

OCAD University Graphic Standards Guide

Effective: January 2014

This Graphic Standards Guide covers the basic guidelines for OCAD University's graphic identity.

The manual provides a summary of the primary features and applications of the graphic identity. For further guidelines on how to apply the identity in specific communications materials, please contact OCAD U's Marketing & Communications Department, (416) 977 6000, ext. 222.

This guide covers the basic guidelines for OCAD University's graphic identity. It provides a summary of the primary features and applications of the graphic identity.

The OCAD University logo is used to designate that a publication, whether print or digital, a place (such as a building) or an item (such as a pen or mug) is sanctioned by the university. Only official university departments and groups can use the logo.

The graphic identity is a system. Each year, medal-winning students will be invited to submit their work to be used in OCAD U's visual identity, resulting in approved versions of the logo.

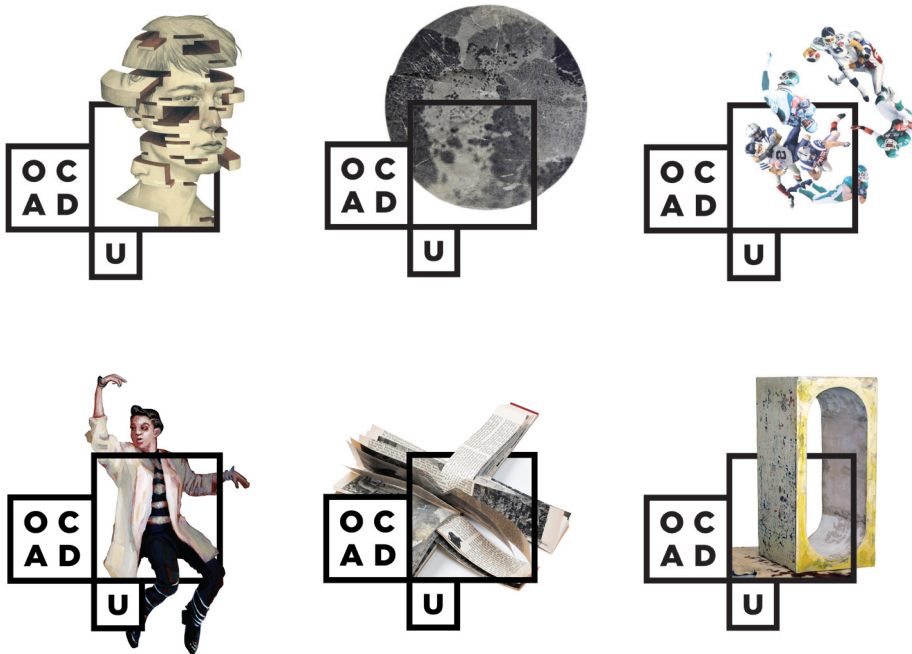
Departmental variations may be requested from the Marketing & Communications office. Please do not modify existing logos or design your own.

TEMPLATES

A number of templates for items such as:

- digital letterhead
- fax cover sheets
- memos
- PowerPoint slideshows
- email signatures and
- other materials

are available for use. Download files from the web based information drive: infodrive.ocadu.ca/Marketing & Communications, accessible to all faculty and staff. You will need to log in using your OCAD U I.D. and password.



Email signatures and Powerpoint

EMAIL SIGNATURES

- Signatures should be formatted in the Arial typeface at 10pt size, in the colour black.
- Your name, title, department and the university's name must be upper case.
- Use only the main mailing address in your email signature (100 McCaul Street). This ensures that any mail or packages are delivered to our centralized distribution services.
- Do not use logos in your signature.
- Do not use slogans or personal messages.

The following examples may be copied and pasted into the "Signature and Stationary" dialogue box in Outlook (instructions follow). Ensure that you personalize your signature and that all hyperlinks are directing towards the correct addresses (otherwise your signature's email address may continue to send to jsmith@ocadu.ca).

