

# GREBEL

# BRAND GUIDELINES

## Audiences

Across digital and print platforms, Conrad Grebel University College has a diverse audience that includes students, faculty, staff, alumni, parents, donors, and the University of Waterloo, Mennonite, and Kitchener-Waterloo communities. Accurate and consistent messaging supports our mission and vision, enhances the College's reputation, builds relationships and community, demonstrates our expertise, encourages our students, staff, and faculty, fosters participation, and informs and inspires our audiences. Grebel materials must demonstrate who we are, what we represent, how we differ from others, and how we're working live out our mission every day – to seek wisdom, nurture faith, and pursue peace and justice.

## Storytelling

Storytelling is vital to sharing about Grebel. Key principles to follow when sharing stories include starting a conversation, letting our personality shine, highlighting our values, connecting our differentiators, and enlightening and inspiring others. These principles guide the creation of written content, whether for a webpage, publication, magazine article, media release, social media post, advertisement, speech or presentation and ensure a strong Grebel and UWaterloo brand.

## Writing Style

We want to maintain a consistent name in everything. Use our complete name of Conrad Grebel University College upon introducing your audience to the College. After the initial introduction, refer to the College as Conrad Grebel (in more formal settings) or just Grebel in most settings. Avoid the use of CGUC. When talking about the University of Waterloo, use the full name or just Waterloo. In some instances, you may need to use "UWaterloo" for clarity's sake. Do not use UW. Grebel follows the University of Waterloo Style Guide.

## Photography

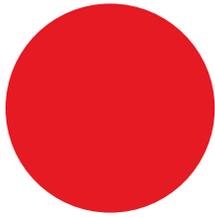
Photographs should capture three main elements: selective focus, noticeable light source, and perspective. Students, faculty, alumni, and staff put a human face on our message - authenticity is key. We use our own faculty, students and staff before turning to stock photos because they're more realistic, authentic subjects. Students and faculty should see themselves reflected in our photos.

## Digital and Material Assets

Grebel provides physical letterhead, business cards, and envelopes. Electronic letterhead, powerpoint templates, logos, and fonts are available on the shared directory at *S:\Communications\1-Grebel Look and Feel - logos, letterhead, pp*

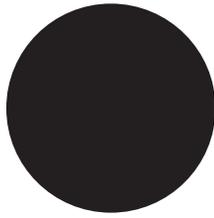
# GREBEL'S VISUAL EXPRESSION

## Colour Palette



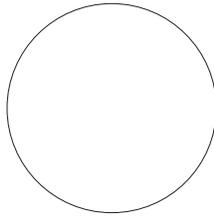
### GREBEL RED

0 100 99 4  
227 27 35  
#E31B23  
Pantone 1797



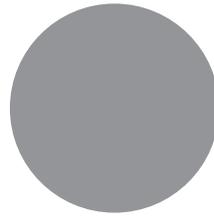
### BLACK

0 0 0 100  
0 0 0  
#000000



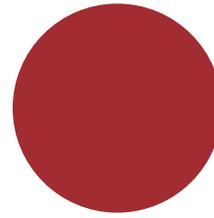
### WHITE

0 0 0 0  
255 255 255  
#FFFFFF



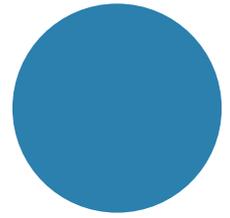
### DARK GRAY

0 0 0 50  
120 120 120  
#787878  
50% Black



### MAROON

44 100 100 0  
160 45 50



### BLUE

74 29 5 17  
52 128 162

*primary colours*

*secondary colours*

## Typography

Grebel's typography includes three primary fonts - Bureau Grotesque, Georgia, and Typ1451. These brand typefaces offer a distinctive look and maximize long-term flexibility in design and communications. Impact, Verdana, and Gotham may be used as alternatives. Ensure that there is generous spacing between lines.

**Aa**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pq**rstuvwxyz

**Aa**

abcdefghijklmnopqrstu**vw**xyz  
abcdefghijklmnopqrstu**vw**xyz

**Aa**

ABCDEFGHIJKLMN**OP**  
QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz

## Logos

To ensure brand recognition and consistency, use Grebel's logo on all external communications. Adding a University of Waterloo logo is often appropriate. Use the horizontal version of the logo and make sure it is at least 1 inch wide. Logos are available in colour, black, and white. When using the two logos together, ensure that the words are lined up side-by-side and are the same size with the flames aligned higher and the shield dropped lower.



ACADEMIC DEPARTMENT LOGO LAYOUT



FACULTY OF ARTS  
PEACE AND CONFLICT STUDIES