



UNIVERSITY OF  
**CALGARY**

# Visual Identity Standards

**3.0 *Eyes High* Strategy 2017-22**

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# Visual Identity Standards

## 3.0 *Eyes High* Strategy 2017-22

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- 3.02 What is *Eyes High*?
- 3.03 Visual elements
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### **Important**

The *Eyes High* graphics presented within this section cannot be redesigned, redrawn, reconfigured or altered. These graphics must always adhere to the colour usage standards in all instances. Any questions should be directed to University Relations at [brand@ucalgary.ca](mailto:brand@ucalgary.ca).

### 3.01 Introduction

These standards explain and illustrate the appropriate usage of the graphics representing the *Eyes High* Strategy 2017-22. These standards **replace** any previous iterations referencing the original *Eyes High* graphics (dating from 2011). They are offered to encourage consistent, effective use of the graphics across various media and applications. It is critical that these standards be respected in order to protect the positioning of the university brand while presenting a logical hierarchy and visual relationship between the long-term university identity and the comparatively short-term *Eyes High* Strategy 2017-22 identity graphics.

### 3.02 What is *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.

This original strategy was put in place to guide the university from 2011-16. *Eyes High* was chosen as the name because it reflects the university's Gaelic motto Mo Shùile Togam Suas, which translates as "I Will Lift Up My Eyes." It also highlights the determination of the university community and all Calgarians to look ahead to the future and dream big.

In 2016, answering the call to energize the *Eyes High* strategy for the period 2017-22, university community members provided feedback by participating in focus groups, completing an online survey, visiting roving booths across campus, completing weekly polls, and submitting written comments. Over three months, more than 10,000 points of engagement were recorded. In March 2017, the Board of Governors approved the refreshed strategic plan.

### 3.03 Visual elements

The visual elements associated with the *Eyes High* Strategy 2017-22 is a single, vertically oriented graphic that represents forward motion and draws the eye upwards and ahead, reflecting the meaning of the underlying *Eyes High* message. (For this reason, there is no horizontally oriented option.) There are two variations of this vertical graphic: one that includes the 'Strategy 2017-22' footer and another that doesn't. When there is a choice, we recommend including the footer for clarity. This element has been drawn and arranged in a specific, proprietary way. Redrawing or misusing it will result in diluting and weakening its impression. Following these guidelines will ensure consistent representation.

The minimum size for general application of the stacked version of the graphic is 1.25 cm (0.5") wide.



**Protected area**

The *Eyes High* 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 "H" in the *Eyes High* graphic. The clear area is two times the height of the "H".



**Proper use**

The *Eyes High* graphic must be used properly in all situations including placement over red, gold, black and white backgrounds. Following are the prescribed colourations of the *Eyes High* graphic over approved backgrounds.



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



When placing the *Eyes High* graphic over approved colour backgrounds, please use the graphic variations shown above.



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 % tint of black.



Positive and reverse versions of the *Eyes High* graphic are available. These are reserved for single-colour applications such as newspapers.



On any other solid-colour background, use the all-white version.

## Incorrect reproduction

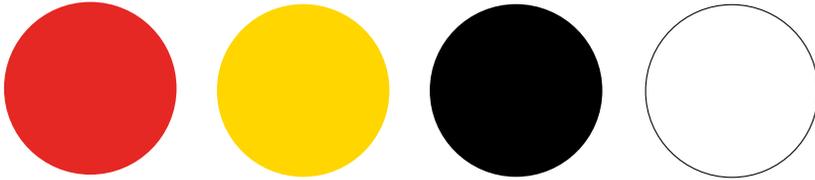
When reproducing the *Eyes High* graphics, knowing what not to do is as important as knowing what to do. These pages illustrate incorrect usage of the graphics. To avoid these incorrect uses, always reproduce the graphics from official electronic artwork. Once you're sure the artwork is correct, make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

							
<p>Do not change the colours of the graphics</p>	<p>Do not use tints of the colours.</p>	<p>Do not recolour as a single colour graphic except black or white.</p>	<p>Do not skew or distort the graphic.</p>	<p>Do not place over a textured or graphic background.</p>	<p>Do not place the full-colour version over coloured backgrounds other than red, gold, black or white.</p>	<p>Do not place the logo inside another graphic shape.</p>	<p>Do not place over a photograph.</p>
							
