ALGONQUIN COLLEGE

Algonquin College Merchandise Identity Standards

March 2021

Merchandise is an opportunity to communicate our identity clearly and consistently. These branded items serve as reminders and beacons of the Algonquin College experience; fostering a sense of culture and community.

With the above in mind, before any Algonquin College-owned merchandise is placed into market, adherence to the following standards is required. Exceptions must be agreed upon between Campus Services' Marketing Office and Algonquin College's Marketing Department.

QUESTIONS

For related questions, please contact Campus Services' Marketing Office.

Table of Contents

MERCHANDISE SELECTION 4

- Merchandise Selection 5

GENERAL APPLICATION 6

- Corporate Logotypes & Marks 7
- Varsity Wordmark & Lettermark 11

COLOURS & MATERIALS 16

- Merchandise Colour Sheet 17
- Colour Distribution 18
- Materials 20

TYPOGRAPHY 21

- Primary Typeface 22
- Secondary Typeface 23
- Tertiary Typeface 24

SPECIALTY APPLICATION 25

- Discipline-themed 26
- Custom Hoodie 27
- Program Hoodie 28
- Course Wear 29

BRINGING IT TOGETHER 29

1.0 Merchandise Selection

1.1 General Criteria

The Campus Store is here to help with the selection and ordering of all branded merchandise. By going to them you'll often save time, costs and be assured your product accurately reflects our visual and manufacturing standards.

The following standards for selection of merchandise apply to all product lines.

✔ DO SELECT MERCHANDISE THAT...

- is durable, useful, meaningful and made with high-quality materials
- reflect the College's commitment to sustainability
- generates interest and is functional
- respects all genders, ethnicities and belief systems

✘ DO NOT SELECT MERCHANDISE THAT...

- breaks easily or is made with poor-quality material
- may be soiled or viewed unfavourably (e.g. not on napkins, shoe bottoms or dartboards)
- promotes violence or conflict or may cause injury (e.g. weapons, fur)
- poses a safety, security or environmental risk (e.g. lanyards should have breakaway clips, packaging shouldn't incorporate toxic chemicals)
- is overtly sexually suggestive (e.g. revealing items of apparel)
- promotes gambling, smoking, abuse of alcohol etc.
- disrespects other post-secondary institutions
- uses — without permission — trademarks belonging to other organizations

2.0 General Application

2.1

Corporate Logotypes & Marks

Logotypes and marks are cornerstones of our visual identity. Restraint and keen attention must be applied regarding size, placement and material.

ALGONQUIN COLLEGE

LOGOTYPE

MONOGRAM

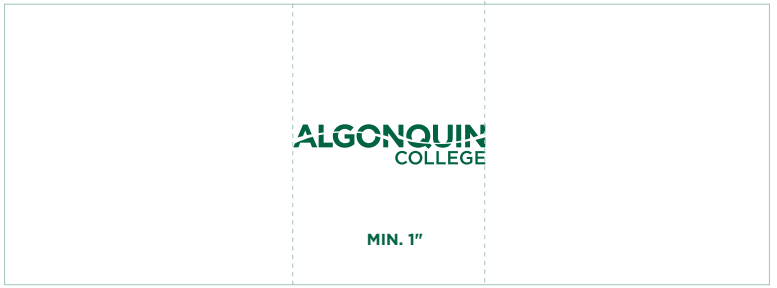
ICON

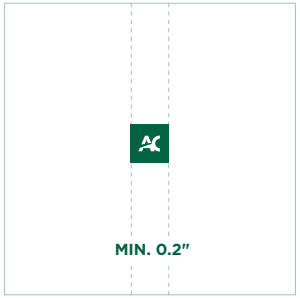
EXCLUSION ZONE

Exclusion zones ensure logotypes are not overwhelmed by other elements.

SIZING

Logotypes should never be reduced below their respective minimum size to maintain legibility. Consider unlocked versions of logos when encountering space issues with sub-brands.





PLACEMENT

When creating artwork, follow these guidelines for the use of the corporate logotypes & marks.

✔ DO...

