BRINGING IT ALL TOGETHER:
THE UNIVERSITY OF MANITOBA BRAND
OUR STORY
WHERE WE ARE SHAPES WHO WE ARE

At the University of Manitoba, we embrace this province, its people and our position in the centre of the continent. We have turned challenges into opportunities that have allowed us to grow and excel; to think big and dream big. People who are not from here often struggle to understand this province and its people. They rely on stereotypes — cold, remote, isolated — without fully understanding how those very characteristics shape and influence Manitobans in deep and wonderful ways.

Our sometimes cold temperatures have made us warmer. Our distance from other cities has brought us closer. Our environment challenges us in ways we would expect and ways we would not. Where we are has shaped who we are as individuals and as a community. It causes us to adapt, to innovate and to invent. It challenges us to grow and to create.

The powerful and transformational force that has carved out a unique culture in a distant location is embodied at the University of Manitoba. We are proud it is the intellectual birthplace of many successful entrepreneurs, educators, and artists who are celebrated around the world. At the University of Manitoba we are Trailblazers, Innovators, Visionaries, Explorers, Defenders, Rebels, and Pioneers. Our university provides a transformational student experience that fuels a unique spirit and drives us to push forward, defy convention and carve new paths.
THE UNIVERSITY OF MANITOBA BRAND

The Trailblazer Campaign is rooted in the foundation of the University of Manitoba brand story and reinforces the positioning that where we are shapes who we are.

Our brand story concedes that Manitoba is a place with a challenging climate. Its environment challenges those who live here in ways you’d expect, but also in ways you wouldn’t. It challenges them to grow, create and to innovate. It tells the story of how the University of Manitoba inspires its students, its faculty and its community to embrace the unexpected, to defy convention, to carve new paths – to become the trailblazers, visionaries, innovators and challengers striving for a better world.

The first phase of the Trailblazer Campaign showcased images of young children with statements of empowerment, set against iconic Manitoba panoramas. This unique approach told the story of how the U of M harnesses the potential in our people to create the elite trailblazers, visionaries, and rebels who grow to shape our world.

Another phase of the campaign told the story through the amazing work of our researchers – in specific areas where the U of M is renowned for its excellence.

The brand position was further adapted for a prospective and current student audience to incorporate how the institution is formative in helping students “transform” and “Define Themselves” as future innovators, visionaries, trailblazers.

The current evolution – Trailblazers Do – tells the story through the strength of our alumni, faculty and students, and their ability to make a significant real world impact.

The campaign strives to be:

**Powerful, Beautiful, Simple, Dramatic, Cinematic, Inspirational and Authentic**
OUR BRAND ATTRIBUTES AND TENETS

The examples on the following pages reinforce our brand attributes and effectively communicate the brand tenets. When using brand tenets, always ensure they’re employed to tell our story in an authentic, relatable and impactful way.

<table>
<thead>
<tr>
<th>BRAND ATTRIBUTES</th>
<th>BRAND TENETS</th>
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<tbody>
<tr>
<td>Powerful</td>
<td>Trailblazer</td>
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<tr>
<td>Beautiful</td>
<td>Innovator</td>
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<td>Simple</td>
<td>Visionary</td>
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<td>Cinematic</td>
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<td>Authentic</td>
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<td>Adventurer</td>
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</table>
Words like **Powerful**, **Beautiful** and **Simple** reinforce each other. A piece becomes powerful and beautiful because of its simplicity.

A **dramatic** and **cinematic** feel is achieved in the subjects themselves and in the often horizontal format upon which an expansive vista provides a backdrop.
**Examples of Branded Materials**

**Sophistication** is achieved by the sepia tone images, but is also present in full colour pieces. Muted greys offset and temper bright hues. Quiet space contrasts bold type.

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**LEADING IN HIV/AIDS PREVENTION AND TREATMENT**

Including photos with quotes. While exploring the intersection of innovation, governance, and improving the health of the world, we are working to balance ethical processes with technological innovation.

**Frontline**,

**Transit Seventy**

Shanlee Webber

Michael Rawluk, MBA

Chief Operating Officer

Birchwood Automotive Group

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**2015 SPRING CONVOCATION
HONORARY DEGREE RECIPIENTS**

When you discover your passion, you can change the world.

Trailblazers do.

At the University of Manitoba, each student has a unique story. They begin their journey with a curious spirit, ready to carve out their path. Now, our remarkable students are starting a new chapter in their lives. From here, they will become leaders in their communities and around the world.

umanitoba.ca/convocation

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**2015 FACTS AND FIGURES**

**Strategic Plan 2015-2020**

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**The new Asper MBA**

Register now for an info session

umanitoba.ca/asper/mba
2016 VIEWBOOK

EXPAND YOUR HORIZONS

EXPLORERS DO.

At the U of M, you’re encouraged to get involved outside the classroom and see the world. You can work with community organizations across Manitoba or travel to another country and experience new cultures. Whatever option you choose, you will gain skills and experience that will enrich your education and expand your world view.

