



Brand Manual

Rules and guides for the design elements
of the Telfer School of Management brand

telfer.uottawa.ca/brand



Introduction.

One of the key priorities for a successful brand is a consistent presentation which viewers recognize immediately upon viewing our content. Irrespective of where and when someone encounters the Telfer brand, be it a consumer or business partner, in print, mailing, on social media or on the website, a person must always feel the same way.

The brand – as idea, promise and experience – must fulfill 5 standards:

1. It must be relevant to a real or projected need.
2. It must be deliverable.
3. It must be credible.
4. It must be differentiating and unique.
5. It must be both inspired and inspiring.

Our brand identity comprises of a very simple kit of parts when carefully used together with the correct relationships will form the distinctive visual expression of the Telfer brand. This document outlines the components, structure and relationships of our brand elements which will help you to apply the Telfer brand consistently across all communications. Every detail of the Telfer brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a competitive management school, and to connect naturally with our audiences.

If you have any questions along the way, please e-mail **Jonathan Simon**, Director of Marketing & Communications.

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The Telfer School of Management at the University of Ottawa is located in the heart of Ottawa and is the proud academic home of some 4,300 students, 200 faculty members, and over 25,000 alumni.

At Telfer, everything we do from teaching, to research, to policy advice is firmly aligned with helping Canada reach its potential. We believe that better business practice means a better Canada, and that a better Canada means a better world.

Brand Positioning.

Our Brand

Telfer is driven by a passion for delivering positive societal outcomes in line with what we value: people, the planet, and profit.

While other business schools concentrate on building capital, at Telfer, we are devoted to building a better world.

Our Mission

To empower current and future societal leaders with the knowledge and tools to influence smarter decisions about policy and practice to create a better Canada.

Our Vision

A greener, healthier, happier, wealthier Canada for all.

Tone of Voice.

Developing a distinct tone of voice is about reflecting your personality as a communicator.

This will be present in both verbal and written communication; how you greet people, your email sign-off, your social media posts, and even your celebratory phrase of choice when a deal goes through.

Search Engine Optimization (SEO)

What words or sequence of words are people going to use on a search engine (like Google) to land on our webpages instead of seeking information from other websites?

The appeal

What are the standout features and benefits of the project? Is it the topic, a new element, a statistic, or the visual presentation? These key points are often what you'll bring out into your page headline.

The ideal audience

Your target audience is often implied by your tone of voice.
Are they new students or potential donors? Researchers or community members?

Know your audience

Take the time to understand your audience and learn their vocabulary, so you can speak in a tone of voice that they can relate too and will be compelled to read.

School Logo.

Name, graphic, colours, typeface: these are the pillars of the identity of the School.

Their characteristics ensure an individual and consistent image of the School on the market.

The graphic of the **primary visual identity** (logo) is very clean, square, linear, essential, strong and emphasizes the values of the brand.

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The lettering is created using the Minion typeface, and the graphic reflects Telfer's ties to uOttawa.

The logo should always be produced from the master artwork.

You should never use the symbol (building icon) alone, or vice versa.

The Telfer logo can exist with the School's motto "Business for a Better Canada" and its associated coloured theme line. This is the **secondary visual identity**. It has been created in a French and English version, since all documents should be available in both official languages. A bilingual version of the logo is also available for documents in both languages. The typeface used for the motto is Roboto Light.

A monochromatic version has also been specifically designed to meet some specific printing requirements.

The **tertiary visual identity** is created only for when the primary one doesn't quite fit the format (ex.: social media profile picture).

Finally, you'll find a **brand element** that isn't a logo. This was created primarily to use on documents (Word, PowerPoint, or other), to avoid crowding all the pages with logos. This element may be used at 50% opacity.

Primary Logo.





Secondary Logo.





