



uOttawa

L'Université canadienne
Canada's university

**VISUAL IDENTITY
STANDARDS MANUAL**



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Visual identity standards

This document may be revised periodically.
Last revision: September 1st, 2004

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Foreword

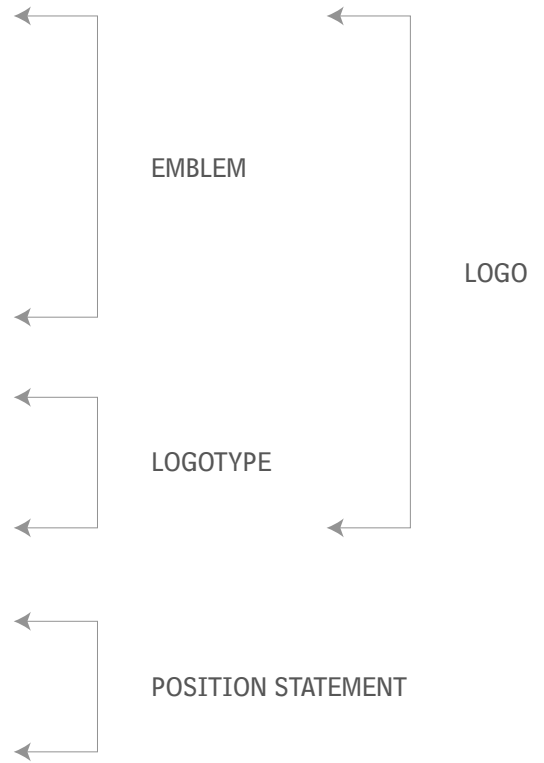
This document provides an overview of the University of Ottawa's visual identity standards and symbolization program. It includes specific instructions for the use of the emblem, the logotype and the sub-brands as well as several rules governing their use.

The visual identity standards set specific rules that are meant to reinforce the projection of a consistently strong and distinguished image. This will allow us to promote a uniform identity to the general public and to highlight the brand image of the University of Ottawa.



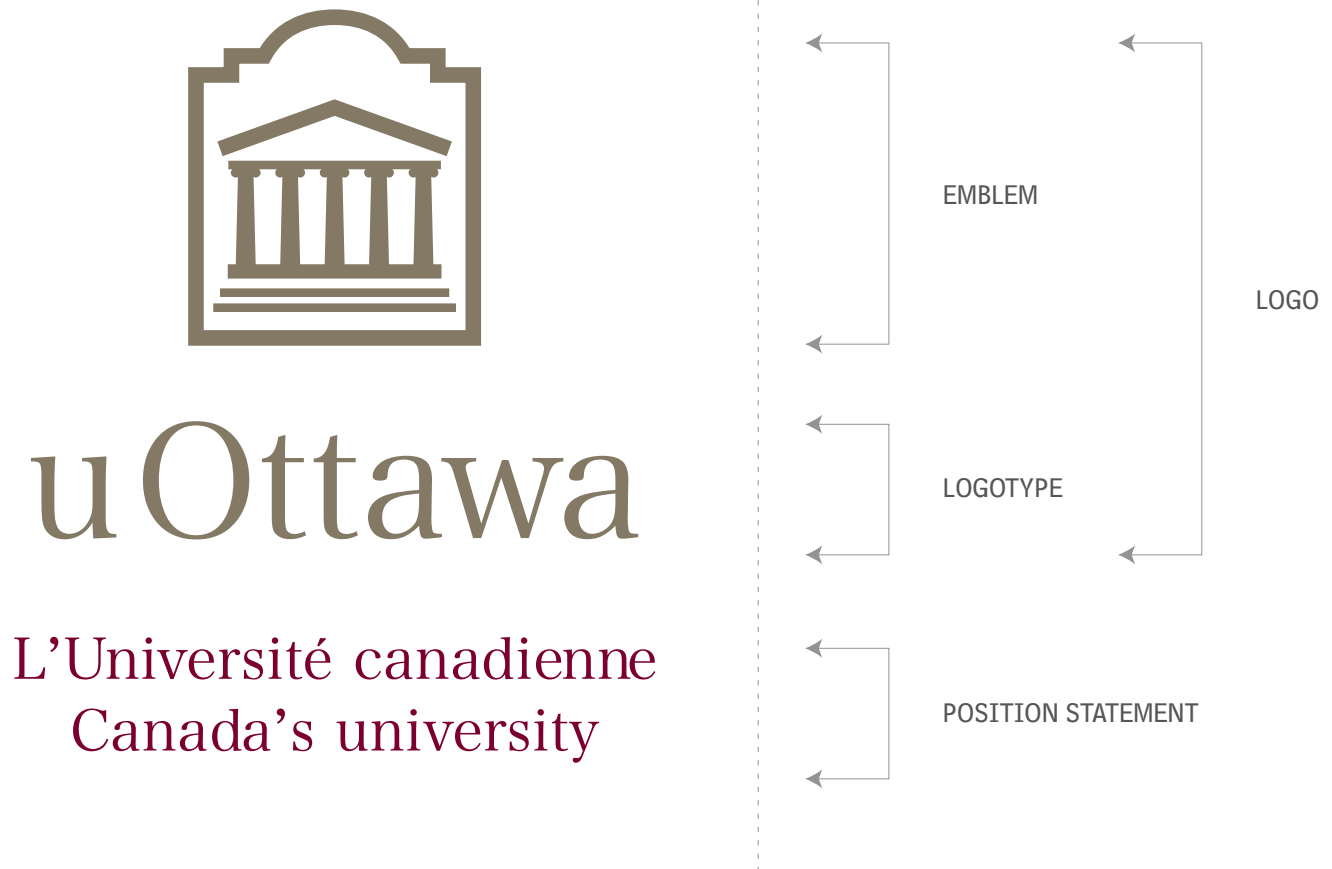
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Inspired by an earlier version of the University logo, the dominant architectural elements of Tabaret Hall have been redrawn and refined. The result is a contemporary logo that is nevertheless reflective of tradition. Tabaret Hall is a readily-recognized historical landmark at the University of Ottawa. Use of its graphic representation thus facilitates identification with the University. The emblem and the logotype are the basic elements of the University's visual identity. Only the position statement may be separated from the entire image in particular instances where space is limited.

