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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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 - The templates in the protocol category are considered to be elegant, traditional, 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).

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 overlaid on a dark charcoal background also adds contrast and promotes a strong impact.

The following templates fall into the marketing category: websites, folded brochures, ads, TV screens, PowerPoint presentations, and signage. (fig. C1: Marketing headers; fig. C2: Brochures; fig. C3: Folded brochures; fig. C4: Powerpoint cover; fig. C5: Bookmarks; 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.
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 easily 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.

Vertical and horizontal versions of the Primary Visual Identity have been created to facilitate use in different layouts.

The logo is available in colour in three variations of grey: Warm Grey 5, Warm Grey 7 and Warm Grey 9. In cases where legibility may be compromised or higher contrast is required, you may use the black version or the white version of the logo.

In order to preserve the integrity of the uOttawa brand, the primary and alternate visual identities can only be used in white, black or one of the three shades of grey. No alternate colours or other modifications are permitted.

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** - 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.

- **D** - The Alternate Visual Identity is available in colour in three variations of grey: Warm Grey 5, Warm Grey 7 and Warm Grey 9. In cases where legibility may be compromised or higher contrast is required, you may use the black version or the white version of the logo.

In order to preserve the integrity of the uOttawa brand, the primary and alternate visual identities can only be used in white, black or one of the three shades of grey. No alternate colours or other modifications are permitted.
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

<table>
<thead>
<tr>
<th>A</th>
<th>Primary vertical uOttawa logo minimum width</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="uOttawa logo" /></td>
</tr>
<tr>
<td></td>
<td>0.75 inch (1.91 cm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B</th>
<th>Primary horizontal uOttawa logo minimum width</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="uOttawa logo" /></td>
</tr>
<tr>
<td></td>
<td>1.25 inch (3.175 cm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>Alternate vertical uOttawa logo minimum width</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="uOttawa logo" /></td>
</tr>
<tr>
<td></td>
<td>1 inch (2.54 cm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D</th>
<th>Alternate horizontal uOttawa logo minimum width</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="uOttawa logo" /></td>
</tr>
<tr>
<td></td>
<td>1.5 inch (3.81 cm)</td>
</tr>
</tbody>
</table>

### PRIMARY AND ALTERNATE LOGO SAFE AREA

<table>
<thead>
<tr>
<th>A</th>
<th>Primary vertical uOttawa logo safe area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="uOttawa logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B</th>
<th>Primary horizontal uOttawa logo safe area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="uOttawa logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>Alternate vertical uOttawa logo safe area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="uOttawa logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D</th>
<th>Alternate horizontal uOttawa logo safe area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="uOttawa logo" /></td>
</tr>
</tbody>
</table>

### Notes:

- **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.

- **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.

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DRAFT

NOTE: DRAFT ONLY (TEXT NOT FINAL)

DO NOT DISTRIBUTE: (DRAFT ONLY)
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**

<table>
<thead>
<tr>
<th>DON'T use the logo in garnet</th>
<th>DON'T isolate the logotype</th>
<th>DON'T use drop shadows</th>
<th>DON'T displace the elements</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="uOttawa Logo" /></td>
<td><img src="image2" alt="uOttawa Logo" /></td>
<td><img src="image3" alt="uOttawa Logo" /></td>
<td><img src="image4" alt="uOttawa Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DON'T alter the proportions</th>
<th>DON'T alter the proportions</th>
<th>DON'T alter the elements</th>
<th>DON'T stretch the logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5" alt="uOttawa Logo" /></td>
<td><img src="image6" alt="uOttawa Logo" /></td>
<td><img src="image7" alt="uOttawa Logo" /></td>
<td><img src="image8" alt="uOttawa Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DON'T rotate the logo</th>
<th>DON'T modify the font</th>
<th>DON'T isolate the emblem</th>
<th>DON'T trace around the logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image9" alt="uOttawa Logo" /></td>
<td><img src="image10" alt="uOttawa Logo" /></td>
<td><img src="image11" alt="uOttawa Logo" /></td>
<td><img src="image12" alt="uOttawa Logo" /></td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>DO respect the safe area</th>
<th>DO use the logo in grey</th>
<th>DO use the logo in dark grey</th>
<th>DO respect minimum sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image13" alt="uOttawa Logo" /></td>
<td><img src="image14" alt="uOttawa Logo" /></td>
<td><img src="image15" alt="uOttawa Logo" /></td>
<td><img src="image16" alt="uOttawa Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DO use the logo on a garnet background</th>
<th>DO use the original logo files</th>
<th>DO use the logo in black</th>
<th>DO use the logo in a garnet square</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image17" alt="uOttawa Logo" /></td>
<td><img src="image18" alt="uOttawa Logo" /></td>
<td><img src="image19" alt="uOttawa Logo" /></td>
<td><img src="image20" alt="uOttawa Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DO use the logo on a charcoal grey background</th>
<th>DO use the logo on a dark grey background</th>
<th>DO respect minimum sizes</th>
<th>DO use the right contrast when using coloured backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image21" alt="uOttawa Logo" /></td>
<td><img src="image22" alt="uOttawa Logo" /></td>
<td><img src="image23" alt="uOttawa Logo" /></td>
<td><img src="image24" alt="uOttawa Logo" /></td>
</tr>
</tbody>
</table>
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.

