



Merchandise Standards Guide

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 Business School's Visual Identity* Standards Manual and Vendor Licensing Policy exist to protect the name and visual identity of the Ivey Business School and ensures proper authorization for the use of the Ivey Visual Identity.

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.

www.ivey.ca/cmsmedia/644798/ivey-standards-manual.pdf

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 with Simplified shield



The Full Signature with Simplified shield



The clearspace around the logo and full signature should always be at least the width of half a shield

Logo

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.

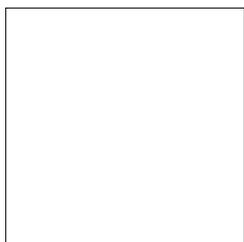
The full signature should NOT be used when the logo is smaller than 3.5" wide unless it is for high-quality silk-screening on a smooth surface.

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: iveystore1@ivey.ca.

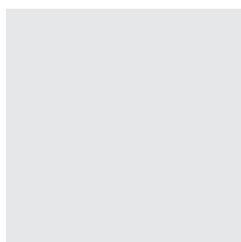
2.0 Colour Palette



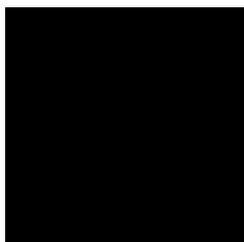
White



Medium Grey
PMS Cool Gray 6 or 7



Light Grey
PMS Cool Gray 2



Black
Process Black



Ivey Green
PMS 3308



Purple
PMS 268
(only used as a colour
in the shield)

Colours

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.

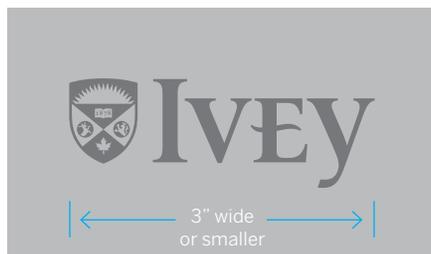
PANTONE® is the property of Pantone LLC.

3.0 Logo & Full Signature Usage

COLOUR	Full Colour Logo	Full Colour Full Signature	Black Logo	Black Full Signature	Reverse White Logo	Reverse White Full Signature	Reverse Colour Logo	Reverse Colour Signature	Subtle/Grey Logo Application (limited use)
WHITE									
LIGHT GREY									
MEDIUM GREY									
IVEY GREEN									
BLACK									
CHILDREN'S APPAREL (limited use)									

4.0 The Logo & Full Signature: Subtle use and debossing

Subtle Use/Grey Logo



Debossing



The sun and all lighter areas should not be recessed

The wordmark and all dark areas should be recessed

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: iveystore1@ivey.ca.

4.1 The Logo & Full Signature: Embossing

Pin



Metal Badge



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: iveystore1@ivey.ca.

5.0 Common Merchandise Placement



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

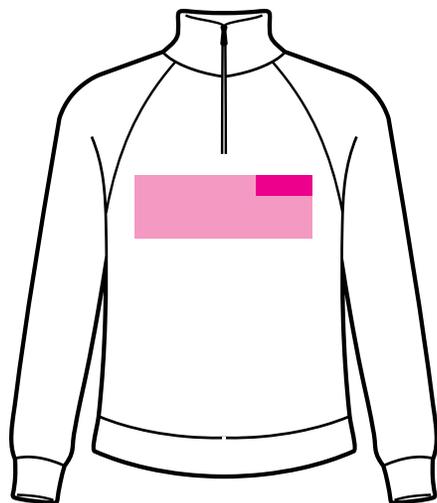
When using a small size, placement is acceptable in the following locations:

- 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

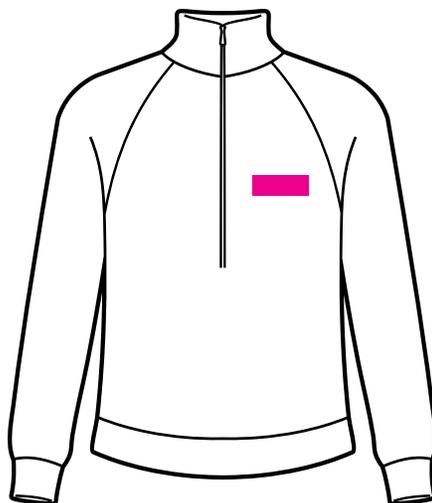
For all embroidery, the simplified shield should be used. The Ivey logo is preferred here rather than the full signature (however, it is permitted).

