Brandon University Visual Standards Guide

VERSION 1.0

This guide is designed to help unify communications created on behalf of Brandon University.

A unified image builds brand recognition and supports our desired perceptions.

This guide is intended for everyone creating communications on behalf of Brandon University (BU).

All external communications must be vetted or created by the Communications Office.

Questions? Please contact **Alex Beshara** at 204.571.8542 or BesharaA@BrandonU.ca

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Visual Identity

Our visual identity is the sum
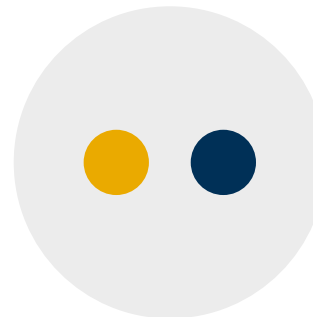of the visuals that represent us.

Logo

Typography

Photography

Colours

Graphics

Desired Perceptions

Our visual identity is designed to convey a sense of welcoming and innovation.

Welcoming
Our research suggests people are more likely to engage with us when they perceive us as welcoming, friendly, and approachable. We do not wish to be perceived as elitist or insular.

Innovative
Our research suggests people are more likely to engage with us when they perceive us as innovative and progressive. We do not wish to be perceived as stagnant or uncreative.

Welcoming   BU   INNOVATIVE
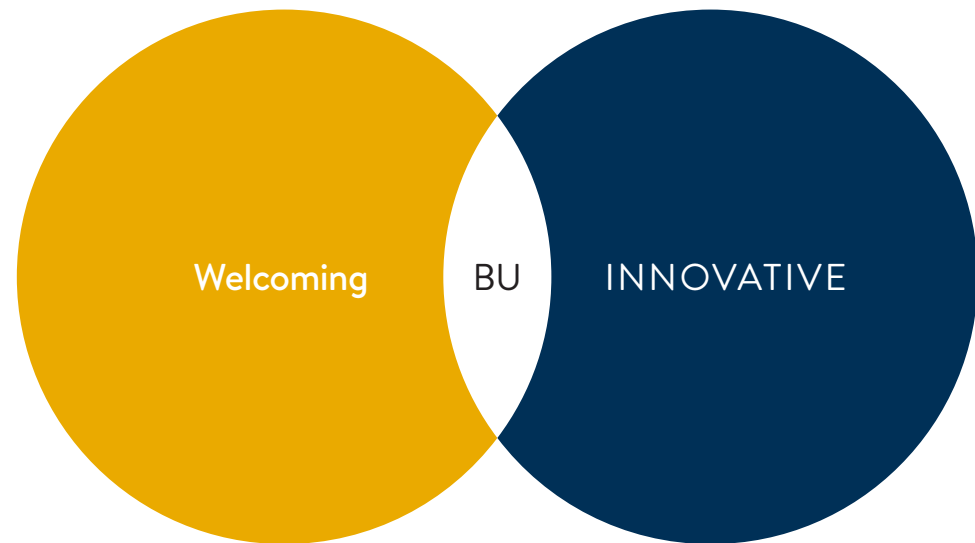
Logo

Our logo is the primary visual element used to create brand recognition.

Books
The two open books represent both the acquisition and distribution of knowledge.

Wheat
Wheat is synonymous with harvest and local agriculture.

Lantern
The lantern symbolizes wisdom and intellect.

Chevron
The chevron symbolizes support, hope, and opportunity.

Wordmark
The name 'Brandon University' is displayed in the typeface Brandon Grotesque. It is clean, modern, and features rounded terminals which support our desired perceptions of welcoming. The uppercase letters convey a sense of sturdiness and foundation.

Crest

Book

Lantern

Chevron

Wheat

Wordmark

BRANDON UNIVERSITY

Logo Variations

Horizontal Version

Vertical Version

Two Colour

The two colour version of our logo is the ideal version of the logo. The horizontal and vertical versions allow the logo to be displayed in various layouts.

Two Colour Reversed

This version is displayed when placing the logo on a midtone background such as BU Gold.

Two Colour Reversed with White Stroke

This version is displayed when placing the logo on a dark background such as BU Navy Blue.

Logo Variations

One Colour
This is the one colour version of the logo, displayed on printed materials where only one colour is possible.

Black
This is the black version of the logo, displayed on printed materials where only black is possible.

White
This is the white version of the logo, displayed on printed materials with a dark background, where only one colour is possible.

Logo Variations

The following are the twelve acceptable versions of our logo.
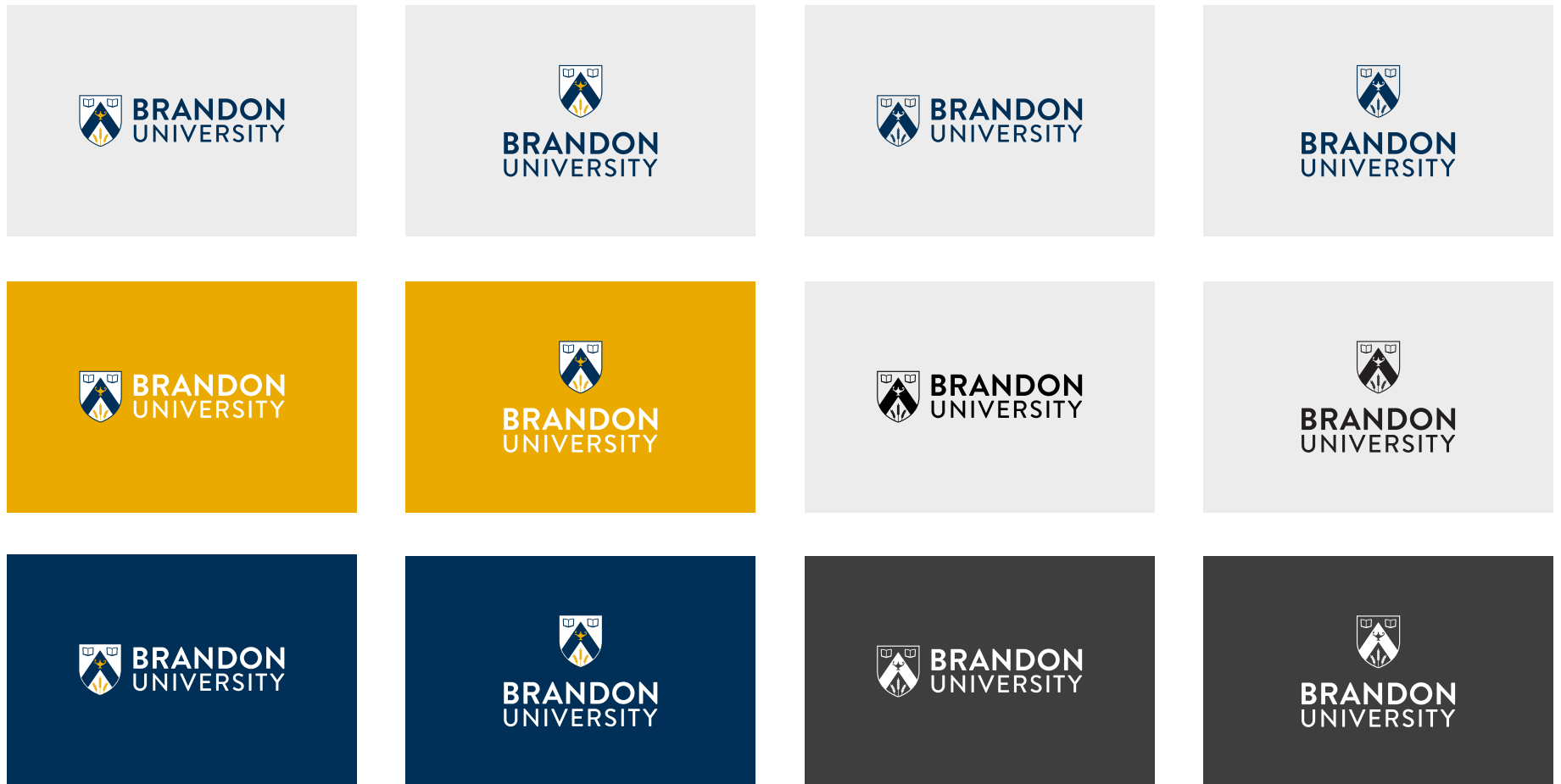
Logo Specifications

Our logo may be displayed on light backgrounds.

Our logo may be displayed on midtone backgrounds.

Our logo may be displayed on dark backgrounds.

Do not place our logo on patterns.

Do not place our logo on colours outside our colour palette.

Do not place our logo on complex or high-contrast backgrounds.

Logo Specifications

Exclusion Zone

The exclusion zone is an area around our logo free of other visual elements. It is designed to preserve the shape of our logo and allow for easy recognition of our logo.

The exclusion zone scales in size with our logo and is only the minimum amount of clearance required.

As quick guideline, use the width of the crest to determine the exclusion zone.

Size Guidelines

A minimum size has been established in order to maintain legibility of the wordmark and recognition of the elements in the crest.

1 inch or 150 pixels

0.75 inches or 125 pixels

Horizontal Version

The minimum size is 1" wide when printed and 150 pixels when displayed on screen.

Vertical Version

The minimum size is 0.75" wide when printed and 125 pixels when displayed on screen.

