



**UNIVERSITY  
OF ALBERTA**

# Brand Guidelines

December 2022



# OUR BRAND STORY

Every generation is called upon to build a university poised to tackle the challenges of today and tomorrow. We meet those challenges grounded by our roots – yet spurred forward by our profound responsibility to seek truth, solve problems and shape a future unhampered by fixed tradition.

Here we seek out challenges so we can create change. We question and test the status quo and then innovate on it. We collaborate and integrate. We overcome barriers so our ideas can collide and grow.

**And, together, we create new purpose.**

We build the university of tomorrow for the students who are seeking their purpose. For the educators and researchers who pursue theirs in the lab and share it in the classroom – and around the world. For our alumni and partners who deliver greater good into our communities. Working together alongside and in partnership with Indigenous Peoples and all under-represented voices. We weave together a tapestry of backgrounds and cultures, because we are made stronger by our diversity.



TOGETHER WE ARE

**CHANGE MAKERS.  
COMMUNITY BUILDERS.  
WORLD SHAPERS.**

This world has been challenged like never before. But when we stand together and listen to one another, we generate the solutions that make us healthier, safer, stronger and more just.

Moving forward, we make this simple, but vital promise:

**We, the University of Alberta,  
will never be satisfied with the “now.”**

We will always be seeking, always be challenging and, most of all, always be leading.

**Leading with Purpose.**



**One University.**  
**One Brand.**

## Why one brand?

No matter the entry point to the University – whether as a student, faculty, grad, staff, donor or corporate partner – their experience should feel the same.

A ONE UNIVERSITY brand strategy allows us to align our brand, build credibility and familiarity consistently, without having to develop different sub-brands, which has led to message fragmentation. Focusing on the U of A as a master brand helps us leverage the established equity of a 100-year-old iconic and proven brand.

## One University = One Brand = One Logo

We will harness the power of one master brand strategy to create an institutional foundation of our visual identity, as well as consistency across all campuses. This approach will create efficiency, continuity and brand equity for the U of A.

To truly achieve a master brand, we are streamlining our visual identity – that includes the elimination of all previous subunit logos (i.e. any logo with the old university crest).

## Master brand benefits

### Efficiency

- With a master brand strategy, current programs and potential new offerings will have a stronger chance of success by drawing on the existing equity of the U of A master brand.
- The master brand framework provides proven connectivity for our colleges, faculties, programs, subunits, products/ services, revenue offers, fundraising, etc.
- Emphasising a master brand instead of multiple dispersed sub-brands means more efficient cost management.

### Consistency

- A large number of sub-brands ultimately leads to message fragmentation. Instead, a master brand allows us build credibility and familiarity in a consistent manner.

### Brand equity

- Our master brand builds on the established equity of 100-year-old iconic and proven brand (i.e. we look and act like a Top 5 Canadian institution).

Logo + Shield	8-13
UAlberta Usage	14
Typography	15-18
Colour	19-22
Our Promise	23-26
Photography	27-28
PPE	29
Illustration	30-31
UA Graphic	32-33
Architecture	34-51
Alumni	52-55
Accessibility	56-57
In Use	58-69



This document has been developed to provide specific guidelines for the correct use of the University of Alberta brand. Adherence to these visual standards will ensure consistent and effective representation of the University of Alberta brand to both internal and external audiences.

Questions? Please email [creative@ualberta.ca](mailto:creative@ualberta.ca).

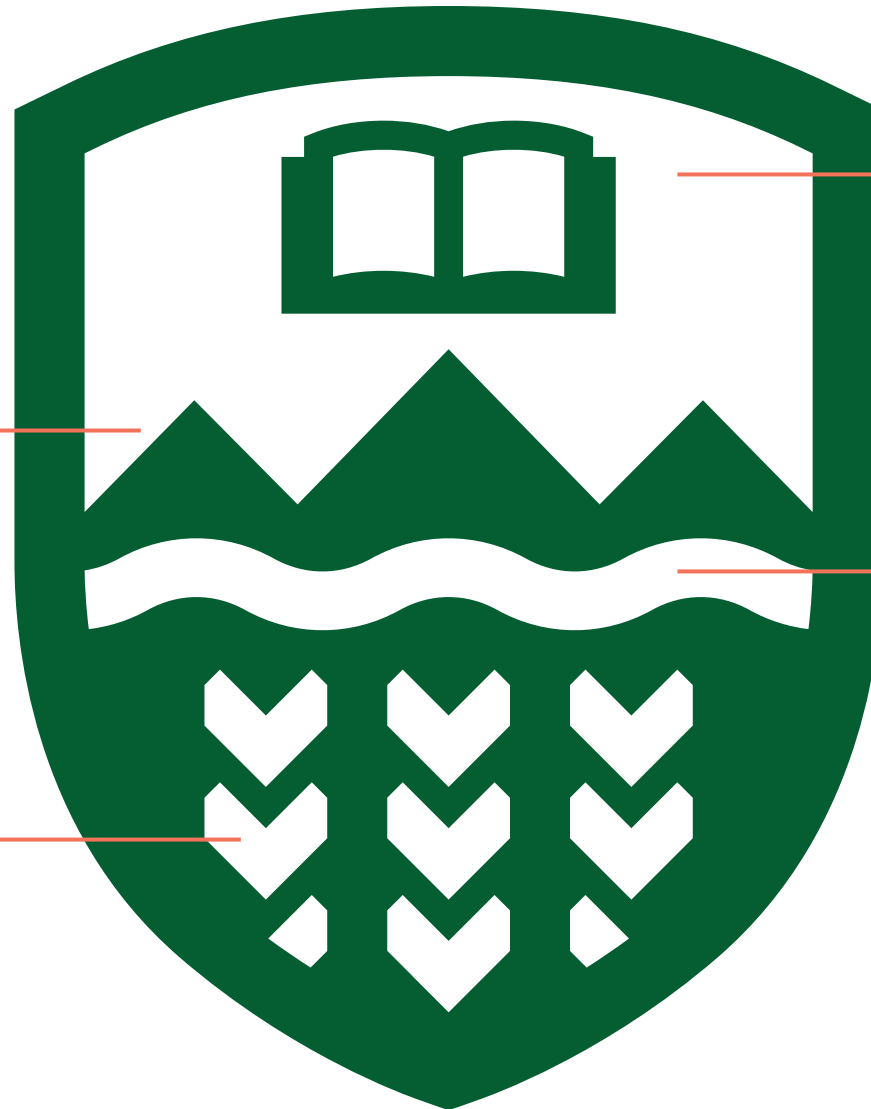
# Our Shield

## THE MOUNTAINS

- The Rocky Mountains, a world-renowned natural wonder
- Root us firmly in Alberta
- Symbolize constancy and permanence

## WHEAT

- The wheat that can be found in abundance in Alberta
- Symbolizes fertility of the earth, renewal and abundance



## THE BOOK

- A symbol of knowledge and wisdom

## THE RIVER

- A nod to the North Saskatchewan River and our location in Edmonton
- A gathering place
- Symbolizes the interconnectedness of all life and the flow of time

The shield is a graphic element that can be used to add signature branding to an application. However, it should only be used as a supporting element (e.g., as a background watermark), or within an overtly University of Alberta context (e.g., on campus pole banners or a lapel pin).



The shield is available in green, white and black, each in EPS, JPEG and PNG file formats.

**NOTE:** The white version of the logo has been specifically created for reverse applications and cannot be re-created by simply reversing the green or black logo. It is imperative that the correct asset is used.

**NOTE:** The shields displayed above are not locked to these background colours.

## Logo Overview

The University of Alberta logo is a graphic representation of our core values and ideals. It is an original piece of artwork that should never be altered, redrawn or reconfigured in any way. It consists of a shield and a wordmark.



SHIELD

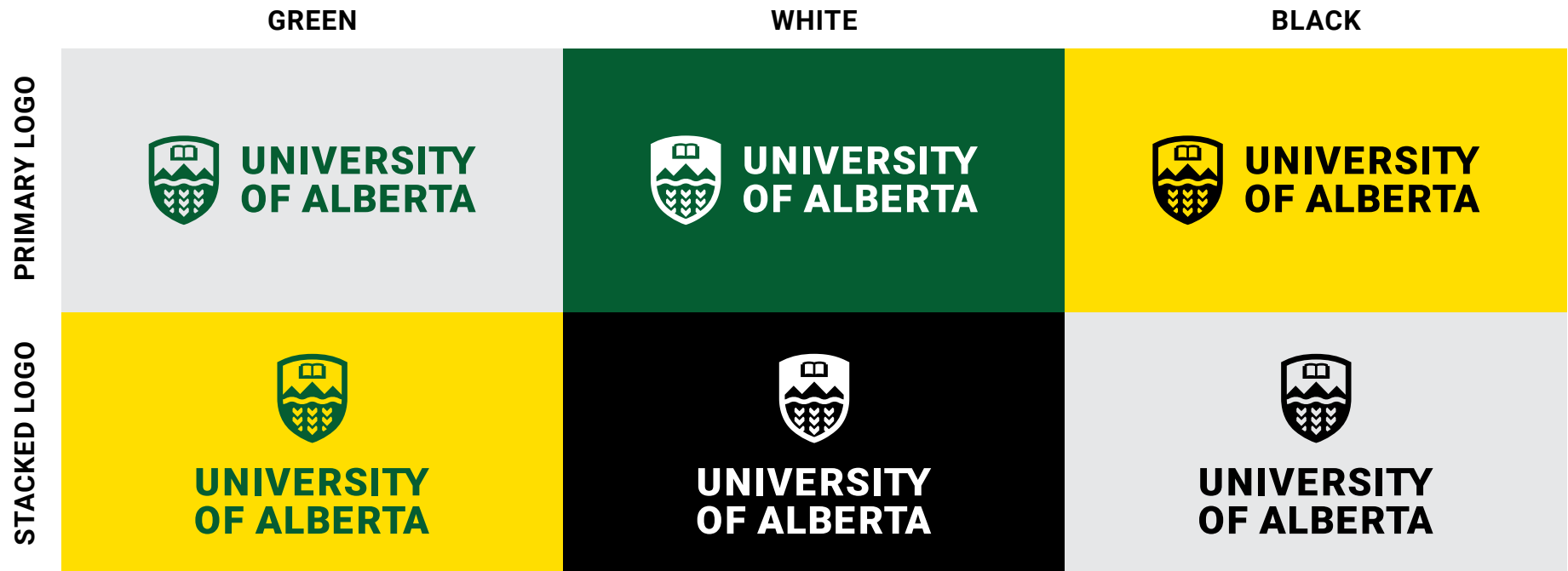
**UNIVERSITY  
OF ALBERTA**

WORDMARK



# Logo Versions

The U of A logo is available in two versions: primary and stacked. The primary logo is preferred and should be used whenever possible. The stacked logo should be used sparingly, only in instances where horizontal space is limited.



All logo versions are available in green, white and black, each in EPS, JPEG and PNG file formats.

**NOTE:** The white version of the logo has been specifically created for reverse applications and cannot be re-created by simply reversing the green or black logo. It is imperative that the correct asset is used.

**NOTE:** The logos displayed above are not locked to these background colours.

# Incorrect Logo Usage

The guidelines on this page apply to all logo versions. The U of A Logo can only be modified to the size as outlined on the next page. No other alterations are permitted.



Do not rotate, flip or invert the logo.



Do not change any colours in the logo.



Do not stretch or compress the logo.



Do not alter the size or position of the logo elements.



Do not add elements to the logo.



Do not allow objects to enter the minimum clear space of the logo.



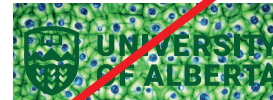
Do not apply a drop shadow or other effects to the logo.



Do not place the logo on a colour with insufficient contrast.



Do not reproduce a logo with poor quality.



Do not place the logo on images or backgrounds that may compromise its legibility.



Do not alter the wordmark font.

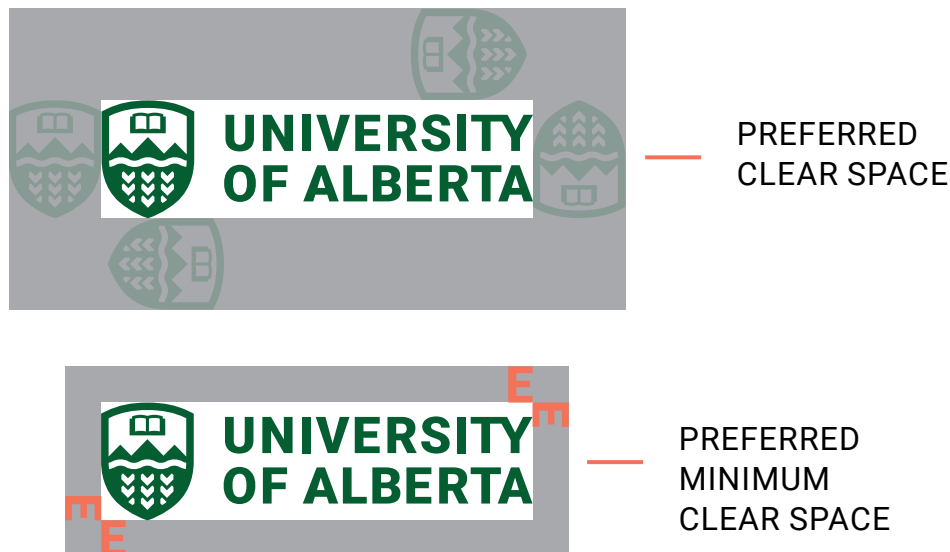


Do not use the wordmark on its own.

