

CU75 logo guidelines

The 75th logo is available for use in print and web format in the following versions:



Colors used in the CU75 logo.

PMS 186



PMS: 186
CMYK: 12, 100, 91, 3
WEB: #CF112D

Black



CMYK: 0, 0, 0, 100
WEB: #000000

NOTES:

- Versions of the CU75 logos on this page are the only ones authorized by the university for use
- Please ensure that spacing guidelines, as identified in this guide, are applied for any logo use
- The CU75 logo can be resized for specific use, but logo shape and aspect ratio cannot be altered in any way.
- The CU75 logo must be accompanied by the official Carleton University logo or a department logo on any marketing materials produced. It should never appear as a standalone logo.

When combining the 75th anniversary logo with the main Carleton logo, they should have the same visual weight and should be separated by a space equal to the width of the 75th logo. Whenever possible use the horizontal version of the main Carleton logo when pairing with the 75th logo, in the order arranged below.

When horizontal space is restricted, the vertical lockup can be used. Please see page two of this guide for more examples of logo usage guidelines.



Horizontal lockup

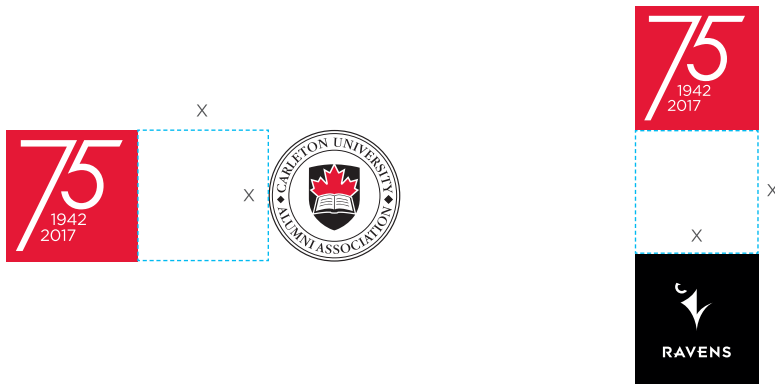


Vertical lockup

Please use the official artwork files which are available for download here in print and web format: newsroom.carleton.ca/resources-and-publications/
If you have any questions regarding these guidelines, contact Greg MacDonald at Greg.MacDonald@carleton.ca

CU75 logo guidelines

When combining the 75th anniversary logo with one or more of Carleton's other official brand marks, they should all have the same visual weight and should be separated by a space equal to the width of the 75th logo as in the examples below.



Examples of improper use:

Skewing or stretching:



Improper order or spacing:



Improper arrangement:



Spaced too far apart



NOTES:

Make sure the identity is visible on dark or complex background colours/patterns; do not stretch it; do not substitute fonts; and do not rotate it.