

**VANIER**

Graphic Guidelines V1.0

# Brandguide

# Logotype

## Overview

The Vanier logotype is the primary visual element of our brand identity. The logotype is one of the most recognizable elements of our branding, and for this reason, its correct and consistent implementation is of utmost importance.

Currently, there are two versions of the Vanier logotype. The primary version, referred to as the logotype, consists solely of the name "*Vanier*." The extended version combines two elements: the logotype and a bilingual descriptive line.

Both versions of the logotype should never be altered or compromised, and it is essential to always use the official files provided.

The following pages illustrate the elements associated with the logotype, their relationship to each other, as well as proper and improper usage and special applications.

## Usage

The primary version of the logotype should always be preferred over the extended version whenever possible. The extended version, featuring the words '*cégep*' and '*College*,' should only be used in cases where it is deemed that the logotype by itself may not be sufficient to clearly identify Vanier as an educational institution.

Please note that the minimum size differs between the two versions of the logotype.

Logotype



Extended version



## Department logotypes

When the logotype is used in combination with a department name, certain rules regarding proportion, alignment, and sizing apply.

Additionally, a subcategory of the department can be added, creating what is known as a two-level department name. Both horizontal and vertical options are acceptable depending on the document size and proportions.

### Typeface

All department names should be written in the brand's primary typeface, *Balto*. The first level of the department is written in the *Medium* weight, while the second level is written in the *Book* weight.

### Capitalization

In English, proper capitalization rules state that each word in a name should be capitalized, except for conjunctions, articles, and other minor words. In French, only the first word and proper nouns should be capitalized.

### Bilingual Version

If a bilingual version needs to be used, the French name of the department should always come first, followed by the English name.

#### Vertical versions

**VANIER**

**Communications  
and Corporate Affairs**

**VANIER**

**Student Services**

**VANIER**

**Office of the  
Director General**

**VANIER**

**Business Administration  
Financial Services and  
Insurance Technology**

**VANIER**

**Plant and Facilities  
Sustainability**

**VANIER**

**Continuing Education  
Language School**

#### Horizontal versions

**VANIER**

**Communications  
and Corporate Affairs**

**VANIER**

**Student  
Services**

**VANIER**

**Plant and Facilities  
Sustainability**

**VANIER**

**Continuing Education  
Language School**

# Department logotypes

## Horizontal Version

### Typeface Size and Weight

All font sizes are determined in relation to the logotype and should be resized proportionally. The first level of the department is written in the *Medium* weight, while the second level is written in the *Book* weight.

### Alignment

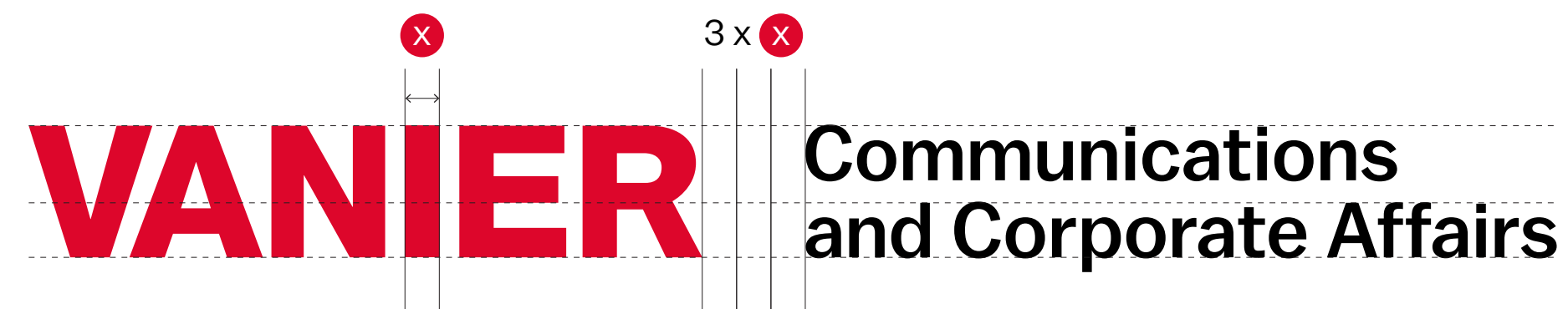
The department name should align with the top and bottom of the Vanier logotype. The capital letter of the second line of the department's name should align with the bottom of the crossbar of the letter 'E' in the logotype.

If the name is too long to fit in two lines, it should remain aligned with the top of the logotype.

### Space between the Logotype and Department Name

The space separating the logotype from the department name should be equivalent to three times the width of the letter 'l' in the logotype.

Single level department



Two level department



# Department logotypes

## Vertical Version

### Typeface Size and Weight

All font sizes are determined in relation to the logotype and should be resized proportionally. The first level of the department is written in the *Medium* weight, while the second level is written in the *Book* weight.

When the department name fits on two lines (most cases), the height of the name should be the same as the height of the logotype.

In the rare case where the department name fits on a single line, the height of the capital letter(s) should be determined by the height of the 'E' in the logotype, measured from the bottom of the letter to the bottom of the crossbar.

### Space between the Logotype and Department Name

The space separating the logotype from the department name should be equivalent to two times the width of the letter 'l' in the logotype.

