

# BRAND GUIDELINES

September 2022



**University  
of Manitoba**

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**NOTE:** All branded template and element downloads are available on the [UM brand intranet page](#), with the exception of the UM logo and logo variations. UM logo downloads can be found on the [external umanitoba.ca/brand page](https://umanitoba.ca/brand).

**NOTE:** All new brand templates and elements created after July 2022 will be added to the [UM brand intranet only](#).

# Brand guidelines

We all have stories to tell: stories that amplify our identities and share our strengths, values and priorities. Universities are no different. At the University of Manitoba, we are all a part of a story too. Our visual identity – the look and feel of the materials we produce – provides us with a recognizable vehicle to express ourselves and connect us with our community.

## 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. *

Our identity – our brand – reflects our many stakeholders and was informed by the feedback of thousands of students, parents, alumni, faculty and staff through an extensive consultation process. Our identity guides our path – our direction into the future. 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 throughout Manitoba and beyond. We sit at the centre of Canada, uniquely positioned to lead across many areas of discovery. We are building pathways and bridges for Reconciliation with Indigenous students, faculty, staff and community. We are at the forefront of climate change research. We make breakthroughs in global population health. We are committed to advancing human rights.

Every communications piece we create is an opportunity to build our reputation and to share our story. When we create marketing and communications materials featuring our identity, it is essential that the 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 identity. This means understanding the key design elements inside and out. Using these guidelines, you'll be equipped to help the University of Manitoba stand proudly apart from other institutions. This guide is intended to inspire alignment across communications as we showcase all that we have to offer.

# Our logo

Our logo is the key element of our visual brand that makes the University of Manitoba uniquely recognizable.

While the logo embodies the insight and perspectives of thousands of people from 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 our logo. It is essential that its integrity is maintained in everything we create

## The University of Manitoba logo

Our logo reflects symbols of what we aspire to be. These symbols depart from convention, while also maintaining tradition.

The bison, a key element in our logo, is an important symbol of the University of Manitoba and the Province of Manitoba – and connects us to our past. The bison takes centre stage, moving forward on a rising path.

Within a prairie landscape, a flame burns bright, referencing our commitment to Reconciliation. Indigenous design principles are embodied in the University of Manitoba logo.

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

### The bison

The bison is our core symbol, representing strength, leadership and determination. The bison walks uphill, into the wind, toward the future.

### 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 both the sky and the Northern Lights, and represent 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

The UM logo wordmark font is Ardina

**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

---

Wordmark



University  
of Manitoba

---

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.

NOTE: The UM logo and logo variations can be downloaded from the external UM brand page: [umanitoba.ca/about-um/brand](http://umanitoba.ca/about-um/brand)



### Full colour (CMYK)

The full colour logo is the preferred version and should be used wherever possible. When a print 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.

## The URL

### UMANITOBA.CA

Uppercase is the preferred case for the University's URL.

Use the Trade Gothic Next Bold font 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 is represented by using UM in the identifier.

## 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.

Faculty and administrative units with proper names that include an ampersand (&) should also use “&” in their identifier. Faculty and administrative unit names that include the word “and” have the option of using “&” in their identifier. Avoid using any other symbols other than “&” to represent “and.”

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

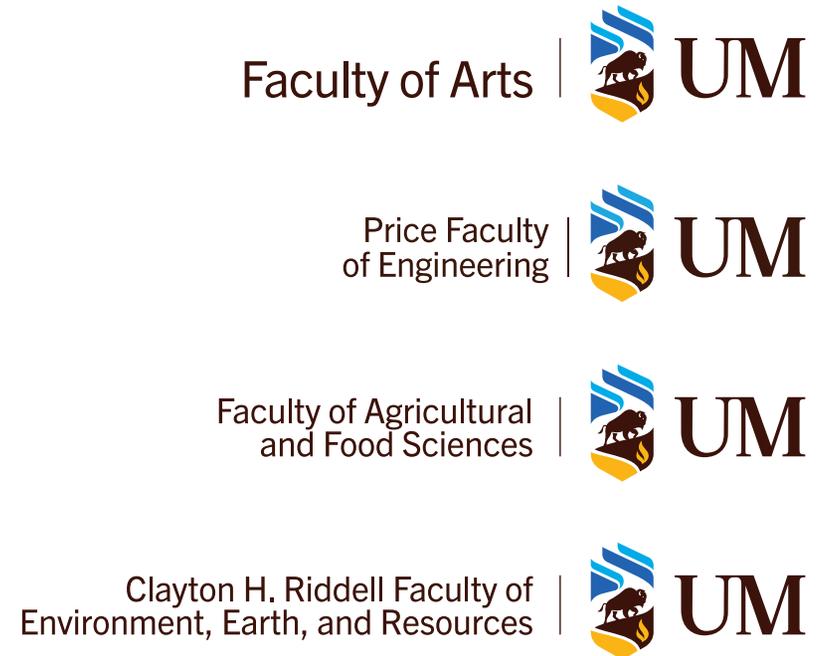
## Horizontal faculty identifiers – UM version

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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## 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.

Faculty and administrative units with proper names that include an ampersand (&) should also use “&” in their identifier. Faculty and administrative unit names that include the word “and” have the option of using “&” in their identifier. Avoid using any other symbols other than “&” to represent “and.”

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.



Faculty of Agricultural  
and Food Sciences



University  
of Manitoba

Horizontal faculty identifier left – Full wordmark version



University  
of Manitoba

Rady Faculty of  
Health Sciences

Horizontal faculty identifier right – Full wordmark version



University  
of Manitoba

Price Faculty  
of Engineering

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

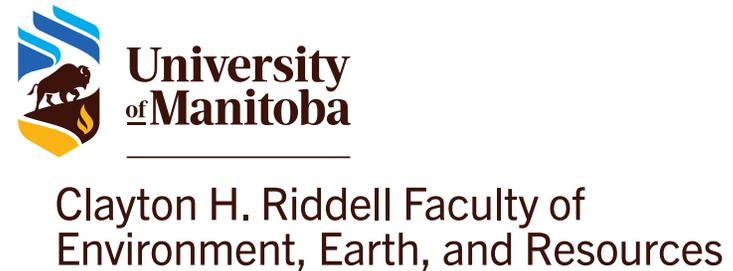


## Vertical faculty identifiers – Full wordmark version

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

Full wordmark version – vertical faculty identifier

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## 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. Colour evokes emotion, increases recognition and creates consistency across communications. For instance, the University of Manitoba's traditional 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.

Two blue tones complement the brown and gold colours in our primary colour palette, allowing us to modernize our identity while honouring what we're known for.

Our primary colour palette also allows for a broader use of our extended colour palette. These extended colours give designers more creative freedom to create visually interesting materials.

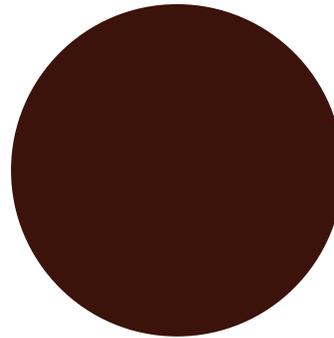
This section outlines everything you need to know about what colours to use and also includes notes on meeting accessibility guidelines.

## 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 colour breaks

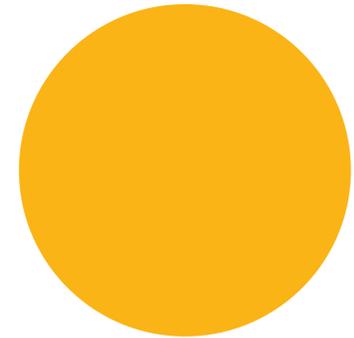


**PMS: 4625 C**

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**

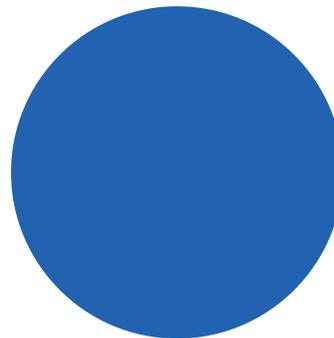


**PMS: 130 C**

Color Bridge: 130 CP

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

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

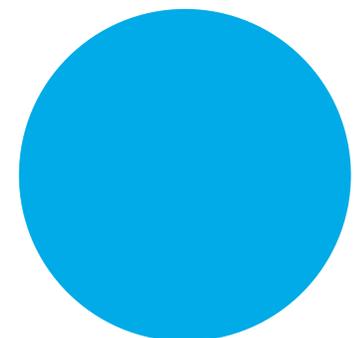


**PMS: 7684 C**

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](#).

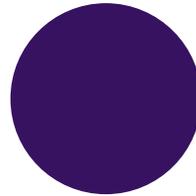
## Extended colour palette

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

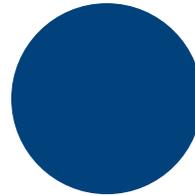
👁️ Please refer to pages 23 and 24 for notes on accessible use of colour.

