



uOttawa

**VISUAL IDENTITY
STANDARDS MANUAL**



uOttawa

Visual identity standards

This document may be revised periodically.

Last revision: August 16, 2005

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Foreword

This document provides an overview of the visual identity standards and the symbolization program of the Gee-Gees. It includes specific instructions on the use of the emblem, the logotype and the sub-brands as well as several rules governing their use.

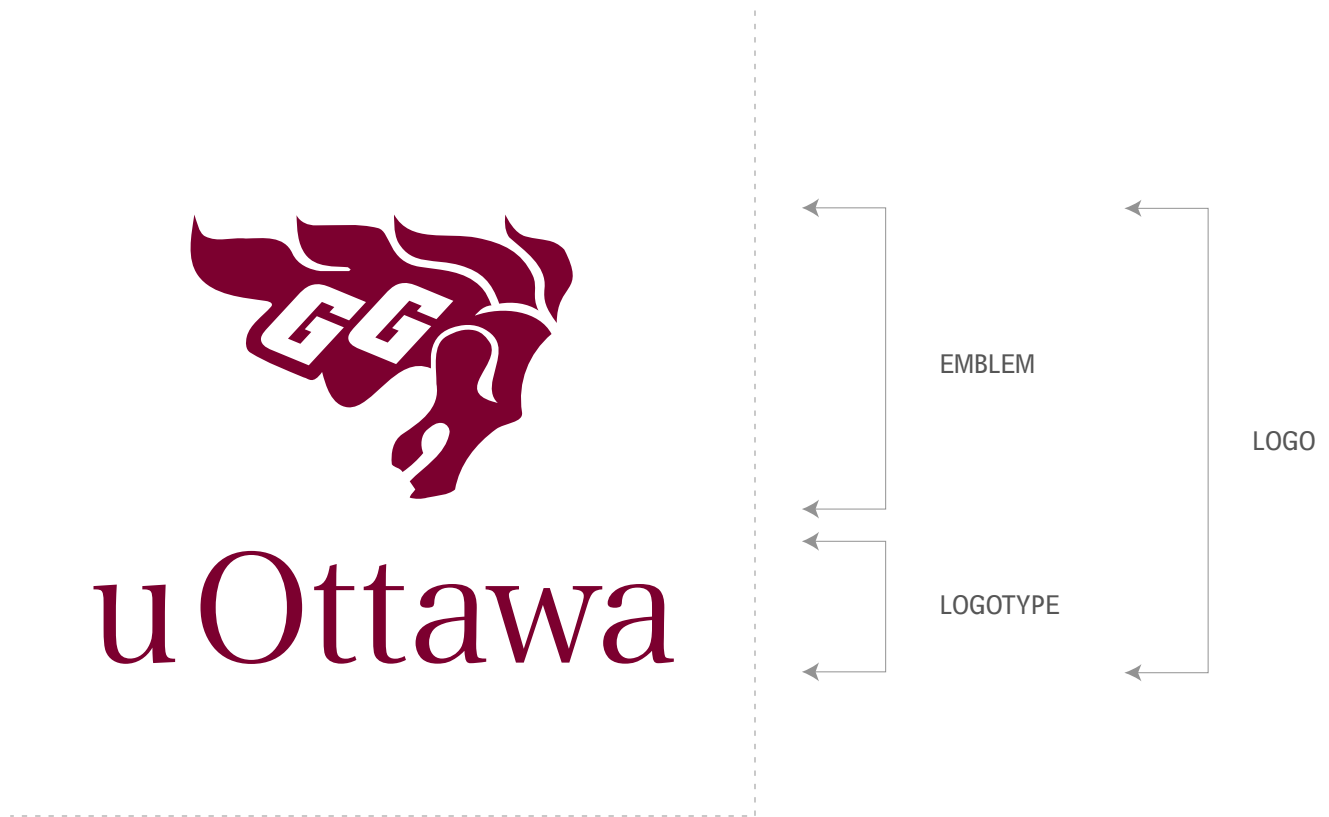
The visual identity standards set specific rules to reinforce a consistently strong and distinguished image. This will allow us to promote a uniform identity to the general public and to highlight the new brand image of the Gee-Gees and the University.

