

# BRAND GUIDELINES

October 2019



**University  
of Manitoba**

# Brand guidelines

Universities have stories to tell: about who they are, their values and their priorities. At the University of Manitoba, we are all a part of that story, and our visual identity – the look and feel of the materials we produce – provides us with a recognizable vehicle to express ourselves and connect with those who care about us and the work we do.

## Questions?


Please direct any questions regarding these guidelines to:

### **Marketing Communications Office**

University of Manitoba

204-474-8346

marketingcommunications@umanitoba.ca

*The University of Manitoba is committed to promoting and supporting a community that embraces accessibility. Throughout this document, notes on meeting accessibility guidelines within marketing and communications materials are denoted with an eye icon. *

When we decided as an institution that it was time to change the way we tell our story, it was important to us that we consult with our community. We spoke with thousands of students, parents, alumni, faculty and staff through an extensive research process. The feedback we received is reflected in our new identity, and presents a fresh tone and a bold direction for our university. The evolution of our identity represents who we are and who we aspire to be.

We are a globally recognized institution with a reputation for producing leaders whose impact is felt in Manitoba and beyond. We sit at the centre of Canada, uniquely positioned to lead across many areas of discovery. From here, we are at the forefront of climate change research, we are making breakthroughs in global population health, we are committed to advancing our understanding of human rights and we are building a bridge to Reconciliation.

Every item we create is an opportunity to build our reputation, and to shape the story we tell about ourselves to the world. As we begin to create marketing and communications materials featuring our new identity, it is essential that the new visual elements be used consistently to build recognition of our brand while maintaining the integrity of our reputation.

As a communicator for the university, your visual and written storytelling efforts are vital to the successful implementation of our refreshed identity. This means understanding the key design elements inside and out. Using these guidelines, you'll be equipped to help our institution stand proudly apart from other institutions. This guide is intended to inspire alignment across communications as we showcase all that the University of Manitoba has to offer.

# Our logo

As the largest institution in Manitoba and a member of the U15 group of Canadian research universities, our logo is the key element of our visual brand that makes us uniquely recognizable.

While the logo embodies the insight and perspectives of thousands – across the country and around the world – it is only a symbol. It is up to us to instill this symbol with meaning through our actions and our communications.

Nothing identifies a communications piece as belonging to the University of Manitoba more than the logo. It is essential that its integrity is maintained in everything we create.

## The University of Manitoba logo

Our new logo leaves behind the old symbols that no longer represent who we are and introduces new symbols that reflect the best of what we all hope to be. But, while we depart from convention, we are not abandoning tradition.

Our province's symbol, the bison, is still a key element in the new logo, and takes centre stage on a rising path.

Within a prairie landscape, a flame burns bright, referencing the resilience of our community and our commitment to Reconciliation.

Outlined below are the various aspects of our logo, their meanings and their inspiration.

### The bison

The bison becomes our core symbol, representing strength, leadership and determination. She's walking uphill, into the wind.

### The path

The white space around the bison, framed by the Earth and the sky, depicts a path. This represents the idea that all can find their path at the University of Manitoba.

### The sky

Powerful graphic elements evoke the sky, while representing learning, knowledge and progress.

### The flame

A flame burns bright in the prairie landscape, recognizing our commitment to Reconciliation.



## The University of Manitoba logo

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

There are two versions of the logo.

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.



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Shield graphic

University  
of Manitoba

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Wordmark



University  
of Manitoba

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Vertical version

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Horizontal version

## Logo clear space/Minimum size

### Clear space

A sufficient amount of clear space around the logo preserves its impact and integrity. This space must be maintained at all times.

The clear space 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 height of the logo is 0.5 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.



Minimum size  
0.5 inch



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 horizontal logo.



Full colour (CMYK)

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.



Spot colour

This version of the logo uses Pantone spot colours. It should be reserved for instances where spot colour printing is taking place. Always use on a white or very light background.



Black and white

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.



Full colour (CMYK) reverse

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



Spot colour reverse

This version of the logo uses Pantone spot colours. It should be reserved for instances where spot colour printing is taking place. It may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.



Reverse

Use this version when there is a need for the logo to be reversed to maximize legibility. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

## Incorrect uses

The examples on this page illustrate how the logo should not be used.

Misuse undermines 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.

**NOTE:** Always use digital files supplied by the Marketing Communications Office. Do not attempt to reset the wordmark or build another configuration.



### 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.

### Distortion

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

### 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.



### Coloured backgrounds

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

### Distracting backgrounds

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

### Altered configurations

Only approved configurations of the logo should be used. Never reconfigure or alter the typography or shield graphic in any way.



## Email signature

Every email you send is a representation of the UM brand. Email signatures should be professional and reflective of who we are as an institution. Follow these guidelines to ensure your email signature is consistent with our brand.

- Consider including only essential contact information to keep your signature concise.
- The pre-formatted UM logo for email signatures can be downloaded from the brand resources web page.
- [umanitoba.ca/admin/mco/brand/faq-resources.html](http://umanitoba.ca/admin/mco/brand/faq-resources.html)

- Font: Arial Bold for name and Arial regular
- Size: 12 point
- Colour: Black

One line of clear space

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**Name** (First, last, and professional or academic title, as appropriate)  
University Position Title  
University Faculty or Department  
University of Manitoba  
Mailing Address (Include office location)  
Phone Number (Fax, cell, toll-free numbers optional)  
Email Address  
Web Address (Faculty or departmental web address acceptable as alternative)



**NOTE:** The horizontal logo should be the only logo to appear in email signatures (faculty, unit and division names should be expressed in the type above the logo).

The URL

umanitoba.ca

Lowercase is the preferred setting for the University’s URL. Trade Gothic Next Bold at no less than 7.5 points in size.

