



Standards Manual

The Ivey Brand

Visual Identity is a sharply functional thing. Not only must it serve as the focal point of a communication design system, for digital applications, for stationery, for reports and marketing materials, it is often the only medium through which a large sector of the public will identify our school and its offerings.

The design of a visual identity thus becomes an undertaking of the most exacting acuity. It should be distinctive and memorable. Furthermore, it should be practical and easily adapted to a variety of applications. It should be reproducible on the web, in print, in one or two colours, large and small. Its purpose is to identify appropriately, to lend authority, to inform, to persuade and to help create the right visual climate in which we can operate and excel.

We have consolidated the Ivey Visual Identity. We added the Western University shield. We have refined letterforms. We now have a more succinct name: **Ivey Business School**, and we have created a clear hierarchy of brand architecture through a detailed typographic system. In the overall system, all graphic elements, the shield, typography, images and colour work together to reinforce the Ivey Identity and build a bold, and distinct image for our School.

The goals of the Ivey Visual Identity:

- To communicate more powerfully through a consistent representation of the Ivey brand
- To create a clear association with Western
- To look contemporary and relevant to leverage the brand equity in the Ivey name and wordmark
- To save time and resources by streamlining the design process of communication materials

Above all, our new visual identity will bring focus and understanding of our promise to be one of Canada's, and the world's, pre-eminent business schools.

1.1 The Logo



Positive version



Watermark



Transparent White
90% opacity

The Logo

The Logo is the most important visual components of the brand identity.

Its function is to clearly and strongly identify our School. Its typography and colour are unique.

Used consistently it will be associated with excellence and all the qualities our institution represents.

This page shows the Logo, a combination of the wordmark, and Western shield.

Wordmark

The custom Ivey Wordmark is a refinement of the previous iteration.

The Logo is a custom element and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the Identity is not acceptable.

The Watermark and the transparent white version of the Logo are only for use when a white background is not an option. A white background is always required for the full colour or positive version.

1.2 The Full Signature



The Full Signature

The Full Signature incorporates the name of the Faculty along with the descriptor and locator.

The Full Signature should be used in formal context and outside of Canada when it is important to clarify that Ivey is the Faculty of Business at a university and that university is Western University in Canada.

1.3 Simplified Shield



WESTERN UNIVERSITY • CANADA



Simplified Shield

To ensure clear legible reproduction of the shield at very small sizes, Ivey has a "Simplified Shield."

The Simplified Shield should be used when the shield is smaller than 8mm wide. Refer to page 11 for minimum size specifications.

The Simplified Shield must always accompany the "Ivey" wordmark. It must never be used on its own.

The Simplified Shield must never be altered.

Redrawing or manipulating the Simplified Shield compromises the integrity of the Ivey brand.

The Simplified Shield is recommended for use when embossing, debossing, or for soil stamping, such as on stainless steel water bottles or signs and other ephemera.

Use of the Simplified Shield requires approval from Ivey's marketing department: marketing@ivey.ca

1.4 One Colour Use



Positive version



WESTERN UNIVERSITY · CANADA

One Colour Use

The Identity should only be used in black where colour is not permitted. The Identity in black can be used on stainless steel water bottles or wayfinding and signage and other ephemera, as well as, exceptional print circumstances (newspapers, black and white digital reproduction, etc.)

The reverse version of the Identity should be used in white.



Reverse version

1.5 White Box Use



White Box Use

In cases where the colour Identity needs to be used on an image, it should be placed in a white box, according to the clearspace area as defined on page 10.

Use of the identity in the white box requires approval from Ivey's marketing department: marketing@ivey.ca

1.6 Full Signatures

Program logo examples



Program logo with location example



Program full signature examples



Program full signature with location example



Full Signatures

A logo system has been developed for all the programs and campuses.

No new logo configurations should be developed without consulting Ivey's marketing department: marketing@ivey.ca

1.7 Unit Logos and Full Signatures

Unit logo examples



Unit logo with location example



Unit full signature examples



Unit full signature with location example



Unit Logos and Full Signatures

A logo system has been developed for all Ivey units.

No new logo configurations should be developed without consulting Ivey's marketing department: marketing@ivey.ca

1.8 Clearspace



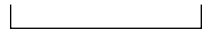
Clearspace

The Identity must be placed within a specific isolation area. This will give the Identity presence when used in combination with other identities or graphic elements.

The clear space is defined by half the width of the shield.

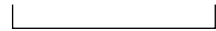
1.9 Minimum Sizes

Minimum Size - Logo



1"

Minimum Size - Full Signature



1.0625"

Minimum Sizes

Minimum sizes of the Identities have been established to maintain legibility.

The minimum size for the Logo is 1" wide.

The minimum size for the Full Signature is 1.0625" wide.

