The Ivey Brand

Through the use of the Ivey brand we communicate to the world our tradition of excellence, innovation and educating leaders and future leaders from around the globe. We send a powerful message about belonging and what we believe in when we wear the Ivey brand.

Ivey merchandise is designed to be aesthetically pleasing and of universal high quality. The standards outlined in this Merchandise Standards Guide form part of the larger Ivey “brand experience” and are an important part of how we represent ourselves in the community and to the world.
Policies and Standards


**Ivey Standards Manual**

For use by any internal or external parties working with the brand, providing the full standards for the use and treatment of the visual identity.


We do not permit the use of the Ivey Visual Identity on the following categories of products: alcohol, smoking paraphernalia (lighters, ashtrays, etc.), items of sexual orientation, any goods that include unfavourable references to race, religion, sex, national origins or disabilities, and any items in poor taste, including bathroom products or undergarments.

The purpose of this Merchandise Standards Guide and related supporting documents outlined above are to maintain the high quality of our brand and ensure proper authority in developing merchandise.

*The term “visual identity” includes the Ivey Business School full signature, the Ivey logo, full signatures and logos for all Ivey programs and campuses, and full signatures and logos for all Ivey units.*
1.0 Brand Logo, Full Signature and Simplified Shield

The logo is the preferred version for use on clothing and promotional items.

**Full Signature**
The full signature incorporates the name of the Faculty along with the descriptor and locator and should be used sparingly. The full signature is not permitted for use on children's wear.

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

**Sizing Specifications for Use**
As the preferred version, the logo may be used in most circumstances, ensuring that legibility is preserved.

The full signature should NOT be used when the logo is smaller than 3.5” wide unless it is for high-quality silk-screening on a smooth surface.

The simplified shield should be used when the logo is smaller than 3.5” wide.

See page 7 for size specifications for debossing and subtle usage.

**For questions regarding use of the logo, full signature or simplified shield, please contact Ivey Trading Company:**
marketing@ivey.ca.
2.0 Colour Palette

The Ivey merchandise colour palette includes Ivey Green, Purple, Black, White, Light Grey and Medium Grey as shown here.

Use of purple
Purple is only for use as part of the shield on a Green, White, Light Grey or Medium Grey background (see page 6).

Purple is not acceptable as a background colour on any promotional items.
It is important to match colour choices as closely as possible to the approved Pantone codes to ensure consistency.

Never use unapproved colours or create a new colour palette.

*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.
## 3.0 Logo & Full Signature Usage

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>Full Colour Logo</th>
<th>Full Colour Full Signature</th>
<th>Black Logo</th>
<th>Black Full Signature</th>
<th>Reverse White Logo</th>
<th>Reverse White Full Signature</th>
<th>Reverse Colour Logo</th>
<th>Reverse Colour Signature</th>
<th>Subtle/Grey Logo Application (limited use)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE</td>
<td><img src="image1" alt="Ivey Logo" /></td>
<td><img src="image2" alt="Ivey Full Logo" /></td>
<td><img src="image3" alt="Ivey Black Logo" /></td>
<td><img src="image4" alt="Ivey Black Full Logo" /></td>
<td><img src="image5" alt="Ivey Reverse White Logo" /></td>
<td><img src="image6" alt="Ivey Reverse White Full Logo" /></td>
<td><img src="image7" alt="Ivey Reverse Colour Logo" /></td>
<td><img src="image8" alt="Ivey Reverse Colour Signature" /></td>
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<tr>
<td>LIGHT GREY</td>
<td><img src="image1" alt="Ivey Logo" /></td>
<td><img src="image2" alt="Ivey Full Logo" /></td>
<td><img src="image3" alt="Ivey Black Logo" /></td>
<td><img src="image4" alt="Ivey Black Full Logo" /></td>
<td><img src="image5" alt="Ivey Reverse White Logo" /></td>
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<td><img src="image7" alt="Ivey Reverse Colour Logo" /></td>
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<tr>
<td>MEDIUM GREY</td>
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<td><img src="image8" alt="Ivey Reverse Colour Signature" /></td>
<td><img src="image9" alt="Ivey Subtle/Grey Logo" /></td>
</tr>
<tr>
<td>CHILDREN’S APPAREL (limited use)</td>
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<td><img src="image2" alt="Ivey Full Logo" /></td>
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<td><img src="image4" alt="Ivey Black Full Logo" /></td>
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<td><img src="image8" alt="Ivey Reverse Colour Signature" /></td>
<td><img src="image9" alt="Ivey Subtle/Grey Logo" /></td>
</tr>
</tbody>
</table>
4.0 The Logo & Full Signature: Subtle use and debossing

