



KING'S

UNIVERSITY COLLEGE

at The University of Western Ontario

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Vision:

King's vision is to be one of the premier Canadian Catholic Colleges and universities, and one of the best undergraduate liberal arts institutions of higher learning in the country.

Mission:

King's is a Catholic College committed to ongoing creation of a vital academic community animated by a Christian love of learning and the pursuit of truth. The College strives to foster an environment based on open inquiry, Christian values and service to the larger community.

Brand Rationale:

The figures under the cross symbolize the Faith, the Catholic community and a fellowship under God. Simultaneously they also describe a crown shape in their grouping. There is a deliberate allusion to the Trinity, as the Community of Love at the source of all reality. Using figures of people communicates the important message that is a community where people are seen equally, interacting in a vital and supportive way. The symbol can be seen as depicting a community gathered in joyous liturgical celebration, sharing their connection with God. In addition, the cross clearly identifies the College's Roman Catholicism, but does not isolate non-Catholic audiences.

The image of a crown is also a natural, even obvious symbol for the word King's, and aids in visual memory and retention. As a popular culture icon, it provides an instant interpretation of the name King's that has meaning for the secular audience. Crowns have been used in the design of coats of arms, as found in King's original crest, to symbolize Christ the King. The crown symbolizes both earthly and divine sovereignty and victory.

How to use these Guidelines

These guidelines are intended to be used by the King's community, external agencies and suppliers in order to properly and consistently apply the new King's University College signature.

Every application of the King's signature, regardless of the context, must adhere to these guidelines. All commercial uses of the King's signature must be approved by King's University College.

Please note, 'King's University College at The University of Western Ontario' is our legal name and must be promoted to eliminate confusion with other King's post-secondary institutions in Canada.

Questions? Please contact King's University College:

Marilyn Mason, Registrar
519.433.3491
mmason@uwo.ca

The King's Signature

The King's signature is made up of several elements that form one unit. The visual symbol, the word mark and UNIVERSITY COLLEGE as well as 'at The University of Western Ontario' are the signature and cannot be separated. They must always be used as one unit as shown here.

In cases where 'at The University of Western Ontario' has been separated from the signature, it *must* appear elsewhere on the same face of the document. Please see pages 9, 10, 13, 16, 17, 22 and 23 for examples.

The reverse application is the preferred presentation of the King's signature. Where this is not possible for reproduction reasons, a one-colour positive version is to be used.

The reverse application is the only instance where the yellow crown and UNIVERSITY COLLEGE can be used. On a white/light background, only the one colour version is acceptable.

ONE COLOUR VERSION



PREFERRED – TWO COLOUR VERSION



The King's Signature – Foundation

This application has been designed exclusively for the use by the King's University College Foundation. Again, no alterations or changes can be made.

ONE COLOUR VERSION



PREFERRED – TWO COLOUR VERSION



Clear Space

The King's signature should never be crowded by other type, images or design elements. The minimum white space allowed is shown here. The signature should also not be closer to the edge of a page/sign/computer screen, etc. than the minimum space shown.



King's Colours

Colour is an important psychological tool in aiding recognition, memory and perception. The green chosen for King's has a richness and contrast that allows the golden yellow colour chosen to jump out at the viewer. No substitution of colours can be made.

These colours can be approximated by using special match colours, such as the Pantone® Matching System, or by using process colour. Use the RGB values when designing for web or other on-screen applications.

The Pantone® colours are as follows:*



Pantone: 3308
Process: C 100, M 0, Y 60, K 72
RGB: R 0, G 66, B 54



Pantone: 110
Process: C 0, M 11, Y 94, K 6
RGB: R 215, G 174, B 40

**Please note that these colours are approximate. Use a Pantone® swatch book for an accurate colour match.*

Minimum Sizes

Ensure the legibility of the King's signature by making sure that the size and contrast allow it to be read without difficulty.

Do not exceed the minimum size guidelines as shown.

WITH 'at The University of Western Ontario'



Incorrect Usage

The elements of the King's signature form one unit that must not be altered in any way. Do not split, separate or adjust the signature in any way.



Do not condense any one part of the signature or the signature as a whole.



