

Western University

Brand Standards Guide



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Creating and Maintaining a Strong Visual Identity

A critical key to the success of the Western brand is correct and consistent use of its brand identity. This identity is the extension of the Western brand used in all communications.

The Western Brand Standards Guide reviews the various elements and tools comprising the graphic foundation of Western's brand. The Western visual identity applies a unique design approach to all Western communications, including signage, email, advertising, social media, websites, stationery, presentations and brochures.

This guide explains the correct usage of the Western logo, colours, typography and layout styles that form the basis of Western's overall communications system.

The Western Brand Standards Guide must be followed closely in all Western communications to ensure consistency.

A unified visual identity for Western will strengthen our ability to gain greater recognition for our world-class research and teaching at home and abroad.

Guiding Principles

1. The new visual identity is mandatory — its standards must be applied universally with only noted exceptions.
2. The visual identity guidelines must be followed on all materials. Old logos, stationery and other branding material should be used up and transitioned to the new format outlined in this manual as soon as possible.
3. Western does not expect staff to be “design experts.” Appropriate templates/examples have been developed and are available.
4. If in doubt, review outgoing items with Western Communications.

About the Shield

Full Shield



The rising sun represents optimism, life, light and strength.

The book of knowledge represents academia and incorporates Western's founding year: 1878.

The demi lion is derived from the coat of arms of Canon Alfred Peache, who, in 1862, gave an endowment that made possible the establishment of Huron College. Peache would become Western's second Chancellor.

The stag comes from the City of London's coat of arms.

The maple leaf immediately indicates we are a Canadian university.

About the Shield

The shield is a celebration of Western's history and its future.

The shield blends elements from the university's London, Ontario, heritage and its Canadian roots. It also declares its founding year and represents a founding Chancellor.

These elements together create a story of history, pride and tradition. As a global university, The shield establishes Western as a prestigious educational institution.

The shield should always accompany the "Western" wordmark. In rare circumstances the shield can be used on its own, but to do so requires permission from Western Communications. The shield must never be altered. Redrawing or manipulating the shield compromises the integrity of the Western brand. See page 12.

Simplified Shield

Simplified Shield



The rising sun remains unchanged from the full shield.

The outline of the book has been removed, the numbers are larger and the nuances of the separate pages have been removed.

All extra details have been removed from the demi lion.

All extra details have been removed from the stag.

The maple leaf becomes slightly smaller to stay proportionate to the simplified book of knowledge.



Simplified Shield

To ensure clear legible reproduction of the shield at very small sizes, Western has developed a "simplified shield."

The simplified shield should be used when the shield is smaller than 8mm wide.

The simplified shield must always be accompanied by the "Western" wordmark. It must never be used on its own.

The simplified shield must never be altered. Redrawing or manipulating the simplified shield compromises the integrity of the Western brand. See page 12.

Full, Simplified and Reverse Versions

Full Shield



Simplified Shield



Reverse Full Shield



Reverse Simplified Shield



The Shield: Full and Simplified Versions

The shield should always be accompanied by the “Western” wordmark. It should never be used on its own unless approved by Western Communications. The shield must never be altered. Redrawing or manipulating the shield compromises the integrity of the Western brand. See page 12.

Reverse Shield

When the logo knocks out of a dark background, use the reverse shield. It has a white border keyline to define the exterior. Do not “invert” the shield. Always use the proper artwork provided.

About the Logo

Horizontal Logo: Positive Version



The elements (wordmark, shield and descriptor) of the logo must never be used independently. For approved logo variations, see page 8.

Horizontal Logo: Reverse Version



The reverse version of the logo should only be used when the positive version cannot be applied.

About the Logo

The logo is one of the most important visual components of our brand identity. Its function is to clearly and strongly identify Western university. Its typography, colour, crest and configuration are unique.

Used consistently over time, the logo will be recognized within Canada and throughout the world; it will be associated with excellence and all the qualities our institution represents.

This page shows the "horizontal logo," a combination of the wordmark, shield and descriptor.

Wordmark

The Western wordmark is typeset in a custom serif typeface created for the logo. The typeface, named in honour of our founder, Bishop Isaac Hellmuth, is called Hellmuth.

Descriptor

Outside of London, Ontario, it's important to use the logo with the descriptor. It immediately identifies Western as a university in Canada.

The logo is a custom element and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the logo is not acceptable.

Variations of the Logo

Horizontal Logo: Positive Version



Horizontal Logo: Reverse Version



Horizontal Logo Without Descriptor: Positive Version



Horizontal Logo Without Descriptor: Reverse Version



Stacked Logo: Positive Version



Stacked Logo: Reverse Version



Stacked Logo Without Descriptor: Positive Version



Stacked Logo Without Descriptor: Reverse Version



Variations of the Logo

Variations of the logo may be used when the full horizontal logo cannot be applied because of format restrictions or legibility reasons.

The stacked logo with descriptor is ideal for vertical applications on materials that will be used for external purposes.

The alternate logos (without descriptors) should be used on materials within the Western community.

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

Black

Horizontal Logo: Positive Version



Horizontal Logo: Reverse Version



Horizontal Logo Without Descriptor: Positive Version



Horizontal Logo Without Descriptor: Reverse Version



Stacked Logo: Positive Version



Stacked Logo: Reverse Version



Stacked Logo Without Descriptor: Positive Version



Stacked Logo Without Descriptor: Reverse Version



The Logo in Black

The logo should only be used in black where colour is not permitted. The logo in black can be used on stainless steel water bottles, on signs and other ephemera and in exceptional print circumstances (newspapers, black-and-white digital reproductions, photocopies, etc.).

Clear Space

Horizontal Logo



Clear Space

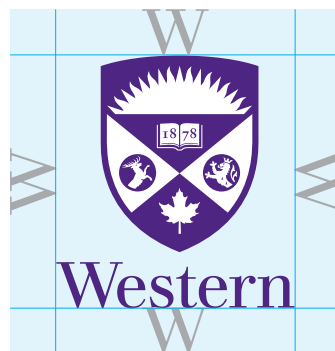
The logo must be placed within a specific isolation area. This will give the logo presence when used in combination with other identities or graphic elements.

The clear space is defined differently depending on the logo.

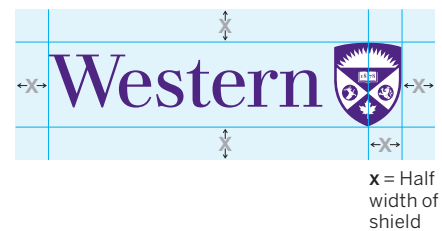
Stacked Logo



Stacked Logo Without Descriptor



Horizontal Logo Without Descriptor



Minimum Size

Horizontal Logo (With Full Shield):
Minimum Size



The same minimum size restrictions apply to the logo without descriptor. If the logo is smaller than 42mm, the simplified shield should be used.

Horizontal Logo (With Simplified Shield):
Minimum Size



Stacked Logo:
Minimum Size



Stacked Logo Without Descriptor:
Minimum Size



Minimum Size

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

The minimum size for the horizontal logo with the full shield is 42mm wide.

The minimum size for the horizontal logo with the simplified shield is 35mm wide.

The minimum size for the stacked logo is 27mm wide.

The minimum size for the stacked logo without descriptor is 13mm wide.

Improper Use



Do not alter the relationship between "Western" and "UNIVERSITY • CANADA".



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



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



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

Improper Use

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

The logo must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Always reproduce the logo from approved electronic artwork only.

These examples are not intended to form a complete list.



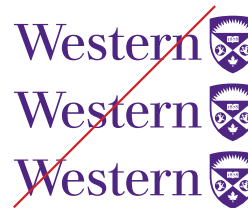
Do not add to the logo.



Do not place the logo inside a shape.



Do not place the logo over an image or background that renders it illegible.



Do not repeat the logo to make a pattern.



Do not crop or crowd the logo.



Do not incorrectly reverse the shield. Only use approved artwork.



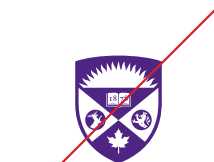
Do not create new logos.



Do not use other fonts.



Do not change the sequence of the crest.



Do not use the shield on its own.



Do not add personalized descriptors.



Do not change the colour of the logo.

Faculty Logos: Horizontal

Western  Arts&Humanities

Western  Education

Western  Engineering

Western  FIMS
Faculty of Information & Media Studies

Western  Graduate&PostdoctoralStudies

Western  HealthSciences

Western  Law

Western  Music
Don Wright Faculty of Music

Western  Science

Western  SocialScience

Faculty Logos: Horizontal

The horizontal faculty logos consist of the Western wordmark, shield and Hellmuth font. In the case of a named faculty, Benton Sans font is used for the descriptor.

The horizontal faculty logos are designed to be used when a horizontal application is necessary, such as on websites or for online banners.

The horizontal faculty logos are custom elements and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the logos is not acceptable.

Department names cannot be added to faculty logos.

As named faculties, the Schulich School of Medicine & Dentistry and the Ivey Business School have separate detailed standards manuals to ensure consistent co-branding.

