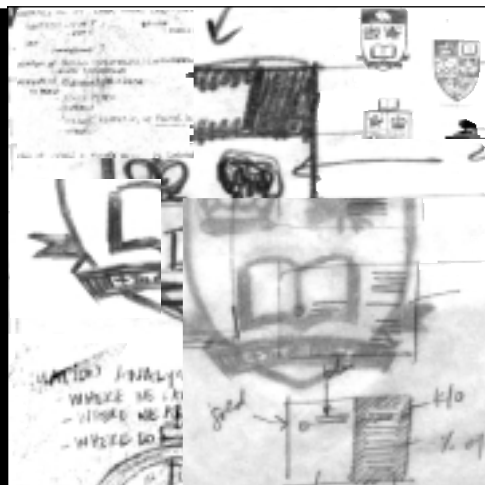




create



establish



protect



Rationale and Purpose

An identity system is much more than the format and use of a symbol. A comprehensive graphic identity system is a structure for communicating and presenting information logically, clearly and with distinction.

The standards and guidelines presented in this manual have firm institutional support. As the University of Manitoba enters into a new millennium, the need for an inspired brand identity has never been so timely and appropriate. Embracing these standards will be advantageous to both the University's brand as well as the entire University community, ultimately enabling the institution to achieve clarity and effectiveness in all print and electronic communications for both internal and external audiences.

This manual is intended to be an introduction and a guide to the basic components of our identity system. Implementation of this system will achieve greater awareness of the University as a whole, while enabling individual units to convey their own distinct identities.

When this graphic system is fully implemented, it will consistently distinguish all University publications and advertising - all print, electronic and audio visual materials - providing visual unity to our expansive and diverse University.

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The Logo

The University of Manitoba logo consists of a picture and wordmark. The graphic symbol of the picture mark is represented by a simple and clean shield design.

The shield contains four icons. They are the Manitoba bison (resting top centre of the shield bar) as well as the crown, maple leaf, and open book. These four icons represent the provincial, historical, national and institutional nature of the University. The bottom banner serves to showcase the date the institution was established as well as to enhance the optical depth of field. The wordmark is in the Minion typeface.



UNIVERSITY
OF MANITOBA

Shield and Wordmark

The relationship between the shield and its wordmark should never be altered.



The space separating the shield from the wordmark is equal to the height of the "U" in University.
"University of Manitoba" is centred vertically within the height of the shield.



UNIVERSITY
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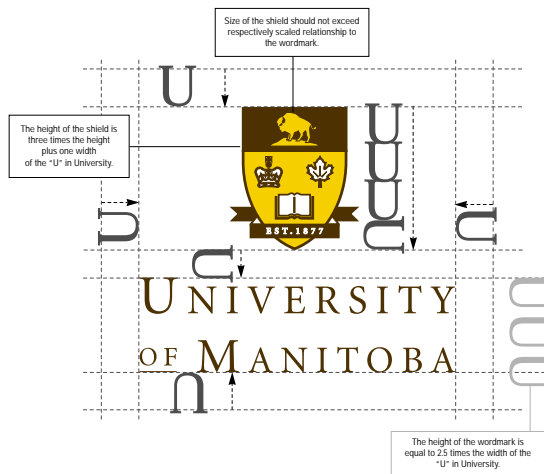


The space separating the shield from the wordmark is equal to the width of the "U" in University.
"University of Manitoba" is centred directly under the shield.

Protection Space

In order for the logo to be used effectively in a variety of applications, the system provides guidelines to protect the space around the logo.

The logo has a unique proportion or format and must not be altered in any way. When the logo is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately. Enlarge to any size that is practical and necessary, but do not reduce to a size which reduces the shield height to less than 12 mm. The integrity of the logo demands that no words or images crowd, overlap or merge with it. A minimum clear zone equal to the height of the capital "U" in the word University is required. The shield and the wordmark must always be used together to form the logo, and cannot be used as separate entities.



Size of the shield should not exceed respectively scaled relationship to the wordmark.

The height of the shield is three times the height plus one width of the "U" in University.

The height of the wordmark is equal to 2.5 times the width of the "U" in University.

Screened Back Shield Icon

Please note that part of the design template allows for the coexistence of the complete logo with the greatly enlarged, screened back picture mark or shield component of the University of Manitoba logo.

