

# Branded Merchandise

Catalogue and Guide – September 2024



# Queen's University Branded Merchandise

**Merchandise is a visual representation of a brand, shaping the perception of that brand in the mind of the viewer.** Students, staff, faculty, and alumni all benefit from a strong brand image for Queen's University.

As each piece of branded merchandise created and worn is a representation of the university, it is imperative that all applications are high-quality, aligned with Queen's University Visual Identity and Brand Style, while also reflecting the university's values.

**In order to efficiently and effectively achieve this goal, University Relations has created a catalogue of Queen's University merchandise** and final artwork files that can be used by approved faculty, staff, student class representatives, and campus retailers. The streamlined process for catalogue merchandise ordering is described on the next page.

This iterative catalogue includes a selection of items which will be expanded over time. Official retailers and groups will have an opportunity to add to their catalogue in cooperation with University Relations through scheduled meetings.

**Together we can build a strong and consistent brand image for Queen's University.**

## Table of Contents

- 1** Branded Merchandise Ordering and Approval Process
- 3** Queen's University Trademarks
- 4** Approved Merchandise and Printing Colours
- 5** Queen's University Logo Apparel
- 14** Queen's University Typography Apparel
- 36** Faculty, School, Program and Department-specific Apparel
- 41** Apparel Customization
- 43** Faculty and Staff Uniforms
- 47** Promotional Item and Giftware Examples
- 53** Approved Design and Merchandise Colour Combinations
- 98** Design and Production Specifications

# Branded Merchandise Ordering and Approval Process

Approved Queen's University staff, faculty, student class representatives, and campus retailers may select items from this catalogue for the creation of on-brand, high-quality Queen's University merchandise.

## Licensed Suppliers

**Queen's University merchandise must be produced by one of Queen's University's licensed suppliers.**

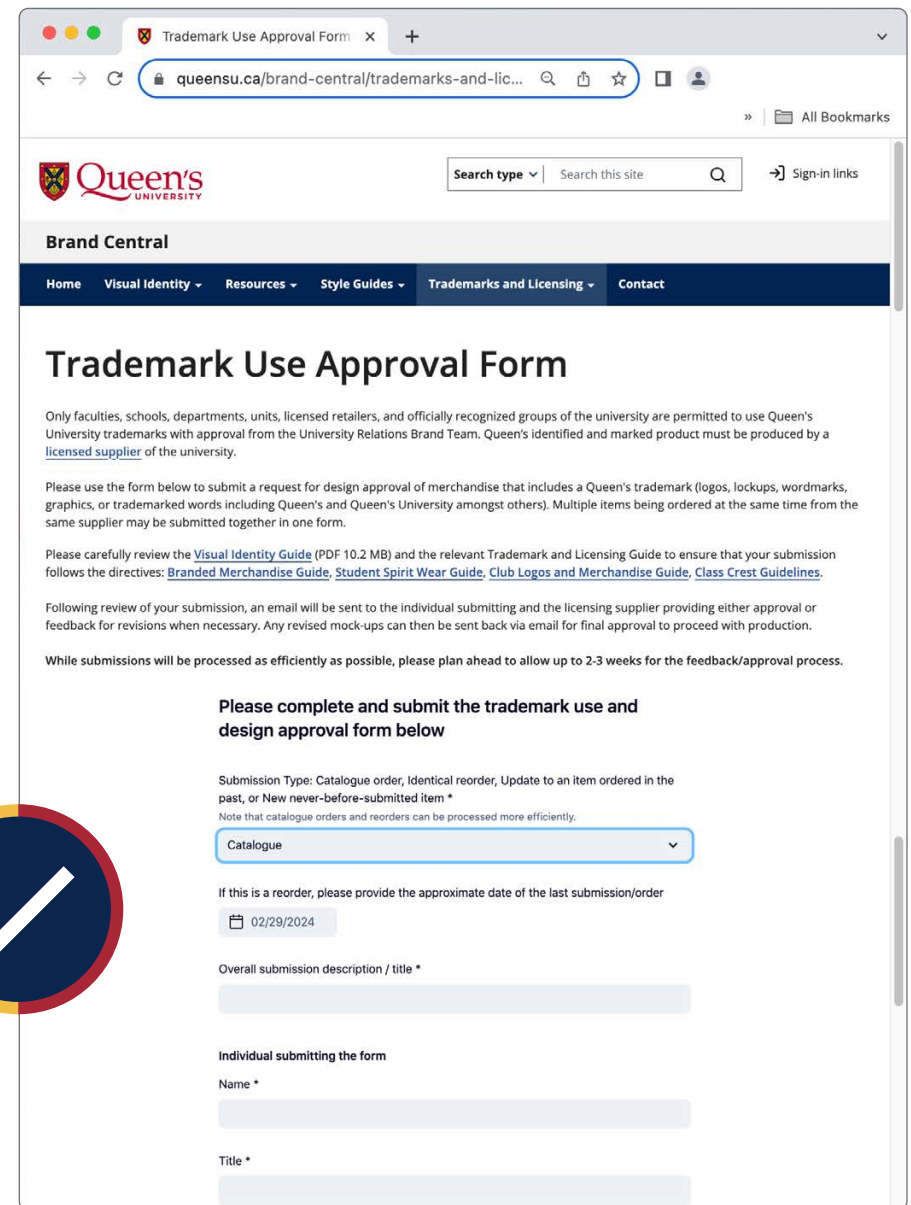
These trademark licensees are contracted to follow the guidelines for use prescribed in the trademark licensing agreement and in the agreement's code of conduct to ensure that the Queen's University and sub-brand names, trademarks, and images are used in good taste and are manufactured under humane and non-exploitative conditions.

**The Brand Team provides licensed suppliers with the final merchandise artwork** needed to prepare printer's proofs for approval and produce orders. They are not authorized to change the artwork provided.

## Submission and Approval

**All Queen's University and sub-brand merchandise must be submitted to and approved by the University Relations Brand Team** through the online [Trademark Use Approval Form](#) prior to production.

Step-by-Step Process on Next Page



Trademark Use Approval Form

queensu.ca/brand-central/trademarks-and-lic...

Queen's UNIVERSITY

Brand Central

Home Visual Identity Resources Style Guides Trademarks and Licensing Contact

### Trademark Use Approval Form

Only faculties, schools, departments, units, licensed retailers, and officially recognized groups of the university are permitted to use Queen's University trademarks with approval from the University Relations Brand Team. Queen's identified and marked product must be produced by a [licensed supplier](#) of the university.

Please use the form below to submit a request for design approval of merchandise that includes a Queen's trademark (logos, lockups, wordmarks, graphics, or trademarked words including Queen's and Queen's University amongst others). Multiple items being ordered at the same time from the same supplier may be submitted together in one form.

Please carefully review the [Visual Identity Guide](#) (PDF 10.2 MB) and the relevant Trademark and Licensing Guide to ensure that your submission follows the directives: [Branded Merchandise Guide](#), [Student Spirit Wear Guide](#), [Club Logos and Merchandise Guide](#), [Class Crest Guidelines](#).

Following review of your submission, an email will be sent to the individual submitting and the licensing supplier providing either approval or feedback for revisions when necessary. Any revised mock-ups can then be sent back via email for final approval to proceed with production.

While submissions will be processed as efficiently as possible, please plan ahead to allow up to 2-3 weeks for the feedback/approval process.

**Please complete and submit the trademark use and design approval form below**

Submission Type: Catalogue order, Identical reorder, Update to an item ordered in the past, or New never-before-submitted item \*

Note that catalogue orders and reorders can be processed more efficiently.

Catalogue

If this is a reorder, please provide the approximate date of the last submission/order

02/29/2024

Overall submission description / title \*

Individual submitting the form

Name \*

Title \*

# Branded Merchandise Ordering and Approval Process

Please follow this step-by-step process for efficient catalogue merchandise ordering and approval:

- 1 Merchandise Selection**

Choose the merchandise items you wish to order including garment and logo/lettering colour from the catalogue. New items will be added to the catalogue regularly. New item and design ideas may be submitted to the **Brand Team**. Please allow additional time for new requests.
- 2 Licensed Supplier Selection**

Choose a licensed supplier from list on Brand Central.
- 3 Custom File Request**

While many orders will not require this step, customized text or logo lockups required can be requested from the Brand Team via the Catalogue Custom Artwork Request Form on Brand Central. Brand will send the final artwork to your chosen licensed supplier.
- 4 Order Submission with Supplier**

Contact your chosen licensed supplier and work with them directly to obtain a quote and printer's proofs of all merchandise items to be ordered. While our most active licensed suppliers will already have the standard artwork, please let the **Brand Team** know if your licensed supplier requires file access.
- 5 Approval Form Submission**

Complete the online Trademark Use Approval Form and upload a printer's proof(s) showing a mockup of the actual merchandise item(s) in each colour combination to be produced. Multiple items being ordered at the same time from the same supplier may be submitted together in one form. **For more efficient processing, check 'Catalogue' or 'Reorder'** when applicable as the type of order in the online form.
- 6 Order and Proof Review**

Following review of your submission, an email will be sent to the individual submitting the order and the licensed supplier providing either approval or feedback for revisions when necessary. If revisions are required, a new mock-up must be submitted for final approval in the existing email string (a new form submission is not required).
- 7 Approval to Produce**

Brand will provide final written approval to the individual submitting the order and the supplier to confirm that production may commence.

# Queen's University Trademarks

Queen's University owns a number of legally protected trademarks including logos, lockups, wordmarks, and graphics as well as trademarked words. These words are trademarks regardless of the font used.

Queen's University's trademarks include, but are not limited to, the marks to the right. Note that all logos are available in a variety of orientations, variations, and colourways. For a complete list of trademarks owned by the university, please refer to the [Canadian Intellectual Property Office](#).

All uses of Queen's trademarks in logos or graphics, and on merchandise, signage, and external applications **must be approved by the University Relations Brand Team** through the [Trademark Use Approval Form](#).

Queen's University's sub-brands (Smith School of Business, Smith Engineering, Queen's Athletics and Recreation / Gaels, Queen's Alumni, Bader College) must also be consulted on any request to use their trademarks.