Single level department



Single level department



Two level department



# Department logotypes

## Bilingual Versions

If a bilingual version needs to be used, the French name of the department should always be placed first, followed by the English name.

## Space between the Logotype and Department Name

For both the vertical and horizontal versions, the same space used between the logotype and the department name is repeated between the two department names.

In the horizontal version, it is three times the width of the letter 'l' from the logotype, while in the vertical version, it is two times.

Horizontal - Single level department



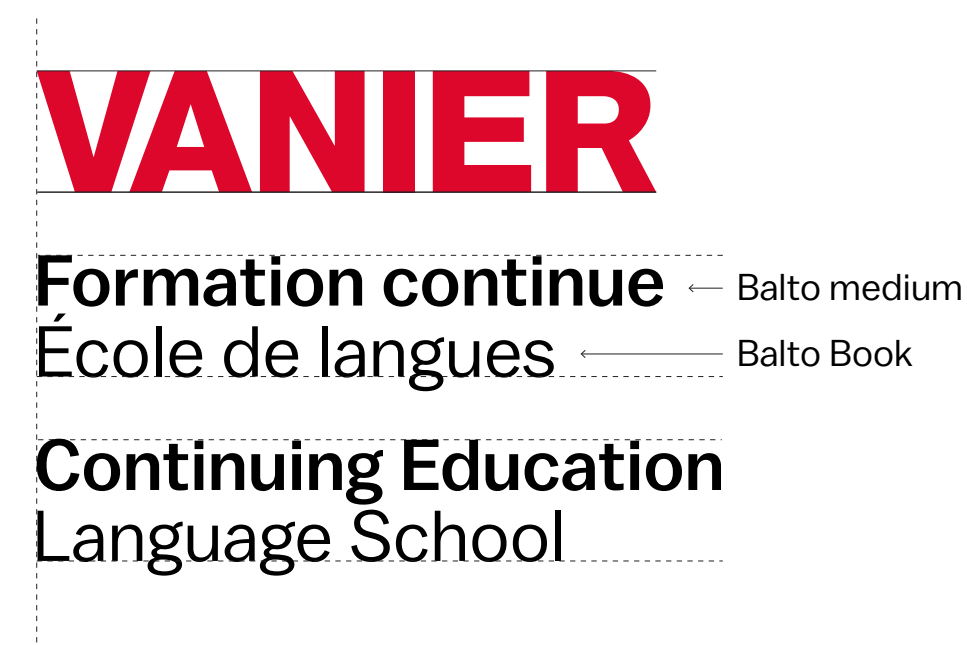
Horizontal - Two level department



Vertical - Single level department



Vertical - Two level department



## Exclusion zone

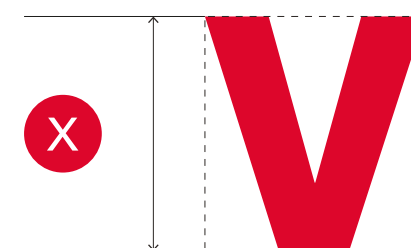
An exclusion zone has been implemented to ensure there is sufficient space around the brand elements at all times. To ensure the clarity of the logo, it is important that no other element crosses or interferes with this exclusion zone.

### How to Calculate the Zone

The exclusion zone is equivalent to the height of the capital 'V' from the Vanier logotype. The exclusion zone remains the same for both the primary version and extended version of the logotype, as well as for any department logotypes.

### Exceptions

Some exceptions can be made if the size of the item or its placement would require the logotype to fall below the minimum size required. For example, this applies to application icons, social media, and small web banners.





