BRESCIA UNIVERSITY COLLEGE
GRAPHIC STANDARDS

JANUARY 2020

Brescia
UNIVERSITY COLLEGE
Choose to Lead.

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Questions regarding the style guide or branding elements can be directed to:

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Brescia Brand

During the 2008 – 2009 school year, in response to the ever-changing post-secondary landscape, Brescia University College elected to analyze its brand and the image it presented to the world. The results? The creation of a "bold" new look and positioning.

Our brand is more than a logo or a tagline. Rather, it is a promise that we are making. The bold brand is defined by the sum total of our heritage, the human characteristics that have shaped us and the efforts of all we have done in the almost ten decades since the Ursuline sisters first set us in motion in 1919.

Based on comprehensive research, confirmed values and careful deliberation we had arrived at a brand promise statement that we believe resonates and even focuses everything that we do here at Brescia. We have also selected, very carefully, four brand attributes that conveyed the essential Brescia experience, and a tagline that became a call to action for us and for future students as we all moved forward with exciting plans for growth.

Our brand statement is:

"Brescia University College is the transformative learning community for passionate, creative young women who seek to fulfill their personal aspirations and lead boldly in a rapidly changing world."

Our four guiding attributes are:
- Invigorating
- Student-centred
- Compassionate
- Empowering

And the words that sum up the experience that our past, present and future students embody every day of their lives are:

Brescia Bold: Choose to Lead

Brescia is consistently redefining what it means to lead boldly. We do this by helping young women to become wise, articulate, self-confident and socially conscious individuals who are prepared to seize leadership, each in their own way.

The words themselves are bold. And we recognize that this is a quality that is needed to guide us as we lead the way.

While the phrases "Brescia Bold" and "Choose to Lead" may sometimes be used in conjunction with each other, they are generally uncoupled. "Brescia Bold" guides our current student recruitment strategy and "Choose to Lead" is our institutional tagline.

In the pages that follow you will see fonts, logos, colour palettes, templates and suggestions for photo treatments, presentations, merchandise and publication design.

Please contact the Director of Communications & External Relations if you have any questions about brand usage.

1.0 Logo

Primary Version

Brescia's logo is our primary identifier and is the visual representation of our brand identity.

The graphic symbol of the Brescia logo is comprised of two elements: the stylized letter "B" and the Brescia dove. In Greek mythology the dove was the bird of the Goddess Athena, representing the renewal of life. Similar meanings for the dove are also depicted in Chinese, Japanese, Hindu and Islamic traditions. As a university based in the Catholic faith, the dove represents the sacred gifts of peace, consistency, wisdom and the spirit of the Creator.

The Brescia University College logo must always be reproduced exactly as specified in this graphic standards manual. It is comprised of several elements — the graphic symbol, wordmark "Brescia", the descriptor "University College" and the tagline "Choose to Lead."

The visual relationship between the graphic symbol and the wordmark should be maintained exactly as they appear in the approved artwork and should not be altered or recreated in any way.

The overall brand logo for Brescia University College is shown in two-colour reproduction.

Descriptor

Graphic symbol

Pantone 2738

Pantone 138

UNIVERSITY COLLEGE
Brescia
Choose to Lead.

Tagline

1.1 Logo

Alternatives

Alternative versions of the logo may be used as appropriate:

With tagline: The Bresica logo with the "Choose to Lead" tagline is apart of the brand created in 2009 and is the primary and preferred version which should be used on all external material.

Without tagline: The alternate logo without the "Choose to Lead" tagline should be used sparingly for internal promotion within the Bresica community.

Reversed: The reversed logo should be used when the logo needs to be displayed against a dark or busy (photographic) background.

Black and white: The black and white logo should only be used where colour is not permitted (ie. black and white advertising, black and white digital reproduction, photocopies, fax, memo ...etc.).

For approval on logo usage or any questions contact Brescia's Communications Team.

⬇ **DOWNLOAD FILES**

WITH TAGLINE

WITHOUT TAGLINE

REVERSED

BLACK AND WHITE

1.2 Logo

Clear Space

The logo must be placed with the appropriate white space around each side to ensure its visibility and impact when used in combination with other design elements. The space is equivalent to at least the height of the top half of the letter "B" from the Brescia logo. The measurement of the space is consistent for each variation of the Brescia logo.

