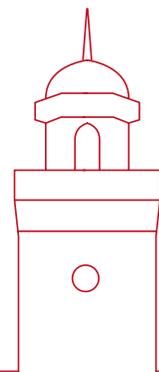


# Reputation and Visual Identity External Resource Toolkit



grow exponentially



ACADIA  
UNIVERSITY

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**Section One**

# **Introduction**

## How to Use This Resource Toolkit

The goal of this Resource Toolkit is to provide multiple audiences with information and guidelines that help strengthen Acadia's reputation, internally and externally. The Acadia reputation is dependent on how multiple audiences represent Acadia, through both personal and impersonal interactions, spanning both academic and promotional experiences. Personal interactions could include face-to-face experiences with Acadia representatives (in a professional/recruitment setting), thought-leadership representation (staff, faculty presentations) and Acadia ambassadors (alumni, staff, current students that represent Acadia in more casual settings). Impersonal interactions could include printed publications (magazines, newsletters), online footprint (website, blogs, media), and social channels (official and unofficial channels.)

As demonstrated, the Acadia University reputation relies on multiple audiences, channels and stakeholders to deliver the whole story of Acadia. This Resource Toolkit has been developed to serve multiple audiences, both internal faculty and staff and external resources. This Resource Toolkit does not provide an exhaustive list of delivery requirements for Acadia University stakeholders, but does serve as a guideline for implementation of multiple communication types.

**If any stakeholder is unclear on how to best proceed with representing Acadia University, in an academic or promotional capacity, contact the Communications & Marketing Department:**

[www2.acadiu.ca/Staff.html](http://www2.acadiu.ca/Staff.html)



Section Two

# Visual Identity Resources

# Logo Variations

## Primary Logo

The Acadia University visual identity is anchored by a core logo. This logo comes in various formats and its integrity is protected by the guidelines outlined in this document. The primary version of the logo is the horizontal version. If width is an issue, the stacked version of the logo should be used instead.



**Not sure if you're using the visual identity correctly?**

Contact the Communications & Marketing Department  
<https://www2.acadiau.ca/Staff.html>



ACADIA  
UNIVERSITY



## Incorporating Faculties into the Primary Logo

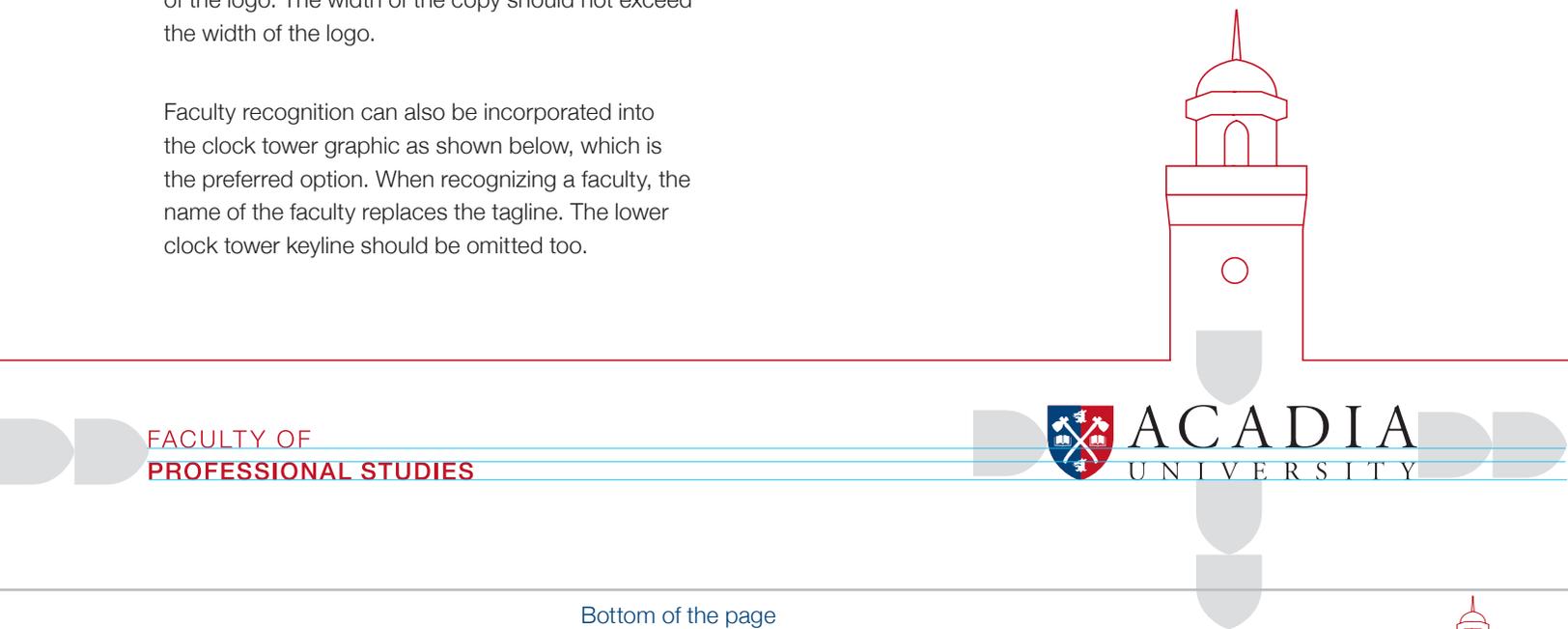
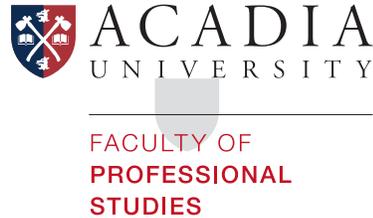
When a specific faculty of Acadia University is being acknowledged, the following rules should be applied.