# Exclusion zone

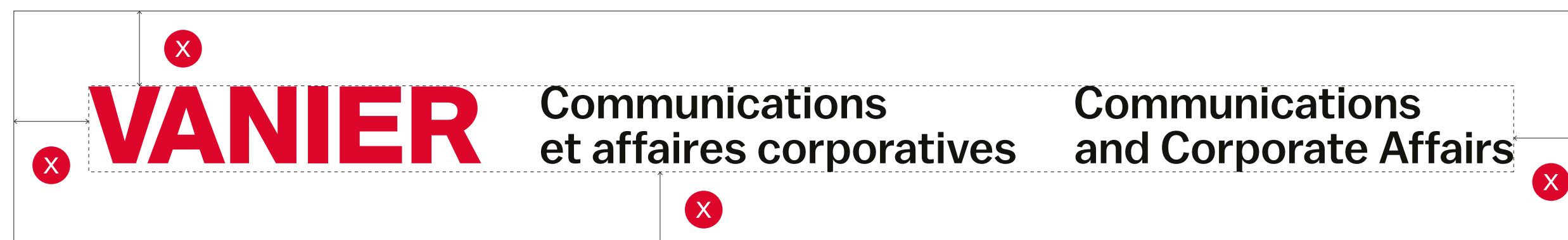
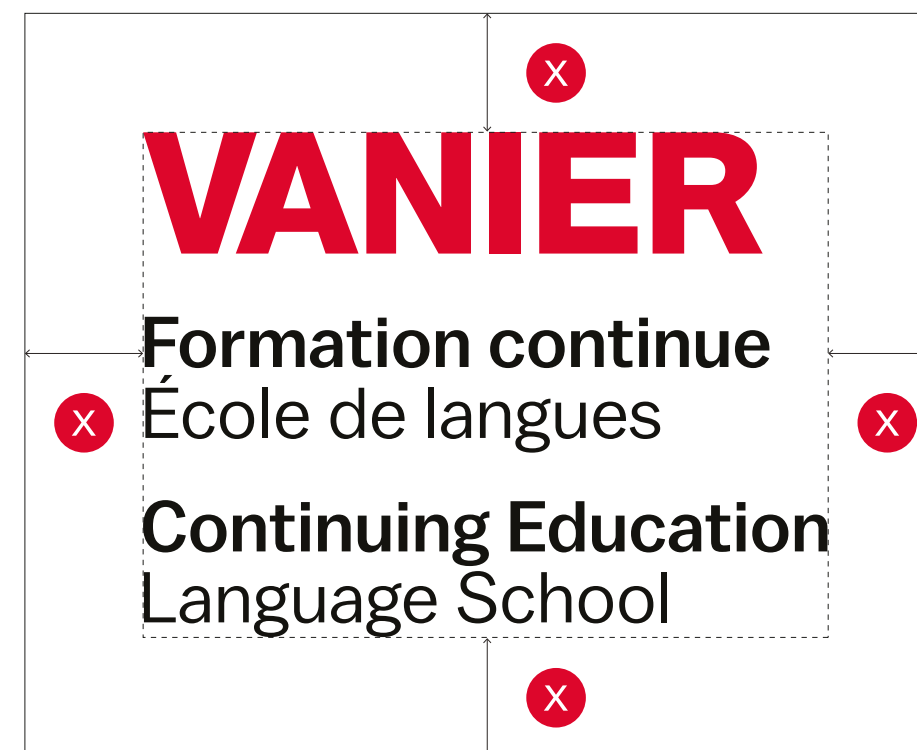
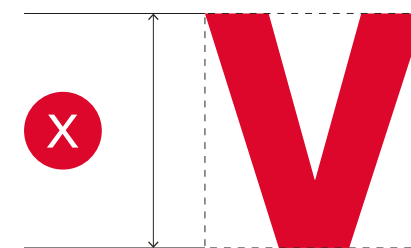
## Department logotypes

The same rules applies for all versions of the department logotypes, including the bilingual versions.

The exclusion zone is equivalent to the height of the capital 'V' from the Vanier logotype.

### Exceptions

Some exceptions can be made if the size of the item or its placement would require the logotype to fall below the minimum size required. For example, this applies to application icons, social media, and small web banners.



## Pairing with other logos

Whenever the Vanier logotype needs to be used in relation with other logotypes, an exclusion zone must be implemented.

The rules remain the same for both the primary and extended versions of the logotype.

### School logos

#### Use of a separating line

When the Vanier logotype needs to be used in relation with another logo belonging to the school, (e.g., The Vanier Music School, Cheetahs or foundation ) a line should be used to separate both logos. Use a vertical line which is 150% of the height of the Vanier logotype.

