



Visual Identity Guide Book

*Together, we are committed
to student success.*

Visual Identity Guide Book

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Confederation College's brand identity reflects who we are, what we do and what value we offer as an educational facility and as an organization.

A well developed brand is built on a foundation that represents the essence of Confederation College's core values, vision, attributes and qualities. Brands help create a reputation for quality and value, encourage loyalty, create a sense of pride, and create cost and communications efficiencies. A brand is not just a logo.

It is vital that Confederation College express itself clearly and consistently through a seamless, structured system. The Visual Identity Guide provides context for all forms of external and internal graphic communication from Confederation College, its schools, business units and partners. Effective and consistent use of unifying graphic elements reinforces Confederation College's image and allows for a foundation upon which Confederation College schools, business units and partners can develop their identities.

These standards apply to all Confederation College official materials.



Confederation College's commitment to student success, our guarantee, extends to all facets of our organization: from our classrooms, to our programs, to our Centres of Excellence, to our faculty and staff, to our affiliations with industry and government, to the communities of northwestern Ontario, to our global partnerships and connections.

We'll help students succeed by emphasizing our brand promise: "Change Your Life Through Learning". Every single day, as each of you go about your work at Confederation College, you'll know that you're a part of changing lives. Whether you work in Admissions, Counselling, in one of our over 60 programs, whether you're on-campus or off-campus, you can be assured that you are a part of a team that's making an important difference in people's lives. That is a wonderful motivation and one that you should all be proud to be a part of.

As an educational facility we have a responsibility to provide relevant, exciting and innovative approaches to learning. Our primary avenue of extending our message is through our brand.

To be effective in a competitive market, we're committed to building a strong, positive and resonating brand identity. The role of the identity is to help create value, create and maintain quality and to drive trust for our organization.

The brand is a vital guide for our actions. The pillars of our brand are: students, faculty and staff, and the communities that we serve locally, regionally, provincially, nationally and internationally.

Confederation College contributes substantially to the growth and vitality of northern Ontario through the integration of education, technology, vocation and community. It is essential that the College express itself clearly with consistency to strengthen our brand and enhance our ability to communicate effectively on Confederation College's behalf. We want people to continue to recognize who we are and what we stand for – a commitment to student success and the premiere learning college in northwestern Ontario.

Pat Lang
President

The brand promise allows for a clear, concise and consistent message of the core benefit of Confederation College.

The promise is carried through all levels of service – a combination of vision, values, beliefs, perceptions and objectives held by internal and external audiences; staff, faculty, community, and particularly for the student.

Confederation College's Brand Promise is:

Change Your Life Through Learning

Brand architecture is a systematic way of organizing the different elements of an organization so that people both within and outside of the organization understand how its clients are being served.

Brand architecture also provides a solid framework for an organization to manage future growth and diversity. New opportunities are built on and are strengthened by their association with the invested value and equity of a single strong brand.

The brand architecture system clearly defines the relationship that Confederation College has with its schools, business units and partners. It also helps to establish the way in which this relationship, in terms of identity, is presented across a variety of applications.

The branding architecture system allows us to consistently reinforce and consolidate the Confederation College brand, while giving the individual units recognition and an ability to express their individuality.

The Confederation College symbol and logotype represent the Primary Brand and will be utilized for most Confederation College applications.



Primary Brand

The use of Sub-Brands provides the means for specific schools and business units to be recognized.

The Sub-Brands of Confederation College are:



Sub-Brand
(Schools)

Schools:

School of Access and Literacy

School of Engineering Technology

School of Business Hospitality and Media Arts

School of Health and Community Services

School of Aviation

School of Forestry



Sub-Brand
(Business Units)

Business Units:

Corporate and Contract Training

Centre for Continuing Education

Alumni

Alumni Association



Services

Confederation College's Services and Products utilize the Primary Brand symbol and logotype.

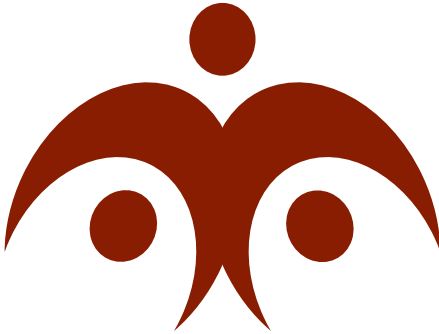


Product

The combined Confederation name and symbol create a recognizable signature, the synergy of these, along with other elements, are what create an overall Visual Identity System.

The Visual Identity System ensures that the basic elements of Confederation College's signature are reproduced with complete accuracy and consistency.

The various elements and combinations are specified in the following section.



A symbol is a graphic representation that interprets an organization's core purpose, values and unique characteristics.

The Confederation College symbol is a contemporary reinterpretation of the Animakig, the College's symbol since its inception until 2004. The symbol acknowledges the College's history and honours the multicultural heritage of northwestern Ontario. The link between contemporary education and the knowledge imparted by the Aboriginal peoples is imparted through both the symbol and the colours.

Within the symbol, is the face of an owl, the traditional symbol of wisdom and a metaphor for the graduation motto of Confederation College; "Armed With Knowledge, Wisdom We Seek". As in the original symbol, the two "C's" of the name, Confederation College are united. The evolution of the College is reflected in the modernized version with three uniform circles that represent the foundation of the College; students, staff and faculty, and community.

In most cases, the Confederation College symbol shouldn't be used without the accompanying logotype.

A logotype is a particular way of writing an organization's name and includes a specific font and spacing. The logotypes are integral to establishing our identity and must always be reproduced using master artwork.

The logotypes must never be modified or altered in any way. In Confederation College's logotype, the word, "Confederation" is emphasized to reinforce and promote the use of the full word.

The use of logotypes in a Primary Brand or Sub-Brand application is pre-determined by the brand architecture system.

The Primary Brand logotype includes the name, Confederation and the word, College.

The Sub-Brand includes the name, Confederation and the respective school or business unit.

Confederation
COLLEGE

Primary Brand Logotype

Confederation
SCHOOL OF AVIATION

Sub-Brand Logotype

Visual Identity Elements

Arrangements of the Primary Brand and Sub-Brand

2.4

There are two graphic arrangements of the Primary and Sub-Brand Signatures; centred and horizontal. These arrangements are designed to accommodate standard applications.



Horizontal Arrangement of Primary Brand



Horizontal Arrangement of Sub-Brand



Centred Arrangement of Primary Brand



Centred Arrangement of Sub-Brand

To maximize the visual impact of the Primary and Sub-Brand signatures or logotypes, the various configurations must always be given space.

A minimum of clear space around the signature or logotype ensures legibility and the integrity of the visual identity. At minimum, this area should half the height of the symbol, but ideally as large as possible. To ensure consistent legibility, the signature must not appear smaller than 1.0" wide.



Minimum Size of Brand Signature (1.0")

The consistent use of the official colours is essential to the visual identity of Confederation College. In full colour applications, the logo of Confederation College must always appear with the colours Confederation Blue and Confederation Red.

