



MOUNT ROYAL
UNIVERSITY
1910

MOUNT ROYAL UNIVERSITY BRAND GUIDELINES

VISION

Mount Royal University: an exceptional undergraduate educational experience

MISSION

Since 1910, Mount Royal has built a reputation on a strong, liberal education foundation with an undergraduate focus. More than a century later, we remain responsive to the needs of our community through our enduring commitment to this legacy. We are a community of engaged citizens providing personalized, experiential and outcome-based learning in an environment of inclusion, diversity and respect. Through our focus on teaching and learning informed by scholarship, we are preparing our graduates for success in their careers and lives.

WHAT IS A BRAND?

More than a logo, set of colours or tagline, a brand is the sum of all touchpoints between an organization and its audiences.

Strong brands – used consistently – help us **navigate** the wide array of choices available and **reassure** us of their quality. Strong brands also compel us to **engage** with them through the use of distinctive imagery, language and related touchpoints.¹

The Mount Royal University brand is expressed not only through our visual assets, but also through every interaction one has with the institution: website, emails, social media, advertising, speeches, customer service, classroom experience and physical environments, to name a few.

Consistent application of the Mount Royal brand is essential in creating strong and meaningful connections between the institution and its students, alumni, faculty, staff, donors and the public.

¹ Adapted from David Haigh, CEO, Brand Finance

THE MOUNT ROYAL UNIVERSITY BRAND

BRAND PROMISE is our brand, described in terms that target audiences consider important, distinctive and believable.

BRAND PILLARS are the reasons why people can believe our brand promise. They are the backbone of our promise.

BRAND VOICE is not only what we say, but how we say it and how we live it.

OUR BRAND PROMISE

At Mount Royal, students will experience a high quality education enhanced by smaller class sizes, personalized learning and a single-minded dedication to premier undergraduate learning.

OUR BRAND PILLARS

At Mount Royal, we are committed to four brand pillars:

- Provide personalized learning
- Be outcome focused
- Deliver quality teaching
- Be community responsive

OUR BRAND VOICE

At Mount Royal, our brand voice is:

- Personal
- Approachable
- Responsive
- Authentic

BRAND GUIDELINES

Every student, faculty and staff member shapes the brand perception of Mount Royal in the public eye. It is the role of Marketing and Communications to ensure that these brand guidelines bring the brand together in one cohesive package.

These brand guidelines allow anyone who is required to communicate the Mount Royal brand to do so clearly, effectively and in harmony with the institution and its goals.

The guidelines are intended to establish a baseline of the Mount Royal University brand and provide a starting point for interacting with our audiences. While we have attempted to be as exhaustive as possible, there may be items that the guidelines do not cover.

As stewards of the Mount Royal brand, Marketing and Communications welcomes your feedback on ways to communicate the value of Mount Royal even more clearly. Please reach us through your area's Marketing and Communications strategist or email marketingandcommunications@mtroyal.ca.



PERMISSION FOR USE

Permission to use the Mount Royal University name, logo and official marks

The Mount Royal University name, its logos and other official marks are legally registered trademarks and can only be used on official materials and communications produced by the University.

Use of the Mount Royal University name, symbols and graphics – including the “MRU” acronym and abbreviated term “Mount Royal” used to infer association with Mount Royal University – must have prior written approval from the University in accordance to the Mount Royal University Marketing and Communications Policy and this Brand Guidelines document.

Permission for use of the Mount Royal University name, logo and official marks may only be granted by the Associate Vice President, Marketing and Communications, or designates.

Use of the armorial bearings in any manner, by any person or organization, is prohibited without prior written approval from the Mount Royal University Board of Governors or its designates as per the Registered Mount Royal University Armorial Bearings Policy.

VISUAL GUIDELINES

MRU LOGOS OVERVIEW

OUR LOGO FAMILY

Mount Royal University is represented by three distinct logo sets: the primary logo, armorial bearings and Cougars logos. The primary logo is the official mark used to represent the institution in most cases. The armorial bearings represent the connection between the University's academic functions and its scholarly traditions. The Cougars logos represent the connection between academics and campus life, and provide another way for the community to identify with the University.

Primary logo



Armorial bearings*



University Badge



Coat of Arms

Cougars logos



Cougar Head



MRU Lockup



Cougars Wordmark

* Please refer to page 6 for guidelines for armorial bearings.

OUR LOGO



The primary Mount Royal logo reflects our direction as a university as well as our long tradition in higher education. The three folding forms represent open books – classic symbols of education and learning. They also reflect open doors – suggestive of possibilities, opportunities and access to higher education, all core principles of Mount Royal University.

The three forms unite to present the letter “M,” representative of Mount Royal, and its integrated academic community of students, faculty and staff. Together, the three forms also create a subtle maple leaf form, denoting the strong Canadian legacy, profile and aspiration of Mount Royal University – our past, present and future.

Finally, integrating the founding date at the visual foundation of the logo underscores our history as a leader in higher education. These characteristics give the logo a dynamic, distinguished and national academic presence.

It is important for us to project these qualities through our logo and in all of our marketing and communications. Each piece we create, whether written or visual, printed or electronic, makes a statement about who we are. For this reason, basic rules for proper use and consistent design have been developed to maintain the integrity of our logo.

LOGO COMPONENTS

The Mount Royal logo consists of three elements:
the chevron icon, the institutional name and the founding date.



The proportions between the icon, the name and the founding date must never be altered.

LOGOS

Primary logo and regional variations



Primary logo



For use outside of Calgary



For use outside of Canada

Secondary logo



Tertiary logo



Secondary and tertiary logos may only be used upon prior approval where vertical space does not allow for the use of the primary logo.

LOGO COLOURS

White logo

Use of the full-colour logo is preferred. However, grey-scale, reversed-out white and outline versions are available for different printing and design needs. These variants are available in vector EPS, PDF, PNG and JPG.



