



**UNIVERSITY OF
CALGARY**

Visual Identity Standards

11.0 Merchandise

Information and inquiries:
brand@ucalgary.ca

Visual Identity Standards

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11.01 Introduction

Each time we communicate with the world, we have the opportunity to make a positive impression and build the University of Calgary brand. We want to ensure that every impression we make is positive, consistent and reflects what we're all about. Wearing, using, or gifting branded merchandise is a great way to show pride in the University of Calgary. Other tangible, useful, meaningful objects that people can take away with them also serve as a reminder of their University of Calgary experience. Ultimately, our goal is to perpetuate the university's distinct identity and share it with as many people as possible.

If an office or department uses university funds to purchase apparel (shirts, hats, jackets, etc.) or accessories (bags, neckties, etc.) for a representative of the university or to identify a university-affiliated program, the products must comply with University of Calgary standards.

Whether you are creating one branded item or one thousand, these items must *always* reflect positively on the university brand and display the correct graphic elements so that our identity is displayed correctly and consistently. To do anything else is counterproductive and even destructive to the school's identity-building objectives.

11.02 Selecting merchandise that will carry the university brand

There are resources available on campus — most notably through the Campus Bookstore — to help with the selection, design and ordering of branded merchandise, even if it is a small job that is very specific to your functional area. By going to the Bookstore — rather than to an unproven off-campus vendor — you will save time and set-up costs, and you will be assured that the product you receive will accurately reflect university standards for visual representation and manufacturing processes. In some cases, you may be able to benefit from the volume of scale of a larger order.

If you intend to ship merchandise across international borders, it is especially important to ensure that the materials used in production are not restricted or subject to excessive duty/taxes or political and quota limitations (e.g. some cotton fabrics, depending on where they are produced, are not permitted entry to the U.S.).

When selecting merchandise, consider the following:

DO select merchandise that:

- is durable, useful, meaningful, and made with high-quality materials.
- reflects the university's commitment to sustainability.
- generates interest and is functional.
- supports the university's key attributes: bold, youthful, respected, innovative.
- is respectful of all genders, ethnicities, and belief systems.
- will display the brand graphics in a favourable position (e.g. not on a shoe bottom or dart board).

DO NOT select merchandise that:

- breaks easily or is made with poor-quality materials.
- may be soiled or viewed in an unfavourable way, such as items intended for disposal (e.g. napkins, disposable water bottles, candy wrappers).
- promotes violence or conflict or may cause injury (e.g. weapons, fur).
- poses a safety, security or environmental risk (e.g. lanyards should have breakaway clips, products and packaging should not incorporate toxic chemicals).
- contains obscene or pornographic content, or is overtly sexually suggestive (e.g. revealing items of apparel).
- promotes gambling, smoking, abuse of alcohol, or unsafe/distracted driving.
- intentionally disrespects other post-secondary institutions.
- uses — without permission — trademarks of other organizations.

11.03 Appropriate artwork

Always use artwork that has been approved by the Advancement Brand and Creative team as an acceptable application of the university identity. The coat of arms, university logo, UC interlock and all of the Dinos graphic elements are legally protected trademarks of the University of Calgary. Do not add another graphic, mark, or symbol to any of them. The University Relations team stewards the university's brand identity and may halt production of any merchandise-production job that does not meet brand standards. Efforts will be made to remove from circulation items deemed to be a poor or inaccurate representation of the brand.

The following pages show examples of how the various university identity elements can be applied to merchandise.

Colours

The university's primary brand colours are red and gold, with black and white available as accent colours (see brand guidelines at ucalgary.ca/brand for detailed colour specifications). Whenever possible, the university's brand graphics should be rendered in full colour. If working with a single colour, use all-black or all-white. Tone-on-tone colour is appropriate for etched items (metal, glass, crystal), embroidery, embossing or debossing and select screening applications for apparel items.

