

# **Chiu School of Business**

**Sub-identity guide**

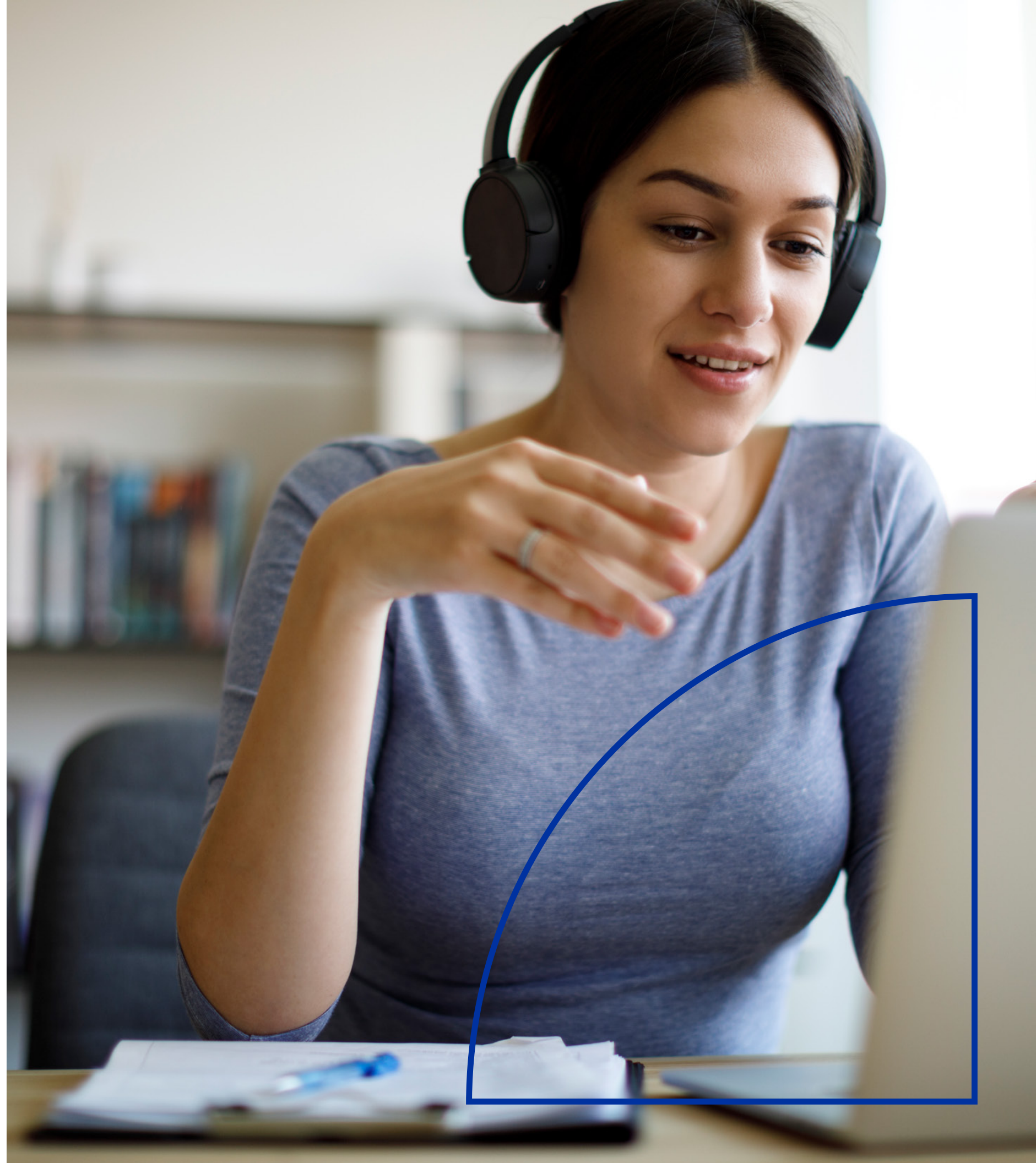
**2021**



# Welcome

We've worked hard to create a new visual identity that reflects the School's unique approach to education. It represents who we are as a school by putting our values at the forefront.

This guide is the foundation for the brand and more importantly the School's sub-identity that we'll build together.





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# Introduction



# Intent of this guide

These guidelines provide a framework for a consistent application of your sub-identity and how it interacts with Bow Valley College's core identity. As Bow Valley College exists and expands, it is important that all brand elements, including all of the elements that make up the sub-identities, remain consistent. These standards will help you champion the brand and honour the College's identity internally and externally.



# Sub-identity framework



# The relationship

Building off the College's core brand, the School's sub-identity further tells Bow Valley College's story in a meaningful and impactful way. The School's sub-identity was built from the conversation and learning from the value roadshows. Marcom was able to gain valuable insights into how the Schools view themselves, the direction they wanted to move in, and more importantly, the chapter they tell in Bow Valley College's brand story.



# How will this all work

When the College developed the core brand, the goal was to place thoughtful consideration on how the brand will engage and evolve with the sub-identities as the brand story is told.

## Overall Guidelines

- 1** Most communications and promotional materials will be created and deployed using the core brand. Once the sub-identities are created, rules and guidelines surrounding usage will be clearly posted on the brand portal.
- 2** Sub-identity branding is primarily to be used internally within our campus and for existing students of the School. The sub-identity branding may also be used for School-specific events and initiatives. All recruitment branding will be under the Bow Valley College brand.
- 3** Creative will always include the Bow Valley College core logo.
- 4** If the initiative supports more than one area of academic interest, it will be supported by the core brand.
- 5** All current sub-logos will be phased out.



# Considerations

## Events and sponsorship

For events supporting the broader College (ie: Premier's Scholarship Luncheon, New Student Orientation, Convocation, Open House, Celebrating Student Futures, etc.), the core brand creative will be displayed prominently.

For events supporting one area of academic interest, the booth design and supporting materials would be created under the guidelines of the School sub-identity, which will always include the Bow Valley College logo on each creative piece.

## College initiatives

Like events, if a College initiative requires creative materials and the initiative supports multiple academic areas, those creative materials will be produced under the core brand.

If there is an initiative supporting one specific academic area, the creative materials would be produced under the guidelines of the School's sub-identity, which will always include the Bow Valley College logo.



# Reasoning for core brand and sub-identity assignments

## Local community, partners, and stakeholders

The College brand revitalization's primary focuses are in response to the research, brand identity, and alignment of perceptions of the quality of education we provide. Therefore, all general communications coming from Bow Valley College will be created and deployed under the core brand.

## Prospective students (concerning ORES, Regional, IED, and Continuing Learning)

When communicating with prospective students, there are four broad segments to consider: international students, domestic students, regional students, and continuing learning students. With all initial communications, advertising, and marketing, we will always begin with a broad message about Bow Valley College, the range of programs we offer, and the excellent education and experience we deliver. It is not until the next phase of the prospective journey that we would be segmenting based on academic interest. Therefore, all broad marketing and communication tactics will be supported by the core brand.