Adding the faculty can be done in either a horizontal or vertical manner. 'Faculty of' should be typed in all caps in Helvetica Neue Light with 100pt kerning, sharing the 'x' height of the word 'University' in the logo. The name of the faculty should be represented by Helvetica Neue Medium, again in all caps, with 40pt kerning.

Both parts of the acknowledgment should be coloured in the primary red. For the horizontal version, the copy should then be placed one shield's width to the right of 'Acadia', with 'faculty of' on the same baseline as 'Acadia' and the name of the faculty on the same baseline as 'University'. A 0.5pt black keyline, the same height as the logo, is then added 1/2 a shield's width from 'Acadia'.

For the vertical version the same rules apply, except the faculty name is justified left with the logo. The baseline of 'faculty of' should be one shield's height from the bottom of the logo. The keyline is the width of the logo, and 1/2 a shield's height from the bottom of the logo. The width of the copy should not exceed the width of the logo.

Faculty recognition can also be incorporated into the clock tower graphic as shown below, which is the preferred option. When recognizing a faculty, the name of the faculty replaces the tagline. The lower clock tower keyline should be omitted too.



Bottom of the page

## Other Acadia Marks

The Acadia logo is the signature mark of the University's visual identity. It should appear in full on communications and marketing pieces. There are, however, other visual signifiers that can be used in addition to the logo.

Each of these Acadia marks expresses a subtle or explicit aspect of the overall identity, and as such represents a subsidiary entity of the University. If used in conjunction with the primary logo, they should be positioned so as not to "fight" with it visually, ideally in the opposite corner of a design or even on a separate page or side of a page.

### The University Seal

Acadia also has a seal that is used only on the most official communications, such as diplomas or citations. Permission is required to use the seal on any communication. To request the seal and permission to use it, contact the Communications & Marketing Department: [www2.acadiau.ca/Staff.html](http://www2.acadiau.ca/Staff.html)

---

### The Acadia Shield

Because the full University logo is not suitably shaped for certain uses, Acadia uses the shield on its own as an identifier. Examples of this are favicons and social media identifiers.



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### The Athletics A

This version of the "A" is used strictly on Athletics communications. There are also versions with the "Axemen" and "Axewomen" team mascots leaning on it.



# Logo Sizing and Spacing

A safety area should be maintained at all times around the borders of the logo to protect its integrity. These rules apply to every version of the logo. The exclusion area is based on the height of the shield graphic in the logo.

The horizontal version has a safety area of one shield around it, and the stacked version has a safety area of 1/2 of one shield.

