IVEY'S 100th ANNIVERSARY

BRAND GUIDELINES

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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.

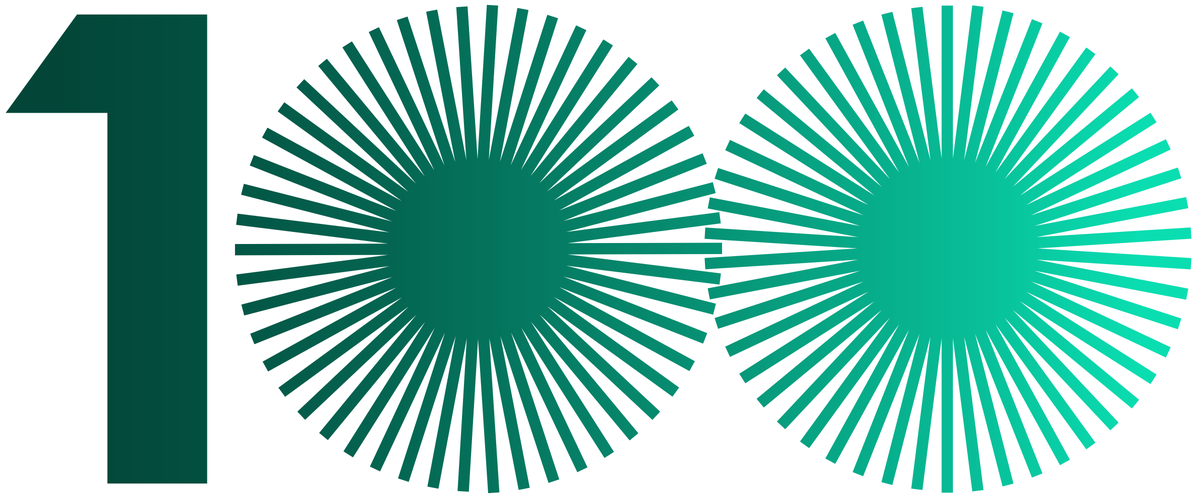
The design needed to honour Ivey's heritage and legacy, all while pointing the way forwards for future leaders. It needed to evoke inspiration for a sustainable and prosperous world, while also reflecting the school's values of integrity, inclusivity, community, and courage.

THE LOGO

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.

