Standards Manual
The Ivey Brand

Visual Identity is a sharply functional thing. Not only must it serve as the focal point of a communication design system, for digital applications, for stationery, for reports and marketing materials, it is often the only medium through which a large sector of the public will identify our school and its offerings.

The design of a visual identity thus becomes an undertaking of the most exacting acuity. It should be distinctive and memorable. Furthermore, it should be practical and easily adapted to a variety of applications. It should be reproducible on the web, in print, in one or two colours, large and small. Its purpose is to identify appropriately, to lend authority, to inform, to persuade and to help create the right visual climate in which we can operate and excel.

We have consolidated the Ivey Visual Identity. We added the Western University shield. We have refined letterforms. We now have a more succinct name: **Ivey Business School**, and we have created a clear hierarchy of brand architecture through a detailed typographic system. In the overall system, all graphic elements, the shield, typography, images and colour work together to reinforce the Ivey Identity and build a bold, and distinct image for our School.

The goals of the Ivey Visual Identity:

- To communicate more powerfully through a consistent representation of the Ivey brand
- To create a clear association with Western
- To look contemporary and relevant to leverage the brand equity in the Ivey name and wordmark
- To save time and resources by streamlining the design process of communication materials

Above all, our new visual identity will bring focus and understanding of our promise to be one of Canada's, and the world's, pre-eminent business schools.
1.1 The Logo

The Logo is the most important visual components of the brand identity.
Its function is to clearly and strongly identify our School. Its typography and colour are unique.
Used consistently it will be associated with excellence and all the qualities our institution represents.
This page shows the Logo, a combination of the wordmark, and Western shield.

Wordmark
The custom Ivey Wordmark is a refinement of the previous iteration.
The Logo is a custom element and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the Identity is not acceptable.
The Watermark and the transparent white version of the Logo are only for use when a white background is not an option. A white background is always required for the full colour or positive version.
1.2 The Full Signature

The Full Signature incorporates the name of the Faculty along with the descriptor and locator. The Full Signature should be used in formal context and outside of Canada when it is important to clarify that Ivey is the Faculty of Business at a university and that university is Western University in Canada.
1.3 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. Refer to page 11 for minimum size specifications.

The Simplified Shield must always accompany the “Ivey” wordmark. It must never be used on its own.

The Simplified Shield must never be altered.

Redrawing or manipulating the Simplified Shield compromises the integrity of the Ivey brand.

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

Use of the Simplified Shield requires approval from Ivey’s marketing department: marketing@ivey.ca
1.4 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.
1.5 White Box Use

In cases where the colour Identity needs to be used on an image, it should be placed in a white box, according to the clearspace area as defined on page 10.

Use of the identity in the white box requires approval from Ivey’s marketing department: marketing@ivey.ca
1.6 Full Signatures

A logo system has been developed for all the programs and campuses. No new logo configurations should be developed without consulting Ivey's marketing department: marketing@ivey.ca

Program logo examples

Program full signature examples

Full Signatures

Program logo with location example

Program full signature with location example
1.7 Unit Logos and Full Signatures

A logo system has been developed for all Ivey units. No new logo configurations should be developed without consulting Ivey’s marketing department: marketing@ivey.ca
1.8 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.
1.9 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.
1.10 Incorrect Use

Do not compress or distort the logo

Do not alter the colours

Do not place on an angle

Do not use the previous version of the logo

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

Do not use a different font

Do not use the wordmark on its own

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.
2.1 Colours

Ivey Green
PMS 3308

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>0</td>
<td>60</td>
<td>72</td>
</tr>
</tbody>
</table>

Purple
PMS 268

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>82</td>
<td>100</td>
<td>0</td>
<td>12</td>
</tr>
</tbody>
</table>

Black
Process Black

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>

Grey
PMS Cool Gray 10

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>72</td>
</tr>
</tbody>
</table>

White

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Hex #034638
Hex #582C83
Hex #000000
Hex #63666A
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 gray, 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. Can use Hex colours for web applications.

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

*Consult current PANTONE® Publication for accurate colour.

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

PANTONE® is the property of Pantone LLC.
2.2 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 185
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 #A8A9E

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.