WITH TAGLINE

WITHOUT TAGLINE

1.3 Logo

Improper Use

These examples are intended to show improper usage of the logo. The logo should not be edited or manipulated in anyway and must be used correctly to ensure that its visual identity is not compromised.

These examples are not intended to form a complete list.

Do not stretch, condense or distort the logo

Do not change the colour of the logo

Do not change the typeset of the logo

Do not create new logos or add onto it

Do not use the graphic on its own

Do not crop or crowd the logo

Do not place the logo behind an image where it is illegible

Do not rotate the logo

Do not change the alignment of the elements within the logo

1.4 Logo

Department Logos

Departmental logos consist of the Brescia wordmark, graphic element and descriptor. The department's name is added below in Brescia Blue with the font, Gotham Narrow.

[⬇ DOWNLOAD FILES]

Alumnae Association

UNIVERSITY COLLEGE
Brescia
ALUMNAE ASSOCIATION

Beryl Ivey Library

UNIVERSITY COLLEGE
Brescia
BERYL IVEY LIBRARY

Campus Ministry

UNIVERSITY COLLEGE
Brescia
CAMPUS MINISTRY

Conference Services

UNIVERSITY COLLEGE
Brescia
CONFERENCE SERVICES

1.5 Logo

School Logos

School logos consist of the Brescia wordmark, graphic element and descriptor. The School's name is added below in Brescia Blue with the font, Gotham Narrow.

⬇ **DOWNLOAD FILES**

School of Behavioural & Social Sciences

School of Food & Nutritional Sciences

School of Humanities

School of Leadership & Social Change

2.0 Colour Palette

Primary Colour Palette

The primary colour palette consists of two colours, PMS 2738 (Brescia Blue) and PMS 138 (Brescia Orange).

Note: Printed colours may vary based on select printers (both internal and external). For questions or recommended printers please contact Brescia's Communications team.

PMS refers to the Pantone Matching System, which provides industry standards for colour/ ink formulas that printers follow to ensure precise colour reproduction of printed materials.

Note: these colours are approximate. Use a *Pantone®* swatch book for an accurate colour match.

PRIMARY

BRESCIA BLUE

PMS: 2738
CMYK: C.100 M.85 Y.0 K.5
RGB: R.22 G.67 B.151
HEX: #164397

BRESCIA ORANGE

PMS: 138
CMYK: C.0 M.42 Y.100 K.0
RGB: R.247 G.161 B.26
HEX: #F7A11A

2.1 Colour Palette

Secondary & Tertiary Colour Palette

With the exception of yellow (PMS 109) and pool blue (PMS 305), the secondary and tertiary colour palette are specifically used for recruitment related marketing and promotional material. The secondary and tertiary colours should always be used to accent Brescia's primary colour palette.

Note: Printed colours may vary based on select printers (both internal and external). For questions or recommended printers please contact Brescia's Communications team.

PMS refers to the Pantone Matching System, which provides industry standards for colour/ink formulas that printers follow to ensure precise colour reproduction of printed materials.

Note: these colours are approximate. Use a *Pantone®* swatch book for an accurate colour match.

SECONDARY

YELLOW

PMS: 109
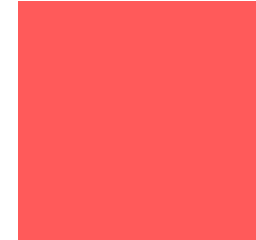**CMYK:** C.0 M.10 Y.100 K.0
RGB: R.255 G.221 B.0
HEX: #FFDD00

POOL BLUE

PMS: 305
CMYK: C.51 M.0 Y.9 K.0
RGB: R.112 G.205 B.227
HEX: #6FCDE3

WINE

PMS: 1945
CMYK: C.0 M.100 Y.56 K.19
RGB: R.198 G.12 B.70
HEX: #C60B46

CORAL

PMS: 178
CMYK: C.0 M.59 Y.56 K.0
RGB: R.254 G.134 B.108
HEX: #F4856B

TERTIARY

SALMON

PMS: 487
CMYK: C.0 M.35 Y.28 K.0
RGB: R.249 G.180 B.166
HEX: #F9B4A6
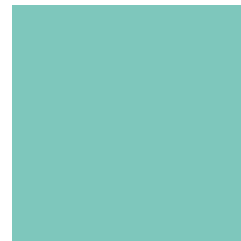
SOFT TEAL

PMS: 564
CMYK: C.37 M.0 Y.20 K.0
RGB: R.158 G.216 B.210
HEX: #9ED7D1

2.2 Colour Palette (Terms & Definitions)

Pantone (PMS):

Refers to the Pantone Matching System, which provides industry standard colour/ink formulas that printers follow to ensure precise colour reproduction of printed materials.

