



CONCORDIA UNIVERSITY

GRAPHIC STANDARDS
FOR THE WEB

June 2007

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Please note The standards presented in this manual apply only to websites. For standards for all print materials, please consult the Concordia University Graphic and Communications Standards Manual, which is available from the Marketing Communications department on this web site:

<http://web2.concordia.ca/mrkcom/newvision/index.php>

CONCORDIA'S NEW VISUAL IDENTITY

In January 2007, Concordia's Board of Governors adopted a new logo for the university, the fourth in our history. This logo is the centrepiece of a new, common visual identity that is being implemented across the university.



WEB LOGO

For use in print, the new Concordia logo is available in two variations, a small version and a large version. To simplify use of the logo on the web, only one version will be provided, but it can be scaled to a range of sizes suitable for screen display (see page 6).

SMALL PRINT LOGO



Used for sizes from 1" to 1 1/2"

WEB LOGO



Web Logo

LARGE PRINT LOGO



Used for sizes of 1.5" and larger

One difference distinguishes the web logo from the other two print logos: the size, scale and tracking of the words Université/University.

As can be seen, in the web logo the settings of the words Université/University are situated between those of the two print versions to accommodate proper scaling.

The Concordia red and gold colours are different as well (see the section pertaining to logo colors, page 10). The crest and the Concordia lettering remain the same.

WEB LOGO - SIZE, SPACING AND PADDING

SIZE

Minimum Size

W 100 px X H 23 px

Maximum Size

W 300 px X H 70 px

SPACING AND PADDING



These minimum and maximum sizes are recommended for proper legibility and layout. A logo smaller than the recommended size can result in the logo being unreadable, whereas too large a size can compromise its visual effectiveness.

Although these are suggested dimensions, special applications may call for a different-sized logo. Please contact us for these requests.

The logo's padding, or reserved space within a layout, is based on the x-height, \mathcal{X} , of the word Concordia. There should be, at a minimum, a space equivalent of the x-height, \mathcal{X} , calculated from the edges of the logo.

NAMEBLOCK

The faculty, department or unit name should appear within the graphic signature.

Signature



Concordia University

Department Name

Faculty or Area Name



Title



Subtitle

The Nameblock is intended to situate a department or unit clearly within the university. The signature and the words Concordia University appear above the department name. The faculty or area to which the department or unit belongs appears as a sub-title below the department name.

NAMEBLOCK - BASELINE DIMENSIONS AND SPECIFICATIONS

Since department names/research centers can be quite long, 3 different Nameblock specifications have been created to accomodate these differences in name length.

BASELINE DIMENSIONS



Using these dimensions of the graphic signature as a baseline, any one of the Nameblocks can then be created according to the specifications below. Templates are also provided.

NAMEBLOCK SPECIFICATIONS

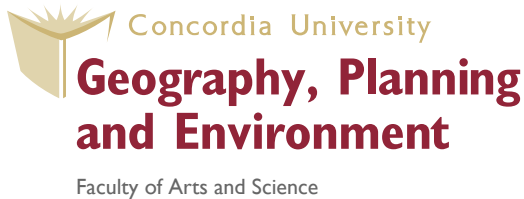
SHORT DEPARTMENT NAME (1-2 WORDS)



Title
Gill Sans Bold Condensed 37 pt, -10 tracking

Subtitle
Gill Sans Regular, 13 pt

MEDIUM-LENGTH NAME



Title
Gill Sans Bold Condensed 31 pt
32 pt leading, -15 tracking

Subtitle
Gill Sans Regular, 13 pt

LONG DEPARTMENT NAME



Title
Gill Sans Bold Condensed 28 pt
29 pt leading, -20 tracking

Subtitle
Gill Sans Regular, 13 pt

NAMEBLOCK - PADDING AND SPACING

NAMEBLOCK PADDING



x is defined as the distance between the tips of the two sunrays that are adjacent to the centermost ray.



NAMEBLOCK SPACING

Spacing between the graphic signature, title and subtitle is fixed and set in the nameblock template files. These dimensions **should not be modified**.

COLOUR - OFFICIAL COLOURS

Since the official print colours (Pantone spot colours) do not display faithfully on-screen, web equivalents of these colours were created.



Concordia Red

R 146
G 35
B 56

Hexadecimal #922338



Concordia Gold

R 203
G 181
B 118

Hexadecimal #CBB576



60% Concordia Gold

R 224
G 211
B 172

Hexadecimal #E0D3AD



Grey (70% black)

R 77
G 77
B 77

Hexadecimal #922338

COLOUR - WEB LOGO COLOUR VERSIONS

To accommodate a wide range of applications, three colour variations of the Concordia logo have been created. In addition to the colour logo, two monochromatic logos and a reversed white logo are available.

COLOUR



CONCORDIA RED MONOCHROMATIC LOGO



BLACK MONOCHROMATIC LOGO



INVERSED LOGO



COLOUR - NAMEBLOCK COLOUR VERSIONS

To accommodate a wide range of applications, three colour variations of the nameblock have been created. In addition to the colour nameblock, two monochromatic nameblocks and a reversed white nameblock are available.

COLOUR NAMEBLOCK



CONCORDIA RED MONOCHROMATIC NAMEBLOCK



BLACK MONOCHROMATIC NAMEBLOCK



INVERSED NAMEBLOCK



Both the colour and monochromatic red nameblocks utilize a 60% shade of the Concordia Gold and Concordia Red, respectively, in the shield emblem. However, the monochromatic black contains a 30% shade of black for its emblem.

BACKGROUND - COLOUR

When applying the Concordia logo to a design, it is recommended to use the colour logo on a white background. Very light backgrounds can be used as well. On colored backgrounds, monochromatic or reversed versions should be used for best contrast. The final combination of logo/background should yield the highest contrast possible. This also applies to the nameblock.

COLOUR LOGO



MONOCHROMATIC AND REVERSED LOGOS



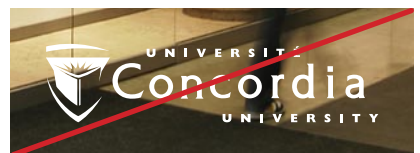
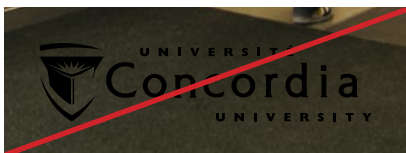
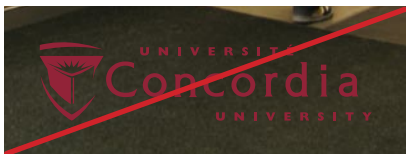
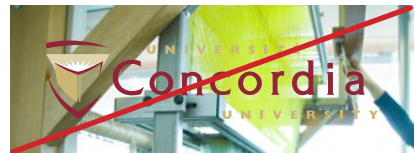
BACKGROUND - COLOUR - CONTRAST EVALUATION

On colored backgrounds, monochromatic or reversed versions should be used for best contrast. The final combination of logo/background should yield the highest contrast possible. This also applies to the nameblock.



BACKGROUND - NON-UNIFORM - CONTRAST EVALUATION

When placing the logo on non-uniform backgrounds such as pictures and colour gradients, it is best to choose ones that do not interfere with the logo's visual effectiveness and that create a suitable contrast. Visually dynamic backgrounds are to be avoided. This also applies to the nameblock.





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