

Brand guidelines

January 2023

Carleton
University



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Introduction

The background of the slide features a solid red upper half. The lower half is composed of several thick, flowing, wavy lines in a dark grey or black color, creating a sense of movement and depth. The word 'Introduction' is written in a clean, white, sans-serif font, positioned in the upper left quadrant of the red area.

BRAND GUIDELINES

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Telling the Carleton story in a clear, consistent and compelling way

Carleton University was founded in 1942 to serve the community and educate returning Second World War veterans. In the years since, Carleton has grown into one of the most resourceful and productive hubs of learning and growth. Consistently ranked as one of the best comprehensive universities in the country, Carleton is a research-intensive school with exciting programs and a strong community of more than 35,000 staff, faculty, and students.

While members of our community know of Carleton's great achievements, there are many who are unfamiliar with all the exciting things happening here. To ensure Carleton creates and maintains a strong profile and reputation with key audiences, we must tell our story clearly, consistently and in a compelling way. We must be bold in highlighting our achievements and stay true to our values.

This document provides guidance on how to tell and reflect the Carleton story in an authentic and engaging way. Through the use of consistent visuals and language, we will build brand equity and solidify a strong reputation for Carleton.

Just as Carleton has changed over the years, the Carleton brand will continue to evolve. Over time, these guidelines will be updated to reflect that.

Brand

The background of the slide is a solid red color. In the lower half, there are several thick, dark grey wavy lines that flow from the left side towards the right, creating a sense of movement and depth. The word "Brand" is positioned in the upper left quadrant, rendered in a bold, white, sans-serif typeface.

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What is a brand?

Simply put, a brand is how people feel about an organization or institution. It is the sum of knowledge and experiences somebody has that determines the place Carleton holds in their mind.

The guidelines in this brand guide are intended to create a shared understanding of exactly what the Carleton brand is, and protect our brand equity.

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[Brand → Fundamentals](#)

POSITIONING STATEMENT

A positioning statement is crafted to articulate how we want to present Carleton to the world.

A compassionate and connected community with a shared vision for purposeful change — and the intelligence and drive to make it happen.

VISION

This is the vision from Carleton's Strategic Integrated Plan that the brand must support.

Carleton University will leverage the power of higher education to be a force for good.

PROMISE

A brand promise communicates what others can expect to experience when they engage with us.

To be a smart, caring community that inspires and empowers change leaders to positively impact our world.

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Brand → Values

Our brand values are the standards or principles Carleton believes in and is governed by.

Compassion

EMPATHY | EQUITY | INCLUSION

We will be a catalyst for good.

Purpose

RELEVANCE | ACCOUNTABILITY | SUSTAINABILITY

We will create change we are proud of.

Originality

AUTHENTICITY | IMAGINATION | CONFIDENCE

We will embrace what makes us unique.

Partnership

ENGAGEMENT | CONNECTION | COLLABORATION

We will work and succeed together.

Vision

AGILITY | ENTREPRENEURIALISM | INITIATIVE

We will bring new ideas to life.

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Brand → Personality

Our brand personality informs how we look, sound, and behave. Consider the following personality traits we try to demonstrate in communications for Carleton.

Smart

INSIGHTFUL | RESOURCEFUL | EFFECTIVE

Compassionate

GENEROUS | EMPATHETIC | INCLUSIVE

Down to earth

HONEST | AUTHENTIC | ACCESSIBLE

Dynamic

ACTIVE | ENGAGING | VIBRANT

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Brand → Tone-of-voice

An important part of how we present Carleton to the world is through the language that we use. Everything we say should reflect our brand and feel like it's coming from the same place. The following tone of voice characteristics describe how Carleton sounds when it speaks — both in writing and aloud.

Confident & engaged

At Carleton, there are a lot of exciting things happening that are positioning us to lead purposeful change. We shouldn't shy away from proudly sharing these stories with our audiences.

Warm & welcoming

A defining part of Carleton is the strong community of staff, faculty, and students. We are a welcoming place where people from different backgrounds can feel at home. How we speak must reflect this.

Hopeful & inspiring

There are great challenges in the world and we will inspire and develop solutions that will contribute to meaningful change. As a place that's tackling today's tough problems, Carleton can be a beacon of meaningful change. How we communicate should inspire others to join us in making an impact.

Clear & accessible

Carleton is committed to becoming the most accessible university in Canada — that includes our communications. To have our messages be as accessible as possible to all audiences, we must use language that is clear, concise and easily understood wherever possible.

Visual identity

Our visual identity is composed of all the most visible parts of the Carleton brand. Our logo, typography, colours, photography and graphic elements all work together to create the visual expression of our brand.

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Logo

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.

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Logo → University

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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Logo → 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



BRAND GUIDELINES

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Logo → 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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Logo → 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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Logo → 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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Logo → 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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Logo → Templates for common usage scenarios

We have developed several user friendly templates for on-brand presentation of our overall visual identity, including social media, PowerPoint, reports and pull-up banners to name a few.