The University's traditional colours are garnet and grey. As these colours both begin with the letter G, the English-speaking press adopted the practice of calling the team the Gee-Gees. The French-speaking press began using the same expression and the name Gee-Gees was officially adopted. The double G is appliquéd on a horse, symbolizing the determination and spirit characteristic of the Gee-Gees. The expression "gee-gee" also refers to the lead horse in a race.



uOttawa

The logo is made up of two elements, the emblem and the logotype, which are the basic visual identity elements of the Gee-Gees. In order to maintain application integrity, the visual identity cannot be modified.



EMBLEM

The Gee-Gees emblem is the basic graphic element that comprises the brand image of the Gee-Gees. The pictorial symbol must never be used alone. It must always be accompanied by the logotype “uOttawa” (Note exceptions, see Section 5.0). Only in this way can we ensure a consistent presentation.

LOGOTYPE

The logotype is the “generic brand.” It is the term that describes, positions and reinforces the Gee-Gees’ brand. It is an integral part of the logo, and consequently inseparable from the emblem (note “Exceptions” in Section 5).

The logo comprises two basic units (the emblem and the logotype), which are the basic graphic elements of the symbolization program of the Gee-Gees. They may be accentuated by the sub-brands (see Section 3). To maximize the graphic impact, the emblem should stand apart as a strong and distinct element. In order to preserve application integrity, no modification is permitted and it must always be supported by the logotype. The secondary version (see Section 3) should never replace the primary identity and should not be used where space is extremely limited. This should be considered only in exceptional circumstances.

PRIMARY IDENTITY

EMBLEM + LOGOTYPE



Height measurement "X" determines the ratios between the elements of the image. "X" is the height of the upper case letter (O) in the logotype. This basic unit of measurement determines image proportions. Spacing between the various elements provides visual balance. In order for the brand image to remain consistent, only graphic elements in approved electronic files are permitted.

SPACING



PRIMARY IMAGE



Spacing is calculated to the edges of the sub-brands (if wider than the logotype).

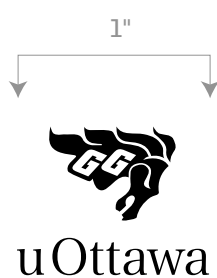
The Gee-Gees logo may be reduced to fit available space, provided recommended minimum sizes are respected. The relationship between the emblem, the logotype and the descriptive text (proportions and positions) may not be altered under any circumstances. The stipulated proportions are intended to preserve adequate legibility.

PRIMARY IMAGE - minimum reproduction size

PMS 202



BLACK



PMS 202 REVERSED



BLACK REVERSED



If the specified graphic standards in this brochure do not correspond to your requirements, please contact a member of the Graphic Standards Committee. www.brand.uOttawa.ca

The alternative version must not replace the primary image. It must be used only in situations where space is extremely limited and [should be considered only in exceptional circumstances](#).

