



**UNIVERSITY OF
CALGARY**

Visual Identity Standards

Information and inquiries:

University Relations
brand@ucalgary.ca

Visual Identity Standards

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7.01 Introduction and general requirements

We advertise for a number of reasons, including to market an event, program or initiative, recruit for staff and faculty, share our success stories, or simply to engage our community with our brand.

University Relations strives to ensure all public-facing print, radio, online and television advertising is high-quality, supports marketing goals, meets the visual standards of the university, and is consistent with its brand and messaging.

All advertising that carries the University of Calgary identity—regardless of medium—must be approved by University Relations (Marketing) before placement and appearing publicly. This is to ensure consistency in the promotion of the University of Calgary brand and cost-effectiveness in advertising expenditure. Exceptions exist where templates have been developed and shared with high-volume, low-visual-impact advertisers, such as Human Resources.

Advertising standards

The advertising developed to date has a number of things in common. Each ad, regardless of the medium, is based on an overarching tone and style that is reflective of the university's positioning. They vary, given the medium, the audience and the key message, but they are all part of the same family.

Another common and extremely important feature of these ads is that the content offers specific proof/evidence to illustrate/justify the story we are trying to tell. That is, these ads don't just say momentum, they show momentum.

Overall, ads must be intelligent, youthful, vibrant and assertive-looking and sounding. We have to capture the energy and spirit of our academic pursuits and communicate that in a way that is relevant to each audience.

Advertising Standards (cont'd.)

The university must be identified by use of the official university logo in all advertisements placed by the university and its campuses and units. All graphic elements included in any advertising must conform to the standards outlined in the university's visual identity guidelines.

- Campuses and all other faculties/units/centres/institutes must be clearly identified as part of the university.
- All advertising should include the appropriate university logo.
- All advertising should communicate messages that are clear and support the university's communications and market positioning.
- All advertising design and content should be of professional quality, meaning that they must be designed using an appropriate layout program, prepared to meet the precise specifications and requested file formats of the publication/channel being used, and developed using the appropriate typefaces, graphics and copy treatments documented in the university's visual identity and writing style guidelines.
- Advertising should only appear in channels appropriate to intended audiences.
- All advertising must be designed and purchased in compliance with all applicable university guidelines and procedures.

General requirements

The following subject matter will not be permitted in University of Calgary advertising initiatives:

1. Religious or political messages, unless the subject matter relates to academic pursuit or research
2. Promotion of a political party or election candidate beyond that of elected university offices
3. Promotion of tobacco use
4. Promotion of any form of substance abuse
5. Demeaning or derogatory portrayals of individuals or groups which through general prevailing community standards may be considered offensive
6. Depiction of sexually suggestive material

7.02 Marketing services and review/approval process

Services offered

University Relations offers strategic counsel, design support, and help in booking ad space for all advertising projects and media.

If you already have an ad designed and are looking for review, polish and approval, please contact Marketing at minimum five days in advance of your artwork deadline. Please note that if your ad doesn't meet the required standards, Marketing reserves the right to redesign it.

If you require counsel and design support, please contact Marketing at minimum two weeks in advance of your artwork deadline (bearing in mind photography requirements, approvals, etc.—this may require more advance notice).

Some of the advertising support we offer includes:

1. Institutional advertising (recruitment, campus-wide initiatives/campaigns, convocation, rankings, Dinos, research accolades, etc.)
2. Executive appointment notices
3. Human resources recruitment (templates only)
4. Event advertising
5. Campus billboards
6. Online advertising (online news outlets, Facebook, other social media sites)
7. Environmental (buildings, LRT stations, buses, airports, etc.).

Strategic counsel

Marketing will work with you to identify your objectives and goals, audience, key messages and placement options. Before contacting Marketing, complete as much as possible in the Project Brief, downloadable from ucalgary.ca/universityrelations/marketing/projects.

Design/creative support

It's important that ads are structurally sound and present the University of Calgary in consistent design. After the strategic discussion, the creative team is brought in. If you are not a graphic designer, please do not attempt to design your ad—Marketing has graphic designers to support the design of your ad. Marketing can also assist with photography if needed. If a photographer has been hired, we may provide art direction to the photographer.

If Marketing is unable to support the ad design, we will connect you with a third-party designer. At that point, you will be responsible for project-managing this part of the process and covering the costs of the work. Before work gets started with your third-party designer, Marketing will orient them to the university's graphic design standards. Once your ad is designed and the content is final, send the ad to Marketing for review and approval.

Booking ad space

In addition to the above, Marketing can consult with you on appropriate media outlets to reach your target audiences within your budget. The University of Calgary works with media partner Lamb MediaWorks Inc./Media Crush to assist with research, placement and negotiating costs.