## Current students and alumni (concerning LSS and FDAE)

Like our prospective student segments, there are several instances where enrolled students' touchpoints will be presented from a core brand perspective. These include when students arrive on campus, their interaction with LSS during events such as NSO, weekly events, themed events, and group events.

When alumni are engaged broadly, the communication and creative will be provided under the core brand. If an individual or a select group of individuals are being engaged from a specific School, then materials could be created under the School's sub-identity, which will always include the master logo. Discerning whether the communication, creative, and/or initiative will be created under the core brand or sub-identity will be decided during the discovery phase of the project.

# Your sub-identity



**Value words**

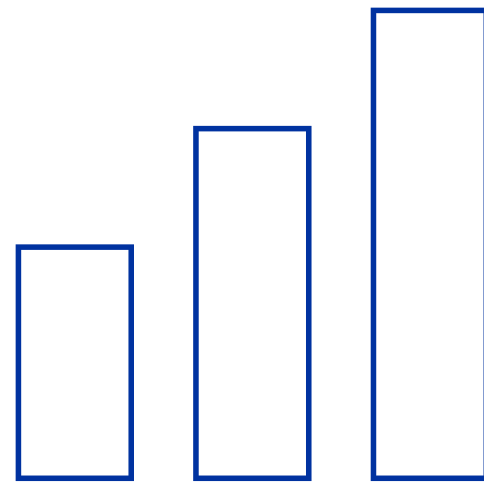
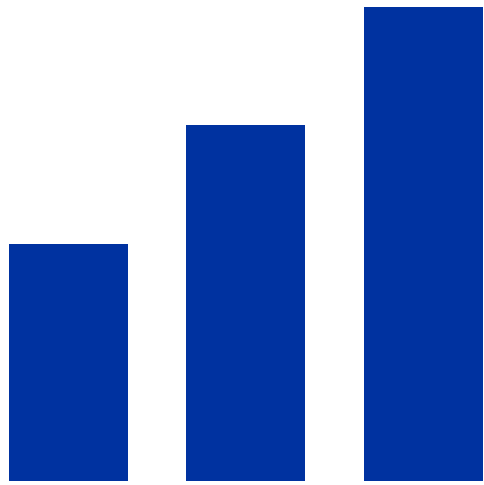
**Professionalism**

**Empowerment**

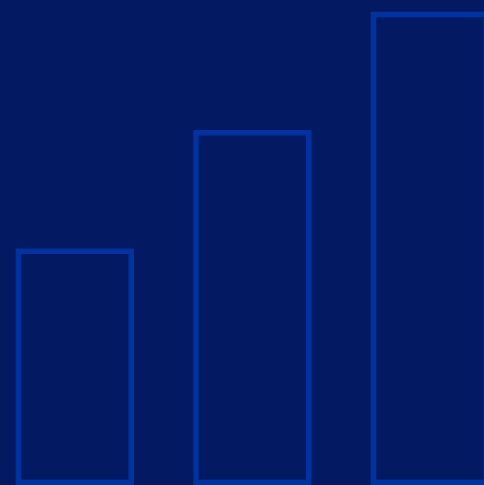
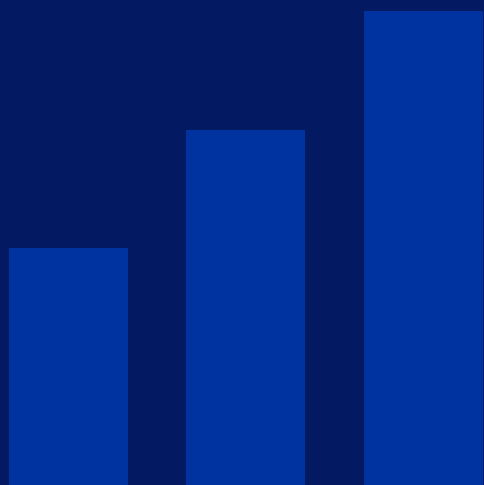
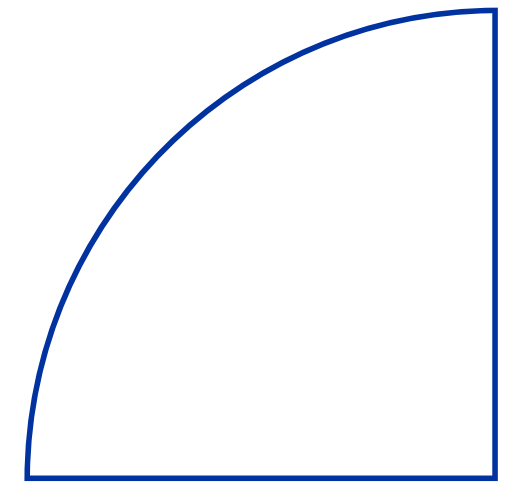
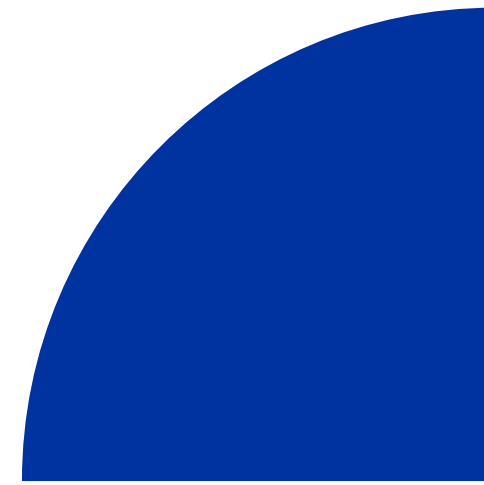


# Your icons

## Professionalism

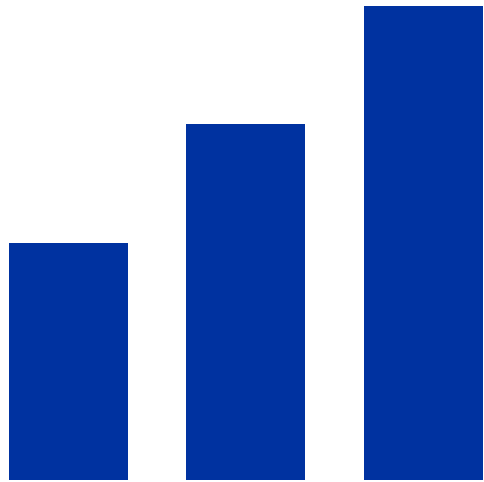


## Empowerment



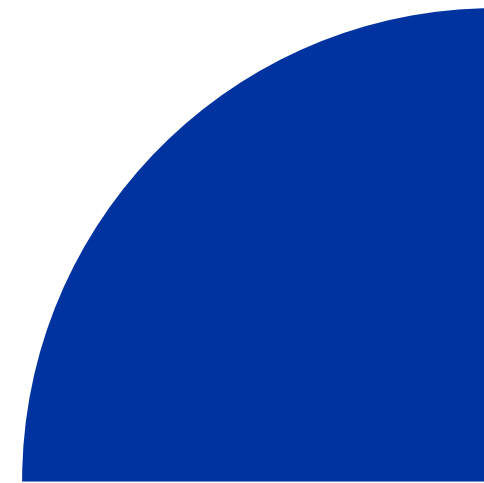
# The meaning behind the icons

We empower the next generation of business professionals to rise to each challenge thanks to a job-ready education. Our students and alumni's integrity shines through because they are trustworthy leaders who value collaboration. They enter the workforce empowered to express themselves confidently and ensure success for the team as well as the individual.