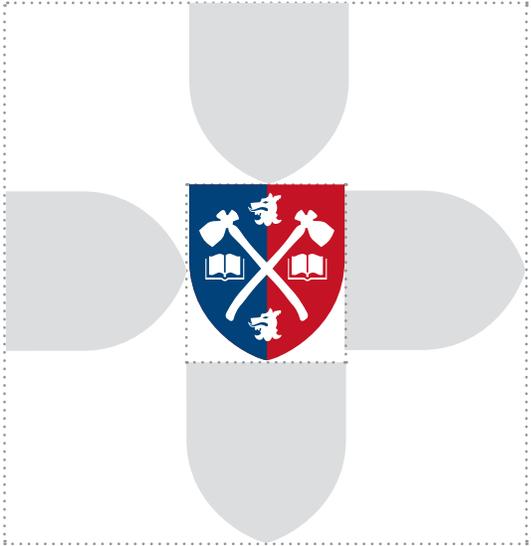
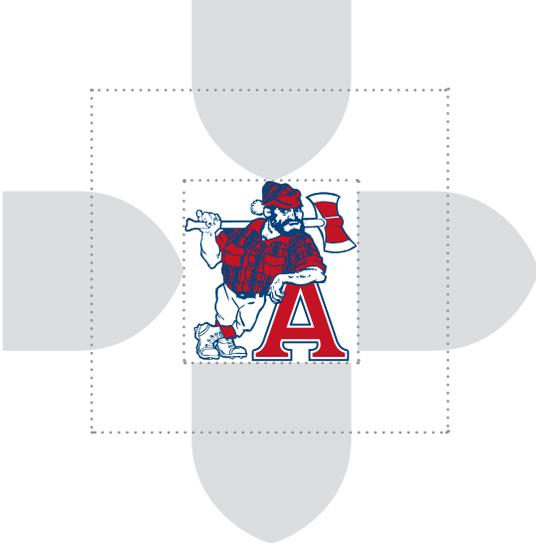
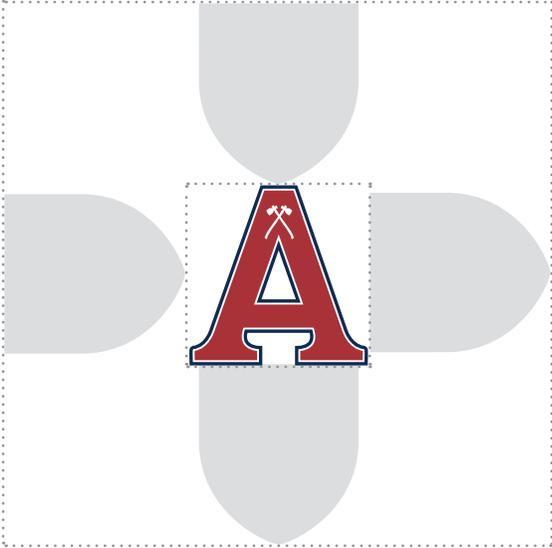


A minimum width of 1.25" is permitted for the horizontal logo, and a minimum width of 1" for the stacked version. The logo should never appear smaller than this.



# Other Acadia Marks Sizing and Spacing

Like the logo, other marks come with exclusion areas and minimum sizes. The exclusion areas are based on the shield from the primary logo. The shield height is taken from the height of the mark itself.



# Logo Integrity

The following adjustments to the logo are not permitted under any circumstances.



**Not sure if you're using the visual identity correctly?**

Contact the Communications & Marketing Department  
<https://www2.acadiau.ca/Staff.html>

Horizontal distortion



Vertical distortion



Keyline



Colour change



Angled



Lack of contrast



White box around the logo



Font substitution



Resizing of elements



Too close to another element



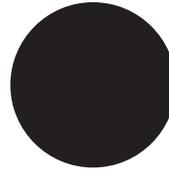
# Primary Colours

Acadia University's visual identity is represented by core colours – black, blue, red and white. These colours can and should be used throughout materials.

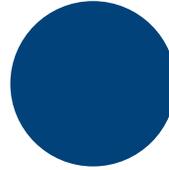
The primary red, Pantone 1807C, is the red found in the Acadia University logo. The primary red is the standard red to be used on Acadia communication materials. The only exception to using the primary red is for select recruitment materials. Not sure if you're using the primary colours correctly? Contact the Communications & Marketing department.