A Simplified Shield is available for use when the shield is smaller than 8mm wide or due to reproduction concerns. Refer to page 5 for use specifications for the Simplified Shield.

1.10 Incorrect Use



Do not compress or distort the logo



Do not alter the colours



Do not place on an angle



Do not use the previous version of the logo



Do not place on a dark or complicated background



Do not use a screen of the logo



Do not place the logo within a shape



Do not add rules or any other elements



Do not use a drop shadow



Do not change the relationship between the icon and the wordmark



Do not use a different font



Do not use the wordmark on its own

Incorrect Use

These examples show improper use of the Identity. Any change from the approved Identity is not permitted.

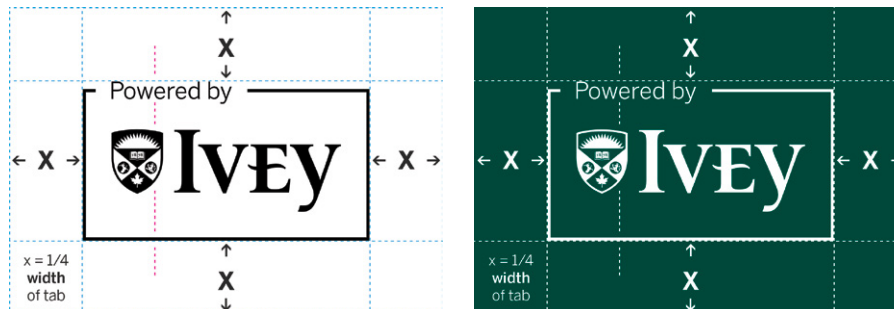
The Identity must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Always reproduce the Identity from approved electronic artwork only.

These examples are not intended to form a complete list.

1.11 Powered by Ivey Tab



Positive version



Positive version - One colour

Reverse version

Powered by Ivey Tab

A Powered by Ivey tab has been developed for specific initiatives where the Ivey Business School is a contributing partner.

The tab must accompany the primary logo in every case, appearing in a logical place on the design.

In rare cases where the tab won't fit, please contact Ivey Marketing and Communications for guidance. It is especially important for it to be included on all external facing communications and collateral.

The Powered by Tab currently applies to:

- Morrisette Institute for Entrepreneurship

2.1 Colours



Ivey Green
PMS 3308

C 100
M 0
Y 60
K 72

R 3
G 70
B 56

Hex #034638

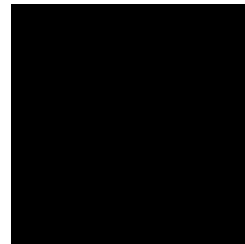


Purple
PMS 268

C 82
M 100
Y 0
K 12

R 88
G 44
B 131

Hex #582C83



Black
Process Black

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

Hex #000000

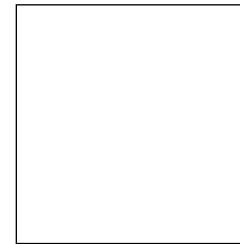


Grey
PMS Cool Gray 10

C 0
M 0
Y 0
K 72

R 99
G 102
B 106

Hex #63666A



White

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

Hex #ffffff

Transparency 90%

Colours

Green is an integral part of Ivey's history and identity. Purple is integral to Western as an educational institution and community. Support colours to be used in conjunction with these 2 colours are gray, black and white as shown.

The restrained colour palette is essential to capturing and conveying the Ivey brand. Never use unapproved colours, or create a new colour palette.

Colours in PowerPoint and Word should use the RGB values shown here. Can use Hex colours for web applications.

* The PANTONE® Colour Standards is a colour matching tool used by industry for reproducing colours consistently across various printing mediums.

* Consult current PANTONE® Publication for accurate colour.

The colors shown on this page and throughout this manual have not been evaluated by PANTONE® for accuracy and may not match the PANTONE® Colour Standards.

PANTONE® is the property of Pantone LLC.

2.2 Secondary Colours



Light Grey
PMS Cool Grey 7

C 0
M 0
Y 0
K 47

R 151
G 153
B 155

Hex #97999B



Warm Grey
PMS 416

C 28
M 18
Y 29
K 51

R 126
G 127
B 116

Hex #7E7F74



Light Warm Grey
PMS 414

C 13
M 8
Y 17
K 26

R 168
G 169
B 158

Hex #A8A99E



Sand
PMS 4525

C 9
M 12
Y 47
K 18

R 197
G 183
B 131

Hex #C5B783

Secondary Colours

The secondary colour palette can be used as an accent to the primary colour palette, as required.

Colours in PowerPoint and Word should use the RGB values shown here. Hex colours can be used for web applications.

* The PANTONE® Colour Standards is a colour matching tool used by industry for reproducing colours consistently across various printing mediums.