Logo Specifications

In all versions of our logo, the wordmark and crest are displayed together; in some situations, the crest is displayed independently.

Redundancy
In situations where the name 'Brandon University' is visible the crest may be displayed on its own. This includes websites such as Facebook, where profile photos are displayed beside profile names.
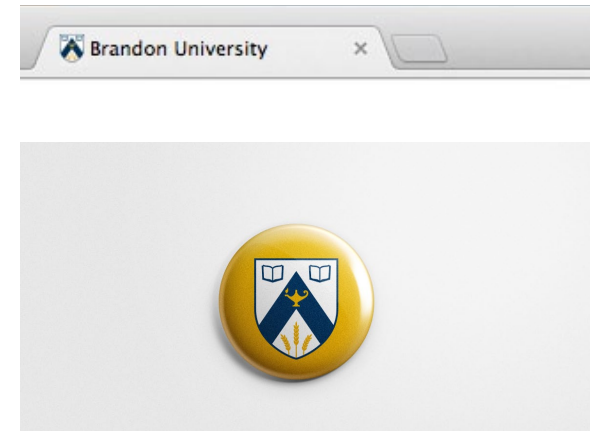
Context
The crest may be displayed on its own if Brandon University is implicit and the audience is familiar with us. An example of this is a Brandon University alumni sweater.

Size
In situations where the size of the material is restricted, the crest may be used on its own. This includes website favicons and 1" pins for example.

Incorrect Logo Usage

In order to maintain consistency, please use our logo as provided;
do not alter the logo in any way.

Do not alter the colour of the logo.

Do not distort the logo by stretching.

Do not use pixelated versions of the logo.

Do not rearrange the elements of the logo.

Do not add visual effects such as
drop shadows or beveling to the logo.

Do not rotate the logo.

Secondary Logos

A secondary version of our logo exists for faculties and schools.

In most communications, our standard logo is displayed. However, materials created expressly to promote, highlight, or differentiate a faculty or school display the secondary logo. This system was designed for external marketing purposes only and is not intended for stationery.

All logo specifications for our standard logo apply to the secondary logos.

Horizontal Secondary Logo

BRANDON UNIVERSITY | ARTS

BRANDON UNIVERSITY | MUSIC

BRANDON UNIVERSITY | SCIENCE

BRANDON UNIVERSITY | EDUCATION

BRANDON UNIVERSITY | HEALTH STUDIES

Vertical Secondary Logo

BRANDON UNIVERSITY
ARTS

BRANDON UNIVERSITY
MUSIC

BRANDON UNIVERSITY
SCIENCE

BRANDON UNIVERSITY
EDUCATION

BRANDON UNIVERSITY
HEALTH STUDIES

Department and Unit Identifiers

On occasion, individual departments or units may need to display a unique wordmark identifier to highlight or differentiate themselves.

| One line version	Two line centered version	Two line left-aligned version
DEPARTMENT OF EDUCATIONAL PSYCHOLOGY & STUDENT SERVICES	DEPARTMENT OF EDUCATIONAL PSYCHOLOGY & STUDENT SERVICES	DEPARTMENT OF EDUCATIONAL PSYCHOLOGY & STUDENT SERVICES
DEPARTMENT OF APPLIED DISASTER & EMERGENCY STUDIES	DEPARTMENT OF APPLIED DISASTER & EMERGENCY STUDIES	DEPARTMENT OF APPLIED DISASTER & EMERGENCY STUDIES
DEPARTMENT OF POLITICAL SCIENCE	DEPARTMENT OF POLITICAL SCIENCE	DEPARTMENT OF POLITICAL SCIENCE
GRADUATE MUSIC DEPARTMENT	GRADUATE MUSIC DEPARTMENT	GRADUATE MUSIC DEPARTMENT
DEPARTMENT OF NURSING	DEPARTMENT OF NURSING	DEPARTMENT OF NURSING

Department and Unit Identifiers

Some communications involve the use of department and/or unit identifiers alongside our logo.

In general, department and/or unit identifiers should be scaled so the size of their letters match the size of the word 'Univeristy' in our logo.

In certain situations, the department/unit identifiers may be scaled larger or smaller based on the nature of the communication.

Do not place the department/unit identifier within the exclusion zone of our logo.

DEPARTMENT OF POLITICAL SCIENCE

BRANDON UNIVERSITY

DEPARTMENT OF POLITICAL SCIENCE

BRANDON UNIVERSITY

BRANDON UNIVERSITY DEPARTMENT OF POLITICAL SCIENCE
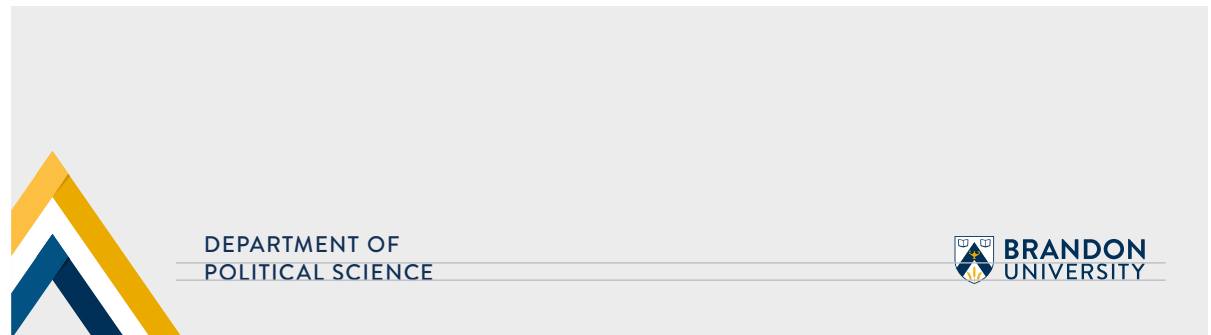
Sponsor Logos

Some communications involve the use of sponsor logos alongside our logo.

In general, sponsor logos should be scaled to match the size of our logo. In certain situations, the sponsor logos may be scaled larger or smaller based on the nature of the communication.

To the right is an example of how sponsor logos may be scaled and placed in relation to our logo.

S SPONSOR   **S** SPONSOR   **S** SPONSOR   BRANDON UNIVERSITY
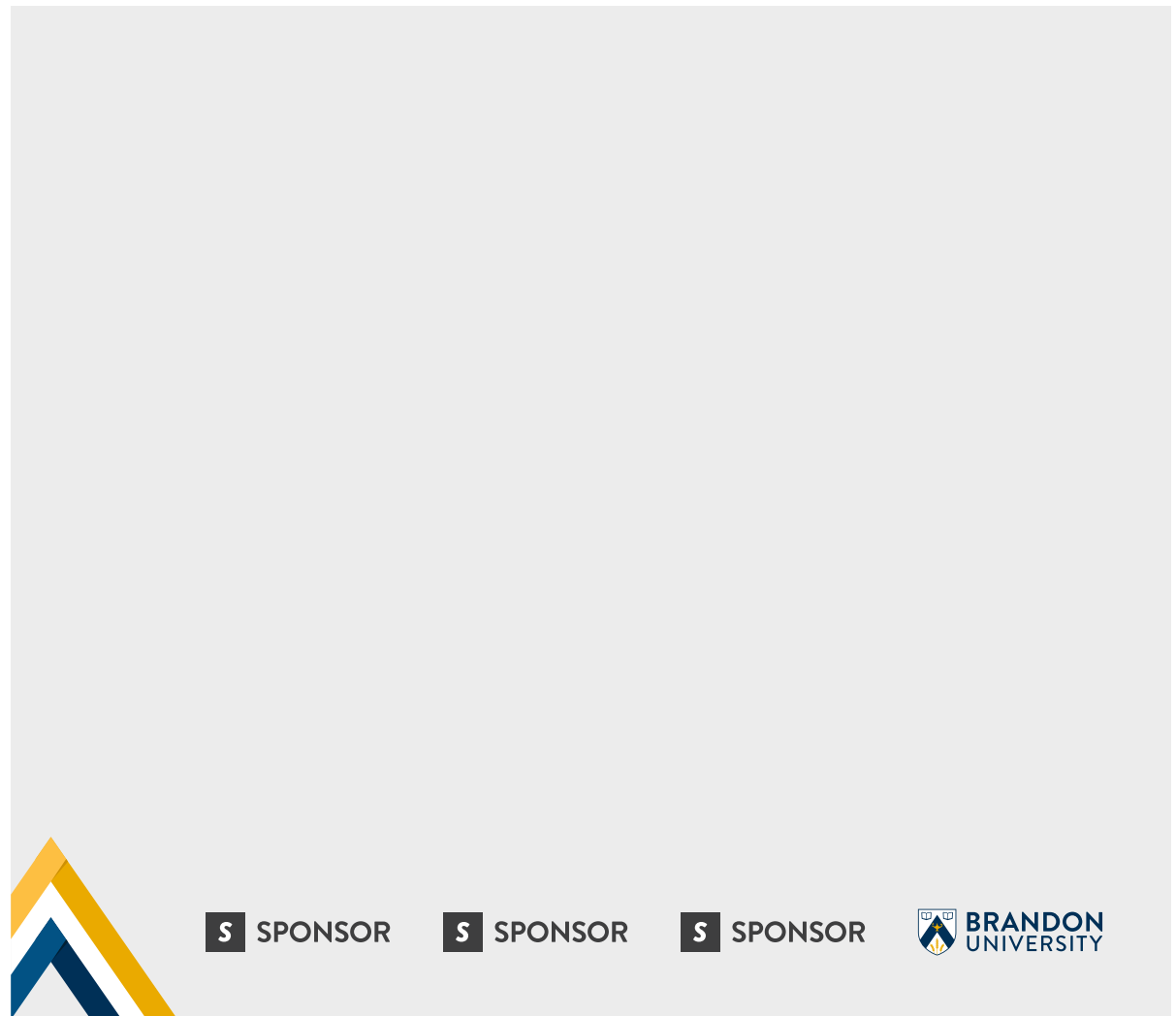
Related Logos

RDI

In most situations, the RDI logo should scaled to match the size of our logo. In communications focused on RDI, the logo may appear larger.