You can find these templates at carleton.ca/brand



Social Media



Pull-up banner



Reports



PowerPoint

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Logo → Logo lock-up system

Faculties, departments, schools, programs and other units can use logo lock-ups when they need to designate or promote their unit.

In the case of a name that is 10 characters or fewer, use the larger font size as shown in the one-word name example.

Logo lock-up system – horizontal



Logo lock-up system – vertical



One-word name lock-up system example – horizontal



One-word name lock-up system example – vertical



Typical unit logo horizontal lock-up



Typical unit logo vertical lock-up



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Logo → Faculties

Faculty logo lock-ups have been created for each faculty. They can be used to promote a single faculty by a person or group that officially represents that faculty.

- Multiple formats are available
- Use the horizontal lock-up whenever possible
- Separate the logo and designation using the “r” as a separator
- Follow all logo usage guidelines (guidelines for the Sprott logo can be found beginning on [page 60](#))

Horizontal



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[Logo → Faculties](#)

Faculty logo lock-ups have been created for each faculty. They can be used to promote a single faculty by a person or group that officially represents that faculty.

- Multiple formats are available
- Use the horizontal lock-up whenever possible
- Follow all logo usage guidelines

Vertical



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Logo → Departments

Departmental logo lock-ups have been created for each department. They can be used to promote a single department.

Department lock-up system – horizontal



Department lock-up system – vertical



One-word name lock-up system example – horizontal



One-word name lock-up system example – vertical



- Multiple formats are available
- Use the simplest version needed to provide the right context for your audience
- Follow all logo usage guidelines

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Logo → Schools

School logo lock-ups have been created for each school. They can be used to promote a single school.

School lock-up system – horizontal



School lock-up system – vertical



One-word name lock-up system example – horizontal



One-word name lock-up system example – vertical



- Multiple formats are available
- Use the simplest version needed to provide the right context for your audience
- Use the horizontal lock-up whenever possible
- Follow all logo usage guidelines

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Logo → Programs/units

Academic department logo lock-ups have been created for each program/unit. They can be used to promote a single program/unit.

Program/unit lock-up system – horizontal



Program/unit lock-up system – vertical



One-word name lock-up system example – horizontal



One-word name lock-up system example – vertical



- Multiple formats are available
- Use the version needed to provide the right context for your audience
- Use the horizontal lock-up whenever possible
- Follow all logo usage guidelines

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Logo → Non-academic

Non-academic logo lock-ups can be used for non-academic offices or services in some cases, but use of the Carleton University logo on its own is preferred. Unit designations can be used elsewhere, such as in email signatures (see page 55).

- Multiple formats are available
- Use the version needed to provide the right context for your audience
- Use the horizontal lock-up whenever possible
- Follow all logo usage guidelines
- The preferred logo for non-academic communications is the Carleton-only logo and “custom” logos are not to be used

Office/service lock-up system – horizontal



Office/service lock-up system – vertical



One-word name lock-up system example – horizontal



One-word name lock-up system example – vertical



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Logo → Co-branding, sponsorships and partnerships

When the Carleton logo appears alongside other logos to indicate co-branding, sponsorship or partnership arrangements, or when more than one university unit is involved, follow these guidelines to ensure all logos are properly represented.

WHEN APPEARING WITH ONE OTHER LOGO:

- Use the university logo in its preferred horizontal version
- Separate the logos by a space the same width as the shield
- Separate the logos by a vertical line the full height of the logo



WHEN APPEARING WITH MULTIPLE OTHER LOGOS:

- Use the university logo in its preferred horizontal version
- Place the university logo bottom right or left in accordance with placement guidelines
- Place the other logos in an equally spaced row along the bottom of the layout
- Add text to provide the partnership or sponsorship context above the logos



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Logo → Social Media Icons

Brand consistency across all platforms is critical to increase the awareness of the Carleton brand.

Adhering to the social media guidelines will help Carleton become more easily recognized. Due to the limited size of profile icons and ensuring accounts are AODA compliant, all academic and service units are to use the official Carleton University shield as their profile image for social media. The shield icon with the white background represents the official flagship accounts (Fig. 1), while other social media accounts are to use the shield with the red background (Fig. 2).

The profile icons can be downloaded [here](#), with versions for most major platforms.



Fig. 1: Flagship profile icon



Fig. 2: Alternate profile icon for all other university accounts



Typical social media banner with profile icon

ACADEMIC AND SERVICE UNITS

Academic and service units are encouraged to display their full name in other areas of their social channel (i.e. account name, banner image, post titles within the social feed).

Any images, colours and fonts used on social pages should follow the university's guidelines to help establish brand consistency.

PERSONALITY-BASED ACCOUNTS AND SPECIFIC CHANNELS

Personality-based accounts (i.e. @president_cu or @RodneyRaven) are encouraged to use a profile picture representing the individual or personality.