100 LINES TO REPRESENT IVEY'S JOURNEY

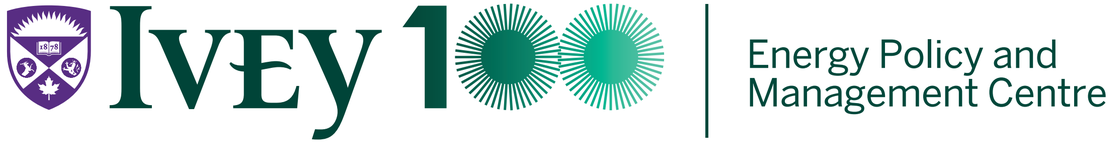


LOCKUPS

Full Signature

Logo 100

Unit Logos



Stacked

COLOUR USE

Single Colour

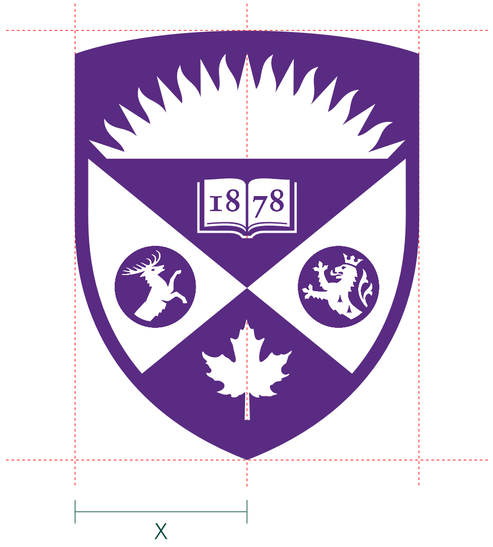
Reversed

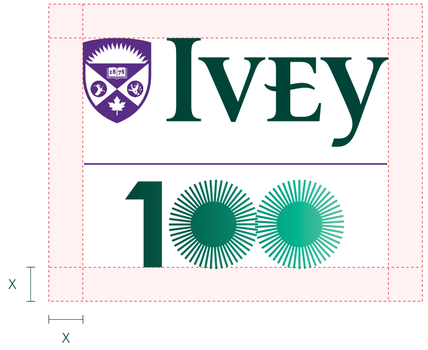
Grayscale

White Box Use

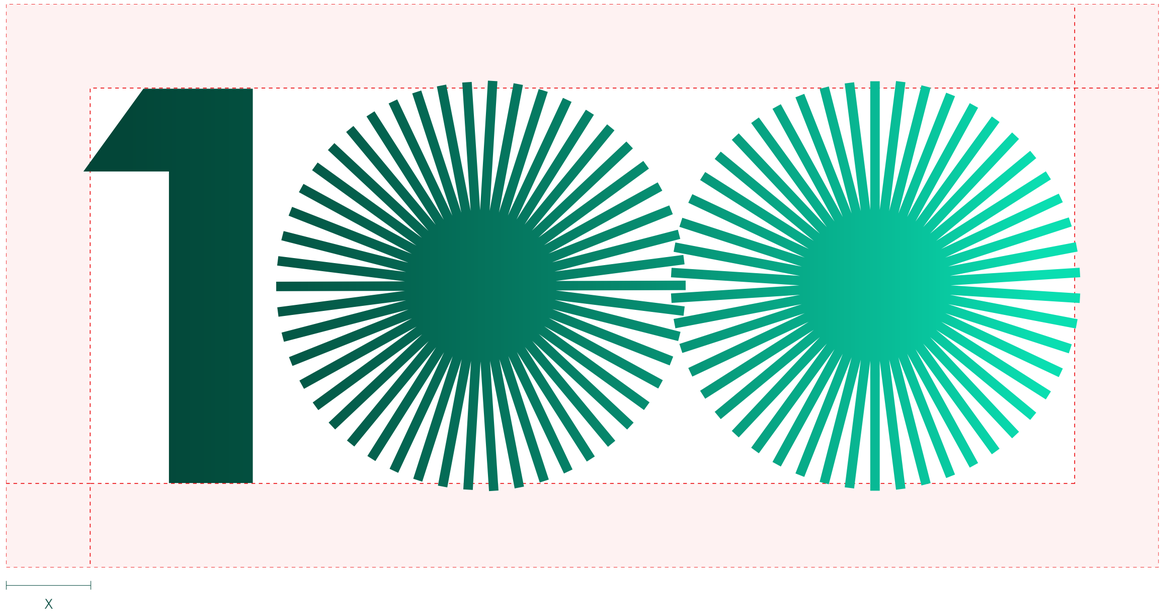
CLEAR SPACE

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.

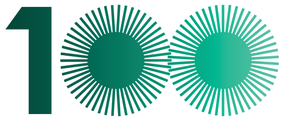
EXTRA SMALL

Use on all digital applications under 80 pixels.

80 pixels

SMALL

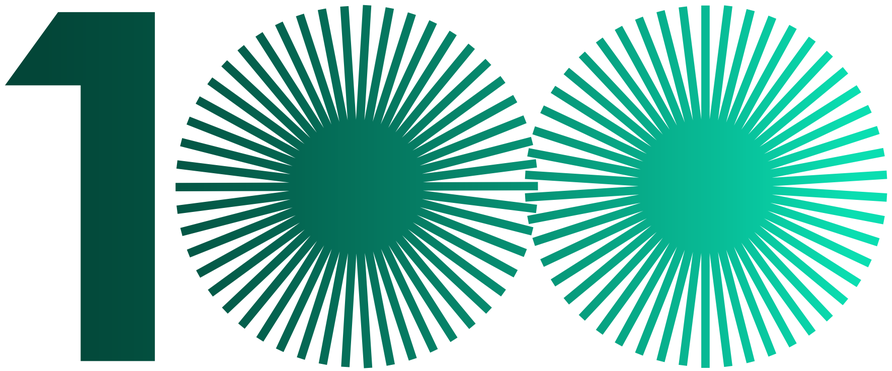
Use on all digital applications under 200 pixels.



