margin.

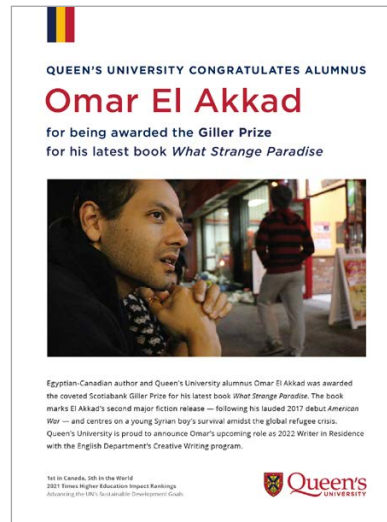
The tricolour tab should be **anchored to the edge** of a layout (top, bottom, or side). In most cases, **only one tab should be used per layout**. The tab should only be used on a white or very light gray background and should not be placed in close proximity to a Queen's logo or lockup.



Report Cover (with image)



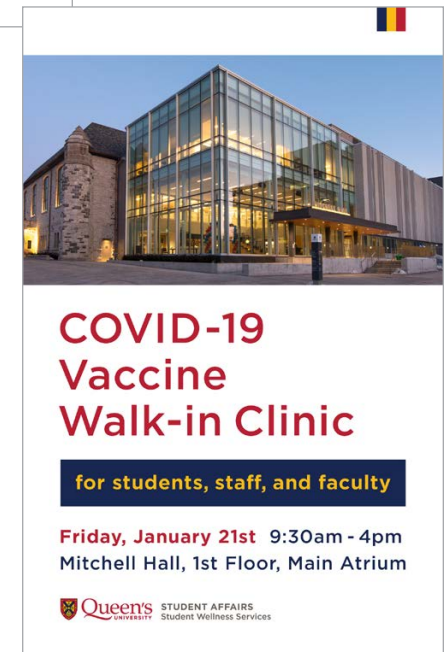
Report Cover (type only)



Full-page Ad



Half-page Ad



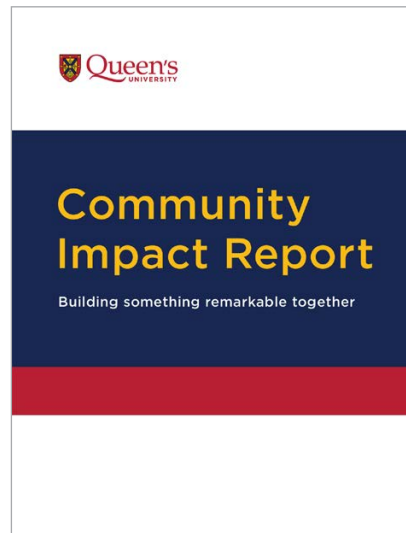
Poster

Design Style

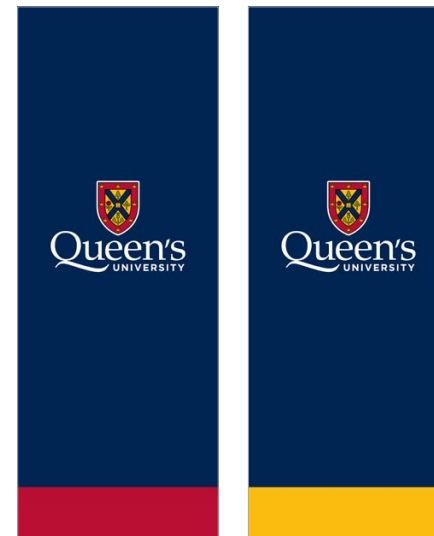
Colour Blocking

In applications that require a simple layout, without the inclusion of a tricolour device, **colour blocking can be employed to feature the tricolour palette**. Effort should be made to ensure that the overall effect of incorporating Queen's Blue, Gold, and Red into blocks of colour and typography creates an equal representation of tricolour while retaining a bold, yet simple design.

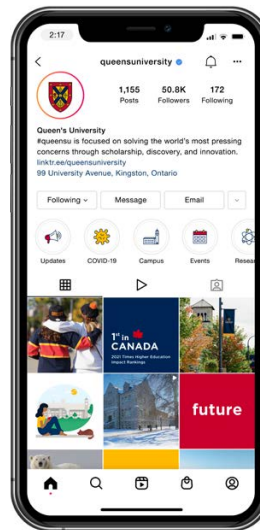
Colour blocking should be applied in social media so that the overall effect (ie Instagram/Facebook grid or feed) communicates tricolour, even if an individual post only features one colour.