**Trademark protection and oversight extends to anything that borrows from Queen's brand equity** including: Queens, QueensU, QU

Logos and Wordmarks (current and past, all versions, orientations, colours)



Words (regardless of font)

Graphics

Queen's  
Queen's University  
Tricolour

Gaels  
Golden Gaels  
ARC



# Approved Merchandise and Printing Colours

To maximize the strength of the Queen's University brand, **merchandise bearing the Queen's name, logo, lockup, or tertiary signagure must be created in the Queen's colours of navy, red, and gold, or neutral shades.** Two additional garment colour options have been added for the 2024-2025 academic year: Chocolate Brown and Neutral Olive. This page shows the approved background and printing colours. The approved **colour combinations** can be found at the end of the catalogue.

If an alternate garment colour must be used for a strategic reason or event (ie orange shirt day), please propose to the University Relations **Brand Team** for approval.

Additional special techniques and substrates are permitted with approval.

Use the correct colour version of the lettering/logo/lockup/signature files provided in **CMYK .eps format.** Do not change the colours in the files. Licensed suppliers have or will be given access to the final branded merchandise art files.

## Brand Merchandise Colours

<b>Queen's Blue</b> Example: Gildan Navy	<b>Queen's Gold</b> Example: Gildan Gold	<b>Queen's Red</b> Examples: Gildan Red, Antique Cherry Red
<b>White</b>	<b>Light Grey</b> Examples: Gildan Sport Gray, Ash, Gravel, Ice Gray, Graphite Heather	<b>Dark Grey</b> Examples: Gildan Dark Heather, Charcoal
<b>Black</b>	<b>Natural</b> Examples: Canvas, Ivory, Gildan Natural, Sand	

## Fall 2024 – Spring 2025 Additional Merchandise Colours (available for select designs)

<b>Chocolate Brown</b> Example: Gildan Dark Chocolate <i>(Colour must be dark and neutral in shade)</i>	<b>Neutral Olive</b> Example: Northerner Olive Sand <i>(No forest, bright, or true green, cannot be marketed for St. Patrick's Day)</i>
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## Printing Colours

<b>Queen's Blue</b> PMS 295 CMYK 100, 63, 0, 67	<b>Queen's Gold</b> PMS 124 CMYK 0, 29, 100, 1	<b>Queen's Red</b> PMS 187 CMYK 0, 100, 74, 26	<b>White</b> CMYK 0, 0, 0, 0
<b>Medium Grey</b> CMYK 0, 0, 0, 40	<b>Darkest Grey</b> CMYK 0, 0, 0, 80	<b>Black</b> CMYK 0, 0, 0, 100	<b>Ivory</b>

# Queen's University Logo Apparel



## Queen's University – Full Colour Vertical Logo – Full Size Front – Tops

The Queen's University **Full Colour Vertical Logo** can be printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 9"**.

Merchandise bearing a Queen's University full colour logo must be created in the **branded colours of white, ivory, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **full colour logo** and garment colour combinations.

### Approved Garment Colour\*

### Approved Logo Colours *(click links)*

White or Ivory	<a href="#">Full Colour</a>
Light Grey	<a href="#">Full Colour</a>
Navy	<a href="#">Full Colour Reverse</a>
Dark Grey	<a href="#">Full Colour Reverse</a>
Black	<a href="#">Full Colour Reverse</a>

\*Gildan garment colours used for reference.



## Queen's University – One-colour Vertical Logo – Full Size Front – Tops

The Queen's University **One-colour Vertical Logo** can be printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 9"**.

Merchandise bearing a Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours <i>(click links)</i>
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue or Black</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



## Queen's Vertical Logo – Full Colour – Small Left Chest – Tops

The Queen's University **Full Colour Vertical Logo** can be embroidered or printed on the left chest of a quarter-zip, hoodie, or crewneck sweatshirt, polo, short-sleeve, or long-sleeve t-shirt at a **maximum width of 3.25"**.

Merchandise bearing a Queen's University full colour logo must be created in the **branded colours of white, ivory, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **full colour logo** and garment colour combinations.



### Approved Garment Colour\*

### Approved Logo Colours (click links)

White or Ivory	<a href="#">Full Colour</a>
Light Grey	<a href="#">Full Colour</a>
Navy	<a href="#">Full Colour Reverse</a>
Dark Grey	<a href="#">Full Colour Reverse</a>
Black	<a href="#">Full Colour Reverse</a>

\*Gildan garment colours used for reference.

## Queen's Vertical Logo - One-Colour - Small Left Chest - Tops

The Queen's University **One-Colour Vertical Logo** can be embroidered or printed on the left chest of a quarter-zip, hoodie, or crewneck sweatshirt, polo, short-sleeve, or long-sleeve t-shirt at a **maximum width of 3.25"**.

Merchandise bearing a Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

**Approved Garment Colour\***      **Approved Logo Colours (click links)**

White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue or Black</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



## Queen's Vertical Logo - One-Colour - Bottoms

The Queen's University **One-Colour Vertical Logo** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 3.25"**.

Merchandise bearing a Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours <i>(click links)</i>
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue or Black</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



## Queen's University – One-colour Vertical Logo – Hats

The Queen's University **One-colour Vertical Logo** can be embroidered or printed on the front of a ball-cap, bucket hat, or visor at a **maximum width of 3.25"**.

Merchandise bearing the Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours <i>(click links)</i>
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue or Black</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



## Queen's University – One-colour Wordmark – Knit Hats

The Queen's University **One-colour Wordmark** can be embroidered or printed on the front of a knit toque or hat at a **maximum width of 4"**.

Merchandise bearing the Queen's University one-colour wordmark must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour wordmark** and garment colour combinations.

Approved Garment Colour*	Approved Wordmark Version(s)
White	<b>Blue or Black</b>
Light Grey	<b>Blue or Black</b>
Gold	<b>Blue or Black</b>
Red	<b>White</b>
Navy	<b>White</b>
Dark Grey	<b>White</b>
Black	<b>White</b>

\*Gildan garment colours used for reference.



## Queen's University – One-colour Vertical Logo – Totes

The Queen's University **One-colour Vertical Logo** can be printed on a tote bag at a **maximum width of 8"**.

Merchandise bearing the Queen's University one-colour logo must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour logo** and garment colour combinations.

Approved Tote Colour*	Approved Logo Colours <i>(click links)</i>
White	<a href="#">Blue or Black</a>
Canvas	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue or Black</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.





# Queen's University Typography Apparel

## Typographic Design Styles – Queen’s University

Queen’s University typographic merchandise designs are based on a set on **consistent designs** primarily featuring the brand fonts.

To provide variety, designs are offered in **athletic, serif, slab serif, and sans serif fonts** in both curved and straight layouts. As noted, some designs are still in development.

**It is not permitted to typeset the trademarked university name in alternate fonts or designs.**

Graphics cannot be combined with the university name as this appears as an alternate logo.

These designs can be reproduced in various approved **text and garment colour combinations.**

**Faculty, school, and program-specific versions** of these typographic designs are also available.



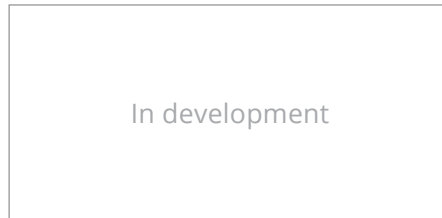
Queen's University –  
Curved Double-outlined Athletic Lettering



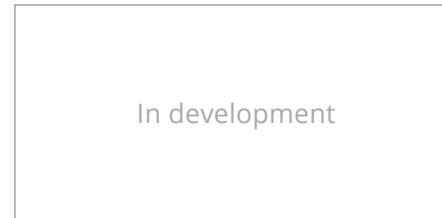
Queen's University –  
Curved Outlined Athletic Lettering



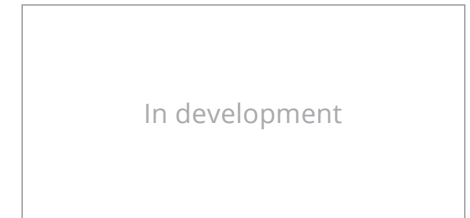
Queen's University –  
Curved Solid Athletic Lettering



Queen's University –  
Straight Double-outlined Athletic Lettering



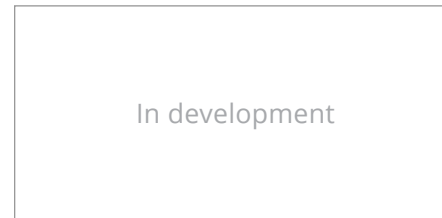
Queen's University –  
Straight Outlined Athletic Lettering



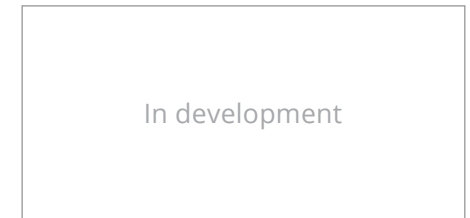
Queen's University –  
Straight Solid Athletic Lettering



Queen's University –  
Curved Serif Lettering



Queen's University –  
Curved Slab Serif Lettering



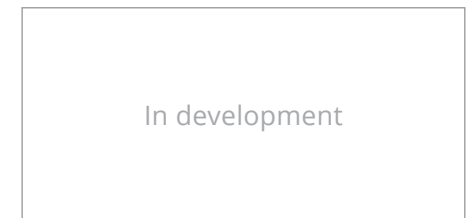
Queen's University –  
Curved Sans Serif Lettering



Queen's University –  
Straight Serif Lettering



Queen's University –  
Straight Slab Serif Lettering



Queen's University –  
Straight Sans Serif Lettering

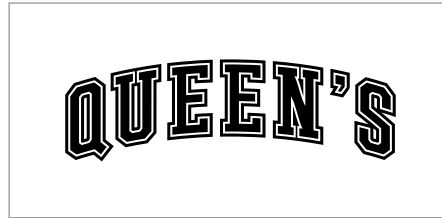
## Typographic Design Styles – Queen’s

While merchandise featuring the full university name is preferable, it is possible, in select situations, to create merchandise with the word **Queen’s** alone.

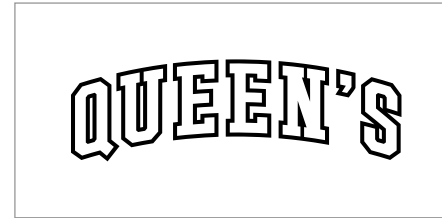
**It is not permitted to typeset the trademarked university name in alternate fonts or designs.**

Graphics cannot be combined with the university name as this appears as an alternate logo.