200 pixels

REGULAR

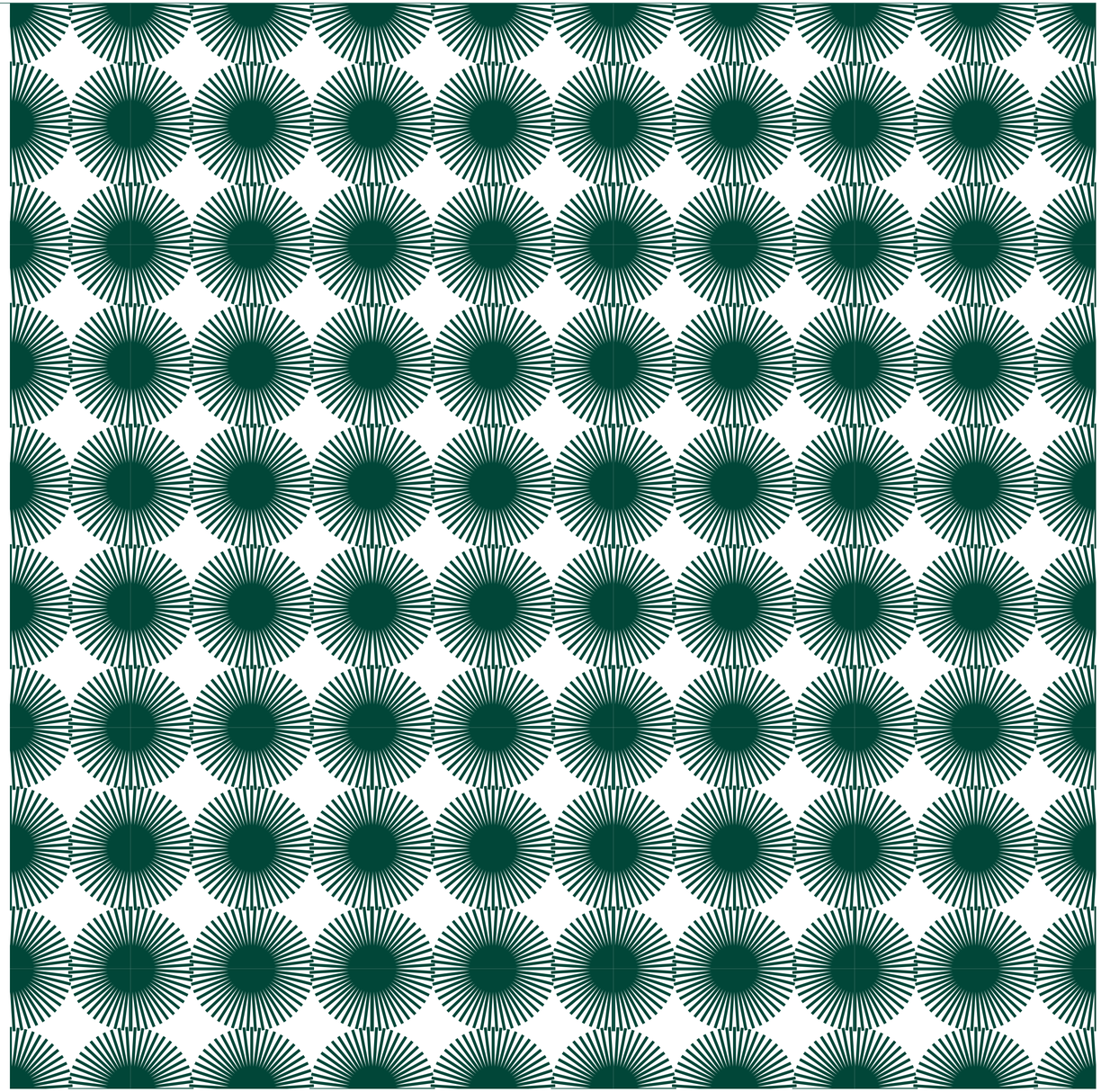
Use on all digital applications over 200 pixels.



For placements in which the Ivey brand is treated independently, the 100 mark can be used on its own.