## Professionalism

This icon represents upward mobility and can be interpreted as a graph showing upward growth or a stairway to success.



## Empowerment

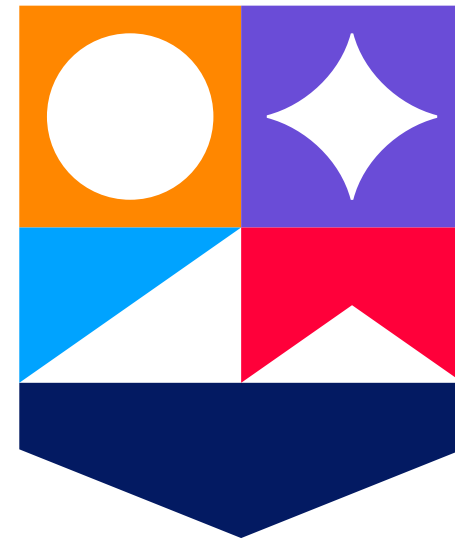
This icon represents forward momentum. The quarter circle signifies the start of a journey. Each step of the way adds to the complete circle. Success is attainable because the journey has begun.

# How to use your sub-identity

# The Bow Valley College brand logo

In telling the College's brand story, we need to make sure that we are cognizant that the Bow Valley College logo appears on all creative. The user needs to be able to tell from a glance that this is Bow Valley College. The sub-identities are there to support the core brand in telling the Bow Valley College brand story.

In telling the College's brand story, we need to ensure the Bow Valley College logo appears on all creative.



# Bow Valley College



# Name lockup and your School colour

How your School's sub-identity is shown in relationship to the core brand celebrates what makes your School unique. As a rule, the words *School of* should always appear on the first line. The remainder of your School's name should appear on the second line.

If the School's name is longer than 12 characters on the second line the remainder of the School name will be placed on the third line.

Use the School's core colour at 100% whenever the School name is featured.

The horizontal lockup of the School name is only to be used for digital display ads, email, or web banners when the aspect ratio of the ad does not support the primary School name lockup. The Creative Team in the Marcom department are the only ones authorized to use this format.

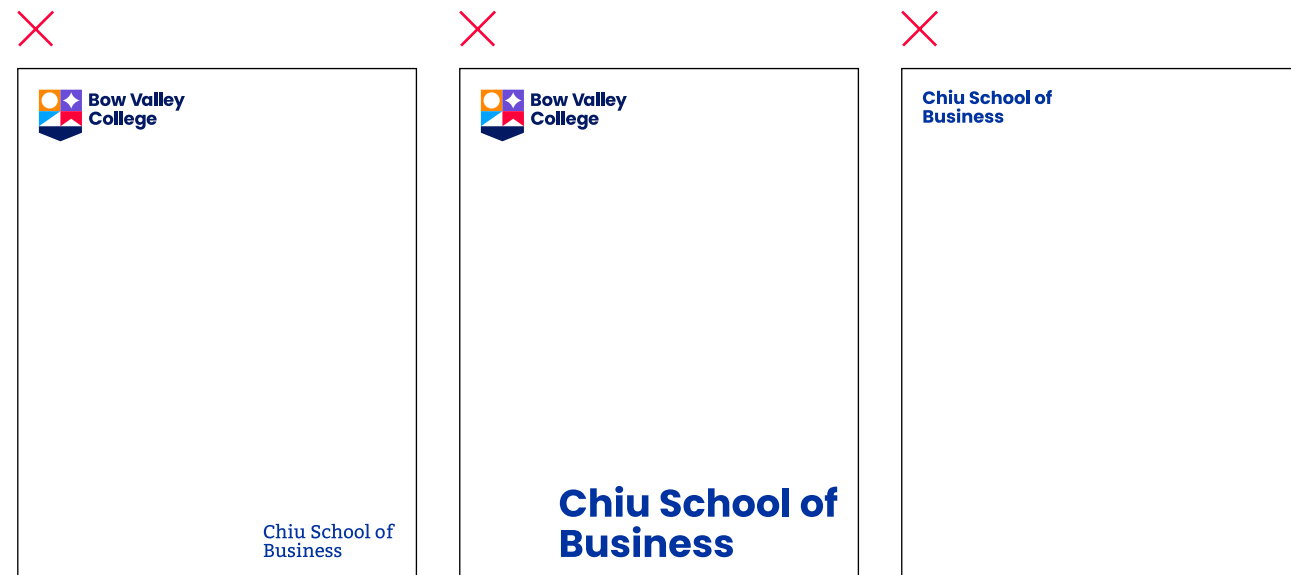
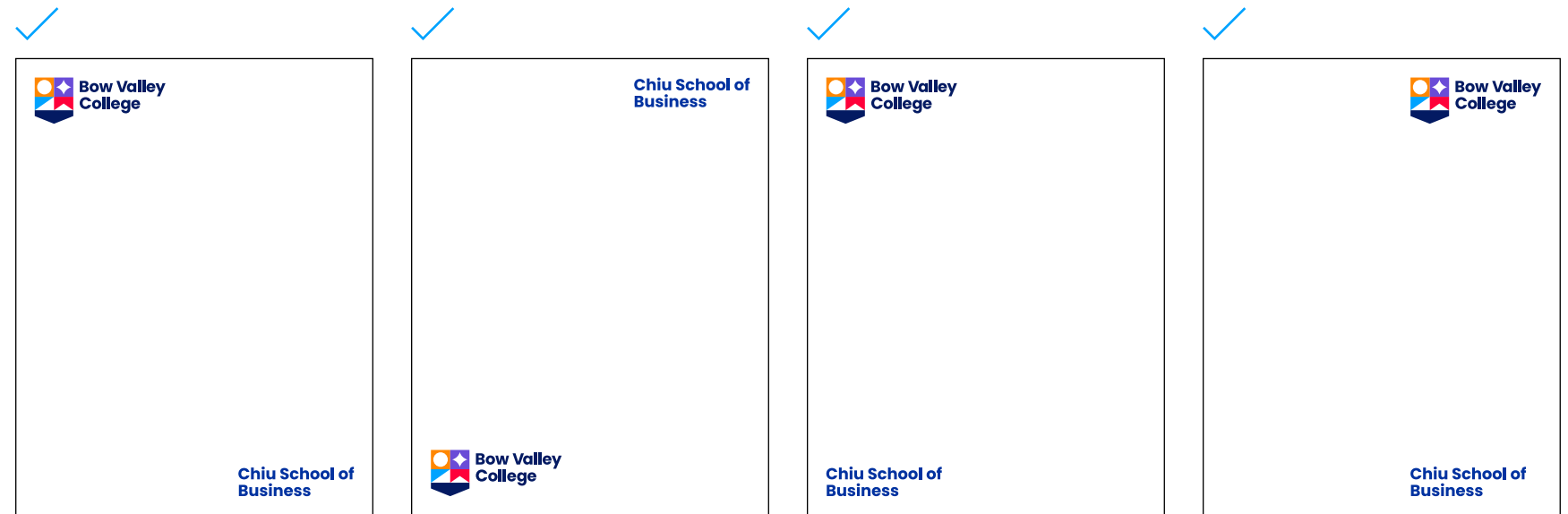
# Chiu School of Business

