



Carleton University

Brand Guidelines

Welcome

At Cape Breton University (CBU), we push the boundaries of innovation and thought leadership to ensure a sustainable future.

By welcoming the world to our campus, we're creating a unique, academic experience with a decidedly global perspective and a diverse, inclusive Unama'ki (Cape Breton).

Our brand is much more than a visual identity. Every touchpoint – from campus signage to a personal encounter with faculty or staff – reflects who we are and what we stand for.

As the most apparent, tangible representation of our brand, our visual identity is an expression of our CBU community. Having strong guidelines around its application and usage ensures a standard of excellence and maintains brand integrity.

By adhering to our brand standards, we achieve a cohesive and consistent brand impression, both visually and tonally, across all marketing and communications channels and materials.

We hope this brand standards guide provides you with everything you need, including the necessary information and specifications, to communicate the CBU brand with internal teams, external partners and key audiences.

While most of the time, its application is outlined, you will find some exceptions.

For more information, please contact your local representative.

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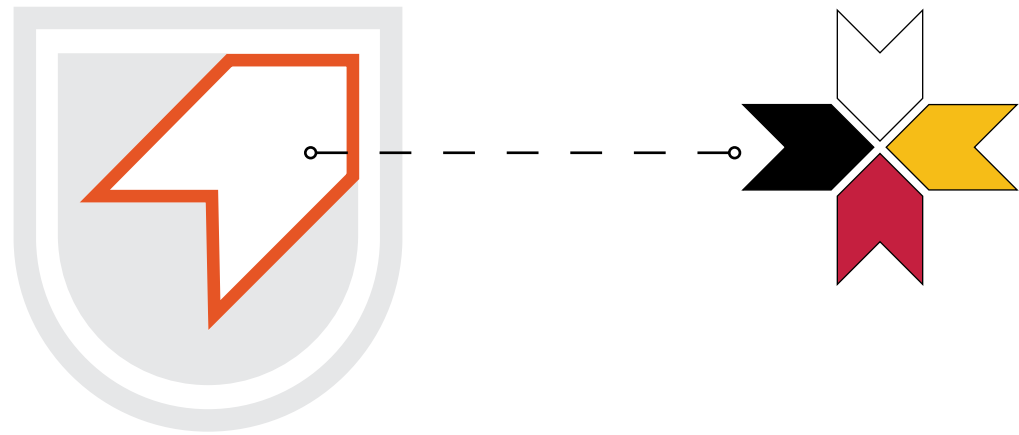
We push the boundaries of innovation and thought leadership to create a global academic experience and build a sustainable future for our island.

Our visual identity, comprised of our logo, imagery, typography, colours and graphic design elements reflects our unique brand positioning and promise.

This guide outlines the proper usage of our visual identity and all of its components so that every brand impression is consistent, correct,

Logomarks

/ Primary logomark



The chevron shape is inspired by the eight-point star, a traditional symbol in Indigenous culture.

2.3

– Primary and secondary marks



This is our primary identity used to visually represent our master brand. Use only supplied files. Do not try to replicate or adjust font size or position.

A secondary logomark with our abbreviated name has been developed for specific cases where CBU's full name is not necessary or where the primary identity is already used on another portion of its application. The secondary identity is primarily focused on student-directed collateral or promotional items.



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Use this orientation where space limitations call for a horizontal application (i.e. signage). For this alternate version, the typography can extend across two lines rather than its recommended stacked three-line version.

When space is limited and a vertical application is required, the stacked alternate logomark is recommended.

Note that both alternate logomark versions should only be used when the primary and secondary identities don't represent the visual brand in its best light.