<p>Do not redraw any part of the graphic.</p>	<p>Do not separate the type from the rest of the graphic.</p>	<p>Do not use the stars alone.</p>	<p>Do not use the wordmark without the graphic.</p>	<p>Do not pull the graphic apart to make animated graphics.</p>	<p>To not add text elements to the graphic.</p>	<p>Do not use drop shadows, 3D and other effects.</p>	<p>Do not rotate the graphic.</p>

## 3.04 Colour palette

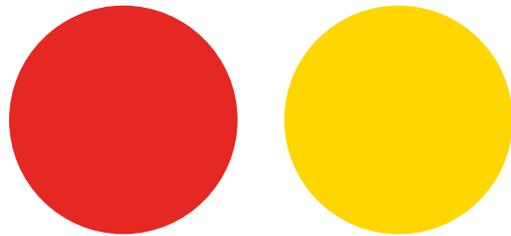
The primary colour palette for the *Eyes High* graphics derives from the colour palette used by the university for all institutional branding. This is intentional as a method of reinforcing the university's identity with our multiple target audiences. These colours are red, gold, black and white.

### Eyes High colours



### Full university colour palette

#### Primary colours:



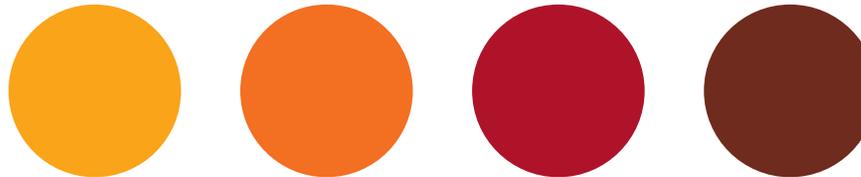
#### RED

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

#### GOLD

CMYK: 0 14 100 0  
RGB: 255 205 0  
Hex: ffc000

#### Secondary colours:



#### LIGHT ORANGE

CMYK: 0 41 100 0  
RGB: 255 163 0  
Hex: ffa300

#### DARK ORANGE

CMYK: 0 70 100 0  
RGB: 255 103 31  
Hex: ff671f

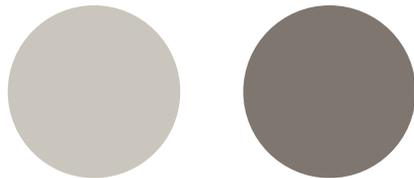
#### BERRY

CMYK: 7 100 82 26  
RGB: 166 25 46  
Hex: a6192e

#### BROWN

CMYK: 18 79 78 56  
RGB: 107 53 41  
Hex: 6b3529

#### Warm Greys:



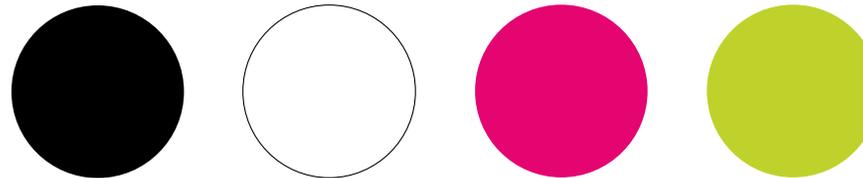
#### LIGHT GREY

CMYK: 6 7 13 16  
RGB: 196 191 182  
Hex: c4bfb6

#### DARK GREY

CMYK: 18 21 27 47  
RGB: 140 133 123  
Hex: 8d827a

#### Accent colours:



#### BLACK

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

#### WHITE

CMYK: 0 0 0 0  
RGB: 255 255 255  
Hex: fffffff

#### RUBINE

CMYK: 0 100 22 3  
RGB: 206 0 88  
Hex: ce0058

#### GREEN

CMYK: 27 0 100 3  
RGB: 181 189 0  
Hex: b5bd00

## 3.05 Typography

The *Eyes High* graphic uses specific fonts that make up the wordmark and supporting text content. Following are the typographic specifications for proper use and context in promotional materials.