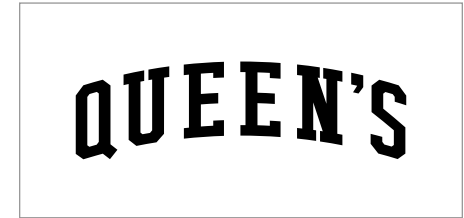
These designs can be reproduced in various approved **text and garment colour combinations**.



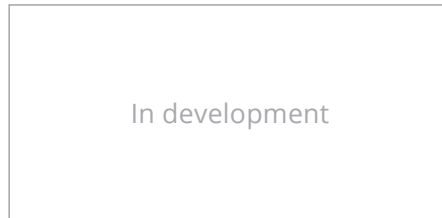
Queen’s –  
Curved Double-outlined Athletic Lettering



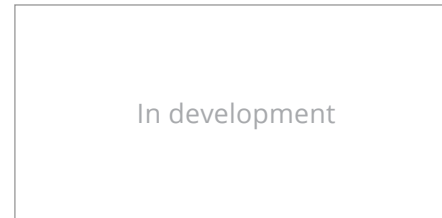
Queen’s –  
Curved Outlined Athletic Lettering



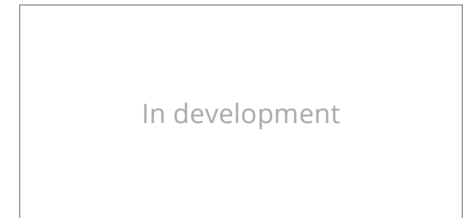
Queen’s –  
Curved Solid Athletic Lettering



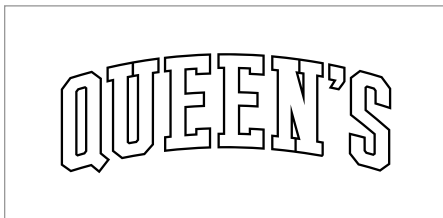
Queen’s –  
Straight Double-outlined Athletic Lettering



Queen’s –  
Straight Outlined Athletic Lettering



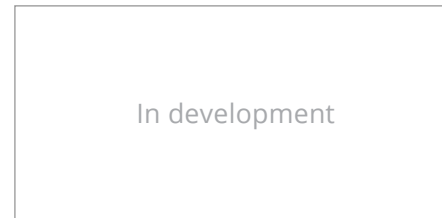
Queen’s –  
Straight Solid Athletic Lettering



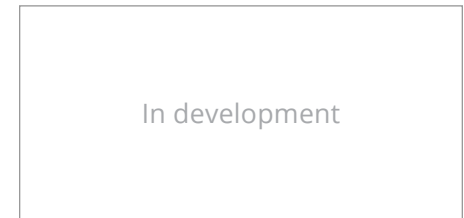
Queen’s –  
Curved Condensed Thin-outlined Athletic Lettering



Queen’s –  
Curved Serif Lettering



Queen’s –  
Curved Slab Serif Lettering



Queen’s –  
Straight Sans Serif Lettering



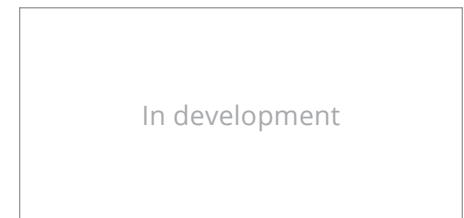
Queen’s –  
Curved Condensed Solid Athletic Lettering



Queen’s –  
Straight Serif Lettering



Queen’s –  
Straight Slab Serif Lettering



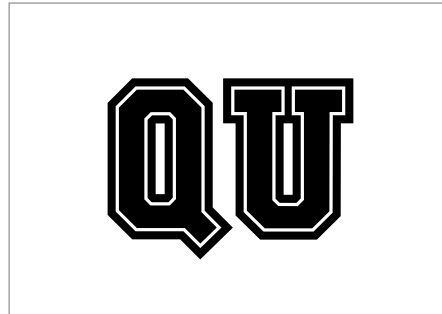
Queen’s –  
Straight Sans Serif Lettering

## Typographic Design Styles – QU

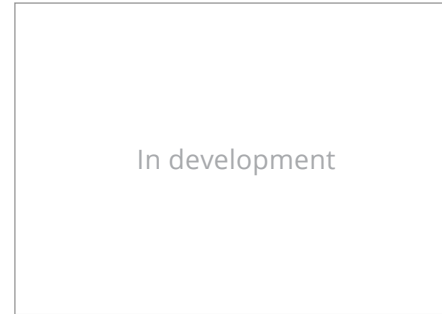
While merchandise featuring the full university name is preferable, it is possible, in select situations, to create merchandise with the university initials: **QU**.

QU design options in the standard fonts and styles have been developed for application on merchandise.

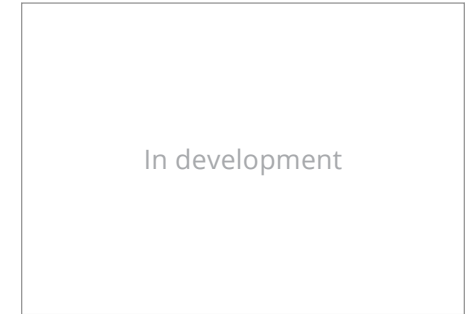
These designs can be reproduced in various approved text and garment colour combinations as outlined for the matching Queen's University designs.



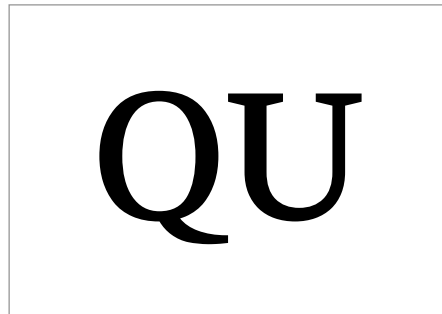
QU –  
Straight Double-outlined Athletic Lettering



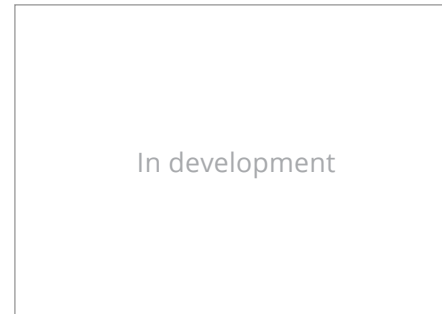
Queen's –  
Straight Outlined Athletic Lettering



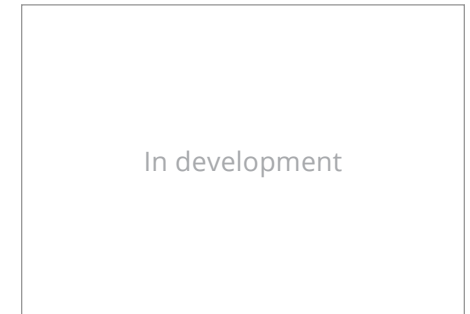
Queen's –  
Straight Solid Athletic Lettering



Queen's –  
Straight Serif Lettering



Queen's –  
Straight Slab Serif Lettering



Queen's –  
Straight Sans Serif Lettering

## Queen's University – Curved Double-outlined Athletic Lettering – Full Size Front – Tops

Queen's University **Curved Double-outlined Athletic Lettering** can be embroidered, printed, or rendered in twill on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-, two-, and three-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Col</a> / <a href="#">2-Col</a> / <a href="#">3-Col</a>
Light Grey	<a href="#">1-Col</a> / <a href="#">2-Col</a> / <a href="#">3-Col</a>
Gold	<a href="#">1-Col</a> / <a href="#">2-Col</a>
Red	<a href="#">1-Col</a> / <a href="#">2-Col</a>
Navy	<a href="#">1-Col</a> / <a href="#">2-Col</a>
Dark Grey	<a href="#">1-Col</a> / <a href="#">2-Col</a>
Black	<a href="#">1-Col</a> / <a href="#">2-Col</a>

\*Gildan garment colours used for reference.



## Queen's University – Curved Outlined Athletic Lettering – Full Size Front – Tops

Queen's University **Curved Outlined Athletic Lettering** can be embroidered, printed, or rendered in twill on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

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Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Light Grey	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Gold	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Red	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Navy	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Dark Grey	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Black	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Curved Solid Athletic Lettering – Full Size Front – Tops

Queen's University **Curved Solid Athletic Lettering** can be embroidered, printed, or rendered in twill on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Curved Serif Lettering – Full Size Front – Tops

Queen's University **Curved Serif Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

**Approved Garment Colour\***      **Approved Lettering Colours (click links)**

White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.





## Queen's University – Straight Serif Lettering – Full Size Front – Tops

Queen's University **Straight Serif Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University Est. 1841 – Straight Serif Lettering – Full Size Front – Tops

Queen's University Est. 1841 **Straight Serif Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours ( <i>click links</i> )
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Straight Slab Serif Lettering – Full Size Front – Tops

Queen's University **Straight Slab Serif Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 11.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's – Curved Condensed Thin-Outlined Athletic Lettering – Full Size Front – Tops

Queen's **Curved Condensed Thin-outlined Athletic Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 12.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's – Curved Condensed Solid Athletic Lettering – Full Size Front – Tops

Queen's **Curved Condensed Solid Athletic Lettering** can be embroidered or printed on the front of a hoodie, crewneck sweatshirt, short-sleeve, or long-sleeve t-shirt at a **maximum width of 12.5"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

**Approved Garment Colour\***      **Approved Lettering Colours (click links)**

White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Straight Serif Lettering – Small Left Chest – Tops

Queen's University **Straight Serif Lettering** can be embroidered or printed on the left chest of a quarter-zip, hoodie, or crewneck sweatshirt, polo, short-sleeve, or long-sleeve t-shirt at a **maximum width of 4"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Straight Slab Serif Lettering – Small Left Chest – Tops

Queen's University **Straight Slab Serif Lettering** can be embroidered or printed on the left chest of a quarter-zip, hoodie, or crewneck sweatshirt, polo, short-sleeve, or long-sleeve t-shirt at a **maximum width of 4"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours (click links)
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Curved Outlined Athletic Lettering – Bottoms

The Queen's University **Curved Outlined Athletic Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4"**.

Merchandise bearing a Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one- and two-colour lettering** and garment colour combinations.

