



Fanshawe College Brand Guidelines

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Contents

3	Message from Reputation and Brand Management	31	Brand Pattern
4	Your Role: Brand Pathfinder	32	NorthStar: Design Element
4	Guiding Principles	33	Brand Fonts
5	Why Branding Matters	34	Photography
5	How Fanshawe's Brand Strategy Helps The College	35	Stock Photography
6	Our Positioning	36	Brand vs. Campaign
7	Our Brand Identity	37	Campaigns: Examples
7	NorthStar	38	Campaigns: Further Clarifications
8	The Identity System	39	The Identity in Play
9	Logo: Primary Version	40	Corporate Seal
10	Logo: Primary Version, Clear Space	41	Stationery: Business Card
11	Logo: Secondary Version	42	Stationery: Letterhead
12	Logo: Secondary Version, Clear Space	43	Stationery: No. 10 Envelope
13	Logo: Primary International Version	44	Stationery: 9 × 12 Envelope with Window
14	Logo: Primary International Version, Clear Space	45	Name Badges
15	Logo: Secondary International Version	46	Email Signatures
16	Logo: Secondary International Version, Clear Space	47	Social Media
17	Logo: Improper Use	48	PowerPoint
18	Logo: Minimum Sizes	49	Merchandise
19	Logo: Alternate Colour Versions	50	Varsity Style Merchandise
20	Logo: Alternate Greyscale Versions	51	Fanshawe Falcons: The Identity System
21	Logo: Working with the Logos	52	Logo: Varsity Logo
22	Logo: Brand Architecture Framework	53	Logo: Varsity Logo, Clear Space
23	Logo: Co-Brand Architecture Framework	54	Logo: Retail Logo
24	Logo: Brand Architecture Definitions	54	Logo: Retail Logo, Clear Space
25	Logo: Brand Architecture Specifications	55	Logo: Improper Use
26	Logo: Brand Architecture Vertical Examples	56	Logo: Minimum Sizes
27	Logo: Brand Architecture Horizontal Examples	57	Logo: Alternate Colour Versions
28	Logo: Named School	58	Logo: Working with the Logos
29	Logo: Named School Examples	59	Contact Information
30	Brand Colours		

Message from the Reputation and Brand Management team



For Fanshawe to be sustainable in an increasingly competitive environment, it's absolutely critical that we clearly and consistently communicate what makes Fanshawe distinct and special to our key audiences. Groups such as prospective and current students, staff, alumni, donors, business and government must understand how and why we stand apart from others.

When we do this, we grow our awareness, reputation and profile, and greatly enhance our ability to be successful in the long-term. A strong and distinctive brand platform sets us apart from competitors and attracts those who seek an experience that is uniquely our own.

Our hope is that you will get as much out of this guide as was put in by community members. The Fanshawe brand is a reflection of much time and effort by everyone connected with the College.

With a compelling vision to unlock potential, a bold new look and a promise to educate, engage, empower and excite, Fanshawe has a complete and robust set of tools to guide, frame and integrate all aspects of the College.

If you have any questions about the brand or suggestions for making it better, please contact the Reputation and Brand Management office - we'd be happy to hear from you.

Your Role: Brand Pathfinder

This guide is your toolkit for successfully creating Fanshawe communications and marketing content – including signage, correspondence materials, advertising, stationery, presentations and brochures.

All the fundamentals are here for you: your orientation to the Fanshawe positioning and promise; all the essentials for using our identity (logo, colours, typography and layout styles); as well as sample applications to show how all the elements come together.

Fanshawe must compete in a cluttered landscape of post-secondary education options. That's why adhering closely to our distinct identity system is so critical. We must present a bold, coherent face to the world and you play a vital role in building Fanshawe's competitive advantage through our brand image.

Guiding Principles

1. Use of our visual identity is required.
2. Be responsible in implementing our identity. We are a publicly-assisted institution that uses its resources wisely.
3. These guidelines will be updated periodically as we evolve existing applications and develop new ones.
4. Collaboration is key. Have a question or inspired idea? Contact your Marketing Officer in Reputation and Brand Management.

Why Branding Matters

Today, the average person faces thousands of messages each day as marketers compete for their attention in every medium. It is increasingly difficult for organizations to ensure they are seen, heard and remembered. That's why a consistent and effective approach to brand management has never been more important. Our brand strategy integrates many elements of our goals, messaging, identity, communications and marketing into one coherent framework and story. A clearly articulated brand positioning and promise are at the heart of how we behave, what we deliver, and how we engage all our stakeholders. Our brand position, promise and core attributes are based on Fanshawe's vision, mission and values.

How Fanshawe's Brand Strategy Helps The College

Taken together, all of these elements – from positioning to our brand identity – help the College:

- Maintain a resilient and consistent image across a variety of channels.
- Foster and strengthen important relationships with key audiences.
- Achieve long-term success in its strategic objectives.
- Make effective use of resources by leveraging Fanshawe's reputation.
- Lend new programs a “halo effect” and improve their chances for success.
- Keep the College focused on its vision and positions Fanshawe as a leader in higher education.
- Strengthen and unite each College entity, institution and service.

Our Positioning

Fanshawe's brand positioning helps answer the question, "Why Fanshawe?" We must differentiate the College from our competition and drive preference – not only for students but also prospective staff, employers, donors, supporters and partners. It defines Fanshawe's difference to our internal community as well. Fanshawe best serves people looking for a post-secondary institution that recognizes everyone's journey to success is a one-of-a-kind path.

Here's how all the pieces connect.



Our Brand Identity

Fanshawe's brand identity system provides strength to the College and can be represented as an overarching or "master brand" that spans the breadth of all our offerings. It makes it easier for students, employers and other key audiences to recognize and remember us; builds pride and unity in staff; creates support and excitement among alumni and friends; and helps us in our strategic collaborations with partners.

NorthStar



NorthStar is the symbol of Fanshawe's pathfinding commitment. Because of its essential role in navigation over millennia and across many different cultures, the north star is known by many descriptors: Polaris, pole star, lode star, guiding star. Polaris stands almost motionless in the sky, and all the stars of the northern sky appear to rotate around it. That makes an excellent fixed point from which to navigate. Fanshawe's NorthStar is made up of four letter Fs that come together to represent all points of the compass to create multiple pathways to explore. It's a powerful metaphor for our role in helping people find their way, whatever their goals.