ALTERNATIVE VISUAL IDENTITY

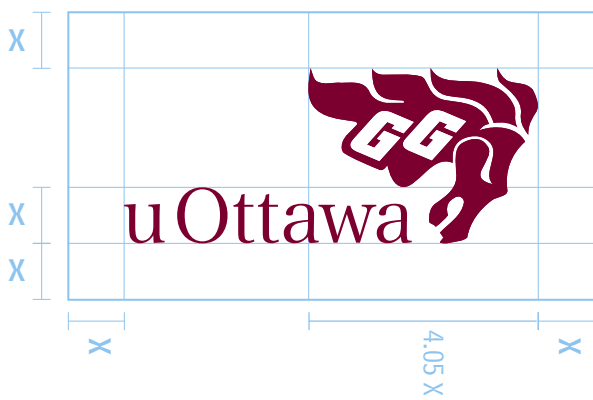
EMBLEM + LOGOTYPE



SPACING

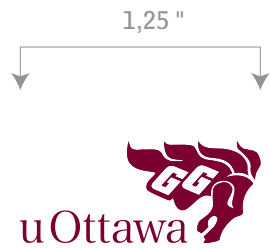


ALTERNATIVE IMAGE



ALTERNATIVE IMAGE - minimum reproduction size

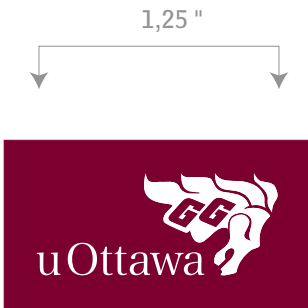
PMS 202



BLACK



PMS 202 REVERSED

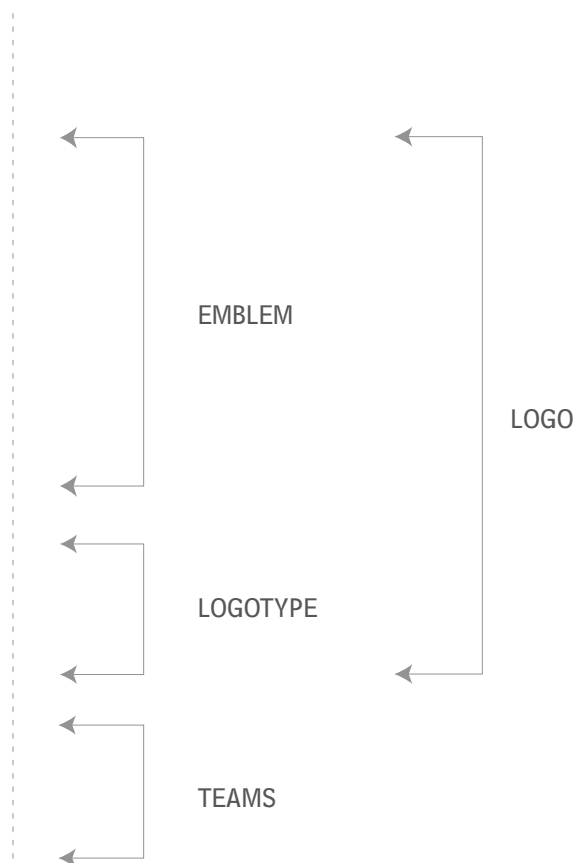


BLACK REVERSED



The sub-brands support the Gee-Gees logo. The use of any other accompanying logo is strongly discouraged.

Official standards dictate that French always appears before the English, regardless of the language of the document.



EMBLEM

The Gee-Gees emblem is the basic graphic element that comprises the brand image of the Gee-Gees. The pictorial symbol must never be used alone. It must always be accompanied by the logotype to ensure a uniform presentation in all applications to ensure a uniform presentation in all applications (Note "Exceptions", Section 5.0).

LOGOTYPE

The logotype is the "generic brand." It is the term that describes, positions and reinforces the Gee-Gees' brand. It is an integral part of the logo, and consequently inseparable from the emblem (Note "Exceptions", Section 5.0).

TEAMS

This wording can only be used to name the various Gee-Gees teams.

TEAMS - Examples



uOttawa
Aviron | Rowing



uOttawa
Badminton



uOttawa
Baseball



uOttawa
Basketball



uOttawa
Cheerleading



uOttawa
Conditionnement physique
Fitness



uOttawa
Cross-country



uOttawa
Danse | Dance



uOttawa
Entraîneur | Trainer

TEAMS - Examples - continued



uOttawa
Équitation | Equestrian



uOttawa
Escrime | Fencing



uOttawa
Fastball



uOttawa
Football



uOttawa
Golf



uOttawa
Hockey



uOttawa
Intra-muros | Intramurals



uOttawa
Nage synchronisée
Synchronized Swimming

TEAMS - Examples - continued



uOttawa
Natation | Swimming



uOttawa
Personnel | Staff



uOttawa
Ringuette | Ringette



uOttawa
Rugby



uOttawa
Soccer



uOttawa
Ultimate



uOttawa
Volleyball



uOttawa
Waterpolo

This alternate image of the Gee-Gees logo without the University's logotype may only be used in certain exceptional cases (please contact the Graphic Standards Committee for approval: www.brand.uOttawa.ca/). **It must not replace the primary image and must be used only in exceptional circumstances.**

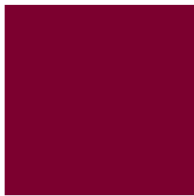
EXCEPTIONS

EMBLEM

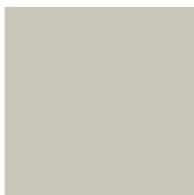


Choice of colour plays a dominant role in the brand image of the Gee-Gees. Thus, strict management and use of this palette will facilitate the establishment of the identity. All colour variations have been drawn from the Pantone colour chart. The official palette must not be replaced or modified by any other colour.

OFFICIAL PALETTE



Gee-Gees garnet



Gee-Gees grey



Choice of colour plays a dominant role in the brand image of the Gee-Gees. Thus, strict management and use of this palette will facilitate the establishment of the identity. All colour variations have been drawn from the Pantone colour chart. The official palette must not be replaced or modified by any other colour.

