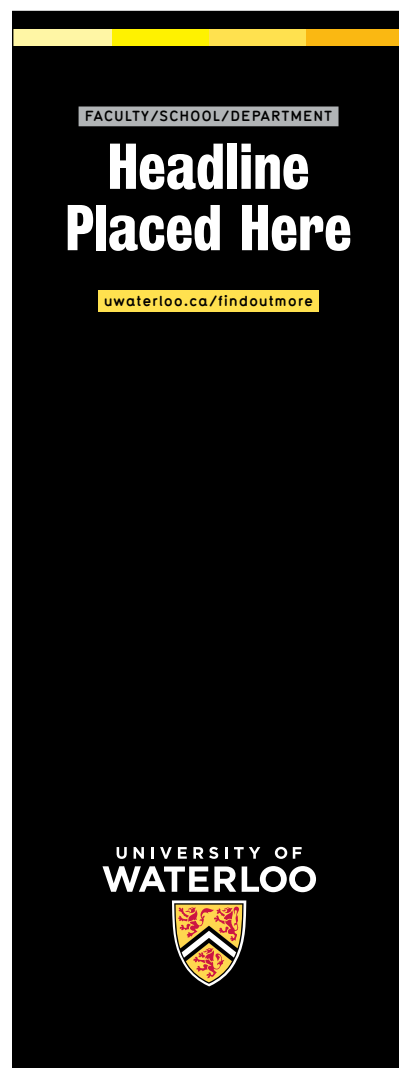


CREATE A DISPLAY BANNER

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.

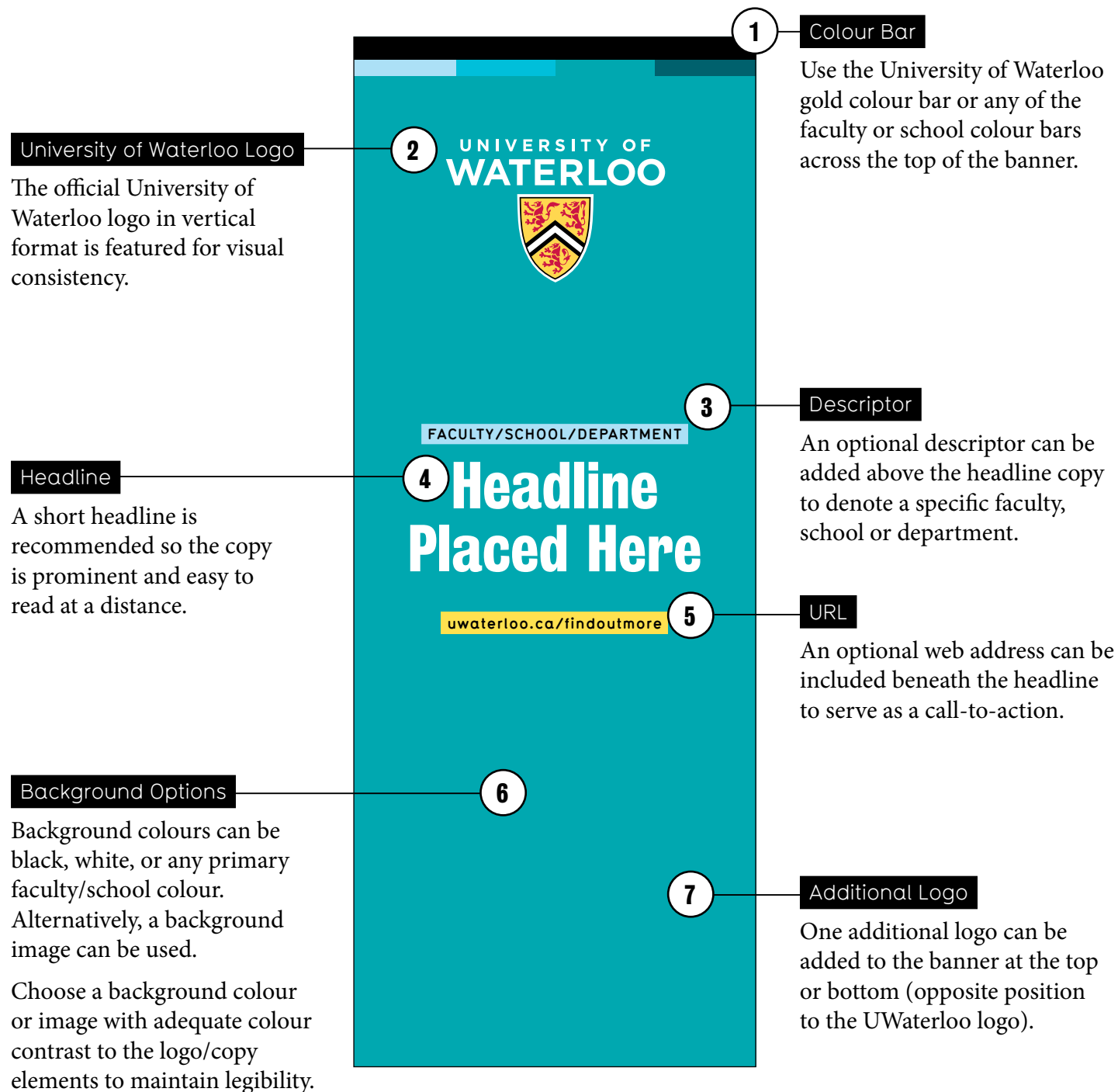
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BANNER ELEMENTS



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