Fonts

Consistency of typeface in all Queen’s communications is important to the successful implementation of these visual identity standards.

The two official fonts used by Queen’s are Palatino and Myriad Pro. Alternative versions of these fonts as listed below are also permitted. Palatino and Myriad Pro are complementary fonts and their use in publication headlines, body copy and other applications are strongly encouraged.

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The official preferred font for all Queen’s publications. Predominantly used in body text but also used in all other manners of typesetting.

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Primarily used for headings, sidebars, captions and some body text.

Queen’s

Q

Consists of a few specially developed supplementary characters, based upon Palatino, and when used with Palatino (and only Palatino), creates the unique “Queen’s”.

Zapf Humanist 601 Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Also known as Optima Medium. Used for university signage.

Equivalent or Alternative Fonts

Palatino

Palatino Linotype, Book Antiqua

Myriad

Lucida Sans, Corbel, Calibri, Verdana

The Queen’s ‘swash-Q’ is only to be used in the word ‘Queen’s’ when set in the Palatino font.

Need any additional information? Visit Queen’s Marketing and Communications website at www.queensu.ca/identity or call 613.533.2035
QUEEN’S FONTS

The “Queen’s” fonts are provided in Opentype format, which are cross-platform compatible with Windows and Macintosh operating systems.

The package contains 4 fonts:

- Queen's regular
- Queen's Italic
- Queen's Bold
- Queen's Bold Italic

It consists of a few specially developed supplementary characters, based upon Palatino, and when used with Palatino (and only Palatino), creates the unique “Queen’s”.

INSTALLATION

Windows 7
1. Navigate to the folder that contains the fonts you want to install.
2. Select the fonts you want to install. You can click to select one font, Control-click to select several fonts, or Shift-click to select a contiguous group of fonts.
3. Right-click the selected fonts and choose “Install.”

Windows Vista
1. Select “Control Panel” from the Start menu
2. Select “Appearance and Personalization.”
3. Select “Fonts.”
4. In the Fonts window, Right Click in the list of fonts and choose “Install New Font.”
5. Navigate to the folder that contains the fonts you want to install.
6. Select the fonts you want to install. You can click to select one font, Control-click to select several fonts, or Shift-click to select a contiguous group of fonts.
7. Press the “OK” button to install the fonts.
8. Close the Fonts control panel when you are finished.

Mac OS X

Fontbook
- open the FontBook application and add new fonts via the File menu
  or
  System
- copy or move the font files to the following location: <Volume>/Users/<username>/Library/Fonts/
  (Note that the fonts must be loose in the destination folder, not in a subfolder.)

The Queen’s ‘swash-Q’ is only to be used in the word ‘Queen’s’ when set in the Palatino font.