- **1:** place on the chest prominently or top left
- **2-3:** place in smaller settings, such as top of back or sleeves

✘ DO NOT...

- **4:** place in combination with each other
- **5:** create or recreate new or modified versions
- **6:** write out “Algonquin College” or “AC” unless part of a title

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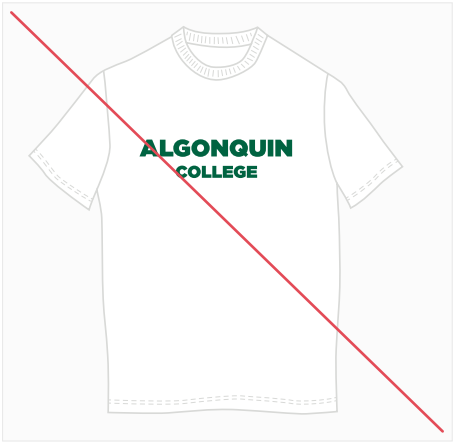

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USING THE SUB-BRANDS

When creating artwork for specific programs or departments, follow these guidelines for the use of the sub-brand logotypes.

✔ DO...

- **1:** use the vertical lockup rather than the horizontal when using the full wordmark, space permitting
- **2:** use AC monogram lockup when appropriate
- **3:** use the unlocked versions if preferred, placing the elements on separate faces, such as on the left chest, top of back, or sleeves

✕ DO NOT...

- **4-5:** use any locked up versions as a prominent, large graphics
- **6:** place more than one sub-brand on a single item

1

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6

2.2

Varsity Wordmark & Lettermark

Varsity wordmarks have become synonymous with collegiate spirit. We embrace this tradition with a custom system of artwork for clothing that can be consistently produced.

VARSITY WORDMARK

VARSITY LETTERMARK

VARIATIONS

There are two variations of the Varsity marks: a solid and an outline version. Each is available in a primary version and in reverse, as seen to the right.

- **Solid:** The solid version should only be used in a single colour and only in Algonquin Green or White.
- **Outline:** The outline version should always be kept in two colours: White letters with Algonquin Green outline, or the reverse. Please note the letters inside the outline should NOT be punched out.

SOLID (PRIMARY)

SOLID (REVERSE)

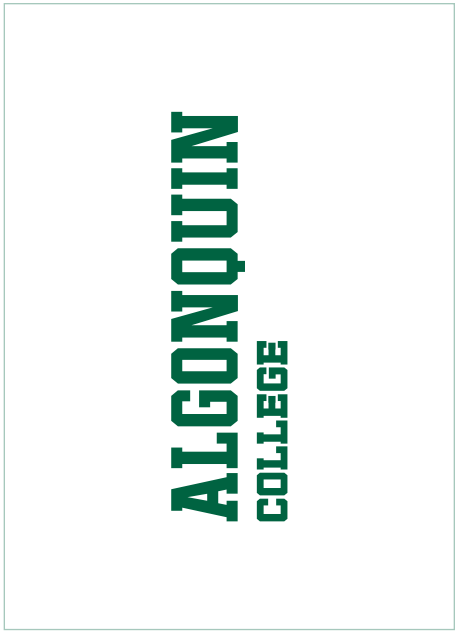
OUTLINE (PRIMARY)

OUTLINE (REVERSE)

ORIENTATION EXCEPTION

A vertical version of the mark is permitted on an as-needed basis only.

The vertical mark should be used sparingly, on items such as jogging pants, where available shape and space render the horizontal mark too small.