**Approved Garment Colour\***      **Approved Lettering Colours** *(click links)*

White or Ivory	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Light Grey	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Gold	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Red	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Navy	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Dark Grey	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>
Black	<a href="#">1-Colour</a> / <a href="#">2-Colour</a>

\*Gildan garment colours used for reference.





## Queen's University – Curved Solid Athletic Lettering – Bottoms

The Queen's University **Curved Solid Athletic Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4"**.

Merchandise bearing a Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Curved Serif Lettering – Bottoms

The Queen's University **Curved Serif Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4"**.

Merchandise bearing a Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Straight Serif Lettering – Bottoms

The Queen's University **Straight Serif Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4"**.

Merchandise bearing a Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Straight Slab Serif Lettering – Bottoms

The Queen's University **Straight Slab Serif Lettering** can be embroidered or printed on the front left or right leg of sweatpants or shorts at a **maximum width of 4"**.

Merchandise bearing a Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, or black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Curved Solid Athletic Lettering – Hats

The Queen's University **Curved Solid Athletic Lettering** can be embroidered or printed on the front of a ball-cap, bucket hat, or visor at a **maximum width of 4"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Lettering Colours <i>(click links)</i>
White or Ivory	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



## Queen's University – Curved Solid Athletic Lettering – Tote

Queen's University **Curved Solid Athletic Lettering** can be printed on a tote bag at a **maximum width of 10"**.

Merchandise bearing the Queen's University name must be created in the **branded colours of white, ivory, light grey, gold, red, navy, dark grey, and black**. The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Tote Colour*	Approved Lettering Colours <i>(click links)</i>
White	<a href="#">1-Colour</a>
Canvas	<a href="#">1-Colour</a>
Light Grey	<a href="#">1-Colour</a>
Gold	<a href="#">1-Colour</a>
Red	<a href="#">1-Colour</a>
Navy	<a href="#">1-Colour</a>
Dark Grey	<a href="#">1-Colour</a>
Black	<a href="#">1-Colour</a>

\*Gildan garment colours used for reference.



# Faculty, School, Program and Department-specific Apparel

## Queen's University Vertical Logo Lockup – Full Colour

All of the items on the previous pages featuring the Queen's University colour logo can be further customized to include an official **faculty, school, or department logo lockup**.

Merchandise bearing a Queen's University full colour logo lockup must be created in the **branded colours of white, light grey, navy, dark grey, and black**. The chart below demonstrates the approved **full colour logo** and garment colour combinations.

### Approved Garment Colour\*

### Approved Logo Colours *(click links)*

White or Ivory	<a href="#">Full Colour</a>
Light Grey	<a href="#">Full Colour</a>
Navy	<a href="#">Full Colour Reverse</a>
Dark Grey	<a href="#">Full Colour Reverse</a>
Black	<a href="#">Full Colour Reverse</a>

\*Gildan garment colours used for reference.





## Queen's University Vertical Logo Lockup - One-colour

All of the items on the previous pages featuring the Queen's University one-colour logo can be further customized to include an official **faculty, school, or department logo lockup**.

Merchandise bearing a Queen's University one-colour logo must be created in the **branded colours of white, ivory light grey, gold, red, navy, dark grey, and black**.

The chart below demonstrates the approved **one-colour lettering** and garment colour combinations.

Approved Garment Colour*	Approved Logo Colours (click links)
White or Ivory	<a href="#">Blue or Black</a>
Light Grey	<a href="#">Blue or Black</a>
Gold	<a href="#">Blue or Black</a>
Red	<a href="#">White</a>
Navy	<a href="#">White</a>
Dark Grey	<a href="#">White</a>
Black	<a href="#">White</a>

\*Gildan garment colours used for reference.



## Faculty, School, and Program-specific Merchandise – Queen’s Typographic Design Styles

Merchandise for Queen’s University faculties, schools, and academic programs may be ordered in the following **approved typographic design options**.

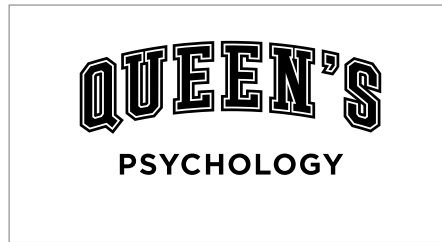
These designs can be reproduced in the **text and garment colour combinations** shown for the matching Queen’s University typography later in this catalogue.

Additional design options are in development and will be added to the catalogue as completed.

**It is not permitted to typeset the trademarked university name in alternate fonts or designs.**

Graphics cannot be combined with the university name as this appears as an alternate logo.

Design files for many programs have been created and provided to licensed suppliers. Contact the **University Relations Brand Team** for new artwork requests.



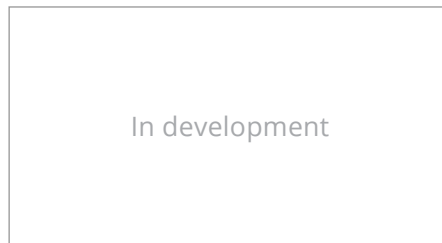
Curved Double-outlined Athletic Lettering



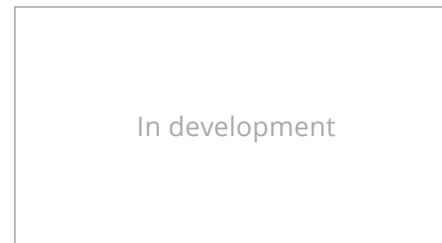
Curved Outlined Athletic Lettering



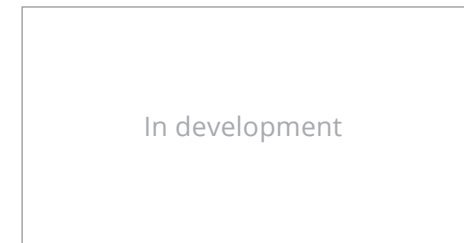
Curved Solid Athletic Lettering



Straight Double-outlined Athletic Lettering



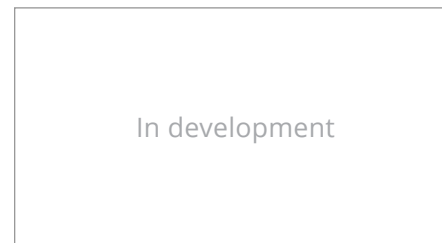
Straight Outlined Athletic Lettering



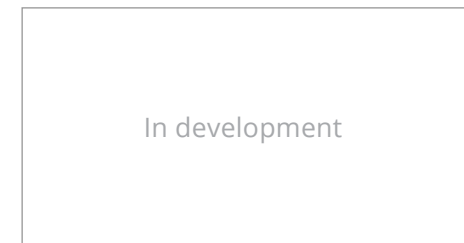
Straight Solid Athletic Lettering



Curved Serif Lettering



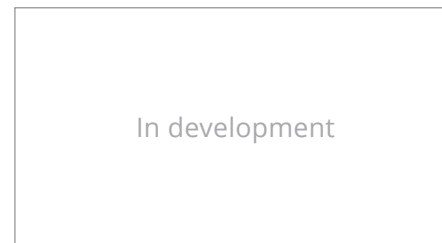
Curved Slab Serif Lettering



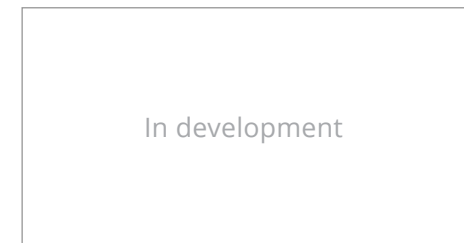
Curved Sans Serif Lettering



Straight Serif Lettering



Straight Slab Serif Lettering



Straight Sans Serif Lettering

## Faculty, School, and Program-specific Merchandise – Program Typographic Designs

Branded merchandise featuring a Queen’s University faculty, school, or academic program name as the primary text may be ordered in the following **approved Slab Serif typographic design**.

The one-colour version can be reproduced in the **text and garment colour combinations** shown for the matching Queen’s University typography later in this catalogue.

The version with blue text and a tricolour bar must be printed on white, ivory, or light gray.

The version with white text and a two colour bar must only be printed on navy.

Design files for many programs have been created and provided to licensed suppliers. Contact the **University Relations Brand Team** for new artwork requests.



Faculty/School/Program Slab Serif Lettering – One-colour



Faculty/School/Program Slab Serif Lettering – One-colour



Faculty/School/Program Slab Serif Lettering – Navy, Tricolour Bar



Faculty/School/Program Slab Serif Lettering – Navy, Tricolour Bar



Faculty/School/Program Slab Serif Lettering – White, Two Colour Bar



Faculty/School/Program Slab Serif Lettering – White, Two Colour Bar

# Apparel Customization

## Apparel Customization

For more customized merchandise, **additional text may be added to the back or side** of a catalogue item.

Text may refer to an **area of study, official group name, role, and/or time frame**. The Brand Team will approve and provide artwork for the requested typography.

Customized text will appear in the Queen's University brand font Gotham Screensmart and may include a keyline to separate pieces of information. Alternate fonts and graphics cannot be incorporated.



Contact the [University Relations Brand Team](#) to request customized back or arm typography.

# Faculty and Staff Uniforms

## Uniforms

Medical scrubs, chef's jackets, and other uniform garments can be embroidered or screen-printed with a Queen's logo or lockup.

While a logo or lockup on the left or right chest is the ideal solution, **the text portion of a lockup can be separated from the logo and embroidered on the arm** when the lockup text is too long or the resulting graphic too large.

**If personalization is required, this text is best placed on the arm in Gotham**

Screensmart Medium title case at a font size equal or smaller than that in the lockup.

If a name and title are required on the front of a garment, a **template that combines the Queen's logo and a name and title in a templated manner** can be requested from the Brand Team. The proportions and proximity of the type to the logo cannot be altered.

**Name font size should remain consistent** regardless of the length of each name.



## Personalized Jackets

When personalizing jackets or other long-sleeve garments with a Queen's faculty, staff, grad student, or medical resident's name, the **ideal location for the personalization is on the arm**, away from the logo, lockup, or tertiary signature.

**The recommended size for an embroidered logo lockup is a width of 3.25"** (measured by the word "Queen's"). With a lockup of this size, the personalized type on the arm should be set in Gotham Screensmart Medium in title case, at a **font size of 28pt.**

For a smaller or simpler embroidery option, a wordmark lockup can be employed.