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Logo → Custom logos

A very limited number of external-facing units, such as named schools, can use a customized logo containing their unit's name. These units must meet the following criteria:

- Named schools, centres and institutes that compete in the external marketplace for specific target audience attention and have a need to establish/maintain a distinct awareness and reputation
- Donor-required units

Custom logos are not otherwise permitted.



Sprott custom logo - Horizontal



Vertical



CU@Kanata custom logo

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Logo → Swag

Informal versions of our logo can be created for use exclusively on promotional merchandise such as apparel, bags, mugs and pens. Use of official logos is preferable and should be used when suitable. These informal logos should not be used on any other communication materials — and all guidelines for proper usage should be followed.

IMPRINTS/EMBROIDERING

To ensure our logo is clear and properly printed in all reproduction situations, Imprint and embroidery specific versions can be made available.

The Carleton University imprint logo can be found [here](#).



Carleton
University

Carleton



SHIELD BACKGROUND

This version is all white, with only a white outline around the shield so b/g colour shows through. Used for printing with a single colour (black or white) where b/g is not black



EMBROIDERED WORDS

Small text is enlarged compared to normal logos to ensure visibility with embroidery.

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Logo → Events

Events aimed at internal audiences should use the Carleton logo and visual identity. However, event logos may be created to promote significant events and conferences targeted toward external audiences such as community and professional groups. Organizers of external-facing events can work with the Department of University Communications to determine if an independent event brand is suitable, and then request a new logo.

The following guidelines apply to external event logos:

- Incorporate the Carleton University wordmark, unless the event logo is used in conjunction with the Carleton logo
- Use approved brand fonts for all typography
- Use approved brand colours as appropriate

Logo → New logos

Permission is required to design and use a new logo. To request a new logo, get approval from the head of the appropriate department and then submit a requisition to the Department of University Communications.

Before submitting a logo request, please read the guide section on logos to see if a “custom” logo is permitted.

Logo → French executions

There is no French version of the Carleton logo. Within text, Carleton University can be translated to **Université Carleton / L'Université Carleton / l'Université Carleton**. Depending on the context or usage, it's best to check with a translator.

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Coat of arms

The coat of arms was presented to the university by His Excellency The Right Honourable Ramon John Hnatyshyn, Governor General of Canada, on November 15, 1992, as part of Carleton's 50th anniversary celebrations.



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Coat of arms → Overview

The Carleton University coat of arms symbolizes sound learning, good citizenship, and the highest hopes of humanity.

HERALDIC DESCRIPTION

Sable a maple leaf Gules irradiated and charged with an open book Argent; And for a Crest: On a wreath Argent Sable and Gules a Phoenix Gules quilled and beaked Or issuing from flames proper; And for a Motto: Ours the Task Eternal; And for Supporters: on a grassy mount on either side a raven Sable beaked and membered or armed Gules.

PHOENIX

The phoenix symbolizes the renewing of learning from older foundations, in recognition of Henry Marshall Tory's role in the founding of the university when he was 78 years old.

CREST

The open book on the maple leaf signifies that Carleton University is in the nation's capital and that learning is open to all.

RAVENS

A reference to Carleton's teams, ravens are known for their intelligence, teamwork, communication and determination.

MOTTO

"Ours the Task Eternal" is taken from a Walt Whitman poem entitled "Pioneers" and ties in the eternal quality of the phoenix and knowledge.



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Coat of arms → Usage

The Carleton coat of arms should be used exclusively in full colour, and only with the permission of the Department of University Communications. It may be approved for use in applications such as:

The university's coat of arms may be considered for other applications. To request approval, contact the Department of University Communications.

Credential

Official university documents including diplomas, degrees, certificates and transcripts.

Presidential

Documents from or relating to the President's Office or Board of Governors.

Ceremonial

Materials for events like convocations and awards ceremonies.

Structural

Significant works of art or architectural features approved on a case-by-case basis.

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Coat of arms → Clear space and minimum size

The following guidelines should be followed to ensure visibility of the Carleton coat of arms.

CLEAR SPACE

Place the logo on an uncluttered background away from any other graphic element. Maintain a clear space around the coat of arms defined by the width of the crest and extending from the furthest edge in each direction.



MINIMUM SIZE

The coat of arms should not be applied smaller than the widths shown here.

Print: 1" minimum width

Digital: 96 px minimum width

Typography

Typography is a visual expression of our brand voice. Our brand includes two brand fonts and two alternate fonts that allow us to create a distinct look while providing flexibility in documents and designs.

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Typography → Brand fonts

The brand fonts should be used for marketing collateral and branded communications, as they are the purest visual expression of the Carleton brand voice, and help ensure communications coming from us are recognized as ours.

FONT LICENSES

Helvetica Now and Publico are not system fonts (see next page) and therefore need to be purchased for each user/seat that are required to use it. Legally, it is not an option to copy fonts between users.

Helvetica Now can be purchased [here](#).

Publico can be purchased [here](#).