*Transparent white logo
Use for print media*



*Outlined white logo
Use for other media*

INCORRECT



Chevron icon must never be solid in any colour.

LOGO COLOURS

One-colour logo



Transparent black logo

Outlined black logo

Outlined blue logo

COLOURS

Colour is a major component of brand identity. Consistent application of colour, both internally and externally, is vital for strong institutional brand recognition that is differentiated from other post-secondary institutions.

Individual faculties, divisions and departments of the University may not differentiate themselves from one another through the use of different colours.

The official colours of Mount Royal University are Kerby Blue, Lincoln Blue, Focus Blue, Historic Silver and White. When selecting merchandise, apparel or various printed items, every effort must be made to match these colours or their closest reasonable match in a range of blues. Royal Blue should never be used and black may only be used in approved cases.

Primary colour



Kerby Blue
Pantone 540 C + 295 U
C100 M52 Y12 K55
#003352
R0 G51 B82

Secondary colours



Lincoln Blue
Pantone 307 C
C100 M20 Y0 K25
#007fb5
R0 G127 B181



Focus Blue
Pantone Cyan
C100 M0 Y0 K0
#00b1ff
R0 G177 B255



Summit White
C0 M0 Y0 K0
#ffffff
R255 G255 B255



Historic Silver
Pantone 429 C
C0 M0 Y0 K40
#a7a9ac
R167 G169 B172



NEVER use red, gold, green or incorrect values of blue colours.

TYPOGRAPHY

Our font family

Recommended type choices

Primary font

Avenir Next

Avenir Next Regular 1 2 3

Avenir Next Italic 1 2 3

Avenir Next Medium 1 2 3

Avenir Next Medium Italic 1 2 3

Avenir Next Demi Bold 1 2 3

Avenir Next Demi Bold Italic 1 2 3

Avenir Next Bold 1 2 3

Avenir Next Bold Italic 1 2 3

Secondary font

Requiem

Requiem Roman I 2 3

REQUIEM SMALL CAPS I 2 3

When Avenir Next and Requiem are not an option

Arial

Arial Regular 1 2 3

Arial Bold 1 2 3

Our font family

Recommended type choices

Primary font

Open Sans

Open Sans 1 2 3

Open Sans Bold 1 2 3

Open Sans Italic 1 2 3

Web Safe Default Fonts

Helvetica

Helvetica Regular 1 2 3

Helvetica Bold 1 2 3

Arial

Arial Regular 1 2 3

Arial Bold 1 2 3

LOGO USAGE

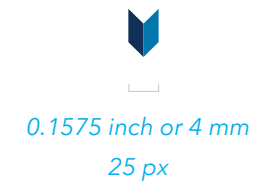
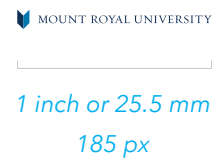
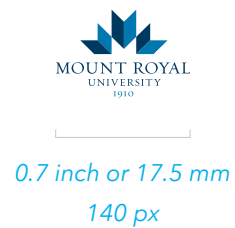
Clear space

Logos must be placed with sufficient clear space between the logo and any other text or image element to ensure legibility. The minimum amount of clear space required is equivalent to the height of the vertical chevron as illustrated below.



Grey boxes are for demonstration purposes only.

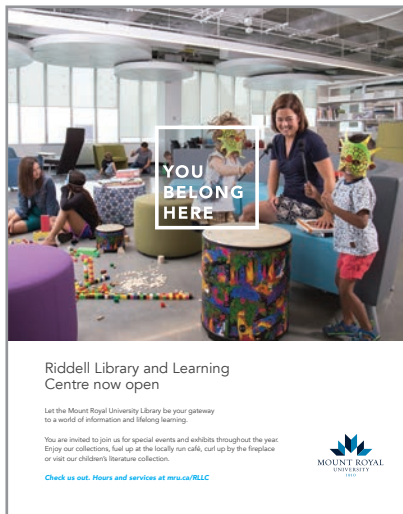
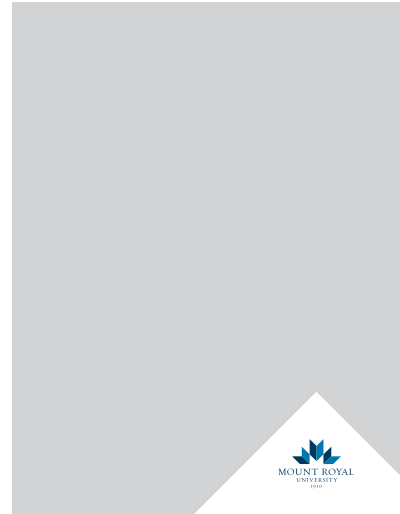
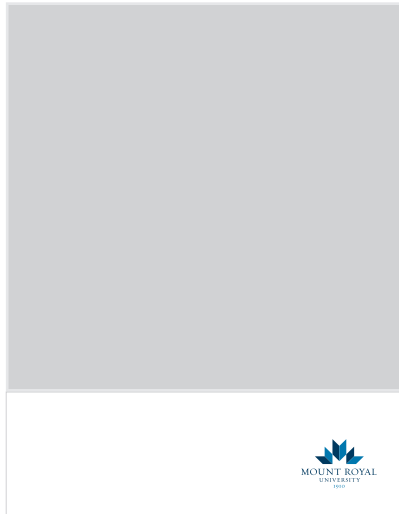
Minimum size



The single vertical chevron may be used on its own, upon prior approval, in some applications when used at small sizes.

LOGO USAGE

Recommended logo placement for posters or display materials



YES

Logo placement should always be either top left or bottom right. The logo should either be the first or last thing you see.

