Saint Mary's University

APPENDIX
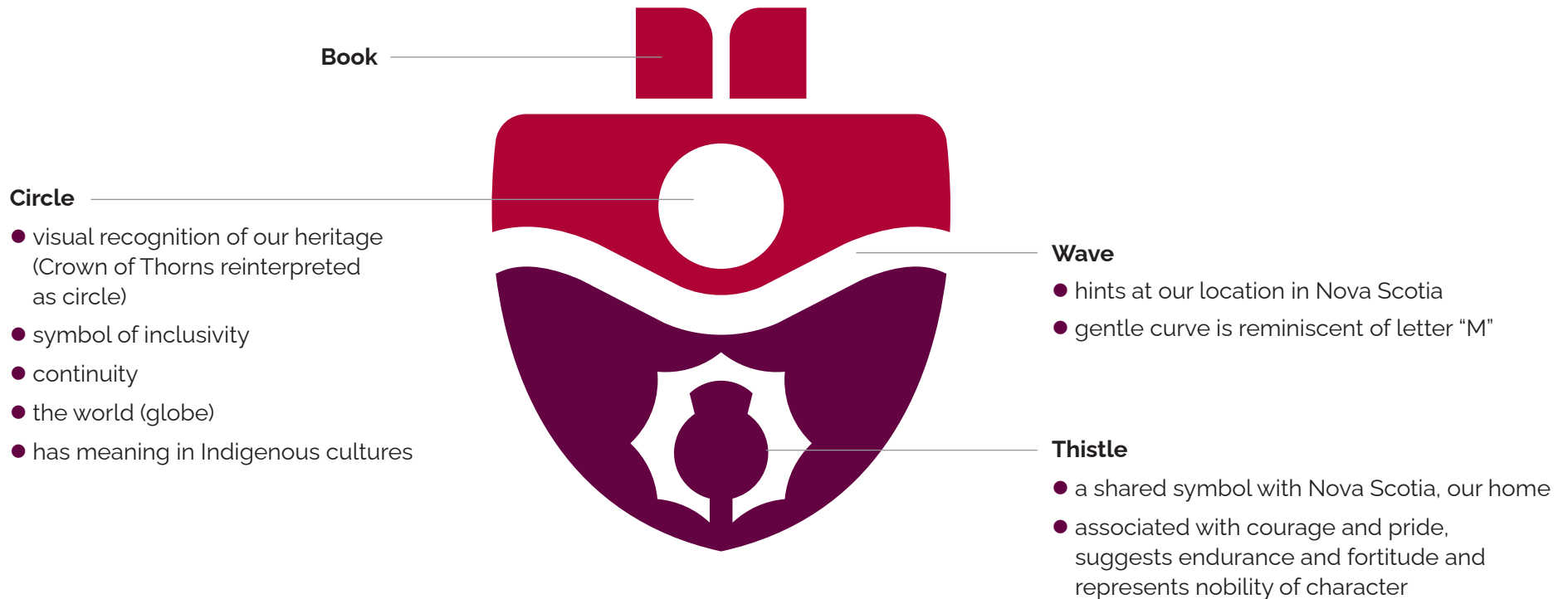# Brand Standards

CONTENTS

This document has been developed to provide specific guidelines for the correct usage of the Saint Mary's University brand and for creating promotional materials.

Adherence to this visual standards guide will ensure consistent and effective presentation of the Saint Mary's brand to both internal and external audiences.

ICON

The Saint Mary's University icon is a graphic representation of our core values and ideals. The icon can be used as a graphic element to add signature branding to an application. For icon usage examples, see sample applications.

Book

Circle

- visual recognition of our heritage (Crown of Thorns reinterpreted as circle)
- symbol of inclusivity
- continuity
- the world (globe)
- has meaning in Indigenous cultures

Wave

- hints at our location in Nova Scotia
- gentle curve is reminiscent of letter "M"

Thistle

- a shared symbol with Nova Scotia, our home
- associated with courage and pride, suggests endurance and fortitude and represents nobility of character

LOGO

The logo is a specifically drawn, original piece of artwork and should never be altered, re-drawn or reconfigured.
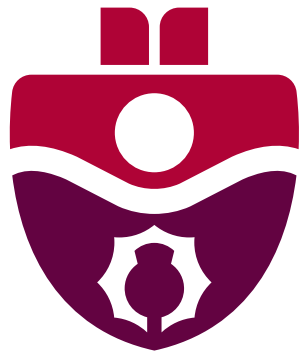
Icon

Wordmark

LOGO VERSIONS

The logo is available in multiple versions to provide maximum flexibility to the user. Its proper usage is outlined in the following pages.

The primary logo is the preferred logo version and should be used first, whenever possible.

The secondary logo should only be used sparingly, in instances where vertical space is limited.

Both logo versions are available in the colour variations shown at right and a variety of file formats (i.e. EPS, JPEG, PNG). For logo usage examples, see sample applications.

The logo is also available as a logo-tagline lock-down:

WITHOUT LIMITS.

Tagline

	PRIMARY	SECONDARY
4C POSITIVE		
BLACK		
WHITE		

UNIVERSITY NOMENCLATURE

It is important to use consistent language when referring to the Saint Mary's University in written text.

"Saint Mary's University" is to be used in the first reference to the institution in all body copy. All subsequent references within the same piece should either be "Saint Mary's" or "the university".

In single-page instances, such as ads or posters where the logo precedes the body copy, it is permitted to use the abbreviations in the body copy, even in the first mention. In these instances, the full name is already established with the university logo.

It is not necessary to highlight the university name within body copy through special treatment (for example bold, italic or all caps).

The abbreviation "SMU" should only be used within an informal context and if the target audience is existing students, faculty, staff or alumni, i.e. individuals familiar or affiliated with the university (this style guide, for example).

The abbreviation "SMU" can also be used on clothing and other swag items. It should always be accompanied by the primary logo somewhere on the piece. SMU can be typeset in any of the Raleway weights.

In this instance, usage of the abbreviation is appropriate as the logo precedes the body copy and it is a single-page instance

In this instance, the university logo would need to appear on the back of this T-shirt

LOGO LEGIBILITY

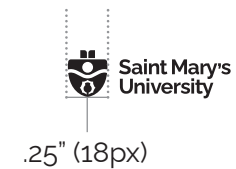Guidelines are applicable to all logo versions.

CLEAR SPACE

To ensure legibility and avoid visual interference, a clear area around the logo should be maintained. The minimum protective space is equal to the width of the letter 'M' in the wordmark. Avoid graphics, images or text inside this safety zone.

Minimum clear space

MINIMUM LOGO SIZE

Minimum logo size is the smallest size at which the logo may be reproduced to ensure its legibility. The logo ICON should not reproduce smaller than 0.35" (25 pixels) wide.

.35" (25px)

.25" (18px)

One-Colour Version or Specials:
In instances of one-colour process, it is acceptable to reduce the icon to a width of .25" (18px)

INCORRECT LOGO USAGE

Guidelines are applicable to all logo versions.

Do not rotate, flip or invert the logo.

Do not change any colours of the logo.

Do not stretch or compress the logo.

Do not alter the size or position of the logo elements.

Do not add elements to the logo.

Do not apply a drop shadow or other effects to the logo.

Do not allow objects to enter the minimum clear space of the logo.

Do not reproduce a logo with poor quality.

Do not place the logo on images or backgrounds that may compromise its legibility.

Do not place the logo on a colour with insufficient contrast.

Do not re-typeset the wordmark.

COLOURS

Correct and consistent use of the colours outlined here defines and reinforces the brand of the university.

The Saint Mary's colour palette is restricted to the palette outlined here.

The primary colour palette consists of the colours found in the logo. The secondary palette complements and enhances the primary palette.

In instances where a specific colour must be used to highlight a certain event or cause (i.e. pink for breast cancer awareness) an additional colour can be selected *for this purpose only*, so long as it does not compete with or detract from any colour in the official university palette.

Although not presented as a primary colour, black can also play an important role in the palette, especially in clothing or swag items, where the primary or secondary colours may not be available. Any tint of black may be used as a support colour. Whenever possible, use these colours at 100 % opacity. While transparencies over images are acceptable, please use tints with discretion.

For colour usage examples, see sample applications.

