

All in.

Campaign Brand Standards Guide

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Creating and Maintaining a Strong Brand Identity

The *All in* Campaign Brand Standards Guide reviews the various elements and tools comprising the graphic foundation of the campaign brand.

The visual identity standards apply to all uses of the campaign brand and all Western communications, including signage, email, advertising, social media, websites, stationary, presentations, web and brochures.

This guide explains the correct usage of the *All in* Campaign logo, tagline, design use and appropriate use in copy that are the basis of the campaign communications system. It is designed to complement and respect all existing Western Brand Standards.

Both the Campaign Brand Standards and the Western Brand Standards must be followed closely in all Western communications to ensure consistency.

We encourage you to use the *All in* Campaign logos, templates and tools wherever appropriate for your unit, faculty or department. Please ensure the campaign brand standards are respected at all times and when linking directly from campaign assets (such as the logo), please point to campaign-related content on the microsite: allin.westernu.ca

This launch is just the beginning. As the *All in* Campaign brand continues to roll out, new details and assets will be added and refined—check back often for updates.

Guiding Principles

1. The *All in* Campaign Brand Standards and the Western Brand Standards are both mandatory—all standards must be applied universally with only noted exceptions.
2. Western does not expect staff to be “design experts.” Appropriate templates/examples have been developed and are available.
3. If in doubt, review outgoing items with Western Communications.

About the Campaign Logo and Tagline

The image displays the 'All in.' campaign logo in a large, purple, serif font. The word 'All' is in a bold, uppercase serif typeface, followed by 'in.' in a lowercase serif typeface. The period at the end of 'in.' is a solid purple circle, matching the color of the text.

The *All in* Campaign logo tagline is a protected mark of Western University. Please use the tagline, shown on this page, alongside the approved Western brand.

The *All in* Campaign logo should not appear on any documents that do not also include the Western logo.

The brand standards and tagline usage guidelines as outlined in this document are mandatory.

Variations of the Logo Lockup

Horizontal Logo Lockup Full: Positive Version



Horizontal Logo Lockup: Positive Version



Horizontal Hybrid Logo Lockup Full: Positive Version



Horizontal Hybrid Logo Lockup: Positive Version



Stacked Logo Lockup Full: Positive Version



Stacked Logo Lockup: Positive Version



Horizontal Logo Lockup Full: Reverse Version



Horizontal Logo Lockup: Reverse Version



Horizontal Hybrid Logo Lockup Full: Reverse Version



Horizontal Hybrid Logo Lockup: Reverse Version



Stacked Logo Lockup Full: Reverse Version



Stacked Logo Lockup: Reverse Version



Campaign Logo: Positive Version



Campaign Logo: Negative Version



Several approved logo lockups have been designed for Western University campus community use only.

Use the campaign logo when the Western logo appears prominently elsewhere on the design.

Use a logo lockup when the Western logo does not appear separately on the design.

All logo versions and lockups are custom elements and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the alternate logos is not acceptable.

Clear Space

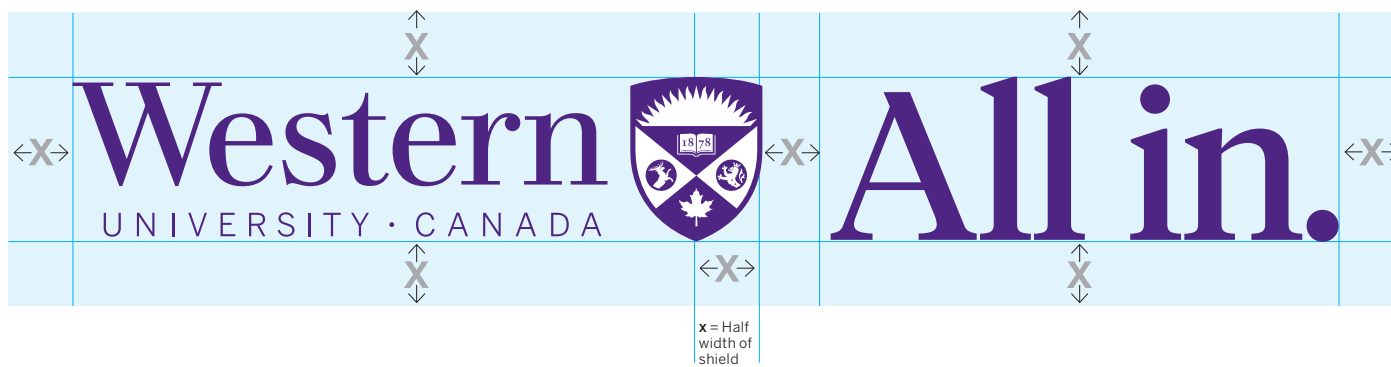
Campaign Logo



The logo must be placed within a specific isolation area. This will give the logo presence when used in combination with other identities or graphic elements.