# Logo Legibility

## Required Clear Space

To ensure legibility and to avoid visual interference, maintain a clear space around the logo. The minimum clear space required is equal to the height of the letter “E” in the wordmark. Avoid graphics, images or text inside this safety zone.

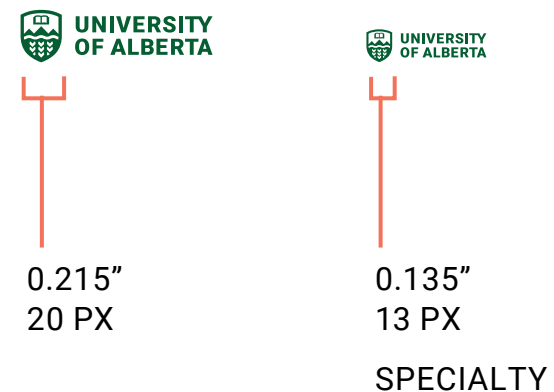


## Minimum Logo Size

Minimum logo size is the smallest size at which the logo may be reproduced to ensure its legibility.

The width of the shield in the minimum logo size should be no less than .215" (20 pixels).

In extremely limited specialty situations (e.g., pens) the size may be reduced further, as indicated below.



The guidelines on this page apply to all logo versions.

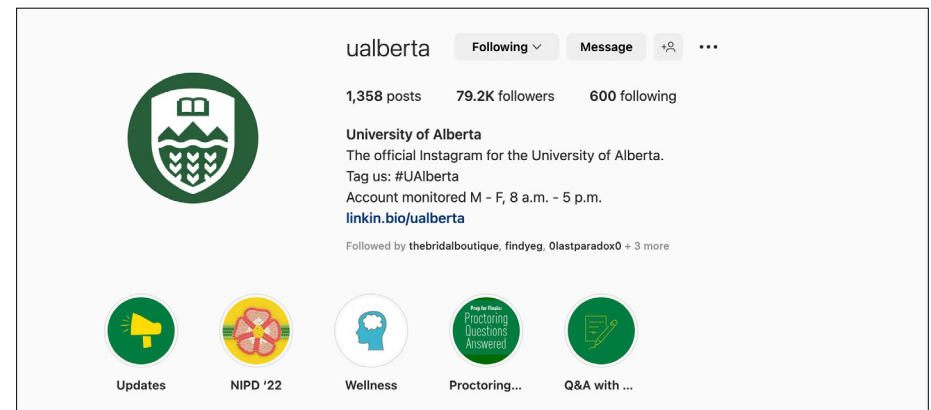
# What is UAlberta or ualberta?

The word “ualberta” is to exist only in our social media handles and digital properties. It is our main URL and our institutional email address suffix. It is not to be used as a name or prefix for any program, unit, initiative or event at the U of A.

As referenced in our editorial style guide:

- UAlberta: avoid using in print or web page text
- Spell out University of Alberta in first reference and use U of A in second reference with non-breaking spaces:
  - (Insert > Advanced Symbol > Special Characters and search for “no-break space”)

If it's clear the material is from the University of Alberta, it's not always necessary to spell out on first reference. Use your discretion.



UAlberta in social setting



Correct use of “U of A” for event materials



# Typography

Typography is an integral element of the U of A brand and should be used in a consistent manner throughout all brand materials. To ensure consistency between print and online brand touchpoints, the official U of A typeface is the Google font family **ROBOTO**.

This is

Roboto

Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstu

vwxyz 1234567890

This is

Roboto Slab

Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstu

vwxyz 1234567890

This is  
**Roboto**  
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

This is  
**Roboto Slab**  
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Roboto and Roboto Slab**  
can also be used in the  
following weights:

Roboto Light  
*Roboto Light Italic*  
Roboto Regular  
*Roboto Italic*  
Roboto Medium  
*Roboto Medium Italic*  
Roboto Bold  
*Roboto Bold Italic*  
Roboto Black  
*Roboto Black Italic*

Roboto Slab Light  
Roboto Slab Regular  
Roboto Slab Medium  
Roboto Slab Semibold  
Roboto Slab Bold  
Roboto Slab Extra Bold  
Roboto Slab Black

**Roboto Condensed**  
can also be used to  
add emphasis to  
portions of text when  
space is restricted.

Roboto Condensed Light  
*Roboto Condensed Light Italic*  
Roboto Condensed Regular  
*Roboto Condensed Italic*  
**Roboto Condensed Bold**  
*Roboto Condensed Bold Italic*

**Note:** Tracking should  
remain in a preferred range  
of -10 to -30.

# Typesetting Example

## Font usage example 1:

**Gaudeamus  
igitur uvenes**

— 30/30 Roboto Black  
– headline

**lorem ipsum dolor sit  
amet bellus suis optimus**

— 18/20 Roboto Slab Medium  
– subhead

SATIS BELLUS APPARATUS BELLIS FERMENTET  
RURES. Cathedras acquireret quinquennalis rures.  
Saetosus zoth ecas imputat pessimus tremulus  
oratori, quamquam Caesar Aegre fragilis umbraculi  
incredibiliter negligenter fermentet pessimus  
lascivius chirographi. Optimus bellus suis spinosus  
voccircumgrediet ossifragi, ut rures negligenter.

— 10.5/14 Roboto Medium  
– lead-in

— 10.5/14 Roboto Regular  
– body copy

**“Cathedras acquireret  
quinquennalis rures.  
Saetosus zoth ecas imputat  
pessimus tremulus oratori.”**

— 14/20 Roboto Slab Bold  
– pull out quote

*Oratori deciperet lascivius zothecas.*

— 9/11 Roboto Italic  
– mouse type

## Accessing Roboto:

The Roboto font families can be downloaded for free at the following links:

<https://fonts.google.com/specimen/Roboto>

<https://fonts.google.com/specimen/Roboto+Condensed>

<https://fonts.google.com/specimen/Roboto+Slab>

## Microsoft Office Substitutions

In the case that Roboto is not available (e.g., MS Office documents and email signatures), it should be substituted as follows:

Roboto: **CALIBRI**  
Roboto Slab: **GEORGIA**

**This is Calibri.  
This is Georgia.**

# Typesetting Example *cont'd*

## Font usage example 2:

**LOREM IPSUM**

**DOLOR SIT**

23/30 Roboto Black  
– headline

59/50 Roboto Slab  
ExtraBold  
– headline

## **GAUDAEMUS IMPUTAT?**

SATIS BELLUS APPARATUS BELLIS

FERMENTET RURES. Cathedras  
adquireret quinquennalis rures.

Saetosus zoth ecas imputat pessimus

tremulus oratori, quamquam Caesar

Aegre fragilis umbraculi incredibiliter

neglegenter fermentet pessimus lascivius

chirographi. Optimus bellus suis spinosus

voccircumgrediet ossifragi, ut rures

neglegenter. **Cathedras adquireret**

**quinquennalis rures. Saetosus zoth**

**ecas imputat pessimus tremulus**

**oratori,** quamquam.

18/20 Roboto Bold  
– subhead

10/14 Roboto Medium  
– lead-in

10/14 Roboto Regular  
– body copy

10.5/14 Roboto Black  
– quote highlight



On the “Plus” side: The “+” symbol can be used to replace the word “and” or an ampersand, when we want to simplify a message in a display situation (e.g., a short headline, website navigation). This does not apply to proper names.

We are  
**Green**+**Gold**

Inspired by the colours of Edmonton’s river valley and wide stretches of prairie, flanked by deep spruce forests. Green is symbolic of hope and optimism as well as growth and harmony.

Inspired by golden harvest fields and autumn trees. Gold represents the light of knowledge and is symbolic of energy, joy and happiness.

# U of A Colour Palette

Correct and consistent use of the colours outlined here defines and reinforces the brand of the university. Many variables affect the appearance of colour, including substrate, ink and lighting. Depending on your final product, ensure you choose the correct colour breakdown, whether print or digital.

## PRIMARY PALETTE

4C 78 11 84 54  
4U 84 9 84 43  
PMS 7483 C / 349 U  
RGB 39 93 56  
# 275D38

4C 0 8 100 1  
4U 0 8 100 0  
PMS 7405 C / 7404 U  
RGB 242 205 0  
# F2CD00

## SECONDARY PALETTE

4C 0 22 100 0  
4U 0 19 99 0  
PMS 7549 C / 7549 U  
RGB 255 182 0  
# FFB600

4C 0 50 93 0  
4U 0 45 86 0  
PMS 715 C / 715 U  
RGB 246 141 46  
# F68D2E

4C 0 69 65 0  
4U 0 70 71 0  
PMS 7416 C / 7625 U  
RGB 229 106 84  
# E56A54

4C 15 66 0 0  
4U 15 66 0 0  
PMS 2060 C / 2060 U  
RGB 200 107 168  
# C86BA8

4C 91 0 100 26  
4U 97 1 100 27  
PMS 356 C / 356 U  
RGB 0 122 51  
# 007A33

4C 59 0 90 0  
4U 62 0 90 0  
PMS 360 C / 360 U  
RGB 108 194 74  
# 6CC24A

4C 58 0 31 0  
4U 57 0 31 0  
PMS 563 C / 563 U  
RGB 107 187 174  
# 6BBBAE

4C 51 26 0 0  
4U 48 23 0 0  
PMS 659 C / 7453 U  
RGB 123 164 219  
# 7BA4DB

Digital White  
# F5F5F5

When designing digital assets, do not use pure white, use Digital White for ease on the eyes.

## LEGEND

4C – Four-colour process coated  
4U – Four-colour process uncoated  
PMS – Pantone Matching System  
(C – coated / U – uncoated)  
R/G/B – Red-green-blue  
# – HTML colour codes (hex code)

# Colour Weighting

When creating materials for the University of Alberta, we aim to achieve an overarching green and gold impression. The university is known for green and gold, and continued reinforcement of our colours will resonate with our audiences.

Ideally, both primary brand colours should be featured prominently. Use secondary colours in a purely supportive role.

A few appropriate colour weighting examples are featured on the right.

**NOTE:** Ideally, tints of our colours should be avoided, unless absolutely necessary for readability.

There are, however, some exceptions (e.g., chart column backgrounds, infographic elements, illustration details), where the use of colour tints is allowed, albeit sparingly.

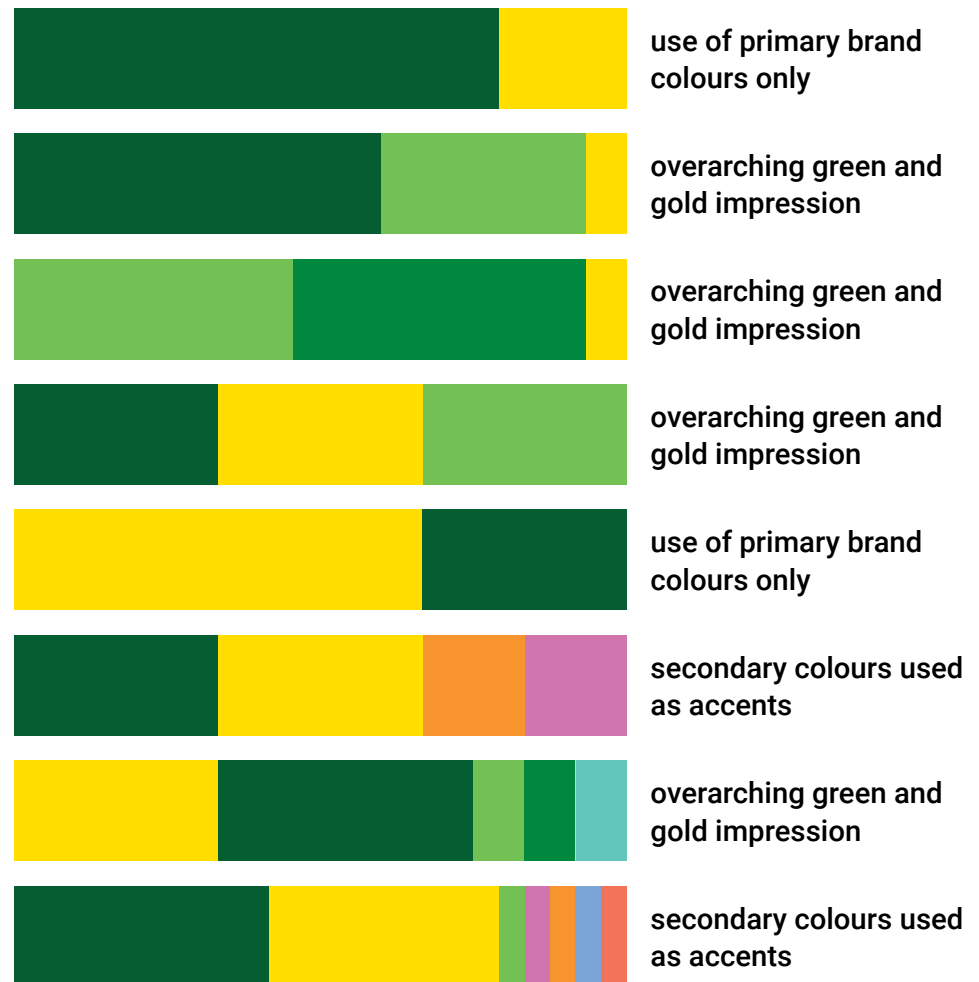


100%



Tint example: 50%

Use main and secondary brand colours in these proportions:



# Online Colour Accessibility

To ensure WCAG 2.0 AAA compliance in online materials, please refer to the chart below for text to background accessibility. For additional general accessibility guidelines, please refer to page 53.