Report Cover



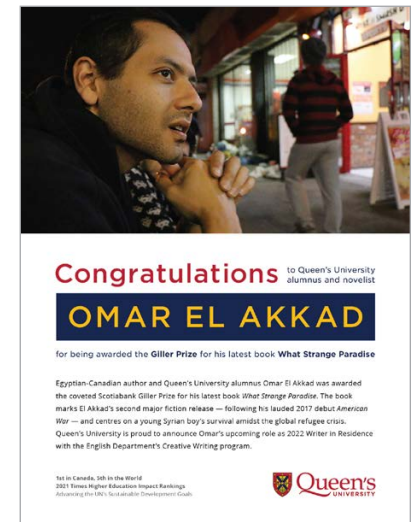
Pole Pennant Set



Instagram Grid



Social Media Template



Full-page Ad

Design Style

Minimal Colour

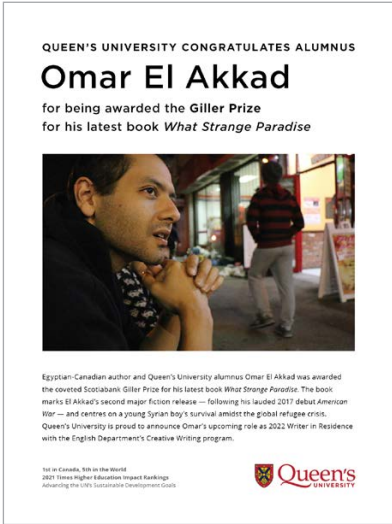
In some situations, a clean and simple layout with minimal colour is preferred. In these applications, the tricolour palette is incorporated through the **Queen's logo** or **lockup alone**.



Report Cover (with image)



Report Cover (type only)



Full-page Ad



Digital Letterhead



Business Card

Design Style

Retired Graphic Devices

In the refreshed and simplified brand style, **the message, imagery, and logo should be the focus of each application.** Therefore, Tricolour curves, swooshes, triangles, and wedges featured in previous applications are no longer permitted.

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



Design Style

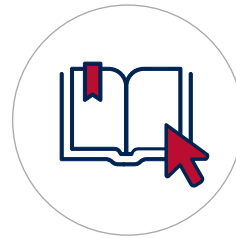
Icons and Illustrations

When icons are employed to convey an idea, choose a **simple solid or outlined style**. Ensure that all of the icons in an application are in a **consistent style, with consistent stroke weights and colouration**. Icon colours should reflect the Queen's primary and secondary colour palettes.

When including figures in icons or illustrations, effort should be made to ensure the depiction is **accessible and inclusive of Queen's diversity**. Equitable and diverse representation of characteristics such as race, gender, and religion, among others, should be present in the rendering of people regardless of how abstract the style.

Accent Colours

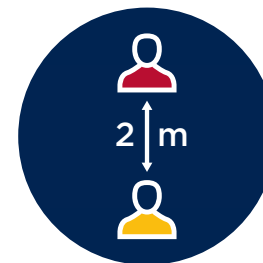
Accent colours that compliment the Queen's palette have been developed for illustrations and other instances in which a wider range of colours are required. Contact the [University Relations Brand Team](#) to request the accent palette.



Outlined Icons



Solid Icons



Design Style

Typography

Clear Space

For accessibility and readability, ensure ample clear space around type. A good rule of thumb is to ensure that a **minimum clear space equal to the lowercase letter height** be left around an individual word or block of text.

Capitalization and Case

Sentence case (a mix of upper and lowercase letters) is the ideal format for accessibility and readability. There are times when all caps aids in differentiating a short title, heading or subheading from other text. **Use all caps sparingly** to provide contrast and interest in a layout, but never for more than a few words in one location.

Short headings of two or three words can be set in **title case** but longer headings should be set in **sentence case**. Heading and subheading case formatting should be **consistent** within an application.

Typesetting Queen's

When typesetting 'Queen's' in Gotham, the **alternate Q** should be used. When 'Queen's' is typeset at a large size in a graphic layout, it is recommended to **drop down the comma** to be slightly above the top of the lower case letters.