NO

There should NEVER be more than one Mount Royal University logo on a page, digital file or printed piece.

LOGO USAGE

The Mount Royal University logo must never be displayed as follows:



Do not distort, rotate or alter the logo in any shape or form.



Do not reorganize icon and wordmark.



Do not crop too close to the logo. DO leave enough clear space of the same colour around the logo. See page 14.



Do not use icon separately.



Do not use institutional name separately.



Do not apply logo on busy or similar toned background.



Do not apply any visual effect on the logo.



Do not change the colours of the logo. Icon must never be solid in any colours. See page 12 and 21 for logo and colours.



Do not incorporate logo, or parts of the logo, with any wording.

SUB-BRAND LOGOS

In order to position the University strongly on the regional, national and international stage, only the primary logo is to be used on external business, marketing and communications materials. It is our goal to present the University as one united whole.

A sub-brand logo format exists only for internal identification of faculties, schools, centres, institutes or offices.

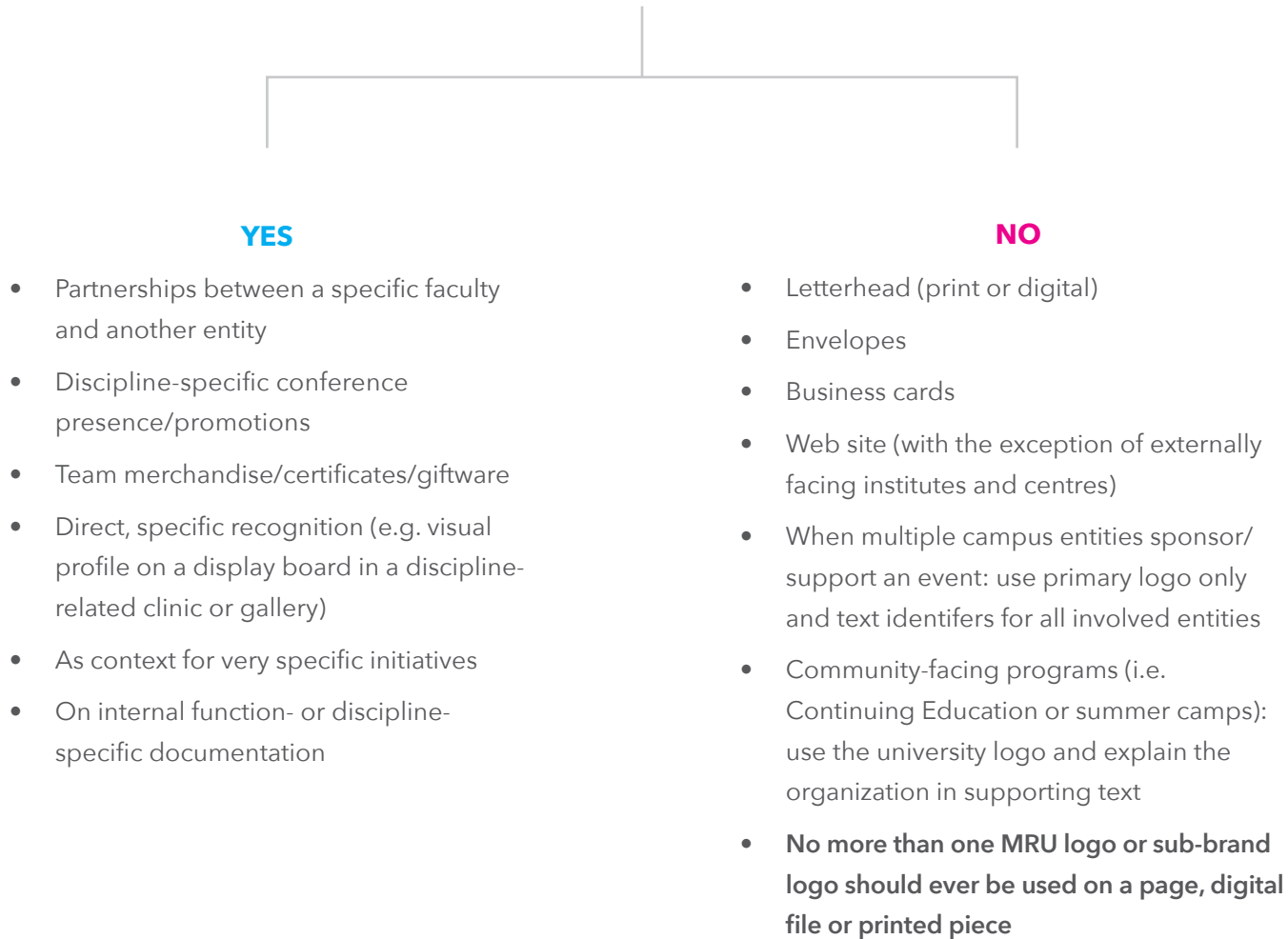
With the exception of externally facing institutes and centres, sub-brand logos should *only* be used internally at Mount Royal.

Sub-Brand Logo Components



See sub-brand logo examples starting on page 20.

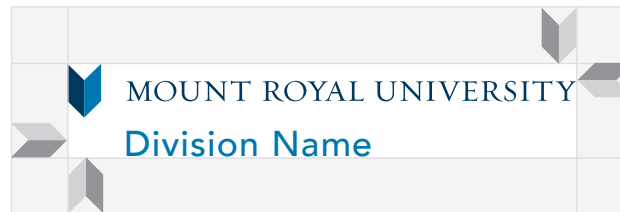
When to use or not use a sub-brand logo



SUB-BRAND LOGO USAGE

Clear space

Sub-brand logos must be placed with sufficient clear space between the logo and any other text or image element to ensure legibility. The minimum amount of clear space required is equivalent to the height of the vertical chevron as illustrated below.



Grey boxes are for demonstration purposes only.