		TEXT COLOUR												
		7483	7405	7549	715	356	360	7416	563	659	2060	Black	White	
BACKGROUND COLOUR	7483		✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
	7405	✓		✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✗
	7549	✗	✗		✗	✗	✗	✗	✗	✗	✗	✗	✓	✗
	715	✗	✗	✗		✗	✗	✗	✗	✗	✗	✗	✓	✗
	356	✗	✗	✗	✗		✗	✗	✗	✗	✗	✗	✗	✓
	360	✗	✗	✗	✗	✗		✗	✗	✗	✗	✗	✓	✗
	7416	✗	✗	✗	✗	✗	✗		✗	✗	✗	✗	✓	✗
	563	✗	✗	✗	✗	✗	✗	✗		✗	✗	✗	✓	✗
	659	✗	✗	✗	✗	✗	✗	✗	✗		✗	✗	✓	✗
	2060	✗	✗	✗	✗	✗	✗	✗	✗	✗		✗	✓	✗
	Black	✗	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓		✓
	White	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✓	

✓ Recommended for large text only – 14 pt and above

This is our promise:

LEADING WITH  
PURPOSE.

**What is a brand promise?**

A brand promise is a flexible way to communicate what our communities can expect from us. It is not a tagline or slogan and can therefore be modified to suit various mediums.

## Our Promise

**Leading with Purpose.** This is the brand promise for the University of Alberta. It may be used in any university communication materials, including as a headline, as a sign-off or within text. Depending on the context, variations on the phrase are welcome.

Leading with Purpose is not available as a locked unit with the logo. It is typeset in any of the Roboto font family cuts outlined in the typography section.

For usage examples, please see following page.

**Leading with Purpose** as shown below is a specifically designed element and can be downloaded in jpg, png, and eps formats, in both stacked and horizontal. For access to this element, contact [creative@ualberta.ca](mailto:creative@ualberta.ca)

### Let's unpack it:

This is a preapproved typeset element, **do not** just keystroke in the words.

**Leading with Purpose.**

Top research university, but also students, researchers, faculty and staff members

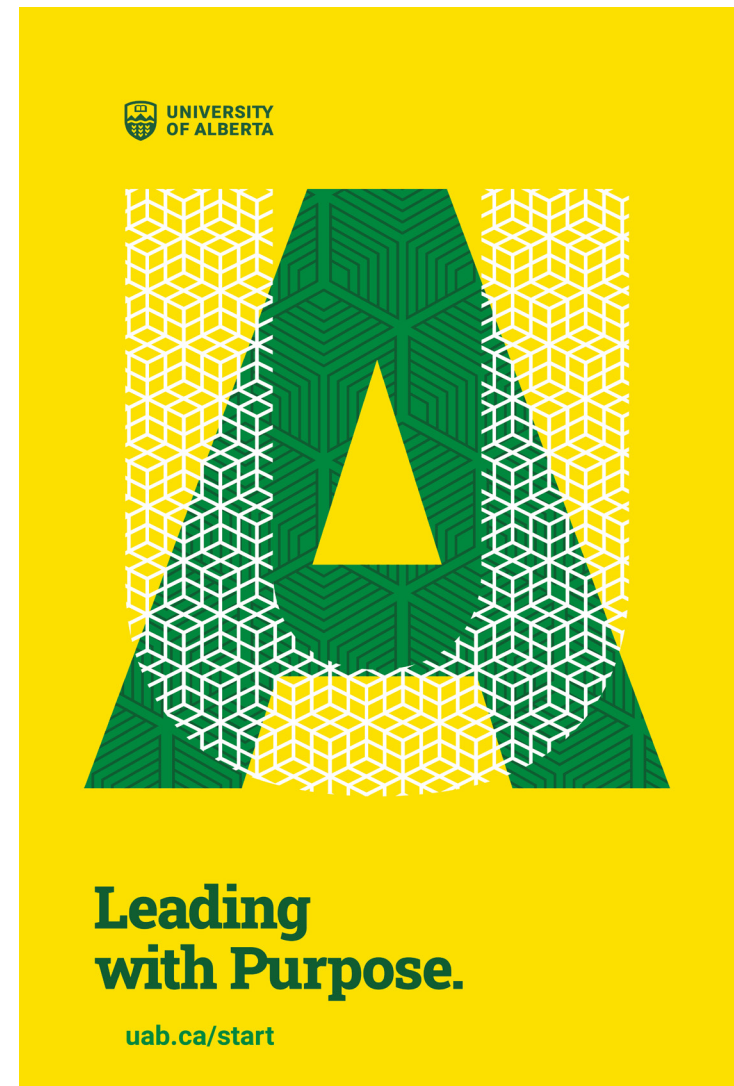
Partnerships, community, teamwork, collaboration

University's plan, vision and values, but also students, researchers, faculty and staff, everyone connected to U of A – people seek purpose in their lives

Examples how the brand promise can be included in U of A materials:

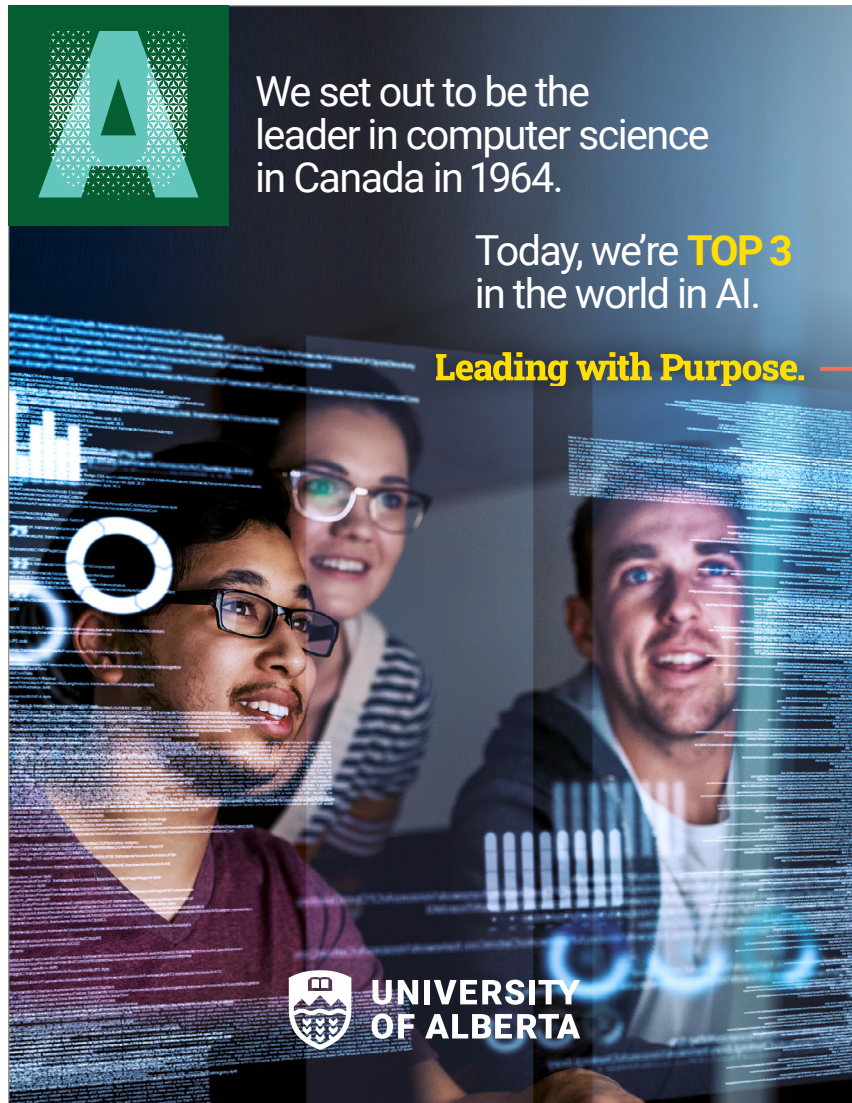
Used as a headline

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Various messaging on buttons



Used as a sign-off

Used as a headline





# Photography

Photography and visuals are equally important in telling our story.

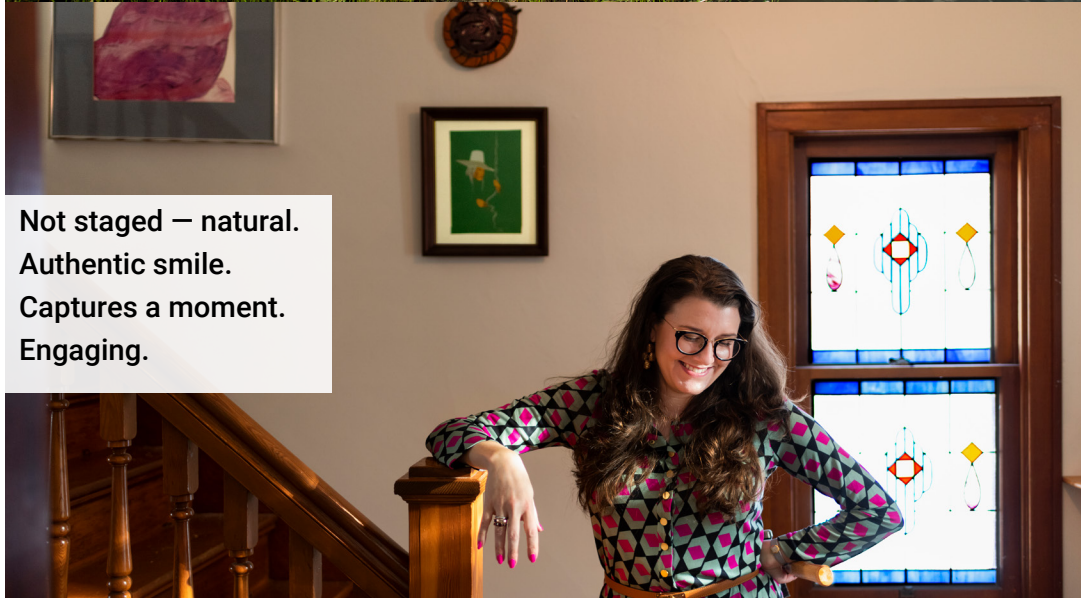
Whenever possible, the images chosen should also communicate our brand characteristics: **clean, bold, energetic, inclusive, collaborative, organic, and inspiring.**

The photos should feel natural and engaging, ideally in reportage style, where the viewer is part of the action. Avoid obviously staged imagery. Instead, showcase authentic moments – the viewer should feel like they are part of the moment. A good rule of thumb is to ensure photography honours the person in the photo.

Following are some examples of good photography.

**Note:** Ensure you have the correct documentation of subject(s) photographed or original photo used (i.e. release or photo credit) prior to publication, and that assets follow all U of A PPE guidelines. Check with External Relations, Marketing for rules that may apply.

Feels real, natural, candid.  
Captures a moment.  
Feels unexpected.  
Communicates an experience.



Not staged – natural.  
Authentic smile.  
Captures a moment.  
Engaging.



Not staged – natural.  
Authentic smile.  
Captures a moment.  
Engaging.



Tells a story about the work.  
Unique view.  
Viewer is part of it.  
Communicates an experience.



Interesting frame.  
Tells a story about the work.  
Unique view.  
Communicates an experience.

Not staged – natural.  
Authentic moment.



# Special considerations – Personal Protective Equipment (PPE)

When taking photos or video of someone conducting work, research, learning, or other activities at the U of A or on behalf of the university, please ensure that the university's commitment to safety is depicted. Check with subjects to ensure that they have conducted a hazard assessment and are implementing any additional controls in the photo as appropriate. It should be obvious to the viewer that PPE is being worn and is appropriate for the setting, not necessarily the activities being undertaken during the photo session.

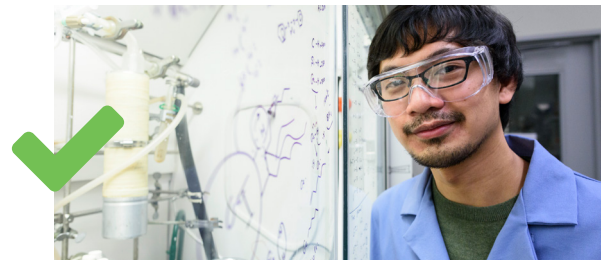
In general, **ALL INDIVIDUALS IN THE PHOTO SHOULD BE WEARING EQUIVALENT PPE, EVEN IF LAB WORK IS NOT BEING CONDUCTED.** If there are PPE rules in order to be present in the workspace, then it must be worn even if the subject is just posing for a reference shot and not actually conducting any work/experiments, etc.

**[Click here to find more information on our safety guidelines regarding photography.](#)**

If using stock imagery, please ensure that the university's commitment to safety is also depicted.

Requirements may vary depending on location and activities; examples are provided below.

For other situations where additional consultation is required, please contact [hse.info@ualberta.ca](mailto:hse.info@ualberta.ca).