Bobcats

In most situations, the Bobcat logo should scaled to match the size of our logo. In communications focused on the Bobcats, the logo may appear larger.

Alumni

In most situations, the Alumni Association logo should scaled to match the size of our logo. In communications focused on Alumni Association, the logo may appear larger.

Coat of Arms

Coat of Arms

The coat of arms, from which the practical crest is based, was illustrated in 1948. It is used in very limited applications, most of which are ceremonial. Examples of such applications include official university documents (such as diplomas, degree parchments, certificates, commencement programs), presidential documents (such as inauguration, event invitations) and select merchandise (such as alumni rings). The coat of arms should not be altered in any way.

Practical Crest

This is the current version of the crest displayed in our logo. Designed in 2014, it features simplified illustrations ideal for practical marketing applications.

Primary Colours

Gold and navy blue are our primary colours.

Originating from our coat of arms, our colours complement each other, convey our desired perceptions, and help create brand recognition.

Gold supports the ideas of warmth, approachability, and welcoming. Navy blue is synonymous with credibility, technology, and innovation.

By using these colours on all communications, we associate them with our University and build brand recognition. These colours are used on graphics, backgrounds, illustrations, text, clothing, etc.

BU GOLD

BU NAVY BLUE

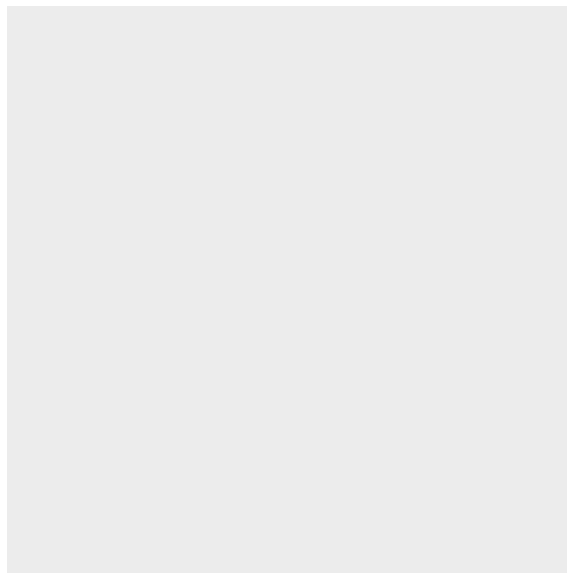| CMYK	RGB	Hex	Pantone	CMYK	RGB	Hex	Pantone
C 0	R 234	EAAA00	124 C	C 100	R 0	003057	540 C
M 30	G 170			M 57	G 48		
Y 100	B 0			Y 12	B 87		
K 0				K 66			

Primary Colours

White is often used as a background colour in our communications to create a simple and clean look. White may also be used as a text colour on midtones such as BU Gold or dark colours such as BU Navy Blue.

Light grey is used on white to help create distinction between areas.

Dark grey is often used for text but is also used as a background colour in some situations.
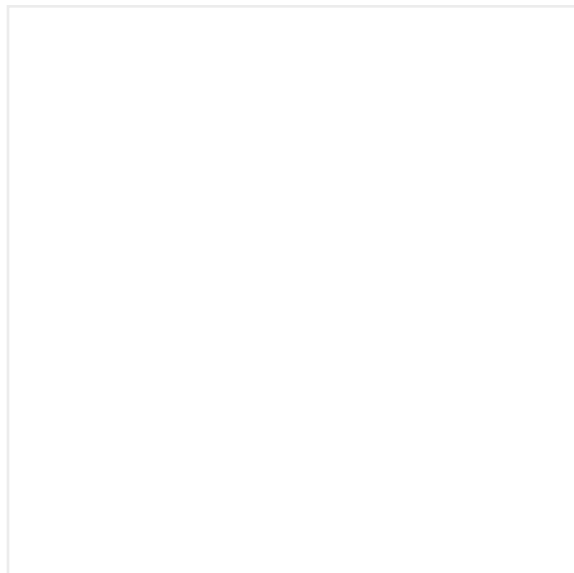
CMYK	RGB	Hex	Pantone
C 0	R 255	FFFFFF	N/A
M 0	G 255		
Y 0	B 255		
K 0			

CMYK	RGB	Hex	Pantone
C 0	R 236	ECECEC	N/A
M 0	G 236		
Y 0	B 236		
K 3			

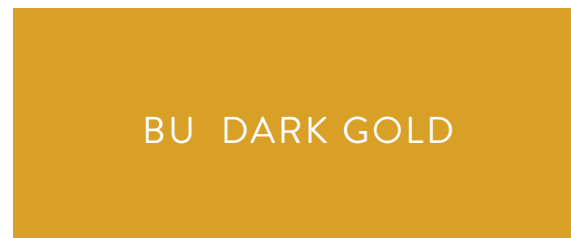| CMYK	RGB	Hex	Pantone
C 0	R 64	404040	N/A
M 0	G 64		
Y 0	B 64		
K 90			

Secondary Colours

The secondary colours are used to create a richer, more diverse colour palette.

BU LIGHT GOLD	BU DARK GOLD	BU GOLD

CMYK	**RGB**	**Hex**	**Pantone**	**CMYK**	**RGB**	**Hex**	**Pantone**	
C 1	R 253	FDBF42	N/A	C 15	R 217	D9A028	N/A	Primary colour
M 27	G 191			M 37	G 160			
Y 85	B 66			Y 100	B 40			
K 0				K 0				

BU LIGHT BLUE	BU DARK BLUE	BU NAVY BLUE

CMYK	**RGB**	**Hex**	**Pantone**	**CMYK**	**RGB**	**Hex**	**Pantone**	
C 99	R 0	005283	N/A	C 100	R 17	11426E	N/A	Primary colour
M 71	G 83			M 79	G 66			
Y 24	B 131			Y 32	B 110			
K 8				K 18				

Choosing Complementary Colours

On occasion, communications benefit from the use of an additional colour or colours beyond the primary colours. When selecting a complementary colour, use midtones and avoid colours from other regional academic institutions.

Use midtone colours with moderate saturation.

Do not use vibrant, saturated, or neon colours.

Avoid colours from other regional academic institutions.

University of Manitoba

Assiniboine Community College

Red River College

University of Saskatchewan

University of Winnipeg

University of Regina

University College of the North

Brandon Text
is our primary typeface.

Aa

Using geometric shapes and clean lines, Brandon Text is a modern sans-serif typeface ideal for headlines and messaging. It is a companion to Brandon Grotesque, the typeface in our logo. Rounded terminals and arms add a sense of welcoming, and approachability.

Brandon Text Thin	abc ABC 123	*Brandon Text Thin Italic*	*abc ABC 123*
Brandon Text Light	abc ABC 123	*Brandon Text Light Italic*	*abc ABC 123*
Brandon Text Regular	abc ABC 123	*Brandon Text Regular Italic*	*abc ABC 123*
Brandon Text Medium	**abc ABC 123**	***Brandon Text Medium Italic***	***abc ABC 123***
Brandon Text Bold	**abc ABC 123**	***Brandon Text Bold Italic***	***abc ABC 123***
Brandon Text Black	**abc ABC 123**	***Brandon Text Black Italic***	***abc ABC 123***

If Brandon Text is not available, use Calibri in its place.

Brandon Text Regular

Calibri Regular

Calibri Regular
Brandon Text Regular

Calibri is a humanist sans-serif typeface distributed with Microsoft Office, making it available on most computers.

It too features rounded corners and conveys a sense of welcoming and approachability.

Aa Bb Cc Dd Ee

Brandon Text Regular

Aa Bb Cc Dd Ee

Calibri Regular

Calibri Regular	abc ABC 123
Calibri Bold	**abc ABC 123**
Calibri Italic	*abc ABC 123*
Calibri Bold Italic	***abc ABC 123***

Crimson Text is our primary typeface for body text.

Aa

Crimson Text is a serif typeface designed for large volumes of text. Serifs are the extensions at the end of the characters, helping the human eye easily distinguish the letters and form shapes from the words.

Crimson Text Roman	abc ABC 123	*Crimson Text Italic*	*abc ABC 123*
Crimson Text Semibold	**abc ABC 123**	*Crimson Text Semibold Italic*	*abc ABC 123*
Crimson Text Bold	**abc ABC 123**	***Crimson Text Bold Italic***	***abc ABC 123***

If Crimson Text is not available use Georgia in its place.

