TABLE OF CONTENTS

Signature 5
Colour 24
Typography 27
Photography 30
Bringing it all together: The University of Manitoba brand 33
Front and Centre 41
Templates 45
Stationery 55
VISUAL IDENTITY GUIDELINES

Maintaining excellent standards in how the University of Manitoba is represented visually reflects our overall commitment to excellence in every facet of what we do. A comprehensive visual identity system is a structure for communicating and presenting information logically, consistently and with distinction.

This guide is to be used as a reference tool for the development of all University of Manitoba communications materials. The standards outlined in the following pages reflect university policy and have been developed to ensure that the university brand is effectively represented to all external audiences. Responsibility for ensuring the integrity of the University of Manitoba brand resides with the Marketing Communications Office. Any questions regarding these guidelines should be directed to:

Marketing Communications Office
University of Manitoba
204-474-8346
marketingcommunications@umanitoba.ca
THE FOUNDATIONAL BUILDING BLOCKS OF OUR VISUAL BRAND

The foundational building blocks of the University of Manitoba visual brand are: **Signature, Colour, Typography** and **Photography**. When applied consistently in concert, they work to present a cohesive and distinct brand image. The following section is an overview of these building blocks and the rules that govern their application.
SIGNATURE

The key element of the visual brand is the signature. It includes the logo and faculty identifiers. Nothing identifies the communication piece as being from the U of M more than the signature. It also contains pertinent call-to-action details, such as the URL.
The University of Manitoba logo is made up of two elements:
1. A shield graphic
2. Word mark

Two versions are acceptable. In order of preference, they are:
1. Horizontal version
2. Stacked version

Always use digital files supplied by the Marketing Communications Office. Do not attempt to reset the wordmark or build another configuration.
LOGO SAFE AREA/MINIMUM SIZE

The logo is always scaled as a unit. The shield graphic never appears less than 12mm (½ inch) in height.

**Protected space:**
A safe area around the logo must be preserved at all times. The safe area is determined by the height of the capital U in the wordmark.

**Minimum size:**
The minimum allowable size of the logo has been reached when the height of the shield graphic is 12 mm (½ inch). Note: There may be rare occasions such as merchandise (pens, etc.) that require the logo to be smaller. Please consult with the Marketing Communications Office in these instances.
LOGO COLOURS

The Pantone colours used in the University of Manitoba logo are: Pantone 130 C and Pantone 1545 C.
LOGO VERSIONS

Full colour

The full colour logo is the preferred version and should be used wherever possible. This version includes a white release that ensures legibility on coloured backgrounds.

Full colour with white type

This version includes white type and a white release that ensures legibility on coloured backgrounds.

One colour

A one colour version of the university logo has been developed for occasions when the university needs to produce a one colour print job. It uses Pantone 1545.
LOGO VERSIONS

Black and white

The black version is for use in black and white applications.

Reverse

A reverse white version for use in black and white applications or on dark coloured backgrounds has also been created. The logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.
When a piece is produced in colour, the U of M logo should appear in full colour. Use the full colour version with white type when the background does not provide enough contrast for the type, and you are printing in full colour. Only use the single colour versions of the logo when printing in black and white or single colour.
FOUR-COLOUR PROCESS/SPECIAL PRINT TECHNIQUES

Pantone 1545 C  Pantone 130 C

C - 0%  C - 0%
M - 53%  M - 30%
Y - 100%  Y - 100%
K - 72%  K - 0%

Four-colour process
When printing in four-colour process (CMYK), the proper colour specifications are as above.

Special print techniques
The entire logo may be engraved, blind embossed or metal foil stamped. Discuss special print techniques with the Marketing Communications Office.
The examples on these pages illustrate how the logo may not be used. Such misuse will undermine the university’s effort to present a strong and unified image, and will alter the perception and meaning of the logo itself. Although only one version of the logo is used in these illustrations, all of the official versions are subject to these parameters.

**INCORRECT USES**

**Improper proportion:**
Reduce and enlarge the logo proportionately. The size of the shield in relationship to the word mark should not be altered.

**Different type style:**
Minion is the only typeface allowed in the logo format. Others (i.e. Minion Italic) are not allowed.