## Chiu School of Business

Horizontal lockup

# Core brand lockups with School name dos and don'ts

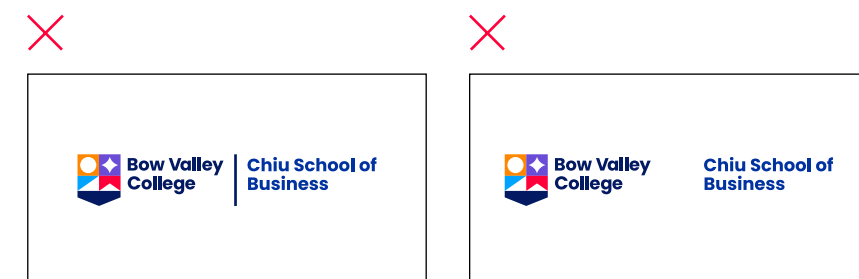
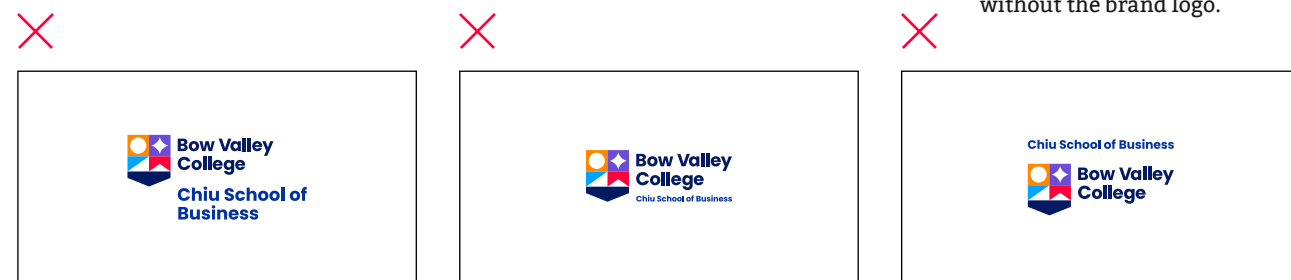
Moving forward, the core brand will not be locked up with the School's name. To respect the integrity of the core brand in all executions, the School name will not be shown locked up with the core brand. The School name will be featured alone in the School's colours.



Don't change the font.

Don't change the scale.

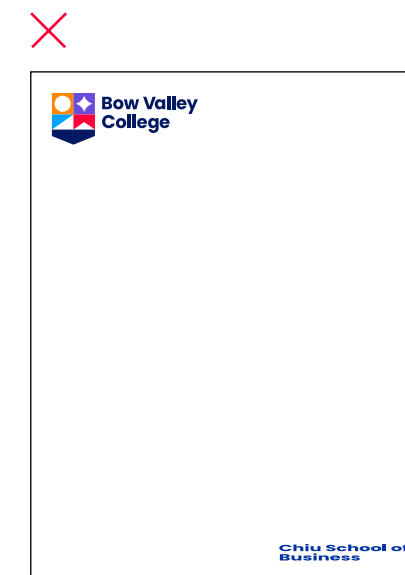
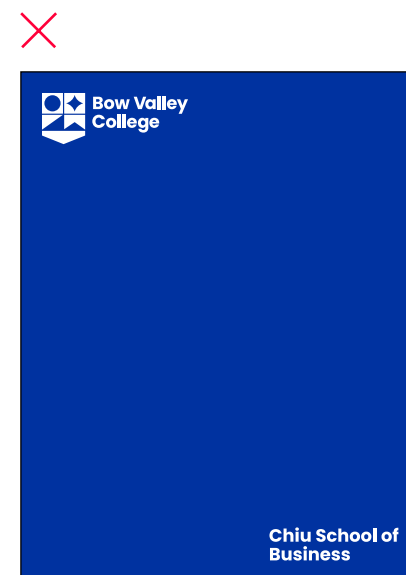
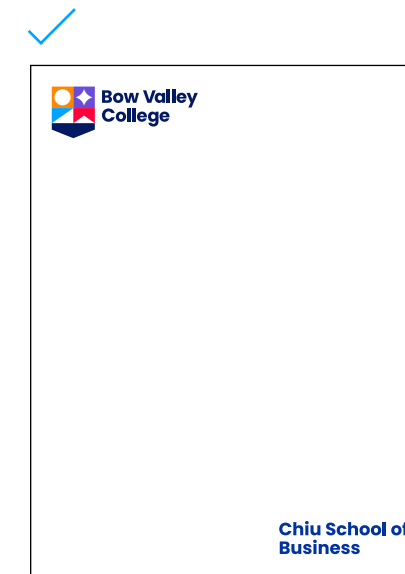
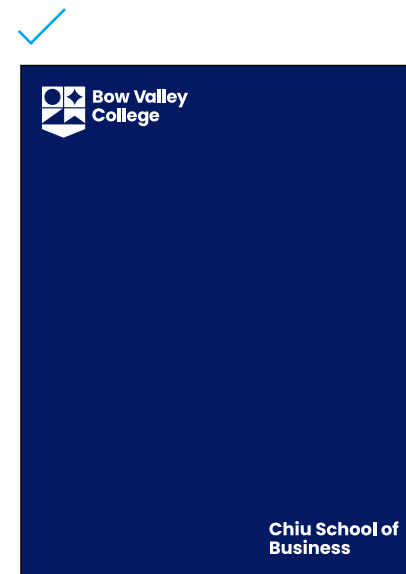
Don't use the School name without the brand logo.