Official standard dictates that French always appears above English. This order is maintained regardless of the language of the publication.



EMBLEM

The emblem of Tabaret is the basic graphic element that comprises the brand image of the University of Ottawa. The pictorial symbol must never be used alone. It must always be accompanied by the logotype (uOttawa). Only in this way can we ensure a consistent presentation.

LOGOTYPE

The logotype is the "generic brand." It is the visual expression that describes, positions and reinforces the University's brand. It is an integral part of the logo, and consequently inseparable from the emblem.

POSITION STATEMENT

It is strongly recommended that the logo be accompanied by the University's position statement, thus reinforcing the institution's brand.

Please contact a member of the Graphic Standards Committee for more information or further guidance on the use of the University's visual identity.
www.image.uOttawa.ca

The logo comprises two basic units (the emblem and the logotype), which are the basic graphic elements of the symbolization program of the University of Ottawa. They are reinforced by the position statement or by sub-brands (see Section 7). In order to preserve application integrity, no modifications are permitted to the visual identity.

The alternative version (see Section 3) must not replace the primary identity. It should only be used in situations where space is extremely limited. [This option should be considered only in exceptional circumstances.](#)

PRIMARY IDENTITY

EMBLEM + LOGOTYPE + POSITION STATEMENT



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WEB LOGOTYPE

LOGOTYPE + COLOURS

uOttawa.ca

LOGOTYPE + MONOCHROME

uOttawa.ca

Pantone Warm Gray 10 C 100%

uOttawa.ca

Process Black 100%

The “X” height measurement determines the ratios between the elements of the image. “X” is the height of the upper case letter (O) in the logotype. This basic unit of measurement determines image proportions. In order for the visual identity to remain consistent, only the use of approved electronic files is permitted.

SPACING



PRIMARY IMAGE



Spacing is calculated to the edges of the position statement (unless the sub-brand – see Section 7.0 – is wider).

The University of Ottawa logo may be reduced to fit available space, provided recommended minimum sizes are respected. The relationship between the emblem, the logotype and the position statement - or sub-brands - (proportions and positions) may not be altered under any circumstance. The stipulated proportions are intended to preserve adequate legibility.

PRIMARY IMAGE - minimum reproduction size

EMBLEM + LOGOTYPE + POSITION STATEMENT

COLOUR



MONOCHROMATIC



REVERSED



If the specified graphic standards in this brochure do not correspond to your requirements, please contact a member of the Graphic Standards Committee.

www.image.uOttawa.ca

The alternative visual identity must be used only in situations where space is extremely limited.