Faculty Logos: Horizontal

Horizontal Faculty Logo



Horizontal Faculty Logo With Descriptor



Horizontal Faculty Logo: Reverse



Horizontal Logo With Descriptor: Reverse



Faculty Logos: Horizontal

These logos were designed to prominently represent our faculties and create a consistent brand architecture within the university.

Unique to Western, this system was created to set faculty names at the same level as the university.

Faculty Logos: Stacked



Faculty Logos: Stacked

The stacked faculty logos consist of the Western wordmark, shield and Hellmuth font. In the case where descriptor text is necessary, the Benton Sans font is used.

The stacked faculty logos are designed to be used when space allows, or when the crest in the horizontal logo becomes too small. They can be used when a vertical or horizontal application is necessary.

The stacked logos are used on print materials including envelopes, business cards and letterhead.

Department names cannot be added to faculty logos.

As named faculties, the Schulich School of Medicine & Dentistry and the Ivey Business School have separate detailed standards manuals to ensure consistent co-branding.

Faculty Logos: Stacked

Stacked Faculty Logo



Stacked Faculty Logo With Descriptor



Stacked Faculty Logo: Reverse



Stacked Faculty Logo With Descriptor: Reverse



Faculty Logos: Stacked

These logos are an integral part of the visual identity system.

Their design was carefully considered to represent the intricate relationship that exists at Western between schools, faculties and institutions.

Faculty Logos: Clear Space

Horizontal Faculty Logo



Horizontal Faculty Logo With Descriptor



Stacked Faculty Logo



Stacked Faculty Logo With Descriptor



Faculty Logos: Clear Space

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

The clear space in the faculty logos is always determined by the height of the "W" in "Western."

Faculty Logos: Minimum Size

Horizontal Faculty Logo: Minimum Size



Stacked Faculty Logo: Minimum Size



Stacked Faculty Logo With Descriptor: Minimum Size



Faculty Logos: Minimum Size

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

The minimum size of the faculty logos is dictated by the shield. The width varies for horizontal and stacked faculty logos.

The minimum size for the horizontal faculty logo is 7 mm high.

The minimum size for the stacked faculty logo is 10 mm high.

The minimum size for the stacked faculty logo with descriptor is 14 mm high.

Sub-brand Logos

Horizontal Sub-brand Logos

Western  Alumni

Western  ContinuingStudies

Western  Foundation

Western  International

Western  Libraries

Western  McIntoshGallery

Western  Research

Stacked Sub-brand Logos

 Western
Alumni

 Western
ContinuingStudies

 Western
Foundation

 Western
Libraries

 Western
McIntoshGallery

 Western
Research

 Western
International

Sub-brand Logos

The sub-brand logos consist of the Western wordmark, shield and Hellmuth font.

The horizontal logos are designed to be used when a horizontal application is necessary, such as on websites or online banners.

The stacked sub-brand logos are designed to be used when space allows, or when the crest in the horizontal logo becomes too small. They can be used when a vertical or horizontal application is necessary.

The stacked logos are used on print materials including envelopes, business cards and letterhead.

The same guidelines for clear space (see page 17) apply to sub-brand logos.

The sub-brand logos have been limited to these seven units. No other sub-brand logos can be created.

Named Program Logos

Horizontal Named Program Logos



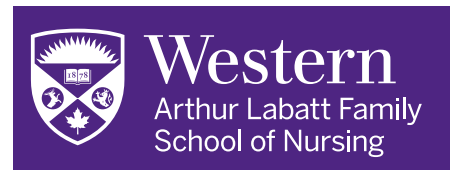
Horizontal Named Program Logos: Reverse



Stacked Named Program Logos



Stacked Named Program Logos: Reverse



Named Program Logos

The named program logos consist of the Western wordmark, shield and Benton Sans font used for the descriptor.

The stacked named program logos are designed to be used when space allows, or when the crest in the horizontal logo becomes too small. They can be used when a vertical or horizontal application is necessary.

The stacked logos are used on print materials including envelopes, business cards and letterhead.

This treatment is restricted to named programs.

The same guidelines for clear space (see page 17) apply to named program logos.

Research Parks Logos

Horizontal Research Parks Logos



Horizontal Research Parks Logos: Reverse



Stacked Research Parks Logos



Stacked Research Parks Logos: Reverse



Research Parks Logos

The Western Research Park serves as a strong link between academics and commerce, and is a key contributor to the movement of an idea or a discovery from concept to the marketplace. The main Research Park is located adjacent to Western University and is home to more than 200,000 square feet of office space, lab space and industrial grade space.

In recent years, the Western Research Park has expanded to include the Sarnia-Lambton Research Park and the Advanced Manufacturing Park.

As an umbrella division for research and discovery, the Research Park and affiliated parks have been branded consistent with research centres and institutes at Western.

Centre and Institute Logos

Stacked Centre and Institute Logos



Stacked Centre and Institute Logos: Reverse



Horizontal Centre and Institute Logos



Horizontal Centre and Institute Logos: Reverse



Centre and Institute Logos

The centre and institute logos consist of the Western wordmark, shield and Benton Sans font used for the descriptor.

This treatment cannot be used for any other departments or support units on campus. It is strictly used for university-approved centres and institutes.

Logos will be supplied by Western Communications. Do not alter them in any way.

The same guidelines for clear space (see page 17) apply to centre and institute logos.

Chinese Logo

Horizontal Traditional Chinese Logo



Horizontal Simplified Chinese Logo



Chinese Logo

Western employed a translation expert and consulted with students and alumni in Hong Kong and Mainland China, as well as with faculty and staff on campus. The Hong Kong Advisory Board unanimously endorsed the name that is included in this logo.

Horizontal Traditional Chinese Logo: Reverse



Horizontal Simplified Chinese Logo: Reverse



The Hong Kong Advisory Board noted that the recommended name meets the highest test where the meaning and sound of the name connote positive, relevant meaning consistent with the English name.

The Chinese logo is available in Traditional and Simplified Chinese versions.

Stacked Traditional Chinese Logo



Stacked Traditional Chinese Logo: Reverse



Stacked Simplified Chinese Logo



Stacked Simplified Chinese Logo: Reverse



Campus Safety Logos

Campus Police Logo



Special Constable Logo



Foot Patrol Logo



Campus Safety Logos

Western's campus police, fire safety, emergency management and foot patrol professionals serve to protect and keep our campus safe.

The logos for each of these units incorporate the shield.

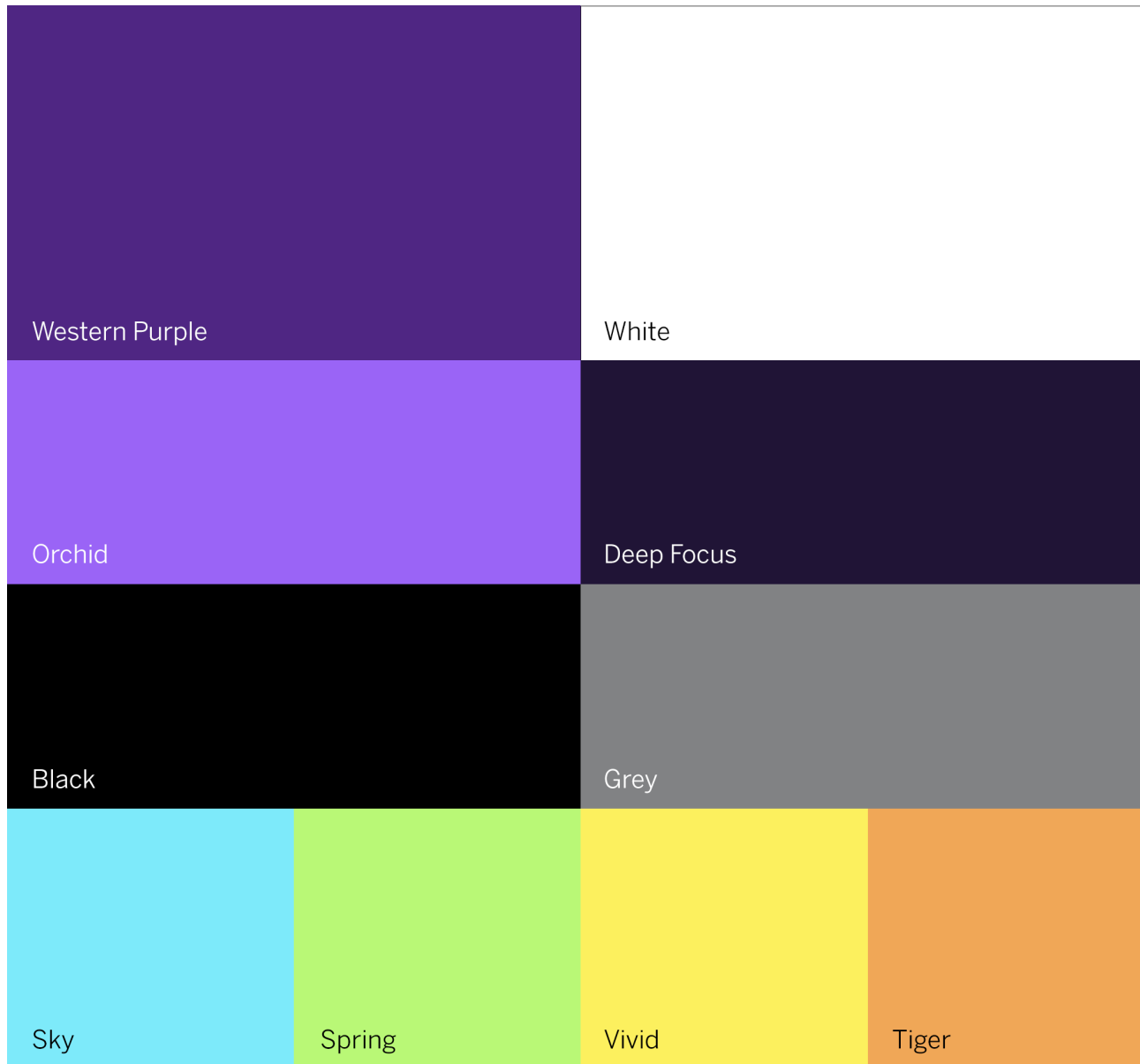
Fire Safety and Emergency Management Logo