# School guidance lockup dos and don'ts

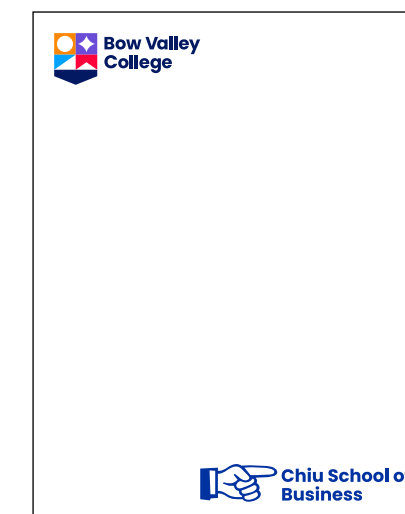
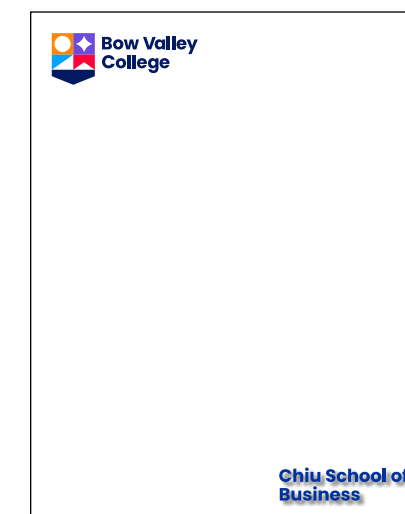
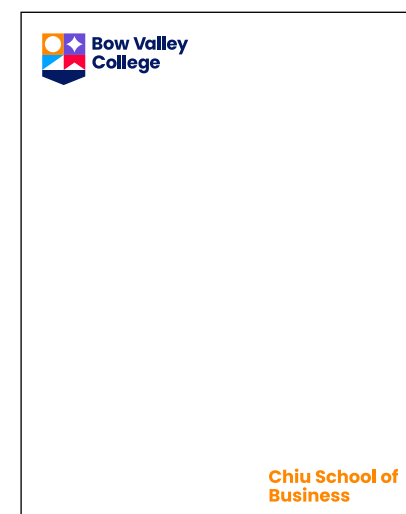
Here are some dos and don'ts as it relates to your School's sub-identities.

- The only exceptions will be when your School name is on the core navy blue and only in those instances it can be featured as a white knockout.
- To avoid colour clash and for maximum impact, use visual assets on navy and white.
- The horizontal lockup of the School name is only to be used for digital display ads, email, or web banners when the aspect ratio of the ad does not support the primary School name lockup. All usage of this lockup is to be pre-approved by Marcom.



Don't use any other colour but navy for knockout versions.

Don't squash or stretch the lockup.



Don't change the colour.

Don't add any effects or drop shadows to the lockup.

Don't add decorative elements to the lockup.

# Your colour

To ensure integrity, the core navy blue must be used as the primary colour. The sub-identity colour will always be the secondary colour. The icons and key headlines will always be in the secondary colour. The secondary colour will always act as an accent colour for the sub-identity. The tertiary colours are the 40% and 10%. The tonal values are to be used for creating hierarchy and differentiating sections of information.

## Bow Valley College core navy blue

### Screen

RGB: 3 26 98

HEX: 031A62

### Pantone

2758 C

2758 U

### Print

CMYK: 100 83 0 47

## Chiu School of Business blue

### Screen

RGB: 0 50 160

HEX: 0032A0

### Pantone

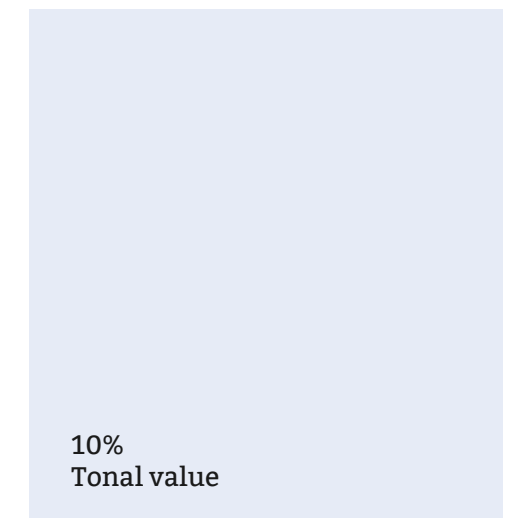
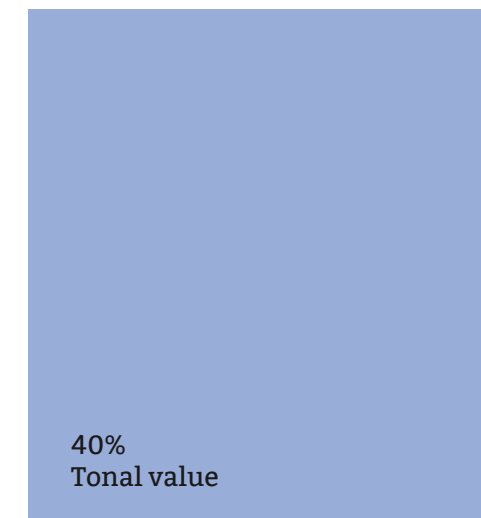
286 C

