

# A Style Guide for Visual Representation of Vanier College

# Communicating Vanier Visually

## Introduction

This document outlines visual standards necessary for representing Vanier College. It describes the community standards and implementation process that will be required to reap the benefits from an official visual representation emblem. The “wordmark” is to be used for any and all communication that represents Vanier, whether internal or external. Since implementation must be professional, various assists and templates are available. Individual departments and services adhering to standards still have plenty of flexibility for creativity and individuality within the framework of the “wordmark” standards. Questions and problems about use and implementation should be addressed to the Vanier Communications Office.

## Vanier Coat-of-Arms

On March 4, 1981, after 3 years and seven months of petition and approval, Letters Patent were received from the College of Arms of Great Britain officially awarding Vanier College armorial bearings (coat-of-arms, crest, badge and flag) based on those of the former Governor General of Canada, General Georges Vanier, for whom Vanier is named. The Vanier motto in Latin 'Fiat Voluntas Dei' (God's Will Be Done), was retained as an integral part of the Vanier College coat-of-arms. In order to emphasize Vanier's educational mission, the College of Arms added “a red bordure with three open books” to the coat-of-arms and “two flames of learning” to the crest.

Vanier is one of the few cegeps to have officially sanctioned armorial bearings, a point of envy of other institutions.

In 1993 Vanier adopted the coat-of-arms complete with Latin motto as the “official graphic logo” for the College. Since it was not expected that the coat-of-arms alone would be recognized by outsiders as referencing Vanier College, the wording “Cégep Vanier College” in Palatino font were added, and the word mark and coat-of-arms were adopted as the College official insignia or logo.



This official insignia did not transfer readily to personal computing, and the coat-of-arms proved difficult to reproduce with any consistent accuracy or legibility. The Palatino wordmark underwent a number of official and unofficial alterations in size, design and font.

Nevertheless, the armorial bearings are distinguished and official symbols for Vanier College with a privileged status that is apart from any marketing device or logo. The college intends to employ them for official purposes expected of heraldic devices. They are reserved for ceremonial application and for official academic documents requiring such privileged accreditation. In 2008, the crest was redrawn and rendered for electronic use. This official reproduction of the crest is in full colour and cannot be modified or changed in any way.

Use of the crest or any part of the armorial bearings is restricted and approval to do so is controlled by Vanier Communications Office.

## Wordmark

Wordmark is the term used for the unique display of the name of our institution. The wordmark (2009 -) in effect for Vanier College has been sized and aligned in a set manner and has been in use for marketing and promotion activities of Vanier Communications. It is distinct, and is unique from those of other institutions, thus easily recognizable as the official Vanier representation.

Designed in licensed fonts, there is specific spacing of letters. A frame of blank space equal to the width and height of the 'V' surrounds the wordmark. This ensures clarity of communication and prevents the mark from becoming lost or crowded.

Graphic designers working for the PrintShop of the College have access to these licensed fonts. For others, the wordmark is reproducible on all PCs in standard fonts for applications such as Word and PowerPoint. This is standard and keeps the image consistent.

The usual colour is red, however black on white or white on other colours are also acceptable.

The wordmark can be used with or without the official tagline or slogan.

The wordmark without the official tagline or slogan:

**VANIER**  
C É G E P / C O L L E G E

**VANIER**  
C É G E P / C O L L E G E

The wordmark with the official tagline or slogan:

**VANIER**  
C É G E P / C O L L E G E  
My choice. My future.

**VANIER**  
C É G E P / C O L L E G E  
My choice. My future.

## Tag Line

The tag line (slogan) is used to connect the name of the institution with the spirit or promise to external audiences. It reflects the style and approach of institutional and individual performance. It usually has a "shelf life" shorter than the current marketing logo or wordmark. Thus the present wordmark may have more than one official tag line or slogan, however only the current tagline can be used at any one time and no paraphrase or other slogan can be substituted.

The Vanier College tag line currently in use (2007 - ) is:

**My choice. My future.**

It was selected as it reinforces the values expressed in the Mission Statement of support for individual choice, development, and success.