* Consult current PANTONE® Publication for accurate colour.

The colours shown on this page and throughout this manual have not been evaluated by PANTONE® for accuracy and may not match the PANTONE® Colour Standards.

PANTONE® is the property of Pantone LLC.

2.3 Tertiary Colours



Bright Green

C 28
M 0
Y 88
K 13

R 166
G 187
B 72

Hex #A6BB48



Turquoise

C 100
M 0
Y 31
K 7

R 0
G 151
B 160

Hex #0097A0

Tertiary Colours

The tertiary colour palette is reserved for use on HBA and MSc program collateral. It should be used in conjunction with primary colours, Ivey green and grey. Additional Ivey departments (ex: Advancement) and centres may use these colours with approval from Marketing & Communications.

3.1 Typography – Sans Serif

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Benton Sans Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()*

Benton Sans Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()**

Benton Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()**

BENTON SANS BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()**

Typography – Sans Serif

The primary font to be used is Benton Sans.

Benton Sans Book is the preferred weight for body copy in publications.

Benton Sans Medium and Bold should be used for heads, sub-heads and call-outs. Do not set entire documents or paragraphs in Benton Sans Medium or Bold.

Benton Sans Bold should not be used for typesetting of large sections of body copy.

Benton is not a standard font and there is no need for Ivey employees or students to purchase it for everyday use. Arial is an acceptable alternative to Benton (see page 17).

Benton Black should be used for large titles, covers, and heads on select collateral. It should always be in All Caps and have a tracking setting of -50. Consult with Ivey Marketing.

3.2 Typography – Serif

Walbaum

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Walbaum Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()*

Typography – Serif

The serif font to be used is Walbaum. Use should be limited to headlines and main headings. Walbaum Italic should be used only if necessary.

Do not typeset large amounts of copy in Walbaum. The primary typeface is Benton Sans (see page 15).

If you are unsure whether to use Walbaum, please contact marketing@ivey.ca

Walbaum is not standard font and there is no need for Ivey employees or students to purchase it for everyday use. Georgia is an acceptable alternative to Walbaum (see page 17).

3.3 Typography – PC & Web Safe

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Typography – PC & Web Safe

Benton and Walbaum are not standard fonts and there is no need for Ivey employees or students to purchase them for everyday use. Arial and Georgia are acceptable alternatives to Benton and Walbaum.

4.1 Stationery – Business Cards



International

Our mission: To develop
business leaders who think
globally, act strategically,
and contribute to the societies
in which they operate.

Standard

Stationery – Business Cards

The business card contact information is set in Benton Sans, 7 pt on 9 pt leading. The name is set in Benton Sans Bold, the title in Benton Book Italic and the email address in Benton Sans Book.

The address information is set in Benton Sans Book 7 pt on 9 pt leading. Website address and tagline are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

Business cards can be ordered on-line. The on-line ordering system will be available by April 5th.

It is acceptable and preferred that your program or unit use up any existing Ivey business cards.

4.2 Stationery – Letterhead



Stationery – Letterhead

Margins:

Left: 1.125", Right: 0.625"

Top: 3.125", Bottom: 0.625"

Copy is set in Arial 10 pt on 13 pt leading and full line spaces between paragraphs, with no indent or tab. Use 2 full line spaces between subject of the letter and salutation. Use 3 full line spaces for the signature space.

The text box is never to exceed 6.75" wide and 6.75" long as shown in the diagram. Begin the copy 2.25" from the top. The copy should begin 1.125" from the left of the page and the type box should not exceed 6.75" wide.

Stationery can be ordered on-line. The on-line ordering system will be available by April 5th.

Ivey Stationery (not program or unit specific) will be available in the Ivey Mail Room soon.

Second sheet letterhead is blank and will also be available through the Ivey Mail Room soon.

It is acceptable and preferred that your program or unit use up any existing Ivey stationery.

For further questions please contact marketing@ivey.ca

4.2 Stationery – Letterhead, Sub-brand



Stationery – Letterhead

Margins:

Left: 1.125", Right: 0.625"

Top: 3.125", Bottom: 0.625"

Copy is set in Arial 10 pt on 13 pt leading and full line spaces between paragraphs, with no indent or tab. Use 2 full line spaces between subject of the letter and salutation. Use 3 full line spaces for the signature space.

The text box is never to exceed 6.75" wide and 6.75" long as shown in the diagram. Begin the copy 2.25" from the top. The copy should begin 1.125" from the left of the page and the type box should not exceed 6.75" wide.

Stationery can be ordered on-line. The on-line ordering system will be available by April 5th.