### Extended colour palette

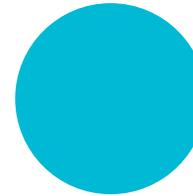
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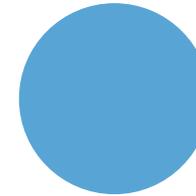
**PMS: 2627 C**  
Color Bridge: 2627 CP



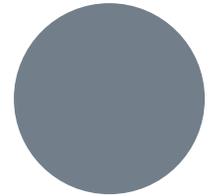
**PMS: 294 C**  
Color Bridge: 294 CP



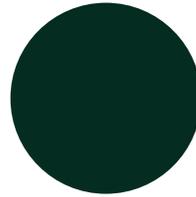
**PMS: 2199 C**  
Color Bridge: 2199 CP



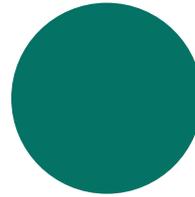
**PMS: 542 C**  
Color Bridge: 542 CP



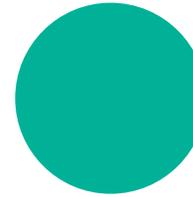
**PMS: 430 C**  
Color Bridge: 430 CP



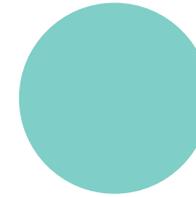
**PMS: 560 C**  
Color Bridge: 560 CP



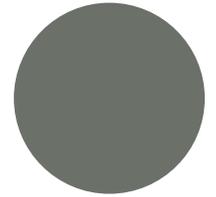
**PMS: 562 C**  
Color Bridge: 562 CP



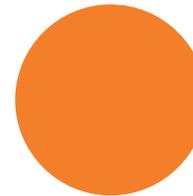
**PMS: 3268 C**  
Color Bridge: 3268 CP



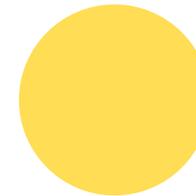
**PMS: 3255 C**  
Color Bridge: 3255 CP



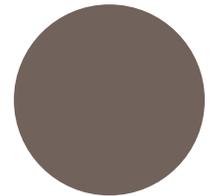
**PMS: 416 C**  
Color Bridge: 416 CP



**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) C: 30 M:72 Y:74 K:80</b> <b>HEX: 4F2C1D RGB: R:79 G:44 B:29</b>		<b>PMS: 2627 C</b> Color Bridge: 2627 CP	<b>Print (4 C Process) C: 85 M:100 Y:6 K:38</b> <b>HEX: 3C1053 RGB: R:60 G:16 B:83</b>
	<b>PMS: 130 C</b> Color Bridge: 130 CP	<b>Print (4 C Process) C: 0 M:32 Y:100 K:0</b> <b>HEX: F2A900 RGB: R:242 G:169 B:0</b>		<b>PMS: 294 C</b> Color Bridge: 294 CP	<b>Print (4 C Process) C: 100 M:69 Y:7 K:30</b> <b>HEX: 002F6C RGB: R:0 G:47 B:108</b>
	<b>PMS: 7684 C</b> Color Bridge: 7684 CP	<b>Print (4 C Process) C: 90 M:64 Y:0 K:0</b> <b>HEX: 385E9D RGB: R:56 G:94 B:157</b>		<b>PMS: 2199 C</b> Color Bridge: 2199 CP	<b>Print (4 C Process) C: 77 M:0 Y:16 K:0</b> <b>HEX: 00BBDC RGB: R:0 G:187 B:220</b>
	<b>PMS: 299 C</b> Color Bridge: 299 CP	<b>Print (4 C Process) C: 86 M:8 Y:0 K:0</b> <b>HEX: 00A3E0 RGB: R:0 G:163 B:224</b>		<b>PMS: 542 C</b> Color Bridge: 542 CP	<b>Print (4 C Process) C: 60 M:19 Y:1 K:4</b> <b>HEX: 7BAFD4 RGB: R:123 G:175 B:212</b>
	<b>PMS: 158 C</b> Color Bridge: 158 CP	<b>Print (4 C Process) C: 0 M:62 Y:95 K:0</b> <b>HEX: E87722 RGB: R:232 G:119 B:34</b>		<b>PMS: 560 C</b> Color Bridge: 560 CP	<b>Print (4 C Process) C: 79 M:30 Y:63 K:80</b> <b>HEX: 1D3C34 RGB: R:29 G:60 B:52</b>
	<b>PMS: 129 C</b> Color Bridge: 129 CP	<b>Print (4 C Process) C: 0 M:11 Y:78 K:0</b> <b>HEX: F3D03E RGB: R:243 G:208 B:62</b>		<b>PMS: 562 C</b> Color Bridge: 562 CP	<b>Print (4 C Process) C: 86 M:12 Y:53 K:36</b> <b>HEX: 006F62 RGB: R:0 G:111 B:98</b>
	<b>PMS: Warm Gray 9 C</b> Color Bridge: Warm Gray 9 CP	<b>Print (4 C Process) C: 23 M:32 Y:34 K:51</b> <b>HEX: 83786F RGB: R:131 G:120 B:111</b>		<b>PMS: 3268 C</b> Color Bridge: 3268 CP	<b>Print (4 C Process) C: 86 M:0 Y:53 K:0</b> <b>HEX: 00AB8E RGB: R:0 G:171 B:142</b>
	<b>PMS: 416 C</b> Color Bridge: 416 CP	<b>Print (4 C Process) C: 28 M:18 Y:29 K:51</b> <b>HEX: 7E7F74 RGB: R:126 G:127 B:116</b>		<b>PMS: 3255 C</b> Color Bridge: 3255 CP	<b>Print (4 C Process) C: 48 M:0 Y:25 K:0</b> <b>HEX: 2CD5C4 RGB: R: 44 G:213 B:196</b>
	<b>PMS: 430 C</b> Color Bridge: 430 CP	<b>Print (4 C Process) C: 33 M:18 Y:13 K:40</b> <b>HEX: 7C878E RGB: R:124 G:135 B:142</b>	<p>Note: For more information on accessible web color contrast levels please refer to: <a href="https://webaim.org">webaim.org</a>.</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.

For more information on accessible web color contrast levels please refer to: [webaim.org](https://webaim.org)

	<b>PMS: 4625 C</b> HEX: 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> HEX: 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> HEX: 7C878E	<b>AA</b> large text on white		<b>PMS: 294 C</b> HEX: 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> HEX: 83786F	<b>AA</b> large text on white		<b>PMS: 7684 C</b> HEX: 385E9D	<b>AAA</b> for large text on white <b>AA</b> for normal and large text on white
	<b>PMS: 416 C</b> HEX: 7E7F74	<b>AA</b> large text on white		<b>PMS: 560 C</b> HEX: 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> HEX: 006F62	<b>AAA</b> for large text on white <b>AA</b> for normal and large text on white		<b>PMS: 4625 C</b> HEX: 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 vision deficiency.

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

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Trade Gothic Next Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Trade Gothic Next Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

#### Trade Gothic Next Heavy

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

#### Trade Gothic Next Condensed

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Trade Gothic Next Bold Condensed

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

#### Trade Gothic Next Heavy Condensed

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

#### Trade Gothic Next Compressed

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Trade Gothic Next Bold Compressed

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

#### Trade Gothic Next Heavy Compressed

**abcdefghijklmnopqrstuvwxy**  
**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

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Velino Text Book

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Velino Text Medium

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Velino Text Bold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Velino Text Black

abcdefghijklmnopqrstvwxyz  
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

abcdefghijklmnopqrstvwxyz

Arial Italic

*abcdefghijklmnopqrstvwxyz*

Arial Bold

**abcdefghijklmnopqrstvwxyz**

Arial Bold Italic

***abcdefghijklmnopqrstvwxyz***

### Times New Roman

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

Times New Roman Regular

abcdefghijklmnopqrstvwxyz

Times New Roman Italic

*abcdefghijklmnopqrstvwxyz*

Times New Roman Bold

**abcdefghijklmnopqrstvwxyz**

Times New Roman Bold Italic

***abcdefghijklmnopqrstvwxyz***

## 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.

---

### 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.

The default Roboto is the preferred font.

---

### UM Today News

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

**Headlines:**

Proxima Nova Condensed, sans-serif.

**Body copy:**

Proxima Nova, sans-serif.

**Menu:**

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.

### 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.

For information on how to create accessible PDFs, Word documents and more, please refer to the “*Creating accessible documents*” section of [umanitoba.ca/student-supports/accessibility#assistance-for-accessibility-at-the-u-of-m](https://umanitoba.ca/student-supports/accessibility#assistance-for-accessibility-at-the-u-of-m)”

# 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 all UM materials. The images presented in this section set the standard for UM photography

## Photography

### Group photographs

- 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 photos 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 photograph 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. Photographs 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 photographing 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

- Ideally, subjects are not looking directly at the camera, except for announcement photographs. Look for a moment to capture when the subject is projecting a comfortable and confident demeanor.
- When possible, photograph 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 photographs

- Lighting is everything when photographing 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 session.

- 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 photographing 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 photographed wide enough to get a sense of the surroundings. Avoid tightly cropped photos unless you're looking for a beautiful architectural detail.



## Photography

### Checklist

When planning and executing a photo session, 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 photos 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.

