



# VISUAL IDENTITY GUIDE

## 2021



University  
of Manitoba

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# Visual Identity Guidelines Overview

Maintaining excellent standards in how the University of Manitoba Bisons are 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 Bisons' communications and promotional materials. The standards outlined in the following pages reflect university policy and have been developed to ensure that the Bisons brand is effectively represented to all external audiences.

Any questions regarding these guidelines should be directed to:

**Marketing Communications Office**  
**University of Manitoba**  
**204-474-8346**  
**[marketingcommunications@umanitoba.ca](mailto:marketingcommunications@umanitoba.ca)**

# Bisons Logo

A key element of the Bisons brand is the logo.

## The Bisons logo is made up of three elements:

1. The university name
2. The Bisons name
3. Bisons graphic

*Note: The three elements of the Bisons logo must not be broken up with the exception of official Bisons apparel or approved Bisons merchandise.*





Kelsey Wog  
Bisons Swimming  
2019-20 U SPORTS Athlete of the Year

## THE UNIVERSITY OF MANITOBA BISONNS

The moniker for the University of Manitoba sports teams is the bison; as such, teams are referred to as the Bisons.

The bison, a symbol of the province of Manitoba and in many Indigenous cultures in Canada and the United States, is a being whose qualities instill pride and are linked to identity.

The bison gives its life, so that others can survive—they give everything of themselves. A bison does not operate alone, but rather the entire herd works together as one. In the face of danger, a herd of bison all turn together to unite against adversity, move in sync, and defend their young or wounded. They are loyal and stick together. The bison turns to face head first into the wind and stands firmly against a storm.

**#WEAREALLBISONNS**

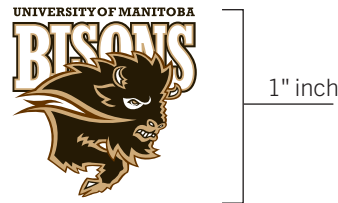
# Direction for usage of Bisons

This document provides direction on the proper usage of the University of Manitoba varsity program moniker, Bisons. Below are examples of common ways to incorporate the moniker in copy/text:

*Note: The administrative unit that is led by the Director of Athletics and Recreation, which oversees operations and program management for the Bisons is referred to as **Bison Sports**.*

1. The University of Manitoba Bisons
2. The Bisons
3. Bisons Football
4. University of Manitoba Bisons football team
5. Bisons women's basketball team
6. The Bisons' Championship (possessive ' after the s)  
(capitalize 'The' only at beginning of sentence in all examples)

# Safe Area & Minimum Size



## 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 B in the word mark.

## Minimum size:

The minimum allowable size of the logo is reached when the height of the logo is 1" inch.

For digital application the logo should never be smaller than 72 pixels in height.

# Sport Specific Versions

Sport specific versions of the Bisons logo are used to identify specific sports. This includes the Bisons logo with the sport name directly centered under in Trade Gothic Next STD Bold Extended font. The title can be in black, white, PANTONE 465 or PANTONE 1545 depending on the contrast of the background.

The sport specific logos are: Basketball, Cross Country, Football, Golf, Hockey, Soccer, Swim, Track and Field, and Volleyball.



**BASKETBALL**

Sport Title

Trade Gothic Next STD Bold Extended



**VOLLEYBALL**



**FOOTBALL**



# Related Versions

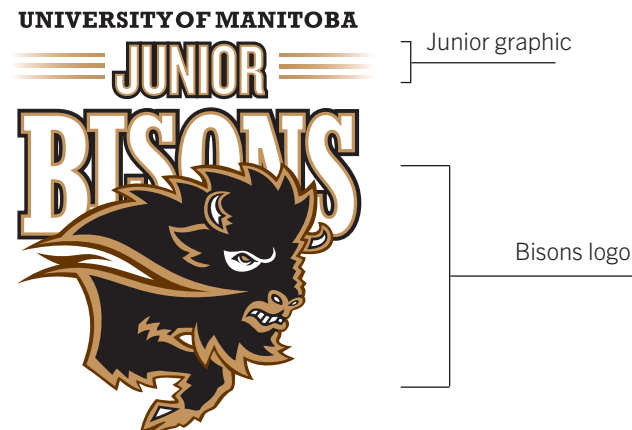
## Junior Bisons Logo

The Junior Bisons are a highly-visible, external-facing group and therefore an important sub-brand of the University of Manitoba Bisons.

The Junior Bisons logo should always include every element and follow all policies of this visual identity guide.

**The Junior Bisons logo includes these two elements:**

1. Bisons logo
2. Junior graphic element



# Junior Bisons Elements

## Junior Bisons additional elements

1. White jersey used as a background
2. PANTONE 1545 and PANTONE 465 graphics
3. Athlete photography



# Colour Variations



**The full colour logo is the preferred version and should be used when a piece is produced in colour.**

The Bisons logo can be printed on any texture or photographic background that provides sufficient contrast for clarity and legibility.



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

Use the full colour version with white type when the background does not provide enough contrast for the type.



**A one-colour version of the Bisons logo has been developed for occasions when the university needs to produce a one colour print job.**

Only use the one-colour version of the logo when printing in black and white.