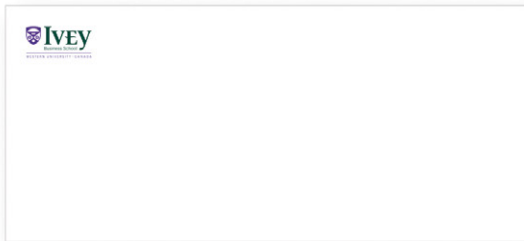
Ivey Stationery (not program or unit specific) will be available in the Ivey Mail Room soon.

Second sheet letterhead is blank and will also be available through the Ivey Mail Room soon.

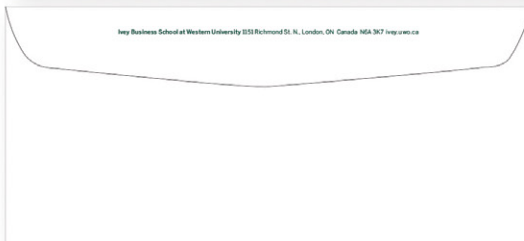
It is acceptable and preferred that your program or unit use up any existing Ivey stationery.

For further questions please contact marketing@ivey.ca

4.3 Stationery – Envelopes



No. 10



10 x 13"



9 x 12"

Stationery – Envelopes

No. 10 Envelope prints on Cougar, Smooth, 70 lb. Text.

9 x 12" Envelope prints on Cougar, Smooth, 70 lb. Text.

10x 13" Envelope prints on Cougar, Smooth, 70 lb. Text.

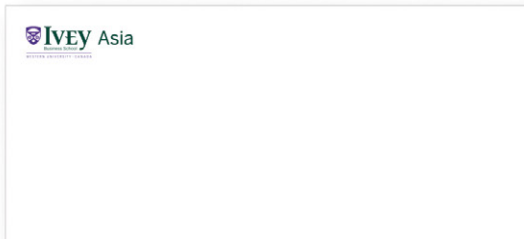
Stationery can be ordered on-line. The on-line ordering system will be available by April 5th.

Ivey Stationery (not program or unit specific) will be available in the Ivey Mail Room soon.

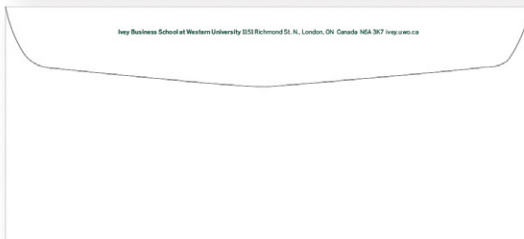
It is acceptable and preferred that your program or unit use up any existing Ivey stationery.

For further questions please contact marketing@ivey.ca

4.3 Stationery – Envelopes, Sub-brand



No. 10



10 x 13"



9 x 12"

Stationery – Envelopes

No. 10 Envelope prints on Cougar, Smooth, 70 lb. Text.

9 x 12" Envelope prints on Cougar, Smooth, 70 lb. Text.

10x 13" Envelope prints on Cougar, Smooth, 70 lb. Text.

