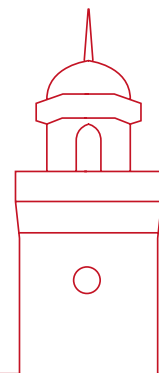


# Reputation and Visual Identity

## Internal Resource Toolkit



grow exponentially

# Contents

## SECTION 1

### Introduction

How to Use This Resource Toolkit	02
----------------------------------	----

## SECTION 2

### Understanding Acadia's Identity

Defining Who We Are	04
Understanding Who We Are at Acadia	05

## SECTION 3

### Visual Identity Resources

Logo Variations	
Primary Logo	11
Incorporating Faculties into Primary Logo	12
Other Acadia Marks	13
Logo Sizing and Spacing	14
Other Acadia Marks Sizing and Spacing	15
Logo Integrity	16
Primary Colours	17
Logo Colours	18
Preferred Fonts	19
Alternate Fonts	20
Typography	21
Signature Visual Identity Components	22
Visual Identity Templates	
Business Cards	26
Letterhead	27
PowerPoint	33
Department Report	34

## SECTION 4

### Promotional Support Resources

Copywriting	36
Writing for Radio	40
Imagery	41
Publication Layout	44
Website Components	45
Templates	
Print Ads	46
Posters	48
Online Ads	49
Online and Print Newsletters	50
Brochure	51
Event Program	53
Certificate	54
Other Promotional Examples	
Event Signage	55
Swag	56

## APPENDIX A

Resources and Support	58
-----------------------	----

## APPENDIX B

Glossary of Terms	60
-------------------	----

**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. The Resource Toolkit has been organized into three primary sections.

- **Acadia Reputation Resources:** Delivers content about who Acadia is, how we use that in our communications and what it means for our stakeholders.
- **Visual Identity Resources:** Delivers guidelines for consistent use of the Acadia University visual identifiers for multiple stakeholders. Includes visual identity templates for internal implementation.
- **Promotional Support Resources:** Delivers guidelines for representing Acadia University in promotional materials for multiple audiences. Includes promotional material templates for external implementation.

**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)



## Section Two

# Understanding Acadia's Identity

# Defining Who We Are

## Why Define Acadia?

Our story. Our reputation. It's what defines Acadia. It's who we are. It is much more than the logo or the marketing or advertising; it is how Acadia delivers on its promises. Through such elements as the positioning statement, the vision, our pillars and personality, we tell the story of Acadia. It is the way people perceive us.

By seeing and hearing the Acadia story, all of our audiences — current and prospective students, parents, alumni, etc. — know exactly who we are and what to expect from us.

- **Differentiation:** a strong identity will allow us to stand out amongst competitors with our unique vision and promise.
- **Recognition:** by having a consistent story throughout all of our communications and advertising, people will become increasingly familiar with Acadia and more apt to have this university top of mind when it comes time to consider institutions.
- **Cohesive workplace:** one identity unifies staff through a shared vision and direction.

## Developing Standards and Understanding their Purpose

Guidelines help deliver Acadia's reputation memorably. They include the technical information required to ensure the visual identity is consistent and uniform. For example, it includes information on the logo in terms of colours, fonts, minimum size requirements, etc. In this case, standards also highlight how the visual identifiers should be consistently included in all university communication materials, both internal and external.

The importance of these standards can be explained in one word: consistency. Standards ensure the Acadia story is told consistently, and genuinely, by all of our audiences.

In this document, you will find guidelines to use as a lens when executing internal and external communications. Templates are provided as recommendations of how new signature elements can be infused in everyday internal and external communication materials. Although it is not possible to have an answer for every scenario in which you may apply the Acadia reputation and visual identity, this toolkit will provide you with a basic understanding of the do's and don'ts, as well as tips on how to best apply the elements to materials.



# Understanding Who We Are at Acadia

## Our Reputation and Identity

Acadia's identity supports the advancement of the university's reputation. Consistent delivery of who we are builds awareness of the university based on differentiators that shape our recognition and reputation. It is important to deeply understand our pillars and personality, but this page offers a useful synopsis.