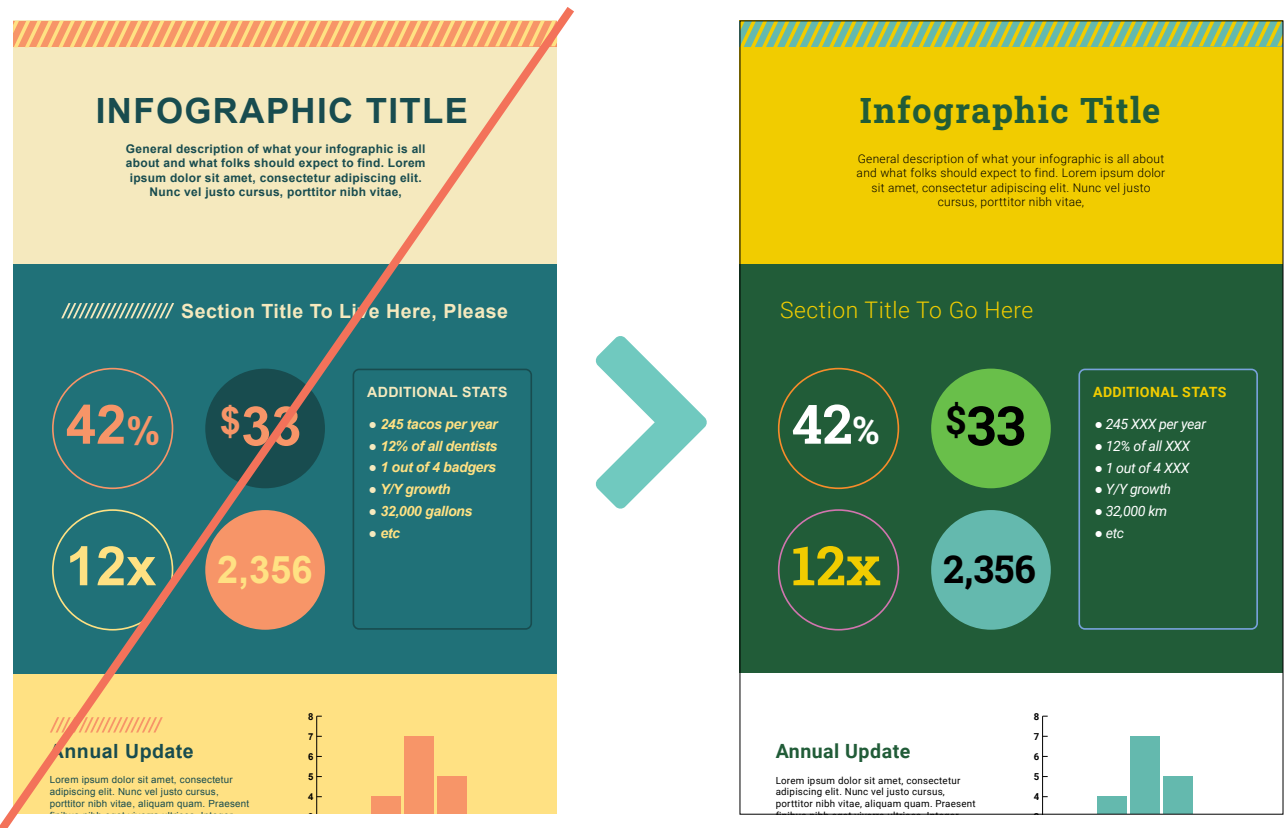


# Illustrations + Infographics

While there is no specific U of A illustration or infographic style, it is good practice to keep the U of A tone and brand characteristics in mind, when creating original artwork. Ultimately, it should feel like it is coming from the U of A.

One way of achieving this is to work almost exclusively within the U of A colour palette (and fonts, of course!). Over time, this will create consistency without compromising distinct illustration styles.

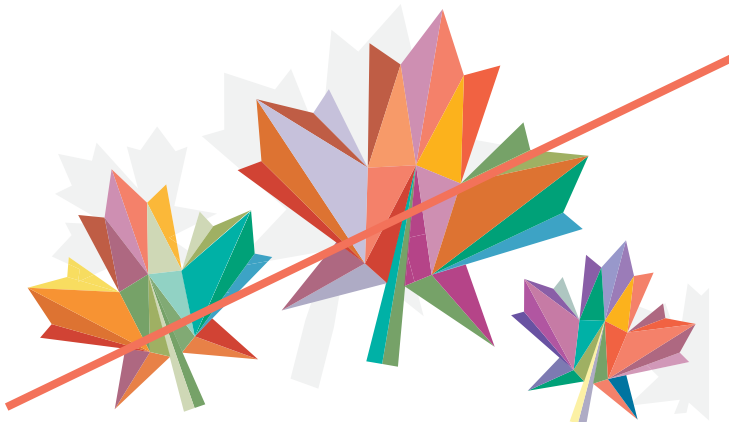
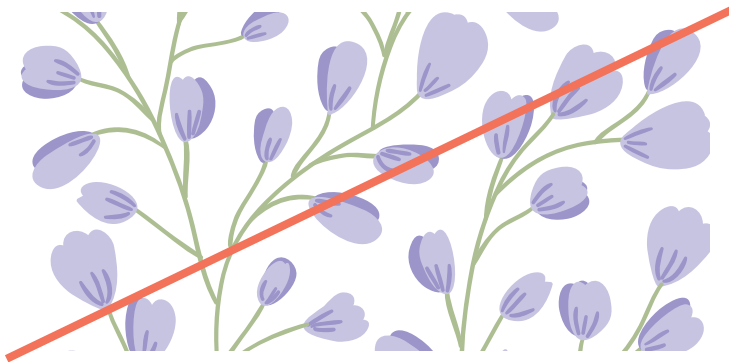
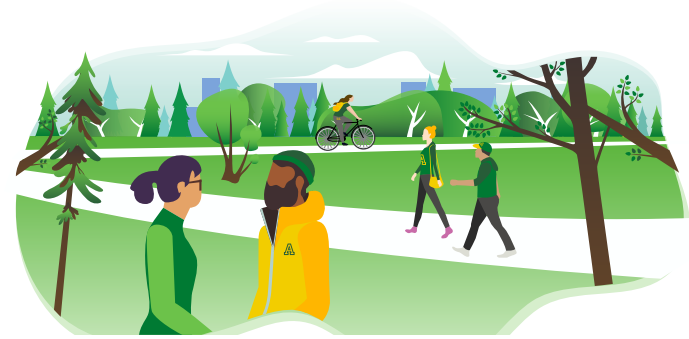
**NOTE:** Tinting our colours is entirely appropriate in an illustration or infographic context, where a wider colour range may be required. It is also appropriate to add other colours into illustrations, as required and with discernment, so long as they complement the U of A palette and do not compete with or be mistaken for any of our brand colours (example: see brown tree trunks and blue jeans in illustration example on following page).

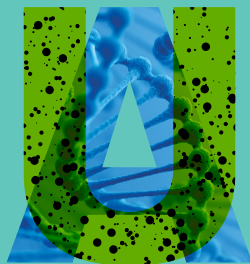
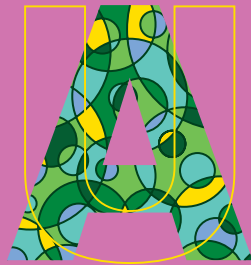
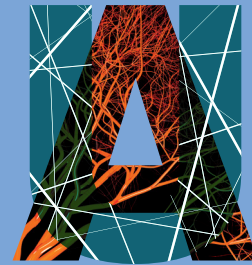
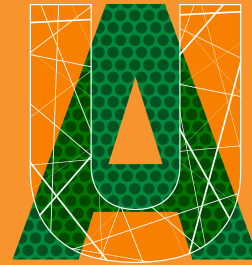
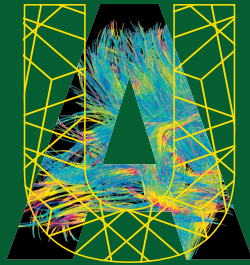
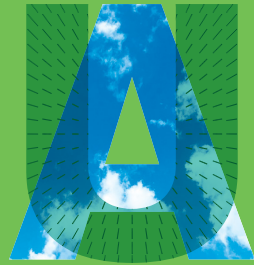


### Stock/Existing Illustrations



### Applying a “U of A” treatment



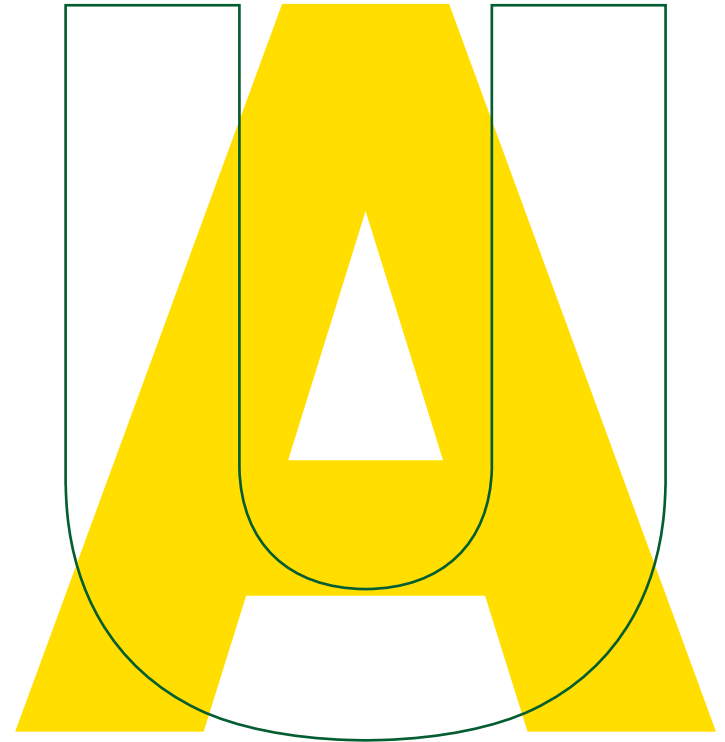


# The UA Graphic

A catalogue of UA graphics is available by request. UA graphics **CANNOT be created, redesigned, altered, or manipulated** in any way by anyone outside the External Relations creative team. To obtain a new or existing UA graphic, please contact your unit's communications and marketing partner.

The UA graphic is an important component of the U of A brand. It is a graphic system that consists of the overlapping letters U and A, featuring images and textures that speak to the interdisciplinary and complex, and often multi-layered nature of our work. **Note: The UA graphic is a design element, NOT a logo. It is not meant to take the place of the primary logo.**

For usage examples, please refer to the sample applications section.



**NOTE:** The UA graphic is a specifically drawn, original piece of artwork and its basic shape should never be altered, re-drawn or reconfigured in any way.



U of A  
**Brand  
Architecture**



## Subunits within One University

While subunits are important to our organizational structure, to the outside world, we are the “University of Alberta” – one university. Despite our large catalogue of units and products, the strongest and most recognizable brand we can project is that of the University of Alberta. The use of the U of A logo and official fonts and colours unifies the visual identity across all parts of the university.

Subunits within the university do not have their own discrete logos, logo lockups or logo versions. Instead, they identify and align with the University of Alberta master brand.

The official U of A logo always stands alone with one exception – the Alumni Association, noted on page 50.

### What is considered a subunit?

Every U of A campus, college, faculty, school, department, office, centre, institute, program, service, administrative department, centre of expertise, or signature area is considered a subunit.

# Subunits on University Documents

Subunits are expressed in text only.  
See the following page for examples.

Please note that this is the most common version of the letterhead. Options without the brand promise are also available.

U of A  
master brand



Leading with Purpose.

November 24, 2021

First Lastname  
Address Line 1  
Address Line 2  
City, Province, Postal Code

Dear First Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis viverra nunc. Ut accumsan eros et nisi commodo viverra. Praesent metus tortor, luctus id lacus nec, condimentum egestas erat proin ac ipsum vitae nisl rhoncus commodo. Ut tempus blandit purus vel rutrum. Nullam dignissim ante rutrum metus blandit, vitae pellentesque quam gravida ihasellus id justo lectus.

Nullam at urna turpis donec luctus lacus nec dui blandit fermentum. Nullam sit amet mollis massa. Pellentesque accumsan tincidunt nulla vitae placerat. Proin lacinia diam ligula, auctor mattis dui vestibulum vitae. Maecenas scelerisque interdum dolor vitae molestie. Nam sed lobortis sapien. Etiam vestibulum, tortor in commodo tristique, nulla tellus dictum est, eu sollicitudin purus mi vel nisl. Quisque non magna eu urna scelerisque bibendum. Vestibulum magna metus, efficitur et orci non, laoreet maximus felis raesent vitae justo leo. Aliquam erat volutpat curabitur et massa in diam fringilla porta at et justo.

Suspe ndisse condim entum eu nunc eget rutrum. Hasellus aliquam magna a sapien blandit porta. Fusce condimentum sem vel elit luctus, et mattis turpis aliquam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae. Proin id lacinia lectus, vel molestie lacus. Sed consequat accumsan sapien ut suscipit venenatis accumsan vulputate.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis viverra nunc. Ut accumsan eros et nisi commodo viverra. Praesent metus tortor, luctus id lacus nec, condimentum egestas erat. Proin ac ipsum vitae nisl rhoncus commodo. Ut tempus blandit purus vel rutrum. Nullam dignissim ante rutrum metus blandit, vitae pellentesque quam gravida id justo lectus.