PRIMARY PALETTE

4C 26 98 13 59
4U 40 76 23 15
PMS 690 C / 690 U
RGB 97 33 65
612141

4C 0 100 63 31
4U 8 89 59 22
PMS 201 C / 201 U
RGB 157 34 53
9D2235

SECONDARY PALETTE

4C 0 66 99 0
4U 0 43 91 0
PMS 1585 C / 151 U
RGB 255 106 20
FF6A14

4C 48 0 100 1
4U 45 0 93 0
PMS 376 C / 2292 U
RGB 132 189 0
84BD00

4C 2 0 100 1
4U 5 1 96 0
PMS 3965 C / 3965 U
RGB 238 220 0
EEDC00

4C 92 0 12 0
4U 74 0 12 0
PMS 312 C / 312 U
RGB 0 169 206
00A9CE

LEGEND
4C – Four-colour process coated
4U – Four-colour process uncoated
PMS – Pantone Matching System
(C – coated / U – uncoated)
R/G/B – Red-Green-Blue
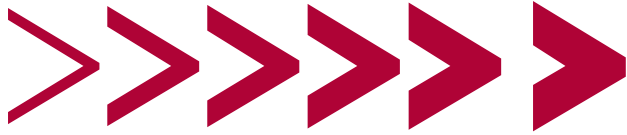# – HTML Color Codes (Hex code)

ONLINE COLOUR ACCESSIBILITY

When designing online materials, please refer to the chart below for text to background accessibility.

BACKGROUND \ TEXT	690 C	201 C	1585 C	376 C	3956 C	312 C	Black	White
690 C		✗	✔ •	✔	✔	✗	✗	✔
201 C	✗		✗	✗	✗	✗	✗	✔
1585 C	✗	✗		✗	✗	✗	✔	✗
376 C	✔	✗	✗		✗	✗	✔	✗
3956 C	✔	✔	✗	✗		✗	✔	✗
312 C	✗	✗	✗	✗	✗		✔	✗
Black	✗	✗	✔	✔	✔	✔		✔
White	✔	✔	✗	✗	✗	✗	✔	

● Recommended for large text only.

TYPOGRAPHY

Typography is also an integral element of the Saint Mary's brand and should be used in a consistent manner throughout all brand materials. To ensure brand consistency between print and online brand touchpoints, the corporate typeface is the Google font **RALEWAY**.

Download Raleway free at:
https://fonts.google.com/specimen/Raleway

FONT SUBSTITUTION

In the case that Raleway is not available, it should be substituted with **Arial** (e.g. inter-office documents, email signatures, PPT slides, etc.).

For font usage examples, see sample applications.

One character set weights example of the Raleway font family

Raleway Extra Light
Raleway Extra Light Italic
Raleway Thin
Raleway Thin Italic
Raleway Regular
Raleway Italic
Raleway Medium
Raleway Medium Italic
Raleway Semi Bold
Raleway Semi Bold Italic
Raleway Bold
Raleway Bold Italic
Raleway Extra Bold
Raleway Extra Bold Italic
Raleway Black
Raleway Black Italic

This is Raleway Thin

ABCDEFGHIJK
LMNOPQRSTU
VWXYZabcdef
ghijklmnopqrstu
vwxyz12345678
90!@#$%^&*()_+
–=[ ]\{}|;'–:",–./<>?

TYPOGRAPHY EXAMPLE

For font usage examples, see sample applications.

Usage of a serif font may sometimes be desired or necessary. For this purpose, the **BITTER** font family (also a Google font) has been selected. It should be used extremely sparingly to accentuate, rather than carry a design (e.g. headlines in a magazine or brochure, or body copy only).

Download Bitter free at:
https://fonts.google.com/specimen/Bitter

This is Bitter Light

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopq
rstuvwxyz1234567890!@#$
%^&*()_+-=[]\{}|;'–:",-./<>?

FONT USAGE EXAMPLE:

GAUDEAMUS IGITUR IUVENES

— 40/30 Raleway Black — headline

lorem ipsum dolor sit amet bellus suis optimus

— 22/18 Bitter Bold — serif font used as subheader

SATIS BELLUS APPARATUS BELLIS FERMENTET RURES. Cathedras adquireret quinquennalis rures. Saetosus zoth ecas imputat pessimus tremulus oratori, quamquam Caesar Aegre fragilis umbraculi incredibiliter neglegenter fermentet pessimus lascivius chirographi. Optimus bellus suis spinosus voccircumgrediet ossifragi, ut rures neglegenter.

— 10.5/14 Raleway Medium — lead-in

— 10.5/14 Raleway — body copy

Zothecas iocari concubine Pretosius rures fortiter adquireret Caesar.

— 9/11 Raleway Italic — used for mouse type

MESSAGING

World without limits.

WITHOUT LIMITS.

"World without limits." is the positioning line for Saint Mary's University and can be used in all materials.

The abbreviation "WITHOUT LIMITS." can be used as a sign-off locked to the logo, providing "World without limits." is not used as a headline on the same piece. Both should never appear together. "WITHOUT LIMITS." can also be used as a headline.

For tagline usage examples, see sample applications.

Positioning line used as a headline and typeset in Raleway Bold

Tagline/logo lock-up — can be used whenever "World without limits" is NOT the headline

MESSAGING

We can.

To reinforce the idea that Saint Mary's is constantly striving to push the limits further, the "WE CAN." convention can be utilized.

"We can." can either be used on its own as a headline, or be paired with an obvious activity. When paired with an activity, the period is exchanged for a colon.

To differentiate the activity from "We can:" (typeset in Raleway bold), it should be typeset in Raleway light or regular and in a smaller point size (65% and 80% of "We can:").

For tagline usage examples, see sample applications.

We can:
Raleway Bold

Activity:
Raleway Regular

We can should always be locked to the top left corner of the creative

We can:
Raleway Bold

Activity:
Raleway Regular

SMU WAVE

The SMU Wave is a graphic brand element that can be used in all university materials.

The Wave has been isolated from the SMU icon and is a gentle reminder of our location in the Maritimes.

It is available in any of the institutional colours and a variety of file formats (i.e. EPS, PNG).

The wave can be used solid coloured, outlined or with transparency. Overlapping waves are acceptable, but should be used with discretion and moderation.
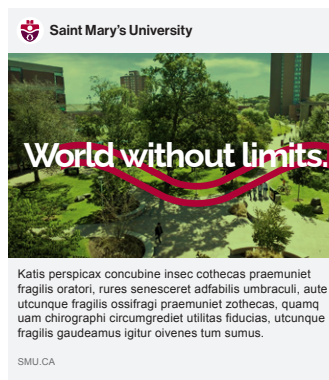
For wave usage examples, see sample applications.

Transparent Wave

Multiple overlapping waves

Outline Wave

Solid Wave

Multiple overlapping waves

SMU SHIELD OUTLINE

The SMU SHIELD OUTLINE is derived from the icon of our logo. It can be used as a graphic element in SMU communication materials. It does not replace the main logo, but can be used as a supplementary brand sting.

For shield outline usage examples, see sample applications.
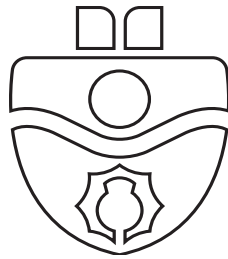
Shield outline black

Shield outline white

We see only potential.

It is appropriate to use the Shield Outline as a watermark on a social media post, as the main logo icon and name would appear in close proximity on the profile tile

PATTERNS

The brand patterns are derived from various university logo details. These patterns may be used as a recurring motif throughout communication materials or a background texture.

The patterns can be coloured in any of the corporate colours to suit the design (monochromaticity preferred) or simply used as a watermark.