This option should be considered only in exceptional circumstances where it is impossible to use the primary visual identity.

ALTERNATIVE VISUAL IDENTITY

EMBLEM + LOGOTYPE + POSITION STATEMENT



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SPACING



ALTERNATIVE IMAGE



Please note that the minimum reproduction size for four-colour process printing (CMYK) is larger in order to ensure higher reproduction quality.

ALTERNATIVE VISUAL IDENTITY – minimum reproduction size

EMBLEM + LOGOTYPE + POSITION STATEMENT

Reproduction size Pantone

COLOUR



MONOCHROMATIC



REVERSED



Reproduction size Process (CMYK)

COLOUR



MONOCHROMATIC



REVERSED



Ideally, the visual identity should appear in colour on a white background. Unfortunately, that fails to address a variety of printing requirements. Several possible applications are proposed for different situations. In the case of a monochromatic application, contrast must be strong enough to ensure sufficient legibility.

COLOUR VERSION – on white background



MONOCHROMATIC VERSION – on white background and reversed

ON WHITE BACKGROUND



REVERSED BACKGROUND



When a document is printed in one colour only (other than black and Pantone Warm Gray 10 C), the reversed identity (white on colour background) is recommended.

Avoid boxing the logo, but rather integrate it into a colour background (for example, a banner strip).

CONTRAST EVALUATION – percentage of black

LOGO - COLOUR



It is possible to use a background with a tone of 10% or less. This rule applies equally to coloured or tinted paper. When the percentage exceeds this standard, the logo must be monochromatic.

TONE EVALUATION – percentage of black

LOGO – MONOCHROMATIC



USE OF THE BLACK LOGO ON A WHITE BACKGROUND AND A WHITE LOGO ON A BLACK BACKGROUND IS RECOMMENDED FOR BEST CONTRAST.

THE REVERSED LOGO MAY BE USED ON A BLACK BACKGROUND OF 40% TO 100%. THE BLACK LOGO SHOULD ONLY BE USED ON A BACKGROUND OF 30% OR LESS.

TONE EVALUATION APPLIES TO MONOCHROMATIC AND COLOUR BACKGROUNDS. TO EVALUATE COLOUR BACKGROUNDS, THE GREY SHADE EQUIVALENT MUST BE DETERMINED.

WHEN USING THE REVERSED LOGO, AVOID A LIGHT BACKGROUND, WHICH WOULD COMPROMISE THE CONTRAST BETWEEN THE LOGO AND THE BACKGROUND.

Note: The above examples do not respect the minimum size. They are used only as recommendations for tone evaluation.

STONE EVALUATION EXAMPLES

REVERSED + MONOCHROME VISUAL IDENTITY



Note: The above examples do not respect the minimum size. They are used only as recommendations for the evaluation of tonalities.

In a case where the visual identity is used on a colour background, it is extremely important that all elements of the visual identity be clear. The following examples illustrate good and poor choices. Even if the black version of the logo is visible on most of the halftone backgrounds, it is still preferable to use the reversed version.

COLOUR VISUAL IDENTITY ON COLOUR BACKGROUNDS



MONOCHROME VISUAL IDENTITY ON COLOUR BACKGROUNDS



Avoid backgrounds that obstruct or do not allow the visual identity to stand out well.

PHOTOS



To maintain the integrity of the visual identity, the logo must never be altered, cropped or reconfigured in any way. The graphic composition is fixed to remain true to authorized uses. Here are some examples of prohibited modifications.

EXAMPLES



Do not isolate logo elements.

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Never displace the elements
of the logo.



Do not modify the proportions
of the elements.



Avoid distortion.



Do not modify the logotype,
position statement or
sub-brand fonts.



Do not use drop shadows.



Do not rotate the image.



Do not trace around the text.

