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A brand is similar to a personality. Its attributes define who and what an organization is all about. Successful brands inform customers, in a memorable way, about the organization, its employees, and its core values.

From strong and consistent brand recognition comes competitive differentiation, and from differentiation will come brand loyalty.
An organization’s brand personality is a direct reflection of who the organization is and what it stands for. This personality is inherent in the brand’s logo and other visual elements.

Consistent implementation and application of University of Alberta School of Business’ brand elements (along with key messaging) will protect the brand’s integrity and establish a stronger brand identity.

Display the logo in the formats specified within this guide.

Use only master artwork; contact University of Alberta School of Business for master artwork.

The logo variations shown in this document are master versions of University of Alberta School of Business’s logo, which means they are in correct proportions and colours. The University of Alberta School of Business logo should not be used in any other colour besides those that are described as official brand colours.
The full colour version of the logo should be used whenever possible.

The University of Alberta School of Business uses the guidelines laid out by the University of Alberta for sub-unit logos (http://www.toolkit.ualberta.ca/VisualIdentityGuidelines/OurLogo/Sub-unit%20Logos.aspx).
Correct usage of the logo and its visual elements is critical and helps to ensure that University of Alberta School of Business’ brand has the greatest impact. These guidelines depict the correct way in which to use the identity. Any deviation from or misinterpretation of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

Any display or use of any version of the University of Alberta School of Business logo must be approved by University of Alberta School of Business. Where permission is obtained, the display or use of the visual identity must adhere to the guidelines presented in this document.

Any display or use that does not adhere to these guidelines is a violation of University of Alberta School of Business’s intellectual property rights.

The logo should never be supplied to third parties as part of a Word document or PowerPoint deck. When sending the logo via email, insert the appropriate high-resolution, print-ready PDF file into the email as an attachment.
The background photograph should run edge-to-edge and 3/4 the way down the page. The photo should be black and white and made 34% opacity.

The main logo is in the bottom right corner in white band.

Optional header 2 is left aligned to header 1 and in the faculty colour (DIN Pro Regular).

The colour band should be 100% opacity with a multiply blending mode and should be in the upper half of the page to top third of the page.

Header 1 is as big as can be and in the colour band (DIN Pro Bold).

The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
IN-USE EXAMPLES

VISUAL BRAND GUIDELINES

TITLE OF PRESENTATION

TITLE OF PRESENTATION

DRIVEN TO LEAD

HUSSIEH WARSAME
University of Calgary

VISUAL BRAND GUIDELINES
**COLOURS**

<table>
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<tr>
<th>ALBERTA SCHOOL OF BUSINESS</th>
<th>BCOM</th>
<th>PHD</th>
<th>EXECUTIVE EDUCATION</th>
<th>MBA</th>
<th>CENTRES</th>
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<tr>
<td>UofA Main Green</td>
<td>UofA Main Yellow</td>
<td>Dark Blue</td>
<td>Light Green</td>
<td>Light Blue</td>
<td>Grey</td>
</tr>
<tr>
<td>Pantone 356C / 356U</td>
<td>Pantone 7405C / 7404U</td>
<td>Pantone 647</td>
<td>Pantone 376</td>
<td>Pantone 631</td>
<td>Pantone Cool Grey 9</td>
</tr>
<tr>
<td>CMYK</td>
<td>CMYK</td>
<td>CMYK</td>
<td>CMYK</td>
<td>CMYK</td>
<td>CMYK</td>
</tr>
<tr>
<td>C=95 M=8 Y=93 K=27</td>
<td>C=0 M=11 Y=97 K=0</td>
<td>C=96 M=53 Y=5 K=24</td>
<td>C=53 M=0 Y=96 K=0</td>
<td>C=73 M=0 Y=11 K=0</td>
<td>C=29 M=23 Y=16 K=51</td>
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**THE COLOUR PALETTE**

Corporate brand colours add life to a brand’s visual elements and enhance its uniqueness. Always use the colour palette shown here whenever creating any printed or online applications for University of Alberta School of Business’s brand.

Process (CMYK) and onscreen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match the original Pantone colour visually. CMYK colours are only used in four-colour process jobs.

RGB colours are used for online or screen-based media only. The exception to this rule is Microsoft Word, which only supports RGB values.

Please refer to a registered Pantone book for accurate colour matches. This manual has not been evaluated by Pantone Inc. for colour accuracy.
DIN Pro is the university's primary typeface. It is available in a wide range of weights and styles with enough variety to accommodate many typographic requirements, from bold headlines to easy-to-read body text.

A limited number of font licenses have been made available at a reduced cost ($45.00) for marketing and communications professionals on campus that work with the university identity on a regular basis.

Where DIN Pro is unavailable, Arial can be used as a replacement.

External vendors and agencies that work with the university are not eligible for this academic discount but are able to obtain their own licenses directly from the font provider:

https://www.fontshop.com/families/ff-din/buy
**Primary Logo**

**Full-Colour**
Suitable for full-colour (CMYK) offset or digital printing.

**Two-Colour**
Suitable for two-colour (Spot / Pantone) offset printing only.

**RGB**
Suitable for Powerpoint, Word or onscreen (Web, Email etc) usage.

**Single-Colour**
Suitable for one-colour (Spot or Greyscale) offset or digital printing.

**Single-Colour Reversed**
Suitable for use on solid tones or low contrast textures where brand colours might be unavailable in other offset or digital printing.

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**Download Logo**

**Primary Logo**

**UNIVERSITY OF ALBERTA**

**ALBERTA SCHOOL OF BUSINESS**

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**Full-Colour**

**Two-Colour**

**RGB**

**Single-Colour**

**Single-Colour Reversed**

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**CMYK (VECTOR)**

**PANTONE (VECTOR)**

**RGB (VECTOR)**

**GREYSCALE (VECTOR)**

**REVERSED (VECTOR)**

**RGB (BITMAP)**

**GREYSCALE (BITMAP)**

**REVERSED (BITMAP)**