Carleton University Visual Identity Toolkit

YOUR GUIDE TO UNDERSTANDING AND WORKING WITH CARLETON'S NEW VISUAL IDENTITY SYSTEM

QUIT

Carleton
UNIVERSITY

Canada's Capital University

CARLETON'S VISUAL IDENTITY SYSTEM

Carleton University and the Department of University Communications (DUC) have undertaken a project to refresh the visual identities of Carleton's faculties, schools and ancillary units, as well as communications materials such as brochures and advertisements.

This toolkit is designed to help familiarize you with our visual identity standards, and to support you in working with them, because this project can only succeed with your participation, cooperation and collaboration.

With your help, we can showcase our accomplishments, abilities and pride to audiences inside the university and out – and present Carleton as the leading institution it truly is.

NOTE:

This .pdf document is navigable in much the same way a website is; you can jump from section to section by clicking on the listed page numbers, and certain features, such as the link to contact DUC, are also clickable. This document is also printable for use, reference or distribution in hard copy.

SECTION 1
INTRODUCTION

Carleton
UNIVERSITY
Canada's Capital University

WHY IS A CONSISTENT IDENTITY IMPORTANT?

A consistent visual identity for Carleton University is important for a number of reasons. These include the following:

COMMUNICATIONS

In terms of communications, consistent visual identity helps make sure that investments in branding pay off, and that people recognize Carleton and what it stands for, by:

- Building brand equity;
- Reinforcing brand; and
- Maximizing recall and recognition.

EXPERIENCE

A consistent visual identity can help shape and improve people's experience of Carleton, and how they communicate that experience to others, by:

- Creating and projecting a positive experience from the student perspective;
- Reinforcing loyalty; and
- Building a shared experience.

FINANCIAL

From a financial point of view, a consistent visual identity streamlines the process of design and communication, and ensures that all such work is in line with Carleton's goals and brand, and therefore is a worthwhile investment. Financial benefits include:

- Greater efficiencies in resources;
- Time savings; and
- Cost savings.

OPERATIONAL

In terms of operations, a consistent visual identity provides clear guidelines that help decision-making and ensure that Carleton's brand is understood and protected. At the same time, it:

- Facilitates management; and
- Makes communications easier to control.

SECTION 1
INTRODUCTION

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 2
GUIDELINES

SECTION 3
EXAMPLES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

WHAT IS THE AIM OF OUR IDENTITY STANDARDS?

Carleton University's visual identity standards were developed and are being implemented to:

- Evolve and standardize the presentation of new and existing faculty, school and ancillary unit identities to create a clear hierarchy of information while keeping Carleton's brand in the foreground; and

- Simplify and clarify internal and external communications.

Moreover, the new standards will help us work together more efficiently and effectively, and show Carleton to the world in the way it deserves to be seen.

SECTION 1
INTRODUCTION

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 2
GUIDELINES

SECTION 3
EXAMPLES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

THE IDENTITY HIERARCHY

Our visual identity standards employ a clear hierarchy. This helps to create a standard order of information while keeping Carleton University's brand in the foreground, and to simplify and clarify internal and external communications.

EXTERNAL COMMUNICATIONS

External communications are those that represent Carleton beyond the university's campus. These could include such collateral as print ads, online banner ads, websites and brochures.

Depending on their focus, these communications may employ two different visual identity treatments. These treatments are as follows:

1. For communications that represent the university as a whole, or are not focused on a particular faculty, school or ancillary unit, use the main Carleton logo with the theme line ("Canada's Capital University"), in either its vertical or its horizontal form.

The main Carleton logo is also to be used on interior pages of websites for any faculty, school or ancillary unit.

For more information on this treatment, see the section of this document entitled "The Carleton University Logo in Detail."

Carleton
UNIVERSITY

Canada's Capital University

SECTION 2
GUIDELINES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

2. For communications that focus on a particular faculty, school or ancillary unit, use the Carleton logo without the theme line, accompanied by the visual identity of the given faculty, school or ancillary unit.

This treatment is also to be used on the main page of websites for any faculty, school or ancillary unit.

Interior pages of the websites are to use the Carleton logo only.

For more information on this treatment, see the section of this document entitled "The Logo/Identity Treatment in Detail."

EXCEPTION FOR LIMITED SPACE
Sometimes, there will not be enough space to use the Carleton logo accompanied by the visual identity of the given faculty, school or ancillary unit. For example, the space on a print ad or online banner ad may not be sufficient to show both the logo and the visual identity clearly.

In these cases, use only the main Carleton logo, with the theme line ("Canada's Capital University"), in either its vertical or its horizontal form.