## Correct Uses of Vanier Wordmark

### Protected Space and Text Alignment

There is a specific area around the wordmark that must be kept clear/blank. It is an invisible barrier that is designed to ensure that our wordmark remains prominent and uncluttered.

### Calculating the space around the wordmark

This is applicable to all the Vanier wordmark variations. See the wordmark samples for exact measurements.

As shown on the images below, the mark should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the mark from becoming lost or crowded.

## Vanier College Wordmark + Clearance Zone



Vanier College Wordmark bilingual



Vanier College Wordmark + tagline english

## Use instructions

- Do not change the font
- Do not reposition the words. Use the master wordmark files and the wordmark image in its entirety.
- Do not add any other graphic device or wordmark to the primary (or co-) wordmark.
- Do not change the colours of the wordmark beyond the accepted three colours.
- Do not reposition any of the graphic elements of the sub- wordmark.
- Do not outline the wordmark.
- Do not alter the size of any of the graphic elements of the co- wordmark.
- Do not screen any portion of the wordmark.
- Do not create a decorative pattern with the wordmark.
- Do not place the wordmark on a "busy" background.
- Do not place a white signature on a faint background.
- Do not copy and paste the wordmark from Vanier's website into your document.
- Do not use poor quality reproductions or distortions of the wordmark.
- Do not use the red version for black and white reproduction.
- Do not animate the wordmark or tag line.

## Colours

### Wordmark and Tagline Colours

The preferred colour of the wordmark is red on white, but black on white and white on red are accepted. Since Microsoft Word does not manage colours the same way as layout software does, each colour is adapted to RGB mode, leaving CMYK for in house laser printers.

- ❑ Pantone 186 C (glossy and coated papers)
- ❑ Pantone 186 U ( uncoated and mat papers)
- ❑ CMYK – C0. M100, Y81, K4
- ❑ RGB – R204,, G51, B51 (CC3333)
- ❑ Black – 100% black
- ❑ White – 0% black

## Typography

**VANIER** – custom signature, based on Helvetica Neue  
CEGEP/COLLEGE – Trade Gothic – Medium  
My choice. My future. – Minion - Regular

Licensed fonts are held by PrintShop graphic designers.

Since there is specific spacing of the letters, the wordmark will be provided in images for college personnel and outlines for letterheads, fax forms, and memos using Arial and Times fonts instead of Trade Gothic to permit all PC and Mac users to print without the need for additional fonts.

## Templates

The files provided are as follows and can be provided by contacting Vanier Communications (info@vaniercollege.qc.ca).

- ❑ **Colors +Typography**
  - a) fonts
  - b) guidelines for colors, fonts, and wordmark spacing
- ❑ **Color Test For Vanier**
  - This is a color test for your in-house laser printer
- ❑ **Wordmarks**
  - **\_A1 Wordmark Vanier**
    - Vanier wordmark provided in all formats (eps, gif, jpg, tiff), all colors (Pantone, RGB, CMYK, black, white) and with and without the tag-line

**VANIER**  
C É G E P / C O L L E G E

**VANIER**  
C É G E P / C O L L E G E  
My choice. My future.

- [\\_A2 Wordmark Language School](#)

Vanier Language School wordmark provided in all formats (eps, gif, jpg, tiff), all colors (Pantone, RGB, CMYK, black, white)



- [\\_A3 Wordmark Continuing Education](#)

Vanier Continuing Education wordmark provided in all formats (eps, gif, jpg, tiff), all colors (Pantone, RGB, CMYK, black, white)



- [\\_A4 Cheetahs Logo](#)

Vanier Cheetahs logo provided in all formats (eps, gif, jpg, tiff, png, pdf), all colors (RGB, CMYK, black)



- [\\_A5 Microsoft Word Logos\(200dpi\)](#)

All wordmarks and logos, as used on the stationary at 200dpi resolution.

## □ Stationery

### ○ B1 Business Cards

Business card printing is handled by the College PrintShop. Program Coordinators receive from Vanier Communications "generic" business cards to go with the virtual emails and telephone numbers for recruitment purposes.