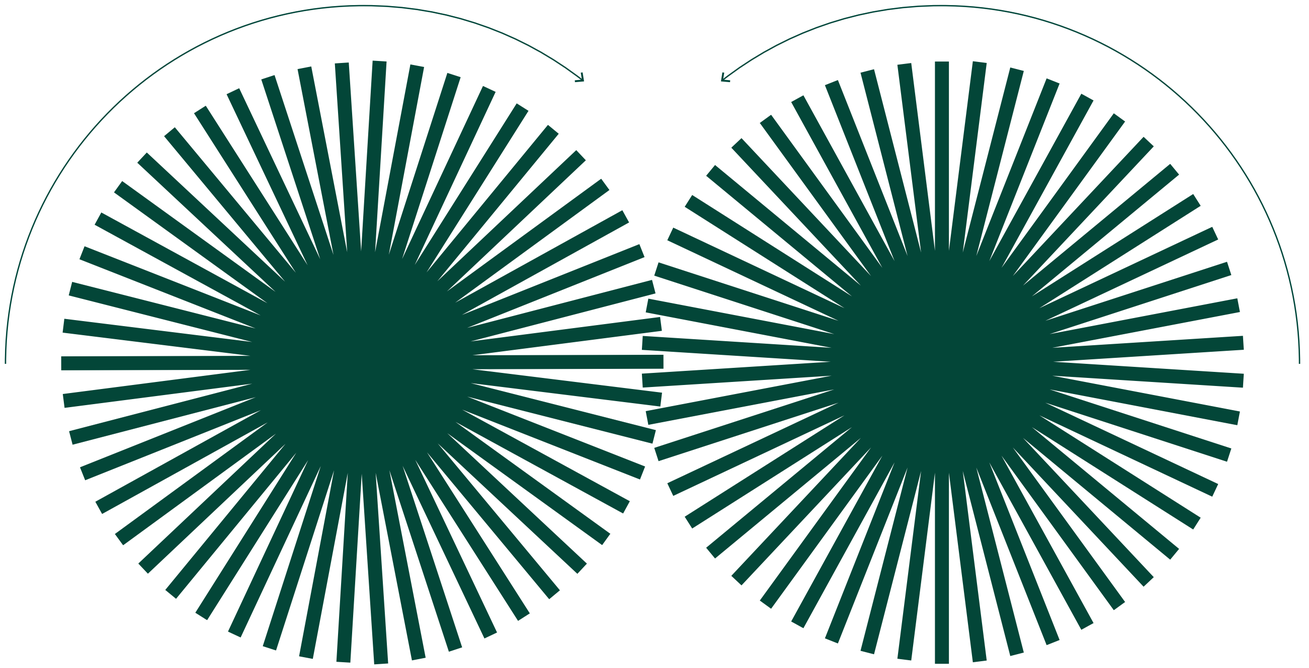
PATTERN

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

Colour

Reversed

TAGLINE — HORIZONTAL

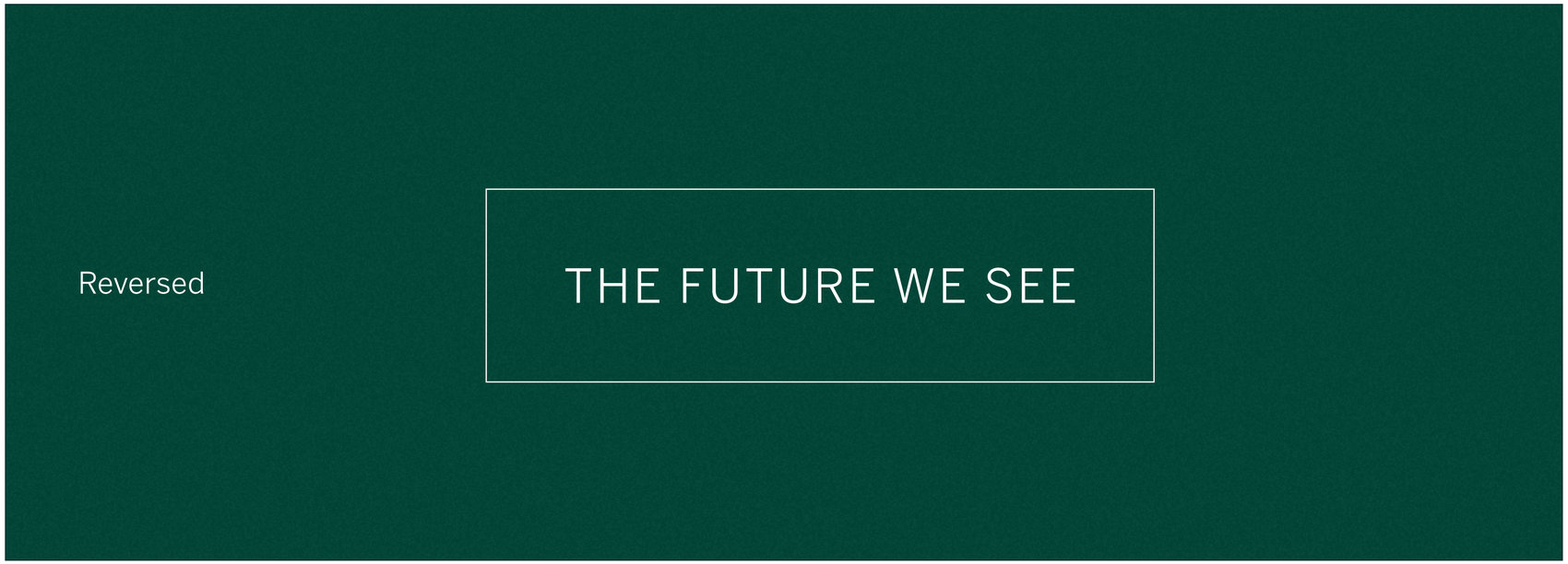
Colour

Reversed

TAGLINE — ALONE

Colour

Reversed



INCORRECT USAGE

Do not compress or distort the logo.

Do not alter the colours.

Do not place the logo on a conflicting background.

Do not place the logo within a shape.

Do not use a drop shadow.

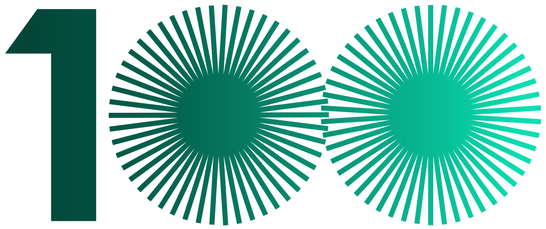
Do not change the relationship between the Ivey logo and the 100 mark.