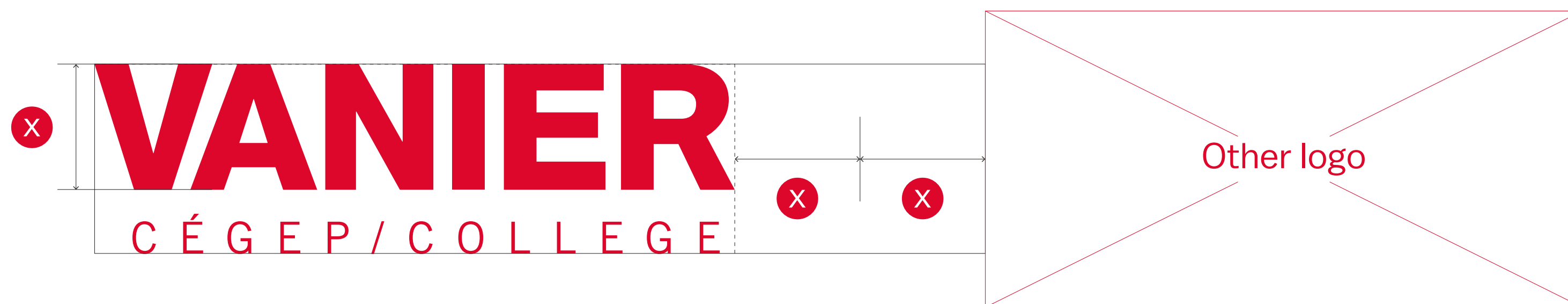
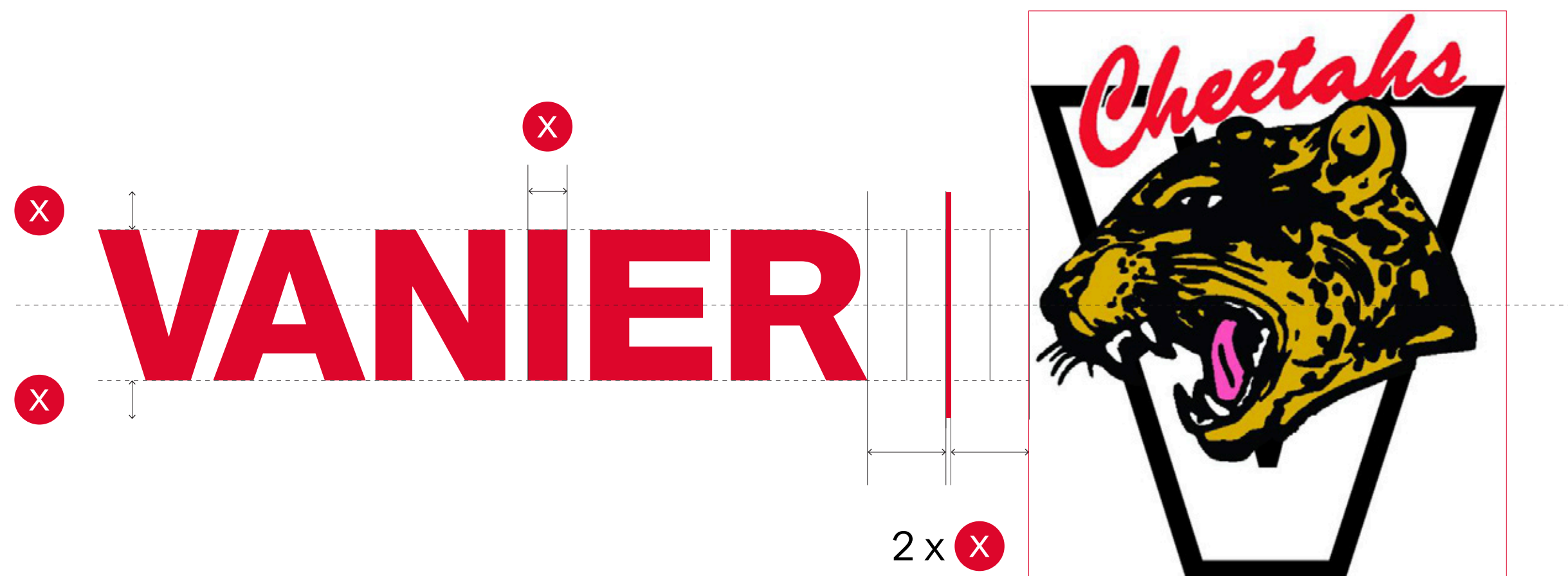
#### Space and alignment

The space separating both logotypes from the separating line should be equivalent to two times the width of the letter 'l' in the logotype.

The two logos should be aligned vertically with each other.

### Other logos

The clearance space between another logo that's unrelated to the school needs to be two times the exclusion zone explained on page 17.



## Minimum size

The size of the logo may vary greatly in relation to the space it occupies. To ensure its visibility and impact in all situations, it is important that the logotype never falls below the following dimensions.

The minimum size is always calculated based on the width of the Vanier logotype.

### Exceptions

Some exceptions can be made if the size of the item or piece requires it (e.g., app icon or favicon). In such cases, it is best to use the logotype rather than the extended version, as the small characters in the extended version might not be legible.

Logotype

**Print**

**VANIER**

0.6 inch / 15,2 mm

Logotype extended version

**Print**

**VANIER**  
C É G E P / C O L L E G E

0.8 inch / 20,3 mm

Department logotype

**Print**

0.8 inch / 20,3 mm

**VANIER**

**Plant and Facilities**  
Sustainability

**Digital**

**VANIER**

82 px

**Digital**

**VANIER**  
C É G E P / C O L L E G E

95 px

**Digital**

82 px

**VANIER**

**Plant and Facilities**  
Sustainability

## Logotype color

The Vanier red is an integral part of our brand identity's visual language. Therefore, the red version of the logotype should be used whenever possible.

If it is not feasible to use red, the logotype can be used in black or inverted (in white) when placed on a dark background.

The primary consideration when selecting the logotype color is to ensure good readability in relation to its background.

For more information about the colors, refer to the color palette section.

Color

**VANIER**

**VANIER**  
CÉGEP / COLLEGE

**VANIER**

**Plant and Facilities  
Sustainability**

Black

**VANIER**

**VANIER**  
CÉGEP / COLLEGE

**VANIER**

**Plant and Facilities  
Sustainability**

Color + inverted

**VANIER**

**VANIER**  
CÉGEP / COLLEGE

**VANIER**

**Plant and Facilities  
Sustainability**

Inverted

**VANIER**

**VANIER**  
CÉGEP / COLLEGE

**VANIER**

**Plant and Facilities  
Sustainability**

## Logotype misuse

Both versions of the logotype should never be altered or compromised, and it is essential to always use the official files provided.



**VANIER**

Don't rotate the logotype.



**VANIER**

Do not stretch or flatten the logotype.



**VANIER**  
C É G E P  
C O L L E G E

Do not separate the words or move the letters or elements around.



**VANIER**

Do not apply any effect to the logotype.



**VANIER**

Do not add any elements or text to the logotype.



**VANIER**

Do not apply any other colors than Vanier red, black or white to the logotype.



