Morrissette Institute for Entrepreneurship

Graphic Standards Manual

Powered by

Western   Morrissette Institute for Entrepreneurship

IVEY

Table of Contents

Creating and Maintaining a Strong Visual Identity

Key to the success of the Morrissette Institute for Entrepreneurship brand is the correct and consistent use of its brand identity.

This Graphic Standards Manual reviews the various elements and tools comprising the graphic foundation of the Morrissette Institute brand. This visual identity applies a unique design approach to all Morrissette Institute communications, including signage, correspondence materials, advertising, stationery, presentations, social media channels, websites, and brochures. The guide explains the correct usage of the Morrissette Institute logo, the Powered by Ivey mark, and the Western Alumni Angels Network as well as appropriate colours, typography, and layout styles that form the basis of the overall communications system.

The Morrissette Institute Graphic Standards Manual must be followed closely in all communications to ensure consistency. A unified visual identity for the Morrissette Institute will strengthen our ability to gain greater recognition for our world-class entrepreneurship work we do at home and abroad.

Guiding Principles

1. The new visual identity is mandatory—its standards must be applied universally with only noted exceptions.

2. You must use only the new visual identity elements including the logo on any new materials or digital applications.

3. We do not expect staff to be "design experts." Appropriate templates/examples have been developed and are available.

4. If in doubt, review outgoing items with Western Communications by emailing brand@uwo.ca.

Variations of the logo

Horizontal Logo: Positive Version

Powered by Ivey Tab
2 X height of shield in
horizontal Morrissette logo

Stacked Logo: Positive Version

Powered by Ivey Tab
Same height as shield in
stacked Morrissette logo

Reverse Versions

Horizontal Logo: Reverse Version

Powered by Ivey Tab

2 X height of shield in
horizontal Morrissette logo

Stacked Logo: Reverse Version

Powered by Ivey Tab

Same height as shield in
stacked Morrissette logo

Black and White Versions


Horizontal Logo: Black Version

Powered by Ivey Tab

2 X height of shield in
horizontal Morrissette logo

Stacked Logo: Black Version

Powered by Ivey Tab

Same height as shield in
stacked Morrissette logo

Clear Space

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

Horizontal Logo: Positive Version

x = half width of shield

Stacked Logo: Positive Version

x = half width of shield

Minimum Size

50 mm

Western | Morrissette Institute for Entrepreneurship
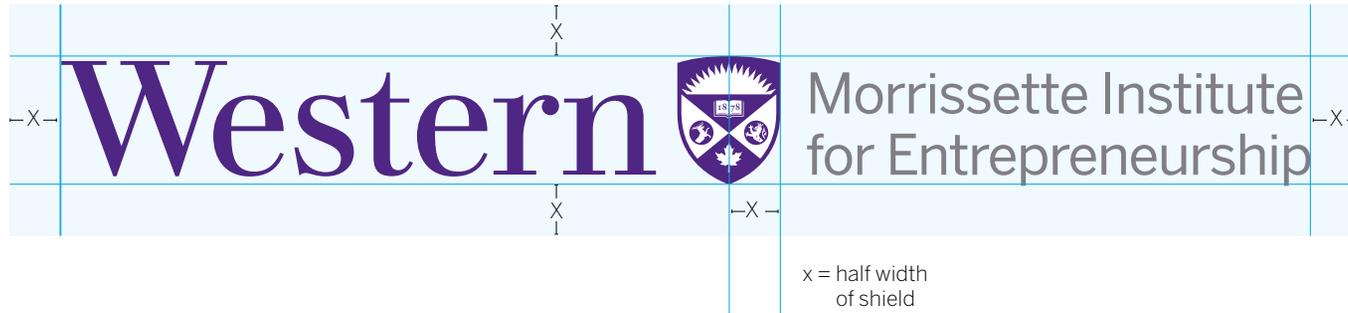
Horizontal Logo Minimum Size

Minimum sizes of the logos have been established to maintain legibility. The minimum size for the horizontal logo with the full shield is 50mm wide. The minimum size for the horizontal logo with the simplified shield is 35mm wide.

