



THE IVEY
ACADEMY

Brand Standards Manual



The Logo

While a logo may be the first point of contact for both our clients and our employees, it stands for much more than just our name. Our brand is everything we say and do in the process of delivering our services and our end product. Consistent and clear communication will help grow and maintain our brand and build recognition. This recognition enhances reputation and offers opportunities for longevity and growth.

These logo guidelines will help ensure there is consistency across all visual platforms. Guidelines are intended to help with internal quality control as well as with external contacts such as printers and sponsorship partners. They are our insurance against misuse and should be delivered to every external supplier and monitored by a brand watchdog internally.





Protected Space & Minimum Size

Keeping the logo at a legible size and isolated from other graphic elements is key to preserving the clarity of its presentation.

PROTECTED SPACE

A minimum amount of clear space should always surround the logo, separating it from headlines, text, and imagery, or from the outside edge of the document or application. The minimum safe area is represented by **half of the height of the "I" in the shield icon**. Wherever possible, use more space than the minimum required around the logo.

MINIMUM SIZE

The minimum size for print reproduction of the logo or icon is defined by the width of the shield element at 0.25".





A B



C D



E F



G H



Incorrect Logo Usage

The elements of The Ivey Academy logo must not be altered in any way. The shield icon and the wordmark elements should be used as one unit; do not split, separate, or adjust the identity in any way, **except as noted in the “Using the shield and wordmark separately” page of these guidelines.**

EXAMPLES OF MISUSE

- A Do not stretch or distort the logo.
- B Do not add effects to the logo.
- C Do not outline the logo.
- D Do not place the logo on complex photos.
- E Do not use a low resolution version of the logo.
- F Do not change the placement of logo elements.
- G Do not retype the logo.
- H Do not change any colours in the logo or replace the metallic texture in the shield icon.





USE FULL LOGO WHENEVER POSSIBLE

Logo File Selection – Print Use

IF FOIL SPECIALTY PRINTING IS AVAILABLE

IveyAcademy_Logo_Copper_PMS.eps*

* Apply foil to Academy Copper areas, using Pantone as colour reference

IF USING SPOT PRINTING

IveyAcademy_Logo_Green_PMS.eps

IF USING 4-COLOUR (PROCESS) PRINTING

IveyAcademy_Logo_Green_CMYK[.eps/.png]

IveyAcademy_Logo_Copper-Raster_Large.png*

* Refrain from using copper logo on coloured/dark backgrounds.
Use on white whenever possible.

ONE-COLOUR (BLACK & WHITE) LOGOS

IveyAcademy_Logo_White[.eps/.png]*

IveyAcademy_Logo_Black[.eps/.png]**

* The one-colour white version may be used on Ivey Green or other dark backgrounds when copper foil or metallic printing is not available

** The one-colour black version should only be used when monochrome printing is the only option available

Logo File Selection – Digital Use

IveyAcademy_Logo_Green_RGB[.eps/.svg/.png]

IveyAcademy_Logo_Copper-Raster_Small.png

IveyAcademy_Logo_Black_RGB[.eps/.svg/.png]

IveyAcademy_Logo_White[.eps/.svg/.png]



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USE FULL LOGO INSTEAD OF
WORDMARK WHENEVER POSSIBLE

Wordmark File Selection – Print Use

IF FOIL SPECIALTY PRINTING IS AVAILABLE

IveyAcademy_Logo_Copper_PMS.eps*

* Apply foil to Academy Copper areas, using Pantone as colour reference

IF USING SPOT PRINTING

IveyAcademy_Logo_Green_PMS.eps

IF USING 4-COLOUR (PROCESS) PRINTING

IveyAcademy_Logo_Green_CMYK[.eps/.png]

IveyAcademy_Logo_Copper-Raster_Large.png*

* Refrain from using copper wordmark on coloured/dark backgrounds.
Use on white whenever possible.