For printed materials, Pantone or CMYK versions of the colours are required for optimum and accurate colour. When using Acadia's visual identity on the web, the RGB colour format is required. Using correct colour formats will ensure consistency on all materials.

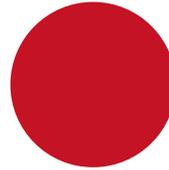
Please note that the blue and red should never overlap.



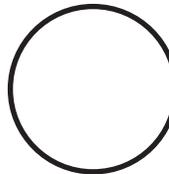
c0 m0 y0 k100  
r29 g29 b27  
#1d1d1b  
Pantone Black 6C



c100 m60 y0 k40  
r0 g64 b119  
#004077  
Pantone 295C



c0 m100 y90 k20  
r196 g20 b36  
#c41424  
Pantone 1807C



c0 m0 y0 k0  
r255 g255 b255  
#ffffff



# Logo Colours

The logo has various colour versions that allow it to be printed in many formats. The examples below apply to each logo type and are the only permitted colour applications.

CMYK—for standard printing

● c0 m0 y0 k100

● c0 m100 y90 k20

● c100 m60 y0 k40



Black—for one colour positive use

● c0 m0 y0 k100



White—for one colour negative use

○ c0 m0 y0 k0



Pantone—for restrictive print use

● 295C

● 1807C



Pantone—for restrictive print use with black

● 295C

● 1807C

● Black 6C



Reversed CMYK—negative use

○ c0 m0 y0 k0

● c0 m100 y90 k20

● c100 m60 y0 k40



Reversed Pantone—negative use, restrictive print

● 295C

● 1807C



# Preferred Fonts

The Acadia University visual identity is expressed typographically in various weights of Helvetica Neue. Titles are represented by Helvetica Neue Bold with the first part in the primary blue and the second in the primary red. Headlines are represented by Helvetica Neue Bold and subheaders by Helvetica Neue Light. They should always appear using the primary red if reproduction allows. The main font, that is used for all other applications, is Helvetica Neue Light. Body copy kerning should always be set to optical 10, with font size at 9pt and 14pt leading. All body copy should appear in the primary black unless highlighted copy is required, in which case Helvetica Neue Bold can be used with the tint of the black decreased to 80%. For other highlighted copy, the primary red and blue can be used to colour Helvetica Neue Light. Examples of use are outlined in the Typography section.

**Helvetica Neue is the preferred font for Acadia University**, so non-Mac users will need to purchase this font. When necessary, Helvetica Neue may be substituted with one of the following two fonts: Arial or Garamond. See the following page to read more about Alternate Fonts.

## Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



# Alternate Fonts

Helvetica Neue is the preferred font for Acadia University, so non-Mac users will need to purchase this font. When necessary, Helvetica Neue may be substituted with one of the following two fonts: Arial or Garamond. Both are default fonts on both Windows and Apple computers and come pre-installed, making them available to all users. It is important to maintain visual consistency, and using the approved fonts at all times will help keep materials cohesive.

Arial is easily readable sans serif that is very similar in design to Helvetica Neue and can be used as a replacement for both headlines and body copy. If Helvetica Neue is unavailable, Arial should be the first option for substitution.

Garamond is a classic, timeless serif font that compliments both Helvetica Neue and Arial. It should not be used for headlines, but can be used for body copy on internal materials if necessary.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

## Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$\$%^&\*()*

## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$\$%^&\*()**

## Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$\$%^&\*()***

## Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

## Garamond Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$\$%^&\*()*

## Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$\$%^&\*()**



# Typography

There are various typographic styles that should be applied to Acadia University copy. Proportions can be adjusted as needed but ratios should be maintained between typographic styles. The example below is taken from pages 4 and 5 of the viewbook.

## Lead Headlines

Helvetica Neue Bold with a two part structure. Copy should always be left justified and the words should be creatively spaced. The first line should be the primary blue and the second in the primary red. Lead headlines should never appear over an image. Headlines should always consist of two sentences. The first sentence of the headline should address the reader's point of view. The second should provide Acadia's response of that point of view. See the *Tone of Voice* section on page 16 for more detail on this.