HELVETICA NOW

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Helvetica Now is our primary brand font. It's a modernized version of a very classic sans serif font that has endured time and has evolved to perform better in the digital world. Helvetica Now is our primary brand font for use in all marketing and advertising materials. It is a sans serif brand font used by designers and developers. Helvetica Now is available in a number of weights and any may be used.

PUBLICICO

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Publico is our brand serif font, only for use in longer form materials, such as in-depth reports. It makes long blocks of text easier to read. Publico Medium is the only weight to be used.

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[Typography](#) → [System fonts](#)

They are widely available and come in a variety of weights and styles.

ARIAL

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Arial is our system sans serif font for day-to-day use. It can be used when Helvetica Now is not available. Arial is available in a number of weights and any may be used.

GEORGIA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Georgia is available on most devices, so it is our system serif font. Serif fonts can be used for longer documents. Georgia is available in regular and bold weights. Either may be used.

Colours

Colour is an important part of our brand. It reflects our brand personality, helps make us instantly recognizable and is a great way to add depth, personality and vibrancy to our communications materials.

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Colours → 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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Colours → Secondary palette

Secondary colours can be achieved by using tints of the colours from the primary palette. While not as bold, they can be useful when the need for alternative colours arises and still keep within the established brand.

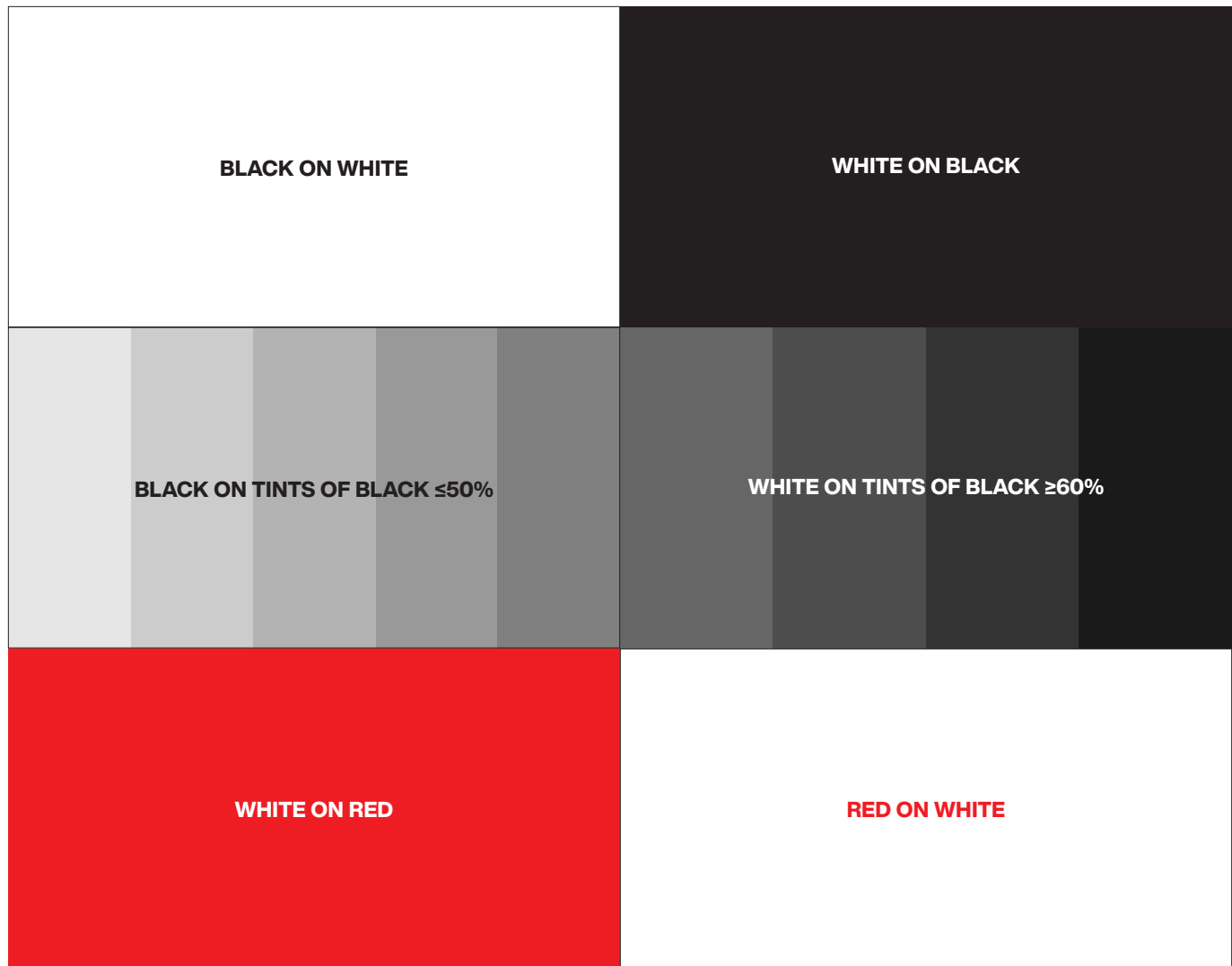
TINTS OF CARLETON RED		
CMYK 1 / 23 / 11 / 0	RGB 247 / 204 / 204	HEX F6CCCC
CMYK 0 / 21 / 9 / 0	RGB 251 / 210 / 211	HEX FBD2D3
CMYK 0 / 10 / 3 / 0	RGB 253 / 232 / 233	HEX FDE8E9
TINTS OF CARLETON BLACK		
CMYK 0 / 0 / 0 / 90	RGB 25 / 25 / 25	HEX 191919
CMYK 0 / 0 / 0 / 80	RGB 51 / 51 / 51	HEX 333333
CMYK 0 / 0 / 0 / 70	RGB 77 / 77 / 77	HEX 4D4D4D
CMYK 0 / 0 / 0 / 60	RGB 102 / 102 / 102	HEX 666666
CMYK 0 / 0 / 0 / 50	RGB 128 / 128 / 128	HEX 808080
CMYK 0 / 0 / 0 / 40	RGB 153 / 153 / 153	HEX 999999
CMYK 0 / 0 / 0 / 30	RGB 179 / 179 / 179	HEX B3B3B3
CMYK 0 / 0 / 0 / 20	RGB 204 / 204 / 204	HEX CCCCCC
CMYK 0 / 0 / 0 / 10	RGB 230 / 230 / 230	HEX E6E6E6