SOLID (PRIMARY)

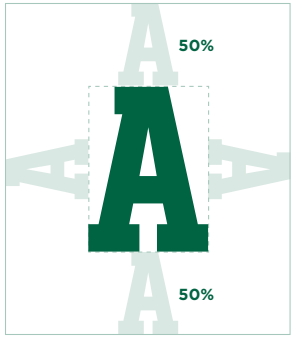
SOLID (REVERSE)

OUTLINE (PRIMARY)

OUTLINE (REVERSE)

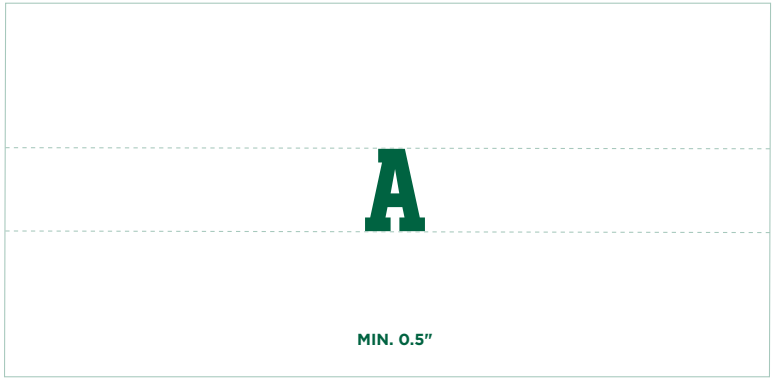
EXCLUSION ZONE

Exclusion zones ensure logotypes are not overwhelmed by other elements. These apply to either orientation of the Varsity wordmark.



SIZING

To maintain legibility, always display the Varsity marks at the minimum sizes indicated below.



PLACEMENT

When creating artwork, follow these guidelines for the use of the varsity logotypes.

✔ DO...

- **1:** place prominently
- **2:** use wordmark and lettermark in combination on opposing sides of items

✘ DO NOT...

- **3:** place across zipper or buttons
- **4:** place in combination with corporate logotypes
- **5:** source different varsity-style wordmarks
- **6:** place lettermark on item without wordmark on opposing side

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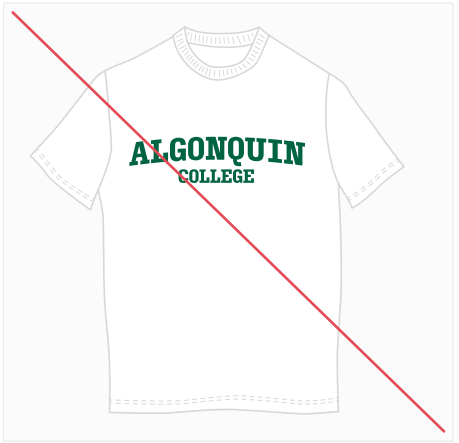

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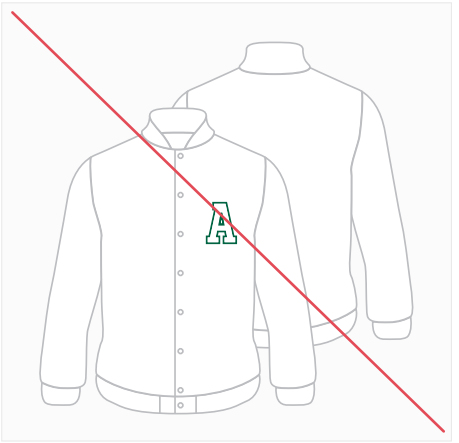

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3.0 Colours & Materials

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ALGONQUIN COLLEGE MERCHANDISE COLOUR GRID
VERSION 1.1, DECEMBER 2020