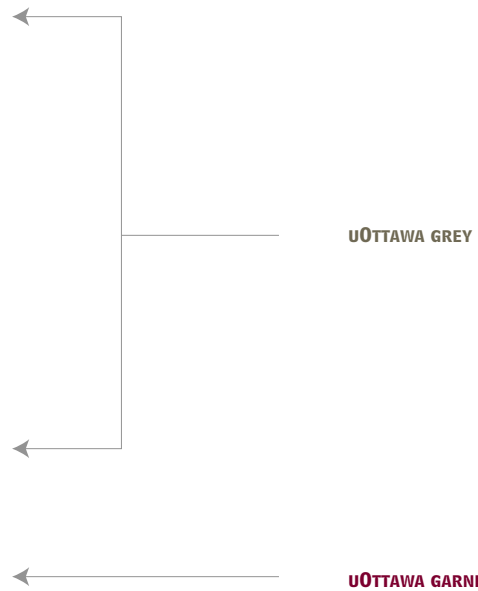
Choice of colour plays a dominant role in the brand image of the University. Thus, strict management and use of this palette will facilitate the establishment of the identity. All colour variations have been drawn from the Pantone colour chart. The official palette must not be replaced or modified by any other colour.

OFFICIAL PALETTE



uOttawa

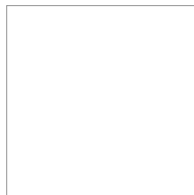
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UOTTAWA GREY



UOTTAWA GARNET



WHITE

OFFICIAL PALETTE

The colour chart is offered in Pantone, CMYK, RGB and Hexadecimal.



UOttawa GREY



UOttawa GARNET



WHITE

PANTONE

On coated paper	PANTONE Warm Gray 10 C	PANTONE 202 C
-----------------	---------------------------	------------------

On uncoated paper	PANTONE 7532 U	PANTONE 194 U
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CMYK

On coated paper	C: 0 M: 14 Y: 28 K: 55	C: 0 M: 100 Y: 61 K: 43	C: 0 M: 0 Y: 0 K: 0
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On uncoated paper	C: 0 M: 17 Y: 50 K: 65	C: 0 M: 100 Y: 64 K: 33	C: 0 M: 0 Y: 0 K: 0
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RGB*	R: 114 G: 99 B: 77	R: 143 G: 0 B: 26	R: 255 G: 255 B: 255
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HEXADECIMAL*	72634D	8F001A	FFFFFF
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*Environment sRGB IEC61966-2.1
(Average between Web and video colours)

PANTONE®: system used in printing (other than four-colour process printing) to make colour inks and in other applications for colour consistency.

CMYK (Cyan, Magenta, Yellow, Black): also known as four-colour process, this is the method used to print photos and images using the colours cyan, magenta, yellow and black. The numeric values refer to the percentage of each colour.

RGB (Red/Green/Blue)/"HEX"/"WEB SAFE": the method used to obtain a certain colour on the screen; numeric values refer to the intensity of each of these basic colours.

* Pantone® is a registered trademark of Pantone®, Inc. The colours shown are for information only and do not correspond to the Pantone® standard. Consult the most recent version of "Pantone color formula guide" for precise colours.

OFFICIAL PALETTE

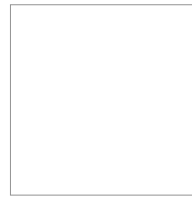
The colour chart is offered in Pantone, CMYK, RGB and Hexadecimal.



UOttawa GREY



UOttawa GARNET



WHITE

PANTONE

On coated paper	PANTONE Warm Gray 10 C	PANTONE 202 C
-----------------	---------------------------	------------------

On uncoated paper	PANTONE 7532 U	PANTONE 194 U
-------------------	-------------------	------------------

CMYK

On coated paper	C: 0 M: 14 Y: 28 K: 55	C: 0 M: 100 Y: 61 K: 43	C: 0 M: 0 Y: 0 K: 0
-----------------	---------------------------------	----------------------------------	------------------------------

On uncoated paper	C: 0 M: 17 Y: 50 K: 65	C: 0 M: 100 Y: 64 K: 33	C: 0 M: 0 Y: 0 K: 0
-------------------	---------------------------------	----------------------------------	------------------------------

RGB*	R: 114 G: 99 B: 77	R: 143 G: 0 B: 26	R: 255 G: 255 B: 255
------	--------------------------	-------------------------	----------------------------

HEXADECIMAL*	72634D	8F001A	FFFFFF
--------------	--------	--------	--------

*Environment sRGB IEC61966-2.1
(Average between Web and video colours)

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CMYK (Cyan, Magenta, Yellow, Black): also known as four-colour process, this is the method used to print photos and images using the colours cyan, magenta, yellow and black. The numeric values refer to the percentage of each colour.

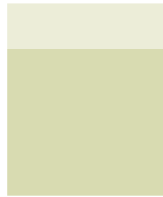
RGB (Red/Green/Blue)/"HEX"/"WEB SAFE": the method used to obtain a certain colour on the screen; numeric values refer to the intensity of each of these basic colours.