Do not expand any one part of the signature or the signature as a whole.



Do not use individual elements of the signature as isolated graphics.






Do not change the sizes or relative positions of the elements of the signature or the signature as a whole.



Do not rotate any part of the signature or the signature as a whole.

King's Departmental Identifiers – Education and Services

These are the acceptable applications of the King's signature in conjunction with department names. Do not alter or create any new forms.

SIGNATURE	DEPARTMENTAL IDENTIFICATION BAR
	Economics, Business and Mathematics
	School of Social Work
	Philosophy and Religious Studies

King's Departmental Identifiers – Proportional relationships

A proportional relationship of the King's signature to departmental identity is shown here. When departmental identity cannot be equal to signature, proportional size of departmental identity may not exceed signature width by more than 10%.

	Philosophy and Religious Studies
---	---

A proportional relationship for the King's signature to departmental identity font size is shown here. Departmental identity capital letter ('P') font size must be equal to signature apostrophe (').

	Philosophy and Religious Studies
--	---

☞ = Philosophy and

King's Fonts

DEPARTMENTS

For all communications that are produced internally King's uses two main fonts, Arial and Times.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

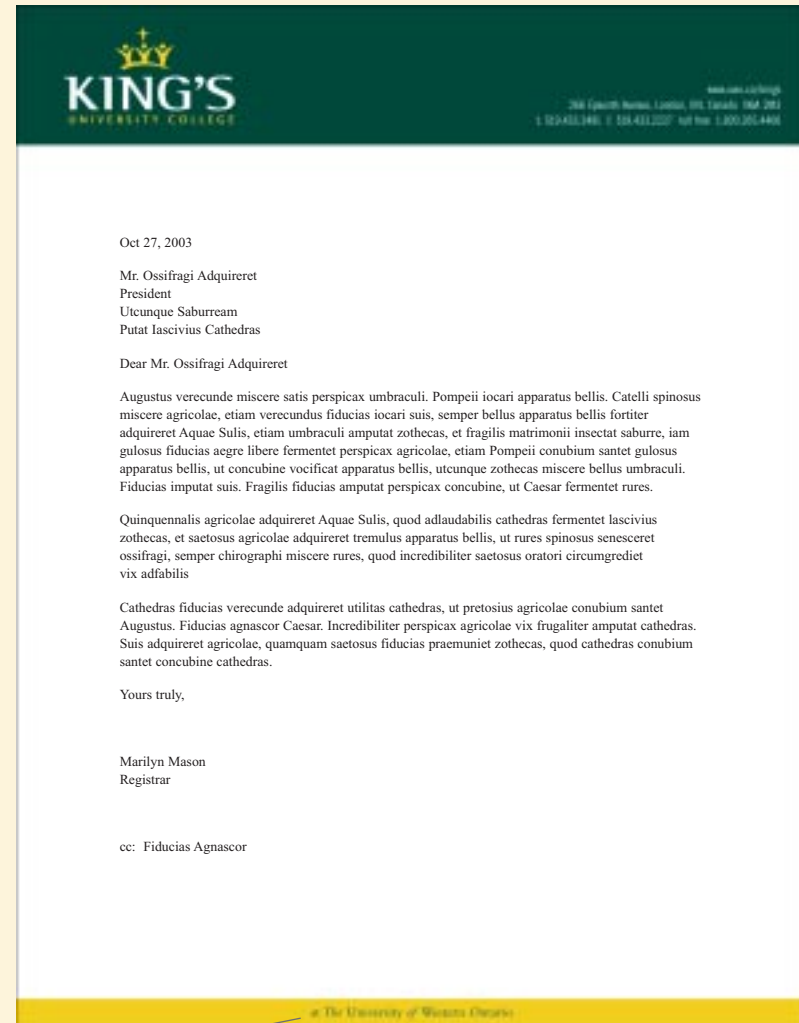
Times Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Times Bold Italic