Merchandise Colour Sheet

ACCEPTABLE BACKGROUNDS

ALGONQUIN GREEN
PANTONE 3425 C
MADEIRA ----
RA ----

CHARCOAL
PMS BLACK 3 C
MADEIRA ----
RA ----

WHITE
MADEIRA WHITE
RA WHITE

1. WORDMARK

WM-G

WM-W

2. MONOGRAM

MG-G

MG-W

3. ICON

IC-G

IC-W

4. WORDMARK LOCKUPS

WL-G

WL-W

5. VARSITY MARK (OUTLINE VARIATION) — EMBROIDERY

VMO-G

VMO-W

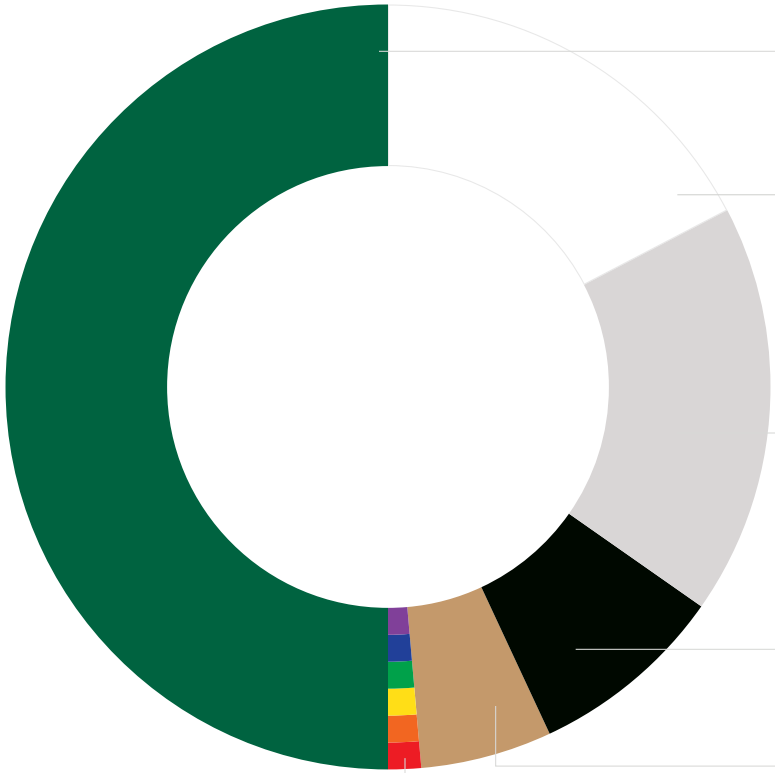
6. VARSITY MARK (SOLID VARIATION) — SILKSCREEN

VMS-G

VMS-W

COLOUR DISTRIBUTION

To maintain a consistent aesthetic, it's important to distribute merchandise base colours according to a spectrum that corresponds to our brand. Use the colour wheel below to determine colour prominence in design.



USE ALGONQUIN GREEN PRIMARILY

USE WHITE FREQUENTLY

USE GREY TONES FREQUENTLY
(See next page for details)

USE BLACK TONES OCCASIONALLY
(See next page for details)

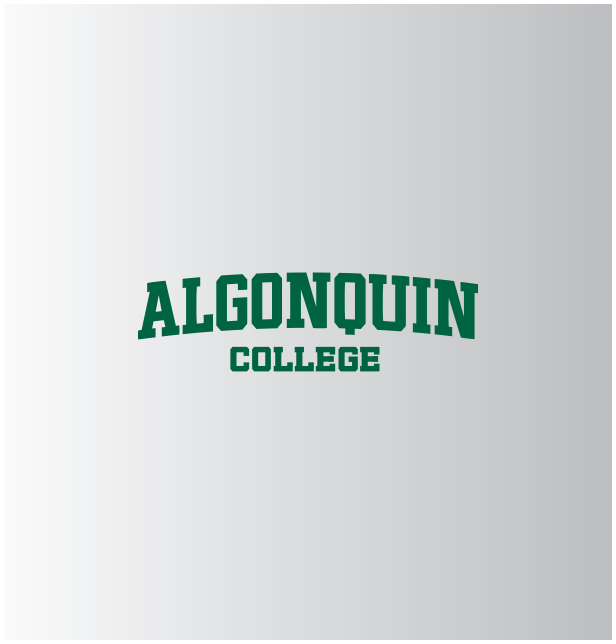
USE NATURAL TONES SPARINGLY
(See next page for details)

USE NON-BRAND COLOURS VERY RARELY

70% BLACK — ACCEPTABLE RANGE — 100% BLACK

USING BLACK TONES

When choosing a black medium for merchandise, opt for a tone that matches our Algonquin Charcoal when possible.



2% BLACK — ACCEPTABLE RANGE — 30% BLACK

USING GREY TONES

When choosing a grey medium for merchandise, opt for a tone in between 5-15% Black. Textured fabrics are acceptable if they meet this standard.

