

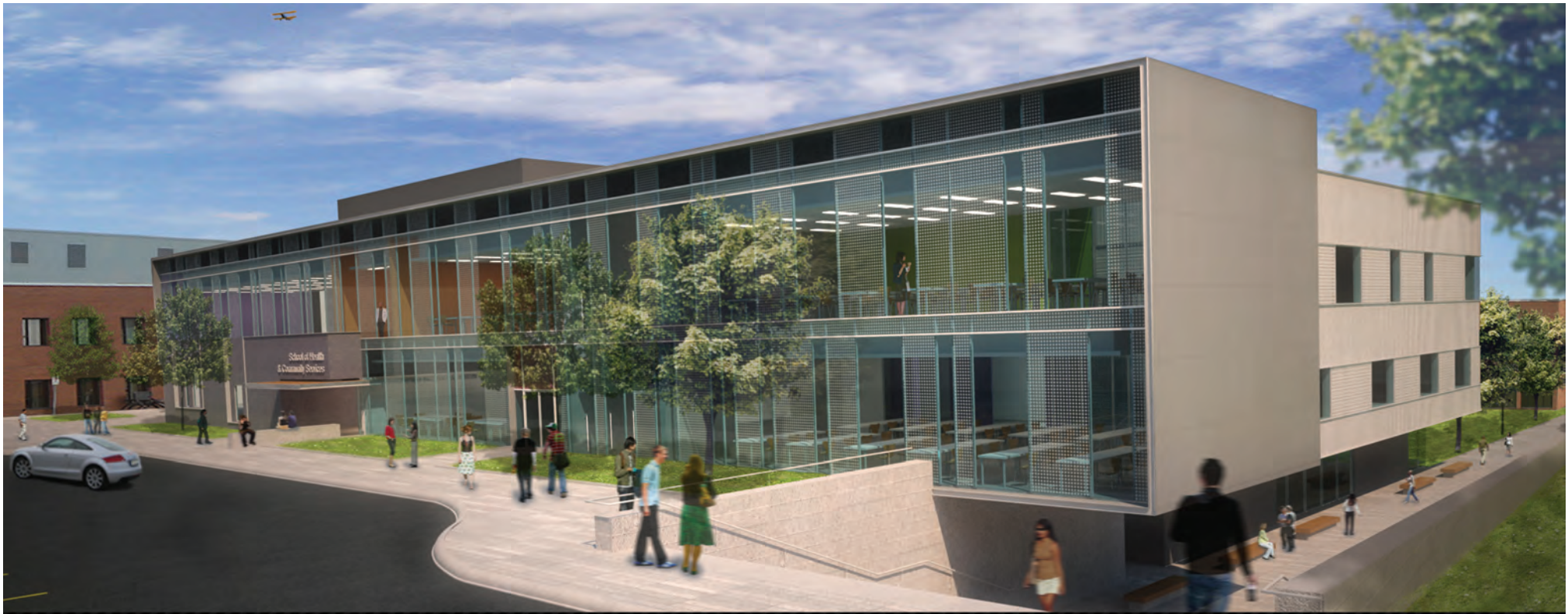


CONESTOGA

Connect Life and Learning

GRAPHIC STANDARDS GUIDE

VERSION 1.02 | 05.2011





Introduction

Conestoga College is ranked among the very best of Ontario's colleges, with a respected reputation for academic excellence. We provide a broad spectrum of first-rate educational opportunities to the community.

This Graphic Standards Guide is designed to assist in the use of Conestoga's distinctive brand – our logo, wordmark and tagline - in a consistent and appropriate manner that reflects well on the institution as a whole. Our brand helps define what Conestoga is to the outside world. Maintaining a consistent approach helps protect these important trademarks, contributes to the overall strength of the Conestoga brand, and helps unite the various departments and units across the College as a single entity.

These guidelines address the use of the Conestoga brand on all print and electronic communications materials.