ONE-COLOUR (BLACK & WHITE) LOGOS

IveyAcademy_Logo_Black[.eps/.png]*

IveyAcademy_Logo_White[.eps/.png]**

* The one-colour white version may be used on Ivey Green or other
dark backgrounds when copper foil or metallic printing is not available

** The one-colour black version should only be used
when monochrome printing is the only option available

Wordmark File Selection – Digital Use

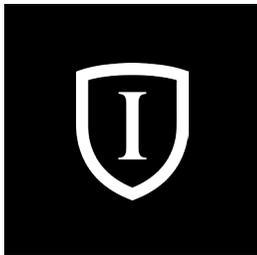
IveyAcademy_Logo_Green_RGB[.eps/.svg/.png]

IveyAcademy_Logo_Copper-Raster_Small.png

IveyAcademy_Logo_Black_RGB[.eps/.svg/.png]

IveyAcademy_Logo_White[.eps/.svg/.png]





Icon File Selection – Print Use

IF FOIL SPECIALTY PRINTING IS AVAILABLE

IveyAcademy_Icon_Copper_PMS.eps*

* Apply foil to Academy Copper areas, using Pantone as colour reference

IF USING SPOT PRINTING

IveyAcademy_Icon_Green_PMS.eps

IF USING 4-COLOUR (PROCESS) PRINTING

IveyAcademy_Icon_Green_CMYK[.eps/.png]

IveyAcademy_Icon_Copper-Raster_Large.png*

* Refrain from using copper icon on coloured/dark backgrounds.
Use on white whenever possible.

ONE-COLOUR (BLACK & WHITE) ICONS

IveyAcademy_Icon_Black[.eps/.png]*

IveyAcademy_Icon_White[.eps/.png]**

* The one-colour white version may be used on Ivey Green or other dark backgrounds when copper foil or metallic printing is not available

** The one-colour black version should only be used when monochrome printing is the only option available

Icon File Selection – Digital Use

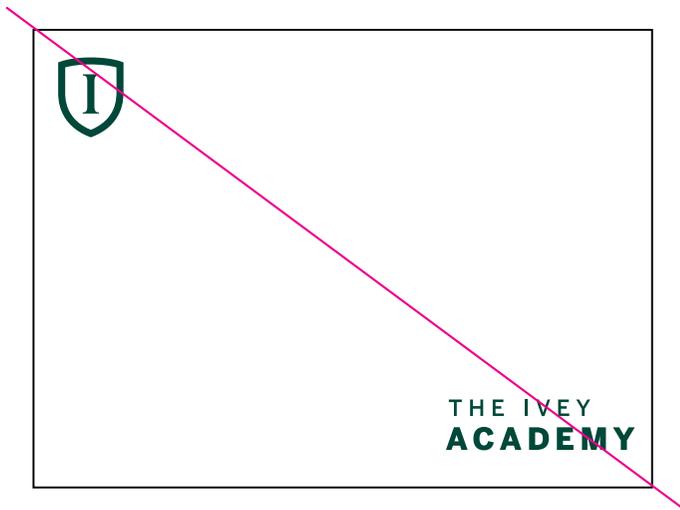
IveyAcademy_Icon_Green_RGB[.eps/.svg/.png]

IveyAcademy_Icon_Copper-Raster_Small.png

IveyAcademy_Icon_Black_RGB[.eps/.svg/.png]

IveyAcademy_Icon_White[.eps/.svg/.png]





Using the shield and wordmark separately

In most cases—and in all formal uses—the full Ivey Academy logo should be used as is, in a single colour (green, copper, black, or white). **This is the preferred application in the majority of situations and should be considered first when choosing a layout.**

In situations where additional aesthetic variation or emphasis is desired, such as “swag” or promotional items, the shield and wordmark may be used independently.

When using these elements separately on the same piece (or side), they should be differentiated from each other enough that it is clear that the primary logo has not simply been split up; **the elements should prominently contrast in size and colour** (pictured left).

The preferred style for this is using the shield very large and placed in a corner with two of its edges “cut off” (or wrapped around an edge). The wordmark may then be placed smaller in another corner. **Always use The Ivey Academy brand colours for both elements.**

The shield may be used on its own, in any brand colour, as an accent element, as long as the full logo appears somewhere else on the piece.

The wordmark should never be used on its own without the shield.