Minimum space



SUB-BRAND LOGO USAGE: FACULTIES AND SCHOOLS – INTERNAL USE ONLY

 MOUNT ROYAL UNIVERSITY
Faculty of Arts

 MOUNT ROYAL UNIVERSITY
Conservatory

 MOUNT ROYAL UNIVERSITY
Bissett School of Business

 MOUNT ROYAL UNIVERSITY
School of Communication Studies

 MOUNT ROYAL UNIVERSITY
Faculty of Health, Community
and Education

 MOUNT ROYAL UNIVERSITY
School of Nursing and Midwifery

 MOUNT ROYAL UNIVERSITY
Faculty of Continuing Education
and Extension

 MOUNT ROYAL UNIVERSITY
Faculty of Science and Technology

SUB-BRAND LOGO USAGE: EXTERNALLY FACING INSTITUTES AND CENTRES

 MOUNT ROYAL UNIVERSITY
Centre for Child Well-Being

 MOUNT ROYAL UNIVERSITY
Institute for Environmental
Sustainability

 MOUNT ROYAL UNIVERSITY
Centre for Community
Disaster Research

 MOUNT ROYAL UNIVERSITY
Institute for Innovation
and Entrepreneurship

 MOUNT ROYAL UNIVERSITY
Institute for Community Prosperity

 MOUNT ROYAL UNIVERSITY
Institute for Scholarship
of Teaching and Learning

SUB-BRAND LOGO USAGE: OFFICES AND CENTRES SERVING STUDENTS AND FACULTY - INTERNAL USE ONLY

 MOUNT ROYAL UNIVERSITY
Office of Academic Indigenization

 MOUNT ROYAL UNIVERSITY
Office of Research, Scholarship
and Community Engagement

 MOUNT ROYAL UNIVERSITY
Office of Student Success

 MOUNT ROYAL UNIVERSITY
Library

SUB-BRAND LOGO USAGE: OFFICES AND CENTRES SERVING STUDENTS AND FACULTY - INTERNAL USE ONLY

 MOUNT ROYAL UNIVERSITY
Accessibility Services

 MOUNT ROYAL UNIVERSITY
*Campus Equity and
Meaningful Inclusion*

 MOUNT ROYAL UNIVERSITY
Career Services

 MOUNT ROYAL UNIVERSITY
Iniskim Centre

 MOUNT ROYAL UNIVERSITY
Residence Services

 MOUNT ROYAL UNIVERSITY
Student Learning Services

 MOUNT ROYAL UNIVERSITY
Wellness Services

SUB-BRAND UNIFORMS

For areas of the University that have a required uniform for a strong public presence, the MRU Cougars lockup with the department's name shall be used.




Departments

- Building Operations
- Facilities Management
- Grounds
- Parking
- Security

STATIONERY

Business card, letterhead and envelope


First name, Last name
BA CAAP 

Title & Department Line 1 **P** 403.440.xxxxx
Title & Department Line 2 **M** 403.440.xxxxx
Title & Department Line 3 **F** 403.440.xxxxx
Title & Department Line 4 **E** lastname@mtroyal.ca
Title & Department Line 5 **Toll Free** 1.800.xxx.xxxx

4825 Mount Royal Gate SW,
Calgary, AB, Canada T3E 6K6

mtroyal.ca



 Department name line 1
4825 Mount Royal Gate SW, Calgary, AB, Canada T3E 6K6

mtroyal.ca

 Department name line 1
4825 Mount Royal Gate SW, Calgary, AB, Canada T3E 6K6

DIRECTIONAL SIGNAGE



Campus directional signage conforms to a specific design standard and is updated and maintained by Facilities Management. For new or updates to existing signage, please submit your request through frontline <https://mrufrontline.mtroyal.ca>

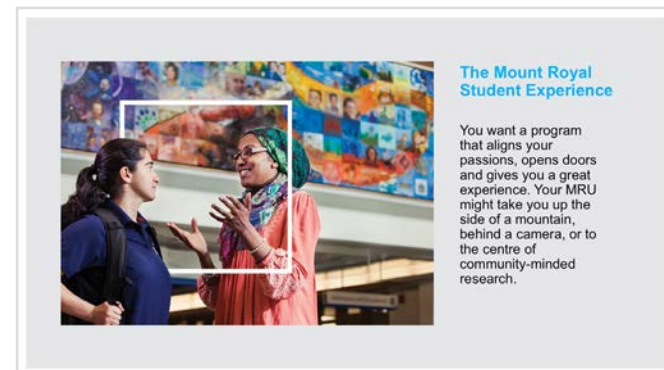
POWERPOINT

MRU presentation template

This easy-to-use template will help you create a clean, on-brand presentation. The template file is available to download [here](#).

Template size

The template has been formatted for widescreen (16:9) sizes.



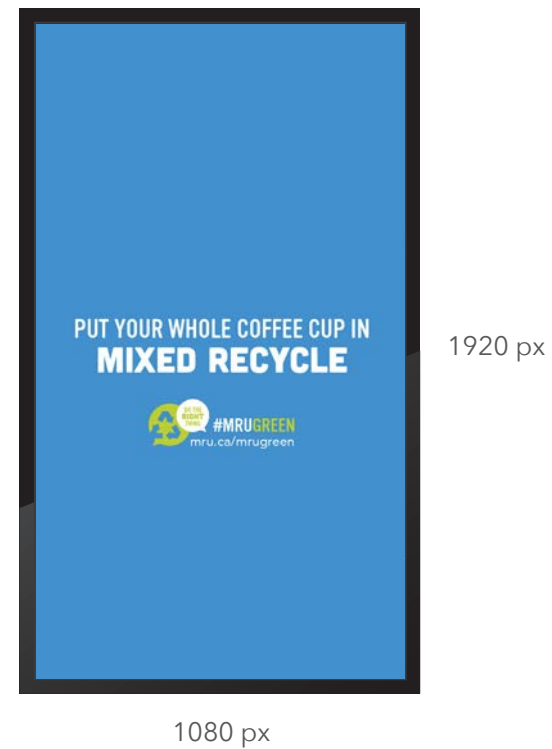
OMNIVEX DIGITAL DISPLAY NETWORK

File specifications for omnivex screens

- 1920 x 1080 pixels, 72 DPI, JPG or PNG, RGB colour

Omnivex best practices

- Each screen is only shown for eight seconds
- Keep your entire message to fewer than 20 words
- Direct user to a short URL for more information
- Use large font size
- Avoid thin fonts