Depending on the level of support required, Marketing may work directly with Lamb MediaWorks Inc./Media Crush on your behalf or may ask you to manage this process. If you are asked to manage this, please adhere to the following process:

1. Contact Debra Lamb and Linda Schramm—it is important to contact them BOTH in all your communications as they each collaborate on all projects. (Debra Lamb at lambmediaworks@shaw.ca/403.264.4626, Linda Schramm at linda.schramm@mediacrush.ca/403.277.0300)
2. They will provide you with placement options and costs.
3. You will confirm direction.
4. They will provide you with an official quote (which includes GST and media commission).
5. You will request a PO from your finance group, providing them with the quote. You will receive a PO. You will send the PO to Lamb MediaWorks Inc./Media Crush. They need this in order to invoice back to you.
6. Lamb MediaWorks Inc./Media Crush will provide you with an insertion order (confirmation of your ad placement—includes confirmation of ad cost, size, and upload instructions).
7. Artwork will be completed and uploaded.
8. Your ad will appear in publication. Lamb MediaWorks Inc./MediaCrush will provide you with a tear sheet (if requested). A tear sheet is a copy of your ad in the publication; it is often electronic.
9. Lamb MediaWorks Inc./MediaCrush will provide you with a final invoice (with PO noted). You will send this off for payment.

Review and approval

If you already have an ad designed, here are some key questions you should answer before submitting it to Marketing for review and approval:

- Does the key message in your ad reinforce the brand key message? Ideally the story in every university advertisement should serve as a proof point for the larger brand idea.
- Have you included a full university logo and where appropriate, brand typography and colours as part of your design?
- If you have used an image, is the image the proper resolution for the medium?
- Have you included a call to action, or a contact or web address for readers to visit for more information? If you are evaluating success of this ad (always a good idea), have you created a unique URL so that you may track direct hits as a result of this ad?
- If a staff or faculty recruitment ad, have you used the proper templates?
- As with advertisements and all other public communications, the university should be identified as University of Calgary on first reference. Reference thereafter should be to 'the university'. References to "U of C" or "UCalgary" or other forms are not permissible.

7.03 *Eyes High*™

In September 2011, the University of Calgary introduced its ambitious *Eyes High* strategic direction, following the largest consultative process in the history of the institution:

The University of Calgary is a leading Canadian university located in the nation's most enterprising city. The university has a clear strategic direction to become one of Canada's top five research universities by 2016, where innovative teaching and groundbreaking research go hand in hand, and where we fully engage the communities we both serve and lead.

The *Eyes High* strategic direction is a time-limited initiative currently being implemented by the University of Calgary—an institution that has been around for nearly 50 years and will be around for decades more to come. It is this logic that defines the relationship between the *Eyes High* graphics and the University of Calgary master identity. The University of Calgary brand is always at the top level visually, and serves as the umbrella for all university-related initiatives.

The inclusion of the *Eyes High* graphic is permitted in ads in which the content directly reflects the *Eyes High* vision and foundational commitments. Permission to include this graphic is required by University Relations.

Eyes High visual identity standards are available at ucalgary.ca/brand.

7.04 Types of advertising

Billboards

The University of Calgary owns two street-facing billboards on campus: one facing Crowchild Trail (south of the University LRT station, facing traffic coming from the NW towards downtown) and the other facing 32nd Ave (close to the CCIT building, facing traffic heading east). University Relations is responsible for ensuring strategic ad placement on the billboards, as well as for maintaining the placement calendar. No other department on campus may install graphics onto the boards directly; University Relations must be engaged in the process.

Although the university owns the properties, University Relations works with external vendors to output and install any graphics on the boards. An average 'flight' for any single ad is 28-30 days, though the graphics may remain longer if there is no ad booked for the following month and the current poster is still relevant and in good shape.

Artwork is generally the responsibility of the posting department but University Relations will provide assistance when required and reviews all artwork to ensure that it complies with brand and messaging standards. The final size of each board is 30' x 11' (32nd Ave) and 15' x 40' (Crowchild) and files must be submitted as 300 dpi CMYK high-resolution PDFs, with crops and bleeds incorporated.



Newspaper and magazine ads



Scott Weir is serving up tasty, healthy, chemical-free food to one of Calgary's newer eateries, The Fine Diner. Up to 90 per cent of the restaurant's produce comes from his urban farm, including fresh tomatoes, kale, spinach, carrots and herbs that he delivers daily.

Your tastebuds will go nom nom nom.

At 22, Scott is one of only three Canadians certified in commercial aquaponics — a sustainable food-production system that combines conventional aquaculture with soilless growing. By the end of 2013, he plans to have a small commercial facility in Calgary, generating enough fresh produce to feed 200 people.

Recipient of the 2013 Future Alumni Award, he is now in his final year of political science studies. How will his degree help his business grow? A lot of politics and policy go into creating communities that allow urban agriculture to flourish. And keeping his farm as close to market as possible is crucial for success.

Your tastebuds will attest to that.

