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Carleton University / Brand guidelines / August 2021
Introduction
Telling the Carleton Story in a clear, consistent and compelling way

Carleton University was founded in 1942 to serve the community and educate returning World War II 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
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 — or in other words, our reputation.

While many factors beyond these guidelines contribute to the Carleton brand — telling our authentic story consistently can help shape the place Carleton occupies in people’s minds. The following elements are used to create a shared understanding of exactly what Carleton is, and how this is expressed to the world.
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.
**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.

**Originality**

**Authenticity | Imagination | Confidence**

We will embrace what makes us unique.

**Vision**

**Agility | Entrepreneurialism | Initiative**

We will bring new ideas to life.

**Purpose**

**Relevance | Accountability | Sustainability**

We will create change we are proud of.

**Partnership**

**Engagement | Connection | Collaboration**

We will work and succeed together.
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

Down to earth
HONEST | AUTHENTIC | ACCESSIBLE

Compassionate
GENEROUS | EMPATHETIC | INCLUSIVE

Dynamic
ACTIVE | ENGAGING | VIBRANT
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.
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.
Logo → University
Carleton’s logo has evolved during the university’s rich history. The new 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.

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.
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.
**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.
**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.

**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
**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.
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
Logo → Faculties
Faculty logos 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. To promote more than one faculty, use the university logo.

- 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
Logo ➔ Faculties
Faculty logos 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. To promote more than one faculty, use the university logo on its own.

- Multiple formats are available
- Use the horizontal lock-up whenever possible
- Follow all logo usage guidelines
Logo → Departments
Department logos have been created for each department. They can be used to promote a single department by a person or group that officially represents that department. To promote more than one department within a single faculty, use the faculty logo instead. To promote more than one department in different faculties, use the university logo on its own, instead.

In the case of a department name that is 10 characters or less, use the larger font size as shown in One word name example.

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

School logos have been created for each school. They can be used to promote a single school by a person or group that officially represents that school. To promote more than one school within a single faculty, use the faculty logo instead. To promote more than one school in different faculties, use the university logo instead.

Named schools can have “custom” logos that follow the format shown and utilize the university’s approved colours and fonts.

In the case of a school name that is 10 characters or less, use the larger font size as shown in One word name example.

- 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
Logo → Programs/units
Academic department logos have been created for each program/unit. They can be used to promote a single school by a person or group that officially represents that program or unit. To promote more than one program or unit within a single department or school, use the department or school logo instead. To promote more than one program or unit in different faculties, use the university logo instead.

In the case of a program name that is 10 characters or less, use the larger font size as shown in One word name example.

- 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
**Logo ➔ Non-academic**

Non-academic logos 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 48). When use is permitted, non-academic logos follow the same lockup system used elsewhere. Custom logos are not permitted.

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

- 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
Logo → Co-branding, sponsorships and partnerships

When the Carleton logo appears alongside other logos to indicate co-branding, sponsorship or partnership arrangements, 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 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
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.
**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 Creative Services 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 Creative Services.

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

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

- Ceremonial
  Materials for events like convocations and awards ceremonies.

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

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

The University’s coat of arms may be considered for other applications. To request approval, contact the Department of University Communications.
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.
**Typography → Brand fonts**

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

Helvetica Now is available in a number of weights and any may be used.

**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. Bold and confident, it can be used for headlines, titles and lead-in copy — anywhere you want to draw attention. It is also versatile and can be used for body copy.

**Publico**

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

Publico Medium is the only weight to be used.

Publico is our secondary brand font. It is a friendly and eye-catching serif font that provides a humanizing look and feel. While primarily used for body copy and captions, it can bring an approachability to headlines — balancing the bold, modern look of Helvetica Now.
**Typography**

→ Alternate fonts

When our brand fonts are not available, you can choose these alternative fonts. They are widely available and come in a variety of weights and styles.

**ARIAL**

Arial is our primary alternate font. It can be used in place of Helvetica Now for headlines, titles and lead-in copy. It can also be used for body copy.

**GEORGIA**

Georgia is our secondary default font. It can be used in place of Publico primarily for body copy and captions, but also to add variety in headlines.
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.
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.
**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.
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.
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
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 impression.

**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
**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
- Be original photography or carefully chosen stock images — try to be unique in either case
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.
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.

### Graphic elements

→ Design system

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 in Carleton red. The wave is versatile. It can be used to add visual interest, provide a focal point, highlight content or provide structure to designs.
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.
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
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.

**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.
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 that the one in the template (unit designations are to be noted below title)
Design examples

Zoom/Teams backgrounds
BRAND GUIDELINES

Introduction / Brand / Visual identity / Typography / Colours / Photography / Graphic elements / Design examples / Ravens brand / Sprott brand
BRAND GUIDELINES

Introduction / Brand / Visual identity / Typography / Colours / Photography / Graphic elements / Design examples / Ravens brand / Sprott brand

Swag (mock-up only)