The secret to creating the illusion of depth of field is to understand the degree to which the shield icon can be screened back.

The shield icon is screened back to 15% when used in positive applications, and to 80% when used in negative/reversed-out applications.

The bison image must be visible to slightly above the eye. The crown, leaf and book images must never be cut off.

The enlargement of the shield icon should not exceed 600% the size of the comprehensive University logo.

On a white background (i.e. no background colour being printed), the shield icon must be screened back to 15% of the colour which is being printed.



Secondary logo placement

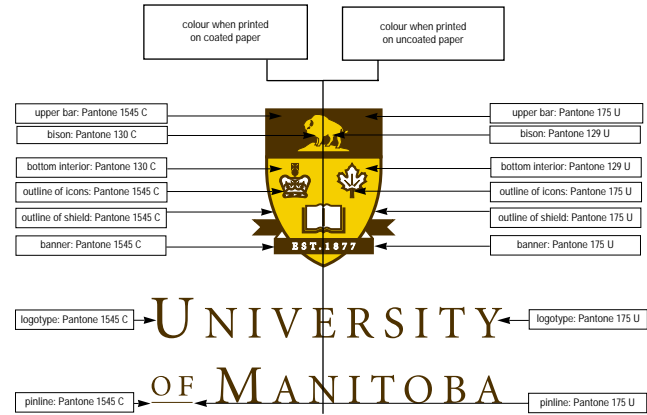
On a dark background (i.e. full background colour being printed), the shield icon must be screened back only to 80% of the colour printed. Please note how the screened back icon works on other publication designs. Specifically, its relationship with the official University logo remains similar.

Colour

In an effort to build on the equity of the brand, the University of Manitoba has not changed the traditional colours of the logo, but rather remained faithful to the past while developing an icon that is inspiring and bold for the present and the future.

The University of Manitoba logo is comprised of specific Pantone colours. They are as follows:

- when printed on coated paper - Pantone 130 C and Pantone 1545 C;
- when printed on uncoated paper - Pantone 129 U and Pantone 175 U.



One and Two Colour

The University of Manitoba logo may be printed in black, the Pantone colour 1545 C / 175 U (brown), or the Pantone colour 130 C / 129 U (yellow). Avoid reproducing the logo in the Pantone colour 130 C / 129 U (yellow) on a light background such as white.

The logo may also appear in any other solid colour, depending on the colours of the publication. It may also be reversed out of any other dark colour.

UNCOATED:
129 U (yellow) / 175 U (brown)



UNIVERSITY
OF MANITOBA



Pantone 281 C

Pantone 583 C



Pantone 187 C

Pantone 575 C

Four-colour Process

When printing in four-colour process (CMYK), the proper colour specifications are as follows:



UNIVERSITY
OF MANITOBA



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OF MANITOBA

COATED:

C - 0%	C - 0%
M - 27.5%	M - 51%
Y - 100%	Y - 100%
K - 0%	K - 83%

UNCOATED:

C - 0%	C - 0%
M - 15%	M - 51%
Y - 76%	Y - 100%
K - 0%	K - 83%

Special Print Techniques

The entire logo may be engraved, blind embossed or metal foil stamped. Discuss special print techniques with University of Manitoba Public Affairs.

METALLIC PANTONE: PANTONE 8580 C



Please note:
Print entire logo with suggested
metallic Pantone 8580 C

UNIVERSITY
OF MANITOBA

Colour Backgrounds

The logo may be printed on any solid colour, texture, or photographic background that provides sufficient contrast for clarity and legibility.

Although the logo may be printed on a variety of backgrounds, no images or words should overlap or merge with it. It should never be integrated into an illustration, cartoon or other symbol or logo.

Solid
Colour



Textured



Halftone
Image



Dark



To produce the logo on a dark background, it should be reversed or knocked out of the background colour.

Any of the logo versions may be reversed out of any solid colour, screen of colour, textured, illustrative or photographic background that is dark enough to provide sufficient contrast for clarity and legibility.

Light



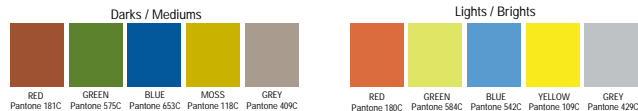
To produce the logo on a light background, it should be positive on the background.

Note that although only one version of the logo is used for demonstration purposes, all versions of the logo are subject to these parameters.