When applying the URL below the logo, always respect the logo’s clear space.

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

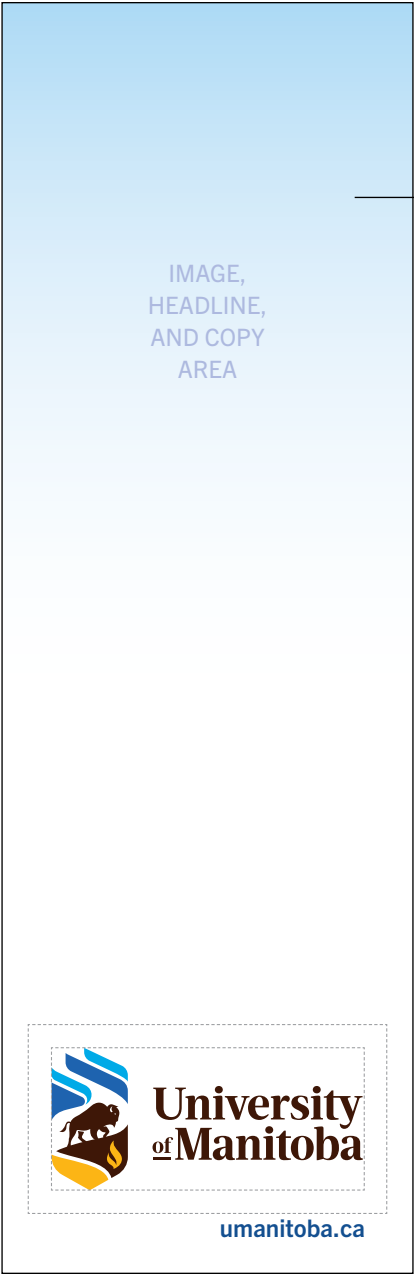
The URL should not dominate the logo. It should, however, be highly legible in all applications.

This frame illustrates an 8.5" x 11" page

This frame illustrates a large horizontal print ad



This frame illustrates a small vertical print ad



# Logo identifiers

Part of creating and maintaining a unified brand is ensuring a consistent look and feel. That's why many faculties, units and divisions have their own identifiers that align with UM's core logo. The use of UM's core logo alongside each faculty, administrative unit and division's wordmark extension creates visual consistency across all communications.

The faculty, administrative unit and division names have been designed to reflect a high level of prominence within the visual identity structure. To achieve this, the University of Manitoba will be represented by using UM in the identifier. This representation has been increasing in visibility and acceptance through platforms such as *UM Today News*, *UM Today the Magazine* and *UM Learn*. Applying it within our logo structure is the next natural step.

## Faculty identifiers

### UM version:

The UM faculty identifiers are comprised of two elements – the UM version of the logo and the faculty name. This is the primary version of the faculty identifier. This version gives the faculty prominence within the visual identity structure.

All usage and print guidelines that apply to the institutional logo also apply to faculty identifiers.

To provide flexibility for a variety of applications and design considerations there are three configurations for the UM version.

They are:

- Horizontal faculty identifier left
- Horizontal faculty identifier right
- Vertical faculty identifier

The minimum clear space around the faculty identifier 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.



Horizontal faculty identifier left – UM version



Horizontal faculty identifier right – UM version



Vertical faculty identifier – UM version

## Horizontal faculty identifiers – UM version

The examples below show additional instances of the UM version of the 'horizontal faculty identifier right' and the 'horizontal faculty identifier left' configurations.

UM version – horizontal faculty identifier right



UM version – horizontal faculty identifier left



## Vertical faculty identifiers – UM version

The examples below show the UM version of the vertical faculty identifiers.

UM version – vertical faculty identifier

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UM

Faculty of Arts



UM

Faculty of Agricultural  
and Food Sciences



UM

Faculty of Engineering



UM

Clayton H. Riddell Faculty of  
Environment, Earth, and Resources

## Faculty identifiers

### Full wordmark version:

A full wordmark version has also been developed for the faculty identifiers. This version should be used when it is important that both the institutional and faculty names are represented.

All usage and print guidelines that apply to the institutional logo also apply to faculty identifiers.

Similar to the UM version, there are three configurations for the full logo version.

They are:

- Horizontal faculty identifier left
- Horizontal faculty identifier right
- Vertical faculty identifier

The minimum clear space around the faculty identifier is also the same. It 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.



Horizontal faculty identifier left – Full wordmark version



Horizontal faculty identifier right – Full wordmark version



Vertical faculty identifier – Full wordmark version

## Horizontal faculty identifiers – Full wordmark version

The examples below illustrate additional iterations of the full wordmark version of the 'horizontal faculty identifier right' and the 'horizontal faculty identifier left' configurations. When the faculty name must go on two lines, the point size is adjusted accordingly. This ensures the same visual weight is applied to all faculty identifiers.

Full wordmark version – horizontal faculty identifier right



Full wordmark version – horizontal faculty identifier left





## Vertical faculty identifiers – Full wordmark version

The examples below show the full wordmark version of the vertical faculty identifiers.

Full wordmark version – vertical faculty identifier

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**University  
of Manitoba**

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**Faculty of Arts**



**University  
of Manitoba**

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**Faculty of Agricultural  
and Food Sciences**



**University  
of Manitoba**

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**Faculty of Engineering**



**University  
of Manitoba**

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**Clayton H. Riddell Faculty of  
Environment, Earth, and Resources**

## Administrative unit and divisional identifiers

Administrative units and divisions also follow the same configurations and rules as the faculty identifiers.

The examples below illustrate instances of the divisional and administrative identifiers. These versions are available from the Marketing Communications Office.