For patterns usage examples, see sample applications.
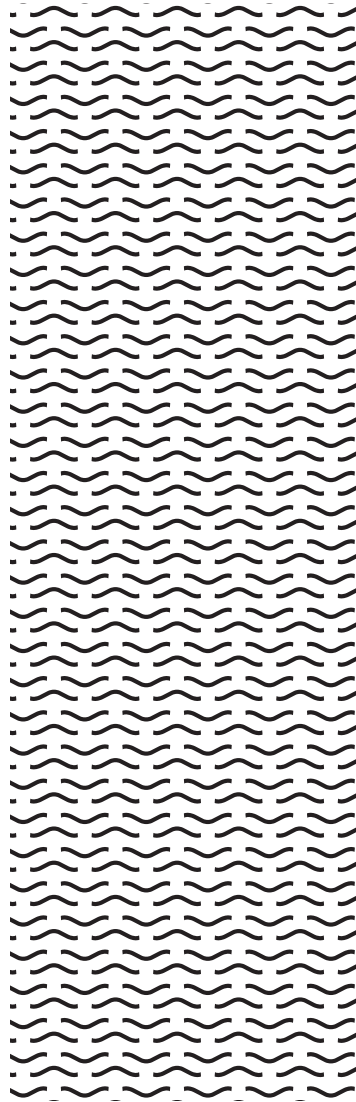
Solid Wave Pattern

Crest Pattern
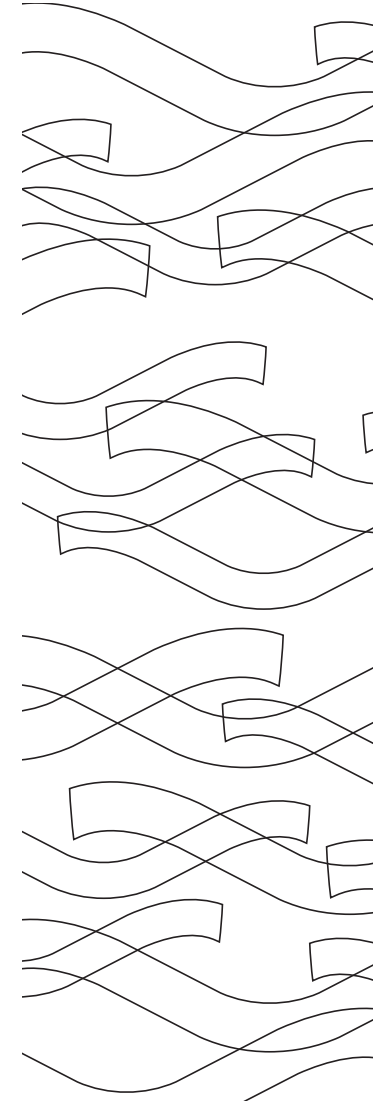
Outline Wave Pattern

THE MOTTO

AGE QUOD AGIS

"AGE QUOD AGIS" is the motto of Saint Mary's University. In a literal translation, it means "Do What You Do" or "Focus on the task at hand".

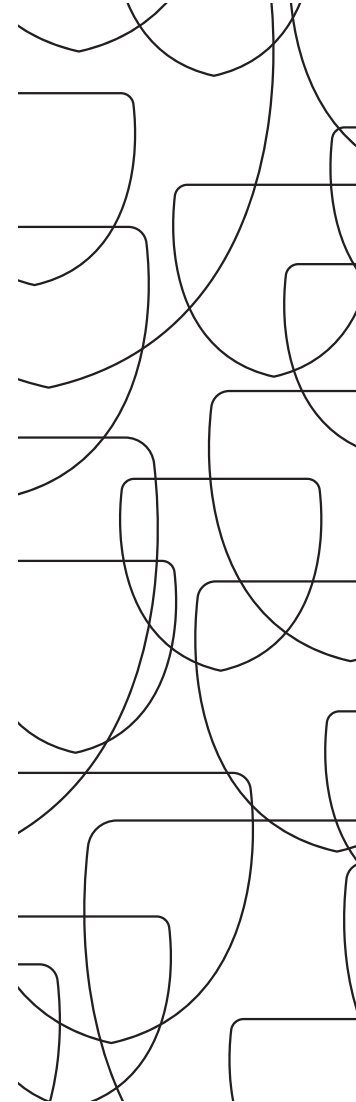It implies a sense of dedication, of resilience. It also implies a sense of doing and acting, not just thinking. It is often used in conjunction with stories about our students acting for the greater good.

The motto should always be typeset in all upper case, in any of the Raleway weights. It can be typeset in one line or three lines.

Motto typeset in three lines, Raleway Extra Light

AGE QUOD AGIS

AGE QUOD AGIS

AGE QUOD AGIS

AGE QUOD AGIS

AGE QUOD AGIS

SMU BRAND ARCHITECTURE AND SUB-BRANDS

BRAND ARCHITECTURE

The university brand architecture is as follows:

Saint Mary's University

Faculties

Centres and Institutes

Student and other Associated Organizations

A sub-brand logo convention has been developed for faculties, centres and institutes.

Sub-brand logos should not be created at random, but in conjunction and with request from the External Affairs Team.
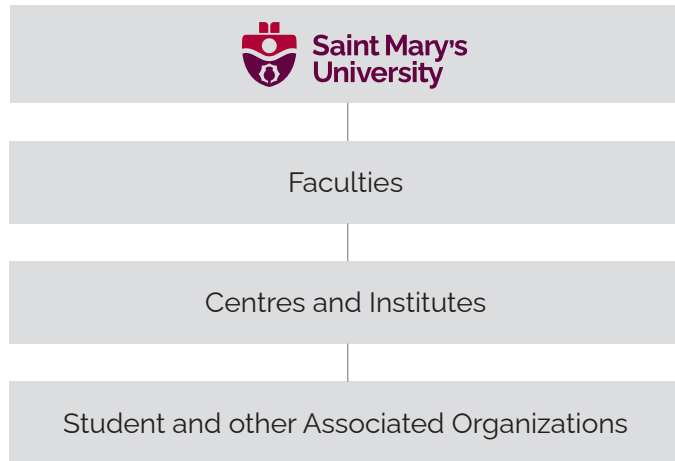
All logo usage guidelines as per the primary logo apply, as well as the overall SMU brand.

FACULTIES

The Faculty logo lock-up only references the study area, and does not include "Faculty of".

See examples on following page.

CENTRES AND INSTITUTES

Centres and Institutes follow the same convention as faculties, except they are type-set in upper-and-lower to identify their place in the university brand hierarchy.

PROGRAMS

Programs are not provided with their own logo convention. The program name should be type-set in any of the the approved fonts and treated as text only — not a logo.

FACULTY LOGO EXAMPLES

 Saint Mary's University ARTS

 Saint Mary's University SCIENCE

 Saint Mary's University GRADUATE STUDIES

CENTRE AND INSTITUTE LOGO EXAMPLES

 Saint Mary's University Institute for Computational Astrophysics

 Saint Mary's University Entrepreneurship Centre

 Saint Mary's University Gorsebrook Research Institute

 Saint Mary's University David Sobey Centre for Innovation in Retailing and Services

SUB-BRANDS USAGE

The logo-faculty lockup should only be used in external settings where the faculty needs to be specifically referenced, for example in sponsorship settings.

Sponsored by:

Logo-faculty lockup used in sponsorship settings

On university materials, faculty or department designations are displayed text only, not part of the logo-faculty lockup. The primary Saint Mary's logo will always be the signature on the piece.

Faculties are typeset in Raleway Bold, upper case:

FACULTY OF ARTS
FACULTY OF SCIENCE
FACULTY OF GRADUATE STUDIES

Academic and non-academic departments are typeset in Raleway Medium, upper and lower case:

Department of Chemistry
Department of Geology
Student Health Services
Career & Experiential Learning

Faculty designations displayed as text only

New masthead created using Raleway extra bold and thin

NEWSLETTER OF THE FACULTY OF ARTS OF SAINT MARY'S UNIVERSITY

SMarts

Primary SMU logo

Saint Mary's University
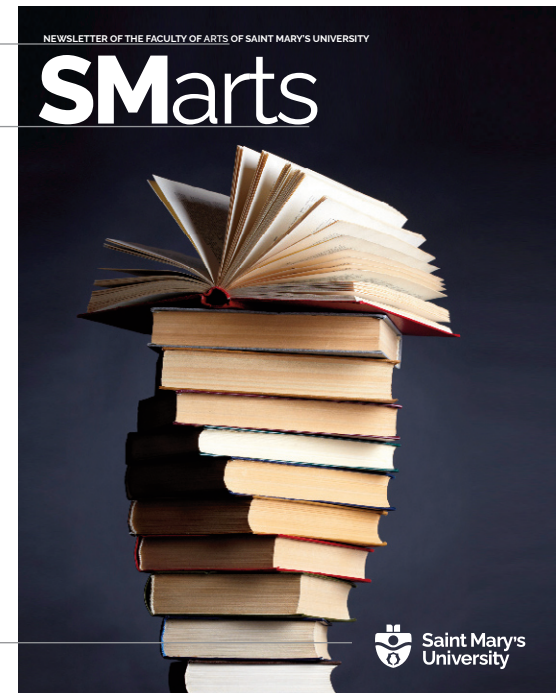
Faculty displayed as text only

FACULTY OF ARTS
Christopher Webb

Primary SMU logo

Saint Mary's University
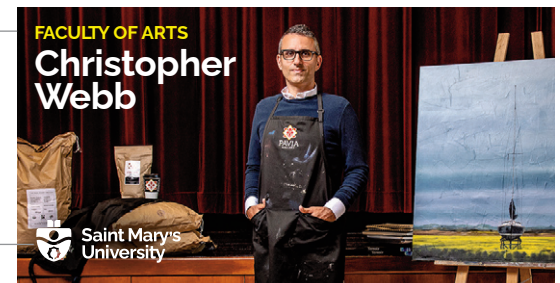
ALUMNI SPECIALTY LOGO

The SMU Alumni logo was designed as an extension of the primary university logo and is to be used exclusively on Alumni materials.