** 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.

---

** 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.

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RECOMMENDED COLOUR COMBINATIONS
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

- **POLAR GREY** (For light grey web and print backgrounds)
  - PMS Warm Grey 1 C
  - CMYK 42-41-35-0
  - HEX 8f8f8f
  - RGB 143-143-143

- **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 2-31-35-0
  - HEX 8f8f8f
  - RGB 143-143-143

- **CHARCOAL GREY** (For standard isolation band in the corporate footer)
  - PMS Warm Grey 9 C
  - CMYK 2-31-35-0
  - HEX 8f8f8f
  - RGB 143-143-143

- **WHITE TEXT**
  - CMYK 0-0-0-0
  - HEX ffffff
  - RGB 255-255-255

- **BLACK TEXT**
  - CMYK 100-100-100-100
  - HEX 000000
  - RGB 0-0-0

B Complementary Corporate Colours

- **WHITETEXT**
  - CMYK 0-0-0-0
  - HEX ffffff
  - RGB 255-255-255

- **BLACK TEXT**
  - CMYK 100-100-100-100
  - HEX 000000
  - RGB 0-0-0

- **LIGHT GREY**
  - PMS Warm Grey 7 C
  - CMYK 42-41-35-0
  - HEX 968c83
  - RGB 150-140-131

- **GREY**
  - PMS Warm Grey 7 C
  - CMYK 42-41-35-0
  - HEX 968c83
  - RGB 150-140-131

- **DARK GREY**
  - PMS Warm Grey 9 C
  - CMYK 2-31-35-0
  - HEX 8f8f8f
  - RGB 143-143-143

**C** Primary faculty colours

- **Health Sciences**
  - GREEN APPLE
  - PMS 583 C
  - CMYK 2-31-35-0
  - HEX b9f0f5
  - RGB 185-191-21

- **Civil Law and Common Law**
  - BRICK RED
  - PMS 1807 C
  - CMYK 2-31-35-0
  - HEX a9343a
  - RGB 169-52-58

- **Engineering**
  - ORANGE
  - PMS 1665 C
  - CMYK 2-31-35-0
  - HEX df4526
  - RGB 223-69-38

- **Education**
  - STEEL BLUE
  - PMS 7454 C
  - CMYK 2-31-35-0
  - HEX 628fb6
  - RGB 98-143-182

- **Graduate and Postdoctoral Studies**
  - SLATE GREY
  - PMS 426 C at 92% tint
  - CMYK 70-63-60-53
  - HEX 535353
  - RGB 53-53-53

- **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 2-31-35-0
  - HEX a9343a
  - RGB 169-52-58

- **Engineering**
  - ORANGE
  - PMS 1665 C
  - CMYK 2-31-35-0
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**C** Primary faculty colours

- **Health Sciences**
  - GREEN APPLE
  - PMS 583 C
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  - PMS 426 C at 92% tint
  - CMYK 70-63-60-53
  - HEX 535353
  - RGB 53-53-53