#### □ Business Card content Standards

All Business cards should include:

- Wordmark and optional slogan (Vanier College name)
- Individual name, degrees and College title (college position title) for a total of three lines
- Optional College title: Teachers may omit a title or use "teacher" as title; Staff may omit a title or use official "position title".
- Optional department name
- Mailing Address (usually Montreal unless St-Laurent required for local marketing)
- College telephone number and individual local
- FAX number
- College Email
- College webpage

The following content is not permissible:

- Personal emails (hotmail, videotron etc) other than Vanier College email
- Home addresses
- Websites other than main website
- Personal cell phone or home phone numbers

The following options are available upon consultation:

- English or bilingual format
- Group business cards
- Second, complementary logos pertaining to College employment
- Multiple cards per person with several titles and responsibilities

[Click here](#) to view sample.

### ○ B2 Letterhead

a) PC ready letterhead files, for departments described in item 3.

b) Word 2008 (Mac version) in-house laser printer ready letterhead files, for all departments described in item 3. These files will have to be tested on your computers.

NOTE: all of the letterheads are provided with and without the tag-line.

[Click here](#) to view sample.

### ○ B3 Fax

a) PC ready letterhead files, for departments described in item 3.

b) Word 2008 (Mac version) in-house laser printer ready fax template files, for all departments described in item 3. These files will have to be tested on your computers.

NOTE: all of the fax templates are provided with and without the tag-line.

[Click here](#) to view sample.



- [\\_B4 Memo](#)
  - a) PC ready letterhead files, for departments described in item 3.
  - b) Word 2008 (Mac version) in-house laser printer ready memo template files, for all departments described in item 3. These files will have to be tested on your computers. NOTE: all of the memo templates are provided with and without the tag-line.

[Click here](#) to view sample.

- [\\_B5 Envelopes](#)  
Various sizes of envelopes with the Vanier College wordmark and return address can be purchased in lots at the PrintShop.

Some departments and services require bulk amounts of customized return address envelopes which list the department or service name as well as the Vanier College wordmark. Please make arrangements for such customized envelopes at the College PrintShop.

Other members of the Vanier community will create small numbers of return address labels or customized return address envelopes using existing templates.

- a) Sample Department window envelope 8.75" x 3.75". This one can be used as a template for other departments. With and without tag-line.
- b) Offset printer ready #10 size envelope (9.5" x 4.125"), for all departments described in item 3. With and without tag-line.
- c) Offset printer ready 9"x12" envelope.
- d) Offset printer ready 10"x13" envelope.

[Click here](#) to view small envelope sample.

[Click here](#) to view 9x12 envelope sample.

## □ Email

- [\\_B6 Email Signatures](#)  
To be reviewed. Coming soon.

## □ Print Advertisements

Vanier Communications has developed a suggested layout and best practices to assist you in the design of your print advertisements.

### **Guidelines**

- Always include the primary wordmark in the design
- Always include contact information: website, address and phone number
- Unless destined for St-Laurent area publication/promotion, the address used lists Montreal instead of St-Laurent.
- Include a "call to action" line. Example: "Open House Saturday, April 17th, 10 am to 2pm"
- Keep your text short and simple, preferably in bullet points
- Avoid putting text over images
- Remember, 'a picture is worth a thousand words'
- Use images that reflect who/what you are targeting
- Use the tagline

Vanier Communications is always happy to review and provide feedback on your ad or

marketing piece

- [\\_C1 2008-09 Advertisement Samples](#)  
A few samples of recent ads are supplied.

[Click here](#) to view Continuing Education Audio ad sample.

[Click here](#) to view Open House ad sample.

#### □ Power Point

- [\\_Templates](#)  
To be reviewed. Coming soon.

Online documents will include:

- Slide Template Download Guide
- Landscape Template
- Portrait Template
- Best practices for working with the Vanier Slide template.

#### □ Fact Sheets, Brochures

- [\\_Templates](#)  
To be reviewed. Coming soon.

**Note:** Vanier Communications will continue to develop and launch common Vanier templates to support your activities. As they become available, an announcement will be made in *InterCom* and they will be posted on the Vanier website at XXX

### Premium / Promotional Items

Promotional items are great as marketing giveaways and gifts. The wordmark must be used correctly on these items so that Vanier core values, attributes and qualities are reflected on all materials.

### Signage

Information being developed.