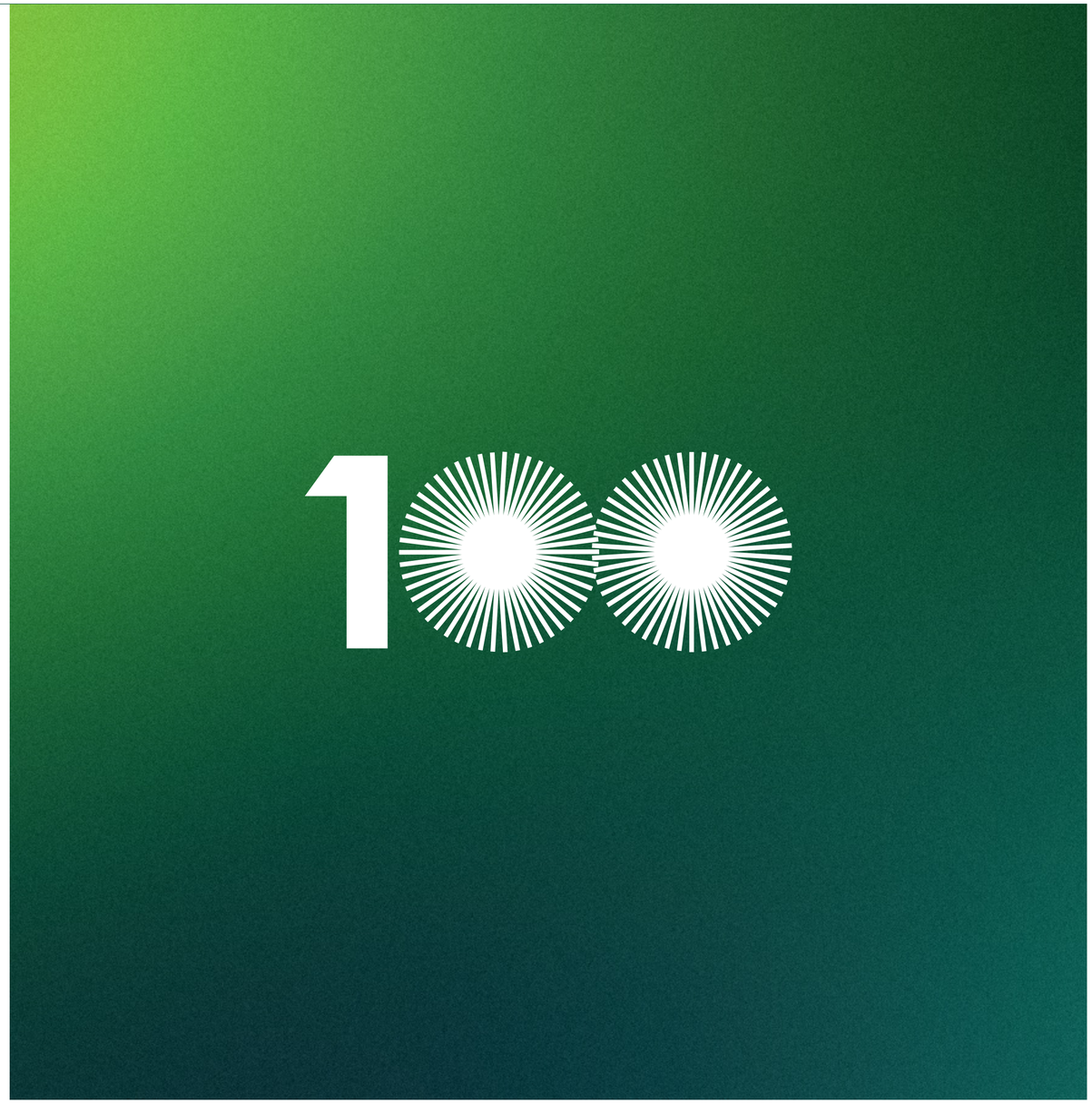
Do not add other elements.

Do not place on an angle.

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.