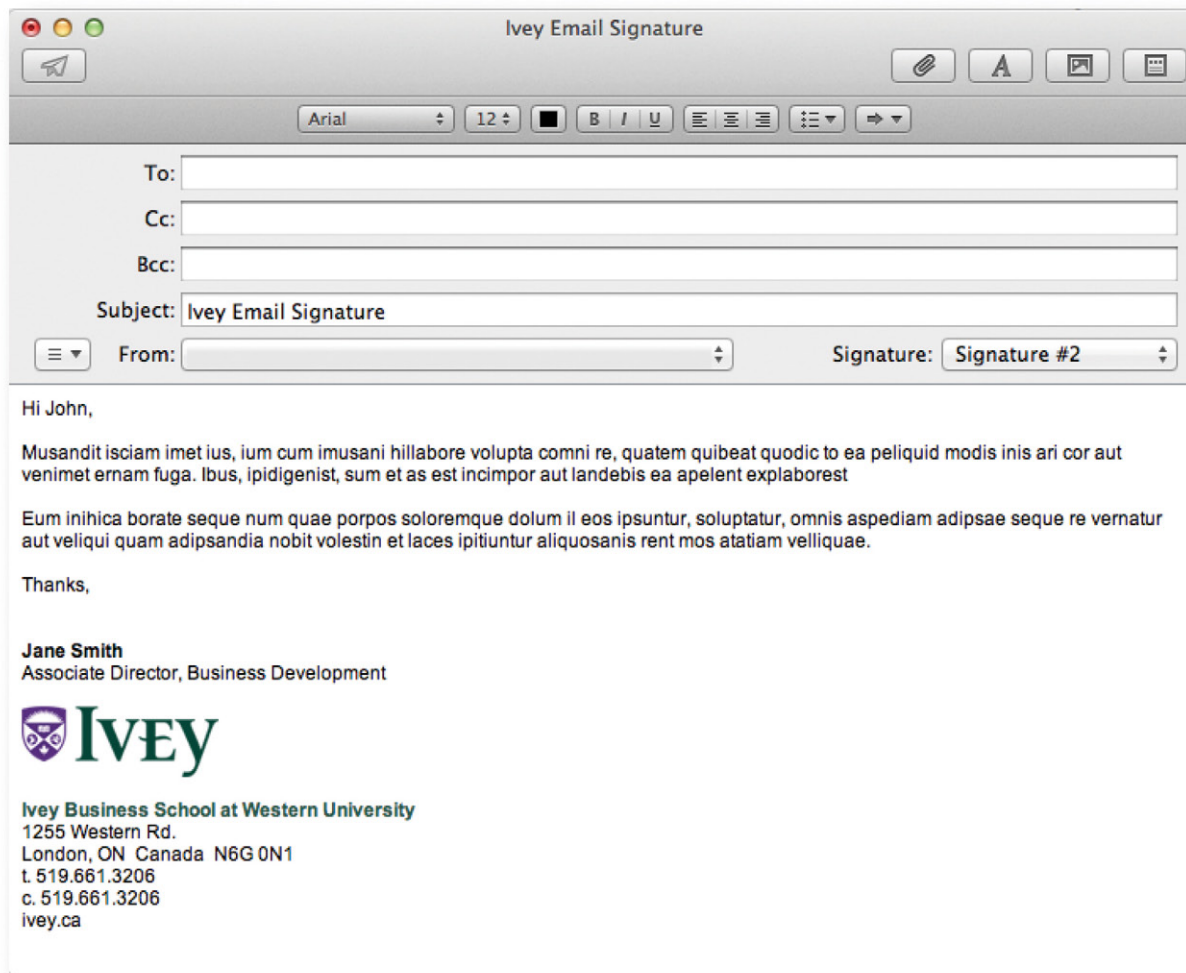
Stationery can be ordered on-line. The on-line ordering system will be available by April 5th.

Ivey Stationery (not program or unit specific) will be available in the Ivey Mail Room soon.

It is acceptable and preferred that your program or unit use up any existing Ivey stationery.

For further questions please contact marketing@ivey.ca

4.5 Email Signature



Email Signature

Ivey has created a corporate email signature to project a distinct identity and to achieve consistency in our communication. The email signature will include essential information, such as contact details and the University website address.

Staff should not change the font type, size or colour to maintain a uniform signature design and to project a more professional image in our official email correspondences. Please do not include any other images or text (e.g., quotations) in your email signature.

It is acceptable to use a program or unit logo for your email signature. Appropriately sized logos and instructions for email signatures can be found at ivey.ca/iveybrand

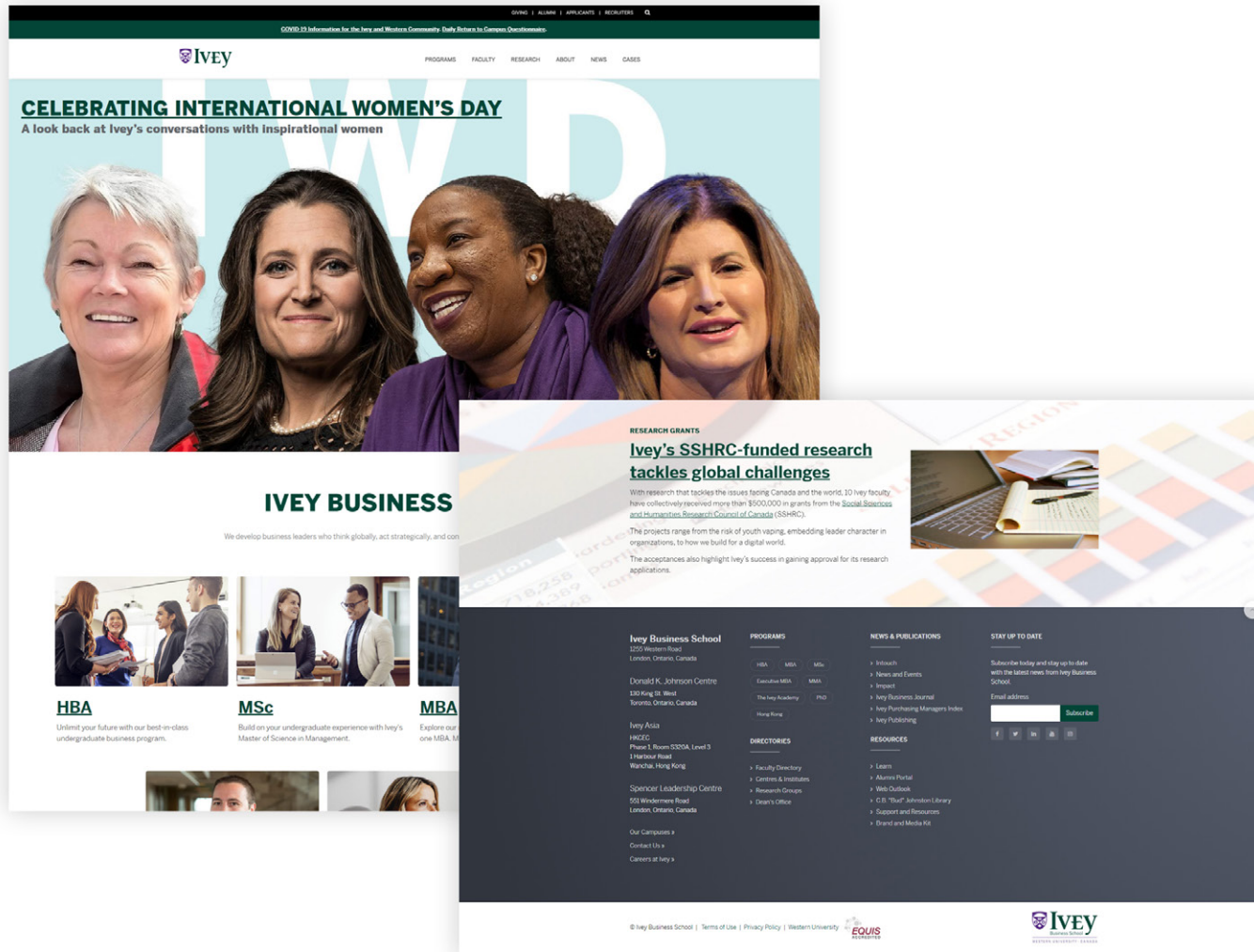
Name: Arial Bold 12 pt, black
Title: Arial Regular 12 pt, black

