VISUAL IDENTITY GUIDELINES

June 2019
The University of Manitoba logo

The University of Manitoba logo is made up of two elements—the shield graphic and the wordmark.

Two versions of the logo are acceptable. In order of preference, they are:

1. Horizontal version
2. Vertical version

NOTE: 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

Protected space
A sufficient amount of clean space around the logo preserves its impact and integrity. This “safe area” must be maintained at all times.

The safe area is determined by the x-height of lowercase letters in “University.”

Minimum size
The minimum allowable size of the logo has been reached when the width of the logo is 1.5 inches.

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.
**Horizontal logo versions**

There are several versions of the University of Manitoba horizontal logo. The table below will help to determine which one to use and how to apply it. These rules apply to all official versions of the University of Manitoba logo.

<table>
<thead>
<tr>
<th>Version</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spot colour</strong></td>
<td>This version of the logo uses Pantone spot colours. It is used in rare special circumstances where spot colours are needed. Always use on a white or very light background.</td>
</tr>
<tr>
<td><strong>Full colour (CMYK)</strong></td>
<td>The full colour logo is the preferred version and should be used wherever possible. When a piece is produced in colour, use the full colour (CMYK) logo. Always use on a white or very light background.</td>
</tr>
<tr>
<td><strong>Black and white</strong></td>
<td>This is the preferred black and white version, for use on light backgrounds. As a general rule, it should not be used on a full colour piece except where there may be concerns about registration.</td>
</tr>
<tr>
<td><strong>Spot colour reverse</strong></td>
<td>This version of the logo uses Pantone spot colours. It is used in rare special circumstances where spot colours are needed. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.</td>
</tr>
<tr>
<td><strong>Full colour (CMYK) Reverse</strong></td>
<td>This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.</td>
</tr>
<tr>
<td><strong>Reverse</strong></td>
<td>Use this version when there is need for the logo to be reversed and maximum legibility is needed. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.</td>
</tr>
</tbody>
</table>
Incorrect uses

The examples on this page illustrate how the logo should 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.

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Added 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.

Coloured backgrounds

As a general rule, the logo should be placed on a neutral or photographic background that provides enough contrast.

Distortion

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

Distracting backgrounds

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

Added effects

The logo should never be reproduced in any other colours other than the official colours. Nor should special effects be applied to the logo.

Altered Configurations

Only approved configurations of the logo should be used. Never reconfigure or alter the typography or Shield graphic in any way.
Primary colour palette

The University of Manitoba colour palette is made up of a primary palette, and a secondary extended palette that will be introduced at a later date.

The primary palette are the colours that make up the U of M visual identity. They are PMS 4625 brown, PMS 130 gold, PMS 7684 medium blue, and PMS 299 light blue. These are the core colours of the brand and should dominate all colour applications.

NOTE: When adding swatches in Adobe InDesign or Illustrator, choosing Pantone + Color Bridge Coated will give you the CMYK versions of the colours shown here.
Accessible use of colour

It is important that visuals and content are presented in such a way that all users can perceive and understand. Colour is only one way to create emphasis or hierarchy in print and digital communications. In addition, use size, shape, font weight or placement. Remember, not everyone will be able to differentiate by colour alone.

Colours without enough difference between them can blend together and be hard to read, therefore the right amount of contrast between foreground and background elements is essential. Also keep in mind accessibility guidelines for colour blindness.

Also consider your choice of paper stock. Matte or non-glossy finishes reduce glare and increase readability.

High contrast
This is an example of a foreground/background colour combination that is high contrast and easy to read.

Low contrast (insufficient)
This is an example of a foreground/background colour combination that is low contrast and too hard to read at both headline and body copy sizes.

Please reference the University of Manitoba Accessibility Hub for colour-related tools including testing the level of contrast, simulating colour blindness and more.
umanitoba.ca/accessibility/resources