Conrad School of Entrepreneurship and Business Logo Guidelines

JUNE 2019

UNIVERSITY OF **WATERLOO** | **CONRAD SCHOOL OF ENTREPRENEURSHIP AND BUSINESS**

TABLE OF CONTENTS

CONTEXT

SECTION 1

INTRODUCTION

The Conrad School of Entrepreneurship and Business logos add value
by creating a unique identity specific to this named school.

This document contains guidelines and principles for using the
Conrad School of Entrepreneurship and Business visual identity.
This guide is intended to provide the tools to help you create compelling
communications that align with the University of Waterloo brand.

BRAND PLATFORM OVERVIEW

Guiding Principle

The Conrad School of Entrepreneurship and Business logos establish a unique presence that distinguishes this named school.

When do I use the University of Waterloo School logo?

The University of Waterloo logo is the primary element of the visual identity system. The University of Waterloo School logo should be used on corporate communication materials that will be viewed by an internal audience.

When do I use the Conrad logo?

The Conrad logo should be used when their is value in promoting the Conrad brand and the audience is already familiar with the Conrad School of Entrepreneurship and Business' connection to the University of Waterloo.

When do I use the cobranded logo lockup?

The cobranded logo lockup should be used when there is value in promoting the Conrad brand, but the audience may not be familiar with the Conrad School of Entrepreneurship and Business' connection to the University of Waterloo.

LOGO FORMATS

SECTION 2

SCHOOL LOGO

Horizontal lockup

The Conrad School of Entrepreneurship and Business logo is a secondary element of the primary University of Waterloo visual identity system. Horizontal and vertical versions of the logo are available.

The black, grayscale and white reverse versions of the logo should be used only when colour printing is not an option.

COLOUR

REVERSE COLOUR

BLACK

WHITE REVERSE

SCHOOL LOGO

Vertical lockup
The Conrad School of Entrepreneurship and Business logo is a secondary element of the primary University of Waterloo visual identity system. Horizontal and vertical versions of the logo are available.

The black, grayscale and white reverse versions of the logo should be used only when colour printing is not an option.

COLOUR

UNIVERSITY OF
WATERLOO

CONRAD SCHOOL OF
ENTREPRENEURSHIP
AND BUSINESS

REVERSE COLOUR

UNIVERSITY OF
WATERLOO

CONRAD SCHOOL OF
ENTREPRENEURSHIP
AND BUSINESS

BLACK

UNIVERSITY OF
WATERLOO

CONRAD SCHOOL OF
ENTREPRENEURSHIP
AND BUSINESS

WHITE REVERSE

UNIVERSITY OF
WATERLOO

CONRAD SCHOOL OF
ENTREPRENEURSHIP
AND BUSINESS

COBRANDED LOGO

Horizontal lockup
The Conrad School of Entrepreneurship and Business logo is a secondary element of the primary University of Waterloo visual identity system. Horizontal and vertical versions of the logo are available.

The black, grayscale and white reverse versions of the logo should be used only when colour printing is not an option.

COLOUR

REVERSE COLOUR

BLACK

WHITE REVERSE

CONRAD LOGO

The Conrad School of Entrepreneurship and Business logo is a secondary element of the primary University of Waterloo visual identity system. The following logo versions are available. The black, grayscale and white reverse versions of the logo should be used only when colour printing is not an option.

COLOUR

REVERSE COLOUR

BLACK

WHITE REVERSE

GRAYSCALE

PARTNERSHIPS AND SPONSORSHIPS

When other logos are used with the Conrad School cobranded logo, the Conrad School cobranded logo should live in layout according to its left or right placement options at the bottom of the page with the partnership or sponsor logo(s) beside it. Accompanying text that gives the partnership or sponsor logos context can be placed above the logos with a horizontal line spanning the width of the margin placed in between.

Partnerships

A partnership is when the two or more entities share the benefits and risks of a venture. A partnership includes the University of Waterloo, and other external brands.

Sponsorships

A sponsorship is when an entity supports an event, activity, person, or organization financially or through the provision of products or services.

