



VISUAL IDENTITY STYLE GUIDE

MARKETING AND COMMUNICATIONS



Algoma
UNIVERSITY

For any questions on the use of the visual identifiers,
please contact the Algoma University's Marketing and Communications team at:

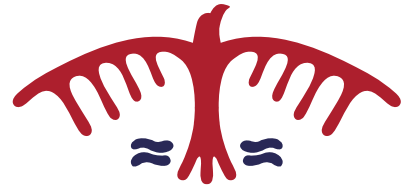
communications@algonau.ca

VISUAL IDENTIFIERS

THE ALGOMA UNIVERSITY WORDMARK



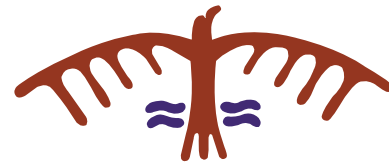
THE ALGOMA UNIVERSITY THUNDERBIRD



THE ALGOMA UNIVERSITY OFFICIAL CREST



THE ALGOMA UNIVERSITY FLAG



The Algoma University Wordmark, Thunderbird or formal Official Crest should always be taken from an electronic master reproduction file. Don't not copy or scan the brand signature from any other material. Use the official versions of the brand signature only. The elements within the signature and their relative position to one another cannot be changed under any circumstances.

We have provided different versions of each element of the Algoma University visual identity, as digital files for use at: algomau.ca/administration/marketing_and_communications/algomas_brand/

It is important to understand which file should be used in what application. For convenience, we provide a quick summary, but encourage users to check with the Marketing and Communications team if you have any questions.

Print: Always use either the .ai or .eps version for print. These files will require special software (ie. Adobe Illustrator) to open. For your convenience, we have also provided a PDF, which should only be used to view the file.

Online: We have provided small, medium, and large .jpg versions of each file. Please use the appropriate sized file for maximum efficiency. NEVER ENLARGE A .JPG FILE. If you require a larger .jpg version please contact Marketing and Communications.

Special Applications: If your supplier is asking for something other than .ai, .eps, or .jpg versions, it's best to put them in touch with the Marketing and Communications team.

For any questions on the use of the visual identifiers, please contact the Marketing and Communications team at: communications@algomau.ca

CORE WORDMARK BASICS

THE UNIVERSITY WORDMARK

COLOUR WORDMARK: The wordmark is used as the primary Algoma University visual identifier and is used for all audiences and communications. Our wordmark expresses our personality and encapsulates our identity with impact. Is easily recognized at a variety of sizes for both print and digital communications.

The official brand colour for “Algoma” is Pantone 1805, a colour that’s been selected to create confidence and consistency for the University. It’s vivid and strong and will stand out. The grey, Pantone Cool Gray 9, is the official colour that acts as a complement to the red. It is used in the word “UNIVERSITY” in the primary wordmark. When the wordmark is reversed on a red or black background, the word UNIVERSITY should be presented in Pantone Cool Gray 4. Applying the core logo in the brand colours consistently is important to executing our visual brand effectively.

PRIMARY COLOURS

To ensure consistent colour reproduction using Pantone colours (coated and uncoated), four-colour process, or RGB, these specifications must be followed.

COLOUR SYSTEMS

Pantone

A universal standardized spot colour system

CMYK

Process four-colour system
(cyan, magenta, yellow, black)

RGB

Digital colour system (red, green, blue)

Websafe HTML and Hex

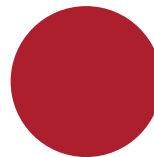
Digital colour palettes

Primary Wordmark

Algoma
UNIVERSITY

Secondary Wordmark

Algoma
UNIVERSITY

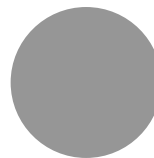


CMYK = C-21, M-97, Y-90, K-11

PANTONE = PMS 1805

RGB = R-179, G-40, B-45

HEX = #B3282D



CMYK = C-0, M-0, Y-0, K-50

PANTONE = PMS Cool Gray 9

RGB = R-119, G-119, B-122

HEX = #77777A



CMYK = C-0, M-0, Y-0, K-24

PANTONE = PMS Cool Gray 4

RGB = R-185, G-184, B-185

HEX = #B9B8B9

When the wordmark is reversed on a red/dark background, the word UNIVERSITY should be presented in Pantone Cool Gray 4.