**The recommended minimum size for an embroidered wordmark lockup is a width of 3"** (measured by the word "Queen's"). With a lockup of this size, the personalized type on the arm should be set in Gotham Screensmart Medium in title case, at a **font size of 26pt.**

**Name font size should remain consistent** regardless of the length of each name.





## Personalized Vests

A template has been created for use on embroidered vests personalized with a Queen's faculty, staff, grad student, or medical resident's name. **Templates can be requested from the Brand Team** for use in merchandise orders.

This template combines a vertical wordmark lockup with a line at a distance of 1.5 times clear space (with clear space measured by the height of the lowercase "e" in "Queen's"). At the recommended **wordmark width of 3"**, the name text is set in Gotham Screensmart Medium at a size of 20pt, with 10pt tracking.

**Name font size should remain consistent** regardless of the length of each name.



# Promotional Item and Giftware Examples

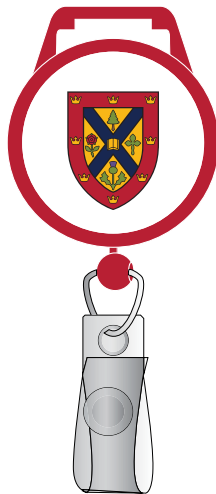
## Lanyards

The recommended artwork for Queen's University Faculty, School, Department, Program, and Event lanyards is a **wordmark lockup or tertiary signature**.

Given that lanyards run vertically, the full logo lockup/signature with the shield cannot be used in this application.

**Clear space** (equal to the height of the lowercase "e" in "Queen's") must be maintained between the top and bottom of the lockup and the edge of the lanyard. Ample space must be left between repeated lockups.

For lanyards that include a circular decal, the **Queen's shield** sized and cropped for use in a circle, can be requested from the Brand Team.



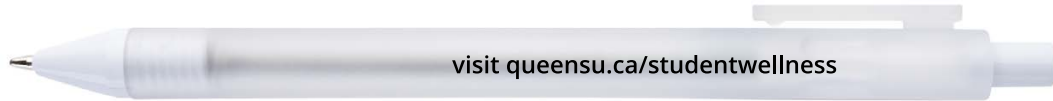
## Pens

Branded pens can feature typography, the Queen's University wordmark, or the Queen's horizontal logo in the right conditions.

Faculty, School, Department, and Program names and information should be set in the brand font **Gotham Screensmart**. Many suppliers have the license to the brand font, but the Brand Team can also provide the typography for pens upon request.

A **wordmark** can be applied to pens at a reduced minimum size of .25" high when a process like engraving is used that can successfully reproduce this level of detail at a small size. Past engraving examples may be requested for reference.

On larger pens, a full **horizontal logo** may be applied at the minimum width of 1.3" wide when reproduction quality and clear space can be maintained.



**Wordmark Minimum Size Exception**  
.25" high (0.8191" wide) for small merchandise items with detailed reproduction



**Horizontal Logo Minimum Size**  
1.3" wide

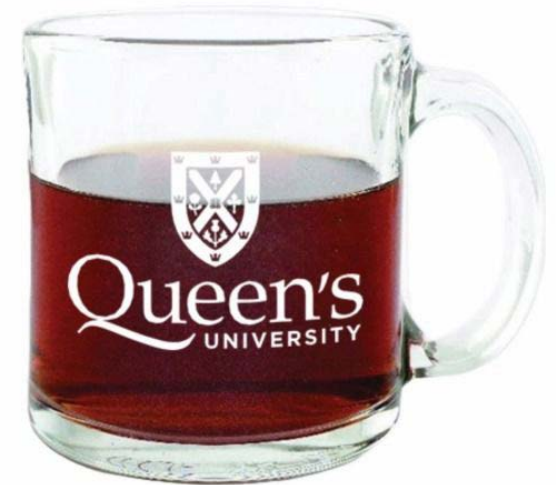
## Glassware

When printing a Queen's trademark on glass, an **etching technique** may be employed. Options include a true deep etch or a more surface-level satin etch.

A **white logo** can be printed on glass when the container will often be filled with a dark liquid that will create contrast when in use.

When printing logos and lockups on cylindrical containers, **the full graphic should be visible from the front** without having to rotate the item.

Please note that it is not permitted to apply a Queen's trademark (logo, lockup, wordmark or trademarked university name) to shot glasses or any alcohol-related items.

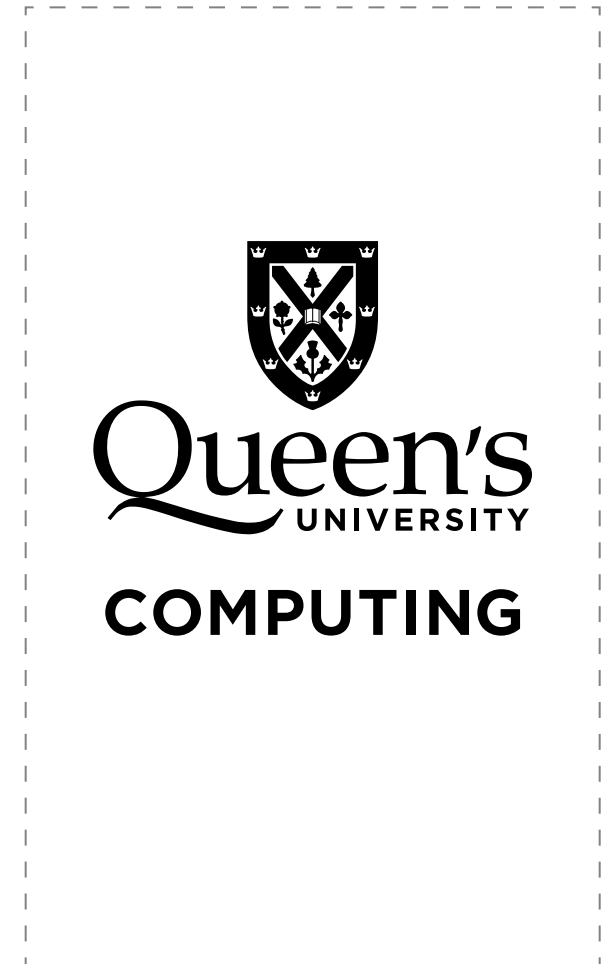
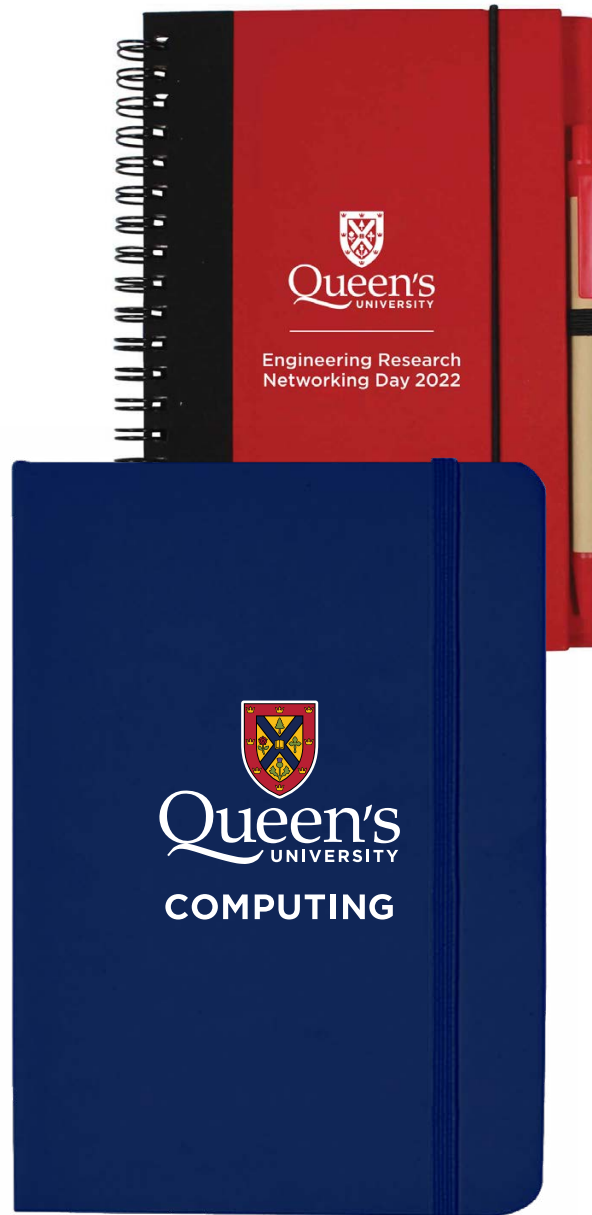


## Notebooks

Notebooks can be branded with a Queen's logo, lock-up, tertiary signature, or wordmark. Choosing a notebook colour that matches the approved Queen's brand and neutral colours is ideal. For some merchandise items, the available shade of blue, gold, or red may vary from the official pantone colour. These items can be submitted to the Brand Team for approval. Metallics and other substrates like leather, may also be permitted.

When positioning a logo or lockup on a notebook, **ensure that the required clear space is retained and leave sufficient space to avoid elements like binding or elastics.**

Given the bottom-heavy nature of the logo and lockups, **the graphic should be positioned higher than actual centre to appear visually centred.**



Notebook Size: 5" wide x 7" high

Print Area: 3" wide x 5" high

Lockup Size: 2.5" wide (position above centre)

## Water Bottles

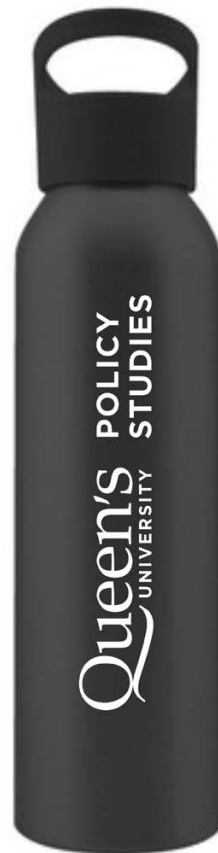
Water bottles are usually a slim cylindrical item. Branding can be applied in a vertical or horizontal orientation.

A Queen's logo, lockup, or tertiary signature that includes the shield cannot be rotated vertically. It is permitted to **run a Queen's wordmark or horizontal wordmark lockup (without the shield) vertically from the bottom to the top** of a water bottle.

Alternatively, **a full vertical Queen's logo, lockup, or signature** can be printed upright on a water bottle.