UM version – horizontal unit identifier right



Full wordmark version – horizontal unit identifier right



UM version – horizontal unit identifier left



Full wordmark version – horizontal unit identifier left



UM version – vertical unit identifier



Full wordmark version – vertical unit identifier



# Colours

Colour is a crucial element of any brand. It has the ability to evoke emotion, increase recognition and create consistency across communications. For instance, the University of Manitoba's use of brown and gold have become iconic identifiers for our brand. We have built equity in these colours and they are inextricably linked to our institution.

You'll notice that a big change has been made to our primary colour palette: two new blue tones have been added to complement the brown and gold, allowing us to modernize our identity while honouring what we're known for.

Our refreshed primary colour palette called for a reimagining of our extended colour palette as well. These extended colours give designers more creative freedom to create visually interesting materials.

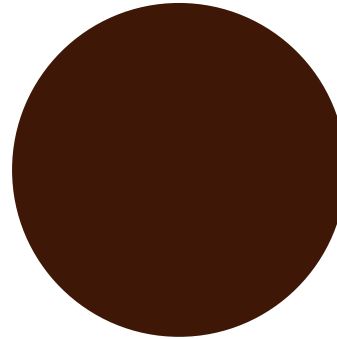
This section outlines everything you need to know about what Pantone colours to use and also includes notes on meeting accessibility guidelines.

## Primary colour palette

The University of Manitoba colour palette is comprised of a primary palette and a secondary extended palette.

The primary palette consists of the colours that make up the UM 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.

### Primary palette CMYK colour breaks

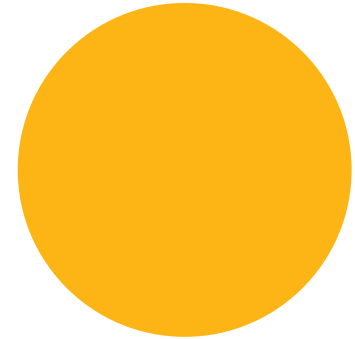


**PMS: 4625 C**

Color Bridge: 4625 CP

**Print (4 C Process) C:30 M:72 Y:74 K:80**

**HEX: 4F2C1D RGB: R:79 G:44 B:29**

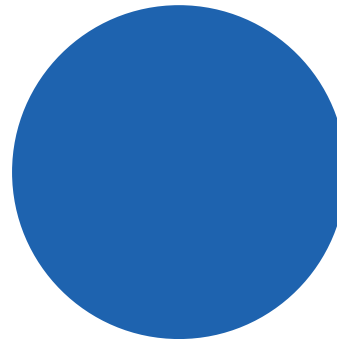


**PMS: 130 C**

Color Bridge: 130 CP

**Print (4 C Process) C:0 M:32 Y:100 K:0**

**HTML: F2A900 RGB: R:242 G:169 B:0**

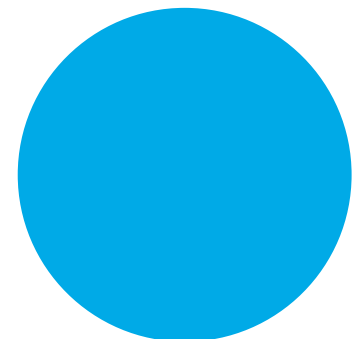


**PMS: 7684 C**

Color Bridge: 7684 CP

**Print (4 C Process) C: 90 M:64 Y:0 K:0**

**HEX: 385E9D RGB: R:56 G:94 B:157**



**PMS: 299 C**

Color Bridge: 299 CP

**Print (4 C Process) C: 86 M:8 Y:0 K:0**

**HEX: 00A3E0 RGB: R:0 G:163 B:224**

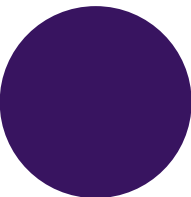
**NOTE:** When converting Pantone colours, always use the official CMYK values for print and RGB or HEX values for web found on the [Pantone website](#).

Extended colour palette

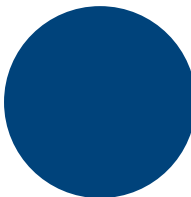
The extended colour palette complements UM's primary palette, while offering range and flexibility for faculties and units.

👁 Please refer to pages 23 and 24 for notes on accessible use of colour.

