

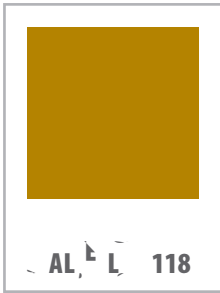
a M . . .

MOUNT ALLISON UNIVERSITY'S MASTERBRAND IS A VISUAL SYMBOL THAT REPRESENTS THE COMMUNITY AS A WHOLE.

Within the A of Allison is our flame, which represents the torch of knowledge that fuels the experience here.

The relationship of the words, the typographic ligatures, and the size and placement of the flame are all carefully positioned to create a balanced design that is both recognizable and memorable. For that reason it is important to use the official versions in order to consistently reinforce our brand image.

OFFICIAL COLOURS: The Masterbrand uses both of the official colours. Specifications and a supporting colour palette also available in this guide.



FULL WORDMARK LEFT: This version is the preferred version and should be considered for use most of the time.



FULL WORDMARK CENTRED: This version is one of the preferred versions and should be considered for use where a centred version is more visually appealing.

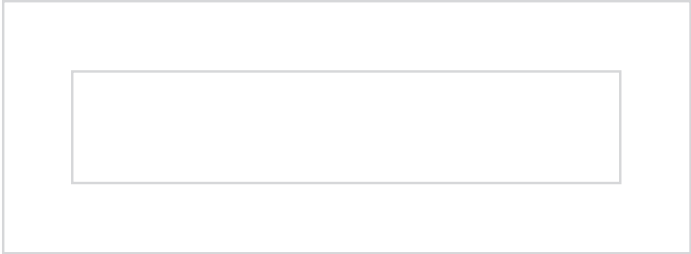
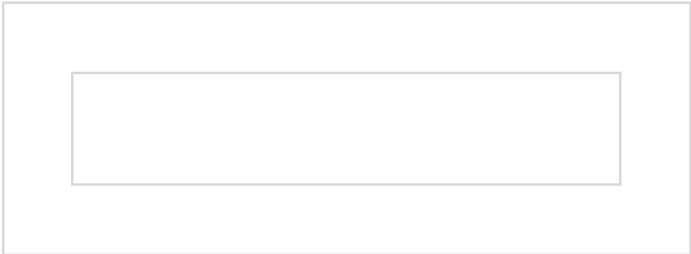


FULL WORDMARK STACKED: This version should only be used in situations where horizontal space is restricted and may impede legibility.



C . . . M . . . t . . .

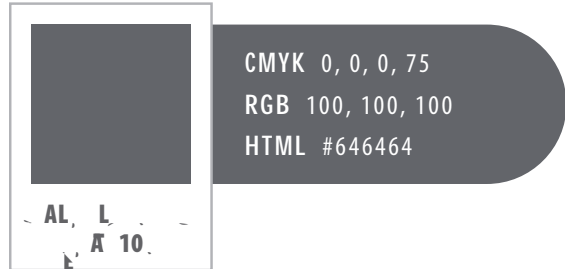
Clear space is a protective area that surrounds our Masterbrand.



t -B

A sub-brand structure has been developed to identify the individual faculties and departments within Mount Allison University. These graphic relationships should not be altered as they have been designed to achieve a balance between our Masterbrand and each department. The name of the faculty, department, or program is typeset in Requiem, which is the font used to create the Masterbrand.

The sub-brand name should print in the colour specified. It is important to only use garnet or gold when reproducing the Masterbrand in colour. If either of these colours are not available, use the black and grey or all black versions shown here. Stacked, white, and white/gold versions of these logos have also been created for print and online use.



Changing the ratio, spacing, font, or colour of the sub-brand name in relation to the Full Wordmark is not permitted.

Mount Allison University

C - B



Co-branding is when our Masterbrand is placed in an adjacent position to other symbols or wordmarks and the intention is to link them. It is often a challenge to determine how to set up this relationship. By following the specifications described, a balanced relationship will be created. However, there may be cases where multiple identities are used but are distanced from one another. For instance, they may be placed in opposite corners on a poster. In those cases the vertical rule would not be necessary

In co-branded situations it is important to reproduce the Masterbrand in the official two colours (or CMYK/RGB versions). If the official colours are not available use the logos in black or black/grey, do not use the colours of the organization that is part of the co-branding.

CO-BRAND EXAMPLE



CO-BRAND STRUCTURE The logos should visually be balanced. Examine the logo that is to be co-branded with Mount Allison to determine appropriate alignment that will achieve this balance (in this case the x-heights of the two logos have been aligned). Specify a 0.35 vertical rule to separate the logos.

Follow the clear space guideline, which uses a capital "A" to determine the distance between the logos and place the vertical rule exactly in the middle of that space. The rule should overhang at the top and the bottom by a distance equivalent to the height of the letter "N" found in the word "UNIVERSITY".



CO-BRAND EXAMPLE



U



Moun liso

Do not move the sub-brand title in relation to the Full Wordmark.

Do not re-size the sub-brand title in relation to the Full Wordmark.