Merchandise colours

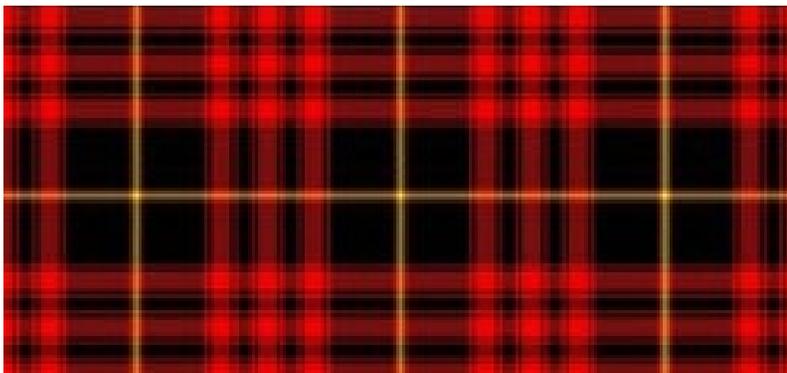
Preferred merchandise colours are red, gold, black, white, grey or metallic/glass. Optional colours should always embrace a warm palette (burgundy, beige, orange, coral, etc.) Guidance is available from the Campus Bookstore (bookstore.custom@ucalgary.ca).

Background colours

All artwork should be placed on a background that allows the brand graphics to be clearly identified. For example, when selecting thread color for embroidery, ensure that there is sufficient contrast so that the graphics are legible. Do not select colors that clash or that do not enhance readability. Use of tone-on-tone colours is acceptable as well.

University tartan

The university has an official tartan that incorporates the University of Calgary's official colours of red and gold in its design. The use of the tartan should be restricted to highly ceremonial and traditional university events (e.g. Convocation) and related high-end gifts. It should not be used for day-to-day merchandise related to the university.



Eyes High™

The *Eyes High* graphics are not intended to replace the university identity and should not be used on stationery tools or merchandise. Exceptions may be made for merchandise created explicitly for events and initiatives directly related to the *Eyes High* strategic direction (see *Eyes High* guidelines at ucalgary.ca/brand).

Font, type, spelling and weblinks

Do not use cursive type to display the University of Calgary name. Use the official wordmark wherever possible.

Avoid abbreviating the University of Calgary name to 'UofC' — beyond Alberta, this can be mistaken for other institutions (e.g. California, Cincinnati etc.) and doesn't reinforce our geographic positioning.

Please use Canadian spelling (e.g. theatre vs. theater, colour vs. color, centre vs. center). Avoid the use of acronyms; in most cases, it makes sense to spell out the entire name of whatever you are promoting.

If you plan to include a weblink, keep it short, such as ucalgary.ca/science. **ucalgary.ca** is the preferred link (note: there is no need to include the 'www').

Placement location

The university logo, wordmark, interlock monogram, or name should be positioned in a place of high visibility on the garment or merchandise item. On garments, optimal choices would be chest, centre back collar, or sleeve.

Size

In all cases, the logo size must be in proportion to the intended item for branding. All logos and type treatments have a minimum size requirement. Exceptions can be made to the minimum size or clear space requirements for small sized give-away items such as pens and watches.

The Campus Bookstore offers a range of products within these limits and can provide a fabric swatch with embroidery in place or a digital proof showing the imprint before production begins.

Logos, wordmarks and lockups

Do not create new logos or type treatments, or attempt to recreate, distort, alter, or pull apart the university brand graphics. Always use high-resolution, fully scalable graphic files to create artwork. Master artwork and application guidelines are available through brand@ucalgary.ca or the Campus Bookstore at bookstore.custom@ucalgary.ca.

Each product's features, style and quality will vary. For each new product ordered, it may be helpful to consult with the Campus Bookstore about the best way to render the university identity, whether by embroidery, screen printing, appliqué or a combination of the above.



Discipline-themed

A university campus is a fun, spirited environment with healthy competition between disciplines, schools and faculties. You may wish to offer a more playful type of branded apparel that allows students to affiliate with their discipline in a more creative and expressive way. These are often the pieces that retain value and convey pride long after a student has graduated. Consider using graphic representations of disciplines or large wordmarks in the feature location as 'art' and placing the university logo or interlock monogram (spirit mark) in a secondary yet visible space. Single-colour artwork in these cases is more affordable.



