

STATIONERY, ETC.: Correct placement of the logo and recommended fonts for letterhead, business cards, fax covers, and memos is provided in the electronic “toolbox” available from Computing Services and on the Web at www.unb.ca/webteam/resources/.

IT’S EASY TO ADOPT THE NEW IMAGE! A “toolbox” has been prepared for every member of faculty and staff on our two campuses. These will be installed on all departmental computers — PCs and Macs — over the next few days. They include ready access to the logo in one or two colours, templates and macros for use, and the fonts you will need to turn out consistent, coherent, high quality UNB materials.

QUALITY: Everything we turn out should say “quality” and “excellence.” Nowadays it’s easy to be your own desktop publisher or Webmaster but that can mean, over time, our logo applications and graphics standards begin to lose their impact and consistency. That is why we encourage you to use the expertise available within UNB: Graphic Services, Audio Visual Services, the Office of Development & Public Relations, the Office of Community Relations, and the UNB Web Team. They can help you look your best — and UNB’s best — whatever and whenever you’re communicating.

NEED HELP? For more information, advice on applications, or assistance with developing publications, there are numerous resources:



**Office of Development
& Public Relations**
Tibbits East, Room 148
UNB Fredericton
453-5053
devpr@unb.ca

Graphic Services
d’Avray Hall
UNB Fredericton
453-4843
graphics@unb.ca

**Office of
Community Relations**
Room G09, Oland Hall
UNB Saint John
648-5697
commrel@unbsj.ca

Audio Visual Services
d’Avray Hall
UNB Fredericton
453-4704
avserv@unb.ca

Or consult the UNB website at www.unb.ca/webteam/resources/.

Graphics Standards

Welcome to the University of New Brunswick's new image and identity program, developed over the past year by the Bi-Campus Institutional Marketing Task Force.

The most prominent element in this program is our new logo (at left), derived from the crest, which has been a symbol of UNB for almost 50 years.

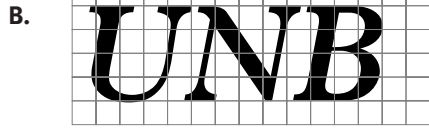
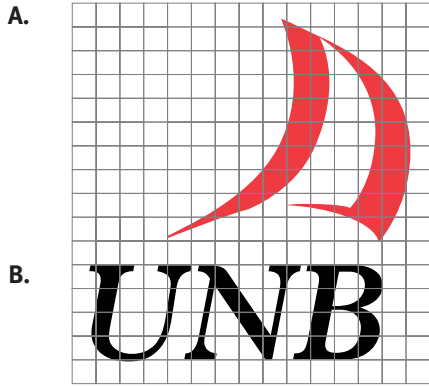
We treasure the crest. It will continue to be an emblem of the University for official and ceremonial applications within our new image program.

SO WHY A NEW LOGO?

We are all proud of our University, its people, accomplishments, and reputation. But, quite frankly, the excellence and quality of UNB is not well enough known, at home or abroad. One way to make a strong impression is to have a truly distinctive symbol that **simply, clearly, and powerfully** identifies the many outstanding things originating from, belonging to, or associated with the University of New Brunswick. Over time — with consistent, coherent, repeated use — we expect people inside and outside the institution will immediately recognize UNB excellence whenever and wherever they see our logo.

This is the role of our image program and the reason why we ask you to adhere carefully to the guidelines on usage included in this publication.





We know many applications will occur that are not covered here. The Office of Development & Public Relations in Fredericton and the Office of Community Relations in Saint John can help with advice and solutions for your particular application. When in doubt, call us.

WHAT DOES IT MEAN?

UNB's new identity is a symbolic representation of some basic, simple ideas that we think capture the UNB experience: a moving adventure in knowledge and life experience that is full of surprises; a Maritime heritage rich in quality and tradition.

THE BASICS: The new identity is composed of two key elements (A and B): 'UNB' and the 'sail'. Great care has gone into the relationship between these elements.

They must always appear **together** in exactly the positioning and relationship shown here (C). As required, the text may be used in different orientations as shown below.

PREFERRED



ALTERNATE



SMALL



HORIZONTAL



CAMPUS DESIGNATIONS: UNB is a tale of two cities — two unique experiences joined by a common goal. Our image and identity program acknowledges the individuality of each campus and the combined organization that is UNB. In the past, the letters UNB have often been used to refer to the Fredericton campus, while UNBSJ has commonly been used to denote the Saint John campus.

Going forward from here, we will be working hard to change that terminology. The Fredericton campus will be referred to as UNB Fredericton and the Saint John campus as UNB Saint John. (In some instances, it may even be appropriate to refer to them simply as 'Fredericton' or 'Saint John'.) UNB should be used just when you mean the University as a whole, both campuses included. Language does make a difference to image!



And the logo design helps to support this new approach. Each campus has a third element in the logo to be used in applications originating specifically from one campus or the other (D). When the application represents the University as a whole, the 'University of New Brunswick' third element should be used. Again, please do not adjust the relationship of the elements. Each campus may use their location designation in black or a screened version of black.

SPOT COLOUR

Black
PMS #185 Red



PROCESS



BLACK



REVERSE



REVERSE

When reversing
from Reds



USE OF COLOUR: The official colours of UNB have not changed. They are red (Pantone 185 in the international standardized colour system) and black. Please use colour only as shown below. Colour is both a powerful and subtle identifier. Change it — to another shade of red or another colour altogether — and you risk changing the impact of the identity.

POSITIONING AND THE PSYCHOLOGY OF SPACE: Identities need room to breathe and work their magic. At left, we've shown how much room to leave around the logo — the height of the 'B' in UNB. Below are guidelines for the amount of space that should be allowed around the identity. We want to avoid looks that are too "busy." Please look carefully at the examples provided to ensure your application respects this principle.

ABCDefgh1234
Bembo Regular

ABCDefgh1234
MetaPlus

ABCDefgh1234
Bembo Italic

ABCDefgh1234
MetaPlus Italic

ABCDefgh1234
Bembo Semi-bold

ABCDefgh1234
MetaPlus Medium

ABCDefgh1234
Bembo Bold

ABCDefgh1234
MetaPlus Bold

TYPOGRAPHY: Speaking of psychology, ever since the invention of movable type in 1497, artists have been experimenting with the emotive qualities of letter form. Our two chosen type families, Bembo and Meta, have been carefully selected from almost 10,000 styles. It is important to use these in conjunction with our logo in the text of letters, memos, faxes, and other communications to support and enhance a unified perception of UNB.



THE CREST: There is an important place for history in the story of UNB. Our crest is an excellent representation of that history. However, our vision is firmly focused on the future and for that reason the crest is to be used selectively for formal, official, and ceremonial purposes. Wherever possible, it is best to keep the crest separate from the logo. For instance, the crest may appear on the back of the publication. However, if the crest must appear on the same page as the logo, there should be space between them to give each a chance to breathe, as shown at left.



UNIT LOGOS: When using a unit logo for a department or an activity with the official UNB logo, great care should be taken to avoid outshining or overwhelming the UNB or campus-specific logo. An example of use of a unit logo is shown here.