C 49
M 0
Y 100
K 0

R 133
G 230
B 58

Hex #85e63a

C 17
M 0
Y 8
K 0

R 201
G 255
B 245

Hex #c9fff5

C 100
M 0
Y 60
K 72

R 3
G 70
B 56

Hex #034638

C 37
M 0
Y 22
K 0

R 138
G 255
B 227

Hex #8affe3

C 49
M 0
Y 100
K 0

R 133
G 230
B 58

Hex #85e63a

C 100
M 0
Y 60
K 72

R 3
G 70
B 56

Hex #034638

C 100
M 0
Y 60
K 72

R 3
G 70
B 56

Hex #034638

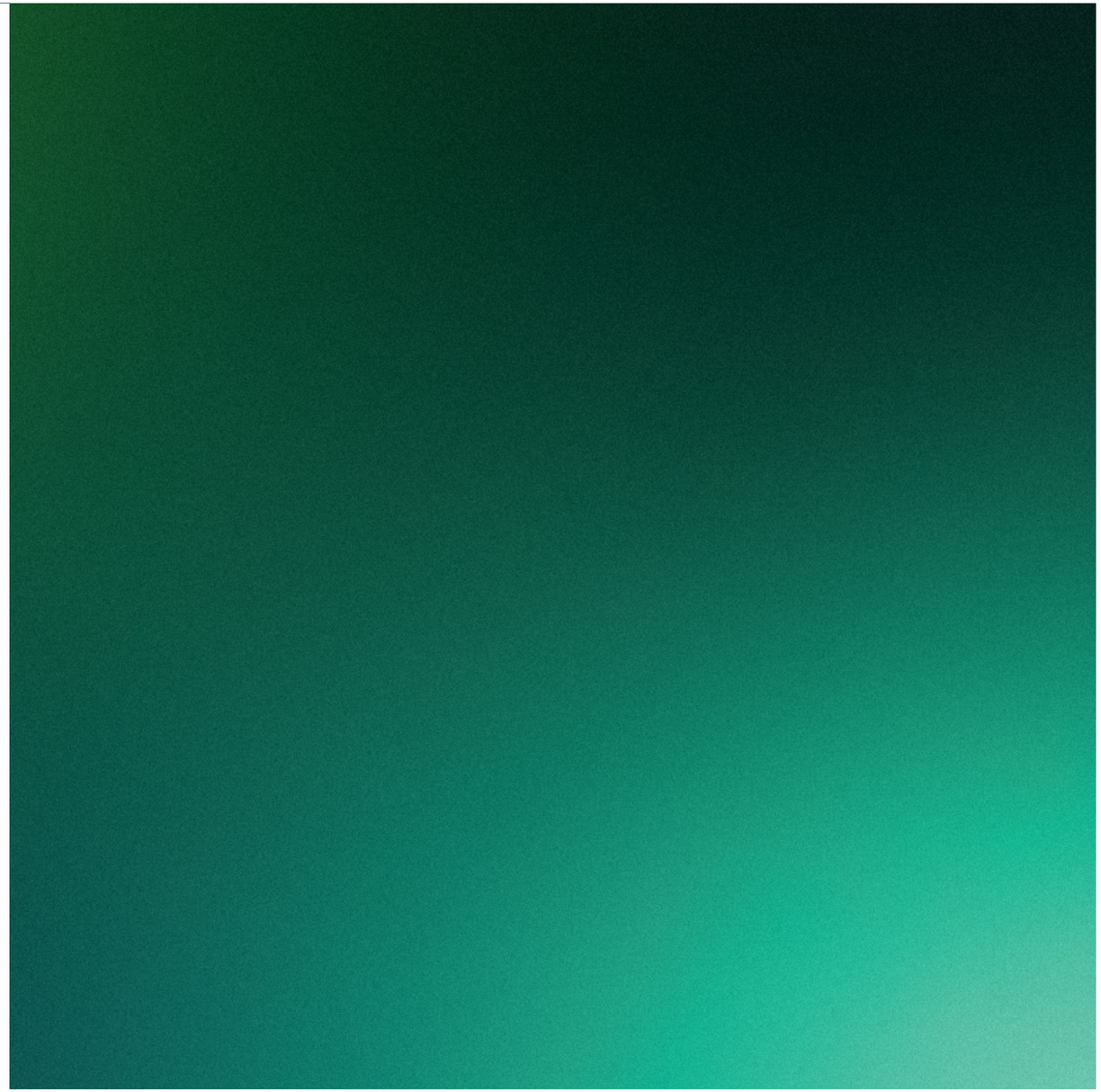
C 53
M 0
Y 35
K 0

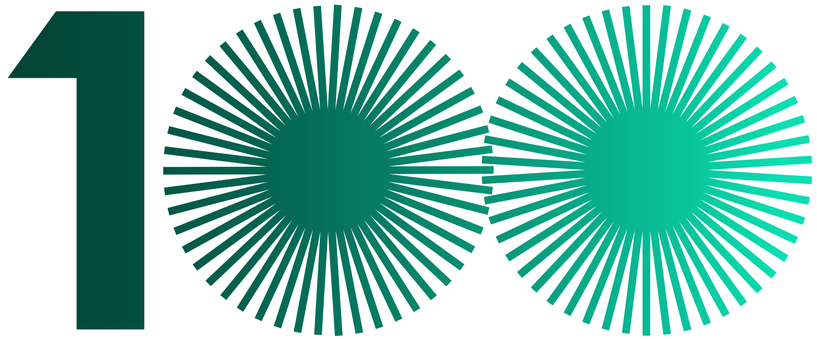
R 49
G 253
B 207

Hex #31fdcf

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.