### Gotham Black

Gotham Black makes up the wordmark portion of the *Eyes High* graphic. It is used as the headline font for advertising and promotion of the *Eyes High* campaign and call-outs including web addresses.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ0123456789**

### Gotham Book

Gotham Book should be used for all body content within advertising, posters, brochures and other promotions. With its high x-height, it is a legible font that is easy to read in paragraph form.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Gotham Book Italic

Gotham Book Italic should be used for all italics within body content of promotional materials. When the words *Eyes High* are used within body text they must be set in this font. If *Eyes High* occurs in a sub-head or call-out it should be set in Gotham Bold Italic.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789*

### Gotham Bold

Gotham Bold should be used for sub-heads and call-outs. As a sub-head font it should always be at least 40 per cent smaller than headlines in Gotham Black. This font can be use to bold words or phrases within paragraph content that is set in Gotham Book.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789**

### Gotham Bold Italic

Gotham Bold Italic should be used for all italics within sub-heads and call-outs that use Gotham Book Italic.

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789***

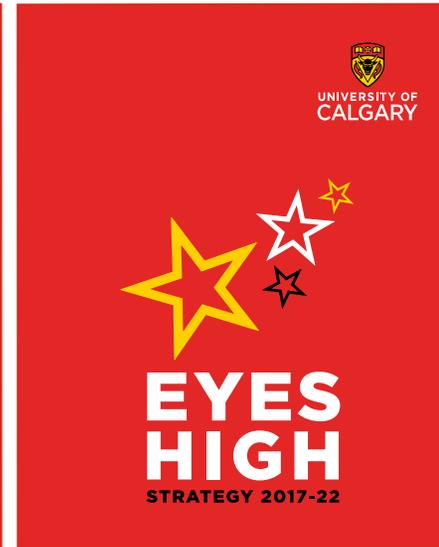
### 3.06 Relationship to the university brand

The *Eyes High* Strategy 2017-22 is a time-limited program currently being implemented by the University of Calgary. 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.

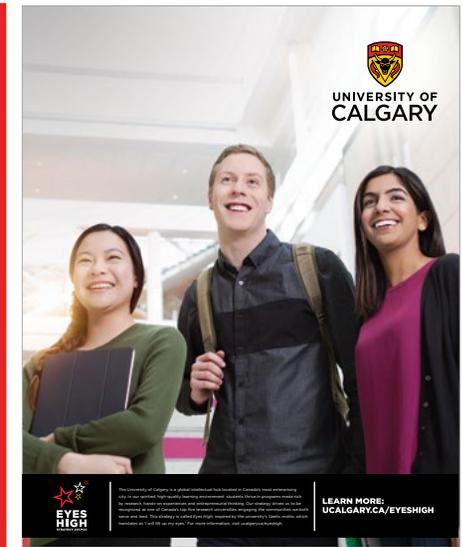
1. The *Eyes High* graphic is always used in tandem with the University of Calgary identity.
2. The *Eyes High* graphic is virtually always set in a subordinate manner to the University of Calgary identity — at 60% of its size or less. The exception to this is when the document or ad is explicitly promoting the *Eyes High* initiative. In these cases, the *Eyes High* graphic may sit in a prominent position on the page and be sized much larger than the university identity elements.
3. In advertising and other publications, the *Eyes High* graphic always sits diagonally from the University of Calgary identity, which typically sits in the upper-right corner of the cover or first page.



The *Eyes High* graphic must always be diagonal and no more than 60% of the size of the university logo.



The *Eyes High* graphic can only be used at a large size if it is the focus of the piece.



When externally facing, the *Eyes High* graphic must be accompanied by a description.

#### Eyes High description

When the *Eyes High* graphic is used externally, please include the descriptor about *Eyes High* to provide clarity to its meaning. It is important to properly position the *Eyes High* strategy with audiences who are less familiar with the direction the university is heading.



The University of Calgary is a global intellectual hub located in Canada's most enterprising city. In our spirited, high-quality learning environment, students thrive in programs made rich by research, hands-on experiences and entrepreneurial thinking. Our strategy drives us to be recognized as one of Canada's top five research universities, engaging the communities we both serve and lead. This strategy is called *Eyes High*, inspired by the university's Gaelic motto, which translates as 'I will lift up my eyes.' For more information, visit [ucalgary.ca/eyeshigh](http://ucalgary.ca/eyeshigh).

