VISUAL BRAND GUIDELINES EXTENDED
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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.

This Visual Brand Guidelines Extension serves to help differentiate the visuals for the different programs, events and other promotional materials within the Alberta School of Business.

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 stronger brand awareness.
The full colour version of the logo should be used whenever possible. The Alberta School of Business uses the guidelines laid out by the University of Alberta for sub-unit logos; please consult the University’s Marketing & Communications Toolkit for details: www.toolkit.ualberta.ca.
The logo must be used as provided and must never be modified or altered in any way. This includes moving the shield on top of or below the word mark. The shield and the wordmark should never be used alone or paired with anything other than each other.

- **DO NOT** change the color lock-up
- **DO NOT** rotate the logo
- **DO NOT** scale individual elements
- **DO NOT** scale logo disproportionately
- **DO NOT** reposition crest
- **DO NOT** skew the logo
- **DO NOT** apply additional effects
- **DO NOT** use low-resolution artwork

**MISUSE OF THE LOGO**

Correct usage of the logo and its visual elements is critical and helps to ensure that the 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 the Business Marketing & Communications Unit in the Dean’s Office. 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's intellectual property rights.

**FILE FORMATS**

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 file into the email as an attachment.
LOGO VERSIONS

COLOUR 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.

DOWNLOAD LINKS
The UA-ASB logo can be downloaded from the Marketing & Communications Toolkit with a CCID username and password: [http://www.toolkit.ualberta.ca/Toolkit%20Downloads/Logos/Alberta%20School%20of%20Business.aspx](http://www.toolkit.ualberta.ca/Toolkit%20Downloads/Logos/Alberta%20School%20of%20Business.aspx)

If you do not have a CCID, please contact the Business Marketing & Communications Unit at 780-492-4083.

SINGLE-COLOUR LOGO

Suitable for one-colour (Spot or Greyscale) offset or digital printing. The one-colour version of the logo should only be used when two-colour or four-colour process printing is not available.

SINGLE-COLOUR REVERSE LOGO

The reverse version of the logo should be used when you want to place the logo on a dark background. **DO NOT** create reverse versions of the logos by modifying the artwork in the colour, spot, solid or tint versions. If you need a logo that will reverse out of a background, use the versions provided that include the word ‘REVERSE’ in the file name. The REVERSE artwork is set up specifically for this use and is constructed differently.
**DEPARTMENT/UNIT Logos**

**CORRECT LOGO USAGE (UA/ASB MATERIAL):**

This example shows CORRECT logo and program/department usage for Alberta School of Business materials:

- primary UA/ASB logo in bottom right or top left corner
- program/development area highlighted in title/headline

**EXECUTIVE EDUCATION**

Optional Second Title

**THIRD-TIER LOGO USAGE (SPONSORSHIP ONLY):**

The third tier is only to be used when it is essential to identify an additional level of administration within the logo. Due to its complicated and unwieldy visual appearance, this option should only be used when it is critical to the communication that a third level of hierarchy be identified. When using this option, the second tier is reserved for the faculty (or parent) only and cannot be switched or changed with the third tier.

**CONTACT US**

If you require a third-tier logo for sponsorship purposes, please contact the Business Marketing & Communications Unit:

Marketing & Communications
4-40 Business Building
Edmonton, AB, Canada T6G 2R6
Phone: 780-492-4083

**DEPARTMENT/UNIT Logos**

To ensure brand clarity and consistency, the UA/ASB logo should be used exclusively for all materials including handouts, brochures, posters, videos, etc.

As a communications best practice, the program/department area should be highlighted in the title or headline, while the UA/ASB logo provides context to the viewer. Because of the horizontal shape of the logo, it should be placed in either the bottom right corner of the document or the top left corner. **EXAMPLE OF USAGE ABOVE.**

Department/unit (or third-tier) logos will ONLY be used for sponsorship initiatives where we have no control over the creative execution. For example, if your department is sponsoring a conference or event and a logo is required for the program booklet, a third-tier logo will be supplied to the organizer. In all other instances, the UA/ASB logo will be used.
TYPOGRAPHY

DIN PRO — REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

DIN PRO — BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

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.