**You  
expect  
the world.  
We offer  
nothing  
less.**

---

## Headers

Helvetica Neue Bold left justified in the primary red. 17pt font size and 19pt leading, and 40pt optically kerned.

**The Acadia  
Experience**

---

## Subheaders

Helvetica Neue Light left justified in the primary red. 14pt font size and 15pt leading, and 40pt optically kerned.

So Why Acadia?

---

## Body Copy

Helvetica Neue Light left justified in the primary black. 9pt font size and 14pt leading, and 10pt optically kerned. There should be no hyphenation or widows at any point. Paragraph spacing of 0.25" should be applied.

Because we specialize in providing a premium undergraduate experience. It is the foundation of what we do. We care about our students. And we understand that means making a connection.

---

## Cutlines

Cutlines, captions to photographs or other illustrations, should be Helvetica Neue Thin left justified in the primary blue 13pt font size and 18pt leading, and 20pt optically kerned. There should be no hyphenation or widows at any point.

Biology students and Teaching Assistant collecting samples on the beautiful Acadian dykelands and tidal flats.



# Signature Visual Identity Components

Wherever possible, materials should contain all signature components of the visual identity: the tagline, the logo, the URL, and clock tower graphic. However, in some cases a component may need to be omitted. For example, the clock tower graphic may need to be omitted from a very small mobile ad, or the URL may be left out of a small web ad because the ad already clicks through to the website.

Here is an example of a piece where all signature brand components are used.

# Headline part one.

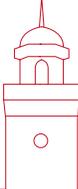
# Headline part two.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat.

[acadiau.ca](http://acadiau.ca)

---

**grow exponentially**





## Clock Tower Graphic

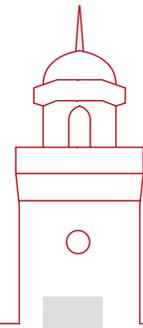
The keyline clock tower graphic brand element is a minimalist representation of Acadia's most iconic building. It works in concert with our other signature elements to provide a quick visual cue for identifying us. Most often the clock tower graphic will be used as a footer in whichever media it appears. The graphic should always appear in the primary red and not be distorted in any way. The graphic itself should not be adjusted.



Black line represents page extremities

### PREFERRED USE

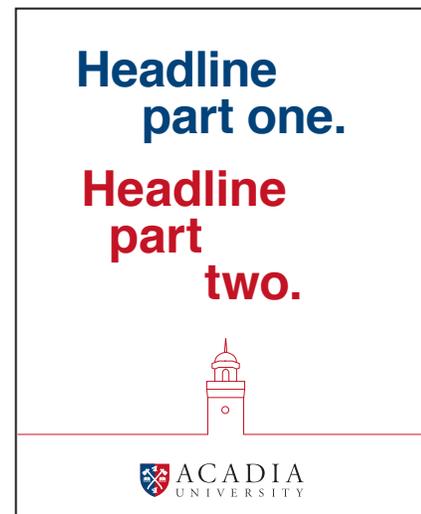
The Acadia logo can be placed within the horizontal keylines, and centred with the middle of the clock tower. The preferred position for the clock tower is on the lower right of the piece. The keylines should bleed off the side of the media where possible. The graphic should always appear on a white or red background. If space is at a premium, the bottom keyline can be left out. If space is extremely limited, the clock tower may be left out altogether. (e.g. mobile ad)



grow exponentially



If the clock tower cannot be right justified due to media size, the clock tower can be centered within the piece — either at the top or bottom.



## Logo and URL

The Acadia URL is *acadiau.ca*. The URL should never be written with *www.* preceding it. The URL should appear in Helvetica Neue Bold, all in lowercase, 50pt optical kerning, in the Acadia primary red.

**acadiau.ca**

The Acadia logo and URL can be locked together in the way demonstrated here. In this case the URL should be adjusted to be 3/4 x height of the logo's *University* x height.