Secondary Colour Palette

The creation of a secondary colour palette provides colour options for general design application. By providing options, this secondary palette helps to protect and strengthen the brand. This palette respects and complements the two University colours - brown and gold.

Coated:



Uncoated:



Incorrect Uses

To establish and maintain consistent and effective use of the University of Manitoba logo, it is essential to follow the standards set in this manual.

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 the official versions are subject to these parameters.



Improper proportion:

Reduce and enlarge the logo proportionately. The size of the shield in relationship to the wordmark 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 wordmark should not be altered.



Improper placement of the shield:

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



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.



Enclosure and framing:

The shield should not be encumbered or contained by other visual elements. It should never be partially or fully enclosed or framed in a restricting oval, circle, square or any other specific shape or area.



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.



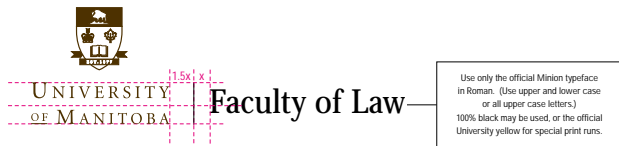
Distortion:

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

Supplemental Application

The identity system provides for all units within the University to create a customized logo by using one or more versions of the official logo with the addition of a unit name.

The examples on the following pages show both horizontal and vertical supplemental logo application. A rule directly below or beside the logo serves to separate the official mark from the supplemental identifier. The addition of a unit name under or beside this rule will customize the logo. Some versions of the official logo will adapt more easily than others, depending on the length and the number of words in the supplemental name. As described under Incorrect Uses, any other use of words or images too closely aligned with the logo is not permitted. The minimum clear zone around the supplemental logo is equal to the height of the letter "U" in University. 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 supplemental logos.



The diagram shows the University of Manitoba logo (a shield with a book and a sun) above the text "UNIVERSITY OF MANITOBA". A horizontal dashed line is positioned below the text. To the right of this line, the text "Faculty of Law" is written in a large, bold, black serif font. A vertical dashed line is positioned to the left of "Faculty of Law". A box to the right of the text contains the following text: "Use only the official Minion typeface in Roman. (Use upper and lower case or all upper case letters.) 100% black may be used, or the official University yellow for special print runs." The measurement "1.5x" is indicated between the top of the logo and the top of the supplemental text.



The diagram shows the University of Manitoba logo above the text "UNIVERSITY OF MANITOBA". A horizontal dashed line is positioned below the text. To the right of this line, the text "School of Music" is written in a large, bold, yellow serif font. A vertical dashed line is positioned to the left of "School of Music". A box to the right of the text contains the following text: "100% black may be used, or the official University yellow for special print runs." The measurement "1.5x" is indicated between the top of the logo and the top of the supplemental text.

The measurement "x" is equal to the height of the "U" in University.



This page contains five examples of supplemental logos for the University of Manitoba. Each example features the official logo above the text "UNIVERSITY OF MANITOBA" and a horizontal dashed line. Below the line, a unit name is written in a large, bold font. A vertical dashed line is positioned to the left of the unit name. A box to the right of the text contains specific guidelines for each unit. The measurement "x" is indicated between the top of the logo and the top of the supplemental text.

- Libraries**: The unit name is in a large, bold, black serif font. The box contains: "Supplemental type should exceed the wordmark by no greater than 180%. 100% black may be used, or the official University yellow for special print runs."
- Research Services**: The unit name is in a large, bold, black serif font. The box contains: "The stretch of the supplemental type should not exceed 3x. 100% black may be used, or the official University yellow for special print runs."
- Financial Services**: The unit name is in a large, bold, yellow serif font. The box contains: "If supplemental wordmark exceeds one line, centre two lines accordingly. 100% black may be used, or the official University yellow for special print runs."
- Environmental Health and Safety Office**: The unit name is in a large, bold, black serif font. The box contains: "The height of horizontal supplemental type with two lines of text should be equal to that of the 'University of Manitoba' wordmark. 100% black may be used, or the official University yellow for special print runs."
- Faculty of Agricultural and Food Sciences**: The unit name is in a large, bold, yellow serif font. The box contains: "The height of horizontal supplemental type with two lines of text should be equal to that of the 'University of Manitoba' wordmark. 100% black may be used, or the official University yellow for special print runs."