OPPORTUNITIES AT THE U OF M

- Join the Student Leadership Development Program and connect with fellow like-minded students who feel empowered to create positive change
- Support local projects by volunteering with non-profit organizations such as the St. Boniface Volunteer Association
- Travel to destinations like Ecuador, Nicaragua and El Salvador and work on projects relating to community development and social justice
- Participate in an international exchange program to gain cross-cultural experience and university credit while paying all of U of M tuition
- Earn official recognition for your service through volunteer and co-curricular programs
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JUSTIN SHAVE
Faculty of Science

“Out of my growth at university, I can start from scratch and make my own decisions. My college major is History and I decided to go on a study trip to Churchill and the Manitoba Coastal Region. This will enrich my education and expand my world view. I’ve had the opportunity to work with community organizations across Manitoba or travel to another country and experience new cultures. Whatever option you choose, you will gain skills and experience that will enrich your education and expand your world view. EXPANDING YOUR VISION

DEFINE YOUR FUTURE

PIONEER CHALLENGE IMAGINER MAVERICK

REBEL CREATOR TRAILBLAZER VISIONARY INNOVATOR PIONEER

EXPLORE ADVENTURER PIONEER INNOVATOR IDEALIST MADISON CREATOR TRAILBLAZER

University of Manitoba
EXAMPLES OF BRANDED MATERIALS

A brand is made up of many small efforts to represent it effectively. It’s like a handmade quilt that needs to be viewed from a distance in order to truly appreciate its greater beauty. While the brand might be portrayed differently for varying audiences, its main principles and features provide a distinct, recognizable thread. Just like the quilt, individual pieces do not embody every aspect in exactly the same way. Still, when we look at the big picture over the course of time, and we work diligently to include those recognizable threads, a consistent story is told.
Front and Centre is the University of Manitoba’s $500 million fundraising campaign.

A distinct look and feel has been developed for the campaign, based on the established U of M brand story and visual representation. The unique identity has been developed to align effectively with other U of M marketing communication materials.

In October 2015, the University of Manitoba will launch the most transformational and ambitious fundraising campaign in the province’s history.

Transformational goals require ambitious priorities.

Priorities shaped by faculty, students, alumni and the community to ensure that our university continues to develop the next generation of leaders.

Priorities allowing us to inform, heal, discover, challenge and innovate – here and around the world.

To learn more about the University of Manitoba Front and Centre campaign go to umanitoba.ca/frontandcentre
PHOTOGRAPHY
Photography is a primary means of conveying potential and impact to donors. Students or researchers are featured in candid moments of action, emphasizing the impact they’re making through their work or studies. Infrastructure initiatives are always represented in building or classroom shots from unique perspectives.

Please contact the Marketing Communications Office if you need to develop any materials to support the campaign.

COLOUR
Our U of M brown and a metallic gold are the primary colours used in the Front and Centre visual brand.

Graphic Devices
The primary purpose of the circle pie chart is to depict the different pillars and projects within the campaign.

Each of the five pillars of the campaign has a representative colour that should be used in materials specific to that pillar. The five colours that make up the secondary colour palette are mainly from the institutional secondary colour palette.
MERCHANDISE

Merchandise may be as simple as tastefully placing a logo onto an article of clothing or item, but merchandise pieces can also offer a unique way of communicating our story.

If you are interested in producing merchandise items for your faculty or department please contact the Marketing Communications Office at the onset of the project to discuss selection, design and ordering of merchandise.
EVALUATING A PIECE

Not all pieces embody the visual brand attributes in exactly the same way and a visual identity guide cannot anticipate every circumstance or scenario a designer will face. The following questions act as a guide in evaluating and producing creative that is promotional in nature.

Is the piece:

**Powerful?** Every brand seeks an emotional connection with its audience. How hard does the piece work in this regard?

**Beautiful?** Is the photography of the highest quality possible for the piece? Is the typography applied with finesse and attention to detail, impact, contrast and balance? Is the overall impression one of superior quality and craftsmanship?

**Simple?** Does the piece have focus? Does the piece include what is essential and omit the superfluous? Is there an appropriate amount of white space?

**Dramatic?** Does the piece avoid the mundane and generic? Is there room for a striking contrast or juxtaposition?

**Cinematic?** Has a horizontal format been considered? The sepia toned images also contribute to the cinematic feel. Have they been used? Is there a sense that the photography captures a moment in time? Is there an opportunity to showcase a sense of place?

**Inspirational?** Does the piece communicate in such a way so as to inspire action? Are the brand tenets clearly represented? Does it communicate a striving for excellence?

**Authentic?** Does the piece remain true to brand values and tenets? Does it communicate in a voice that is consistent with the brand story? Is it original and unique? Do the images convey a sense of realism?

**Sophisticated?** What is the overall personality of the piece? Is it intelligent, enlightened and astute? Does it communicate excellence and high quality?