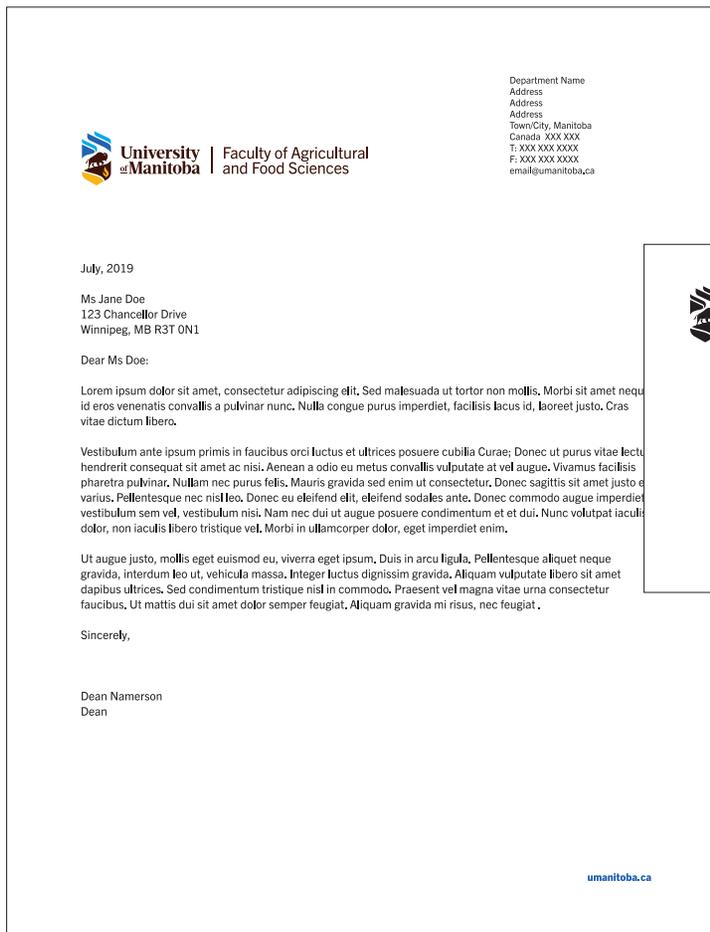
## Stationery

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

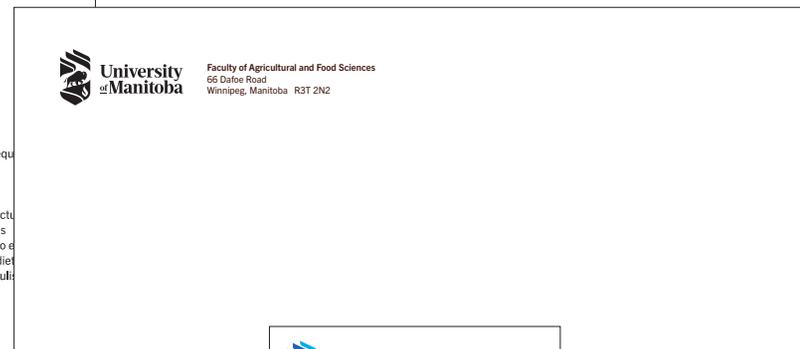
The stationery templates are designed to create and maintain order, hierarchy and balance.

Electronic letterhead templates are available on the UM brand intranet site

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 stand out while supporting ease of use.



Letterhead



Envelope

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.



Business card

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

## Letterhead

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

URLs 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.

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

University of Manitoba | Faculty of Agricultural and Food Sciences

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 figura. 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

ASPER SCHOOL OF BUSINESS

umanitoba.ca

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

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

Faculty and unit URLs 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)

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.

## Business Card

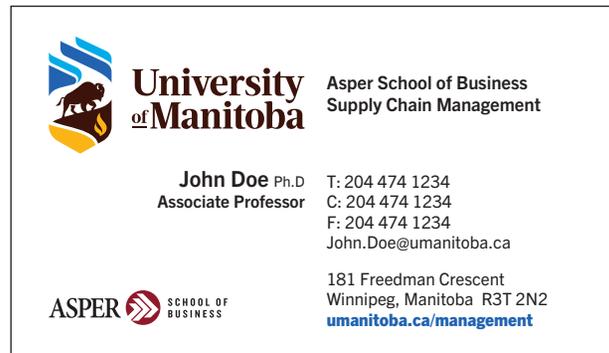
### Single-sided cards

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 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.

## Additional ways the UM logo is used

### 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 the 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 intranet page.
- 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) for maximum accessibility.

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

One line of clear space

---

**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)



### Microsoft Teams UM logo profile avatar

A UM logo Microsoft Teams profile avatar is available for use on your Teams/SharePoint profile. The vertical version of the University of Manitoba logo provides the best option for this space.



Microsoft Teams UM logo profile avatars are available to download from the UM brand intranet site.

# Social media profile avatars

Social media profile avatars have been developed for use on a variety of online platforms including: Facebook, Instagram, LinkedIn, Twitter and YouTube. These avatars will give UM accounts a consistent look and feel across platforms and will allow our communities to easily recognize UM accounts.

Three unique designs have been created to reflect the University of Manitoba brand, one for each of the following account groupings: institutional, faculty/college and department/program/unit.

## Social media profile avatars

### Institutional

The institutional social media accounts are the official University of Manitoba, UM Student, and Alumni accounts.

The UM shield is incorporated with three distinct UM background colours: a deep blue to represent the flagship UM accounts, light blue for Alumni accounts, and gold for UM Student accounts.



Request your faculty/college or department/program/unit social media profile avatars on the UM brand intranet site.

Social media avatars are for use with UM social media accounts and are not intended for use outside of this purpose.

### Faculty/college

The faculty social media profile avatar design incorporates the distinct “UM” lettering on the deep blue solid background. The UM lettering is in Velino, UM’s official serif font. Faculty names are displayed in the sans serif Trade Gothic Next for increased legibility on a small scale.

Faculty/college avatars have a maximum of 12 characters, including spaces. Due to space constraints, it may be necessary to abbreviate a faculty/college name.



### Department, program and unit

The department, program and unit accounts social media profile avatar has a split-colour design that incorporates the distinct “UM” lettering in deep blue against a white background, with department, program and unit names lettering below in white. The UM lettering is in Velino, UM’s official serif font. Department, program and unit names are displayed in the sans serif Trade Gothic Next for increased legibility on small scale

Department/Unit/Program avatars have a maximum of 8 characters per line for a two-line avatar name, and a maximum of 9 characters for a single line avatar name, including spaces. Due to space constraints, it may be necessary to abbreviate department, program or unit names.



# Branded templates and quick guides

From print to digital communications and from online presentations to in-person events, University of Manitoba partners create materials that share our story while informing our community. The Marketing Communications Office has developed branded print and digital templates so partners can create a wide range of materials that are recognizable, consistent and on-brand. These templates have been created with both the user and audience in mind and demonstrate best practices for use, brand and accessibility.

This section outlines the branded templates that are available and provides guidance and tips to demonstrate how to use them most effectively.

*\*The Accessibility for Manitobans Act requires that communications material be provided in alternative formats, if requested, and within reason. For example, this may include providing print brochure content as a Word document with appropriate heading structure and alt text describing photos and graphics to support adaptive technology. For information on how to create alternative format documents, please refer to the “Creating accessible documents” section of [umanitoba.ca/student-supports/accessibility#assistance-for-accessibility-at-the-u-of-m](https://umanitoba.ca/student-supports/accessibility#assistance-for-accessibility-at-the-u-of-m) and <https://accessibilitymb.ca/disability-accomodations-checklist.html>.*

## UM DIGITAL TEMPLATES QUICK GUIDE

### POWERPOINT TEMPLATES

The following PowerPoint templates have been designed based on best practices for the following presentation sizes:

**16:9 widescreen ratio**

**4:3 standard definition ratio**

A variety of slide options are available under the “New Slide” drop down menu, including:

**Title slide**

**Traditional Territories  
Acknowledgement slide**

**Content slide options with and  
without photos**

**End slide**

### TIPS AND TRICKS

To avoid formatting issues when copying and pasting text, select the “Paste Options” icon after text has been pasted and click “Keep Text Only”.

To customize the URL and UM logo to your faculty/unit/division identifier:

Select “View” from the toolbar, then click on “Slide Master”

Select the layout next to the “1” at the top of the left-hand column. This is the base slide that allows you to customize the master slide footer. Items updated on this slide master should appear on all pages.



#### To change the UM URL to your faculty/unit URL:

-Select “umanitoba.ca”

-Type in your faculty/unit URL. Maintain appropriate spacing between the URL and your identifier

-Wrap long URLs onto two lines

#### To change the logo to your University of Manitoba faculty/unit identifier:

-Select the UM logo and replace it with the CMYK, EPS, UM horizontal “left” version of your faculty/unit identifier

-Resize your identifier to maintain adequate clear space around it



### ACCESSIBILITY

UM brand templates are designed to be accessible. When using the PowerPoint templates remember the following:

Use a minimum font size of 18 pt

If italics are necessary, no more than two words should be italicized

Keep body copy concise

Maintain a visual hierarchy (headline, body, call to action)

Maintain a high contrast between font and background colour

Write Alt Text descriptions of all images and graphics on PowerPoint files that are shared

Download templates from the brand resources intranet page.

#### For information on when to use the Traditional Territories

#### Acknowledgement slide, please refer to:

<https://umanitoba.ca/indigenous/culture-and-protocol#traditional-territories-acknowledgement>

*If you have any questions regarding the branded PowerPoint template, please contact your communications officer in the Marketing Communications Office.*

## UM REPORT COVER TEMPLATES QUICK GUIDE

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### REPORT COVER TEMPLATES

The following are guidelines to consider when creating report covers using UM templates. These templates have been created to provide a variety of design options:

#### Report cover

*text only*

#### Report cover

*with a photograph/graphic*

*If you have any questions regarding how to use the templates please contact your communications officer in the Marketing Communications Office.*

### COPY

Please follow the guidelines in the template for text placement, hierarchy and size

---

### FONTS

The font used in the report cover templates is Arial Regular.

Arial Regular

---

### PHOTOGRAPHY

One report cover template incorporates space to include a photograph or graphic.