Note: the colours listed in this manual are approximate. Use a *Pantone®* swatch book for an accurate colour match.

CMYK (Cyan, Magenta, Yellow and Key (Black):

Refers to the four inks used in colour printing with cyan, magenta, yellow and key black

Most commonly used for: print

RGB (Red, Green and Blue):

Refers to the additive colour model in which red, green and blue light are added together in various ways to reproduce an array of colours

Most commonly used for: videos, digital media

HEX:

Refers to the hexadecimal code used in HTML code to designate specific colours

Most commonly used for: websites

3.0 Typography

Primary Font

Gotham Narrow is Brescia's primary font. The font is available in a number of weights and styles and should be used on all print and digital communications. Gotham Narrow Book should be used for body copy with additional styles used for headings, sub-headings and call-outs.

For a copy of this font, please contact Brescia's Communications team.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Example: Gotham Narrow Book (shown at 40pt.)

AA	AA	AA	AA	AA
THIN	THIN ITALIC	EXTRA LIGHT	LIGHT	BOOK

AA	**AA**	**AA**	***AA***	**AA**	***AA***
MEDIUM	BOLD	BLACK	BLACK ITALIC	ULTRA	ULTRA ITALIC

3.1 Typography

Decorative Font

ITC Stone Informal Std is Brescia's decorative font to be used in headings and sub-headings when appropriate. The font is available in a number of weights and styles and can be used on print and digital communications.

Note: in special circumstances an accent font may be used at the discretion of the Communications team.

For a copy of this font, please contact Brescia's Communications team.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Example: ITC Stone Informal Std (shown at 40pt.)

AA
AA
MEDIUM AND
MEDIUM ITALIC

AA
AA
SEMIBOLD AND
SEMIBOLD ITALIC

AA
AA
BOLD AND
BOLD ITALIC

4.0 Graphic Elements

Brescia Crest

Designed and introduced to our community in 1924, the crest features the Latin phrase "Fides et Veritas", which translates to "Faith and Truth". This passage represents the University's hope that its students will find clarity and wisdom through their education in an atmosphere of living faith.
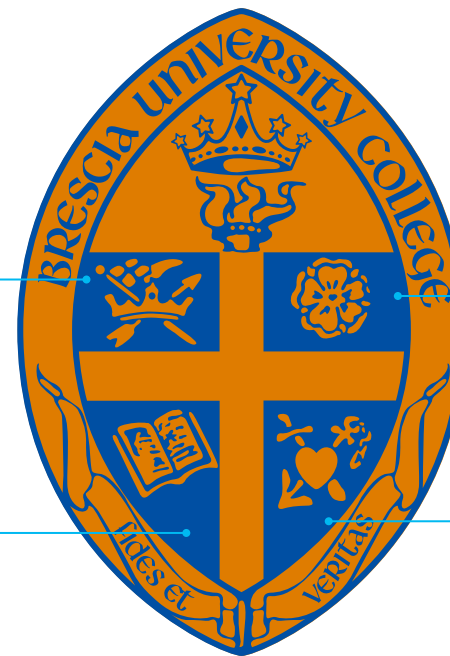
The crest features a central dividing cross, which separates the crest into four discernible quadrants. The cross symbolizes the Torch of Faith and Knowledge, and represents the path to the possession of heavenly rewards – symbolized by the crown and stars.

⬇ **DOWNLOAD FILES**

Colour Crest

Symbol of St. Ursula – St. Angela Merici

Symbol of Mary and womanhood

Symbol of the wisdom of this world and the next

Symbols of Faith, Hope and Charity

4.1 Graphic Elements

Heptagon

The heptagon was included in Brescia's graphic elements in 2017. Its seven sides represent the original seven students in Brescia's first graduating class.