Who we are can be expressed in six components:

- **Hierarchy:**  
Acadia's relationship with other entities.
- **Positioning:**  
how we want to be talked about.
- **Pillars:**  
facts that support our positioning.
- **Personality:**  
how Acadia behaves and communicates.
- **Vision:**  
our direction, linked to objectives.
- **Promise:**  
what Acadia says it will deliver.

### Hierarchy

One parent identity with a few subsidiary ones, part of larger league.

### Positioning

Acadia is a place devoted to helping its students see, discover and unleash their potential for great things.

### Pillars

Devotion; students with great potential, discover and unleash; environment as an incubator; educating the whole person.

### Personality

Grounded. Prestigious but unpretentious, thought-provoking, egalitarian, multi-faceted, noble, principled.

### Vision

Personalized and rigorous liberal education; robust and respectful scholarly community; inspiring students to become critical thinkers, lifelong learners, engaged citizens, and responsible global leaders.

### Promise

Acadia promises a balance of academic, emotional, athletic and spiritual education. We are devoted to helping our students see, discover, and unleash their potential for great things. It's in you; Acadia will help you set it free.



## Acadia's Pillars

Our pillars include facts that support our positioning. Essentially, they represent the “truth” about who we are.

### Acadia's Positioning

Our positioning represents how we want our audiences to talk about Acadia. “Acadia is a place devoted to helping its students see, discover and unleash their potential for great things.”

- **Devotion of faculty**, staff and other influencers helps Acadia students identify, understand and bring out the potential that is already in them. This is what Acadia does best. Students will be surrounded by people who are devoted to helping them be even more than they thought they could be.
- **Students with great potential.** There are lots of examples of students who have unleashed their potential to do great things, both at Acadia and after they graduate. Some students may not yet recognize it in themselves when they enter Acadia – but their parents or their guidance counsellors may.
- **The environment** is an incubator, it's a two-way, interactive, involved, close-knit, intimate, supportive, diverse, collaborative, engaging, fun community (both on-campus and the off-campus)
- **Teaching the whole person.** Acadia offers a balance of academic, emotional, spiritual and athletic education, which inspires students to tune in to everything around them, the broader “complete” education. Acadia is positioned to deliver far more than just a career; this approach will help transform and prepare them for life.

## Acadia's Personality

Our personality defines how the university behaves and communicates, as if it were a person. It is directly correlated to the personality of its target audience.

### Acadia's Target Audiences

Our target audiences represent a number of stakeholder groups, including, but not limited to:

- Prospective Students
- Current Students
- Alumni
- Faculty
- Staff
- Educational Institutions
- Guidance Counsellors
- Donors
- Government





## Personality Alignment

One of our most critical target audiences is our ideal prospective student. Around this target, we designed a Bulls-Eye Target Archetype which defines a central set of characteristics that align Acadia with psychographic profiles that exist within all of our target audiences. Defining a Bull's Eye Archetype identifies all the characteristics imaginable at the highest level, an embodiment of Acadia's reputation and identity.

### Personality BULLS-EYE TARGET ARCHETYPE

#### Self-effacing:

*"The act or fact of keeping oneself in the background, as in humility."* -Student is humble and strong.

#### Dialectic:

*"The art or practice of logical discussion as employed in investigating the truth of a theory or opinion."* -Student is a lively, logical, thoughtful debater.

#### Autonomous:

*"Existing or capable of existing independently."* -Student is independent and self-directed.

#### Versatile:

*"Embracing a variety of skills or fields; turning with ease from one thing to another."* -Student has many skills in many areas.

#### Kindhearted:

*"Having or showing a gentle nature."* -Student is giving of their time and has a social conscience.

#### Discerning:

*"Exhibit keen insight to show good judgment; distinguish mentally; recognize as distinct or different."* -Student is unwilling to discount their future.