SAMPLE PARTNERSHIP IN LAYOUT

SAMPLE OF MULTIPLE PARTNERS OR SPONSORS IN LAYOUT

'C' ICON

The 'C' icon can be used as a design accent for print and digital marketing materials when promoting the Conrad School of Entrepreneurship and Business.

Do:

✓ use the 'C' icon as a design accent in conjunction with official Conrad or University of Waterloo cobranded logos.

Do not:

✗ use the 'C' icon as a substitute for official Conrad or University of Waterloo cobranded logos.

✗ incorporate the 'C' icon into another wordmark, logo or graphic.

COLOUR

BLACK

GRAYSCALE

WHITE REVERSE

SWAG LOGO

An informal logo has been established for the Conrad School of Entrepreneurship and Business. This lockup is for use on swag items (promotional merchandise and giveaways such as apparel, pens, mugs, bags, etc.) only and are not to be used on any other communication materials.

Minimum size

The recommended minimum size shown below has been established in order to maintain legibility. Ensure the height of the shield is never less than 3.3 millimeters (mm) or 12 pixels (px). In some instances, print vendors may have different recommendations for minimum size requirements due to the capabilities of their equipment or the method of printing. Take into account size recommendations from your print vendor to ensure a quality reproduction of your logo.

3.3MM/12PX   WATERLOO | Conrad

Clear space

Recommended clear space around the logo has been provided to ensure its visibility and impact. No other graphic element should appear within the clear space.

NOTE:

ENSURE THAT CLEAR SPACE AND MINIMUM SIZES TAKE INTO ACCOUNT THE WHITE BORDER AROUND THE SHIELD.

SWAG LOGO LOCKUP

Do:

✓ use swag logos on promotional merchandise and giveaways only.

✓ use the official Conrad School logo on promotional merchandise and giveaways whenever it is suitable.

✓ use the black or white reverse versions of the logo anytime that colour printing is not an option.

Do not:

✗ use swag logos on communication materials such as literature, publications, signage, websites, advertisements, brochures, video, press releases and all other related material.

✗ alter the logo lockup in any way.

✗ re-position the shield.

✗ distort the logo.

✗ adjust the proportions of the shield.

✗ rotate the logo.

✗ add effects to the logo.

✗ outline the logo.

✗ change the colours of the logo.

✗ place the logo over a busy background.

For more information on proper use of swag logos, or to request special permission to use a swag logo, contact Creative Services:

uwaterloo.ca/creative-services

LOGOS > EVENTS

Events and conferences can be provided with a unique event logo if there is value in creating an independent brand.

Principles
› Event logos should use the typeface Gotham.
› 'University of Waterloo' must appear as part of the logo. The 'University of Waterloo' wordmark may be removed from the event logo when it is used in conjunction with the University of Waterloo School or cobranded logo format.
› Use University, Faculty, or School colour palettes as appropriate.

New Logo Design
To request a new event or conference logo design, submit an online requisition to Creative Services:

uwaterloo.ca/creative-services/send-online-requisition

UNIVERSITY EVENT LOGO EXAMPLE

International Education Week
UNIVERSITY OF WATERLOO

FACULTY-SPECIFIC EVENT LOGO EXAMPLE

BRIDGES
WATERLOO **2018**
UNIVERSITY OF WATERLOO

Do:

✓ use event logos when appealing to an external audience if there is value in creating an independent brand.

Do not:

✗ incorporate the Conrad logo, University of Waterloo logo, or the 'C' icon as part of an event logo. These elements are not to be combined with any other graphic.

Will include event logo examples specific to Conrad once we have actual examples that align with these guidelines.
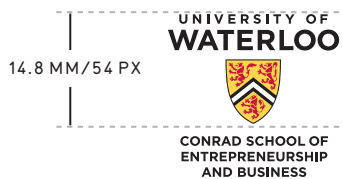
TECHNICAL REQUIREMENTS