35 mm

Western
Morrissette Institute
for Entrepreneurship

Stacked Logo Minimum Size

Improper Use

Do not change the location of the logo elements

Do not change the size or relationship of Western wordmark and Morrissette text

Do not typeset the logo. Do not change the alignment of the elements.

Do not stretch, condense or distort the logo in any way.

Do not add to it.

Do not place in a shape.

Do not place an image behind the logo where it is illegible.

Do not repeat to make a pattern.

Do not crop or crowd the logo.

Do not incorrectly reverse the shield. Only use approved artwork.

Do not create new logos.

Do not use other fonts.

Do not change sequence of crest.

Do not use the shield on its own.

Do not add personalized descriptors.

These examples show improper usage of the logo. Any change from the approved logo is not permitted.

The logo must be used correctly to ensure that its visual impact and integrity are not diluted or compromised.

Always reproduce the logo from approved electronic artwork only. These examples are not intended to form a complete list.

Powered by Ivey Tab

A Powered by Ivey tab must accompany the Morrissette logo in every case, appearing in a logical place on the design.

In rare cases where the tab won't fit, please contact Western Communications (brand@uwo.ca) for guidance. It is especially important that it be included on all external facing communications and collateral.

See pages 11-12 for sizing/alignment information.

Sizing
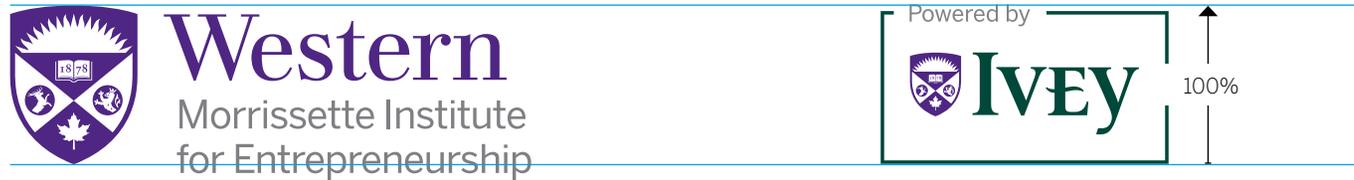
Stacked Logo

Tab should be the same height as the shield in the stacked Morrissette logo.

For alignment instructions, see **page 12**.

Horizontal Logo

Tab should be twice the height of the shield in the horizontal Morrissette logo.

For alignment instructions, see **page 12**.

Alignment

Western
Morrissette Institute
for Entrepreneurship

Stacked Logo

Powered by
Ivey

Once properly scaled (see **page 11**),
the bottom edge of the tab must align
with the baseline of the last line of text
in the Morrissette logo

In cases where the Morrissette logo and Powered
by Ivey tab run parallel, **(Sample Materials:A)** the
bottom of the tab must be aligned to the baseline of
the last line of text in the main logo.

In cases where the Morrissette logo and Powered by
Ivey tab do not run parallel, **(Sample Materials:B)**
it is recommended to align the bottom of the tab to
the bottom of the nearest logical element, such as
an adjacent logo/graphic element or the baseline of
the nearest block of text.