The heptagon was created specifically for recruitment material and, withstanding special considerations, should only be used for recruitment purposes.
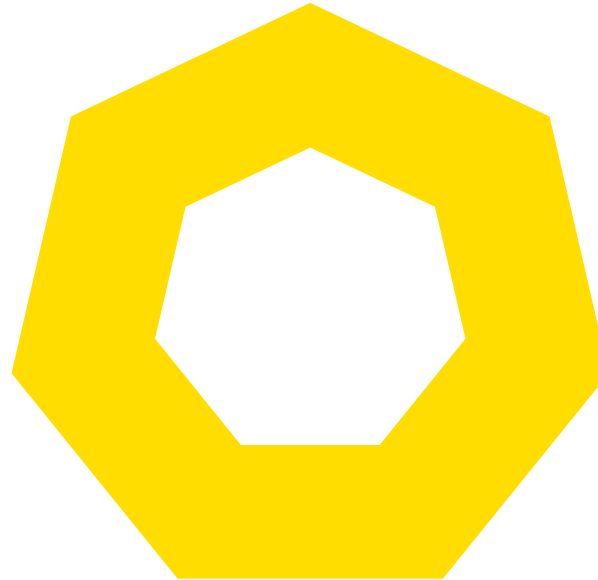
5.0 Stationary

Letterhead

The letterhead is supplied as a template and should not be re-created.

Copy should be set in Arial 10pt on 12pt leading with full line spaces between paragraphs.

Margins:
Left: 1"
Right: 1"
Top: 0.5"
Bottom: 0.5"

⬇ **DOWNLOAD FILES**

General Letterhead

2.4"   1.0"

0.5"

Brescia
UNIVERSITY COLLEGE
Choose to Lead.

September 2017

Firstname Lastname
123 Street Name
City, Province
A0A A0A

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed cursus turpis non fermentum mollis. Nunc nisi enim, venenatis vel dictum at, tristique ut turpis. Duis eget ullamcorper risus. Mauris vitae ligula sit amet tortor ullamcorper blandit. Integer condimentum volutpat leo sed ornare. Maecenas sed elit risus. Proin et commodo magna. Sed et lacinia dolor, in porta libero. Vestibulum quis metus sit amet est placerat molestie vitae sit amet tortor. Donec auctor viverra ornare. Praesent nisl nisl, imperdiet mattis elit eu, sagittis facilisis quam.

Donec malesuada sit amet arcu scelerisque lacinia. Praesent consectetur, tortor sed gravida elementum, mi ante tristique nunc, eu elementum ligula neque sit amet orci. Quisque mattis, est ac laoreet tristique, nisi eros mollis nunc, sed tristique orci nisl a sapien. Phasellus dignissim id risus in interdum. Nam erat nibh, feugiat sed sem sit amet, pharetra malesuada magna. Donec scelerisque orci nisl, sed lacinia nisl rhoncus vitae. Quisque vitae ultrices urna, eu imperdiet sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum dignissim luctus varius. Aliquam lacinia neque nec congue commodo. Nam pulvinar ut justo non egestas. Suspendisse porta consequat venenatis. Aliquam dictum massa ut dolor pretium ullamcorper.

Pellentesque aliquam aliquam ipsum, quis congue est dictum et. Quisque malesuada magna massa, sit amet dictum leo iaculis sed. In non mattis est, vel iaculis dui. Curabitur velit mauris, porta vitae diam in, faucibus gravida tellus. Vestibulum dictum rutrum magna, ac facilisis tellus laoreet a. Sed sit amet lectus ac nunc faucibus maximus at quis dolor. Sed sagittis mi non felis gravida consequat sit amet eget tortor. Aenean eget nisi metus.

Sincerely,

Firstname Lastname

Arial 10/12 pt.

ENLARGED FOOTER

1285 Western Road, London, Ontario, Canada N6G 1H2 • Tel. (519) 432-8353 • Fax (519) 858-5137 • www.brescia.uwo.ca
Affiliated with Western University

1285 Western Road, London, Ontario, Canada N6G 1H2 • Tel. (519) 432-8353 • Fax (519) 858-5137 • www.brescia.uwo.ca
Affiliated with Western University

0.5"

5.1 Stationary

Business Cards

Business cards are available for both faculty and staff at Brescia.

Staff business cards may be ordered by contacting the Administrative Assistant - Vice-Principal, Advancement *(subject to the approval of your manager).*

Faculty business cards can be ordered by contacting the Executive Assistant to the Academic Dean *(subject to the approval of your manager).*

Business card front

2.0"

3.5"

Business card back

5.2 Stationary

Name Badges

Name badges are printed on a silver plaque with the name and position placed below the Bresica logo.