The Primary Brand colours are to be used for all corporate applications as well as for the Student Success centre, the Residence, Financial, the Fitness Centre, International Education Centre, and Worldwide Projects.



	Confederation Blue		Confederation Red	
Pantone	302 Coated and Uncoated		1815 Coated	1807 Uncoated
CMYK	C 100	M 18	C 0	M 90
	Y 0	K 51	Y 100	K 51
Non Web RGB	R 1	G 64	R 125	G 13
	B 90		B 0	
Web	Hexidecimal 01405A		Hexidecimal 7D0D00	
Vinyl	Avery Majestic Blue		Avery Burgundy	

Pantone is a registered trademark

Visual Identity Elements

2 Colour Signature

2.6a

For two colour applications, the Primary Brand signature must appear with the symbol and the logotype, “College” reproduced in Confederation Red and the logotype, “Confederation” reproduced in Confederation Blue.

The Sub-Brand must appear with the symbol and the logotype of the respective school or business unit reproduced in Confederation Red and the logotype, “Confederation” reproduced in Confederation Blue.

The two colour Primary Brand and Sub-Brand signatures must appear on a white background. For specific applications in certain circumstances, an off-white or light-tinted neutral background may be acceptable. These applications must be approved by the Marketing & Communications Office.



2 Colour Application of Primary Brand



2 Colour Application of Sub-Brand

Visual Identity Elements

2 Colour Signature

2.6b

For one colour applications, the signature may appear in black on a white, or in white on a black background. For specific applications in certain circumstances, an off-white or light-tinted neutral background may be acceptable. These applications must be approved by the Marketing & Communications Office.

As an option, when producing one colour brochures or flyers, the signature can appear in either of the corporate colours, Confederation Red or Confederation Blue.



Black Application of Primary Brand



White Application of Primary Brand



Confederation Blue Application of Primary Brand



Confederation Red Application of Primary Brand

The official fonts of Confederation College are Stone Sans, Stone Serif. Consistent use of these fonts across all communication platforms projects a unified and consistent image of the college. The fonts help audiences recognize the Confederation College brand identity and reinforce the desired style and overall look.

These fonts must be used for all materials produced through external suppliers and outside formal design facilities including all stationery and forms, all headings and body text in documents and printed materials.

No fonts other than Stone Sans and Stone Serif are to be utilized on external marketing materials without the permission of the Marketing & Communications Office.

Font selections for other materials

For internally produced material where formal design facilities are not utilized, Arial may be used in place of Stone Sans, and Times Roman may be used in place of Stone Serif.

Stone Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Stone Sans Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Stone Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Stone Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Stone Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Stone Serif Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Stone Serif Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Stone Serif Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Stone Serif Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Stone Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Stone Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Confederation College has established a standard format for business cards and stationery to present a consistent College visual identity and to give the public an initial and sustaining positive impression of the institution.

Other Stationery Requirements

The Confederation College signature may be used on specially designed cards, invitations, etc., with approval from the Marketing & Communications Office.

Application Guidelines

Letterhead – Primary Brand

3.2a

The use of Confederation College Primary Brand letterhead is restricted to official correspondence by employees, students and other persons authorized to act on behalf of a school or business of the College.

Official Primary Brand letterhead includes the Confederation College signature presented in official colours in a horizontal arrangement. The address must include the College website, telephone, fax and toll-free number.

The Primary Brand letterhead is available for each campus; Thunder Bay, Dryden, Fort Frances, Geraldton, Kenora, Marathon and Sioux Lookout and should include the respective campus mailing address.

General Specifications

Size: 8½ x 11"
Colours: (Uncoated)
Pantone 1807
Pantone 302
Paper: First Choice
Laser 24lb

Signature Size

18p6 Signature Width

Address

Font: 7 pt Stone Sans
Medium
Leading: 12 pt
Tracking: -10 em

All Other Text

Font: 7 pt Stone Sans
Medium
Leading: 12 pt
Tracking: -10 em



Application Guidelines

Letterhead – Sub-Brand

3.2b

The use of Confederation College Sub-Brand letterhead is restricted to official correspondence by employees, students and other persons authorized to act on behalf of a school or business unit of the College.

Official Sub-Brand letterhead includes the Confederation College school or business unit signature presented in official colours in a horizontal arrangement. The address must include the College website, telephone, fax and toll-free number.

General Specifications

Size: 8½ x 11"
Colours: (Uncoated)
Pantone 1807
Pantone 302
Paper: First Choice
Laser 24lb