BRAND CONCEPT



The You Belong Here brand concept was developed to project Mount Royal's best attributes paired with its brand promise, pillars and voice through a comprehensive marketing and communications campaign. The campaign is designed to inspire.

You belong here. Up front or behind the scenes. On the side of a mountain, in the rain forest, or at home in your community. You belong here. Leading a movement, heading to grad school or starting your dream career. And because where you start makes all the difference to where you end up, you belong here at Mount Royal University.

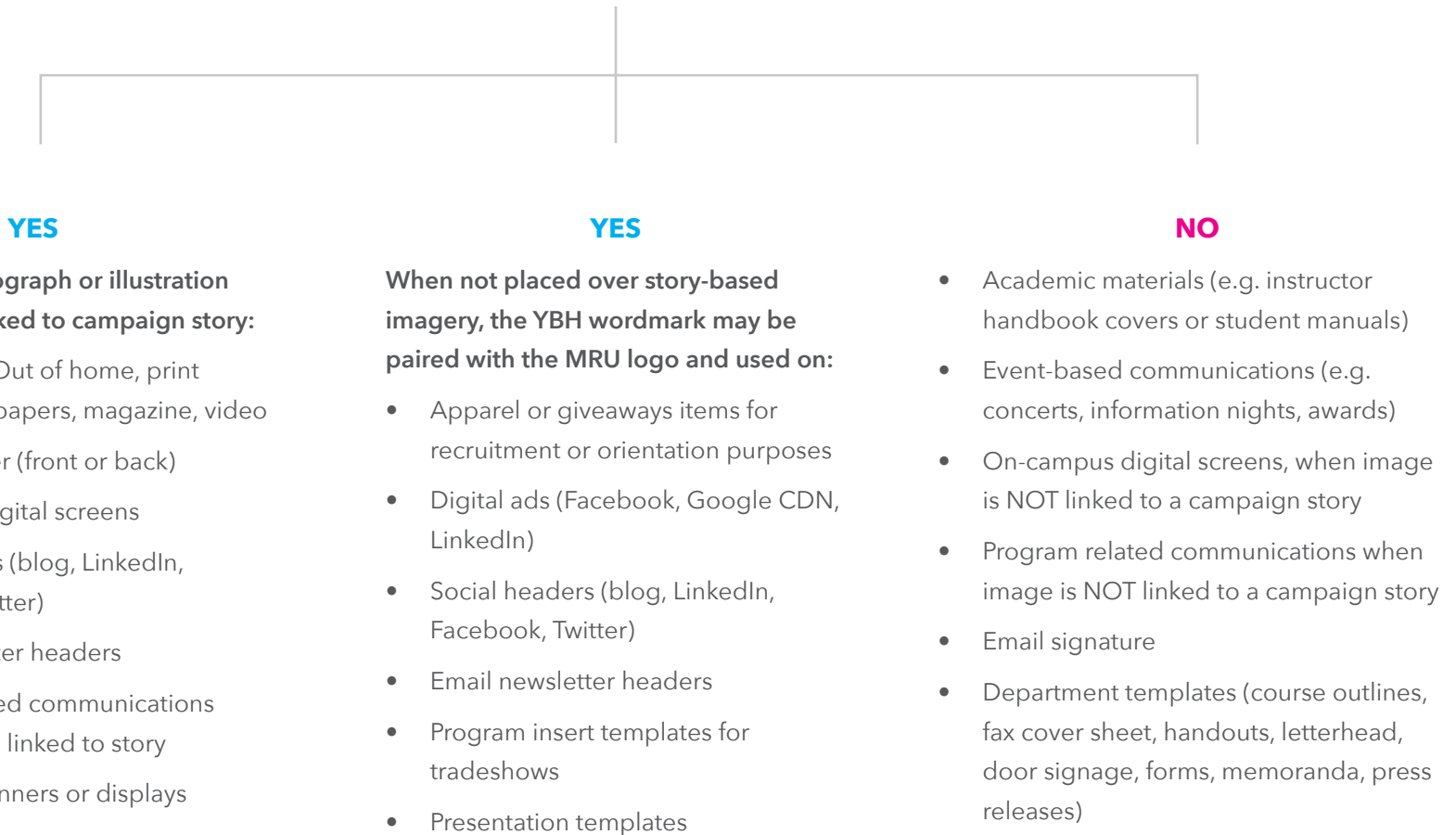
The brand concept is backed by engaging stories told through the lens of various exceptional students, alumni, faculty, staff and donors. It uses strong photography, videography and writing to tell the Mount Royal story.

BRAND CONCEPT



One of the hallmarks of the You Belong Here (YBH) brand concept is the incorporation of the YBH wordmark. Simple in its form, the wordmark is superimposed on visually compelling images and illustrations, and can be seen as either a physical or metaphorical place marker.