Usage guidelines

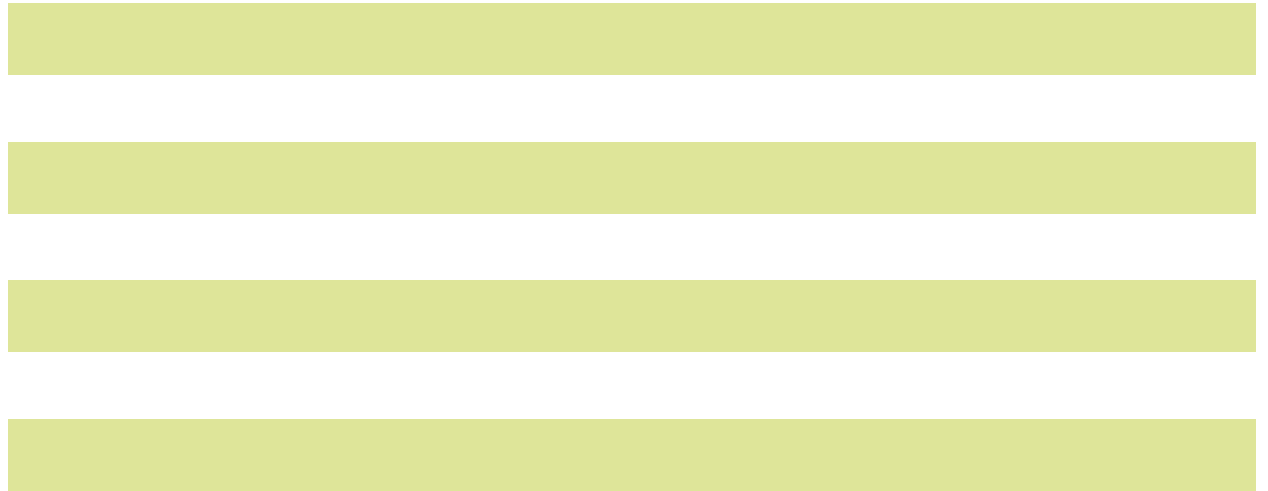


The minimum size for all logo versions is based on the height of the shield in the logomark. These sizes help maintain the integrity of the logomarks. For primary logo variations, do not reduce the height to less than 10 mm for print or 30 pixels for digital applications.

For secondary logo variations, where possible, do not reduce the height to less than 15 mm for print or 35 pixels for digital applications. For favicons and other digital and small social applications, use the secondary logo without the typography to help with readability. / 13

3.4

– File types and usage



To help ensure consistency in logo use and reproduction, please use the guide above to

Logo family

Another form of visual communication is through our family of schools. The chevron shape at the core of the CBU visual identity defines the sub-brand identities.

Their equal visual representation safeguards against visual clutter and promotes consistency and strength.

Since the University is represented by the chevron shape taken from CBU's primary identity, the Family of Schools' sub-brands



Shanna

Unama'ki College embraces the knowledge, wisdom and traditions of the Mi'kmaq and helps Indigenous students build rewarding

= Unag

CENTRE FOR TEACHING
AND LEARNING

Department sub-branding typography is to be displayed in all caps, Gibson Book. The primary colour is CBU's Pantone 349C.

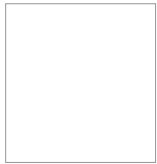
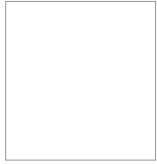
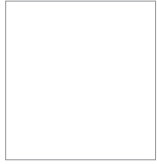
The department descriptor should align underneath the primary logo and should not extend out beyond the 'y' in university. The department can drop down on two or three

lines to fit. The distance from base of CBU text to the top of department should be the twice the height of the cap size of the department descriptor.

The descriptor height should be 1/2 the x-height for "University."







Typography

6.2

– Online and substitutions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Condensed light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For better readability online and on mobile,
Roboto condensed is a good font choice.

When the primary brand fonts are unavailable,
the Arial font family is an acceptable
substitution. For tighter fitting compositions,
Arial Narrow can be utilized.