Crimson Text Roman

Georgia Regular

Aa

Georgia Regular
Crimson Text Roman

Georgia is a serif typeface, ideal for large volumes of text. It was originally designed with special consideration of how it displays on screens as well as when printed.

Aa Bb Cc Dd Ee

Crimson Text Roman

Aa Bb Cc Dd Ee

Georgia Regular

Georgia Regular	abc ABC 123
Georgia Bold	**abc ABC 123**
Georgia Italic	*abc ABC 123*
Georgia Bold Italic	***abc ABC 123***

Text Styles

We have established different text styles to convey different tones in our communications.

Friendly
This style uses lowercase letters to convey a sense of welcoming and approachability. It works well when combined with everyday language.

Refined
This style uses uppercase letters and lots of tracking (space between the letters) to convey a sense of pride and significance.

Basic
This style is designed to put the content of the text first and foremost.

Hello.	PROGRESS	Wisdom begins in wonder.

Do not display the letters too close to each other.

Hello.	PROGRESS	Wisdom begins in wonder.

Do not change the typeface.   Do not use italic weights of the typeface.   Do not display the letters too far from each other.

Hello.	*PROGRESS*	Wisdom begins in wonder.

Titles and Subtitles

These styles are used in situations where the communication is in close proximity to the viewer, such as someone reading a brochure in their hand. If the communication is large (such as a billboard) or small (such as a business card) the sizes may be scaled accordingly.

White Text   BU Gold Text

Extra Large Title
Brandon Text Light 60pt – Optical Tracking -5

Title   Title

Large Title
Brandon Text Light 47pt – Optical Tracking -5

Title   Title

Medium Title
Brandon Text Regular 30pt – Optical Tracking -5

Title   Title

Small Title
Brandon Text Regular 18pt – Optical Tracking -5

Title   Title

Subtitle
Brandon Text Regular 14pt – Uppercase – Optical Tracking +75

SUBTITLE   SUBTITLE

Titles and Subtitles

These styles are used in situations where the communication is in close proximity to the viewer, such as someone reading a brochure in their hand. If the communication is large (such as a billboard) or small (such as a business card) the sizes may be scaled accordingly.

BU Navy Blue Text

90% Black Text

Title

Title

Extra Large Title
Brandon Text Light 60pt – Optical Tracking -5

Title

Title

Large Title
Brandon Text Light 47pt – Optical Tracking -5

Title

Title

Medium Title
Brandon Text Regular 30pt – Optical Tracking -5

Title

Title

Small Title
Brandon Text Regular 18pt – Optical Tracking -5

SUBTITLE

SUBTITLE

Subtitle
Brandon Text Regular 14pt – Uppercase – Optical Tracking +75

Body Styles

These styles are applied to the body of documents or communications.

Lead Body Copy
Crimson Text Roman 18pt – Optical Tracking -15

Body Copy

Body Copy
Crimson Text Roman 11pt – Optical Tracking -15

Body Copy

Body Copy Bold
Crimson Text Roman 11pt – Optical Tracking -15

Body Copy

Body Copy Highlight
Crimson Text Roman 11pt – Optical Tracking -15   BU Gold highlight 30% Tint

Body Copy

Details
Crimson Text Roman 8pt – Optical Tracking -15

Details

Pull Quote
Brandon Text Regular 18pt – Optical Tracking -5

Pull quote

Alternate Pull Quote
Brandon Text Regular Italic 18pt – Optical Tracking -5

Pull quote

‣ *This is a list item*

‣ *This is a list item*

‣ *This is a list item*

Body Copy Bullets
Crimson Text Italic 11pt – Optical Tracking -15

> *This is a list item*

> *This is a list item*

> *This is a list item*

Alternate Bullets
Crimson Text Bold Italic 14pt – Optical Tracking -15

Table of Contents	1
Table of Contents	2
Table of Contents	3

Table of Contents
Crimson Text Roman 11pt – Optical Tracking -15

Body Styles

These styles are applied to the body of documents or communications with dark backgrounds.

Lead Body Copy
Crimson Text Roman 18pt – Optical Tracking -15

Body Copy

Body Copy
Crimson Text Roman 11pt – Optical Tracking -15

Body Copy

Body Copy Bold
Crimson Text Roman 11pt – Optical Tracking -15

Body Copy

Body Copy Highlight
Crimson Text Roman 11pt – Optical Tracking -15 BU Gold highlight

Body Copy

Details
Crimson Text Roman 8pt – Optical Tracking -15

Details

Pull Quote
Brandon Text Regular 18pt – Optical Tracking -5

Pull quote

Alternate Pull Quote
Brandon Text Regular Italic 18pt – Optical Tracking -5

Pull quote

▶ *This is a list item*
▶ *This is a list item*
▶ *This is a list item*

Body Copy Bullets
Crimson Text Italic 11pt – Optical Tracking -15

› *This is a list item*
› *This is a list item*
› *This is a list item*

Alternate Bullets
Crimson Text Bold Italic 14pt – Optical Tracking -15

Table of Contents 1
Table of Contents 2
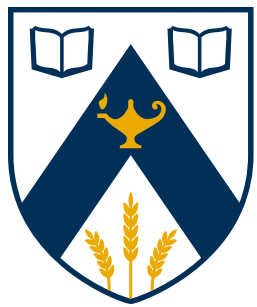Table of Contents 3

Table of Contents
Crimson Text Roman 11pt – Optical Tracking -15

Text Styles

The following is an example of the text styles applied to a magazine spread.

Lead body copy

Body copy

Pull quote

Bullet points

Extra large headline

Small headline

Changing the model

Jane Smith is describing the rationale of how local organizations create, deliver, and capture value, in economic, or other contexts.

Chevron

Brandon University Chevron

The chevron is our primary graphic element.

Using the established colour palette and drawing inspiration from the crest, our rising chevron symbolizes opportunity, support and hope. The right side of the chevron uses our primary colours: BU Gold and BU Navy Blue. The left side includes some of our secondary colours: BU Light Gold and BU Dark Blue. A two-colour option is available when full colour printing is not an option.

BU Light Gold — — BU Gold

BU Dark Blue — — BU Navy Blue

Chevron

The chevron is displayed on the bottom left of all communications where possible. Its unique shape and colour help create brand recognition.
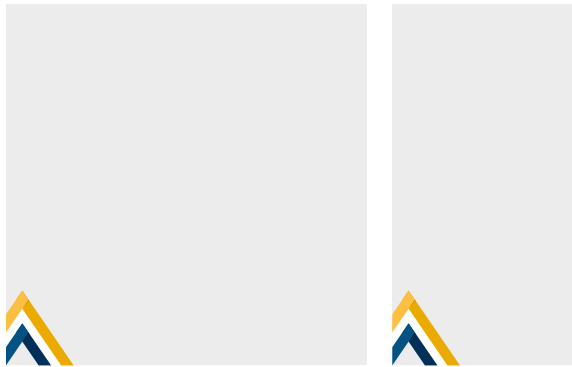
A triangle is created in the negative space of the chevron, anchored in the bottom left corner.

Some printed communications require a bleed, where the chevron spans beyond the edges of the artwork.

When the chevron is positioned on front of a folded communication, it may span on the back.
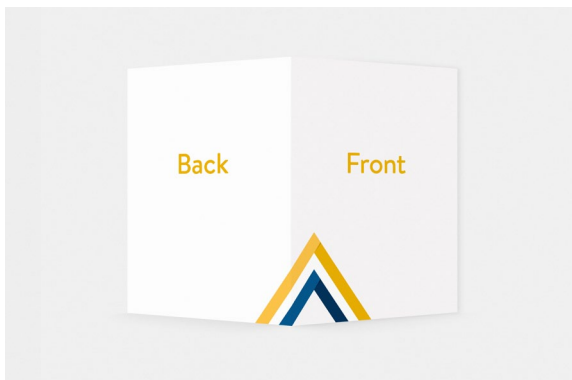
As quick guideline, match the width of the triangle to approximately the width of the three stripes.

The chevron is often displayed at smaller sizes, but occasionally, it is displayed at a larger size and used as a primary visual element.

Back   Front

This is a Title

This is a Title

Chevron

Do not place the chevron too far to the right.

Do not place the chevron too high.

Do not place the chevron on the far right.