*Please refer to the UM Brand Guidelines "Imagery" section for more direction on brand photography.*

---

### COLOURS

Colour usage should be limited to the following:



PANTONE 7684 C



PANTONE 299 C



PANTONE 294 C



PANTONE 130 C



PANTONE 4625 C

*Please refer to the UM Brand Guidelines "Colours" section for complete colour breakdown values.*

---

### ACCESSIBILITY

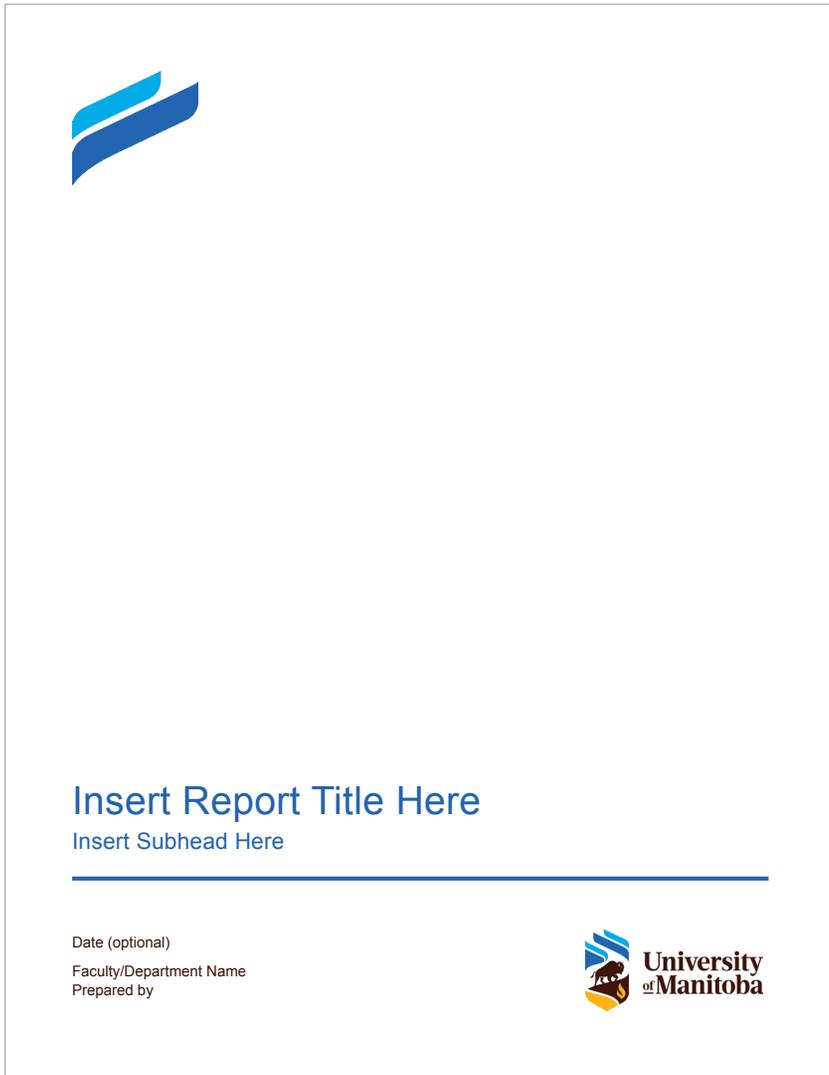
UM brand templates are designed to be accessible. When using report cover templates remember to:

Use mixed case when possible.

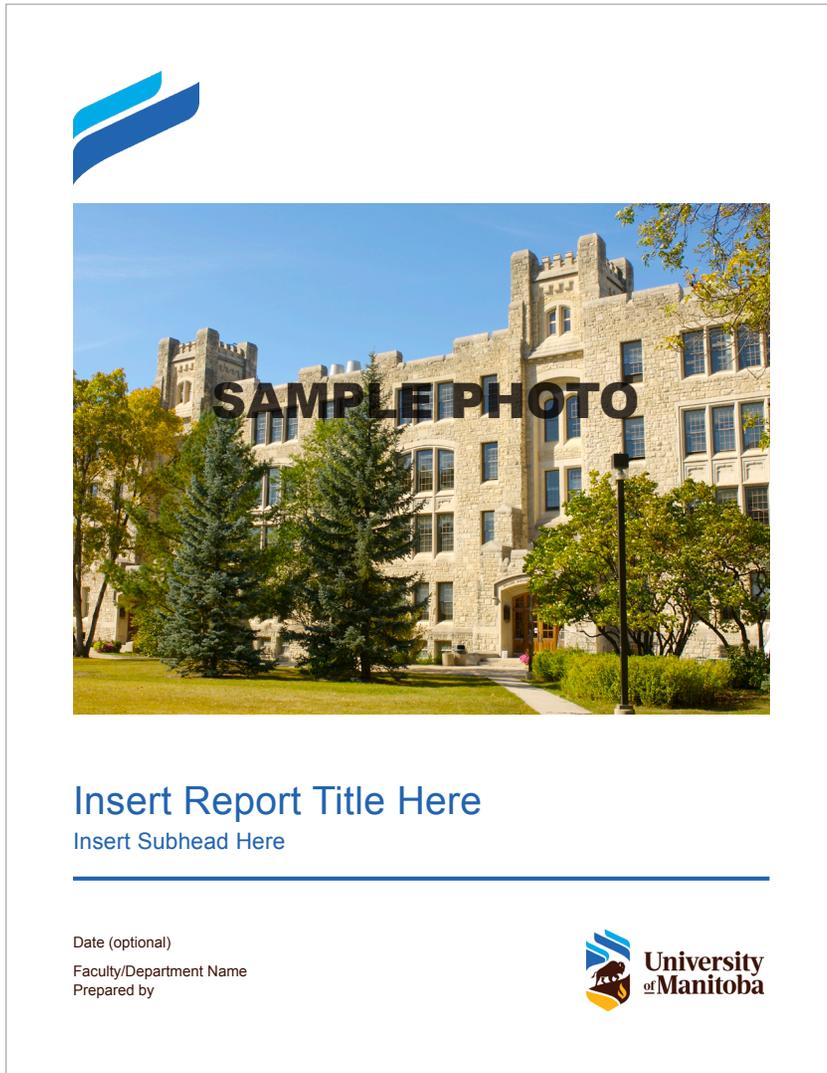
Maintain a clear hierarchy between the headline and subhead.

Ensure font colours have a high contrast value against the background.

REPORT COVERS TEMPLATE EXAMPLE // **WITHOUT PHOTO**



REPORT COVERS TEMPLATE EXAMPLE // WITH PHOTO



## UM DIGITAL TEMPLATES QUICK GUIDE

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### EMAIL HEADER TEMPLATES

The following are guidelines to consider when creating email header graphics using UM templates. These templates have been created to provide a variety of design options:

#### Evite headers

*with and without a photograph/graphic*

#### E-newsletter headers

*with and without a photograph/graphic*

*If you have any questions regarding how to use the templates please contact your communications officer in the Marketing Communications Office.*

### COPY

Please follow the amount of space allotted for headline copy.

Headline text should be a minimum of 18pt/24px

---

### FONTS

Two font families are used in the header templates: Trade Gothic Next and Velino Text. Trade Gothic Next provides a more casual feel while Velino Text adds a sophisticated touch. Please follow the templates to determine how and when to use each font.

#### Trade Gothic Next LT Pro Heavy

#### Trade Gothic Next LT Pro Bold

#### Trade Gothic Next LT Pro Light

#### Velino Text Bold

#### Velino Text Bold Italic

#### NOTE:

*You will need to activate Trade Gothic Next LT Pro within your Adobe Creative Cloud account.*

*After signing in to your account you can then activate the fonts, which can be found here:*

*[fonts.adobe.com/fonts/trade-gothic-next#fonts-section](https://fonts.adobe.com/fonts/trade-gothic-next#fonts-section)*

*Velino must be purchased from [Dstype.com](https://www.dstyp.com) or [Myfonts.com](https://www.myfonts.com)*

*Please refer to the UM Brand Guidelines "Typography" section for more direction on brand and alternate fonts.*

### PHOTOGRAPHY

Two email header graphics templates include space for a photograph or graphic.

*Please refer to the UM Brand Guidelines "Photography" section for more direction on brand photography.*

---

### COLOURS

Colour usage should be limited to the following:



*Please refer to the UM Brand Guidelines "Colours" section for complete colour breakdown values.*

### ACCESSIBILITY

UM brand templates are designed to be accessible. When using UM email header graphics templates remember to:

Use font sizes that are a minimum size of 14 pt/18.66 px.

Follow the templates for fonts and styling.

Use sans-serif fonts whenever possible in web-based text graphics.

Describe the content of your email header graphic in ALT text (alternative text).

Include your call to action in the body of the email, not on the graphic.

---

### FILE FORMAT

UM email header graphics templates have been provided as Adobe Photoshop documents. Please save your file as a .PNG or .JPEG before using.

---

### FILE SIZE

After your graphic has been prepared, run it through an additional image compression service like [tinypng.com](https://tinypng.com) to reduce the file size.

## EMAIL HEADER TEMPLATE EXAMPLES

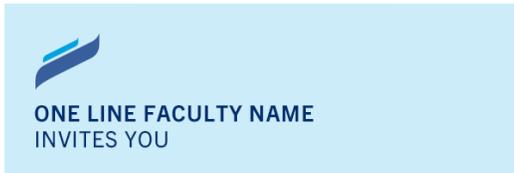
### INVITATIONS



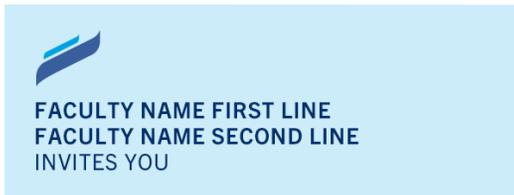
A



B



C (one line faculty name)



C (two line faculty name)

### NEWSLETTERS



**NEWSLETTER** MONTH 2021

A



**Newsletter** Month 2021

B



C (one line faculty name)



C (two line faculty name)



D



D

## UM DIGITAL TEMPLATES QUICK GUIDE

### SOCIAL MEDIA GRAPHICS TEMPLATES

The following are guidelines to consider when creating social media graphics using UM templates. These templates have been created to provide a variety of design options:

#### Informational/advisory

*to share opportunities, events and information*

#### Quotes

*to inspire and connect*

#### Text with photo/graphic

*to share information visually*

*If you have any questions regarding how to use the templates please contact your communications officer in the Marketing Communications Office.*

### COPY

Please follow the amount of space allotted for headline and subhead/body copy.