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Colours → 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.



Photography

Photography is an important part of the Carleton brand because it can tell a story and reflect who we are in an authentic way. A well-chosen image can engage audiences, create context, add colour and texture, capture nuance and help articulate the essence of the Carleton experience.

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[Photography → Guiding principles](#)

Engaging original photography should be used where possible. To accurately tell our story and reflect the Carleton brand, there are four guiding principles to consider.

SELECTED IMAGES SHOULD BE:

Bold

Carleton is an exciting place doing exciting things. Photography should be confident and distinctive, not quiet and generic.

Active

There's a lot going on in every part of the university. Our subjects should be captured either taking action or taking a brief break from what they're doing to interact with our audience.

Authentic

Photography must reflect the actual story of Carleton. We should capture real students, faculty and staff in environments that reflect Carleton. We have a unique story to tell, so must emphasize this through the imagery we use.

Inclusive

The Carleton community is diverse in every way. Photography should proportionately represent diversity in all forms.

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Photography → People

Carleton is a close-knit community. People are the centre of our stories and our successes, so featuring up-close and personal photography is important. Images of people can demonstrate a sense of belonging while creating an intimate connection with our audiences.

SELECTED IMAGES SHOULD:

- Show positive, determined, confident-looking people — representative of Carleton's diversity
- Be candid and not posed — showing people caught in an authentic moment
- Be in-situ — showing people caught in the action, taking on challenges
- Feature tight composition so the entire frame feels full and colourful
- Vary between eye-contact with audience and focused on their task
- Tell an interesting story — using angles and foreground items to create visual interest



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Photography → Place

Our campus, Ottawa and the surrounding geography, and the locations our studies and work take us are an important part of the Carleton story. Place images anchor our brand, showcase our campus and architecture, speak to strength and permanence, and can create strong and lasting impressions.

SELECTED IMAGES SHOULD:

- Be interesting — use architectural features, angles and lighting to gain attention and make a connection
- Bring the campus to life — show variety in time of day, seasons, lighting and weather conditions
- Include people — where possible, show students, staff, faculty and alumni engaging with the space



BRAND GUIDELINES

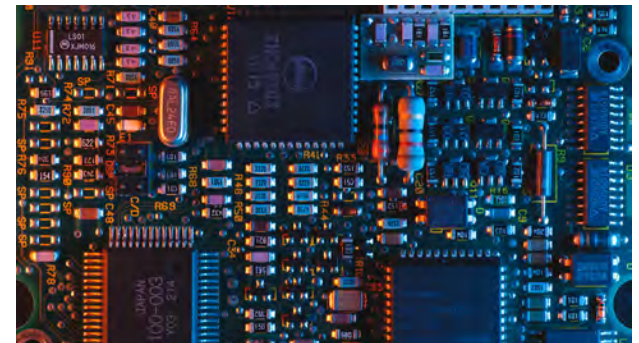
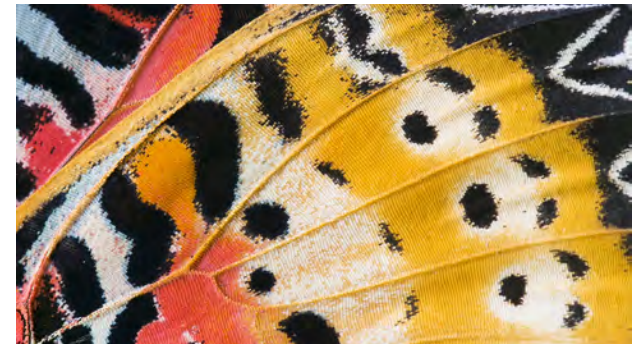
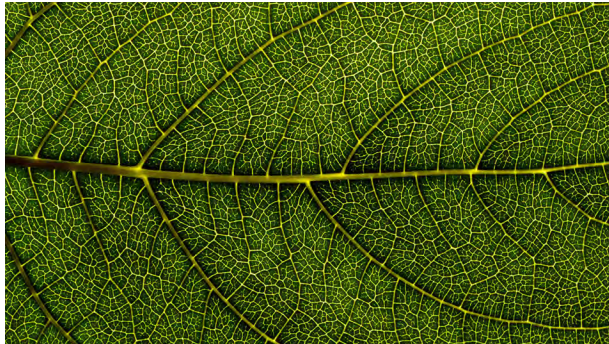
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Photography → Impact