Pantone Warm Gray 4 C and 202 C must be used to print on coated paper. Pantone Warm Gray 4U and 194 U must be used to print on uncoated paper.

OFFICIAL PALETTE

The colour chart is offered in
Pantone, CMYK, RGB and Hexadecimal.



Gee-Gees grey



Gee-Gees garnet

PANTONE

| | | |
|--------------|--------------------------|------------------|
| Coated paper | PANTONE Warm Gray 4 C | PANTONE 202 C |
|--------------|--------------------------|------------------|

| | | |
|----------------|--------------------------|------------------|
| Uncoated paper | PANTONE Warm Gray 4 U | PANTONE 194 U |
|----------------|--------------------------|------------------|

CMYK

| | | |
|--------------|-------------------------------|----------------------------------|
| Coated paper | C: 0 M: 4 Y: 9 K: 24 | C: 0 M: 100 Y: 61 K: 43 |
|--------------|-------------------------------|----------------------------------|

| | | |
|----------------|-------------------------------|----------------------------------|
| Uncoated paper | C: 0 M: 4 Y: 9 K: 24 | C: 0 M: 100 Y: 64 K: 33 |
|----------------|-------------------------------|----------------------------------|

| | | |
|------|----------------------------|-------------------------|
| RGB* | R: 194 G: 186 B: 173 | R: 143 G: 0 B: 26 |
|------|----------------------------|-------------------------|

| | | |
|--------------|---------|--------|
| HEXADECIMAL* | #B6ADA9 | 8F001A |
|--------------|---------|--------|

*Environment sRGB IEC61966-2.1
(Average between Web and video colours)

PANTONE®: system used in printing (other than four-colour process printing) to make colour inks and in other applications for colour consistency.

CMYK (Cyan, Magenta, Yellow, Black): also known as four-colour process, this is the method used to print photos and images using the colours cyan, magenta, yellow and black. The numeric values refer to the percentage of each colour.

RGB (Red/Green/Blue)/"HEX"/"WEB SAFE": the method used to obtain a certain colour on the screen; numeric values refer to the intensity of each of these basic colours.

* Pantone® is a registered trademark of Pantone®, Inc. The colours shown are for information only and do not correspond to the Pantone® standard. Consult the most recent version of "Pantone color formula guide" for precise colours.

The primary palette is composed of two colours: the uOttawa Grey and the uOttawa garnet, both colours of historical significance for the University. Some variation accommodates different printing methods and are consistent with the University of Ottawa identity. Pantone® colours followed by a “C” are for printing on coated paper and those followed by a “U” for printing on uncoated paper.

OFFICIAL PALETTE



uOttawa GREY



uOttawa GARNET

2 PANTONE



100 %

PANTONE

Coated paper: Warm Gray 4 C
Uncoated paper: Warm Gray 4 U



100 %

PANTONE

202 C
194 U



uOttawa
Volleyball

CMYK



Coated paper: C:0 M:4 Y:9 K:24
Uncoated paper: C:0 M:4 Y:9 K:24

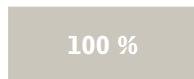


C:0 M:100 Y:61 K:43
C:0 M:100 Y:64 K:33



uOttawa
Volleyball

1 PANTONE



100 %

PANTONE

Coated paper: Warm Gray 4 C
Uncoated paper: Warm Gray 4 U



uOttawa
Volleyball

RGB



R:194 G:186 B:173



R:143 G:0 B:26



uOttawa
Volleyball

Ideally, the visual identity should appear in colour on a white background. Unfortunately, that fails to address a variety of printing requirements. Several possible applications are proposed for different situations. In the case of a monochromatic application, contrast must be strong enough to ensure sufficient legibility.

COLOUR VERSION – on white background and reversed



MONOCHROMATIC VERSION – on white background and reversed



When a document is printed in one colour only (other than black, Pantone 202C and Pantone Warm Gray 4 C), the reversed identity (white on colour background) is recommended.

Avoid boxing the logo, but rather integrate it into a colour background (for example, a banner strip).

Tone evaluation applies to colours and black tones. Evaluate contrast and ensure legibility of the logo when converting colours (CMYK, PANTONE, RGB) to grey tones.