Headline text should be a minimum of 18pt/24px

Subhead/body copy should be a minimum size of 14pt/18.66 px

### FONTS

One font family is used throughout the social media graphic templates: Trade Gothic Next. There are various weights used depending on the template. Please follow the font style used in each template.

#### Trade Gothic Next LT Pro Heavy

#### Trade Gothic Next LT Pro Bold

#### Trade Gothic Next LT Pro Light

#### NOTE:

*You will need to activate Trade Gothic Next LT Pro within your Adobe Creative Cloud account. After signing in to your account you can then activate the fonts, which can be found here:*

*[fonts.adobe.com/fonts/trade-gothic-next#fonts-section](https://fonts.adobe.com/fonts/trade-gothic-next#fonts-section)*

*Please refer to the UM Brand Guidelines "Typography" section for more direction on brand and alternate fonts.*

### PHOTOGRAPHY

Two social media graphics templates include space for a photograph or graphic.

*Please refer to the UM Brand Guidelines "Photography" section for more direction on brand photography.*

### COLOURS

Colour usage should be limited to the following:



PANTONE 7684 C



PANTONE 299 C



PANTONE 294 C



PANTONE 130 C



PANTONE 4625 C

*Please refer to the UM Brand Guidelines "Colours" section for complete colour breakdown values.*

### ACCESSIBILITY

UM brand templates are designed to be accessible. When using UM social media graphics templates remember to:

Use plain language on the graphic and in the body of the post.

Describe your social media graphic in ALT text (alternative text).

Write words and attribution used on quote graphics in ALT text (alternative text).

Include call to action in the body of the post.

Follow the templates for font size and styling.

Use sans-serif fonts for web-based text graphics.

Include hashtags at the end of body copy to make it easier for screen readers.

Use descriptive calls to action on hyperlinks, not "click here" and "link here."

Use inclusive language.

Limit emoji use.

Use camel case for hashtags with multiple words in the body of your post so screen readers can identify each word (for example "#HigherEd" not "#highered").

### FILE FORMAT

UM social media graphics templates have been provided as Adobe Photoshop files. Please save your social media graphics as .PNG or .JPEG files before using.

## SOCIAL MEDIA GRAPHICS TEMPLATE EXAMPLES

### HORIZONTAL

1920 x 1080px and 1200 x 628px



A



B (DARK)



B (LIGHT)



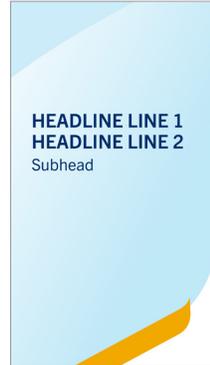
C (DARK)



C (LIGHT)

### VERTICAL

1080 x 1920px



A



B



C (DARK)



C (LIGHT)



D (DARK)



D (LIGHT)

### SQUARE

1080 x 1080px



A



B



C (DARK)



C (LIGHT)



D (DARK)



D (LIGHT)

### USING THE TEMPLATE FILES

There are four Photoshop files supplied for the social media graphics templates, one for each size. Each file contains all of the options within that size, saved as individual groups and labeled as their option name for easy cross reference with this document.

**To use the templates:** open the file for the size you need, and then simply turn off all of the options that you do not wish to use (*click on the eye icon next to the group folders on the layers palette*) and work only with the layers pertaining to the option that you are modifying. Once your file is ready, flatten the image and save as either a .PNG or .JPEG file.

## ON-CAMPUS DIGITAL SCREEN TEMPLATES

The following are guidelines to consider when creating on-campus digital screens using UM templates. These templates have been designed based on best practices and include a variety of design options:

### Horizontal screens (1920 x 1080 px)

*with and without space for a photograph/graphic (two options each)*

### Vertical screens (1080 x 1920 px)

*with and without space for a photograph/graphic (two options each)*

*If you have any questions regarding how to use the templates please contact your communications officer in the Marketing Communications Office.*

## COPY

Digital screens may be seen from a distance and while the campus community is on the move. Information should be read and understood within five seconds.

Please follow the allotted space for headline and body copy.

Ensure proper copy hierarchy (headline, body, call to action) is maintained if font sizes need to be adjusted.

Use large font sizes that can be read easily from 5-10 feet away. Body copy should be a minimum 24 pts/32 px.

Keep copy and calls to action concise.

## FONTS

Various weights of Trade Gothic Next have been used for the digital screen templates. Please follow the templates to determine how and when to use each weight.

**Trade Gothic Next LT Pro Heavy**  
**Trade Gothic Next LT Pro Bold**  
 Trade Gothic Next LT Pro Regular  
 Trade Gothic Next LT Pro Light

### NOTE:

*You will need to activate Trade Gothic Next LT Pro within your Adobe Creative Cloud account. After signing in to your account you can then activate the fonts, which can be found here: [fonts.adobe.com/fonts/trade-gothic-next#fonts-section](https://fonts.adobe.com/fonts/trade-gothic-next#fonts-section)*

*Please refer to the UM Brand Guidelines “Typography” section for more direction on brand and alternate fonts.*

## PHOTOGRAPHY

Four on-campus digital screen templates include space for a photograph or graphic.

*Please refer to the UM Brand Guidelines “Imagery” section for more direction on brand photography.*

## COLOURS

The following UM brand colours are incorporated into the templates. Please use the colours as provided. Font colours should be used as shown in the templates and be limited to white and Pantone 294 to meet accessibility standards.



*Please refer to the UM Brand Guidelines “Colours” section for complete colour breakdown values.*

## ACCESSIBILITY

UM brand templates are designed to be accessible. When using UM on-campus digital screen templates remember to:

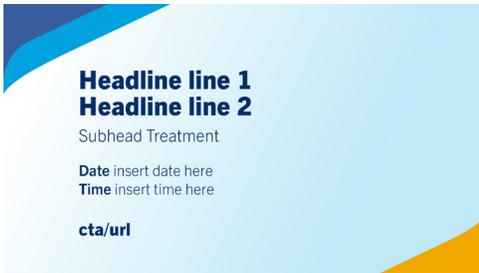
- Use a minimum font size of 24 pt/32 px.
- If italics are necessary, no more than two words should be italicized
- Have a clear and concise call to action
- Use short URLs
- Display URLs in camel case to assist screen readers
- Maintain a visual hierarchy (headline, body, call to action)
- Avoid running similar templates consecutively in a slide show
- Maintain left alignment of the copy

## FILE FORMAT

UM on-campus digital screen templates have been provided as Adobe Photoshop files. Please save your file as a .PNG or .JPEG before using.

## ON-CAMPUS DIGITAL SCREEN **TEMPLATE EXAMPLES**

### HORIZONTAL



A



B



C



D

### VERTICAL



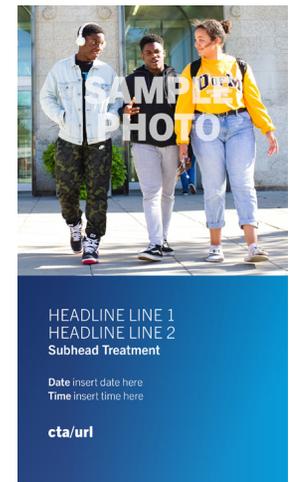
A



B



C



D

## UM PRINT TEMPLATES QUICK GUIDE

### POSTER TEMPLATES

The following are guidelines to consider when creating a poster using the templates. The templates have been created to provide a variety of design options:

**Promotional poster**

**Promotional poster with photo**

**Multi-event poster**

**Single event poster with sponsors**

*If you have any questions regarding how to use the templates please contact your communications officer in the Marketing Communications Office.*

### COPY

Please follow the amount of space allotted for headline and body copy.

If font sizes need to be adjusted, always ensure that the proper hierarchy is maintained: headlines are the largest, followed by subheads, and then body copy.

Body copy should be a minimum 15 pts and a maximum of 18 pts.

### FONTS

#### **Trade Gothic Next LT Pro Heavy**

used in uppercase for headlines

#### **Trade Gothic Next LT Pro Bold**

used in uppercase for call to action and URL; and in sentence case within body copy to create hierarchy

#### **Trade Gothic Next LT Pro Regular**

used in uppercase for subheads; and in sentence case for all body copy

#### **NOTE:**

*You will need to activate Trade Gothic Next LT Pro within your Adobe Creative Cloud account. After signing in to your account you can then activate the fonts, which can be found here: [fonts.adobe.com/fonts/trade-gothic-next#fonts-section](https://fonts.adobe.com/fonts/trade-gothic-next#fonts-section)*

### PHOTOGRAPHY

There are two poster templates that incorporate photography:

**Option 1**– Conceptual, abstract, or illustrative images work best with this layout. Stock imagery could be an option in this case.

**Option 2** – Use a photo that shows people, spaces or experiences. Horizontal photos work best in this layout.

*Please refer to the UM Brand Guidelines “Imagery” section for more direction on new brand photography.*

### COLOURS

Colour usage should be limited to the following:

#### PRIMARY COLOURS



PANTONE 7684 C



PANTONE 299 C



PANTONE 294 C

#### SECONDARY COLOURS



PANTONE 130 C



PANTONE 4625 C

*Please refer to the UM Brand Guidelines “Colours” section for complete colour breakdown values.*

### EVENT TEMPLATES

There is one template for multi-event promotion and three templates for single event promotion. The copy layouts for the single event templates can be used interchangeably.

Additional logos should only be included when an external company is sponsoring an event. Sponsors’ logos should not exceed the size of the UM logo.

In the case that multiple faculties or departments are sponsoring an event, list the names of the units in type and place the UM logo in the bottom right hand corner.

In the case that a faculty and departments within that faculty are sponsoring an event, list the department names in type and place the faculty identifier in the bottom right hand corner.

### ACCESSIBILITY

UM brand templates are designed to be accessible. When using UM social media graphics templates remember to:

Keep content concise and in plain language.