Full length signature example:

JOHN SMITH
ADMINISTRATIVE OFFICER
STUDENT SERVICES

T 416 977 6000 x123
F 416 977 6006
E jsmith@ocadu.ca

OCAD UNIVERSITY

100 McCaul Street, Toronto, Canada M5T 1W1
www.ocadu.ca

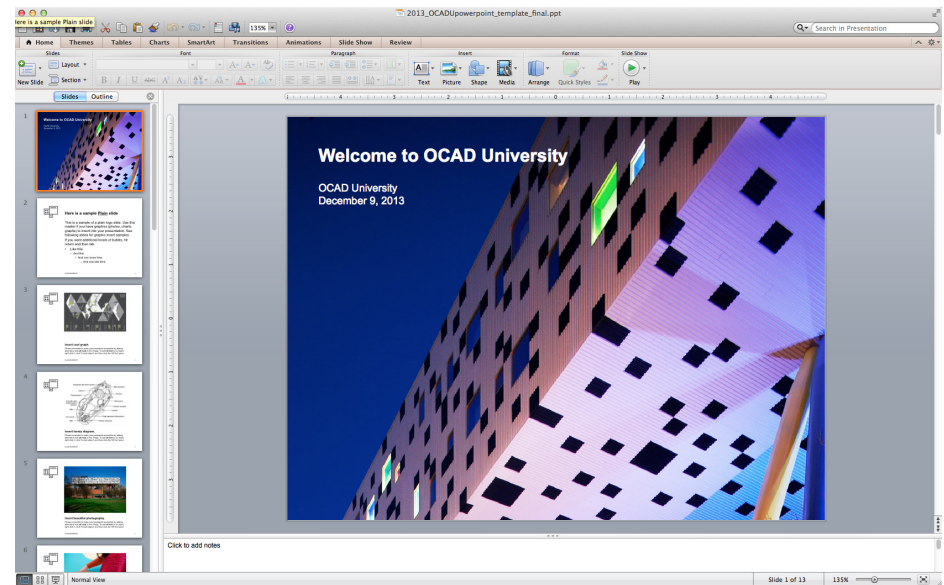
Short signature example:

JOHN SMITH
ADMINISTRATIVE OFFICER
STUDENT SERVICES,
OCAD UNIVERSITY

T 416 977 6000 x123
E jsmith@ocadu.ca

POWERPOINT TEMPLATE

Please download our official OCAD University powerpoint template from **infodrive.ocadu.ca** under Marketing & Communications > Forms & Downloads. Log in with your faculty or staff I.D. and password.



For more information on how to apply the identity in specific communications materials, or any other questions or assistance, please contact Marketing & Communications at 416 977 6000 x. 222.

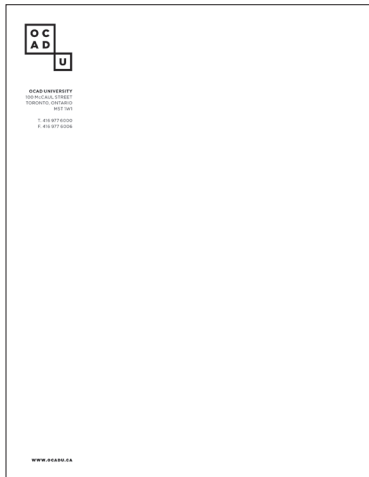
For more detailed information, please download the email signature specifications document at **infodrive.ocadu.ca** under Marketing & Communications > Resources. Log in with your faculty or staff I.D. and password.

Ordering stationery

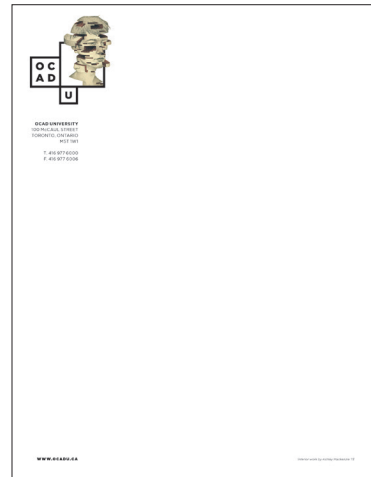
Requests for stationery are managed through the Finance Office and the form can be downloaded from infodrive.ocadu.ca under Finance > Forms & Downloads > Purchasing > Stationery Order Form. Log in with your faculty or staff I.D. and password. This form will allow you to place an order for letterhead (plain and medal winner), envelopes (10 x 13", No. 10 and No. 10 secure) and folders.

Business card orders may be placed directly with the printer Somerset Graphics. The order form may be found under infodrive.ocadu.ca under Marketing & Communications > Forms & Downloads > Business Card Order Form. Submit forms by the 15th of each month in order to receive cards the following month. A large print option is available for accessibility. Please note this entails reduced information to accommodate large type. Braille is available through a third party for an additional cost; please download the order form for detailed instructions.

