

uOttawa visual identity standards



GUIDELINES FOR THE USE OF THE BASIC GRAPHIC, VISUAL AND BRAND RELATED ELEMENTS
THAT MAKE US uOTTAWA. READ ON AND GET TO KNOW US A LITTLE BETTER.

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uOttawa

4.0 – uOttawa visual identity

4.1 – uOttawa brand spectrum

In order to create a distinction between the various types of communications pieces created by the University of Ottawa, the creative team has identified three main categories and developed separate templates and guidelines for each. This will help to ensure that communications are always being designed most effectively for their target audience and key messaging strategies.

The three categories of uOttawa communications are as follows:

- **Protocol**
- **Communications**
- **Marketing**

The three categories all serve distinct purposes and must be used according to the intended communication needs. Please refer to pages 22 and 23 of this manual for a visual representation of the three categories, as well as descriptions on how to differentiate them.

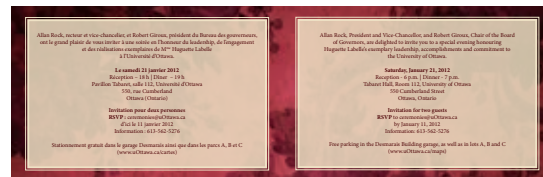
Certain templates or graphic elements, which are found within the Protocol category, can only be used by the creative team or with written consent from one of its members. The official stationery of the University of Ottawa is available upon request and can be used for official purposes only. Marketing templates are available for use by all University staff or contractors working directly with the University of Ottawa. For matters not covered by this guide, please contact the creative services team via email at **brand@uOttawa.ca**.

BRAND SPECTRUM

A Protocol templates



(fig. A1)



(fig. A3)



(fig. A4)



(fig. A5)

B Communications templates



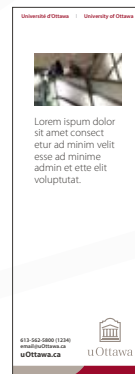
(fig. B1)



(fig. B2)



(fig. B3)



(fig. B4)



(fig. B5)



(fig. B6)

A – The templates in the protocol category are considered to be elegant, traditional classic and minimalist. They exemplify the use of very minimal branding. The crest, often displayed in gold or silver foil, gives a more ceremonial, official, traditional look and feel. (fig. A1: diploma; fig. A2: diploma sleeve; fig. A3: invitation; fig. A4: certificate; fig. A5: uOttawa coat of arms (crest).

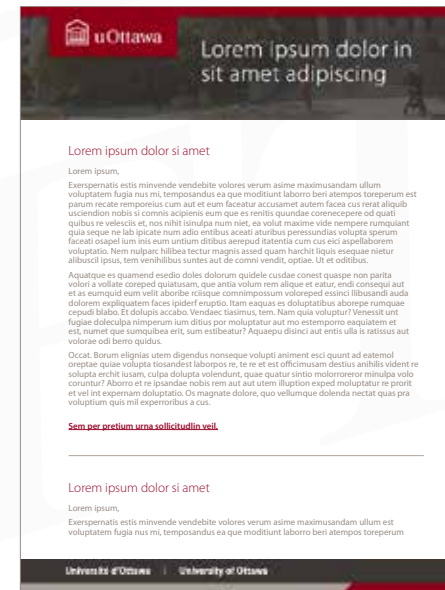
B – The templates in the communications category have a more casual look and feel and are simple and modern. They exemplify a low-key branding style, with the logo used at the bottom in most cases and without the full header and footer (garnet tab). (fig. B1: uOttawa letterhead; fig. B2: envelope; fig. B3: business card; fig. B4: print nomination ad; fig. B5: uOttawa vertical grey logo; fig. B6: presentation cover).

BRAND SPECTRUM

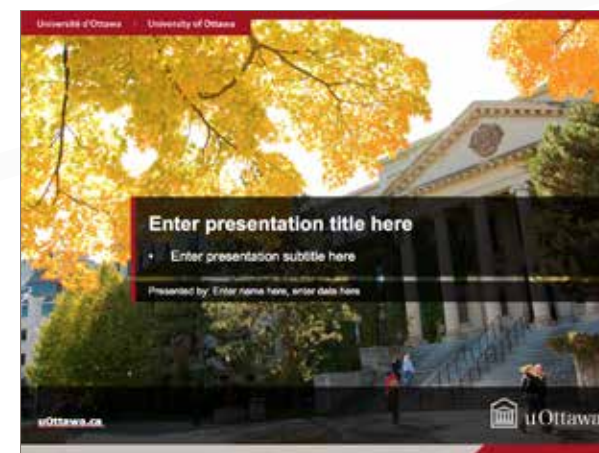
C Marketing templates



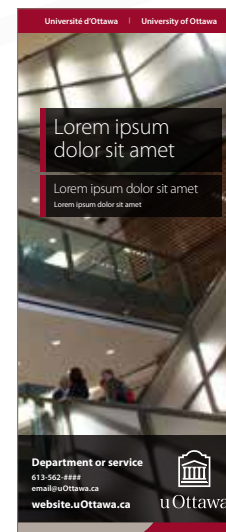
(fig. C1)



(fig. C2)



(fig. C3)



(fig. C5)



(fig. C7)

C – The templates in the marketing category are used in cases where a more recognizable, commercial look and feel is required with a more sleek and robust design. By using the white logo contained within a garnet tab, we promote stronger visual impact and quicker brand recognition. In cases where a background photo is used, an optional charcoal isolation band should also be used. Having the white logo overtop of a dark charcoal background also adds contrast and promotes a strong impact.

The following templates all fall into the marketing category: websites, folded brochures, ads, TV screens, Powerpoint presentations and signage. (fig. C1: marketing headers; fig. C2: branded emails; fig. C3: Powerpoint covers; fig. C4: bookmarks; fig. C5: folded brochures; fig. C6: retractable banners; fig. C7: Web ad).

4.2 – uOttawa official logos

The official logo is the most important element of the University of Ottawa's corporate identity. Designed to resemble the classic architecture of the university's most well-known landmark, Tabaret Hall, it creates an immediate link to uOttawa within the viewer's mind while also reinforcing our unique characteristics: national reach, innovative teaching and research initiatives, bilingual nature and our location in the heart of Canada's capital.

It is of the utmost importance that the logo be respected and used within the guidelines set out by this manual so that the image of the University of Ottawa can be upheld in a consistent manner. The following specifications will provide you with explicit details regarding the approved variations of the uOttawa logo, as well as complementary colours, safe area and how it should be used for communications purposes both in print and on the web.

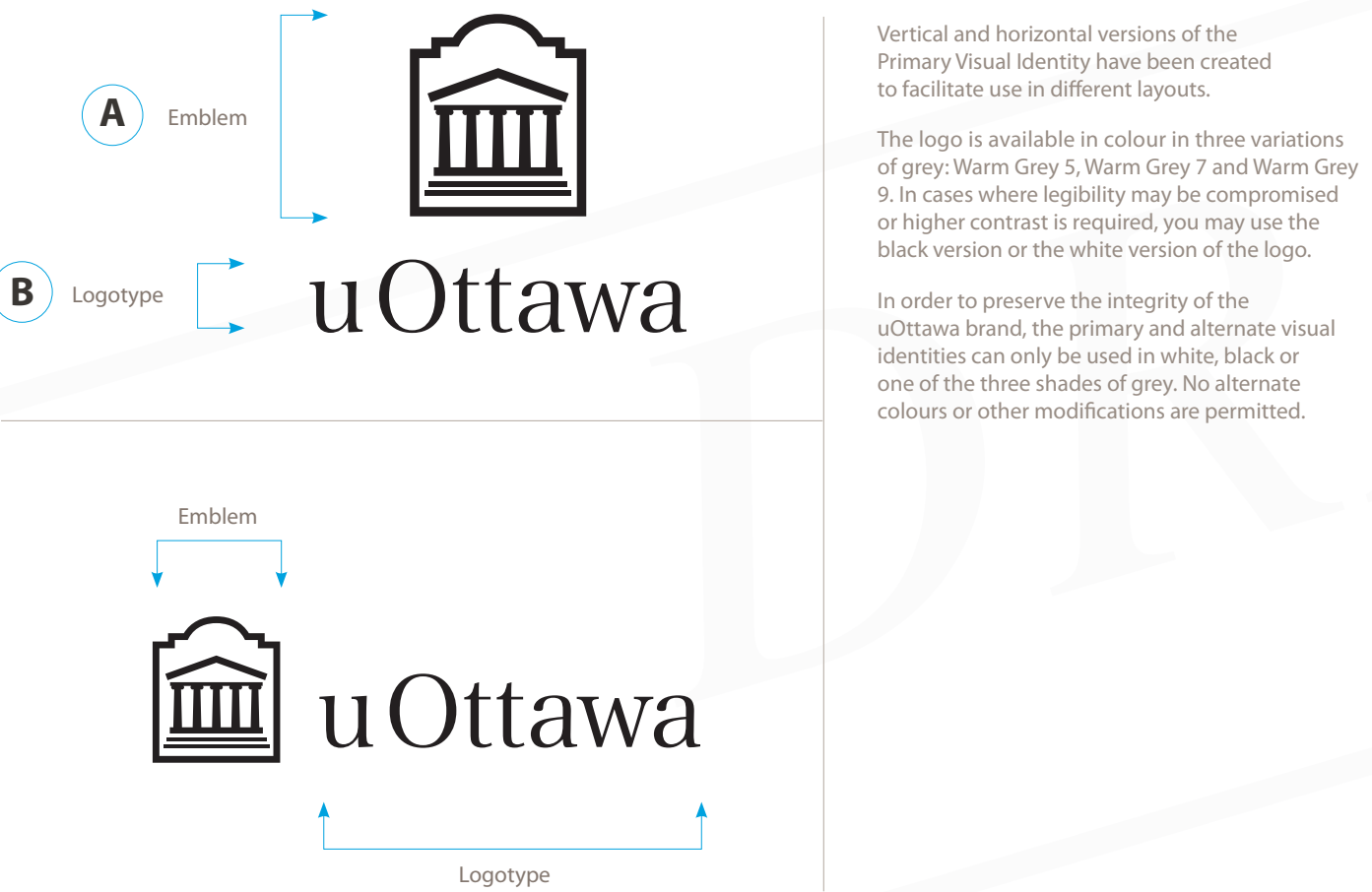


uOttawa

4.2.1 – Primary visual identity

The University’s Primary Visual Identity consists of two elements; the emblem and the logotype. In order to ensure consistent presentation of the uOttawa brand, both must be used together at all times and must never be modified or distorted.

PRIMARY VISUAL IDENTITY STRUCTURE



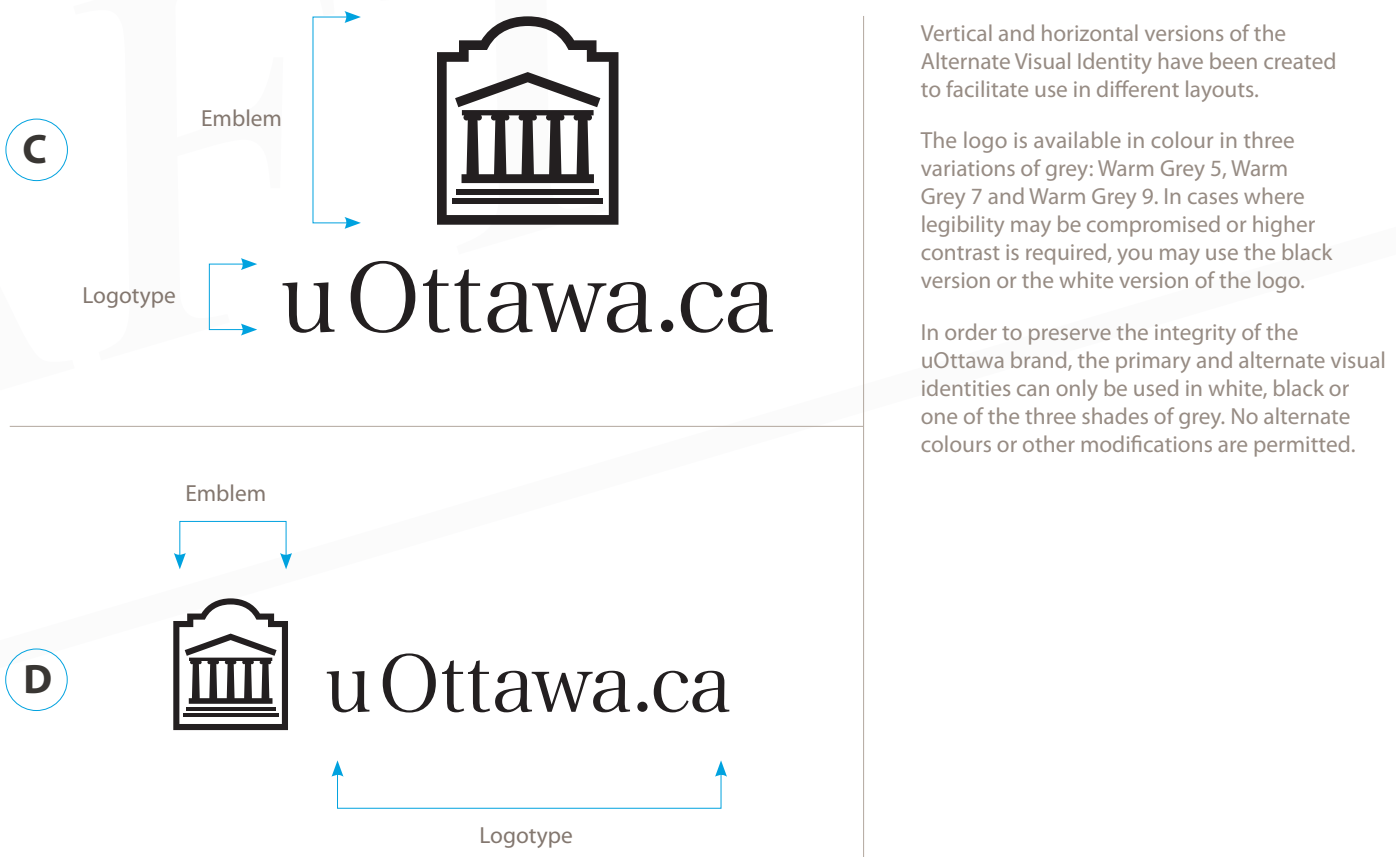
A – The emblem, or "cabane" as it is called internally, is the key element within the University of Ottawa logo and was designed to represent a simplified likeness of the University's most historic structure, Tabaret Hall. Combined with the classic serif logotype, it denotes strength and tradition, while also paying homage to the university's historic past.

