

Our Masterbrand

MOUNT ALLISON UNIVERSITY'S MASTERBRAND IS A VISUAL SYMBOL THAT REPRESENTS THE COMMUNITY AS A WHOLE.

Within the A of Allison is our flame, which represents the torch of knowledge that fuels the experience here.

The relationship of the words, the typographic ligatures, and the size and placement of the flame are all carefully positioned to create a balanced design that is both recognizable and memorable. For that reason it is important to use the official versions in order to consistently reinforce our brand image.

OFFICIAL COLOURS: The Masterbrand uses both of the official colours. Specifications and a supporting colour palette also available in this guide.



FULL WORDMARK LEFT: This version is the preferred version and should be considered for use most of the time.

MountAllison
UNIVERSITY

FULL WORDMARK CENTRED: This version is one of the preferred versions and should be considered for use where a centred version is more visually appealing.

MountAllison
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FULL WORDMARK STACKED: This version should only be used in situations where horizontal space is restricted and may impede legibility.

Mount
Allison
UNIVERSITY

Clear Space Minimum Size

Clear space is a protective area that surrounds our Masterbrand. Its role is to ensure no graphic or typographic elements encroach too closely and appear to either be part of our Masterbrand or hinder its visibility. The space is determined by the height of the capital "A" in the "Allison".

A minimum height has been established for print and on-screen applications. This should ensure that the key elements of the design remain visible and clear. Judgement should be used when determining sizes for applications where there are technical constraints such as embroidery and silk-screening.

CLEAR SPACE: This protective space ensures visibility for our Masterbrand. It is determined by the height of the letter "A" in "Allison".



CLEAR SPACE: The same clear space guideline applies to the stacked version of the Full Wordmark.



MINIMUM SIZES: Follow these height specifications for print and on-screen applications.

Mount Allison UNIVERSITY 0.25 INCH/ 18 PIXELS

Mount Allison UNIVERSITY 0.25 INCH/ 18 PIXELS

Mount Allison UNIVERSITY 0.375 INCH/ 27 PIXELS

Colour Options

It is ideal to use the Masterbrand in the two official colours, but this is not always possible. Artwork is available for applications where full colour cannot be used or the Masterbrand needs to be in white when placed on top of a solid colour or an image.

It is important to only use garnet and gold when reproducing the Masterbrand in colour. If either of these colours are not available, use the black version shown here.

Please note that colour options shown are to be used for all versions of the wordmark.

BLACK Use this version for photocopying, faxing, when documents are printed in black and white, or when printing in one colour on a colour background.

MountAllison
UNIVERSITY

WHITE Use this version if the background colour or an image reduces the clarity of the flame of letterforms.



WHITE AND GOLD Use this version when placing the Masterbrand on a colour or an image. Ensure that the flame will be strong and clear against the background.



Sub-Brands

A sub-brand structure has been developed to identify the individual faculties and departments within Mount Allison University. These graphic relationships should not be altered as they have been designed to achieve a balance between our Masterbrand and each department. The name of the faculty, department, or program is typeset in Requiem, which is the font used to create the Masterbrand.

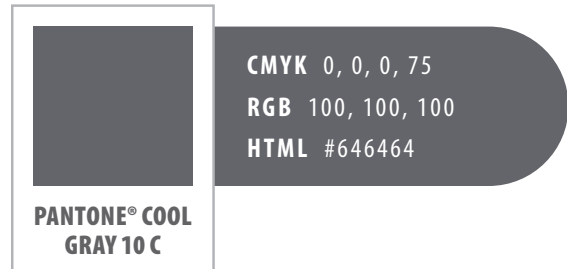
The sub-brand name should print in the colour specified. It is important to only use garnet or gold when reproducing the Masterbrand in colour. If either of these colours are not available, use the black and grey or all black versions shown here. Stacked, white, and white/gold versions of these logos have also been created for print and online use.

SUB-BRAND LEFT

MountAllison
Administrative Services

SUB-BRAND CENTERED

MountAllison
Administrative Services



Changing the ratio, spacing, font, or colour of the sub-brand name in relation to the Full Wordmark is not permitted.

SUB-BRAND STACKED

Mount
Allison
Administrative
Services

Logos are available on Gateway for employees under Campus Services & Facilities/ Communication Support. For assistance with logos and file formats, please contact Marketing Officer, Melissa Lombard at mlombard@mta.ca.

Specialized Visual Identities

While the University logo is used in consistent ways, there are some specialized visual identities that are related to the University, but have their own brand independence.

The Owens Art Gallery: a part of the University, but also a working gallery. A distinct brand identity was established, which includes a connection to Mount Allison.

Inquiries related to the Owens can be directed to Director/Curator Emily Falvey at efalvey@mta.ca.

Owens Art Gallery
Mount Allison University

DONOR AND GIFT-RELATED

In some cases, a distinct identity is part of a donor agreement, or judged by University Administration to be appropriate to honour the gift. In these cases, a logo or identity is prepared by, or in collaboration with, the marketing and communications department. Each of these instances is a unique assignment, and use of the logo or other brand elements may be limited by the terms of the donor agreement. Specialized identities can be created by

applying the principles of the MtA brand guidelines (McCain, Frank McKenna School of PPE) or result in a more unique treatment (Lassonde).