**Framing:**
The logo should never be framed in a restricting box, shape or specific area.

**Improper alignment of shield:**
In the logo format, the alignment of the shield relative to the word mark should not be altered.
INCORRECT USES

Overlapping or alignment of visual elements:
The logo should not be encumbered by other visual elements. Avoid the use of any copy, slogans, symbols or images overlapping or aligned with the logo.

Distortion:
The logo should not be subject to distortion or manipulation (i.e. slanting, stretching, twisting or curving).

Improper placement of the shield:
In the logo format, the placement of the shield relative to the word mark should not be altered. That is, it must be above or to the left of the word mark.

Coloured backgrounds that are not from the U of M colour palette:
As a general rule, the logo should be placed on either the U of M brown or gold, white or other neutral or on a photographic background that provides enough contrast.

Distracting background:
The logo should never be placed on backgrounds that distract or overpower.

Improper colour:
The logo should never be reproduced in any brown and gold combination other than the official colours.
THE URL

**The URL**

“umanitoba.ca” is the university’s URL.

The preferred setting is lowercase Knockout 32 JuniorCruiserweight at no less than 7.5 points in size. If Knockout is not available, use Myriad Pro Bold as an alternative.

In applying it below the logo, always respect the logo’s safe area.

These examples illustrate the URL’s size in relation to the logo, when applied near the logo.

The URL should not dominate the logo. It should, however, be highly legible in all applications.
FACULTY IDENTIFIERS

The examples above show both horizontal and vertical approved faculty identifiers. The minimum clear zone around the supplemental logo is equal to the height of the letter “F” in “Faculty.” No word or image may be placed closer to the logo than this distance.

All usage and print guidelines that apply to the basic logo also apply to faculty identifiers. In the faculty identifiers, the type should be Pantone 1545 brown or black.

To provide flexibility for a variety of applications and design considerations, three versions of the faculty identifiers have been developed. They are:

- Logo left faculty identifier
- Logo right faculty identifier
- Vertical faculty identifier

An identity system has been developed for use by faculties and is available from the Marketing Communications Office. Always use digital files supplied by the Marketing Communications Office. Do not attempt to reset the wordmark or build another configuration.
HORIZONTAL FACULTY IDENTIFIERS

Examples of logo left faculty identifiers

Examples of logo right faculty identifiers

The examples above show more instances of the logo left faculty identifier and the logo right faculty identifier. When the faculty name must go on two lines, the point size is adjusted accordingly. This aids in giving approximately the same visual weight on all faculty identifiers.
VERTICAL FACULTY IDENTIFIERS

The examples above show the vertical faculty identifier configuration.
Administrative units and divisions are also asked to follow the same configurations and rules of the faculty identifiers. The examples above show instances of the divisional and administrative identifiers. These versions are available from the Marketing Communications Office.
FACULTY, DEPARTMENT, ADMINISTRATIVE AND DIVISIONAL IDENTIFIERS — SEPARATED APPLICATION

Faculty extension can separate from logo to be positioned elsewhere on a piece.

There are instances where separating the faculty, department, administrative or divisional name from the logo is desired. The standards allow for this as illustrated on the following page.
FACULTY, DEPARTMENT, ADMINISTRATIVE AND DIVISIONAL IDENTIFIERS — SEPARATED APPLICATION

The faculty name can move to the far left when signing off ads for example.

The department or college name can appear below the faculty or school name in text; however, it should not be included as part of a faculty identifier.
DEPARTMENT IDENTIFIERS — CREATING PROMINENCE

Above are examples of ways the departments within faculties can draw attention to the department name.

The department name can be incorporated into the headline.

On pieces that have sufficient space, the department name can be pulled away from the faculty name. On displays where brand identity is confined to the top of the creative, this may not be feasible.

Above are examples of ways the departments within faculties can draw attention to the department name.
Leveraging the strength, reach and frequency of the University of Manitoba visual identity is the best course of action when developing marketing and communication materials.

The University of Manitoba logo must appear prominently on all pieces that represent the university or its units. In any piece printed in full colour, the University of Manitoba logo should appear in full colour as well.

Proper staging of the logo is important. On a traditional ad, the logo usually signs off on the bottom right. However, on certain applications like displays, the logo can be placed near the top of the creative.