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1.0 | Brand Identity

1.01 LOGO DESIGN ELEMENTS

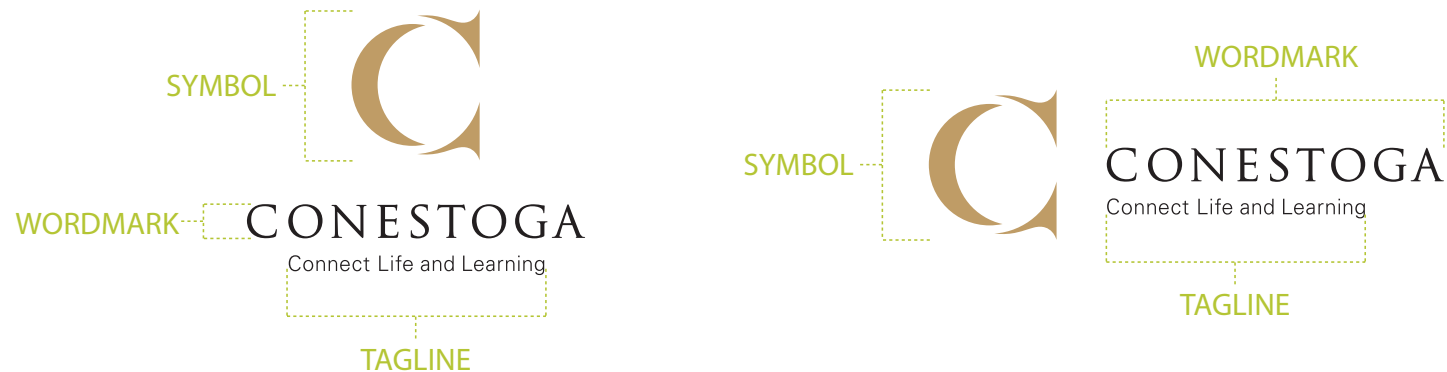
The Conestoga logo is the key component of the College's visual identity. It contributes to the overall strength of the Conestoga brand and helps unite the various departments across the College and within the community.

The Conestoga logo consists of three elements: the symbol - a stylized rendition of a capital letter C, the wordmark CONESTOGA in capital letters and the tagline "Connect Life and Learning".

The three elements of the logo are designed to create a distinct unit in terms of size, dimensions, typefaces and visual relationship, and can not be altered.

The capital "C" and "CONESTOGA" wordmark are designed in a customized version of the Trajan typestyle which creates a unique visual appearance. This customized version is the only one that is used for the logo.

The tagline "Connect Life and Learning" is created in the Univers typeface. This standard typestyle should always be used for reproduction of the tagline.





1.0 | Brand Identity

1.02 CORPORATE LOGO - VERTICAL

The vertical logo is the preferred arrangement and should be used in all cases other than those outlined in Section 1.03.

In this version, the symbol is centered above two lines of type. The first line contains the wordmark CONESTOGA and the second line is the tagline. (See Section 1.04, Minimum Size)

Do not depart in any way from the arrangement of the logo elements, or the relationship in size and spacing between the logo elements.

Examples of Misuse

Do not compress or expand the logo, either vertically or horizontally, to fill a space in such a way that results in a distortion of the typefaces or the stylized capital C. Also, do not enlarge one element of the design in relation to the other elements.

Do not add additional information to the logo, such as a program, departmental, divisional or campus designation. If you require a logo that includes the branding for your school or department contact Marketing & Communications to request a sub-brand logo. (See Section 4.01, Contact and Approvals)



CONESTOGA
Connect Life and Learning



1.0 | Brand Identity

1.03 CORPORATE LOGO - HORIZONTAL

The horizontal arrangement should be used only when the image area does not allow the vertical logo to display appropriately as determined by these Graphic Standards.

In this version, the symbol (capital C) appears to the left of the wordmark and tagline: the two lines of type are placed with the wordmark on top and with both lines left-justified in relation to the symbol. (See Logo Size Restrictions)

Do not depart in any way from the arrangement of the logo elements, or the relationship in size and spacing between the logo elements.

Examples of Misuse

Do not compress or expand the logo, either vertically or horizontally, to fill a space in such a way that results in a distortion of the typefaces or the stylized capital C. Also, do not enlarge one element of the design in relation to the other elements.

Do not add additional information to the logo, such as a program, departmental, divisional or campus designation. If you require a logo that includes the branding for your school or department contact Marketing & Communications to request a sub-brand logo. (See Section 4.01, Contact and Approvals)



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1.0 | Brand Identity

1.04 MINIMUM SIZE

Minimum size refers to the smallest size that the logo may be reproduced to ensure its legibility.

Regardless of whether the vertical or horizontal arrangement is being used, the wordmark CONESTOGA should always be at least 1 inch in width to protect the integrity of the Conestoga brand.

Minimum Size without Tagline

If the wordmark "CONESTOGA" appears at a size smaller than 1.5 inches in width, the tagline "Connect Life and Learning" should be removed to ensure legibility.

Minimum Size Exception

For some applications (e.g., promotional merchandise such as pens or USB drives), it may be impossible to reproduce the logo at the minimum size described by this Graphic Standards Guide. In these cases, please contact Marketing & Communications.

Minimum Size with Tagline



Minimum Size without Tagline





1.0 | Brand Identity

1.05 CLEAR ZONE

The clear zone is a protective space that must surround all arrangements of the Conestoga logo.