SECTION 3

CLEAR SPACE AND MINIMUM SIZES

Clear space

Recommended clear space around the logo has been provided to ensure its visibility and impact. No other graphic element should appear within the clear space, with the exception of the cobranded lockup.
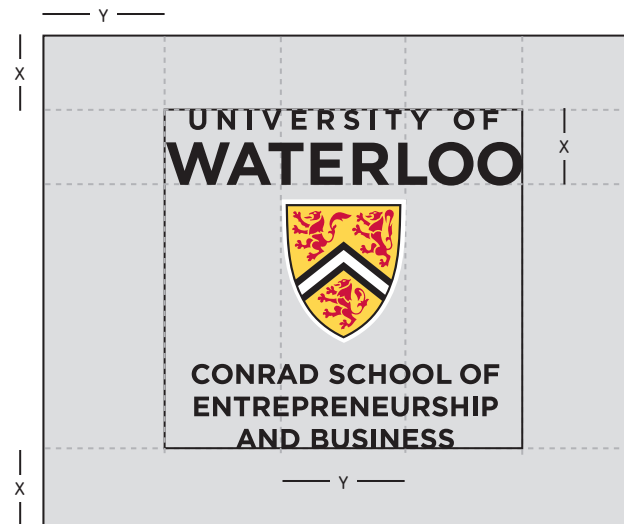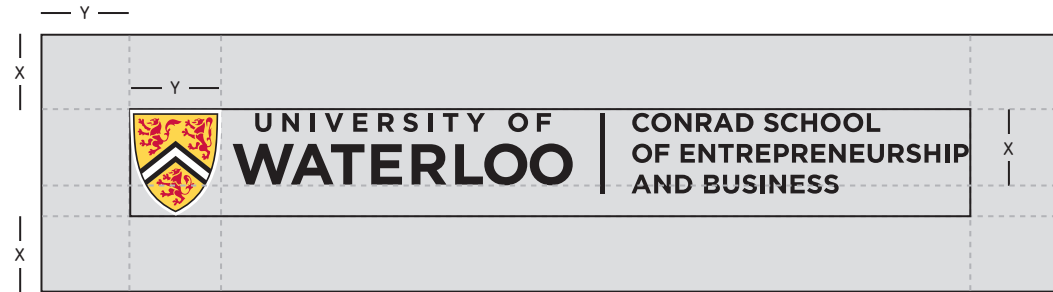
Minimum size

Recommended minimum sizes shown below have been established in order to maintain legibility. For the horizontal version, ensure the height of the shield is never less than 7.3 millimeters (mm) or 28 pixels (px). For the vertical version, ensure the full height is no less than 14.8 mm or 54 px.

7.3MM/28PX

14.8 MM/54 PX

Exceptions to the minimum size requirements may be made when the display area is smaller than the specified minimum size. An example is printing logos on pens. In these cases, the logo should be as large as possible.

SAMPLE CLEAR SPACE

NOTE: ENSURE THAT CLEAR SPACE AND MINIMUM SIZES TAKE INTO ACCOUNT THE WHITE BORDER AROUND THE SHIELD.

CLEAR SPACE AND MINIMUM SIZES

Clear space

Recommended clear space around the logo has been provided to ensure its visibility and impact. No other graphic element should appear within the clear space.

Minimum size

Recommended minimum sizes shown below have been established in order to maintain legibility. For the cobranded logo, ensure the height of the C in Conrad is never less than 7.3 millimeters (mm) or 28 pixels (px).

Exceptions to the minimum size requirements may be made when the display area is smaller than the specified minimum size. An example is printing logos on pens. In these cases, the logo should be as large as possible. Alternately, the Swag Logo lockup can be used.

SAMPLE CLEAR SPACE

7.3MM/28PX

NOTE: ENSURE THAT CLEAR SPACE AND MINIMUM SIZES TAKE INTO ACCOUNT THE WHITE BORDER AROUND THE SHIELD.

CLEAR SPACE AND MINIMUM SIZES

Clear space

Recommended clear space around the logo has been provided to ensure its visibility and impact. No other graphic element should appear within the clear space, with the exception of the cobranded lockup.

Minimum size

Recommended minimum sizes shown below have been established in order to maintain legibility. For the horizontal version, ensure the height of the shield is never less than 7.3 millimeters (mm) or 28 pixels (px). For the vertical version, ensure the full height is no less than 14.8 mm or 54 px.