* Pantone® is a registered trademark of Pantone®, Inc. The colours shown are for information only and do not correspond to the Pantone® standard. Consult the most recent version of "Pantone color formula guide" for precise colours.

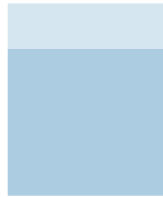
The secondary palette flows directly from the official colours (primary palette). Consequently, it supports the visual identity of the University of Ottawa. Given that this palette represents the basis for all creative, conceptual and applied work (printed or virtual) it is highly recommended that only these colours be used. This palette ensures a strong corporate image reflecting the character and the personality of the institution.

PALE COLOURS

50%



PANTONE 5787C
C:7 M:0 Y:31 K:13
R:206 G:216 B:152
Hexadecimal* #C1C49A



PANTONE 7458C
C:40 M:0 Y:5 K:6
R:144 G:204 B:208
Hexadecimal* #77B6D0



PANTONE 7411C
C:0 M:35 Y:69 K:0
R:254 G:166 B:65
Hexadecimal* #E5A258



PANTONE 7522C
C:0 M:40 Y:30 K:16
R:210 G:129 B:120
Hexadecimal* #BD7565



PANTONE 7403C
C:0 M:10 Y:50 K:0
R:254 G:230 B:121
Hexadecimal* #EBCE7F



PANTONE 728C
C:0 M:21 Y:48 K:10
R:229 G:182 B:107
Hexadecimal* #D5AA88

INTERMEDIATE COLOURS

50%



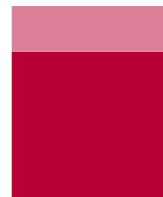
PANTONE 383C
C:20 M:0 Y:100 K:19
R:166 G:188 B:9
Hexadecimal* #9FAA00



PANTONE 7459C
C:57 M:0 Y:6 K:13
R:96 G:174 B:184
Hexadecimal* #3798B9



PANTONE 158C
C:0 M:61 Y:97 K:0
R:255 G:99 B:9
Hexadecimal* #E96B10



PANTONE 186C
C:0 M:100 Y:81 K:4
R:242 G:0 B:23
Hexadecimal* #D21034



PANTONE 130C
C:0 M:30 Y:100 K:0
R:255 G:179 B:0
Hexadecimal* #F1AB00



PANTONE 723C
C:0 M:43 Y:97 K:17
R:212 G:121 B:9
Hexadecimal* #C0722F

DARK COLOURS

50%



PANTONE 371C
C:43 M:0 Y:100 K:56
R:64 G:89 B:10
Hexadecimal* #4A601C



PANTONE 5405C
C:58 M:17 Y:0 K:46
R:59 G:90 B:111
Hexadecimal* #3E647E



PANTONE 718C
C:0 M:56 Y:100 K:8
R:235 G:103 B:0
Hexadecimal* #CF5200



PANTONE WARM GRAY 11C
C:0 M:17 Y:34 K:62
R:96 G:81 B:58
Hexadecimal* #695D54



PANTONE 477C
C:50 M:85 Y:100 K:35
R:83 G:20 B:2
Hexadecimal* #5E2F24

METALLIC COLOUR

50%



PANTONE 8003C
C:38.04 M:33.73 Y:40 K:14.29
R:134 G:122 B:105
Hexadecimal* #867A69

*Environment sRGB IEC61966-2.1
(Average between Web and video colours)

PANTONE®: system used in printing (other than four-colour process printing) to make colour inks and in other applications for colour consistency.

CMYK (Cyan, Magenta, Yellow, Black): also known as four-colour process, this is the method used to print photos and images using the colours cyan, magenta, yellow and black. The numeric values refer to the percentage of each colour.

RGB (Red/Green/Blue)/"HEX"/"WEB SAFE": the method used to obtain a certain colour on the screen; numeric values refer to the intensity of each of these basic colours.

* Pantone® is a registered trademark of Pantone®, Inc. The colours shown are for information only and do not correspond to the Pantone® standard. Consult the most recent version of "Pantone color formula guide" for precise colours.

The official fonts of the University of Ottawa, Myriad and Minion, are used in all printed or virtual works to ensure continuity in the visual image of the University of Ottawa. The fonts can be downloaded at a reasonable cost through a Web site such as www.myfonts.com. Please note that neither Myriad nor Minion was used to create the logo. Since it is not permitted to recreate the logo, we recommend using the integral graphic file available on the Web site www.image.uOttawa.ca.