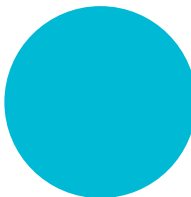
Extended colour palette



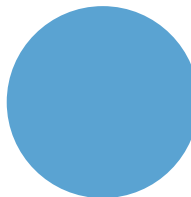
**PMS: 2627 C**  
Color Bridge: 2627 CP



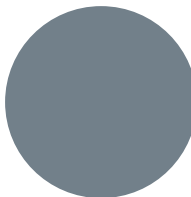
**PMS: 294 C**  
Color Bridge: 294 CP



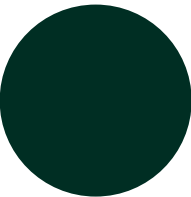
**PMS: 2199 C**  
Color Bridge: 2199 CP



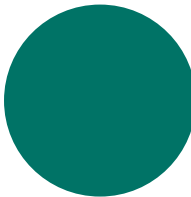
**PMS: 542 C**  
Color Bridge: 542 CP



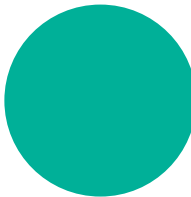
**PMS: 430 C**  
Color Bridge: 430 CP



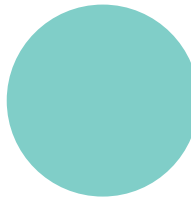
**PMS: 560 C**  
Color Bridge: 560 CP



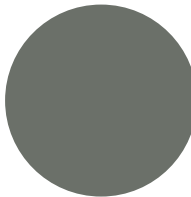
**PMS: 562 C**  
Color Bridge: 562 CP



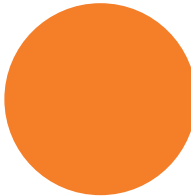
**PMS: 3268 C**  
Color Bridge: 3268 CP



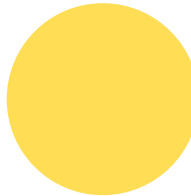
**PMS: 3255 C**  
Color Bridge: 3255 CP



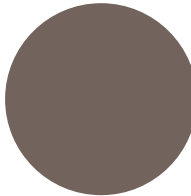
**PMS: 416 C**  
Color Bridge: 416 CP



**PMS: 158 C**  
Color Bridge: 158 CP




















**PMS: 129 C**  
Color Bridge: 129 CP



**PMS: Warm Gray 9 C**  
Color Bridge: Warm Gray 9 CP

Note: PMS stands for Pantone Matching System. The Pantone® name is known worldwide as the standard language for colour.

## Extended palette colour breaks

	<b>PMS: 4625 C</b> Color Bridge: 4625 CP	<b>Print (4 C Process)</b> C:30 M:72 Y:74 K:80 <b>HEX:</b> 4F2C1D <b>RGB:</b> R:79 G:44 B:29		<b>PMS: 2627 C</b> Color Bridge: 2627 CP	<b>Print (4 C Process)</b> C: 85 M:100 Y:6 K:38 <b>HEX:</b> 3C1053 <b>RGB:</b> R:60 G:16 B:83
	<b>PMS: 130 C</b> Color Bridge: 130 CP	<b>Print (4 C Process)</b> C:0 M:32 Y:100 K:0 <b>HTML:</b> F2A900 <b>RGB:</b> R:242 G:169 B:0		<b>PMS: 294 C</b> Color Bridge: 294 CP	<b>Print (4 C Process)</b> C: 100 M:69 Y:7 K:30 <b>HEX:</b> 002F6C <b>RGB:</b> R:0 G:47 B:108
	<b>PMS: 7684 C</b> Color Bridge: 7684 CP	<b>Print (4 C Process)</b> C: 90 M:64 Y:0 K:0 <b>HEX:</b> 385E9D <b>RGB:</b> R:56 G:94 B:157		<b>PMS: 2199 C</b> Color Bridge: 2199 CP	<b>Print (4 C Process)</b> C: 77 M:0 Y:16 K:0 <b>HEX:</b> 00BBDC <b>RGB:</b> R:0 G:187 B:220
	<b>PMS: 299 C</b> Color Bridge: 299 CP	<b>Print (4 C Process)</b> C: 86 M:8 Y:0 K:0 <b>HEX:</b> 00A3E0 <b>RGB:</b> R:0 G:163 B:224		<b>PMS: 542 C</b> Color Bridge: 542 CP	<b>Print (4 C Process)</b> C: 60 M:19 Y:1 K:4 <b>HEX:</b> 7BAFD4 <b>RGB:</b> R:123 G:175 B:212
	<b>PMS: 158 C</b> Color Bridge: 158 CP	<b>Print (4 C Process)</b> C: 0 M:62 Y:95 K:0 <b>HEX:</b> E87722 <b>RGB:</b> R:232 G:119 B:34		<b>PMS: 560 C</b> Color Bridge: 560 CP	<b>Print (4 C Process)</b> C: 79 M:30 Y:63 K:80 <b>HEX:</b> 1D3C34 <b>RGB:</b> R:29 G:60 B:52
	<b>PMS: 129 C</b> Color Bridge: 129 CP	<b>Print (4 C Process)</b> C: 0 M:11 Y:78 K:0 <b>HEX:</b> F3D03E <b>RGB:</b> R:243 G:208 B:62		<b>PMS: 562 C</b> Color Bridge: 562 CP	<b>Print (4 C Process)</b> C: 86 M:12 Y:53 K:36 <b>HEX:</b> 006F62 <b>RGB:</b> R:0 G:111 B:98
	<b>PMS: Warm Gray 9 C</b> Color Bridge: Warm Gray 9 CP	<b>Print (4 C Process)</b> C: 23 M:32 Y:34 K:51 <b>HEX:</b> 83786F <b>RGB:</b> R:131 G:120 B:111		<b>PMS: 3268 C</b> Color Bridge: 3268 CP	<b>Print (4 C Process)</b> C: 86 M:0 Y:53 K:0 <b>HEX:</b> 00AB8E <b>RGB:</b> R:0 G:171 B:142
	<b>PMS: 416 C</b> Color Bridge: 416 CP	<b>Print (4 C Process)</b> C: 28 M:18 Y:29 K:51 <b>HEX:</b> 7E7F74 <b>RGB:</b> R:126 G:127 B:116		<b>PMS: 3255 C</b> Color Bridge: 3255 CP	<b>Print (4 C Process)</b> C: 48 M:0 Y:25 K:0 <b>HEX:</b> 2CD5C4 <b>RGB:</b> R: 44 G:213 B:196
	<b>PMS: 430 C</b> Color Bridge: 430 CP	<b>Print (4 C Process)</b> C: 33 M:18 Y:13 K:40 <b>HEX:</b> 7C878E <b>RGB:</b> R:124 G:135 B:142	<p>Note: The colour breakdowns listed above are taken from the Pantone website (coated swatch) – <a href="https://pantone.com/color-finder">pantone.com/color-finder</a>. However printing in four-colour (CMYK) is device and printer output dependent. Please discuss with your printer to achieve the best results.</p>		

## Accessible use of colour

The following examples are colours from our extended palette that have been tested using a colour contrast checker.