- **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 2-31-35-0
  - HEX a9343a
  - RGB 169-52-58

- **Engineering**
  - ORANGE
  - PMS 1665 C
  - CMYK 2-31-35-0
  - HEX df4526
  - RGB 223-69-38

- **Education**
  - STEEL BLUE
  - PMS 7454 C
  - CMYK 2-31-35-0
  - HEX 628fb6
  - RGB 98-143-182

- **Graduate and Postdoctoral Studies**
  - SLATE GREY
  - PMS 426 C at 92% tint
  - CMYK 70-63-60-53
  - HEX 535353
  - RGB 53-53-53

**C** Primary faculty colours

- **Health Sciences**
  - GREEN APPLE
  - PMS 583 C
  - CMYK 2-31-35-0
  - HEX b9f0f5
  - RGB 185-191-21

- **Civil Law and Common Law**
  - BRICK RED
  - PMS 1807 C
  - CMYK 2-31-35-0
  - HEX a9343a
  - RGB 169-52-58

- **Engineering**
  - ORANGE
  - PMS 1665 C
  - CMYK 2-31-35-0
  - HEX df4526
  - RGB 223-69-38

- **Education**
  - STEEL BLUE
  - PMS 7454 C
  - CMYK 2-31-35-0
  - HEX 628fb6
  - RGB 98-143-182

- **Graduate and Postdoctoral Studies**
  - SLATE GREY
  - PMS 426 C at 92% tint
  - CMYK 70-63-60-53
  - HEX 535353
  - RGB 53-53-53

**C** Primary faculty colours

- **Health Sciences**
  - GREEN APPLE
  - PMS 583 C
  - CMYK 2-31-35-0
  - HEX b9f0f5
  - RGB 185-191-21

- **Civil Law and Common Law**
  - BRICK RED
  - PMS 1807 C
  - CMYK 2-31-35-0
  - HEX a9343a
  - RGB 169-52-58

- **Engineering**
  - ORANGE
  - PMS 1665 C
  - CMYK 2-31-35-0
  - HEX df4526
  - RGB 223-69-38

- **Education**
  - STEEL BLUE
  - PMS 7454 C
  - CMYK 2-31-35-0
  - HEX 628fb6
  - RGB 98-143-182

- **Graduate and Postdoctoral Studies**
  - SLATE GREY
  - PMS 426 C at 92% tint
  - CMYK 70-63-60-53
  - HEX 535353
  - RGB 53-53-53

**4.3.1 – uOttawa official faculty colours**

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

A & B – The official colour palette of 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.

**NOTE: DRAFT ONLY (TEXT NOT FINAL)**

**DO NOT DISTRIBUTE: (DRAFT ONLY)**
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

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
  - uOttawa
  - Faculté des études supérieures et postdoctorales
  - Faculty of Graduate and Postdoctoral Studies
  - 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** Minimum size for horizontal faculty logo
  - uOttawa
  - Faculté des études supérieures et postdoctorales
  - Faculty of Graduate and Postdoctoral Studies
  - 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.

**Faculty Logos Safe Area**

- **A** Safe area for vertical faculty logos
  - uOttawa
  - Faculté des études supérieures et postdoctorales
  - Faculty of Graduate and Postdoctoral Studies
  - Safe area for vertical faculty logos

- **B** Safe area for horizontal faculty logo
  - uOttawa
  - Faculté des études supérieures et postdoctorales
  - Faculty of Graduate and Postdoctoral Studies
  - 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

**In accordance with corporate accessibility guidelines, the Warm Grey 9C version of the uOttawa logo cannot be used overtop of a white background on the web.**

---

**In accordance with corporate accessibility guidelines, only the Warm Grey 7C version of the uOttawa logo can be used overtop of a white background on the web.**