All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: iveystore1@ivey.ca.

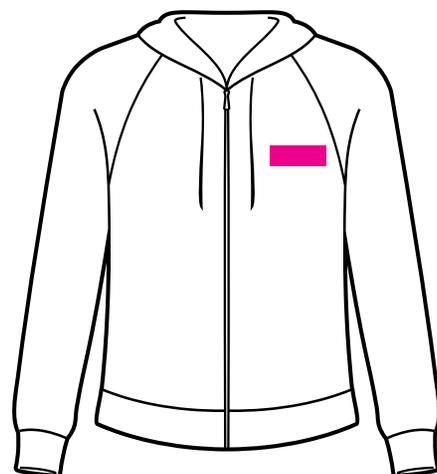
6.0 Other Merchandise: Zipups and Cardigans



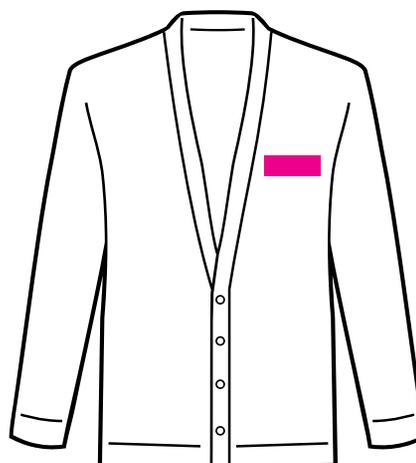
1/4 zip: full chest and small logo options



1/2 zip: small logo on left chest only



Full zip: small logo on left chest only



Cardigans: small logo on left chest only

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.

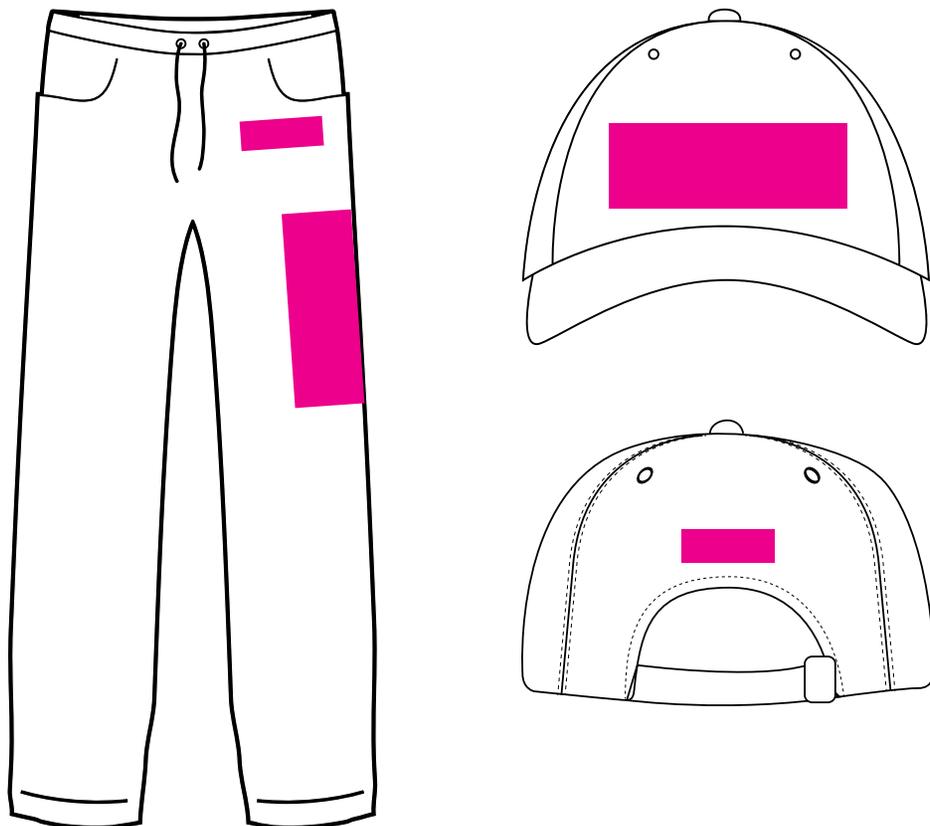
For **half-zip, full-zip** shirts and **cardigans**, a small Ivey logo (1.5"–3") can also be placed on the left breast centered between the zipper and the side seam.