When printing on a tapered bottle, **position the graphic at the top of the print area** to appear centred on the bottle.

**The full graphic should be visible from the front** without having to rotate the item.



**Print Area:** 6.5" wide x 3" high  
**Lockup Size:** 2" wide x 1.79" high  
(positioned at the top of the print area to appear centred in a tapered-neck water bottle)

# Approved Design and Merchandise Colour Combinations



## Approved Colour Combinations: Queen's Logo

### Vertical Queen's University Logo or Lockup



Vertical Logo - Blue  
White or Canvas/Ivory Background



Vertical Logo - Black  
White or Canvas/Ivory Background



Vertical Logo - Full Colour  
White Background



Vertical Logo - Full Colour  
Canvas/Ivory Background



Vertical Logo - Blue  
Light Grey Background



Vertical Logo - Black  
Light Grey Background



Vertical Logo - Full Colour  
Light Grey Background



Vertical Logo - White  
Red Background



Vertical Logo - Blue  
Navy Background



Vertical Logo - Full Colour Reverse  
Navy Background



Vertical Logo - Blue  
Gold Background



Vertical Logo - Black  
Gold Background

*Link back to:*

[\*Full Colour Logo Tops - Full Size\*](#)

[\*Full Colour Logo Tops - Small\*](#)

[\*Full Colour Lockup Tops\*](#)

[\*One-colour Logo Tops - Full Size\*](#)

[\*One-colour Logo Tops - Small\*](#)

[\*One-colour Logo Bottoms\*](#)

[\*One-colour Logo Hats\*](#)

[\*One-colour Logo Totes\*](#)



Vertical Logo - White  
Dark Grey Background



Vertical Logo - Full Colour Reverse  
Dark Grey Background



Vertical Logo - Blue  
Black Background



Vertical Logo - Full Colour Reverse  
Black Background

## Colour Combinations: Curved Double-outlined Athletic Lettering – One-colour

White or Ivory  
Background



Queen's University – Curved Double-outlined  
Athletic Lettering – Blue 295



Queen's University – Curved Double-outlined  
Athletic Lettering – Gold 124



Queen's University – Curved Double-outlined  
Athletic Lettering – Red 187



Queen's University – Curved Double-outlined  
Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined  
Athletic Lettering – Darkest Grey 80



Queen's University – Curved Double-outlined  
Athletic Lettering – Black

Light Grey  
Background



Queen's University – Curved Double-outlined  
Athletic Lettering – Blue 295



Queen's University – Curved Double-outlined  
Athletic Lettering – Red 187



Queen's University – Curved Double-outlined  
Athletic Lettering – Darkest Grey 80

*Link back to:*

*[Tops – Full Size Front](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Curved Double-outlined  
Athletic Lettering –Black



Queen's University – Curved Double-outlined  
Athletic Lettering –White

## Colour Combinations: Curved Double-outlined Athletic Lettering – One-colour

Navy  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – White

Gold  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – White

Red  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – White

*Link back to:  
[Tops – Full Size Front](#)  
[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Double-outlined Athletic Lettering – One-colour

Dark Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – Black



Queen's University – Curved Double-outlined Athletic Lettering – White

Black  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Outlined Athletic Lettering – One-colour

White or Ivory  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Red 187



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – Black

Light Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Red 187



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Curved Outlined Athletic Lettering – Black



Queen's University – Curved Outlined Athletic Lettering – White

## Colour Combinations: Curved Outlined Athletic Lettering – One-colour

Navy  
Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – White

Gold  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Red 187



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – White

Red  
Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Outlined Athletic Lettering – One-colour

Dark Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – Black



Queen's University – Curved Outlined Athletic Lettering – White

Black  
Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Solid Athletic Lettering – One-colour

White or Ivory  
Background



Queen's University – Curved Solid Athletic Lettering – Blue 295



Queen's University – Curved Solid Athletic Lettering – Gold 124



Queen's University – Curved Solid Athletic Lettering – Red 187



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – Darkest Grey 80



Queen's University – Curved Solid Athletic Lettering – Black

Light Grey  
Background



Queen's University – Curved Solid Athletic Lettering – Blue 295



Queen's University – Curved Solid Athletic Lettering – Red 187



Queen's University – Curved Solid Athletic Lettering – Darkest Grey 80

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms, Hats, Totes](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Curved Solid Athletic Lettering – Black



Queen's University – Curved Solid Athletic Lettering – White



## Colour Combinations: Curved Solid Athletic Lettering – One-colour

Navy  
Background



Queen's University – Curved Solid Athletic Lettering – Gold 124



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – White

Gold  
Background



Queen's University – Curved Solid Athletic Lettering – Blue 295



Queen's University – Curved Solid Athletic Lettering – Red 187



Queen's University – Curved Solid Athletic Lettering – Darkest Grey 80



Queen's University – Curved Solid Athletic Lettering – White

Red  
Background



Queen's University – Curved Solid Athletic Lettering – Gold 124



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms, Hats, Totes](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Solid Athletic Lettering – One-colour

Dark Grey  
Background



Queen's University – Curved Solid Athletic Lettering – Gold 124



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – Black



Queen's University – Curved Solid Athletic Lettering – White

Black  
Background



Queen's University – Curved Solid Athletic Lettering – Medium Grey 40



Queen's University – Curved Solid Athletic Lettering – Darkest Grey 80



Queen's University – Curved Solid Athletic Lettering – White

*Link back to:*

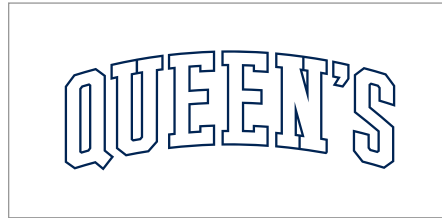
*[Tops – Full Size Front](#)*

*[Bottoms, Hats, Totes](#)*

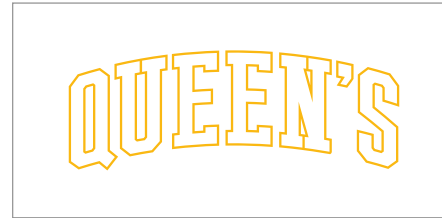
*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Condensed Thin-outlined Athletic Lettering – One-colour

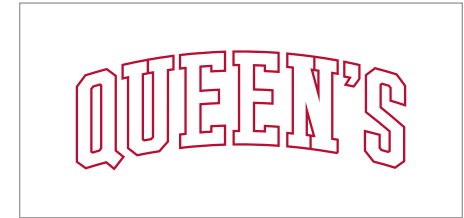
### White or Ivory Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Blue 295



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Gold 124



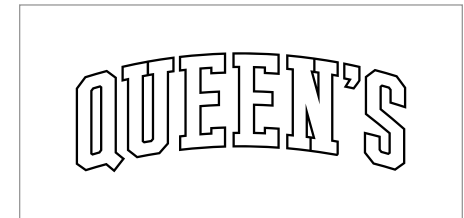
Queen's – Curved Condensed Thin-outlined Athletic Lettering – Red 187



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Black

### Light Grey Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Blue 295



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Red 187



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Black

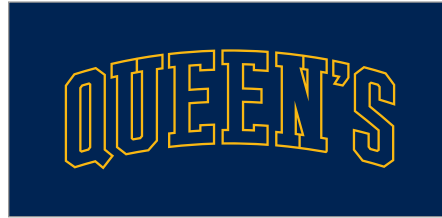


Queen's – Curved Condensed Thin-outlined Athletic Lettering – White

*Link back to:  
[Tops – Full Size Front](#)*

## Colour Combinations: Curved Condensed Thin-outlined Athletic Lettering – One-colour

Navy  
Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Gold 124

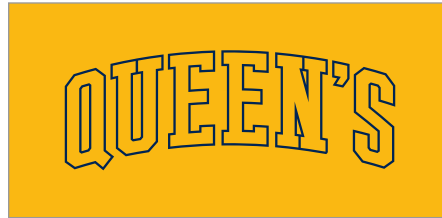


Queen's – Curved Condensed Thin-outlined Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Thin-outlined Athletic Lettering – White

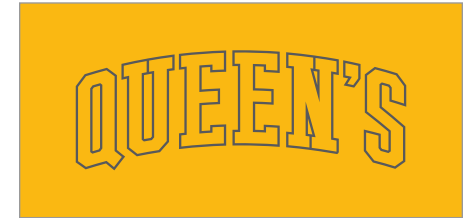
Gold  
Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Blue 295



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Red 187



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Thin-outlined Athletic Lettering – White

Red  
Background



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Gold 124



Queen's – Curved Condensed Thin-outlined Athletic Lettering – Medium Grey 40

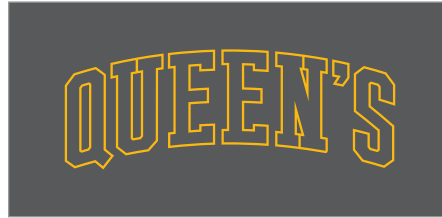


Queen's – Curved Condensed Thin-outlined Athletic Lettering – White

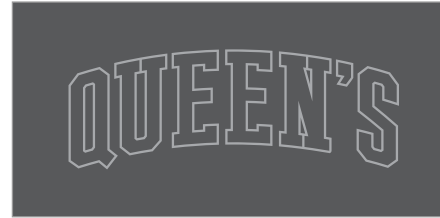
*Link back to:*  
[Tops – Full Size Front](#)

## Colour Combinations: Curved Condensed Thin-outlined Athletic Lettering – One-colour

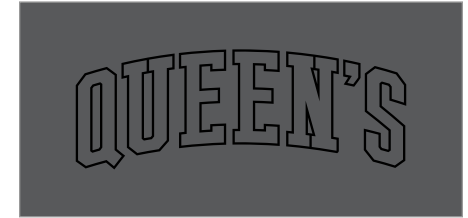
Dark Grey  
Background



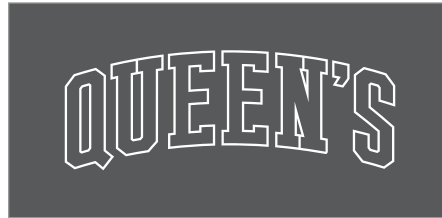
Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Gold 124