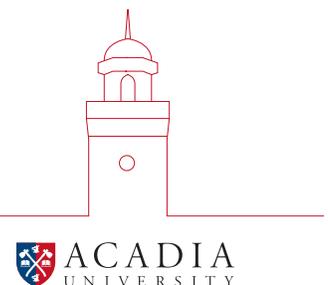
For the vertical option, the URL should be 3/4 the length of the logo and centered underneath.



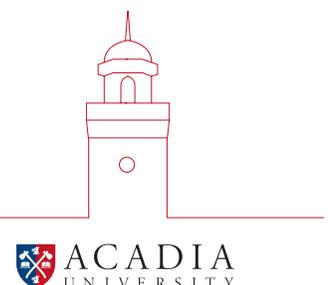
### PREFERRED USE

The URL can be used with the clock tower and keyline on its own or with the tagline. These are the preferred compositions and should be used when possible.

**acadiau.ca**



**grow exponentially · acadiau.ca**



## Tagline

Acadia's tagline is *Grow Exponentially*. The tagline should appear as often as possible on our materials. The tagline should appear in Helvetica Neue Bold, all in lowercase, in the Acadia primary blue. The preferred location for the tagline is the lower left corner. When appearing with the logo, the tagline x height should be the same as the x height of *University* in the logo.

**grow exponentially**

When the Acadia logo and tagline appears on a third party piece, the tagline can be locked together with the logo in the way demonstrated here. In this case the tagline should be adjusted to be 3/4 x height of the logo's *University* x height for the horizontal version.

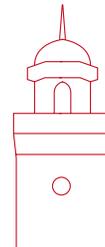


For the vertical option, the tagline should be the width of the logo.



### PREFERRED USE

The tagline can be used in tandem with the clock tower graphic and keyline. This is the preferred composition and should be used when possible.



**grow exponentially**



# Visual Identity Templates

## Business Cards

This business card template has been developed to convey an individual's relevant information in a clean and easy to read manner.

Logo exclusion areas must be maintained at all times.

If the individual's name is long, the surname can be moved down to the next line. Only one job title may be shown on each card. If an individual has multiple job titles, separate cards should be created.

Only one education designation should be featured on the card. Card users should be asked which designation they wish to showcase. Business cards should be printed on 16pt matte AQ card stock. Nothing should appear on the reverse side of the card.

double-sided layout



single-sided layout



## Letterhead (Regular Use)

A pre-printed, full bleed letterhead template is available. Copy should be typed in the Helvetic Neue Light brand font, 9pt in size with 14pt leading. Margins for the body copy are as follows:

Top: 2.25"

Bottom: 2.25"

Left: 1.5"

Right: 1.5"

regular example  
(first page)

	<p>grow exponentially</p> 
<p>September 30, 2015</p> <p>Salutations,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus stadium.</p> <p>Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.</p> <p>Omnicos directe al desirabilita; de un nov lingua franca: on refusa continuar payar custosi traductores. It solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles. Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues.</p> <p>Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues. It va esser tam simplic quam Occidental: in fact, it va esser Occidental. A un Angleso it va semblar un simplificat Angles, quam un skeptic Cambridge amico dit me que Occidental es.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.</p>	
<p>512 Main Street, Wolfville, Nova Scotia, Canada B4P 2R6 t: 902 585 1218 f: 902 585 1077</p>	



## Letterhead (Regular Use)

regular example  
(second page)

September 30, 2015

Salutations,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus stadium.

Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.

Omnicos directe al desirabilita; de un nov lingua franca: on refusa continuar payar custosi traductores. It solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles. Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues.

Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues. It va esser tam simplic quam Occidental: in fact, it va esser Occidental. A un Angleso it va semblar un simplicat Angles, quam un skeptic Cambridge amico dit me que Occidental es.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.