Special Constable Badge



Colour Palette

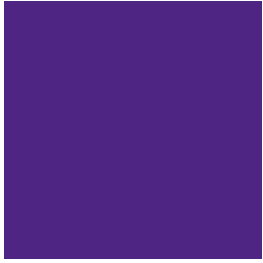


Full Colour Palette

The strength of any brand lies in its ability to connect on an emotional level. Colour is a vital ingredient in creating this connection. The full colour palette is designed to reflect and honour the purple and proud history of Western, while allowing flexibility to convey a mood based on intended audience and context.

Colour Palette

Primary Colours



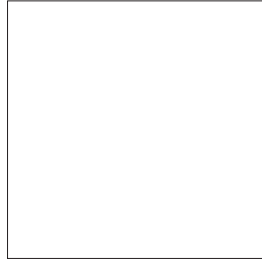
Western Purple

Print PMS: Pantone 268 C

Print CMYK: C.82 M.100 Y.0 K.12

Digital RGB: R.79 G.38 B.131

Web Hex: #4F2683



White

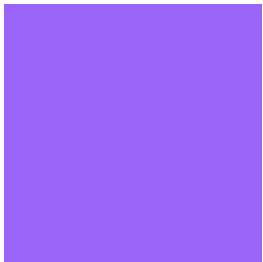
Print PMS: N/A

Print CMYK: C.0 M.0 Y.0 K.0

Digital RGB: R.255 G.255 B.255

Web Hex: #FFFFFF

Secondary Colours



Orchid

Print PMS: Pantone 265 C

Print CMYK: N/A

Digital RGB: R.154 G.100 B.246

Web Hex: #8F55E0



Deep Focus

Print PMS: Pantone 275 C

Print CMYK: C.85 M.90 Y.45 K.60

Digital RGB: R.32 G.20 B.54

Web Hex: #201436



Black

Print PMS: Black 6 C

Print CMYK: C.0 M.0 Y.0 K.100

Digital RGB: R.0 G.0 B.0

Web Hex: #000000



Grey

Print PMS: Cool Gray 6 C

Print CMYK: C.0 M.0 Y.0 K.60

Digital RGB: R.129 G.130 B.132

Web Hex: #818284

Primary Colours

The colours purple and white are integral to Western as an educational institution and community. Purple is a part of Western's history and identity. Purple and white are to be used liberally across creative in backgrounds, headlines, illustrative elements, text containers and more.

Note: Western Purple is ideally printed as a Pantone® Matching System (PMS) spot colour, however, CMYK process may be used where spot is not available.

Secondary Colours

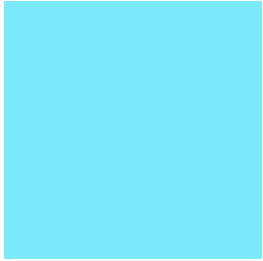
Two new purple colours, Orchid and Deep Focus, can be used in conjunction with Western Purple to add depth, dimension and variety to creative. These shouldn't be the sole purple shades used. They can add visual interest to creative via headers, text containers and filters overlaying photos.

Grey may be used for backgrounds to provide visual interest (a transparency may be used to achieve a lighter tone of grey). Black is reserved for copy and should not be used as a background colour.

Note: Orchid must be printed as a Pantone® Matching System (PMS) spot colour and not CMYK process.

Colour Palette

Accent Colours



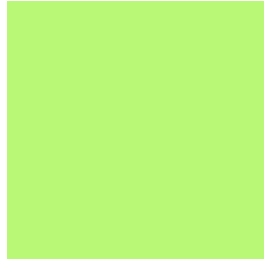
Sky

Print PMS: N/A

Print CMYK: C.40 M.0 Y.0 K.0

Digital RGB: R.125 G.234 B.250

Web Hex: #7DEAFB



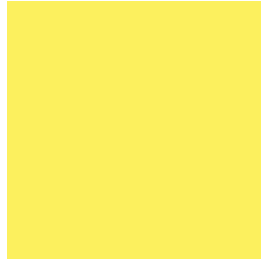
Spring

Print PMS: N/A

Print CMYK: C.40 M.0 Y.80 K.0

Digital RGB: R.185 G.248 B.118

Web Hex: #B9F876



Vivid

Print PMS: N/A

Print CMYK: C.5 M.0 Y.75 K.0

Digital RGB: R.252 G.240 B.94

Web Hex: #FCF05E



Tiger

Print PMS: N/A

Print CMYK: C.0 M.20 Y.80 K.0

Digital RGB: R.240 G.167 B.87

Web Hex: #FOA757

Accent Colours

Accent colours are just that – an accent. Purple should always be the primary colour. These colours may be used sparingly and purposefully to complement the design. Use only for small graphic elements (e.g., text underlining, arrows or other small details) that draw the eye but don't dominate the composition.

Accessible Colour Contrast

To ensure colour combinations comply with the Accessibility for Ontarians with Disabilities Act (AODA), colour arrangements are to be tested with a [colour contrast checker](#). Contrast ratios must comply with Web Content Accessibility Guidelines (WCAG).

Logo Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Hellmuth Regular

Hellmuth: Western's Custom Typeface

Hellmuth is a custom-made serif typeface that is truly unique to Western. It is named in honour of Western's founder, Bishop Isaac Hellmuth.

It is a "modern" serif font of extreme thins and thicks, with traditional fine serifs and distinct flourishes. Slightly narrow with a high x-height, it sets with a precise elegance.

Hellmuth is used in logos only.

Primary Typeface: Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Benton Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Benton Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Benton Sans Bold

Benton Sans

Western's primary typeface is Benton Sans. Benton Sans Book is the approved body copy weight in all Western publications. Benton Sans Bold should be reserved for headers, subheads and callouts. Never set entire documents or paragraphs in Benton Sans Bold.

Accent Typeface: Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Tiempos Headline Regular

Tiempos Headline

Western's new accent typeface is Tiempos Headline. It serves as a complement to our primary typeface Benton Sans. An accent typeface is used to bring emphasis and style to layouts.

It should be used sparingly – exclusively for pull quotes or for emphasis. It is never to be used as a primary typeface or for body copy. Tiempos Headline Regular is the approved weight for this usage.

Alternative Typefaces: PC & Web Safe

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Georgia Regular

Alternative Sans Serif: Tahoma

The alternate system font to be used when Benton Sans is unavailable to the user is Tahoma. There are instances when a program allows only select, preloaded fonts. In such cases, Tahoma can be used as an approved alternative.

Alternative Serif: Georgia

The alternate system font to be used in circumstances when Tiempos Headline is unavailable to the user is Georgia. There are instances when a program allows only select, preloaded fonts. In such cases, Georgia can be used as an approved alternative.

Staff Business Cards

Staff Business Card: Front



Staff Business Card: Back



Stationery: Staff Business Cards

Staff business cards feature the Western logo without the descriptor.

The business card contact information is set in Benton Sans Book 7.5pt on 9.25pt leading. The name is set in Benton Sans Medium.

There is a 0.0625" line space after the email address.