Inquiries can be directed to Director of Marketing and Communications Robert Hiscock at rhiscock@mta.ca.

McCain
SCHOLARS



PIERRE LASSONDE
SCHOOL OF FINE ARTS

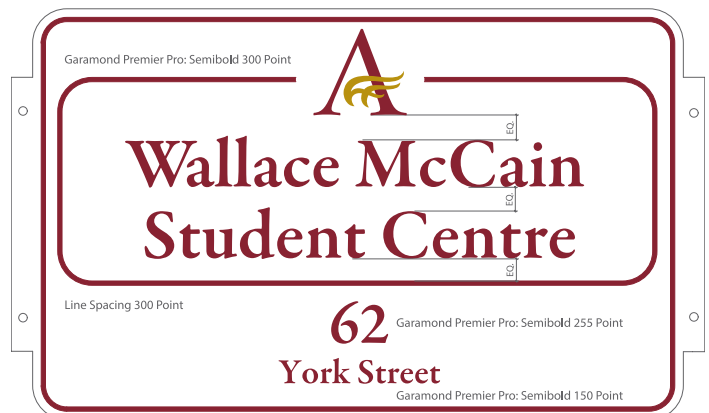
Frank McKenna School
— of PHILOSOPHY, POLITICS, & ECONOMICS —

RON JOYCE CENTRE
for Business Studies
DEPARTMENT OF COMMERCE

SIGNAGE

Signs identifying each building on campus, as well as interior way-finding signage, are overseen by Facilities Management.

Inquiries related to campus signage can be directed to Facilities Requirements Co-ordinator Darya Tower at dtower@mta.ca.



Co-Branding

Co-branding is when our Masterbrand is placed in an adjacent position to other symbols or wordmarks and the intention is to link them. It is often a challenge to determine how to set up this relationship. By following the specifications described, a balanced relationship will be created. However, there may be cases where multiple identities are used but are distanced from one another. For instance, they may be placed in opposite corners on a poster. In those cases the vertical rule would not be necessary

In co-branded situations it is important to reproduce the Masterbrand in the official two colours (or CMYK/RGB versions). If the official colours are not available use the logos in black or black/grey, do not use the colours of the organization that is part of the co-branding.

CO-BRAND EXAMPLE

MountAllison
UNIVERSITY

New Nouveau
Brunswick

CO-BRAND STRUCTURE The logos should visually be balanced. Examine the logo that is to be co-branded with Mount Allison to determine appropriate alignment that will achieve this balance (in this case the x-heights of the two logos have been aligned). Specify a 0.35 vertical rule to separate the logos.

Follow the clear space guideline, which uses a capital "A" to determine the distance between the logos and place the vertical rule exactly in the middle of that space. The rule should overhang at the top and the bottom by a distance equivalent to the height of the letter "N" found in the word "UNIVERSITY".



CO-BRAND EXAMPLE

MountAllison
UNIVERSITY

RON JOYCE CENTRE
for Business Studies

Incorrect Logo Treatments

To ensure the integrity of the Masterbrand, it is important that none of the elements within it are changed or moved. This includes adjustments to the ratio of the graphic, the fonts used, or the colours it appears in.



MountAllison
UNIVERSITY

Do not move the flame in relation to the type within the Full Wordmark or any other components of the Brand Identity Ingredients such as the Lettermark or the Short and Long Colloquialisms.



MountAllison
UNIVERSITY

Do not use low resolution logos or print logos intended for online use (png or svg).



MountAllison
UNIVERSITY

Only use colours that are provided in the master artwork for all components of the Brand Identity Ingredients.



MountAllison
UNIVERSITY

Do not use other fonts for any part of the Full Wordmark or other components of the Brand Identity Ingredients.



MountAllison
UNIVERSITY

Do not distort the Full Wordmark or any other components of the Brand Identity Ingredients.



Mount Allison
UNIVERSITY

Do not separate the words in the Full Wordmark or other components of the Brand Identity Ingredients.



MountAllison
UNIVERSITY

Do not change the spacing of the word University.



Mount
Allison
UNIVERSITY

Do not realign any parts of the Full Wordmark or the parts of any other components of the Brand Identity Ingredients.

Incorrect Logo Treatments



MountAllison
Administrative Services

Do not move the sub-brand title in relation to the Full Wordmark.



MountAllison
Administrative Services

Do not use a different font for the subbrand title.



MountAllison
Administrative Services

Do not re-size the sub-brand title in relation to the Full Wordmark.

FILE FORMAT NAMES AND MEANINGS

PRINT

PDF: Recommended for print. PDF is a file format that provides an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.

EPS: Recommended for print. An EPS file is a graphics file that is commonly used for professional and high-quality image printing.

JPG: For print use when vector is not relevant or accepted. This image format cannot contain a transparent background.

AI: Recommended for designers. Ai is a graphics file format created by Adobe systems.

WEB

SVG: Recommended for web developers. Scalable vector graphics are designed specifically to work with web languages.

PNG: Recommended for web. Best used in the RGB colour space and supports transparent backgrounds.

JPG: Recommended for web. For web use this causes a slight loss in quality in exchange for fast load times and responsiveness.

EPS: For use when SVG is not accepted and a scalable vector file is required.