Remember that the colours shown here do not represent the only colours from the UM palette that will meet accessibility guidelines. The colours have been selected in consideration of the contrast ratio between the foreground and background.

The internationally accepted standard for websites – World Wide Web Consortium Web Content Accessibility Guidelines











(WCAG) 2.0 has three levels of accessibility: A, AA and AAA.

- Level AA requires a contrast ratio of 4.5:1 for normal text, and 3:1 for large text.
- Level AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for large text.

Note: Large text is defined as 14 point bold or larger and 18 point regular or larger.

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](http://umanitoba.ca/accessibility/resources)

	<b>PMS: 4625 C</b> HTML: 4F2C1D	<b>AAA</b> for normal and large text on white <b>AA</b> for normal and large text on white
	<b>PMS: 2627 C</b> HTML: 3C1053	<b>AAA</b> for normal and large text on white <b>AA</b> for normal and large text on white
	<b>PMS: 430 C</b> HTML: 7C878E	<b>AA</b> large text on white
	<b>PMS: 294 C</b> HTML: 002F6C	<b>AAA</b> for normal and large text on white <b>AA</b> for normal and large text on white
	<b>PMS: Warm Gray 9 C</b> HTML: 83786F	<b>AA</b> large text on white
	<b>PMS: 7684 C</b> HTML: 385E9D	<b>AAA</b> for large text on white <b>AA</b> for normal and large text on white
	<b>PMS: 416 C</b> HTML: 7E7F74	<b>AA</b> large text on white
	<b>PMS: 560 C</b> HTML: 1D3C34	<b>AAA</b> for normal and large text on white <b>AA</b> for normal and large text on white
	<b>PMS: 562 C</b> HTML: 006F62	<b>AAA</b> for large text on white <b>AA</b> for normal and large text on white
	<b>PMS: 4625 C</b> HTML: 4F2C1D	<b>AAA</b> for large text on PMS 130 gold <b>AA</b> for normal and large text on PMS 130 gold

## Accessible use of colour

It is important that visuals and content are presented in a manner 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. Accessibility guidelines must also be considered 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 hard to read at both headline and body copy sizes.





# Typography

Typography is as valuable as colour and photography in establishing a brand's look and feel. Its ability to affect communication can seem subtle, but is powerful. It flavours the voice and adds nuance to the message.

You can contribute to a cohesive representation of the University by using typography consistently. This section outlines which fonts to use on print and digital materials, and also includes notes on meeting accessibility guidelines.

## Typography for print

### Official typefaces

The official University of Manitoba typefaces, or fonts, are Trade Gothic Next and Velino Text.

Please note that the UM official fonts are all licensed fonts. Trade Gothic Next is offered through Adobe CC. Velino must be purchased from Dstype.com or Myfonts.com.

👁 Please refer to page 30 for notes on accessible use of typography.

For directions on how to access Trade Gothic Next through Adobe CC visit <https://helpx.adobe.com/ca/fonts/kb/troubleshoot-font-activation.html>

### Trade Gothic Next

Trade Gothic Next is the primary brand font for everyday communications. It is used for communications that require a bold and clean look and feel.

#### Trade Gothic Next Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Trade Gothic Next Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Trade Gothic Next Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

#### Trade Gothic Next Heavy

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

#### Trade Gothic Next Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Trade Gothic Next Bold Condensed

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

#### Trade Gothic Next Heavy Condensed

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

#### Trade Gothic Next Compressed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Trade Gothic Next Bold Compressed

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

#### Trade Gothic Next Heavy Compressed

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## Typography for print

### Official typefaces (continued)

There may be instances when special display fonts, other than those listed here, are acceptable. If you have questions regarding typography, please contact the Marketing Communications Office.

👁 Please refer to page 30 for notes on accessible use of typography.

### Velino Text

Velino Text is used as a complement to Trade Gothic Next. It can be used in cases where the voice of the messaging lends itself to an elegant and classic visual treatment.

#### Velino Text Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Velino Text Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Velino Text Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Velino Text Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Velino Text Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Typography for print

### Alternate typefaces

When working on desktop publishing or word processing, Trade Gothic Next and Velino Text may not be available. In that case, we recommend Times New Roman and Arial as alternates.

👁 Please refer to page 30 for notes on accessible use of typography.

### Arial

When Trade Gothic Next is not available, use Arial.

Arial Regular

abcdefghijklmnopqrstuvwxyz

Arial Italic

*abcdefghijklmnopqrstuvwxyz*

Arial Bold

**abcdefghijklmnopqrstuvwxyz**

Arial Bold Italic

***abcdefghijklmnopqrstuvwxyz***

### Times New Roman

When Velino Text is not available, use Times New Roman.

Times New Roman Regular

abcdefghijklmnopqrstuvwxyz

Times New Roman Italic

*abcdefghijklmnopqrstuvwxyz*

Times New Roman Bold

**abcdefghijklmnopqrstuvwxyz**


Times New Roman Bold Italic

***abcdefghijklmnopqrstuvwxyz***

## Typography for digital

All UM web pages should follow the stylesheet-defined font stack as it is included in the web template code. Standards have been established within these stylesheets that respect accessibility and design rules.

When creating type-based graphics for the web, remember to use the official UM fonts (Trade Gothic Next and Velino Text) and follow accessibility guidelines regarding colour and type.

 Please refer to page 30 for notes on accessible use of typography.

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### umanitoba.ca

On the University of Manitoba's main website, the font stack is as follows:

#### **Headlines, Body Copy, Menu:**

Roboto, Helvetica Neue, Arial, sans-serif;

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### UM Today News

On the University of Manitoba's news site, the font stacks are as follows:

#### **Headlines:**

font-family: proxima-nova-condensed, sans-serif;

#### **Body copy:**

font-family: proxima-nova, sans-serif;

#### **Menu:**

font-family: "Whitney A", "Whitney B",  
"Whitney", sans-serif.