Letterhead, plain



Letterhead, medal winner



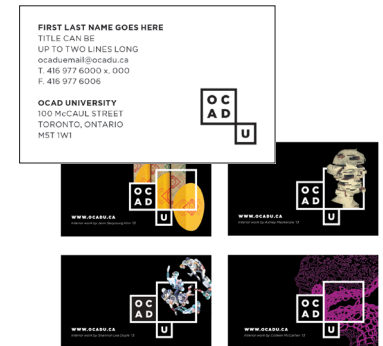
2-pocket Folder



No. 10 Envelope



Business cards



Large print business cards



Primary & secondary typography

Gotham was specially selected for OCAD U to act as the primary typeface for headings in printed communications and core identity implementation. Consistency of typeface in all of OCAD U's communications is important to the successful implementation of these visual identity standards. The Malaga type family was selected to complement the primary typeface to be used in all graphically-designed material.

A limited number of licences for the Gotham and Malaga typefaces were obtained for use on campus. Users who will make use of these typefaces should be identified for each department. Licences (available in Open Type only) may be obtained by requested from IT Services Helpdesk (x. 277 or ITHelp@ocadu.ca).

For all general office use, alternative versions of these fonts are also permitted. The alternative for Gotham is Arial. The Malaga alternative is Georgia.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

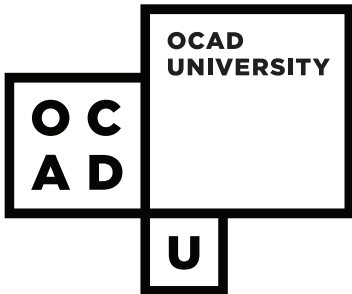
Malaga Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

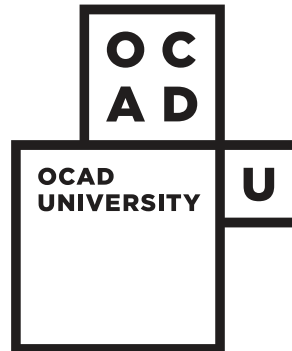
Logo configurations

The logo can exist in three configurations. The two most common orientations include the container for content. Option A is the preferred orientation as it is the most graphically pleasing and we would like to build equity around it. Option B is provided in the case that there are specific graphic constraints that make option A undesirable. Option C is provided for small-scale usage and to avoid visual repetition, especially when the full recommended mark is present nearby (for example: building signage next to banners).

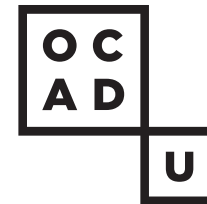
A.
Recommended



B.
Alternative



C.
Small scale alternative



Logo files

In order for logos to appear as a true black, different formats are required for web and print. Print uses a CMYK colour model (where black is 100%); web uses an RGB colour mode (where RGB values are all set to zero). Within the infodrive folder there are both CMYK and RGB files. Please be sure to use the appropriate logo; the RGB files are low resolution and will not reproduce correctly in print.

Download the official OCAD U logos from infodrive.ocadu.ca under Marketing & Communications > Forms & Downloads > OCAD U logos. Log in with your faculty or staff I.D. and password. AI, EPS and JPG files are available in CS version 5 and 6. If you require any other format or resolution, please contact Marketing & Communications at ext. 222.

LOGOS FOR PRINT, CMYK 0/0/0/100

Full OCAD University Logo, Black Type



Filename:
ocadu_imaginationiseverything_ logo_CMYK_blacktype_CSver6. eps

Full Imagination is Everything Logo, Reverse Type



Filename:
ocadu_imaginationiseverything_ logo_CMYK_whitetype_CSver6. eps

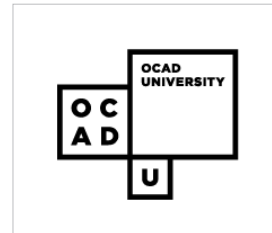
Small scale OCAD U alternative, Black Type



Filename:
ocadu_smallscalealt_logo_CMYK_blacktype_CSver6.eps

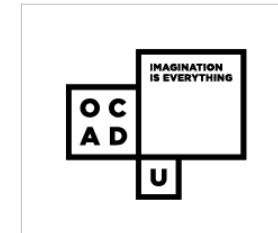
LOGOS FOR WEB, RGB 0/0/0

Full OCAD University Logo, Black Type



Filename:
ocadu_ocaduniversity_logo_RGB. jpg

Full Imagination is Everything Logo, Black Type



Filename:
ocadu_imaginationiseverything_ logo_RGB.jpg

Small scale OCAD U alternative, Black Type



Filename:
ocadu_ocaduniversity_logo_RGB. png

*Please note safety area has been incorporated into the web logos.
Note that web files should NOT be used for printed materials as resolution is low and for screen viewing only.*