The measurement "x" is equal to the height of the "U" in University.

Stationery System

A comprehensive stationery system for the University of Manitoba is a key component of our identity.

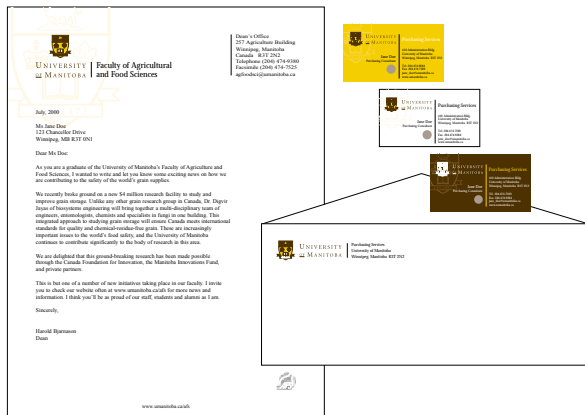
A basic stationery system consists of an 8 1/2" x 11" letterhead, 2" x 3 1/2" business card and No.10 envelope.

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 second line after University of Manitoba may contain the name of a school, faculty, department or other unit.



Letterhead

On the letterhead, the top left logo identifies the University and the faculty, school, department or unit.

The mailing address, telephone and facsimile numbers and e-mail address are listed in the top right section of the letterhead. The web address is centred at the bottom of the page.

When appropriate, the system allows for use of a secondary visual identifier on the letterhead.

It occupies a space at the bottom right of the page, and should not exceed .75 inches in height. The secondary picture mark should not exceed the size of the shield in the University of Manitoba logo.



Business Card

The ultimate purpose of a business card is to act as a communicator of information as well as a symbol of the University.

There are three design templates offered for the business cards.

Design template A delivers graphic and typographical information in a positive format (i.e. dark type on light background). The ghosted back shield motif is used as a design enhancement that complements the simplicity of the given information. Design template B delivers graphic and typographical information in a positive format on a yellow background. Design template C delivers graphic and typographical information in a negative or reverse format out of a brown background.

The ghosted back shield motif is once again used to add a sense of lightness which helps to soften the bold showcase of colour on the card.

Use 7.5 pt type for the address block, 10 pt type for the name, 8 pt type for the person's title.

Increase 7.5 pt type to 8 pt when printing the brown business card, to increase legibility.

Template A



Secondary logo placement

Template B

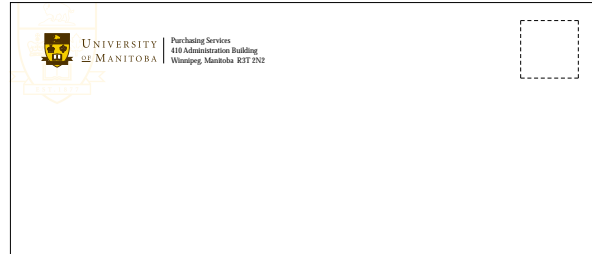


Template C



Envelope

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.



Letterhead Specifications

All aspects of space on the letterhead support the balance between form and function.

Therefore, the specifications are set to help create and maintain order, hierarchy, and balance.

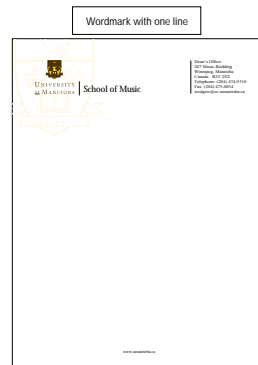
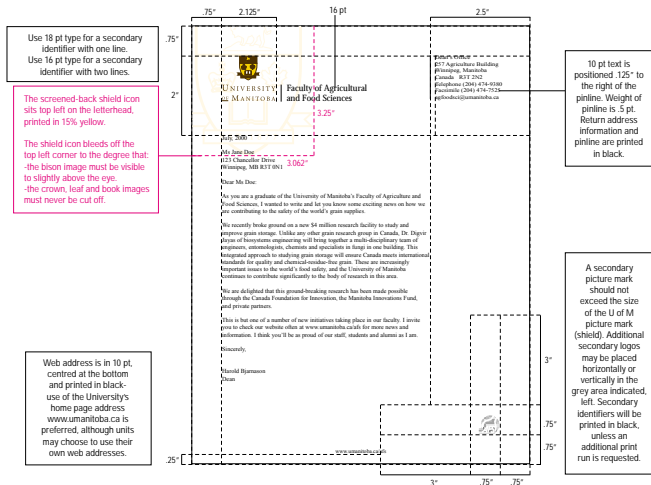
Standard letterhead is printed on 8.5 x 11" bright, white 24 lb. paper stock.

