



**UNIVERSITY OF
CALGARY**

Visual Identity Standards

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Visual Identity Standards

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20.01 What is the Olympic Oval?

The Olympic Oval is an indoor speed skating oval located within the Faculty of Kinesiology at the University of Calgary. Built for the 1988 Winter Olympics, it is the official designated training centre for Speed Skate Canada and the Canadian National Speed Skating team. Thanks to two propane Zamboni ice resurfacers, the high altitude (1,105 m), and the advanced climate control, the university was able to trademark The Fastest Ice in the World™ in reference to the Olympic Oval. Nearly 300 world records in long- and short- track speed-skating have been set.

As part of its winning record, the Olympic Oval has proudly upheld the legacy mandate and original intent of Calgary's 1988 Olympic Organizing Committee: to win speed skating medals for Canada with the right people, programming and facility; to enable advancement of human performance science; and to promote active living in the community. The Olympic Oval attracts the best athletes from Canada and around the world to train and compete. Every year, thousands of visitors, public skaters, athletes and coaches use the world-class facility. In 2012, it commemorated its 25th year of public service.

The Olympic Oval is a University of Calgary facility operated with the support of partners WinSport (through the Olympic Endowment Fund (OEF) — which funds two-thirds of the facility's operating and capital costs — and the Government of Canada. The Faculty of Kinesiology has direct responsibility for the Olympic Oval as part of its mandate and structure, and staff are employees of the University of Calgary. The partnership was spearheaded by Roger Jackson, former Dean of Kinesiology, who played a key role with Calgary's 1988 Winter Olympic bid, garnering support and commitment from the university, which ultimately led to the building the Olympic Oval. Since then, university scholars have conducted research with Olympic Oval-based athletes to advance the science of human performance. Varsity athletes at the University of Calgary have full advantage of the training facility and advanced performance knowledge, as well as the opportunity to train alongside Olympic role models.

20.02 Olympic Oval identity standards

The Olympic Oval appeals to the international elite athletics community as a world-class training venue, securing business against other similar venues in countries around the globe. A key point of its distinction — beyond its connection to the Olympic Games — is the advanced kinesiology research within the Olympic Oval which is shaping the future of high-performance ice-based sport. The research and historical legacy of the Olympic Oval requires a visual identity that positions it appropriately as an elite global athletic venue connected directly to the university.

These standards demonstrate how the refreshed Olympic Oval identity leverages and respects its university and faculty ties yet maintains a strong and compelling presence in the competitive market for high-performance ice training venues around the world. The document provides instruction on how and when to use the identity element, in which context to place it across various applications, and how to use it in concert with the master university identity.

Historical context

From its launch in 1988 until 2016, the Olympic Oval presented an autonomous face to the world, with no obvious linkage to the university. The original Olympic Oval graphic was rendered in shades of blue, incorporating the facility name in English and French, with a graphic element evocative of an oval track with defined racing lanes. As we move forward to bring the Olympic Oval identity and positioning closer to the university, an effort has been made to reflect some of this visual legacy, while simplifying the graphic elements for a more modern look.

Original Olympic Oval graphic



20.03 Visual elements

Wordmark

The Olympic Oval identity consists of the wordmark in English and French, the legacy Olympic Oval graphic identifier, and the 'at the University of Calgary' subtext. There is only a single orientation of the graphic lock-up (horizontal).

The mark is available in full colour, using the university's primary red as the anchor colour, as well as in black-only and white-only. The full-colour on white should be used whenever possible. The black-only version should be used for restricted colour outputs (i.e. black-and-white printing). The white-only 'knockout' version should be used when the mark is placed on a dark background in a limited-colour scenario (i.e. colours drawn from the university's approved colour palette — see page 8).

This graphic has been created and arranged in a specific, proprietary way — redrawing it is not permitted, nor is pulling elements apart from the complete graphic for use separately.