B – The logotype is the textual portion of the uOttawa logo. It is set in a customized font designed specifically for the University of Ottawa, making it unique and easy recognizable. Combined with the emblem, it is the basis for the Primary Visual Identity of the University of Ottawa. Both elements must remain together at all times and must never be modified in any way.

4.2.2 – Alternate visual identity

The University’s Alternate Visual Identity, designed to encourage traffic towards the corporate website, consists of two elements; the emblem and the logotype. In order to ensure consistent presentation of the uOttawa brand, both must be used together at all times and must never be modified or distorted.

ALTERNATE VISUAL IDENTITY STRUCTURE



C & D – The Alternate Visual Identity should be used in cases where no other URL is present within the document, and the intent is to drive traffic towards the University of Ottawa website. However, be advised that you must obtain

authorization from the Communications Directorate in order to use the alternate horizontal or vertical logos displayed above.

4.2.3 – Logo minimum sizes

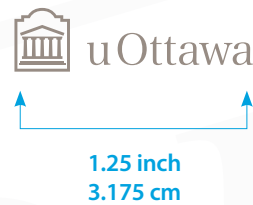
The University of Ottawa logos may be resized to suit different layouts and document dimensions, but must never be used below the minimum sizes presented below.

PRIMARY AND ALTERNATE LOGO MINIMUM SIZES

A Primary vertical uOttawa logo minimum width



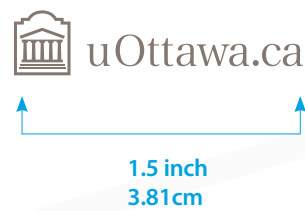
B Primary horizontal uOttawa logo minimum width



C Alternate vertical uOttawa logo minimum width



D Alternate horizontal uOttawa logo minimum width



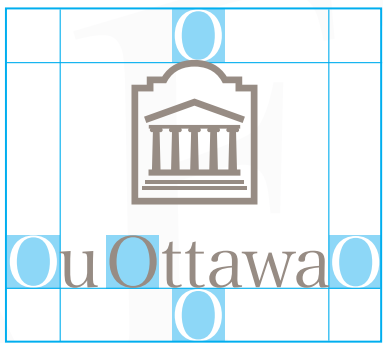
A, B, C, D – When resizing the University of Ottawa logos, the structure and proportions—or the relationship between the emblem and the logotype—must always remain intact and must never be altered. The stipulated proportions are intended to preserve legibility as well as proper visibility from a distance.

4.2.4 – Logo safe area

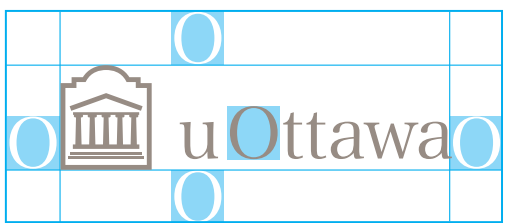
In order to preserve the integrity of the uOttawa logo and brand, the safe area, or “O factor,” must always be respected as shown below.

PRIMARY AND ALTERNATE LOGO SAFE AREA

A Primary vertical uOttawa logo safe area



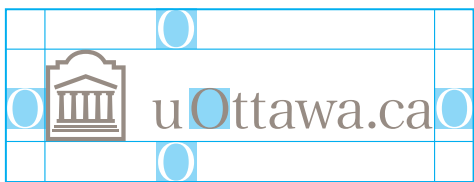
B Primary horizontal uOttawa logo safe area



C Alternate vertical uOttawa safe area



D Alternate horizontal uOttawa logo safe area



A, B, C, D – The “O factor” refers to the safe area around the University of Ottawa logo, which must never be encroached upon by other visual elements or text. It can also be used to ensure that the logo is never placed

too close to the edge of a document. The O factor is measured using the height of the uppercase O in the uOttawa logotype and must be applied to all four sides of the logo as illustrated above.

4.2.5 – Prohibited logo usage

In order to maintain the integrity of the Primary Visual Identity, it must never be altered, cropped or reconfigured in any way. Below are some examples of prohibited usage. Additional restrictions apply.

EXAMPLES OF WHAT **NOT** TO DO

DON'T use the logo in garnet



DON'T isolate the logotype



DON'T use drop shadows



DON'T displace the elements



DON'T alter the proportions



DON'T alter the proportions



DON'T alter the elements



DON'T stretch the logo



DON'T rotate the logo



DON'T modify the font



DON'T isolate the emblem



DON'T trace around the logo

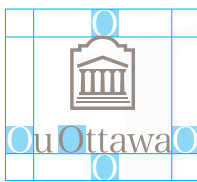


4.2.6 – Recommended logo usage

Presented below are some examples of acceptable usage for the uOttawa logos, all of which respect the branding guidelines and restrictions.

EXAMPLES OF WHAT YOU **CAN** DO

DO respect the safe area



DO use the logo in grey



DO use the logo in dark grey



DO respect minimum sizes



DO use the logo on a garnet background



DO use the original logo files



DO use the logo in black



DO use the logo in a garnet square



DO use the logo on a charcoal grey background



DO use the logo on a dark grey background



DO respect minimum sizes



DO use the right contrast when using coloured backgrounds



4.2.7 – Logo on colour backgrounds

The uOttawa logo may be reproduced on a variety of surfaces, but must always be displayed in a size equivalent to or larger than the minimum size and in the approved colour combinations.

EXAMPLE OF LOGO USAGE FOR MARKETING PURPOSES



For further clarification on possible colour combinations for the uOttawa logo and background, please refer to the list provided on page 35 of this guide. The logo may be displayed overtop of a coloured background

provided that there is sufficient contrast between the two, and the logo can therefore be easily read. Remember that the logo itself can only be used in the approved corporate colours.

RECOMMENDED COLOUR COMBINATIONS



	LOGO	BACKGROUND
PMS	White	7427 C
CMYK	0-0-0-0	9-100-73-35
RGB	255-255-255	143-0-26
HEX	ffffff	8f001a



	LOGO	BACKGROUND
PMS	Warm Grey 5 C	7427 C
CMYK	32-31-35-0	9-100-73-35
RGB	172-163-154	143-0-26
HEX	aca39a	8f001a



	LOGO	BACKGROUND
PMS	Warm Grey 7 C	White
CMYK	42-41-45-4	0-0-0-0
RGB	150-140-131	255-255-255
HEX	968c83	ffffff

* In accordance with corporate accessibility guidelines, the Warm Grey 7C version of the uOttawa logo cannot be used overtop of a white background on the web.



	LOGO	BACKGROUND
PMS	Black	White
CMYK	0-0-0-100	0-0-0-0
RGB	0-0-0	255-255-255
HEX	000000	ffffff



	LOGO	BACKGROUND
PMS	Warm Grey 9 C	White
CMYK	52-51-55-6	0-0-0-0
RGB	131-120-111	255-255-255
HEX	83786f	ffffff

** In accordance with corporate accessibility guidelines, only the Warm Grey 9C version of the uOttawa logo can be used overtop of a white background on the web.



	LOGO	BACKGROUND
PMS	White	Warm Grey 9 C
CMYK	0-0-0-0	52-51-55-6
RGB	255-255-255	131-120-111
HEX	ffffff	83786f



	LOGO	BACKGROUND
PMS	White	Warm Grey 7 C
CMYK	0-0-0-0	42-41-45-4
RGB	255-255-255	150-140-131
HEX	ffffff	968c83



	LOGO	BACKGROUND
PMS	Black	Warm grey 5
CMYK	0-0-0-100	32-31-35-0
RGB	0-0-0	172-163-154
HEX	000000	aca39a



	LOGO	BACKGROUND
PMS	Black	Warm Grey 7 C
CMYK	0-0-0-100	42-41-45-4
RGB	0-0-0	150-140-131
HEX	000000	968c83



	LOGO	BACKGROUND
PMS	White	439 C
CMYK	0-0-0-0	32-31-35-80
RGB	255-255-255	59-55-52
HEX	ffffff	3b3734



	LOGO	BACKGROUND
PMS	Warm Grey 5 C	439 C
CMYK	32-31-35-0	32-31-35-80
RGB	172-163-154	59-55-52
HEX	aca39a	3b3734



	LOGO	BACKGROUND
PMS	Warm Grey 7 C	Black
CMYK	42-41-45-4	0-0-0-100
RGB	150-140-131	0-0-0
HEX	968c83	000000

4.3 – uOttawa official colours

Colour plays an essential role in maintaining the strength of a brand. Shown below is the family of uOttawa corporate colours and their compositions.

OFFICIAL INSTITUTIONAL COLOUR PALETTE

A Official Corporate Colours



GARNET
PMS 7427 C
CMYK C: 9-100-73-35
CMYK U: 7-87-61-20
HEX 8f001a
RGB 143-0-26



GREY
PMS Warm Grey 7 C
CMYK 42-41-45-4
HEX 968c83
RGB 150-140-131

* When using the corporate garnet on uncoated paper, please follow the uncoated recipe provided (U), or you can adjust the density of the ink on press in order to best match PMS 7427 C.

** The same values can be used for printing on both coated and uncoated paper for all corporate greys.

B Complementary Corporate Colours



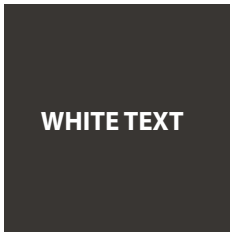
POLAR GREY
(For light grey web and print backgrounds)
PMS Warm Grey 1 C
in a Tint of 30%
CMYK 4-3-3-0
HEX f1f1f1
RGB 241-241-241



LIGHT GREY
(For left section of colour footers, vertical line in colour header, or reversed logo on black or charcoal backgrounds)
PMS Warm Grey 5 C
CMYK 32-31-35-0
HEX aca39a
RGB 172-163-154



DARK GREY
(For logo on white background on the web)
PMS Warm Grey 9 C
CMYK 52-51-55-6
HEX 83786f
RGB 131-120-111



CHARCOAL GREY
(For standard isolation band in the corporate footer)
PMS Warm 439 C
CMYK 32-31-35-80
HEX 3b3734
RGB 59-55-52

A & B – The official colour palette of the the University of Ottawa was designed to support as well as complement the corporate visual identity. Colour values and formulas are not to be altered or replaced, specifically where they are found within the corporate branding templates.

In order to further reinforce the corporate identity, the corporate colour palette may be incorporated into your artwork. Refer to the colour descriptions for suggested uses in print and/or web applications.

4.3.1 – uOttawa official faculty colours

In order to allow differentiation between the faculties, the following faculty colour palette was developed.

OFFICIAL FACULTY COLOUR PALETTE

C Primary faculty colours



Arts
WHITE
PMS – NO VALUE
CMYK 0-0-0-0
HEX ffffff
RGB 255-255-255



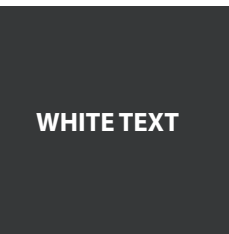
Civil Law and Common Law
BRICK RED
PMS 1807 C
CMYK 24-98-78-14
HEX a9343a
RGB 169-52-58



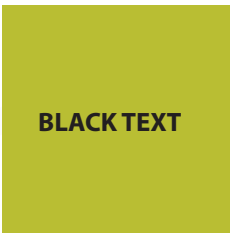
Engineering
ORANGE
PMS 1665 C
CMYK 6-88-100-1
HEX df4526
RGB 223-69-38



Education
STEEL BLUE
PMS 7454 C
CMYK 65-36-14-0
HEX 628fb6
RGB 98-143-182



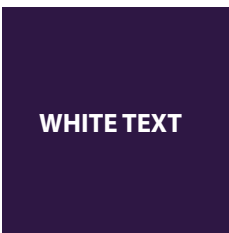
Graduate and Postdoctoral Studies
SLATE GREY
PMS 426 C at 92% tint
CMYK 70-63-60-53
HEX 35343b
RGB 53-52-59



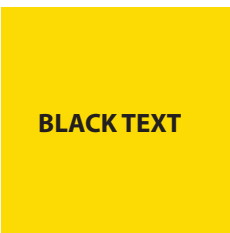
Health Sciences
GREEN APPLE
PMS 583 C
CMYK 32-13-100-0
HEX b9bf15
RGB 185-191-21



Telfer School of Management
BURGUNDY
PMS 202 C
CMYK 0-100-61-43
HEX 8c2633
RGB 140-38-51



Medicine
DARK PURPLE
PMS 2695 C
CMYK 87-96-40-44
HEX 2f1a45
RGB 47-26-69



Science
YELLOW
PMS 108 C
CMYK 1-11-100-0
HEX ffd000
RGB 255-218-0



Social Sciences
TURQUOISE
PMS 3272 C
CMYK 100-3-50-5
HEX 009d93
RGB 0-157-147

C – Respect for the uOttawa faculty colour palette supports the visual identity of the University of Ottawa. Always refer to the diagram above when creating uOttawa faculty branded material to ensure you are using the proper faculty colour. Colour values and formulas are not to be altered, specifically where they are found within the corporate branding templates. All corporate uOttawa colours must be used at a 100% opacity, with the

exception of the Faculty of Graduate and Postdoctoral Studies Pantone 426C, which is used at a tint of 92%.