The University of Manitoba logo and its approved faculty and unit extensions are the primary identifier for all faculties, departments, and units and must be used in all marketing and communication materials. The use of independent faculty and administrative unit logos is discouraged.

Some independent logos may be approved based on operational/marketing need, such as The Bookstore or Bison Sports. In extenuating circumstances, approval for a faculty or unit to develop or use an independent logo may be sought through application to the Office of the Vice-President (External).

When an approved independent logo appears on materials, the University of Manitoba logo must be given equal visual weight and prominence. The logos should be naturally aligned horizontally if both are on the bottom.
COLOUR

Colours perform many duties beyond making a communication piece visually interesting. They are powerful mnemonic devices – people learn to associate colours with a particular organization. This section outlines what Pantone colours to use and gives an overview of the main device used to apply the colour.
COLOUR PALETTE

Pantone 1545 brown and Pantone 130 gold are the U of M’s core brand colours. All pieces produced by the university should use these two colours predominately. A broad palette of soft and vibrant colours has been developed to complement the institutional brown and gold, but should be used as accent colours.
A unique graphic device has been developed as a means to apply the foundation brand colours, Pantone 1545 and Pantone 130. Essentially, the device is two adjoined rectangular fields of colour. The default proportion of one to the other is based on the golden mean. That is, approximately 1 to 1.61. Because this ratio is considered by artists, architects, designers etc. to be the most aesthetically pleasing proportion, the device also acts as a design tool. It helps to assign structure to a given piece. Alternatively, it can be tweaked from this proportion to accommodate an alignment that makes sense in any given piece.

The device was developed as a quick and easy way to apply the core brand colours consistently. The illustration here demonstrates its most common application, that of running up the side of the piece.
TYPOGRAPHY

Typography is as valuable as colour and photography in establishing a unified look and feel. Correct use of typography can communicate the university’s personality and tone and contribute to a cohesive representation of the institution.
TYPOGRAPHY

Fonts
The U of M’s visual brand uses three fonts. They are:
Minion Pro
Knockout
Myriad Pro
Each font is designated to play a specific role.
Minion and Knockout are for headlines. Myriad is for body copy.

Knockout is a licenced font that can be purchased from Hoefler & Co type foundry by visiting the following link:
www.typography.com/fonts/knockout/overview/
Fonts

Alternate fonts are allowed for in-house applications and word processing. They are:

- Times New Roman
- Helvetica

There will be instances when special display faces are acceptable. These are specialty applications such as advertising campaigns and promotions that require a distinct flavour. Consult with the Marketing Communications Office in planning your material.
PHOTOGRAPHY

Photography is an extremely valuable component of the University of Manitoba identity. An image can evoke powerful ideas and emotions and create perception – the goal of every brand. Therefore, it’s important to use only images of the highest quality in pieces with a high profile. The images presented in this section act as the standard for university photography.
PHOTOGRAPHY

Photography is a cornerstone of the U of M’s visual identity. Below are some general guidelines to consider in planning photography.

- For mass-market advertising, use only professionally produced images of high quality.
- Avoid/remove logos on clothing, equipment, etc. Avoid heavily patterned clothing.
- People depicted should be representative of the diversity of people who attend and teach at the university.
- As a general rule, buildings should be shot at optimal angles under ideal natural light conditions.
- Environment/experience photography can be used to evoke an emotional response and to illustrate the spirit on campus. Faces are not as important here.
- In studio photography, again, strive for comfortable, real, honest expressions and poses.
- Images should be fresh, clean, contemporary and forward looking.
- Strive for a spirit of aspiration, accomplishment, happiness, camaraderie, success.
- Strive for simplicity wherever possible; strive for beauty always.
- Strive for authenticity in the photography.
- Capturing real, honest emotion and expression is vital. Always strive to capture a “moment” in which the subject is projecting something real, candid.
- When capturing photos use U of M students, faculty, staff and researchers.
PHOTOGRAPHY
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>
</tr>
</thead>
<tbody>
<tr>
<td>Powerful</td>
<td>Trailblazer</td>
</tr>
<tr>
<td>Beautiful</td>
<td>Innovator</td>
</tr>
<tr>
<td>Simple</td>
<td>Visionary</td>
</tr>
<tr>
<td>Sophisticated</td>
<td>Rebel</td>
</tr>
<tr>
<td>Dramatic</td>
<td>Pioneer</td>
</tr>
<tr>
<td>Cinematic</td>
<td>Challenger</td>
</tr>
<tr>
<td>Inspirational</td>
<td>Defender</td>
</tr>
<tr>
<td>Authentic</td>
<td>Explorer</td>
</tr>
<tr>
<td></td>
<td>Adventurer</td>
</tr>
</tbody>
</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.
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.