TELFER

EN AFFAIRES POUR UN MEILLEUR CANADA
BUSINESS FOR A BETTER CANADA





Pavillon
Desmarais
Building



TELFER

BUSINESS FOR A BETTER CANADA





TELFER

BUSINESS FOR A BETTER CANADA



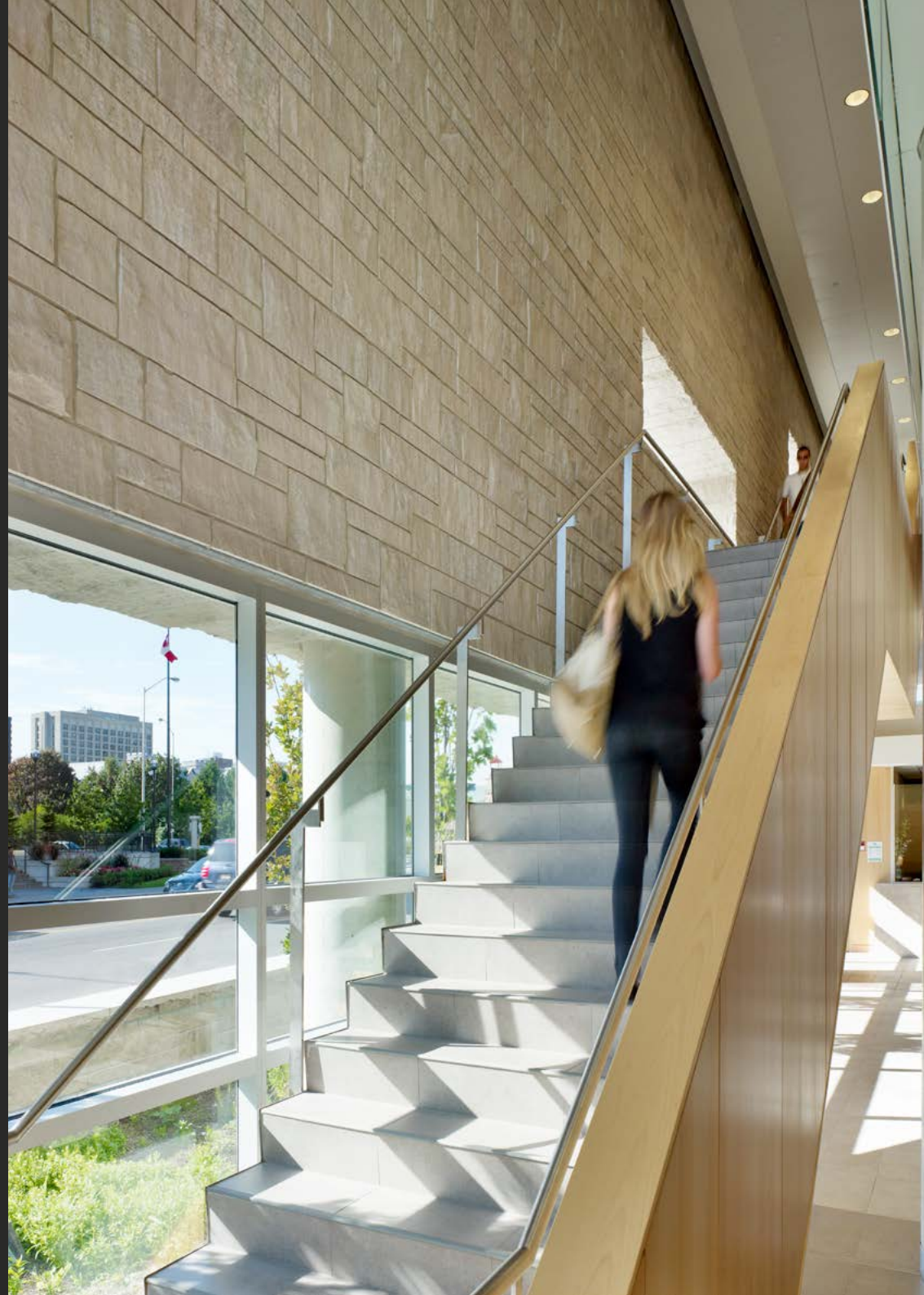
TELFER

BUSINESS FOR A BETTER CANADA

Tertiary Logo.



TELFER





TELFER



TELFER



TELFER

 Other Brand Element

ÉCOLE DE GESTION **TELFER** SCHOOL OF MANAGEMENT

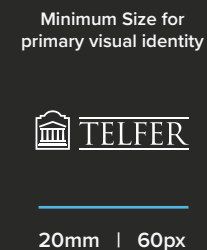
ÉCOLE DE GESTION **TELFER** SCHOOL OF MANAGEMENT

Clear Space.



We've defined an exclusion zone that stops other graphic elements interfering with the Telfer logotype and make sure the logo is easy to read. Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

Legibility.



The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The Telfer social media graphic is a smaller representation of the brand for social media profile pictures.