The preferred typeface for all correspondence is Minion, however Times New Roman, a serif typeface, may be used for 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 will be made available on the University's website.



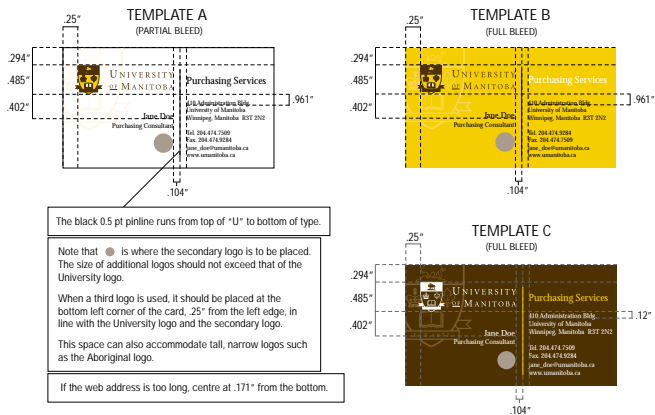
Business Card Specifications

Often the public face of the University, the business card assumes the role of promoter as well as communicator, and is often in competition for attention with business cards from other institutions.

There are three design versions of the business card. Design template A is designed with dark type on a white background. Design template B uses dark type on a yellow background. Design template C uses a reverse format - with light type knocked-out or reversed out of a brown background. The University business cards should be printed on a stock that provides substantial weight and durability. The horizontal logo version is to be used on all business card versions.

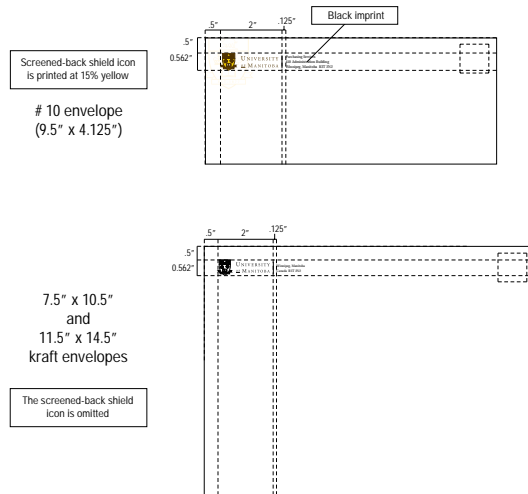
Accompanying the logo is the name, title, department, and contact information of the employee.

The card featured in template A is the most cost-effective card to produce. For layout and positioning please see the schematic.



Envelope Specifications

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.



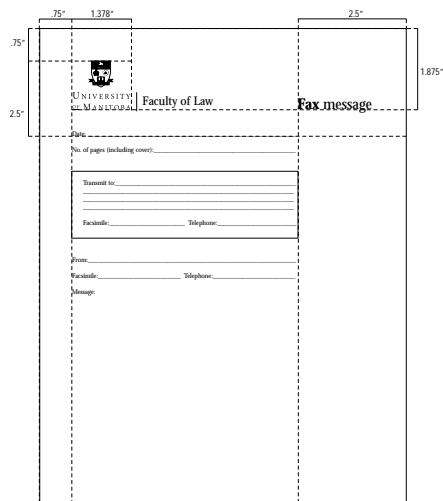
N.B. The most common envelope sizes are shown here.

Fax Cover Letter Specifications

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. Each department is identified with its secondary identifier as outlined under "Supplemental Application."

See example schematic for layout and positioning. This template is also available as an electronic file on the University's website.



Other Applications

In an effort to demonstrate consistency and unity within several printed pieces, examples of designed print pieces have been supplied.

Note both the use of colour (see recommended secondary palette colours) as well as logo application of light and dark colour on two publications and accompanying brochure pieces.