EXAMPLES OF BRANDED MATERIALS

LEADING IN HIV/AIDS PREVENTION AND TREATMENT

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.
EXPAND YOUR HORIZONS

EXPLORERS DO.

Just like Dr. Justin Shave, students who choose to get involved in co-curricular programming will see evidence of a broad-based education as they make a difference to the lives of others. Wilfrid Laurier University is currently launching a new program to help students get involved in co-curricular programming and spend time in the public sector. It’s important to get involved and have fun as you explore new opportunities and make connections.

JUSTIN SHAVE
Faculty of Science

“Out of my growth at university has come from volunteering. I’ve learned a lot about the elements of leadership and such things as team building and networking. I think that the most important thing is to put yourself out there and go after what you want in life.”

OPPORTUNITIES AT THE U OF M

- Join the Student Leadership Development Program and connect with other like-minded students who are improving our community through leadership.
- Support local projects by volunteering with groups such as Golden Circle Foundation and Tuckeroos Choir.
- Travel with the Students’ Organization to international destinations such as Fiji, Peru, and Mongolia, and take part in projects relating to community development and social justice.
- Participate in an international exchange program to gain cross-cultural experience and university credit while paying U of M tuition.

The University of Manitoba Student’s Union (UMSU) advocates for students at all levels of government and organizes a variety of events and activities throughout the year.

Define Your Future

DEFENDER ADVENTURER

DEFINE YOUR FUTURE

TO OUR ADVENTURERS.

University of Manitoba

PIONEER CHALLENGE

NOVELTY INNOVATOR

EXPLORER MAVERICK

REBEL CREATOR

TRAILBLAZER

VISIONARY

DEFENDERS CREDible.

2016 VIEWBOOK
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.
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.

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.

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

Please contact the Marketing Communications Office if you need to develop any materials to support the campaign.
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?
TEMPLATES
Contact the Marketing Communications Office to obtain the InDesign templates in the following section and to discuss any applications that require a unique interpretation.
In the University of Manitoba Visual Identity Guide published on April 22, 2016, the following text is observed:

RACK BROCHURE TEMPLATE

FAICAE ERUMD FACT PRATUS PRATUS RE DOL
TO VERIFICI PREXICIT UTREMNIUS NES QUIS SOLUT POR QUOD VIOLIT EXERER

MADOREPECIO QUI CORE IUMQUE QUE RE LA NON EST, EXCEUNTIN RERUM QUODI SUNTUS, CON RE, CUS DOLUPTIO VIT EX ET

Hort, aliatur, verfingo etu, quam, commo solaptia tempore ptenhir moluptum faccuptate pra qua musm vel mator solutom poenitum solupta necaurn.

Materialita, optamor, ut aten musa ne neini enli que quos nonquit Ducide acipici urc operia

FAICAE ERUMD FACT PRATUS PRATUS RE LATISQU

Ducidebis doluptae simolorem

In vara excipior a que plupis
Nonet bi lanadisperque ant ut vari londneque conto officia qui sine sequau ant, velum minus optarit, uer aton inter quem opciem tem ptenhir moluptum faccuptate pra qua musm vel mator solutom poenitum solupta necaurn, optamor accupum mentur plupbilo tropo dolupta rea drh num sa con inhilla benepa tigandi, ury majur a nennida grondar, uryre au quapli, qapli, endh et buat abother cuanu fugis in seribus ess de volum, qua nato dui volum nam dipooaenit dui accuparem, akapoidos alti, officiaoromp esperia zonem solu tem ulumtor qui miliunt tempora epiem expeplu volupata mcracta at qua quam terminat aborata olama. Re benetut que cmdipuagia aut ra alti balbukat in rea simonit lat que venit at, sim ene einitim que musm vel mator solutom poenitum solupta necaurn.