Do not place the chevron too far to the left.
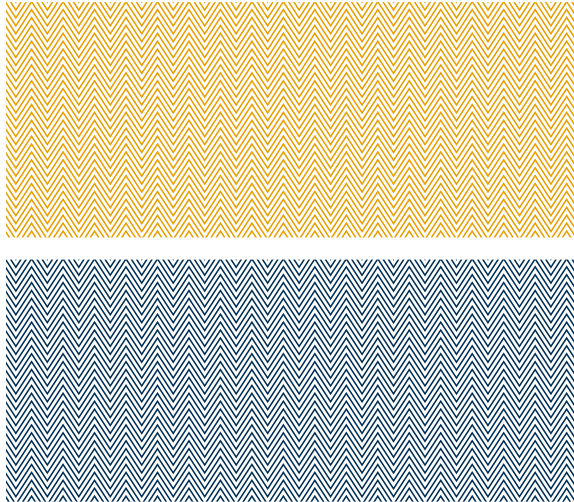
Do not place the chevron too low.
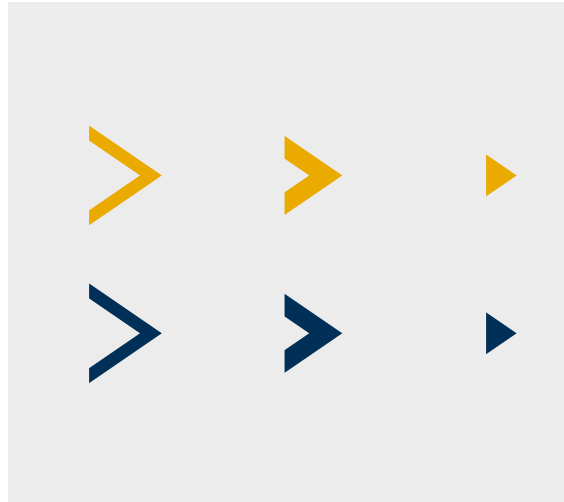
Do not rotate the chevron

Graphic Elements

Zigzag Pattern

The zigzag pattern is based on the geometry of the chevron. It is used as an accent rather than a primary graphic element.

Triangle

The shape of the triangles is based on the chevron. Triangles are used as bullets in certain text styles. Please see the 'Text Styles' section for specific details.

Rectangle Highlight

The rectangle is to be used to provide details or a call to action. The text is displayed with the text style "Subtitle" and the width of the stroke matches the width of the characters in the word.

MESSAGE

MESSAGE
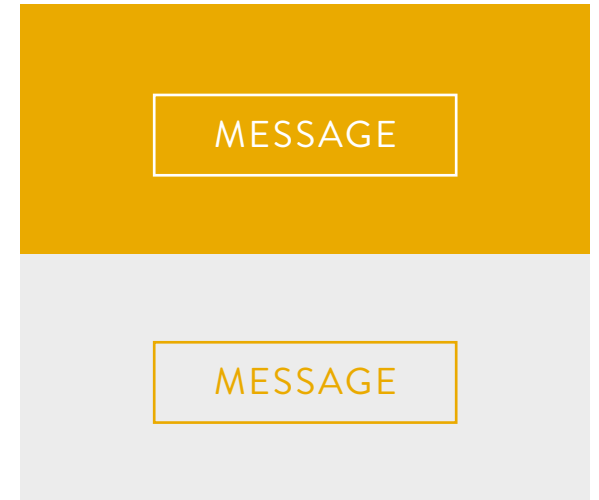
Photography

People First

Communications often include photos of students, alumni, faculty and other members of our University community. People are sometimes posed for photos provided they appear natural.
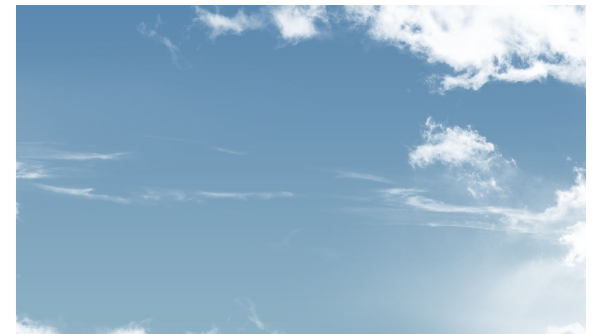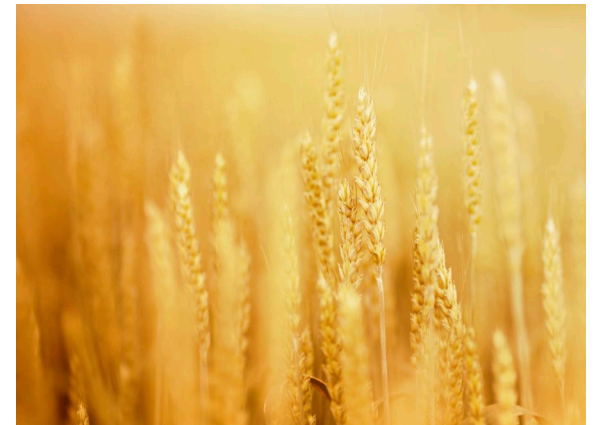
Campus

Photos of the campus are used in communications related to the university.

Prairies

Photos of the prairie landscapes are used in communications.

Photography Specifications

To keep photos looking authentic, avoid using effects on the photos or using special lenses when taking the photos.

Colour corrections and "touch ups" are completely acceptable. Avoid effects that dramatically effect the photo or visually dominate.

Avoid over-saturation and/or high-contrast photography.

Avoid light effects.

Avoid photo filters.
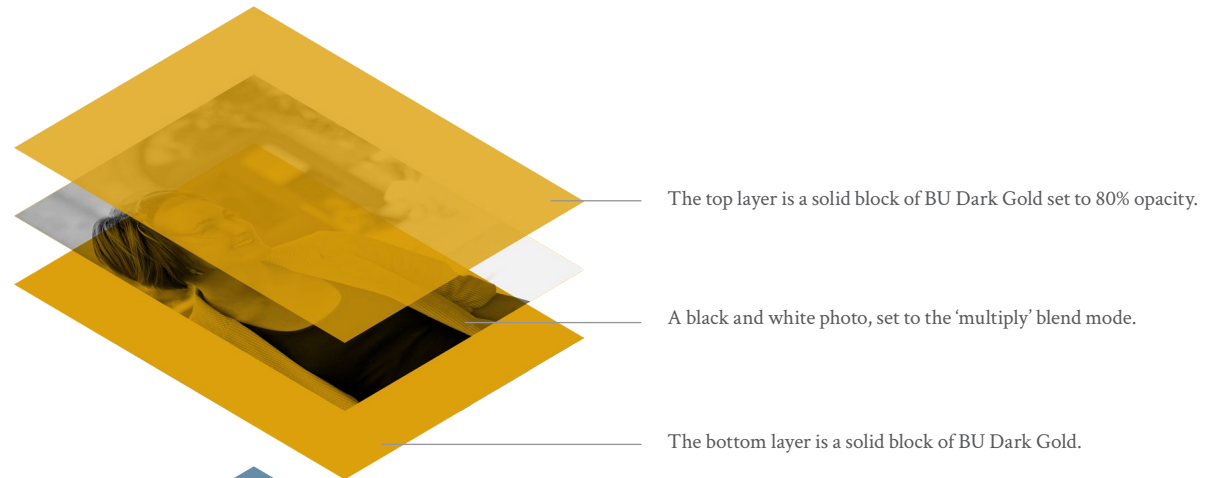

Avoid sepia tones.

Colour Effect

A colour effect is added to photos to create visual interest in situations where the photo is not the primary focus or the photo does not feature an area to place text.

Dark Gold Effect

The dark gold effect can be created digitally by using three layers stacked on top of each other.
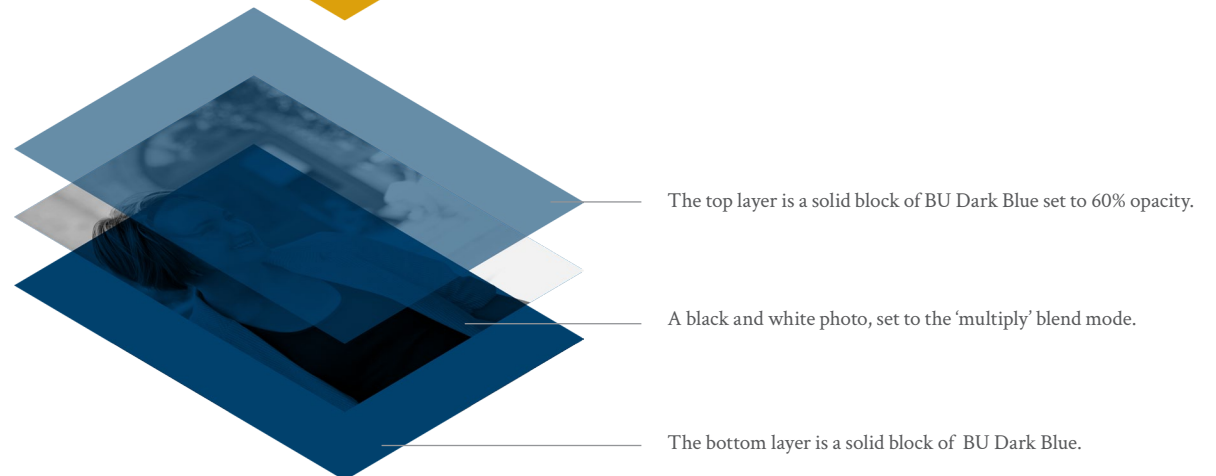
✓ Use BU Dark Gold

✕ Do not use BU Gold

The top layer is a solid block of BU Dark Gold set to 80% opacity.

A black and white photo, set to the 'multiply' blend mode.

The bottom layer is a solid block of BU Dark Gold.

Dark Blue Effect

The dark blue effect can be created digitally by using three layers stacked on top of each other.

✓ Use BU Dark Blue

✕ Do not use BU Navy Blue

The top layer is a solid block of BU Dark Blue set to 60% opacity.

A black and white photo, set to the 'multiply' blend mode.