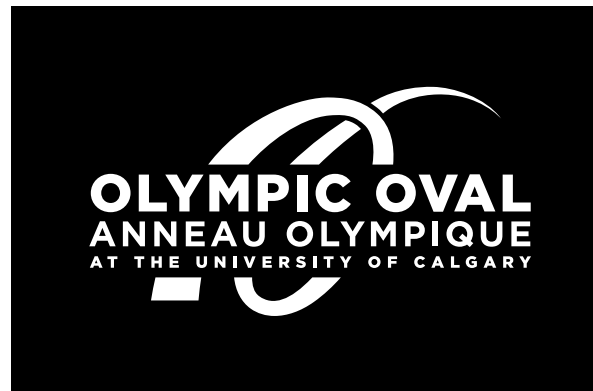
Full-colour (preferred)



Black-only



White/reverse/knockout



Size restrictions and protected area

The minimum size of this graphic is 3.175 cm (1.25") wide for general print applications.

For digital and web applications, the minimum width of the graphic is 250 pixels.

The Olympic Oval graphic should be protected on all sides by a clear area. This clear area ensures that no other text or graphics encroach on the graphic to decrease its legibility and impact. This area is based proportionately on the size of the graphic being used. The clear area is determined by using the height of the "O" in the graphic. The clear area is two times the height of the "O".

All master graphic files are produced with protected space built in. When submitting these for use on partner web sites, this may result in extra padding or reduced visual presentation of the graphic. In these cases, the white space can be cropped out as long as there is appropriate distance provided between the Olympic Oval graphic and those from other organizations.

Minimum size of standard mark

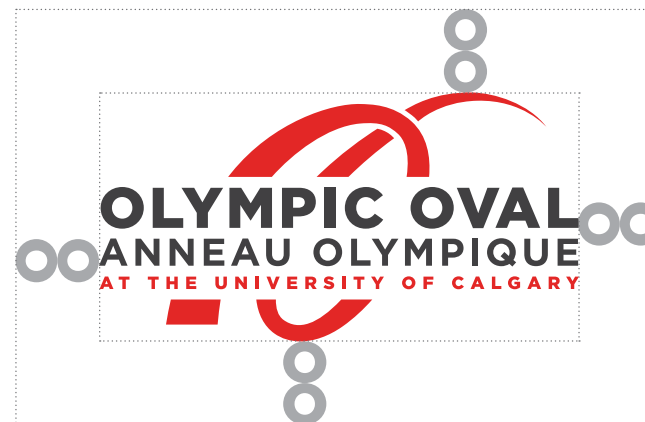
Print



Digital / Web



Clear space



Proper use

The Olympic Oval graphics must be used properly in all situations. On the left are the prescribed colorations of the graphic over approved backgrounds. The graphic must not be placed over any other colour background.

- The positive full-colour graphic may be used only on white or light grey backgrounds. This is the default application.
- The single-colour positive graphic may appear in black only. It may be used on white or light backgrounds up to the equivalent of a 15% tint of black.
- The single-colour negative (white, reverse, knocked-out) graphic may be used on other background colours, and is typically reserved for single-colour applications such as newspapers or single-screen t-shirts.

Positive, full-colour on white



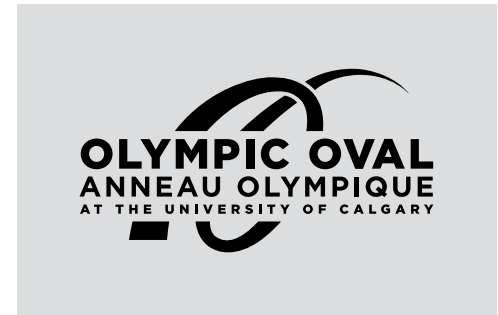
Positive, full-colour on light grey



Single-colour positive on white



Single-colour positive on light grey



Single-colour negative on black



Single-colour negative on red



Incorrect reproduction

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When reproducing the Olympic Oval graphics, knowing what not to do is as important as knowing what to do. These pages illustrate incorrect usage of the graphics. To avoid these incorrect uses, always reproduce the graphics from official electronic artwork. Once you're sure the artwork is correct, make sure it is also being applied correctly. This page illustrates incorrect applications of the graphics.