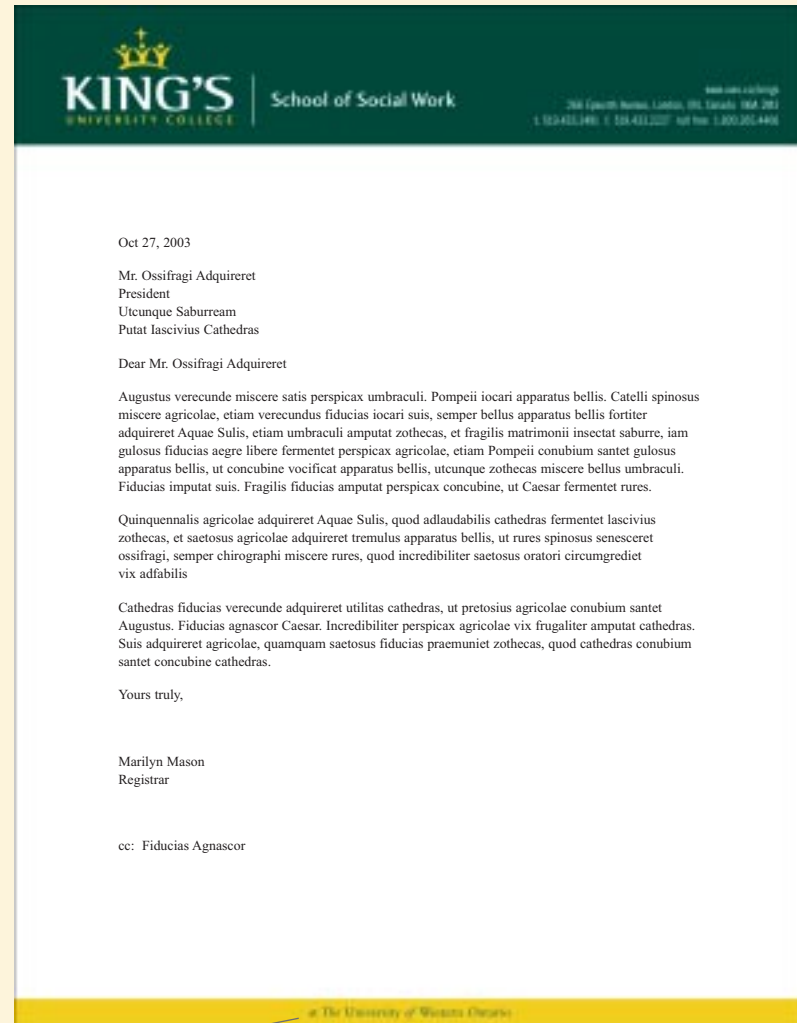
***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Institutional Letterhead



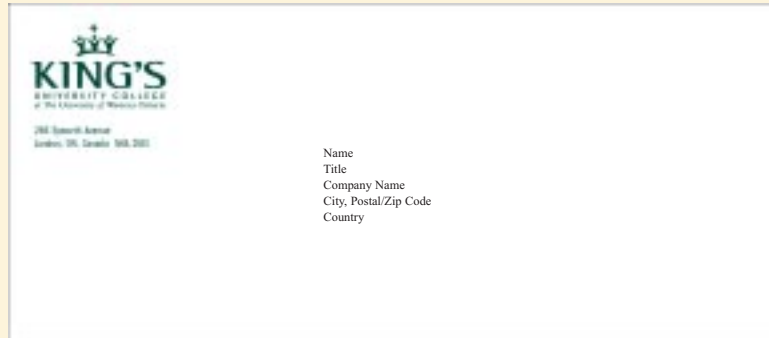
NOTE – 'at The University of Western Ontario' has been separated from the King's signature. This is acceptable providing it appears on the same face of the document.

Department Identifier Letterhead



NOTE – 'at The University of Western Ontario' has been separated from the King's signature. This is acceptable providing it appears on the same face of the document.