---

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

---

**Example with Faculty of Social Sciences logo on translucent background**

---

**Example with Faculty of Social Sciences logo on a white background**

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)**

- **Main titles**
  - Myriad Pro Light 34/36pt

- **Primary sub-titles**
  - Myriad Pro Light 19/21pt

- **Secondary sub-titles**
  - Myriad Pro Light 18/20pt

- **Body text header**
  - Myriad Pro Regular 14/16pt

- **Body text**
  - Myriad Pro Regular 11/13pt

- **Université d’Ottawa | University of Ottawa**
  - Myriad Pro Semibold 13/15pt

- **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)**

- **Main titles**
  - uOttawa Regular 30/32pt

- **Primary sub-titles**
  - uOttawa Regular 19/21pt

- **Secondary sub-titles**
  - uOttawa Regular 17.5/19.5pt

- **Body text header**
  - uOttawa Bold 14/16pt

- **Body text**
  - uOttawa Bold 11/13pt

- **Université d’Ottawa | University of Ottawa**
  - uOttawa Bold 11/13pt

- **uOttawa.ca**

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.
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)

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Point Size</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular</td>
<td>28/30pt</td>
<td>Main titles</td>
</tr>
<tr>
<td>Arial Regular</td>
<td>19/20pt</td>
<td>Main sub-titles</td>
</tr>
<tr>
<td>Arial Regular</td>
<td>17/19pt</td>
<td>Secondary sub-titles</td>
</tr>
<tr>
<td>Arial Regular</td>
<td>14/16pt</td>
<td>Body text header</td>
</tr>
<tr>
<td>Arial Regular</td>
<td>11/13pt</td>
<td>Body text</td>
</tr>
<tr>
<td>Arial Bold</td>
<td>14/16pt</td>
<td>uOttawa.ca</td>
</tr>
</tbody>
</table>

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.

### ALTERNATE FONT CHARACTER STYLES FOR PRINT (SERIF)

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Point Size</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>32/34pt</td>
<td>Main titles</td>
</tr>
<tr>
<td>Times New Roman</td>
<td>19/20pt</td>
<td>Main sub-titles</td>
</tr>
<tr>
<td>Times New Roman</td>
<td>17/19pt</td>
<td>Secondary sub-titles</td>
</tr>
<tr>
<td>Times New Roman</td>
<td>14/16pt</td>
<td>Body text header</td>
</tr>
<tr>
<td>Times New Roman</td>
<td>11/13pt</td>
<td>Body text</td>
</tr>
<tr>
<td>Times New Roman Bold</td>
<td>14/16pt</td>
<td>uOttawa.ca</td>
</tr>
</tbody>
</table>

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.
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)**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegur Regular</td>
<td>28px</td>
</tr>
<tr>
<td>Sub-titles (H2)</td>
<td></td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>21px</td>
</tr>
<tr>
<td>Header three (H3)</td>
<td></td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>17px</td>
</tr>
<tr>
<td>Heading four (H4)</td>
<td></td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>15px</td>
</tr>
<tr>
<td>Heading five (H5)</td>
<td></td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>13px</td>
</tr>
<tr>
<td>Heading six (H6)</td>
<td></td>
</tr>
<tr>
<td>Roboto Light</td>
<td>14px</td>
</tr>
<tr>
<td>Intro text</td>
<td></td>
</tr>
</tbody>
</table>

The fonts are open-source and can be downloaded on the following website: [www.google.com/fonts](http://www.google.com/fonts).

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.

**Protocol Print Font Formatting (script)**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main titles</td>
<td></td>
</tr>
<tr>
<td>Chancery Bold</td>
<td>19/21pt</td>
</tr>
<tr>
<td>Primary sub-titles</td>
<td></td>
</tr>
<tr>
<td>ZapfChan DM BT</td>
<td>38/40pt</td>
</tr>
<tr>
<td>Secondary sub-titles</td>
<td></td>
</tr>
<tr>
<td>ZapfChan DM BT</td>
<td>18/20pt</td>
</tr>
<tr>
<td>Body text header</td>
<td></td>
</tr>
<tr>
<td>ZapfChan DM BT</td>
<td>14/16pt</td>
</tr>
<tr>
<td>Body text</td>
<td></td>
</tr>
<tr>
<td>ZapfChan DM BT</td>
<td>11/13pt</td>
</tr>
<tr>
<td>Université d’Ottawa</td>
<td>University of Ottawa</td>
</tr>
<tr>
<td>ZapfChan DM BT</td>
<td>12/14pt</td>
</tr>
<tr>
<td>uOttawa.ca</td>
<td></td>
</tr>
</tbody>
</table>

The ZapfChan DM BT typeface can be downloaded at a reasonable cost through websites such as MyFonts.com or Adobe.com.

