



We designed this guide to help you create alumni-focused marketing and communications with clarity and consistency.

This is the right place to start, but these guidelines are not exhaustive. Please reach out to advmarketing@queensu.ca for help if needed.

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Brand Identity

Primary Logo

This is the primary logo for Queen's Alumni and the cornerstone of our visual identity.

The wordmark can be inverted to white to ensure legibility on darker backgrounds. This approach can be applied to all logotypes outlined in this guide.



Primary Greyscale Logo

The primary greyscale logo should only be used when colour printing is unavailable.

Again, the wordmark can be inverted to white to ensure legibility on darker backgrounds.



Primary Logo Clearspace & Minimum Size

Clearspace

The minimum clearspace is a square unit equal to a third of the flag's width.



Minimum Size

The primary logo should never be smaller than the outlined sizes.



Print
X = 1.25"



Digital
X = 120px

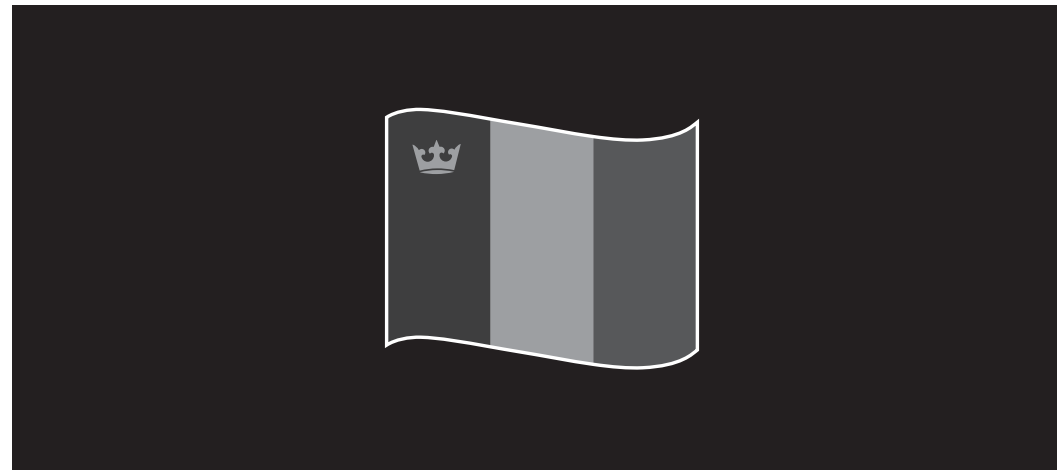
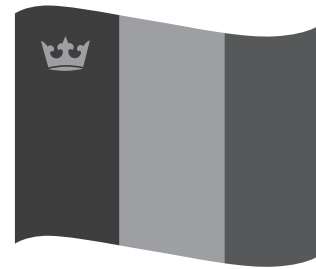
Primary Icon

This is the primary icon for Queen's Alumni and is useful in limited-space applications or as a graphic ornament. However, this version should only be used when the Queen's Alumni brand has been established through medium or message (e.g., on alumni website, social media, merchandise, etc.).



Primary Greyscale Icon

The primary greyscale icon should only be used when colour printing is unavailable.



Primary Icon Clearspace & Minimum Size

Clearspace

The minimum clearspace is a square unit equal to a third of the flag's width.



Minimum Size

The primary icon should never be smaller than the outlined sizes.



— X —

Print
X = 0.40"



— X —

Digital
X = 38px

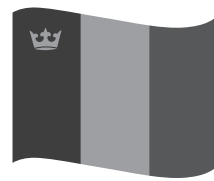
Primary Association Logos

These are the primary logos for our Queen's Alumni Associations. These versions should be used in all branded association material.

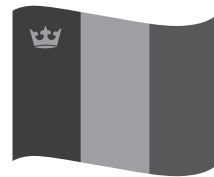


Primary Association Greyscale Logos

The primary greyscale association logos should only be used when colour printing is unavailable.