Western Morrissette Institute
for Entrepreneurship

Horizontal Logo

Powered by
Ivey

Once properly scaled (see **page 11**), the
bottom edge of the tab must align with
the baseline of the last line of text in the
Morrissette logo
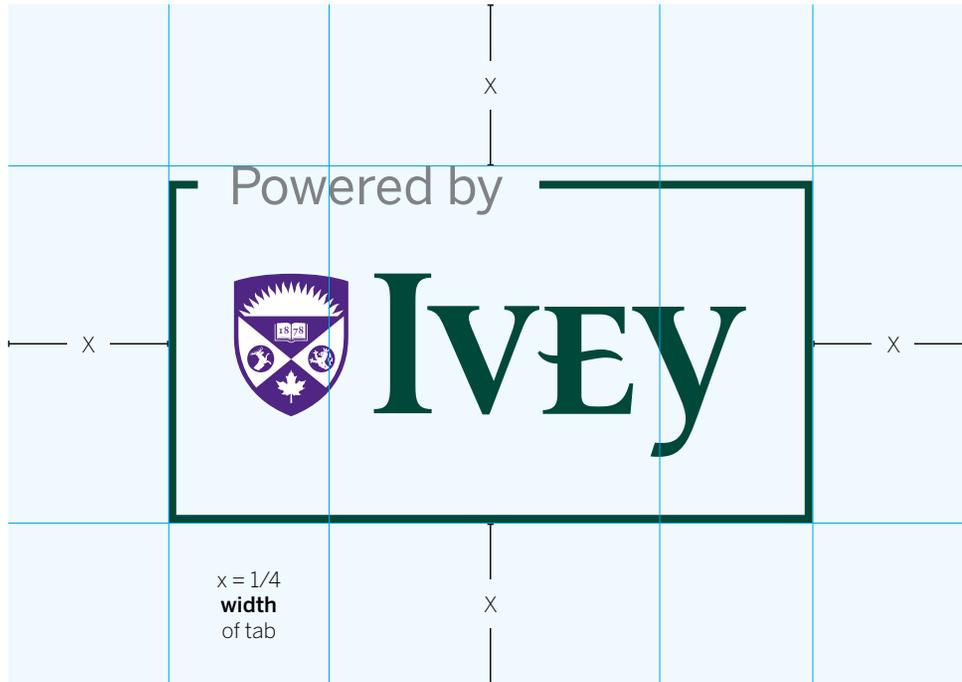
Clear Space

The Powered by Ivey tab requires a clear space around it equivalent to 1/4 its overall **width**.

Powered by

X

X

X

x = 1/4
width
of tab

X

Improper Use

Do not change the location of the tab elements
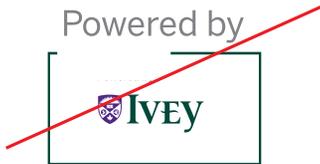
Do not change the size or relationship of the tab elements
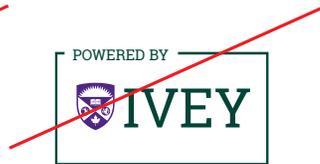
Do not typeset the tab. Do not change the alignment of the elements.

Do not stretch, condense or distort the tab in any way.

Do not add to it.

Do not place in a shape.

Do not place an image behind the tab where it is illegible.

Do not repeat to make a pattern.

Do not crop or crowd the tab.

Do not incorrectly reverse the shield. Only use approved artwork.

Do not create new tabs.

Do not use other fonts.

Do not change sequence of crest.

Do not use the shield on its own.

Do not add personalized descriptors.

These examples show improper usage of the Powered by Ivey tab. Any change from the approved tab is not permitted.

The tab must be used correctly to ensure that its visual impact and integrity are not diluted or compromised.

Always reproduce the tab from approved electronic artwork only. These examples are not intended to form a complete list.
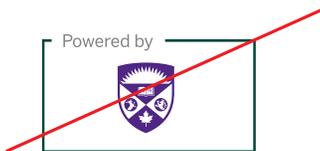
Colours
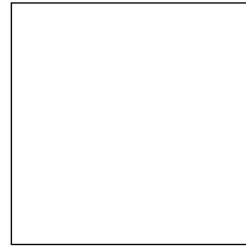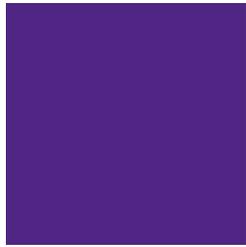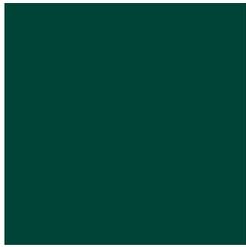
Ivey Green
PMS 3308

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 79
G 38
B 131

Hex #4f2683

Black
Process Black

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

Hex #000000

Grey
Process Grey

C 0
M 0
Y 0
K 60

R 128
G 130
B 133

Hex #808285

White

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

Hex #ffffff

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 grey 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.

