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The Alberta School of Business fosters and supports an environment where innovation and entrepreneurial thinking is free to flourish. ‘Change the way you do business’ is at the centre of all we do. Our Brand tells the story of who we are and what we are willing to fight for. Every touchpoint is an opportunity to tell this story well.

From strong and consistent brand recognition comes competitive differentiation, and from differentiation will come brand loyalty.
The instructions in this Brand Guide are designed to ensure the Alberta School of Business’ brand is presented clearly and consistently throughout all communications. Use this document as a tool for maintaining cohesion across all visual materials.

Consistent implementation and application of University of Alberta School of Business’ brand elements (along with key messaging) will protect the brand’s integrity and establish stronger brand awareness.
The full colour version of the logo should be used whenever possible.

The Alberta School of Business uses the guidelines laid out by the University of Alberta for sub-unit logos; please consult the University’s Marketing & Communications Toolkit for details: www.toolkit.ualberta.ca.
The logo must be used as provided and must never be modified or altered in any way. This includes moving the shield on top of or below the word mark. The shield and the wordmark should never be used alone or paired with anything other than each other.

- **X** Do not change the colour lock-up
- **X** Do not rotate the logo
- **X** Do not scale individual elements
- **X** Do not scale logo disproportionately
- **X** Do not reposition crest
- **X** Do not skew the logo
- **X** Do not apply additional effects
- **X** Do not use low-resolution artwork

**MISUSE OF THE LOGO**

Correct usage of the logo and its visual elements is critical and helps to ensure that the Alberta School of Business brand has the greatest impact. These guidelines depict the correct way in which to use the identity. Any deviation from or misinterpretation of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

Any display or use of any version of the University of Alberta School of Business logo must be approved by the Business Marketing & Communications Unit in the Dean’s Office. Where permission is obtained, the display or use of the visual identity must adhere to the guidelines presented in this document.

Any display or use that does not adhere to these guidelines is a violation of University of Alberta’s intellectual property rights.

**FILE FORMATS**

The logo should never be supplied to third parties as part of a Word document or PowerPoint deck. When sending the logo via email, insert the appropriate high-resolution file into the email as an attachment.
LOGO VERSIONS

COLOUR LOGO

Whenever possible, the logo should appear in its full colour version. There are different versions suitable for different applications and printing methods. Please contact the Business Marketing & Communications Unit if you have any questions.

FULL-COLOUR
Suitable for full-colour (CMYK) offset or digital printing.

TWO-COLOUR
Suitable for two-colour (Spot / Pantone) offset printing only.

RGB
Suitable for Powerpoint, Word or onscreen (Web, Email etc) usage.

DOWNLOAD LINKS
The UA-ASB logo can be downloaded from the Marketing & Communications Toolkit with a CCID username and password: http://www.toolkit.ualberta.ca/Toolkit%20Downloads/Logos/Alberta%20School%20of%20Business.aspx

If you do not have a CCID, please contact the Business Marketing & Communications Unit at 780-492-4083.

SINGLE-COLOUR LOGO

UNTIVERSITY OF ALBERTA
ALBERTA SCHOOL OF BUSINESS

Suitable for one-colour (Spot or Greyscale) offset or digital printing. The one-colour version of the logo should only be used when two-colour or four-colour process printing is not available.

SINGLE-COLOUR REVERSE LOGO

UNTIVERSITY OF ALBERTA
ALBERTA SCHOOL OF BUSINESS

The reverse version of the logo should be used when you want to place the logo on a dark background. **DO NOT** create reverse versions of the logos by modifying the artwork in the colour, spot, solid or tint versions. If you need a logo that will reverse out of a background, use the versions provided that include the word ‘REVERSE’ in the file name. The REVERSE artwork is set up specifically for this use and is constructed differently.
DEPARTMENT/UNIT LOGOS

CORRECT LOGO USAGE 
(UA/ASB MATERIAL):

This example shows CORRECT logo and program/department usage for Alberta School of Business materials:

- primary UA/ASB logo in bottom right
- program/development area highlighted in title/headline

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THIRD-TIER LOGO USAGE 
(SPONSORSHIP ONLY):

The third tier is only to be used when it is essential to identify an additional level of administration within the logo. Due to its complicated and unwieldy visual appearance, this option should only be used when it is critical to the communication that a third level of hierarchy be identified. When using this option, the second tier is reserved for the faculty (or parent) only and cannot be switched or changed with the third tier.