LICENSE

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
COLOURS BY PROGRAM

UALBERTA BUSINESS
Pantone 356 C
C=95 M=8 Y=93 K=27

MBAB Pantone 631 C
C=73 M=0 Y=11 K=0

EXECUTIVE EDUCATION
Pantone 376 C
C=53 M=0 Y=96 K=0

CENTRES
Black
C=0 M=0 Y=0 K=100

BCOM
Pantone 7405 C
C=0 M=11 Y=97 K=0

Pantone 660 C
C=91 M=53 Y=0 K=0

PHD
Pantone 350 C
C=80 M=24 Y=69 K=70

Pantone 5425 C
C=44 M=15 Y=7 K=22

Pantone 7456 C
C=72 M=50 Y=0 K=0

Colour palette options:
Pantone 660 C
C=91 M=53 Y=0 K=0

Pantone Warm Gray 9 C
C=17 M=25 Y=25 K=49

Pantone 7503 C
C=10 M=15 Y=45 K=28

Pantone 5835 C
C=91 M=53 Y=0 K=0

Pantone 5777 C
C=22 M=7 Y=51 K=22

Pantone 7492 C
C=17 M=1 Y=45 K=3

Pantone 610 C
C=3 M=2 Y=62 K=5

Pantone 606 C
C=0 M=6 Y=100 K=14

Pantone 145 C
C=0 M=58 Y=100 K=8

Pantone 484 C
C=8 M=91 Y=92 K=33
Background images should be high resolution and of professional quality. Use images from:

- the Alberta School of Business Shared Images photo folder on the shared drive, or
- the University of Alberta Marketing & Communications Photography site: http://www.toolkit.ualberta.ca/Toolkit%20Downloads/Photography.aspx

Choose images that represent the Alberta School of Business brand: show the diversity of students and suggest an innovative presence; depict Alberta School of Business buildings, classrooms and environments; showcase business leaders and future business leaders; show real Alberta School of Business students, alumni, faculty and staff.

AVOID low resolution and non-professional images. Stock images may be used with the approval of the Business Marketing & Communications Unit. When using stock photos for communications materials, images must be copyright compliant and fit the design parameters of the Alberta School of Business brand guidelines.

If you require an image and cannot find an appropriate one in the stock databank or have a question about using an image, please consult with the Business Marketing & Communications Unit within the Dean’s Office:

Marketing & Communications
4-40 Business Building
Edmonton, Alberta
Canada T6G 2R6
Phone: 780-492-4083
The background photo should be at 100% opacity and run edge-to-edge, ending 85% of the way down the page (leaving 1.6” white bar at the bottom of an 8.5 x 11” page).

The colour band should be 90% opacity, 2/3 the width and 1/3 the depth of the page (5.667 x 3.6667” on an 8.5 x 11” page), centred vertically and bleeding off the left side of the page.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

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

If Header 2 is not visible in the secondary palette colour, use black.

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
The background photo should be at 100% opacity and run edge-to-edge, ending 85% of the way down the page (leaving 1.6” white bar at the bottom of an 8.5 x 11” page).

The colour band should be 90% opacity, 2/3 the width and 1/3 the depth of the page (5.667 x 3.6667” on an 8.5 x 11” page), centred vertically and bleeding off the left side of the page.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

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

If Header 2 is not visible in the secondary palette colour, use black.

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

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.

**UALBERTA BUSINESS**
UofA Main Green (Pantone 356 C)

**BCOM**
UofA Main Yellow (Pantone 7405 C)

**PHD**
Pantone 350 C

The colour band should be 100% opacity, the full width of the page and 1/3 the depth of the page, centred vertically (8.5 × 3.6667” on an 8.5 × 11” page).