Having an impact is central to the Carleton story — it woven throughout all elements of the brand. It is part of our positioning, our promise and our vision. Impact images make for very compelling storytelling that places what we do in context and allows our audiences to see and imagine themselves making a real difference. They can be used to communicate more abstract or complex concepts that would be difficult to capture in a single image of people and places.

SELECTED IMAGES SHOULD:

- Be easy to understand — show the difference Carleton and its people are making in the world in a tangible or highly visible way if possible
- Be editorial and evocative — images should provide important context and support the story being told
- Use original photography or carefully chosen stock images — try to be unique in either case



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Photography → Style

A photographic style establishes a consistent quality, look and feel throughout the brand. Adhering to the principle of authenticity, photography should be developed to be as close as possible to what the eye would see.

SELECTED IMAGES SHOULD:

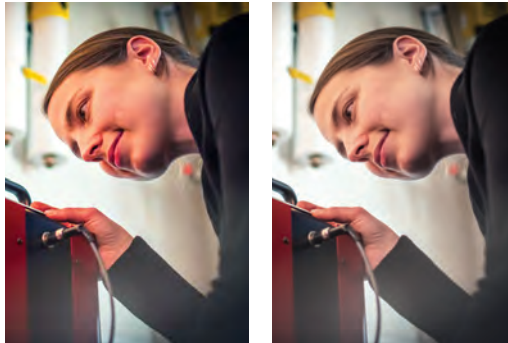
- Have the same level of saturation, shadows and highlights as any others appearing in the same publication or series
- Have skin tones be as close as possible to natural
- Be well lit with no excessive bright or dark areas
- Bring a single, strong focus of attention; photo collages dilute the story and create a weak centre of attention



Photos that run dark may need to be adjusted for shadows and highlights



Presenting proper skin tones is key in authentic and inclusive photography



Oversaturated photos need to be adjusted to make them more natural and appealing

Graphic elements

The Carleton brand incorporates a variety of graphic elements to add different dimensions to our branded communications. They can be used for visual interest, to structure or unify designs, to break up or highlight content and to help communicate abstract or complex ideas and information.

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[Graphic elements](#) → [Design system](#)

The Carleton design system brings all elements of our visual identity together. It was created with enough flexibility to allow for a wide variety of layouts while providing enough unity to create brand recognition. The following features are used to help provide consistency and strengthen the brand.

The wave

The wave is an elaboration of the pattern from our logo. It is our primary graphic element. It gets attention and creates a sense of flow and momentum as Carleton charts a path toward an exciting future. The shape is not fixed — portions can be used and variations can be created as long as they are clearly recognizable as waves and appear only in Carleton red or black. The wave is versatile. It can be used to add visual interest, provide a focal point, highlight content or provide structure to designs.

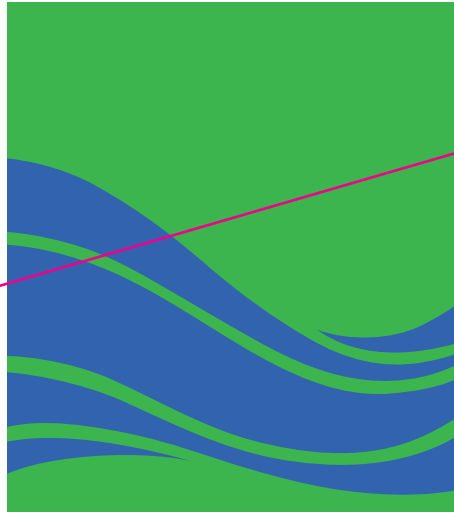


BRAND GUIDELINES

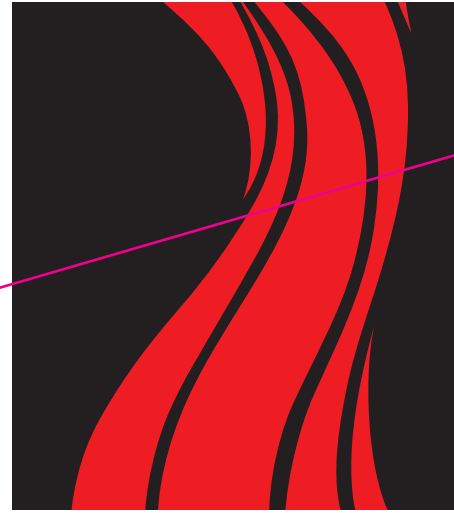
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The Wave → Improper usage

The integrity of the wave is critically important. The following are examples of what not to do with the wave in any of its formats.