Ensure high contrast between text and background.

Maintain a visual hierarchy (headline, body, call to action)

Ensure text can be seen from a distance.

Use sans-serif fonts.

Limit the use of italics.

Align copy to the left

Use inclusive language

POSTER TEMPLATE EXAMPLES

PROMOTIONAL

**HEADLINE LINE 1**  
**HEADLINE LINE 2**  
**HEADLINE LINE 3**  
 SUBHEAD WILL GO HERE

Etsioid quibus num ut odii tem nullupt aspidella voluptas aut omno officij igiturones euquade ritibus esse desuper ut, velletis es eam debet, nullupt atit, quo beati as as veliui doliu fupid quo biab imin pernatu, sed quam equancilla vellecta identit, sum sint, a rem porupta idet, volupti sitem in pulpoquida cupit arupta que com tenditatis volentis etur.

CALL TO ACTION SHOULD GO HERE



UMANITOBA.CA/DEPARTMENT

**HEADLINE LINE 1**  
**HEADLINE LINE 2**  
**HEADLINE LINE 3**  
 SUBHEAD WILL GO HERE

Etsioid quibus num ut odii tem nullupt aspidella voluptas aut omno officij igiturones euquade ritibus esse desuper ut, velletis es eam debet, nullupt atit, quo beati as as veliui doliu fupid quo biab imin pernatu, sed quam equancilla vellecta identit, sum sint, a rem porupta idet, volupti sitem in pulpoquida cupit arupta que com tenditatis volentis etur.

CALL TO ACTION SHOULD GO HERE



UMANITOBA.CA/DEPARTMENT

PROMOTIONAL WITH PHOTO



**HEADLINE LINE 1**  
**HEADLINE LINE 2**  
**HEADLINE LINE 3**  
 SUBHEAD WILL GO HERE

Etsioid quibus num ut odii tem nullupt aspidella voluptas aut omno officij igiturones euquade ritibus esse desuper ut, velletis es eam debet, nullupt atit, quo beati as as veliui doliu fupid quo imin pernatu, sed quam quam truptaci. Au rem vendicid Fero et latempore mitalo volapt.

CALL TO ACTION SHOULD GO HERE



UMANITOBA.CA/DEPARTMENT



**HEADLINE LINE 1**  
**HEADLINE LINE 2**  
**HEADLINE LINE 3**  
 SUBHEAD WILL GO HERE

Etsioid quibus num ut odii tem nullupt aspidella voluptas aut omno officij igiturones euquade ritibus esse desuper ut, velletis es eam debet, nullupt atit, quo beati as as veliui doliu fupid quo imin pernatu, sed quam quam truptaci. Au rem vendicid Fero et latempore mitalo volapt.

CALL TO ACTION SHOULD GO HERE



UMANITOBA.CA/DEPARTMENT

MULTI-EVENT

**HEADLINE LINE 1**  
**HEADLINE LINE 2**  
 SUBHEAD IF NECESSARY

Etsioid quibus num ut odii tem nullupt aspidella voluptas aut omno officij igiturones. Nae ne quid et rapid moluptas remvo

<b>Event Name &amp; Details</b> Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.	<b>Date</b> <b>Time</b> <b>Location</b>
<b>Event Name &amp; Details</b> Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.	<b>Date</b> <b>Time</b> <b>Location</b>
<b>Event Name &amp; Details</b> Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.	<b>Date</b> <b>Time</b> <b>Location</b>
<b>Event Name &amp; Details</b> Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.	<b>Date</b> <b>Time</b> <b>Location</b>

CALL TO ACTION SHOULD GO HERE



UMANITOBA.CA/DEPARTMENT

SINGLE EVENT

**EVENT NAME LINE 1**  
**EVENT NAME LINE 2**  
 SUBHEAD IF NECESSARY

Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.

<b>Date</b> <b>Time</b> <b>Location</b> <b>CTA</b>
---

Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.

PROVIDED SPONSORED BY



UMANITOBA.CA/DEPARTMENT

**EVENT NAME LINE 1**  
**EVENT NAME LINE 2**  
 SUBHEAD IF NECESSARY

Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.

<b>Date</b> <b>Time</b> <b>Location</b> <b>CTA</b>
---

Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.

PROVIDED SPONSORED BY



UMANITOBA.CA/DEPARTMENT

**EVENT NAME LINE 1**  
**EVENT NAME LINE 2**  
 SUBHEAD IF NECESSARY

Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.

<b>Date</b> <b>Time</b> <b>Location</b> <b>CTA</b>
---

Dant volupitacum, con plabon doliuici qui as ma tum in exorta porerov idella dilupta tempa doliuici qui as ma tum in exorta porerov idella dilupta tempa.



UMANITOBA.CA/DEPARTMENT

## POP-UP BANNER

The following are guidelines to consider when creating pop-up banners using branded UM templates. The templates have been created in a variety of designs for the following:

### Banner with text only

for use by internal facing student support units

### Banner with half-text and half-photo

for use by faculties, colleges, schools, units and departments

### Banner with photo

for use by areas with a large external-facing presence

*If you have any questions regarding how to use the templates please contact your communications officer in the Marketing Communications Office.*

## COPY

Please follow the amount of space allotted for headline and subhead/body copy.

Headline should be a minimum size of 275 pts.

Subhead/body copy should be a minimum size of 115 pts.

The URL font should be 70 pts and in all-caps.

If font sizes need to be adjusted, always ensure that the proper hierarchy is maintained (headline, subhead, body copy, call to action).

Use a large font size so copy can be read easily from a distance.

## FONT

One font family is used throughout the social media graphic templates: Trade Gothic Next. There are various weights used depending on the template. Please follow the font style used in each template.

### Trade Gothic Next LT Pro Heavy

### Trade Gothic Next LT Pro Bold

### Trade Gothic Next LT Pro Light

#### NOTE:

*You will need to activate Trade Gothic Next LT Pro within your Adobe Creative Cloud account.*

*After signing in to your account you can then activate the fonts, which can be found here:*

***fonts.adobe.com/fonts/trade-gothic-next#fonts-section***

*Please refer to the UM Brand Guidelines “Typography” section for more direction on brand and alternate fonts.*

## PHOTOGRAPHY

There are two pop-up banner templates that incorporate photography.

**Option 1** – banner with half-text and half-photo

**Option 2** – banner with photo as background

Please refer to the UM Brand Guidelines “Imagery” section for more direction on brand photography.

When using photographs on a pop-up banner, consider images that tell a story. The backgrounds and/or activities being shown in the images should provide context for the faculty or unit your banner is representing.

Vertical images work best in the layout.

Horizontal images require significant space above and below the people to fit in layout.

Closeup portraits do not fit in this layout. Ensure there is always significant space around subjects.

When selecting a photo that includes multiple people, ensure they are positioned closely together.

Images must be at least 5 MB or larger at 300 pixels per inch. (Select Properties to view the size of your image.)

Ensure that images are crisp and clear and not blurry or pixelated.

Photo should be CMYK flattened TIFF or JPG.

There is the opportunity to show conceptual photos, as opposed to people, to represent what you want to communicate.

*Please refer to the UM Brand Guidelines “Imagery” section for more direction on brand photography.*

## COLOURS

Colour usage should be limited to the following:



*Please refer to the UM Brand Guidelines “Colours” section for complete colour breakdown values.*

## ACCESSIBILITY

UM brand templates are designed to be accessible. When using UM pop-up banner templates remember to:

Keep content concise and in plain language.

Ensure high contrast between text and background.

Maintain a visual hierarchy (headline, body, call to action)

Ensure text can be seen from a distance.

Use sans-serif fonts.

Limit the use of italics.

Align copy to the left

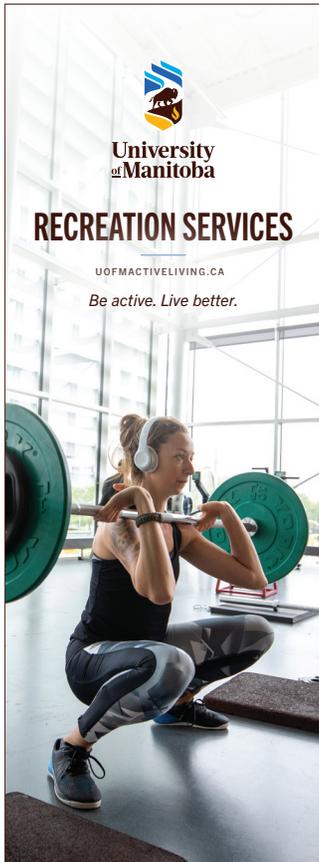
Use inclusive language.