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CONTACT US

If you require a third-tier logo for sponsorship purposes, please contact the Business Marketing & Communications Unit:

Marketing & Communications
4-40 Business Building
Edmonton, AB, Canada T6G 2R6
Phone: 780-492-4083

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DEPARTMENT/UNIT LOGOS

To ensure brand clarity and consistency, the UA/ASB logo should be used exclusively for all materials including handouts, brochures, posters, videos, etc.

As a communications best practice, the program/department area should be highlighted in the title or headline, while the UA/ASB logo provides context to the viewer. Because of the horizontal shape of the logo, it should be placed in the bottom right corner of the document. EXAMPLE OF USAGE ABOVE.

Department/unit (or third-tier) logos will ONLY be used for sponsorship initiatives where we have no control over the creative execution. For example, if your department is sponsoring a conference or event and a logo is required for the program booklet, a third-tier logo will be supplied to the organizer. In all other instances, the UA/ASB logo will be used.
TYPOGRAPHY

DIN PRO — REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(){}

DIN PRO — MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*(){}

DIN Pro is the university’s primary typeface. It is available in a wide range of weights and styles with enough variety to accommodate many typographic requirements, from bold headlines to easy-to-read body text.

A limited number of font licenses have been made available at a reduced cost ($45.00) for marketing and communications professionals on campus that work with the university identity on a regular basis.

Where DIN Pro is unavailable, Arial can be used as a replacement.

External vendors and agencies that work with the university are not eligible for this academic discount but are able to obtain their own licenses directly from the font provider.

https://www.fontshop.com/families/ff-din/buy
COLOURS BY PROGRAM

The University of Alberta is instantly recognizable by many of its audiences through its two official colours, green and gold. Whenever possible we encourage you to use one or both of these colours as a foundational element within your promotional material. Consistent use of our official colours helps us continue to build recognition with our audiences and stakeholders.

UALBERTA BUSINESS
Pantone 356 C
C=95 M=8 Y=93 K=27

BCOM
Pantone 7405 C
C=0 M=11 Y=97 K=0

PHD
Pantone 350 C
C=80 M=24 Y=69 K=70

The university has also developed a secondary palette designed to support and complement the official colours. These colours enable flexibility and variety in design. It is not recommended that these colours be used without the support of University Green or Gold.

Certain program areas within the Alberta School of Business have identified a particular colour from the secondary palette as their primary colour. If you are looking to develop new collateral for your department, centre or unit and are unsure about colour choice, please contact the School’s Marketing & Communications Unit at asb-mcom@ualberta.ca

SECONDARY COLOUR PALETTE

MBA
Pantone 631 C
C=73 M=0 Y=11 K=0

EXECUTIVE EDUCATION
Pantone 446 C
C=71 M=57 Y=61 K=44

PHD
Pantone 350 C
C=80 M=24 Y=69 K=70
IMAGE GUIDELINES

Background images should be high resolution and of professional quality.

Approved images can be found by visiting the University of Alberta Marketing & Communications Photography site: [http://www.toolkit.UAlberta.ca/Toolkit%20Downloads/Photography.aspx](http://www.toolkit.UAlberta.ca/Toolkit%20Downloads/Photography.aspx)

Choose images that represent the Alberta School of Business brand: show the diversity of students and suggest an innovative presence; depict Alberta School of Business buildings, classrooms and environments; showcase business leaders and future business leaders; show real Alberta School of Business students, alumni, faculty and staff.

AVOID low resolution and non-professional images. Stock images may be used with the approval of the Business Marketing & Communications Unit. When using stock photos for communications materials, images must be copyright compliant and fit the design parameters of the Alberta School of Business brand guidelines.

If you require an image and cannot find an appropriate one or have a question about using an image, please consult with the Business Marketing & Communications Unit within the Dean’s Office:

Marketing & Communications
4-40 Business Building
Edmonton, Alberta
Canada T6G 2R6
Phone: 780-492-4083
The Report Cover layout should be used for business reports and similar documents. Whenever possible, the InDesign Report Cover Template should be used. If that is not possible, use the simpler Word template in the appropriate colour (see page 8). Use the standard rules and apply them to all designs.
NAME OR EVENT TITLE

Sony, IT, and what it means to be an American subsidiary

Mon, Sept 12, 2019
6:30 – 7:30pm
Jean de La Bruyère Lounge
(4-06 Business Bldg)
All are welcome to attend. Please RSVP at cibs@UAlberta.ca by September 9th, 2019.