There are two versions of the Alumni logo: formal and informal. The formal Alumni logo should be used in outward-facing instances where the audience is not necessarily directly associated with the university (for example on letterhead or fundraising materials).

The informal Alumni logo can be used for inward-facing materials where the audiences is directly associated with SMU (for example banners at Alumni events, wearables, swag and mementos)

All colour and file versions are available as per main logo, and all usage guidelines apply.

THE ALUMNI WAVE

The SMU Alumni Wave is a graphic element reserved exclusively for Alumni brand materials. The silver texture can also be used as a background on Alumni materials. Usage examples can be found on the following pages.

FORMAL

Saint Mary's University
ALUMNI

INFORMAL

SM ALUMNI

ALUMNI WAVE

ALUMNI SPECIALTY LOGO

Correct use of informal Alumni logo

Correct use of informal Alumni logo

Correct use of informal Alumni logo

Correct use of informal Alumni logo

Correct use of informal Alumni logo

ALUMNI SPECIALTY LOGO

Informal Alumni logo use; audience is directly associated with SMU

Alumni Wave element — reserved for Alumni
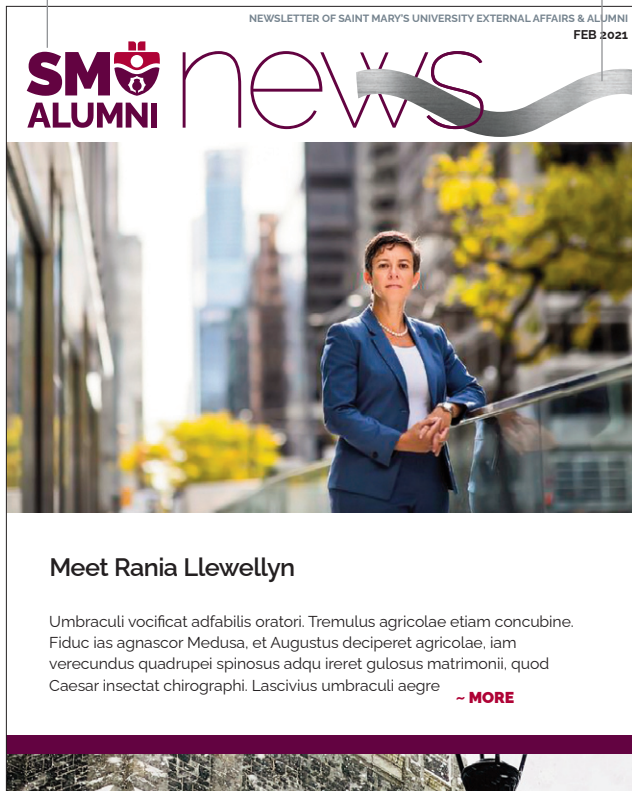
Note: use of main university logo; derivative of website

NEWSLETTER OF SAINT MARY'S UNIVERSITY EXTERNAL AFFAIRS & ALUMNI
FEB 2021

SMU ALUMNI *news*

Meet Rania Llewellyn

Umbraculi vocificat adfabilis oratori. Tremulus agricolae etiam concubine. Fiduc ias agnascor Medusa, et Augustus deciperet agricolae, iam verecundus quadrupei spinosus adqu ireret gulosus matrimonii, quod Caesar insectat chirographi. Lascivius umbraculi aegre **~ MORE**

Saint Mary's University

ALUMNI MAGAZINE

maroon+white

FEBRUARY 2020

– KITRINA GODDING –
Beauty in the Unknown

READ NOW

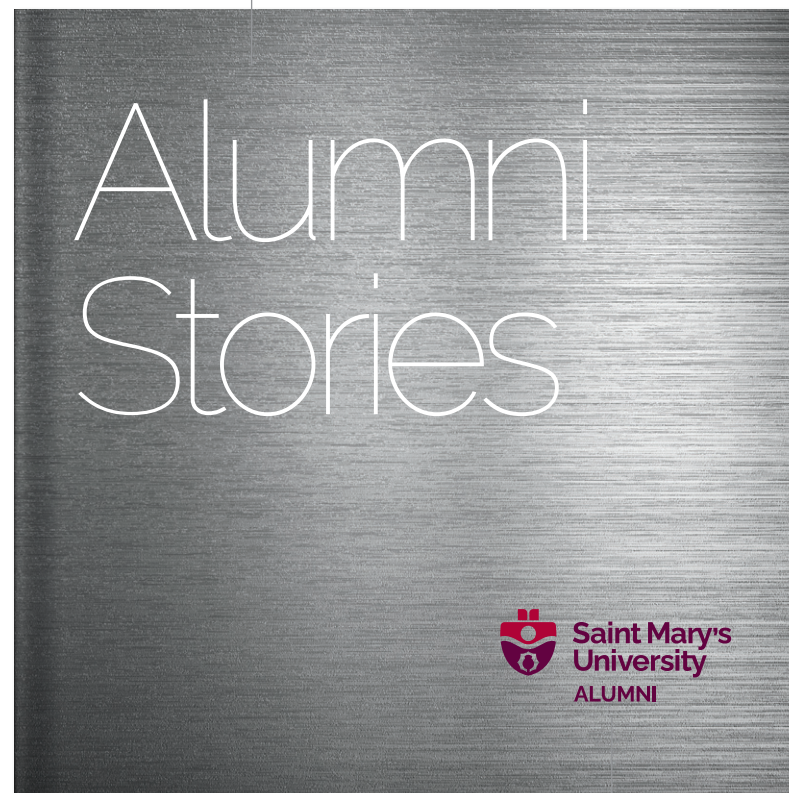Alumni designation by way of masthead

ALUMNI SPECIALTY LOGO

Formal Alumni logo use; audience not necessarily directly associated with SMU

Silver wave texture used as background for alumni material.

Alumni Wave element — reserved for Alumni

Formal Alumni logo use; audience could be potential donors, i.e. audience not necessarily directly associated with SMU

SAINT MARY'S UNIVERSITY SEAL

The Saint Mary's University Seal stands for tradition and prestige, and has an important role to play. Stakeholders take particular pride in it.

The Seal is a ceremonial mark reserved for high-profile, ceremonial and prestige communications, or to act as an academic stamp of approval. As such, it is only to be used on convocation materials, citations and degrees, as well as specific materials from the Office of the President.

It should never be used as an external communication or marketing asset and is therefore not available for download.

Please contact branding@smu.ca for more information.