Staff name badges may be ordered by contacting the Administrative Assistant - Vice-Principal, Advancement *(subject to the approval of your manager).*

Faculty name badges can be ordered by contacting the Executive Assistant to the Academic Dean *(subject to the approval of your manager).*

Name Badge

1.0"

3.0"

5.3 Stationary

Envelopes

A variety of envelope sizes have been designed to accommodate all postal needs.

Front
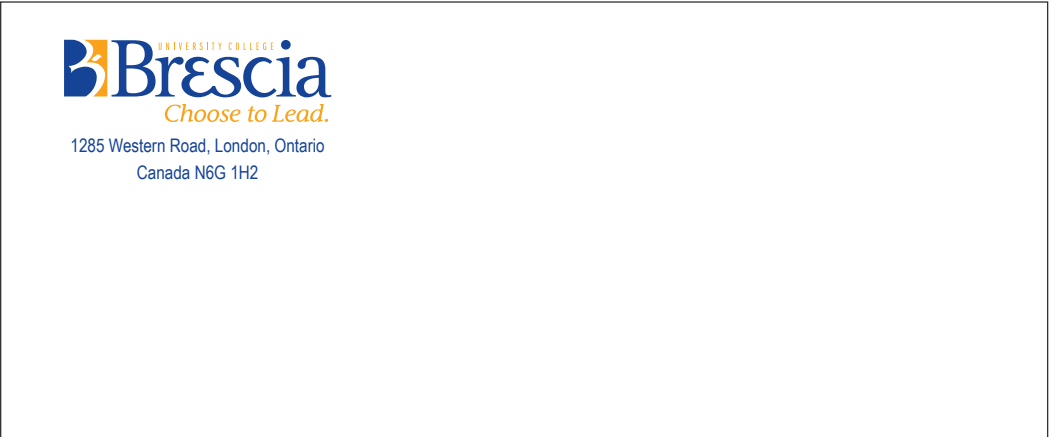
5.4 Stationary

Fax Cover Sheet

The fax cover sheet template is available for download and uses black and white printing.

⬇ **DOWNLOAD FILES**

Fax Cover Sheet

FAX

UNIVERSITY COLLEGE

Brescia
Choose to Lead.

To: **Fax:**

From: **Date:**   7/25/2017

Re: **Pages:**

CC:

Select this text and delete it or replace it with your own. To save changes to this template for future use, click Save As on the File menu. In the Save File As box, choose Document Template. Next time you want to use it, click New on the File menu, and then double-click your template.