Western Alumni Angels Network Logo

Stacked Logo: Positive Version

Stacked Logo: Reverse Version

Horizontal Logo: Positive Version

Horizontal Logo: Reverse Version

The Western Angels Alumni Network (WAAN) was launched in 2020 with three goals in mind: to educate Western alumni about angel investing; to build community amongst alumni who are interested in angel investing; and to create a forum/platform for connecting alumni with early stage businesses, thereby driving investment in the Canadian startup economy.

The WAAN visual identity is intended to be used for all WAAN communications, including signage, correspondence materials, advertising, stationary, presentations, social media channels, websites, and brochures.

When using the WAAN logo, it must be placed in a logical place on the design, accompanied by both the Morrissette logo and Powered by Ivey tab, not splitting the latter identities up. In rare cases where all three logos won't fit, please contact Western Communications (brand@uwo.ca) for guidance. It is especially important that it be included on all external facing communications and collateral.

See pages 17-18 for sizing/alignment information.

Sizing

Horizontal WAAN logo

When used in parallel with the horizontal Morrissette logo, the sizes of the shields in each logo should be identical. (The size of the shield in the Powered by Ivey tab is determined separately according to the scaling rules on **page 4**).

When used as a hero graphic, the aforementioned sizing/alignment restrictions do not apply.

Stacked WAAN logo

When used in parallel with the stacked Morrissette logo, the sizes of the shields in each logo should be identical. (The size of the shield in the Powered by Ivey tab is determined separately according to the scaling rules on **page 4**).

When used as a hero graphic, the aforementioned sizing/alignment restrictions do not apply.

When paired closely with the Morrissette logo and Powered by Ivey tab, such as in a shared basebar, it is important to couple a horizontal WAAN logo with a horizontal Morrissette logo and a stacked WAAN logo with its stacked Morrissette counterpart. In these cases, the height of the shield in the WAAN logo should match the height of the shield in the Morrissette logo.

*When used as a hero graphic, the WAAN logo can appear at any size, provided the clear space rules are respected (see **Sample Materials: E**).

Alignment

Horizontal Logo

Once properly scaled (see **page 17**), the word 'Western' in the WAAN and Morrissette logos must be bottom-aligned.

In cases where the WAAN and Morrissette/Powered by Ivey tab run parallel (see **Sample Materials: E**), the WAAN logo must appear first in the sequence from left to right and be situated so that the word 'Western' in both logos is bottom-aligned.

In cases where the WAAN and Morrissette logo do not run parallel, i.e. when the WAAN logo is used as a hero graphic, it is should be aligned to the nearest logical element, such as the edge of the closest block of prominent text (see **Sample Materials: E**).

Stacked Logo

Clear Space

Horizontal Logo   x = full width of shield

Stacked Logo   x = half width of shield

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

For the horizontal WAAN logo, a clear space equivalent to the **full** width of the shield is required on all sides.

For the stacked version, a clear space of **half** the width of the shield is required.

Improper Use

Do not change the location of the logo elements

Do not change the size or relationship of the logo elements

Do not typeset the logo. Do not change the alignment of the elements.

Do not stretch, condense or distort the logo in any way.

Do not add to it.

Do not place in a shape.

Do not place an image behind the logo where it is illegible.

Do not repeat to make a pattern.

Do not crop or crowd the logo.

Do not incorrectly reverse the shield. Only use approved artwork.


Do not create new logos.

Do not use other fonts.

Do not change sequence of crest.

Do not use the shield on its own.

Do not add personalized descriptors.