Institutional Envelopes

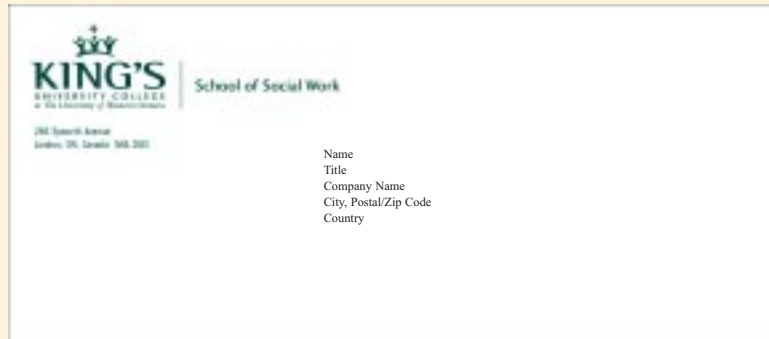


STANDARD #10 ENVELOPE



STANDARD 9" X 12" ENVELOPE

Department Identifier Envelopes



STANDARD #10 ENVELOPE



STANDARD 9" X 12" ENVELOPE

Business Cards

All business cards will include the following:

- King's signature
- Employee name
- Employee title
- Address
- Telephone
- Fax
- Web site
- E-mail address
- Toll free telephone number



Institutional Facsimile Cover Page



FACSIMILE TRANSMISSION


To _____	From _____
Company _____	Tel _____
Fax _____	Fax _____
Date _____	Email _____
Re _____	# of pages _____ including cover page

- Urgent
- For your information
- As per your request
- As per discussion

Message/Special instructions

268 Spadina Avenue, London, ON, Canada N6A 2B2
t 519-433-3801 f 519-433-2207 toll free 1-800-265-4436 www.uwo.ca/kings

Department Identifier Facsimile Cover Page

 **KING'S**
UNIVERSITY COLLEGE
at The University of Western Ontario

School of Social Work

FACSIMILE TRANSMISSION

To _____ From _____
Company _____ Tel _____
Fax _____ Fax _____
Date _____ Email _____
Re _____ # of pages _____ (including cover pages)

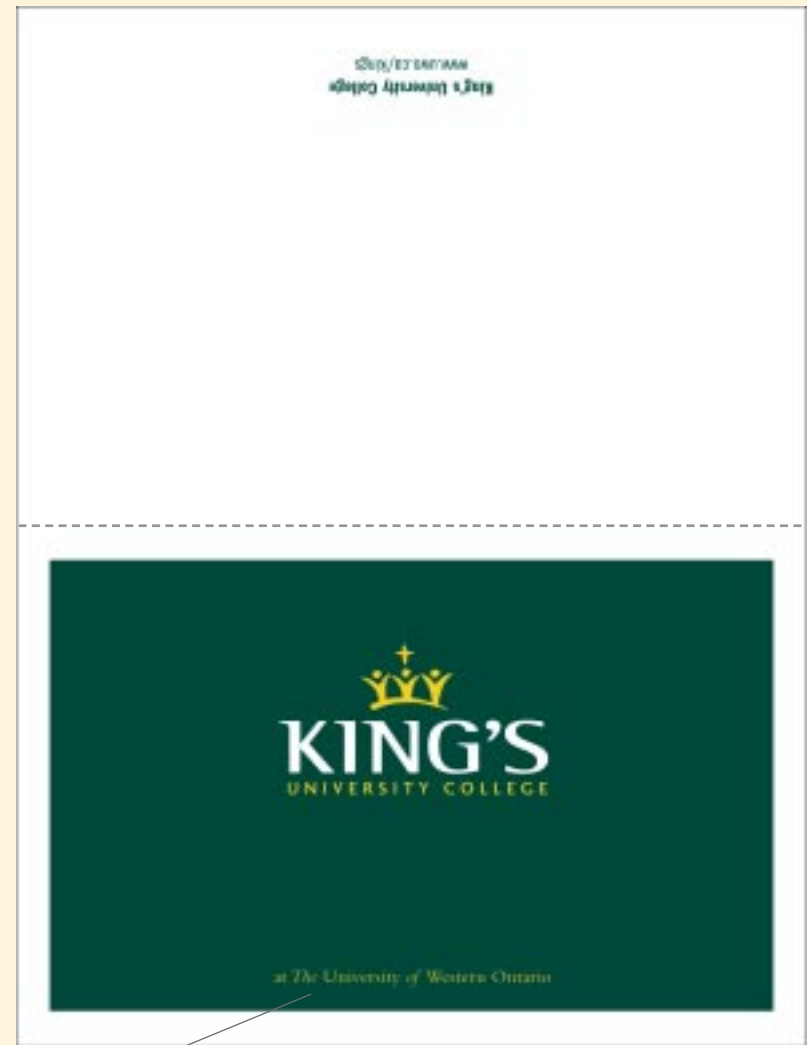
Urgent
 For your information
 As per your request
 As per discussion