Use short URLs

## POP-UP BANNER TEMPLATE EXAMPLES

### POP-UP BANNER

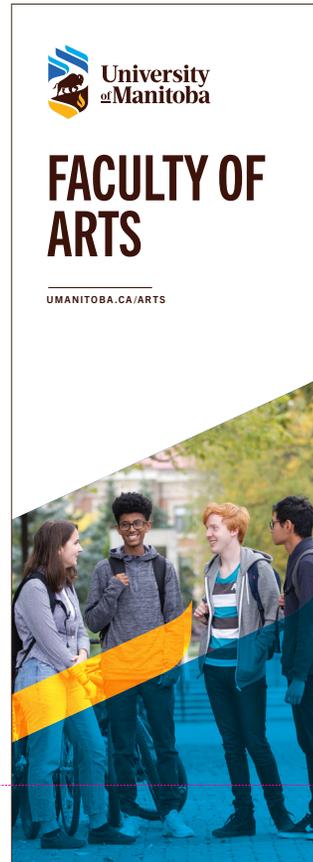
#### PHOTO ONLY



#### TEXT ONLY

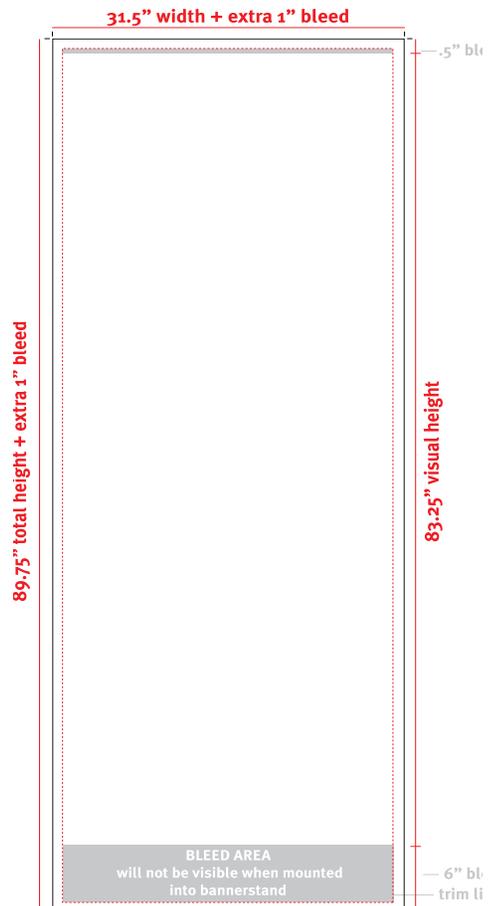


#### HALF-TEXT AND HALF-PHOTO



Keep content within  
this range

Allow for 6"  
bleed



8oz. OXFORD TEMPLATE (Dye-Sublimation)

# Graphic device

The graphic device amplifies elements from the UM logo that depict both the prairie sky and movement of the Northern Lights. These elements represent progress and possibility.

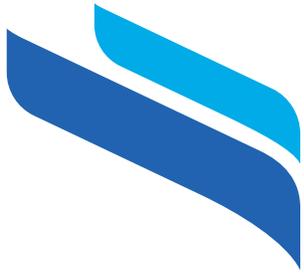
Incorporating the graphic device in your materials increases brand recognition, uplifts information and provides a consistent tone and feeling through design. It elevates your materials and provides a cohesive representation of UM.

This section outlines best practices on how to use the graphic device in your marketing communications materials. The graphic device should be used sparingly, and with intent.

When adding the graphic device to your marketing communication materials, consider how it will be incorporated, as well as the following guidelines, at the start of your design process.

## Graphic Device

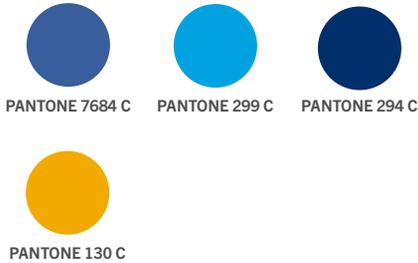
The graphic device is comprised of two sky elements from the UM logo.



If you have any questions regarding how to use the graphic device please contact your communications officer in the Marketing Communications Office.

### COLOURS

Use the graphic device with, and limited to, the following four UM brand colours:

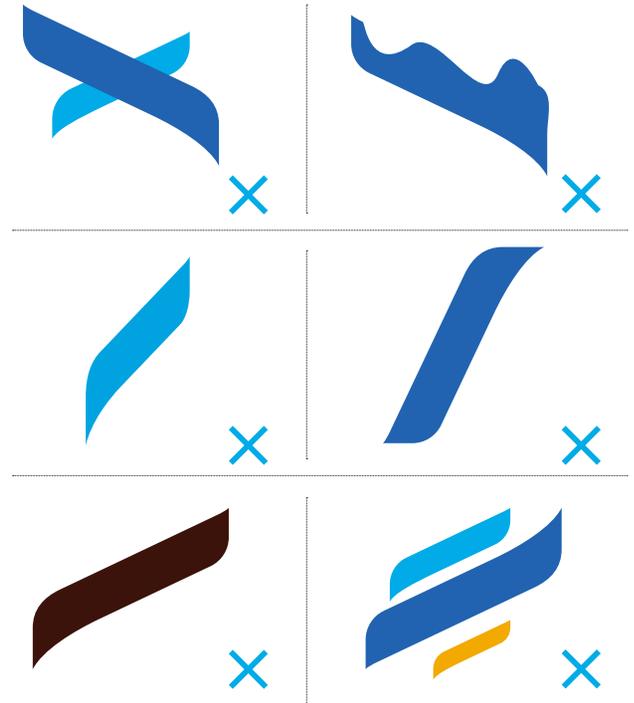


Please refer to the UM Brand Guidelines "Colours" section for complete colour breakdown values.

### GUIDELINES:

When adding the UM graphic element to your materials, please remember to not:

- skew or distort graphic elements
- change their shape
- overlap the elements
- change the angle or direction of the device
- use colours other than those identified in these guidelines
- use more than two complete graphic elements together in an accent



## Graphic Device

The following are ways to incorporate the graphic device in your materials. You can:

- frame the (top-left and bottom-right) corners of a piece
- keep its entire shape or enlarge and bleed the shape off the page
- use a maximum of two complete shapes together as an accent

It is important to maintain the integrity of the UM graphic device. Use only the original angle and shapes of these elements.

Below are some examples of how the graphic device could be used:



Digital screen



Viewbook cover



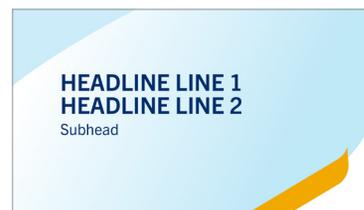
Email header



Social media



Social media



Social media template



Poster template



Poster

# Fleet Guidelines

University of Manitoba fleet vehicles are highly visible on our campuses and in our community – they represent who we are and promote the great work we do. Proudly displaying our logo on our fleet vehicles amplifies our brand, highlights our presence and strengthens our identity. Branded UM fleet vehicles share our story and connect us with our communities.

The UM logo should always be visible, easily identifiable and displayed consistently and professionally on our fleet vehicles.

The following section will guide you when applying the UM logo, unit names and numbers to standard UM fleet vehicles.

## Logo

Apply the horizontal University of Manitoba logo to all fleet vehicles as follows:



Aim for the following height variations:

- 6 inches
- 12 Inches
- 18 inches
- 24 inches

## Logo size

There are a number of different styles and sizes of vehicles in our fleet. In fact, different vehicles in the same unit may require different logo sizes. Size the University of Manitoba logo to fit prominently within the space available. Always strive to have enough clear space around the logo to maintain its integrity, visibility and legibility.

**On white fleet vehicles:**  
Use the full colour logo.



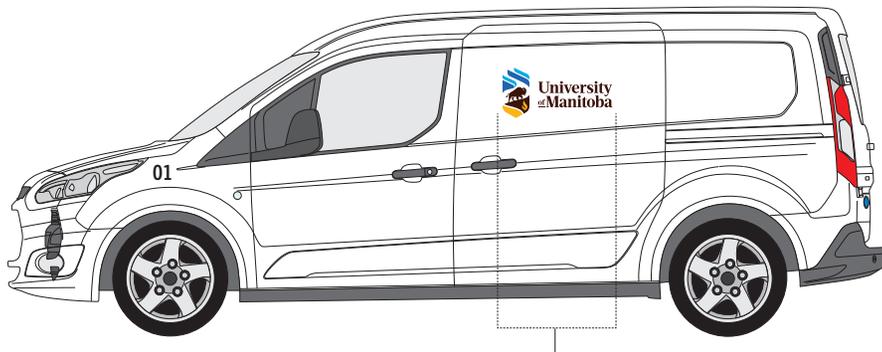
**On black or dark fleet vehicles:**  
Use the full colour reverse logo.



## Logo placement

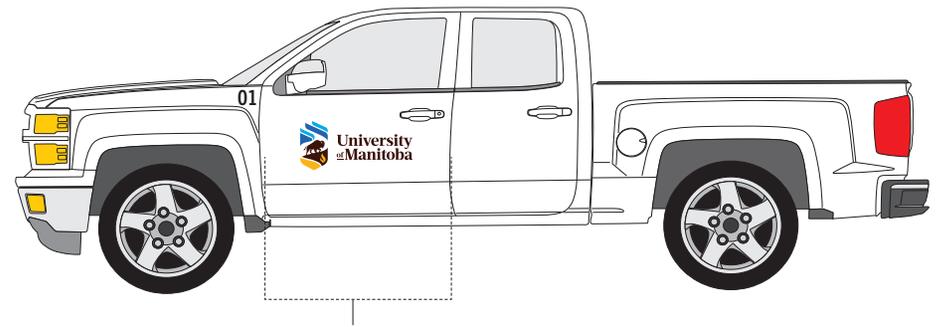
Apply the University of Manitoba logo in the same location on both driver and passenger sides of all fleet vehicles in a way that is easily identifiable\*. The logo should be parallel to the ground, and not placed at an angle. Avoid placing the logo on door handles, molding, trim, door edges and windows.

### Transit vans



Centre the logo on the top section of the driver's side sliding door.  
The logo should also appear in the same location on the passenger side.