C 100
M 0
Y 60
K 72

R 3
G 70
B 56

Hex #034638

C 37
M 0
Y 22
K 0

R 138
G 255
B 227

Hex #8affe3

APPLICATIONS

STATIONARY

May 10, 2022

Jane Doe
123 Main Street
Toronto, ON
M5A 2N6

Dear Ms. Doe,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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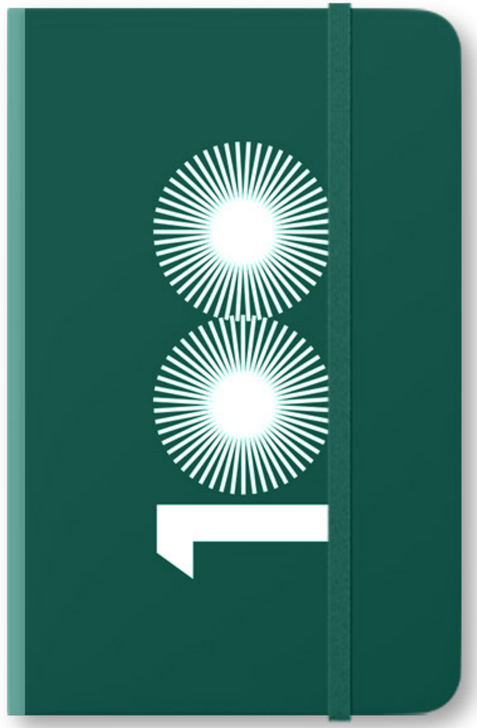
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

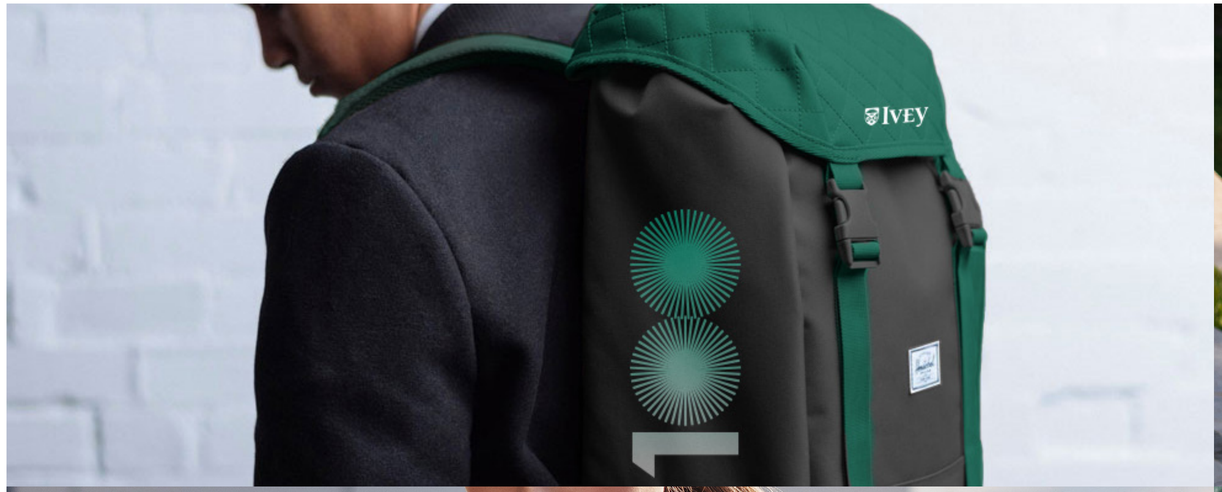
Kind regards,

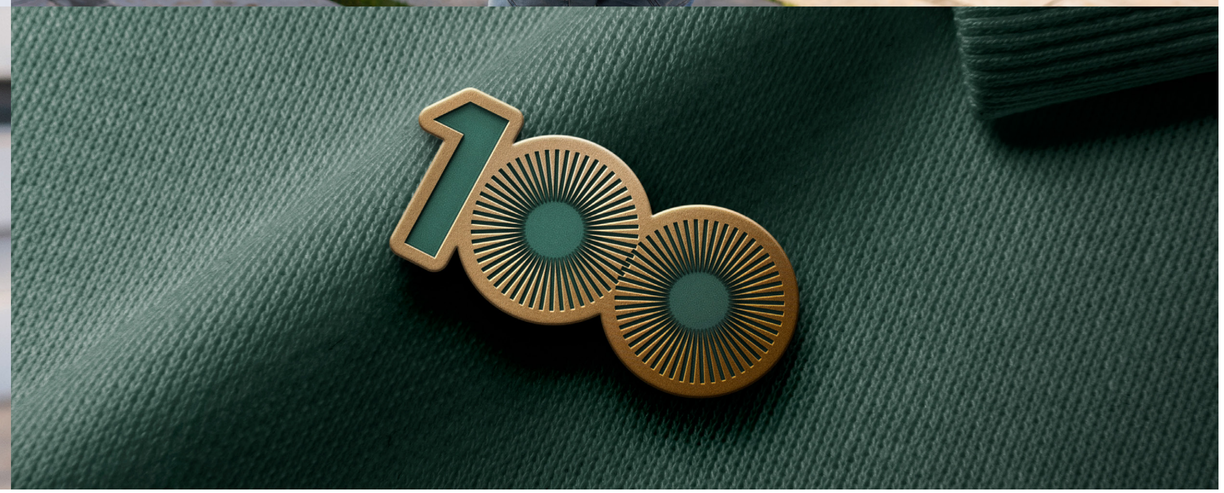
Mrs. Smith

Ivey Business School at Western University
1255 Western Rd., London, ON Canada N6G 0N1
t. 519.661.4173 c. 519.851.2323 f. 519.661.4171
ivey.ca

