



**Cambrian College
of Applied Arts
and Technology**

**Corporate
Identity Manual**

Identity Elements
College Logo

The focal point of the College's corporate identity is the stylized dragon's head. Contemporary in design and rendering, the symbol is based on the dragon that is incorporated into the College's heraldic Coat of Arms.

The majority of College communications will carry this logo for visual identity. Applications of this logo and its accompanying typography must be in accordance with the guidelines contained in this manual.

The College logo is a registered trademark and, therefore, can only be used with the appropriate College approval (Director, Marketing and Institutional Relations).

The corporate signature typeface for Cambrian College is Copperplate Gothic No. 31. This typeface strikes a good balance between visual elegance and bold legibility. Copperplate is classified as a Wedge Serif Typeface (also called Hybrid Serif). Its distinctive characteristics make it suitable for scanning, digital transmission and television.

The official logo and typography may only be applied in accordance with the directives contained in this identify manual and thereby may not be altered, repositioned or redrawn in any manner.



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Acceptable Versions

The following examples illustrate acceptable versions of the corporate signature. Two basic variations of the corporate signature are provided in order to ensure consistency, while allowing for reasonable flexibility in application circumstances.

The corporate signature will be applied either vertically or horizontally according to the specific criteria for each format.

Horizontally Aligned

This format of the corporate signature is used where space is at a premium and a horizontal proportioned signature is required.



Vertically Aligned

This is the preferred version of the corporate signature and should be used in all instances where space is not a major criteria.





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Identity Elements
Alternate Corporate Signatures

These versions are to be used on informational or promotional materials destined for external markets. Wherever possible, the URL should be included to promote the web site.

Horizontally Aligned



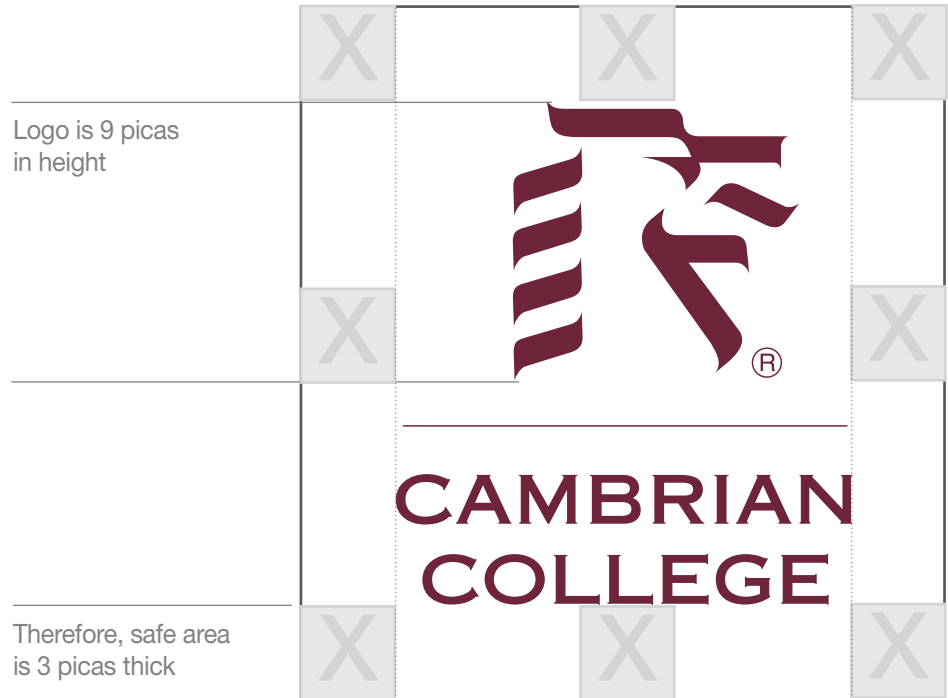
Vertically Aligned





The proper staging of the College's corporate signatures requires the maintenance of specific 'safe areas,' into which no graphic incursions are permitted. This safe area is illustrated below and is proportional to the size of the logo being used, regardless of signature format.

The increment of safe area spacing, is exactly one-third of the height of the College logo in a particular signature format creating a box around it.





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**Standards
Logo Usage**

Correct Usage

The correct application of corporate identity programs is one of the keys to strong, consistent corporate communications.

Colour Logo,
PMS 505 (solid),
on white
background.



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Reversed
logo on solid
background.
PMS 505



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Colour Logo
PMS 505 (solid)
on 10 - 40%
tinted
backgrounds.



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Incorrect Usage

While the possibilities for incorrect logo usage is numerous, the following examples illustrate some of the most common pitfalls.

Distortion

Any distortion or alteration of proportions of the logo and corporate signature, be it electronic, photographic or by any other means is unacceptable.



Typographic Alterations

The substitutions of any typeface in place of the approved corporate signature typeface of Copperplate Gothic No. 31 is unacceptable. Also not permitted is any re-setting of the typographic corporate signature which alters existing proportions, inter-letter spacing, kerning and typographic leading.



Improper Alignments

Any re-arrangement of the elements of the corporate signatures is unacceptable. This includes rotations, realignments, reflections or any other unauthorized repositioning of the elements.



Containment

Any unauthorized containment of the College logo or corporate signatures in another graphic element is unacceptable. This includes the superimposition of the corporate signatures onto or into objects, backgrounds and photographic images in any medium.