GREYSCALE/BLACK LOGO: These versions are used as the primary Algoma University logo and for all audiences and communications in greyscale or solid black.

The logo consists of the word "Algoma" in a large, black, serif font, with the word "UNIVERSITY" in a smaller, black, sans-serif font centered below it.

When produced in grayscale, the official colour for "Algoma" is Black 100%. Black 50% is used in the word "UNIVERSITY" in the primary wordmark. When the wordmark is reversed on a black background, the word "UNIVERSITY" should be presented in 24% Black.

The logo is reversed, with "Algoma" and "UNIVERSITY" in white. "UNIVERSITY" is in a smaller, sans-serif font centered below "Algoma", which is in a larger, serif font.

When produced in black and white, the official colour for "Algoma" and the word "UNIVERSITY" is Black 100% or Pantone PMS Black. When reversed on a black background, the words "Algoma" and "UNIVERSITY" should be presented in 0% Black, Pantone PMS Black 0% or solid white.

The logo consists of the word "Algoma" in a large, black, serif font, with the word "UNIVERSITY" in a smaller, black, sans-serif font centered below it.The logo is reversed, with "Algoma" and "UNIVERSITY" in white. "UNIVERSITY" is in a smaller, sans-serif font centered below "Algoma", which is in a larger, serif font.

DO NOT CREATE ADDITIONAL LOGOS

Separate logos for your project, department and committee add confusion and disorder to Algoma University's visual identity. Algoma University does not allow additional or new logos, because:

1. A streamlined visual identity helps build strong brand recognition and reputation. Separate or unique logos will undermine the interests of Algoma University and confuse the audience as to the messaging.
2. It is essential for Algoma University to have a professional brand. Logos that are created on-the-fly and are not designed by professionals can create a less-than-desirable image of the University and damage its reputation.
3. Using multiple logos adds to the complexity of communications and places the unnecessary task on the audience to recognize and understand messaging.

CORE WORDMARK USAGE

MINIMUM SIZE

To maintain proper legibility, never reproduce the wordmark at heights smaller than 0.25 inches tall for print and 30 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the wordmark to ensure a good visual appearance.

Print

0.25"

Algoma
UNIVERSITY

Digital

30 pixels

Algoma
UNIVERSITY

CLEAR SPACE

Allow the wordmark some additional space to breath by maintaining an appropriate amount of clear space around the wordmark. The "X" represents the height of the word "UNIVERSITY" and is used as a measuring tool to help maintain clearance. Allow (at minimum) this clearance amount around the entire wordmark.



DO USE THE ENTIRE WORDMARK

Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from unauthorized uses.

Algoma
UNIVERSITY

DO NOT CHANGE THE WORDMARK
The wordmark should not be altered in any way.

~~Algoma~~

Do not remove parts of the wordmark.

~~Algoma
UNIVERSITY~~

Do not distort the wordmark in any way.

~~UNIVERSITY
Algoma~~

Do not rearrange parts of the wordmark

~~Algoma
UNIVERSITY~~

Do not rearrange colours of the wordmark

~~Algoma
UNIVERSITY
HISTORY DEPARTMENT~~

Do not add additional type to the wordmark.

~~Algoma
UNIVERSITY~~

Do not create other logos using this wordmark.

~~Algoma
UNIVERSITY~~

Do not color the wordmark in other colors.



Do not use primary wordmark on dark-coloured background.



Do not use secondary wordmark on light-coloured background.

CORE ICON BASICS - THE THUNDERBIRD

THE UNIVERSITY ICON - THE THUNDERBIRD

The Algoma University symbol, adopted in 1972, is a stylized Thunderbird. It was developed by Mrs. Dora de Pedery-Hunt, the well-known Canadian sculptor, from the pictographs in the Agawa Bay area. The Thunderbird is a symbol of strength for the University, embodying the hope and aspirations of our students.