 <p>Do not skew or distort the graphics.</p>	 <p>Do not use tints of the colours.</p>	 <p>Do not place the lock-up or wordmark inside another graphic shape.</p>
 <p>Do not change the colours of the graphics.</p>	 <p>Do not pull the graphic apart into separate pieces.</p>	 <p>Do not recolour as a single-colour graphic except black or white.</p>
 <p>Do not use any other typefaces to try and recreate the mark.</p>	 <p>Do not use drop shadows, 3D and other effects.</p>	 <p>Do not redraw any part of the graphic.</p>
 <p>To not add text elements to the graphic.</p>	 <p>Do not rotate the graphics.</p>	 <p>Do not remove the sub-text 'at the University of Calgary'</p>

Colour palette

The primary colour palette for the Olympic Oval is the same colour palette used by the university for all institutional branding. This is intentional as a method of reinforcing the university's identity with our multiple target audiences. These colours are red and gold, defined in [Chapter 1.0](#).

Approved backgrounds for white graphics



Red



Black



Dark Grey



Light Orange



Dark Orange



Berry



Brown

20.04 Relationship to the university, home faculty, and legacy partners

The Olympic Oval exists as an enterprise within the University of Calgary. In keeping with the objective of establishing and reinforcing the concept of 'one university family' from a brand perspective, the Olympic Oval falls under the master umbrella identity of the university. Its distinct identity is a strong asset for the university and for its home unit, the Faculty of Kinesiology. It is also an asset of great importance to our two legacy operating partners: WinSport and the Government of Canada. This section demonstrates how the Olympic Oval identity should be positioned relative to these other entities.

Language

Faculty of Kinesiology

In all promotional materials and supporting websites for the Olympic Oval and the major initiatives that take place there, it is important that the relationship with the Faculty of Kinesiology be expressly and consistently communicated. Following is a boilerplate paragraph for use in this situation:

The Olympic Oval is an important and integral part of the University of Calgary's Faculty of Kinesiology. Since opening its doors for the Winter Olympics in 1988, the Olympic Oval has served not only as a speed-skating facility, but also a research facility for University of Calgary kinesiology scholars to advance the science of human performance. Varsity athletes at the University of Calgary are able to take advantage of the training facility and advanced performance knowledge as well as the opportunity to train alongside Olympic athletes.

Operating partners

The Olympic Oval is operated by the University of Calgary with the support of legacy partners WinSport and the Government of Canada, without which it could not continue to be a world-class venue. On promotional materials and web sites, this important relationship should be recognized in a footer-style treatment. Following is a boilerplate statement for use in this situation:

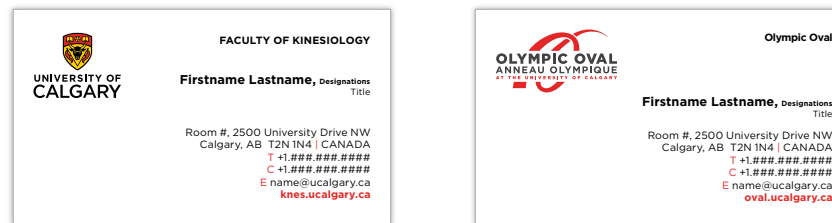
The Olympic Oval is operated by the University of Calgary with the support of legacy partners WinSport and the Government of Canada.

Business stationery

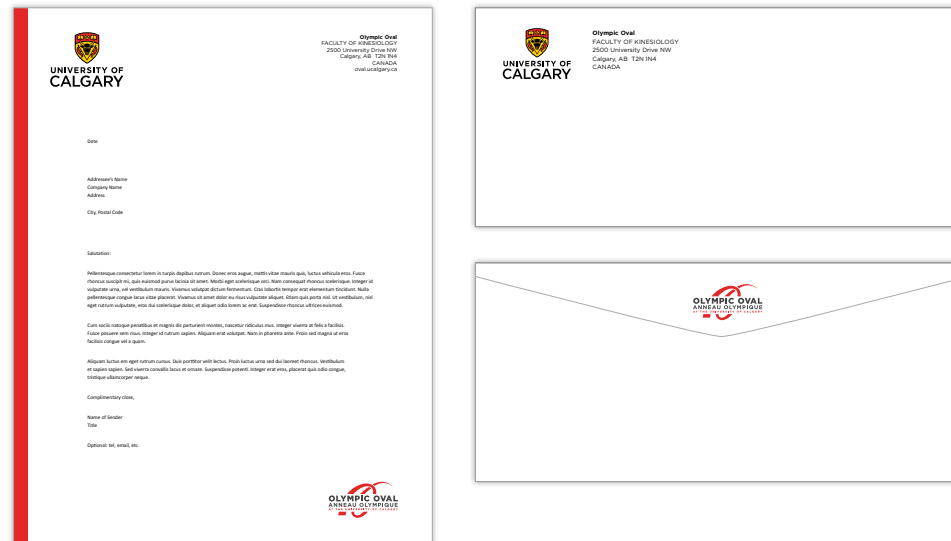
The Olympic Oval operates as a business unit of the University of Calgary and those who work there are employees of the University of Calgary, within the Faculty of Kinesiology. As such, the university's standard stationery system applies. However, in recognition of the presence that the Olympic Oval has on the national and international stage, a double-sided business card has been introduced (see below). On letterhead, the new graphic element is also incorporated in a secondary position.