The Identity System

Logo: Primary Version

The text component of the logo is now “Fanshawe” (no “College”).

The secondary version of the logo with “College” should only be used when necessary for official or formal communication.

“The Fanshawe College of Applied Arts and Technology” remains the legal name of the institution.

There are two configurations for the logo. Each can be used depending on space available and how well it works with the design of the piece it will be used on.

Use of the full-colour logo versions on a white background is preferred. Alternate colour versions and a usage guide are shown on pages 19 to 21.

Vertical option



Horizontal option



Logo:
Primary Version,
Clear Space

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The capital letter “F” in the word Fanshawe determines how large that space should be.

Vertical option



Horizontal option



Logo: Secondary Version (with “College”)

The secondary version of the logo with “College” should only be used when deemed appropriate for the audience or official/formal communication.

“The Fanshawe College of Applied Arts & Technology” remains the legal name of the institution.

There are two configurations for the lock-up. Each can be used depending on space available and how well it works with the design of the piece it will be used on.

Use of the full-colour logo versions on a white background is preferred. Alternate colour versions and a usage guide are shown on pages 19 to 21.

Vertical option



Horizontal option



Logo:
Secondary Version
(with “College”),
Clear Space

Each version of the logo uses the same clear space which is based on the capital letter “F” in the word Fanshawe. Clear space protects the logo from any other graphics that might interfere with it and dilute the clarity of the identity.

Vertical option



Horizontal option



Logo:
Primary
International Version
(outside of Canada only)

Because international audiences are less familiar with Fanshawe, it is suggested that the word “College” be used. However, where deemed appropriate, the Secondary International version (see page 15) may be used.

International versions of the Fanshawe logo are only to be used outside Canada. All materials that are used in Canada, including those aimed at international audiences, must feature the primary version of the Master College logo. Use of the International logos are limited to Fanshawe officials unless written approval is received. Questions about the use of the International version of the College logo should be directed to Reputation and Brand Management.

Vertical option



Horizontal option



Logo:**Primary International
Version, Clear Space**

As shown earlier, each version of the logo uses the same clear space which is based on the capital letter “F” in the word Fanshawe. Clear space protects the logo from any other graphics that might interfere with it and dilute the clarity of the identity.

Vertical option**Horizontal option**

Logo: Secondary International Version (outside of Canada only)

The Secondary International version may be used if deemed appropriate. However, international audiences are less familiar with Fanshawe, therefore it is suggested that the Primary International Version be used in most instances.

International versions of the Fanshawe logo are only to be used outside Canada. Use of the International logos are limited to Fanshawe officials unless written approval is received. Questions about the use of the International version of the College logo should be directed to Reputation and Brand Management.

Note: All materials that are used in Canada, including those aimed at international audiences, must feature the primary version of the Master College logo.

Vertical version



Horizontal version



Logo:
Secondary
International Version,
Clear Space

As shown earlier, each version of the logo uses the same clear space which is based on the capital letter “F” in the word Fanshawe. Clear space protects the logo from any other graphics that might interfere with it and dilute the clarity of the identity.

Vertical version



Horizontal version



Logo: Improper Use

All elements of the logo have a specific design relationship to each other. In order to ensure the most potential for recognition of our logo, it is important to keep these relationships intact.

Artwork is available for all versions of the logo.



Do not change the colour of the wordmark



Do not rotate NorthStar in relation to the wordmark



Do not change the size relationship between NorthStar and the wordmark



Do not align the words within the wordmark



Do not use a different font for the wordmark



Do not change the colour of NorthStar (see page 20 for acceptable options)



Do not change the relationship of the elements within NorthStar



Do not distort the logo



Do not change letters to lower case

Logo: Minimum Sizes

It is important to ensure clear recognition of our logo in all situations. The specifications on the right show general guidelines for how small the logo should be before it starts to become more difficult to recognize.

Minimum sizes for print



Minimum sizes for web



Logo:
Alternate
Colour Versions

A number of alternate colour versions of the logo are available for use in a number of different production scenarios. These are described in the column on the far right.



Two-Colour

This option has two options: Pantone 485 (red) and Pantone Cool Gray 10 (grey) or Pantone 485 (red) and 75% black to simulate the grey. Both look virtually the same.



All Red

If only one colour is available, it is preferable to use the all red option.



Two-Tone Red with White

This version contains 100% white text with the two-tone red NorthStar.

Logo:
Alternate
Greyscale Versions

A number of alternate greyscale versions of the logo are available for use in a number of different production scenarios. These are described in the column on the far right.



Two-Tone Greyscale

This version offers the two-tone of the primary logo in a greyscale format.



Greyscale

This version, 75% black, can be used when a special red or grey isn't available. In these cases, production values may be limited but would allow for a percentage of black to print well and simulate the grey colour.



Black

A 100% black version is shown on the left that should be used when printing in a single colour or when a strong high contrast version of the logo is needed.

































White

A 100% white version is shown on the left when the logo has to reverse out of a dark colour or busy (photographic) background. *These are also available in Greyscale and RGB formats.*