Signature Size

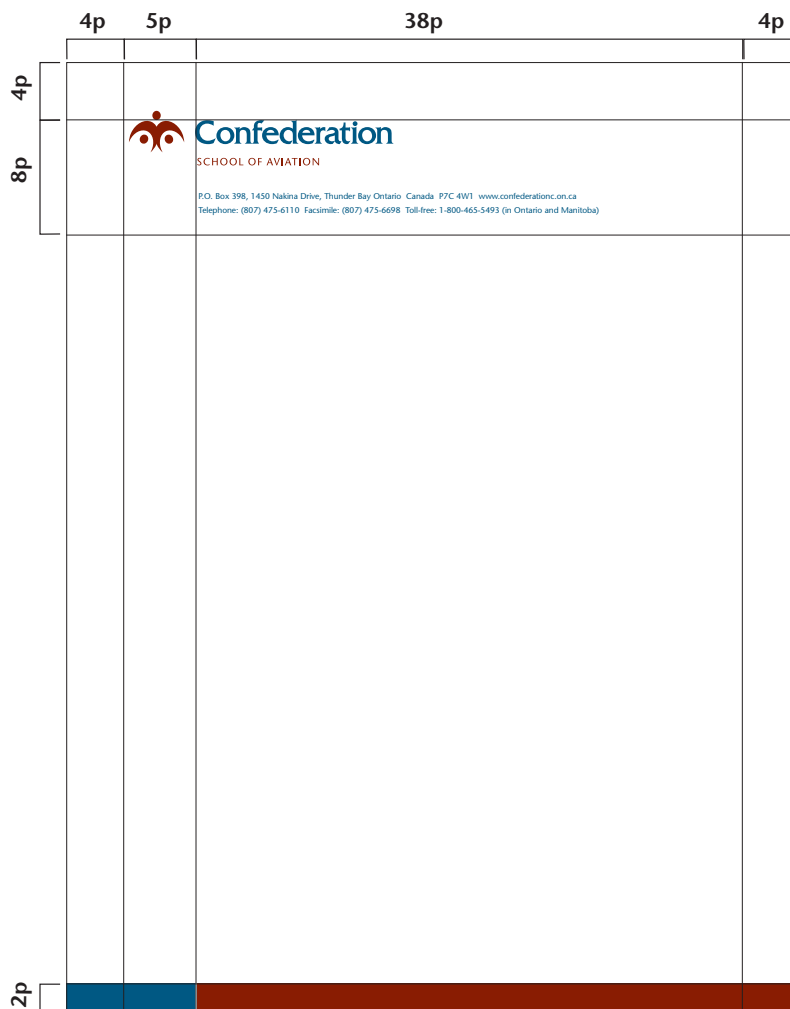
18p6 Signature Width

Address

Font: 7 pt Stone Sans
Medium
Leading: 12 pt
Tracking: -10 em

All Other Text

Font: 7 pt Stone Sans
Medium
Leading: 12 pt
Tracking: -10 em



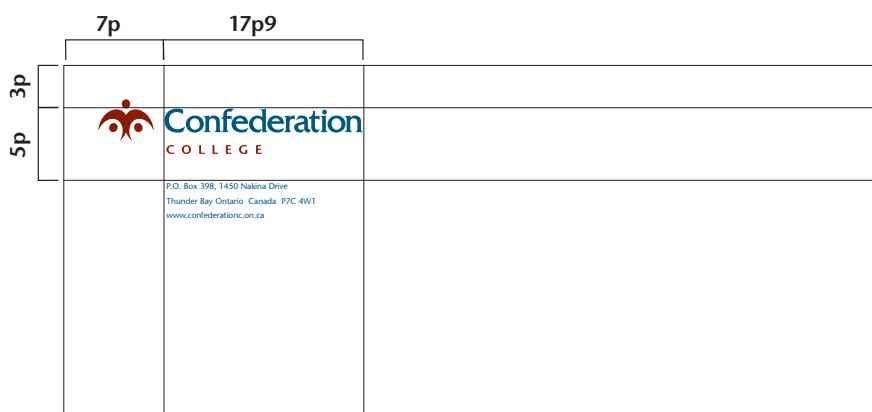
Application Guidelines

Envelopes

3.3

The standard #10 envelope template is designed for general use throughout Confederation College for all correspondence.

Formal #10 envelopes are to be printed using the Confederation College signature presented in official colours in a horizontal arrangement. The address should include the College website.



Primary Brand

General Specifications

Size: 4¹/₈ x 9¹/₂"
No. 10 Regular O-S

Colours: (Uncoated)
Pantone 1807
Pantone 302

Paper: Ultimate
White Wove

Signature Size

18p6 Signature Width

Address

Font: 7 pt Stone Sans
Medium

Leading: 12 pt

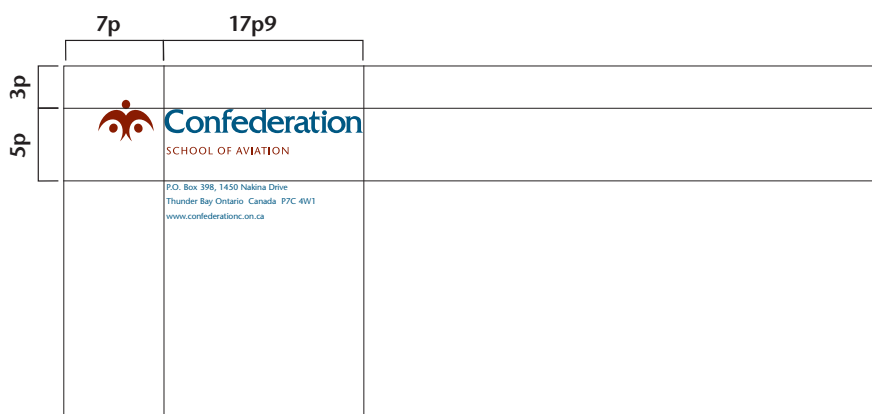
Tracking: -10 em

All Other Text

Font: 7 pt Stone Sans
Medium

Leading: 12 pt

Tracking: -10 em



Sub-Brand

Application Guidelines

Business Card Organization of Information

3.4a

All Confederation College business cards must follow a pre-determined template. In order to ensure that all relevant material is consistent, the Marketing & Communications office shall coordinate the initial order of a person's business cards.

John Smith
Manager, Finance
Financial Services
& Planning

Single Job Title — Brand

The job title is followed by the job description (if required), separated by a comma. The Department Name, School, or Business Unit (if required) should always be positioned on the third line.

John Smith
Professor, Tourism

Single Job Title — Sub-Brand

The job title is followed by the job description (if required), separated by a comma. The name of the School or Business Unit would be identified in the Sub-brand Signature, therefore it should not be repeated in the title block.

John Smith
Professor & Program
Coordinator

Dual Job Title — Within the Same School/Business Unit or Department

When this type of dual role exists, "&" shall be used. For Sub-Branded business cards, the name of the School or Business Unit would be identified in the Sub-brand Signature, therefore it should not be repeated in the title block.

John Smith
Dean, School of Aviation
Vice President
Professional Development

Dual Job Title — Across Schools/Business Units or Departments

When this type of dual role exists, the user can choose to order separate cards, combine the information on to one Branded card or combine the information on to one Sub-Branded card. In this case, it is permitted to repeat the name of the School or Business Unit in the title block.

Application Guidelines

Business Cards – Primary Brand

3.4b

The Confederation College business card for the Primary Brand uses a consistent format for content and layout.

General Specifications

Size: 3½ x 2"
Colours: (Coated)
Pantone 1815
Pantone 302
Paper: Chorus Art Silk
White, Cover, 100lb

Signature Size

8p6 Signature Width

Person's Name

Font: 9 pt Stone Sans
Semibold
Leading: 9.5 pt

Degree

Font: 6 pt Stone Sans
Semibold
Leading: 9.5 pt

All Other Text

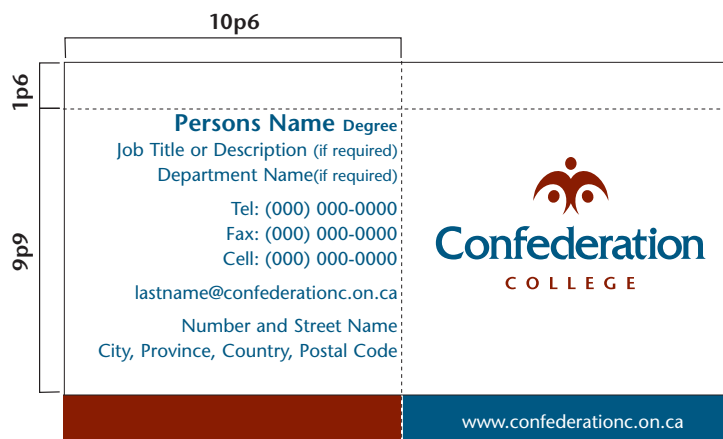
Font: 7 pt Stone Sans
Medium
Leading: 9.5 pt

Space After

Paragraph 0p3.5

Web Address

Font: 7 pt Stone Sans
Medium
Colour: White



Application Guidelines

Business Card – Sub-Brand

3.4c

The Confederation College business card for the Primary Brand uses a consistent format for content and layout that reflects the school or business unit.