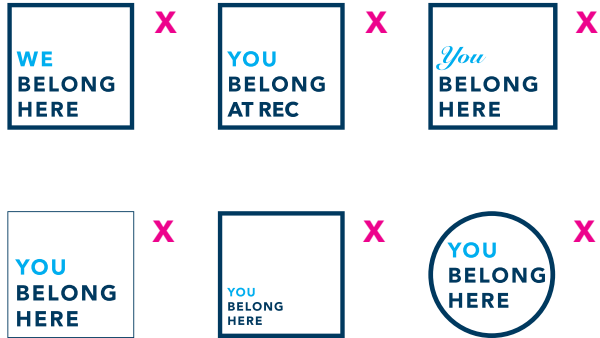
When to use or not use the You Belong Here wordmark



BRAND CONCEPT

You Belong Here wordmark usage guidelines

Do not alter the wordmark



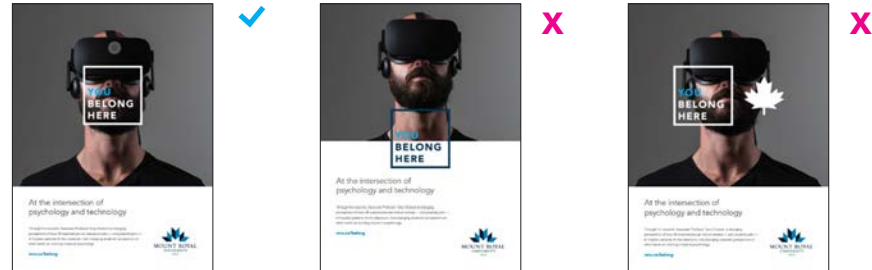
Words should stay as You Belong Here
Do not incorporate other words, e.g. You Belong at Rec
Do not change or substitute fonts
Do not alter the weight of the square

Scale proportionally



Designed as a square (1:1 ratio)
Must be resized proportionally and not stretched or squeezed
No smaller than 80 pixels wide

Spacing



Wordmark is designed to be placed on top of images or illustrations
In most cases, the wordmark should be centred on the image to draw the viewer's focus
Do not overlap other graphical elements such as text, logos, borders or boxes
Do not use other graphic elements, logos or wordmarks above, below or beside the wordmark, when used on an image.

Emphasis on YOU



Only the word "YOU" may be highlighted through the use of official University colours.
No other word in the wordmark may be highlighted.

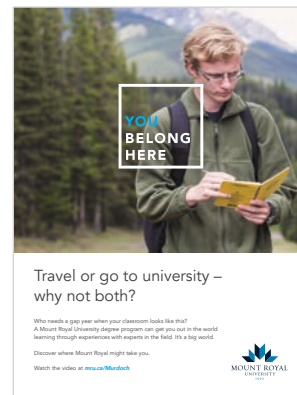
BRAND EXAMPLES



Pull-up banners



Hanging banners



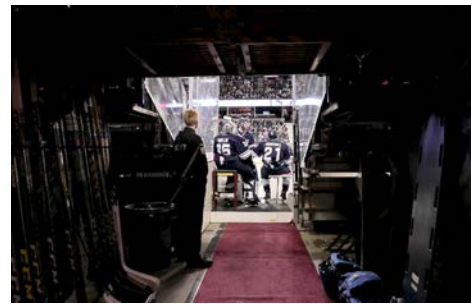
Posters



Merchandise

AUDIO/VISUAL CONTENT

Our brand is heard, seen, felt and reflected through the stories we tell in video form. We strive to create institutional videos that use a consistent brand voice (see page 4). Consistent use of logos, type and imagery style in video help reinforce the institutional brand.



Aspect ratio

Most videos should be shot, exported and published with a 16:9 aspect ratio unless the content demands a more cinematic feel.



Copyright

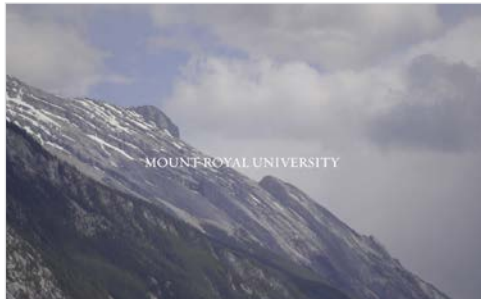
Videos must not contain any copyrighted images, music or video content. Signed model release forms must be obtained from any subject in video and still images. For more information about MRU copyright, contact mrucopyright@mtroyal.ca.



VIDEO TITLES AND GRAPHICS

All videos need a consistent opening and closing. Please incorporate this standard logo and typeface into a standard end slate for video and motion graphics.

Titles



Logo slate (video opening logo)



Title slate

The logo slate (far left) is slated on an empty frame, and precedes the title slate (left).

Outro curtains



Curtains



Institutional logo

All endings of videos will use the "curtains" outro. No other title, sub-brand, or accreditation is to follow.

VIDEO TITLES AND GRAPHICS

Some videos may require additional logos. Please contact your area's Marketing and Communications strategist for assistance.

You Belong Here stories



You Belong Here



Department Placeholder

The logo slate (far left) is slate on an empty frame, and precedes the title slate (left).

Athletics and Recreation



Cougar Eye



Athletics slate

The main graphic used will be the "Cougar Eye."

NAMEPLATES

When titling a video subject, please use the customizable graphic provided. For questions on file usage, please contact your area's Marketing and Communications strategist.



Weigh nameplate on the lower left or right third of the frame.