### Personality ACADIA UNIVERSITY

#### Prestigious but unpretentious:

*"Inspiring respect and admiration while not attempting to impress others with an appearance of greater importance."* -Acadia believes in education with greater purpose.

#### Thought-provoking:

*"Stimulating careful consideration or attention."* -Acadia broadens students' capacity to think critically.

#### Egalitarian:

*"Characterized by belief in the equality of all people, especially in political, economic, or social life."* -Acadia fosters a culture of diversity and inclusiveness.

#### Multifaceted:

*"Having many aspects."* -Acadia empowers students to grow among many disciplines.

#### Noble:

*"Having or showing fine personal qualities or high moral principles and ideals."* -Acadia inspires a community of social conscience.

#### Principled:

*"Acting in accordance with morality and showing recognition of right and wrong."* -Acadia operates by a strong code of ethics.



# Acadia's Voice

One of the most important elements to understanding who we are is articulating our voice.

## What is our voice?

We consistently express who Acadia is by using key words, messages and tone in communications, internally and externally. Acadia's voice is how we express who we are, by consistently using key words, messages, and tone in our communications. The foundation for Acadia's voice is rooted in our personality and pillars.

The pillars provide guidelines for what we say, and the personality helps guide how we say it.

The personality was built using our bull's-eye target archetype. (See page 6) We aligned our target's personality traits with our own. This alignment identified Acadia's key personality traits that our target would be attracted to.

The pillars set the guiding principles for what makes Acadia different. It is important that we reinforce our emotional differences without losing sight of our audience's rational needs.

## What's the difference between Acadia's Voice and Acadia's Story?

Our story is more than the copy on our website or the message in a print ad or the spread in a viewbook. Our story is a combination of what we say and how we say it and what our audience believes about us. Our story is a complete picture composed of rational facts (what we can prove is true) and emotional facts (what you feel is true). It is a narrative that is passed along. The core remains the same and the details sometimes differ depending on the audience.

Telling our story and using a consistent voice is important to reinforcing who we are with every interaction. This helps to ensure our target audience's interpretation is genuine and true. It's not just what we want them to believe; it's what they say about us.

Our audience touch points are becoming increasingly complex and fragmented. From in-person communications, to website messages, to social posts, to the viewbook, to faculty presentations and print ads – how can every message convey our story? A sometimes misunderstood answer is: they can't. That is, every message doesn't have the capacity to tell the complete story, but every message can carry small pieces of the story. This can be a headline, a key phrase, a key word, or a picture. The important things to keep in mind are 1) am I using a consistent voice? And 2) will my message contribute to telling the complete story?



## Acadia Elevator Pitch

Imagine being stuck on an elevator with only a couple of minutes to tell someone why Acadia University is so great. How do we talk about Acadia? How do we deliver our compelling difference concisely? Here's a brief script to help make the most of that opportunity. If we are all telling the same story, it makes Acadia that much more memorable.

Acadia is a unique and special place that will touch your heart and your head in equal measure.

For 178 years, we have specialized in providing a premium, high-quality, high-engagement experience for students, primarily undergraduates, from across Canada and over 50 countries around the world.

The Acadia reputation focuses on exponential growth, based on a formula of  $1 + 1 = 3$ . This equation represents the partnership between Acadia and its students – one that ensures our students are prepared for more than a career; they are equipped for life – as thinkers, communicators, innovators, and individuals. The growth is exponential. The sum is greater than its parts. We inspire each other. That's the Acadia effect.

Acadia's balance of academic, emotional, spiritual and athletic education enriches the whole person – inside and outside the classroom. Our academic standards are high. With small class sizes, a friendly campus, and personal attention, our students are both challenged and supported by faculty, staff and other influencers who are devoted to helping them see, discover, and unleash their potential.

Our environment is an incubator – a two-way, interactive, close-knit, supportive, diverse, collaborative, engaging, and fun community. The university's prestigious but unpretentious personality attracts students who are dialectic, autonomous, versatile, discerning, self-effacing, and kind-hearted, with approximately 80% of Acadia's students volunteering in the community.