**VANIER**

Do not apply outline the logotype.



**VANIER**  
C É G E P

Do not remove elements.



**VANIER**  
C É G E P / C O L L E G E

Don't modify the proportions.

# Logotype misuse

## Readability and Contrast

When placing the logo on a colored background or overlaying it on colored or monochrome photography, it is crucial to ensure an adequate level of contrast. This ensures the logotype maintains good readability.

The logo should never be modified. Rather, the background can be worked with to ensure sufficient contrast.



Correct use



Insufficient contrast



Insufficient contrast



Correct use



Insufficient contrast



Readability is compromised by the logotype placement.

## On Social Media

### Official Account

For all of Vanier's official social media accounts, when space allows, it is important to use the extended version of the logo. This ensures clear identification of Vanier as an educational institution.

It is recommended to respect the exclusion zone and minimum size to provide sufficient breathing room around the logotype, ensuring optimal readability.

For all of Vanier's official social media account, the logotype should be used in white over a Vanier red plain background.

### Secondary or Department Account

For Vanier's secondary or departmental social media accounts, the department name should be added in both French and English languages.

The French name should be positioned at the top, using the Balto *Book* weight, while the English name should be placed at the bottom, using the *Medium* weight. Both names are positioned on a circular path surrounding the Vanier logotype.

To distinguish the secondary account from the official one, the logotype and department name should be used in Vanier red over a plain white background.

### Exceptions

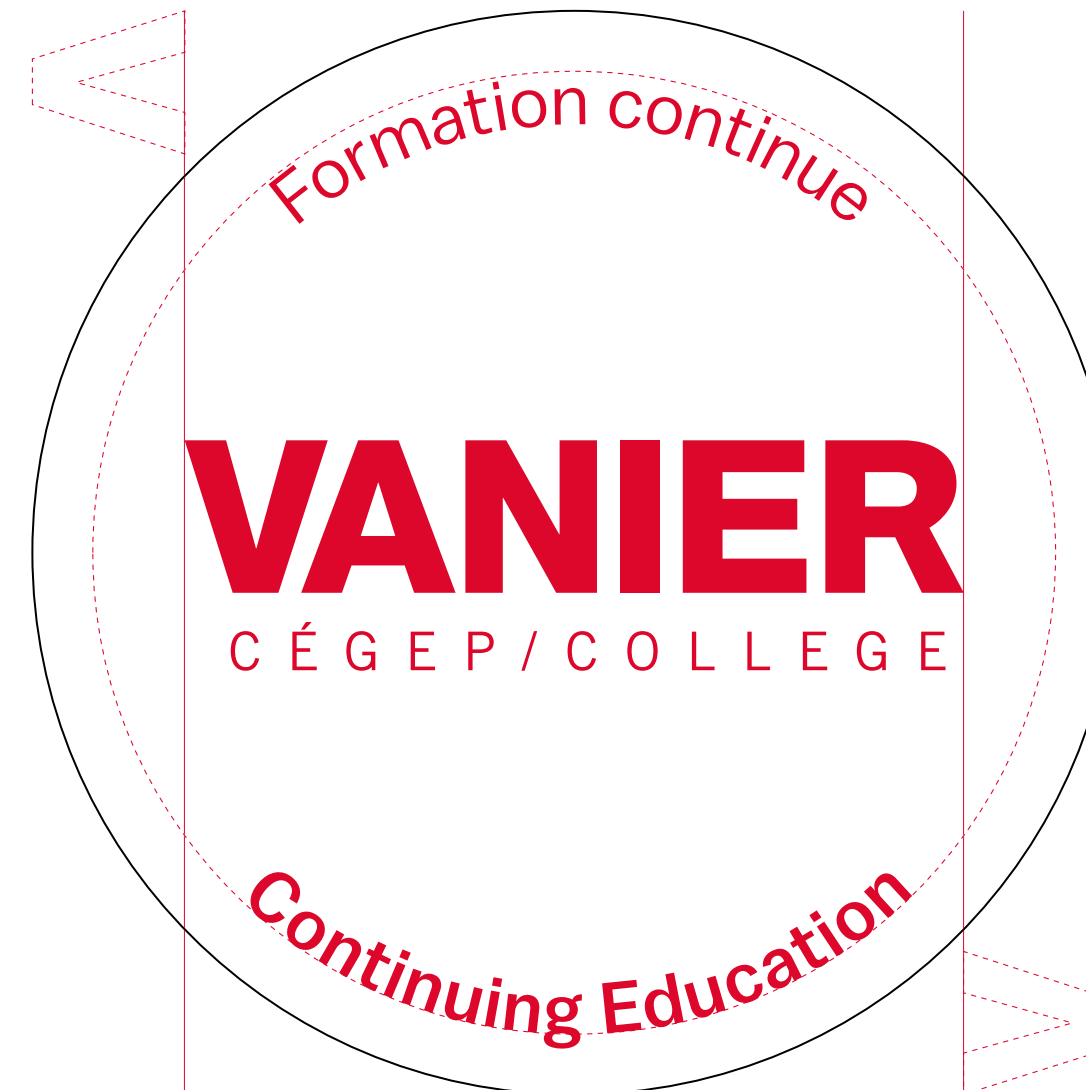
Certain exceptions can be made for items or pieces that require a smaller size, such as app icons or favicons. In such cases, it is best to use the logotype instead of the extended version if the size permits.

