PRINCIPAL’S MESSAGE

A strong visual identity plays an important role in shaping the image of the university. Each time Queen's communicates with its audiences, we have an opportunity to communicate our unique character, mission and values. When a brand is easily and consistently recognizable it strengthens public awareness. The synergy created with visual consistency across faculties, departments and programs builds awareness and profile for Queen’s, and as the university’s visibility and profile grows, every program benefits.

The impact of our brand is measured by what people know about us, how they feel about us, and how readily they recognize Queen’s and identify with us as an institution that matters. By following these guidelines you are protecting one of our most valuable assets – our brand image.

The Board of Trustees endorsed Queen’s current Visual Identity Standards in May 2000. Since then the Queen’s trademarked logo has been a part of our publications and communications to global audiences. This updated guide outlines the requirements for logo use and how it can be customized for departments and units. All campus groups responsible for the production of both print and electronic communications produced by or for the university are expected to apply these standards correctly. If you have any questions about applying the visual standards, or the correct use of logos and tag lines, please consult with the Department of Marketing and Communications before moving forward.

I know we all share an immense pride in this institution – its past, present and its future. Our rich history reflects an overwhelming unity in our traditions and in our expression of spirit. This sense of “oneness” can have a powerful impact on our brand recognition through consistent application of the Queen’s visual identity.

Thank you for your support as we work together to strengthen the Queen’s identity.

Daniel Woolf
Principal and Vice-Chancellor
THE 175TH ANNIVERSARY GRAPHIC

The Queen's 175th graphic appears below. This is the primary application of the graphic.
SIZE RESTRICTIONS

For printed materials, the 175th graphic must never be smaller than 1/2” across the smallest axis. For digital use, the 175th graphic must never be smaller than 45 pixels across the smallest axis.
PROPORTIONS

It is essential to maintain the 175th graphic’s visual integrity by maintaining consistency of graphic proportion. A standard proportional balance ensures that no matter the overall size or application of the graphic, it always appears correct and consistent.
THE 175TH ANNIVERSARY GRAPHIC WITH THE QUEEN’S LOGO

The 175th Anniversary graphic has been designed to complement the Queen’s logo and should be used in conjunction with the university logo.

Please take a moment to give us your moments!

To recognize Queen’s 175th Anniversary in 2016-17 and celebrate its unique legacy, we are collecting 175-plus “moments” of historic significance since Queen’s began in 1841. We seek a diverse range of moments involving events, people, ideas and locations. You do not have to have lived through them, but appreciate them as significant to Queen’s evolution.

Please provide a brief description, including the time period or date.

Your name and class (if applicable):

If you prefer, you may email your moments to q175@queensu.ca or mail this card to 175 Moments Project, University Relations (Marketing), Fleming Hall, Stewart-Pollock Wing, Room 401, Queen’s University, Kingston, ON K7L 3N6.
THE 175TH ANNIVERSARY GRAPHIC – STAND ALONE GRAPHIC

We encourage you to use the 175th graphic with the Queen’s logo. In the rare instances where the graphic must be used alone, merchandise, for example, the 175th graphic that includes “Queen’s” is to be used.
175th Graphic Colours

The colours used to reproduce the 175th graphic in print and online are listed below.

### Standard Queen's colours

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<thead>
<tr>
<th>PRINT</th>
<th>CMYK</th>
<th>DIGITAL</th>
<th>RGB</th>
<th>HTML</th>
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</thead>
<tbody>
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<td>9d1939</td>
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</tr>
<tr>
<td>Pantone 124</td>
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<tr>
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### Additional colours used

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</tr>
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</table>

### Files

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<th>Resolution</th>
<th>Colour mode</th>
<th>Colour mode</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Four-colour process (CMYK)</td>
<td>Four-colour process (CMYK)</td>
</tr>
<tr>
<td>Photoshop JPEG</td>
<td>300 ppi</td>
<td>RGB (white background)</td>
<td>RGB (white background)</td>
</tr>
<tr>
<td>Photoshop PNG</td>
<td>300 ppi</td>
<td>RGB (transparent background)</td>
<td>RGB (transparent background)</td>
</tr>
</tbody>
</table>
**TRADEMARK AND LICENSING**

Before ordering products marked with Queen’s University trademarks, such as Queen’s, Queen’s University, please contact Debra Easter, Trademark Licensing Program Coordinator in the Offices of the Vice-Provost and Dean of Student Affairs to ensure that the supplier is licensed to use the trademarks. This also applies to the preferred suppliers listed on the Strategic Procurement website (queensu.ca/procurement).

Debra Easter
easterd@queensu.ca
613.533.6000 ext 78067
ALTERNATIVE APPLICATIONS

To discuss use of the 175th graphic in applications not outlined in this guide, please contact Queen’s Marketing.

Kathleen Vollebregt
Director, Marketing
University Relations
2kv@queensu.ca
613.533.3227