See above for recommendations regarding web accessible text colours for each faculty colour. Colour contrast rules must be respected as with the University of Ottawa logos.

4.4 – uOttawa sub-brands

uOttawa sub-brands were designed for use by faculties, schools, departments, institutes or services with a direct reporting relationship to a faculty or to the university. A sub-brand consists of the uOttawa logo, followed by the name of the unit.

SUB-BRAND USAGE



There are certain limitations to the creation of sub-brands, including the number of words within a unit name, the number of lines required for that name, and also the safe area of the logo. Although the use of uOttawa sub-brand logos is not recommended due to a reduction in brand recognition, they can still be useful in certain cases when the size of the medium allows

the logo to be placed at a large size, which is therefore easily legible, even from a distance. Please note that usage of sub-brands for the web is strictly prohibited. For more information, or to request a uOttawa sub-brand logo, please contact the Graphic Standards Committee at brand@uOttawa.ca.

EXAMPLES OF uOTTAWA SUB-BRANDS

A Vertical sub-brand logos



B Horizontal sub-brand logos



As per the language guidelines of the University, the unit name within a sub-brand must appear in French, followed by English, no matter the language of publication. The text must be garnet when used with grey versions of the logos, or black or white when used with black or white uOttawa logos

A – When creating vertical sub-brand logos, the unit name must be horizontally centred underneath the logo.

B – When creating horizontal sub-brand logos, the unit name must be left aligned to the edge of the lowercase u.

4.4.1 – Sub-brands minimum size

Due to the reduced point size of the accompanying sub-brand text, minimum size requirements for sub-brand logos have been slightly increased. Shown below are minimum size and safe area requirements for both vertical and horizontal sub-brand logos.

FACULTY LOGOS MINIMUM SIZES

A Minimum size for vertical faculty logos



B Minimum size for horizontal faculty logo



A – The minimum width for vertical sub-brand logos is 1.25 inches (or 3.175 cm) from the u to the second a of uOttawa, no matter the length of the unit name.

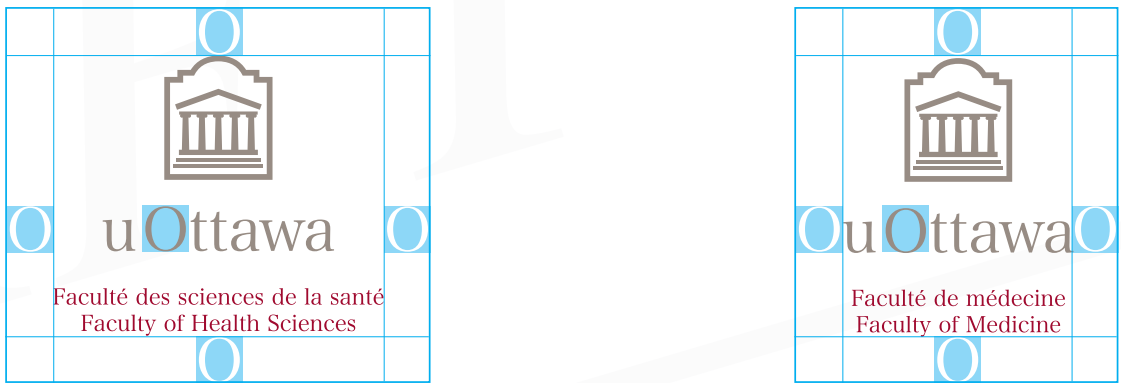
B – The minimum width for horizontal sub-brand logos is 1.75 inches (or 4.445 cm) from the left edge of the emblem to the second a of uOttawa, no matter the unit name.

4.4.2 – Sub-brands safe area

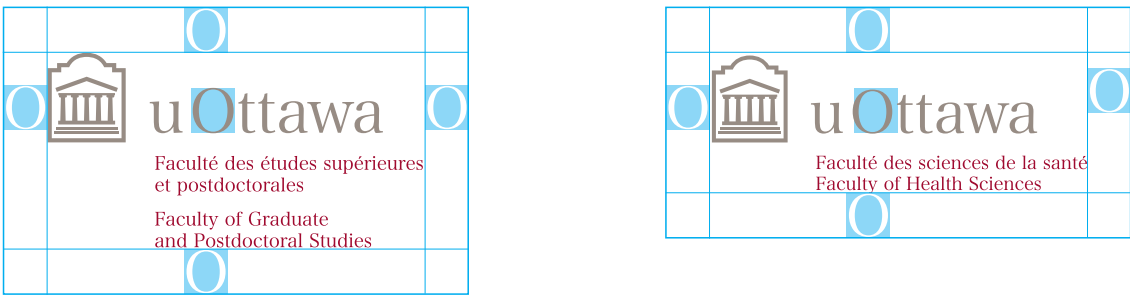
In order to ensure our logo is always properly visible, a safe zone free of any type of visual content all around the logo must always be included. Shown below are the safe area requirements for both vertical and horizontal sub-brand logos.

FACULTY LOGOS SAFE AREA

A Safe area for vertical faculty logos



B Safe area for horizontal faculty logo



A & B – As with the primary visual identity, safe areas for sub-brand logos must always be respected. The full size of the safe area will vary depending

on the length of the unit name, but will always be based upon the height of the uppercase O within the logotype.

4.4.3 – Sub-brands on colour backgrounds

RECOMMENDED COLOUR COMBINATIONS WITH HORIZONTAL FACULTY LOGOS



	Logo	Sub-brand	Background
PMS	White	White	7427 C
CMYK	0-0-0-0	0-0-0-0	9-100-73-35
RGB	255-255-255	255-255-255	143-0-26
HEX	ffffff	ffffff	8f001a



	Logo	Sub-brand	Background
PMS	Warm Grey 7 C	7427 C	White
CMYK	42-41-45-4	9-100-73-35	0-0-0-0
RGB	150-140-131	143-0-26	255-255-255
HEX	968c83v	8f001a	ffffff



	Logo	Sub-brand	Background
PMS	Warm Grey 7 C	Warm Grey 7 C	White
CMYK	42-41-45-4	42-41-45-4	0-0-0-0
RGB	150-140-131	150-140-131	255-255-255
HEX	968c83v	968c83v	ffffff

* In accordance with corporate accessibility guidelines, the Warm Grey 7C version of the uOttawa logo cannot be used overtop of a white background on the web.



	Logo	Sub-brand	Background
PMS	Black	Black	White
CMYK	0-0-0-100	0-0-0-100	0-0-0-0
RGB	0-0-0	0-0-0	255-255-255
HEX	000000	000000	ffffff



	Logo	Sub-brand	Background
PMS	Warm Grey 9 C	7427 C	White
CMYK	52-51-55-6	9-100-73-35	0-0-0-0
RGB	131-120-111	143-0-26	255-255-255
HEX	83786f	8f001a	ffffff



	Logo	Sub-brand	Background
PMS	Warm Grey 9 C	Warm Grey 9 C	White
CMYK	52-51-55-6	52-51-55-6	0-0-0-0
RGB	131-120-111	131-120-111	255-255-255
HEX	83786f	83786f	ffffff

** In accordance with corporate accessibility guidelines, only the Warm Grey 9C version of the uOttawa logo can be used overtop of a white background on the web.



	Logo	Sub-brand	Background
PMS	White	White	Warm Grey 9 C
CMYK	0-0-0-0	0-0-0-0	52-51-55-6
RGB	255-255-255	255-255-255	131-120-111
HEX	ffffff	ffffff	83786f



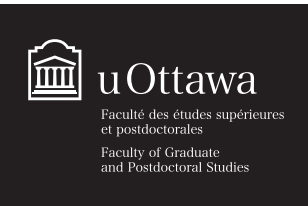
	Logo	Sub-brand	Background
PMS	White	White	Warm Grey 7 C
CMYK	0-0-0-0	0-0-0-0	42-41-45-4
RGB	255-255-255	255-255-255	150-140-131
HEX	ffffff	ffffff	968c83v



	Logo	Sub-brand	Background
PMS	Black	Black	Warm Grey 5 C
CMYK	0-0-0-100	0-0-0-100	32-31-35-0
RGB	0-0-0	0-0-0	172-163-154
HEX	000000	000000	aca39a



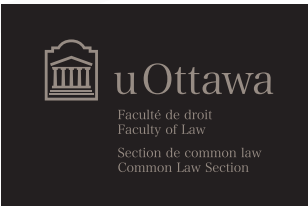
	Logo	Sub-brand	Background
PMS	Black	Black	Warm Grey 7 C
CMYK	0-0-0-100	0-0-0-100	42-41-45-4
RGB	0-0-0	0-0-0	150-140-131
HEX	000000	000000	968c83v



	Logo	Sub-brand	Background
PMS	White	White	Black
CMYK	0-0-0-0	0-0-0-0	0-0-0-100
RGB	255-255-255	255-255-255	0-0-0
HEX	ffffff	ffffff	000000



	Logo	Sub-brand	Background
PMS	Warm Grey 5 C	Warm Grey 5 C	Black
CMYK	32-31-35-0	32-31-35-0	0-0-0-100
RGB	172-163-154	172-163-154	0-0-0
HEX	aca39a	aca39a	000000



	Logo	Sub-brand	Background
PMS	Warm Grey 7 C	Warm Grey 7 C	Black
CMYK	42-41-45-4	42-41-45-4	0-0-0-100
RGB	150-140-131	150-140-131	0-0-0
HEX	968c83v	968c83v	000000



*** Example with Faculty of Social Sciences logo on turquoise

	Logo	Sub-brand	Background
PMS	White	White	Turquoise
CMYK	0-0-0-0	0-0-0-0	100-3-50-5
RGB	255-255-255	255-255-255	0-164-154
HEX	ffffff	ffffff	00a19c

RECOMMENDED COLOUR COMBINATIONS WITH VERTICAL FACULTY LOGOS



	Logo	Sub-brand	Background
PMS	White	White	7427 C
CMYK	0-0-0-0	0-0-0-0	9-100-73-35
RGB	255-255-255	255-255-255	143-0-26
HEX	ffffff	ffffff	8f001a



	Logo	Sub-brand	Background
PMS	Warm Grey 7 C	7427 C	White
CMYK	42-41-45-4	9-100-73-35	0-0-0-0
RGB	150-140-131	143-0-26	255-255-255
HEX	968c83v	8f001a	ffffff



	Logo	Sub-brand	Background
PMS	Warm Grey 7 C	Warm Grey 7 C	White
CMYK	42-41-45-4	42-41-45-4	0-0-0-0
RGB	150-140-131	150-140-131	255-255-255
HEX	968c83v	968c83v	ffffff

* In accordance with corporate accessibility guidelines, the Warm Grey 7C version of the uOttawa logo cannot be used overtop of a white background on the web.



	Logo	Sub-brand	Background
PMS	Black	Black	White
CMYK	0-0-0-100	0-0-0-100	0-0-0-0
RGB	0-0-0	0-0-0	255-255-255
HEX	000000	000000	ffffff



	Logo	Sub-brand	Background
PMS	Warm Grey 9 C	7427 C	White
CMYK	52-51-55-6	9-100-73-35	0-0-0-0
RGB	131-120-111	143-0-26	255-255-255
HEX	83786f	8f001a	ffffff



	Logo	Sub-brand	Background
PMS	Warm Grey 9 C	Warm Grey 9 C	White
CMYK	52-51-55-6	52-51-55-6	0-0-0-0
RGB	131-120-111	131-120-111	255-255-255
HEX	83786f	83786f	ffffff

** In accordance with corporate accessibility guidelines, only the Warm Grey 9C version of the uOttawa logo can be used overtop of a white background on the web.