Do not alter the wave colours



Do not rotate the wave



Do not distort or stretch the wave



Do not alter the wave opacity

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Graphic elements

→ White space

White space is simply the space between — and sometimes within — other design elements. It is an important consideration in any layout and should be applied generously where possible within the Carleton design system. White space can be used to balance designs, organize and enhance visibility and readability of content, provide a clear space for logos and other elements, or convey a certain mood. White space is not necessarily white. It can be any colour or texture so long as it provides room for a design to breathe.



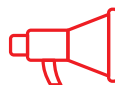
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Graphic elements → Icons

Icons are a good way to simplify and categorize information. In order to maintain a consistent branded look, adhere to the following guiding principles when selecting or creating icons.

- Use flat design — icons should appear flat with no sense of depth or forced perspective
- Keep it simple — icons should be simplified down to the minimum amount of detail
- Create a unified set — icons should appear as outlines using the same line thickness everywhere



ICONS TO DOWNLOAD

You can find a premade set of icons for many academic uses [at this link](#).

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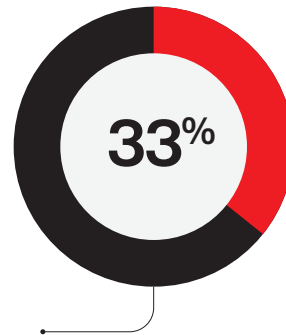
Graphic elements

→ Infographics

Infographics are a good way to gain attention and showcase data. In order to maintain a consistent branded look, adhere to the following guiding principles when creating infographics.

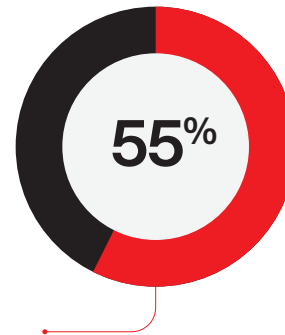
- Make it clear and easy to understand — infographics can combine numbers, icons and recognizable symbols to make the data simple to grasp
- Use colour generously — use primary or secondary colour palettes to bring life to the infographic and help categorize data
- Keep it easily digestible — infographics are most effective when content is broken up into smaller chunks, categorized and visually separated

EXAMPLE INFOGRAPHIC STYLES



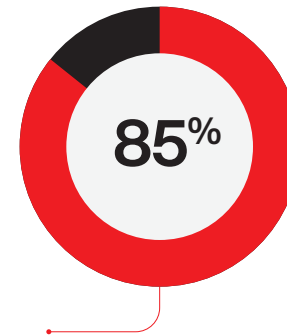
Ut non enim

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



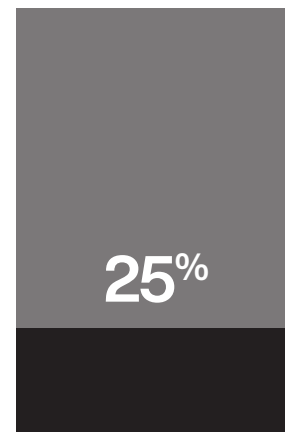
Auctor lobortis lacus

Aenean ut eros et nisl sagittis vestibulum et illionis.



Donec pede justo

Vestibulum ante ipsum primis in faucibus orci luctus et ultric.



Vivamus aliquet elit ac nisl

Cras ultricies mi eu turpis hendrerit fringilla. In auctor lobortis lacus. Nam commodo suscipit quam.

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[Design examples → Email](#)

Email is an important communication channel and a key way for us to stay in touch with each other and our audiences. Our signatures act as a digital form of a business card and play a highly visible role in terms of our reputation. As with all other elements, consistency is essential to a strong brand.

Use all email signature templates as provided. Please do not:

- Change the font in any manner (e.g. bolding, italics, etc.)
- Alter the colour
- Adjust the information order
- Add a background image or colour
- Use a logo that is different than the one in the template (unit designations are to be noted below title)

New message


To

Subject

Name (pronoun), MA
Title
Department


Carleton University
1125 Colonel By Dr, Ottawa, ON K1S 5B6
T 555.555.5555 x555
M 555.555.5555 x555


[carleton.ca](#)


