

Logo guidelines

Carleton
University



January 2023

LOGO GUIDELINES

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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.

Carleton University



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.

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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.

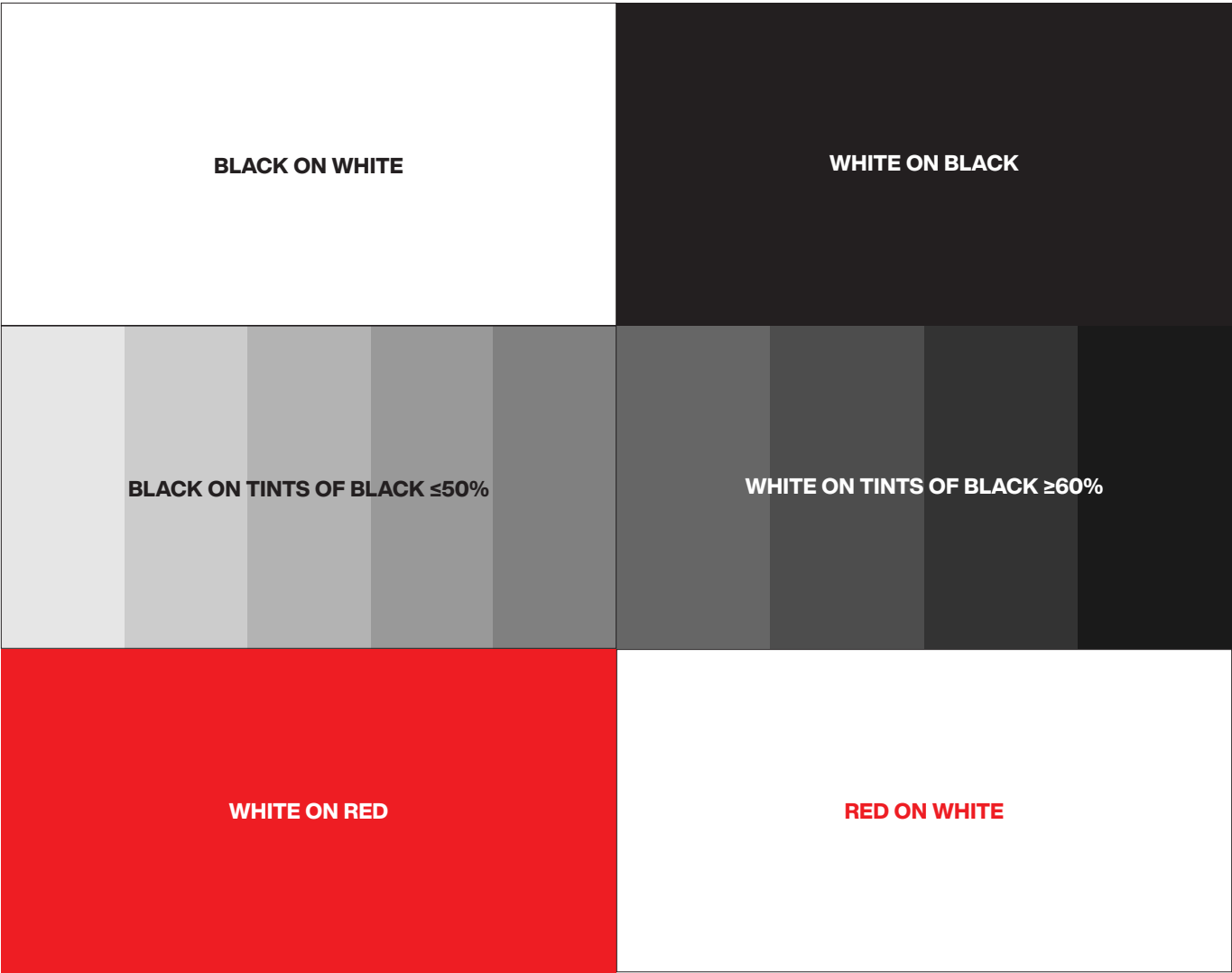
CMYK 0 / 100 / 100 / 0	PANTONE 185	RGB 233 / 28 / 36	HEX E91C24
CMYK 0 / 0 / 0 / 100	RGB 0 / 0 / 0	HEX 000000	
CMYK 0 / 0 / 0 / 0	RGB 255 / 255 / 255	HEX FFFFFF	

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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.



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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.

Full colour



Single colour



Full colour reverse



Single colour reverse



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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.

Full colour



Single colour



Full colour reverse



Single colour reverse



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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).

DOWNLOAD LOGOS

[Click this link](#) to find and download print and digital versions of the logo.

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.



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.



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



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

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](#).



Digital: 108 px minimum width for 1 px keyline

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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

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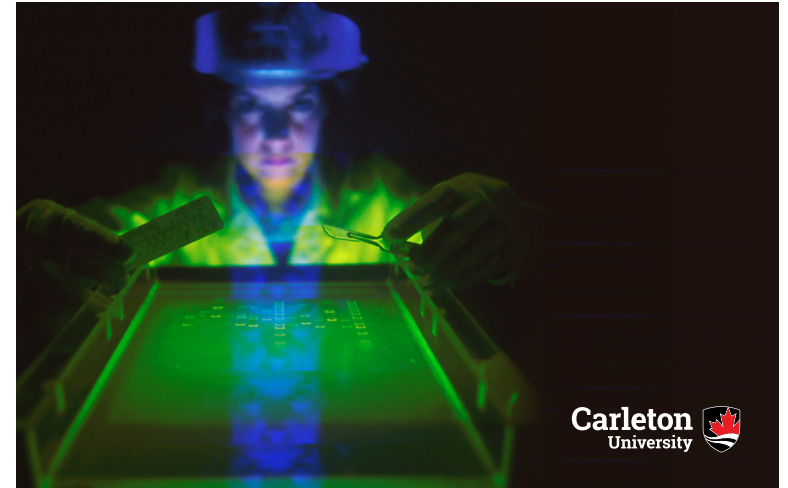
Design examples → Placement

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.



Vertical formats



Horizontal formats

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Swag