286 U

### Print

CMYK: 100 80 0 12

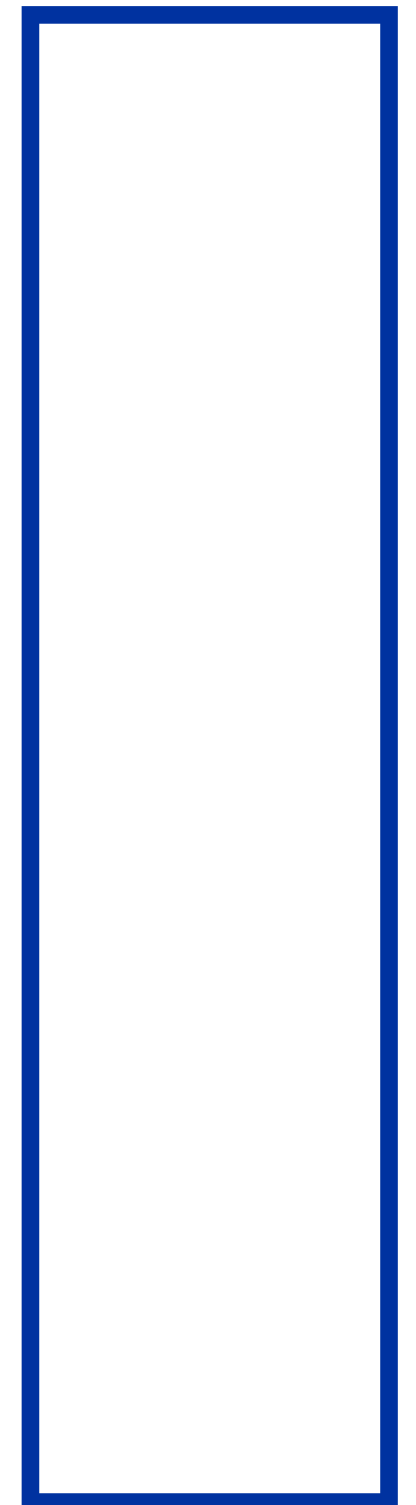
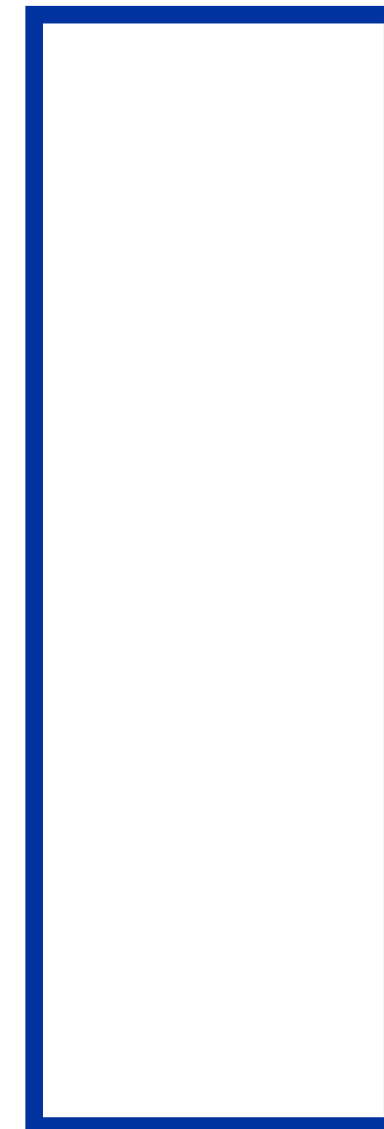
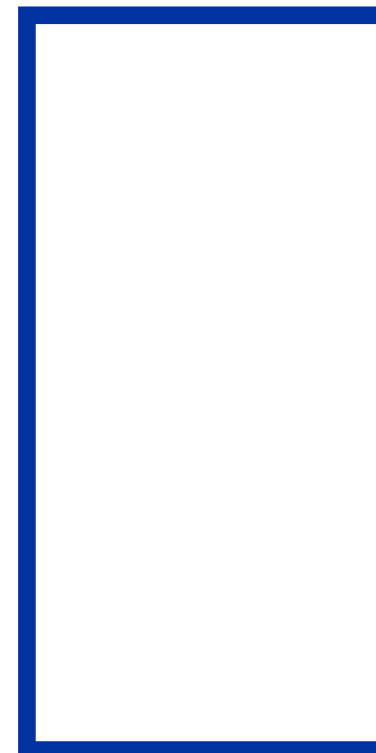
## Chiu School of Business blue tonal values



# How to use your colour

Some key things to note in how to use your colour:

- Always use core BVC navy blue with the sub-identity colour if creative allows.
- All icons can only be featured as an outline or solid in the sub-identity colour.
- To maintain brand consistency, we can apply colour through background and styling in photography, and as an additional layer of visual assets.
- All headlines are to be in the sub-identity colour.



# Colour and type

## Things to note when developing creative using your sub-identity:

✓ Headlines and subheads should be **blue** across all top-level communications.

# Headline

## Subhead



Do not use other colours for text.

Navy **Red** **Blue** **Purple** **Orange**

✓ Use **white** when using copy on the navy background.

# Headline

## Subhead



Body copy, pull quotes, captions, and other forms of copy should be **90% black**.

Body copy



In instances where it's not possible to use **blue** or **90% black**, type should be **black** to ensure optimal legibility.

## Subhead

Body copy

### Screen

RGB: 0 50 160  
HEX: 0032A0

### Pantone

286 C  
286 U

### Print

CMYK: 100 80 0 12

### Screen

RGB: 3 26 98  
HEX: 031A62

### Pantone

2758 C  
2758 U

### Print

CMYK: 100 83 0 47

### CMYK

0 0 0 90

### Greyscale

90%

### CMYK

0 0 0 100

### Greyscale

100%

# Typeface ideal use case

Use Poppins family fonts for headlines, subheads, and other outlying text pieces.

Use Bitter Regular for body copy. This font pairs well with a sans-serif. It's web-safe, suitable for long-form reading, and still legible when printed small and on low-res screens.

## **Poppins Bold**

Used for establishing hierarchy in titles, headlines, numbers, etc.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

---

## **Poppins Semibold**

Used for sub-headlines and highlighting important information such as web-links.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

---

## **Bitter Regular**

Used for body copy and smaller informational text such as footnotes, captions, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

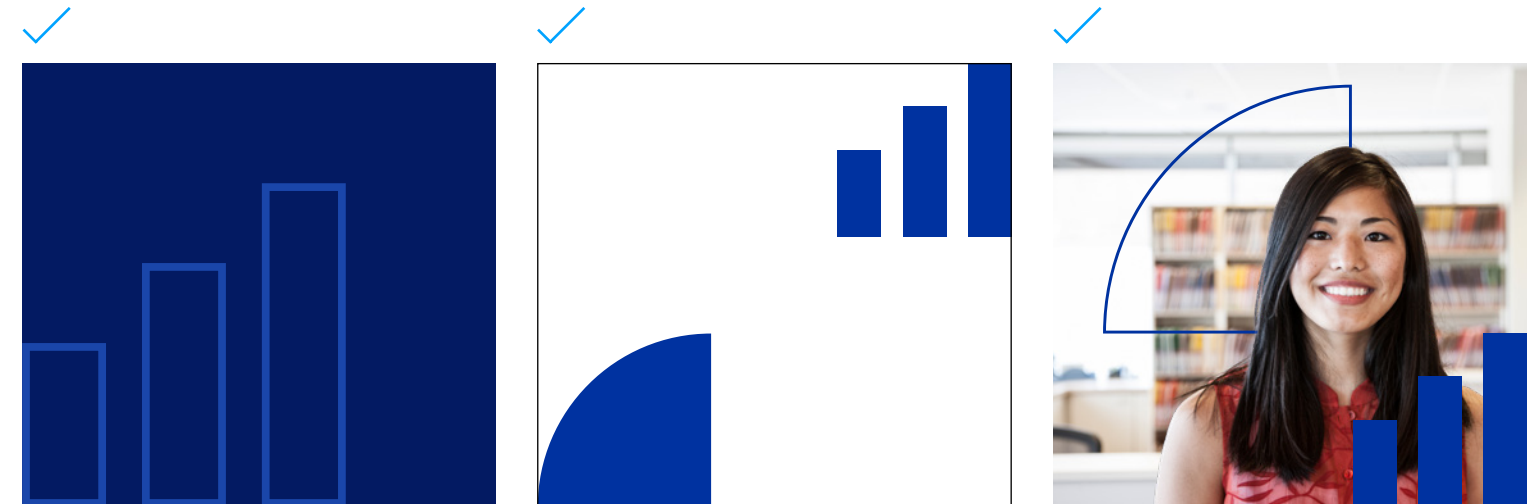
# How to use your icons

To avoid colour clash and for maximum impact, use visual assets on navy, white, and on top of photography.