INDESIGN TEMPLATE
*use this template whenever possible

The background photo should be at 100% opacity and run edge-to-edge, leaving a 3.9” white bar at the bottom of a typical 8.5 × 11” page.

The colour band should be 90% opacity in the program’s colour (see page 3). The band should be left-justified, with full bleed on the left-hand side of the page. Size should be approximately 6.115 x 3.667” (3.433” from the top of the page.) This is approximately 2/3 the width and 1/3 the depth of the page.

Header 2 is left aligned (DIN Pro Bold, 24pt/28pt) in black.

White bar should have a height of 3.9” from the bottom of the page.

INDESIGN TEMPLATE
*use this template whenever possible

LOGY NAME OR EVENT TITLE

Sony, IT, and what it means to be an American subsidiary

Mon, Sept 12, 2019
6:30 – 7:30pm
Jean de La Bruyère Lounge
(4-06 Business Bldg)
All are welcome to attend. Please RSVP at cibs@UAlberta.ca by September 9th, 2019.

INDESIGN TEMPLATE
*use this template whenever possible

The background photo should be at 100% opacity and run edge-to-edge, leaving a 3.9” white bar at the bottom of a typical 8.5 × 11” page.

The colour band should be 90% opacity in the program’s colour (see page 3). The band should be left-justified, with full bleed on the left-hand side of the page. Size should be approximately 6.115 x 3.667” (3.433” from the top of the page.) This is approximately 2/3 the width and 1/3 the depth of the page.

Header 2 is left aligned (DIN Pro Bold, 24pt/28pt) in black.

White bar should have a height of 3.9” from the bottom of the page.

INDESIGN TEMPLATE
*use this template whenever possible

The background photo should be at 100% opacity and run edge-to-edge, leaving a 3.9” white bar at the bottom of a typical 8.5 × 11” page.

The colour band should be 90% opacity in the program’s colour (see page 3). The band should be left-justified, with full bleed on the left-hand side of the page. Size should be approximately 6.115 x 3.667” (3.433” from the top of the page.) This is approximately 2/3 the width and 1/3 the depth of the page.

Header 2 is left aligned (DIN Pro Bold, 24pt/28pt) in black.

White bar should have a height of 3.9” from the bottom of the page.

POSTER (8.5 × 11”)

The Poster Template layout should be used for UAlberta Business events, speaker series, and similar. Whenever possible, the InDesign Poster Template should be used. If that is not possible, use the simpler Word template in the appropriate colour (see page 8). Use the standard rules and apply them to all designs.

WORD TEMPLATE
(secondary option)

NAME OR EVENT TITLE

Sony, IT, and what it means to be an American subsidiary

Mon, Sept 12, 2019
6:30pm – 7:30pm
Jean de La Bruyère Lounge
(4-06 Business Bldg)
All are welcome to attend. Please RSVP at cibs@UAlberta.ca by September 9th, 2019.
The background photo should be at 100% opacity and run edge-to-edge, leaving a 5.667” white bar at the bottom of a typical 11 × 17” page.

The colour band should be 90% opacity in the program’s colour (see page 3). The band should be left-justified, with full bleed on the left-hand side of the page. Size should be approximately 7.685 × 5.667” (5.57” from the top of the page.) This is approximately 2/3 the width and 1/3 the depth of the page.

Header 2 is left aligned (DIN Pro Bold, 32pt/38pt) in black.

White bar should have a height of 5.57” from the bottom of the page.

* 11 × 17” page

The Poster Template layout should be used for UAlberta Business events, speaker series, and similar. Whenever possible, the InDesign Poster Template should be used. If that is not possible, use the simpler Word template in the appropriate colour (see page 8). Use the standard rules and apply them to all designs.
The Primary PowerPoint Slide contains a background photo at 100% opacity that runs edge-to-edge, leaving a white bar at the bottom. The colour band should be 90% opacity in the program’s colour (see page 3).

Optional Subtitle is left aligned (DIN Pro Regular)

2 other options for PowerPoint Slides include:

1. Full 100% opacity colour background with a white bar at the bottom for logo.

2. Interior slide with a 100% opacity colour bar at the top.

Choose the appropriate PowerPoint template so that the colour band is in the program’s colour: there are 5 template options to choose from: generic UAlberta Business, MBA, PhD, Executive Education, and BCom (templates are labeled by program name).

The PowerPoint templates can be used for various types of presentations. Be sure to use the appropriate template package, labeled by program name. Use the standard rules and apply them to all designs.