512 Main Street, Wolfville, Nova Scotia, Canada B4P 2R6  
t: 902 585 1218 f: 902 585 1077



## Letterhead (Faculty)

A pre-printed, full bleed letterhead template is available. Copy should be typed in the Helvetic Neue Light brand font, 9pt in size with 14pt leading. Margins for the body copy are as follows:

Top: 2.25"

Bottom: 2.25"

Left: 1.5"

Right: 1.5"

faculty  
example

 <b>ACADIA</b> UNIVERSITY   OFFICE OF ADMISSIONS	<b>grow exponentially</b>	
September 30, 2015		
<p>Salutations,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p> <p>Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus stadium.</p> <p>Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.</p> <p>Omnicos directe al desirabilita; de un nov lingua franca: on refusa continuar payar custosi traductores. It solmen va esser necessari far uniform grammatica, pronunciation e plu sommum paroles. Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues.</p> <p>Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues. It va esser tam simplic quam Occidental: in fact, it va esser Occidental. A un Angleso it va semblar un simplicat Angles, quam un skeptic Cambridge amico dit me que Occidental es.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.</p>		
<small>512 Main Street, Wolfville, Nova Scotia, Canada B4P 2R6 t: 902 565 1218 f: 902 565 1077</small>		



## Letterhead (Faculty)

regular example  
(second page)

September 30, 2015

Salutations,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus stadium.

Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.

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# Powerpoint

Powerpoint presentations should follow the Acadia visual identity. These templates are set to a modern screen 16:9 aspect ratio. Cover slides can be created that are generic or recognize a specific faculty using the instructions found in this guide.

Typography rules should be followed at all times when creating the content for the presentation. Any imagery featured should follow the guidelines for image use outlined in this toolkit.

Generic cover



Faculty cover



Internal slide



Internal slide with image



Full slide image



# Department Report

When creating a department report the following Word template should be used. Typographic styles have been set up within the document and should be followed at all times. No imagery should appear on the cover.

The name of the department or faculty can be added on the cover in the defined space. The denomination should go on the first line and the name of the faculty or department should go on the second.

## Front cover

# Title of the Report

Date of the report



DEPARTMENT OF ENGINEERING  
FACULTY OF PROFESSIONAL STUDIES

## Internal template

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atirlay. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.

Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium.

Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules. Omnicos directe al desirable; de un nov lingua franca: on refusa continuar payar custosi traductores.

It solmen va esser necessari far uniform grammatica, pronunciation e plu somnun parotes. Ma quando lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues. Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues. It va esser tam simplic quam Occidental: in fact, it va esser Occidental. A un Angleso.