The clear space is defined differently depending on the logo.

Horizontal Logo Lockup Full



Stacked Logo Lockup



Horizontal Hybrid Logo Lockup Full



Minimum Size

Horizontal Logo Lockup Full:
Minimum Size



Horizontal Hybrid Logo Lockup Full:
Minimum Size



Stacked Logo Lockup Full:
Minimum Size



Stacked Logo Lockup:
Minimum Size



Horizontal Logo Lockup:
Minimum Size



Horizontal Hybrid Logo Lockup:
Minimum Size



Minimum sizes of the logos have been established to maintain legibility.

The minimum size for the Horizontal Logo Lockup Full is 77mm wide.

The minimum size for the Horizontal Logo Lockup is 64 mm wide.

The minimum size for the Horizontal Hybrid Logo Lockup Full is 85mm wide.

The minimum size for the Horizontal Hybrid Logo Lockup is 40mm wide.

The minimum size for the Stacked Logo Lockup Full is 52mm wide.

The minimum size for the Stacked Logo Lockup is 25mm wide.

Improper Use



Do not alter the relationship between "Western" and "All in"

Western
ALL IN.

Do not typeset the logo.
Do not change the alignment of the elements.



Do not alter the size or relationship of "UNIVERSITY • CANADA".

Western  I'm All in.

Do not add to the logo.



Do not place the logo inside a shape.



Do not stretch, condense or distort the logo in any way.



Do not crop or crowd the logo.

All in Canada

Do not create new logos.

Western  All in.

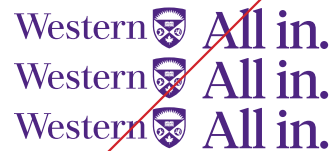
Do not use other fonts.



Do not rotate the logo lockup



Do not add personalized descriptors.



Do not repeat the logo to make a pattern.

Do not modify the logo or create any new versions.

These examples show improper usage of the logo lockups. Any change from the approved logo lockups is not permitted.

The logo lockups must be used correctly to ensure that its visual impact and integrity are not diluted or compromised.

Always reproduce the logo lockups from approved electronic artwork only. These examples are not intended to form a complete list.

Appropriate use of the tagline in copy

Do:

Wherever possible, use the approved logo (All in.) and always follow brand standards. For formal references to the official campaign name, where the noun 'campaign' will appear alongside the tagline, write *All in* Campaign (italicize *All in*, capital A, lowercase i, no period). If using the phrase "all in" within a sentence (to refer to the concept of being fully committed and/or together), follow normal grammar and punctuation rules, and wherever possible underline all in for emphasis (using a blue line that follows campaign brand colours).

See examples on page 10

Don't:

Modify the logo or create any new versions. Refrain from using "ALL IN" or "All In" in body copy. Don't put "All in Campaign" or "All in" in quotes. Only include a period in copy if it naturally falls at the end of the sentence.

See examples on page 11

Exception:

If italics are not possible (e.g., where Western's CMS, Cascade, doesn't allow italics to be used) and you are making a formal reference to the official campaign name, "All in" Campaign may be used (quotes on "All in", capital A, lowercase l, no period).