CONTRAST EVALUATION – percentage of black

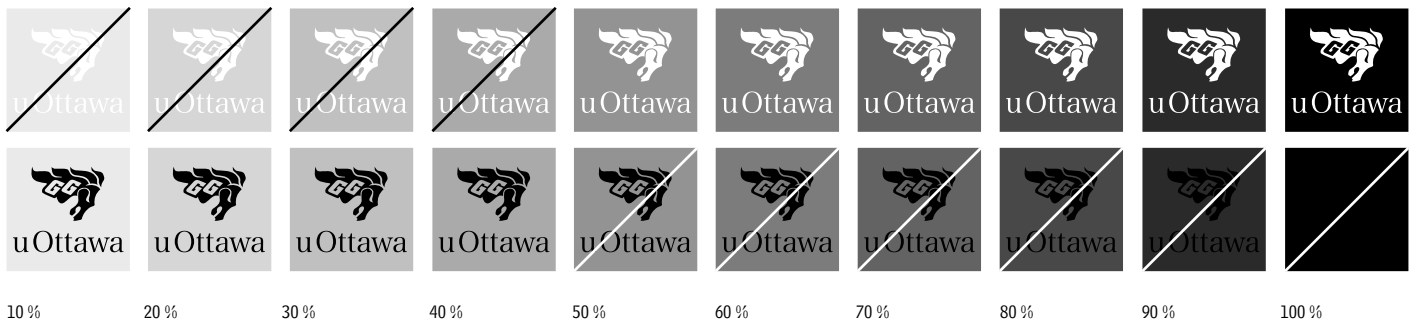
LOGO - COLOUR



It is possible to use a background with a tone of 40% or less. When the percentage exceeds this standard, the logo must be monochromatic.

TONE EVALUATION – percentage of black

LOGO -- MONOCHROMATIC



USE OF THE BLACK LOGO ON A WHITE BACKGROUND AND A WHITE LOGO ON A BLACK BACKGROUND IS RECOMMENDED FOR BEST CONTRAST.

THE REVERSED LOGO MAY BE USED ON A BLACK BACKGROUND OF 50% TO 100%. THE BLACK LOGO SHOULD ONLY BE USED ON A BACKGROUND OF 40% OR LESS.

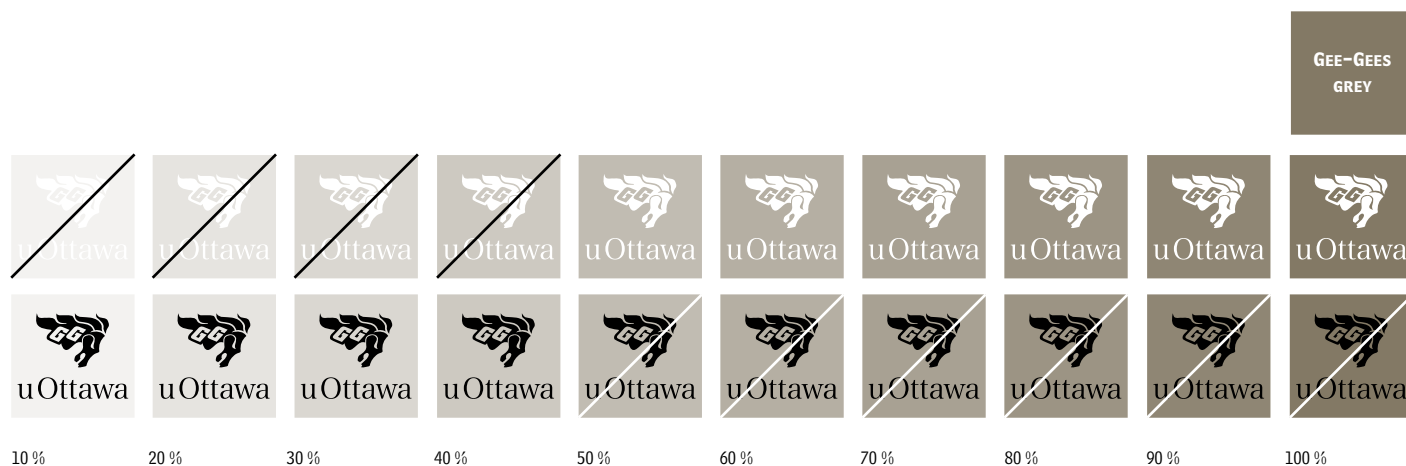
TONE EVALUATION APPLIES TO MONOCHROMATIC AND COLOUR BACKGROUNDS. TO EVALUATE COLOUR BACKGROUNDS, THE GREY SHADE EQUIVALENT MUST BE DETERMINED.

