



UNIVERSITY OF
CALGARY

Visual Identity Standards

Information and inquiries:
brand@ucalgary.ca

29.01 Graphic specifications and proper use

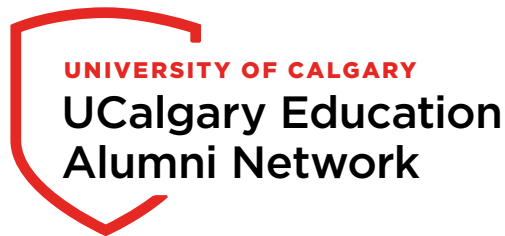
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The UCalgary Affinity Communities logos have been designed as custom artwork and have specific proportions. Do not change their dimensions or orientation in any way by editing, retouching, redrawing, skewing, flipping, rotating or distorting them. Do not substitute other fonts or attempt to re-create the logos. The logos are legally protected trademarks of the University of Calgary. The trademark symbol does not need to accompany them. Approved high-quality versions of the logos are available by emailing brand@ucalgary.ca

Options

Note: only one logo option should be chosen by a given UCalgary Affinity Community. Once chosen, the logo cannot be used interchangeably with the second option.

OPTION A
Crest

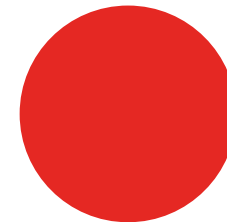


OPTION B
UC interlock



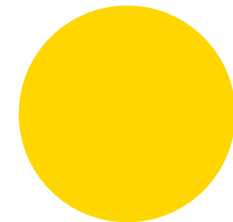
Colour

The colours used to reproduce the Affinity Communities logos are the traditional red and gold of the University of Calgary, with the option of incorporating black or white as accent colours.



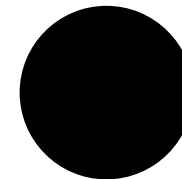
RED

CMYK: 0 97 100 3
RGB: 214 0 28
Hex: cf0722



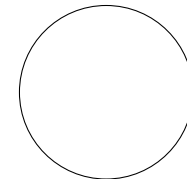
GOLD

CMYK: 0 14 100 0
RGB: 255 205 0
Hex: ffcd00



BLACK

CMYK: 0 0 0 100
RGB: 0 0 0
Hex: 000000



WHITE

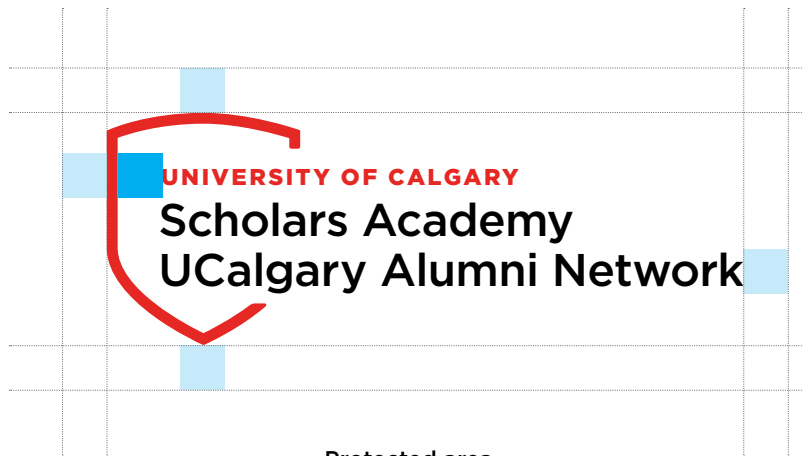
CMYK: 0 0 0 0
RGB: 255 255 255
Hex: ffffff

Sizing and minimum clear space

The minimum size for general applications is approximately 2.5 cm or 1 inch high. Exceptions are fine for very small items. (E.g., name tags, pins, USB sticks, etc.) The Affinity Communities logos should be protected on all sides by a clear area. This clear area ensures that no other text or graphics encroach on the mark to decrease its legibility and impact. The clear area is determined by using the relative measurements below.



Minimum size
= 2.5 cm or 1 inch high



Protected area



Protected area

Proper use

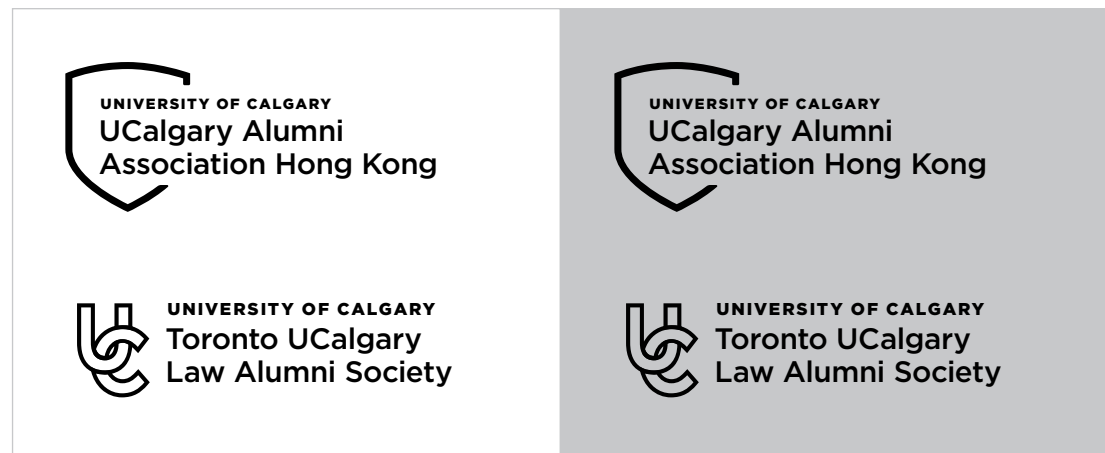
The Affinity Communities logos need to be flexible to work in a variety of applications and contexts. This page presents the acceptable applications of the marks, showing how to achieve maximum impact in any situation.



The full-colour graphic may be used only on white backgrounds.



The white-only graphic may be used on black or coloured backgrounds.



The black-only graphic may be used on white or light backgrounds up to the equivalent of a 25% tint of black.

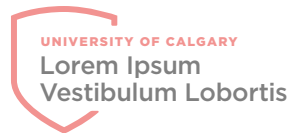
Incorrect reproduction

The following illustrate incorrect usage of the Affinity Communities logos. To avoid these incorrect uses, always reproduce the mark from official electronic artwork. Master artwork and electronic files are available by emailing brand@ucalgary.ca.

X Do not change the colour of the graphic.



X Do not use tints of colour.



X Do not skew or distort the graphic.



X Do not use drop shadows, 3D and other effects.



X Do not add other graphic elements.



29.02 Examples of the Affinity Communities logos in use

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29.03 Relationship with other University of Calgary graphic elements



Use with the University of Calgary logo

The Affinity Communities logos may not be used in conjunction with or in place of the University of Calgary logo. The UCalgary logo is reserved for university use only.