Logo: Working with the Logos

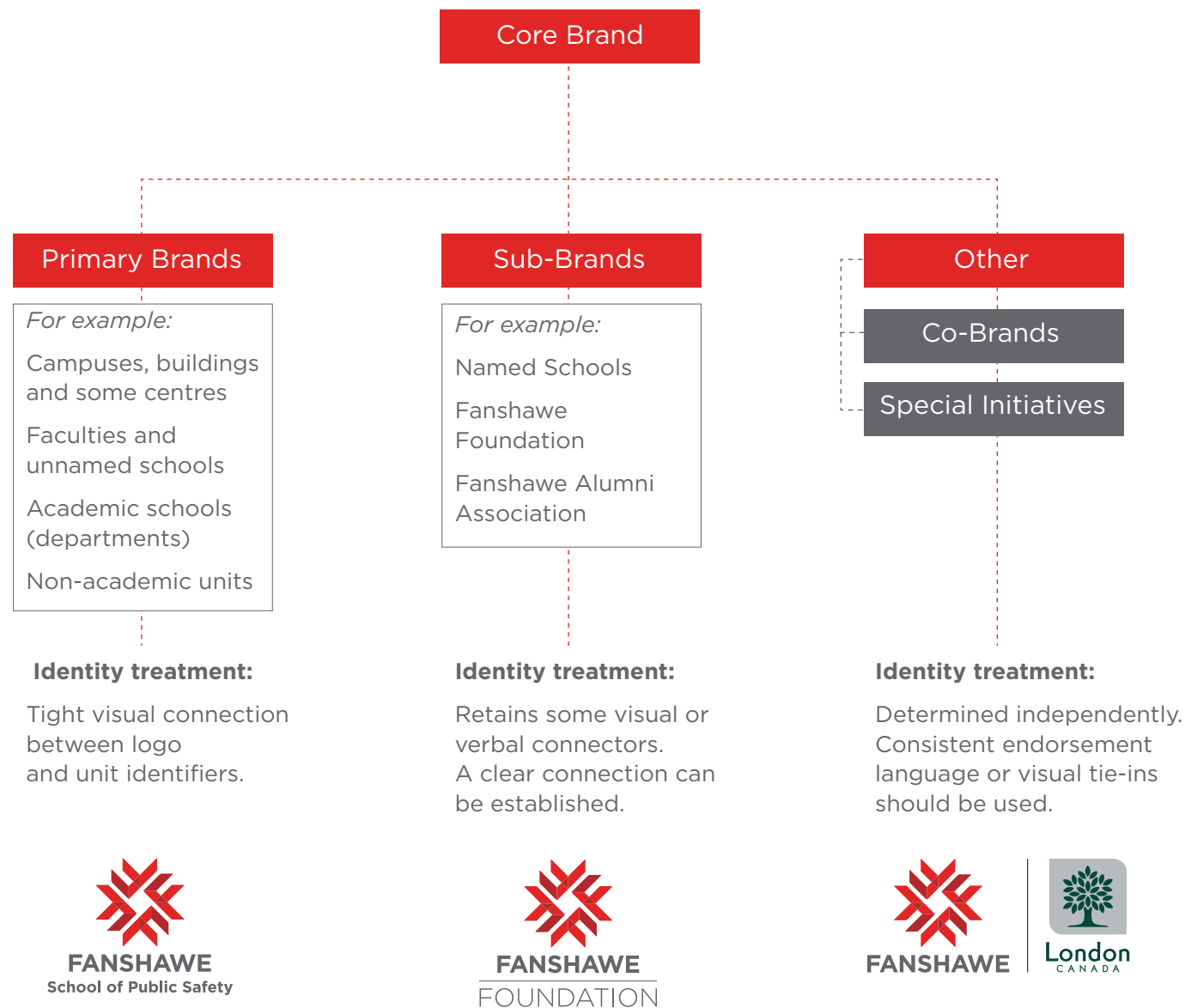
The grid of examples on the right has been developed to help in deciding which colour version of the logo to use in various situations. Ideally the full-colour version (top row) would always be the first choice and it is preferred that it is placed on a white background. However, it is acceptable to use it on a very light and low contrast background. The rest of the grid shows the alternate colour versions and what background is acceptable for each of them. The objective is to present our logo in the best possible way. The individual designer should use their own judgment as to how best to achieve this objective.

	White background	50% black	85% black	Light, low contrast photo	Dark, high contrast photo
Full-colour and Two-colour Options	 ✓	 ✗	 ✗	 ✓	 ✗
All Red	 ✓	 ✗	 ✓	 ✓	 ✗
Two-tone red with white text	 ✗	 ✓	 ✓	 ✗	 ✓
Greyscale and Two-tone Greyscale	 ✓	 ✗	 ✗	 ✓	 ✗
Black	 ✓	 ✓	 ✗	 ✓	 ✗
White	 ✗	 ✓	 ✓	 ✗	 ✓

Logo: Brand Architecture Framework

The brand architecture demonstrates the relationship between Fanshawe and its related entities. The structure we use at Fanshawe is intended to promote consistency – a hallmark of many great brands. In the majority of uses we promote a straightforward lockup system with NorthStar and Fanshawe prominently displayed with a unit identifier. Some sub-brands, co-brands and independent brands may be treated as special cases.

Note: Student associations and clubs are funded by the Fanshawe Student Union (FSU). Please speak with the FSU office to assist with any branding requirements.



Logo:
Co-Brand Architecture
Framework

When partnered with an outside organization the Fanshawe logo should be presented in a horizontal or vertical parallel format with greater or equal presence.

Horizontal option



Vertical option



Logo:

Brand Architecture
Definitions

Core brand

Elements of the core brand identify what's central to what the College provides through its academic and administrative units.

Unit identifier

Unit identifiers are used for the campuses, offices, departments, and work groups operating under the core brand such as faculties, academic schools, programs and non-academic units.

Sub-brands

A sub-brand may have a distinctive mission, service or audience yet are prominently linked to the core brand. It has a demonstrable need – and/or resources – to promote its offerings to particular audiences or segments. There may be other potential marketing or commercial reasons why it's not branded identically to the primary brand:

- If there are potential benefits or negatives to being part of the College for a segment
- It may represent a specialist area outside the College's core competencies
- There may be multiple partners involved

Co-branding

Co-branding is used when two or more brands are used in support of a new offering, service or venture.

Logo: Brand Architecture Specifications

The specifications are provided to demonstrate how the identities for the unit identifiers are formatted. The letter “X” is the height of the letter “F” in the word Fanshawe. All relationships use half of this height to establish vertical relationships. In the cases where there are two lines of text use the leading specified in the example on the lower left. For instance, “24.5/26.5 point” means “24.5 point text (size) set on 26.5 point leading (space between lines)”.

Acceptable usage for primary descriptors:

- Faculties
- Schools
- Programs
- Campuses

In most cases, the primary descriptor will be a faculty or a school, not both.

Acceptable use for secondary descriptors:

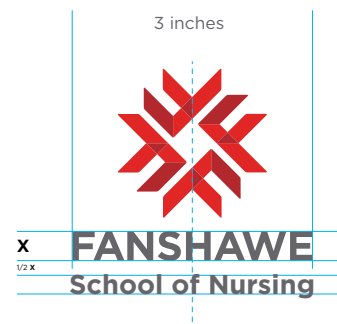
- Non-academic units
- Schools (when used with Faculty as primary)
- Programs

Additional examples are shown on the next page.