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: iveystore1@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: iveystore1@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: iveystore1@ivey.ca.

6.3 Other Merchandise: Glass Products

Etched glassware



Printed glassware



Etching



The wordmark and all dark areas should be etched

The sun and all lighter areas should not be etched

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: iveystore1@ivey.ca.

6.4 Other Merchandise: Metal Engraving

Fig. 1-2



Fig. 3



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: iveystore1@ivey.ca.

7.0 Collegiate Typography



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.

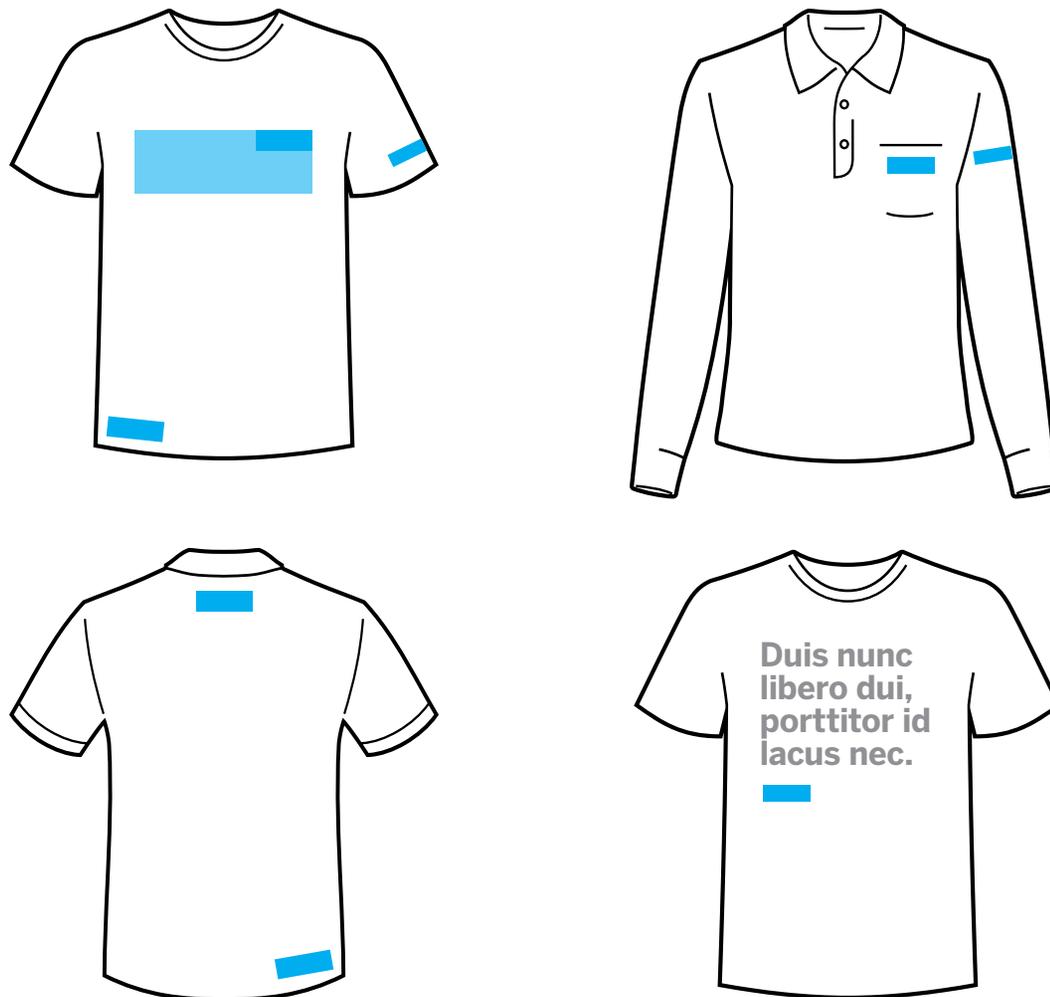
Placement of the all caps IVEY should be centered on the chest and with even letter spacing.