Alternatively, the "V" from the Vanier logotype in Vanier red can be used, or the inverted logotype can be placed on a red background.

Official Account



Secondary/Department Account



Favicon



# Email signature

This is the recommended email signature for administrative and academic units and departments.

## Typography

As it is not possible to use either Balto or Manrope when composing emails, please use system fonts such as Arial as substitutes in Windows and Helvetica in MacOS.

The name of the sender should come first, followed by their title. The title should be written in both French and English, separated by a " | ". The French version should always come first.

Use a a line break to separate the name and title from the Vanier logotype and another one to separate the logo from the department name.

If any additional information, such as vacation dates, social media handles and hyperlinks needs to be added, please separate that information from the rest using a line with a single line break on both side.

## Size

Regardless of the chosen logo version, the size of the logotype should be determined by the width of the Vanier logotype, which should be 120 px wide.

### Full Signature

1 **Jane Doe** elle/she/her 2  
3 Directrice | Director

4 **VANIER**  
5 **Communications et affaires corporatives**  
**Communications and Corporate Affairs**

---

6 *\*Lorem ipsum dolor sit amet, consectetur adipiscing elit.*  
*Mauris interdum enim nec massa luctus*

7 Facebook | LinkedIn | Youtube

8 **Call to action**

### Signature with logotype only

**Jane Doe** elle/she/her  
 Directrice | Director

**VANIER**

120 px

1 **Name and surname**  
 Arial bold or Helvetica bold, 18 pt.

3 **Title**  
 Arial regular or Helvetica regular, 14 pt.

5 **Department (optional)**  
 Arial bold or Helvetica bold, 14 pt.

7 **Social media (optional)**  
 Arial regular or Helvetica regular, 14 pt.

2 **Pronouns**  
 Arial italic or Helvetica italic, 13 pt.

4 **Vanier Logotype**  
 Vanier width of 120px.

6 **Note (optional)**  
 Arial italic or Helvetica italic, 12 pt.

8 **Hyperlink(optional)**  
 Arial bold or Helvetica bold, 14 pt.  
 in the vanier red.



# Typography

## Meet Balto

Balto is an American Gothic built for the 21st Century. It has a rhythmic typographic texture that pronounces any message with a confident and approachable tone of voice.

# Balto

# AaBbCc

Light

The quick brown fox jumps  
over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&!?\*

Book

The quick brown fox jumps  
over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&!?\*

Medium

**The quick brown fox jumps  
over the lazy dog**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&!?\***

Bold

**The quick brown fox jumps  
over the lazy dog**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&!?\***

## Replacement font

Two Replacement fonts have been defined to be used whenever the use of Balto is impossible, for instance, the creation of internal documents, PowerPoint presentation and Word files.

### Google font

Manrope is the primary replacement font defined for the brand whenever the use of Balto is impossible. It was also defined as the typeface for Vanier's new website.

### System font

When neither Balto nor Manrope are available (such as when composing emails), please use the system fonts Arial (in Windows) or Helvetica (in MacOS).

# Manrope

# AaBbCc

#### Light

The quick brown fox jumps  
over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&%!\*?

#### Regular

The quick brown fox jumps  
over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&%!\*?

#### Medium

The quick brown fox jumps  
over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&%!\*?

#### Semi-Bold

The quick brown fox jumps  
over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&%!\*?

## Hierarchy

To ensure effective communication, establishing a clear typographic hierarchy is essential. This can be achieved in two different ways: by manipulating font sizes or by utilizing various available font weights.

Please note that the typographic sizes mentioned on this page are provided as reference points only.

## Weight usage

For all body copy, subheadings, and body paragraphs, it is recommended to use the Book *weight*. The Medium and Bold weights are primarily reserved for main headlines and subtitles, emphasizing their importance.

## Size

If the typographic hierarchy is established solely through differences in font sizes, it is crucial to ensure a minimum of 25% variation between the two text styles. This ensures a clear and proper text hierarchy.

If the size difference alone does not create enough distinction, especially between the body copy and subtitles, it is advisable to incorporate weight variations as well.

# Communication, Media, and Studio Arts

Headline

Balto Medium, 100 pt.

The Communications, Media and Studio Arts Program at Vanier is distinctive in offering a balance between studio and theory in four interrelated disciplines: studio arts, film and media studies, photography, and theatre.

Subhead or  
Lead Paragraph

Balto Book, 24 pt.

As a result, students acquire a broadly based knowledge set, which prepares them for acceptance into various university programs. As well, in the Portfolio Essentials course, students build a portfolio they can use for admission to programs requiring a portfolio of studio and theory based work.

Our facilities include two Mac-based media labs for video editing, photography and design as well as a theatre studio, a cinema screening room, and painting, drawing and sculpture studios. Still and video cameras, sound recording equipment and light kits are provided by the college.

Body

Balto Book, 18 pt.

## Why choose us?

Broad Based Balance of Studio and Theory

Exceptional Facilities

Subtitle

Balto Medium, 20 pt.