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Medium Grey 40

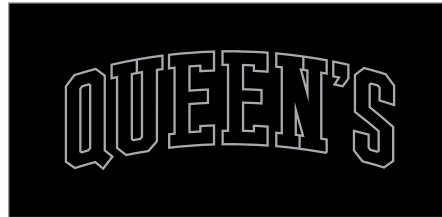


Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Black



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – White

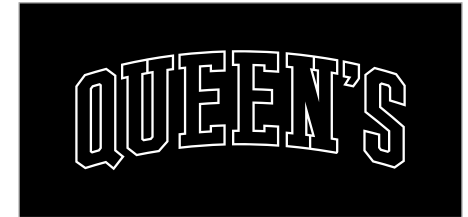
Black  
Background



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Thin-outlined  
Athletic Lettering – White

*Link back to:  
[Tops – Full Size Front](#)*

## Colour Combinations: Curved Condensed Solid Athletic Lettering – One-colour

White or Ivory  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Blue 295



Queen's – Curved Condensed Solid Athletic Lettering – Gold 124



Queen's – Curved Condensed Solid Athletic Lettering – Red 187



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Solid Athletic Lettering – Black

Light Grey  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Blue 295



Queen's – Curved Condensed Solid Athletic Lettering – Red 187



Queen's – Curved Condensed Solid Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Solid Athletic Lettering – Black



Queen's – Curved Condensed Solid Athletic Lettering – White

*Link back to:  
[Tops – Full Size Front](#)*

## Curved Condensed Solid Athletic Lettering – One-colour

Navy  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Gold 124



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – White

Gold  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Blue 295



Queen's – Curved Condensed Solid Athletic Lettering – Red 187



Queen's – Curved Condensed Solid Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Solid Athletic Lettering – White

Red  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Gold 124



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – White

*Link back to:*  
[Tops – Full Size Front](#)

## Colour Combinations: Curved Condensed Solid Athletic Lettering – One-colour

Dark Grey  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Gold 124



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – Black



Queen's – Curved Condensed Solid Athletic Lettering – White

Black  
Background



Queen's – Curved Condensed Solid Athletic Lettering – Medium Grey 40



Queen's – Curved Condensed Solid Athletic Lettering – Darkest Grey 80



Queen's – Curved Condensed Solid Athletic Lettering – White

*Link back to:  
[Tops – Full Size Front](#)*



## Colour Combinations: Curved Serif Lettering – One-colour

White or Ivory  
Background



Queen's University – Curved Serif Lettering – Blue 295



Queen's University – Curved Serif Lettering – Gold 124



Queen's University – Curved Serif Lettering – Red 187



Queen's University – Curved Serif Lettering – Medium Grey 40



Queen's University – Curved Serif Lettering – Darkest Grey 80



Queen's University – Curved Serif Lettering – Black

Light Grey  
Background



Queen's University – Curved Serif Lettering – Blue 295



Queen's University – Curved Serif Lettering – Red 187



Queen's University – Curved Serif Lettering – Darkest Grey 80

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Curved Serif Lettering – Black



Queen's University – Curved Serif Lettering – White

## Colour Combinations: Curved Serif Lettering – One-colour

Navy  
Background



Queen's University – Curved Serif Lettering – Gold 124



Queen's University – Curved Serif Lettering – Medium Grey 40



Queen's University – Curved Serif Lettering – White

Gold  
Background



Queen's University – Curved Serif Lettering – Blue 295



Queen's University – Curved Serif Lettering – Red 187



Queen's University – Curved Serif Lettering – Darkest Grey 80



Queen's University – Curved Serif Lettering – White

Red  
Background



Queen's University – Curved Serif Lettering – Gold 124



Queen's University – Curved Serif Lettering – Medium Grey 40



Queen's University – Curved Serif Lettering – White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Serif Lettering – One-colour

Dark Grey  
Background



Queen's University – Curved Serif Lettering –  
Gold 124



Queen's University – Curved Serif Lettering –  
Medium Grey 40



Queen's University – Curved Serif Lettering –  
Black



Queen's University – Curved Serif Lettering –  
White

Black  
Background



Queen's University – Curved Serif Lettering –  
Medium Grey 40



Queen's University – Curved Serif Lettering –  
Darkest Grey 80



Queen's University – Curved Serif Lettering –  
White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Straight Serif Lettering – One-colour

White or Ivory  
Background



Queen's University – Straight Serif Lettering – Blue 295



Queen's University – Straight Serif Lettering – Gold 124



Queen's University – Straight Serif Lettering – Red 187



Queen's University – Straight Serif Lettering – Medium Grey 40



Queen's University – Straight Serif Lettering – Darkest Grey 80



Queen's University – Straight Serif Lettering – Black

Light Grey  
Background



Queen's University – Straight Serif Lettering – Blue 295



Queen's University – Straight Serif Lettering – Red 187



Queen's University – Straight Serif Lettering – Darkest Grey 80

*Link back to:*

[\*Tops – Full Size Front\*](#)

[\*Tops – Small Left Chest\*](#)

[\*Bottoms\*](#)

[\*Faculty, School, Program Designs\*](#)



Queen's University – Straight Serif Lettering – Black



Queen's University – Straight Serif Lettering – White

## Colour Combinations: Straight Serif Lettering – One-colour

Navy  
Background



Queen's University – Straight Serif Lettering – Gold 124



Queen's University – Straight Serif Lettering – Medium Grey 40



Queen's University – Straight Serif Lettering – White

Gold  
Background



Queen's University – Straight Serif Lettering – Blue 295



Queen's University – Straight Serif Lettering – Red 187



Queen's University – Straight Serif Lettering – Darkest Grey 80



Queen's University – Straight Serif Lettering – White

Red  
Background

*Link back to:*

*[Tops – Full Size Front](#)*

*[Tops – Small Left Chest](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Straight Serif Lettering – Gold 124



Queen's University – Straight Serif Lettering – Medium Grey 40



Queen's University – Straight Serif Lettering – White

## Colour Combinations: Straight Serif Lettering – One-colour

Dark Grey  
Background



Queen's University – Straight Serif Lettering – Gold 124



Queen's University – Straight Serif Lettering – Medium Grey 40



Queen's University – Straight Serif Lettering – Black



Queen's University – Straight Serif Lettering – White

Black  
Background



Queen's University – Straight Serif Lettering – Medium Grey 40



Queen's University – Straight Serif Lettering – Darkest Grey 80



Queen's University – Straight Serif Lettering – White

*Link back to:*

[\*Tops – Full Size Front\*](#)

[\*Tops – Small Left Chest\*](#)

[\*Bottoms\*](#)

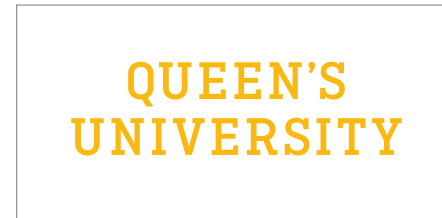
[\*Faculty, School, Program Designs\*](#)

## Colour Combinations: Straight Slab Serif Lettering – One-colour

White or Ivory  
Background



Queen's University – Straight Slab Serif Lettering  
– Blue 295



Queen's University – Straight Slab Serif Lettering  
– Gold 124



Queen's University – Straight Slab Serif Lettering  
– Red 187



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– Darkest Grey 80



Queen's University – Straight Slab Serif Lettering  
– Black

Light Grey  
Background



Queen's University – Straight Slab Serif Lettering  
– Blue 295



Queen's University – Straight Slab Serif Lettering  
– Red 187



Queen's University – Straight Slab Serif Lettering  
– Darkest Grey 80

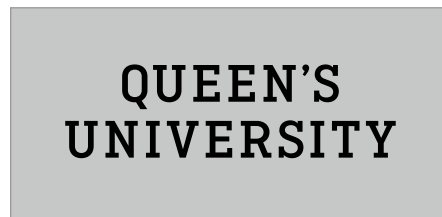
*Link back to:*

*[Tops – Full Size Front](#)*

*[Tops – Small Left Chest](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Straight Slab Serif Lettering  
– Black



Queen's University – Straight Slab Serif Lettering  
– White

## Colour Combinations: Straight Slab Serif Lettering – One-colour

Navy  
Background



Queen's University – Straight Slab Serif Lettering  
– Gold 124



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– White

Gold  
Background



Queen's University – Straight Slab Serif Lettering  
– Blue 295



Queen's University – Straight Slab Serif Lettering  
– Red 187



Queen's University – Straight Slab Serif Lettering  
– Darkest Grey 80



Queen's University – Straight Slab Serif Lettering  
– White

Red  
Background

*Link back to:*

*[Tops – Full Size Front](#)*

*[Tops – Small Left Chest](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Straight Slab Serif Lettering  
– Gold 124



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– White



## Colour Combinations: Straight Slab Serif Lettering – One-colour

Dark Grey  
Background



Queen's University – Straight Slab Serif Lettering  
– Gold 124



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– Black



Queen's University – Straight Slab Serif Lettering  
– White

Black  
Background



Queen's University – Straight Slab Serif Lettering  
– Medium Grey 40



Queen's University – Straight Slab Serif Lettering  
– Darkest Grey 80



Queen's University – Straight Slab Serif Lettering  
– White

*Link back to:*

*[Tops – Full Size Front](#)*

*[Tops – Small Left Chest](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

White  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Darkest Grey 80 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering Medium Grey 40 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background

Link back to:  
[Tops – Full Size Front](#)  
[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

White or Ivory  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Black – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Black



Queen's University – Curved Double-outlined Athletic Lettering – Black – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – Black – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Red 187

Light Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Blue 295 – Light Background

Link back to:

[Tops – Full Size Front](#)

[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Light Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Darkest Grey 80 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Black – Light Background



Queen's University – Double-outlined Athletic Lettering – Medium Grey 40 – White

Link back to:  
[Tops – Full Size Front](#)  
[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Light Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Black – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Black – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Black – Medium Grey 40 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – White – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – White – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – White – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – White – Black

*Link back to:  
Tops – Full Size Front  
Faculty, School, Program Designs*

## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Navy  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering Medium Grey 40 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Medium Grey 40 – Dark Background

Link back to:  
[Tops – Full Size Front](#)  
[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Gold  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Darkest Grey 80



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – White – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – White – Red 187



Queen's University – Curved Double-outlined Athletic Lettering – White – Darkest Grey 80

Link back to:  
[Tops – Full Size Front](#)  
[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Red  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – White



Queen's University – Curved Double-outlined Athletic Lettering – Darkest Grey 80 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Blue 295