The address information is set in Benton Sans Book 6.5pt on 8.5pt leading. "Western University" and the department name are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

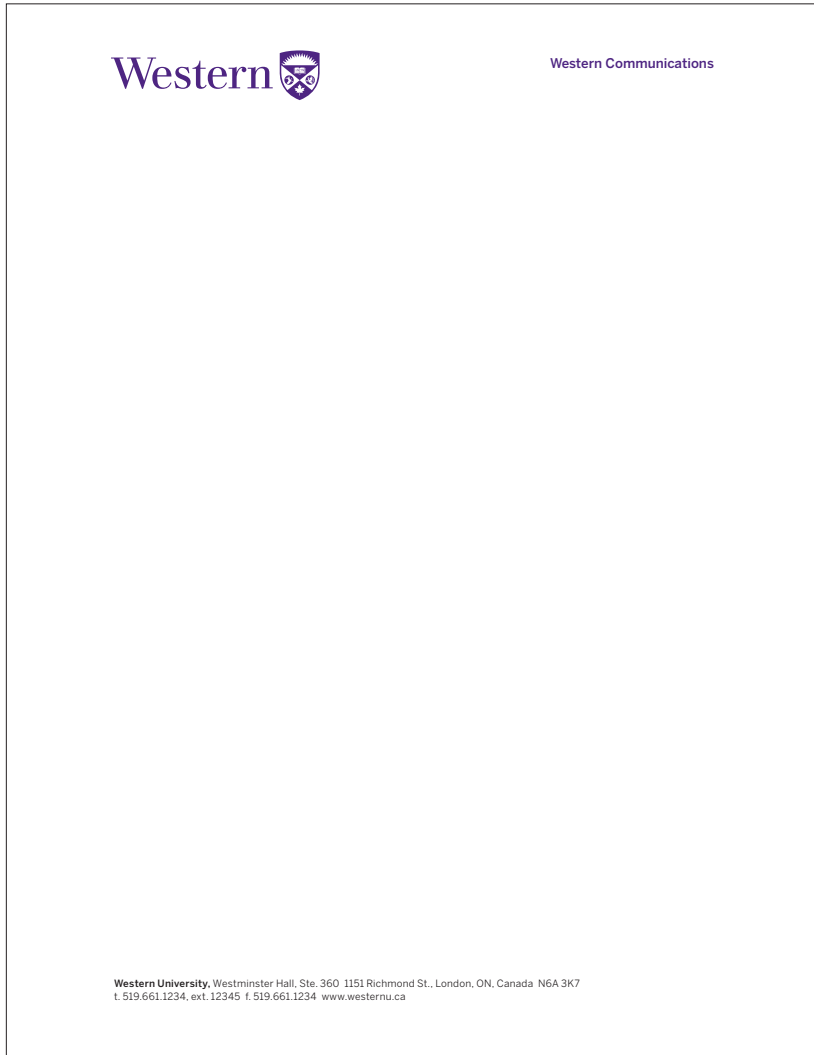
Business card information should always be as follows:

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department
Building Information
University Address Information
Telephone and Fax Information

Staff Letterhead

Staff Letterhead



Note: "Office of," "Department of" and "Faculty of" have been removed from all unit names to be concise and to conserve space.

Stationery: Staff Letterhead

Margins:

Left: 1.125"

Right: 1.125"

Top: 0.5625"

Bottom: 0.625"

The letterhead file will be supplied as a template and should not be re-created. The horizontal logo is featured on the staff letterhead.

The department information is always shown in the top-right corner and is set in Benton Sans Medium 10pt. on 12.25pt leading in purple (PMS 268). It is always flush right.

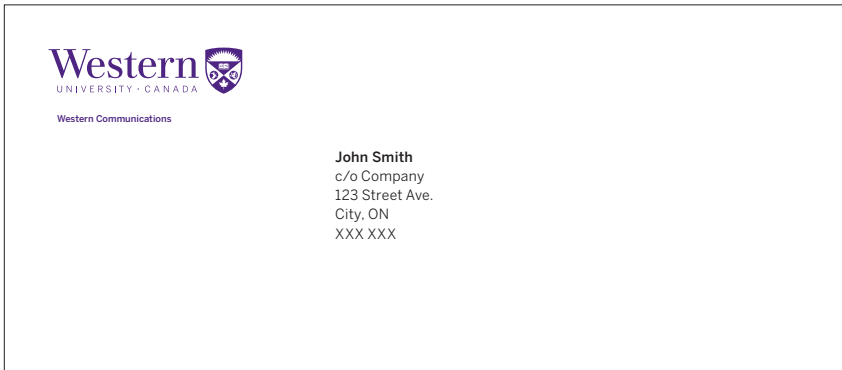
The address information at the bottom of the page is set in Benton Sans Book 7.5pt on 9.5pt leading. "Western University" is set in Benton Sans Medium. It is always flush left.

For typesetting, please see page 45.

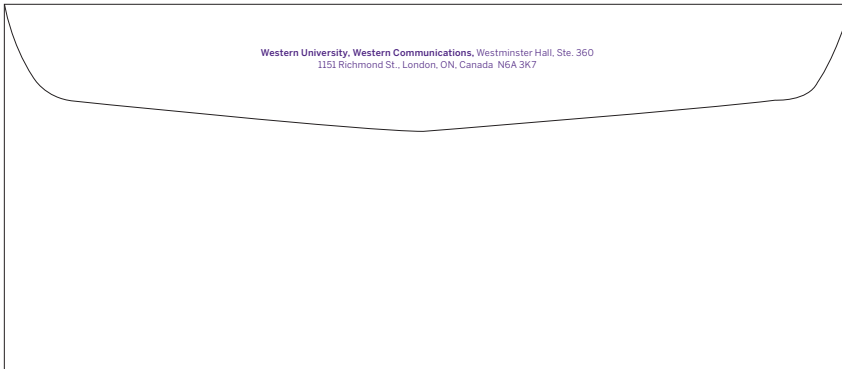
For further details, please contact Western Communications.

Staff Envelope

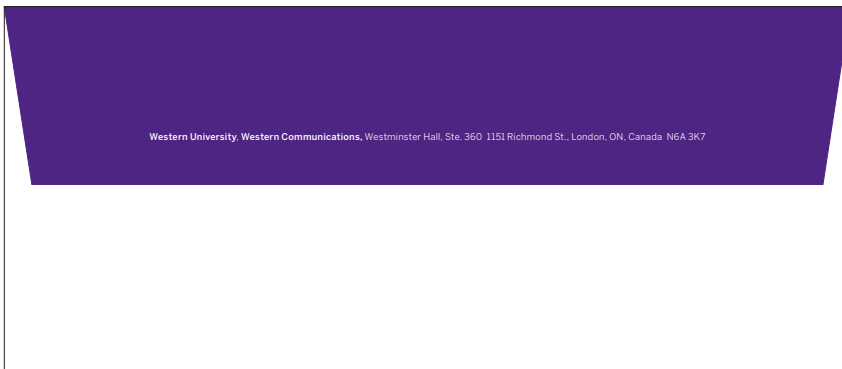
Staff Envelope



Staff Envelope: Front



Staff Envelope: Back
(standard-flap #10 envelope)



Staff Envelope: Back
(wide-flap #10 envelope)

Note: "Office of," "Department of" and "Faculty of" have been removed from all unit names to be concise and to conserve space.

Stationery: Staff Envelope

Margins:

Left: 0.5"

Top: 0.5"

Bottom: 0.5"

The horizontal logo, with descriptor, is featured on staff envelopes.

Copy is set in Benton Sans Book 12pt on 16pt leading. The name of the addressee should be set in Benton Sans Medium.

Envelope templates will be provided and should not be altered in any way.

For typesetting, please see page 46.

Standard-flap envelopes are a more economical printing solution. Whenever costs allow, the wide-flap envelope with the reversed contact information can be used.

For further details, please contact Western Communications.

Faculty Business Cards

Faculty Business Card: Front



Note: "Office of," "Department of" and "Faculty of" have been removed from all unit names to be concise and to conserve space.

Faculty Business Card: Back



Stationery: Faculty Business Cards

Faculty business cards feature the stacked faculty logo.

The business card contact information is set in Benton Sans Book 7.5pt on 9.25pt leading. The name is set in Benton Sans Medium.

There is a 0.0625" line space after the email address.

The address information is set in Benton Sans Book 6.5pt on 8.5pt leading. "Western University" and the department name are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

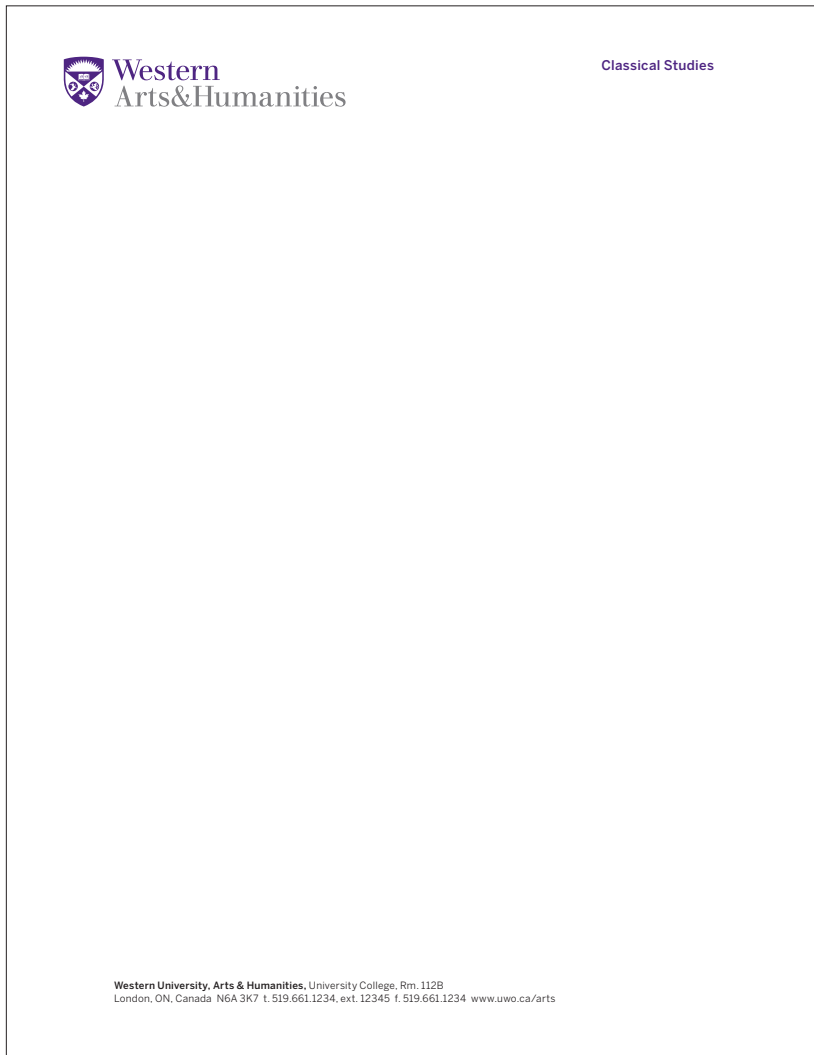
Business card information should always be as follows:

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department
Building Information
University Address Information
Telephone and Fax Information

Faculty Letterhead

Faculty Letterhead



Note: "Office of," "Department of" and "Faculty of" have been removed from all unit names to be concise and to conserve space.

Stationery: Faculty Letterhead

Margins:

Left: 1.125"

Right: 1.125"

Top: 0.5625"

Bottom: 0.625"

The letterhead file will be supplied as a template and should not be re-created. The stacked faculty logo is featured on the faculty letterhead.

The department information is always shown in the top-right corner and is set in Benton Sans Medium 10pt on 12.25pt leading in purple (PMS 268). It is always flush right.

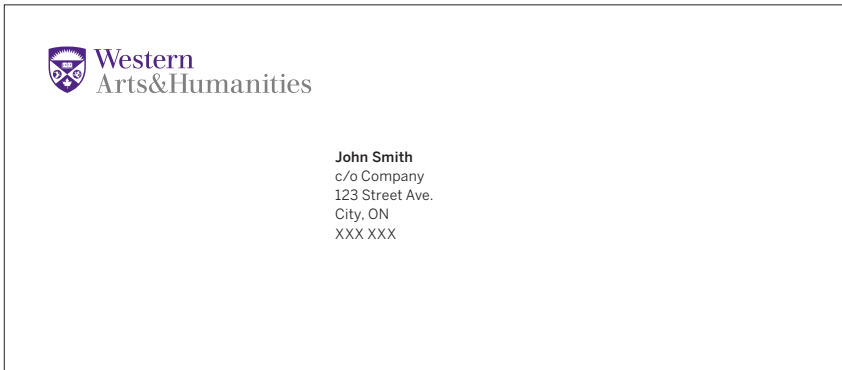
The address information at the bottom of the page is set in Benton Sans Book 7.5pt on 9.5pt leading. "Western University" and the faculty name are set in Benton Sans Medium. The address information is always flush left.

For typesetting, please see page 45.

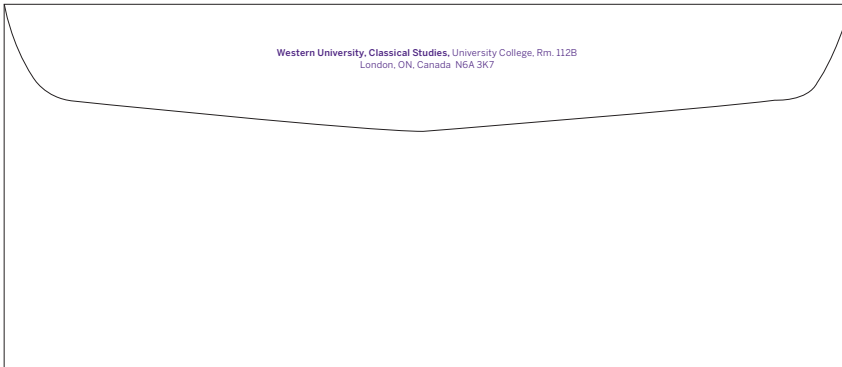
For further details, please contact Western Communications.

Faculty Envelope

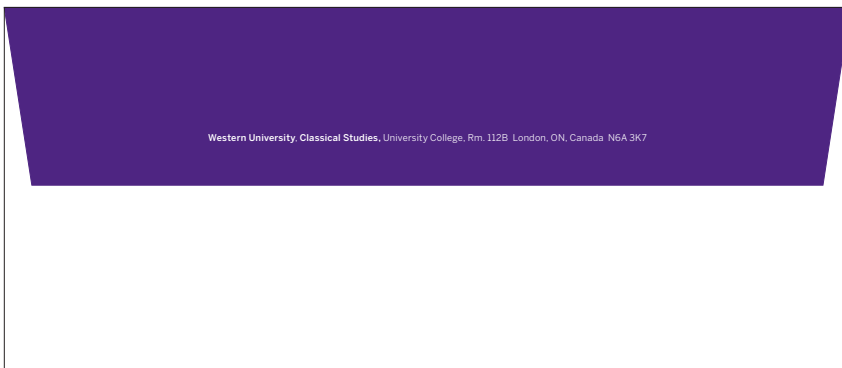
Faculty Envelope



Faculty Envelope: Front



Faculty Envelope: Back
(standard-flap #10 envelope)



Faculty Envelope: Back
(wide-flap #10 envelope)

Note: "Office of," "Department of" and "Faculty of" have been removed from all unit names to be concise and to conserve space.

Stationery: Faculty Envelope

Margins:

Left: 0.5"

Top: 0.5"

Bottom: 0.5"

The envelope file will be supplied as a template and should not be re-created. The stacked faculty logo is featured on the faculty envelope.

Copy is set in Benton Sans Book 12pt on 16pt leading. The name of the addressee should be set in Benton Sans Medium.

Envelope templates will be provided and should not be altered in any way.

For typesetting, please see page 46.

Standard-flap envelopes are a more economical printing solution, but whenever costs allow, the wide-flap envelope with the reversed contact information can be used.

For further details, please contact Western Communications.

Named Faculty Business Cards

Named Faculty Business Card: Front



Note: "Office of," "Department of" and "Faculty of" have been removed from all unit names to be concise and to conserve space.

Named Faculty Business Card: Back



Stationery: Named Faculty Business Cards

Named faculty business cards feature the stacked faculty logo.

The business card contact information is set in Benton Sans Book 7.5pt on 9.25pt leading. The name is set in Benton Sans Medium.

There is a 0.0625" line space after the email address.

The address information is set in Benton Sans Book 6.5pt on 8.5pt leading. "Western University" and the department name are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

Business card information should always be as follows:

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department
Building Information
University Address Information
Telephone and Fax Information

Named Faculty Letterhead

Named Faculty Letterhead



Stationery: Named Faculty Letterhead

Margins:

Left: 1.125"

Right: 1.125"

Top: 0.5625"

Bottom: 0.625"

The letterhead file will be supplied as a template and should not be re-created. The stacked faculty logo is featured on the named faculty letterhead.

The department information is always shown in the top right corner and is set in Benton Sans Medium 10pt on 12.25pt leading in purple (PMS 268). It is always flush right.

The address information at the bottom of the page is set in Benton Sans Book 7.5pt on 9.5pt leading. "Western University" and the faculty name are set in Benton Sans Medium. The address information is always flush left.

For typesetting, please see page 45.

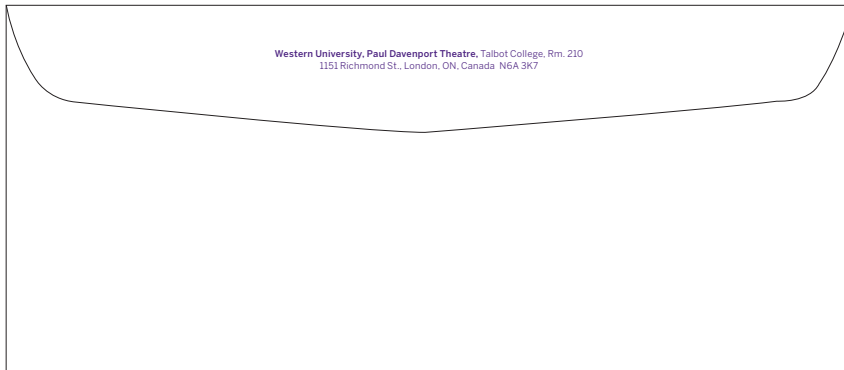
For further details, please contact Western Communications.

Note: "Office of," "Department of" and "Faculty of" have been removed from all unit names to be concise and to conserve space.