Examples of proper tagline use in copy

Microsite – homepage examples

Approved logo in header, body copy follows normal grammar rules, underline used for emphasis



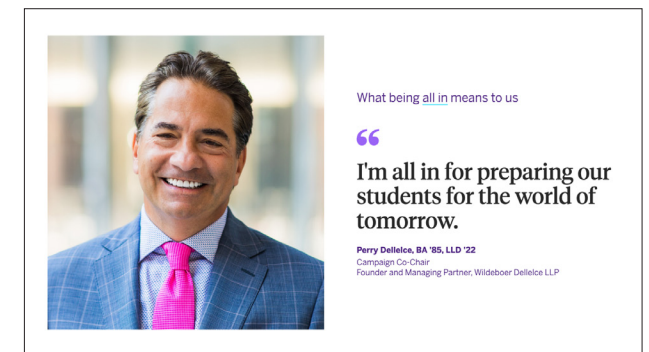
Print ad example

Approved logo used as headline, body copy follows normal grammar rules



Microsite – testimonial quote block examples

Section label follows normal grammar rules with underline used for emphasis, quote block follows normal grammar rules



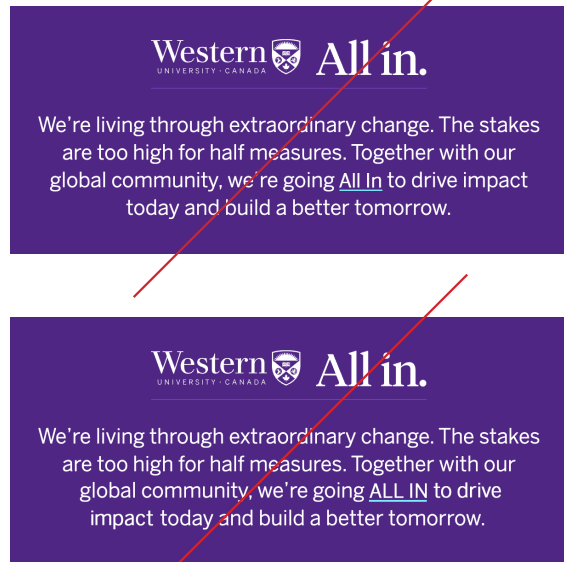
WesternU.ca Homepage – header & footer examples

As formal references to the official campaign name, the header and footer on the website are italicized

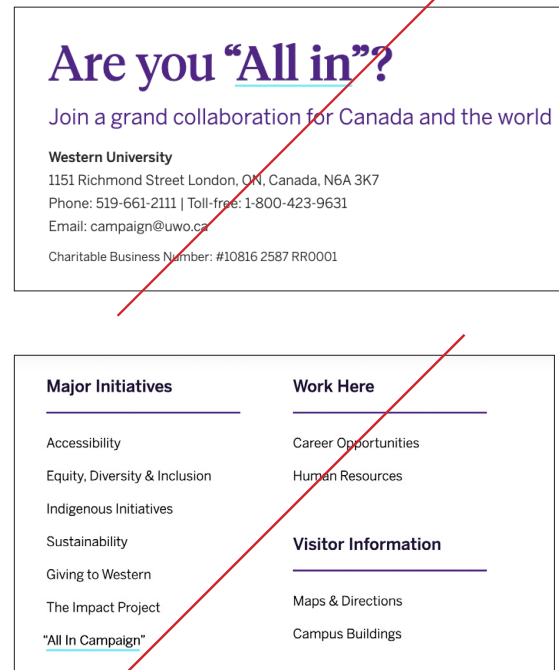
Major Initiatives	Work Here
Accessibility	Career Opportunities
Equity, Diversity & Inclusion	Human Resources
Indigenous Initiatives	
Sustainability	Visitor Information
Giving to Western	Maps & Directions
The Impact Project	Campus Buildings
<u>All in Campaign</u>	

Examples of improper tagline use in copy

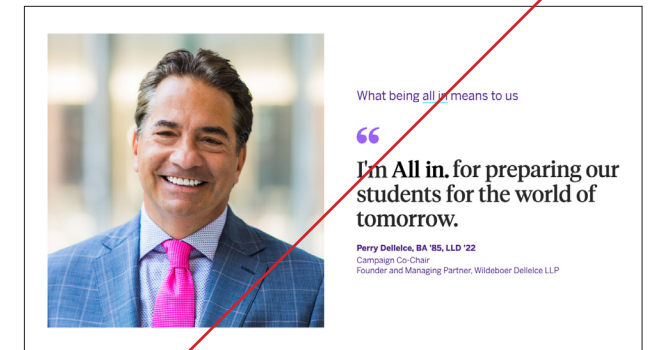
Incorrect use of “All In” or “ALL IN” in body copy