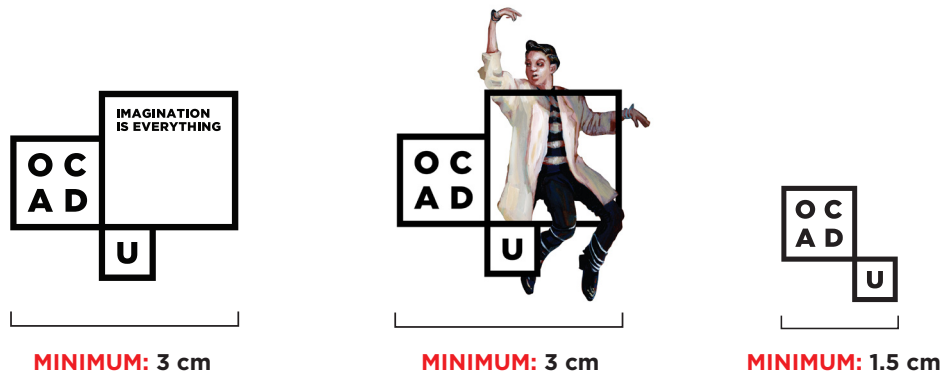
Mimumum logo size

PRINT MINIMUM SIZE

We have identified a minimum size (pictured below) for the logos which maintains legibility of text and the integrity of the artwork.

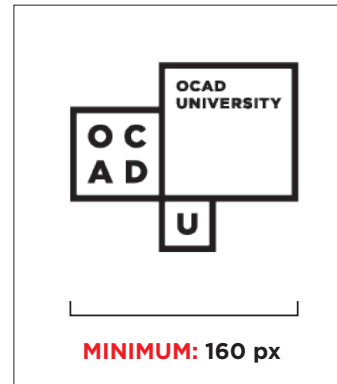
When choosing a logo to fit an application, please consider the detail of the artwork and at what size those details suffer. For example, a hairline pencil drawing will look great at large scales but will likely break up at the minimum size identified. There will be a need for a variety of art work that works at different scales, from letterheads to billboards.

Please use your own discretion when creating applications with the logo in terms of the scale of the artwork. It is not sufficient to place the logo “out of the box” on applications without considering how the artwork interacts with the layout. For example, if the application is a shirt, do not hesitate to scale the artwork beyond the margins outlined in these guidelines in order to fill the shirt.

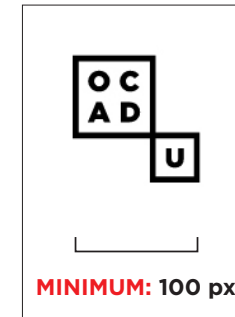


WEB MINIMUM SIZE

The OCAD U logo for web is available for download with the safety area already incorporated into the image. Anything smaller than the minimum sizes outlined below is not approved for usage.



The full OCAD University logo must never be smaller than 160 pixels wide.



The small scale alternative OCAD U logo must never be smaller than 100 pixels wide.

Logo placement

PRINT PLACEMENT

Where possible on posters, brochures and other similar material, the logo should be placed in the bottom right corner. Logos of any other group should line up to the left of the OCAD U logo. It is permissible to put the logo on the back cover of a brochure, either centred or right placement.



Print placement: logo in bottom right corner.



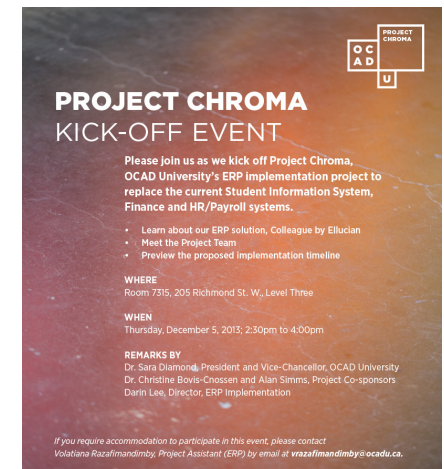
Print placement alternative: brochure back cover, logo in centre.

WEB PLACEMENT

Where possible on evites and other digital communications, the OCAD U logo should always appear at the top so that it is instantly recognized as an OCAD U communication.