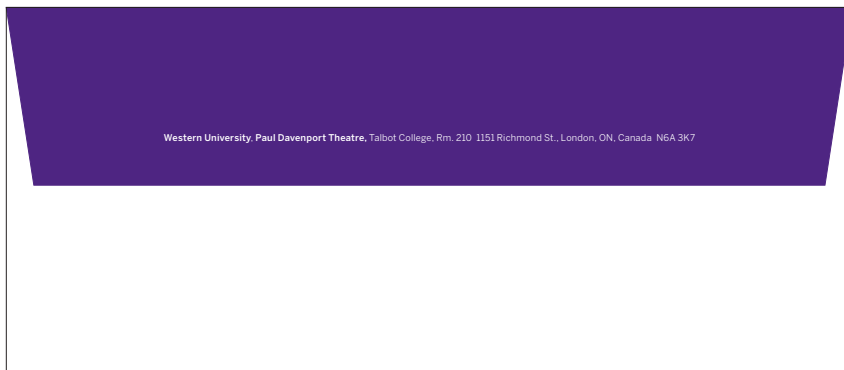
Named Faculty Envelope



Front



Back
(standard-flap #10 envelope)



Back
(wide-flap #10 envelope)

Note: "Office of," "Department of" and "Faculty of" have been removed from all unit names to be concise and to conserve space.

Stationery: Named Faculty Envelope

The envelope file will be supplied as a template and should not be re-created. The stacked faculty logo is featured on the named faculty envelope.

Copy is set in Benton Sans Book 12pt on 16pt leading. The name of the addressee should be set in Benton Sans Medium.

Envelope templates will be provided and should not be altered in any way.

For typesetting, please see page 46.

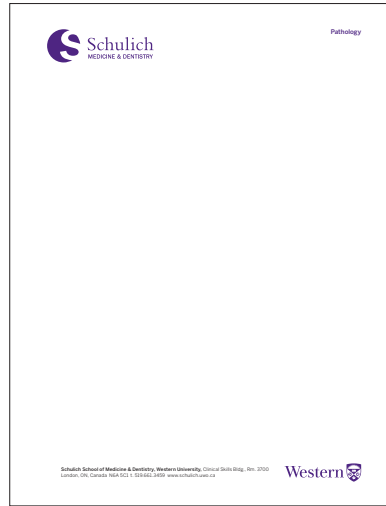
Standard-flap envelopes are a more economical printing solution, but whenever costs allow, the wide-flap envelope with the reversed contact information can be used.

For further details, please contact Western Communications.

Schulich School of Medicine & Dentistry



Schulich School of Medicine & Dentistry Business Cards

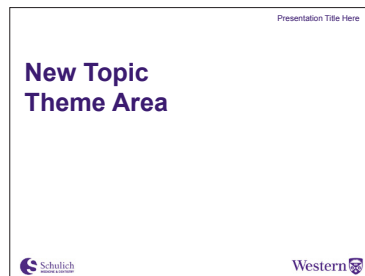
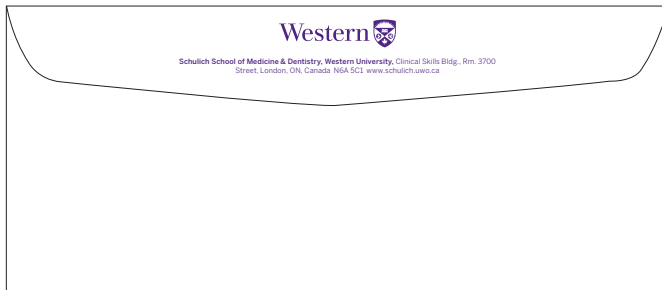
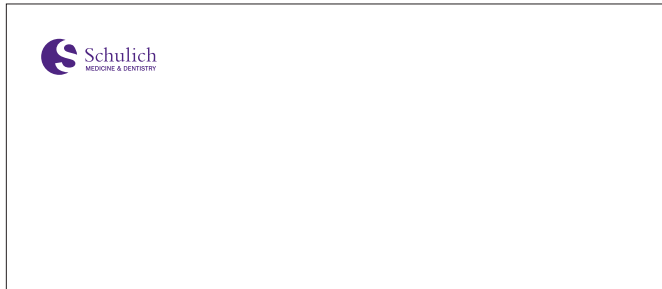


Schulich School of Medicine & Dentistry Letterhead

Stationary: Schulich School of Medicine & Dentistry

As a named faculty, the Schulich School of Medicine & Dentistry has a separate detailed graphic standards manual to ensure consistent co-branding.

The Schulich School of Medicine & Dentistry logo colour matches Western Purple (PMS 268). A manual for consistent co-branding with the Western logo has been developed which allows the Schulich School of Medicine & Dentistry to have it's own 'voice' while remaining recognizable as a Western institution.



Schulich School of Medicine & Dentistry Purple PowerPoint Template (A white template is also available)

International Business Cards

Staff Chinese Business Card: Front



Named Faculty Chinese Business Card: Front



Faculty Chinese Business Card: Front



International Business Card: Back



Double-Sided International Card: English Side



Double-Sided International Card: Chinese Side



Stationery: International Business Cards

International business cards can consist of a contact side typeset in the necessary language with a standard Western back. The back can have either the full stacked logo or the Chinese stacked logo.

The other option is a double-sided business card with contact information on both sides: one side typeset in English, the other typeset in the necessary language.

International business cards will be supplied by Western Communications.

Do not alter the artwork.

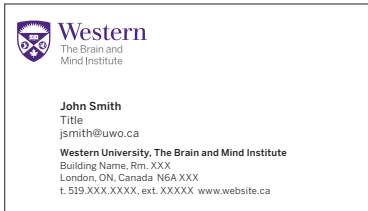
Do not alter the nomenclature shown here.

Business card information should always be as follows:

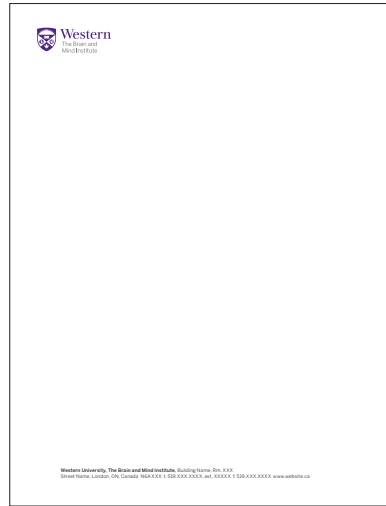
Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department
Building Information
University Address Information
Telephone and Fax Information

Centres and Institutes



Centre and Institute Business Cards



Centre and Institute Letterhead

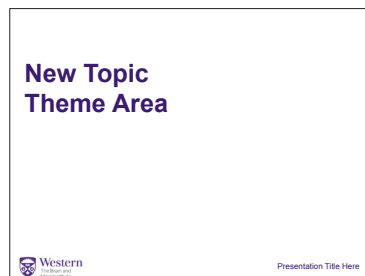
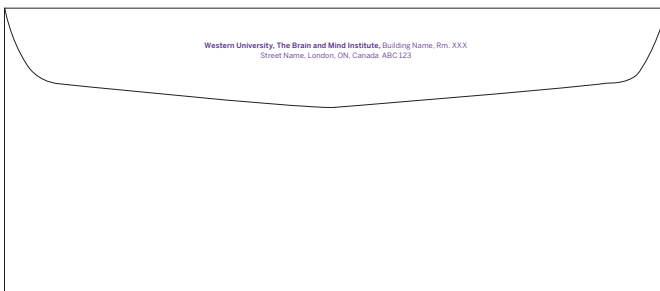
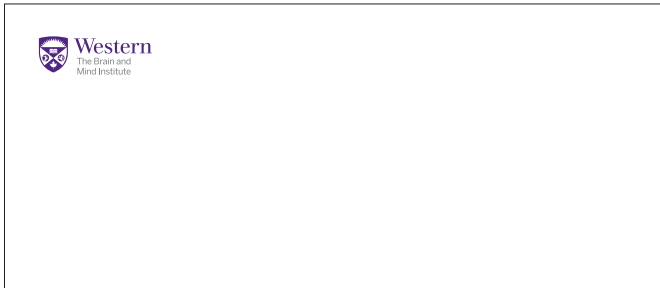
Stationery: Centres and Institutes

Official centres and institutes follow the same guidelines for stationery, PowerPoints, etc. as outlined for the faculties on previous pages.

The centre and institute logos consist of the Western wordmark, shield and Benton Sans font used for the descriptor.

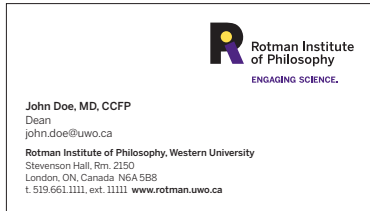
This treatment is strictly used for university-approved centres and institutes.

Logos will be supplied by Western Communications. Do not alter them in any way.

