Our logo is often the first touchpoint people have with our brand and it appears on most of our communications. It is a primary visual representation of the university — a visual cue that embodies the story of who we are, where we came from, what we do and why we do it.

Carleton’s logo has evolved during the university’s rich history. The current version of the university logo provides a contemporary, streamlined look that encapsulates our brand personality — accessible, authentic, honest, inclusive, active and vibrant — while honouring our past by incorporating traditional symbols, colours and elements appearing in previous versions.

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**Wordmark and Name**

Our logo’s text uses the font Roboto Slab. Modern, bold and reflective of the gravitas of a university, the serif face provides a distinct wordmark for Carleton.

**Maple Leaf**

Appearing in a vibrant red, this traditional nod to the Canadian flag ties Carleton to our nation’s capital.

**Shield**

This shield shape represents tradition and strength — it has been modernized to provide a bold, sleek look.

**Waves**

This pattern symbolizes the pages of a book and the knowledge it contains, alludes to the waterways that border our campus, and suggests the wings of a raven. Its shape signifies vibrant, forward momentum.
**Primary palette**

Our primary colour palette reinforces traditional Carleton colours — with the red evolving to appear more vibrant than ever. It aligns with Ottawa’s colours and Canada’s national colours, as well as to our raven mascot. The primary palette is vibrant and strong, bold and optimistic.

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<tr>
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<th>PANTONE</th>
<th>RGB</th>
<th>HEX</th>
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<td>233 / 28 / 36</td>
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<tr>
<td>0 / 0 / 0 / 0</td>
<td>255 / 255 / 255</td>
<td>FFFFFF</td>
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</tbody>
</table>
Accessibility
Our colour palettes have been chosen with accessibility in mind. The following combinations of text and background colour achieve AA accessibility standards in all text sizes and weights.

- **Black on White**
- **White on Black**
- **Black on Tints of Black ≤50%**
- **White on Tints of Black ≥60%**
- **White on Red**
- **Red on White**
**Horizontal format**

This is the preferred version of the university logo and is to be used wherever possible. Full colour is preferred as red is such a powerful component of our identity. The single colour versions should only be used when full colour is not an option.
**Vertical format**

The vertical stacked version can be used if the horizontal version doesn’t fit well or if the layout calls for a symmetrical look. Full colour is preferred as red is such a powerful component of our identity. The single colour versions should only be used when full colour is not an option.
**LOGO GUIDELINES**

Visual identity / Colours / Logo formats / Clear space & minimum size / Improper use / Design examples

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**Clear space and minimum size**

The following guidelines apply to all versions of the logo, including faculty, department, school, program, partner and co-branding lock-ups (the combination of logo and words, such as department name, to create a unified graphic).

**CLEAR SPACE**

To ensure our logo is visible, it is important to maintain a clear space around the logo. Place the logo on an uncluttered background away from any other graphic element. This clear space is defined by the width of the shield in the logo and extends from the furthest edge in each direction.

**DOWNLOAD LOGOS**

Click this link to find and download print and digital versions of the logo.

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**MINIMUM SIZE**

To ensure it is easy to read and recognize, the logo should not be applied smaller than the widths shown here. In logo lock-ups, these measurements apply to the Carleton wordmark and shield portion of the lock-up.

**FOR SMALL DIGITAL EXECUTIONS**

When the logo is being used in a digital execution that is small enough to pixelate the keyline, use this logo.

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**Carleton University**

Print: 1.5" minimum width
Digital: 108 px minimum width

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**Carleton University**

Print: 1" minimum width
Digital: 78 px minimum width

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**Carleton University**

Digital: 108 px minimum width for 1 px keyline
Improper usage
The integrity of the logo is critically important. The following are examples of what not to do with the Carleton logo in any of its formats.

- Do not rearrange logo elements
- Do not distort or stretch the logo
- Do not rotate the logo
- Do not embellish or add effects
- Do not alter the logo colours
- Do not place over busy backgrounds
**Design examples → Placement**

Consistent use and placement of our logo helps reinforce the brand and make it immediately recognizable. In most applications, the logos should be placed at the bottom. This applies to all lock-up versions of the logo.

The exception is digital applications that involve scrolling. In this case, the logo should be placed at the top of the layout instead.
LOGO GUIDELINES
Visual identity / Colours / Logo formats / Clear space & minimum size / Improper use / Design examples

Swag