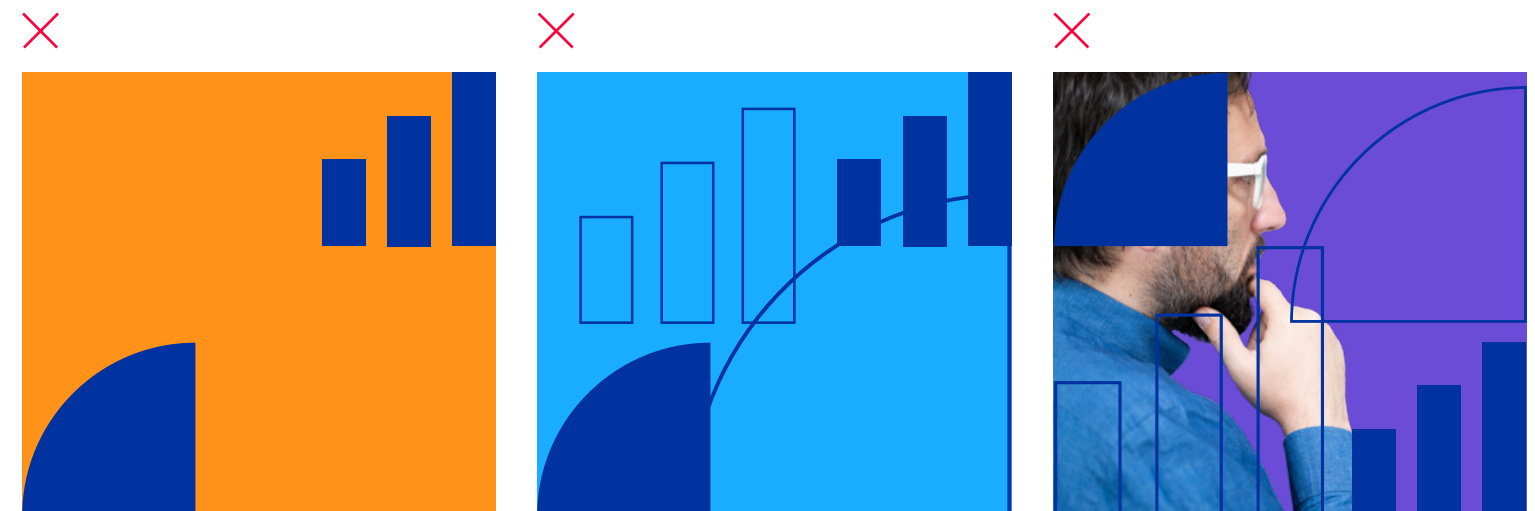
Avoid using visual assets on any of the other primary colours or tonal values. This can be jarring and difficult to execute.

Whenever using the icons at least 40% of the icon needs to be featured to maintain integrity of the sub-identity brand.

Best-use case: navy, white or photographic background.



Avoid using on other primary colours, too many icons or icons over faces.



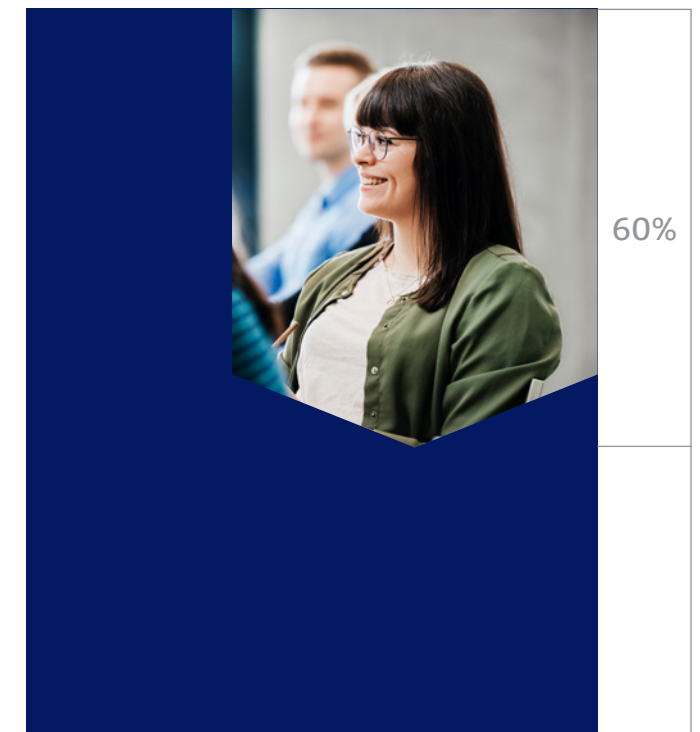
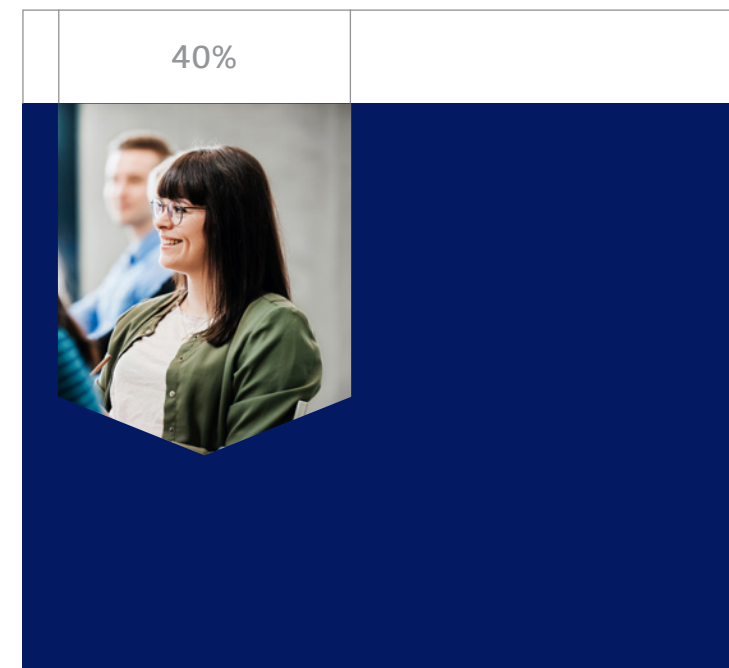


# Crest as a frame

The crest visual asset can be used as a framing device for imagery. This forms a unique way to showcase photography while maintaining brand continuity.

Ensure the focal point is centralized within the crest. When not featuring an image with the crest, the crest can only be featured in navy or the sub-identity colour.

Use the crest at large scales for maximum impact; as a rule of thumb, devote at least 40% of the width or height of the page to the crest frame.