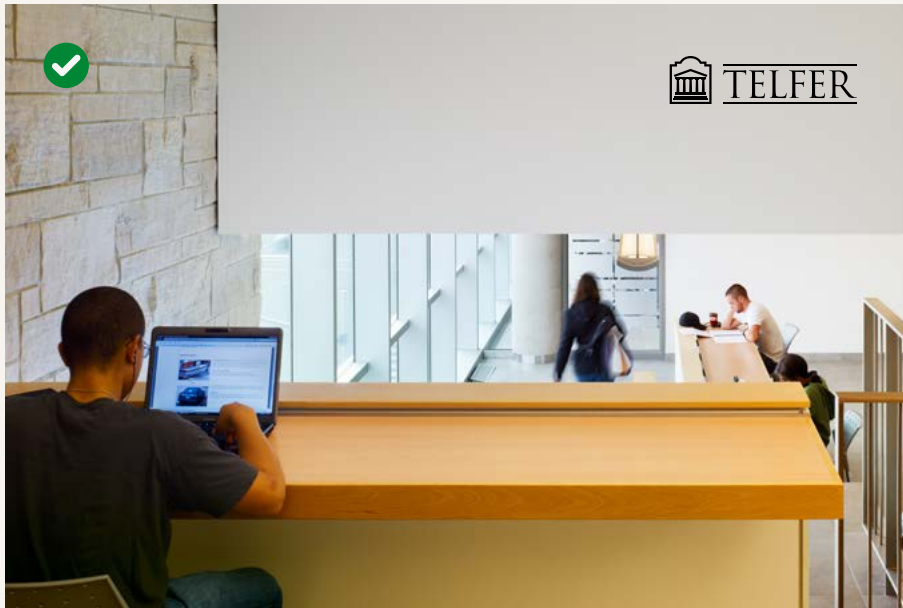
Incorrect Usage.



The logo must be used as is and not be altered in any way; this means that you MUST NOT:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colours.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

Logo on Photographs.



Care must be taken to create well balanced and considerate compositions: photography is a key part of the identity, and the use of colour should always feel complementary to the image. When placing the darker logo over photography please choose a pale area of the image to maintain sufficient stand out.

Logo on Photographs.



Care must be taken to create well balanced and considerate compositions: photography is a key part of the identity, and the use of colour should always feel complementary to the image. When placing the white logo over photography please choose a dark area of the image to maintain sufficient stand out.

Logo on Photographs.



When the image is too crowded, use a background rectangle to make the logo stand out.

Brand Colour Palette.

Garnet # 8F001A is Telfer's main colour identity so it has the strongest presence on our brand. The dark grey #2D2D2C complements the lighter colours, creating balance and making the palette more distinctive and sophisticated, while the soft beige balances the other colours and gives space to the elements.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.

The **secondary colour palette** may be used in moderation when they relate to a specific theme, or the vision for a Better Canada more broadly. They are not to be used as a primary colour.

Garnet

Presence
Dynamism
History
Passion

C 26% M 100% Y 98% K 29%
R 143 G 0 B 26
Hex #8F001A

Dark Grey

Elegance
Strength
Reliability

C 70% M 67% Y 64% K 74%
R 35 G 31 B 32
Hex #231F20

Light Beige

Balance
Honesty
Community

C 3% M 3% Y 4% K 0%
R 244 G 242 B 239
Hex #F4F2EF

Greener

—

—
C 25% M 2% Y 82% K 0%
R 201 G 215 B 87
Hex #C9D757

Healthier

—

—
C 63% M 5% Y 29% K 0%
R 86 G 186 B 88
Hex #56BABC

Happier

—

—
C 9% M 27% Y 86% K 0%
R 233 G 184 B 68
Hex #E9B844

Wealthier

—

—
C 45% M 91% Y 19% K 2%
R 152 G 58 B 126
Hex #983A7E

Typography.

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between Roboto and **Roboto Condensed Bold**.

Elements like quotes or visually important content can use Roboto Slab.

Primary Typeface.

Used for body text.

ROBOTO by Christian Robertson

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+=/*)\$%&

Light

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Regular

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Black

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Secondary Typeface.

Used for titles and subtitles.

ROBOTO CONDENSED by Christian Robertson

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abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+=/*)\$%&

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Bold

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Tertiary Typeface.

Used for quotes or text emphasis.

ROBOTO SLAB by Christian Robertson

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abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+=/*)\$%&

Light

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Regular

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CORPORATE IDENTITY

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

TYPEFACE/FONT FAMILY

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

BRAND

Brand is the “name, term, design, symbol, or any other feature that identifies one seller’s product distinct from those of other sellers.” Initially, branding was adopted to differentiate one person’s cattle from another’s by means of a distinctive symbol burned into the animal’s skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK

The CMYK colour model (process colour, four colour) is a subtractive colour model, used in colour printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some colour printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB colour model is an additive colour model in which red, green, and blue light are added together in various ways to reproduce a broad array of colours. The name of the model comes from the initials of the three additive primary colours: red, green, and blue.

PRIMARY COLOURS

The core selection of identifying colours that are used in a logo.

PALETTE

A given, finite set of colours for the management of digital images.

Resources.

Our webpage telfer.uottawa.ca/brand contains additional downloadable assets, links and information that we think you will find useful. If what you are looking for isn't there, don't hesitate to contact the marketing team via the [marketing form](#).

For additional information please contact Jonathan Simon, Director of Marketing & Communications at: jonathan.simon@telfer.uottawa.ca