To ensure clarity and legibility, the clear zone must be a minimum size of the height of the "C" in the wordmark CONESTOGA.

To protect the integrity of the logo, this space is required around all sides of the logo and should be kept free of graphics, typography, competing backgrounds or the edge of a printed piece or computer screen.

More space should be used when possible to give the logo maximum visual impact.





1.0 | Brand Identity

1.06 COLOUR PALETTE

Conestoga’s visual identity will be more memorable if its colours are reproduced consistently.

Primary Colour Palette

The preferred colour choice for the logo is gold and black with the symbol C in gold and the CONESTOGA wordmark and tagline both in 100 per cent black. This version should always be used for external marketing. The all black and white reverse are also acceptable alternatives.

Secondary Colour Palette

The logo is also available in the official Conestoga

colours of blue and red for internal applications only.

All Black

When the primary colour palette is not suitable, the 100 per cent black version can be used for both external and internal materials.



CONESTOGA
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Conestoga Gold

Pantone: 873C (Metallic)

Non-Metallic Alternate: 465C

C 20	R 187
M 33	G 144
Y 65	B 70
K 8	



CONESTOGA
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Conestoga Blue

Pantone: 300C

C 100	R 9
M 44	G 91
Y 0	B 166
K 0	



CONESTOGA
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Conestoga Red

Pantone: 032C

C 0	R 253
M 100	G 24
Y 86	B 19
K 0	



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All Black

100% Black

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	



1.0 | Brand Identity

1.07 REVERSE COLOUR

In a reverse application, the logo can be used in all white against a black background, or against another dark background colour.

As a variation, the symbol (capital C) in a reverse application can appear in the official College gold (Pantone 873C or the alternative non-metallic pantone 465C) against a background of black. In this version the other logo elements - the wordmark and the tagline - must still appear in white.





1.0 | Brand Identity

1.08 SYMBOL AS A GRAPHIC

In general, the symbol C can not be used as a stand-alone graphic. It is meant to be used only in conjunction with the rest of the logo elements.

In very rare cases, the symbol may be approved for use as a graphic. Please contact Marketing & Communications for more information or to submit a request for this specialized artwork.



1.0 | Brand Identity

1.09 SUBSTITUTING THE LOGO WITH TYPOGRAPHY

On very rare occasions there may be a need to use the words 'Conestoga College' rather than the official logo to graphically represent the institution.

Please contact Marketing & Communications for more information or to submit a request for this specialized artwork.



2.0 | Sub-brand Identity

2.01 Sub-brand Design Elements



2.0 | Sub-brand

2.01 SUB-BRAND DESIGN ELEMENTS

The Conestoga logo is the primary identifier for the institution, and should take precedence over other logos.

Conestoga sub-brand logos have been designed to follow and reinforce the parent College brand and rely on the same graphic elements as the primary identifier.

The development and use of other logos to represent the College is strongly discouraged. Conestoga schools, departments and units are encouraged to adopt the approved sub-brand logo which has a vertical and horizontal arrangement option.

Used consistently, this approach will help build the strength and credibility of the Conestoga brand, and create clear linkages between individual units.

All graphic standard guidelines apply.

Please contact Marketing & Communications for more information, or to request a sub-brand logo for your department or unit.



CONESTOGA
Connect Life and Learning

CO-OP &
CAREER SERVICES



CONESTOGA
Connect Life and Learning

IT SERVICES



CONESTOGA

CO-OP & CAREER SERVICES



3.0 | Logo Downloads

3.01 File Format Guide



3.0 | Logo Downloads

3.01 FILE FORMAT GUIDE

As a general rule, projects that are intended for printing should always use the EPS file format. This is a vector image which can be resized without the loss of quality.

NOTE: You may not be able to open an EPS without the appropriate program (such as Illustrator). However, you should be able to open a program (such as Word or PowerPoint) and insert the EPS into your document.

A JPG file format is generally used for the web. This is not a vector image and is flattened onto a white background. When a JPG file is resized the image quality may be effected and look blurry – especially when enlarged.



4.0 | Contact Information

4.01 Contact and Approvals



4.0 | Contact Information

4.01 CONTACT AND APPROVALS

Please [contact us](#) if you have any questions regarding proper and consistent use of the Conestoga logo or if you would like to request a sub-brand logo for your area of the College.

All applications of the Conestoga College logo must comply with these Graphic Standard Guidelines.

Conestoga relies on your good judgement to use the logo properly. The College reserves the right to cancel or recall any print or electronic materials that use the Conestoga logo in ways that contravene these guidelines.

Contact Information

Marketing & Communications
graphicstandards@conestogac.on.ca
299 Doon Valley Drive
Kitchener, ON N2G 4M4
519.748.5220
www.conestogac.on.ca