General Specifications

Size: 3½ x 2"
Colours: (Coated)
Pantone 1815
Pantone 302
Paper: Chorus Art Silk
White, Cover, 100lb

Signature Size

8p6 Signature Width

Person's Name

Font: 9 pt Stone Sans
Semibold
Leading: 9.5 pt

Degree

Font: 6 pt Stone Sans
Semibold
Leading: 9.5 pt

All Other Text

Font: 7 pt Stone Sans
Medium
Leading: 9.5 pt
Space After
Paragraph: 0p3.5

Web Address

Font: 7 pt Stone Sans
Medium
Colour: White



Application Guidelines

Forms – Media Release

3.5a

The media release is for use by the Marketing & Communications Office and closely resembles the Primary Brand Letterhead.

Word template files are available from the Confederation College IT department. Completed and approved forms are distributed through the Confederation College IT department.

General Specifications

Size: 8½ x 11"
Colours: Black
Paper: First Choice
Laser 24lb

Signature Size

18p6 Signature Width

Address

Font: 8.5 Arial
Single Space

Media Release

Font: 16 Arial Bold

All Other Text

Font: 8.5 Arial
Single Space

The diagram illustrates the layout of a media release form. It is a rectangular document with a total width of 8.5 inches and a total height of 11 inches. The form is divided into several sections:

- Header:** A 1-inch high section at the top containing the Confederation College logo and the text "Confederation COLLEGE".
- Contact Information:** A 1/2-inch high section below the header containing the college's address, phone, and fax numbers.
- Media Release Section:** A 3/4-inch high section below the contact information, highlighted in black with the text "Media Release" in white.
- Signature Line:** A 3/8-inch high section at the bottom, indicated by a dashed line.

Dimensions are marked on the left and right sides of the form:

- Left side: 1/2", 1", 1/2", 3/4"
- Right side: 3/8", 3/8"

Application Guidelines

Forms – Facsimile Cover Page

3.5b

The cover page facsimile is for general use and closely resembles the Primary Brand Letterhead.

Word template files are available from the Confederation College IT department. Completed and approved forms are distributed through the Confederation College IT department.

General Specifications

Size: 8½ x 11"
Colours: Black
Paper: First Choice
Laser 24lb

Signature Size

18p6 Signature Width

Address

Font: 8.5 Arial
Single Space

Facsimile cover page

Font: 16 Arial Bold

Disclaimer

Font: 7 Arial
Single Space

All Other Text

Font: 8.5 Arial
Single Space

The diagram shows a facsimile cover page template with the following dimensions and layout:

- Top margin: 1/2"
- Left margin: 3/8"
- Right margin: 3/8"
- Bottom margin: 1/2"
- Header: Confederation COLLEGE logo and name.
- Address: P.O. Box 398, 1450 Nakina Drive, Thunder Bay, Ontario, Canada P7C 4W1. www.confederationc.on.ca. Telephone: (807) 475-6110. Facsimile: (807) 475-6698. Toll-free: 1-800-465-5493 (in Ontario and Manitoba).
- Black bar: Facsimile cover page.
- Fields: To, Company, Fax number, Date, From, Department, Telephone, Fax, Email, Subject, Number of pages (including cover), Comments.
- Disclaimer: If you do not receive the full document, please contact the sender. Confidentiality Notice: The information in this transmission contains privileged and confidential information intended only for the use of the addressee named above. If you have received this fax in error, please return to sender.

Application Guidelines

Forms – Memorandum

3.5c

The memorandum is for general use and closely resembles the Primary Brand Letterhead.

Word template files are available from the Confederation College IT department. Completed and approved forms are distributed through the Confederation College IT department.

General Specifications

Size: 8½ x 11"
Colours: Black
Paper: First Choice
Laser 24lb

Signature Size

18p6 Signature Width

Address

Font: 8.5 Arial
Single Space

Memorandum

Font: 16 Arial Bold

All Other Text

Font: 8.5 Arial
Single Space

The diagram illustrates the layout and dimensions of a memorandum form. The overall dimensions are 8½ x 11 inches. The form is divided into several sections:

- Header:** 1 inch high, containing the Confederation College logo and name.
- Address:** ½ inch high, containing the college's contact information: P.O. Box 398, 1450 Nakina Drive, Thunder Bay Ontario Canada P7C 4W1 www.confederationc.on.ca Telephone: (807) 475-6110 Facsimile: (807) 475-6698 Toll-free: 1-800-465-5493 (in Ontario and Manitoba).
- Memorandum Title:** ¾ inch high, a black bar with the word "Memorandum" in white.
- Form Fields:** Below the title, there are lines for "To", "Date", "Subject", "From", "Department", "Telephone", "Fax", and "Email".
- Message:** A line for the "Message" content.

Dimensions are indicated on the left and right sides: ½ inch for the header, 1 inch for the address, ½ inch for the memorandum title, and ¾ inch for the form fields. Margins of ⅜ inch are shown at the top and bottom.

Clear and consistent communication extends beyond standard formats for stationery. To augment a consistent Confederation College visual identity and to reinforce the public's positive impression of the institution, it is imperative to integrate typing guidelines within a well-designed stationery system.

The typing guidelines incorporate a grid system which organizes both typographic and graphic elements in an orderly fashion. The typing guidelines for Confederation College applications are easy to use, enhance productivity and communicate professionalism and a consistent reflection of the visual identity.

Application Guidelines

Typing Guidelines – Letterhead

3.7a

All fixed elements of the Confederation College Primary and Sub-Brand letterhead template may not be altered in any way.

The blue tint box indicates the specified area for typing. The text is aligned flush along the left margin, as defined by the letter 'C' of "Confederation" in the logotype at the top of the page. The body of the text is single spaced and left justified with double spaces between paragraphs.

General Specifications

Size: 8½ x 11"