UMinfo Web Standards

The University of Manitoba's web site, *UMinfo*, is an academic, administrative, and promotional tool. *UMinfo* furthers the mission of the University as it relates to teaching, research, and community outreach. All pages on www.umanitoba.ca are considered to be official University documents or communications.*

The following standards are intended to retain the general intent and integrity of the print standards while allowing for your unit's specific design needs and the evolution of the web medium. These requirements are meant to ensure that web pages developed on *UMinfo* serve the needs of the end user.

End users include prospective and current students, faculty and staff, alumni and visitors, researchers, and donors.

Identity Elements

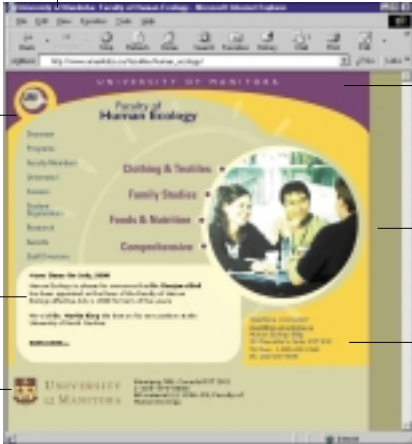
These components are required to comply with *UMinfo*'s official standards. To access the stock graphic elements for the web and for further information, please go to www.umanitoba.ca/ip/standards

* Personal home pages describing individual interests and hobbies are considered separate from *UMinfo*. They reside on home.cc.umanitoba.ca and are not subject to these standards.

Sample Web Page

The following components are mandatory elements of a University of Manitoba web page.

Title for the unit homepage includes University of Manitoba followed by a colon and the full department name.



Optional or secondary logo. If representative of the department, it should serve as a navigational link to the unit homepage.

Keep font types and colours to a minimum. Sans serif font has greater readability on the web, and Verdana is strongly recommended. If a serif font is used, Information Providers are advised to use the web font Georgia rather than Times New Roman.

The University of Manitoba logo must appear on the initial or homepage for every faculty, department or unit. Use on secondary pages is at the discretion of the *UMinfo* Information Provider.

Your navigation should include a link on all your pages back to your unit's homepage and to the *UMinfo* homepage - www.umanitoba.ca - using either graphic or text elements.

Complementary colours for your web pages matching those suggested for print documents are available in web safe format from www.umanitoba.ca/ip/standards

Contact info for the page including an active working email address, phone number, and mailing address.

A date for news should be given, but no date stamp for the overall page. A modification date should only be included if the entire page is updated on a frequent (either daily or weekly) basis.

Title

Each *UMinfo* web page must have a title consistent with the official format. The initial or home page for every faculty, department or unit must begin with "University of Manitoba:" followed by the name of the unit. Subsequent pages can use "UofM:" followed by the unit name and the unique description for the page contents. The initial page must also identify the full name for your unit as well as any acronyms.

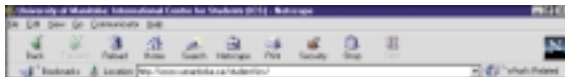
In most browsers the title appears in the title bar at the very top of the window, usually in white type against a dark background. The title is what search engines use to find your page, and it is also the text that appears in your visitors' bookmarks when they choose to mark your page.

Pages will automatically appear via a search using the *UMinfo* search tool <www.umanitoba.ca/search> within 24 hours of being posted if a descriptive title is used on every page.

Examples of appropriate titles:

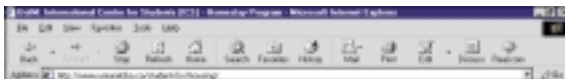
Home Page

<TITLE>University of Manitoba: International Centre for Students (ICS)</TITLE>



Secondary Page

<TITLE>UofM: International Centre for Students - Home Stay Program</TITLE>



The examples given above show how a title appears in the raw HTML code that is used to create a Web page. If you are using an editor such as Dreamweaver, the title is created by going to "Modify" in the menu bar and selecting "Page Properties."

Contact Information

Provide obvious contact information in the header or footer of all pages in your site (unit address, phone number, email address). At a minimum, include an interactive link to a frequently checked email address. Be sure to include the telephone area code. Feedback to *UMinfo* consistently identifies missing or hard to find organizational address and contact points as a problem for web users.

Logo

The University of Manitoba logo must appear on the initial or home page for every faculty, department or unit. Use on secondary pages is at the discretion of the *UMinfo* Information Provider.