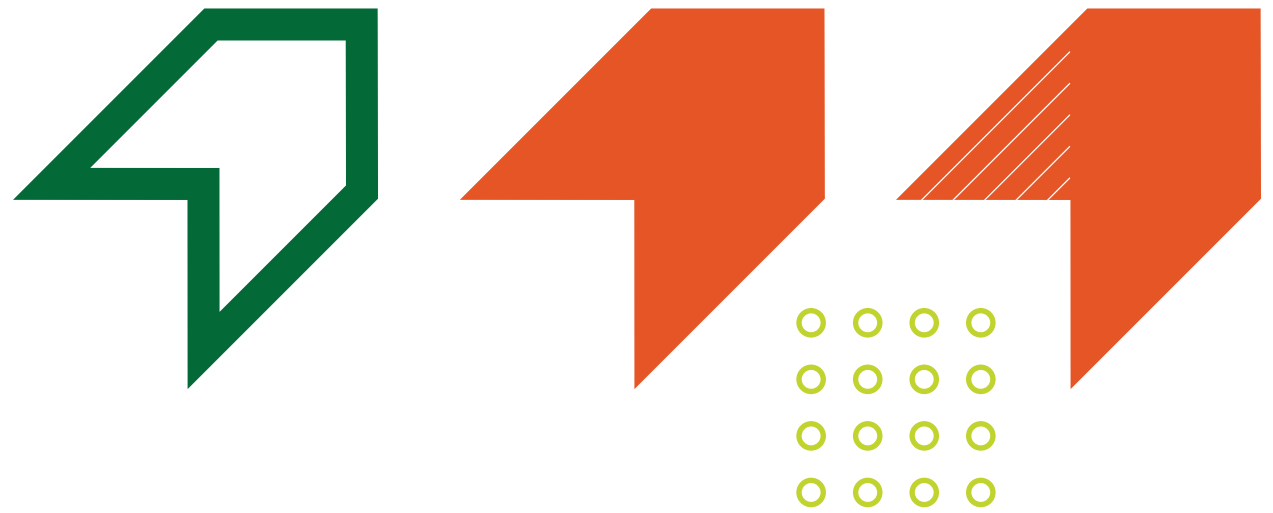
Sub-headlines are larger than body copy, but never larger than headlines.

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit.

Colour can be utilized to punctuate copy points. It offers another visual style element to pull the audience into the communication.



Visual support

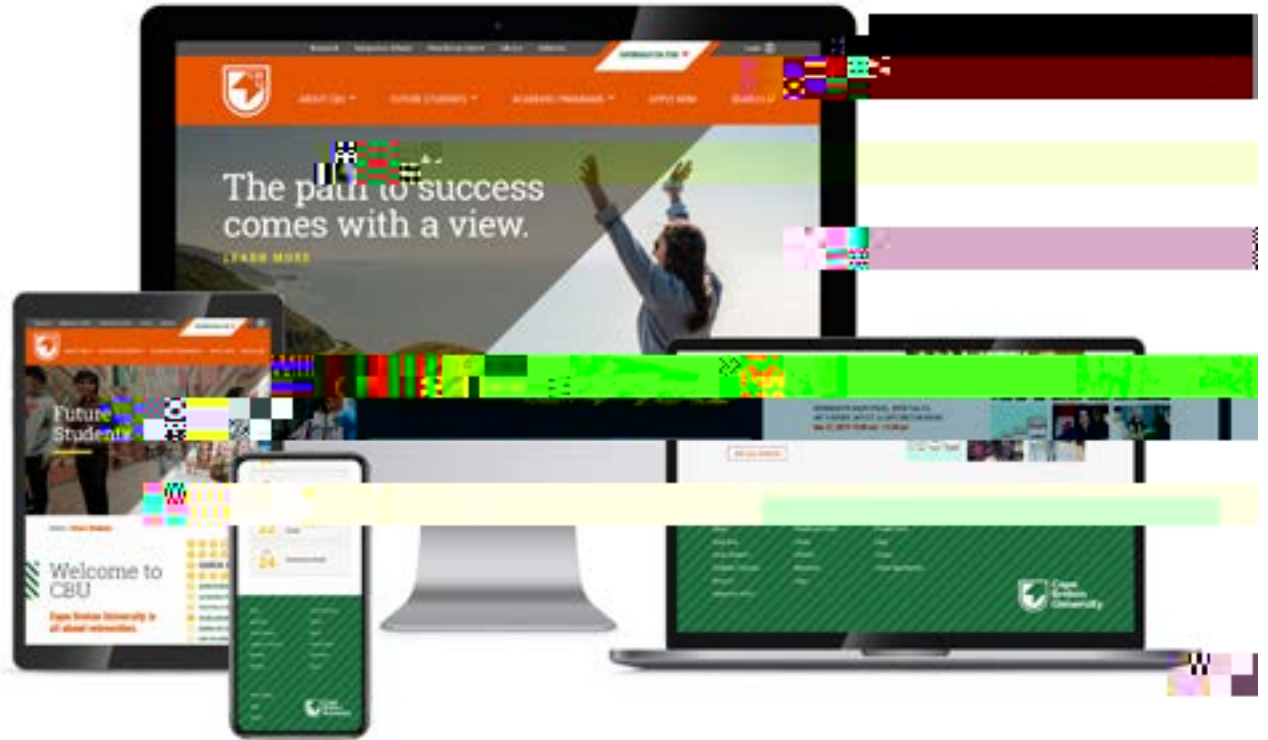


The CBU 'chevron' is a critical graphic element of the visual brand identity. The 45° angle pointing to the north east defines the chevron and can be incorporated into secondary visual support graphics.