Carleton 
University


Send

A









Email signature

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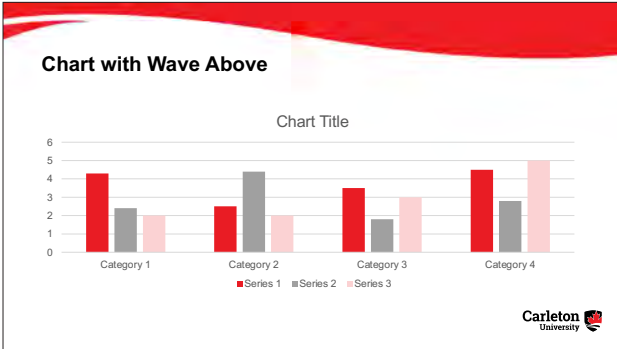
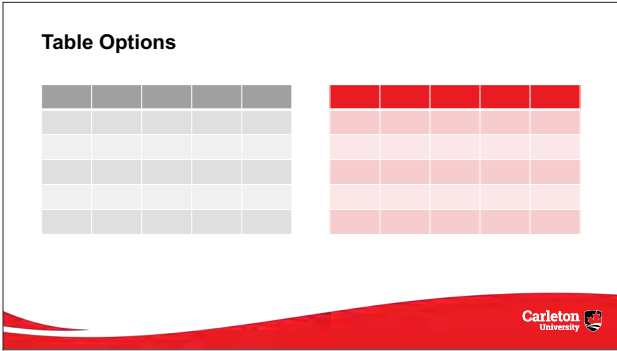
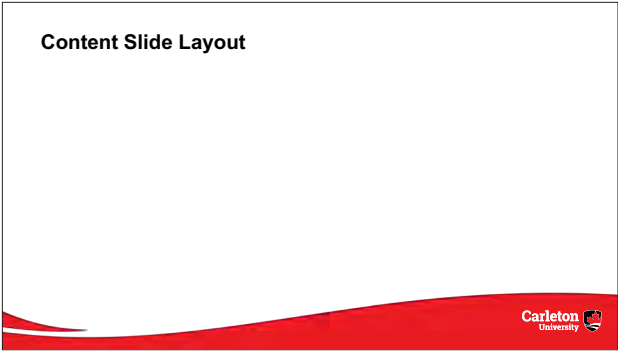
Design examples



Zoom/Teams backgrounds

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PowerPoint template

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Viewbook



Postcard



Social Media



Signage

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Swag

Sprott brand

This section provides a basic introduction to the Sprott brand. For more detailed information, please refer to the complete Sprott Brand Guide.

→ [See the full Sprott brand guide](#)





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Sprott → Logo

PRIMARY

This is the preferred version of the Sprott school logo and is to be used in full colour wherever possible.

Full colour	Single colour
	
Full colour reverse	Single colour reverse
	

OTHER VERSIONS

These versions of the logo are also available. Refer to the complete Sprott brand guide for usage details.

 	 
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Sprott → Logo clear space and minimum size

The following guidelines apply to all versions of the logo, including program, partner, research centre, group and event lock-ups.

CLEAR SPACE

To ensure visibility, maintain a clear space around the logo defined by the width of the shield as shown.



MINIMUM SIZE

To ensure it is easy to read and recognize, the logo should not be applied smaller than the widths shown.



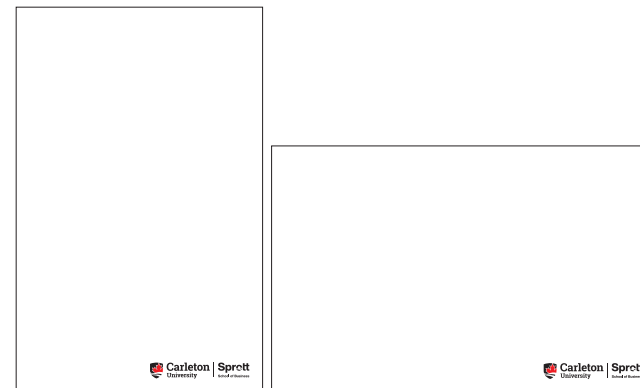
Print: 2" minimum width
Digital: 144 px minimum width



Print: .75" minimum width
Digital: 72 px minimum width

PLACEMENT

In most applications, the logo should be placed at the bottom right, left or centre as shown.



Vertical formats

Horizontal formats

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Sprott → Improper usage

To ensure integrity of the logo:



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



Do not add additional elements to logo



Do not remove keyline from logo

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[Sprott → Colour palette and typography](#)

PRIMARY PALETTE

Our primary colour palette should be applied in approximately equal one-third proportions, as represented here.

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

BRAND FONTS

Helvetica Now is our primary brand font for use in all marketing and advertising materials. It is a sans serif brand font used by designers and developers.

Publico is our brand serif font, only for use in longer form materials, such as in-depth reports. It makes long blocks of text easier to read.

Arial is our system sans serif font for day-to-day use. It can be used when Helvetica Now is not available.

Georgia is available on most devices, so it is our system serif font. Serif fonts can be used for longer documents.

HELVETICA NOW / Alternative font: Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

PUBLICO / Alternative font: Georgia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()