	Logo	Sub-brand	Background
PMS	White	White	Warm Grey 9 C
CMYK	0-0-0-0	0-0-0-0	52-51-55-6
RGB	255-255-255	255-255-255	131-120-111
HEX	ffffff	ffffff	83786f



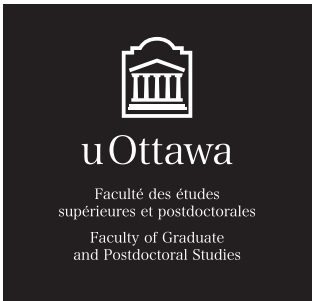
	Logo	Sub-brand	Background
PMS	White	White	Warm Grey 7 C
CMYK	0-0-0-0	0-0-0-0	42-41-45-4
RGB	255-255-255	255-255-255	150-140-131
HEX	ffffff	ffffff	968c83v



	Logo	Sub-brand	Background
PMS	Black	Black	Warm Grey 5 C
CMYK	0-0-0-100	0-0-0-100	32-31-35-0
RGB	0-0-0	0-0-0	172-163-154
HEX	000000	000000	aca39a



	Logo	Sub-brand	Background
PMS	Black	Black	Warm Grey 7 C
CMYK	0-0-0-100	0-0-0-100	42-41-45-4
RGB	0-0-0	0-0-0	150-140-131
HEX	000000	000000	968c83v



	Logo	Sub-brand	Background
PMS	White	White	Black
CMYK	0-0-0-0	0-0-0-0	0-0-0-100
RGB	255-255-255	255-255-255	0-0-0
HEX	ffffff	ffffff	000000



	Logo	Sub-brand	Background
PMS	Warm Grey 5 C	Warm Grey 5 C	Black
CMYK	32-31-35-0	32-31-35-0	0-0-0-100
RGB	172-163-154	172-163-154	0-0-0
HEX	aca39a	aca39a	000000



	Logo	Sub-brand	Background
PMS	Warm Grey 7 C	Warm Grey 7 C	Black
CMYK	42-41-45-4	42-41-45-4	0-0-0-100
RGB	150-140-131	150-140-131	0-0-0
HEX	968c83v	968c83v	000000



*** Example with Faculty of Science logo on a yellow background

	Logo	Sub-brand	Background
PMS	Black	Black	108 C
CMYK	0-0-0-100	0-0-0-100	1-11-100-0
RGB	0-0-0	0-0-0	172-163-154
HEX	000000	000000	ffd900

4.5 – Primary typeface

The official primary font of the University of Ottawa is Myriad Pro. It can be used for any form of printed material, as well as for web images, which do not need to contain live text.

PRIMARY FONT CHARACTER STYLES FOR PRINT MARKETING (SANS-SERIF)

Myriad Pro Light 34/36pt	Main titles	The Myriad Pro typeface comprises many styles: Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic, Black, Black Italic, Extra Bold, Extra Bold Italic, Light, Light Italic, Condensed, Light Condensed, Semibold Condensed, Bold Condensed, and Extra Bold Condensed. Fonts within the Myriad Pro family can be downloaded at a reasonable cost through websites such as MyFonts.com or Adobe.com.
Myriad Pro Light 19/21pt	Primary sub-titles	
Myriad Pro Light 18/20pt	Secondary sub-titles	
Myriad Pro Regular 14/16pt	Body text header	
Myriad Pro Regular 11/13pt	Body text	
Myriad Pro Semibold 13/15pt	Université d’Ottawa University of Ottawa	
Myriad Pro Bold 13/15	uOttawa.ca	

4.5.1 – Secondary typeface

The official secondary font of the University of Ottawa, called uOttawa, should be used when a more classic or elegant look is desired. The font is restricted to internal use unless permission has been given by the Graphic Standards Committee.

SECONDARY FONT CHARACTER STYLES FOR PRINT MARKETING (SERIF)

uOttawa Regular 30/32pt	Main titles	The uOttawa typeface is available to uOttawa employees, students, and authorized contractors for use in uOttawa publications and communications. It may not be used for personal or business purposes, and it may not be distributed to non-uOttawa personnel except for contract graphic designers. Although the uOttawa logo was created using the uOttawa typeface, attempting to recreate the logo is strictly prohibited. Even though it is not displayed within this guide, the Minion Pro typeface may also be used as a secondary or alternate serif font.
uOttawa Regular 19/21pt	Primary sub-titles	
uOttawa Regular 17.5/19.5pt	Secondary sub-titles	
uOttawa Bold 14/16pt	Body text header	
uOttawa Bold 11/13pt	Body text	
uOttawa Bold 11/13pt	Université d’Ottawa University of Ottawa	
uOttawa Bold 13/15pt	uOttawa.ca	

4.5.2 – Alternate typefaces

The alternate fonts of the University of Ottawa can be used in cases where the primary fonts are unavailable, although it is strongly suggested that the use of alternate fonts be limited to non-promotional work only. Exceptions to this rule are Microsoft PowerPoint and Word documents, as well as live web text.

ALTERNATE FONT CHARACTER STYLES FOR PRINT OR ELECTRONIC (SANS-SERIF)

Arial Regular 28/30pt	Main titles	The Arial typeface is pre-installed on most PC and Mac platform computers. If the typography isn't available, it can be downloaded at a reasonable cost through websites such as MyFonts.com or Adobe.com.
Arial Regular 19/20pt	Main sub-titles	
Arial Regular 17/19pt	Secondary sub-titles	
Arial Regular 14/16pt	Body text header	
Arial Regular 11/13pt	Body text	
Arial Bold 14/16pt	uOttawa.ca	

ALTERNATE FONT CHARACTER STYLES FOR PRINT (SERIF)

Times New Roman 32/34pt	Main titles	The Times New Roman typeface is pre-installed on most PC and Mac platform computers. If the typography isn't available, it can be downloaded at a reasonable cost through websites such as MyFonts.com or Adobe.com.
Times New Roman 19/20pt	Main sub-titles	
Times New Roman 17/19pt	Secondary sub-titles	
Times New Roman 14/16pt	Body text header	
Times New Roman 11/13pt	Body text	
Times New Roman Bold 14/16pt	uOttawa.ca	

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uOttawa typefaces

NOTE: DRAFT ONLY (TEXT NOT FINAL)

4.5.3 – Typefaces for Web usage

The official Web font of the University of Ottawa are listed below and are used in order to ensure consistency in the University of Ottawa’s visual image.

PRIMARY FONT CHARACTER STYLES FOR WEB MARKETING (SANS-SERIF)

Vegur Regular 28px	Main header (H1)	<div>The fonts are open-source and can be downloaded on the following website: www.google.com/fonts</div> <div>Please note that neither Vegur nor the Roboto were used to create the logo. Since recreating the logo is not permitted, the use of the original logo is obligatory.</div>
Vegur Regular 17px	Sub-titles (H2)	
Roboto Regular 21px	Header three (H3)	
Roboto Regular 17px	Heading four (H4)	
Roboto Regular 15px	Heading five (H5)	
Roboto Regular 13px	Heading six (H6)	
Roboto Light 14px	Intro text	

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NOTE: DRAFT ONLY (TEXT NOT FINAL)

4.5.4 – Typeface for official documents

The official protocol font of the University of Ottawa is ZapfChan DM BT. Its usage is restricted to official documents and should therefore only be used with permission from the Creative Services.

PROTOCOL PRINT FONT FORMATTING (SCRIPT)

ZapfChan DM BT 38/40pt	Main titles	<div>The ZapfChan DM BT typeface can be downloaded at a reasonable cost through websites such as MyFonts.com or Adobe.com.</div>
Chancery Bold 19/21pt	Primary sub-titles	
ZapfChan DM BT 18/20pt	Secondary sub-titles	
ZapfChan DM BT 14/16pt	Body text header	
ZapfChan DM BT 11/13pt	Body text	
ZapfChan DM BT 12/14pt	Université d’Ottawa University of Ottawa	
ZapfChan DM BT 14/16pt	uOttawa.ca	

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DO NOT DISTRIBUTE: (DRAFT ONLY)

4.6 – Primary and secondary headers

The official uOttawa header was designed to re-enforce the uOttawa brand and promote recognition by always being featured in the same style and position across all mediums. Provided below are examples of the possible variations, as well as detailed descriptions of when and how they should be used.

OFFICIAL uOTTAWA HEADERS

A Primary colour header – garnet tab



B Primary greyscale header – black tab



C Secondary colour header – colour on white background (no tab)



D Secondary greyscale header – greyscale on white background (no tab)



The primary uOttawa header should be used in marketing materials such as posters, publication covers, newspaper or magazine ads and all on-campus signage.

A – The primary colour header features white text and a PMS Warm Grey 5 vertical divider within a garnet tab.

B – The primary greyscale header features white text and a grey (35% black) vertical divider within a black tab. It should be used for all greyscale documents or documents where only black is used.

No colours other than those presented here are permitted for use within the official primary or secondary uOttawa headers.

The secondary uOttawa header should be used in communications materials where more subtle branding is desired, such as stationery and certificates.

C – The secondary colour header features garnet text with a Warm Grey 5 vertical divider.

D – The secondary greyscale header features black text with a grey (35% black) vertical divider.

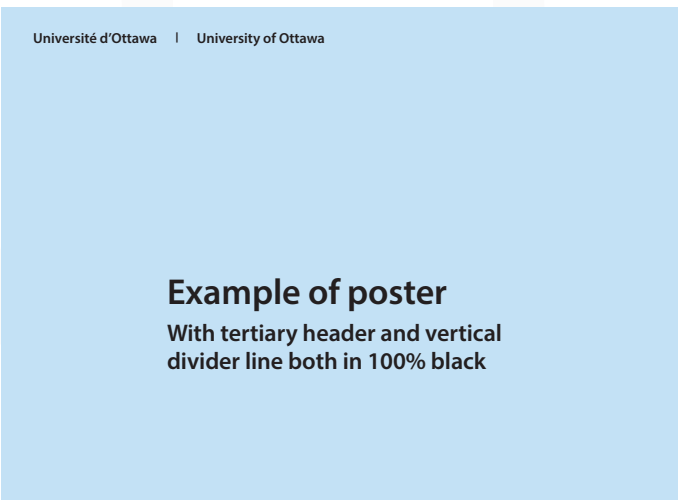
Both the colour and greyscale headers should only be used on top of background colours, which are light enough not to affect the legibility of the text (must create adequate contrast for maximum visibility).

4.6.1 – Alternate headers

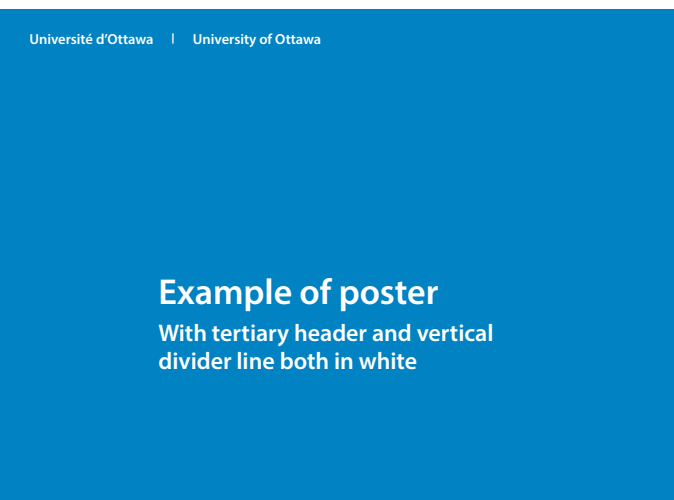
The alternate header was designed to be used when the width of the document restricts proper use of the official header, for example on trifold brochures or freestanding banners. Provided below are examples of the possible variations, as well as detailed descriptions of when and how they should be used.

ALTERNATE uOTTAWA HEADERS

E Tertiary header – black text on light background (no tab)



F Tertiary header – white text on dark background (no tab)



G Alternate colour header – garnet band



H Alternate greyscale header – black band



E & F – The tertiary headers may be used when a more subtle branding approach is desired, and when the background colour prevents the use of the official secondary colour header. Either all black or all white text can be used. It either case, always ensure that the background colour provides adequate contrast for the best possible legibility of the text. When using a photo as a background, the official primary colour header (with the tab) is strongly recommended.

G & H – The alternate headers should be used in cases where the width of the document is too narrow to properly accommodate the primary header.

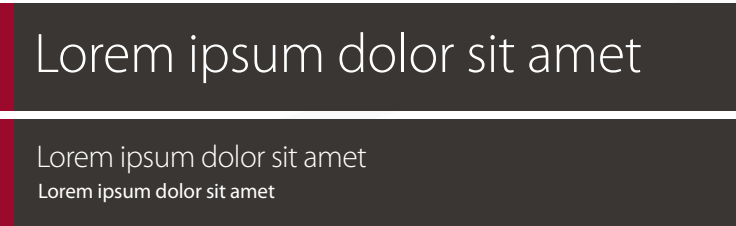
Similarly to the primary header, the alternate header may only be used with a garnet or black band. Text colours are also the same, with a Warm Grey 5 vertical divider in colour and a grey (35% black) vertical divider for greyscale. An option featuring the French and English text stacked vertically (with no divider) may also be used in cases where the document width is extremely narrow, such as a bookmark. Should your project require the use of the stacked option, you may contact the Communications Directorate to request the appropriate template.