These examples show improper usage of the Western Alumni Angels Network logo. Any change from the approved logo is not permitted. The logo must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Always reproduce the logo from approved electronic artwork only. These examples are not intended to form a complete list.

Hellmuth: Our Custom Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890%$#@&

Hellmuth Regular

Hellmuth is a custom-made serif typeface that is truly unique to Western. It is named in honour of Western's founder, Bishop Isaac Hellmuth.

It is a "modern" serif font of extreme thins and thicks, with traditional fine serifs and distinct flourishes. Slightly narrow with a high x-height, it sets with a precise elegance.

Hellmuth is used in logos only. The primary typeface is Benton Sans (see page 22).

Benton Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%$#@&

Benton Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%$#@&

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%$#@&

Benton Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%$#@&

Benton Sans Bold

The primary font to be used is Benton Sans. Benton Sans Light and Book are the preferred weights 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.

PC & Web Safe

Arial Regular

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

Arial Bold

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

Georgia Regular

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

Georgia Bold

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

Benton and Walbaum (Ivey's serif font) 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.

Staff Business Cards

Staff Business Cards

Western 🛡

Jane Smith
Title Goes Here
jsmith@uwo.ca

Morrissette Institute for Entrepreneurship
Ivey Business School, Rm. 111
Street, London, ON, Canada ABC 123
t. 555.555.5555, ext. 55555 f. 555.555.5555
westernu.ca/entrepreneurhip

* 'Office of', 'Department of' and
 'Faculty of' have been removed
 from all unit names to be concise
 and to conserve space.

🛡 **Western**
Morrissette Institute
for Entrepreneurship

westernu.ca/entrepreneurship

Powered by
🛡 IVEY

Staff business cards feature the Western logo without the descriptor. The reverse side features the stacked Morrissette logo and a simplified version of the Powered by Ivey tab (required for optimal reproduction at smaller sizes).

The business card contact information is set in Benton Sans Book, 7.5 pt on 9.25 pt leading. The name is set in Benton Sans Medium.

There is a 0.0625" "space after" the email address.

The address information is set in Benton Sans Book 6.5 pt on 8.5 pt leading. "Western University" and the department name are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

Business card information should always be as follows:

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department
Building Information
University Address Information
Telephone and Fax Information

Staff Letterhead

Staff Letterhead
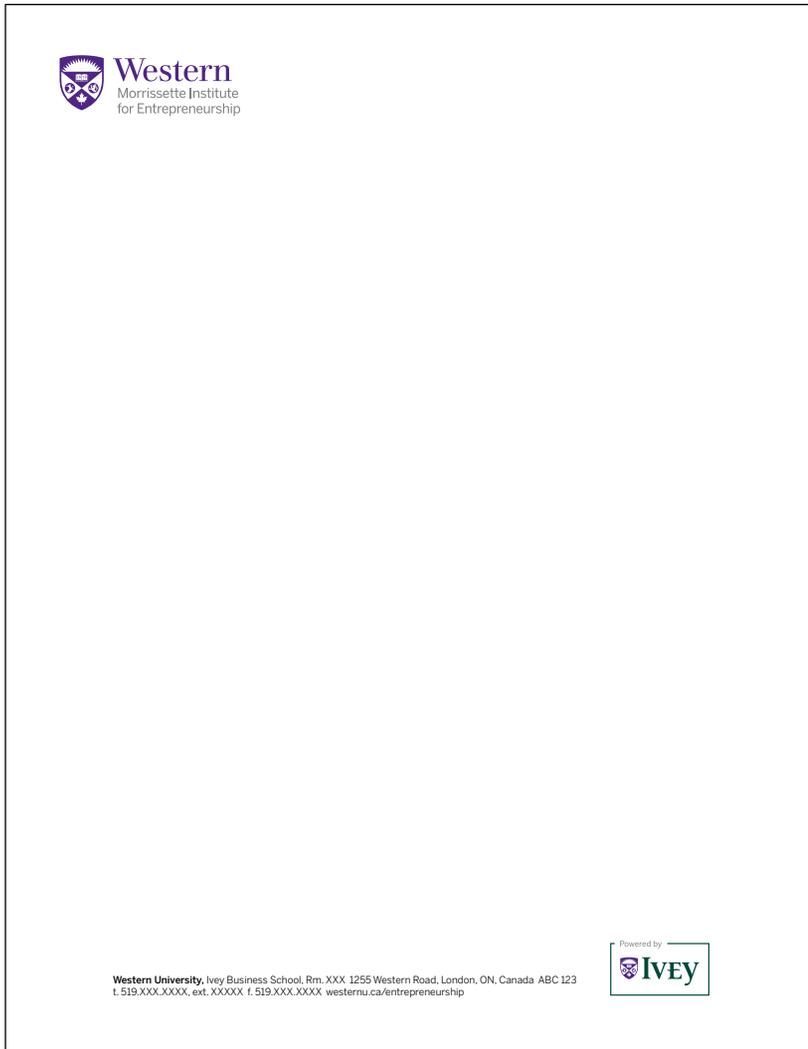
Margins:

Left: 1.125"
Right: 1.125"
Top: 0.5625"
Bottom: 0.625"

The letterhead file will be supplied as a template and should not be re-created. The stacked logo is featured on the staff letterhead.

The department information is always shown in the top right corner and is set in Benton Sans Medium 10 pt on 12.25 pt leading in purple (PMS 268). It is always flush right.

The address information at the bottom of the page is set in Benton Sans Book 7.5 pt on 9.5 pt leading. "Western University" is set in Benton Sans Medium. It is always flush left.

For typesetting; please see .

For further questions please contact Western Communications.

* 'Office of', 'Department of' and 'Faculty of' have been removed from all unit names to be concise and to conserve space.

Staff Envelope

Western
Morrissette Institute
for Entrepreneurship

Department/Unit Name (Optional)

Powered by
IVEY

Staff Envelope: Front

Margins:
Left: 0.5"
Top: 0.5"
Bottom: 0.5"

The horizontal logo, with descriptor, is featured on the staff envelopes.

Copy is set in Benton Sans Book 12 pt on 16 pt leading. The name of the addressee should be set in Benton Sans Medium or Arial.

Envelope templates will be provided and should not be altered in any way.

For further questions please contact Western Communications.

Morrissette Institute for Entrepreneurship, Ivey Business School, Rm. XXX 1255 Western Road, London, ON, Canada ABC 123

Staff Envelope: Back
(standard flap #10 envelope)

MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP

2019 ANNUAL REPORT

Sample Materials: B

Western
Morrissette Institute
for Entrepreneurship

Taking flight.

**At Western, entrepreneurship isn't about widgets –
it's about people.**

For generations, we have shaped the kind of leaders who think,
innovate and problem-solve as entrepreneurs for their entire
careers – the kind of people who drive the future of Canada.

In 2019, substantial new investments in Western Entrepreneurship
will ensure we remain the university that best develops
entrepreneurs.

Find out today how you can take flight with us.

Powered by

IVEY

Learn more about how Western is the university that best
develops entrepreneurs at: **uwo.ca/entrepreneurship**

Sample Materials: C

Ignite your entrepreneurial spark

Have an idea?
Get started: pitch your ideas to the right people at the right time.

Get connected.
Reach out, introduce yourself: co-working space, workshops & events.

Support.
Mentor the next generation, back the next idea. Be a part of our network.