Positioning



Right-leaning nameplate

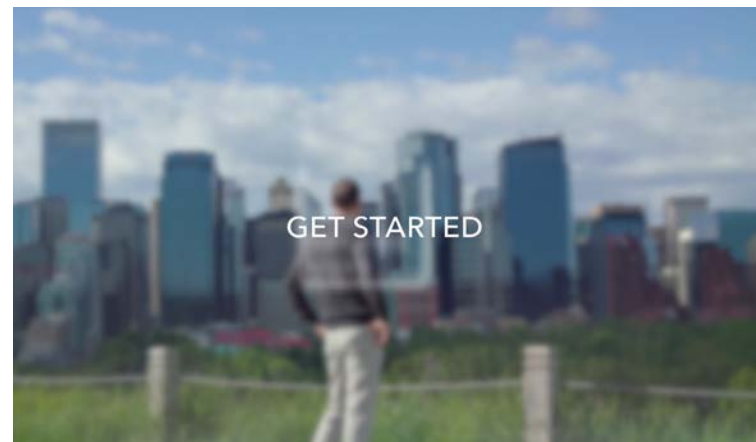
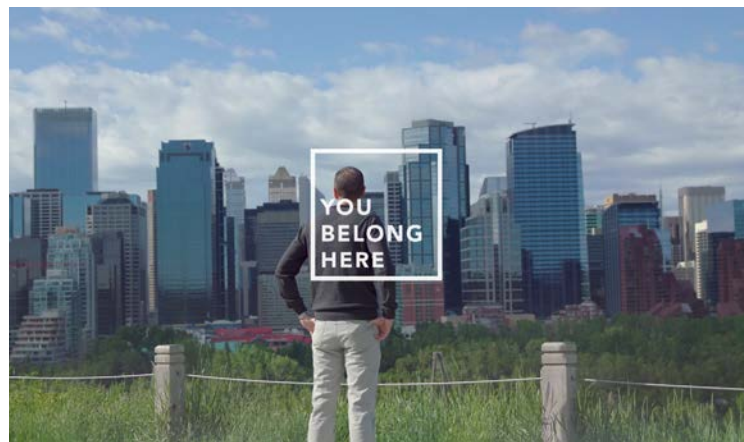


Left-leaning nameplate

A nameplate should be scaled, positioned, and placed dynamically within the frame. There are left – and right – leaning templates that are available for your use.

UNIQUE TEXT, TITLES AND PLATES

Some videos require unique text. To maintain brand, please refrain from designing your own. Contact your area's Marketing and Communications strategist for inquiries about custom text, titles and motion graphics. Here are a few examples of the unique slates created for video:





MOUNT ROYAL
UNIVERSITY
1910

MRU COUGARS BRAND GUIDELINES

We are the Cougars – all students, faculty, staff, alumni, Board members... everyone is part of our community and everyone who is invested in the success of Mount Royal University is welcomed and encouraged to be part of the Cougars spirit. That spirit may have its roots in Athletics, but its power to unify our campus is limitless.

Cougars is about more than sport: it is the embodiment of the healthy spirit of competition within all of our students, alumni, faculty and staff in everything they do. Being a member of #Cougation is to be part of a proud community of people who learn, work and play hard. We have high standards and we expect great things from ourselves and others around us. We understand that to achieve success we may sometimes struggle. However, it is through our hard work, dedication and focus that we eventually prevail.

The Cougar, by its nature, is a solitary animal. And much like that animal, we each go through our own individual battles. However, when we come together, our strengths as individuals make us even greater as a team.

Being proud of the Cougars is as much about being proud of our institution, our peers and ourselves as it is of being proud of the varsity teams who represent us on the field of play.

Together, we are the Cougars.



MOUNT ROYAL UNIVERSITY
COUGARS



THE COUGARS BRAND

The Cougars brand is rooted in sport, but extends far beyond. It is the link to our tradition of excellence in both academics and athletics, where each of us shares pride in the success of all our students, alumni, faculty and staff.

BRAND ESSENCE

Pride. Determination. Focus.

BRAND VOICE

Personal

Authentic

Approachable

Responsive

Energetic

LANGUAGE USED TO EXPRESS THE BRAND

We are: passionate, dedicated, determined, proud, aspirational, focused, successful, achievers, performers, engaged, fun, respected, inclusive, connected, unified.

QUESTIONS?

If you have any questions about the MRU Cougars Brand Guidelines, please contact marketingandcommunications@mtroyal.ca.

COUGARS MRU LOGOS OVERVIEW

OUR LOGO FAMILY

Mount Royal University is represented by three distinct logo sets: the primary logo, armorial bearings and Cougars logos. The primary logo is the official mark used to represent the institution in most cases. The armorial bearings represent the connection between the University's academic functions and its scholarly traditions. The Cougars logos represent the connection between academics and campus life, and provide another way for the community to identify with the University.

Primary logo



Armorial bearings*



University Badge



Coat of Arms

Cougars logos



Cougar Head



MRU Lockup



Cougars Wordmark

* Please refer to page 6 for guidelines for armorial bearings.

COUGARS LOGOS

Cougar Head



The Cougar Head was developed to create an identity that represents the pride, determination and focus that all members of the MRU community embody. The Cougars' forward-facing profile and eyes are designed specifically to portray the essence of the brand.

MRU Lockup



The MRU Lockup was developed to create an identity that encourages inclusivity across campus where we are all Cougars. Whether it's a faculty member researching abroad, a student participating in their community or a staff member volunteering, there is a sense of pride connected to the university.

COUGARS HEAD

Type Usage



The Cougar Head without the wordmark below can only be used when either the MRU Lockup or MRU primary logo is present. This is to ensure the MRU Cougars brand always maintains its connection to Mount Royal University.

For examples see apparel on page 55.

COUGARS LOGOS

Three-colour logo (3C)



MOUNT ROYAL UNIVERSITY
COUGARS



COUGARS



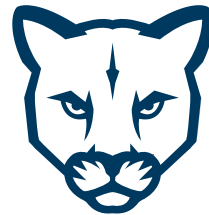
One-colour logo (1C) - For white logos, refer to page 44



MOUNT ROYAL UNIVERSITY
COUGARS



COUGARS



COUGARS WHITE



To maintain the integrity of the Cougars brand, white versions of the logo and lockup were created to be used on darker colours in print, digital and promotional items.