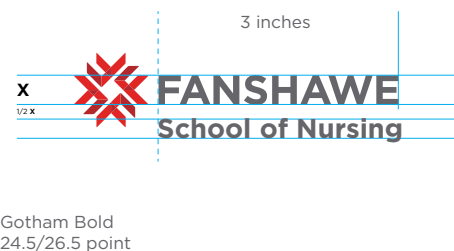
Primary descriptor with
a secondary descriptor



Primary descriptor only



Secondary descriptor only



Gotham Book
19/21 point

Logo:
Brand Architecture
Vertical Examples

These are a few examples of unit identifiers using the vertical option of the logo.

Vertical treatment for
campuses and physical centres



Vertical treatment for
non-academic units



Vertical treatment for faculties,
academic schools and programs



Logo:
Brand Architecture
Horizontal Examples

These are a few examples
of unit identifiers using the
horizontal option of the logo.

Horizontal treatment for
campuses and physical centres



Horizontal treatment for
non-academic units



Horizontal treatment for faculties,
academic schools and programs



Logo:
Named School

As a named school, the logo is treated in a slightly different manner. Using the same colours and layout outlined in the branding guidelines, but with some differences, ensures clear and consistent co-branding while allowing the School to have some aspects of differentiation.

For announcement purposes only, the identifying text may be used separately on announcement signage.

Vertical option



FANSHAWE

DONOR NAME
SCHOOL OF TITLE
GOES HERE

Horizontal option



FANSHAWE

DONOR NAME
SCHOOL OF TITLE
GOES HERE

Logo:
Named School
Examples



Brand Colours

The primary palette should be used as much as possible in order to promote red as the overarching colour.



Pantone 485 C
CMYK 5, 98, 100, 1
RGB 226, 35, 26
Hex #e2231a



Pantone 1805 C
CMYK 21, 97, 91, 12
RGB 179, 39, 45
Hex #b3272d



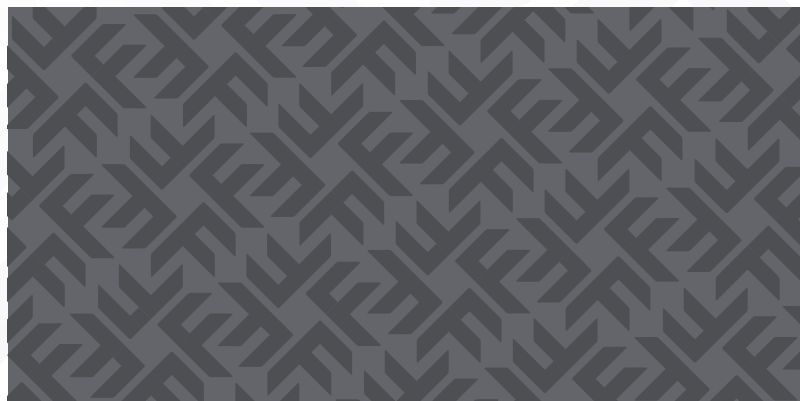
Pantone Cool Gray 10 C
CMYK 61, 53, 48, 19
RGB 100, 100, 105
Hex #646469

Brand Pattern

The brand pattern consists of NorthStars fit together creating diagonal rows.

The pattern is available in combinations of the brand colours and can be scaled.

Brand patterns are not a required element. They can be used to raise the “brand volume” when space, size, or time allows.



NorthStar: Design Element

The NorthStar can be used as a design element as long as it is used in conjunction with the Fanshawe logo.

Note: *The logo must exist in its entirety on a document or within a video for the NorthStar to become a design element. Exceptions to this must be approved by RBM.*



Brand Fonts

The primary font is Gotham and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

Alternate font: when Gotham is not available, use Arial.

Note: *In special circumstances an accent font or a font used as design asset may be used at the discretion of the professional in-house design team. External vendors must consult with the in-house team before liberties are taken.*

Primary font family: Gotham.

To be used on most communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Example: Gotham Book (shown at 24 pt.)



Alternate font: Arial. For internal use and cross-platform applications such as PowerPoint and Word where Gotham isn't universally available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Example: Arial Regular (shown at 24 pt.)

Aa

Aa

Thin and
Thin Italic

Aa

Aa

XLight and
XLight Italic

Aa

Aa

Light and
Light Italic

Aa

Aa

Book and
Book Italic

Aa

Aa

Medium and
Medium Italic

Aa

Aa

Bold and
Bold Italic

Aa

Aa

Black and
Black Italic

Aa

Aa

Ultra and
Ultra Italic

Aa

Aa

Regular and
Regular Italic

Aa

Aa

Bold and
Bold Italic

Photography

Images should be reflective of the College's diverse student and staff population in a range of academic, athletic, employment and social situations. Photos taken with an authentic style create a sense of place — on our campuses as well as through the impact we have around the world. Our photos should capture moments that draw people in and make them want to know more.

Images should:

- Focus on one strong idea, action, pose, moment or message;
- Be natural - not artificial, impersonal or staged;
- Be authentic - showcasing the Fanshawe experience and facilities;
- Be engaging - capturing emotions and moments;
- Be creative - look for interesting angles and different perspectives;
- Demonstrate and align with the brand promise and personality (page 6).



Stock Photography

PRO	CON
<ul style="list-style-type: none"> available for instant download useful for mockups 	<ul style="list-style-type: none"> not original can be purchased by anyone often cliché and lack originality simply don't look real or authentic

For the above reasoning, our own photos are always preferred to stock photos. In some cases, like a program in development, a stock photo may be needed. Stock photos should only be used when they add value to the content and there are no suitable photos of our own.