These accents help add movement, vibrancy and vitality to any visual communications piece. Circle grids are another element that can be used to soften the sharp-edged angular graphics.

Applications

How our visual identity is represented in digital applications is our greatest opportunity to connect with our audiences.



Maintaining discipline with our visual standards regarding digital applications is important. Larger dynamic imagery drives the visual presentation.

Always be mindful of the visual representation on mobile executions. Readability is paramount for promoting our messages.

These visuals are supported with our bold CBU colour palette and accented with our angular design elements.



These are examples of how our brand building blocks come together to create our unique visual language.

Striking the right balance between all visual elements is one of the



Never underestimate the power of simplicity. Our bold, dynamic identity is best represented through clean, straightforward applications.

Solid, bold colours or simple, angular tone-on-tone backgrounds can be used to support the secondary identity. It becomes the primary identity used on promotional items.

Brand platform

.1

– Brand promise



What our brand says we deliver to our
key audiences.

Brand pillars create the foundation of our brand platform. Like our mission, vision and values, brand pillars remain constant and should be reflected in everything we do.

With an incredible history, rich traditions, vibrant communities, and an abundance of pristine landscape, Cape Breton Island serves as a living laboratory of opportunity. The culture, heritage, and natural environment of the island are woven into the very fabric of the university. And it enriches every aspect of CBU, from innovative multi-disciplinary programs to unprecedented research opportunities for our undergrads. CBU is also a truly diverse campus with a decidedly global perspective that creates a unique, inclusive academic experience for all. Therefore, the unprecedented opportunity it offers is also an equal one.

The natural ingenuity of the island is engrained in everything we do. It's why we believe in the power of innovation, and leading the way to find new, sustainable solutions for our communities, our island, and our environment. Ingenuity means never saying it can't be done. But rather, persevering and adapting until we find a way. It's our commitment to academic excellence, thought leadership, and experiential learning opportunities. It comes from a place of necessity, creativity, and self-reliance. And it guides us as one of Canada's youngest and most innovative university, as we carve our own path towards a sustainable future.

As one of Canada's most diverse campuses, we celebrate and embrace our differences, and are united in a solidarity of spirit. Our collective challenges bring us together to find

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*As an academic leader,
we speak in a professional
manner that demonstrates our
intelligence and humanity. We
are passionate and inspiring,*

Our tone is warm and bright and exudes the natural charm and intelligence of Cape Breton. After all, we are people first, so we must speak in a voice that is authentic, honest and true to who we are.

Whenever possible, we use simple language and clear, concise messaging. We are always mindful that our audiences range from prospective students to government officials, so we communicate in a voice that is relevant and accessible to all.

While we are proud to share our collective and individual achievements, we are never boastful. Rather, we focus on the benefits to the wider community. Our sense of community is present in everything we communicate.

Most importantly, our voice should be consistent throughout all of our communications so that each brand touch point builds trust and creates a deeper relationship with our audience.

(Through consistent language, tone and messaging, brand voice expresses who we are and what we stand for.)

A tradition of new.

As a young university, we are compelled to chart a new course, our own course.

We are a higher-learning institution that pushes the boundaries of innovation and thought leadership to ensure a sustainable future.

This means relying on our natural ingenuity, our ability to adapt to both circumstance and opportunity, and working side by side, as partners, with our friends and neighbours.

It also means seeing the potential that extends well beyond our shores.

By welcoming the world to our campus, we're creating a unique academic experience with a decidedly global perspective.

Not to mention a diverse, inclusive Unama'ki (Cape Breton) for all.

This is how one of Canada's youngest universities is also its most innovative: it's not a new tradition per se, but a tradition of new.

It unites our university and our communities in solidarity of spirit, and purpose, as we move through a new and ever-changing world.

'A Tradition of New' is not a tagline. It's much bigger. It represents the foundation of our brand. It's who we are, and who we aspire to be.

It is rarely spoken or written down because it carries more weight through its action. Its meaning is depicted in every application of the brand – written or visual.

Contact

Marcomm@cbu.ca