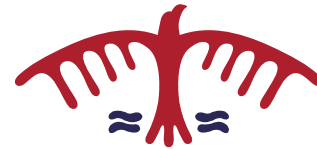
A newly designed version was introduced in 2014 as the Core Icon. The original Thunderbird remains a part of the University's Official Marks (Page 1), and remains a significant mark on formal documents.

The Thunderbird in its newer version acts as the primary icon representing Algoma University. The official brand colours for the Thunderbird icon are Pantone 1805 red and the waves are Pantone 286 blue. The Thunderbird should most often be shown in full colour on a white background.

In some cases the use of solid red on our materials will require that the Thunderbird be reproduced on a red background. In this “knocked out” version, the icon should appear in white.

BLACK THUNDERBIRD: This version is used as the primary Algoma University icon in greyscale or solid black. When produced in grayscale, the official colour for the Thunderbird is Black 100% and the waves in 65% black and waves . When the Thunderbird is reversed on a black background, it should be presented in solid white.

Primary Icon



Secondary Icon



CMYK = C-21, M-97, Y-90, K-11
PANTONE = PMS 1805
RGB = R-179, G-40, B-45
HEX = #B3282D



CMYK = C-100, M-86, Y-34, K-25
PANTONE = PMS 286
RGB = R-41, G-39, B-86
HEX = #292756



CORE ICON USAGE

MINIMUM SIZE

To maintain proper legibility, never reproduce the Thunderbird at heights smaller than 0.25 inches tall for print and 30 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the Thunderbird to ensure a good visual appearance.

Print

0.25"



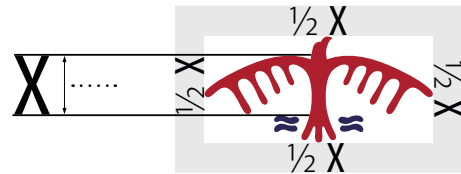
Digital

30 pixels



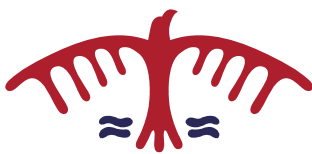
CLEAR SPACE

Allow the Thunderbird some additional space to breathe by maintaining an appropriate amount of clear space around the wordmark. The "X" represents the height of the Thunderbird's wing and is used as a measuring tool to help maintain clearance. Allow one-half the height of "X" (at minimum) as clearance space around the Thunderbird.



PLEASE USE THE THUNDERBIRD IN ITS ENTIRETY

Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from unauthorized uses.



DO NOT CHANGE THE THUNDERBIRD

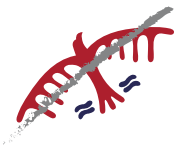
The Thunderbird should not be altered in any way.



Do not distort the Thunderbird.



Do not flip the Thunderbird.



Do not rotate the Thunderbird in any way.



DEPARTMENT OF ENGLISH

Do not add additional type to the Thunderbird.



Do not create other logos using the Thunderbird.



Do not color the Thunderbird in other colors.



Do not use primary wordmark on dark-coloured background.



Do not use secondary icon on light-coloured background.

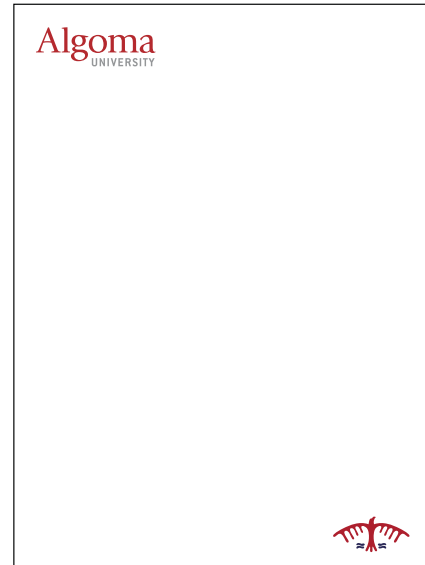
POSITIONING

The Algoma University Thunderbird must **always be used in conjunction with the Algoma University wordmark**. It may appear on the same print or electronic document as the wordmark but **not** directly adjacent to it.