Ivey Business School at Western University:
Arial Bold 12 pt, green, R: 3 G: 70 B: 56

The address and website: Arial Regular 12 pt, black

Do not alter the nomenclature shown here.

5.1 Website



Website

All Ivey Websites have a common header and footer. The header will always include the Ivey Logo and the footer will always include the Ivey Full Signature.

6.1 Powerpoint – Title Slide



PowerPoint – Title Slide

PowerPoint templates are available for download at ivey.ca/iveybrand

7.1 Digital Applications – Facebook

The screenshot displays the Facebook profile of Ivey Business School. At the top, there is a blue navigation bar with the Facebook logo on the left and login fields for 'Email or Phone' and 'Password' on the right, along with a 'Log In' button and a link for 'Forgot account?'. Below the navigation bar is a large cover image of a modern, multi-story building with a glass facade. To the left of the cover image is the profile picture, which is the Ivey logo. Below the profile picture, the name 'Ivey Business School' is displayed with a verified badge and the handle '@iveybusiness'. A vertical menu on the left side of the page lists navigation options: Home, About, Posts, Photos, Reviews, Videos, Events, and Community, with a 'Create a Page' button at the bottom. The main content area features a post from Ivey Business School, dated '1 hr' ago, with a text description and a link to a website. The post includes a photo of a man in a brown jacket standing in front of a 'MENTUM' sign. To the right of the post, there is a 'Send Message' button. Below the post, the 'Community' section shows 34,891 likes, 35,580 followers, and 10,584 check-ins. The 'About' section provides the school's address (1255 Western Road, London, ON), phone number (519) 661-3206, website (www.ivey.uwo.ca), and contact information for Messenger. A map shows the school's location in London, Ontario.

Digital Applications

Please connect with the Ivey Digital Services team prior to creating any new social media channels or portals.

The team will provide social icons and best practices for getting started.

Contact: web@ivey.ca

7.2 Digital Applications – LinkedIn

The screenshot shows the LinkedIn profile for the Ivey Business School at Western University. The header includes the LinkedIn logo, navigation tabs for 'Jobs', 'Ivey Business School at Western U...', and 'Worldwide', along with search and sign-in options. The main profile card features a banner image of a modern building, the Ivey logo, and the text 'Ivey Business School at Western University' with 'Higher Education' as the category. It lists '60,345 followers' and provides a description: 'We develop business leaders who think globally, act strategically, and contribute to the societies in which they operate'. There are buttons for 'See alumni' and 'Follow'. Below the profile card are tabs for 'Overview' and 'Alumni'. The 'About us' section contains a paragraph describing the school's history and programs. At the bottom, a table lists key information:

Website	https://www.ivey.uwo.ca/
Industries	Higher Education
Company size	501-1000 employees
Headquarters	London, Ontario
Type	Educational Institution
Founded	1922

On the right side of the page, there are sections for 'Affiliated pages' (listing Western University), 'Similar pages' (listing University of St.Gallen, The Wharton School, Weatherhead School of Management at Case Western Reserve University, and Schulich School of Business - York University), and a 'Show more similar pages' link.