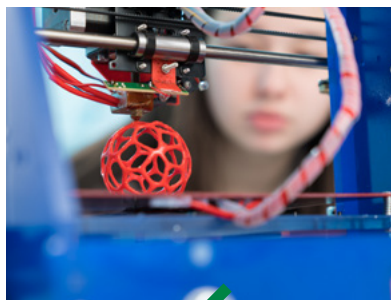
TIPS:

- Finding the right image can take time. The right image isn't always the first thing found using a keyword search.*
- Look at your collection of images all together, do they look consistent in style, lighting and overall mood? If any stand out as different, they should be replaced with a more suitable option.*
- Stock photography is like clothing you buy off the rack at a popular department store. No matter how beautiful it looks, you won't be the only person wearing that design.*

Do's and Don'ts:

- Stock photos must include full rights of use (which is why we use Shutterstock as our source of images), as all photos found on the internet are copyright protected unless stated otherwise.
- All photo choices need to align with the photography guidelines on page 34.
- Avoid stock photo clichés and stereotypes including shaking hands, smiling people on computers and phones, digital worlds, keyboards, globes, skyscrapers, clouds, staged diversity and staged models in uniforms.
- Avoid Clip art. Clip art has a reputation of looking cheap, silly and pixelated.
- Stock images with text are not exceptions to our brand guidelines - the text needs to align to our font and colour. Word clouds and or any other imagery that simply consists of text is not considered a graphic and will not be purchased. Word clouds are strictly for use as a chart to represent data.
- Illustrations are also not exempt to our guidelines and need to follow our colour palette.
- Ensure stock photos have the same overall look and feel as the photos in our current publications in terms of colour, exposure, and composition. Many stock images have colour washes and drastic lighting effects which feel disconnected from our library of images and therefore do not align to our style.
- Stock photos should never pretend to be something they are not, such as inferring the images used are of Fanshawe students or campuses.

RBM reserves the right to decline the download of any images that break College brand standards.



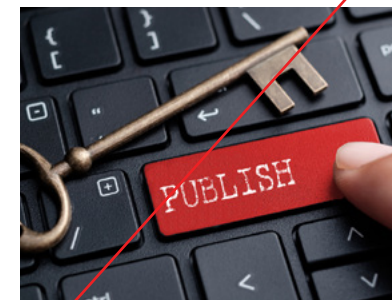
- styling aligns to our in-house photography
- creative and engaging composition
- pop-of-red is a bonus



- cliché
- clipart heavy
- artificial and impersonal



- cliché and stereotype
- models smiling and facing camera
- disingenuous



- cliché
- font breaks brand standards

Brand vs. Campaign

	Brand	Campaign
Length	Updated every 5-10 years	Typically months, sometimes a few years
Audience	Comprehensive and diverse	Targeted and specific
Goals	Broad	Narrow and measurable
Message	An enduring platform	A smart, catchy tagline
Visual Language	Flexible and systematic	Limited to increase recall

Campaigns and special initiatives come and go, but the one enduring theme that unites us is the brand. **A campaign reflects the brand and is useful to help draw special attention to a cause, initiative or promotion, usually for a limited period of time.**

Campaigns:
Examples



Remarkable – 2013-2017 for a capital campaign. The effort deployed the use of a wordmark and overall graphic style on materials specifically related to this campaign and raised \$100 million for the institution.



Gratitude Giving - First appeared in 2015. A phrase designed to connect to recent grads promoting them to “take the pride and excitement you feel today and pay it forward with a gift to the student bursary fund.”



Your Story – 2014 to 2017, for the purpose of brand exposure, student recruitment and advertising, to promote the overall theme of every story being different and each story making up a part of who Fanshawe is. A tagline–“Your story is our story”–and graphic symbol were used across relevant recruitment and brand materials.



Red Talks – Created in 2016 as a 50th anniversary initiative for the purposes of community engagement through influential speakers.

Campaigns: Further Clarifications

Campaign Justification

Not all causes, initiatives and promotions require a separate campaign. There must be justification for why it needs to be distinct from the standard brand creative and have measurable results. A campaign brief can be completed with your Marketing Officer to further evaluate any request.

Campaign Creative

A campaign wordmark is not a sub-brand. When a wordmark is created to support a campaign, it can never be used as a standalone element, or as a replacement for the College logo. The graphic style of a campaign is often a fresh expression of what we have to offer; timely and current, but doesn't change who we are (or our brand) at the core. The overall style must compliment and align with our overall creative direction. All campaign creative must be driven by Reputation and Brand Management to ensure this.

How do we use campaigns together?

Campaigns must be carefully crafted to work with the overall College brand, and most likely should not be combined with each other due to the resulting confusion in the mind of our audiences. Consult with your Marketing Officer for advice in this area.



The Identity in Play

Corporate Seal

Digital resemblances of the corporate seal are not permitted. All documents requiring a corporate seal must go through the Finance and Corporate Services Department.



Stationery: Business Card

Printed on 120 lb. cover

Business cards can be ordered online through PrintSys found on the portal:

myfanshawe.ca

>Campus Life

>Campus Stores

>Print Shop

>For Employees

Gotham Bold
Gotham Book
7/8.5 point



FANSHAWE

Firstname Lastname Diploma
Position, Department
Faculty/School

T: 519-000-0000 x0000 | C: 519-000-0000
F: 519-000-0000
E: lastname@fanshawec.ca | fanshawec.ca
1001 Fanshawe College Boulevard
P.O. Box 7005, London, ON N5Y 5R6

Faculty & Staff card: Front

The back of the cards can be used for a second language.



Stationery: Letterhead

Printed on 20 lb. bond.