Queen's University
Alumni Association



Queen's Student
Alumni Association

Primary Association Logo Clearspace & Minimum Size

Clearspace

The minimum clearspace is a square unit equal to a third of the flag's width.



Minimum Size

The primary association logo should never be smaller than the outlined sizes.



Print
X = 2.25"



Digital
X = 216px

Sub-Brand Logos

Queen's Alumni sub-brand logos should be used in all branded material for the approved sub-brands.

Sub-brand logos can be requested from the Marketing and Publications team (Advancement).



Sub-Brand Greyscale Logos

The sub-brand greyscale logos should only be used when colour printing is unavailable.



Primary Association Logo Clearspace & Minimum Size

Clearspace

The minimum clearspace is a square unit equal to a third of the flag's width.



Minimum Size

The primary logo should never be smaller than the outlined sizes.



Print
X = 2.25"



Digital
X = 216px

Improper Usage

The Queen's Alumni logos should not be altered. The following are examples of incorrect usage and should be avoided. The same rules apply for all logos outlined in this guide.

1. Do not stretch
2. Do not alter proportions
3. Do not rotate or tilt
4. Do not rearrange the logo elements
5. Do not add a drop shadow
6. Do not add a stroke to the logo
7. Do not alter the Queen's Alumni type
8. Do not use non-brand colours, secondary colours or gradients in the logo
9. Do not add other elements to the logo



1



2



3



4



5



6



7



8



9

Colour Palette

Primary & Secondary Colour Palettes

Primary Tricolour

The primary tricolours are used to colour the flag icon in the Queen's Alumni logo. They can also be used as colour blocking for the background of type. However, all logos outlined in this guide should never be used on top of the primary colours.

Secondary Colour

The secondary colour palette should never be used in any of the logos outlined in this guide. These colours can be used as backgrounds to support the primary colour palette.

<p>Tricolour Blue</p> <p>Print: Pantone 295 100c 63m 0y 67k</p> <p>Digital: 0r 36g 82b #002452</p>	<p>Tricolour Yellow</p> <p>Print: Pantone 124 0c 29m 100y 1k</p> <p>Digital: 250r 189g 15b #fabd0f</p>	<p>Tricolour Red</p> <p>Print: Pantone 187 0c 100m 74y 26k</p> <p>Digital: 185r 14g 49b #b90e31</p>
<p>Secondary Blue</p> <p>Print: Pantone 4280 CP 95c 79m 50y 63k</p> <p>Digital: 5r 29g 50b #051d32</p>	<p>Secondary Yellow</p> <p>Print: Pantone 7564 CP 22c 45m 100y 3k</p> <p>Digital: 195r 139g 43b #c38b2b</p>	<p>Secondary Red</p> <p>Print: Pantone 492 CP 31c 99m 69y 33k</p> <p>Digital: 130r 23g 52b #821734</p>

Background Colours

Correct Usage

The primary logo on a white background is the preferred treatment and should be used whenever possible. The white background has been chosen to maintain the integrity of the brand in all scenarios.

If the logo has to be placed on a black or coloured background, make sure there is enough visibility and contrast between the logo and its background. This should be the secondary option.

Incorrect Usage

To ensure visibility and enough contrast, the logos outlined in this guide should never be used Queen's yellow.



Preferred – primary logo on white



Secondary – primary logo on black



Secondary – primary logo on colour



Secondary – primary logo on colour



Secondary – primary logo on colour



Typography

Typefaces

Consistent application of typography is required to maintain the Queen's brand design style.

Queen's University fonts support a digital-first approach and help ensure accessibility.

To preserve the uniqueness of the Queen's logo, **do not use Palatino**, the serif font used in the Queen's wordmark.

Obtaining typefaces

Contact the [Brand, Trademarks and Licensing Manager](#) to obtain a license for Gotham ScreenSmart. The alternate sans serif font, Open Sans, is available for [instant download](#).