The bottom layer is a solid block of BU Dark Blue.

Most people don't think of pancakes when they think of business models or sustainability. Jane Smith is different from most people.

The American pancake is similar to a Scotch pancake or drop scone. They may be served at any time with a variety of toppings or fillings including jam, fruit, syrup, chocolate chips, or meat. In America, they are typically considered to be a breakfast food. In Britain and the Commonwealth, they are associated with Shrove Tuesday, commonly known as Pancake Day, when perishable ingredients had to be used up before the fasting period of Lent began.

Archaeological evidence suggests that pancakes are probably the earliest and most widespread cereal food eaten in prehistoric societies. The pancake's shape and structure varies worldwide. A crepe is a thin Breton pancake cooked on one or both sides in a special pan or crepe maker to achieve a lacelike network of fine bubbles. A well-known variation originating in Southeast Europe is Palacinke, a thin moist pancake fried on both sides and filled with jam, cheese cream, chocolate or ground walnuts, but many other fillings, both sweet or savory, can also be used.

Pancakes are traditionally eaten on Shrove Tuesday, which is known as "Pancake Day" in Canada, and "Pancake Tuesday" in Ireland and Scotland. (Shrove Tuesday is better known in the United States, Australia and other countries as Mardi Gras. "Fat Tuesday.") Historically, pancakes made on Shrove Tuesday, the last of the fatty and calorie-rich used up before Lent.

Charity and school events are organized on Pancake Day. In a "pancake race" each participant carries a pancake in a frying pan. Runners must toss their pancakes as they run and catch them in the frying pan. This event is said to have originated in Olney, England in 1445 when a housewife was still busy frying pancakes to eat before the Lenten fast when she heard the bells of St Peter and St Paul's Church calling her to the Shriving Service. Eager to get to church, she ran out of her house still holding the frying pan complete with pancake, and still wearing her apron and headscarf (citation needed). Pancake Day 'is also widely celebrated in Australia.

Only local women may compete, they race, and their times are compared to determine the International winner. In Olney the main women's race is augmented by races for local schoolchildren and for men.

The fun relay race is to raise awareness of the work of the national brain injury charity, Rehab UK, and the needs of people with acquired brain injury.

‣ Apple pancakes
‣ Banana blueberry pancakes
‣ Cinnamon pancake
‣ Delicious pancake

Generally a housewife was still busy frying pancakes to eat before the Lenten fast when she heard the bells of St Peter and St Paul's Church calling her to the Shriving Service. Eager to get to church, she ran out of her house still holding the frying pan complete

On Shrove Tuesday, people around eat pancakes, which consist of eggs, sugar may be added to the mixture. Yorkshire pudding is made from a similar recipe, but baked once the batter expands, without the need for baking powder; the result is eaten as part of the traditional roast beef dinner. Oatcakes are a savory variety of pancake particularly associated with Staffordshire.

Bannock is common to virtually all North America's first peoples. The European version (Scotland) was traditionally made of oatmeal. The bannock of Aboriginal people was made of corn, nut meal and plant bulb meal. Each region had its own variation of flour and fruit. Today, bannock is most often deep-fried, pan-fried and oven-baked. Johnnycake (also jonnycake, johnny cake journey cake or johnny Bread) is a cornmeal flatbread that was an early American staple food, and is still eaten in the West Indies and Bermuda.

The modern johnnycake is stereotypically identified with today's "Rhode Island" foods, though jonnycakes are a cultural staple in all of the northern US, cornmeal mixed with salt and hot water or milk.

This is a pull quote, designed to stand out from the body.

Changing the model

Jane Smith is describing the rationale of how local organizations create, deliver, and capture value, in economic, or other contexts.

Magazine

The magazine template is used for our publications. It features multiple page layouts for various types of content.

Consider the following when making a magazine:

▸ *Use a variety of layouts to create visual interest.*

▸ *Give stories a short summary or interesting lead paragraph to draw interest.*

▸ *Use high-quality photography where available.*

Newsletter

The newsletter template is used for our small publications. It features multiple page layouts for various types of content.

Consider the following when making a newsletter:

- *Use a variety of layouts to create visual interest.*
- *Give stories a short summary or interesting lead paragraph to draw interest.*
- *Use high-quality photography where available.*

Report

The report template features multiple page layouts for various types of content.

Consider the following when making a report:

‣ *Use a variety of layouts to create visual interest.*

‣ *Give stories and articles a short summary or interesting lead paragraph to draw interest.*

‣ *Use high-quality photography where available.*
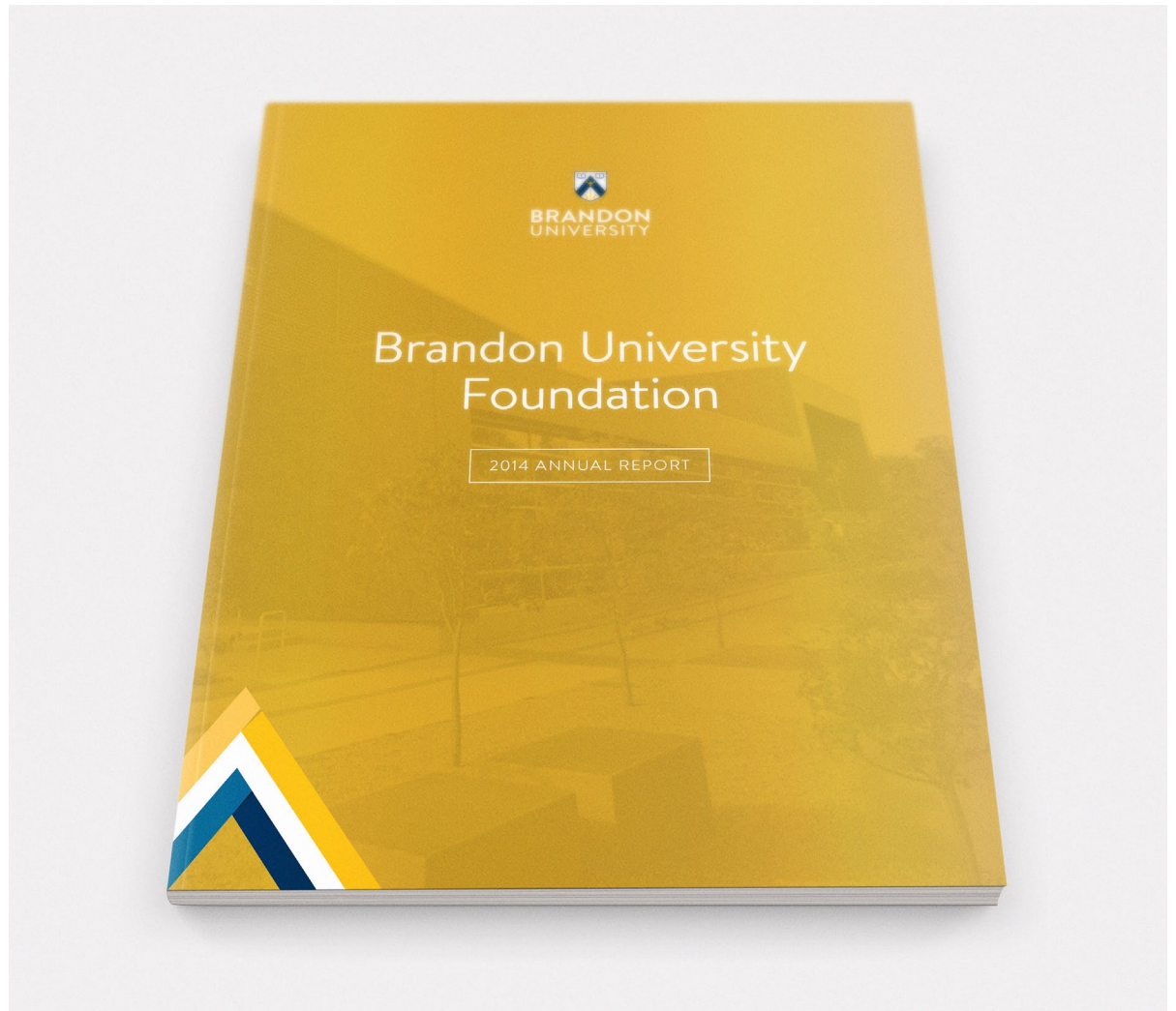
Brochure

The brochure template comes in both three and four panel formats. It is used for various promotional and informational communications.

Consider the following when making a brochure:

▸ *Give the brochure a clear title on the cover.*

▸ *Use the inner panel to draw people into the content.*

▸ *If the intention of the brochure is to interest someone, include a clear call to action.*

Poster

The poster template is available in landscape and vertical orientation. It is used for various promotional and informational posters.

