

BRAND GUIDELINES

Algoma
UNIVERSITY



The key brand resources and fundamentals to get started with our brand. Find logos, colours and typography specs.

LOGOS

Primary Logo

The primary Algoma University logo consists of a wordmark set in two typefaces. The primary logo is the preferred version to use when the logo is required. Other permissible options are shown below.

Algoma
UNIVERSITY



Algoma
UNIVERSITY

Minimum Size & Clearspace

PRINT
0.25"



DIGITAL
30px



Primary Logo: Incorrect Usage

Algoma
UNIVERSITY

Distort

Do not distort the logo. Keep the original proportions the same.

Algoma
UNIVERSITY

Colour

Do not change the colour of the logo from the original files provided.

Algoma
UNIVERSITY

Typography

Do not change the typography of the logo.

UNIVERSITY
Algoma

Arrangement

Do not change the arrangement and placement of the wordmark.

Algoma
UNIVERSITY

Size

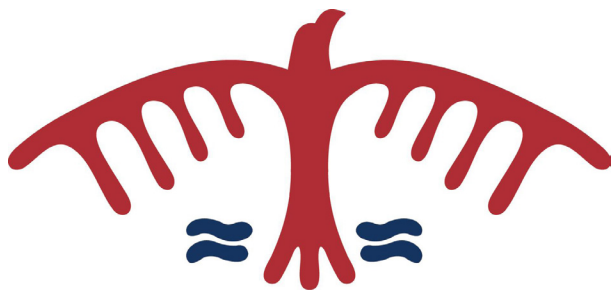
Do not alter the proportions or size ratio of the logo elements.

Thunderbird Logo

Our Thunderbird symbol is a gift bestowed on Algoma University. The Thunderbird has always been part of the body and spirit of all native tribes of North America. Its thunder, lightning and rain cleanse and give power to the earth, and its people.

Today, it symbolizes our hope of emerging from a dark past into a bright future of cultural and spiritual freedom in the land that our grandfathers left us. Based on writings from the Keewatinung Institute.

The full colour logo is the preferred version to use when the logo is required. Other permissible options are shown below. Only use provided artwork and do not alter the logo in any way.



Thunderbird Usage

The Thunderbird can be used in a variety of ways to enhance the materials and as a symbol of the university itself. There are a variety of options show in the Inspiration section of the guidelines. Some options to consider for placement / usage:

- A watermark
- Preceding the Algoma logo
- As a separate identifier on the page generally in a colour block
- As an anchor to a piece of text above or below

When paired with the primary logo, the space between the Thunderbird and Algoma wordmark should be equal to the width of the 'N' in the word "University". The height should be equal to the size of the capital 'A'.







COLOURS

The colour palettes provide the CMYK and Pantone (PMS) for print, RGB for digital, and HEX for web.

Primary


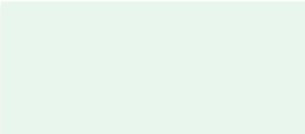
The primary colour palette consists of three colours: Algoma Red as the primary colour, coupled with Cool Grey Dark and Cool Grey Light as accent colours.

			
Algoma Red	Fuscous Gray	Cool Grey Dark	Cool Grey Light
HEX #B3282D	HEX #3C3C3B	HEX #77777A	HEX #B9B8B9
RGB 179, 40, 45	RGB 60, 60, 59	RGB 119, 119, 122	RGB 185, 184, 185
CMYK 21, 97, 90, 11	CMYK 0, 0, 0, 90	CMYK 0, 0, 0, 50	CMYK 0, 0, 0, 24
PMS 1805	PMS	PMS Cool Gray 9	PMS Cool Gray 4





Secondary

A secondary palette can be used as accent colours to enhance marketing and collateral materials.

			
Gold		Off White	
HEX	#CA970D	HEX	#EBF7F0
RGB	202, 151, 13	RGB	235, 247, 240
CMYK	20, 40, 95, 1	CMYK	20, 3, 15, 0
PMS		PMS	

Tertiary

The tertiary palette should be used sparingly and for specific purposes. Dark blue is used in the Thunderbird icon. The orange can be used for specific Indigenous programming.



















			
Dark Blue		Orange	
HEX	#062762	HEX	#E87000
RGB	6, 39, 98	RGB	232, 112, 0
CMYK	100, 86, 34, 25	CMYK	10, 68, 100, 0
PMS		PMS	

AODA Compliance

These pages illustrate the various colour palettes as they relate to AODA (Accessibility for Ontarians with Disabilities Act) compliance at the AA (minimum standard) and AAA level.

The two options per colour show whether you can use white or black text or graphic elements against the colours.

If you want to check other colour combinations, you can use the Adobe Colour Accessibility tool to check.

	Normal Text	Large Text	G/UI		Normal Text	Large Text	G/UI		Normal Text	Large Text	G/UI
	AA <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		AA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		AA <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	AAA <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		AAA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		AAA <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	AA <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		AA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		AA <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	AAA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		AAA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		AAA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	AA <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		AA <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		AA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	AAA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		AAA <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		AAA <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TYPOGRAPHY

Primary

The corporate font for Algoma University is **TTNorms**. This is the font that should be used as the main font for communications and marketing materials. TTNorms was created by TypeType Foundry.

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 100 Style: normal	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 500 Style: italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 200 Style: normal	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 700 Style: normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 200 Style: italic	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 700 Style: italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 300 Style: normal	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 700 Style: normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 300 Style: italic	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 900 Style: normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 400 Style: italic	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 900 Style: normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 400 Style: normal	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 900 Style: italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	TTNorms Weight: 500 Style: normal			

Secondary

To compliment the primary font, **ITC Giovanni** can be used as a secondary font for specific needs such as callouts, quotes, long form body copy, etc.

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	ITC Giovanni Weight: 400 Style: normal	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	ITC Giovanni Weight: 700 Style: italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	ITC Giovanni Weight: 400 Style: italic	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	ITC Giovanni Weight: 900 Style: normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	ITC Giovanni Weight: 700 Style: normal	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	ITC Giovanni Weight: 900 Style: italic

Crossplatform

For applications when you will be loading a presentation on a computer which may not have the above fonts available, the font **Arial** and/or **Georgia** should be used as it is available on most computers. This allows for the transmittal of documents where the recipient will be able to read them as they were intended to be.

Suggested sizes are between 8 and 12 point. For headings or callouts use Arial Bold and/or Arial Bold Italic at an appropriate size to highlight information.

Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Arial
Weight:
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Arial
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Arial
Weight: bold
Style: normal

Georgia

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Arial
Weight:
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Arial
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Arial
Weight: bold
Style: normal

ELEMENTS

The Algoma brand platform utilizes four brand colours in bands to represent the diversity of our student body and faculty. The bands play an important part in bringing the brand platform to life. They can be used as static images or animated for use in video commercials, online ads, etc.

The examples below are samples of what is possible with the bands. They can appear vertical or horizontal. The colour scheme should always follow the same look: dark grey, off white, gold, and red (or vice versa).



For programs and services directed towards Indigenous programming, the bands morph into more organic shapes highlighting the unique position Algoma University has with the Indigenous community.