	1 in		1.7 in	0.425 in	0.5 in
0.5 in					
1.0 in			 FANSHAWE		
		Month 00, 0000			
		Firstname Lastname 123 Street Name City, Province A0A 0A0			
		To who it may concern.			
		<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris consequat diam nec venenatis molestie. Duis malesuada odio ipsum, non pretium eros varius ut. Donec eget velit elit. Donec imperdiet volutpat volutpat. Nullam bibendum eget arcu ac pulvinar. Ut at posuere purus, non iaculis lacus. Proin fringilla justo eu libero faucibus, vitae egestas arcu tincidunt. Donec condimentum faucibus nibh vitae viverra. Aliquam erat volutpat. Praesent rutrum maximus egestas. Duis vitae sapien tempus, lobortis felis nec, ornare lorem. Morbi id vulputate lorem, non laoreet sapien.</p> <p>Vestibulum malesuada ut risus euismod lobortis. Proin auctor felis ut justo imperdiet, vel pellentesque ante malesuada. Donec felis orci, consectetur eu risus tempor, ornare commodo purus. Fusce vel nibh vitae mauris euismod sagittis in sit amet enim.</p> <p>Mauris eu viverra lectus. Integer ultricies tempus est. Duis turpis sapien, consectetur sed sagittis eget, convallis ac turpis. Duis gravida purus at ipsum condimentum, varius auctor eros varius. Mauris tincidunt viverra euismod. Cras ac eros nec purus pellentesque tincidunt eget ac quam. Sed eget mollis neque. Integer sit amet sem nec quam euismod egestas. Ut sodales molestie enim imperdiet finibus.</p> <p>Fusce ut urna sollicitudin, cursus felis eget, rutrum orci. Fusce cursus ex eget orci suscipit viverra. Integer in nisi lorem. Praesent eu eros non felis laoreet finibus. Duis bibendum dictum blandit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus porttitor in turpis viverra ullamcorper. Quisque consequat maximus dapibus. Mauris non metus fermentum, semper eros vitae, dapibus ante. Donec rutrum quis ligula non euismod. Nam cursus mi leo, at semper augue facilisis non.</p>			
Arial Regular 12/14 point					
		Sincerely,			
		Firstname Lastname			
		123 Street Name City, Province A0A 0A0 Tel: 519-000-0000 Fax: 519-000-0000 fanshawe.ca			
0.375 in					

General Letterhead

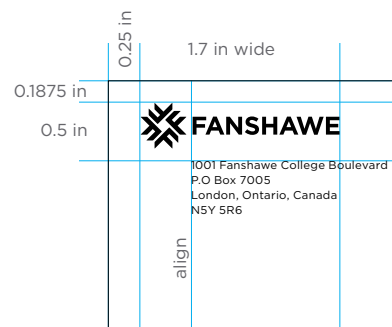
Arial Regular
10/12 point
Insert
appropriate
address here.