1



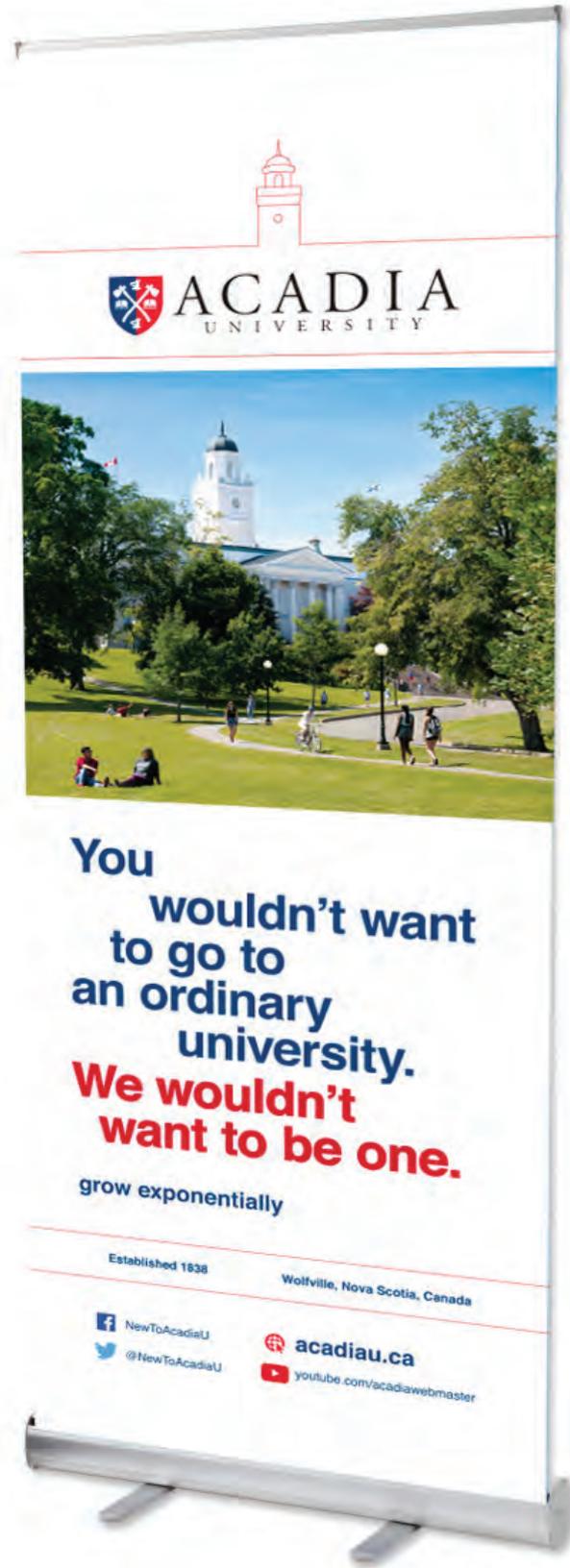
# Promotional Examples

## Event Signage

The example on the right demonstrates a pull-up banner designed for recruitment events. Immediately below is an example of event signage where messaging can be added. At the bottom of the page is a podium sign using the Acadia University branding.



Event sign



Pull-up banner



## Swag

Acadia's visual identity can be applied to various swag items. It is recommended that, if available, one of the University's primary colours (red, blue, black, or white) be used for the swag item. A decision on which version of the logo will be used will depend on the shape and size of the item in question. If space is at a premium, the Acadia University shield can be used on its own. Depending on the colour of the item and printing restrictions, the appropriate colour logo should be used as outlined in these guidelines.

On certain items there may be space to utilize the campaign brand. An example of this can be seen on the banner pen below.

Care should always be taken to ensure that the Acadia University logo is clearly represented.

If the logo is to be embroidered, the minimum dimensions are 35mm high and 108mm wide. As an alternative, screen printing of the logo will work.

Flashlight Keychain



Mobile Phone Case



USB Wall Charger



USB



FACULTY OF ARTS		FACULTY OF PURE & APPLIED SCIENCE		FACULTY OF PROFESSIONAL STUDIES	
Canadian Studies	Music	Biology	Geology	Business Administration	
Classics	Philosophy	Chemistry	Mathematics and Statistics	Community Development	
Economics	Politics	Computer Science	Nutrition and Dietetics	Education	
English	Psychology	Engineering	Physics	Kinesiology	
Environmental and Sustainability Studies	Speech	Environmental Geoscience	Psychology		
French	Spanish	Environmental Science	Health Sciences Option		
German	Theatre				
History	Women's and Gender Studies				

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 1 877 585 1121  
[acadiau.ca](http://acadiau.ca)  
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An option available in conjunction with the Bachelor of Science with Honours or Bachelor of Science with Honours.

**You wouldn't want to go to an ordinary university. We wouldn't want to be one.**

Branded Banner Pen

Appendix A

# Resources and Support

# Resources and Support

Stewardship of Acadia's brand is the responsibility of Acadia's Brand Council co-chaired by Acadia's Vice Presidents of Advancement and Enrolment and Student Services. The Council is tasked with developing and implementing strategies that build and protect the University's brand position and identity to advance Acadia's image and standing among wide-ranging target audiences.

Acadia's Office of Communications and Marketing takes the lead on integrated communications strategies on behalf of the University as a whole. Communications and Marketing provides consultation on marketing efforts undertaken by departments and schools including advertising media relations, and production activities. The Office provides support with publications, web and social media and can help improve internal and external communications processes.

Partnerships are the cornerstone of our work – we collaborate with all colleagues across all sectors of campus to ensure we reach all audiences in the most effective manner possible.

If you have any questions or require support, please feel free to contact the Office of Communications and Marketing at [www2.acadiau.ca/staff.html](http://www2.acadiau.ca/staff.html).

## Online Resources

[acadiau.ca/Resources.html](http://acadiau.ca/Resources.html)

- Editorial Style Guide
- Public Relations Guide
- Web Writing Guide
- Photo Gallery
- Photo Release Form
- Templates

**If any stakeholder is unclear on how to best proceed with representing Acadia University, in an academic or promotional capacity, contact the Communications & Marketing Department:**

[www2.acadiau.ca/Staff.html](http://www2.acadiau.ca/Staff.html)