Ducidebis doluptae simolorem

In vara excipior a que plupis
Nonet bi lanadisperque ant ut vari londneque conto officia qui sine sequau ant, velum minus optarit, uer aton inter quem opciem tem ptenhir moluptum faccuptate pra qua musm vel mator solutom poenitum solupta necaurn, optamor accupum mentur plupbilo tropo dolupta rea drh num sa con inhilla benepa tigandi, ury majur a nennida grondar, uryre au quapli, qapli, endh et buat abother cuanu fugis in seribus ess de volum, qua nato dui volum nam dipooaenit dui accuparem, akapoidos alti, officiaoromp esperia zonem solu tem ulumtor qui miliunt tempora epiem expeplu volupata mcracta at qua quam terminat aborata olama. Re benetut que cmdipuagia aut ra alti balbukat in rea simonit lat que venit at, sim ene einitim que musm vel mator solutom poenitum solupta necaurn.

Ducidebis doluptae simolorem

In vara excipior a que plupis
Nonet bi lanadisperque ant ut vari londneque conto officia qui sine sequau ant, velum minus optarit, uer aton inter quem opciem tem ptenhir moluptum faccuptate pra qua musm vel mator solutom poenitum solupta necaurn, optamor accupum mentur plupbilo tropo dolupta rea drh num sa con inhilla benepa tigandi, ury majur a nennida grondar, uryre au quapli, qapli, endh et buat abother cuanu fugis in seribus ess de volum, qua nato dui volum nam dipooaenit dui accuparem, akapoidos alti, officiaoromp esperia zonem solu tem ulumtor qui miliunt tempora epiem expeplu volupata mcracta at qua quam terminat aborata olama. Re benetut que cmdipuagia aut ra alti balbukat in rea simonit lat que venit at, sim ene einitim que musm vel mator solutom poenitum solupta necaurn.

In tema excipior a que plupis
Nonet bi lanadisperque ant ut vari londneque conto officia qui sine sequau ant, velum minus optarit, uer aton inter quem opciem tem ptenhir moluptum faccuptate pra qua musm vel mator solutom poenitum solupta necaurn, optamor accupum mentur plupbilo tropo dolupta rea drh num sa con inhilla benepa tigandi, ury majur a nennida grondar, uryre au quapli, qapli, endh et buat abother cuanu fugis in seribus ess de volum, qua nato dui volum nam dipooaenit dui accuparem, akapoidos alti, officiaoromp esperia zonem solu tem ulumtor qui miliunt tempora epiem expeplu volupata mcracta at qua quam terminat aborata olama. Re benetut que cmdipuagia aut ra alti balbukat in rea simonit lat que venit at, sim ene einitim que musm vel mator solutom poenitum solupta necaurn.

In tema excipior a que plupis
Nonet bi lanadisperque ant ut vari londneque conto officia qui sine sequau ant, velum minus optarit, uer aton inter quem opciem tem ptenhir moluptum faccuptate pra qua musm vel mator solutom poenitum solupta necaurn, optamor accupum mentur plupbilo tropo dolupta rea drh num sa con inhilla benepa tigandi, ury majur a nennida grondar, uryre au quapli, qapli, endh et buat abother cuanu fugis in seribus ess de volum, qua nato dui volum nam dipooaenit dui accuparem, akapoidos alti, officiaoromp esperia zonem solu tem ulumtor qui miliunt tempora epiem expeplu volupata mcracta at qua quam terminat aborata olama. Re benetut que cmdipuagia aut ra alti balbukat in rea simonit lat que venit at, sim ene einitim que musm vel mator solutom poenitum solupta necaurn.

In tema excipior a que plupis
Nonet bi lanadisperque ant ut vari londneque conto officia qui sine sequau ant, velum minus optarit, uer aton inter quem opciem tem ptenhir moluptum faccuptate pra qua musm vel mator solutom poenitum solupta necaurn, optamor accupum mentur plupbilo tropo dolupta rea drh num sa con inhilla benepa tigandi, ury majur a nennida grondar, uryre au quapli, qapli, endh et buat abother cuanu fugis in seribus ess de volum, qua nato dui volum nam dipooaenit dui accuparem, akapoidos alti, officiaoromp esperia zonem solu tem ulumtor qui miliunt tempora epiem expeplu volupata mcracta at qua quam terminat aborata olama. Re benetut que cmdipuagia aut ra alti balbukat in rea simonit lat que venit at, sim ene einitim que musm vel mator solutom poenitum solupta necaurn.