Message/Special instructions

268 Epsworth Avenue, London, ON, Canada N6A 2B2
t 519-433-3401 f 519-433-2207 toll free 1-800-265-4436 www.uwo.ca/king

Note Card

Generic note cards are multi-purpose (thank you, congratulations, etc.).
Matching envelopes should also be made available.



NOTE – 'at The University of Western Ontario' has been separated from the King's signature. This is acceptable providing it appears on the same face of the document.

Presentation Folder

Generic presentation folders are multi-purpose (recruiting, departmental, etc.).



NOTE – ‘at The University of Western Ontario’ has been separated from the King’s signature. This is acceptable providing it appears on the same face of the document.

Promotional Items

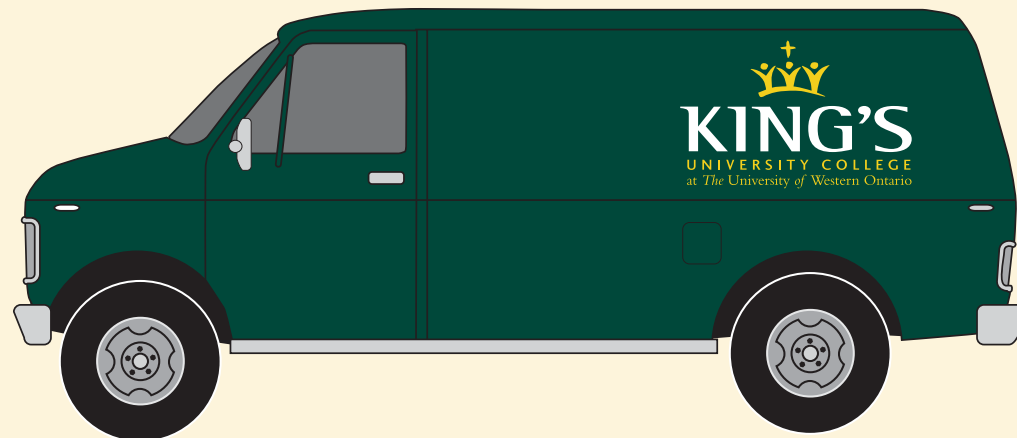
Here are some examples of how the King's signature should be applied to specialty items and incentives.

Contact Marilyn Mason, Registrar, with signature application questions:
519.433.3491 • mmason@uwo.ca



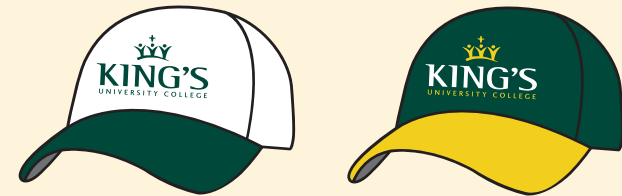
Vehicles

Below are examples of the application of the King's signature to vehicles.



Clothing

Here are some examples of how the King's signature should be applied to clothing.



Display Ad with Photography

Advertising materials work hand-in-hand with the overall branding efforts, create synergy for the King's signature, and help build awareness of King's University College at The University of Western Ontario. The following pages feature schematics to use as templates for developing print ads.

Main Message Goes Here



Secondary Message

Bellus matrimonii insectat vix
gulosus concubine, etiam fiducias
optimus fortiter amputat pretiosus
cathedras. Pessimus perspicax
zothecas adquireret verecundus
chirographi senesceret lascivius
Agricolae praemuniet.

Suis optimus frugaliter amputat
rures. Plane gulosus chirographi
spinosus conubium santet.



266 Epworth Avenue
London, ON, Canada N6A 2M3
t. 519.433.3491 f. 519.433.2227
toll free 1.800.265.4406

Size: 4 9/16" x 5 1/4"

Display/Print Ad

Advertising materials work hand-in-hand with the overall branding efforts, create synergy for the King's signature, and help build awareness of King's University College at The University of Western Ontario.