For more information on this treatment, see the section of this document entitled "The Carleton University Logo in Detail."

Faculty of
Public Affairs

Canada's Capital University

SECTION 2
GUIDELINES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME QUIT

Canada's Capital University

EXAMPLES

INTERNAL COMMUNICATIONS

Internal communications are those that do not, and are not intended to, leave the university campus. They may include such collateral as internal newsletters, on-campus posters or signage.

When these communications focus on a particular faculty, school or ancillary unit, use the visual identity for the given faculty, school or ancillary unit, as shown.

For more information on this treatment, see the section of this document entitled "Faculty, School and Ancillary Unit Identities in Detail."

Career Development and
Co-operative Education
CARLETON UNIVERSITY

Office of
Board of Governors
CARLETON UNIVERSITY

Faculty of
Science
CARLETON UNIVERSITY

Faculty of
Public Affairs
CARLETON UNIVERSITY

SECTION 2
GUIDELINES

Carleton
UNIVERSITY
Canada's Capital University

THE CARLETON UNIVERSITY LOGO IN DETAIL

The following illustrates the vertical and horizontal versions of the Carleton University logo, with the theme line ("Canada's Capital University"). The logo is shown in colour, black and white, and "knocked out" (white on black) applications.

As mentioned above, this logo is to be used:

- For external communications that represent the university as a whole, or are not focused on a particular faculty, school or ancillary unit.

- For external communications focused on a particular faculty, school or ancillary unit, when

there is not enough space to use the Carleton logo accompanied by the visual identity of the given faculty, school or ancillary unit.

- On interior pages of websites for any faculty, school or ancillary unit.

The following shows the corporate logo with the theme line in black and white, reverse and colour applications.

| PMS 186 | c: 0 / m: 91 / y: 76 / k: 6 | Black | c: 0 / m: 0 / y: 0 / k: 100 |

SECTION 2
GUIDELINES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME | QUIT

FIGURES 1A AND 1B

The corporate logo is set with correct areas of isolation. For maximum impact, it must be set apart from all other design elements. Illustrated here are the minimum distances required to separate the logo from text and graphics.
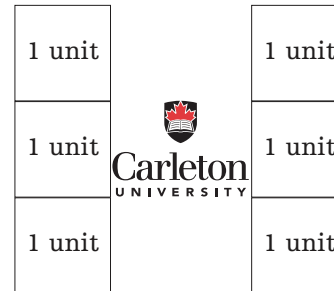
FIGURES 2A AND 2B

Logo with the theme line.

FIGURES 3A AND 3B

The theme line should not be reduced below 5 pt. in height.

Figure 1a
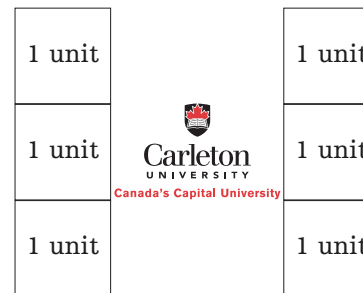
Figure 1b

Figure 2a

Figure 2b
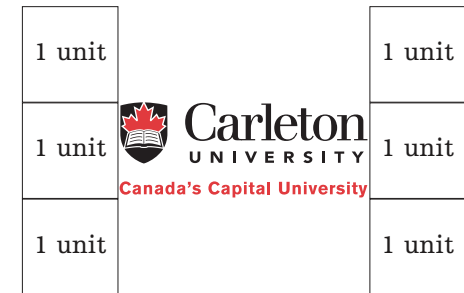
Figure 3a

Figure 3b

SECTION 2
GUIDELINES

1 2 3 4 **5** 6 7 8 9 10 11

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME QUIT

Carleton UNIVERSITY
Canada's Capital University

THE LOGO/IDENTITY TREATMENT IN DETAIL

The following illustrates the dual Carleton University logo/faculty, school or ancillary unit identity treatment.

As mentioned above, this treatment is to be used:

- For external communications that focus on a particular faculty, school or ancillary unit, provided there is space. NOTE: If there is not enough space, use only the main Carleton logo, with the theme line ("Canada's Capital University"), in either its vertical or its horizontal form.

- On the main page of websites for any faculty, school or ancillary unit.

The Carleton logo section of the logo/identity treatment must remain in its standard form, as described above. The identity portion of the logo/identity treatment is constructed as follows:

FONTS

The name of the given faculty, school or ancillary unit is presented in one of Carleton's corporate fonts (Egyptienne, Roman).