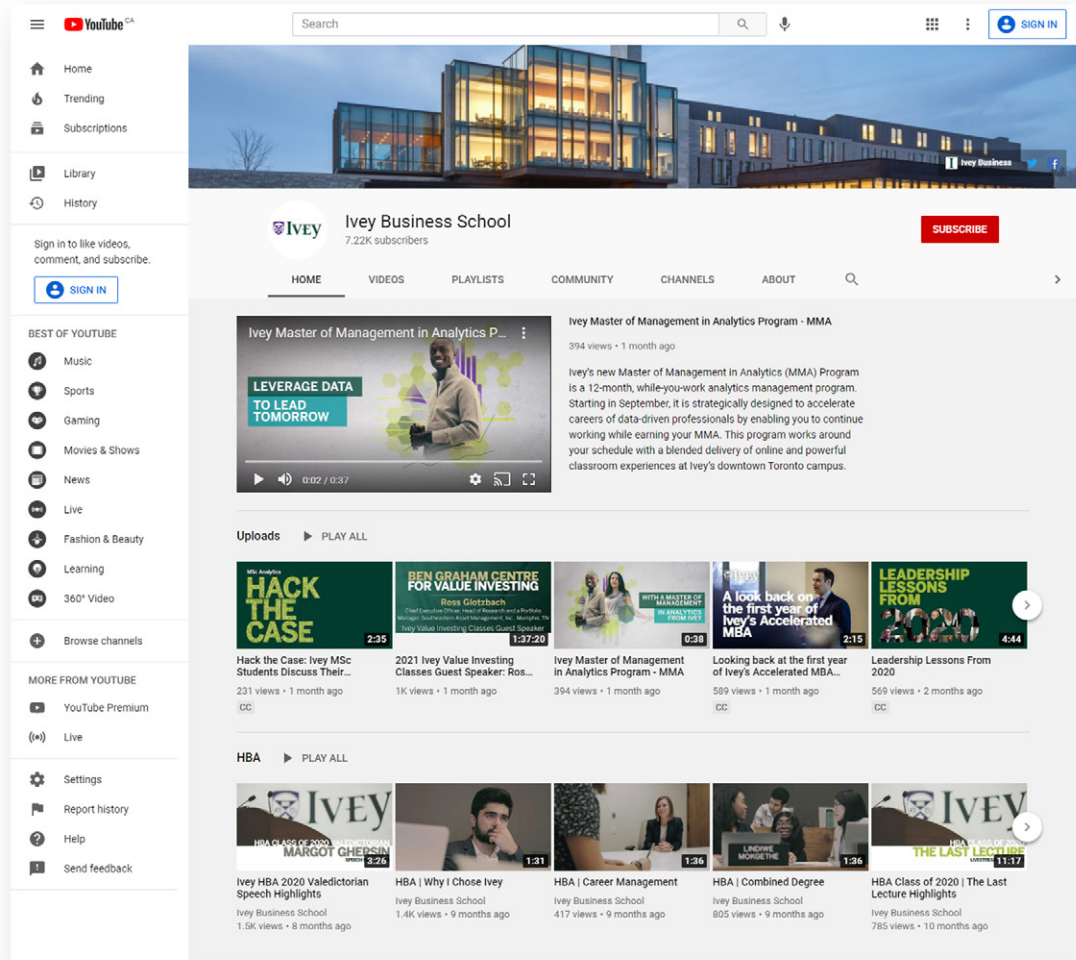
Digital Applications

Please connect with the Ivey Digital Services team prior to creating any new social media channels or portals.

The team will provide social icons and best practices for getting started.

