In 2023, the Ivey Business School will be 100 years old. To celebrate this occasion, the institution endeavoured to temporarily modify its visual identity to include its 100 mark.

The design needed to honour Ivey’s heritage and legacy, all while pointing the way forwards for future leaders. It needed to evoke inspiration for a sustainable and prosperous world, while also reflecting the school’s values of integrity, inclusivity, community, and courage.
Based on primal shapes and symbols of life and expansion, Ivey Business School’s 100th anniversary mark represents energy, excitement, and movement.

Two intertwined cog-like shapes convey collaboration and motion. Like they’re propelling each other and the world forward. Each circular shape is made up of 50 lines, totaling 100 and representing Ivey’s journey thus far.
LOCKUPS

Full Signature

Logo 100
Unit Logos

Stacked

Energy Policy and Management Centre
COLOUR USE

Single Colour

Reversed
IVEY’S 100TH ANNIVERSARY

THE LOGO — COLOUR USE

Grayscale

White Box Use
CLEAR SPACE

The minimum clear space around the logo should be equal to half of the shield’s width.
When used on its own, the clear space around the 100 mark should be at least the width of the number one.
THE 100 MARK

Because of its visual complexity, the 100 mark must be slightly modified to hold its definition at smaller sizes.

It is recommended to use the provided Small version of the logo on applications that require the mark to appear at a width of about 200 pixels. The Extra Small version is recommended for applications under 80 pixels.
For placements in which the Ivey brand is treated independently, the 100 mark can be used on its own.
A pattern can be formed by repeating the intertwined cogs. This pattern can be used as an accent on certain applications.
ANIMATION

Like real cogs, the movement of one circle instigates the movement of the other, ad infinitum.
TAGLINE — VERTICAL

THE LOGO — TAGLINE

THE FUTURE WE SEE

Colour

Reversed
TAGLINE — HORIZONTAL

 Colour

 The Future We See

 Reversed

 The Future We See
TAGLINE — ALONE

THE FUTURE WE SEE

Colour

THE FUTURE WE SEE

Reversed
INCORRECT USAGE

<table>
<thead>
<tr>
<th>INCORRECT USAGE</th>
<th>INCORRECT USAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Ivey Logo" /></td>
<td><img src="image2" alt="Ivey Logo" /></td>
</tr>
<tr>
<td>Do not compress or distort the logo.</td>
<td>Do not alter the colours.</td>
</tr>
<tr>
<td><img src="image3" alt="Ivey Logo" /></td>
<td><img src="image4" alt="Ivey Logo" /></td>
</tr>
<tr>
<td>Do not place the logo on a conflicting background.</td>
<td>Do not place the logo within a shape.</td>
</tr>
<tr>
<td><img src="image5" alt="Ivey Logo" /></td>
<td><img src="image6" alt="Ivey Logo" /></td>
</tr>
<tr>
<td>Do not use a drop shadow.</td>
<td>Do not change the relationship between the Ivey logo and the 100 mark.</td>
</tr>
<tr>
<td><img src="image7" alt="Ivey Logo" /></td>
<td><img src="image8" alt="Ivey Logo" /></td>
</tr>
<tr>
<td>Do not add other elements.</td>
<td>Do not place on an angle.</td>
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</tbody>
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COLOURS
Aside from Ivey’s iconic green, the 100th Anniversary identity features gradients. Created with blue and green hues, the gradients convey optimism, upwards momentum, and Ivey’s environmental stewardship.
GRAIN

Grain should be applied to all background gradients and colours. The effect should be applied in Photoshop at an amount of 2% on a 1920px by 1080px surface at 300dpi.
APPLICATIONS
May 30, 2020

Dear Mr. Lee,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Kind regards,

Mr. Smith

Ivey Business School at Western University
750 King Street West, London, Ontario N6A 5C2
250-438-4334 Ext. 4334
Fax 519-661-8425
MERCH
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Best,
Firstname

Firstname Lastname
Title, Faculty or Department

Ivey 100 | The Future We See
DIGITAL — SOCIAL MEDIA PROFILE

Option 1

Ivey Business School
College & university
Official Instagram account for Ivey Business School at Western University.
Followed by joacorreia09, vanda.carvalho and 16 other friends

Follow Message Contact

Option 2

Ivey Business School
College & university
Official Instagram account for Ivey Business School at Western University.
Followed by joacorreia09, vanda.carvalho and 16 other friends

Follow Message Contact