University of Calgary Dinos

The Dinos logo graphic and all its variations are protected trademarks of the University of Calgary. The graphic standards for the Dinos identity are located online at ucalgary.ca/brand. The Bookstore carries a suite of Dinos merchandise for sale. Please direct all requests for production of Dinos gear to the Bookstore.





UC interlock

The UC interlock is a secondary identifier associated with the university. It has very specific applications related to Athletics activity. Beyond that, it has limited application as a university spirit mark. Please refer to [Chapter 17.0 UC Interlock](#) of our visual identity standards for more information.



Collegiate wordmark

Most universities produce merchandise that features a collegiate-style wordmark. The University of Calgary embraces this tradition and provides a prepared set of artwork so that this style of merchandise can be produced consistently and professionally.



11.04 Examples when space is limited

Ocasionally when you have very little room, placement of the university logo with the faculty and/or department name is challenging. When you only have a tiny space to work with, you can only convey a limited amount of information. Making everything smaller to try and cram it all in results in poor-quality reproduction and illegibility. This is the opposite of what is desired with a piece of promotional merchandise. In these cases, consider the recommended approaches below but do not attempt to create new configurations of the logo or faculty/department lock-ups:



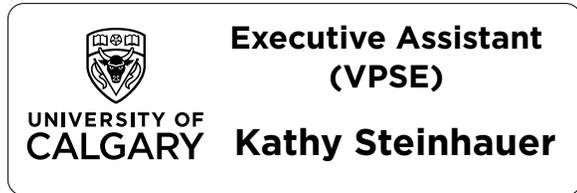
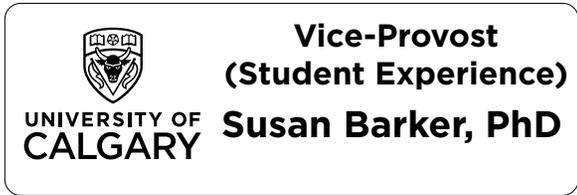
Use the university logo only



Break up the information on two sides



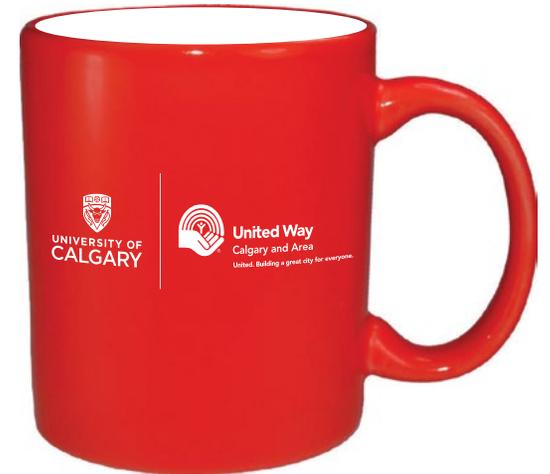
For extreme cases use wordmarks only



Name tags with university logo.

11.05 Specialty items, combining other graphics with university brand elements

Faculties, functional units, or student groups may have needs for specialty merchandise items that carry specific messages or graphics related to a particular initiative. This is permitted, but the same general guidelines regarding artwork and merchandise selection noted above will always apply.



11.06 Other organizations using university brand graphics for promotional purposes

For a third party to secure permission to use the university identity, they must apply to become an official licensee.

(calgarybookstore.ca/trademark.asp)

Before creating custom merchandise, seriously consider purchasing items that have already been approved and are ready to order. This will save you and the university time and money. Visit ucalgary.ca/bookstore for the most cost-efficient well-branded items.

If you need to create custom merchandise, please contact bookstore.custom@ucalgary.ca.

If you wish to request an exception to any of the above standards, contact brand@ucalgary.ca

Be prepared to explain how your exception supports your business/university needs and why your needs cannot be met by adhering to these standards.