Consider the following when making a poster:

‣ *A short headline has a better chance of being read than a long one.*

‣ *Details can be displayed at smaller sizes as people will engage with the poster if the headline interests them.*

‣ *If the intention of the brochure is to interest someone, include a clear call to action.*
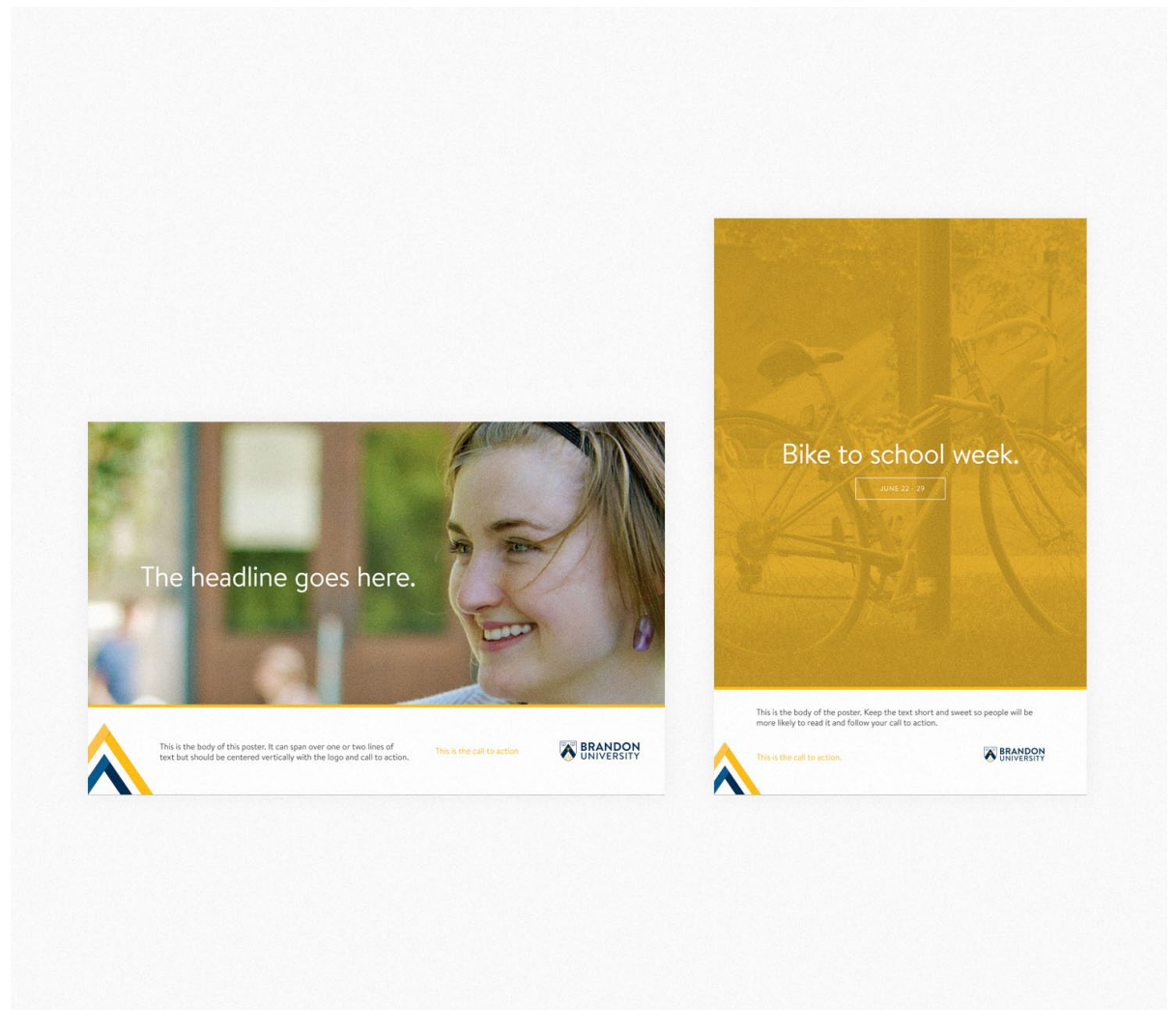
Banner

The banner template is used to promote various aspects of Brandon University.

Consider the following when making a banner:

▸ *A short headline has a better chance of being read than a long one.*

▸ *Display all important information in the top half of the banner. The lower area is easily obscured by people standing near the banner.*

▸ *If the intention of the banner is to interest someone, include a clear call to action.*
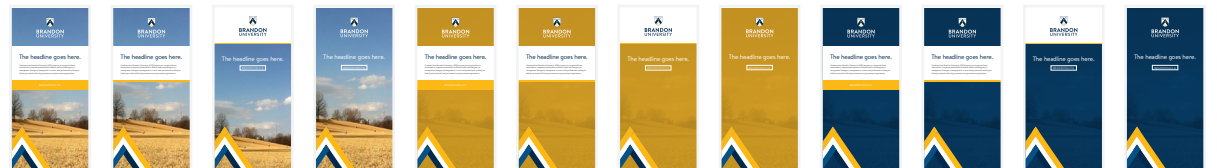
Billboard

Billboard ads are used to promote Brandon University and create general awareness.

Consider the following when making a billboard:

▸ *A short headline has a better chance of being read than a long one.*

▸ *If the intention of the billboard is to trigger a specific action (such as going to a website) include a clear call to action.*

Presentation

The MS PowerPoint template is used to complement oral presentations to internal and external audiences.

Consider the following when making a presentation:

▸ *Use the MS PowerPoint document 'Brandon University Presentation.ppt'.*

▸ *Include a clear title, short synopsis, and the purpose of the presentation so people know what to expect.*

▸ *The content of each slide should be simple and complement the spoken presentation. Elaborate on the slide content with the spoken portion of your presentation.*

▸ *Avoid reading each slide word for word. This removes value from the presenter and reduces audience engagement.*

▸ *Use the appropriate slide template based on the nature of your content.*
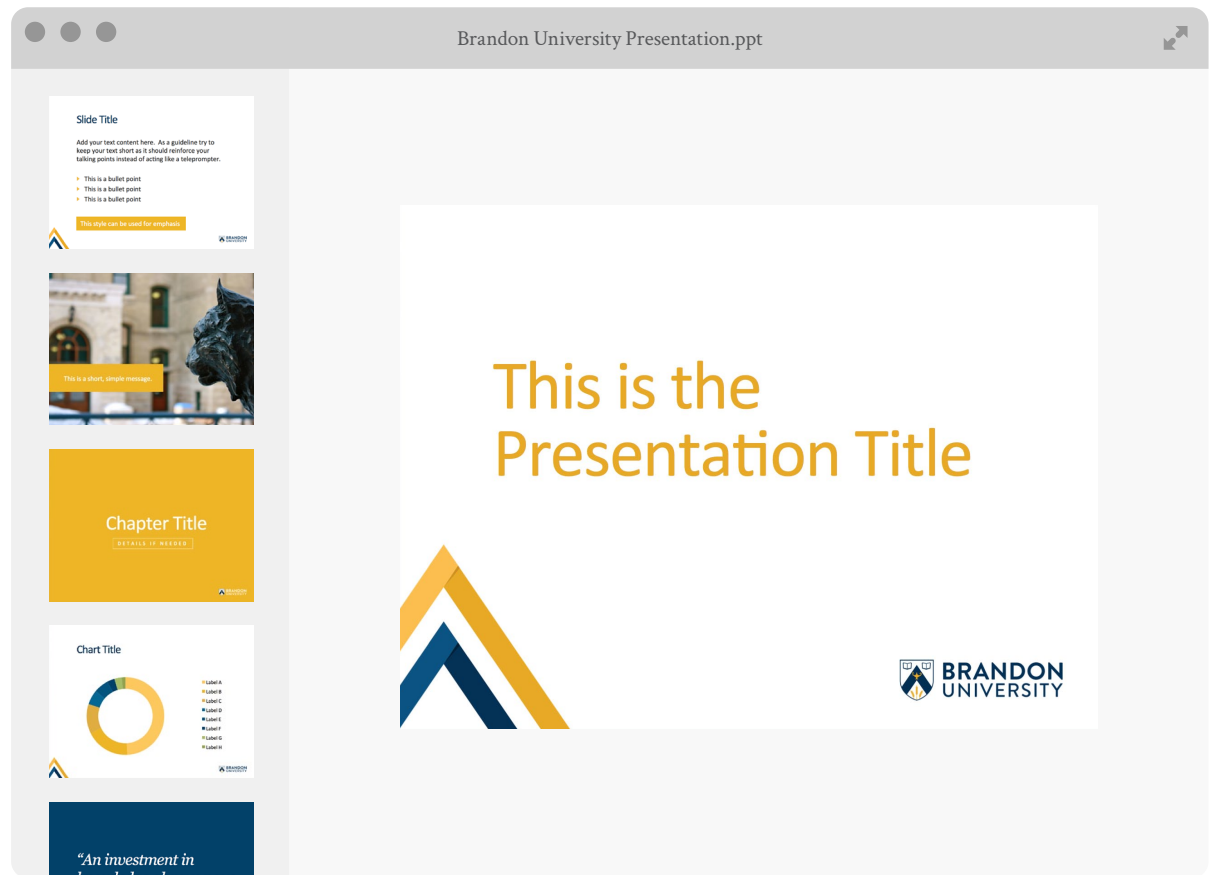
Photo Presentation

The photo template for MS PowerPoint is designed to help create photo galleries.