NAME, Title
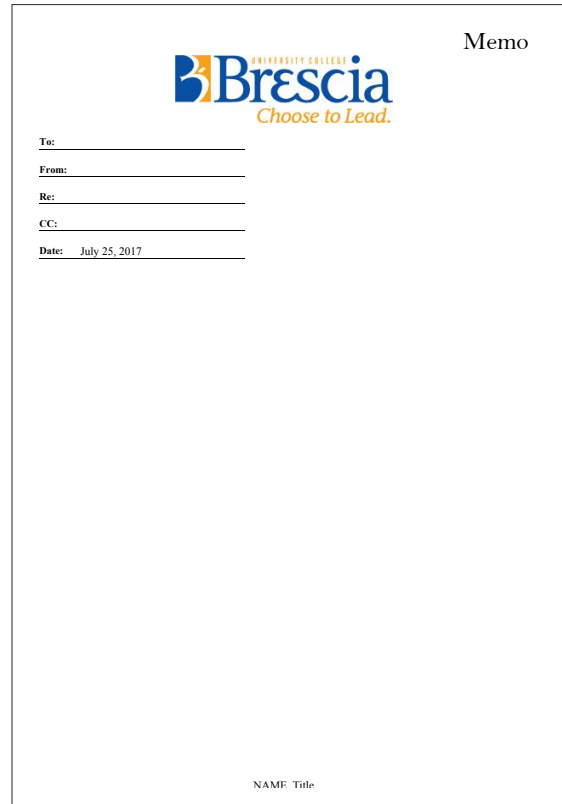
5.5 Stationary

Memo Template
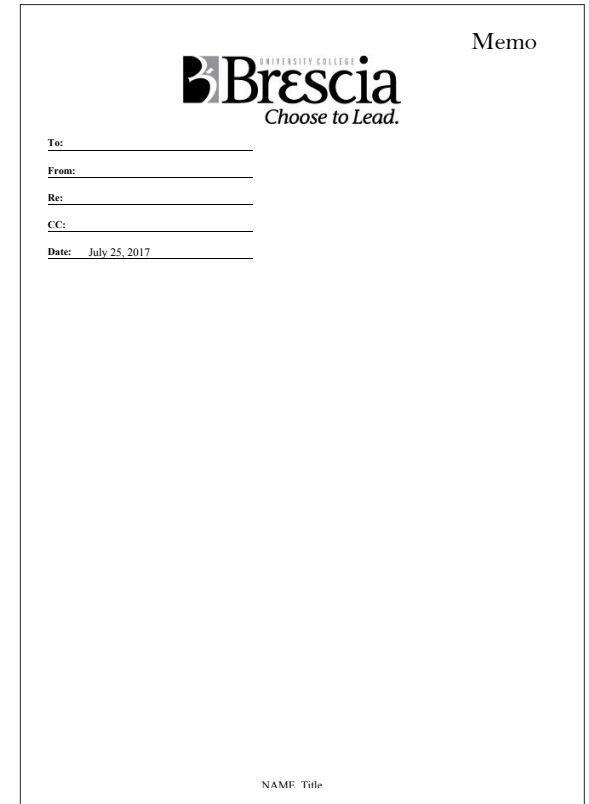
Memo templates are available for download in both colour and black and white printing.

DOWNLOAD FILES

Colour Version

Black and White Version

6.0 Digital

PowerPoint Templates: Blue

Branded PowerPoint templates are available to assist in illustrating Brescia's brand at both internal and external presentations.

The Brescia logo should always be the first and last slide in your presentation.
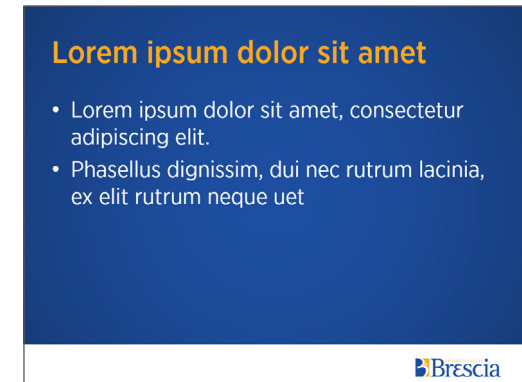
⬇ DOWNLOAD FILES

BLUE OPTION

Opening Slide

Common Slide

Section Head Slide

Closing Slide

6.1 Digital

PowerPoint Templates: White

Branded PowerPoint templates are available to assist in illustrating Brescia's brand at both internal and external presentations.

The Brescia logo should always be the first and last slide in your presentation.
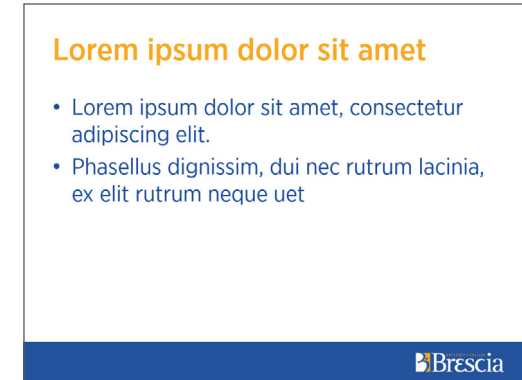
⬇ **DOWNLOAD FILES**

Opening Slide

Common Slide

Lorem ipsum dolor sit amet

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Phasellus dignissim, dui nec rutrum lacinia, ex elit rutrum neque uet

Section Head Slide

New Topic
Title goes here

Closing Slide

7.0 Merchandise

Merchandise

The Brescia logo may be applied to a wide variety of promotional material and merchandise. Please follow the branding guidelines provided throughout this Graphic Standards Manual for appropriate usage and guidelines.

Merchandise samples shown from Bottega @ Brescia (bottega.bresciauc.ca)

Contact

Questions regarding the style guide or
branding elements may be directed to:

Rhea Johnson
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E: rhea.johnson@uwo.ca
T: 519.432.8353 ext.28293