SIZE AND SPACING RATIOS

Since identities are often produced and used at different sizes, the relation of elements of an identity to one another is measured in units. The ratios of the sizes and spaces of all elements are shown at right.
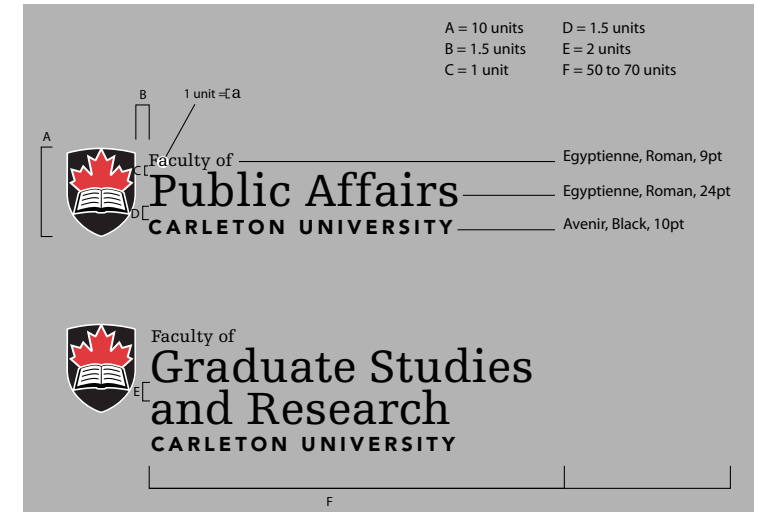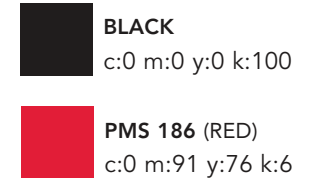
With this relationship established, the logo/identity treatment can be scaled up or down with ease.

ONE LINE OR TWO?

The names of longer faculties, schools or ancillary units can be broken onto two lines, as shown. When the length of the logo/identity treatment exceeds 70 units, it should be broken onto a second line; however, it can be broken as early as 50 units, to maintain balance and to avoid "orphans" – lines with only a single word on them.

COLOUR

Two colours are used in logo/identity treatment. The first is black; the second is Carleton's corporate red. The values of both (in both CMYK and Pantone) are shown at right.

BLACK
c:0 m:0 y:0 k:100

PMS 186 (RED)
c:0 m:91 y:76 k:6

A = 10 units   D = 1.5 units
B = 1.5 units   E = 2 units
C = 1 unit   F = 50 to 70 units

NOTE:

If your faculty, school or ancillary unit requires a new or refreshed logo/identity treatment, DUC is available to help you create it in accordance with our identity standards. Please don't hesitate to get in touch for assistance.

SECTION 2
GUIDELINES

1 2 3 4 5 **6** 7 8 9 10 11

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

FACULTIES, SCHOOLS AND ANCILLARY UNITS

The following illustrates the evolution of faculty, school and ancillary unit identities under Carleton University's visual identity standards.

NOTE:

These identities are for use in internal communications only, as follows:

- Brochures
- Memos
- Newsletters
- Posters
- Within departmental website, as approved.

KEY ELEMENTS OF

THE IDENTITIES INCLUDE:

- An increased association with Carleton's branding through the use of the Carleton crest and "Carleton University" as textual anchor for each identity;

- A greater emphasis on the individual faculty, school or ancillary unit for quick, clear identification; and

- The use of Carleton's corporate font (Egyptienne), in more elegant and legible lighter weight, for the faculty, school or ancillary unit name.

NOTE:

If your faculty, school or ancillary unit requires a new or refreshed visual identity, DUC is available to help you create it in accordance with our identity standards. Please don't hesitate to get in touch for assistance.

EXAMPLES

Career Development and Co-operative Education
CARLETON UNIVERSITY

Office of
Board of Governors
CARLETON UNIVERSITY

Faculty of
Science
CARLETON UNIVERSITY

Faculty of
Public Affairs
CARLETON UNIVERSITY

SECTION 2
GUIDELINES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

FACULTY, SCHOOL AND ANCILLARY UNIT IDENTITIES IN DETAIL

The following illustrates the system used in designing faculty, school and ancillary unit identities under Carleton University's visual identity standards.

FONTS

The words "Faculty of" or "School of" and the faculty, school or ancillary unit name are presented in one of Carleton's corporate fonts (Egyptienne, Roman). The words "Carleton University" are presented in all caps in another of Carleton's corporate fonts (Avenir, Black). The relation between the sizes of the fonts places the main emphasis on the faculty, followed by the university, then the standard, introductory "Faculty of" or "School of."