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 printing 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.

PANTONE® is the property of Pantone LLC.
3.1 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 !@#$%^&*()
3.2 Typography – Serif

Walbaum

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

Walbaum Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()
3.3 Typography – PC & Web Safe

Arial Regular

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

Arial Bold

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

Georgia Regular

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

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()
4.1 Stationery – Business Cards

The business card contact information is set in Benton Sans, 7 pt on 9 pt leading. The name is set in Benton Sans Bold, the title in Benton Book Italic and the email address in Benton Sans Book.

The address information is set in Benton Sans Book 7 pt on 9 pt leading. Website address and tagline are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

Business cards can be ordered on-line. The on-line ordering system will be available by April 5th.

It is acceptable and preferred that your program or unit use up any existing Ivey business cards.

Stationery – Business Cards

The business card contact information is set in Benton Sans, 7 pt on 9 pt leading. The name is set in Benton Sans Bold, the title in Benton Book Italic and the email address in Benton Sans Book.

The address information is set in Benton Sans Book 7 pt on 9 pt leading. Website address and tagline are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

Business cards can be ordered on-line. The on-line ordering system will be available by April 5th.

It is acceptable and preferred that your program or unit use up any existing Ivey business cards.
Stationery – Letterhead

Margins:
- Left: 1.125”, Right: 0.625”
- Top: 3.125”, Bottom: 0.625”

Copy is set in Arial 10 pt on 13 pt leading and full line spaces between paragraphs, with no indent or tab. Use 2 full line spaces between subject of the letter and salutation. Use 3 full line spaces for the signature space.

The text box is never to exceed 6.75” wide and 6.75” long as shown in the diagram. Begin the copy 2.25” from the top. The copy should begin 1.125” from the left of the page and the type box should not exceed 6.75” wide.

Stationery can be ordered on-line. The on-line ordering system will be available by April 5th.

Ivey Stationery (not program or unit specific) will be available in the Ivey Mail Room soon.

Second sheet letterhead is blank and will also be available through the Ivey Mail Room soon.

For further questions please contact marketing@ivey.ca

4.2 Stationery – Letterhead

Ivey Business School at Western University
1255 Western Rd., London, ON  Canada  N6G 0N1

February 16th, 2013

M. Smith
123 Main Street
Toronto, ON
M5A 2N6

Dear M. Smith,

Kind regards,

Mrs. Tremblay
February 16th, 2013

M. Smith
123 Main Street
Toronto, ON
M5A 2N6

Dear M. Smith,

Tate con repelec estiatu ribus, uilliatore nonscd quam, si cus, sae sectat a pernam et hicti aut estiosa nulpa
doluptati nihilquequae dotorum fugiatquip omnium fugt quibudae core, venne por sum etuus, utempos qui beat
accus, quas enihili evel ist, odiiciendae dotorum aut as ut porautorunt. Namus as exersperit arum facculrande
damus aspici reipratus num, ut exerum a dotorum essaqui sidipasam, omnis laboronia pos et ma conexipere sare
dolerant is magnim fugtia cum nonseqae votoruem re estiam autem sunt.

Si tem harum velibus ciendi dolorporita sa si reperiaorum evidend eos nonse maio que rautur? Non exped
no moluptia aiilius doluptat autendit quatumem uciur? Emporerat. Rum imus doluptat ape rempore sequia es
unt mo modis none qui il luntin porehentores conseqae moluptatia sinceram reci tempedatiam. Cillt, simi, quale
inhil, ooces, te parchi inveris doluptaqii acupadt di eiciati nctur? Caastet, teassuilem quis consedipit ut lital
exploratis bearchic le aut quis consoleseqeur autem propelled, commis apeliberro et ped.

Quaenmi antemol uplati suntur, quiddior mosd dit, quatturio ium latempore, volupid sieat, aetarlas doluptarqui
dorum velia dero isappti aquadalelis estium, omniti, cuptr res volotur sunt fugia veriat quasi doluptatem harum
apienecum ipid quasia re susdant, quasie vendis accus moluptatem es diorsem ponecaboria voluplaria anuptut
aliquam busdam int qual quis re ne dolorein motoreni aliai dellonibus.