## Leading

The size of the line spacing is essential to ensure good readability of the text as well as a clean and visually pleasing result. The setting for leading is determined by the length of the text. A smaller leading setting is used for titles, while a looser one is used for body copy.

## Titles

For all titles and short subtitles, line spacing should always be equivalent to the size of the typography used.

For a typographic size of 100 pt, we would therefore have a line spacing of 100 pt.

## Body copy

Longer texts require more line spacing to ensure proper and comfortable reading. For all running texts, the line spacing should always be approximately 15% more than the typographic size. For a typographic size of 24 pt, we would therefore have a line spacing of 28 pt. Always round up to the higher number.

Communication,  
Media, Studio Arts

### Correct Leading

Balto Medium, 100 pt.  
Leading: 100 pt.

Languages  
and Cultures

### Incorrect Leading

**Too close**  
Balto Medium, 100 pt.  
Leading: 90 pt.

The Communications, Media and Studio Arts Program at Vanier is distinctive in offering a balance between studio and theory in four interrelated disciplines: studio arts; film and media studies; photography; and theatre.

### Body copy

Balto Medium, 24 pt.  
Leading: 28 pt.

# Color Palette

## Primary colors

Our primary colors form the foundation of our design system. Vanier is primarily a red brand, with the exception of black and white as well as two additional secondary colors.

The Vanier red, along with our logo, serves as a prominent identifier for our brand and should always be utilized consistently across all our communications, whether it's in typography, color backgrounds, or photography.

For printed applications, it is recommended to use spot colors whenever possible. If spot colors are not available, please revert to their respective CMYK mixes. When using colors on screens, please use the RGB values.

A secondary color palette has also been developed to meet the needs of more complex design pieces, such as longer prospectus and graphs. For more information, refer to page 34.

## Tint

All primary colors can also be used in tint if necessary. When using them side by side, it is recommended to use increments of 20% to ensure sufficient distinction between each tint.

## Vanier Red

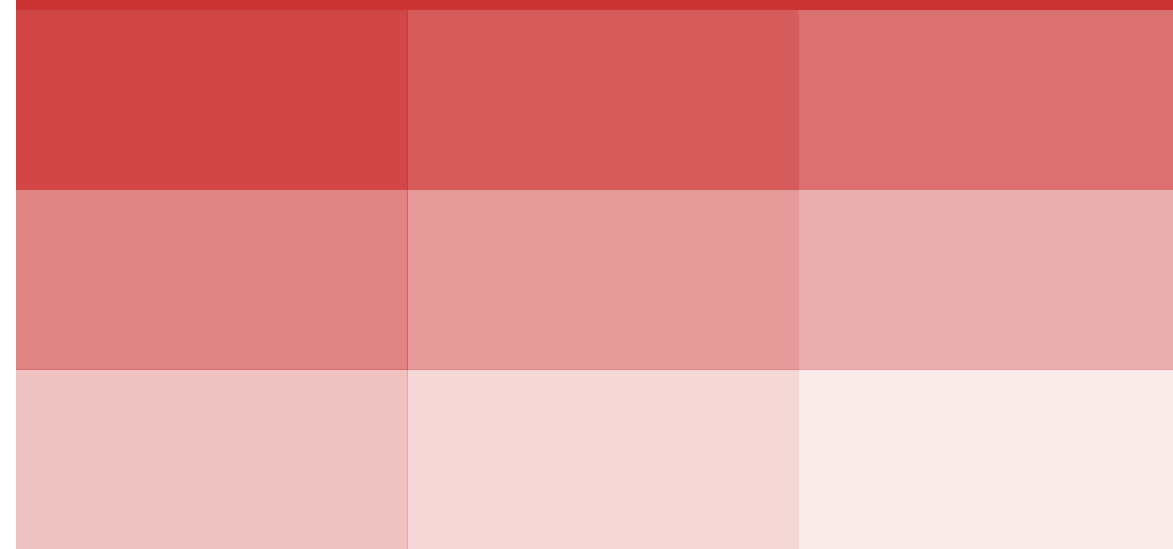
PANTONE 186 C  
PANTONE 186 U  
CMYK: C0 M100 Y81 K4  
RGB: R204 G51 B51  
HEX: #CC3333

## White

PANTONE  
CMYK: C0 M0 Y0 K100  
RGB: 0 / 0 / 0  
HEX: #000000

## Black

PANTONE  
CMYK: C0 M0 Y0 K100  
RGB: 0 / 0 / 0  
HEX: #000000



## Alternative red

Two alternative shades of red were introduced because the original Vanier red did not meet color contrast accessibility standards.

These two red colors should be used sparingly, primarily in digital creative projects as solid color backgrounds. It is important to note that the two alternative red colors should always be used in combination with the Vanier red and not as a replacement for it.