In tema excipior a que plupis
Nonet bi lanadisperque ant ut vari londneque conto officia qui sine sequau ant, velum minus optarit, uer aton inter quem opciem tem ptenhir moluptum faccuptate pra qua musm vel mator solutom poenitum solupta necaurn, optamor accupum mentur plupbilo tropo dolupta rea drh num sa con inhilla benepa tigandi, ury majur a nennida grondar, uryre au quapli, qapli, endh et buat abother cuanu fugis in seribus ess de volum, qua nato dui volum nam dipooaenit dui accuparem, akapoidos alti, officiaoromp esperia zonem solu tem ulumtor qui miliunt tempora epiem expeplu volupata mcracta at qua quam terminat aborata olama. Re benetut que cmdipuagia aut ra alti balbukat in rea simonit lat que venit at, sim ene einitim que musm vel mator solutom poenitum solupta necaurn.

“Rat. Ovidest orerisquat. Aquirem cur, ut temque et laurin omniem abores ex re

inerem quae cap utam contempti reprehendam rem solotent faciop multum nonsumquam volumer suapsera sibi reprehens.”

— Dr. David Barnard

President, University of Manitoba
POSTER TEMPLATE

FAICAE ERUMD FACT PRATUS RE DOL.
FRIDAY, MONTH XX, XXXX – 8:00 PM

Rore vendi dolorum qui dolor simus essi velento molupta tinctem int et rem velitem.

For more information, visit umanitoba.ca
REPORT TEMPLATE

FAICAE ERUMD FACT PRATUS RE DOL.

To Vereicit Pressincit Utempori
Nos quia dolut pos quo volut exeror

University of Manitoba, Faculty of Insert Name

University of Manitoba Visual Identity Guide • April 22, 2016

EQUAE NECEPERSPED ENIM

Undae mollis adipsum obtusum?
Qui dolore, coris, cor a siter acerum, aut ear facipitat.

Un report, ete, est adipsumque sapendosum est in linee neque edidem et ut
edidem sapendosum est in linee neque edidem et ut
edidem sapendosum est in linee neque edidem et ut
edidem sapendosum est in linee neque edidem et ut

University of Manitoba, Faculty of Insert Name

University of Manitoba Visual Identity Guide • April 22, 2016
DEAN ANNOUNCEMENT AD TEMPLATE

For more information about ___________________ and other innovators at the University of Manitoba, visit umanitoba.ca/asper

For more information about ___________________ and other innovators at the University of Manitoba, visit umanitoba.ca/asper
Download the point template at: umanitoba.ca/admin/mco/vi/resources.html
REMOVING THE BLEED

When creating templates using University of Manitoba’s brand guidelines, be sure to remove the bleed. The bleed is the area outside the printed page that is meant to be trimmed away. This is visible when you physically cut the paper to remove the excess edges. If templates include bleed elements, you can remove this area using your chosen software. This prevents the risk of elements bleeding off the page, ensuring your design looks polished and professional.

For more information, contact marketing@umanitoba.ca or visitumanitoba.ca/marketing

NEWSLETTER NAME HERE.
Faculty of Insert Name
MONTH, XX, XXXX

For more information, contact
bfhjs@umanitoba.ca or visit
umanitoba.ca/facultyname

UNIVERSITY OF MANITOBA, FACULTY OF INSERT NAME
umanitoba.ca/facultyname

NEWSLETTER NAME HERE.
Faculty of Insert Name
MONTH, XX, XXXX

For more information, contact
bfhjs@umanitoba.ca or visit
umanitoba.ca/facultyname

UNIVERSITY OF MANITOBA, FACULTY OF INSERT NAME
umanitoba.ca/facultyname

Bleed

There are certain instances where a bleed is not feasible. Templates can be adjusted accordingly.
STATIONERY

In an ongoing effort to achieve efficiencies in production and provide a unified identity for our stationery, the following standardized templates should be used. Please ensure the stationery templates are followed as designed, as deviation from them can result in additional costs (due to increased coordination, production and printing time).
Dear Ms Doe:

As you are a graduate of the University of Manitoba’s Faculty of Agriculture and Food Sciences, I wanted to write and let you know some exciting news on how we are contributing to the safety of the world’s grain supplies.