Colours: Black

Signature Size

18p6 Signature Width

Address

Font: 7 pt Stone Sans

Medium

Leading: 12 pt

Tracking: -10 em

All Other Text

Font: 7 pt Stone Sans

Medium

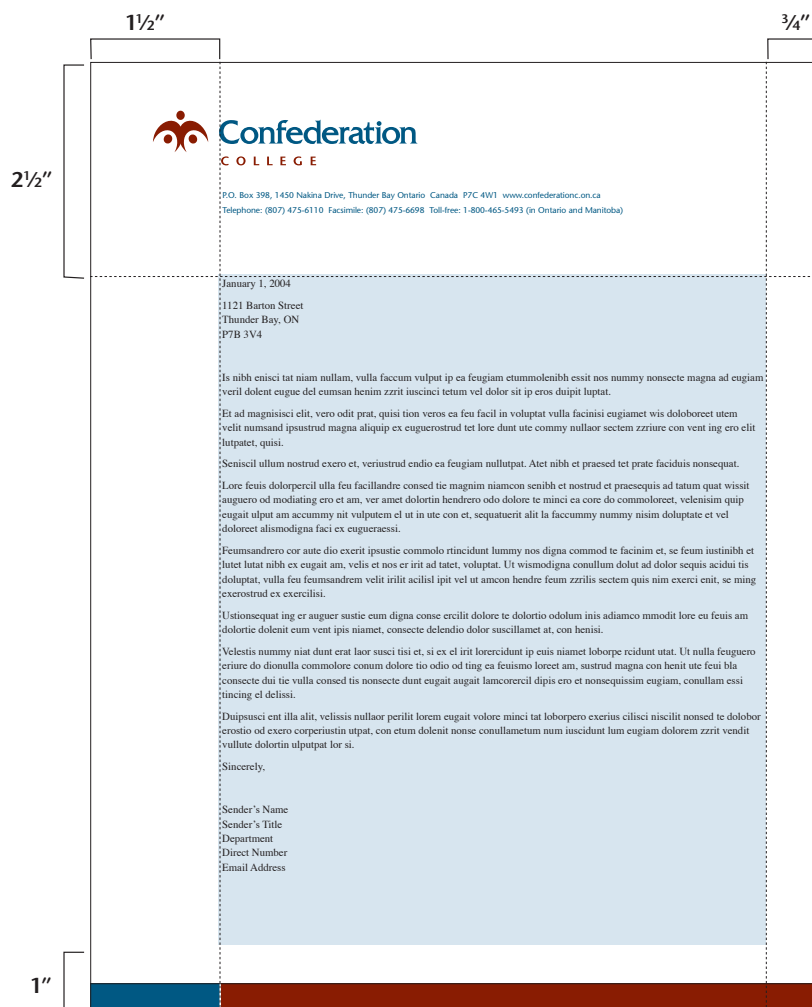
Leading: 12 pt

Tracking: -10 em

Typing Guidelines

Font: 9 pt Stone Serif
(Times New Roman
may be substituted)

Leading: 12 pt



Application Guidelines

Typing Guidelines – Envelope

3.7b

All fixed elements of the Confederation College Primary and Sub-Brand envelope template may not be altered in any way.

The blue tint box indicates the specified area for typing. The text is aligned flush along the left margin. The body of the address text is single spaced with a double space between Canada and the postal code.

General Specifications

Size: 4¹/₈ x 9¹/₂"

No. 10 Regular O-S

Colours: (Uncoated)
Pantone 1807
Pantone 302

Paper: Ultimate
White Wove

Signature Size

18p6 Signature Width

Address

Font: 7 pt Stone Sans
Medium

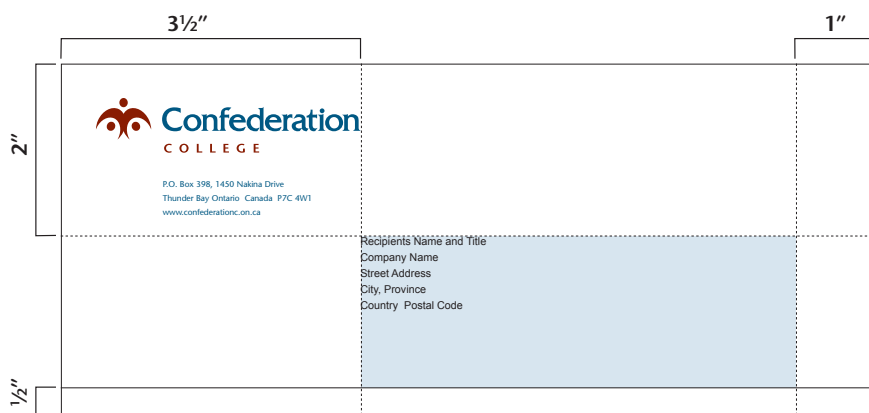
Leading: 12 pt

Tracking: -10 em

Typing Guidelines

Font: 9 pt Stone Serif
(Times New Roman
may be substituted)

Leading: 12 pt



Application Guidelines

Typing Guidelines – Media Release

3.7c

All fixed elements of the Confederation College Cover Page Media Release template may not be altered in any way.

The blue tint box indicates the specified area for typing. The text is aligned flush along the left margin. The body of the address text is single spaced with a double space between paragraphs.

General Specifications

Size: 8½ x 11"
Colours: Black
Paper: First Choice
Laser 24lb

Signature Size

18p6 Signature Width

Address

Font: 8.5 Arial
Single Space

Media Release

Font: 16 Arial Bold

All Other Text

Font: 8.5 Arial
Single Space

The diagram illustrates the layout of the Media Release template with the following dimensions and content:

- Top margin: 1/2"
- Left margin: 3/8"
- Right margin: 3/8"
- Header area (1" high):
 - Confederation COLLEGE logo
 - Contact information: P.O. Box 398, 1450 Nakina Drive, Thunder Bay Ontario Canada P7C 4W1 www.confederationc.on.ca Telephone: (807) 475-6110 Facsimile: (807) 475-6698 Toll-free: 1-800-465-5493 (in Ontario and Manitoba)
- Section header (3/4" high): **Media Release**
- Main body (blue tinted area):
 - Paragraph 1: Lorem ipsum dolor sit amet, consectetur adipisicing 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.
 - Paragraph 2: Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid Lorem ipsum dolor sit amet, consectetur adipisicing 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.
 - Paragraph 3: Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid

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Application Guidelines

Typing Guidelines – Facsimile

3.7d

All fixed elements of the Confederation College Facsimile Cover Page template may not be altered in any way.

The blue tint box indicates the specified area for typing. The text is aligned flush along the left margin. The body of the address text is single spaced with a double space between paragraphs.

General Specifications

Size: 8½ x 11"
Colours: Black
Paper: First Choice
Laser 24lb

Signature Size

18p6 Signature Width

Address

Font: 8.5 Arial
Single Space

Facsimile cover page

Font: 16 Arial Bold

Disclaimer

Font: 7 Arial
Single Space

All Other Text

Font: 8.5 Arial
Single Space

The diagram illustrates the layout of a facsimile cover page with the following dimensions and sections:

- Top Margins:** 3/8" on both the left and right sides.
- Logo and Header:** A 1" high section containing the Confederation College logo and name.
- Contact Information:** A 1/2" high section with the following text: "P.O. Box 398, 1450 Nakina Drive, Thunder Bay Ontario Canada P7C 4W1 www.confederationc.on.ca Telephone: (807) 475-6110 Facsimile: (807) 475-6698 Toll-free: 1-800-465-5453 (in Ontario and Manitoba)".
- Facsimile cover page:** A 3/4" high black section with the text "Facsimile cover page" in white.
- Form Fields:** A table with the following structure:

To	Recipients Name	Company	Recipients Company name
Fax number	000 0000	Date	Today's date
From	Senders name	Department	Senders department
		Telephone	Senders telephone number
		Fax	Senders fax number
		Email	Senders email address
Subject	Subject of fax		
	Number of pages (including cover)	Number of pages	
- Comments:** A section containing two paragraphs of Lorem Ipsum text.
- Disclaimer:** A 1/4" high section at the bottom with the following text: "If you do not receive the full document, please contact the sender. Confidentiality Notice: The information in this transmission contains privileged and confidential information intended only for the use of the addressee named above. If you have received this fax in error, please return to sender."

Application Guidelines

Typing Guidelines – Memorandum

3.7e

All fixed elements of the Confederation College Memorandum template may not be altered in any way.

The blue tint box indicates the specified area for typing. The text is aligned flush along the left margin. The body of the address text is single spaced with a double space between paragraphs.