ACCEPTABLE RANGE

USING NATURAL TONES

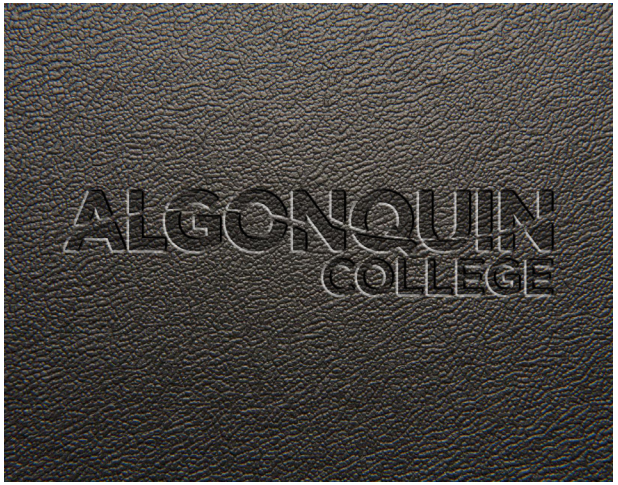
When choosing a natural-toned medium for merchandise, opt for lighter tones.

Note: While Algonquin Green and White printing on Natural tones are permitted, Natural tones are best suited for tone-on-tone effects as outlined on the following page.

3.2 Materials

Generally, artwork should be placed on materials with colours from our palette that optimize legibility. In some cases, tone-on-tone exceptions are appropriate for etched items (ceramic, glass, metal, wood etc.), embossing or debossing and select screening applications for apparel items. Also, neutral and natural tones can be used sparingly to create interest and variety in the brand.

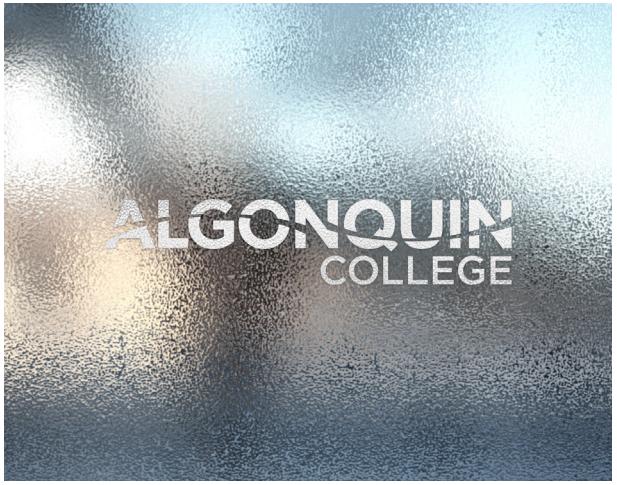
See the examples to the right for acceptable applications.



WORDMARK DEBOSSED ON CHARCOAL LEATHER
e.g. leather-bound notebook

ICON EMBOSSED ON WHITE PORCELAIN
e.g. porcelain or ceramic mug

ICON WOODBURNT ON BIRCHWOOD
e.g. wooden plaque



WORDMARK SILVER FOILED ON GLASS
e.g. glass water bottle

4.0 Typography

4.1 Primary Typeface

Our primary typeface, Gotham, has a clean, contemporary style that complements our optimistic, confident and, engaging character. It's an important element of our visual identity and is the default on all general merchandise when copy is required.

4.2 Secondary Typeface

Freight is a modern take on classic typefaces that adds an extra layer of sophistication and helps break monotony. It should never be used without Gotham. In terms of merchandise, it can be used on Convocation related material only.