# Photography

Photography can convey what at times words can't. It's all about bringing the brand to life. Over time, the photography will tell the brand story. When viewing a photo on any platform there should be a recognition of the College in the photograph. The photograph should help tell the brand story and convey the College's and the School's values.



# Photography



# Photography



# Sub-identity collateral



# Banners



Web/email banner (actual size 650 x 100 pixels)



Banner stand (actual size 33.5 x 85")



Poster (actual size 11 x 17")

# Postcard



Postcard (actual size 6 x 4")





# Digital ads



Digital ad (actual size 782x90 pixels)



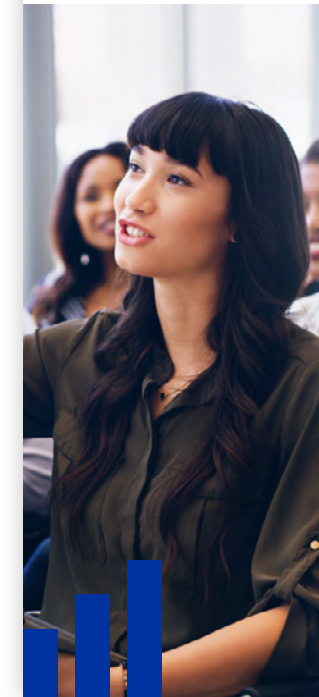
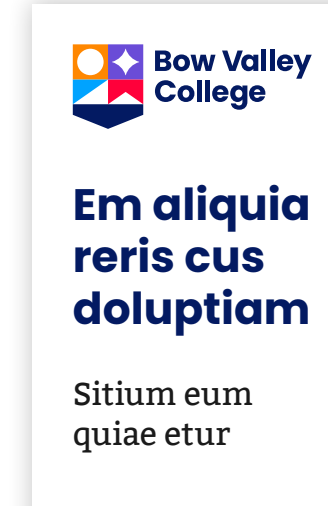
Digital ad (actual size 320x50 pixels)



GDN ad (actual size 1200x1200 pixels – scaled to 25%)



Digital ad (actual size 300x250 pixels)

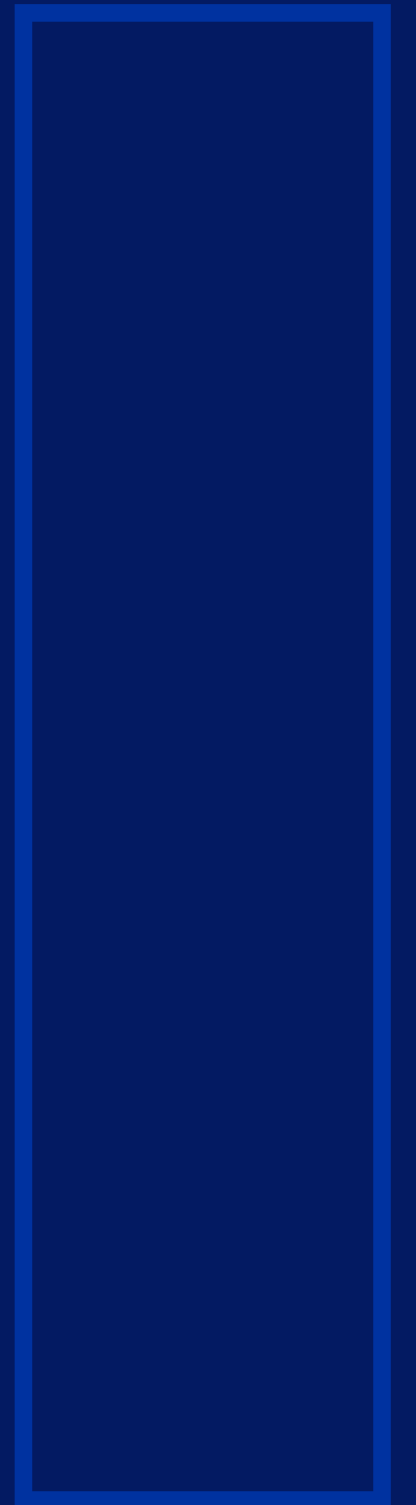
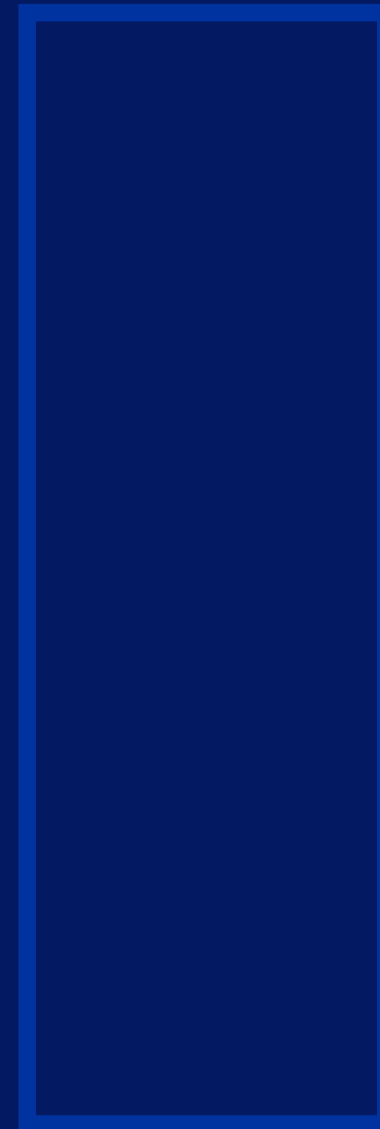
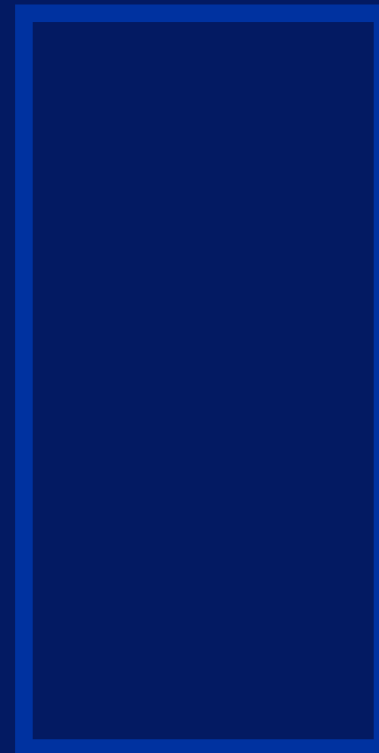


Digital ad (actual size 160x600 pixels – scaled to 75%)



Digital ad (actual size 300x600 pixels – scaled to 75%)

**Thank you**



# Thank you

Each of us has a role to play in telling the Bow Valley College's brand story. With this guide, we're well equipped with the tools and information necessary to amplify our brand.

We can't wait to see what we achieve together.

From everyone at Bow Valley College, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality.





## Contact

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