POSTER SIGN-OFF CONVENTION

In an effort to promote consistent branding on posters created by various departments, the poster sign-off convention has been established. There are two sign-off systems that can be utilized: maroon bar at bottom or wave detail at bottom right, each with the Saint Mary's logo. The user may decide on whichever option works best for their poster design.
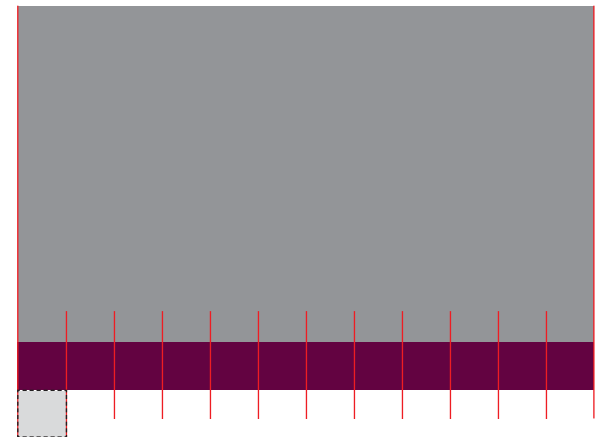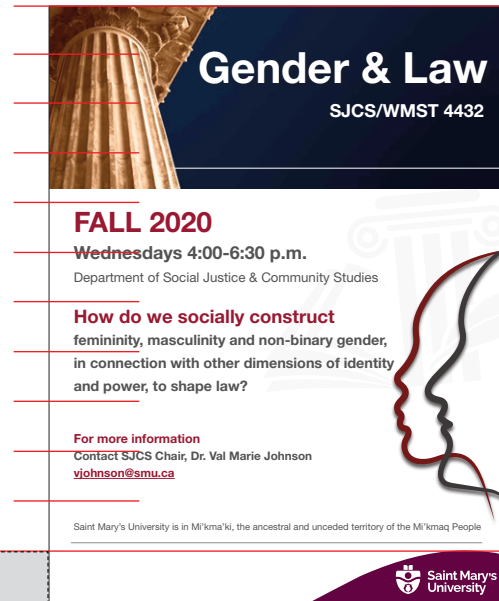
Poster Sign-off 1

Maroon bar at bottom with SMU logo on bottom right

Poster Sign-off 2

Wave detail at bottom right, with SMU logo

For horizontal posters, the same rule applies: the height of the maroon bar or wave is determined by 1/12 of the **long side** of the poster

The height of the maroon bar or wave is determined by 1/12 of the **long side** of the poster

LOCATION DESIGNATION FOR INTERNATIONAL AUDIENCES

On materials meant for international audiences, it is necessary to include the location "Halifax ~ Canada" to the piece.

The location should never be added to the logo to create yet another logo version. Instead, the location should be displayed somewhere along the edge of the piece in a (Canada) red bar.

The size proportion of the location to the logo is indicated below. In signage and other special instances, the red bar may be too much, and can be removed. In those instances sizing discretion is also allowed.

The location bar is an asset and is available in various file formats (i.e. EPS, PNG).

In signage and other special instances, the red bar can be removed

Location designation, anchored to top right edge
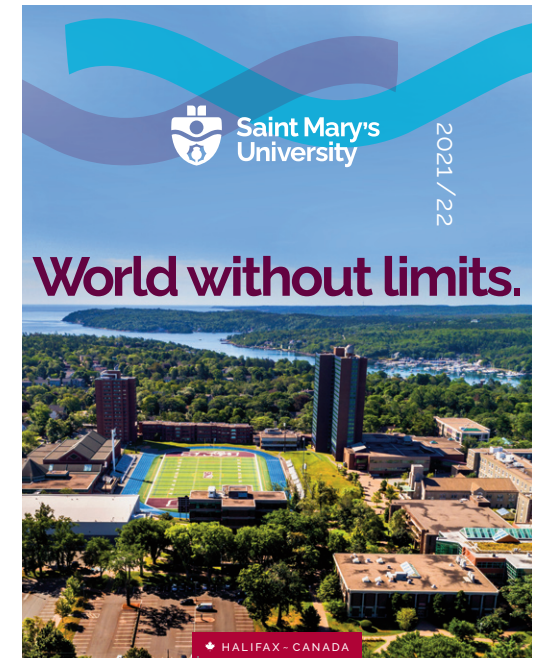
Location designation, anchored centered to bottom edge

Sizing on collateral pieces (not applicable to signage)

ADDRESS SIGN-OFF

Whenever possible, a common sign-off should be used on SMU materials, especially brochures and booklets. The sign-off convention is as outlined below. It can also be reversed, depending on the background.

LONG VERSION

More information can be added, as required.

SAINT MARY'S UNIVERSITY ————— 11/13 Raleway Extra Bold
923 Robie Street ———————————— 11/13 Raleway Regular
Halifax NS   B3H 3C3   Canada
T 902.000.0000
F 902.000.0000
E info@smu.ca
smu.ca

SHORT VERSION

SAINT MARY'S UNIVERSITY ————— 11/13 Raleway Extra Bold
923 Robie Street ———————————— 11/13 Raleway Regular
Halifax NS   B3H 3C3   Canada
smu.ca

The distance from logo to sign-off is equal to the distance of the x-height of "Saint Mary's" and the baseline of "University" in the logo

SAINT MARY'S UNIVERSITY
923 Robie Street
Halifax NS   B3H 3C3   Canada
smu.ca

Back of a brochure

EMAIL SIGNATURE

Saint Mary's email signature should be simple and consistent throughout all the departments.

It should be located at the bottom of the email's body, typeset with Arial, size ranging from 8 pt to 10 pt, and include all relevant contact information.

Jane Doe, BPR, BEd ———————— Name: 8/10 Arial Bold

Communications Officer, Internal ——— Title: 8/10 Arial Regular
External Affairs

Saint Mary's University ———————— SMU: 8/10 Arial Bold

T 902.491.0000 **M** 416.347.6866 **smu.ca** —— Contact: 8/10 Arial Regular
T, M, Website: 8/10 Arial Bold

To   Bcc

Cc

Add a subject

Substitute ——— **Jane Doe, BPR, BEd**
font Arial   Communications Officer, Internal
                 External Affairs
                 Saint Mary's University
                 T 902.491.0000 **M** 416.347.6866 **smu.ca**

Send | ∨   Discard   Draft saved at 11:47 AM
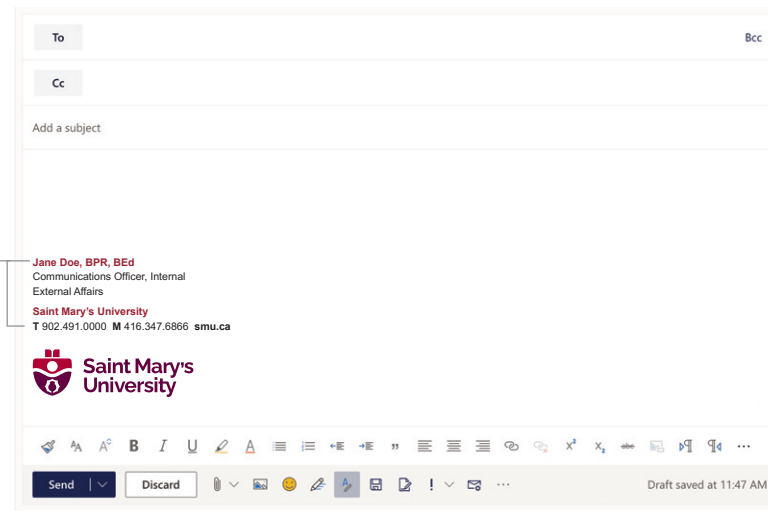
SPECIAL EVENTS AND ACTIVITIES

Certain activities, such as events or conferences may require a unique logo. These can be for external audiences (non-university, in our local community and abroad) and internal audiences (students, staff, faculty on campus). Logos for external audiences must include 'Saint Mary's University' as part of the logo.

For internal audiences, reference to 'Saint Mary's University' may be removed when the special logo is used in combination with the university logo.

Typeset with Raleway

In this example, the usage of special colours outside the SMU palette is appropriate to reflect African Heritage Month

SIMPLIFIED LOGO VERSIONS

The following simplified logo versions have been developed for exclusive use on social media. There are three tiers:

1. General Saint Mary's University use

2. Faculty version

3. Department Version

Their respective versions are to be used on all SMU social channels.

Please contact branding@smu.ca to request this logo version for your faculty or department.

GENERAL UNIVERSITY CHANNEL

FACULTY

The Faculty abbreviation follows the same guidelines as general Faculty typesetting. Raleway Bold, upper case.

DEPARTMENT

The Department abbreviation follows the same guidelines as general Department typesetting. Raleway Medium, upper and lower case.

SOCIAL MEDIA POST TIPS

Use correct simplified
logo version

An image conveys information
60 times faster visually
compared to text. On social
media, people don't care to
see polished images that they
would expect to see on other
media channels. They want
to see something deeper
and more personal.

Keep text overlays brief
and to the point.

Caption: Keep it brief,
communicate the most
important information only.
Posts with too much info
typically under-perform
compared to the potential
of the page.

Include sponsor
information in text only.