SAMPLE CLEAR SPACE

7.3MM/28PX

Exceptions to the minimum size requirements may be made when the display area is smaller than the specified minimum size. An example is printing logos on pens. In these cases, the logo should be as large as possible.

NOTE: ENSURE THAT CLEAR SPACE AND MINIMUM SIZES TAKE INTO ACCOUNT THE WHITE BORDER AROUND THE SHIELD.

IMPROPER USE

The following are examples of how the logo should
not be used.

DO NOT TYPESET THE SCHOOL OF ENTREPRENEURSHIP
AND BUSINESS WORDMARK.

DO NOT DISTORT THE LOGO.

DO NOT ADJUST THE PROPORTIONS OF THE LOGO.

DO NOT ROTATE THE LOGO.

DO NOT ADD EFFECTS TO THE LOGO.

DO NOT OUTLINE THE LOGO.

DO NOT TYPESET THE CONRAD WORDMARK.

DO NOT CHANGE THE COLOURS OF THE LOGO.

DO NOT PLACE THE LOGO OVER BUSY BACKGROUNDS.

DESIGN ELEMENTS

SECTION 4

COLOURS

The Conrad School of Entrepreneurship and Business will use the School and Campus colour palette. The primary colour is most frequently used, while various shades of red provide more flexibility across applications. The University palette can also be used in conjunction to the School colour palette.

P

PRIMARY
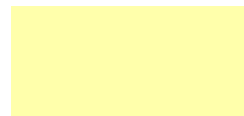COLOUR

SECONDARY
COLOURS

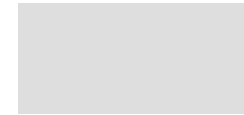## University Palette

PMS 110
C0 M25 Y100 K5
R228 G180 B41

PMS COOL GREY 1
C0 M0 Y0 K15
R223 G223 B223

PMS 122
C0 M14 Y80 K0
R255 G213 B79

BLACK
C0 M0 Y0 K100
R0 G0 B0

WHITE
C0 M0 Y0 K0
R255 G255 B255

PMS YELLOW
C0 M0 Y100 K0
R255 G234 B61

PMS COOL GREY 9
C0 M0 Y0 K50
R120 G120 B120

PMS 0131
C0 M0 Y45 K0
R255 G255 B170

PMS 422
C0 M0 Y0 K35
R162 G162 B162
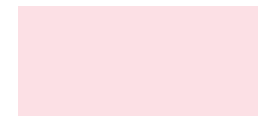
Schools and Campuses

PMS 188
C12 M95 Y59 K54

PMS 200
C3 M100 Y66 K12

PMS 1925
C0 M98 Y46 K0

PMS 7422
C0 M14 Y3 K0

ACCESSIBLE COLOURS

Acceptable colours have been specified for digital applications in order to meet the Web Content Accessibility Guidelines (WCAG) Level AA. Level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text (14 pixels or larger).

This page shows the different colour pairings that can be used between text colour and background colour (or vice versa).

P

PRIMARY
COLOUR FOR
WEB

University Palette

R228 G180 B41
#E4B429

R0 G0 B0
#000000

R255 G213 B79
#FFD54F

>14 PT
>14 PT

R120 G120 B120
#787878

>14 PT

R255 G234 B41
#FFEA3D

R162 G162 B162
#A2A2A2

R255 G255 B170
#FFFFAA

R223 G223 B223
#DFDFDF

>14 PT

Schools and Campuses

R128 G0 B31
#80001F

>14 PT

R183 G18 B51
#B71233

>14 PT
>14 PT

R228 G23 B64
#E41740

>14 PT

R255 G165 B170
#FFA5AA

>14 PT

DESIGN APPLICATIONS

SECTION 5

PROMO AND RETAIL ITEMS

The following are a few examples of how our brand can live across promotional and retail items.

The C icon is used in a pattern to create a subtle graphical design accent.

The C icon can be used as a design accent, but should not be used in replacement of official Conrad branding.

Use the University of Waterloo branding in conjunction with the Conrad School branding as much as possible.

The swag logo lockup can be used on promotional and retail items.

NOTE: GUIDELINES FOR RETAIL ITEMS INCLUDING APPAREL AND SWAG ARE IN DEVELOPMENT.