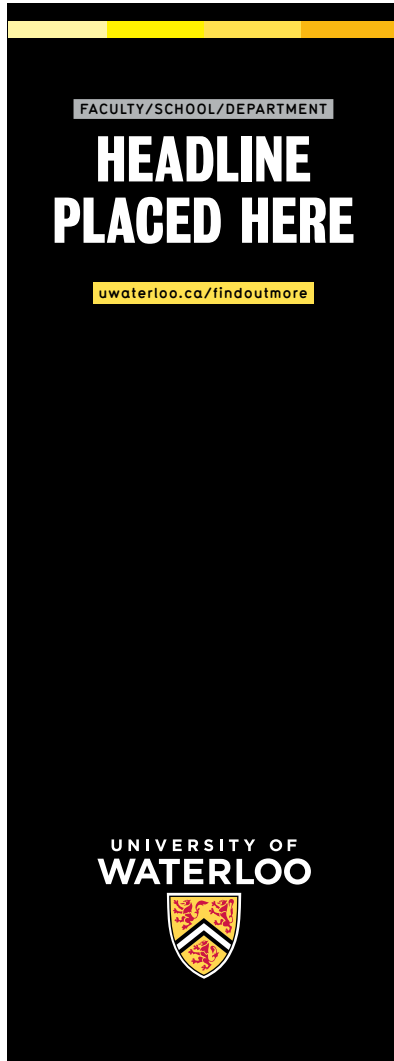


CREATE A DISPLAY BANNER

To ensure consistency in the presentation of banners during University of Waterloo events, choose one of three banner layouts and customize it to suit your particular requirements.

PRIMARY BRAND EXAMPLES



Banner Layout 1

The University of Waterloo logo is located at the bottom and content is located at the top.



Banner Layout 2

The University of Waterloo logo is located at the bottom and content is located in the middle.



Banner Layout 3

The University of Waterloo logo is located at the top and content is located in the middle.

Continued on next page



UNIVERSITY OF
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BANNER ELEMENTS

1 Colour Bar

Use the University of Waterloo gold colour bar or any of the faculty or school colour bars across the top of the banner.

2 University of Waterloo Logo

The official University of Waterloo logo in vertical format is featured for visual consistency.

2 UNIVERSITY OF WATERLOO



3 Descriptor

An optional descriptor can be added above the headline copy to denote a specific faculty, school or department.

FACULTY/SCHOOL/DEPARTMENT

4 Headline

A short headline is recommended so the copy is prominent and easy to read at a distance.

4 HEADLINE PLACED HERE

5 URL

An optional web address can be included beneath the headline to serve as a call-to-action.

uwaterloo.ca/findoutmore

6 Background Options

Background colours can be black, white, or any primary faculty/school colour. Alternatively, a background image can be used. Choose a background colour or image with adequate colour contrast to the logo/copy elements to maintain legibility.

6

7 Additional Logo

One additional logo can be added to the banner at the top or bottom (opposite position to the UWaterloo logo).

7 UW WELL-FIT 20 YEARS 2022 AND THRIVING

TIP



Keep it consistent

Typographic styling and font treatments should remain the same on all banners.

For more information contact: creative@uwaterloo.ca

uwaterloo.ca/creative-studio