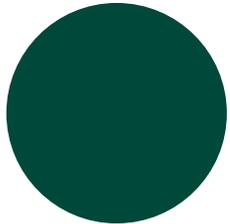


Colour Palette

Consistent use of colour is a major factor in recognition and memorability of The Ivey Academy brand. These colours have been carefully selected specifically for The Ivey Academy and care should be taken in their consistent use.

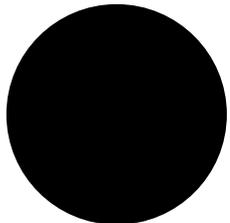
Ivey Green, Academy Copper, Academy Black, and White are the primary brand colours.

PRIMARY COLOURS



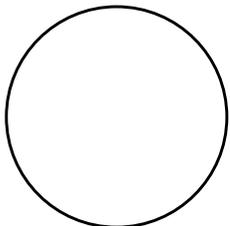
IVEY GREEN

Pantone® 3308 C **CMYK** C100 / M0 / Y60 / K72
RGB R3 / G70 / B56 **HEX** #034638



ACADEMY BLACK

Pantone® Black 7 C **CMYK** C60 / M40 / Y40 / K100
RGB R0 / G0 / B0 **HEX** #000000



WHITE

Pantone® N/A **CMYK** C0 / M0 / Y0 / K0
RGB R255 / G255 / B255 **HEX** #FFFFFF

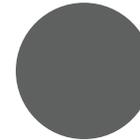
**USAGE DETAILS FOR
"ACADEMY COPPER"
ON NEXT PAGE**

SECONDARY COLOURS



IVEY SAND

Pantone® 4525 C **CMYK** C9 / M12 / Y47 / K18
RGB R197 / G183 / B131 **HEX** #C5B783



ACADEMY SLATE

Pantone® Cool Grey 11 C **CMYK** C62 / M52 / Y53 / K24
RGB R95 / G97 / B96 **HEX** #5F6160

TERTIARY COLOURS

These should only be used as limited accents when additional variation or differentiation is required. They should never total a greater area than the primary colours within a design, and large areas of fill should be avoided. Exclusive use of the primary colours is preferred in "brand-forward" pieces.



ACADEMY MAROON

Pantone® 506 C **CMYK** C43 / M85 / Y54 / K37
RGB R109 / G49 / B67 **HEX** #6D3143



ACADEMY YELLOW

Pantone® 2006 C **CMYK** C14 / M29 / Y81 / K0
RGB R222 / G178 / B80 **HEX** #DEB250



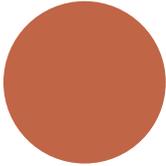
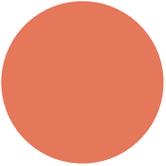
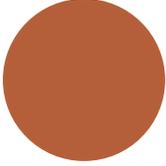
ACADEMY BLUE

Pantone® 5483 C **CMYK** C73 / M36 / Y47 / K9
RGB R75 / G127 / B128 **HEX** #4B7F80



Colour Palette: Academy Copper

Academy Copper has multiple variations depending on its intended use. Please use the chart and guidelines below to select the proper value for your needs. Any exceptions to these guidelines must be approved by: designapproval@ivey.uwo.ca