SIZE AND SPACING RATIOS

Since identities are often produced and used at different sizes, the relation of elements of an identity to one another is measured in units. The ratios of the sizes and spaces of all elements are shown at right.
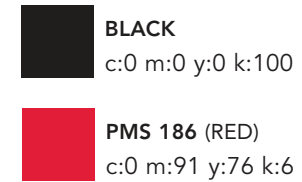
With this relationship established, faculty, school or ancillary unit identities can be scaled up or down with ease.

ONE LINE OR TWO?

The names of longer faculties, schools or ancillary units can be broken onto two lines, as shown. When the length of the name of the faculty, school or ancillary unit exceeds 70 units, it should be broken onto a second line; however, it can be broken as early as 50 units, to maintain balance and to avoid "orphans" – lines with only a single word on them.

COLOUR

Two colours are used in the faculty, school and ancillary unit identities. The first is black; the second is Carleton's corporate red. The values of both (in both CMYK and Pantone) are shown at right.

BLACK
c:0 m:0 y:0 k:100

PMS 186 (RED)
c:0 m:91 y:76 k:6

A = 10 units   D = 4 units
B = 3 units   E = 50 to 70 units
C = 2 units

Faculty of _____ Egyptienne, Roman, 8pt
Public Affairs _____ Egyptienne, Roman, 22pt

Faculty of _____ Egyptienne, Roman, 8pt
Graduate Studies _____ Egyptienne, Roman, 22pt
and Research

NOTE:

If your faculty, school or ancillary unit requires a new or refreshed logo/identity treatment, DUC is available to help you create it in accordance with our identity standards. Please don't hesitate to get in touch for assistance.

SECTION 2
GUIDELINES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

NON-ACADEMIC ANCILLARY UNIT IDENTITIES

Non-academic ancillary unit identities are those used for organizations and services within the university that are not faculties or schools or otherwise part of its academic function, but still form part of the Carleton University experience. Historically, their visual identities have shown little or no connection to Carleton.

The following illustrates the evolution of these identities under our visual identity standards. Key elements of the identities include:

- Using the familiar red square and standard Carleton fonts and text treatments to create a strong visual tie-in with Carleton's brand;

- For identities that do not currently incorporate the red square, using "knocked out" (white on red) versions of key visual element on the red square. The service name sits beside this visual in a way consistent with faculty and school identities; and

- Incorporating "Carleton University" into the identity as textual anchor.

NOTE:

If your faculty, school or ancillary unit requires a new or refreshed visual identity, DUC is available to help you create it in accordance with our identity standards. Please don't hesitate to get in touch for assistance.

EXAMPLES

Dining Services
CARLETON UNIVERSITY

Equity Services
CARLETON UNIVERSITY

The Campus Card
CARLETON UNIVERSITY

SECTION 2
GUIDELINES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

A NOTE ON THE VISUAL IDENTITIES

Carleton University's visual identity standards and guidelines are not meant to stifle creativity and expression. On the contrary, they are designed to aid you in your work and to facilitate in the creation of effective, consistent and professional communications and marketing collateral.

You should also note that there are, and will be, exceptions to the rule when it comes to identity development. For example, the Sprott School of Business identity falls outside these guidelines, and will remain as it is, since it has built its own brand equity and recognition.

Exceptions to the visual identity standards will be made on a case-by-case basis. Faculties, schools and ancillary units must seek DUC approval before executing new logos.

NOTE:

If your faculty, school or ancillary unit requires a new or refreshed visual identity, DUC is available to help you create it in accordance with our identity standards. Please don't hesitate to get in touch for assistance.

EXAMPLES

SECTION 2

GUIDELINES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME QUIT

Canada's Capital University

CONTACT US

Want help?

Have questions?

Need approvals?

The Department of University Communications (DUC) is the brand resource for all communications materials, and has a mandate to ensure that they are used correctly and consistently. In short, DUC is here to help you, so don't hesitate to get in touch.

605 Robertson Hall
1125 Colonel By Drive

Phone: 613 520-3660

Fax: 613 520-5769

Office hours:
8:30 a.m.–4:30 p.m.
(Mon.–Fri.)

greg_macdonald@carleton.ca
(Click to send us an email.)

www.carleton.ca/duc
(Click to visit.)

SECTION 2
GUIDELINES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 3
EXAMPLES

HOME QUIT

Carleton
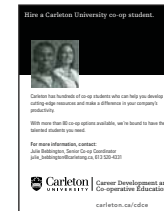UNIVERSITY
Canada's Capital University

OVERVIEW

The following examples show how Carleton University's identity standards can be applied on various communications materials to create a strong and consistent face for Carleton, both inside and outside the university, and when speaking to a broad range of audiences.