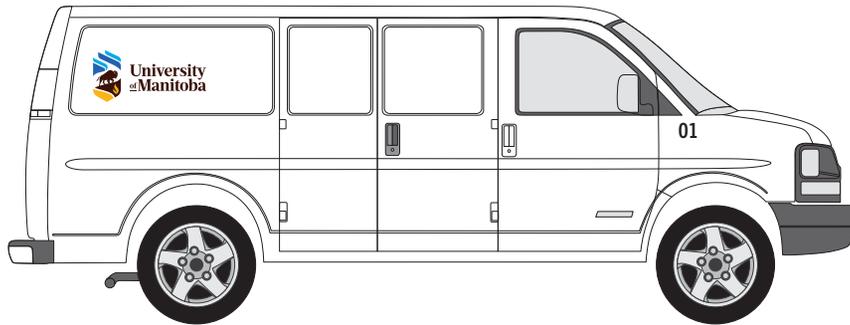
### Cars, trucks, SUVs



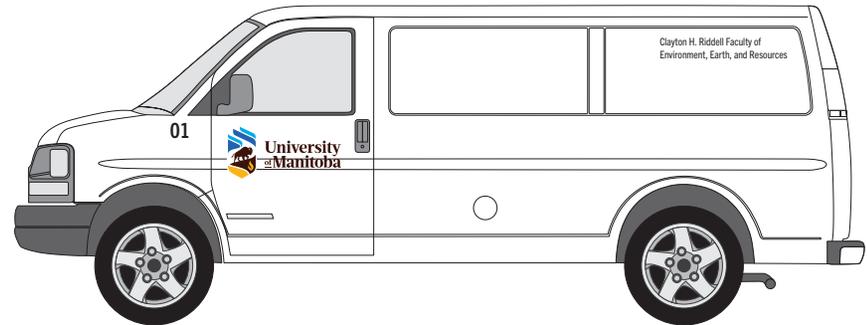
Centre the logo between the left and right edges, and top and bottom edges, of the driver and front passenger doors.

*\*In accordance with Manitoba Highway Traffic Act 314(2) and 314(3).*

### Cargo vans without windows



**A** Apply the logo on the upper-rear corner of the back panel on both the driver and passenger sides.



**B** Apply the logo on the driver and passenger doors (see 'Cargo vans with windows,' below) when adding a unit name (see 'Unit Name Placement,' page 6).

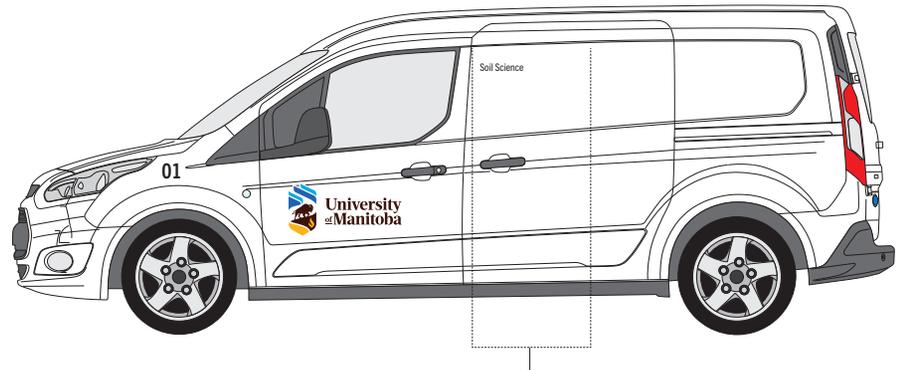
OR

### Cargo vans with windows



On vehicles with body edge details: Centre the logo between the left and right edges and place on the section of the door with the highest visibility. Place an (optional) unit name to the top of the rear panel and below the window of a cargo van with windows.

### Transit vans with (optional) unit names



Apply the logo on the driver and passenger doors of transit vans when adding an (optional) unit name to the top section of the sliding door panel.

### Additional logo placement (optional)

The placement of an additional University of Manitoba logo on the rear of our larger vehicles; for example, trucks and vans, will help with the identification and recognition of our fleet.

Apply the logo to the rear of UM fleet vehicles in a location that is highly visible, allows for clear space around the logo, is clear from molding, trim and edges, and is on the body of the vehicle.

#### Transit and cargo vans without windows

- A** Apply the logo on the top half of the left back door. Centre it vertically and horizontally within the available space.



#### Trucks and vehicles with a tailgate

- B** Apply the logo on the top left corner of the tailgate.



## Unit names

The application of a unit name to University of Manitoba fleet vehicles is optional. Unit names work best on larger fleet vehicles; for example, trucks and cargo vans. Apply unit names to the driver and passenger sides of a vehicle.

### Unit name placement:

For maximum visibility, clear space is required between letters and the edge of a vehicle equaling the height of the letters. For example, letters that are 3 inches high should be placed 3 inches away from the edge of the vehicle.

Avoid placing unit names on the same panel as the UM logo, near door handles, molding, trim, door edges, and on windows.

For faculty names that require two lines, use a similar character count for each line. Remove “Department of” from unit names for brevity.

### Unit name font

Trade Gothic Next Bold Condensed

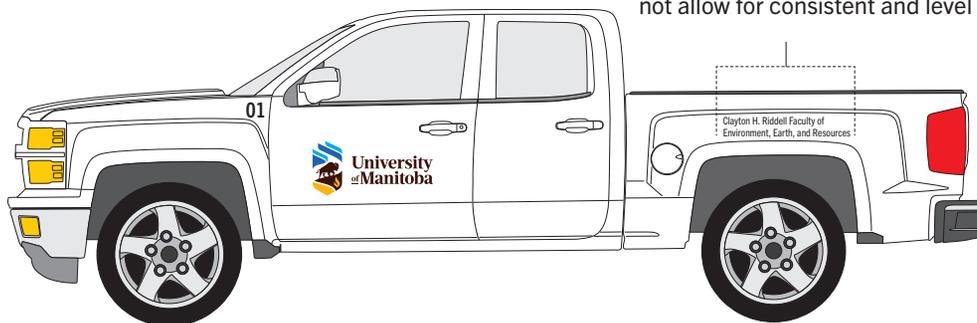
Apply black text to white fleet vehicles  
Apply white text to dark fleet vehicles

Minimum height: 2 inches  
Maximum height: 3 inches  
Minimum width: 2 inches

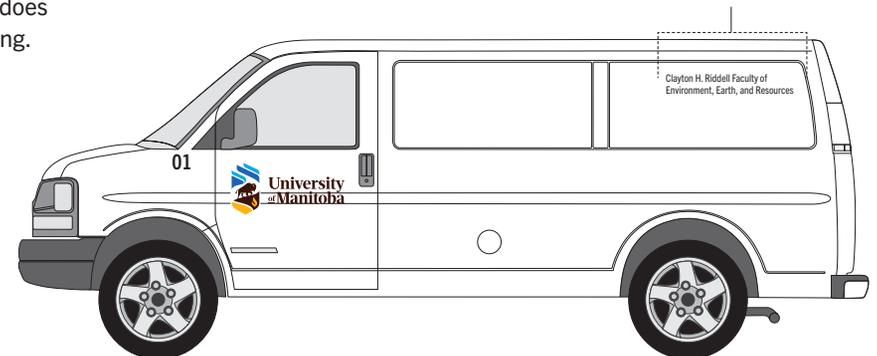
Clayton H. Riddell Faculty of  
Environment, Earth, and Resources

Apply characters that are 2 inches high when unit names require two lines of text.

- A** Apply unit names to the flattest surface area with the most available space on the upper rear corner of the back fender on trucks. Avoid applying unit names if the space does not allow for consistent and level lettering.



- B** Apply unit names on the upper rear corner of side panels of cargo vans.



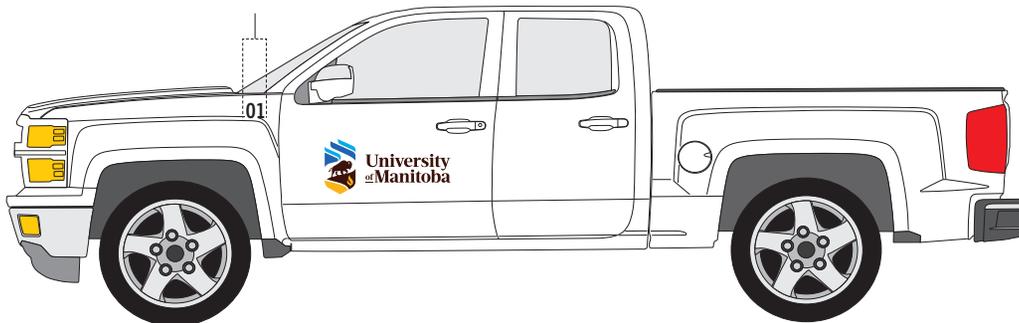
## Fleet numbers

Applying numbers to our fleet allows our community to easily identify individual vehicles.

### Fleet number placement:

For maximum visibility, clear space is required between fleet numbers and the edge of a vehicle equaling the height of the numbers. For example, fleet numbers that are 3 inches high should be placed 3 inches from the edge of the vehicle. Ensure the fleet numbers are not more prominent than, and do not compete with, the UM logo.

Apply fleet numbers on the front fender near the driver and passenger windows on both sides of the vehicle.



Apply fleet numbers on the bottom-right corner of the back of the vehicle.

### Fleet number font

Trade Gothic Next Bold Condensed

Apply black text to white fleet vehicles

Apply white text to dark fleet vehicles

308

Aim for a height of 3 inches

Minimum height: 2 inches

Minimum width: 2 inches

## **Unique vehicles**

Many University of Manitoba departments and units require unique vehicles that do not fall within these standard fleet vehicle brand guidelines. The branding of these unique fleet vehicles should be determined by the available space and design of a vehicle to ensure maximum legibility and recognition of our logo. These vehicles should be considered on a case-by-case basis. Please contact the Marketing Communications Office if you require assistance with the branding of these vehicles.

## **Fleet vehicles with design elements (optional)**

Some University of Manitoba fleet vehicles may benefit from the application of additional brand design elements; for example, vehicles that have high visibility and those that are used for engagement in our community. Please contact the Marketing Communications Office for specific guidelines for these vehicles.

## **Supplier**

GTS Sign Design is a preferred supplier for our fleet vehicle logo printing.

Please direct any questions regarding these guidelines to:

### **Marketing Communications Office**

University of Manitoba

204 474 8346

marketingcommunications@umanitoba.ca