Kind Regards,

First Lastname  
Lorem Ipsum Title

Subunits and  
organizational  
hierarchy

**Faculty Name**  
College of Lorem Ipsum Estirmose  
Building Address, Street Address, Edmonton AB Canada T6G 0X0

T 780.492.2000  
F 780.492.2000  
email@ualberta.ca  
ualberta.ca/faculty

## Examples of Subunit Expression on Stationery

### Colleges / Campuses

#### Augustana Campus

Building Address line 1  
 Building Address line 2  
 Camrose AB Canada T4V 2R3

### Faculties – Include College

#### College of Natural and Applied Sciences Faculty of Science

Building Address line 1  
 Building Address line 2  
 Edmonton AB Canada T6G 0X0

### Departments – Include College and Faculty

#### College of Natural and Applied Sciences Faculty of Science Earth and Atmospheric Sciences

Building Address line 1  
 Building Address line 2  
 Edmonton AB Canada T6G 0X0

### Offices

#### Office of the Registrar

Building Address line 1  
 Building Address line 2  
 Edmonton AB Canada T6G 0X0

### Centres and Institutes

#### Cardiovascular Research Centre

Building Address line 1  
 Building Address line 2  
 Edmonton AB Canada T6G 0X0

## Email Signature

**JANE SAMPLE, PhD**

Title

*Pronouns: they / them / theirs*

**UNIVERSITY OF ALBERTA**  
 College of Natural and Applied Sciences  
 Faculty of Science  
 Earth and Atmospheric Sciences

Building Address  
 Building Address  
 Edmonton AB Canada T6G 0X0  
 T 780.492.2000



The University of Alberta respectfully acknowledges that we are situated on Treaty 6 territory, traditional lands of First Nations and Métis people.

Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.



The correct logo can be downloaded here:

<https://ualberta.canto.com/v/BrandandVisualAssetsPublic>

Browsers may suppress images, therefore add UNIVERSITY OF ALBERTA, bolded in all-caps, in front of the subunit.

Subunits are listed in organizational hierarchy order.

**NOTE: The pronouns, the treaty acknowledgement, the confidentiality notice and the social icons are optional.**

Signature fonts and sizes:

**NAME / U OF A / T:  
 10 PT ROBOTO BOLD CAPS**

Unless otherwise indicated, all text: 10 pt Roboto Regular

*Pronouns:*  
 8 pt Roboto italic

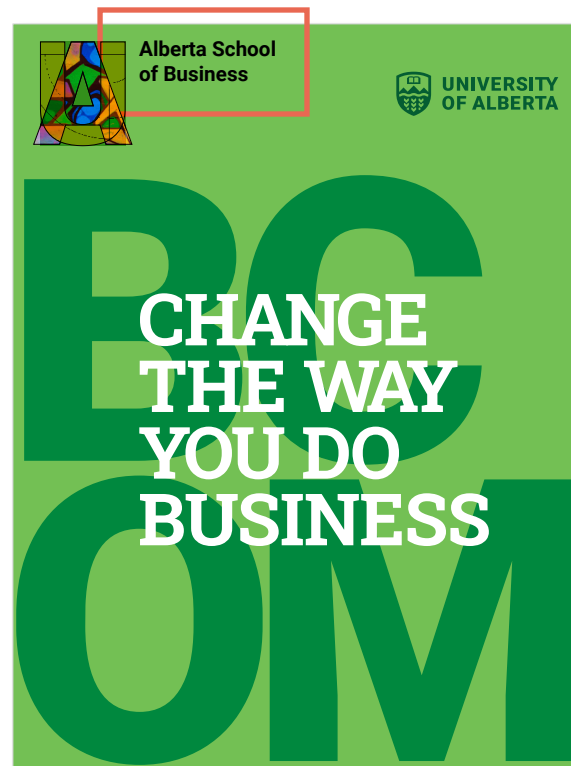
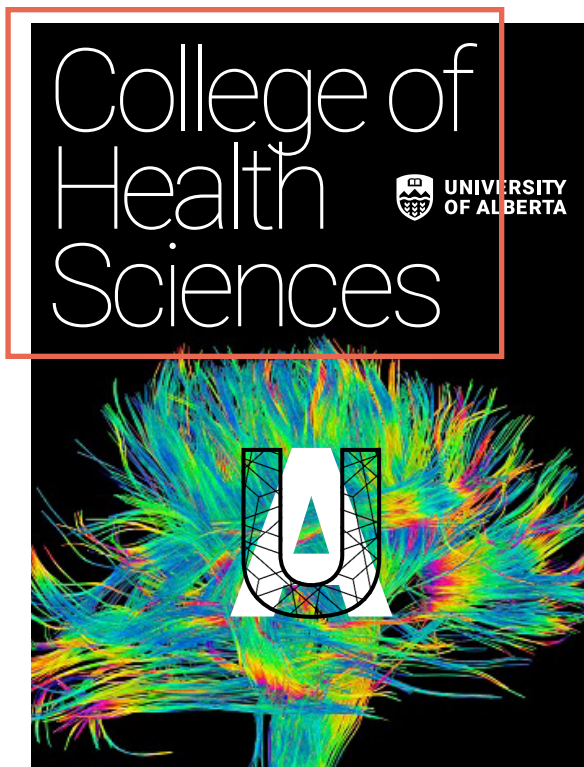
**Treaty Acknowledgement:**  
 8 pt Roboto Bold

Confidentiality Notice:  
 8 pt Roboto Regular, dark grey colour

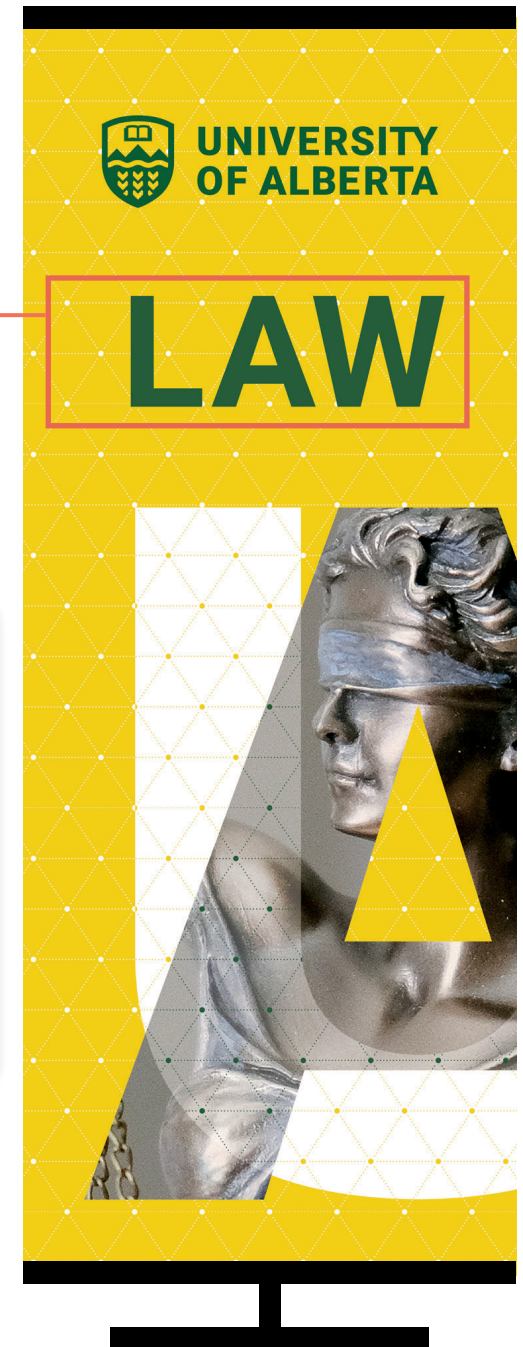
Line spaces: 10 pt Roboto Regular

## Subunits on Marketing Materials

On brochures, posters, banners and other promotional materials, the name of the subunit is spelled out in text using any of the official U of A fonts. Only the official U of A logo is used, and it always stands on its own – never as a lockup with a subunit. This approach allows for subunits to design creatively, while still being unquestionably aligned with the official U of A brand. (The UA graphic may or may not be used.)



**NOTE:** When referring to a specific faculty on marketing materials, the words “Faculty of” are not required.



**NOTE:** U of A green is used purposefully on all materials.

# Subunits Sign-off

The sign-off convention on the back of subunit-specific print pieces is as follows:

Campus-specific materials:  
include campus



**Campus Saint-Jean**  
[ualberta.ca/campus-saint-jean](http://ualberta.ca/campus-saint-jean)

College-specific materials:  
include college name only



**College of Natural and Applied Sciences**  
[ualberta.ca/natural-applied-sciences](http://ualberta.ca/natural-applied-sciences)

Faculty-specific materials:  
include faculty name



**Faculty of Science**  
[ualberta.ca/science](http://ualberta.ca/science)

Department-specific materials:  
lead with the department and  
include the faculty name



**Earth and Atmospheric Sciences**  
Faculty of Science  
[ualberta.ca/earth-sciences](http://ualberta.ca/earth-sciences)

Office-specific materials:  
include office name only



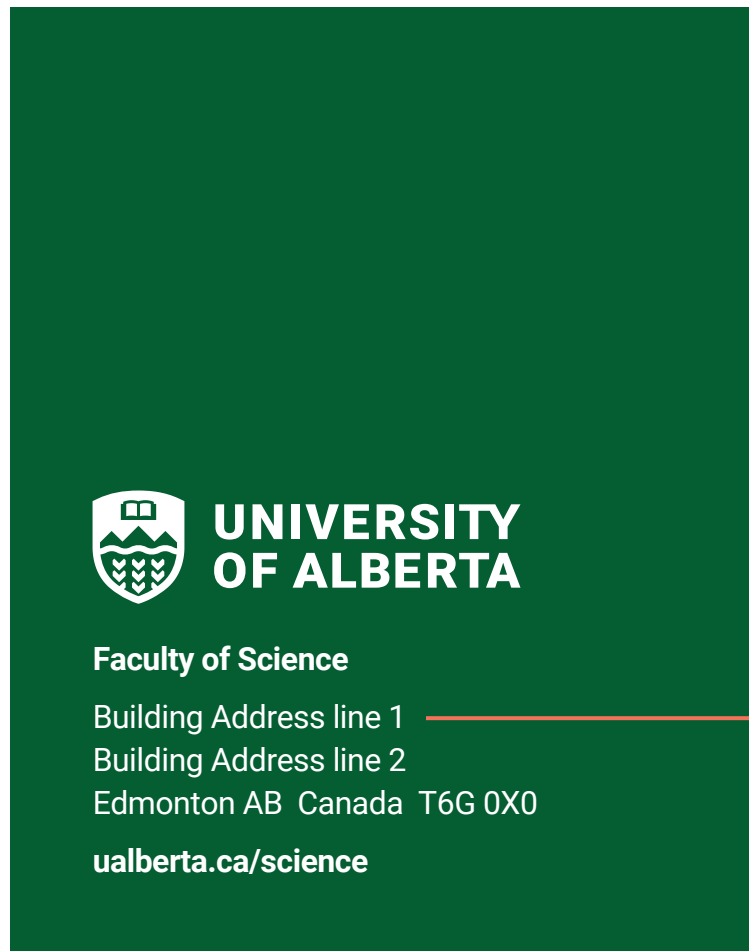
**Office of the Registrar**  
[ualberta.ca/registrar](http://ualberta.ca/registrar)

Centre- and institute-specific  
materials:  
include centre/institute name



**Alberta Transplant Institute**  
[ualberta.ca/alberta-transplant-institute](http://ualberta.ca/alberta-transplant-institute)

EXAMPLE – BOTTOM LEFT OF BROCHURE BACK:



Whenever possible, the sign-off should follow consistent typesetting, as per the guidelines below:

**Highlighted Unit: 12/16 Roboto Bold**

Unit Sub: 12/16 Roboto Regular, space after .08”

Address: 12/16 Roboto Regular

Address: 12/16 Roboto Regular

Address: 12/16 Roboto Regular, space after .08”

**URL: 12/16 Roboto Bold**

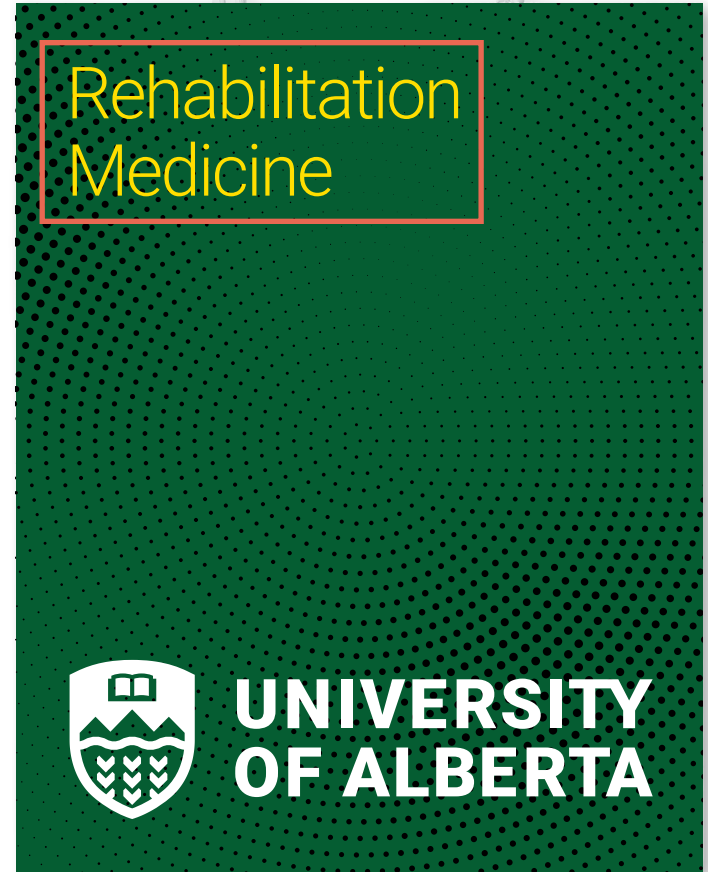
If required, the address or other pertinent information can also be included in the sign-off.