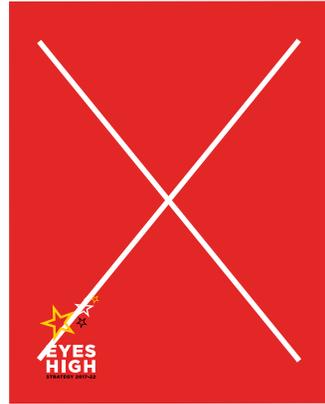
Standard advertising footer for all external advertising

**Description text:** The University of Calgary is a global intellectual hub located in Canada's most enterprising city. In our spirited, high-quality learning environment, students thrive in programs made rich by research, hands-on experiences and entrepreneurial thinking. Our strategy drives us to be recognized as one of Canada's top five research universities, engaging the communities we both serve and lead. This strategy is called *Eyes High*, inspired by the university's Gaelic motto, which translates as 'I will lift up my eyes.' For more information, visit [ucalgary.ca/eyeshigh](http://ucalgary.ca/eyeshigh).

**Incorrect application**



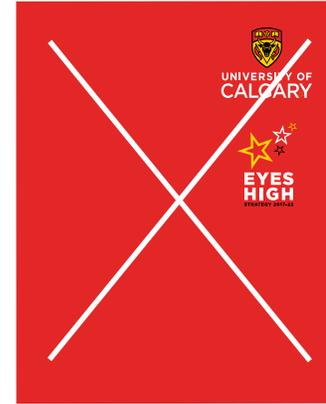
Do not set the *Eyes High* graphic in equal size and similar position to the University of Calgary identity so as to infer a partnership or joint initiative.



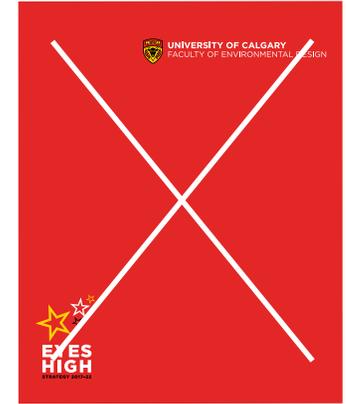
Do not use the *Eyes High* graphics without the presence of the University of Calgary identity.



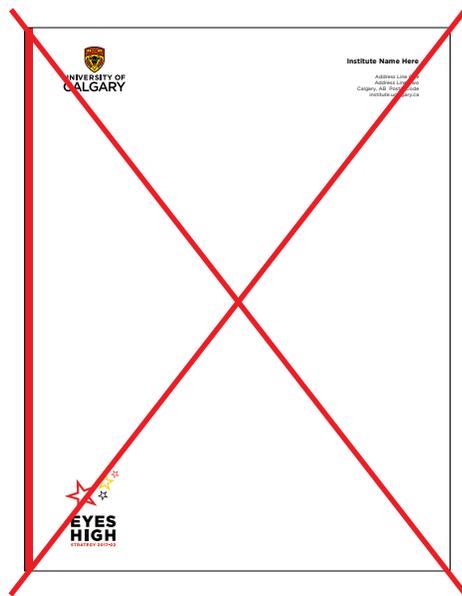
Do not switch positions of the *Eyes High* graphics with the University of Calgary identity.



Do not use the '*Eyes High*' wording as a tag line.



Do not use the *Eyes High* graphics with any brand other than the University of Calgary brand, including faculty or departmental sub-brands. This is an institution-wide initiative.



**Note**

The *Eyes High* graphic elements and messaging are intended to be aspirational and inspire creative thinking. They are not intended to be interpreted literally through photographic treatment of people looking at stars or at the sky, of stars in the sky itself, or in different visual plays on human eyes.

The University Relations Marketing division is responsible for stewarding the *Eyes High* graphic elements. Please contact [brand@ucalgary.ca](mailto:brand@ucalgary.ca) should you have questions or require guidance.

Standards such as these are intended to provide structure and logic for large groups that use the graphic elements. They are living documents and may be revised or re-interpreted should a particular situation warrant it. University Relations reserves the right to adjust these standards over time, as common sense and need dictate. If you feel that a particular application requires adjustment or discussion, please contact University Relations, as noted above.