WHEN APPLYING THE INVERSED LOGO, IT IS IMPORTANT NOT TO FAVOUR A CLEAR BACKGROUND THAT WOULD WEAKEN THE CONTRAST BETWEEN THE LOGO AND THE BACKGROUND.

Note: The above examples do not respect the minimum size. They are used only as recommendations for tone evaluation.

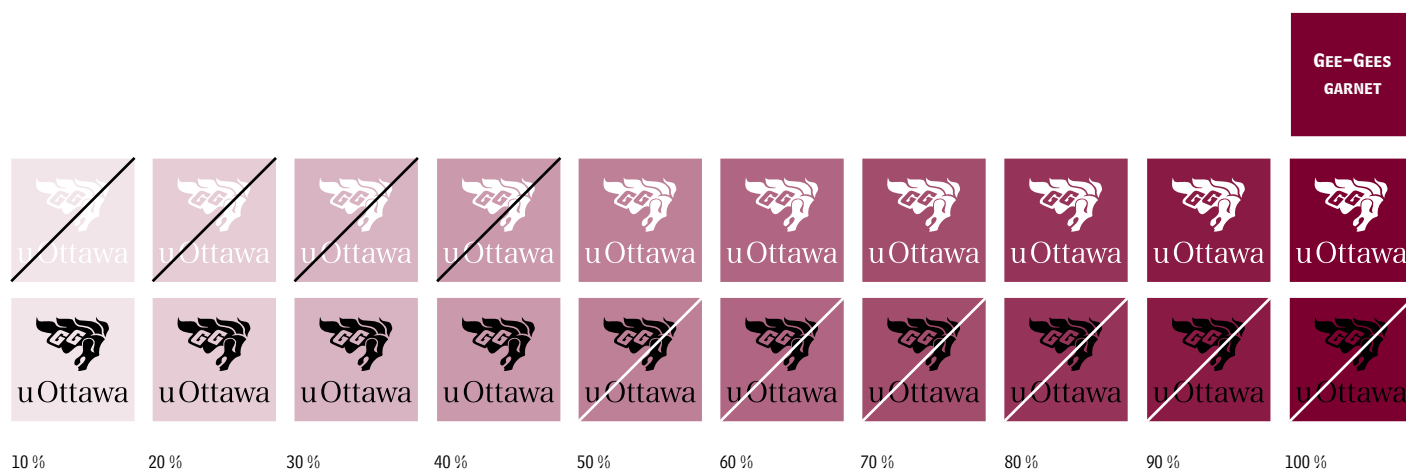
TONE EVALUATION

REVERSED LOGO - MONOCHROMATIC



TONE EVALUATION

REVERSED LOGO - MONOCHROMATIC



Note: The above examples do not respect the minimum size. They are used only as recommendations for tone evaluation.

Sections 1.5 and 1.6 to 1.6b, list the recommended options for background colours. When the logo is used with a different background colour, it is important to ensure that all logo elements are visible. The examples below illustrate what to use and what to avoid. Even though the black version of the logo is readable on most half-tone backgrounds, it is preferable to use the inverted version.

BACKGROUND (COLOUR)

LOGO - COLOUR



BACKGROUND (COLOUR)

LOGO REVERSED



The visual appearance of images in promotional, institutional and advertising publications must be consistently strong. Avoid backgrounds that do not allow the visual identity to stand out.

PHOTOS



To maintain the integrity of the visual identity, the logo must not be modified, cropped or reconfigured in any way. The graphic composition is fixed to remain true to authorized uses. Here are some examples of prohibited modifications.

EXAMPLES



Do not isolate logo elements.



Never displace the elements of the logo.



Do not modify the proportions of the elements.



Avoid distortion.



Do not use drop shadows.



Do not rotate the image.



Do not modify the logotype or sub-brand fonts.



Do not trace around the text.

To maintain the integrity of the visual identity, the name Gee-Gees must not be modified, cropped or reconfigured in any way. The graphic composition is fixed to remain true to authorized uses.

CORRECT

Gee-Gees**GEE-GEES****Gee-Gee****GEE-GEE****GG****GGs**

INCORRECT

Gee Gees**GEEGEE****GEEGEES****GEES****Geegees****gee-gees****gee-gee****G-Gees**