Queen's University – Curved Double-outlined Athletic Lettering – White – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – White – Medium Grey 40

Link back to:  
[Tops – Full Size Front](#)  
[Faculty, School, Program Designs](#)



## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Dark Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – Gold 124



Queen's University – Curved Double-outlined Athletic Lettering – Medium Grey 40 – White

Link back to:  
[Tops – Full Size Front](#)  
[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Double-outlined Athletic Lettering – Two-colour

Dark Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Black – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Black – Medium Grey 40 – Dark Background

Black  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering Medium Grey 40 – Darkest Grey 80 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering Medium Grey 40 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 80 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 80 – White – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – White – Medium Grey 40



Queen's University – Curved Double-outlined Athletic Lettering – White – Darkest Grey 80

Link back to:

[Tops – Full Size Front](#)

[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

White or Ivory  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Gold 124 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Red 187



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Gold 124 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background

Link back to:

[Tops – Full Size Front](#)

[Bottoms](#)

[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

White or Ivory  
Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Black – Light Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Gold 124 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background

Light Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Black – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Red 187



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Darkest Grey 80



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – White



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Blue 295

Link back to:

[Tops – Full Size Front](#)

[Bottoms](#)

[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Light Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Gold 124



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Black – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – White



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Black – Medium Grey 40 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Black – White – Light Background

Link back to:

[Tops – Full Size Front](#)

[Bottoms](#)

[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Navy  
Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering Gold 124 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Medium Grey 40 – Dark Background

Link back to:

[Tops – Full Size Front](#)

[Bottoms](#)

[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Gold  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Light Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Blue 295



Queen's University – Curved Outlined Athletic Lettering – Red 187 – White – Light Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Darkest Grey 80 – Light Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – White – Light Background



Queen's University – Curved Outlined Athletic Lettering – White – Blue 295 – Light Background



Queen's University – Curved Outlined Athletic Lettering – White – Red 187 – Light Background



Queen's University – Curved Outlined Athletic Lettering – White – Darkest Grey 80 – Light Background

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Red  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – White



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – White



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Darkest Grey 80 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Medium Grey 40 – Dark Background

Link back to:

[Tops – Full Size Front](#)

[Bottoms](#)

[Faculty, School, Program Designs](#)



## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Dark Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Gold 124 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – Medium Grey – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Red 187 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 40 – Black – Dark Background

Link back to:

[Tops – Full Size Front](#)

[Bottoms](#)

[Faculty, School, Program Designs](#)

## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Dark Grey  
Background



Queen's University – Curved Outlined Athletic Lettering – White – Blue 295 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Gold 124 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Red 187 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Black – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Black – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Black – White – Dark Background

Black  
Background

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Blue 295 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering Medium Grey 40 – Darkest Grey 80 – Dark Background

## Colour Combinations: Curved Outlined Athletic Lettering – Two-colour

Black  
Background



Queen's University – Curved Outlined Athletic Lettering Medium Grey 40 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 80 – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – Medium Grey 80 – White – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Medium Grey 40 – Dark Background



Queen's University – Curved Outlined Athletic Lettering – White – Darkest Grey 80 – Dark Background

*Link back to:*

*[Tops – Full Size Front](#)*

*[Bottoms](#)*

*[Faculty, School, Program Designs](#)*

## Colour Combinations: Curved Double-outlined Athletic Lettering – Three-colour

White or Ivory  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Blue 295 – Light Background

Light Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Red 187 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Blue 295 – Light Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Blue 295 – Light Background

Dark Grey  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Blue 295 – Dark Background

Black  
Background



Queen's University – Curved Double-outlined Athletic Lettering – Blue 295 – Gold 124 – Red 187 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Gold 124 – Red 187 – Blue 295 – Dark Background



Queen's University – Curved Double-outlined Athletic Lettering – Red 187 – Gold 124 – Blue 295 – Dark Background

*Link back to:*

[\*Tops – Full Size Front\*](#)

[\*Faculty, School, Program Designs\*](#)

# Design and Production Specifications

## Clear Space

A minimum **clear space must be maintained** around the Queen's logo or a lockup at all times in order to preserve its impact and integrity.

The clear space is defined by the **height of the lowercase "e" in the word Queen's**, extending from the furthest edges of the logo, lockup, or wordmark on the top, bottom, and sides.

**No other type or graphic element may appear within the prescribed clear space, including the edge of an item.**



## Minimum Size

The recommended minimum sizes have been established to **maintain the legibility of the Queen's logo**. The horizontal logo should be no smaller than 1.3" wide. The vertical logo should be no smaller than 1" wide.

The standard minimum size for the Queen's wordmark, is 1" wide. For small items that allow for detailed reproduction, like pins and engraved pens, the wordmark can be reduced to .25" high (.8181" wide).



**Horizontal Logo or Lockup**  
Queen's Logo 1.3" wide  
for merchandise



**Vertical Logo or Lockup**  
Queen's Logo 1" wide  
for merchandise



**Wordmark**  
1" wide  
for merchandise



**Wordmark Exception**  
.25" high (0.8191" wide) for small merchandise  
items with detailed reproduction



## Special Techniques and Substrates

While in most circumstances, the approved logo and background colours must be utilized, there are special printing techniques and substrates that can be employed.

The Queen's logo or a lockup can be **etched in glass or metal**.

Queen's logos and lockups can be rendered in **neutral metallic gold and silver in embroidery on merchandise and foil stamped** on other merchandise items.

**Blind debossing on leather or paper** products creates a subtle impression of a Queen's logo or lockup recessed into the substrate.

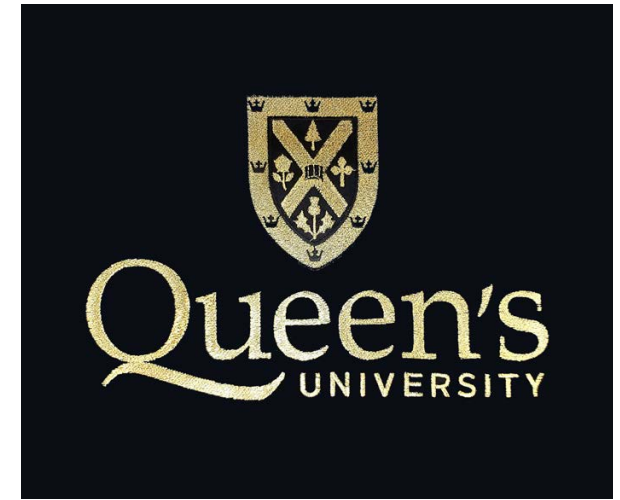
A Queen's logo, lockup, or tertiary signature can be printed on a **clear or coloured transparent item**, as long as the background when the item is empty and filled presents a fairly solid background that will successfully highlight the logo.

For some merchandise items, the available shade of blue, gold, or red may vary from the official pantone colour. These items must be submitted and reviewed for approval.

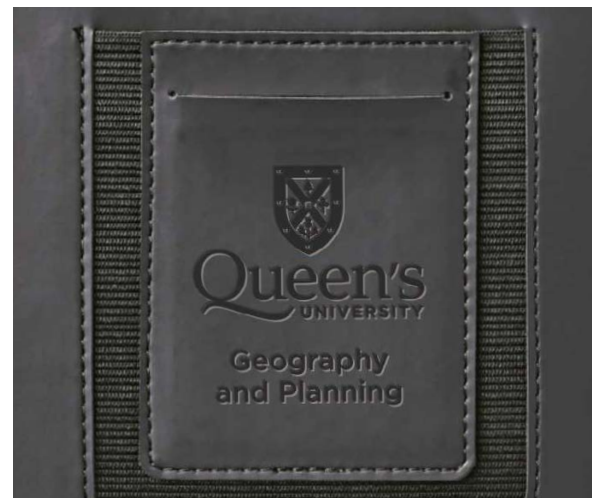
### Etching



### Metallics



### Blind Debossing



### Transparent Items












## Full Colour Embroidery

To ensure the Queen's logo is being reproduced as accurately and consistently as possible, **embroidery sew-out samples must be reviewed and approved** by the Brand Team from each embroiderer.

The embroidery file must be created from the logo/lockup artwork and not recreated in type. The **proportions and proximities of all elements must remain unchanged**.

The **recommended size** for the full colour logo in a left chest position, is approximately 3.25".

The **thread colours must match the brand colours** listed below as accurately as possible. Note that the green and brown threads used must be dark enough to contrast the gold.

	<b>Queen's Red</b>	<b>PMS</b> 187 <b>CMYK</b> 0, 100, 74, 26
	<b>Queen's Blue</b>	<b>PMS</b> 295 <b>CMYK</b> 100, 63, 0, 67
	<b>Queen's Gold</b>	<b>PMS</b> 124 <b>CMYK</b> 0, 29, 100, 1
	<b>Clover</b>	<b>PMS</b> 7496 <b>CMYK</b> 35, 0, 100, 37
	<b>Thistle</b>	<b>PMS</b> 668 <b>CMYK</b> 65, 72, 8, 18
	<b>Earth</b>	<b>PMS</b> 7505 <b>CMYK</b> 23, 48, 69, 38
	<b>Black</b>	<b>CMYK</b> 0, 0, 0, 100

### Full Colour Reverse Vertical Logo Sew-out approx 3.25"

A black running stitch should outline both sides of the red shield frame as well as the book and spine. No other black outlines should appear.

A thicker white outline should surround the shield.

### Full Colour Vertical Logo Sew-out approx 3.25"

A black running stitch should outline both sides of the red shield frame as well as the book and spine. No other black outlines should appear.



## One-colour Embroidery

To ensure the Queen's logo is being reproduced as accurately and consistently as possible, **embroidery sew-out samples must be reviewed and approved** by the Brand Team from each embroiderer.

The embroidery file must be created from the logo/lockup artwork and not recreated in type. The **proportions and proximities of all elements must remain unchanged.**

The **recommended size** for the one-colour logo in a left chest position, is approximately 3.25".

When the logo must be rendered at a smaller size that does not allow for a satisfactory rendering of the shield, a **wordmark or wordmark lockup can be used.**

A wordmark lockup may also be ideal for lockups or tertiary signatures with long department names that would result in too large an embroidery when the shield is included.

**One-colour Vertical  
Logo Sew-out  
approx 3.25"**

**One-colour  
Wordmark Sew-out  
approx 3.25"**