General Specifications

Size: 8½ x 11"

Colours: Black

Paper: First Choice
Laser 24lb

Signature Size

18p6 Signature Width

Address

Font: 8.5 Arial
Single Space

Memorandum

Font: 16 Arial Bold

All Other Text

Font: 8.5 Arial
Single Space

The diagram illustrates the layout and dimensions of the Confederation College Memorandum template. The overall dimensions are 8.5 inches wide and 11 inches high. The top section contains the college logo and name, with a height of 1 inch. Below this is a contact information box with a height of 1/2 inch. The main body of the memorandum is a black box with a height of 3/4 inch. The bottom section is a light blue tinted area for typing, with a height of 3/8 inch. The margins are 3/8 inch on the left and right, and 1/2 inch on the top. The typing area contains a header table, a subject line, and a message body.

To	Recipients Name	Date	Today's date
Subject	Subject of memo		
From	Senders name	Department	Senders department
		Telephone	Senders telephone number
		Fax	Senders tax number
		Email	Senders email address

Message

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Multimedia presentations are an increasingly utilized means of communication between institutions and the public. They are a vital means of conveying the Confederation College's visual identity and must retain the same effective and consistent use of unifying graphic elements with clear, concise content.

All multimedia productions must be approved by the Marketing & Communications Office and must bear the official logo and colours as well as applicable contact information.

PowerPoint™ presentations prepared by and for the Confederation College must bear the official logo and colours and utilize the official Confederation College PowerPoint™ template.

The official Confederation College PowerPoint™ template is available from the Marketing & Communications Office.

All fixed elements of the Confederation College PowerPoint™ template may not be altered in any way.

Typing Guidelines

Slide Title

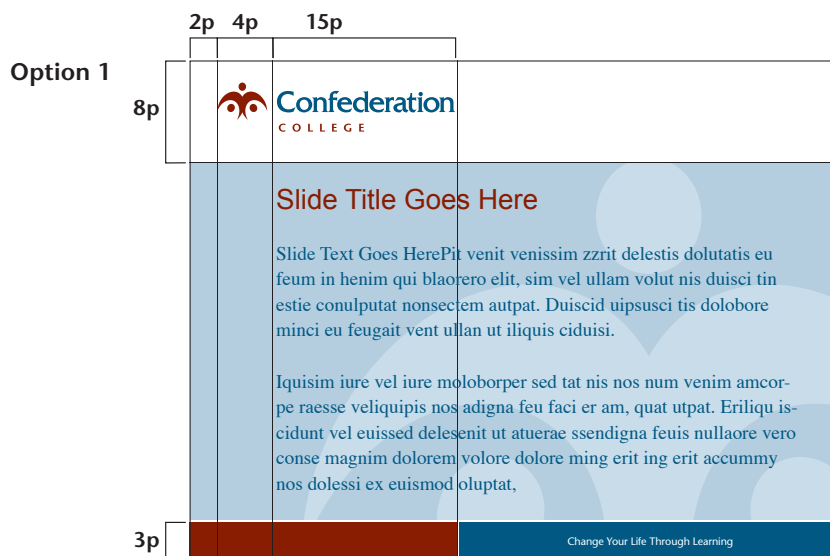
Font: 36 pt Arial
Confederation Red
Single Space

Slide Body Text

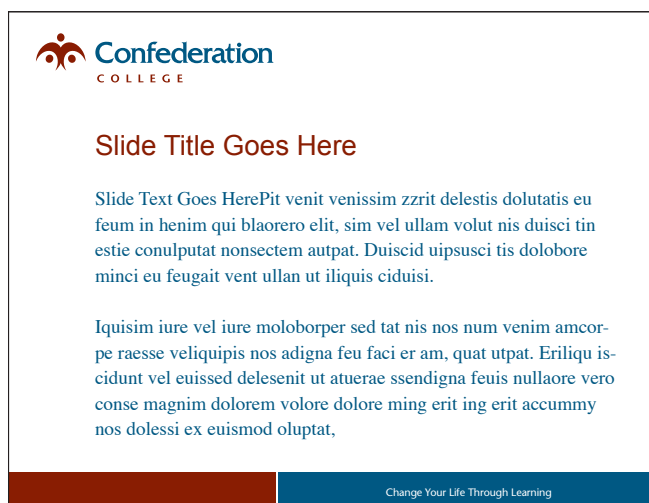
Font: 28 pt Times
Confederation Blue
Single Space

Considerations

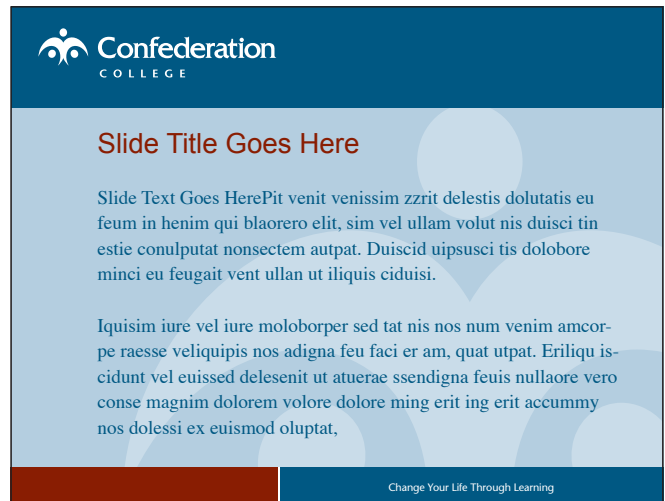
- Dark text on a white background is easiest to read.
- Graphics placed in the PowerPoint™ presentation look best on a white background.
- Consistent use of fonts, sizes and colours create a clean, easy to follow presentation



Option 2



Option 3



Sample of Graphic Use



Projection of a clear, consistent brand identity in advertising, marketing and promotional materials enhance Confederation College's image. Effective and consistent use of unifying graphic elements and clear, concise content are significant considerations. Advertising, marketing and promotional materials are primary forms of representation with the public.

All newsletters, corporate communications, advertising, marketing, admissions and recruitment materials, promotional materials, and other print materials prepared by or for the Confederation College must bear the official signature and colours.

When it is appropriate, the design should incorporate the Confederation College website; www.confederationc.on.ca

Users of the Marketing and Promotion applications section should be familiar with the Visual Identity Guide Book's Introduction and Visual Identity System sections.

The following section addresses publication system guidelines, as well as including a representative cross-section of applications in a variety of categories.

Marketing and Promotion

Publication System – Grid: 8½ x 11 inches, bleed

4.2a

The marketing and promotional materials guidelines incorporate a grid system which organizes both typographic and graphic elements in an orderly fashion.

The text guidelines for Confederation College applications are easy to use, communicate professionalism and a consistent reflection of the visual identity.