Possible locations for the logo include:

- top of page to the left of the unit name
- bottom left
- a departmental symbol or optional logo can be placed in the upper left corner as long as the University logo appears on the bottom of the page.

The html "alt" or alternative text tag must be used to name the shield "University of Manitoba logo" for the sight-impaired and for text-only browsers.

Information Providers are asked to use the versions of the logo available at www.umanitoba.ca/ip/standards/logo. These logos have been prepared using the web safe colour palette while matching the approved Pantone colours for print as closely as possible.

Different sizes of the logo have been created for the web in .gif format. Resizing a .gif will cause the quality to significantly degrade. If no appropriate size is suitable, download and resize the .tif version.

The logo can appear in black and white or colour. If the logo does not contrast well with the colours on a web page, substitute the black and white model or a reversed version. Never place the colour logo in a very busy section of a photo or on a multicoloured or patterned background. Do not use the web or .gif version of the logo on a print document since the quality of reproduction will be exceedingly poor.

Use of the logo in Flash, Shockwave or in any other type of multimedia presentation must be approved by Public Affairs. Any sound file associated with the logo should also be approved by Public Affairs.

Additional examples of improper use of the web version of the logo can be found at www.umanitoba.ca/ip/standards

Definition of Terms

The following terms and definitions are meant to provide assistance and clarification when dealing with industry-specific wording.

PRODUCTION TERMS

BRAND

The personality of an organization.

BRAND EQUITY

The value of your brand's relationship with the marketplace.

CMYK

Acronym for Cyan (C), Magenta (M), Yellow (Y), Black (K); four-colour process.

EPS FILE

(ENCAPSULATED POSTSCRIPT FILE)

An alternative picture file format that allows Postscript data to be stored and edited and is easy to transfer between Macintosh and PC.

FOUR-COLOUR PROCESS

(OR "PROCESS PRINTING")

A printing process which involves separating a visual image into four basic colour layers: cyan (blue), magenta (red), yellow, and black. These four inks are used to create virtually any colour.

KNOCKOUT

An element which is reversed out of the background colour.

MARGIN

A measured border that surrounds all four sides of the page.

NEGATIVE

In photography, film containing an image in which the values of the original are reversed so that the dark areas appear light and vice versa. (See positive.)

PANTONE MATCHING SYSTEM

A system of over 3000 pre-mixed colours which are numbered, and are listed in swatch guides for quick reference when choosing colours for printing purposes.

POSITIVE

In photography, film containing an image in which the dark and light values are the same as the original. The reverse of negative.

REGISTER

In printing, fitting of two or more printing images in exact alignment with each other.

SCREEN BACK

When an element is printed at any percentage of colour other than its full 100%.

STOCK

Paper or other material to be printed.

WEB TERMS

TITLE

The name of the document. It appears at the top of the browser window above the menu buttons. Without a proper title, a page is frequently overlooked by search engines.

BANNER

A graphic image that announces the name or identity of a site on every page; used to link pages together visually. It is often spread across the top width of a web page.

PIXEL

Inches or centimetres are needed when creating artwork that will be printed on paper. Pixels are the standard unit of measurement for screen-based bound images.

WEB SAFE COLOURS

Web safe colours are the 216 colours common to both the Windows and Mac operating systems. Using these colours ensures that your pages will always look the way you intended.

Contact Information

The Public Affairs Department will help guide all University units through the graphic standards of the new University logo. Staff can provide advice on the application of the logo in all types of publications.

Public Affairs

The University of Manitoba

Services Building, 97 Dafoe Road

Winnipeg, MB R3T 2N2

phone: (204) 474-8346

fax: (204) 474-7631

e-mail: public_affairs@umanitoba.ca

website: www.umanitoba.ca/news/public_affairs/



Your official University of Manitoba colour chips

Based on the type of paper you will be printing on, the following official University of Manitoba colour chips are provided on coated as well as uncoated paper, and perforated for easy removal. These colour chips are to be sent along with production specifications to provide a visual reference for any printing or film house.

How to use your official University of Manitoba colour chips

When submitting your official University of Manitoba colour chips to a printing or film house, be sure to check the exact colour specifications. These colour specifications are found inside the standards guide on page 5, titled "Colour."

Be careful to match the colours specified for printing on coated or uncoated paper. The colour chips are a valuable aid for any supplier in terms of visual matching.