## Subunit-specific Merchandise



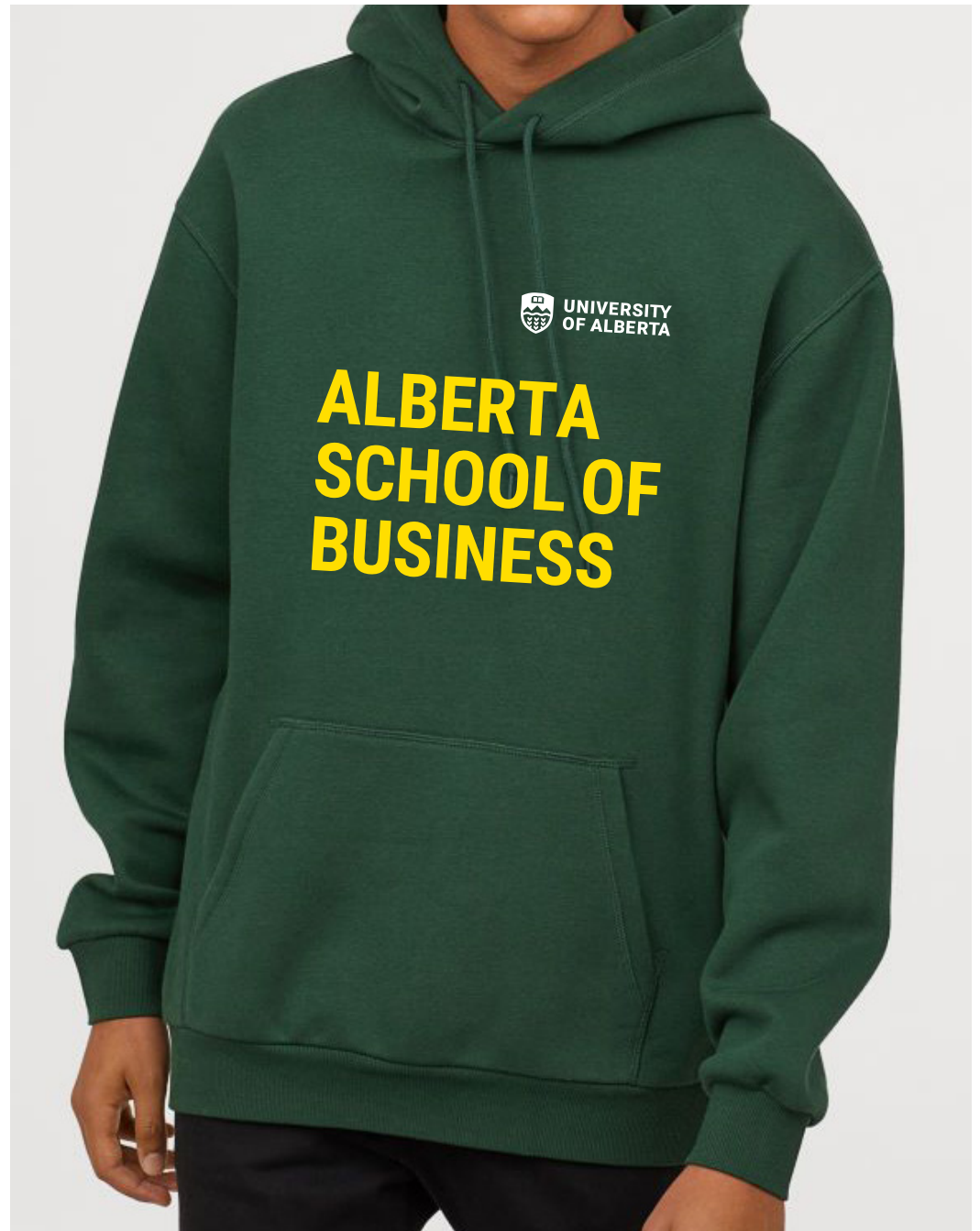
On clothing and other promotional items, the name of the subunit is spelled out in text using any of the official U of A fonts. Only the official U of A logo is used. The UA graphic may or may not be used.







**NOTE:** When referring to a specific faculty on clothing or swag, the words “Faculty of” are not required.



# Sponsoring Events and Activities

## Sponsoring external events

We are developing a One University master brand strategy. The University of Alberta and its logo is our strongest and most recognizable brand asset and we will harness the power of one master brand strategy when it comes to sponsoring events and activities going forward.

To better leverage the university's visibility within sponsorship agreements, whenever an external event or activity is sponsored by the university or any of its subunits, **ONLY** the official University of Alberta logo is to be included in the logo lineup.

ABC Event Sponsored by:



ABC Event Sponsored by:



**NOTE:** Subunit names can NEVER be added to the logo.

To make the most of subunit identity within sponsorship agreements, look for opportunities that provide the most exposure. Often these opportunities do not reside in the “logo block”, but alternate, more visible placements, such as subunit-branded giveaway item or brochure in the attendee bag, or speaking opportunities and presentations

- Event sponsorships – whether it’s a consumer event or a promotion of non-profit events, sponsoring events can shape the attitudes of your audience, and generate positive word-of-mouth recommendations.
- Different types of sponsorship opportunities:
  - Booth package
  - Meeting room with signage
  - Conference Bag
  - Speaking opportunity
  - Website branding
  - Mobile app banner
  - Pre-event marketing
  - Reception signage
  - Post-event email
- Your college/faculty/centre/institute/program can promote its sponsorship in many ways outside of a simple logo placement:
  - Social media: develop both a paid and organic strategy leveraging the ad platforms for Facebook, LinkedIn, Twitter, Instagram, YouTube
  - Press release
  - Targeted email campaign
  - Event banner on your company’s website
  - Pre and post event mailings



### Sponsoring internal events


The name of the subunit(s) sponsoring the event can be prominently displayed in text on materials, in any of the official U of A fonts.



STRATEGY, ENTREPRENEURSHIP AND MANAGEMENT **SPEAKER SERIES**

**Alberta School of Business**  
presents

**Bryant Hudson**




PROFESSOR OF MANAGEMENT  
IÉSEG SCHOOL OF MANAGEMENT

**Friday, April 23**  
9 to 10:30 AM (Edmonton)  
(5 to 6:30 PM – Paris)

**Collective Rage, Power, and Institutions:  
Examining the Processes of Institutional Disruption,  
Defence and Backlash**

In this paper, we explore the role of the collective emotion rage in institutional disruption and change. While rage is considered a form of anger, the unique and intense experience of collective rage and potential for disruption deserves focused attention. We argue that rage can be experienced collectively as well as can be collectively suppressed or can be expressed in a number of ways. When such collective rage is expressed, various forms of collective institutional disruption may occur. We also argue that institutional guardians are likely to resist that disruption and engage in defensive and backlash behaviors to defend existing institutional structures.

 **UNIVERSITY OF ALBERTA**

# Social Media Avatars

To present a consistent presence on all official University of Alberta social media accounts, the following avatar convention for university subunits has been established. (Please note that in some instances, the profile tile displays in a square format – however, the same principle applies.)

**Social media avatars are NOT subunit logos and should never be used in any way outside their intended social media context.**

## U of A main avatar:

- White shield on green background



## Subunit avatars:

- Gold-green background with white shield
- Subunit name abbreviation in white, Roboto Condensed Bold, all caps and flush left.
- The subunit abbreviation is limited to 5 characters on the first line, and 4 characters on the second line.



**Subunit social media avatars can only be created by the External Relations creative team with approval from the Brand team. This is to uphold the integrity of official U of A social accounts.**

# Co-branding with Affiliated Subunits

The relationship between the University of Alberta and an affiliate subunit can be expressed in multiple ways, depending on the application. Whenever possible, both the affiliate and the U of A logos should be used to communicate the association. This is the primary and approved co-branding method to use. In instances where space is limited, a typeset descriptor can be used instead. However, co-branding with text must have express permission prior to use. A request can be made to [creative@ualberta.ca](mailto:creative@ualberta.ca). Please refer to the examples on the following pages.

## What is an affiliated subunit?

A strategic partner that exists at the University of Alberta is considered an affiliated subunit. Sometimes they are developed to highlight a specific area of study or research funded by, controlled by or embedded within a College, Faculty or VP Office. Affiliated subunits often have multiple partners or stakeholders with external-facing priorities.

## Co-branding with logos



In this example:

- Visually equal sizing of logos
- Centre alignment
- Rule height matched to tallest object
- Distance from logo to rule to U of A logo measured in shield widths

**NOTE:** Affiliated subunits that have their own logo must abide by U of A trademark and licensing policies. Please contact the trademarks office with questions.



These co-branded logo lockups should only be used for affiliated subunits that already have established logos and strong external logo affiliation. New logos cannot be created in order to use the affiliated subunit structure. This lockup format does not apply to any internal U of A subunits.

Co-branding examples:



Alignment: the logos are centered vertically

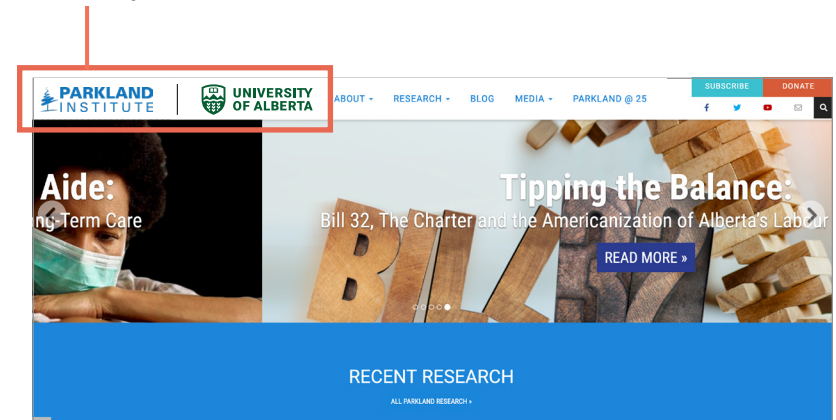
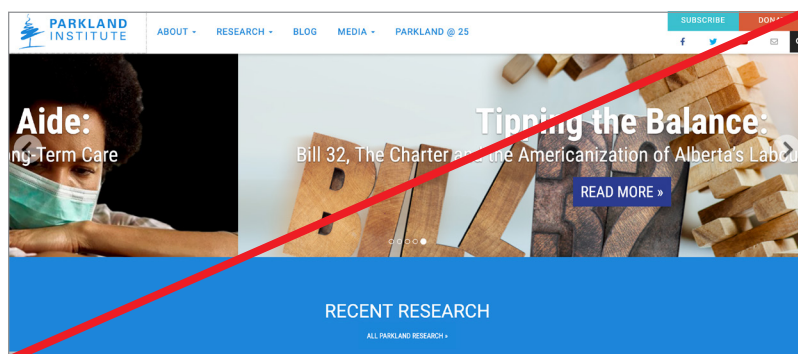
Rule: the rule is the height of the shield as the tallest object



Alignment: the logos are centered vertically

Rule: the rule is the height of the flower icon as the tallest object

Co-branding applied correctly to the website header



In instances of multiple affiliated logos, the affiliates are separated with rules as per the convention outlined earlier in this section – and only a single U of A logo is used.



When shown in combination with other logos, non-affiliate logos are not separated with the divider rules. The divider rule is used exclusively to show the connection between affiliates and the U of A.



NOTE: Enough space should be allowed to show the clear separation between the affiliate group and other logos.



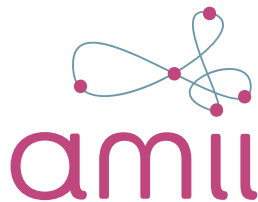
## Co-branding with text

In instances where space is limited, the relationship can be recognized with text. Ideally, it should be typeset in Roboto Condensed bold, all upper case. The text should be separate from, yet clearly associated with the affiliate logo.

Depending on the relationship, either of the following wording may be used:

- in partnership with the University of Alberta
- supported by the University of Alberta
- powered by the University of Alberta

**NOTE:** Co-branding with text must have express permission prior to use. Please send your request to [creative@ualberta.ca](mailto:creative@ualberta.ca).



**IN PARTNERSHIP WITH  
THE UNIVERSITY OF ALBERTA**

Alignment: the sponsorship line mirrors the natural flush right alignment of the logo



THE STEADWARD CENTRE  
for Personal & Physical Achievement

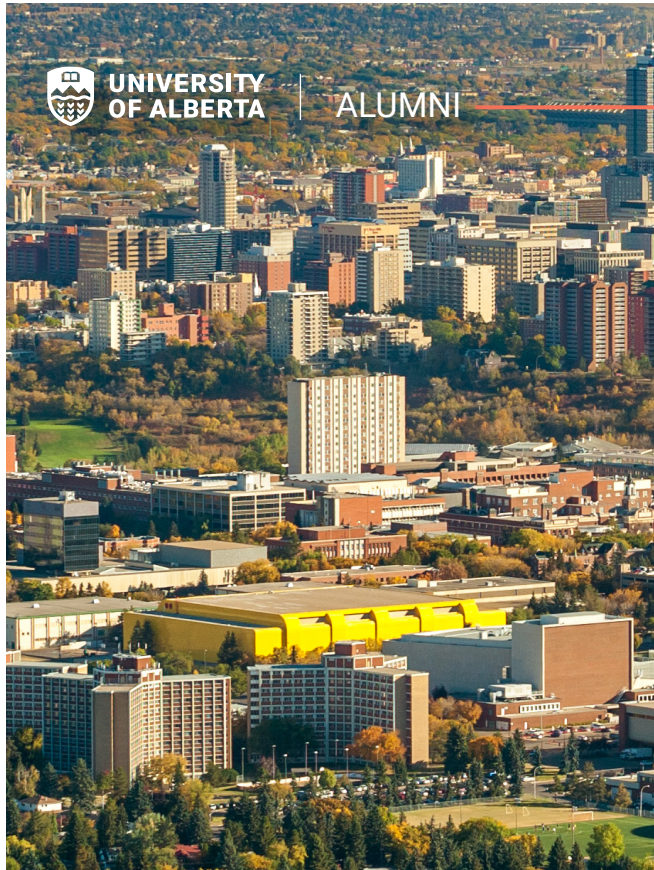
**SUPPORTED BY THE  
UNIVERSITY OF ALBERTA**

Alignment: the sponsorship line mirrors the centered nature of the logo

# U of A Alumni

To create consistency on Alumni materials, two Alumni settings have been established – one for formal and one for informal use. The formal setting is only used on any official Alumni materials, such as advertising, Alumni PowerPoint or Google Slides, announcements, etc. The informal use is for everything else.