Stationery:
No. 10 Envelope

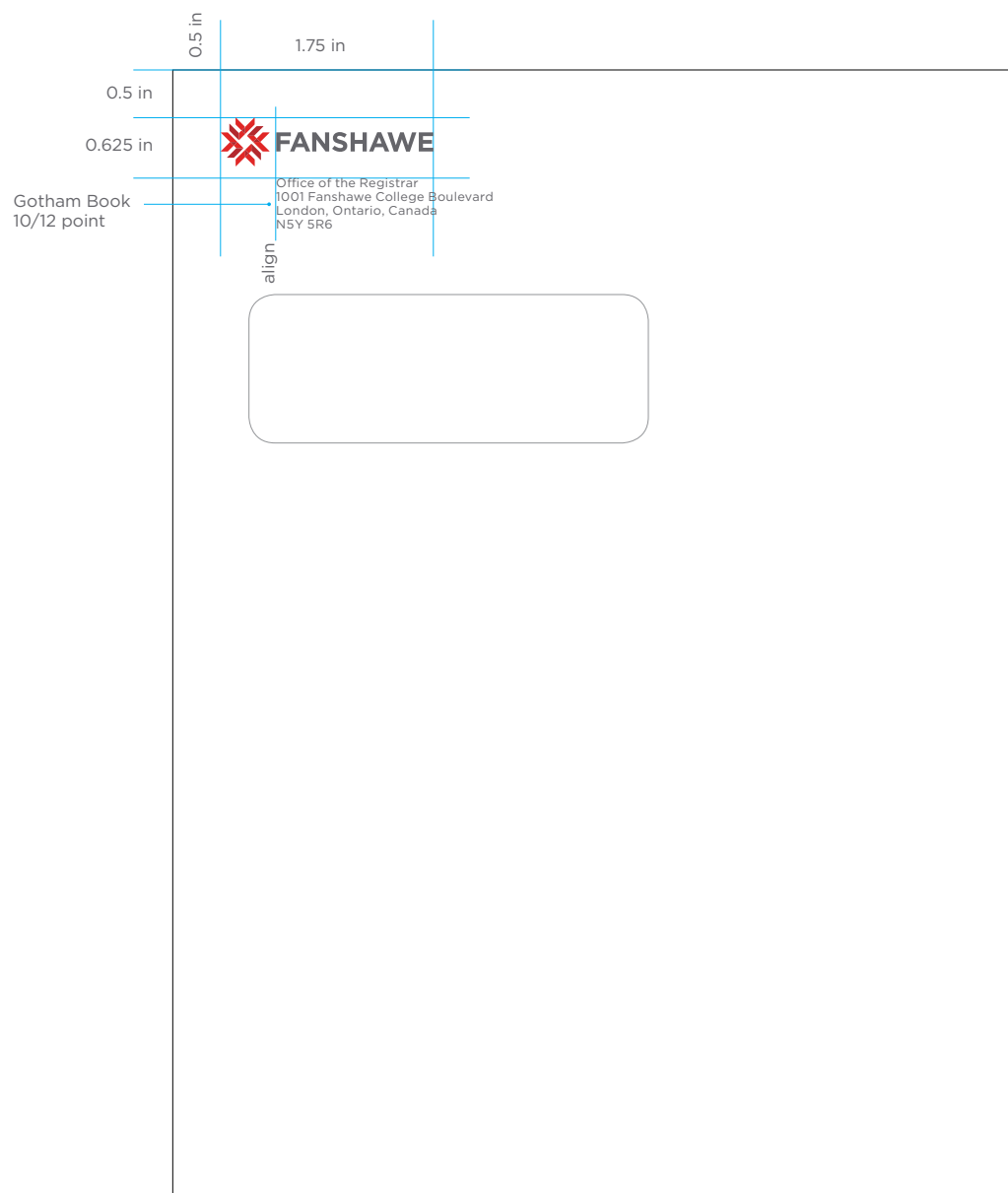
Gotham Book
7/9 point



1001 Fanshawe College Boulevard
P.O. Box 7005
London, Ontario, Canada
N5Y 5R6



Stationery:
9 × 12" Envelope
with Window

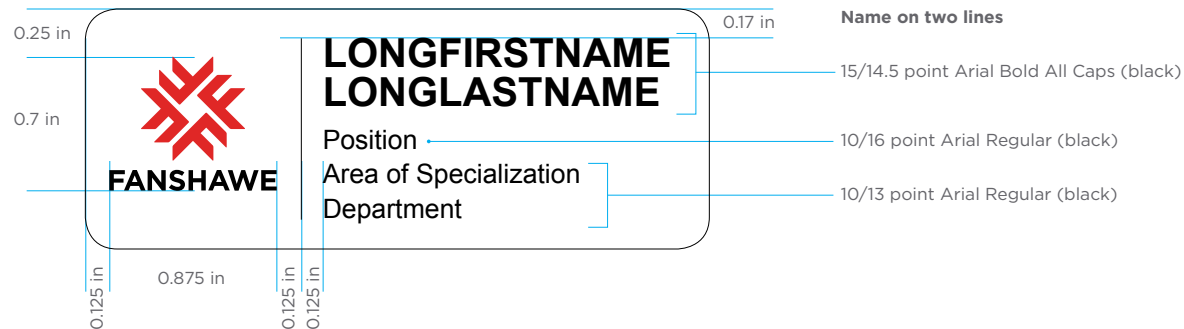
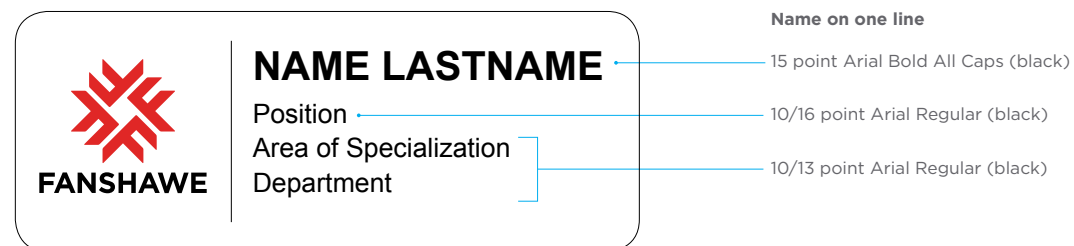


Name Badges

The use of a last name is optional.

Name badges can be ordered from:
<https://portal.myfanshawe.ca/campuslife/shopping/bookstore/Pages/default.aspx>

Note: This is the only approved use of the logo with black text.



Badge size: 3.25 × 1.25 in

Email Signatures

On the right are two email signatures. The top version is the standard signature for domestic emails. The version below is for the international offices. Note: the sizes shown are larger than actual size as they apply to 72dpi screens.

Fax and cell phone numbers are optional. You may add links to official Fanshawe College Facebook and Twitter accounts after the email address and before the website address.

Font sizes and colours may not be changed.

Firstname Lastname BA, P.Eng — 14 point Arial Bold (black) and 14 point Arial Regular (black)
Position title — 14 point Arial Regular (black)

Faculty, School or Department, Fanshawe College — 12 point Arial Bold (black)
Optional second line for additional departmental information — 12 point Arial Regular (black)
1001 Fanshawe College Boulevard, P.O. Box 7005, London, ON N5Y 5R6 — 12 point Arial Regular (black)
T: 519-000-0000 x0000 | C: 519-000-0000 | F:000-000-0000
initiallastname@fanshawec.ca — 12 point Arial Regular (blue)
www.fanshawec.ca

0.25 in



Firstname Lastname BA, P.Eng — 14 point Arial Bold (black) and 14 point Arial Regular (black)
Position title — 14 point Arial Regular (black)

Faculty, School or Department, Fanshawe College — 12 point Arial Bold (black)
Optional second line for additional departmental information — 12 point Arial Regular (black)
1001 Fanshawe College Boulevard, P.O. Box 7005, London, ON N5Y 5R6 — 12 point Arial Regular (black)
T: 519-000-0000 x0000 | C: 519-000-0000 | F:000-000-0000
initiallastname@fanshawec.ca — 12 point Arial Regular (blue)
www.fanshawec.ca

0.25 in



Social Media

Favicon



Facebook



Facebook Mobile

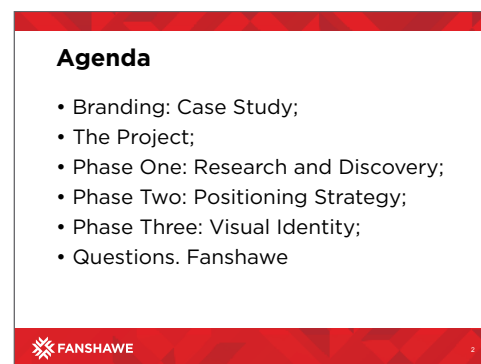
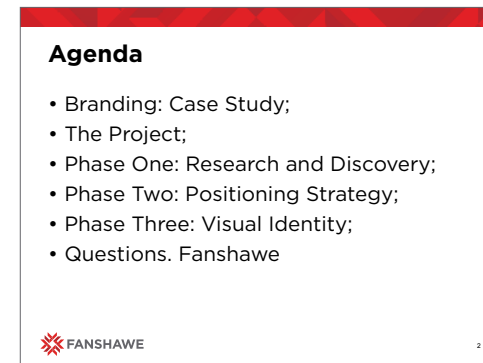


Twitter



Twitter Mobile

PowerPoint



Option with bar at
the top and bottom

Merchandise

The logo can be applied to all forms of merchandise in all sorts of ways. It is acceptable to use the symbol on its own as long as the word “Fanshawe” is used somewhere on the garment or object.

If you need to order merchandise, please contact Retail Services. They can advise you or assist you with ordering. Contact them at bookstore@fanshawec.ca



Varsity Style Merchandise

For merchandise that features a Varsity look use the font United. It is available as a serif and a sans serif and consists of a full range of styles and weights.



All the examples use
United Serif SemiCond Heavy



Fanshawe Falcons: The Identity System

Logo: Varsity Logo

There are two configurations for the logo. Each can be used depending on space available and how well it works with the design of the piece it will be used on.

Vertical option



Horizontal option



Logo:
Varsity Logo,
Clear Space

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The capital letter “F” determines how large that space should be.

Vertical option



Horizontal option



Logo: Retail Logo

The Retail version of the logo should be used when designing clothing or merchandise to be sold at the campus retailers across the college. If you wish to use the Primary Logo for anything other than direct varsity promotion, you must first contact the Athletics department.



Logo: Retail Logo, Clear Space

Each version of the logo uses the same clear space. The capital letter "F" determines how large that space should be. Clear space protects the logo from any other graphics that might interfere with it and dilute the clarity of the identity.



