

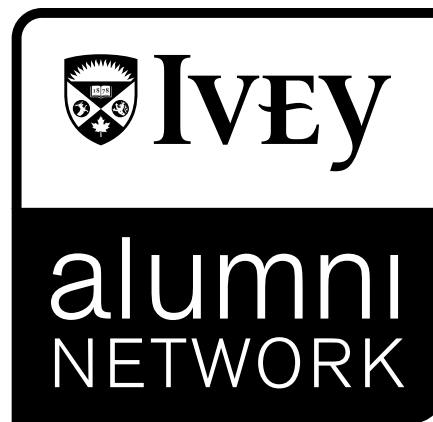


Standards Manual

The Logo



Colour



Black & White

One Colour Use

The Identity should only be used in black where colour is not permitted.

Simplified Shield



Simplified Shield

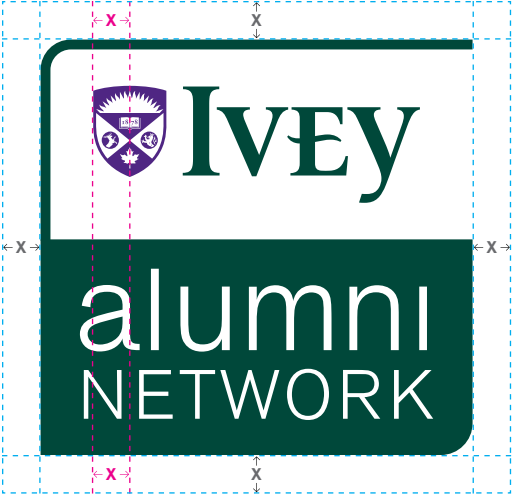
To ensure clear legible reproduction of the shield at very small sizes, Ivey has a "Simplified Shield."

The Simplified Shield should be used when the shield is smaller than 8mm wide.

The Simplified Shield is recommended for use when embossing, debossing, or for foil stamping, such as on stainless steel water bottles or signs and other ephemera.

If required, please request the file from Ivey's Alumni Relations department: kjohnson@ivey.ca

Clearspace



Clearspace

The Identity must be placed within a specific isolation area. This will give the Identity presence when used in combination with other identities or graphic elements.

The clear space is defined by half the width of the shield.

Minimum Sizes



Minimum Sizes

Minimum sizes of the Identity have been established to maintain legibility.

The minimum size for the Logo is 1.3254" wide.

A Simplified Shield is available for use when the shield is smaller than 8mm wide or due to reproduction concerns. Refer to page 3 for use specifications for the Simplified Shield.

Incorrect Use



Do not compress or distort the logo



Do not alter the colours



Do not place on an angle



Do not place on a dark or complicated background



Do not use a screen of the logo



Do not place the logo within a shape



Do not add rules or any other elements



Do not use a drop shadow



Do not change the relationship between the icon and the wordmark

Incorrect Use

These examples show improper use of the Identity. Any change from the approved Identity is not permitted.

The Identity must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Always reproduce the Identity from approved electronic artwork only.

These examples are not intended to form a complete list.

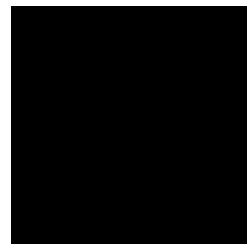
Colours



Ivey Green
PMS 3308
C 100
M 0
Y 60
K 72
R 3
G 70
B 56
Hex #034638



Purple
PMS 268
C 82
M 100
Y 0
K 12
R 88
G 44
B 131
Hex #582C83



Black
Process Black
C 0
M 0
Y 0
K 100
R 0
G 0
B 0
Hex #000000



Grey
PMS Cool Gray 10
C 0
M 0
Y 0
K 72
R 99
G 102
B 106
Hex #63666A



White
C 0
M 0
Y 0
K 0
R 255
G 255
B 255
Hex #FFFFFF
Transparency 90%

Colours

Green is an integral part of Ivey's history and identity. Purple is integral to Western as an educational institution and community. Support colours to be used in conjunction with these 2 colours are grey, black and white as shown.

The restrained colour palette is essential to capturing and conveying the Ivey brand. Never use unapproved colours, or create a new colour palette.

Colours in PowerPoint and Word should use the RGB values shown here. Hex colours can be used for web applications.

*The PANTONE® Colour Standards is a colour matching tool used by industry for reproducing colours consistently across various print mediums.

*Consult current PANTONE® Publication for accurate colour.

The colours shown on this page and throughout this manual have not been evaluated by PANTONE® for accuracy and may not match the PANTONE® Colour Standards.

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Secondary Colours



Light Grey
PMS Cool Grey 7

C 0
M 0
Y 0
K 47

R 151
G 153
B 155

Hex #97999B



Warm Grey
PMS 416

C 28
M 18
Y 29
K 51

R 126
G 127
B 116

Hex #7E7F74



Light Warm Grey
PMS 414

C 13
M 8
Y 17
K 26

R 168
G 169
B 158

Hex #A8A99E



Sand
PMS 4525

C 9
M 12
Y 47
K 18

R 197
G 183
B 131

Hex #C5B783

Secondary Colours

The secondary colour palette can be used as an accent to the primary colour palette, as required.

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Typography - Sans Serif

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Benton Sans Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()*

Benton Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Benton Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Typography - Sans Serif

The primary font to be used is Benton Sans.

Benton Sans Book is the preferred weight for body copy in publications.

Benton Sans Medium and Bold should be used for heads, sub-heads and call-outs. Do not set entire documents or paragraphs in Bentons Sans Medium or Bold.

Benton Sans Bold should not be used for typesetting of large sections of body copy.

Benton is not a standard font and there is no need to purchase it for everyday use.

Arial is an acceptable alternative to Benton.

Typography - Serif

Walbaum

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Walbaum Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()*

Typography - Serif

The serif font to be used is Walbaum. Use should be limited to headlines and main headings. Walbaum Italic should be used only if necessary.

Do not typeset large amounts of copy in Walbaum. The primary typeface is Benton Sans.

Walbaum is not a standard font and there is no need to purchase it for everyday use.

Georgia is an acceptable alternative to Walbaum.

Typography - PC & Web Safe

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Typography - PC & Web Safe

Benton and Walbaum are not standard fonts and there is no need to purchase them for everyday use.

Arial and Georgia are acceptable alternatives to Benton and Walbaum.

Contact

For more information
please contact:

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