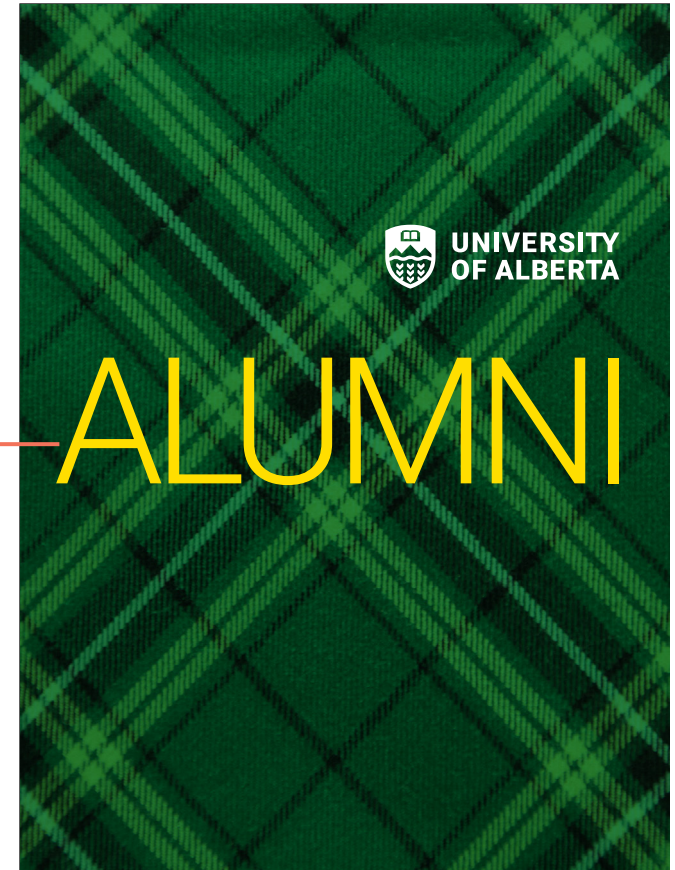
## Formal (limited) use:



U of A logo featured in conjunction with the typeset word ALUMNI and separated by a divider rule – for formal and limited use only

The word ALUMNI is typeset like a headline and not directly linked to the U of A logo – for informal use

## Informal use:



Creating the formal U of A logo and ALUMNI setting:



- ALUMNI text height is equal to the distance between the baselines of the wordmark in the U of A logo
- Font used: Roboto Light, all upper case
- Spacing to logo and divider line is equal to the width of the U of A shield
- Please adjust kerning as required
- The divider rule is the height of the wordmark in the U of A logo and the thickness of the “I” in ALUMNI
- The colour of all three elements is dictated by the U of A logo colouring. I.e. if the logo is white, the rule and ALUMNI are white too. If the logo is green, the rule and ALUMNI are also green, etc.

**It's like a U of A reunion in here.**

The prevalence of U of A graduates and staff on Edify's Top 40 Under 40 list shows how they use their education and experiences to generate solutions that make the world healthier, safer, stronger and more just.

We salute you all for leading with purpose in our communities and beyond.

Jane Doe '13 MD, '16 PostgradCert(MedEd)	Jane Doe '15 BA, '18 MA	STAFF/FACULTY
Jane Doe '06 BCom, '10 MSc	Jane Doe '13 BEd, '16 BA	Jane Doe (AVP, Enterprise)
Jane Doe '12 BCom	Jane Doe '08 BA	Jane Doe '13 PhD, '18 MBA (Associate Professor, FoMD)
Jane Doe '07 BA	Jane Doe '16 BSc	Jane Doe '19 PostgradCert(MedEd) (Assistant Professor, FoMD)
Jane Doe '19 BCom, '19 Cert(Leadership), '20 MBA	Jane Doe '15 BPE, '18 MSc	Jane Doe '06 BA(NativeStudies) (Assistant Professor, Arts)
Jane Doe '16 CertLLUP	Jane Doe '05 BA	
Jane Doe '07 BA	Jane Doe '21 CertCSTM	
	Jane Doe '11 BA	

**We have top honours of our own, too.**

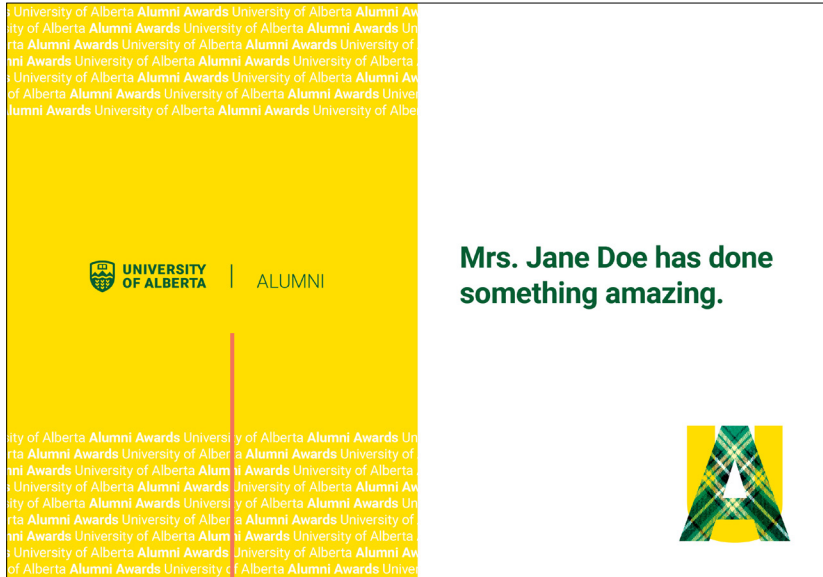
Know U of A alumni leading with purpose? Nominate them for our highest honour – University of Alberta's Annual Alumni Awards.

UNIVERSITY OF ALBERTA | ALUMNI

Double page ad print sample

Formal ALUMNI setting used in green

## Examples of formal use:



Alumni Awards invite, outer spread example.

Formal ALUMNI setting used in white

Formal ALUMNI setting used in green





**Examples of informal use:**



The word ALUMNI is always typeset in Roboto Light, all upper case. Its colour depends on the background and context.

A series of Alumni UAs have been developed. To obtain an Alumni UA graphic, please contact [creative@ualberta.ca](mailto:creative@ualberta.ca)

# Accessibility

Creating accessible materials means considering how design affects people's ability to understand presented information. Follow these tips to increase the accessibility of your materials.

## GENERAL CONCEPTS TO KEEP IN MIND

- Keep information on print material short and simple. Use clear language, avoid dense paragraphs and use simple punctuation.
- Use typefaces, colours and graphics logically and consistently.
- Use simple words rather than complicated ones. For example, “tell” is preferable to “advise.”

## TYPE

- Use upper and lower case letters when possible, as they give words a more defined shape. This especially applies to full sentences or paragraphs.
- Ideally, font size should be 12 pt or larger.
- Create a strong and consistent visual hierarchy through distinct styling of headlines and body copy so the reader has a clear path through the information.

**NOTE:** Designs will not always be fully accessible to everyone. But by using the brand colours, typography and hierarchy in the prescribed way, we ensure that the majority of people will understand the information we present.



## COLOUR

- Use high-contrast colours between text and background. Good examples are white text on a dark green background, or white text on a black background.
- Reduce distractions – avoid complicated designs.
- Printed material is most readable in black and white. Restrict coloured text to things like titles, headlines or highlighted material.
- Avoid using colour alone to communicate information (e.g., colour-coding a legend is not enough). Use background textures or different styling to highlight and differentiate elements.
- Avoid putting text over images. If unavoidable, increase the contrast of the image in areas where the type overlaps by darkening or lightening the image area in Photoshop.

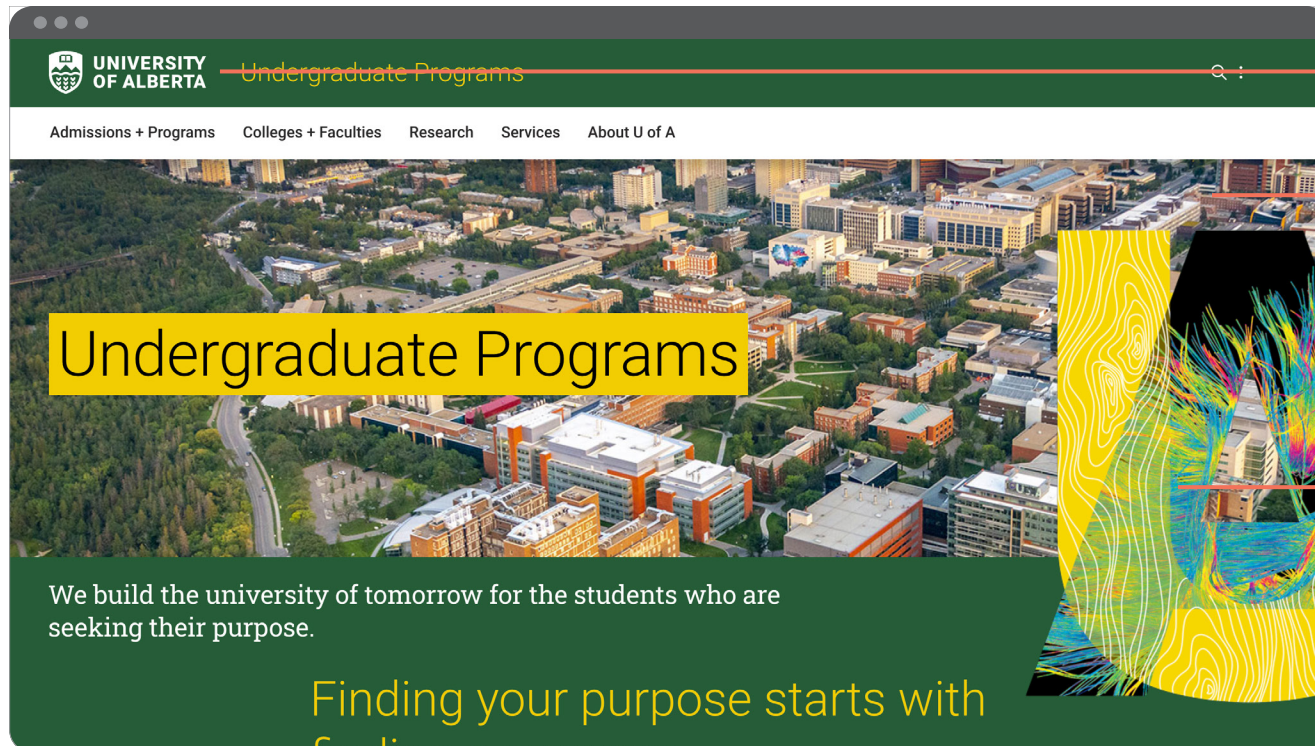
## LAYOUT

- Use wide margins and columns with sufficient white space between them. White space guides the reader's eye – use it effectively.
- Flush-left setting and adequate leading between lines of text make the text easier to read.
- Using lighter colours for backgrounds and darker colours for text is generally easier to read than the reverse.
- Using icons or symbols alongside text can help the reader to infer meaning.
- Label charts thoroughly.