OFFICIAL FONTS (SANS SERIF)

**Myriad
Roman 12pt** *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

*Myriad
Italic 12pt* *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

**Myriad
Bold 12pt** **abcdefghijklmnopqrstuvwxy**
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

**Myriad
Bold Italic 12pt** ***abcdefghijklmnopqrstuvwxy***
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

OFFICIAL FONTS (SERIF)

**Minion
Regular 12pt** *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

*Minion
Italic 12pt* *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

**Minion
Bold 12pt** **abcdefghijklmnopqrstuvwxy**
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

**Minion
Bold Italic 12pt** ***abcdefghijklmnopqrstuvwxy***
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

We encourage you to use these secondary fonts for non-promotional use.

SECONDARY FONTS (SANS SERIF)

Arial
Regular 12pt abcdefghijklmnopqrstuvwxyz
ABCDEF GHIJKLMNOPQRSTUVWXYZ
1234567890

Arial
Italic 12pt *abcdefghijklmnopqrstu*
vwxyz
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

Arial
Bold 12pt **abcdefghijklmnopqrstu**
vwxyz
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

Arial
Bold Italic 12pt ***abcdefghijklmnopqrstu***
vwxyz
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

SECONDARY FONTS (SERIF)

Times New Roman
Roman 12pt abcdefghijklmnopqrstuvwxyz
ABCDEF GHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman
Italic 12pt *abcdefghijklmnopqrstu*
vwxyz
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

Times New Roman
Bold 12pt **abcdefghijklmnopqrstu**
vwxyz
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

Times New Roman
Bold Italic 12pt ***abcdefghijklmnopqrstu***
vwxyz
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

Sub-brands bear the University logo and are represented in the same way as the position statement. The latter is discarded and replaced with the faculty terminology. The use of any other accompanying logo is strongly discouraged.

Please note: the Faculty of Law, which has sections, uses the two official colours. The printing of the “section” lines is reduced by 91.5% from the “faculty” line and the space between these lines is reduced by 90.5%.

Official standard dictates that French always appears above English. This order is maintained regardless of the language of the publication.

The following logo graphics provide some examples of the uOttawa sub-brands available. If you would like the sub-brand graphics for your faculty or service, please contact Lynn Alberta at extension 3147.

FACULTIES



uOttawa

Faculté des arts
Faculty of Arts



uOttawa

Faculté d'éducation
Faculty of Education



uOttawa

Faculté de médecine
Faculty of Medicine



uOttawa

Faculté des sciences
Faculty of Science



uOttawa

Faculté de génie
Faculty of Engineering



uOttawa

École de gestion
School of Management

FACULTIES - continued



uOttawa

Faculté des sciences de la santé
Faculty of Health Sciences



uOttawa

Faculté des sciences sociales
Faculty of Social Sciences



uOttawa

Faculté de droit
Faculty of Law
Section de common law
Common Law Section



uOttawa

Faculté de droit
Faculty of Law
Section de droit civil
Civil Law Section



uOttawa

Faculté des études
supérieures et postdoctorales
Faculty of Graduate
and Postdoctoral Studies

Please consult faculty graphic standards (section 7).

SERVICES



uOttawa

Archives de l'Université
University Archives



uOttawa

Programmes
d'enseignement coopératif
Co-operative
Education Programs



uOttawa

Bureau de la gestion du risque,
de l'environnement
et de la santé-sécurité au travail
Office of Risk Management,
Environmental Health and Safety



uOttawa

Service de planification financière
Financial Planning Service



uOttawa

Service des finances
Financial Services



uOttawa

Ressources humaines
Human Resources



uOttawa

Recherche institutionnelle
et planification
Institutional Research
and Planning



uOttawa

Services linguistiques
Language Services



uOttawa

Service du marketing
Marketing Service

Reproduction of the coat of arms as a graphic element is restricted to approved usage when a formal and ceremonial image is considered appropriate. [The administrative committee of the University of Ottawa must approve the use of the coat of arms](#) in order to ensure consistent usage and an appropriately executed reproduction.

COAT OF ARMS - permitted uses



COAT OF ARMS

Please contact a member of the Graphic Standards Committee for more information or further guidance on the use of the University's visual identity.
www.image.uOttawa.ca