Incorrect use of putting “All in Campaign” or “All in” in quotes

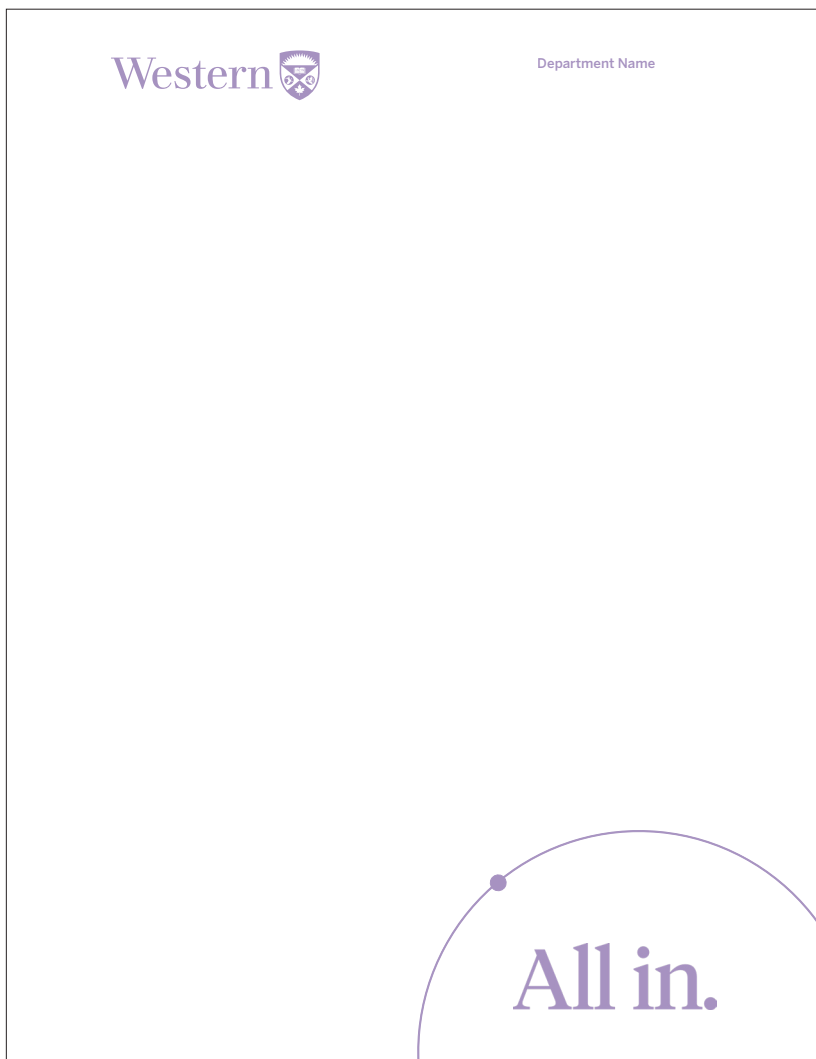


Incorrect use of adding a period after “All in”

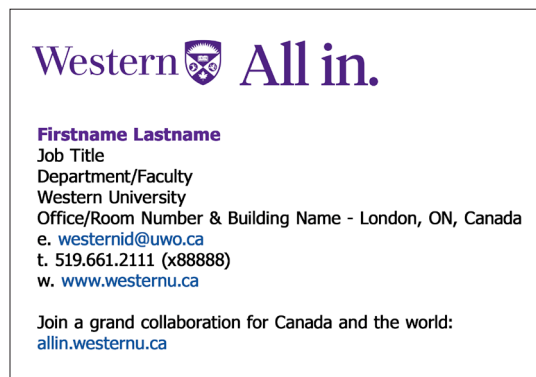


Communications Collateral

Letterhead



Email Signature



Displayed are examples of how the tagline has been applied to communications collateral, including staff letterhead, email signatures and envelopes.

Assets can be downloaded for use at:
brand.westernu.ca/all-in

Event Signage

Pop-up Banners



Feather Flags



Displayed are examples of how the tagline has been applied to event signage, including pop-up banners, feather flags and photo backdrops.

Photo Backdrops



Promotional Items

Thermos



Canvas Bag



Displayed are examples of how the tagline has been applied to promotional items, including a thermos, canvas bag, presentation folder and t-shirt.

Presentation Folder



T-Shirt



Contact

Inquiries

brand@uwo.ca

Western Communications

Western University
Westminster Hall, Rm. 360H
London, ON, Canada N6A 3K7