Consider the following when making a photo gallery:

▸ *Use the MS PowerPoint document 'Brandon University Photo Presentation.ppt'.*

▸ *Try to use landscape photos instead of portrait as most people will view the presentation on a screen (such as a laptop) or as a projected image.*

▸ *Include captions for each photo where the context is not clear without them.*
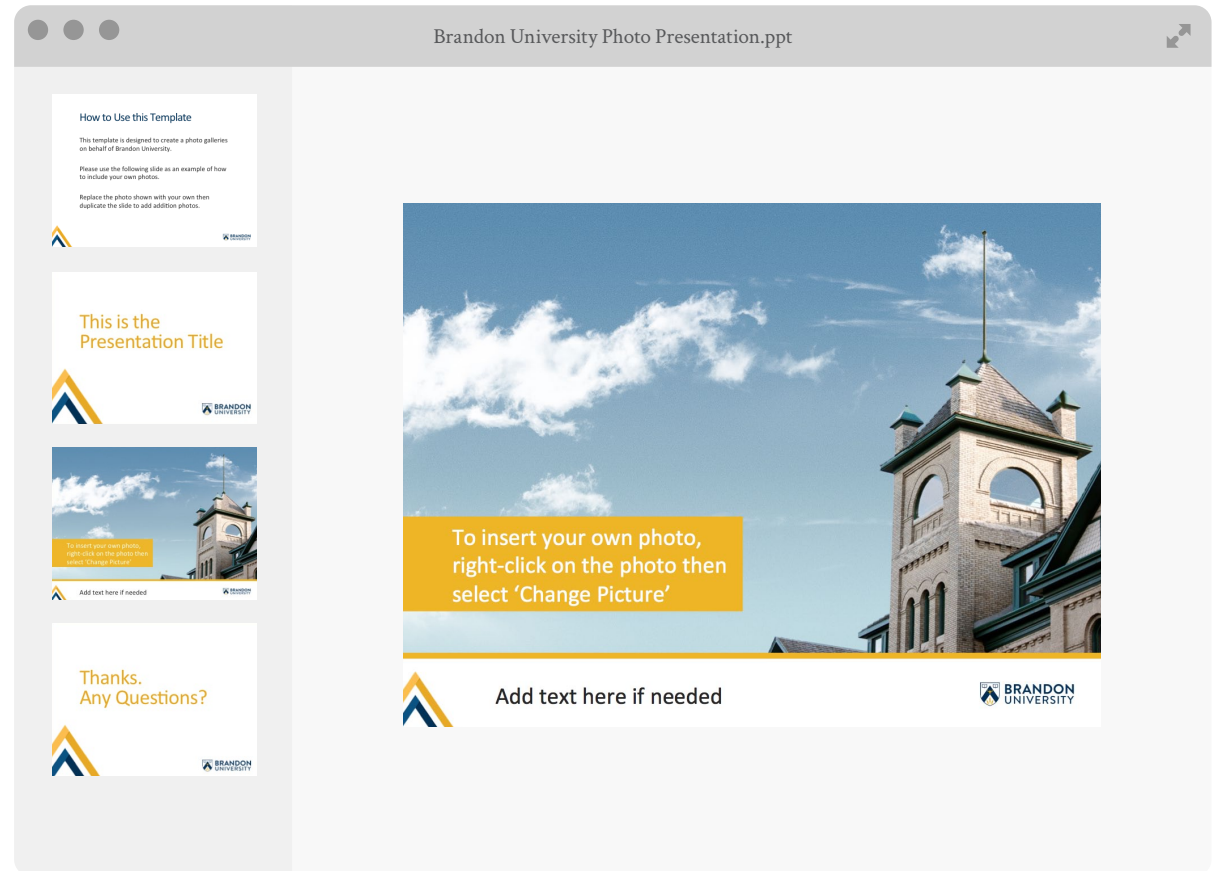
Print Ads

Print ads are used to feature information, promote campaigns, and raise awareness of Brandon University. Ads are printed in various publications such as magazines and newspapers.

Consider the following when making an ad:

▸ *A short headline has a better chance of being read than a long one.*

▸ *If the intention of the ad is to trigger a specific action (such as going to a website) include a clear call to action.*

▸ *Avoid displaying text in BU Gold if the ad is intended for a newspaper as the print quality may reduce contrast.*

BRANDON UNIVERSITY

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BrandonU.ca

Stationery

Printed Letterhead

The printed letterhead is intended for internal and external communications.

Consider the following when using the letterhead:

▸ *Use the MS Word document 'Brandon University Printed Letterhead Guide.doc' when composing a document to be printed on the pre-printed letterhead.*

▸ *The margins in the guide are formatted to align with the pre-printed design.*

▸ *Text styles are included in the guide for easy formatting.*

▸ *Individal contact information should remain within the body of the document.*

▸ *A version of the letterhead including a department or unit identifier can be created upon request.*

Digital Letterhead

The digital letterhead is intended for internal communications.

Consider the following when using the letterhead:

▸ *Use the MS Word document 'Brandon University Digital Letterhead.doc'.*

▸ *Text styles are in included for easy formatting.*
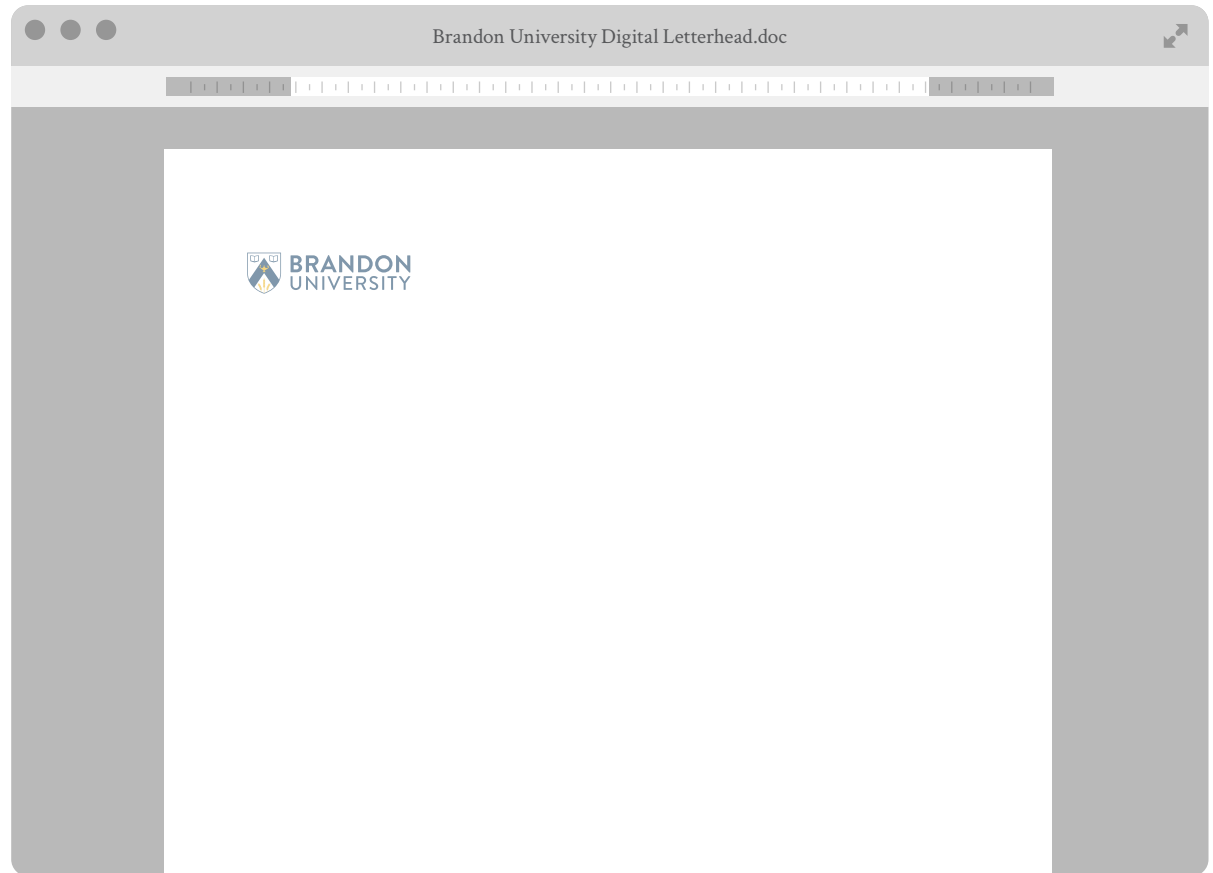
Business Card

The business card is for external communication such as networking.

Consider the following when using the business card template:

‣ *Include any designations to the right of name.*

‣ *Include the relevant faculty, department and/or unit.*

‣ *Include the room or office location.*

Envelopes

Envelopes are used for both internal and external purposes. They are available in various sizes.

▸ *A version of each envelope including a department or unit identifier can be created upon request.*

Fax Cover Sheet

The fax cover sheet is intended to be filled out digitally, printed, and faxed to the recipient.

Consider the following when using the fax sheet:

▸ *Use the MS Word document 'Brandon University Fax Cover Sheet.doc'.*

▸ *Include your recipient's name and your name.*

▸ *If required, include a subject and notes.*

Brandon University Fax Cover Sheet.doc

BRANDON UNIVERSITY

Fax

August 20, 2014

To:
From:
Subject:

❑ Urgent
❑ Please Reply
❑ For Your Information

Notes

Support

If you have questions about this guide please contact Communications Officer, Alex Beshara at 204.571.8542 or BesharaA@BrandonU.ca