When the Olympic Oval mark is used in tandem with the University of Calgary logo on letterhead for business communications, the Olympic Oval mark is set in a subordinate position to the University of Calgary logo — typically diagonally from it and at ~70% of its size.

Business cards



Letterhead and envelopes

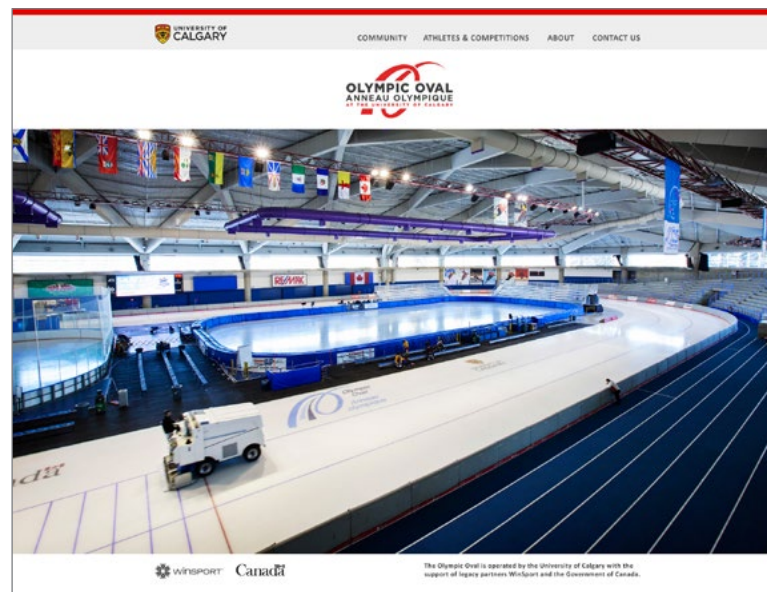


Promotional materials (print and digital)

In promotional tools, when the document, ad, banners/displays, digital space, or other tool is explicitly promoting the Olympic Oval or activity in it (e.g. competition program, billboard, ad, uniform etc.), the Olympic Oval mark may sit in a feature position and be sized larger than the university identity elements.

If it is necessary to recognize the legacy partners in a promotional piece, consider using the short statement (see Language, above) first as a footer or finishing element. This statement may or may not be accompanied (space- and situation-dependent) by the WinSport and Government of Canada logos, in single colour only. The University of Calgary logo would not be included in this partnership mix as it would be featured prominently elsewhere.

When size prohibits the use of multiple graphic elements (e.g. on small web buttons), the Olympic Oval graphic may be used alone.



The Olympic Oval mark can be used at a size larger than the university mark if it is the focus of the piece.

It is acceptable to use the Olympic Oval mark in a more prominent position than the university logo and without the University of Calgary descriptor element in cases where the context of the affiliation is already established.

20.05 Merchandise and apparel/uniforms

The university maintains a chapter of overarching standards around merchandise, which can be referenced at ucalgary.ca/brand. In the case of the Olympic Oval, the default position is to include both the Olympic Oval graphic and the faculty lock-up, on any piece of merchandise or apparel.

On shirts, for example, if the Olympic Oval graphic appears on the left chest, the university logo or faculty lock-up would appear on the sleeve or back collar panel.

On Olympic Oval athlete uniforms or skinsuits, the Olympic Oval graphic can be the prominent feature, but the university logo or faculty lock-up should figure in a secondary location.

Recognizing that some merchandise (e.g. pens, pins) offers very limited area for graphic placement, if this is not possible, then the Olympic Oval graphic may appear on its own.