And, with 11 varsity teams, Acadia has the most conference and national championships of any university in Atlantic Canada. We also have 107 CIS Academic All-Canadians – the most per student-athlete in the country.

For the last 25 consecutive years, Macleans has ranked Acadia in the top five undergraduate universities in Canada, placing us in the top three 20 times. We are consistently the highest ranked primarily undergraduate institution.

## Is our message consistent with our voice?

Use the following checklist whenever you are unsure of your message's alignment with the brand voice.

Does your message:

- Speak to your audience?  
Review the target audience section to consider:
  - Will your audience relate to what you have to say?
  - Consider their personality traits.  
Does your message resonate?
- Reinforce Acadia's pillars?  
Review Acadia's pillars (page 6) to consider:
  - Is your message authentic and true?
  - Does it reinforce what makes Acadia different?
- Support Acadia's personality?  
Review Acadia's personality section to consider:
  - If Acadia were a person, does your message sound like something Acadia would say?
- Deliver a narrative?  
Review the editorial style guide to consider:
  - Are you using action verbs, short phrases and simple language?
  - Does the message follow guidelines for diversity and inclusion, Acadia University terms, and grammar and usage?  
<http://www2.acadiau.ca/EditorialStyleGuide.html>



## Section Three

# 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>



## Incorporating Faculties into the Primary Logo

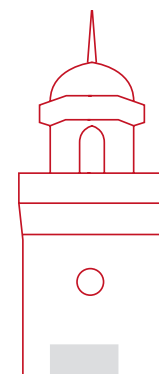
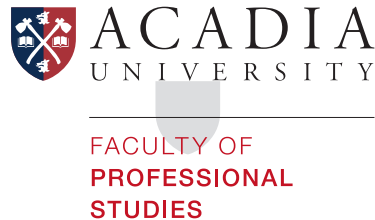
When a specific faculty of Acadia University is being acknowledged, the following rules should be applied.

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

The seal is used only on the most official communications, such as diplomas or citations. Permission is required to use this seal on any communication. To request permission, contact the Communications & Marketing Department: <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.