Contact: web@ivey.ca

7.3 Digital Applications – YouTube



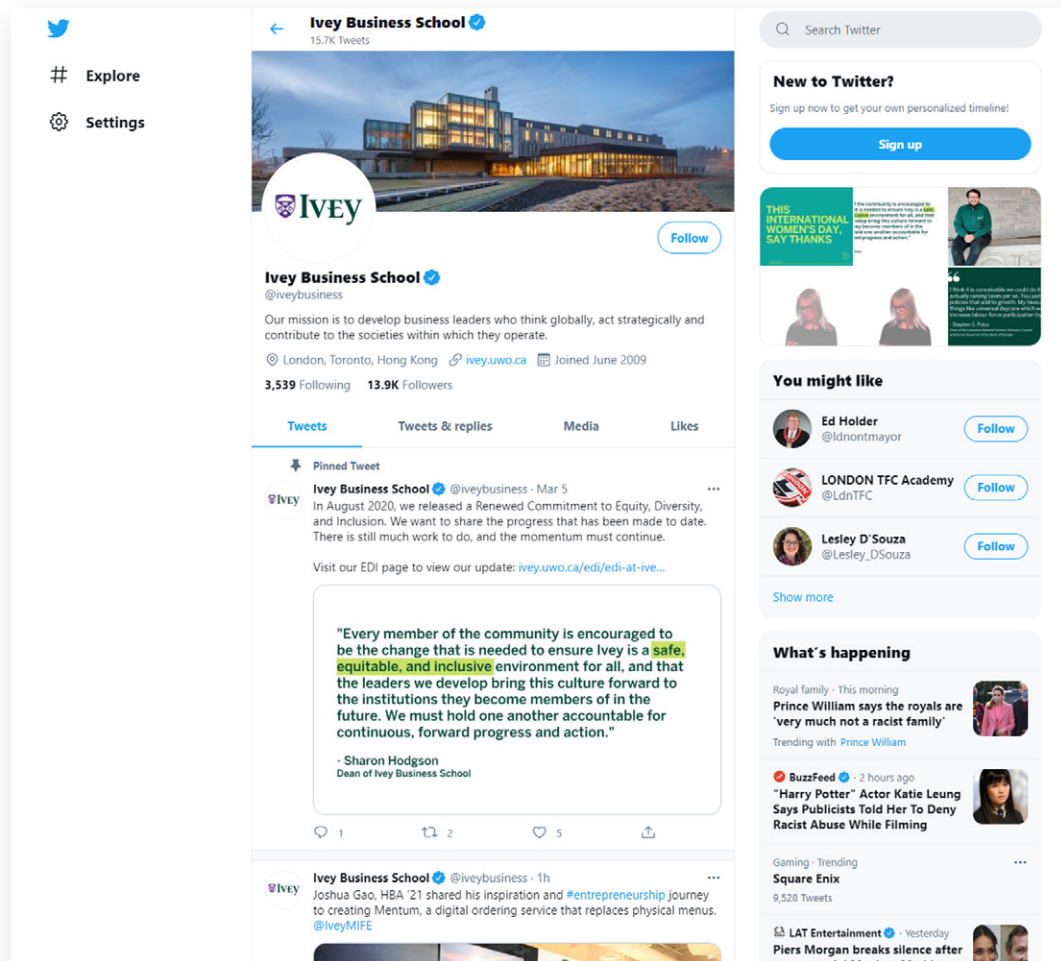
Digital Applications

Please connect with the Ivey Digital Services team prior to creating any new social media channels or portals.

The team will provide social icons and best practices for getting started.

Contact: web@ivey.ca

7.4 Digital Applications – Twitter



Digital Applications

Please connect with the Ivey Digital Services team prior to creating any new social media channels or portals.

The team will provide social icons and best practices for getting started.

Contact: web@ivey.ca

8.1 Souvenirs and Ephemera



Souvenirs and Ephemera

The Logo will be applied to a wide variety of materials and ephemera. Please utilize the guidelines given throughout this Graphic Standards Manual (to apply graphics).

Do not separate the shield from the wordmark unless approved by the communications department.

It is important to follow the guidelines provided to ensure the integrity of the Ivey brand is strong and consistent.

All requests for Ivey merchandise design and custom ordering should begin with an email to marketing@ivey.ca or Ivey Trading Company. A licensing policy is currently under review.

8.2 Souvenirs and Ephemera



Souvenirs and Ephemera

It is important to follow the guidelines provided to ensure the integrity of the Ivey brand is strong and consistent.

All requests for Ivey merchandise design and custom ordering should begin with an email to marketing@ivey.ca or Ivey Trading Company. A licensing policy is currently under review.

8.3 Signage – Glass & Engraving

Vinyl on clear glass



Etching



Vinyl knockout



The sun and all lighter areas should not be etched

The wordmark and all dark areas should be etched

Etched Glass

When etching the Ivey signature or logo on glass or onto hard surfaces like stone, the Debossing rules must be followed. Per the image, all dark areas must be etched/debossed.

Decal/Vinyl on Glass

When using the Ivey signature or logo on glass in the form of a decal or other adhesive product, the Reversed White signature/logo must be used.

All requests for Ivey merchandise design and custom ordering should begin with an email to marketing@ivey.ca or Ivey Trading Company. A licensing policy is currently under review.

Contact

For more information
please contact:

Ron Gallagher

Director, Marketing
Marketing and Communications
rgallagher@ivey.ca

1255 Western Rd.
London, ON Canada N6G 0N1
t. 519.661.3760
f. 519.661.4027
ivey.ca



WESTERN UNIVERSITY · CANADA