Add value to your graduate degree and to your research
With the Graduate Student Innovation Scholars program, learn to apply your discipline-specific knowledge and develop expertise in entrepreneurship, commercialization and knowledge transfer with hands-on training. Program participants receive a $1,500 award. Apply today. **sis.uwo.ca**

uwo.ca/entrepreneurship

Western
Morrissette Institute for Entrepreneurship

In partnership with
Western Engineering
and Western Science

Powered by
IVEY

Sample Materials: D
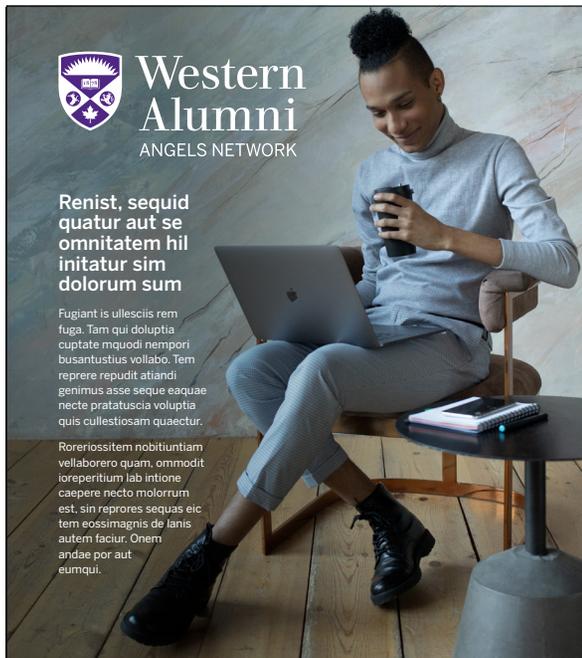
Sample Materials: E

WAAN logo as hero element
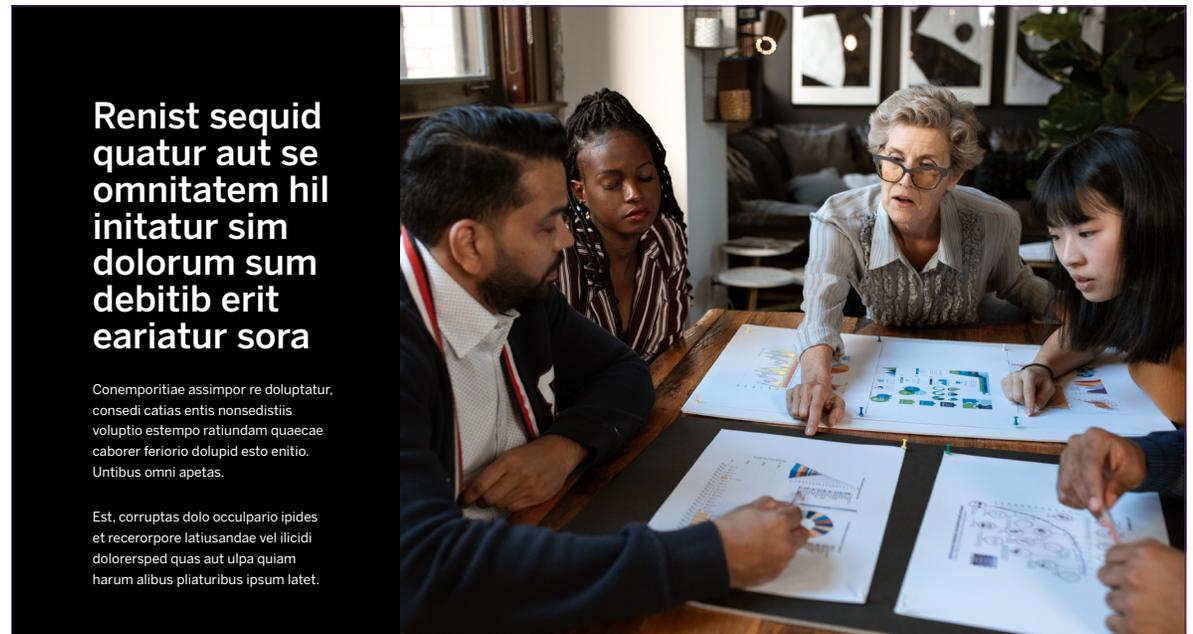
WAAN logo in parallel with Morrissette logo/Powered by Ivey tab