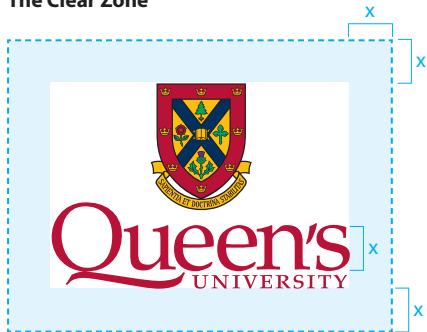


THE QUEEN'S LOGO



The Queen's logo is the primary element of the Queen's visual identity system and must appear on all official Queen's communications. It may not be modified in any way.

The Clear Zone



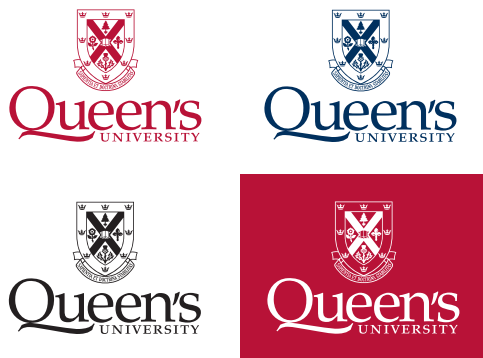
The area indicated by the dotted line – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen.

Size Restrictions



For printed materials, the Queen's logo mark must never be smaller than one inch wide. For digital use, the Queen's logotype must never be smaller than 100 pixels wide.

Single-colour Reproduction



When full colour printing is not possible, the Queen's logo should be reproduced in either Queen's red, Queen's blue or black. It can also be reversed out of another colour as long as the contrast is such that the logo maintains legibility. For digital use, a colour contrast ratio of 4.5:1 or higher must be maintained.

COLOURS

	PRINT (SPOT)	PRINT (PROCESS)	DIGITAL
	Pantone 187	5C 100M 71Y 22K	157R 25G 57B HTML# 9d1939
	Pantone 124	0C 27M 100Y 0K	238R 189G 49B HTML# eebd31
	Pantone 295	100C 68M 8Y 52K	17R 51G 93B HTML# 11335d

PRINT FONTS

Palatino Linotype

Preferred font for all Queen's publications, predominantly used in body text and also in all other manners of typesetting.

ALTERNATIVES OR EQUIVALENTS

Palatino, Palatino Nova, Book Antiqua

Myriad Pro

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

ALTERNATIVES OR EQUIVALENTS

Myriad, Calibri, Lucida Sans, Corbel, Verdana

Queen's

Includes specially developed characters, when used with Palatino (and only Palatino), creates the unique "Queen's".

Zapf Humanist 601 Demi

Also known as Optima Medium. Used for university signage.

RECOMMENDED FONT STACKS FOR WEB

Sans-serif font-family

Open Sans, Lucida Grande, Lucida Sans Unicode, Helvetica Neue, Arial, sans-serif

Serif font-family

Palatino, Book Antiqua, Georgia, serif

THE QUEEN'S WORDMARK



In special cases it is possible to use only the Queen's wordmark. In those special cases, please contact University Marketing for authorization.

THE QUEEN'S WEBMARK



Queen's webmark is to be included on every website that is owned and managed by Queen's faculties, departments, service units, and programs as the first visible element on each page.

UNIT SIGNATURES

Unit signatures are reserved for print publications and electronic documents, with guidelines and restrictions on their use. Unit signatures are not to be used in lieu of the Queen's logo in print, or digital wordmark on websites or other digital applications.

Colour Reproduction

Preferred treatment for unit signatures features the Queen's wordmark in red with the unit name set in black, on a white or light colour background. The unit signature may also be reversed of a colour background as long as the contrast is such the wordmark maintains legibility.

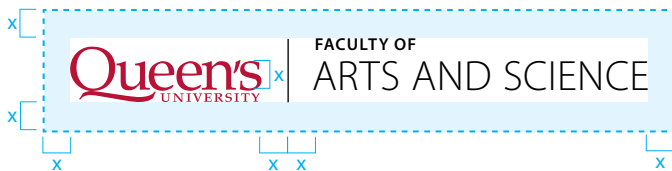


In single-colour print jobs, where only a single colour is available for printing, the unit signature may be reproduced in a single colour (black, or Queen's blue, or Queen's red) or reversed out of any single colour as long as the contrast is such that the wordmark maintains legibility. Please contact University Marketing for authorization.

The wordmark may not be printed in the Queen's gold.

If your unit needs a unit signature, you should request that it be created for your use.

The Clear Zone



Similar clear zone restrictions that apply to the Queen's logo also apply to these unit signatures, both around the Queen's logo itself and around the unit signature as a whole.

Size Restrictions



The minimum width allowed for the Queen's wordmark within the signature is 1".

TRADEMARK STYLE REQUIREMENTS

- Usage of the official Queen's logo and wordmarks must follow the guidelines prescribed in the Queen's Visual Identity Guide.
- Trademarks cannot be distorted. A distortion is considered to be anything other than the trademarks as registered.
- Substitutions of elements of a trademark are not permitted.
- The trademarks must be clear and distinct, presented in ample open space, separated from distracting elements and not dominated by other design elements.
- The trademarks must not be used as a design element, nor may they be overprinted or combined with other designs.
- The trademarks should not be placed at an angle, nor enclosed in a shape.
- The trademarks must not be printed on a visually conflicting background, nor should they span two or more adjacent colour areas.
- Trademark artwork may be reduced or enlarged. The official Queen's logo must work with established minimum size guidelines of one inch in width (see page 8 of the Queen's University Visual Identity Guide).
- The names "Queen's", "Queen's University" and "Tricolour" are trademarks regardless of font. For official use, they should be set in Palatino/Queen's typeface.
- Proportional changes and photo distortion of the trademarks are not permitted.
- The trademarks must be reproduced with care: coarse screening, inferior mechanical reproduction, substandard processing or use of a mediocre original may result in loss of detail.
- Colour-printed reproductions of all trademarks are permitted only in the official Pantone colours (187 red, 295 blue, 124 gold) or their four-colour CMYK process equivalents.
- Electronic reproductions of all trademarks are permitted only in the colours as supplied on the Visual Identity website.