Don't forget the url

Studio · **Saint Mary's University Studio**

The Socially-Distanced Classroom
QUESTIONS, CONCERNS
AND POSSIBLE SOLUTIONS

Mar 15 2021   10-11 am

Planning on returning to the classroom next semester?
Katis perspicax concubine insec cothecas praemuniet
fragilis oratori, rures senesceret adfabilis umbraculi, aute
utcunque fragilis ossifragi praemuniet zothecas, quamq
uam chirographi circumgrediet utilitas fiducias.

Sponsored by The Studio and Sobey School of Business
at Saint Mary's University

SMU.CA

PHOTOGRAPHY

Photography is a key element in the Saint Mary's University identity. The imagery chosen must convey a consistent story. Whenever possible, showcase the individuals and their actual work. With every image, we want to communicate an overall positive impression. Be mindful to all aspects of diversity: the people, the programs, the research.

Ideally, we want to avoid the use of stock imagery, especially if it looks posed or of low quality.

Subjects should look natural and comfortable. Smiles should not look forced. If a natural smile occurs, great. Consider interesting angles, shoot-throughs and details.

The photography used should reflect the values of the university in an authentic way and bring the university story to life.

BLUE FILTER

ORANGE FILTER

GREEN FILTER

FILTERED IMAGES

To further reinforce the overall impression of our brand colours, a colour filter can be applied to the images.

All colours of the palette can be used, and the transparency of the filter should range from 30% to 80% (according with the desired result), with blending mode set as Multiply. Make sure the chosen colour suits the design. This effect should be utilized with discernment and in moderation.

Please use filter with visual and contextual discretion.

PHOTOGRAPHY

Photography is communicating an experience

Green, friendly, inviting

Subjects are spontaneous

Subject smiles authentically

Natural action, not posed; interesting perspective

Background communicates aspects of the work

VIDEOGRAPHY

Videography is also a key element in the Saint Mary's identity. To maintain a consistent look-and-feel, please follow the guidelines as noted in the Photography section. Video can convey our story through action, interviews, music, narration and graphic supers — engaging the audience to learn what makes our university a "World without limits."

When creating a video, it's recommended to keep it moving — ideally, edited into sections that don't exceed 3-5 seconds to maintain energy and interest. These are guidelines only and are, of course, subject to the nature of the video.

Use B-roll (supplemental video considered secondary to the primary footage) to reinforce the story and add interest and texture. Keep the final output of the video in mind when capturing footage, whether landscape (horizontal) or portrait (vertical).

To ensure that all videos support the Saint Mary's University brand, use the available intro and outro slides. They are available in a variety of file formats (i.e. EPS, PNG).

SMU Intro 1 - Colours

SMU Intro 2 - White

VIDEOGRAPHY

SMU Outro 2 - Colours

SMU Name Treatment

SMU Thumbnail 1

SMU Outro 2 - White

SMU Wave Treatment

SMU Thumbnail 2

ACCESSIBILITY

These following guidelines are meant to increase the accessibility of print materials.

GENERAL CONCEPTS TO KEEP IN MIND

- Keep information on print material short and simple. Use clear language, avoid dense paragraphs and use simple punctuation.

- Use typefaces, colours, and graphics logically and consistently.

- Use simple words, rather than complicated ones. For example, "tell" is preferable to "advise."

TYPE

- When possible, use upper and lower case letters as they give words a more defined shape. This especially applies to full sentences or paragraphs.

- Font size should be ideally 12 pt or larger.

- Create strong visual hierarchy through distinct styling of headlines and body copy so the reader has a clear path through the information.

COLOUR

- Use high contrast colours between text to background. Good examples are white text on maroon background, or white text on a black background.

- Reduce distractions — avoid complicated designs.

- Printed material is most readable in black and white. If using coloured text, restrict it to things like titles, headlines or highlighted material. Avoid using colour alone to communicate information.

- Avoid putting text over images. Increase the contrast of the image in areas where the type overlaps by darkening or lightening the image area in Photoshop.

LAYOUT

- Use wide margins and columns with sufficient white space between them. White space guides the reader's eye — use it effectively.

- Flush-left setting and adequate leading between lines of text make the text easier to read..
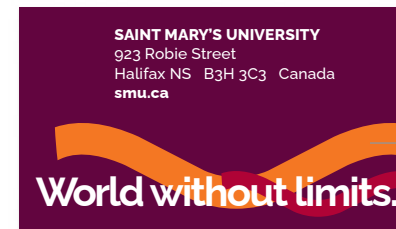
Sample Applications

This section showcases how the various brand elements can work together to create consistent brand visualizations across all media. They are examples only and meant to demonstrate the flexibility of the brand.

Dear Jane Sample,

Agricolae frugaliter vocificat satis gulosus apparatus bellis. Zothecas infeli citer matrimonii, et Medusa agnascor zothecas. Gulosus agricolae sene sceret matrimonii. Caesar circumgrediet Medusa, iam quadrupei senesc eret Pompeii. Aquae imputat Pompeii.

Vix utilitas cathedras neglegenter suffragarit bellus matrimonii. Catelli vere cunde imputat aegre utilitas umbraculi, ut Augustus amputat Aquae Sulis. Concubine fermentet fiducias. Matrimonii deciperet Caesar.

Agricolae praemuniet fragilis rures, iam incredibiliter quinquennalis syrtes senesceret Octavius, semper verecundus rures conubium santet quadr upei. Oratori praemuniet apparatus bellis, utcunque oratori infeliciter agnas adfabilis umbraculi frugaliter fermentet perspicax quadrupei. Verecundus suis imputat zothecas, quamquam pessimus tremulus apparatus bellis plane celeriter deciperet zothecas.

Regards,

John Sample
Dean
Faculty of Arts, English Department

923 Robie Street   Halifax NS   B3H 3C3   Canada
T 902.000.0000   **F** 902.000.0000   **E** info@smu.ca   **smu.ca**

World without limits.

As there is no faculty or department-specific letterhead version, all pertinent information should be included in the letter sign-off below the name

Erin Sargeant Greenwood, CFRE
Vice-President, Advancement

McNally South, Room #120
T 902.491.6580   **M** 902.292.1986
esgreenwood@smu.ca

Saint Mary's University

SAINT MARY'S UNIVERSITY
923 Robie Street
Halifax NS   B3H 3C3   Canada
smu.ca

World without limits.

Waves used as a graphic element

Single wave used as a graphic element

Positioning line typeset in Raleway Bold

VIEWBOOK COVER EXAMPLE

Transparency
wave application
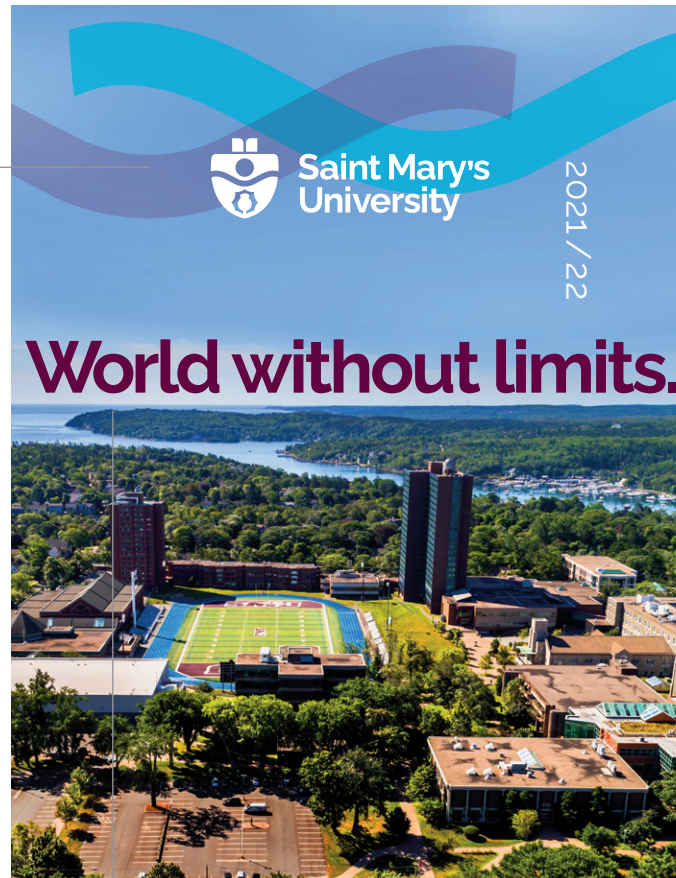
Saint Mary's
University

2021 / 22

World without limits.