Kind regards,

Mrs. Tremblay

Copy should not extend below this line. Begin a new page.

For further questions please contact marketing@ivey.ca
4.3 Stationery – Envelopes

No. 10 Envelope prints on Cougar, Smooth, 70 lb. Text.
9 x 12” Envelope prints on Cougar, Smooth, 70 lb. Text.
10x 13” Envelope prints on Cougar, Smooth, 70 lb. Text.

Stationery can be ordered on-line. The on-line ordering system will be available by April 5th.
Ivey Stationery (not program or unit specific) will be available in the Ivey Mail Room soon.
It is acceptable and preferred that your program or unit use up any existing Ivey stationery.

For further questions please contact marketing@ivey.ca
4.3 Stationery – Envelopes, Sub-brand

Stationery – Envelopes
No. 10 Envelope prints on Cougar, Smooth, 70 lb. Text.
9 x 12” Envelope prints on Cougar, Smooth, 70 lb. Text.
10x 13” Envelope prints on Cougar, Smooth, 70 lb. Text.
Stationery can be ordered on-line. The on-line ordering system will be available by April 5th.
Ivey Stationery (not program or unit specific) will be available in the Ivey Mail Room soon.
It is acceptable and preferred that your program or unit use up any existing Ivey stationery.
For further questions please contact marketing@ivey.ca
4.5 Email Signature

Ivey has created a corporate email signature to project a distinct identity and to achieve consistency in our communication. The email signature will include essential information, such as contact details and the University website address.

Staff should not change the font type, size or colour to maintain a uniform signature design and to project a more professional image in our official email correspondences. Please do not include any other images or text (e.g., quotations) in your email signature.

It is acceptable to use a program or unit logo for your email signature. Appropriately sized logos and instructions for email signatures can be found at ivey.ca/iveybrand

Name: Arial Bold 12 pt, black
Title: Arial Regular 12 pt, black
Ivey Business School at Western University: Arial Bold 12 pt, green, R: 3 G: 70 B: 56
The address and website: Arial Regular 12 pt, black
Do not alter the nomenclature shown here.
5.1 Website

All Ivey Websites have a common header and footer. The header will always include the Ivey Logo and the footer will always include the Ivey Full Signature.
7.1 Digital Applications – Facebook

Digital Applications
Please connect with the Ivey Digital Services team prior to creating any new social media channels or portals.

The team will provide social icons and best practices for getting started.

Contact: web@ivey.ca
7.2 Digital Applications – LinkedIn

Please connect with the Ivey Digital Services team prior to creating any new social media channels or portals. The team will provide social icons and best practices for getting started.

Contact: web@ivey.ca
Digital Applications

Please connect with the Ivey Digital Services team prior to creating any new social media channels or portals.

The team will provide social icons and best practices for getting started.

Contact: web@ivey.ca
7.4 Digital Applications – Twitter

Digital Applications
Please connect with the Ivey Digital Services team prior to creating any new social media channels or portals.

The team will provide social icons and best practices for getting started.

Contact: web@ivey.ca
8.1 Souvenirs and Ephemera

The Logo will be applied to a wide variety of materials and ephemera. Please utilize the guidelines given throughout this Graphic Standards Manual (to apply graphics). Do not separate the shield from the wordmark unless approved by the communications department. It is important to follow the guidelines provided to ensure the integrity of the Ivey brand is strong and consistent.

All requests for Ivey merchandise design and custom ordering should begin with an email to marketing@ivey.ca or Ivey Trading Company. A licensing policy is currently under review.
8.2 Souvenirs and Ephemera

Souvenirs and Ephemera
It is important to follow the guidelines provided to ensure the integrity of the Ivey brand is strong and consistent.

All requests for Ivey merchandise design and custom ordering should begin with an email to marketing@ivey.ca or Ivey Trading Company. A licensing policy is currently under review.
Contact

For more information please contact:

Stephanie Brooks  
Director, Marketing and Recruitment  
Marketing, Communications and Public Affairs  
sbrooks@ivey.ca

1255 Western Rd.  
London, ON Canada N6G 0N1  
t. 519.661.3434  
f. 519.661.4027  
ivey.ca