GOTHAM

ScreenSmart

Titles, headings, subheadings, URLs, and small amounts of copy

Open Sans

Large amounts of body copy in both print and digital applications

Volkhov

Titles and headings to convey a different tone and personality

Gotham ScreenSmart

Primary sans serif font

Gotham ScreenSmart is adapted specifically for legibility on screen.

Usage

- Primary title font
- Headings
- Subheadings
- Intro paragraphs
- Quotes
- URLs
- Small fields of body copy in print applications.

All Caps

Capitalization should only be used for purposeful differentiation or emphasis to retain maximum accessibility. Avoid using all caps for any text longer than a few words.

Usage of alternate Q

The alternate Q is for titles, headings, and subheadings. Access this character through glyphs (Adobe) or the advanced tab in fonts (Microsoft).

AaBbCc 123!&\$

Gotham SS Book

Gotham SS Book Italic

AaBbCc 123!&\$

Gotham SS Medium

Gotham SS Medium Italic

AaBbCc 123!&\$

Gotham SS Bold

Gotham SS Bold Italic

AaBbCc 123!&\$

Gotham SS Black

Gotham SS Black Italic

Q

Standard Q

Q

Alternative Q

Open Sans

Secondary sans serif font

Open Sans is optimized for print, web, and mobile interfaces.

Primary uses

It is the primary body copy for print and digital applications including;

- Websites
- Presentations (Powerpoint)
- Text documents (Word)
- Captions
- Footnotes

AaBbCc

Open Sans Regular

123!&\$

Open Sans Italic

AaBbCc

Open Sans Semibold

123!&\$

Open Sans Semibold Italic

AaBbCc

Open Sans Bold

123!&\$

Open Sans Bold Italic

AaBbCc

Open Sans ExtraBold

123!&\$

Open Sans ExtraBold Italic

Volkov

Alternate serif font

Volkhov is an alternate title and heading font which provides brand users with flexibility, especially for creating emphasis.

AaBbCc123!&\$

Volkhov Regular

AaBbCc123!&\$

Volkhov Italic

AaBbCc123!&\$

Volkhov Bold

AaBbCc123!&\$

Volkhov Bold Italic

Type Hierarchy

Head

Gotham SS Bold

Font size example: 40pt/50pt

Subhead

Gotham SS Medium

Font size example: 20pt/24pt

Body copy

Open Sans Regular

Font size example: 10pt/15pt

**minimum size 10pt*

Inline subhead

Open Sans Bold

Font size example: 10pt/15pt

Section head

Gotham SSm Bold

Font size: 12pt Tracking: 40

Caption

Open Sans Regular

Font size example: 8pt/10pt

This is what a header looks like

This is what subhead looks like.

Body copy should be easy to read. Use Open Sans for body copy as it has excellent legibility. Please observe the minimum point size for body copy which is 10 point. Also, keep the line height as 'open' as possible, giving blocks of text 'room to breathe.'

This is what an inline subhead looks like

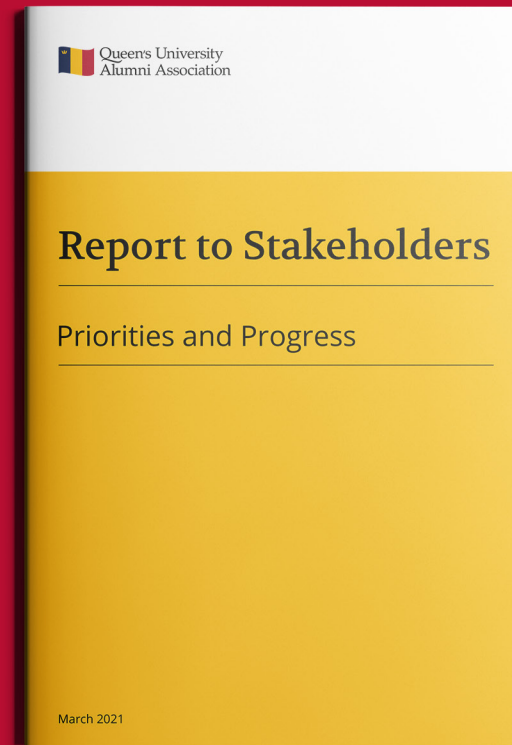
Eque illum elloratur modit unt, eos praeprero rernate dis alit voluptatio blab ipicimp alibus et ut assedior maios dolupta tibusam fugia doluptur? Cest, con con nis dolupta qui dollesc illupty dolupiet pa dolorem dent aliquod quam adition parciae pa dolecul laboreped etus re, estem que venditem atus, sequis core optat endae sequate volo.