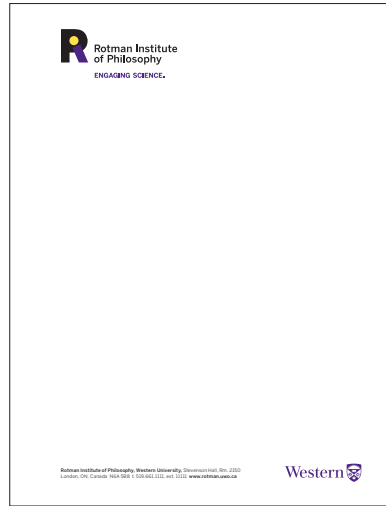


Centre and Institute Purple PowerPoint Template
(A white template is also available)

Rotman Institute of Philosophy



Rotman Institute of Philosophy Business Cards

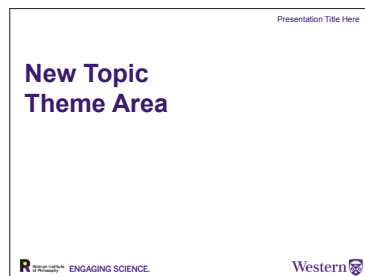
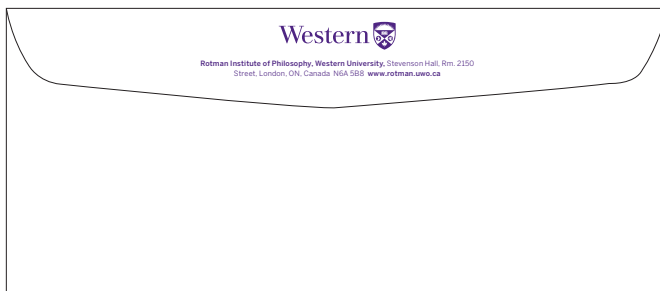
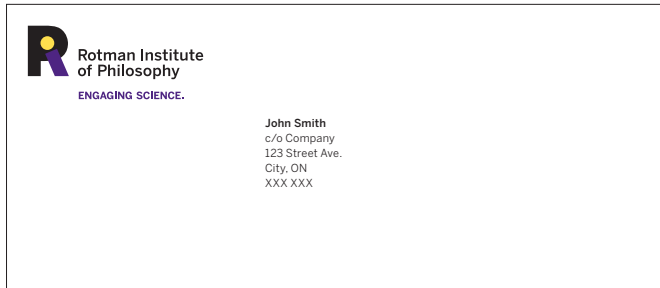


Rotman Institute of Philosophy Letterhead

Stationery: Rotman Institute of Philosophy

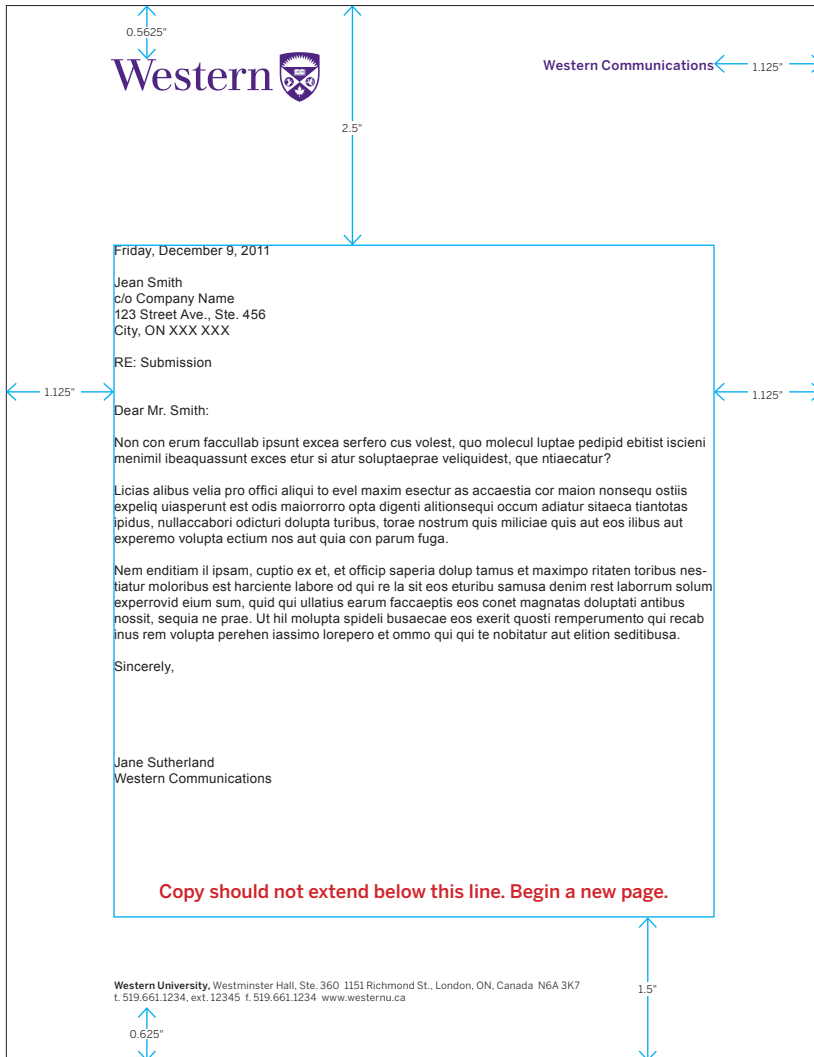
The university recognizes that there has been a significant investment made to develop the Rotman Institute of Philosophy's unique and well-established brand, which is integral to marketing and developing projects currently underway.

While maintaining the integrity of the Rotman Institute brand, the logo and key applications have been carefully evolved to align with Western University. A separate graphic standards manual has been created outlining proper co-branding with the new Western brand.



Rotman Institute of Philosophy Purple PowerPoint Template (A white template is also available)

Letterhead Typing Guide



Stationery: Letterhead Typing Guide

Margins:

Left: 1.125"

Right: 1.125"

Top: 2.5"

Bottom: 1.5"

Copy is set in Arial 10pt on 12pt leading with full line spaces between paragraphs and no indent or tab. Use two full line spaces between the subject line and the salutation. Use five full line spaces for the signature space.

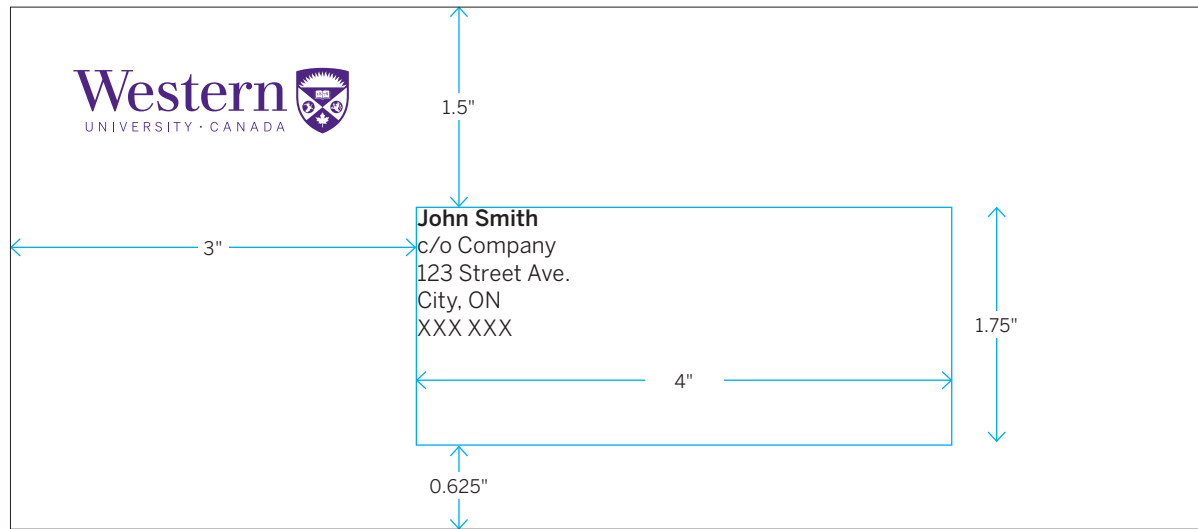
The text box is never to exceed 6.25" wide and 7" long, as shown in the diagram. Begin the copy 2.5" from the top of the page and 1.125" from the left of the page. Finish the copy no closer than 1.5" from the bottom of the page.

A Microsoft Word template is also available.

For further details, please contact Western Communications.

Envelope Typing Guide

Staff Envelope: Standard #10 Envelope



Stationery: Envelope Typing Guide

Margins:

Left: 3"

Top: 1.5"

Bottom: 0.625"

Copy is set in Arial 12pt on 16pt leading.

The address box is never to be more than 4" wide and 1.75" long, as shown in the diagram.

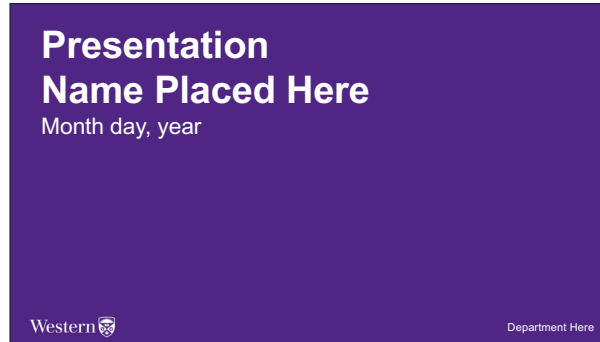
Begin the copy 1.5" from the top of the envelope and finish the copy no closer than 0.625" from the bottom. The copy should begin 3" from the left, and the type area should not exceed 4".