The Bisons logo should never be reversed in one-colour and white.

# Incorrect Logo Uses

The examples on these pages illustrate how the logo may not be used.

Such misuse will undermine the Bisons' 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.



## **Distortion:**

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



## **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.



## **Coloured backgrounds that are not from the Bisons 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.

# Incorrect Logo Uses



**Improper colour:**

The logo should never be reproduced in any brown and gold combination other than the official colours.



**Distracting background:**

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



**Different type style:**

Typeface must never be altered or substituted.

# Colour Palette



Colours are powerful mnemonic devices—people learn to associate colours with a organization. The official colours of the University of Manitoba Bisons are brown and gold. This page outlines which colours to use for print and digital applications. \*PANTONE™ inks, CMYK and RGB specifications.

*Note: The colour breakdowns listed above are taken from the Pantone website (coated swatch)—[pantone.com/colour-finder](http://pantone.com/colour-finder). However printing in four-colour (CMYK) is device and printer output dependent. Please discuss with your printer to achieve the best results.*

official colours of the University of Manitoba Bisons

secondary colours of the University of Manitoba Bisons



Bisons Gold  
PANTONE 465

Bisons Brown  
PANTONE 1545

Black  
PANTONE Black C

UM Gold  
PANTONE 130

Steel Grey  
PANTONE 430

RGB:  
R- 185%  
G-151%  
B- 91%

RGB:  
R- 101%  
G- 56%  
B- 25%

RGB:  
R- 45%  
G- 41%  
B- 38%

RGB:  
R- 242%  
G- 169%  
B- 0%

RGB:  
R- 124%  
G-135%  
B- 142%

CMYK:  
C- 9%  
M- 29%  
Y- 66%  
K- 24%

CMYK:  
C- 0%  
M- 53%  
Y- 100%  
K- 72%

CMYK:  
C- 63%  
M- 62%  
Y- 59%  
K- 94%

CMYK:  
C- 0%  
M- 30%  
Y- 100%  
K- 0%

CMYK:  
C- 33%  
M- 18%  
Y- 13%  
K- 40%

HEX:  
#B9975B

HEX:  
#653819

HEX:  
#333333

HEX:  
#F2A900

HEX:  
#7C878E

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

# Typography

## Primary Fonts

The Bisons visual brand primarily uses:

**Trade Gothic Next**

**Sports World**

Each font is designated to play a specific role. Trade Gothic Next (Extended Regular and Bold) is used for headlines and sports titles (Soccer, Hockey, Track, Football, Swimming, Golf, Hockey, Volleyball, Basketball).

Trade Gothic Next is a licenced font that can be purchased: [myfonts.com/fonts/linotype/trade-gothic-next/](https://myfonts.com/fonts/linotype/trade-gothic-next/)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Trade Gothic Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Trade Gothic Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Trade Gothic Next Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Trade Gothic Next Extended Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Trade Gothic Next Bold Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Trade Gothic Next Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Trade Gothic Next Heavy Cond

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Sports World

Bisons URL and hash tag

**GOBISONS.CA**

**GOBISONS.CA**

**#WEAREALLBISONS**

# Alternate fonts

abcdefghijklmnopqrstuvwxy

Calibri

*abcdefghijklmnopqrstuvwxy*

Calibri Italic

**abcdefghijklmnopqrstuvwxy**

Calibri Bold

abcdefghijklmnopqrstuvwxy

Times New Roman Regular

*abcdefghijklmnopqrstuvwxy*

Times New Roman Italic

**abcdefghijklmnopqrstuvwxy**

Times New Roman Bold

## Fonts

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

- Calibri
- Times New Roman





# Photography

Photography is an extremely valuable component of the Bisons 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 photography.





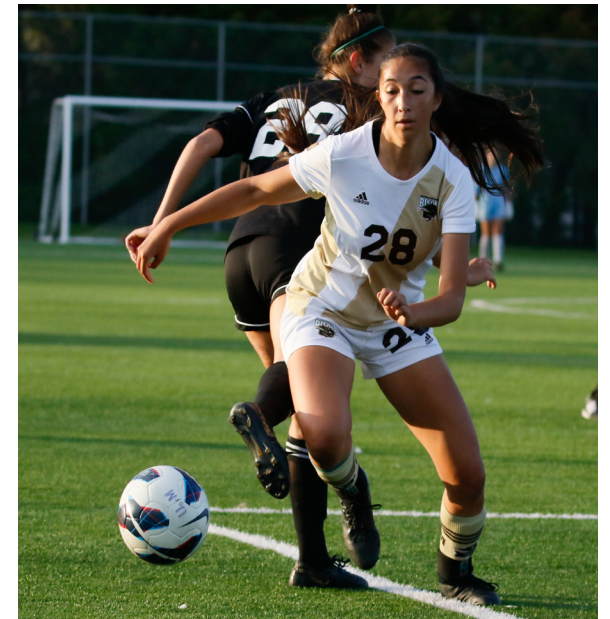
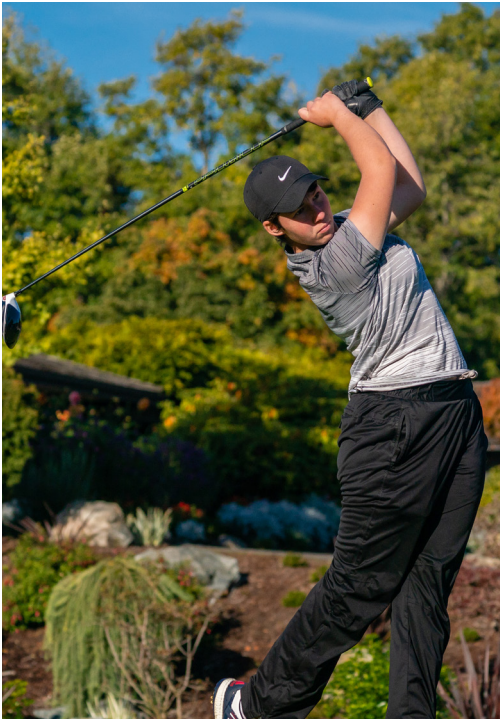
# Photography