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.
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

.example of poster

with tertiary header and vertical divider line both in 100% black

B. Primary greyscale header – greyscale on white background (no 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. It should be used for all greyscale documents or documents where only white is used.

- B. The primary greyscale header features black text with a grey (35% black) vertical divider. It should be used for all greyscale documents.

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)

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.

- 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 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 information such as titles and short paragraphs of body text, as well as improve legibility, especially when being used overtop of a photograph.

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). 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. 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)

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. 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)

uOttawa Garnet and Grey Branding Band

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.

Example 1 – Arts colour branding band

Example 2 – Arts greyscale branding band

Example 1 – Graduate and Postdoctoral Studies branding band

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.
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)**

![Contextual footer with contact information – vertical logo](image)

**Department or service**

613-562-#### | email@uOttawa.ca

[website.uOttawa.ca](http://website.uOttawa.ca)

![Contextual footer with call to action – horizontal logo](image)

**Come join us at event x!**

[website.uOttawa.ca](http://website.uOttawa.ca)

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)**

![Contextual footer with photo – vertical logo](image)

**Faculty of Medicine**

Department of Family Medicine

43 Bruyère Street (Room 455) Ottawa, ON Canada K1N 5C8

familymedicine.uOttawa.ca

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. 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.
4.6.5 – uOttawa corporate footer

The corporate footer can be customized to accommodate 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)

Direction générale des communications
613-562-5800 | communications@uOttawa.ca
brand.uOttawa.ca

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

THE HEART OF A GEE-GEE
www.geegees.ca

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

**FACULTY OF SCIENCE**
Viewbook 2015

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

Faculty of Education
education.uOttawa.ca

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

Faculté des sciences de la santé
Faculty of Health Sciences
healthsciences.uOttawa.ca

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

Faculté des études supérieures et postdoctorales
Faculty of Graduate and Postdoctoral Studies
grad.uOttawa.ca
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

**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 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.
4.72 – Colour poster template

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 proportions are maintained. The garnet band must be included on all marketing materials, 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 0.25” 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). 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 footer. NOTE: Positioning of these elements may vary based on content, dimensions and format. When resizing elements for alternate layouts, always do so proportionally.

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). 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.

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)

Colour: PMS Warm Grey 5. This portion should span between 3/4 and 4/5 of the width of the document. The correct height of the branding band is 0.375, “ based on a tabloid (11”x17”) document. Colour: The band is 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 of 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 0.25” 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

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 0.25” 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” x 11” format and 0.165” wide when used in an 11” x 17” 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 logo (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. White. 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 3/4” 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” x 17”) 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.
4.74 – Roll-it-up banner template

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.

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 and 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 band. 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: Due to the fact that the Faculty of Arts colour is white, you must 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 band. 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.

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.
4.75 – 3 panel folded brochure cover template

**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 branded banner 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: 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 over 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: Black at a 95% tint (coloured backgrounds) or to 100% black at 90% opacity and a multiply effect (photo or textured background). When using a background photo, Main Colour: Black, multiplied and at 90% opacity when used overtop of a white or Polar Grey background. This rule, however, does not apply when the contextual footer is also being used. 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.

**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: Black at a 95% tint (coloured backgrounds) or to 100% black at 90% opacity and a multiply effect (photo or textured background). Main Colour: Black, multiplied and at 90% opacity when 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).

**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 0.3” 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 usages.

**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.
4.76 – Branded email template

**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 game band must sit at the top of the document, with the horizontal uOttawa logo centered inside of the tab. Colour: Band is HEX #000000 (black) 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 found within the available templates.

**C – HEAD 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 #fff) for maximum contrast with names, titles, messages or taglines and can be adjusted to fit the design accordingly.

**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. A 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 here. Do not attempt to recreate this footer.

**F – BRANDING BAND**

The uOttawa corporate logo must be included in all branded emails. 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 here. Do not attempt to recreate this footer.