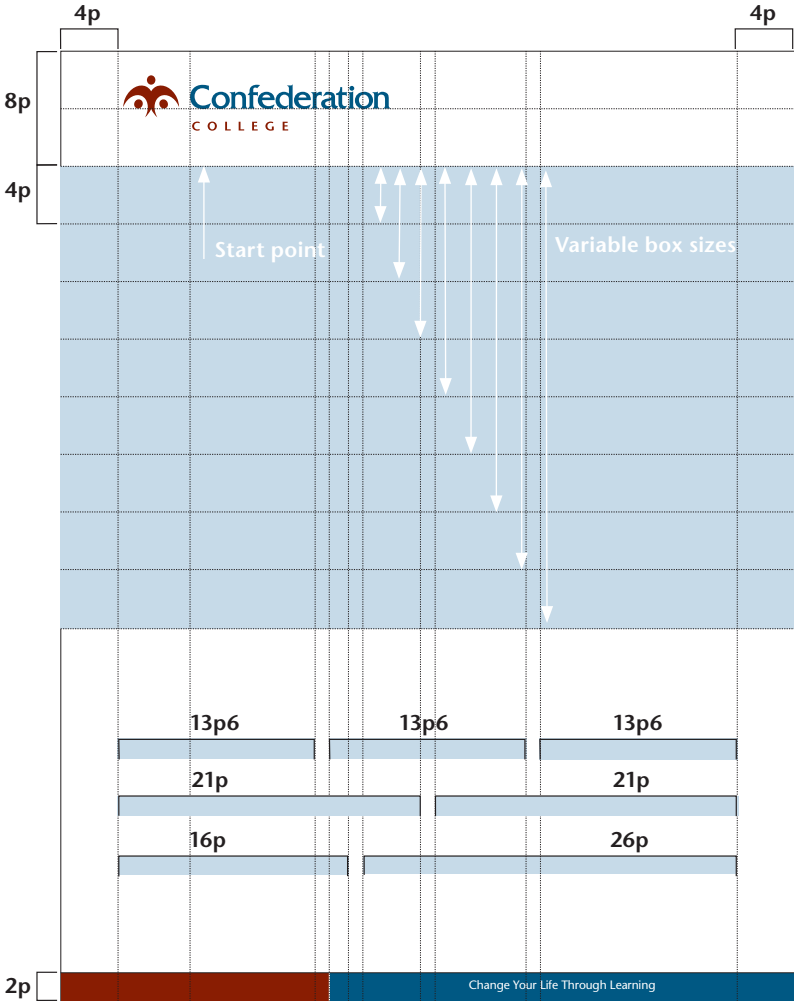
8½ x 11” Grid with bleed

The 8½ x 11” application, with bleed incorporates a grid system which organizes both typographic and graphic elements in an orderly fashion.

The placement of the Confederation College signature is consistent on the top left hand corner. The blue tint box may be used for a block of colour or for a photograph.

The box must maintain the consistent ‘start-point’, the size of the box can vary, using the grid alignments.

The basic layout of the grid provides the user with the choice of a 3 column, 2 column or asymmetrical layout.



p = pica

Marketing and Promotion

Publication System – Grid: 8½ x 11 inches, no bleed

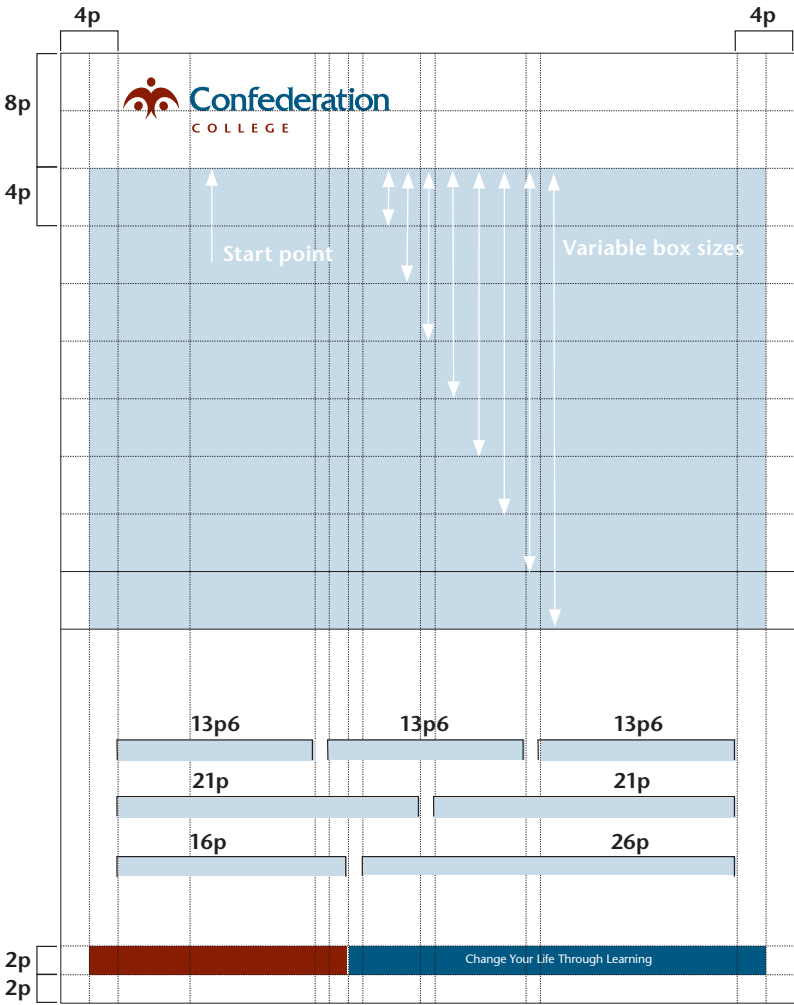
4.2b

The 8½ x 11” application, without bleed incorporates a grid system which organizes both typographic and graphic elements in an orderly fashion.

The placement of the Confederation College signature is consistent on the top left hand corner. The blue tint box may be used for a block of colour or for a photograph.

The box must maintain the consistent ‘start-point’, the size of the box can vary, using the grid alignments.

The basic layout of the grid provides the user with the choice of a 3 column, 2 column or asymmetrical layout.