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

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

If Header 2 is not visible in the secondary palette colour, use black.

Optional Second Title

Optional Second Title

Optional Second Title

**LAYOUT WITH NO PHOTO**

The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
STANDARD LAYOUT : MBA

The background photo should be at 100% opacity and run edge-to-edge, ending 85% of the way down the page (leaving 1.6” white bar at the bottom of an 8.5 x 11” page).

The colour band should be 90% opacity, 2/3 the width and 1/3 the depth of the page (5.667 x 3.6667” on an 8.5 x 11” page), centred vertically and bleeding off the left side of the page.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

MBA
Pantone 631 C

Other colour examples within the Masters programs palette:

Pantone 660 C
Pantone 5625 C
Pantone 7456 C

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

*Colours listed can be used for any MBA program. For a complete list see page 3

LAYOUT WITH PHOTO (COLOUR)

This is the standard layout for the University of Alberta School of Business’s MBA brand, including other Masters programs. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
STANDARD LAYOUT : MBA

MBA
Pantone 631 C

Other colour examples within the Masters programs palette:

Pantone 660 C  Pantone 5625 C  Pantone 7456 C

Executive MBA
Master of Financial Management
Master of Accounting

UALBERTA MBA

The background photo should be at 100% opacity and run edge-to-edge, ending 85% of the way down the page (leaving 1.6” white bar at the bottom of an 8.5 x 11” page).

The colour band should be 90% opacity, 2/3 the width and 1/3 the depth of the page (5.667 x 3.6667” on an 8.5 x 11” page), centred vertically and bleeding off the left side of the page.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

Optional Second Title

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

*Colours listed can be used for any MBA program. For a complete list see page 3

LAYOUT WITH PHOTO (B&W)

This is the standard layout for the University of Alberta School of Business’s MBA brand, including other Masters programs. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
The colour band should be 100% opacity, the full width of the page and 1/3 the depth of the page, centred vertically (8.5 x 3.6667” on an 8.5 x 11” page).

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

If Header 2 is not visible in the secondary palette colour, use black.

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

*Colours listed can be used for any MBA program. For a complete list see page 3.

This is the standard layout for the University of Alberta School of Business’s MBA brand, including other Masters programs. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
STANDARD LAYOUT: EXECUTIVE EDUCATION

The background photo should be at 100% opacity and run edge-to-edge, ending 85% of the way down the page (leaving 1.6” white bar at the bottom of an 8.5 × 11” page).

The colour band should be 90% opacity, 2/3 the width and 1/3 the depth of the page (5.667 × 3.6667” on an 8.5 × 11” page), centred vertically and bleeding off the left side of the page.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

If Header 2 is not visible in the secondary palette colour, use black.

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

Optional Second Title

The standard layout for the University of Alberta School of Business’s Executive Education brand, including examples for other Executive Education programs. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.

Other colour examples within the Executive Education palette:

- Pantone 376
- Pantone 624 C
- Pantone Warm Gray 9 C
- Pantone 7503 C

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

*Colours listed can be used for any Executive Education program. For a complete list see page 3.

Digital & Social Media

Emerging Leaders Program

Leading Series
STANDARD LAYOUT : EXECUTIVE EDUCATION

EXECUTIVE EDUCATION Pantone 376

The background photo should be at 100% opacity and run edge-to-edge, ending 85% of the way down the page (leaving 1.6” white bar at the bottom of an 8.5 x 11” page).

The colour band should be 90% opacity, 2/3 the width and 1/3 the depth of the page (5.667 x 3.6667” on an 8.5 x 11” page), centred vertically and bleeding off the left side of the page.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

Optional Second Title

If Header 2 is not visible in the secondary palette colour, use black.

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

Other colour examples within the Executive Education palette:

- Pantone 624 C
- Pantone Warm Gray 9 C
- Pantone 7503 C

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

*Colours listed can be used for any Executive Education program. For a complete list see page 3.