Evite placement: logo at top.



Evite placement: logo at top.

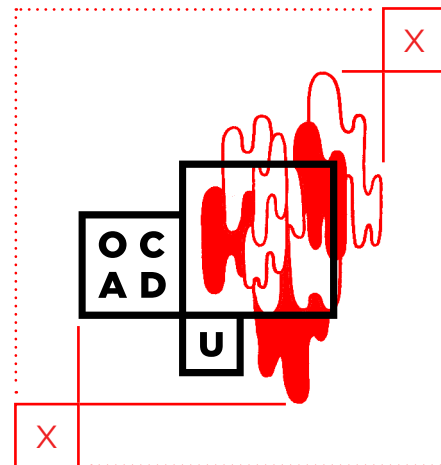
Clear space

There will be instances where the logo will have to live in a crowded layout. We have identified a minimum amount of clear-space around the logo for these instances. In overly crowded layouts, it's recommended to use a version of the logo with text instead of artwork as it's more confined. In extreme cases we recommend the use of the pared down logo, option C.

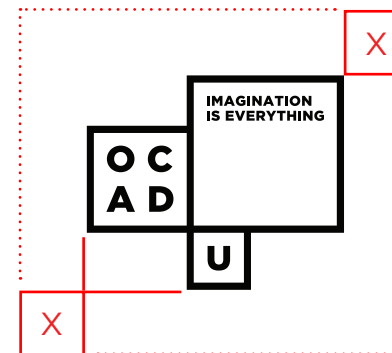
The rule: a width equalling the small "U" box must surround the logo in clearspace.



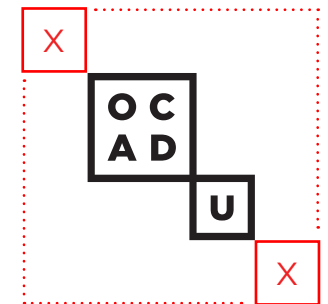
A.



B.

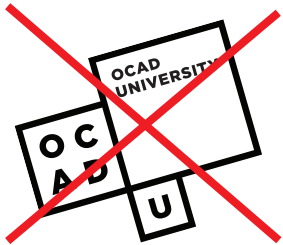


C.

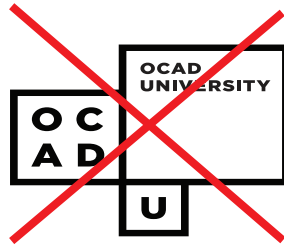


Incorrect use of the logo

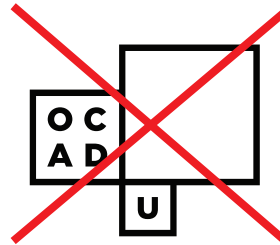
Always use the master logo provided by the Marketing & Communications Department. The consistent application of the OCAD U logo is essential to building and maintaining brand identity.



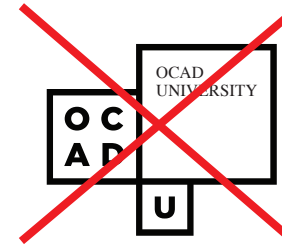
DO NOT rotate the logo.



DO NOT distort or alter the proportion of the logo.



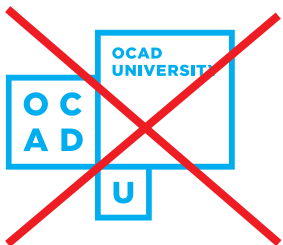
DO NOT use a blank logo.



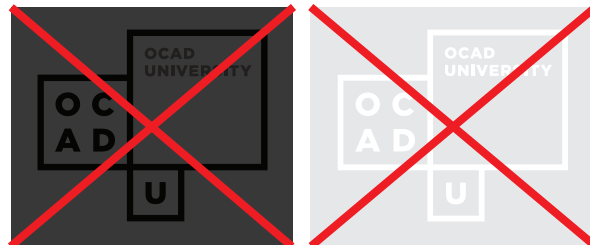
DO NOT alter the font within the logo.



DO NOT misalign the letters within the logo.



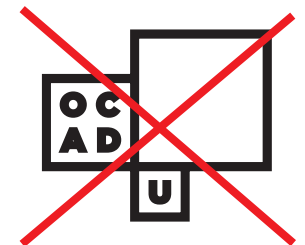
DO NOT change the colour of the logo.



DO NOT place the logo on a background with insufficient contrast.