## Accessible use of type

It is important that content is presented in a manner where all users can perceive and understand it.

In both print and digital materials, focus on establishing a clear hierarchy through the use of proportionally sized headlines, subheads and body copy. Also ensure the line spacing (leading) is not too tight and the space between the letter forms (kerning) at larger point sizes is not too loose.

On digital platforms, accessible text can be read out loud by text-to-speech software or translated into Braille. Images of text are not accessible unless OCR (Optimal Character Recognition) is enabled, which can be read by adaptive technology.

Please reference the **University of Manitoba Accessibility Hub** for instructions on how to create accessible PDFs, Word documents and more.

[umanitoba.ca/accessibility/resources](http://umanitoba.ca/accessibility/resources)

### Accessibility tips

- Avoid large blocks of text by breaking content into smaller sections with meaningful headings.
- Limit the number of different fonts and weights used within any one piece.
- Ensure that the layout is 'airy' and uncluttered.
- The use of all caps should be limited to titles and headlines.
- Avoid the use of italic type for essential information.
- Bolding for emphasis is easier to read than italics or all caps, however it should be used sparingly.
- Avoid placing text over busy or complex backgrounds.
- For digital platforms, ensure fonts are minimum 12 pixels high.

# Imagery

It's often said that a picture is worth a thousand words. An image can evoke powerful ideas and emotions and create recognition – the goal of every brand. The importance of selecting the right photo to represent the University of Manitoba cannot be overstated: in fact, it's as important as writing a good headline or crafting a compelling story. If nothing else, people will see the photo. What story can you tell with a single image?

This section provides direction on how to select and produce images that convey the look and feel you envision while providing visual consistency to our materials. The images presented in this section set the standard for UM photography.

## Photography

### Group shots

- The process of learning and discovery is dynamic, and can be reflected in images that convey action. Imagery that captures real world scenarios demonstrate the breadth of the University's impact.
- An editorial approach can allow you to capture some amazing moments. These action shots convey a sense of authenticity that cannot be replicated in a staged setting.
- In group shots where the goal is to communicate a sense of community, look for opportunities to shoot from unique and dynamic angles. Getting low with the camera gives the viewer the sense that subjects are in a state of progression, looking toward their future. Shots from above allow the viewer a bird's eye view of a new environment, creating a sense of infinite possibility and a glimpse of life on campus.
- When shooting groups, look for moments where students and faculty engage and interact in a spontaneous way. Often, when only one person among several is highlighted, a unique focal point is created, drawing the eye into the image.



Photo/video consent forms are available on the Access & Privacy website.

[https://umanitoba.ca/access\\_and\\_privacy/photo\\_consent.html](https://umanitoba.ca/access_and_privacy/photo_consent.html)



## Photography

### Portraits

- Keep in mind that the subject does not always have to be looking at camera. Look for a moment to capture when the subject is projecting a comfortable and confident demeanor.
- When possible, shoot in an environment that lends itself to the story you're trying to tell. Elements related to what the person does, their accomplishments or area of study at the University add layers of meaning and interest.
- Natural lighting often works well. However, when lighting the subjects, there may be opportunity to create a sense of drama. That is achieved by ensuring that there is a level of contrast and dimension in the way subjects are lit. Avoid "flat" and uninspiring lighting scenarios.



## Photography

### Environment shots

- Lighting is everything when shooting architecture, spaces and places around the campus. Look for optimal times of day when the sun is creating the right look and feel you are going for.
- Often, the most desirable light is a low light condition such as early in the morning or late in the afternoon closer to dusk. Often referred to as “magic hour” this time of day creates beautiful shadows and the ideal depth and dimension to bring the images to life.
- Aim to capture the lively and dynamic nature of life on campus as well as the “quieter moments” where students are socializing or studying. Moments when the campus has student activity and movement can be balanced with moments of reflection and calm.





## Photography

### Things to avoid

Understanding what to avoid often helps.  
Refer to the table below when planning a photo shoot.

- Avoid scenarios that feel unnatural or too formal.
- Avoid clichés and tired scenarios.
- Avoid straight on shots with no interaction where everyone is looking at camera.



- Avoid scenarios that feel staged or contrived.
- Although smiling is not mandatory, avoid images that are void of emotion.
- Especially in a storytelling context such as an advertisement or article, avoid images that don't provide enough context.



- Avoid shooting environments with “flat” soft light that doesn't provide any depth or dimension.
- Avoid lifeless and “empty” compositions that don't include people.
- To capture a sense of place, architecture should be shot wide enough to get a sense of the surroundings. Avoid tightly cropped shots unless you're looking for a beautiful architectural detail.