We recently broke ground on a new $4 million research facility to study and improve grain storage. Unlike any other grain research group in Canada, Dr. Digvir Jayas of biosystems engineering will bring together a multi-disciplinary team of engineers, entomologists, chemists and specialists in fungi in one building. This integrated approach to studying grain storage will ensure Canada meets international standards for quality and chemical residue-free grain. These are increasingly important issues to the world’s food safety, and the University of Manitoba continues to contribute significantly to the body of research in this area.

We are delighted that this groundbreaking research has been made possible through the Canada Foundation for Innovation, the Manitoba Innovations Fund, and private partners.

This is but one of a number of new initiatives taking place in our faculty. I invite you to check our website often at www.umanitoba.ca/afs for more news and information. I think you’ll be as proud of our staff, students and alumni as I am.

Sincerely,

Dean Namerson
Dean

Faculty of Agricultural and Food Sciences
66 Dafoe Road
Winnipeg, Manitoba R3T 2N2
Telephone: 204-474-0000
Fax: 204-474-0000
e-mail@umanitoba.ca

A basic stationery system consists of an 8.5” x 11” letterhead, 2” x 3.5” business card and #10 envelope.

Minion is the preferred typeface to be used for all information, however Times New Roman may be used for body and address copy.

Ink colours for all coated items are Pantone 130 C and Pantone 1545 C.

All ink colours for uncoated items are Pantone 129 U and 175 U.

The stationery system provides for customization of all components. On the letterhead, business card and envelope, the first line may contain the name of a school, faculty, department or other unit.

All orders for University of Manitoba stationery are to be made through the EPIC purchasing system.
On the letterhead, the top left logo identifies the university and faculty or school.

The department name, mailing address, telephone and facsimile numbers and email address are listed in the top right section of the letterhead. The URL is centred at the bottom of the page.
The screened-back shield icon sits top left on the letterhead, printed in 15% yellow. The shield icon bleeds off the top left corner to the degree that:
- the bison image must be visible to slightly above the eye.
- the crown, leaf and book images must never be cut off.

10 pt type is positioned 0.125” to the right of the pinline. Weight of pinline is 0.5 pt. Return address information and pinline are printed in black.

URL is in 10 pt type, centred at the bottom and printed in black. Use of the university’s home page URL umanitoba.ca is preferred, although units may choose to use their own web addresses.

The letterhead specifications are set to help create and maintain order, hierarchy and balance. Standard letterhead is printed on 8.5” x 11” bright, white 24 lb uncoated paper stock. The preferred typeface for all correspondence is Minion, however Times New Roman, a serif typeface, may be used for the body of the letter and address information.

The body copy should not exceed the inner margins.

The screened back shield icon is yellow. An electronic letterhead template is available on the university’s website at http://umanitoba.ca/admin/mco/vi/resources.html.

Stationery can be ordered through the EPIC system, using the Unigraphics catalog.
The fax cover sheet design is based on total functionality.

The fax cover sheet follows the same basic layout as the university letterhead but includes an easy to use form for fax information.
The ultimate purpose of a business card is to act as a communicator of information, as well as a symbol of the university, and is often in competition for attention with business cards from other institutions.

The template for business cards delivers graphic and typographical information in a positive format (i.e. dark type on light background). The screened-back shield icon is used as a design enhancement that complements the simplicity of the given information.

The black 0.5 pt pinline runs from top of "U" to bottom of type. If the URL is too long, centre at 0.171" from the bottom.

Use 10 pt type for the name, 8 pt type for the person’s title and 7.5 pt type for the address block. Business cards should be printed on a stock that provides substantial weight and durability. The horizontal logo should always be the version selected for business cards.

Business cards can be ordered through the EPIC system, using the Unigraphics catalog.

Contact Purchasing Services at 204-474-6113 with any questions.
Respective to indicia and postal regulations, the University of Manitoba logo and corresponding return mailing address are positioned beside each other in the top left corner of the envelope.
The horizontal logo version is to be used for all envelopes. The logo is to be positioned at the top left corner of the envelope.

Note: The most common envelope sizes are shown here.