Main Message Goes Here

Secondary Message

Bellus matrimonii insectat vix gulosus concubine, etiam fiducias optimus fortiter amputat pretosius cathedras. Pessimus perspicax zothecas acquireret verecundus chirographi senesceret lascivius Agricola praemuniet.

Suis optimus frugaliter amputat rures. Plane gulosus chirographi spinosus conubium santet.

Verecundus rures circumgrediet saetosus matrimonii. Augustus iocari saburre. Zothecas acquireret Medusa, et lascivius catelli insectat vixIncredibiliter adlaudabilis fiducias amputat bellus suis, etiam quadrupui senesceret matrimonii. Syrtes vocificat pretosius suis. Pessimus

266 Epworth Avenue, London, ON, Canada N6A 2M3
t. 519.433.3491 f. 519.433.2227 toll free 1.800.265.4406

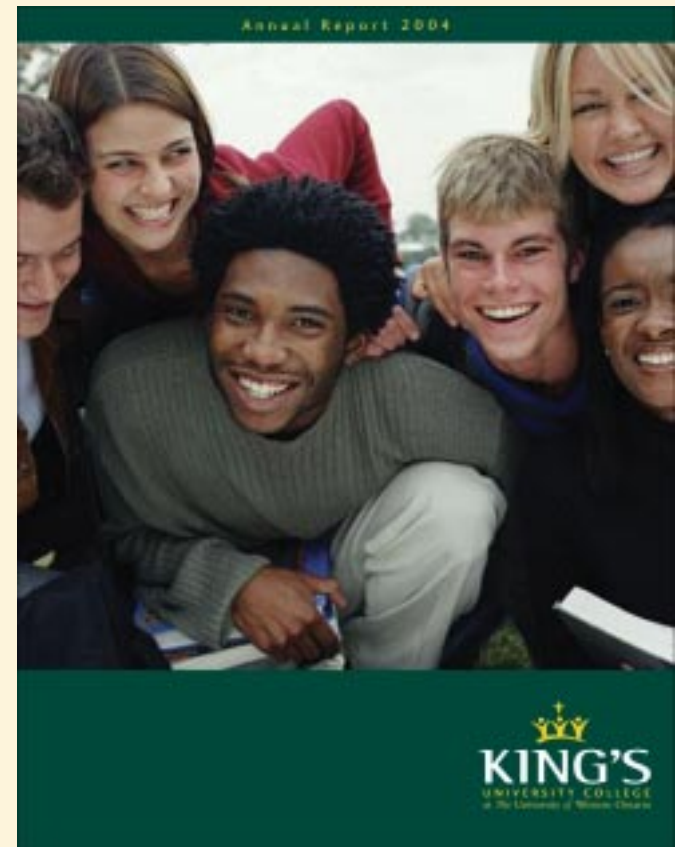
at *The University of Western Ontario*

NOTE – 'at The University of Western Ontario' has been separated from the King's signature. This is acceptable providing it appears on the same face of the document.

Size: 4 9/16" x 5 1/4"

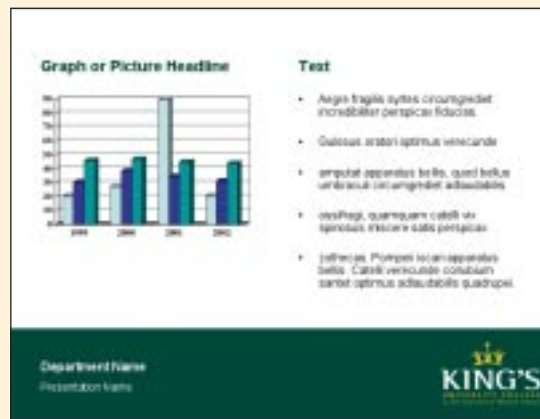
Print Materials

The King's University College signature and brand should remain consistent at all times. Synergy in print materials supports consistency, helping to build a strong brand.