Start your story

APPLY NOW

SECTION 1

All Caps

Long headings should be set in sentence case

Sentence Case

Subheading Example

Title Case

Lowered Apostrophe
↓
Queen's University
↑
Alternate Q

Design Style

Typography

Type Weights and Styles

Limit the number of font weights and styles used in an application. **Be consistent with the formatting of each level of type** (headings, subheadings, body copy, captions, call-outs).

Only the three brand fonts should be used, with the serif font Volkhov used sparingly and only in some applications for a more formal appearance.

Use the font weights shown in the guide and **do not use light or very heavy weights** (ie black) that are harder to read.

Italic type should only be used in limited applications and never for essential pieces of information like headings, subheadings or body copy. Bolding for emphasis is easier to read than italics or all caps.

Colour and Contrast

Type and background colour combinations must have **contrast that is AODA compliant**, as outlined on [pg 29](#). As a rule, the smaller the type, the greater the contrast that is needed. When using small or medium-sized white type on a dark background, it may be necessary to increase the weight of the type so that it prints and/or reads clearly.

Partnering for a greener community

Queen's University is committed to advancing sustainability and fighting climate change by continuously working to improve our operations and decrease our environmental footprint.

Since 2008

While growing the size of our campus and student population, Queen's has

invested **\$30M**

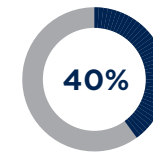
towards **energy reduction** projects on campus

reduced by **35%**

greenhouse gas emissions from facilities and operations



Queen's is dedicated to achieving **carbon neutrality by 2040.**



Queen's students contribute to the **40% of Kingston Transit** ridership made up of post-secondary students.

Design Style

Photography

In applications that include a tricolour bar or fields of colour, choose images that **compliment the primary palette**.

Crop in enough to put **focus on the important subject matter** and **crop out distracting elements**. Ensure that your subject sits comfortably in the frame and that no points of tension are created through the cropping.

One strong image is often preferable to multiple images.

Avoid multiple photographs of the same scale or content. For visual interest, ensure that photos used together feature **variety in the level of zoom and/or subject matter** (ie Combine a wide shot with a medium level of zoom and a detail shot. Combine an interior or exterior environment with a group photo and an image of an individual or object.)

It is preferable to use images in their **natural colouration**, without obvious colour manipulations, overlays, or transparencies.

To improve accessibility, avoid placing type over images and graphics, especially small and light weight type. The legibility and readability of type benefit from the clarity of a clean, consistent background.



Queen's Sub-brands

Sub-brands

Queen's University has five approved sub-brands: **Smith School of Business**, **Smith Engineering**, **Queen's Alumni**, **Queen's Athletics and Recreation**, and **Bader College**.

Each sub-brand has its own Visual Identity Guide and set of rules governing the use of their brands:

[Smith School of Business Brand Hub](#)

[Smith Engineering Visual Identity Guide](#)

[Queen's Athletics & Recreation Visual Identity Guide](#)

[Queen's Alumni Visual Identity Guide](#)

[Bader College](#)

Like the central brand, Smith and Alumni utilize the font Palatino in the design of their logos. These two sub-brands are the only Queen's units permitted to use this typeface in their identities.



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 [Trademark Use 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.

The application of Queen's University trademarks must follow all of the guidelines outlined in the relevant [Visual Identity Guides](#).

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



Graphics and Designs



Words (regardless of font)

Queen's
Queen's University
Tricolour

Gaels
Golden Gaels
ARC
Boo Hoo



Trademark and Licensing Policy

Protection Overview

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 protection and trademark oversight extends beyond print and digital applications that include a clearly identifiable trademark to:

- Words 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
- 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

Trademark and brand protection and oversight applies to all applications including, but not limited to: merchandise, signage, printed materials, marketing and communications, 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 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 [Trademark Use 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.

Merchandise

Merchandise

Merchandise is a visual representation of a brand, shaping the perception of that brand in the mind of the viewer. 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.

All branded merchandise ordered for the purpose of promotion, distribution, or sale including un-branded merchandise to be offered, distributed, or sold alongside Queen's branded merchandise, **must be submitted for approval via the Trademark Use 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.**