**Grey Logo Use**
The grey version of the Ivey logo can be used on a Grey, Green or Black background. This version of the logo should be used sparingly and only when the applications are small and discreet.
Pantone Cool Grey 9 or 10 is the standard. Always compare colour density to ensure legibility of the Ivey logo or full signature.

*When using the subtle colour scheme, it is imperative that the sun in the crest appear to be in the lighter colour. Please gain approval to ensure application is correct.*

These are the only acceptable uses of the grey logo.

**Sizing Specifications for Use**
Acceptable use for the grey logo is 3” wide or smaller and as such, should use the simplified crest.

*Full signature should not be used any smaller than 2” wide.*

**Debossing**
When using the Ivey logo as a deboss, the positive version of the logo should be used. As a guide, the sun should not be recessed.

*If you have any further questions, please contact Ivey Trading Company: marketing@ivey.ca.*
4.1 The Logo & Full Signature: Embossing

Embossing
When using the Ivey logo as an emboss, the negative version of the logo should be used. As a guide, the purple parts of the shield should be recessed, with the white parts raised. That means the sun should not be recessed.

Sizing Specifications for Use
If the finished product is 3” wide or smaller, the simplified crest should be used. Full signature should not be used any smaller than 2” wide. Certain processes such as a metal die might require the simplified crest even at a larger size.

If you have any further questions, please contact Ivey Trading Company: marketing@ivey.ca.
5.0 Common Merchandise Placement

There are a number of acceptable placements for the logo or full signature on common merchandise.

**Large Placement**
When used in a large size (5” to 10”), the logo should be centered on the front of the shirt. It should be placed approximately 4” from the neckline.

**Small Placement**
When using a small size, placement is acceptable in the following locations:
• Left chest
• Centered on pocket
• Right side on pocket (ONLY when clothing has a pocket with top edging)
• Upper left sleeve
• Lower left sleeve
• Back of hood (on hoodies)
• Back of collar or mock neck
• Bottom of right front or back

For all embroidery, the simplified shield should be used. The Ivey logo is preferred here rather than the full signature (however, it is permitted).

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.
6.0 Other Merchandise: Zipups and Cardigans

Other Merchandise

There are a select number of acceptable placements of the logo or full signature on other merchandise such as zipups and cardigans.

A quarter-zip shirt is the only option where placing a large size version (5” to 10”) of the logo is acceptable. In this case, the logo should be centered on the front of the quarter-zip shirt and positioned at least 1” from the bottom of the zipper.

Using a large version of the logo is NOT permitted on half-zip shirts.

For half-zip, full-zip shirts and cardigans, a small Ivey logo (1.5”–3”) can also be placed on the left breast centered between the zipper and the side seam.

Please see page 12 for the Collegiate typography option on full-zip sweatshirts.

For all embroidery, the simplified shield should be used.

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.
6.1 Other Merchandise: Sweatpants and Hats

Sweatpants
When used on sweatpants, the small logo (5” and smaller) should be placed on the left hipbone or under a pocket. A large logo may also be placed vertically on the left leg approx 8”–10” from the waist seam. The logo should be oriented with the shield towards the top. **It is not acceptable to place the Ivey logo or full signature on the back of sweatpants or across the seat area.** When used at sizes smaller than 3.5”, and for all embroidery, the simplified shield should be used.

Hats
The primary position of the logo is 4”–5” wide and centred on the front of the hat. Alternatively, a small logo (under 3-1/2” wide) can be positioned on the back of the hat, centred above the adjustable strap. For all embroidery, the simplified shield should be used.