Logo: Improper Use

All elements of the logo have a specific design relationship to each other. In order to ensure the most potential for recognition of our logo, it is important to keep these relationships intact.

Artwork is available for all versions of the logo.



Do not change the colour of the wordmark



Do not rotate Falcon in relation to the wordmark



Do not change the size relationship between Falcon and the wordmark



Do not align the words within the wordmark



Do not use a different font for the wordmark



Do not change the colour of the Falcon



Do not change the relationship of the elements within Falcon



Do not distort the logo



Do not change letters to lower case

Logo: Minimum Sizes

It is important to ensure clear recognition of our logo in all situations. The specifications on the right show general guidelines for how small the logo should be before it starts to become more difficult to recognize.

Minimum sizes for print



1.0 in

Minimum sizes for web



125 px

Logo: Alternate Colour Versions

A number of alternate colour versions of the logo are available for use in a number of different production scenarios. These are described in the column on the far right.



Two-Colour

This option has two options:
Pantone 485 (red) and Pantone Process Black or
Pantone 1805 (red) and Pantone Process Black.



White Trim

This version is the full colour version with white trim added to allow the black outline of the logo to show more prominently on dark colours.



All Red

If only one colour is available, it is preferable to use the all red option.























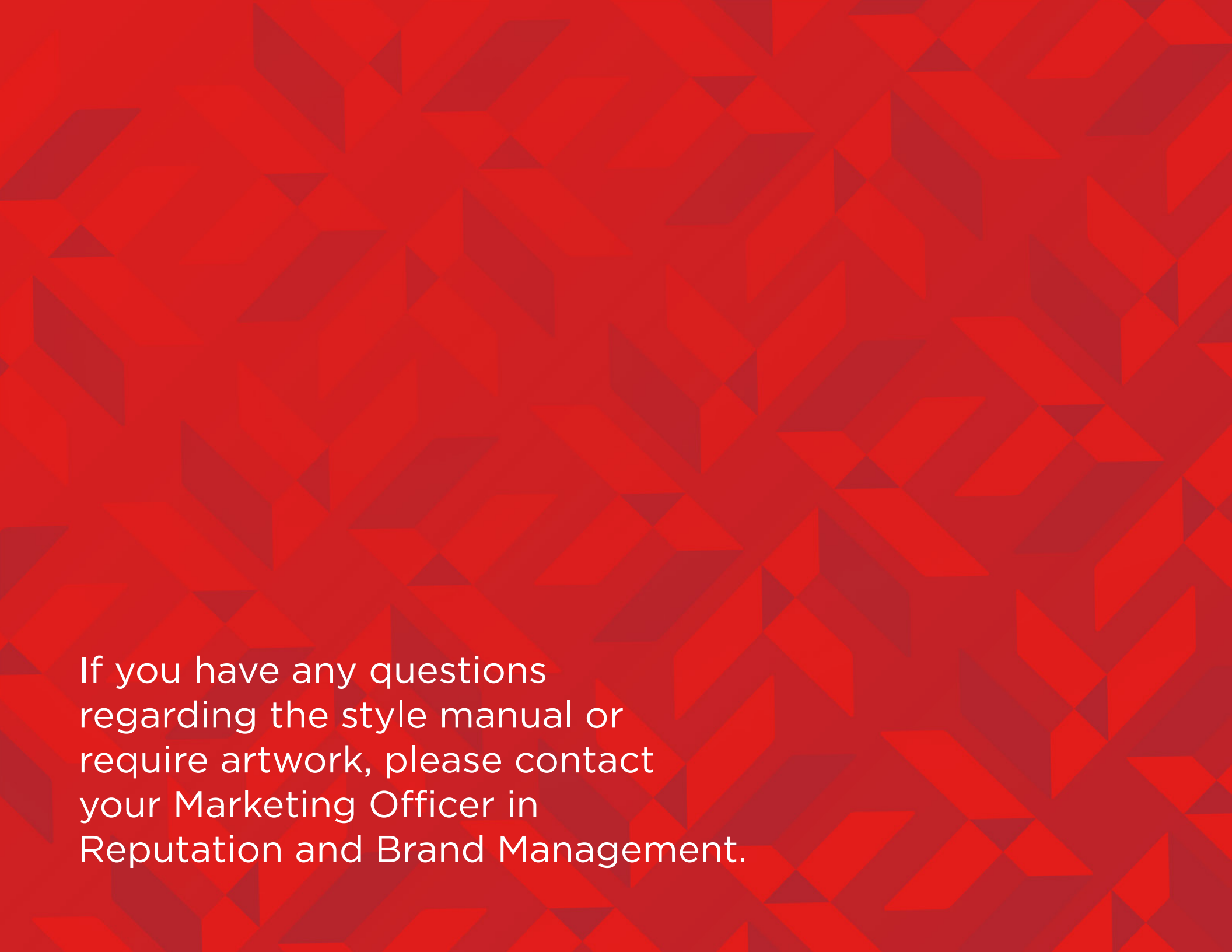
All White

A 100% white version is shown on the left when the logo has to reverse out of a dark colour or busy (photographic) background.

Logo: Working with the Logos

The grid of examples on the right has been developed to help in deciding which colour version of the logo to use in various situations. Ideally the full-colour version (top row) would always be the first choice and it is preferred that it is placed on a white background. However, it is acceptable to use it on a very light and low contrast background. The rest of the grid shows the alternate colour versions and what background is acceptable for each of them. The objective is to present our logo in the best possible way. The individual designer should use their own judgment as to how best to achieve this objective.

	White background	50% black	85% black	Light, low contrast photo	Dark, high contrast photo
Full-colour and Two-Colour Options	 ✓	 ✓	 ✓	 ✗	 ✗
White Trim	 ✗	 ✓	 ✓	 ✓	 ✗
All Red	 ✓	 ✗	 ✗	 ✓	 ✗
Black	 ✓	 ✓	 ✓	 ✗	 ✓

The background of the slide is a solid red color with a repeating geometric pattern of interlocking triangles and diamonds in a slightly darker shade of red, creating a textured, crystalline effect.

If you have any questions
regarding the style manual or
require artwork, please contact
your Marketing Officer in
Reputation and Brand Management.