The purpose of this guide

Welcome to the latest version of the Carleton University Brand Standards Guide. Here you'll find resources, guidance and reference for all things related to branding, graphic standards and logo usage.

We’ve built an easy to use guide, but like any guide, you can expect occasional updates, which will be clearly identified.

In the meantime this guide is meant to help university communicators in several important ways:
• To provide a rock-solid primer for anyone tasked with communicating within the university environment.
• To make it easier to understand and follow university brand standards
• To make it easier to access and use approved university assets
• To better understand what Creative Services offers, and how best to take full advantage of those services.
• To serve as a quick reference guide to all communicators, staff and faculty at Carleton University
OFFICIAL CARLETON LOGOS
Give the logo space. A clear zone of “x” (x=shield width) around the logo will give it the space it needs to stand out.

You can download logos here: carleton.ca/duc/resources/

RULES:
• Logos that appear on the official logos page are the only ones authorized by the university for use
• Please ensure that spacing guidelines, as identified on this page, are applied for any logo use
• Carleton logos can be resized for specific use, but logo shape and aspect ratio cannot be altered in any way.
• It is forbidden to alter or add to the Carleton logo. If you have a need to present the Carleton logo with other logos, contact DUC for guidance and permission

IMPORTANT NOTES:
The narrow version of the Carleton logo works best in advertising situations where you are using taller, narrower creative material space and in space-restricted applications and environments, such as web banner ads.
Please ensure you use the proper version of the logo for your materials. Only the dropped out versions of the logo, which are readily available on our logo page should be used when a logo is to appear on a dark backdrop.
The tagline version of the logo is the official university logo, but where space limitations exist, it can be appropriate to use the version without the tagline.
EXAMPLE OF SUB-BRAND LOGOTYPE ARTWORK
The same spacing guidelines that apply to the main Carleton logo, also apply to the sub-brand applications. Give the logo space.

EXAMPLES OF ANCILLARY UNIT IDENTITIES

IMPORTANT NOTES:
We have an official, standardized Carleton logo for Faculties and Schools. We also have a range of options available for ancillary unity identity as well.
The logos for Faculties and Schools are exclusively created and supplied by the creative services team. If your faculty, school or ancillary unit requires a new or refreshed visual identity, DUC is available to help you create it in accordance with our identity standards. Please don’t hesitate to get in touch for assistance.
**IMPORTANT NOTES:**

The primary colors are those that should appear in some manner in a piece to properly identify and differentiate the brand. When using red in a design, the Carleton PMS must be used. However, the piece is not limited to use of these colours only. The goal is to properly identify the brand with the primary colours, but not lessen the effectiveness of the piece by limiting use of colour altogether. Balance is key.

The secondary colour of 70% black can be used in situations when an additional colour is required along side the primary brand colors.
GOTHAM:

Gotham Light
Gotham Book
Gotham Medium
Gotham Bold

GEORGIA:

Georgia regular
Georgia italic
Georgia bold

ARIAL (gotham substitute for print and web):

Arial Regular
Arial Bold
Arial Italic
Arial Bold Italic

IMPORTANT NOTES:

Gotham and Georgia are the official University fonts. Georgia is a standard system font. If Gotham is not installed on your system, you may use Arial in place of Gotham.

Setting type in capital letters can make a word or line stand out, but formatting an entire paragraph in caps can negatively affect readability. 70% black on white is the threshold for good contrast. See the Access Ability Handbook (referenced in the resource section of this guide) for a full detailed explanation of these best practices.
Here are just a few examples that show how Carleton University’s identity standards can be applied on various communications materials in order to create a strong and consistent look for Carleton, both inside and outside the university, and when speaking to a broad range of audiences.

PRINT PUBLICATIONS:
Carleton University Welcomes Dr. Benoit-Antoine Bacon as New President

On July 1, Dr. Benoit-Antoine Bacon will become the 15th president and vice-chancellor in Carleton University’s history. Dr. Bacon is an accomplished academic leader, professor of psychology, and researcher in cognitive neuroscience who currently serves as provost and vice-principal (Academic) at Queen’s University. His previous leadership roles include president and vice-president (Academic Affairs) at Concordia University and associate vice-principal (Research) and Dean of Arts and Science at Bishop’s University.

I CHOSE NEUROSCIENCE
WATCH MY VIDEO
CARLETON.CA/STORIES
– Sumiya

admissions.carleton.ca

I CHOSE COMMERCE
WATCH MY VIDEO
CARLETON.CA/STORIES
– Bini

Carleton University
MASTER LOGO ARTWORK
Give the logo space. A clear zone of “x” (x=shield width) around the logo will give it the space it needs to stand out.

CARLETON UNIVERSITY RED
For print: PANTONE 186
Process colors (cmyk)
Cyan 12
Magenta 100
Yellow 91
Black 3
For web: #CF112D

SUB-BRAND LOGOTYPE ARTWORK
Facilities and schools. These identities are for use in internal and external communications. Some examples:

GOTHAM:
Gotham Light
Gotham Book
Gotham Medium
Gotham Bold

GEORGIA:
Georgia regular
Georgia italic
Georgia bold

HELVICITA (GOTHAM SUBSTITUTE):
Helvetica Light
Helvetica Regular
Helvetica Bold

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You can download logos here: newsroom.carleton.ca/resources-and-publications/

A complete version of the Brand Standards Guide is available here (Visual Identity Toolkit):
carleton.ca/duc/resources/
PHOTOS:
DUC can assist you with all of your photo requirements. Please contact Greg MacDonald at x8707 to discuss your needs. DUC can assist with planning and can provide you with approved supplier options that fit your need, budget and timing.

Helpful links:
Official Carleton online photo gallery: photos.carleton.ca/duc/
Carleton Archival photo database: arc.library.carleton.ca/

VIDEO
DUC can assist you with all of your video shoot requirements. Please contact Greg MacDonald at x8707 to discuss your needs. DUC can assist with planning and can provide you with approved supplier options that fit your need, budget and timing.

WEB
You can direct all web-related questions to Dan Brown: Danny.Brown@carleton.ca

SOCIAL MEDIA
If you have a question about Carleton’s social media policy, Chris Cline is a good person to ask. You can reach Chris here: Chris.Cline@carleton.ca

ADVERTISING
For any advertising needs or questions related to traditional, digital and social advertising, Greg MacDonald is happy to answer your questions and help you in your planning and to ensure you are able to secure the best advertising rates and schedules. You can reach Greg here: Greg.MacDonald@carleton.ca

ACCESSIBLE DESIGN
The Association of Registered Graphic Designers of Ontario (RGD) have produced an easy to use guide for designing for accessibility in mind. You can download the guide here: rgd-accessibledesign.com/2015/05/new-handbook-now-available/