4.3
Tertiary Typeface

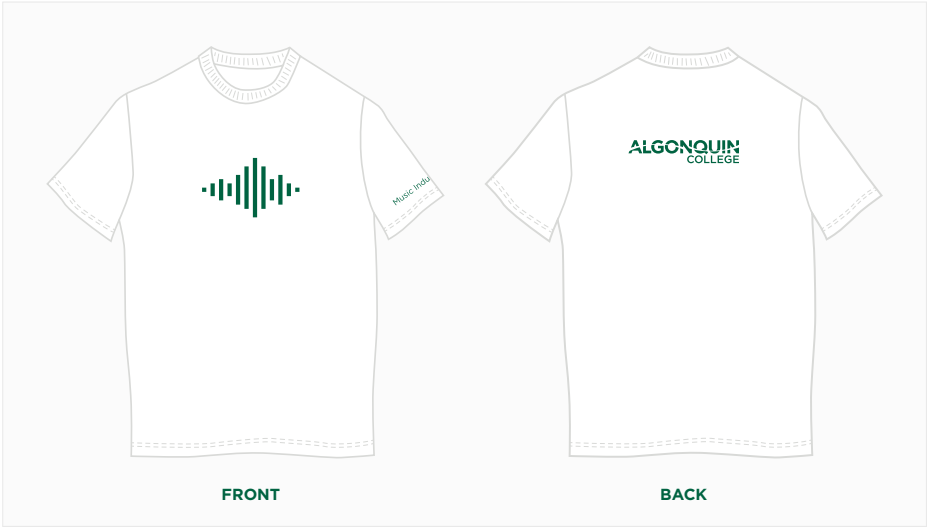
Player is our varsity font. It's a collegiate-inspired typeface that instils a further sense of spirit. It should never be used in combination with another font. It can only be used on clothing.

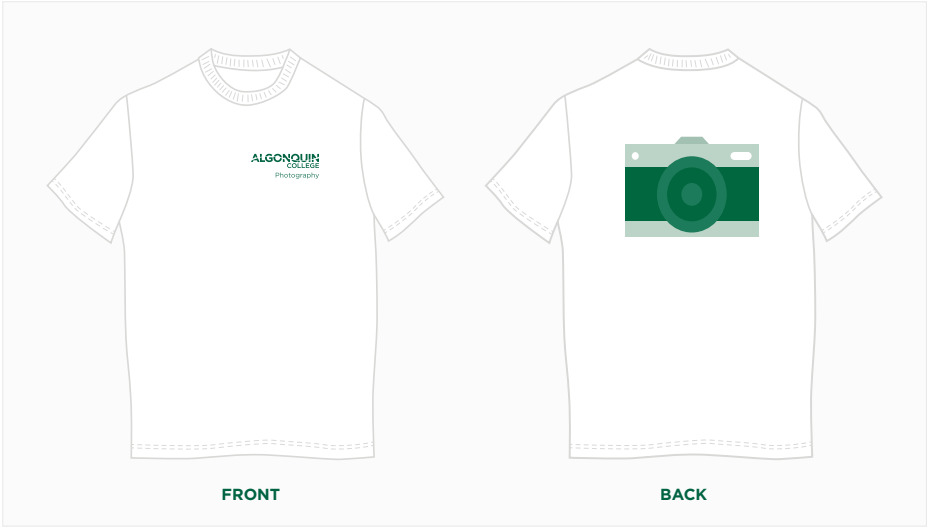
5.0 Specialty Application

5.1
Discipline-themed

More playful apparel is available upon request and when quantities warrant production. These graphical representations of disciplines place our College logotype in a secondary yet visible space.

Graphical representations should follow our illustration standards or be pulled from IconMonstr.com. Icons can be coloured in Algonquin Green, Charcoal or White.





5.2
Custom Hoodie

Custom hoodies are adaptations of our staple varsity hoodie. They include "MOM", "DAD" and "GRAD".

5.3 Program Hoodie

Program hoodies are adaptations of our staple varsity hoodie. New ones should be commissioned through the Marketing Department.

5.4
Course Wear

Course wear is used for on-campus labs and off-campus placements. It is an extension of the brand, and subject to all standards set out in this guide with the exception of colours, which are typically standardized within their respective industries.

6.0 Bringing it Together

6.1
Bringing it together

The following examples reflect the standards illustrated in this document. Please review for reference and inspiration.

Changing
Futures

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COLLEGE

ALGONQUIN
COLLEGE

ALGONQUIN
COLLEGE

ALGONQUIN
COLLEGE
Horticulture

School of
Hospitality & Tourism
ALGONQUIN
COLLEGE