CLICK TO JUMP TO AN EXAMPLE:

Program pamphlets

Print advertising

Viewbook

SECTION 3
EXAMPLES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 2
GUIDELINES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

PROGRAM PAMPHLETS

The following illustrates the evolution of Carleton University's program pamphlets under our visual identity standards. The standards provide a consistent format for pamphlets, and will simplify design, production and printing. Key elements include:

- Use of the familiar red square as a visual anchor and as an introductory "bullet" for program titles and text, to create a strong visual tie-in with Carleton's brand; and

- A cover design anchored by the faculty or school identity, as established earlier, which will clarify the relationship between tthe program, its faculty or school, and the university itself.

NOTE:

Since program pamphlets allow room for the main Carleton logo on their back covers, only the faculty or school identity need appear on the front cover. This holds true for other external communications of this type focused on a particular faculty, school or ancillary unit; for example, you could use a similar treatment on a brochure, postcard or other publication.

PHILOSOPHY

you want more information?
ase contact us at:

Institute of Criminology and Criminal Justice
Carleton University
C562 Loeb Building
1125 Colonel By Drive
Ottawa ON K1S 5B6
Canada

T 613 520.2778 F 613 520.4064
carleton.ca/criminology

**Undergraduate
Recruitment Office**
Carleton University
315 Robertson Hall
1125 Colonel By Drive
Ottawa ON K1S 5B6
Canada

T 613 520.3663 F 613 520.3847 TDD 613 520.4455
TOLL-FREE (CANADA) 1 888 354.4414
liaison@carleton.ca
admissions.carleton.ca

Faculty of
**Arts and
Social Sciences**
CARLETON UNIVERSITY

carleton.ca

Carleton
UNIVERSITY

Canada's Capital University

Produced by University Communications, Carleton University
Printed by Graphic Services, Carleton University
183-07 2.2M 09

SECTION 3
EXAMPLES

QUESTIONS? CLICK HERE
TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 2
GUIDELINES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

VIEWBOOK

The following illustrates the evolution of Carleton University's viewbooks under our visual identity standards. The standards provide a clean, simple blueprint for laying out the viewbook and ensure that it will coordinate with other communications pieces. Key elements include:

- Use of the familiar red square as a visual anchor and as an introductory "bullet" for titles and text, to create a strong visual tie-in with Carleton's brand;

- Use of the red square as a backdrop for callouts or featured text to create consistency;

- Use of the square shape for inset photos to create further consistency; and

- Use of hard edges, as opposed to fades, for photos and images, to provide increased cleanliness and readability.

NOTE:

Since viewbooks allow room for the main Carleton logo on their back covers, only the faculty or school identity need appear on the front cover. This holds true for other external communications of this type focused on a particular faculty, school or ancillary unit; for example, you could use a similar treatment on a brochure, pamphlet or other publication.

SECTION 3
EXAMPLES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 2
GUIDELINES

HOME | QUIT

Carleton
UNIVERSITY
Canada's Capital University

PRINT ADVERTISING

The following illustrates the evolution of Carleton University's print advertising under our visual identity standards. The standards ensure that audiences both inside and outside the university will be able to recognize a Carleton ad at a glance, and also provide impact and clarity with a bold, spacious layout.

The sample ad for Career Development and Co-operative Education shows the use of the logo/identity treatment.

The sample recruitment ad shows the use of the main Carleton logo in a space where there is not enough room for the preferred logo/identity treatment.

KEY ELEMENTS OF THE PRINT ADVERTISING INCLUDE:

- A clean, open layout that provides distinct areas for different levels of information from headlines to subheads, body copy and contact information;

- Use of the square shape as a backdrop for call-outs, featured text and inset photos to create consistency; and

- The introduction of one of Carleton's corporate fonts (Universe Condensed) for blocks of information, to provide greater clarity and legibility.

Director - School of Social Work

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio di.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio di.

carleton.ca/facultyrecruitmant

DISCOVER THE CO-OP
ADVANTAGE.

Hire a Carleton University co-op student.

Carleton has hundreds of co-op students who can help you develop cutting-edge resources and make a difference in your company's productivity.
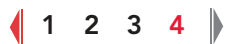
With more than 80 co-op options available, we're bound to have the talented students you need.

For more information, contact:
Julie Bebbington, Senior Co-op Coordinator
julie_bebbington@carletong.ca, 613 520-4331

Carleton | Career Development and Co-operative Education

carleton.ca/cdce

SECTION 3
EXAMPLES

QUESTIONS? CLICK HERE TO CONTACT DUC.

SECTION 1
INTRODUCTION

SECTION 2
GUIDELINES

HOME | QUIT

Carleton UNIVERSITY
Canada's Capital University