INCORRECT

Do not convert the 1C versions to white as this will break the integrity of the logo and lockup.

COUGARS VARIATIONS



Depending on the background colour, variations in the Cougars wordmark is acceptable as it improves legibility.

Acceptable versions are provided in the logo toolkit.



COUGARS WORDMARK

Wordmark

MOUNT ROYAL UNIVERSITY
COUGARS

MOUNT ROYAL UNIVERSITY
COUGARS

MOUNT ROYAL UNIVERSITY
COUGARS

One-colour wordmark

MOUNT ROYAL UNIVERSITY
COUGARS

COUGARS

COUGARS COLOURS

The official colours of Mount Royal University are Kerby Blue, Lincoln Blue, Focus Blue, Historic Silver and White. When selecting merchandise, apparel or various printed items, every effort must be made to match these colours or their closest reasonable match in a range of blues. Royal Blue should never be used and black may only be used in approved cases.

Primary colour



Kerby Blue
Pantone 540 C + 295 U
C100 M52 Y12 K55
#003352
R0 G51 B82

Secondary colours



Lincoln Blue
Pantone 307 C
C100 M20 Y0 K25
#007fb5
R0 G127 B181



Focus Blue
Pantone Cyan
C100 M0 Y0 K0
#00b1ff
R0 G177 B255



Summit White
C0 M0 Y0 K0
#ffffff
R255 G255 B255



Historic Silver
Pantone 429 C
C0 M0 Y0 K40
#a7a9ac
R167 G169 B172



NEVER use red, gold, green or incorrect values of blue colours.

COUGARS TYPEFACE

The Forza typeface was chosen for the Cougars brand as its concise geometries make for an expressive type family that's ardent, disciplined and commanding.

Cougars font family

Forza

Forza Light 1 2 3

Forza Book 1 2 3

Forza Medium 1 2 3

Forza Bold 1 2 3

Forza Black 1 2 3

Alphabet & number set

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

COUGARS CLEAR SPACE

Logos must be placed with sufficient clear space between the logo and any other text or image element to ensure legibility. The minimum amount of clear space required is equivalent to the height of the letter 'C' in Cougars as illustrated below.





Team name applications were created specifically for our varsity sports teams.

Basketball, hockey, soccer and volleyball.



COUGARS
BASKETBALL



COUGARS
HOCKEY



COUGARS
SOCCER



COUGARS
VOLLEYBALL



BASKETBALL



HOCKEY



SOCCER



VOLLEYBALL

COUGARS COACHES CHEATSHEET (ATHLETICS = SPORTS TEAM)

ON WHITE

ON DARK

ON GREY

ON LIGHT

FULL
COLOUR



COUGARS
ATHLETICS



COUGARS
ATHLETICS



COUGARS
ATHLETICS



COUGARS
ATHLETICS

3 COLOUR



COUGARS
ATHLETICS



COUGARS
ATHLETICS



COUGARS
ATHLETICS



COUGARS
ATHLETICS

1 COLOUR



COUGARS
ATHLETICS



COUGARS
ATHLETICS



COUGARS
ATHLETICS

WHITE



COUGARS
ATHLETICS



COUGARS
ATHLETICS



COUGARS
ATHLETICS

COUGARS COACHES CHEATSHEET (ATHLETICS = SPORTS TEAM)

ON WHITE

ON DARK

ON GREY

ON LIGHT

FULL
COLOUR



3 COLOUR



1 COLOUR



WHITE





APPLICATIONS

Members of the Mount Royal University community who want to use an application of the brand must contact their area's Marketing and Communications strategist for approval.

Cougars Application logos are not considered institutional sub-brand logos.



COUGARS USAGE

Crop

Eye crop



Do not show above
intersection of furrow

Do not show the
bottom of snout

50% crop



Paired with institution logo



COUGARS USAGE RESTRICTIONS

The universal rule of thumb is to never alter the electronic artwork in any way. Here are some examples of what not to do with the logo. Do not attempt to re-create the logo.

X



Do not distort the logo

X



Do not alter the relationship or scale between different elements of the logo

X



X



Do not add additional keylines to the logo

X



Do not rotate logo

X



Cougars logos must only appear on white, grey, navy or cyan backgrounds. Users must seek Cougars brand committees approval for variations.

X



Do not alter the colours of the logo

X



Do not alter font of the logo

X



Do not add effects to the logo

X



Do not enclose the logo in a shape

COUGARS SAMPLE APPAREL



GLOSSARY

As with other disciplines, graphic design has its own lexicon, words and phrases. Though many of the terms are used interchangeably this glossary will help you understand the meaning or words used in these Brand Guidelines.

Clear space: The protected area around the symbol or emblem into which no other image may intrude. Also referred to as buffing zone or staging area.

Identity: Complete graphic system used by an organization to identify itself, including the logo, logotype, corporate colours and corporate fonts.

Corporate emblem: All the graphic elements that comprise a company's visual identity: the logo, logotype and colour used together. Also known as a trademark, mark or brand mark.

Keyline: A narrow line or rule used as a graphic element in design.

Logo: A word commonly used to mean the symbol or design within an emblem or mark.

Out of Home: Advertising that is seen primarily when consumers are "on the go" away from home. This can include indoor and outdoor installations in both

PMS™ colours: Pantone Matching System™ (PMS) is an industry standard for matching colours, that uses numbered colour swatches produced by Pantone Corporation.

Process colours: The four colours used in normal colour printing: cyan, magenta, yellow and black.

Special colours: Inks that are specially formulated to match a designated colour. Also called non- or special-process colours.

Typeface: A complete set of typographic characters, including available versions such as italic, bold, condensed, etc.; commonly called a font.

Wordmark: A corporate signature consisting of type only, without a symbol.