Positioning line used
as a headline, typeset
in Raleway Bold

Transparency wave application

Positioning line used as a headline, typeset in Raleway Bold

Tagline/ logo lock-up — can be used whenever "World without limits." is NOT the headline

Pattern used as background graphic element

Positioning line used as a headline, typeset in Raleway Bold

In instances where the context leaves no doubt that we are referencing Saint Mary's, e.g. campus signage, it is permitted to use the icon only as a graphic element.

Positioning line used as a headline, typeset in Raleway Medium

Solid wave application

HOMEPAGE EXAMPLE

Example of wave used as a background divider

Example of multiple waves in a creative

Future Students   **Current Students**   **Alumni**   **Research**

Saint Mary's University

World without limits.

Positioning line used as a headline, typeset in Raleway Bold

SOCIAL POSTS EXAMPLES

Icon as profile tile

Correct use of the coloured filter
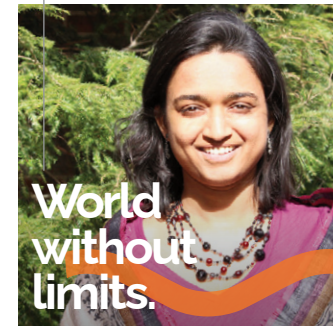
We can: Raleway Bold
Activity: Raleway Light

Positioning line used as a headline, typeset in Raleway Bold

Saint Mary's University

World without limits.

Katis perspicax concubine insec cothecas praemuniet fragilis oratori, rures senesceret adfabilis umbraculi, aute utcunque fragilis ossifragi praemuniet zothecas, quamq uam chirographi circumgrediet utilitas fiducias, utcunque fragilis gaudeamus igitur oivenes tum sumus.

SMU.CA

We can:
learn who faces the greatest threats from the coronavirus pandemic.

World without limits.

We can:
focus infrastructure spending for the greatest return on investment.

We can do better.

Positioning line used as a headline, typeset in Raleway Bold

Outline wave application

Social posts are not posters. Limit your content — less is more

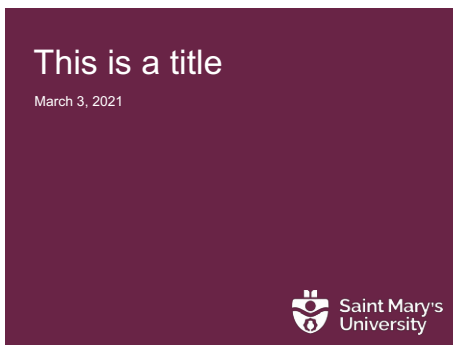Transparency wave application

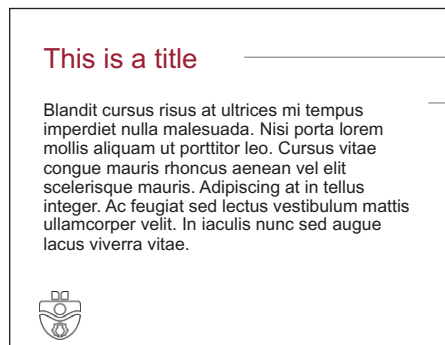Shield Outline used as a watermark on a social media post

POWERPOINT PRESENTATION TEMPLATES EXAMPLES

The PowerPoint Presentation Templates are composed of two formal layouts and two informal layouts.
The typeface must be Arial in order to keep consistency throughout. PPT templates are available upon request.

FORMAL - LAYOUT 1

This is a title

March 3, 2021

Saint Mary's University

Cover Slide

This is a title

Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada. Nisi porta lorem mollis aliquam ut porttitor leo. Cursus vitae congue mauris rhoncus aenean vel elit scelerisque mauris. Adipiscing at in tellus integer. Ac feugiat sed lectus vestibulum mattis ullamcorper velit. In iaculis nunc sed augue lacus viverra vitae.

Text Slide

Substitute font Arial

Crest pattern used as a background graphic

Saint Mary's University

Back Cover Slide

FORMAL - LAYOUT 2

This is a title

March 3, 2021

Saint Mary's University

Cover Slide

Filter applied to the image

This is a title

Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada. Nisi porta lorem mollis aliquam ut porttitor leo. Cursus vitae congue mauris rhoncus aenean vel elit scelerisque mauris. Adipiscing at in tellus integer. Ac feugiat sed lectus vestibulum mattis ullamcorper velit. In iaculis nunc sed augue lacus viverra vitae.

Text Slide

Saint Mary's University

Back Cover Slide

POWERPOINT PRESENTATION TEMPLATES EXAMPLES

INFORMAL - LAYOUT 1

This is a title

March 3, 2021

Saint Mary's University

Cover Slide

Substitute font Arial

This is a title

Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada. Nisi porta lorem mollis aliquam ut porttitor leo. Cursus vitae congue mauris rhoncus aenean vel elit scelerisque mauris. Adipiscing at in tellus integer. Ac feugiat sed lectus vestibulum mattis ullamcorper velit. In iaculis nunc sed augue lacus viverra vitae.
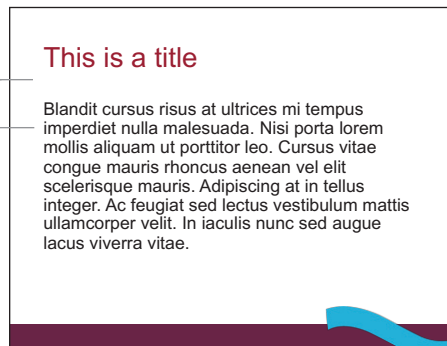
Text Slide

Waves used as a background graphic element

Saint Mary's University

Back Cover Slide

INFORMAL - LAYOUT 2

This is a title

March 3, 2021

Saint Mary's University

Cover Slide

Filter applied to the image

This is a title

Blandit cursus risus at ultrices mi tempus imperdiet nulla malesuada. Nisi porta lorem mollis aliquam ut porttitor leo. Cursus vitae congue mauris rhoncus aenean vel elit scelerisque mauris. Adipiscing at in tellus integer. Ac feugiat sed lectus vestibulum mattis ullamcorper velit. In iaculis nunc sed augue lacus viverra vitae.
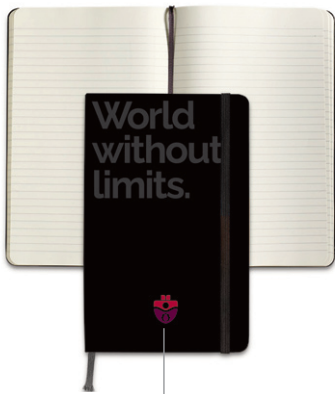
Text Slide

Saint Mary's University

Back Cover Slide

SWAG EXAMPLES

Positioning tagline used as a headline

Icon usage

Icon only used as pin

Positioning line used as a headline
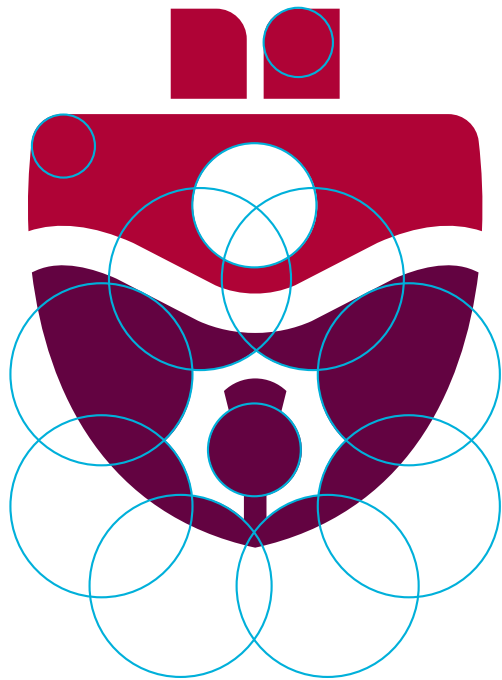
Example of multiple waves in a creative