TYPOGRAPHY

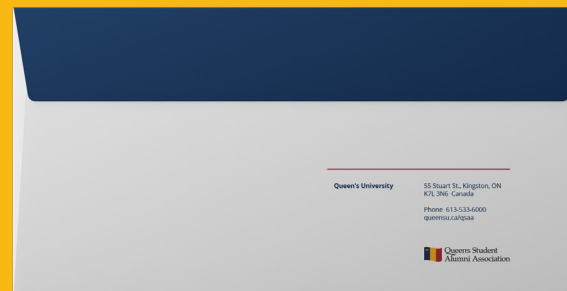
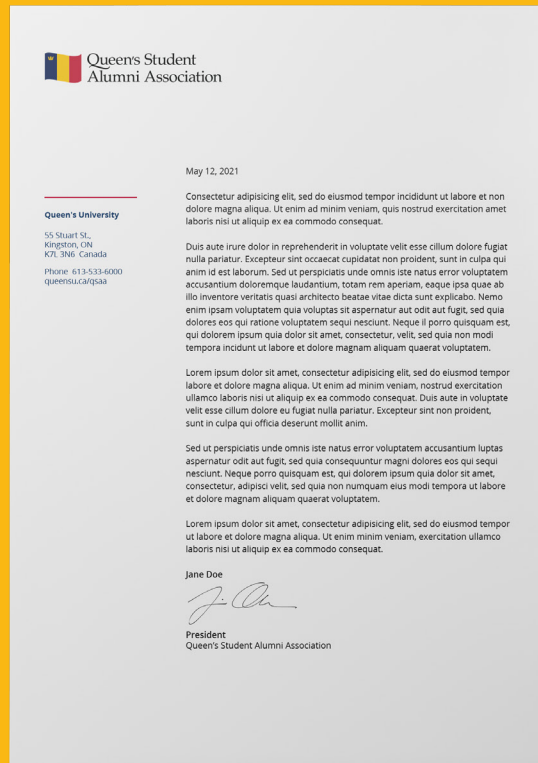
This is an example of a caption.

Sample Applications

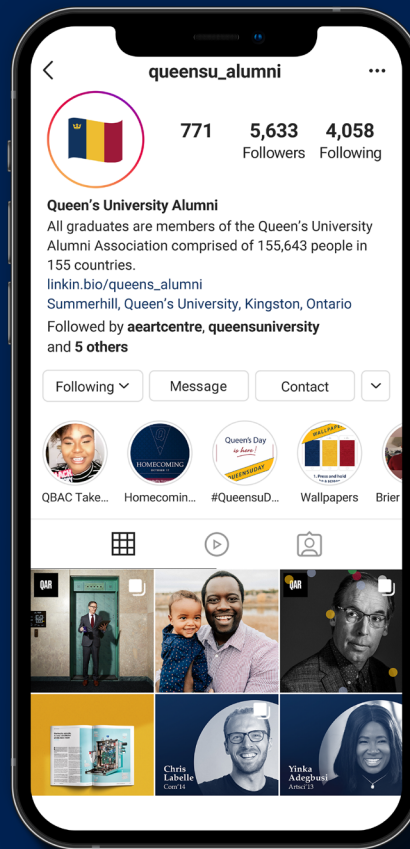
Report Covers



Stationery



Social Media



Apparel



Merchandise



Contact

For further information or assets, please contact our Marketing and Publications team at advmarketing@queensu.ca