4.6.2 – uOttawa content boxes

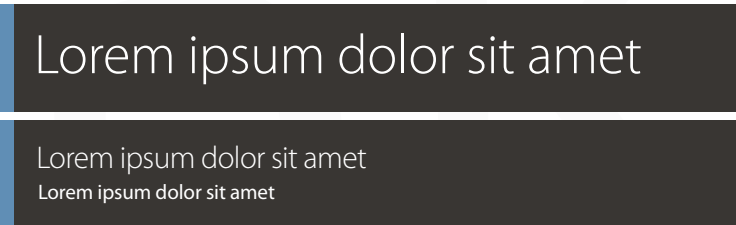
The charcoal grey content boxes are designed to isolate and emphasize key pieces of infomation such as titles and short paragraphs of body text, as well as improve legibility, especially when being used overtop of a photograph.

uOTTAWA CONTENT (TITLE) BOXES

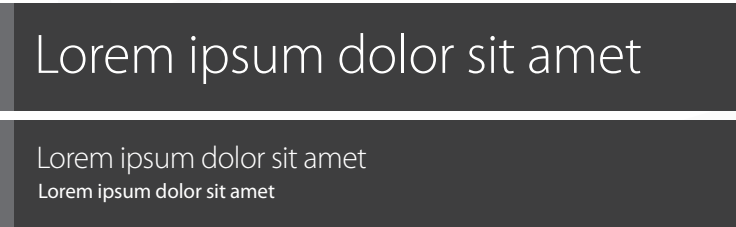
A Garnet pipe – corporate branding



B Faculty pipe (Faculty of Education shown here) faculty-specific branding



C Greyscale pipe – corporate or faculty branding (see below for more information)



Box dimensions may vary depending on content and document size but must never be scaled independently or out of proportion from the pipe. Pipe sizing specifications are provided in all spec sheets where they are used. For full colour documents, content boxes can be set in 100% Charcoal Grey (coloured backgrounds) or 100% black with 90% opacity and a multiply effect (photo or textured backgrounds). **NOTE: One exception to this rule is the promotion of the Faculty of Graduate and Postdoctoral Studies, for which you must set the content boxes either to black at a 95% tint or to 100% black with 90% opacity and a multiply effect.** For greyscale documents, the content boxes can be set to black, either at a 90% tint, or at a 100% tint with 90% opacity and a multiply effect.

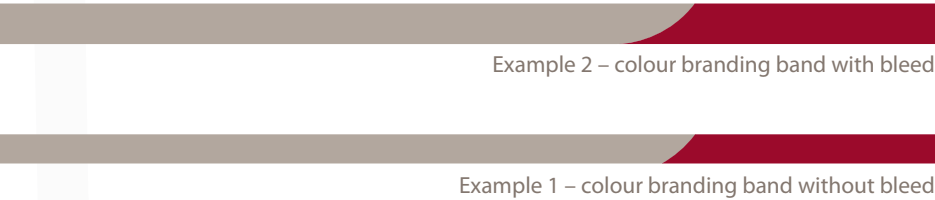
A – For full colour, corporate promotion, the pipe must be garnet (PMS 7427 C or CMYK equivalent).
B – For full colour, faculty-specific promotion, the pipe must be one of the 10 approved faculty colours. **NOTE: As the Faculty of Arts colour is white, you must also include a 0.25" Warm Grey 5 keyline around the pipe when the content boxes are being used on top of a white or Polar Grey background.**
C – For greyscale documents, whether for corporate or faculty-specific promotion, the pipe must be set in black at tint of 70%. **NOTE: The exception to this is the Faculty of Arts, which must be set in white and include a 35% grey keyline when used on a white or Polar Grey background.**

4.6.3 – uOttawa branding band

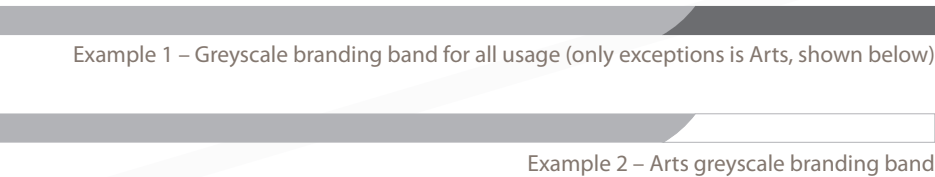
The uOttawa branding band is designed as a branded anchor for all marketing materials. It serves to reinforce our brand colours and should be used on all marketing materials both printed and online.

uOTTAWA GARNET AND GREY BRANDING BAND

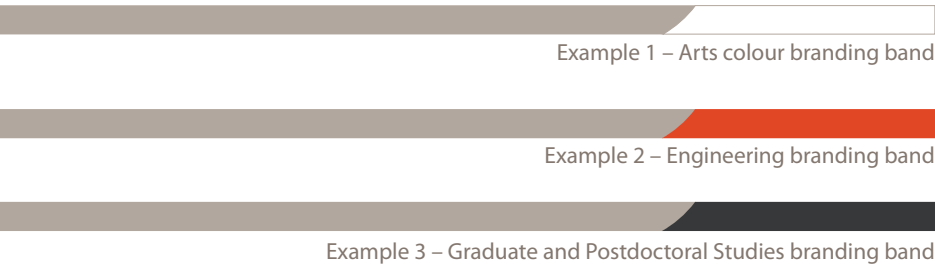
D Colour corporate branding band (shown with and without bleeds)



E Greyscale corporate and faculty branding band



F Colour faculty branding band (see below for more detailed descriptions and exceptions)



Many variations of the branding band have been designed, including those for printed documents with and without bleeds, so always ensure that you are using the correct one. In order to maintain the proper proportions and curve, never attempt to recreate the band. Use the available templates whenever possible and always scale proportionally. For web applications, use the branding bands without bleed, aligned to the bottom of the document.
D – For full-colour documents, the right section of the band must be garnet (PMS 7427) and the left side Warm Grey 5.
E – For greyscale documents (corporate or faculty-specific), the right section of the band should be black at a 70% Tint and the left side black at a 35% Tint.

NOTE: For greyscale promotion of the Faculty of Arts, the right section must be set in white and include a 35% grey keyline when used on a white or Polar Grey background.
F – For faculty-specific promotion in full colour, the right section of the band should be the faculty colour and the left side Warm Grey 5. **NOTE: Due to the fact that the Faculty of Arts colour is white, a 0.25" Warm Grey 5 keyline must be included around the right section (as shown above) when being used overtop of a white or Polar Grey background for documents without bleeds. This rule, however, does not apply when the contextual footer with full bleeds is being used.**

4.6.4 – uOttawa contextual footer

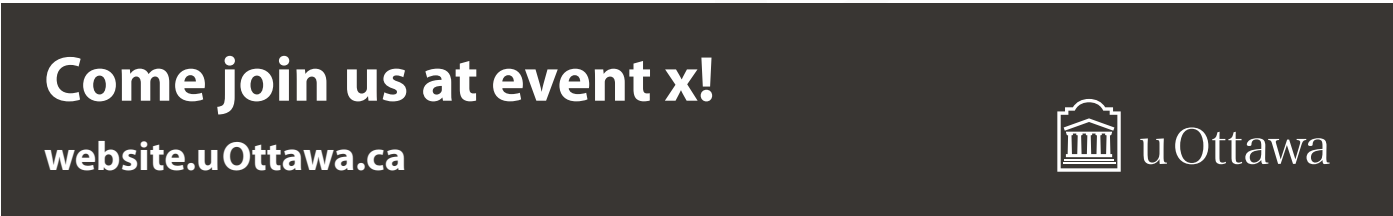
The uOttawa contextual footer is primarily designed for calls to action or contact information, including faculty, service or department names, phone numbers, email addresses or websites. It can also serve as an isolated area in which to place the uOttawa logo when used on top of a photograph or textured background.

CONTEXTUAL FOOTER (NO PHOTO)

A Contextual footer with contact information – vertical logo



B Contextual footer with call to action – horizontal logo



The contextual footer is an optional branding element, which can help to create a safe zone for important callout or contact information, specifically when used on top of a photograph or textured background. It sits directly above the uOttawa branding band, and can vary in height based on the format of the logo being used (vertical or horizontal). For full colour documents, the contextual footer can be set in 100% Charcoal Grey (coloured backgrounds) or 100% black with 90% opacity and a multiply effect (photo or textured backgrounds). **NOTE: When creating full colour**

documents for the Faculty of Graduate and Postdoctoral Studies, you must set the content boxes either to black at a 95% tint or to 100% black with 90% opacity and a multiply effect. For black and white documents, the content boxes can be set to black, either at a 90% tint, or at 100% tint with 90% opacity and a multiply effect.

NOTE: Although the branding band has not been included in the above examples, it must be present on all marketing materials.

Below is an example of how the contextual footer can be used on a photographic background. In this case, the footer has been set to 90% black and given a multiply effect. Textual content is fully customizable based on your needs, although a similar hierarchy of information is recommended.

CONTEXTUAL FOOTER (PHOTO)

C Contextual footer with photo – vertical logo



4.6.5 – uOttawa corporate footer

The corporate footer can be customized to accomodate different types of content information. See pages 55-57 for specifications regarding colour and content.

EXAMPLES OF CORPORATE FOOTER USAGE

A Corporate footer with department or service contact information – colour (vertical white logo)



B Corporate footer with partner logo – colour (vertical colour logo)



C Faculty of Science footer – colour (horizontal white logo)



EXAMPLES OF CORPORATE FOOTER USAGE

D Faculty of Education footer – colour (horizontal white logo)



E Faculty of Health Sciences footer – colour (vertical white logo)



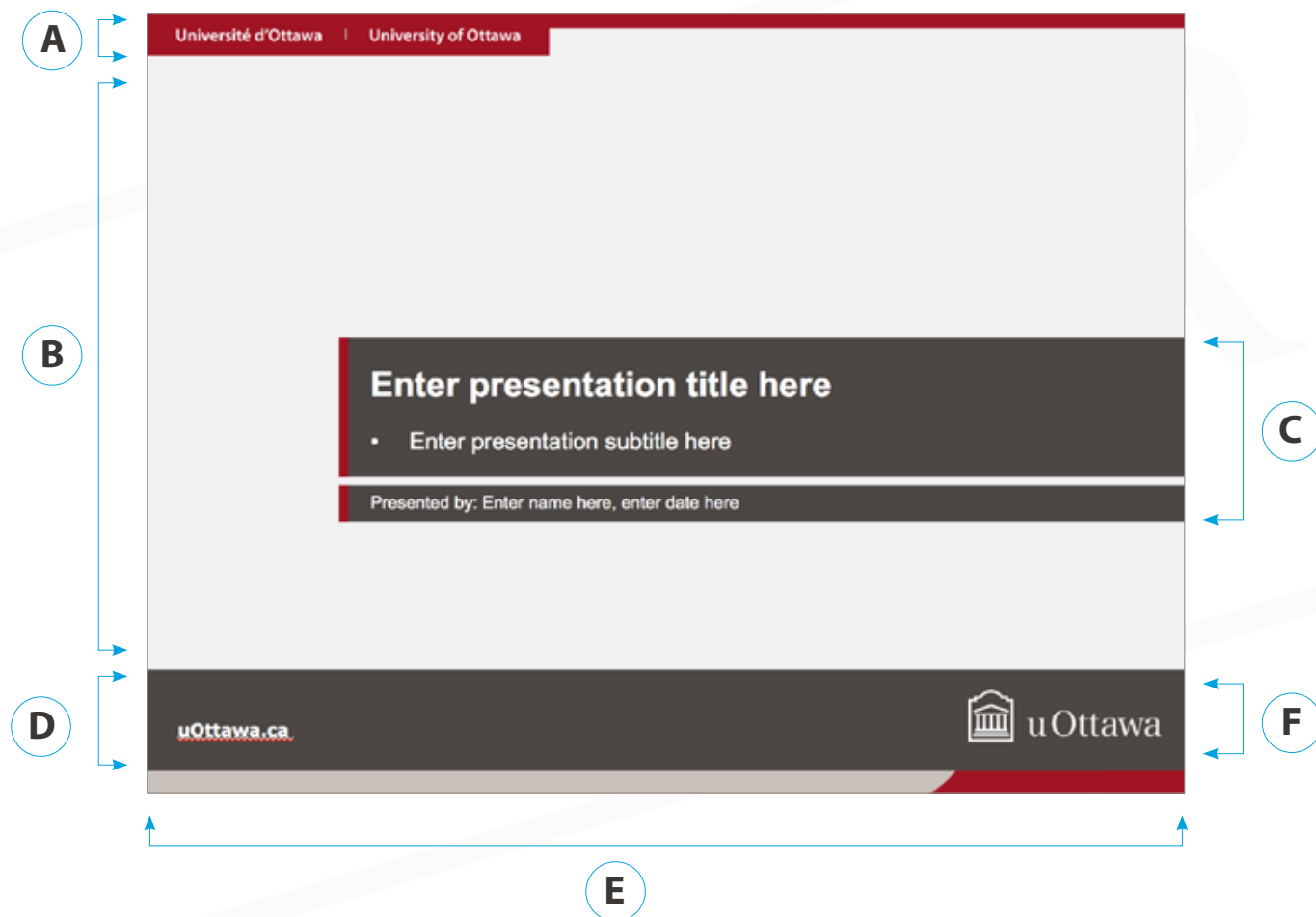
F Faculty of Graduate and Postdoctoral Studies footer – colour (horizontal colour logo)



4.7 – uOttawa template spec sheets

The next 11 pages contain some of the uOttawa marketing templates and offer in-dept details to facilitate the usage of the templates. See pages 58 through 69 of this manual for specifications regarding the template rules and guidelines such as balance, proximity, alignment, contrast, space and repetition, all part of the 6 principles of design.

4.7.1 – Powerpoint presentation template



POWERPOINT PRESENTATION SPECIFICATIONS

A – CORPORATE HEADER

The corporate header must appear on all slides and is never to be moved or distorted. The header must be aligned to the top of the document and contain the institution name in French then English, separated by a vertical dividing line. Colour: The band is HEX #8f001a (garnet), the text is HEX #000000 (white) and the vertical divider is HEX #aca39a (Warm Grey 5). **NOTE: Do not attempt to recreate this header from scratch. Instead, always use the preset elements found within the available templates. Corporate and faculty templates are available upon request from the Communications Directorate.**

B – BACKGROUND

The background of the cover page can be a solid colour or a photo. When using a photo, ensure that the resolution is appropriate compared with the size of the final display medium.