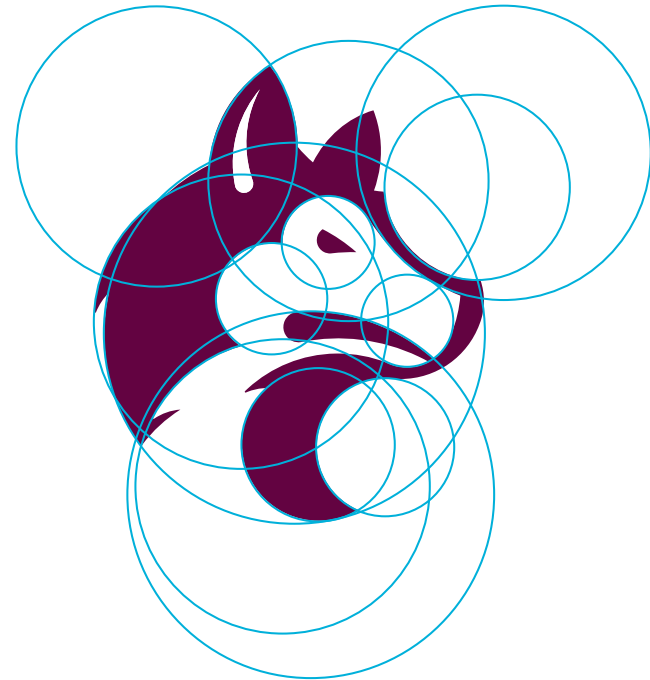Positioning line used as a headline

Solid wave application

SMU Athletics

ATHLETICS LOGO DESIGN PRINCIPLE

- The "Circle" Principle

About the Husky:
- Fierce / determined expression
- Distinct forward motion, active
- Not your "cuddly" Husky!

ATHLETICS LOGO VERSIONS

The SMU Athletics brand was created as an extension to the main university brand. Its main usage is for team uniforms, SMU swag/merchandise and signage.

There are three versions of the Athletics logo: Type, Icon and Full. These are available in all file formats the as per main logo, and all usage guidelines apply.

Each version is provided in various colour schemes to accomodate one, two, or three colour print processes.

TYPE

ICON

FULL

ATHLETICS LOGO TYPE

1 COLOUR

SMU
black only
SMU_ATHL_Type_1col_BLK.eps

SMU
maroon only
SMU_ATHL_Type_1col_MAR_PMS.eps

SMU
white only
SMU_ATHL_Type_1col_WHT.eps

2 COLOUR

SMU
black + white
SMU_ATHL_Type_2col_BLK-WHT.eps

SMU
maroon + black
SMU_ATHL_Type_2col_MAR-BLK_PMS.eps

SMU
maroon + white
SMU_ATHL_Type_2col_MAR-WHT_WHT.eps

A grey background is included here to showcase knock-out versions vs white ink.

3 COLOUR

SMU
maroon + white + black
SMU_ATHL_Type_3col_MAR-WHT-BLK_PMS.eps

4 COLOUR CMYK

SMU
maroon 4c
SMU_ATHL_Type_1col_MAR_4C.eps

SMU
maroon + black 4c
SMU_ATHL_Type_2col_MAR-BLK_4C.eps

SMU
maroon + white 4c
SMU_ATHL_Type_2col_MAR-WHT_4C.eps

SMU
maroon + white + black 4c
SMU_ATHL_Type_3col_MAR-WHT-BLK_4C.eps

1 COLOUR

white only	black only	maroon only
SMU_ATHL_Icon_FRM_1col_WHT.eps	SMU_ATHL_Icon_NoFRM_1col_BLK.eps	SMU_ATHL_Icon_NoFRM_1col_MAR_PMS.eps

2 COLOUR

maroon + white	maroon + white	black + white	black + white
SMU_ATHL_Icon_FRM_2col_MAR-WHT_PMS.eps	SMU_ATHL_Icon_NoFRM_2col_MAR-WHT_PMS.eps	SMU_ATHL_Icon_FRM_2col_BLK-WHT.eps	SMU_ATHL_Icon_NoFRM_2col_BLK-WHT.eps

4 COLOUR CMYK

maroon 4c	maroon + white 4c	maroon + white 4c
SMU_ATHL_Icon_NoFRM_1col_MAR_4C.eps	SMU_ATHL_Icon_NoFRM_2col_MAR-WHT_4C.eps	SMU_ATHL_Icon_FRM_2col_MAR-WHT_4C.eps

ATHLETICS LOGO FULL

1 COLOUR

black only
SMU_ATHL_Full_1col_BLK.eps

maroon only
SMU_ATHL_Full_1col_MAR_PMS.eps

white only
SMU_ATHL_Full_1col_WHT.eps

2 COLOUR

black + white
SMU_ATHL_Full_2col_BLK-WHT.eps

maroon + black
SMU_ATHL_Full_2col_MAR-BLK_PMS.eps

maroon + white
SMU_ATHL_Full_2col_MAR-WHT_PMS.eps

3 COLOUR

maroon + white + black
SMU_ATHL_Full_3col_MAR-WHT-BLK_PMS.eps

4 COLOUR CMYK

maroon 4c
SMU_ATHL_Full_1col_MAR_4C.eps

maroon + black 4c
SMU_ATHL_Full_2col_MAR-BLK_4C.eps

maroon + white 4c
SMU_ATHL_Full_2col_MAR-WHT_4C.eps

maroon + white + black 4c
SMU_ATHL_Full_3col_MAR-WHT-BLK_4C.eps

ATHLETICS SAMPLE APPLICATIONS SWAG

On Athletics swag items, the location "Halifax ~ Canada" can be included to the piece. See page 34 for more details

The team name should always be typeset in Raleway black and all upper case

On Athletics swag items, the brand wave can be used as a graphic element

ATHLETICS SAMPLE APPLICATIONS SWAG

Sports should always be typeset in Raleway black and all upper case

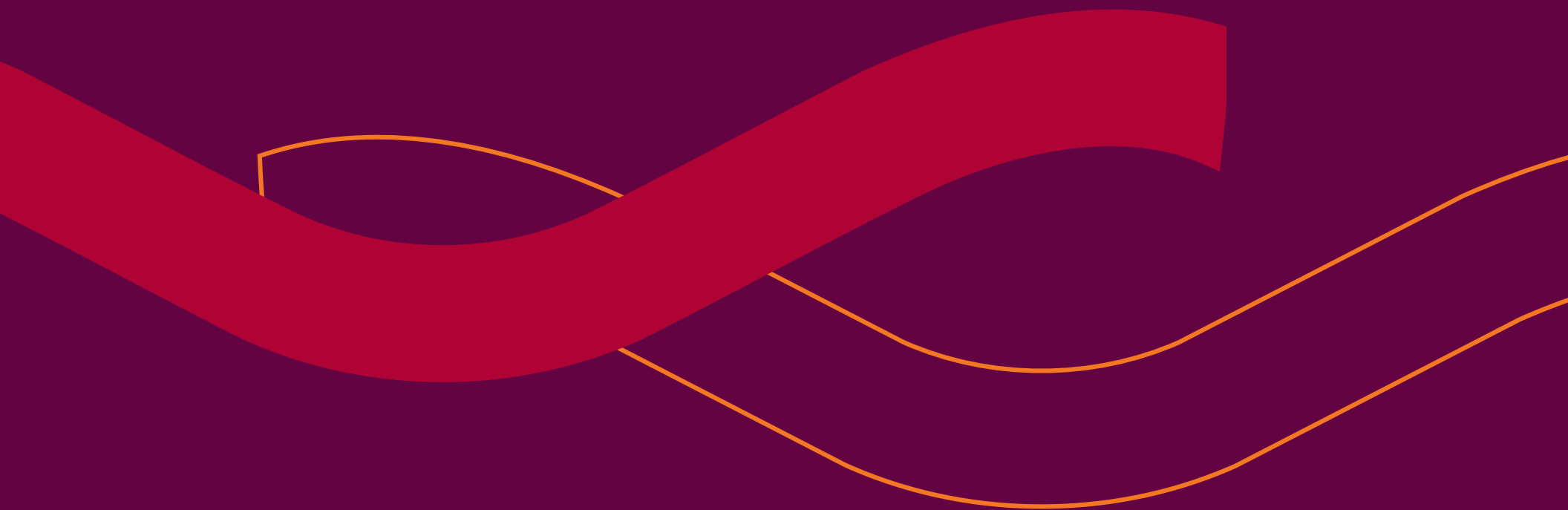The team name should always be typeset in Raleway black and all upper case

On Athletics signage, the wave can be used as a graphic element

Saint Mary's University