**Photography is a cornerstone of the Bisons 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 diversley of student-athletes, coaches and teams.
- 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 of the Bisons. Faces are not as important here.
- In studio photography, again, strive for striking and powerful poses.
- Images should be fresh, clean, contemporary and forward looking.
- Strive for a spirit of aspiration, accomplishment, happiness, camaraderie, success.
- 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 UM student-athletes, coaches and live, game-day fan excitement.

Photo/video consent forms are available on the Marketing Communications Office website.

[umanitoba.ca/admin/mco/vi/resources.html](https://umanitoba.ca/admin/mco/vi/resources.html)




# 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).

# Stationery



July, 2014

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

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 ground-breaking 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](http://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



Bison Sports  
University of Manitoba  
307 Max Bell Centre  
Winnipeg, Manitoba  
Canada R3T 2N2  
Telephone: 204-474-9611  
Fax: 204-474-0000  
BisonSports@umanitoba.ca  
GOBISONS.CA



John Smith  
Head Coach  
Football

Bison Sports  
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Tel: 204-407-0000  
John.Smith@umanitoba.ca  
**GOBISONS.CA**

Email Signature

**John Smith**  
Head Coach  
Football

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307 Maxbell Centre  
Winnipeg, MB R3T 2N2 Canada

Tel: 204-474-0000  
[John.Smith@umanitoba.ca](mailto:John.Smith@umanitoba.ca)  
[GOBISONS.CA](http://GOBISONS.CA)



Calibri 14 pts

# Supporting Brand Elements

## Jersey

The University of Manitoba Bisons include a vast number of athletic sports so it is essential that the supporting design elements speak volumes. For this reason the jersey and use of colour has become an integral component in establishing the look for the Bisons.

The gold jersey is used for all Bisons marketing materials.

The white jersey is primarily used for JR Bisons promotion and print advertising.

Variations and intensity of the jersey may vary depending on application and content.



# Sample Applications



Game day program cover 8.5" x 11"



Monthly home schedule 40" x 60"



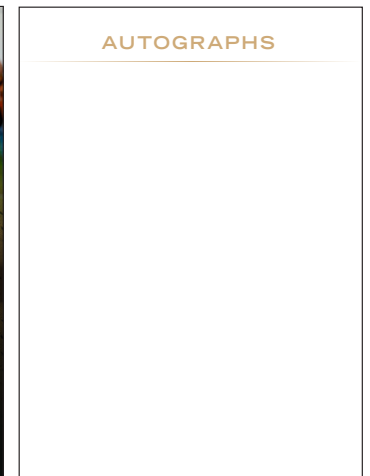
Digital Screen - 1080 x 1920 px



Digital Screen - 1920 X 1080 px



Schedule/Autograph cards 5" x 7" front



Schedule/Autograph cards 5" x 7" back



#### Other marks

As outlined by conference regulations, all new jersey designs must be approved by the Associate Director of Sport and Recreation and the Marketing Communications Office.

# Uniforms

Visual standards regarding team uniforms will be applied based on the following considerations:

#### Bisons Uniform Identifier

A Bisons identifier must always be present on the uniform.

The preferred default for uniforms will be the bison graphic that is central to the full Bisons logo.

Note: Any use of the official University of Manitoba logo must be reviewed and approved by the Marketing Communications Office.

#### Colour

The official colours of the University of Manitoba Bisons are brown and gold. Recognizing the need for alternate uniform colours (home and away), the preferred base colours for uniforms will be brown, gold or white (as determined by manufacturers' settings).

Teams must always maintain an active set of uniforms with brown as the primary base colour and gold accent. If teams request uniforms with alternate base colours, they must be based on the secondary palette (black, grey, UM gold) and must always maintain a brown and gold accent. Approval for uniforms with alternate colours must be given by the Associate Director of Sport and Recreation and the Marketing Communications Office.

#### Word Mark

'Bisons' or 'Manitoba' are the preferred wording for home and away jerseys.

#### Font

Sportsworld is the preferred uniform font if available. Suitable variations may be acceptable.