## Tint

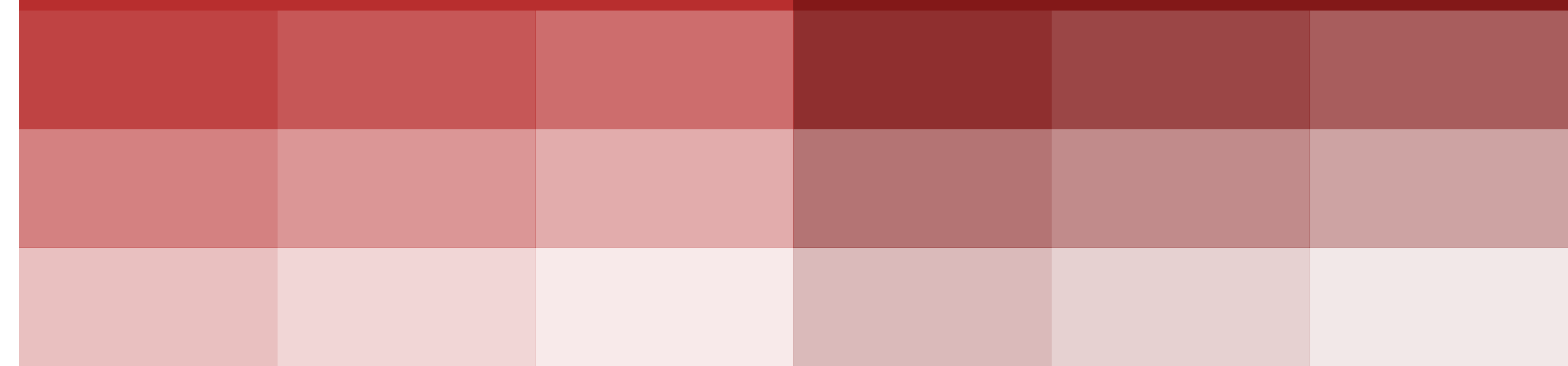
Both colors can also be used in tint if necessary. When using them side by side, it is recommended to use increments of 20% to ensure sufficient distinction between each tint.

## Vanier Deep Red

Web only  
RGB: R184 G46 B46  
HEX: #B82E2E

## Light Bordeaux

PANTONE 188 C  
PANTONE 1815 U  
CMYK: C2 M97 Y72 K52  
RGB: R131 G24 B24  
HEX: #831818





# Secondary colors

While Vanier is primarily a red brand, our secondary color palette is designed to offer greater flexibility for complex design applications like prospectuses, graphs, or diagrams.

All 6 shades can be used in text, as solid color backgrounds or in any graphic or iconography, as needed.

In longer printed documents like prospectuses, the secondary color palette can be effectively employed to differentiate various content sections.

The secondary color palette comprises six rich shades, with four cooler tones of green, blue, and purple, and the remaining two as warmer tones of mauve and brown.

It's crucial to note that the secondary colors should always complement the Vanier red and not replace it.

## Tint

All 6 colors can also be used in tint if necessary. When using them side by side, it is recommended to use increments of 20% to ensure sufficient distinction between each tint.

### Color Palette

#### Dusty blue

PANTONE 646 C  
PANTONE 646 U  
CMYK : C65 M34 Y3 K5  
RGB : R105 G137 B146  
HEX : #698992

#### Boreal green

PANTONE 7676 C  
PANTONE 5473 U  
CMYK : C89 M25 Y38 K54  
RGB : R31 G58 B51  
HEX : #1F3A33

#### Opera mauve

PANTONE 687 C  
PANTONE 680 U  
CMYK : C18 M53 Y4 K3  
RGB : R159 G98 B128  
HEX : #9F6280

#### Cinnamon

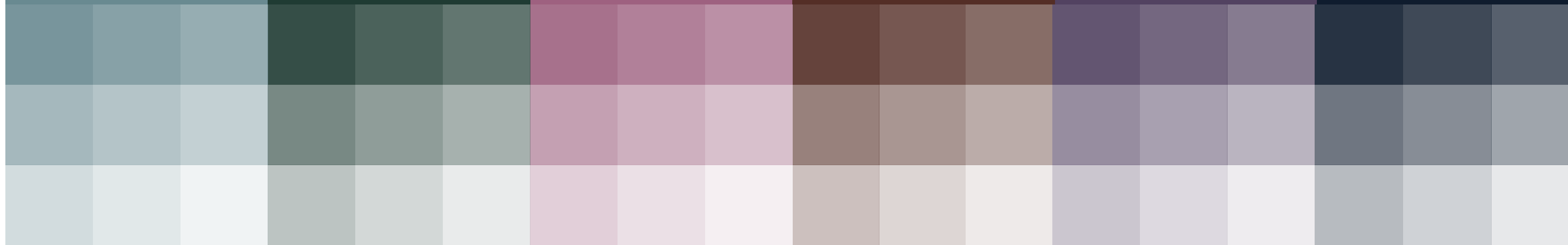
PANTONE 7629 C  
PANTONE 7609 U  
CMYK : C17 M68 Y61 K32  
RGB : R84 G45 B39  
HEX : #542D27

#### Purple haze

PANTONE 668 C  
PANTONE 7678 U  
CMYK : C65 M72 Y8 K18  
RGB : R82 G66 B96  
HEX : #524260

#### Midnight

PANTONE 2767 C  
PANTONE 2768 U  
CMYK : C100 M71 Y0 K66  
RGB : R16 G29 B45  
HEX : #1101D2D



**VANIER**

**Thank you!**