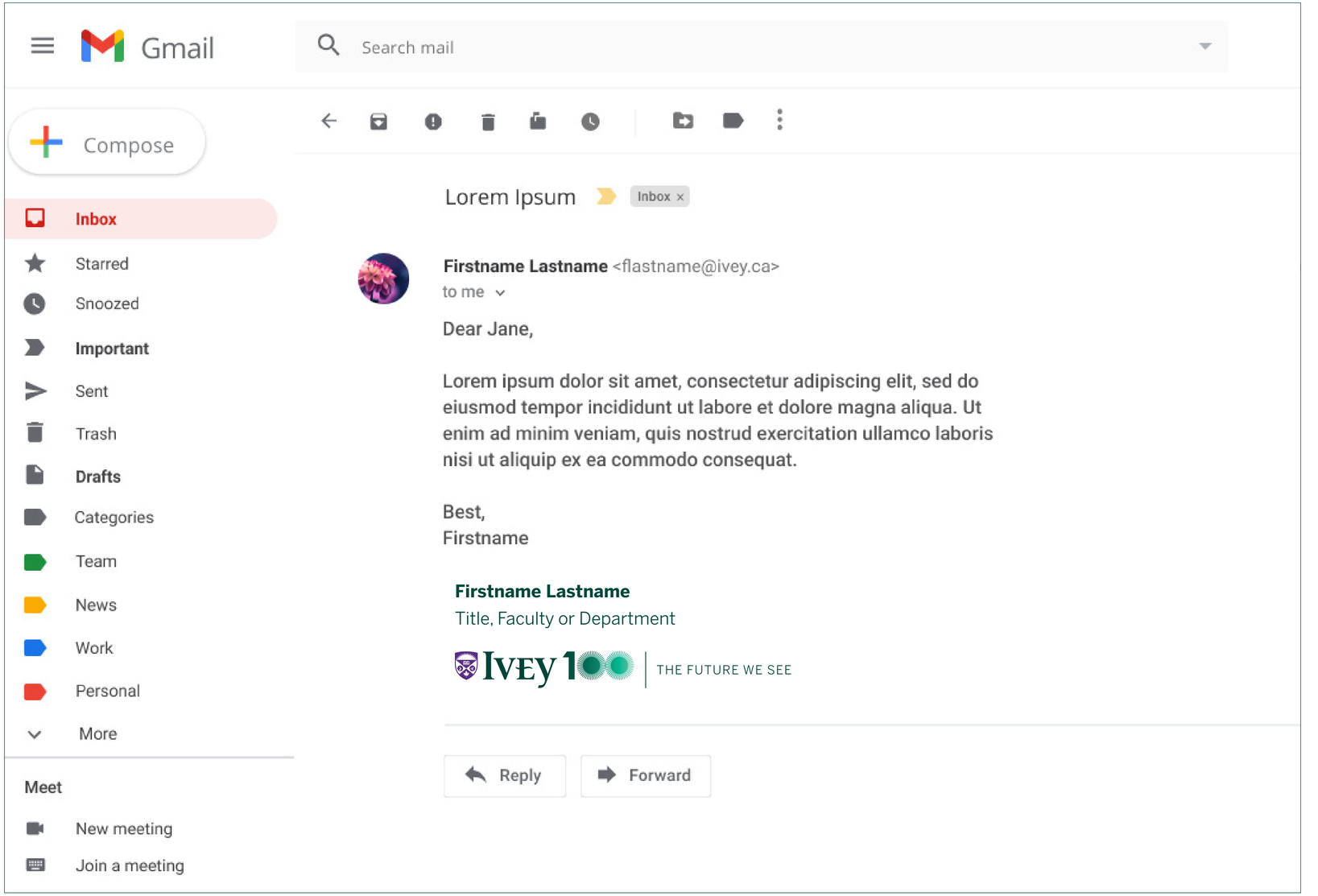


MERCH





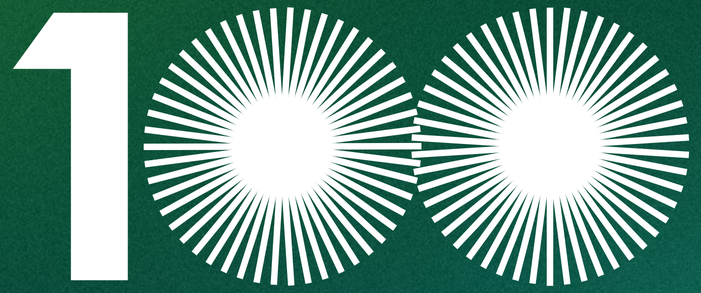
EMAIL SIGNATURE



DIGITAL — SOCIAL MEDIA PROFILE

Option 1

Option 2


100