PRINT		WEB/DIGITAL		
FOIL	CMYK/SPOT	ON WHITE/ GREY/BLACK BACKGROUND	ON GREEN BACKGROUND	BUTTON/CTA GRADIENT
<p>USE FOR "STANDOUT" PIECES WHEN PRINTING ALLOWS</p>  <p>FOR MATCHING ONLY Pantone® 876 C (Metallic)*</p> <p>* The Pantone colour value is provided for colour-matching purposes and should not be used as an ink colour itself.</p> <p>Foil printing does not have a standard matching system and can be difficult to match exactly due to its shifting appearance. Every effort should be made to match the given Pantone value as closely as possible. "876" has been found to be a commonly available colour match available to many printers who use foil.</p>	<p>PREFERRED</p> <p>ON WHITE BACKGROUND</p>  <p>CMYK 19/70/78/6 Pantone® 10151 C</p> <p>ON GREEN BACKGROUND</p>  <p>CMYK 7/65/56/0 Pantone® 170 C</p>	 <p>HEX #B55E3A</p>	<p>DO NOT USE ACADEMY COPPER</p> <p>In digital applications, there is insufficient contrast between Ivey Green and Academy Copper. In this cases, the white logo should be used instead.</p>	 <p>HEX 1 #DB976C HEX 2 #B55E3A</p>
	<p>NOTE: RASTER SHIELD IN PRINT</p>  <p>In print applications, raster (textured) copper should not be used in most cases. Use foil printing or the above colours for any copper elements, including logo/wordmark/icon.</p> <p>Some exceptions have been made in cases where the shield is used very large and will be viewed from far a distance (eg. lamp banner, lightbox, pull-up banner).</p>	<p>NOTE: RASTER TEXTURE</p> <p>In digital applications, raster (textured) copper should only be used on the logo/wordmark/icon, and not applied to additional supporting elements.</p>  <p>THE IVEY ACADEMY</p> <p>See "File Selection" pages (5–7) for additional details on the use of raster copper logos.</p>		



The “Blueprint” Pattern: General Usage

A line-based pattern has been designed for The Ivey Academy brand, based on the shield shape, but with radiating organic and geometric lines surrounding it — representing the connections between leadership and innovation, and the pathways that a business education provides.

The pattern is a secondary element intended to provide additional visual interest, and therefore should **never be visually prominent nor placed symmetrically**. It should be used purposefully, sparingly, and subtly — the preferred style is large, off-centered, and at very low opacity (5% recommended).

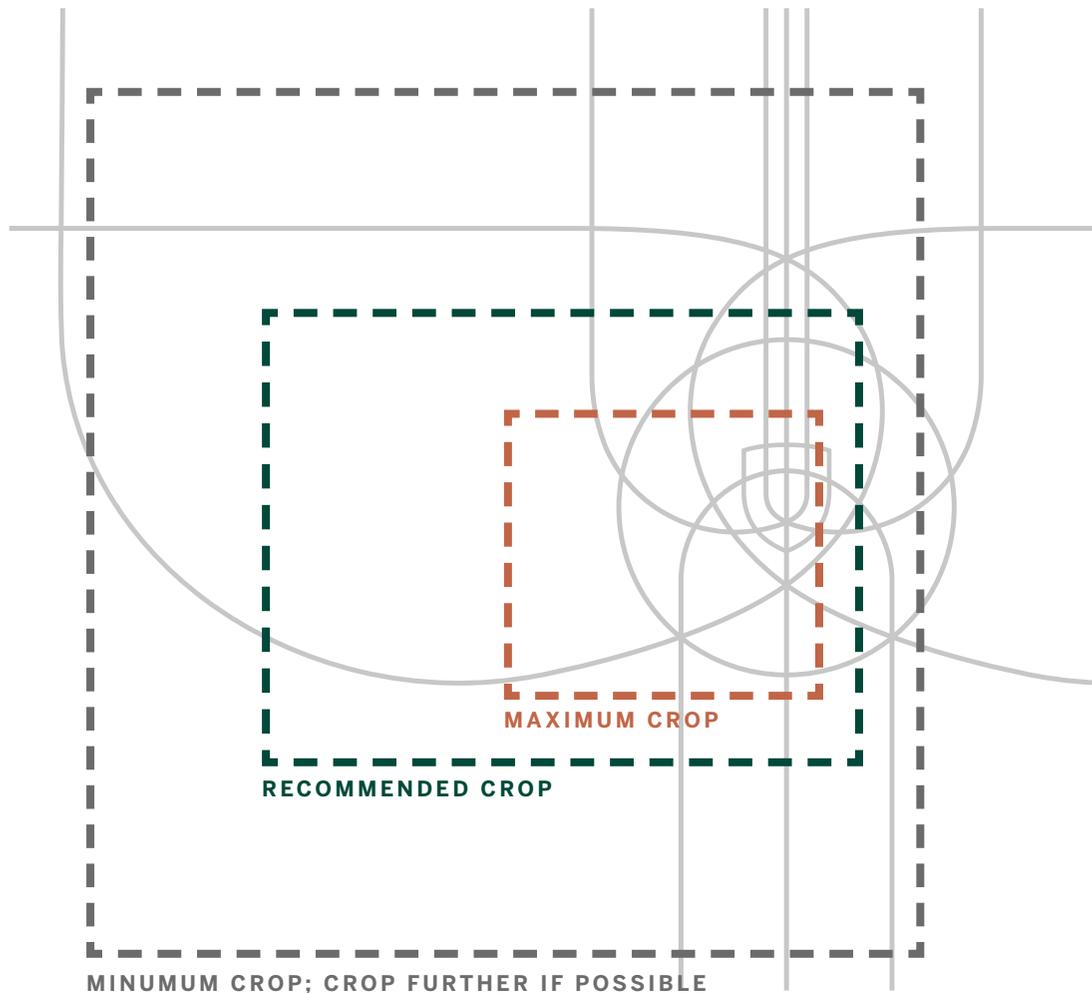
The pattern may overlap with content, but care should be taken to ensure readability and reduce visually distracting overlaps.

