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 of the Identities have been established to maintain legibility.

The minimum size for the Logo is 1" wide.

The minimum size for the Full Signature is 1.0625" wide.

A Simplified Shield is available for use when the shield is smaller than 8mm wide or due to reproduction concerns. Refer to page 5 for use specifications for the Simplified Shield.

Minimum Size
Logo

1"

Minimum Size
Full Signature

1.0625"

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 gray, black and white as shown.
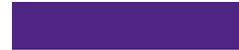

Ivey Green
PMS 3308
C 100 **M** 0 **Y** 60 **K** 72
R 3 **G** 70 **B** 56
Hex #034638

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%

Typography: Sans Serif

The primary font to be used is Benton Sans. Benton Sans Book is the preferred weight for body copy in publications.

Typography: Serif

The serif font to be used is Berthold Walbaum. Use should be limited to headlines and main headings. Do not typeset large amounts of copy in Walbaum.

Typography: PC & web safe

Where Benton Sans is unavailable, the use of Arial is permitted. Additionally, Georgia should be used if Walbaum is unavailable.

Sub brand unit artwork

You may use the sub-brand unit artwork as primary branding on school or college print collateral and websites. However, the master logo should appear on all print collateral in a secondary position, e.g., the back cover.

Note clearspace guidelines on this page.

One Colour Use

The Identity should only be used in black where colour is not permitted. The Identity in black can be used on stainless steel water bottles or wayfinding and signage and other ephemera, as well as, exceptional print circumstances (newspapers, black and white digital reproduction, etc.)

The reverse version of the Identity should be used in white.

Positive version

Reverse version

If you have any questions, please go to **ivey.uwo.ca/iveybrand/contact-us** to submit your inquiry.

When you are developing marketing communications, we recommend that you refer to the full guide. Please visit the website **ivey.ca/iveybrand** for more information.