p = pica

Marketing and Promotion

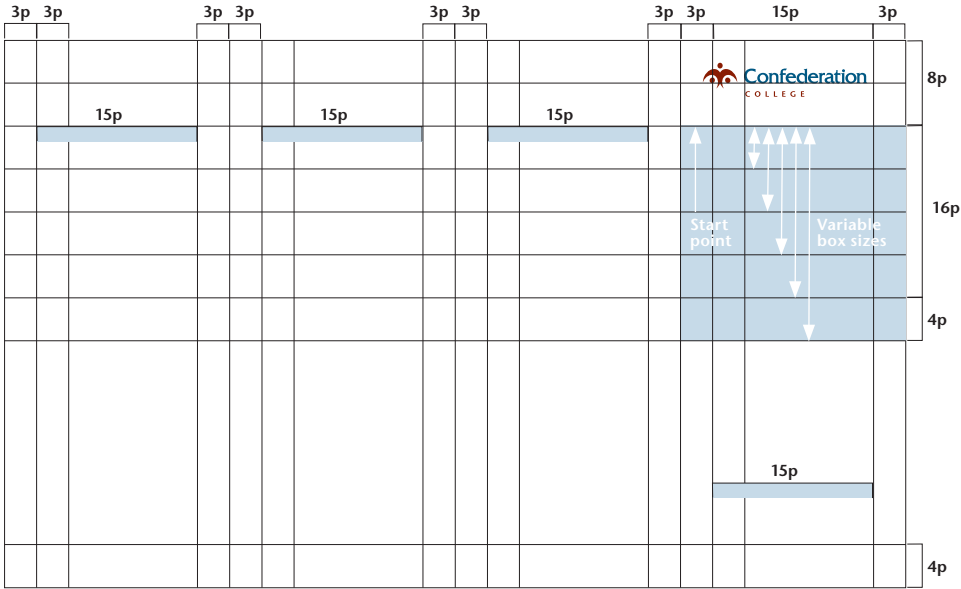
Publication System – Grid: 8½ x 14 inches 4 panel brochure

4.2c

The 4 panel brochure application incorporates a grid system which organizes both typographic and graphic elements in an orderly fashion.

The placement of the Confederation College signature is consistent on the top left hand corner. The blue tint box may be used for a block of colour or for a photograph.

The box must maintain the consistent 'start-point', the size of the box can vary, using the grid alignments.



p = pica

Marketing and Promotion

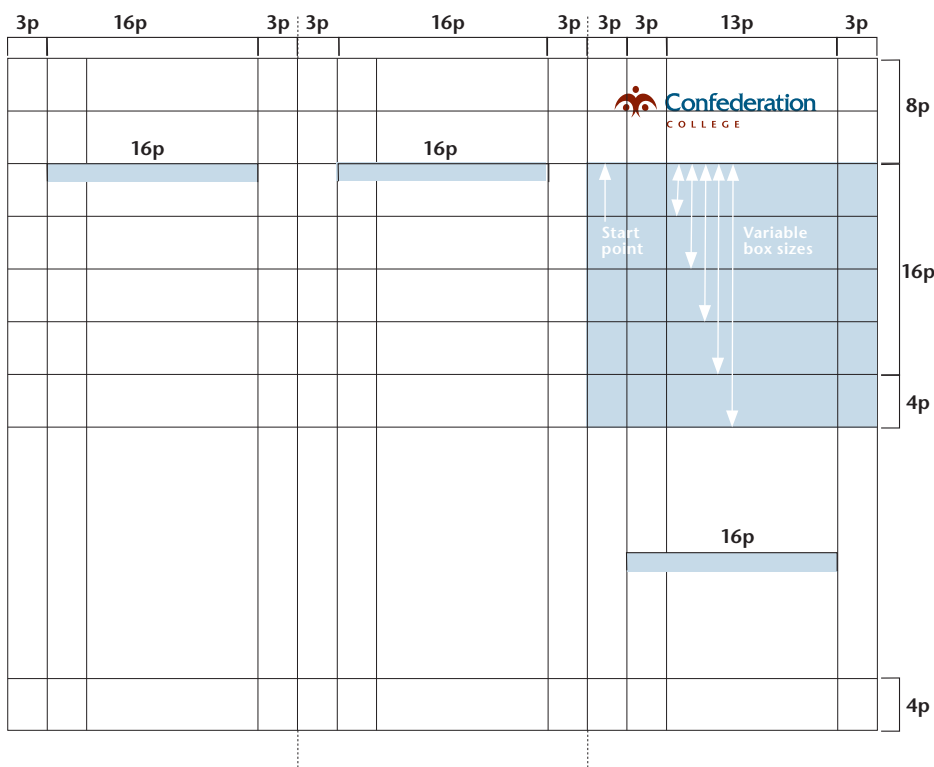
Publication System – Grid: 8½ x 11 inches 3 panel brochure

4.2d

The 3 panel brochure application incorporates a grid system which organizes both typographic and graphic elements in an orderly fashion.

The placement of the Confederation College signature is consistent on the top left hand corner. The blue tint box may be used for a block of colour or for a photograph.

The box must maintain the consistent 'start-point', the size of the box can vary, using the grid alignments.













p = pica

The marketing and promotional materials prepared by and for Confederation College must bear the official colours of Confederation College or the represented school or business unit. Presentation of a consistent Confederation College visual identity gives the public an initial and sustaining positive impression of the institution.

The official colours, Confederation Red and Confederation Blue are to be used for all corporate applications as well as for the Student Success Centre, the Residence, Finance, the Fitness Centre, International Education Centre and Worldwide Projects.

All marketing and promotional materials prepared by and for Confederation College schools or business units must bear the official colours of the respective school or business unit as well as the Confederation College symbol and appropriate logotype.

Since suppliers vary in their capacity to reproduce colours, it is important to ensure that suppliers match colour to each swatch sample as accurately as possible.

		Pantone	CMYK	RGB	Web	Vinyl
Confederation Blue		Pantone 302	C - 100 M - 18 Y - 0 K - 51	R - 1 G - 64 B - 90	014505A	Avery Majestic Blue
Confederation Red		Pantone 1815 coated Pantone 1807 uncoated	C - 0 M - 90 Y - 100 K - 51	R - 125 G - 13 B - 0	7D0D00	Avery Burgandy
School of Aviation		Pantone 288	C - 100 M - 65 Y - 0 K - 30	R - 9 G - 39 B - 104	092768	to come
School of Access and Literacy		Pantone 124	C - 0 M - 28 Y - 100 K - 6	R - 240 G - 173 B - 0	F0AD00	to come
School of Business Hospitality and Media Arts		Pantone 404	C - 0 M - 8 Y - 22 K - 56	R - 111 G - 103 B - 84	6F6754	to come
Corporate and Contract Training		Pantone 4495	C - 0 M - 20 Y - 95 K - 46	R - 138 G - 110 B - 8	8A6E08	to come
School of Engineering Technology		Pantone 646	C - 65 M - 30 Y - 0 K - 11	R - 82 G - 121 B - 169	5279A9	to come
School of Forestry		Pantone 364	C - 72 M - 0 Y - 100 K - 43	R - 40 G - 96 B - 23	286017	to come
School of Health and Community Services		Pantone 512	C - 60 M - 91 Y - 27 K - 0	R - 106 G - 20 B - 98	6A1462	to come
Centre for Continuing Education		Pantone 1805	C - 0 M - 91 Y - 100 K - 23	R - 196 G - 18 B - 0	C41200	to come

Marketing and Promotion

Publication System – Examples of 8½ x 11” Grid

4.4a


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Marketing and Promotion

Publication System – Examples of 8½ x 11” Grid


4.4a

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 Confederation
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 Confederation
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Marketing and Promotion

Publication System – Examples of 8½ x 11” 3 Panel Grid

4.4a



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SCHOOL OF FORESTRY



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www.confederationc.on.ca

Marketing and Promotion

Signage – Exterior

4.7

to come

Marketing and Promotion

Signage – Interior

4.8