LAYOUT WITH PHOTO (B&W)

This is the standard layout for the University of Alberta School of Business’s Executive Education brand, including examples for other Executive Education programs. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
**EXECUTIVE EDUCATION**
Pantone 376

The colour band should be 100% opacity, the full width of the page and 1/3 the depth of the page, centred vertically (8.5 × 3.6667” on an 8.5 × 11” page).

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

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This is the standard layout for the University of Alberta School of Business’s **Executive Education** brand, including examples for other Executive Education programs. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
STANDARD LAYOUT : CENTRES

Colour examples within the Centres palette:

The background photo should be at 100% opacity and run edge-to-edge, ending 85% of the way down the page (leaving 1.6" white bar at the bottom of an 8.5 x 11" page).

The colour band should be 90% opacity, 2/3 the width and 1/3 the depth of the page (5.667 x 3.6667" on an 8.5 x 11" page), centred vertically and bleeding off the left side of the page.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

*Colours listed can be used for any Centre. For a complete list see page 3.

This is the standard layout for the University of Alberta School of Business’s Centres. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
STANDARD LAYOUT: CENTRES

**Colour examples within the Centres palette:**

- **Black**
- **Pantone 606 C**
- **Pantone 145 C**
- **Pantone 484 C**

The background photo should be at 100% opacity and run edge-to-edge, ending 85% of the way down the page (leaving 1.6" white bar at the bottom of an 8.5 x 11" page).

The colour band should be 90% opacity, 2/3 the width and 1/3 the depth of the page (5.667 x 3.6667" on an 8.5 x 11" page), centred vertically and bleeding off the left side of the page.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Optional header 2 is left aligned (DIN Pro Regular).

If Header 2 is not visible in the secondary palette colour, use black.

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

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

*Colours listed can be used for any Centre. For a complete list see page 3.

LAYOUT WITH PHOTO (B&W)

This is the standard layout for the University of Alberta School of Business’s Centres. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
**STANDARD LAYOUT : CENTRES**

**Colour examples within the Centres palette:**

- **Black**
- **Pantone 606 C**
- **Pantone 145 C**
- **Pantone 484 C**

The colour band should be 100% opacity, the full width of the page and 1/3 the depth of the page, centred vertically (8.5 × 3.6667” on an 8.5 × 11” page)

Header 1 should be as large as possible in the colour band (DIN Pro Bold)

Optional header 2 is left aligned (DIN Pro Regular)

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

If Header 2 is not visible in the secondary palette colour, use black

*Colours listed can be used for any Centre. For a complete list see page 3

**LAYOUT WITH NO PHOTO**

This is the standard layout for the University of Alberta School of Business’s Centres. The standard layout can be used for most instances. Use the standard rules and apply them to all designs.
The Report Cover layout should be used for business reports and similar documents. Whenever possible, the InDesign Report Cover Template should be used. If that is not possible, use the simpler Word template in the appropriate colour (see page 3). Use the standard rules and apply them to all designs.

**REPORT COVER**

The background photo should be at 100% opacity and run edge-to-edge, leaving 1.6” white bar at the bottom of a typical 8.5 × 11” page.

The colour band should be 90% opacity in the program’s colour (see page 3). The band should be left-justified, with full bleed on the left-hand side of the page. Size should be 2/3 the width and 1/3 the depth of the page (5.667 × 3.667”), centred vertically (3.667” from the top of the page).

Optional header 2 is left aligned (DIN Pro Regular, 20pt) in the same colour as the colour band above. If it’s not visible enough in the program’s palette colour, black should be used.

**INDESIGN TEMPLATE**
*use this template whenever possible*

**WORD TEMPLATE**
[secondary option]

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

If the image has a human subject, keep their face in the top 1/3 of the page, clearly visible.

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

White band should have a height of 1.6” from the bottom of the page.