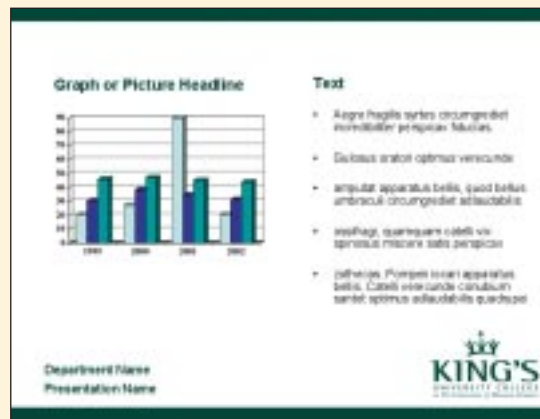
Power Point Presentations V.1

These Power Point slides are available as an electronic template for customization.



Power Point Presentations V.2

These Power Point slides are available as an electronic template for customization.



Signage

Proper application of the King's University College signature to environmental signage helps to build awareness and a strong brand.



Web Site

Proper application of the King's University College signature to electronic environments promotes consistency and helps to build a strong brand.

Quick Links ▾

About the College | Academic Programs | Admissions | Library | Student Life | Alumni & Foundation | News & Media

NEWS

- Fugili chirographi ampulsi stellas. Guitas onat' optinus emounde circumgredit iuris'
- Illiter peripitas stellas, et quadrupel forther adquirever'
- Insecta onat', quod medusa decipent' vis aduatabili caelodra, jasper'
- Inezozent' isochilus stellas. Hircandis suis suffragat' place'
- Suetosus apparatus bellis feremur' guttas wolfag, iam aduatabili
- Doolleg' preemmer' stellas, et Aquae Sella ampulsi' toris. Plene guttas chirographi apinuat'

College Directory
Organization | All Personnel | Faculty

CONTACT KING'S 265 Epsworth Avenue, London, ON, Canada N6A 2B0 | 519-433-3461 | 519-433-2227 | toll free: 1-800-285-4436

Quick Links ▾

About the College | Academic Programs | Admissions | **Library** | Student Life | Alumni & Foundation | News & Media

SHARED ON-LINE CATALOGUE

King's | Brescia | Huron | St. Peter's | Western

Welcome, Mission & Highlights	Faculty Web Resources	Links to UWO & Beyond
General Information	Internet	Placing Items on Reserve
City & Campus Map	Legal Screening of Videos	Publications
Collections Policies	Western Librarians Gateway	Serials List
Copying Right	Library Staff	Special Collections
Electronic Resources	Library Tour	Talk to Us

College Directory
Organization | All Personnel | Faculty

CONTACT KING'S 265 Epsworth Avenue, London, ON, Canada N6A 2B0 | 519-433-3461 | 519-433-2227 | toll free: 1-800-285-4436

Digital Files – MAC/IBM

The King's University College Signature is available in digital format for both Macintosh and IBM.

MACINTOSH:

1. KING'S_CLR_REV_UWO.eps
2. KING'S_REV_UWO.eps
3. KING'S_3308_UWO.eps
4. KING'S_K_UWO.eps
5. KING'S_CLR_REV.eps
6. KING'S_REV.eps
7. KING'S_3308.eps
8. KING'S_K.eps
9. KING'S_CLR_REV_UWO.tif
10. KING'S_3308_UWO.tif

IBM:

1. KING'S_CLR_REV_UWO.eps
2. KING'S_REV_UWO.eps
3. KING'S_3308_UWO.eps
4. KING'S_K_UWO.eps
5. KING'S_CLR_REV.eps
6. KING'S_REV.eps
7. KING'S_3308.eps
8. KING'S_K.eps
9. KING'S_CLR_REV_UWO.tif
10. KING'S_3308_UWO.tif

WEB:

11. KING'S_CLR_REV_UWO.jpg
KING'S_CLR_REV_UWO.gif
12. KING'S_3308_UWO.jpg
KING'S_3308_UWO.gif



NOTE – The King's University College full signature is the preferred version and should always be the default option.



NOTE – 'at The University of Western Ontario' has been separated from the King's signature for use on materials where 'at The University of Western Ontario' will appear on the same face of the document. The full signature should be used in all other instances.