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: iveystore1@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: iveystore1@ivey.ca.

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 !@#\$%^&*()

Primary Typography

Benton Sans should be used for all support typography and may be used in Book, Book Italic, Medium and Bold.

If you have any further questions, please contact Ivey Trading Company: iveystore1@ivey.ca.

9.1 Alternate Typography

Stymie BT Extra Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

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

Arial Italic

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

Arial Bold

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

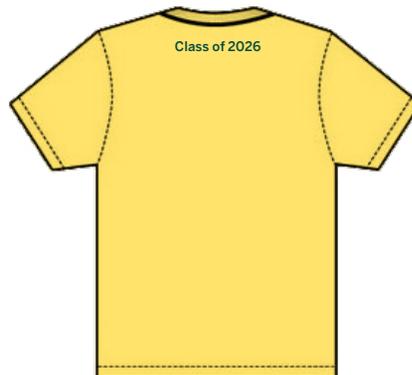
Alternate Typography

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: iveystore1@ivey.ca.

10.0 Children's Apparel



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.

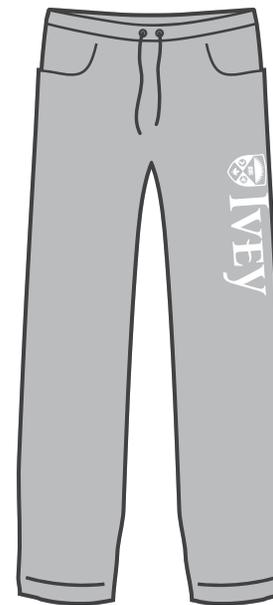
All requests for Ivey merchandise design and custom ordering should begin with an email to Ivey Trading Company: iveystore1@ivey.ca.

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: iveystore1@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: iveystore1@ivey.ca.



Front



Back



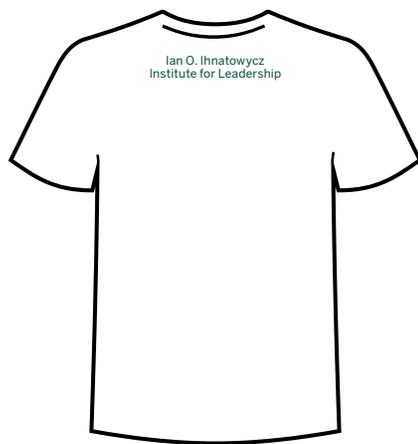
Front



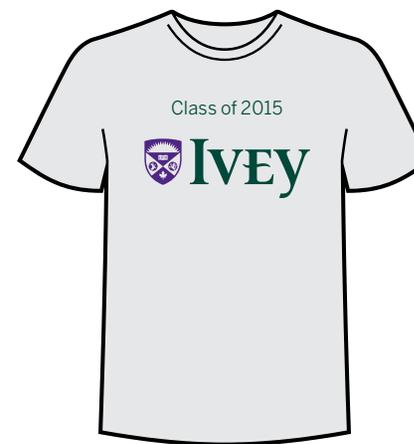
Back



Front



Back



Back of Collared shirt

Contact

For more information
please contact:

Ivey Trading Company
iveystore1@ivey.ca

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