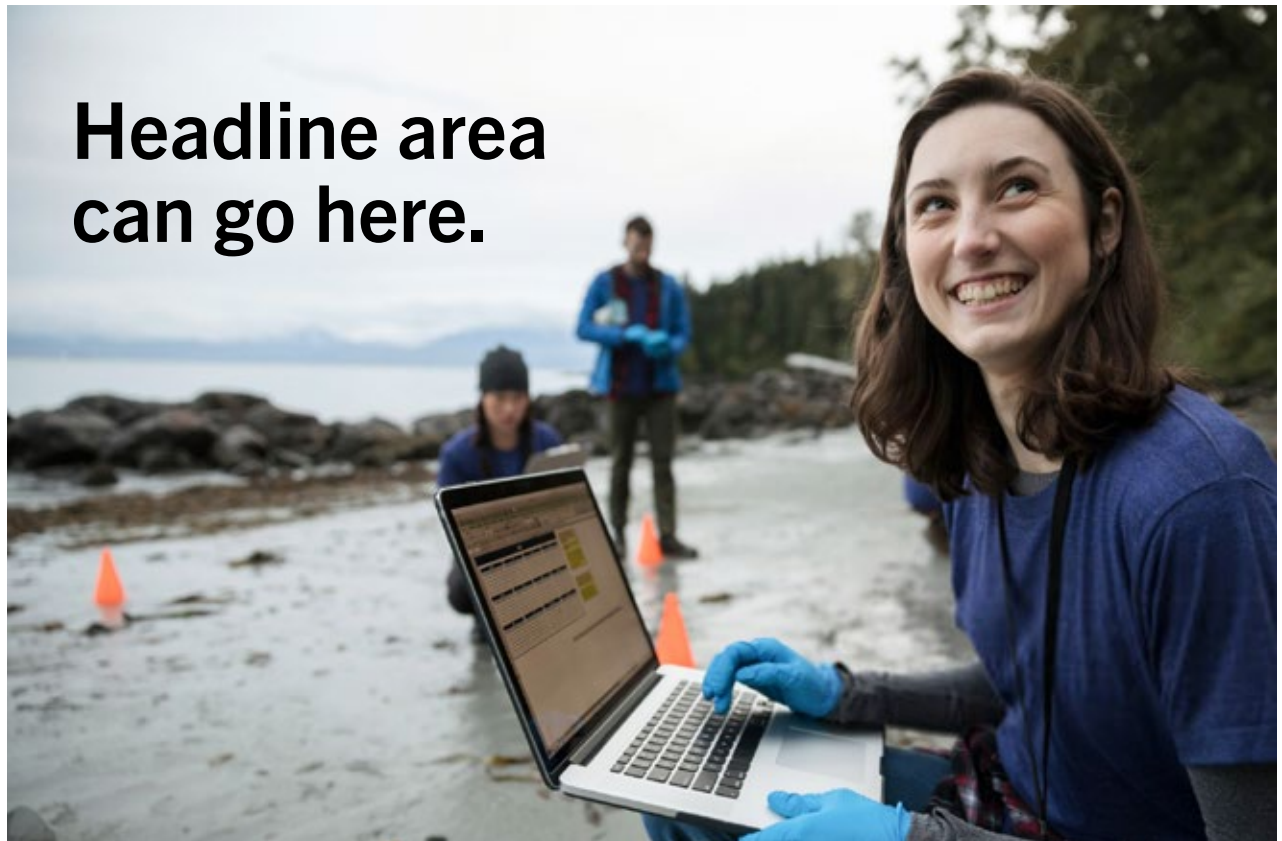


## Photography

### Checklist

When planning and executing a photo shoot, there are several things to consider. The following checklist will help you develop images that communicate with impact.

- ☐ Have you explored dynamic angles to achieve unique perspectives?
- ☐ Will the active quality of the image help convey the University's impact?
- ☐ Have you captured a spontaneous, authentic moment of interaction?
- ☐ Does the subject look natural, confident and comfortable?
- ☐ Do the subjects represent the diversity of our campus community?
- ☐ Does the environment of your portrait have context related to the story you're trying to tell?
- ☐ Does the lighting create a level of contrast and dimension that helps achieve a rich look and feel?
- ☐ For environmental shots of the campus, has the time of day been carefully considered to achieve optimal lighting?
- ☐ Does the composition have enough "white space" to accommodate copy of the intended layout?



One consideration in developing imagery is that ultimately, the images will need to work in a variety of formats and will often require adequate space for a headline. Remember to compose images with large "clean" areas to accommodate headlines or copy as needed.

# Stationery

Standardized stationery, including letterhead, business cards and envelopes, have been developed for use by all UM faculty and staff. These templates make it easy to create visual consistency in both internal and external communications.

Stationery can be ordered through the EPIC purchasing system.

Stationery

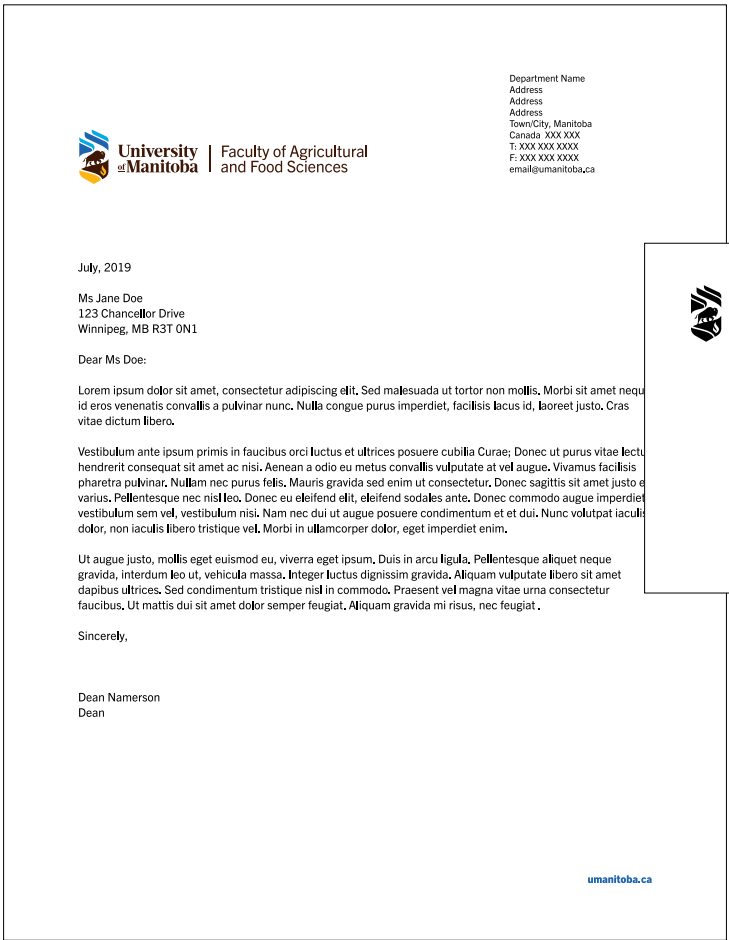
The University of Manitoba stationery system consists of an 8.5 x 11" letterhead, 2" x 3.5" business card and envelopes.