**All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.**
6.2 Other Merchandise: Mugs and Business Card Holders

Mugs
The logo should be vertically centered on mugs and ideally placed on one, or both sides of the mug.

Business Card Holders
There are 2 options for placement on business card holders.
A large logo may be vertically and horizontally centred on the front of the holder and take up approximately 60-70 percentage of the visual space. It is important to ensure the clear space, as indicated on page 4, is maintained.
A small logo may also be used on the front of the holder in the lower right quadrant with equal space to the right and the bottom.

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.
6.3 Other Merchandise: Glass Products

**Etched Glass**
When etching the Ivey signature or logo on glass (ex: mugs, glass cups, awards), the Debossing rules must be followed. Per the image, all dark areas must be etched/debossed.

**Printed Glassware**
When using the Ivey signature or logo on clear glass (ex: mugs, glass cups) in the form of silk screening, heat transfer or vinyl, the Reversed White OR Full Colour signature/logo may be used. For glassware, the logo should be vertically centered and ideally placed on one, or both sides.

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.
6.4 Other Merchandise: Metal Engraving

Engraving
When engraving (laser or similar) the Ivey signature/logo on products where a metallic subsurface will be exposed, the negative crest must be used (Fig. 1-2). The only exception is engraving on a white product with a metallic subsurface. In this case, the positive logo must be used. The sun should remain white (Fig. 3).

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.
Hoodies — Collegiate Typography

It is also acceptable to use Ivey’s approved Collegiate Typography—Stymie Bold Condensed—in all caps. This alternate typography is ONLY acceptable for use on either the hoodie or full zip hoodie.

Placement of the all caps IVEY should be centered on the chest and with even letter spacing.

Any supporting text such as “property of…”, “business school” or “class of” should be typeset in Benton Sans or Arial (see page 14 and page 15).

The above supporting text MAY NOT be used on any other merchandise, hoodies are the only acceptable usage.

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.
8.0 Sub-branding and Co-branding

Sub-branding and Co-branding

In all sub-branding cases, the specifications outlined in on page 8 should be maintained for the placement of the Ivey logo.

There are a number of acceptable placements for locating co-branding:

• Back collar
• Back mock collar
• Upper left sleeve
• Back
• Back of hood
• Full chest
• Left chest (small logo only)
• Bottom of right front or back (small logo only)

When the logo is used in conjunction with support text or copy, the small version of the logo may be placed in the lower right below the copy. This is the only approved use of this placement.

The Ivey logo and co-branded logo must NOT be in the same location. Each must have their own placement on the merchandise. The only exception is formal, approved school brands such as MBA, program sections, business school, etc.

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.
Ivey Merchandise Standards Guide

9.0 Primary Typography

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 !@#$%^&*()
9.1 Alternate Typography

**Stymie BT Extra Bold Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Arial Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*
```

**Arial Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*
```

**Arial Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*
```

Alternate Typography

Stymie Extra Bold Condensed may be used in all caps only on hoodies and full-zip sweatershirts (see page 12). In situations where Benton Sans is not available, Arial Regular, Bold and Italic are an acceptable substitute.

If you have any further questions, please contact Ivey Trading Company: marketing@ivey.ca.
Children’s Apparel

For all applications on the children’s colour palette, the reverse white logo should be used.

Acceptable placements include centred on chest and centred on back below neck seam.

Support Text

There are two acceptable placements for support text and the logo.

When the support text is a single line on the front of apparel, the logo should be smaller and centred below. When the support text is 2 or more lines, the Ivey logo should be placed on the back of the apparel below the neck seam.

It is also acceptable to include small support text on the back below the neck line.

The full signature should never be used on children’s apparel.

For all embroidery, the simplified shield should be used.

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: marketing@ivey.ca.
11.0 Examples

There are a wide range of designs possible for Ivey merchandise as illustrated below. All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company.

If you have any further questions, please contact Ivey Trading Company: marketing@ivey.ca.
11.1 Examples of Formal Approved Brands

There are a wide range of designs possible for Ivey merchandise as illustrated below. All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company.

If you have any further questions, please contact Ivey Trading Company: marketing@ivey.ca.
Contact

For more information please contact:

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