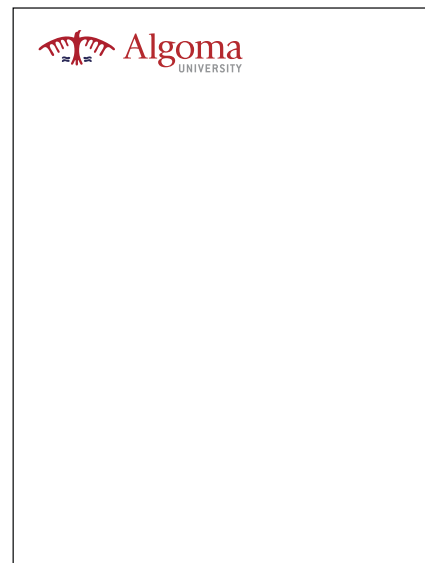
For example, it is acceptable to have the wordmark in one corner of a document and the Thunderbird in an opposite corner of the document. It is also acceptable to have the wordmark on the front of a document and the Thunderbird on the back of a document.

If unsure on the use of the Thunderbird, please contact the Marketing and Communications team at: communications@algonu.ca

ACCEPTABLE POSITIONING



NON-ACCEPTABLE POSITIONING



CEREMONIAL & OFFICIAL MARKS

ALGOMA UNIVERSITY CREST LOGO



Algoma U Crest Logo

In 1996, alumnus Jane Scott Barsanti created the existing crest, incorporating the Thunderbird into the design.

The Thunderbird, its freedom and strength represented by traditional colours, extends beyond the confines of the rectangle:

Blue = Sky, Water

Green = Land, Trees, Environment

Red = Colour of the Pictographs; Bloodlines

White = Hope, Purity, Snow, the North

In the crest, 'A' stands for Algoma U, and is indicative of learning and achievement; it also suggests the shape of a teaching wigwam, which is the foundation of Algoma U's educational philosophy today.

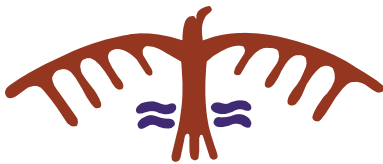
The crest may be used for official communications issued from the Office of the President and for specific applications, including historical celebrations, and may be employed for specific uses like:

- Convocation
- official degrees
- mattees of the frames
- official transcripts
- awards and certificates
- Alumni materials

Other circumstances may warrant using this mark.

Permission for use other than listed above may be requested from the Marketing and Communications team: communications@algomau.ca

ALGOMA UNIVERSITY FLAG



The Algoma University Flag

In 1981 our Thunderbird was made into a flag for the occasion of a healing and reconciliation memorial and ceremony conducted after the first Shingwauk Reunion, which honoured the two branches of Founders of education on the site, traditional and contemporary, Native and non-Native, Shingwauk and Algoma University College (AUC). The Thunderbird Flag was made by AUC student and student council member Pam Forster, and was presented by her and Rolland Nadjiwon, Founding Executive Director of the Keewatinung Institute, to Dr. Dennis Howell, Chairman of the AUC Board of Trustees, and Shingwauk alumnus and Garden River Elder, Daniel Erskine Pine Sr. It was blessed by the Bishop Frank Nock of the Anglican Diocese of Algoma and raised by him and Dr. Howell at an Honour Ceremony and Song for the Flag by a local native drum group.

The Flag has been flown since as the symbol/dodeme of then Algoma University College, now Algoma University.

The Thunderbird flag flies proudly in front of the front entrance to Shingwauk Hall. Although the Thunderbird as a symbol of Algoma University may evolve over time, the flag will remain as it was presented in 1981.

Permission to use this graphic in any variation is limited and must be requested from the Marketing and Communications team: communications@algonau.ca



1520 Queen Street East, Sault Ste. Marie, Ontario Canada P6A 2G4
P. 705.949.2301 info@algonau.ca www.algonau.ca