The stationery templates are designed to create and maintain order, hierarchy and balance.

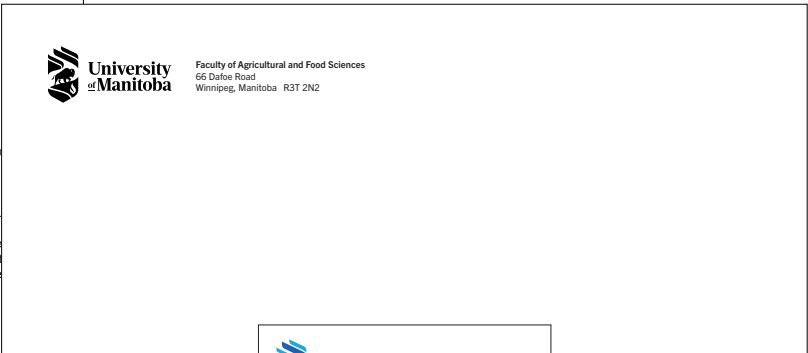
An electronic letterhead template is available on the brand website.

<https://umanitoba.ca/admin/mco/brand/faq-resources.html>

The horizontal version of the logo appears on all pieces, appearing in the top left corner. An overall minimal, clean approach allows the logo to standout while supporting ease of use.



Letterhead



Envelope



Business card

Only short, concise information should be included on business cards. Unapproved graphics, symbols and logos are not permitted.

To meet indicia and postal regulations, all envelope sizes should position the University of Manitoba logo and corresponding return mailing address in the top left corner.

## Letterhead

The sample below outlines design considerations and features of the new letterhead design.

URL's should be kept short with no more than two forward slashes included in the address. Where necessary, a shortened URL, or re-direct, can be created to make the address easier to remember and use.

Contact, address information and letter content should always appear in black type for ultimate contrast. When possible use Trade Gothic Next for content. Please refer to page 30 for notes on accessible use of typography.

Letterhead is ordered through the EPIC system, using the Unigraphics catalog.

An electronic letterhead template is available on the brand website.

<https://umanitoba.ca/admin/mco/brand/faq-resources.html>

Faculty and unit names are printed in UM brown PMS 4625 C.



Department Name  
Address  
Address  
Town/City, Manitoba  
Canada XXX XXX  
T: XXX XXX XXXX  
F: XXX XXX XXXX  
email@umanitoba.ca

Pre-printed information will appear in the University's sans serif font, Trade Gothic Next.

July, 2019

Ms Jane Doe  
123 Chancellor Drive  
Winnipeg, MB R3T 0N1

Dear Ms Doe:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed malesuada ut tortor non mollis. Morbi sit amet neque id eros venenatis convallis a pulvinar nunc. Nulla congue purus imperdiet, facilisis lacus id, laoreet justo. Cras vitae dictum libero.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec ut purus vitae lectus hendrerit consequat sit amet ac nisi, Aenean a odio eu metus convallis vulputate at vel augue. Vivamus facilisis pharetra pulvinar. Nullam nec purus felis. Mauris gravida sed enim ut consectetur. Donec sagittis sit amet justo eu varius. Pellentesque nec nisi leo. Donec eu eleifend elit, eleifend sodales ante. Donec commodo augue imperdiet, vestibulum sem vel, vestibulum nisi. Nam nec dui ut augue posuere condimentum et et dui. Nunc volutpat iaculis dolor, non iaculis libero tristique vel. Morbi in ullamcorper dolor, eget imperdiet enim.

Ut augue justo, mollis eget euismod eu, viverra eget ipsum. Duis in arcu ligula. Pellentesque aliquet neque gravida, interdum leo ut, vehicula massa. Integer luctus dignissim gravida. Aliquam vulputate libero sit amet dapibus ultrices. Sed condimentum tristique nisi in commodo, Praesent vel magna vitae urna consectetur faucibus. Ut mattis dui sit amet dolor semper feugiat. Aliquam gravida mi risus, nec feugiat.

Sincerely,

Dean Namerson  
Dean

When available, the preferred body copy font is Trade Gothic Next. Arial can be used as an alternative.

Approved secondary logos will be positioned in the bottom left hand corner of the letterhead template and left aligned with the university logo at the top.



[umanitoba.ca](http://umanitoba.ca)

Faculty and unit URL's are printed in PMS 7684 C.

When writing URLs, begin with [umanitoba.ca](http://umanitoba.ca) ([www.](http://www.umanitoba.ca) is no longer required at the front of the address)

## Business Card

### Single-sided cards

Business cards are key touchpoints for a brand. Consideration has been given to create a clean, open feel, in line with the University of Manitoba's fresh and modern new brand. Where possible, consider excluding information that causes unnecessary clutter and instances where information runs to more than one line. Business cards are ordered through the EPIC system, using the Unigraphics catalog.

NOTE: When writing URLs, begin with [umanitoba.ca](http://umanitoba.ca) ([www.](http://www.umanitoba.ca) is no longer required at the front of the address).



A Standard version



B Approved secondary logo version

If an approved secondary logo is required, it appears in the bottom left corner of the card.



C Simplified version



Business Card

Doubled-sided cards

Below is an example of a double-sided card.



A Front



B Back

The double-sided business card is available for those who have a cross-appointment.