UNIVERSITY OF
CALGARY

Visual Identity Standards

28.0 Pull-up banners

Information and inquiries:
University Relations
brand@ucalgary.ca

28.0 Pull-up banners

Pull-up banners are used as a marketing tool to identify university events, enhance trade-show presence and draw attention for programs and faculty events. A standardized display system creates recognition for the brand, while providing flexibility with communication needs. All banners should have the logo positioned in the upper left over a curved white area. **Alternate designs need to be approved by University Relations at** brand@ucalgary.ca.

Fonts

Type is set in Gotham. Specifications for fonts sizes, spacing and placement are laid out in design templates available from West Canadian: ucalgary.ca/printshop

Colour

Colour backgrounds, screened supergraphics and photography can be incorporated for maximum visual impact. Focus colours used on the banner must be UCalgary red, light orange, berry, or dark orange. These can be used as solids or in patterns and backgrounds incorporating the entire UCalgary colour palette. Note: UCalgary gold is not an ideal background for white text due to poor legibility. (Please reference Chapter 1.0 for colour values)

Supergraphics

Layered supergraphics must either a 10-15% screen of white or as a shade of the background colour with 10-15% black added or removed (examples at right).

Photography

Photographs must be of high quality and resolution to ensure that no pixelation occurs in the printed product. Photos must be at a least 9x12 inches at 300dpi. Photos must reflect university-related themes and work best when they are simple compositions with a topic or subject focus.

Messaging

Pull-up banners are most effective when they convey small amounts of information. The faculty is positioned vertically in the same location for all banners. The key message or statement is generally fewer than six words so viewers can quickly scan and understand the message.

red   light orange   berry   dark orange

Supergraphic: screen

Supergraphic: shade

Last updated August 2018

Available templates

Required elements include: the placement of the university logo on the top white curved field, size and placement of faculties and other units, Gotham font throughout and use of the primary and secondary colour palettes.

Two banner hardware bases are available: **Premium** (standing banner size: 31.5" wide by 84.35" tall) and **Standard** (standing banner size: 33" wide by 81" tall)

To have banners quoted and created, please contact West Canadian: **ucalgary.ca/printshop**

OPTION 1
Simple
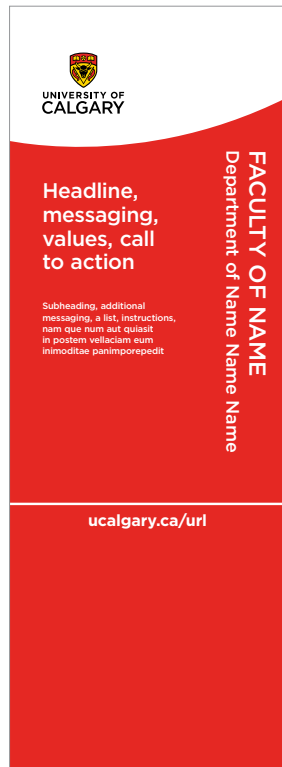
OPTION 2
Full-length photo

OPTION 3
Three photos

OPTION 4
Half-length photo

OPTION 5
UCalgary logo

! This general UCalgary banner cannot be altered. Ideal for off-campus and large events.
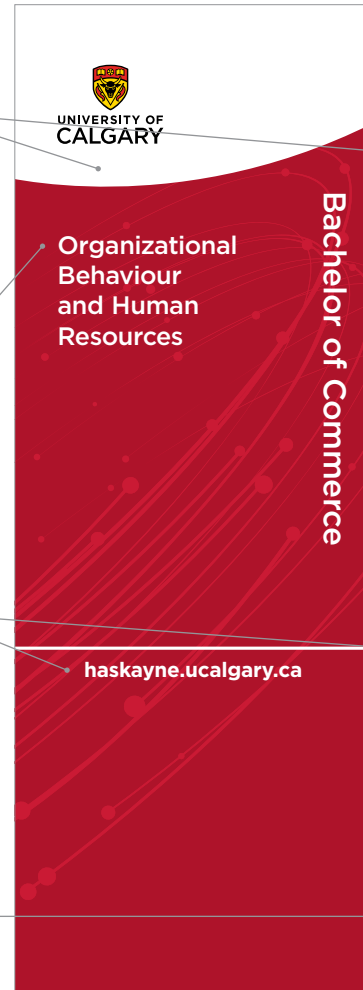
Additional default colour options
available in each template

On all templates, the white block and full-colour vertical logo must remain at this size and position.

Key message should be less than six words. Ensure the text is left-aligned with the UCalgary logo.

Banners must incorporate a web address. Please adjust the type size so there is an equal amount of space on each side of the URL. (Short, simple URLs are encouraged)

! Do not alter the location of the URL.

UNIVERSITY OF CALGARY

Organizational Behaviour and Human Resources

Bachelor of Commerce

haskayne.ucalgary.ca

UNIVERSITY OF CALGARY

FACULTY OF VETERINARY MEDICINE
Department of Production Animal Health

vet.ucalgary.ca

Optional title should run top-to-bottom in white Gotham Medium. Please adhere to the margins and guides within the template.

Type size can be altered to fit the content but should be proportional to the rest of the design. Only faculties may appear in all caps.

! **Faculties:** ALL CAPS

! **Departments, programs, units, initiatives, centres, etc:** Sentence Case

1" of spacing required between title lines. (This is built into the template text boxes)

Do not place text/important content in the bottom four inches — this space is for extra banner on the roll.

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