C – CONTENT BOXES

The content (title) boxes can be used, if desired, to isolate and highlight the text on the title slide. Box Colour: Black, multiplied and at 90% opacity when used overtop of a photo. If the photo compromises the legibility of the text, if there is no photo or if a background colour is used, the box must be in 100% Charcoal Grey without the multiply effect. **NOTE: When promoting the Faculty of Graduate and Postdoctoral Studies (in colour), you must set the boxes either to black at a 95% tint (coloured background) or to 100% black with 90% opacity and a multiply effect (photo or textured background).** Accent Colour (pipe): Must be garnet for institutional promotion, or one of the 10 approved faculty colours for faculty-specific promotion. **NOTE: Due to the fact that the Faculty of Arts colour is white, you must also include a 0.25" Warm Grey 5 keyline around the pipe when the content boxes are being used on top of a white or Polar Grey background.** Fonts: Suggested fonts are Arial Bold for headers and Arial Regular for subheaders or body text. Size: Grey boxes shown here have been sized relative to their content. Position: Right-aligned at 87 pixels from the right edge of the document and 125 pixels from the bottom of the uOttawa Corporate header. **NOTE: Always allow adequate breathing space around all sides of the text.**

D – CONTEXTUAL FOOTER

The contextual footer section is to be used for unit names, web addresses and the vertical uOttawa logo. It is optional, except in cases where a background photo is used, which compromises the visibility of the text or logo. Box must be aligned to the bottom and span the width of the slide while the text should be inset 15 pixels from the left edge. Font: Suggested font is Verdana. Box Colour: Black, multiplied at 90% opacity. Text and Logo Colour: White when content box is used or Warm

Grey 9 when the box has been omitted. **NOTE: In cases where more content space is required for interior slides, only the branding band must remain.**

Below is an example of a slide featuring a photo in the background. All specifications still apply as indicated in the example above. For further inquiries related to this template, please contact the Communications Directorate.



E – CORPORATE FOOTER

The corporate footer (contextual footer and branding band) is not to be moved or distorted. It must be aligned with the bottom and span the width of the slide. **NOTE: Do not attempt to recreate this footer. Instead, always use available corporate or faculty templates. Modified versions or substitutions are not permitted.**

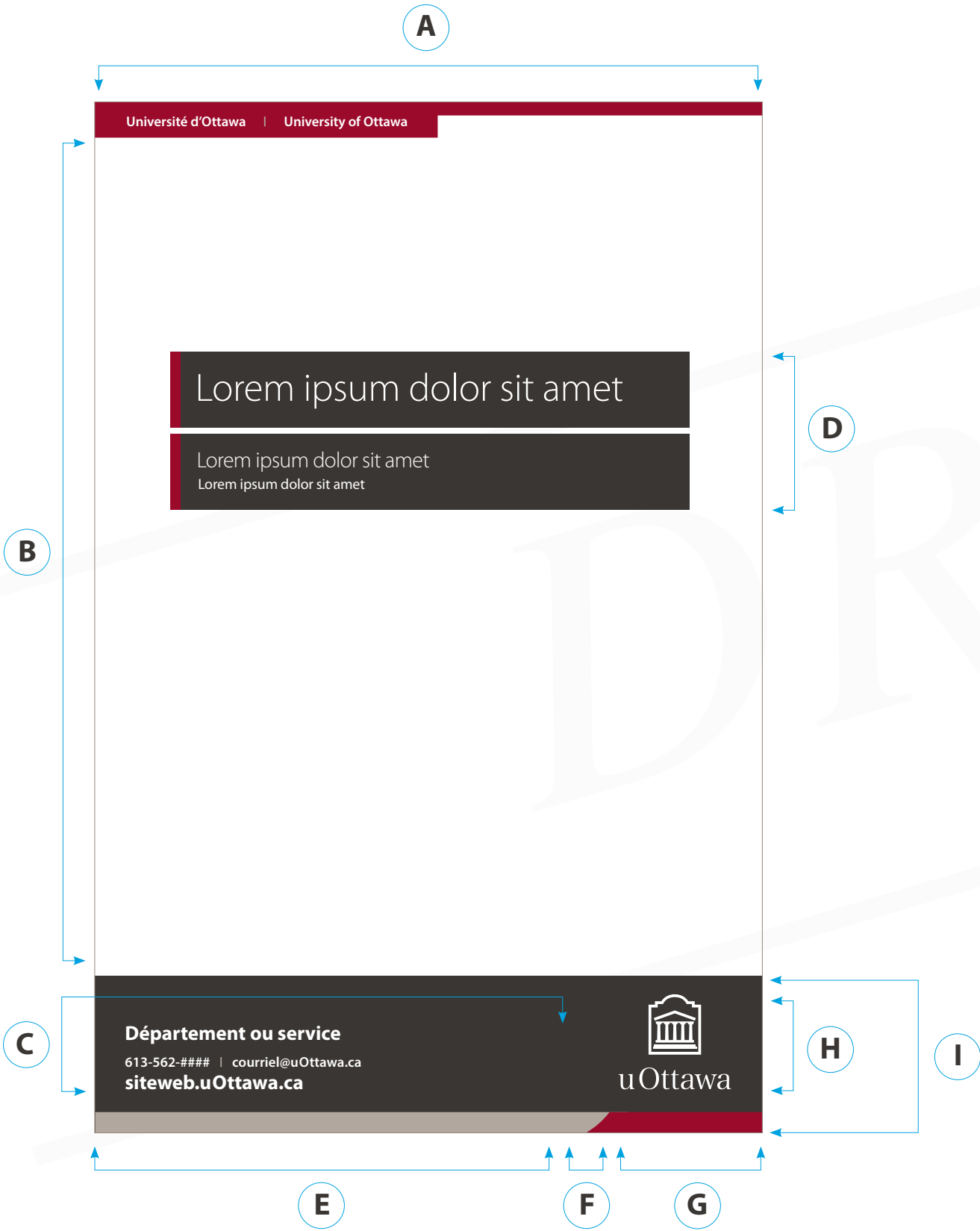
F – LOGO

Colour: White. Position: The uOttawa logo must remain in the bottom-right corner and should not be moved or distorted. For interior slides only, the logo can be omitted if more space is required for body content. Refer to the uOttawa visual identity standards manual for further information on safe area and permitted logo usage.

The preceding specifications apply to all University of Ottawa PowerPoint presentations. The positioning of the institution name, corporate uOttawa footer, corporate header and logo are preset and should never be modified. Respect the minimum logo and font sizes when resizing for

different formats. Always use the original template files provided by the Communications Directorate when creating your artwork. Should you have specific questions or require alternate templates, please send an email to brand@uOttawa.ca.

4.7.2 – Colour poster template



COLOUR POSTER SPECIFICATIONS

A – CORPORATE HEADER

The corporate header section is used solely for University of Ottawa branding purposes and must never be moved or distorted. When resizing for alternate layouts, ensure that the proper proportions are maintained. The garnet band must be included on all marketing material, but can be omitted for communications pieces where more subtle branding is desired. Position: The garnet header must be aligned to the top edge of the document and span the entire width while the text must be inset 0.5" from the left edge and 0.125" from the top edge (for 8.5" x 11" or 11" x 17" layouts). In cases where the band has been omitted, the text must be inset 0.275" from the top edge of the document. Colour: The band is PMS 7427C. When used on top of the band, the text is white and the vertical divider is PMS Warm Grey 5. When used alone, the text can be garnet with a Warm Grey 5 divider, all warm grey, all white or all black, depending on the background colour. Always ensure proper contrast for maximum legibility. Font: Myriad Pro Semibold, 21 points (minimum size of 18 points and a maximum size of 22 points depending on document dimensions). Use 6 character spaces to separate each language from the vertical divider. **NOTE: Do not try to recreate this header from scratch. Instead, always use the preset elements found within the available templates.**

B – PROMOTIONAL SECTION

The promotional section may be used for the promotion of events and services, and for University of Ottawa communications needs. Refer to the uOttawa visual identity standards manual for official fonts and guidelines.

C – CONTEXTUAL FOOTER

The contextual footer section may be used for titles, unit names, contact information, dates, web addresses and taglines as well as the uOttawa logo. Position: Box must be aligned to the bottom of the document while the text should be vertically aligned with the bottom of the logo and 0.5" from the left edge of the document. Fonts: The typefaces can be customized within the Myriad Pro family, although suggested fonts are Myriad Pro Bold for department or service name and website, and Myriad Pro Semibold for contact information. Colour: Black, multiplied at a 90% opacity when used overtop of a photo. If the photo compromises the legibility of the text, if there is no photo or if a background colour is used, the box must be 100% Charcoal Grey and not multiplied. **NOTE: When promoting the Faculty of Graduate and Postdoctoral Studies (in colour), you must set the contextual footer either to black at a 95% tint (coloured backgrounds) or to 100% black with 90% opacity and a multiply effect (photo or textured background).** Size: Must span the width of the document and extend above the logo by the O factor (the height of the capital O in the uOttawa logo). **NOTE: Positioning of these elements may vary based on content, dimensions and format.**

D – CONTENT BOXES

The content (title) boxes are optional as they can aid text legibility when using a background photo. Box Colour: Black, multiplied and at 90% opacity when used overtop of a photo. If the photo compromises the legibility of the text, if there is no photo or if a background colour is used, the box must be in 100% Charcoal Grey without the multiply effect. **NOTE: When promoting the Faculty of Graduate and Postdoctoral Studies (in colour), you must set the boxes either to black at a 95% tint (coloured background) or to 100% black with 90%**

opacity and a multiply effect (photo or textured background). Accent Colour (pipe): Must be garnet for institutional promotion, or one of the 10 approved faculty colours for faculty-specific promotion. **NOTE: Due to the fact that the Faculty of Arts colour is white, you must also include a 0.25" Warm Grey 5 keyline around the pipe when the content boxes are being used on top of a white or Polar Grey background.** Fonts: Can be customized within the Myriad Pro family. Suggested fonts are Myriad Pro Light for headers and subheaders, and Myriad Pro Regular for body copy. Always allow adequate breathing space around all sides of the text. Size: Grey boxes shown here have been sized relative to their content and the template dimensions. Pipe should be 0.125" wide when used in an 8.5"x11" format and 0.165" wide when used in an 11"x17" format. Height may vary. Position: Right-aligned at 1.25" from the right edge of the document and 3.5" from the bottom of the uOttawa Corporate header. **NOTE: Positioning of these elements may vary based on content, dimensions and format. When resizing elements for alternate layouts, always do so proportionally.**

E – BRANDING BAND (LEFT SECTION)

Colour: PMS Warm Grey 5. This portion should span between 3/4 and 4/5 of the width of the document.

F – BRANDING BAND (CURVE)

Position: The top-right end of the curve must always point to the curve of the letter u within the wordmark (vertical uOttawa logo), or to the bottom, left-hand corner of the emblem (horizontal uOttawa logo).

G – BRANDING BAND (RIGHT SECTION)

Colour: PMS 7427C (or CMYK equivalent) for corporate promotion or one of the 10 approved faculty colours for faculty-specific promotion. **NOTE: Due to the fact that the Faculty of Arts colour is white, a 0.25" Warm Grey 5 keyline must also be included around the right section when being used overtop of a white or Polar Grey background. This rule, however, does not apply when the contextual footer is also being used.** This portion should span between 1/5 and 1/4 of the width of the document.