If using on white, the shield should use Ivey Green or Academy Slate as a base colour. If using on green, white should be used as the base.

See “The Blueprint Pattern: Suggested Crops” on next page for more detailed placement guidelines.

See “Applications” section of the guidelines for usage examples.





The “Blueprint” Pattern: Suggested Crops

Pattern must always been cropped on all four sides (no “floating” ends).

At minimum, the top, bottom, and inner edges of the center “shield” element should remain visible at all times. The outer edge may be cropped in vertically-narrow cases, but otherwise keep the entire shield visible whenever possible.

Minor adjustments to the suggested crops, either vertically or horizontally, will be needed to accomodate different ratios. In these cases, retain the right hand alignment and extend crops towards outer (left) edge.

Rightside placement of pattern is preferred whenever possible; if using on left side, flip the suggested crops respectively.

Exceptions to suggested crops may to be made in exceptional instances, such as very narrow dimensions (eg. lanyards, “leaderboard” digital ads) and to accomodate specific content.

Any exceptions to these guidelines must be approved by: designapproval@ivey.uwo.ca





Supporting Use of Ivey Logos

In some cases—for clarity, formality, prestige, or to address a specific audience—it is necessary to convey The Ivey Academy’s association with Ivey Business School (and in some cases, Western University through use of the Ivey full signature) by using both logos.

When using the Ivey logo, its usage should first and foremost adhere to the primary Ivey brand guidelines (available online at www.ivey.uwo.ca/iveybrand).

Where possible, the Ivey logo and The Ivey Academy logo should be placed apart rather than side-by-side, with The Ivey Academy as the primary brand, and Ivey in a supporting position*.

* Because of this reduced emphasis, it may sometimes be necessary to use the “simplified” version of the Ivey shield; review Ivey brand guidelines for usage details.

Use of the Ivey logos on The Ivey Academy collateral should be determined on a case-by-case basis, with approval from necessary stakeholders, but in general, it should be considered for use on pieces:

- with an international or non-local audience (in which case the full Ivey signature should be used),
- for audiences where a connection to Ivey Business School may provide additional engagement or influence, or
- where Ivey Business School has an institutional or administrative obligation (eg. program certificates)

See “Applications” section of the Guidelines for usage examples.





Academy Streams & Supporting Logos

These logos have been created to represent The Ivey Academy streams, and corporate partner and alumni programs, while retaining the integrity and recognition of the primary brand. These lockups should be used as is and not split up, separated, or rearranged.

The two colour versions (pictured left) are the primary versions and should be used whenever possible. Black and white versions are available for single-colour printing or use on dark backgrounds, respectively.

Usage should follow guidelines for the primary The Ivey Academy logo with regards to file usage, minimum sizing, and clear space.



Example Applications

Please note that mockups shown in this section may not represent final artwork, but are intended to show proper and suggested usage of various brand elements in a broad context.

Example Application: Stationery



Example Application: **Post Banners**



Example Application: **Standup Banners**



Example Application: **Certificate and Seal**



Example Applications: **Clothing**



Additional Example Applications