Vanier visual standards and wordmark usage should apply to all corporate signage, especially poster, booth, and event marketing.

### Boilerplate

The following paragraph is to be used in brochures, websites, pamphlets, press releases and so on when asked to provide a descriptive text concerning Vanier College. Please note that this is updated regularly and the most current boilerplates (in French and English) may be found on the website at XXX

### Spelling:

For purposes of consistency please use these spelling conventions for the following words when writing text concerned with Vanier College:

- |                 |                                       |
|-----------------|---------------------------------------|
| - Pre-requisite | - Enrollment                          |
| - Co-requisite  | - Amphitheatre                        |
| - Co-ordinator  | - Centre as in The Learning Centre    |
| - Program       | - Faculty for the administrative unit |

- Counsellor, counselling, but counsels

- Faculty for the individual or group of teachers

## Questions:

### Who must use the Wordmark?

<b>Wordmark</b>	All administrative departments such as Registrars, Admissions, Human Resources, Administrative Services, LITC, Student Services and so on
	Councils and committees such as Academic Council, Board of Directors
	All academic departments and programs
	Signage
	Promotional items (pens, mugs, banners and so on)
<b>Wordmark with Tag Line</b>	Same users as wordmark (choice)
	Fact Sheets, Prospectus, Catalogue
	Brochures, Program Cards
	Printed guides, programs
	Posters
<b>Cheetah Logo</b>	Printed Ads
	Athletic Teams
	Athletic Dept.
	Sports Complex

### Must one use the new wordmark?

Yes, on all internal and external communications and other items as outlined above must use the wordmark. Use of the tag line is optional.

### When will the wordmark and associated, fonts and colours become official?

The wordmark is official for college wide use January 2009 with the 1993 symbol and standards being phased out during H09.

If there are large supplies of pre-printed stationery, business cards, envelopes, folders, bags on hand bearing the old logo, then these will be used up before replacing with stationery bearing the wordmark.

### How creative can one be with the Vanier wordmark?

There are guidelines about size, space alignment, placement, font, colour, outlining, adding other graphic devices or terminology, repetitions, background distractions and so on. These are actually less invasive than they seem, especially as they are designed to strengthen the recognition of Vanier. A new logo should not be created using any part of the Vanier wordmark. Protected space and minimum size of the Vanier wordmark must be respected. Colour of the Vanier wordmark (red, black, white) will be determined by background colour.

### **Even in advertisements? Must all advertisements look the same?**

No, but they must look like they come from the same organization: Vanier College.

All printed advertisements should have these components:

- Headline
- Campaign image (appropriate to the audience targeted)
- Vanier wordmark with tag line
- Call to Action!
- Contact information

### **Will there be extra funds to implement this new look in my dept., program, office?**

If you foresee introduction costs in your area please bring these to the attention of the Vanier Communications Office as soon as possible.

### **What guidelines covering what areas can I expect to be developed?**

Aside from guidelines pertaining to the wordmark itself, there should be guidelines and policies on the following:

- Use of the Vanier College name
- Website
- Print Advertisements
- Pre-printed and electronic stationery
- Business cards
- Power point
- How to refer to Vanier
- Colours
- Fonts
- Display and style of contact information (telephone, FAX, address, room numbers, webpage, email)
- Signage (Poster, Booth, Event Marketing, Banners, Gonfalons, Vehicles)
- Building and Property Signage
- Brochures, Fact Sheets
- Boilerplates
- Spelling

### **Where will I access these guidelines?**

These guidelines, samples, explanations and templates can be found on the Vanier website.

### **How should I refer to Vanier?**

Most Ministry documents refer to Vanier College. Internal Vanier documents have always referred to Vanier College initially with just Vanier used subsequently. The word mark provides both cegep and college but not as a phrase but as identifiers, so the term Vanier College can be continued.

### **What other assistance can I expect?**

There are electronic templates for memos, letterhead, PowerPoint slides, FAX transmittal forms, business cards, brochures and PDF copies of program cards.

Contact the Vanier Communications Office for any questions, and trouble shooting involving situations which seem to be outside the guidelines provided.

Boilerplates: the pithy sixty word descriptions of Vanier College will be formatted in French and English and will be updated regularly.