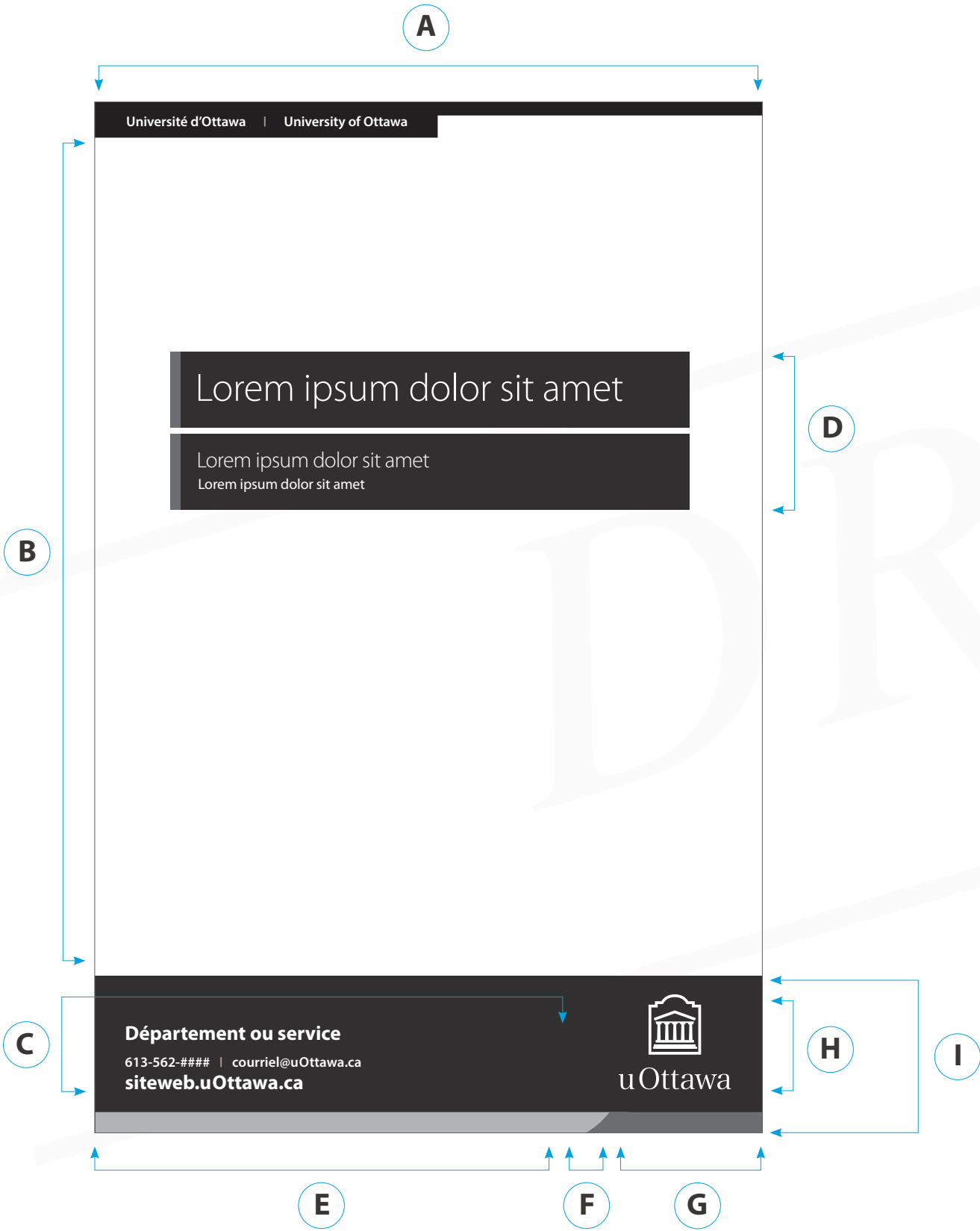
H – LOGO

Colour: Can be white, Warm Grey 5 or Warm Grey 7, depending on the background colour/texture and whether or not the contextual footer is being used. Position: Right-aligned at 0.5" from the right edge of the document and 0.5" from the top of the uOttawa Corporate footer. Minimum width: 2.125" **NOTE: Size will vary based on required dimensions.**

I – CORPORATE FOOTER

The uOttawa corporate footer (contextual footer and branding band) must always span the entire width of the document. While the contextual footer is optional, the branding band must be present on all communications. For corporate promotion, use the standard branding band shown on the opposite page. For faculty-specific communications, use the appropriate band as provided in the approved faculty template. The correct height of the branding band is 0.375", based on a tabloid (11"x17") format. Ensure that the proper template is used, depending on whether or not your document requires bleeds as the curve differs slightly for each. Corporate and faculty templates with or without bleeds are available by contacting the Communications Directorate.

4.7.3 – Greyscale poster template



GREYSCALE POSTER SPECIFICATIONS

A – CORPORATE HEADER

The corporate header section is used solely for University of Ottawa branding purposes and must never be moved or distorted. When resizing for alternate layouts, ensure that the proper proportions are maintained. The black band must be included on all marketing material, but can be omitted for communications pieces where more subtle branding is desired. Position: The black header must be aligned to the top edge of the document and span the entire width while the text must be inset 0.5" from the left edge and 0.125" from the top edge (for 8.5" x 11" or 11" x 17" layouts). In cases where the band has been omitted, the text must be inset 0.275" from the top edge of the document. Colour: The band is black. When used on top of the band, the text is white and the vertical divider is 35% black. When used alone, the text can be all white, all black, white with a 35% black divider or black with a 35% black divider, depending on the background colour. Always ensure proper contrast for maximum legibility. Font: Myriad Pro Semibold, 21 points (minimum size of 18 points and a maximum size of 22 points depending on document dimensions). Use 6 character spaces to separate each language from the vertical divider. **NOTE: Do not try to recreate this header from scratch. Instead, always use the preset elements found within the available templates.**

B – PROMOTIONAL SECTION

The promotional section may be used for the promotion of events and services, and for University of Ottawa communications needs. Refer to the uOttawa visual identity standards manual for official fonts and guidelines.

C – CONTEXTUAL FOOTER

The contextual footer section may be used for titles, unit names, contact information, dates, web addresses and taglines as well as the uOttawa logo. Position: Box must be aligned to the bottom of the document while the text should be vertically aligned with the bottom of the logo and 0.5" from the left edge of the document. Fonts: The typefaces can be customized within the Myriad Pro family, although suggested fonts are Myriad Pro Bold for department or service name and website, and Myriad Pro Semibold for contact information. Colour: Black, multiplied at a 90% opacity when used overtop of a photo. If the photo compromises the legibility of the text, if there is no photo or if a background colour is used, the box must be 100% opaque and not multiplied. Size: Must span the width of the document and extend above the logo by the O factor (the height of the capital O in the uOttawa logo). **NOTE: Positioning of these elements may vary based on content, dimensions and format.**

D – CONTENT BOXES

The content (title) boxes are optional as they can aid text legibility when using a background photo. Box Colour: Black, multiplied and at 90% opacity when used overtop of a photo. If the photo compromises the legibility of the text, if there is no photo or if a background colour is used, the box must be 100% opaque and not multiplied. Accent Colour (pipe): Must be a 70% tint of black for institutional and faculty promotion, with the exception of the Faculty of Arts, which must be white with a 0.25" 35% black keyline. Fonts: Can be customized within the Myriad Pro family. Suggested fonts are Myriad Pro Light for headers and subheaders, and Myriad Pro Regular for body copy. Always allow adequate breathing space around all sides of the text. Size: Grey boxes

shown here have been sized relative to their content and the template dimensions. Pipe should be 0.125" wide when used in an 8.5"x11" format and 0.165" wide when used in an 11"x17" format. Height may vary. Position: Right-aligned at 1.25" from the right edge of the document and 3.5" from the bottom of the uOttawa Corporate header. **NOTE: Positioning of these elements may vary based on content, dimensions and format. When resizing elements for alternate layouts, always do so proportionally.**

E – BRANDING BAND (LEFT SECTION)

Colour: 35% black. This portion should span between 3/4 and 4/5 of the width of the document.

F – BRANDING BAND (CURVE)

Position: The top-right end of the curve must always point to the curve of the letter u within the wordmark (vertical uOttawa logo), or to the bottom, left-hand corner of the emblem (horizontal uOttawa logo).

G – BRANDING BAND (RIGHT SECTION)

Colour: Black in a tint of 70% for all institutional and faculty-specific promotion, except for the Faculty of Arts, which is white. **NOTE: Due to the fact that the Faculty of Arts colour is white, a 0.25" 35% black keyline must also be included around the right section when being used overtop of a white or Polar Grey background. This rule, however, does not apply when the contextual footer is also being used. This portion should span between 1/5 and 1/4 of the width of the document.**

H – LOGO

Colour: Can be white or black, depending on the background colour/texture and whether or not the contextual footer is being used. Position: Right-aligned at 0.5" from the right edge of the document and 0.5" from the top of the uOttawa Corporate footer. Minimum width: 2.125" **NOTE: Size will vary based on required dimensions. Refer to the uOttawa visual identity standards manual for further information on safe area and permitted logo usage. Should you require additional space for artwork, use the available template, which includes the vertical uOttawa logo.**

I – CORPORATE FOOTER

The uOttawa corporate footer (contextual footer and branding band) must always span the entire width of the document. While the contextual footer is optional, the branding band must be present on all communications. For corporate promotion, use the standard branding band shown on the opposite page. For faculty-specific communications, use the appropriate band as provided in the approved faculty template. The correct height of the branding band is 0.375", based on a tabloid (11"x17") format. Ensure that the proper template is used, depending on whether or not your document requires bleeds as the curve differs slightly for each. Corporate and faculty templates with or without bleeds are available by contacting the Communications Directorate.

4.7.4 – Roll-it-up banner template

A

B

C

The roll-it-up may be used with a background colour (shown below in polar grey), or with a background photo. When using a coloured background, content boxes should be 100% Charcoal Grey and not multiplied.

D

E

The example shown above demonstrates the proper layout for a department or service name, which requires two lines of text and is

accompanied by a single, unilingual URL. Refer to the templates provided for alternate text layouts.

ROLL-IT-UP BANNER SPECIFICATIONS

A – CORPORATE HEADER

The corporate header area is used solely for University of Ottawa branding purposes and must never be moved or distorted. Position: The garnet band must be aligned to the top of the document with the logo vertically and horizontally centered. Colour: The band is PMS 7427C (or the CMYK equivalent) and the logo is white.

B – PROMOTIONAL HEADER

The promotional header is to be used for faculty, department or service names and corresponding web addresses only. Colour: The background colour must remain PMS Warm Grey 9 for the promotion of departments and services or one of the 10 approved faculty colours for faculty-specific promotions. Fonts: Myriad Pro Light for faculty, service or department names and Myriad Pro Bold for web addresses. Font Size: Faculty, service or department names must be 100 points with 102pt leading. Web addresses must be 76 points with 77pt leading. Band height: Sizing will vary based on displayed information. Minimum band height is 5.5" for single lines of text. Position: Must sit directly underneath the corporate uOttawa header. **NOTE: Rather than decreasing font size for longer department or service names, please use additional lines. Templates are available for names requiring up to 3 lines, which is the maximum number of lines recommended. These, as well as colour-coordinated templates for each faculty can be obtained by contacting the Communications Directorate.**

C – PROMOTIONAL SECTION

The promotional section may be customized for the promotion of events and services, and for University of Ottawa communications needs. **Refer to the uOttawa visual identity standards manual for official fonts and guidelines.**

D – CONTENT BOXES

The content (title) boxes are optional as they can aid text legibility when using a background photo. Box Colour: Black, multiplied and at 90% opacity when used overtop of a photo. If the photo compromises the legibility of the text, if there is no photo or if a background colour is used, the box must be in 100% Charcoal Grey without the multiply effect. **NOTE: When promoting the Faculty of Graduate and Postdoctoral Studies (in colour), you must set the boxes either to black at a 95% tint (coloured background) or to 100% black with 90% opacity and a multiply effect (photo or textured background).** Accent Colour (pipe): Must be garnet for institutional promotion, or one of the 10 approved faculty colours for faculty-specific promotion. **NOTE: Due to the fact that the Faculty of Arts colour is white, you must also include a 0.25" Warm Grey 5 keyline around the pipe when the content boxes are being used on top of a white or Polar Grey background.** Fonts: Fonts can be customized within the Myriad Pro family. Suggested fonts are Myriad Pro Light for headers and Myriad Pro Semibold for supporting text. Always allow adequate breathing space around all sides of the text. Size: Grey boxes shown here have been sized relative to their content. Pipe should be 0.5" wide. Height may vary. Position: Right-aligned at 3.125" from the right edge of the document and a minimum of 2" from the bottom of the branding bands. **NOTE: As indicated in the uOttawa Brand Guide, when working in both languages, always ensure that French text precedes the English. When resizing elements for alternate layouts, always do so proportionally.**