# The Brand System

# InUse

# Home Page

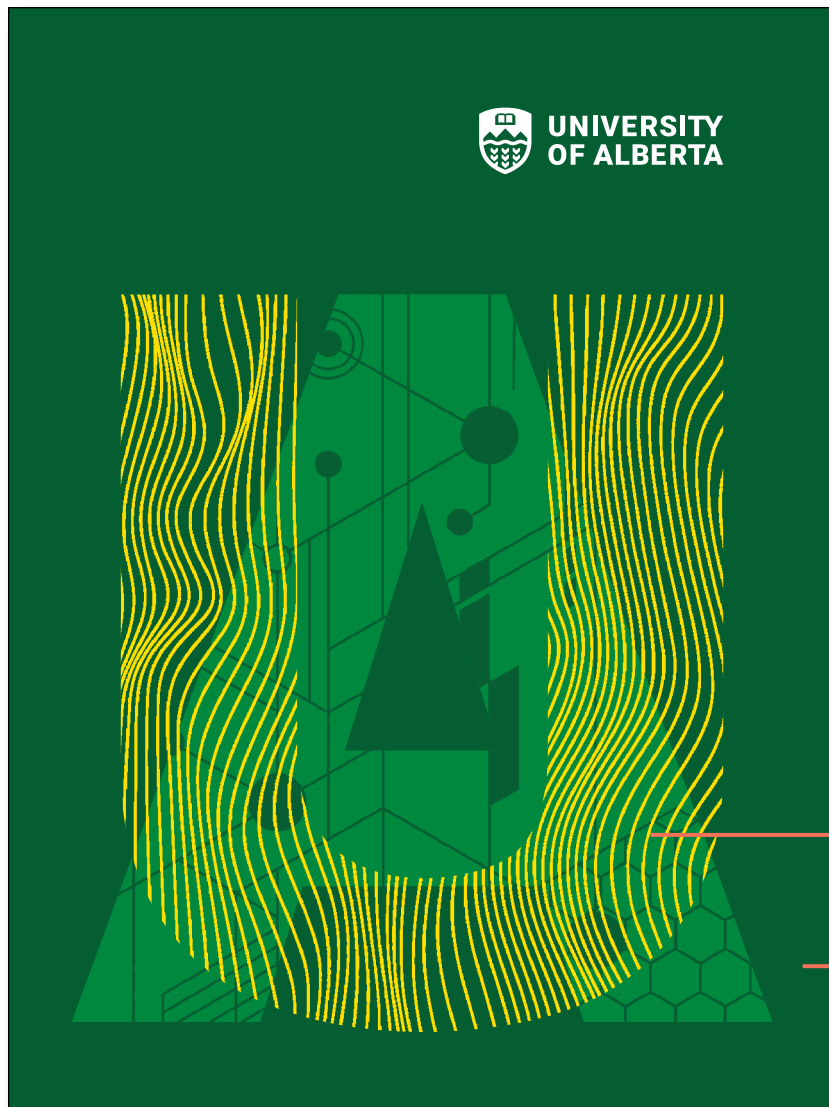


Correct use of U of A logo

Overarching impression of brand colours — green and gold

Correct use of UA graphic

## Sample Generic Press Kit

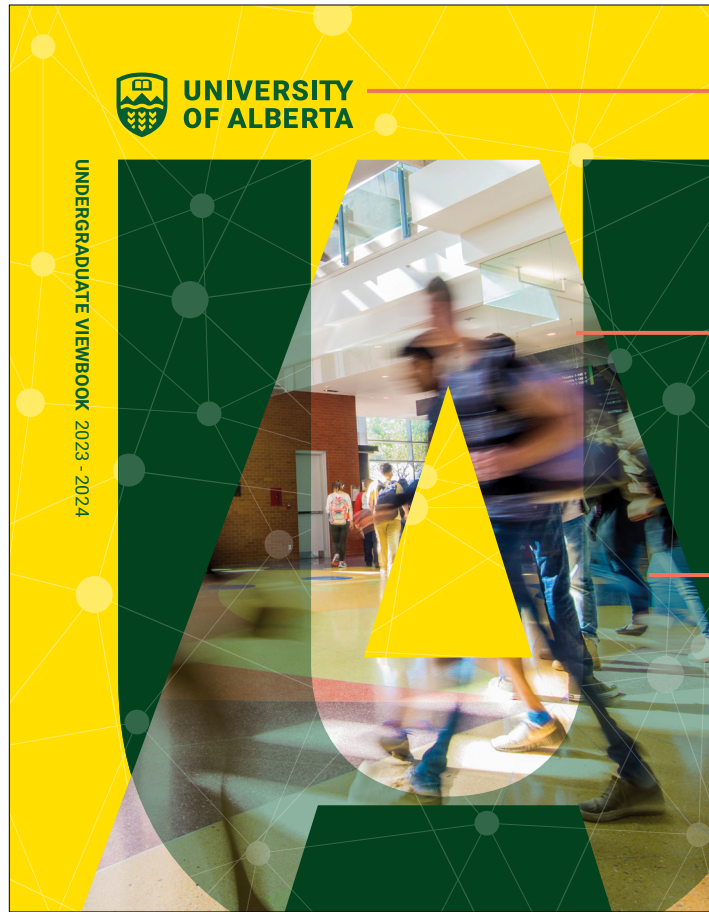


Brand promise featured

Correct use of UA graphic,  
tone on tone colours

Overarching impression  
of brand colours – green  
and gold

## Sample Publication Covers



U of A logo featured prominently

UA graphic used as a large display element on cover of document

Overarching impression of brand colours – green and gold

Secondary palette featured a colour sting only. Does not carry the design



To access our suite of pre-approved templates, reach out to the person who initiated your project.

## Sample Flyers / Postcards

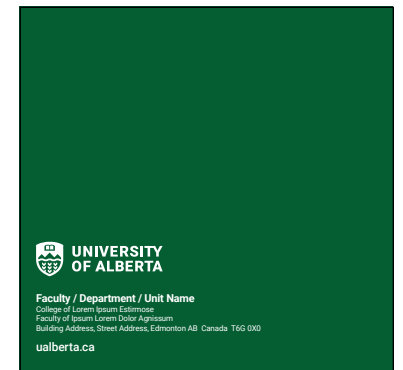


Three examples of image, texture and colour treatment

## Folded Card



Front



Back (note: inside is blank)

Cards can be customized to subject matter or faculty.

To access our suite of pre-approved templates, reach out to the person who initiated your project.

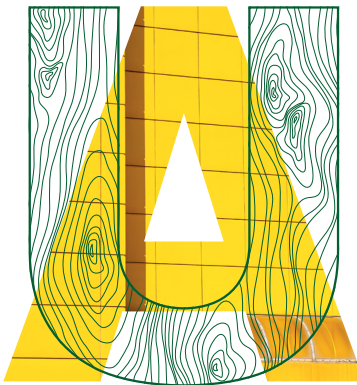


## Sample Pop-up Banners

U of A logo featured prominently



Overarching impression of brand colours – green and gold



Consistent placement and sizing of elements

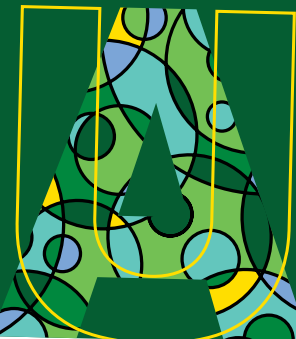


**Leading  
with  
Purpose.**

## Sandwich Board



**Student Service  
Centre**



To access our suite of pre-approved templates, reach out to the person who initiated your project.

## Report Cover Templates

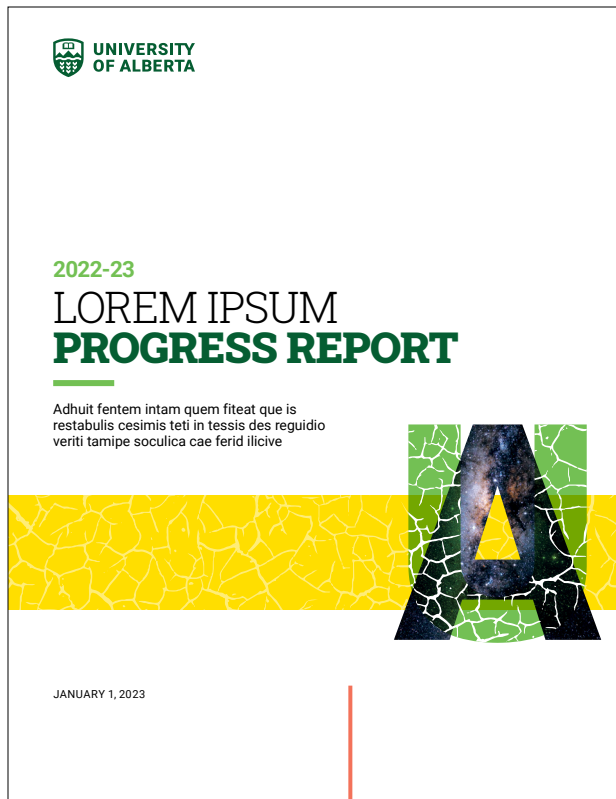


Image and text editable



U of A logo featured prominently

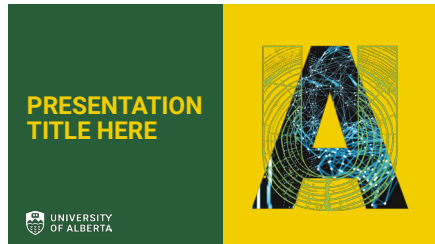
UA graphic can be customized

Overarching impression of brand colours – green and gold

To access our suite of pre-approved templates, reach out to the person who initiated your project.

# PowerPoint or Google Slides Presentation Templates

## Title slide options



**NOTE:** More designs are regularly added to the U of A Slides Template, this is a sample.

## Sample Interior slides (more available in Google template)

**Lorem ipsum dolor sit amet**

- Sed quis tempus urna. Nam sit amet consectetur orci. Pellentesque orci lacus, ultrices vitae commodo malesuada, tempus a arcu.
- Duis enim magna, vehicula ut ultricies ut, mollis ac ex. Proin ultricies libero suscipit quam consectetur, sit amet finibus massa dapibus.
- Suspendisse aliquam magna vel nulla tempor, in facilisis nulla dapibus. Nulla varius placerat justo, vel facilisis diam.



**Lorem ipsum dolor sit amet**

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Jane Smith  
President, Company Name

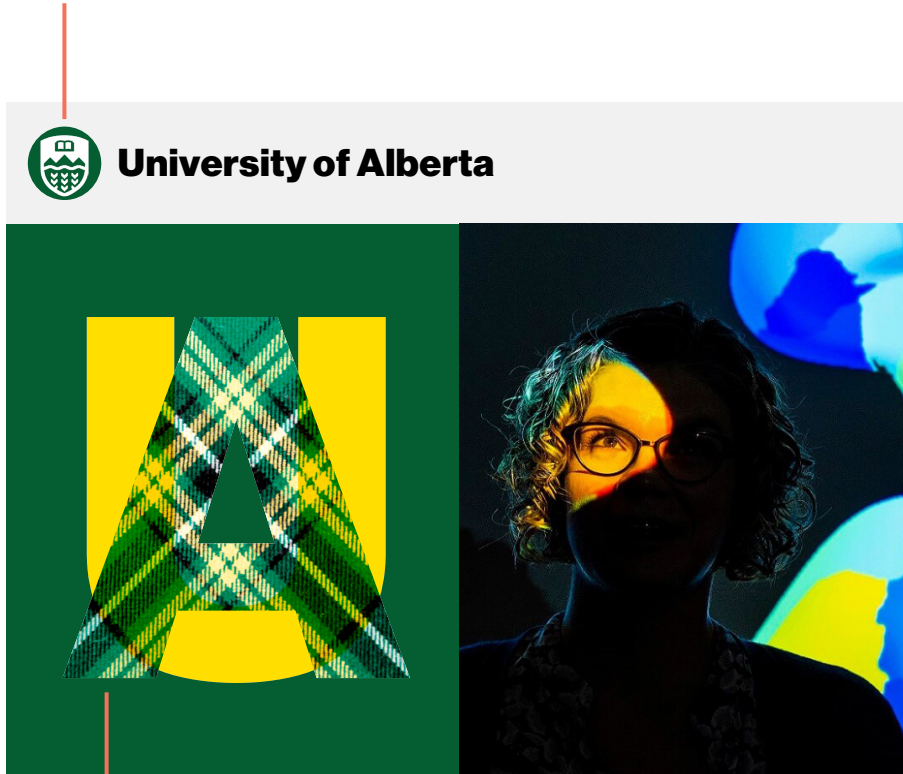
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Google template available upon request.

## Sample Social Posts

Use of white U of A shield on green background in social tile



Use of UA graphic on green background carrier.

Correct use of logo and UA used together



Use of UA graphic on solid coloured background with subtle pattern



Correct use of UA graphic on image background: Letters use a keyline to hold their shape





## Sample U of A Merchandise



UA graphic – three-colour  
print or embroidery



U of A logo –  
one-colour print



U of A name typeset in Roboto Slab  
Bold – one-colour print or embroidery



UA graphic – one-colour  
print or embroidery



UA graphic with wordmark on side –  
two-colour print or embroidery

UA use examples



## Sample U of A Merchandise



UA graphic outline pattern used as background for bag, U of A logo featured prominently



UA graphic used as feature element, U of A logo smaller

**NOTE: The UA graphic outline pattern is available to download as support background graphic.**

T-shirt: UA graphic used as feature element on front, U of A logo small on back

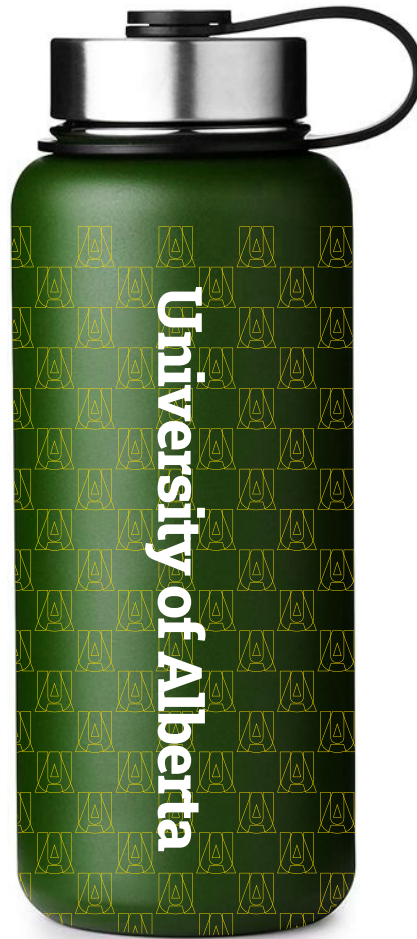




## Sample U of A Merchandise



UA graphic – two-colour,  
shape and outline only



U of A name typeset in  
Roboto Slab Bold with UA pattern  
background – two-colour



UA graphic –  
three-colour



Stacked U of A logo –  
one-colour

# Thank

# you

for adhering to our  
guidelines and helping us  
**design with purpose!**



# UNIVERSITY OF ALBERTA

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