For further details, please contact Western Communications.

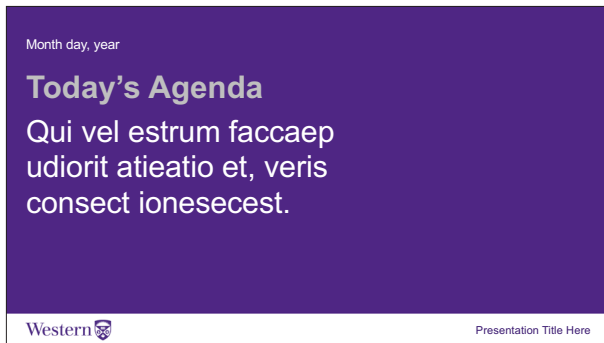
PowerPoint



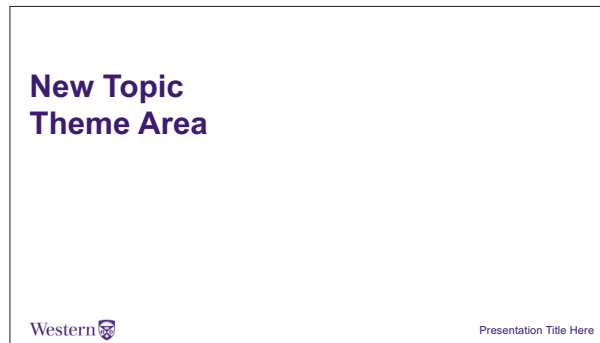
Opening Slide



Typical Introduction Slide



Typical Slide



Typical Title Slide



End Slide

PowerPoint Presentation: Purple

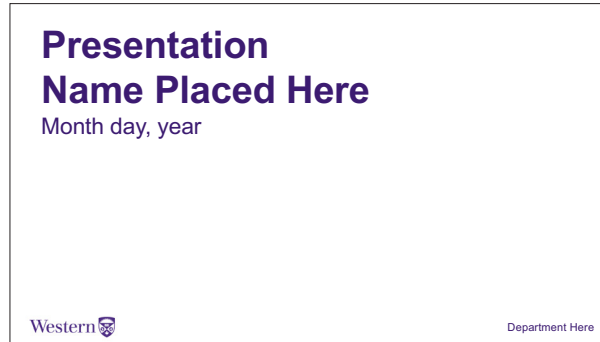
PowerPoint templates are available for download from the Western Communications website.

The first slide in any presentation should always be the reverse version of the stacked logo on the approved purple background.

PowerPoint



Opening Slide

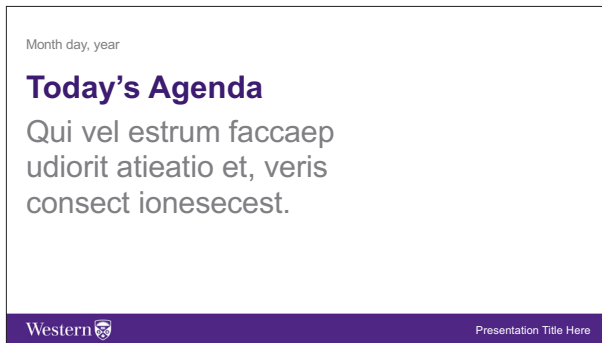


Typical Introduction Slide

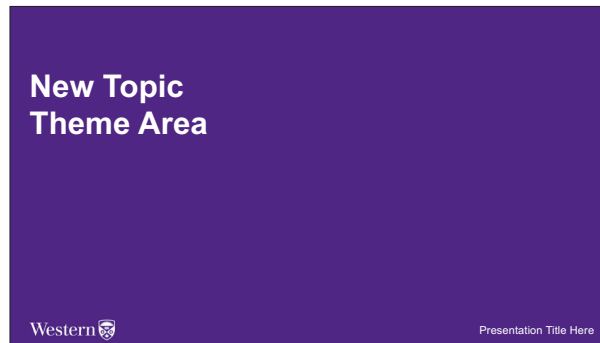
PowerPoint Presentation: White

PowerPoint templates are available for download from the Western Communications website.

The first slide in any presentation should always be the stacked Western logo.



Typical Slide



Typical Title Slide



End Slide

Name Badges

Name Badge Without Title



Name Badge With Title



Name Badge With Faculty Logo



Name Badges

Name badges should be 3.5" x 1.25" on a silver plaque with rounded corners and black engraving.

The stacked Western logo is placed 0.13" from the left at 1" high, centred vertically.

Staff names are centred on the right in Benton Sans Bold 20pt on 22.2pt leading. If necessary, due to name length, font and tracking values may be reduced to fit. Names are to be in all caps.

On name badges with titles, secondary information is set in Benton Sans 12pt on 14.5pt leading. Titles are set in Benton Sans Bold. Department names are set in Benton Sans Medium. If necessary, font and tracking values can be reduced to keep each on one line. Titles and department names are to be in all caps.

When using faculty logos, the horizontal version should be placed 0.15" from the top at 0.25" tall. For exceptionally long faculty names, such as Arts & Humanities, scale will need to be reduced accordingly. Information is vertically centred below the logo.

Applications of the Logo

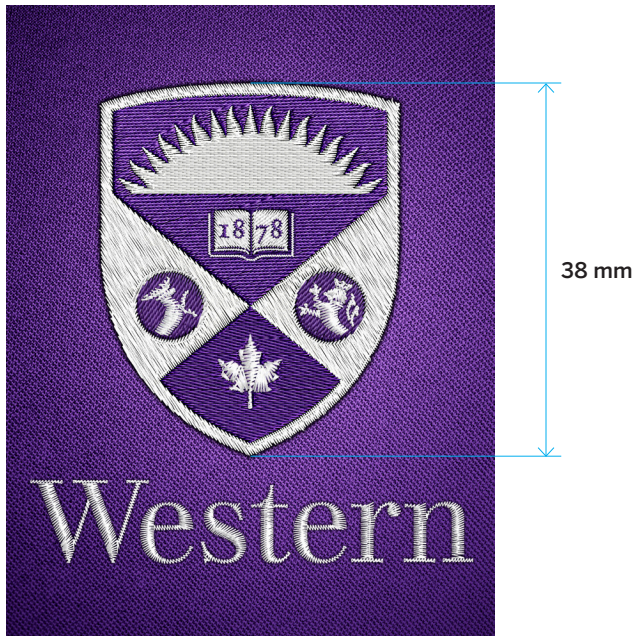


Applications of the Logo

The logo can be applied to a wide variety of materials and ephemera. When applying graphics, please utilize the guidelines provided throughout this Brand Standards Guide (to apply graphics).

It is important to follow the guidelines provided to uphold the integrity of the Western brand.

Embroidery



Embroidered Shield: Minimum Size

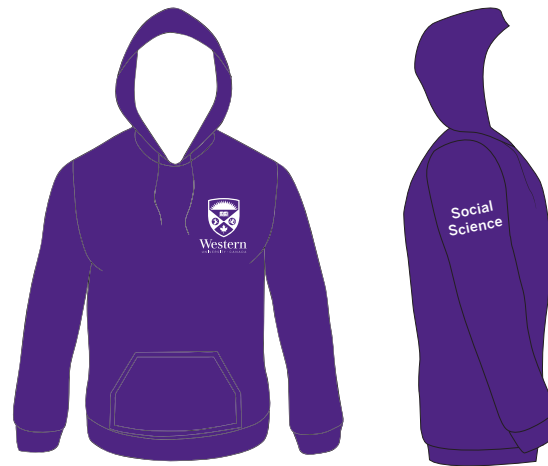


Embroidered Western Apparel

Embroidery

When embroidering, the simplified shield should be used and be at least 38mm tall. This minimum size must be met to retain detail in the shield.

Due to the size of faculty logos, it is best to use the stacked Western logo with the faculty name embroidered in Benton Sans on the sleeve or on the opposite side of the chest.



Embroidered Faculty Apparel: Option A



Embroidered Faculty Apparel: Option B

Berthold and the Simplified Shield



Sweater With Berthold Collegiate Wordmark



Hats With Berthold Collegiate Wordmark

Berthold and the Simplified Shield

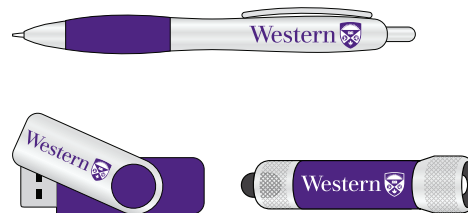
At campus bookstores throughout North America it is common to see clothing with the university's name in a collegiate slab serif. Western has chosen Berthold City Bold as its slab serif font.

Due to the size and nature of ephemeral materials, the simplified shield will often need to be used. The simplified version of the shield is recommended when engraving and embroidering items where detail in the full shield causes concern. It should also be used in all cases when the shield is reduced down to 8mm in width or less.

For further details, please contact Western Communications.



Logos With Simplified Shield



Applications Using Simplified Shield

Contact

Inquiries

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London, ON, Canada N6A 3K7