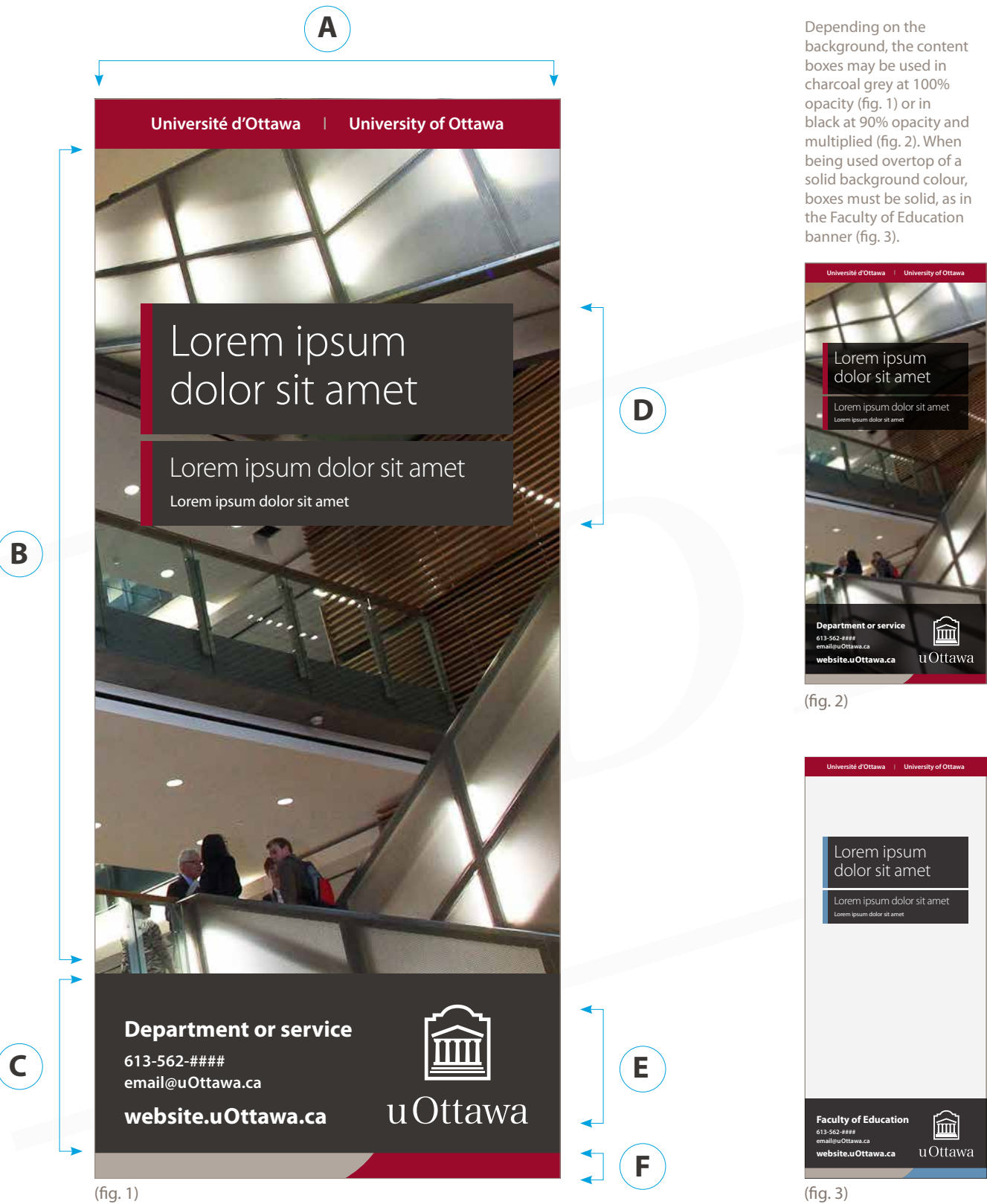
E – CORPORATE FOOTER

The corporate footer (contextual footer and branding band) must be present on all standing banners. The top section must be 100% Charcoal Grey with white text, centred vertically and horizontally. For all corporate promotion, the branding band must be Warm Grey 5 and Garnet as shown in the preceding example. For faculty-specific promotion the garnet section can be replaced by one of the 10 approved faculty colours (see information regarding exceptions for the Faculty of Arts and the Faculty of Graduate and Postdoctoral Studies in the preceding sections). Do not attempt to recreate this footer, but instead use the preset elements provided in the available templates. **NOTE: Six inches of bleed, which is not visible, must be kept underneath the footer to allow the banner to retract. If the banner does not retract, you must remove the garnet block below the corporate footer.**

The preceding specifications apply to all University of Ottawa standing banners and cannot be modified or distorted. The positioning of the corporate header, corporate footer and logo are preset. Always respect the minimum logo and font sizes when resizing for different formats. Always use

the templates provided by the Communications Directorate when creating your artwork. Should you have any questions or require alternate templates, please send an email to brand@uOttawa.ca.

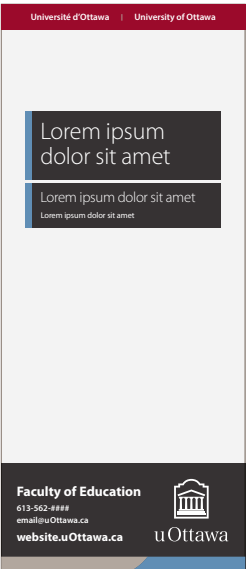
4.7.5 – 3 panel folded brochure cover template



Depending on the background, the content boxes may be used in charcoal grey at 100% opacity (fig. 1) or in black at 90% opacity and multiplied (fig. 2). When being used overtop of a solid background colour, boxes must be solid, as in the Faculty of Education banner (fig. 3).



(fig. 2)



(fig. 3)

3 PANEL BROCHURE COVER SPECIFICATIONS

A – CORPORATE HEADER

The corporate header section is used solely for University of Ottawa branding purposes and must never be moved or distorted. The garnet band must be aligned to the top of the document and contain the institution name in French, then English, separated by a vertical divider. The vertical divider must be at 70% vertical scale with a baseline shift of 2.25 points. Colour: The band is PMS 7427C (or the CMYK equivalent), the text is white and the vertical divider is PMS Warm Grey 5. **NOTE: Do not attempt to recreate this header from scratch. Instead, use the preset elements found within the available templates.**

B – PROMOTIONAL SECTION

The promotional section may be used for the promotion of events and services, and for University of Ottawa communications needs. **Refer to the uOttawa visual identity standards manual for official fonts and guidelines.**

C – CONTEXTUAL FOOTER

The contextual footer section may be used for titles, unit names, contact information, dates, web addresses and taglines as well as the uOttawa logo. Position: Box must be aligned to the top of the branding band while the text should be vertically aligned with the bottom of the logo and 0.3" from the left edge of the document (fold). Fonts: Fonts can be customized within the Myriad Pro family, although suggested fonts are Myriad Pro Bold for department or service name and website, and Myriad Pro Semibold for contact information. Colour: Black, multiplied at a 90% opacity when used overtop of a photo. If the photo compromises the legibility of the text, if there is no photo or if a background colour is used, the box must be 100% Charcoal Grey and not multiplied. **NOTE: When promoting the Faculty of Graduate and Postdoctoral Studies (in colour), you must set the contextual footer either to black at a 95% tint (coloured backgrounds) or to 100% black with 90% opacity and a multiply effect (photo or textured background).** Size: Must span the width of the document and extend above the logo by the O factor (the height of the capital O in the uOttawa logo). **NOTE: Positioning of these elements may vary based on content, dimensions and format.**

D – CONTENT BOXES

The content (title) boxes are optional as they can aid text legibility when using a background photo. Main Colour: Black, multiplied and at 90% opacity when used overtop of a photo. If the photo compromises the legibility of the text, if there is no photo or if a background colour is used, the box must be 100% opaque and not multiplied. Accent Colour (pipe): Must remain garnet for institutional promotion, or one of the 10 approved faculty colours for faculty-specific promotion. Fonts: Fonts can be customized within the Myriad Pro family. Suggested fonts are Myriad Pro Light for headers and Myriad Pro Semibold for supporting text. Always allow adequate breathing space around all sides of the text. Size: Grey boxes shown here have been sized relative to their content. Pipe should be 0.5" wide. Height may vary. Position: Right-aligned at 3.125" from the right edge of the document and a minimum of 2" from the bottom of the branding bands. **NOTE: As indicated in the uOttawa Brand Guide, when working in both languages, always ensure that French text precedes the English. When resizing elements for alternate layouts, always do so proportionally.**

E – LOGO

Always scale the uOttawa logo in proportion with the branding band. Colour: Can be white, black or Warm Grey 5, 7 or 9, depending on the background colour/texture and whether or not the contextual footer is being used. Position: Right-aligned at 0.35" from the right edge of the document and 0.3" from the top of the uOttawa Corporate footer. **NOTE: Size will vary based on required dimensions. Do not use the horizontal uOttawa logo for tri-fold brochures. Refer to the uOttawa visual identity standards manual for further information on safe area and permitted logo usage.**

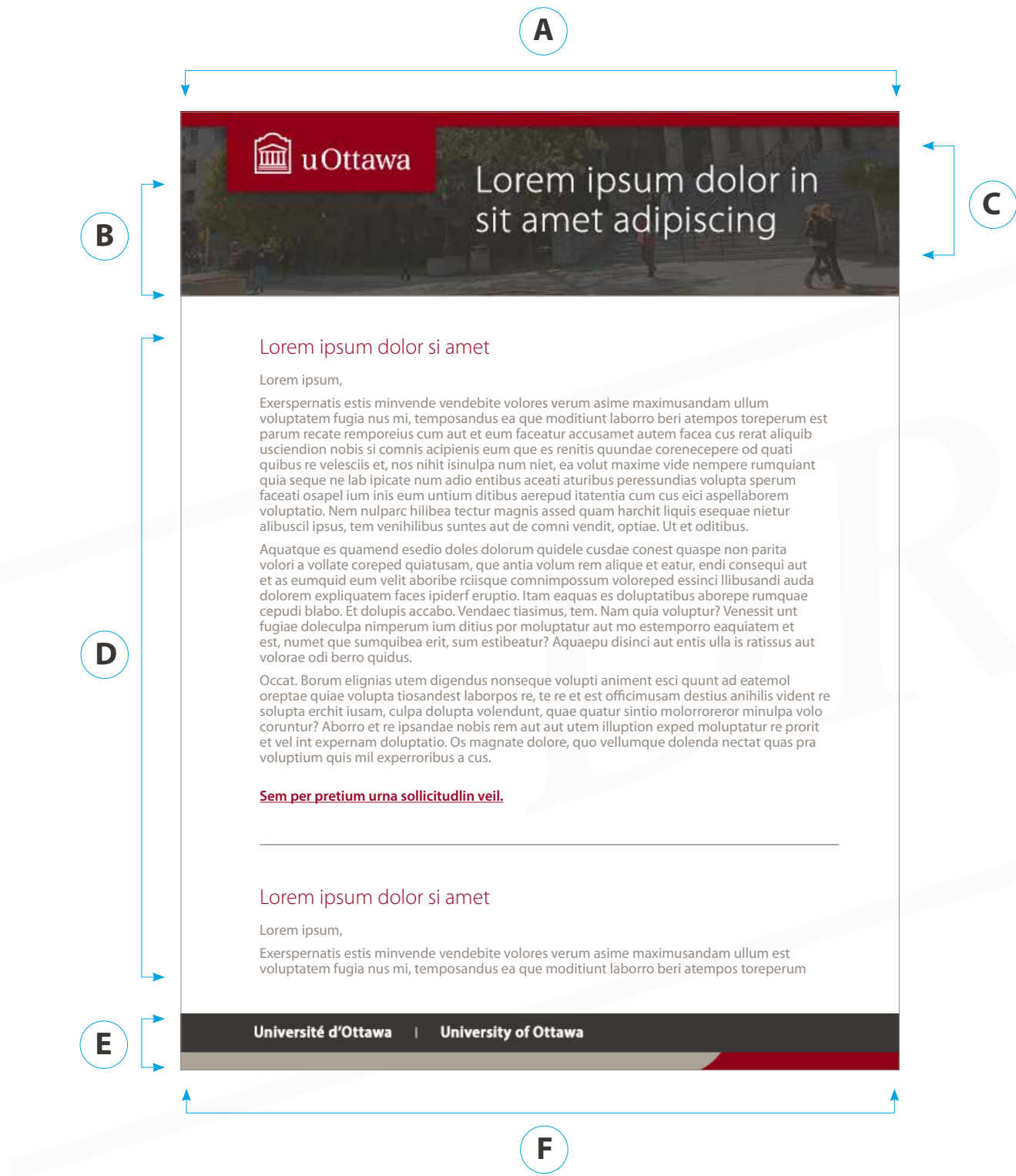
F – BRANDING BAND

The branding band must always span the entire width of the document. The height has been preset and should not be adjusted. Colour (left section): Warm Grey 5 Colour (right section): Garnet (PMS 7427 C or CMYK equivalent) for corporate promotion or one of the 10 approved faculty colours for faculty-specific promotion. **NOTE: Due to the fact that the Faculty of Arts colour is white, a 0.25" Warm Grey 5 keyline must also be included around the right section when being used overtop of a white or Polar Grey background. This rule, however, does not apply when the contextual footer is also being used.** Position: The top-right end of the curve must always point to the curve of the letter u within the wordmark (vertical uOttawa logo).

The preceding specifications apply to all University of Ottawa brochure covers and cannot be modified or distorted. The positioning of the corporate header, corporate footer and logo are preset. Always respect the minimum logo and font sizes when resizing for different formats. Always use

the templates provided by the Communications Directorate when creating your artwork. Should you have any questions or require alternate templates, please send an email to brand@uOttawa.ca.

4.7.6 – Branded email template



BRANDED EMAIL SPECIFICATIONS

A – CORPORATE HEADER

The corporate header section is used solely for University of Ottawa branding purposes and must never be moved or distorted. Position: The garnet band must sit at the top of the document, with the horizontal uOttawa logo centered inside of the tab. Colour: Band is HEX 8f001a (or RGB 143-0-26), logo is HEX ffffff (white). **NOTE: Do not try to recreate this header from scratch. Instead, always use the preset elements found within the available templates.**

B – BACKGROUND

The background can be either a solid colour or a photo. When using a photo, a charcoal grey (HEX 3b3734) layer at 80% opacity must be placed overtop.

C – HEADER TEXT

The customizable header text section may contain different faculty names, titles, messages or taglines and can be adjusted to fit the design accordingly. Colour: White (HEX ffffff) for maximum contrast with background. In cases where the background colour is too light, black text must be used. Refer to the recommended colour combinations page in the visual identity guidelines document. Font: Recommended font is Myriad Pro Light, shown here at 32 points. **NOTE:** Text size will vary based on title length, although short titles are preferential.



Branded email headers can be customized within the guidelines as described above. Shown above are two examples of how the content can be modified while still reflecting the uOttawa corporate branding. Not that

D – EMAIL BODY

The email body section can be used for text and images to promote specific events or initiatives. Layout and formatting shown here are for exemplary purposes only as final content will be submitted to the web team for HTML formatting.

E – CORPORATE FOOTER

The corporate footer (contextual footer and branding band) must be present on all corporate email communications. In addition to the standard, corporate colours, it is available in every faculty colour, and can be obtained by contacting Creative Services. For departments and services, please use the standard footer, as shown in the preceding examples. Do not attempt to recreate this footer.

F – BRANDING BAND

The uOttawa corporate footer must be included in all branded emails. It is available in every faculty colour, and can be obtained by contacting Creative Services. For services, please use the standard footer, as shown here. Do not attempt to recreate this footer. Modified versions or substitutions are not permitted.horizontal logo is used.



the corporate header and footer remain unchanged in both cases. These elements must never be moved or modified.