Inspired? Learn more about Scott and his experience at the University of Calgary.
ucalgary.ca/scottweir



UNIVERSITY OF CALGARY

1 For the second year in a row, the University of Calgary is ranked the #1 university in Canada under the age of 50.
 - 2013 QS World University Ranking

Example: Fall rankings ad

**FOR THE
WORDIE
IN YOU.**

You love words. And so do we. On our campus, it's the written and spoken word that sparks debate, curiosity, and tales of boldness and change.

That's why we're so proud to sponsor WordFest and bring the community, readers and writers together to celebrate our nation's greatest storytellers.

**Art in Fiction | Oct. 16
Taylor Family Digital Library**

**Sexual Politics | Oct. 17
Downtown Campus**

Details at wordfest.com



UNIVERSITY OF CALGARY

Example: Sponsorship ad



Thank you. On behalf of the Faculty of Social Work at the University of Calgary, we give profound thanks to the students, alumni, staff, and our many community partners for their outstanding efforts assisting those affected by the flooding in Calgary, Lethbridge and across Alberta.

fsw.ucalgary.ca



UNIVERSITY OF
CALGARY

Example: Thank you ad



UNIVERSITY OF
CALGARY

<Job Title>

The university:
The University of Calgary is a leading Canadian university located in the nation's most enterprising city. The university has a clear strategic direction—*Eyes High*—to become one of Canada's top five research universities by 2016, grounded in innovative learning and teaching and fully integrated with the community of Calgary. Named a cultural capital of Canada and one of the best places to live in the world, Calgary enjoys more days of sunshine than any other major Canadian city and is less than an hour's drive from the majestic Rocky Mountains.

The opportunity:
<Description>

The ideal individual:
<Description>

To learn more and/or to apply, please visit:
ucalgary.ca/hr/careers (search by Job ID: #xxxx)

Applications will be accepted until the position is filled, however applications will be reviewed as they are received.



ucalgary.ca

Example: Human Resources recruitment ad

U Magazine

Since 2005, the University of Calgary Alumni Association's flagship publication, *U Magazine*, has been linking our alumni family to the greater Calgary community and beyond. The magazine features the people who make our university what it is—our alumni, students, faculty and staff—and stories examining the contributions of the University and its alumni to Calgary, Canada and the world.

U Magazine provides well-written approachable content with in-depth alumni features and profiles, campus and research news and opinion columns, all designed to reflect the university's momentum, energy and excitement.

Faculties and units have the opportunity to advertise in *U Magazine* and reach University of Calgary alumni. UMagazine is published three times a year and distributed to approximately 110,000 alumni, students, donors, civic leaders and community members. For more information on issue dates and how to purchase advertising space, contact umag@ucalgary.ca.

Download the rate card at umag.ca/advertising.

Demographics of readers

Well-educated, affluent professionals:

1. 40 percent have annual household incomes of \$45,000–\$75,000
2. 39 percent have annual household incomes that exceed \$75,000
3. 79 percent are age 20–49
4. 84 percent are management, professionals or business owners
5. 83 percent have Internet access

Circulation

U Magazine offers access to a large Calgary and Alberta audience:

1. Approximately 50,000 households in Calgary (68 percent)
2. More than 11,000 additional households throughout Alberta
3. 11,000 Canadian households outside of Alberta
4. City-wide distribution to select magazine stands
5. Campus distribution to students, administrators, faculty and staff
6. Nearly 70 percent of University of Calgary alumni reside in Calgary

Faculty and staff recruitment

The University of Calgary works with several media-buying and placement agencies on Human Resources recruitment ads. Standard templates are in place for this purpose. Faculty and staff recruitment is handled by a faculty/unit Human Resources partner.

7.05 Style and format guidelines

As a world-class institution, it is important to maintain first-rate, professional standards in our print and online publications. A university style guide is intended to provide a definitive resource for writers, offering a consistent approach to how we present ourselves to our internal and external audiences—students, faculty, staff, alumni, volunteers, donors, government, media, community partners and others.

The university style guide is compiled and managed by Strategic Communications, University Relations. It is designed for all members of the campus community who write about the university.

The guide is based on principles and technical guides published by the Canadian Press (CP)—Canada’s national news agency. Other reference materials used to develop this guide include the Oxford Canadian Dictionary, Fowler’s Modern English Usage and The American Psychological Association’s Publication Manual.

Please note that some references contained in the guide have been developed as special cases for the University of Calgary community. These exceptions to CP style are indicated in the guide.

When developing text for ads, please follow the style guide online.

It is also important to be consistent in formatting common ad elements. Please follow these guidelines:

1. Web addresses no longer require the “www” as web addresses are recognizable by readers. This allows for less text and a cleaner look (e.g. ucalgary.ca or medicine.ucalgary.ca).
2. Phone numbers: Use periods between the numbers (e.g. 403.220.3506, not 403-220-3506).
3. Use T: (for phone); E: (for email) as contact information identifiers.