* 8.5 × 11” page

Main logo at bottom right on white background

Optional Second Title

* 8.5 × 11” page

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

Choose the appropriate Word template so that the colour band is in the program’s colour (templates are labeled by program name).

Optional Second Title

The Report Cover layout should be used for business reports and similar documents. Whenever possible, the InDesign Report Cover Template should be used. If that is not possible, use the simpler Word template in the appropriate colour (see page 3). Use the standard rules and apply them to all designs.
The background photo should be at 100% opacity and run edge-to-edge, leaving a 3.667" white bar at the bottom of a typical 8.5 × 11” page.

The colour band should be 90% opacity in the program’s colour (see page 3). The band should be left-justified, with full bleed on the left-hand side of the page. Size should be 2/3 the width and 1/3 the depth of the page (5.667 × 3.667”), centred vertically (3.667” from the top of the page).

Header 2 is left aligned (DIN Pro Bold, 24pt/28pt) in black.

White bar should have a height of 3.667” from the bottom of the page.

Program name: DIN Pro Bold (16pt/20pt) in program colour ALL CAPS, department in black or white.

Keep face visible, in the top 1/3 of the page.

Header 1 as large as possible (DIN Pro Bold)

DIN Pro Regular (24pt/28pt)

Header 3 (event date): DIN Pro Bold (24pt/28pt) in program colour.

Event Details: DIN Pro Regular (16pt/20pt) in program colour.

Body Copy: DIN Pro Regular (10pt/12pt) in black.

Choose the appropriate Word template so that the colour band is in the program’s colour (templates are labeled by program name).

Header 1 should be as large as possible in the colour band (DIN Pro Bold).

*All other text should use the same text sizes as the InDesign Template.

**POSTER (8.5 × 11”)**

The Poster Template layout should be used for UAlberta Business events, speaker series, and similar. Whenever possible, the InDesign Poster Template should be used. If that is not possible, use the simpler Word template in the appropriate colour (see page 3). Use the standard rules and apply them to all designs.
The background photo should be at 100% opacity and run edge-to-edge, leaving a 5.667” white bar at the bottom of a typical 11 × 17” page.

The colour band should be 90% opacity in the program’s colour (see page 3). The band should be left-justified, with full bleed on the left-hand side of the page.

Size should be 2/3 the width of the page and 1/3 the depth of the page (7.333 × 5.667”), centred vertically (5.667” from the top of the page).

Header 2 is left aligned (DIN Pro Bold, 34pt/42pt) in black.

White bar should have a height of 5.667” from the bottom of the page.

Header 3 (event date): DIN Pro Bold (24pt/28pt) in program colour.

Event Details: DIN Pro Regular (24pt/28pt) in program colour.

Body Copy: DIN Pro Regular (16pt/20pt) in black.

* All other text should use the same text sizes as the InDesign Template.
The PowerPoint templates can be used for various types of presentations. Be sure to use the appropriate template package, labeled by program name. Use the standard rules and apply them to all designs.
INDESIGN TEMPLATE
UofA Main Green

The background photo should be at 100% opacity and run edge-to-edge, leaving 0.889” white bar at the bottom of 6 × 4” postcard.

The colour band should be 90% opacity in the program’s colour (see page 3). The band should be left-justified, with full bleed on the left-hand side of the page. Size should be 2/3 the width of the page and 1/3 the depth of the page (4 × 1.333”), centred vertically.

Optional header 2 is left aligned (DIN Pro Regular, 14pt) in the same colour as the colour band above. If it’s not visible in the program’s palette colour, use black.

There are two non-image based postcard options. For these, the colour band should be 100% opacity in the program’s colour (see page 3).

Header 3 is left aligned (DIN Pro Bold, 18pt) in the program colour. If it’s not visible enough in the program’s palette colour, black should be used.

Choose an appropriate image and colour based on the program the postcard will be used for. Photo and program colour guidelines can be found on pages 3 and 4.