DO NOT place image logos on other images.



DO NOT change the weight of the stroke

Design colour palette

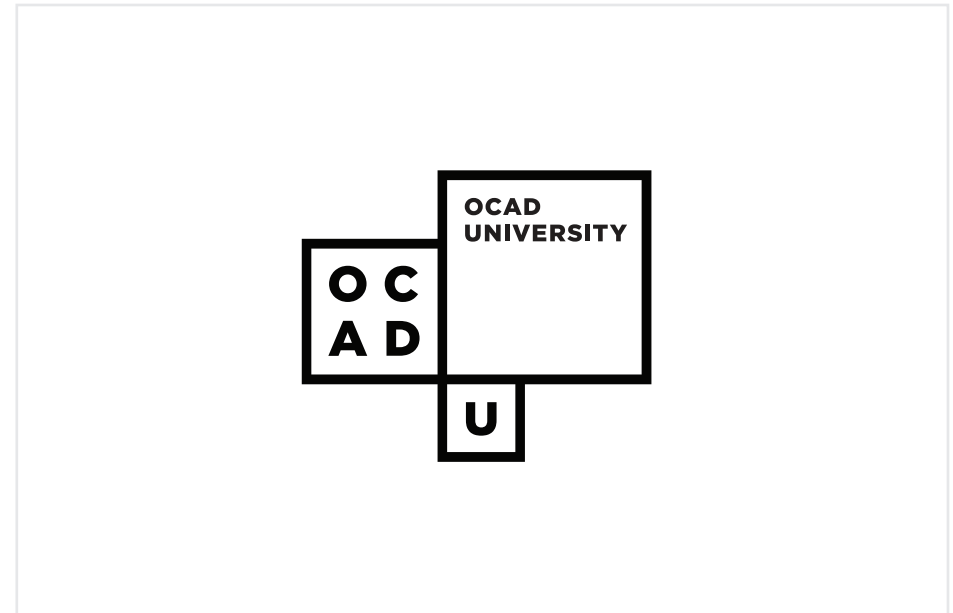
BLACK OR WHITE

The brand is stripped of colour to allow the content in the frame and in layouts to stand out. The preferred direction is black on white. However, we offer the inverse for constraints requiring the logo to be knocked out of a solid background or image. In these instances we always suggest to use a text-based logo and not one with student artwork.

Typography is always meant to be black on white. Please do not use colour when setting type. The typefaces we chose have an extensive family of styles to suite all needs when typesetting.

BUT WHAT DO I DO ABOUT USING COLOURS?

Publications and web pages should rely on artwork, photography and images of design to bring colour to the pages. If a highlight colour is required, please use sparingly and consistently. For examples of previous publications, please see the 2013 Viewbook and Sketch magazine.



Background information

OCAD U, Canada's pre-eminent art and design university, achieved degree-granting status in 2002 and in 2010, a new name reflecting that status. OCAD U's new visual identity was designed to reflect the path of a 135-year-old institution moving quickly into the future.

The Bruce Mau Design team worked collaboratively with OCAD U staff in an intensive research and engagement phase. The team involved students, alumni, faculty and staff through interviews, multiple workshops, disseminating questionnaires, leading classroom discussions, and connecting through social media: all with the goal of excavating the stories and spirit of OCAD U. The synthesis of this material led to a robust set of design principles that guided the design work. The resulting visual identity is a true reflection of what was heard and seen — an inclusive, vibrant and vital institution built on creativity, risk and innovation.

With this in mind, the design team asked, "Can the visual identity reveal the extraordinary creative energy that lives at OCAD U?" Inspired by the iconic and transformational Alsop-designed building, Bruce Mau Design created a base of black-and-white pixel windows — modular frames to hold actual student art and design work. It is through these windows that we see the core of OCAD U often hidden from view — conceptually strong, diverse and compelling. This is a dynamic and modular identity where every year, graduating student medal winners will be invited to contribute to the logo within the basic window framework, providing a set of logos for that year. As OCAD U grows and evolves, a library of identities will emerge, recording the ideas and aesthetics that have shaped our culture over time.



1903



1912



1921



1947



1957

OCA

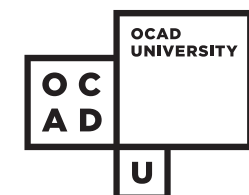
1990

OCAD
Ontario College of Art & Design

1996

ONTARIO
COLLEGE
OF ART &
DESIGN

2003



2011