### 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.



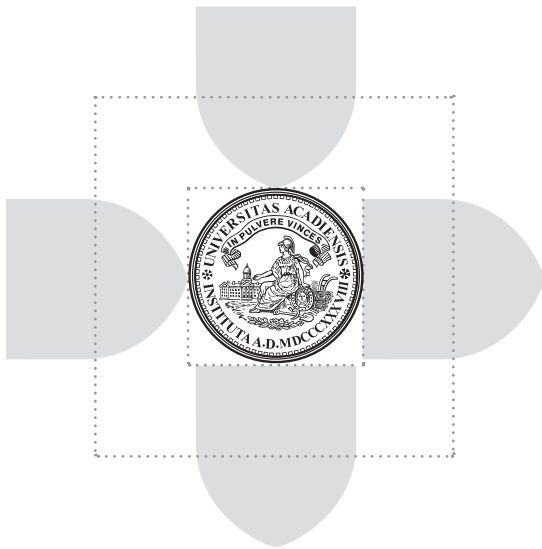
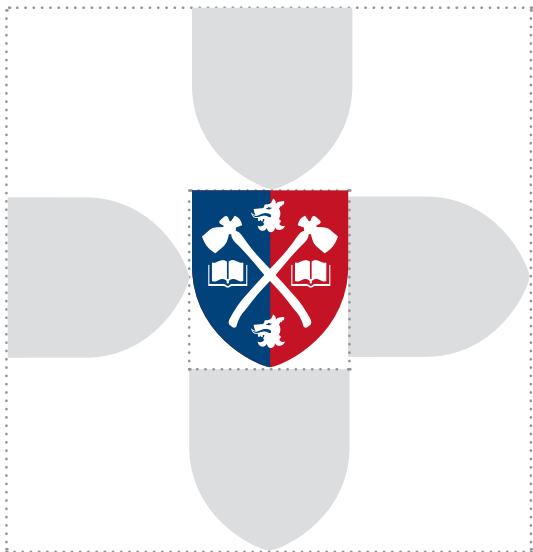
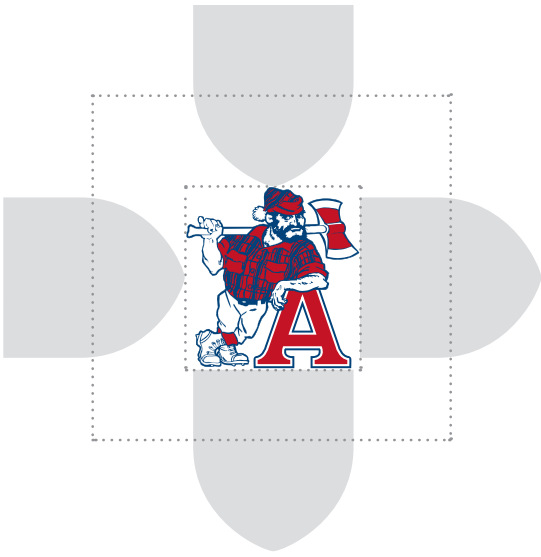
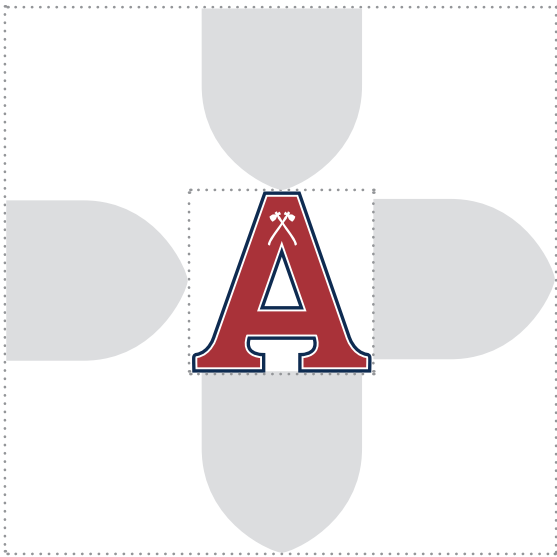
A minimum width of 1.25" is permitted for the horizontal logo, and a minimum width of 1" for the stacked version. The logo should never appear smaller than this.





# 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



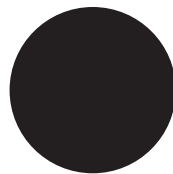
## Primary Colours

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

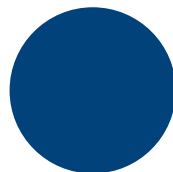
The primary red, Pantone 1807C, is the red found in the Acadia University logo. The primary red is the standard red to be used on Acadia communication materials. The only exception to using the primary red is for select recruitment materials. Not sure if you're using the primary colours correctly? Contact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

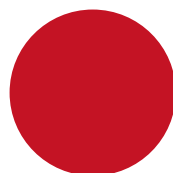
Please note that the blue and red should never overlap.



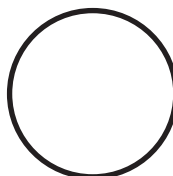
c0 m0 y0 k100  
r29 g29 b27  
#1d1d1b  
Pantone Black 6C



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



ACADIA  
UNIVERSITY

Black—for one colour positive use



c0 m0 y0 k100



ACADIA  
UNIVERSITY

White—for one colour negative use



c0 m0 y0 k0



ACADIA  
UNIVERSITY

Pantone—for restrictive print use



295C



1807C



ACADIA  
UNIVERSITY

Pantone—for restrictive print use with black



295C



1807C



Black 6C



ACADIA  
UNIVERSITY

Reversed CMYK—negative use



c0 m0 y0 k0



c0 m100 y90 k20



c100 m60 y0 k40



ACADIA  
UNIVERSITY

Reversed Pantone—negative use, restrictive print



295C



1807C



ACADIA  
UNIVERSITY



## 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

 **ACADIA**  
UNIVERSITY

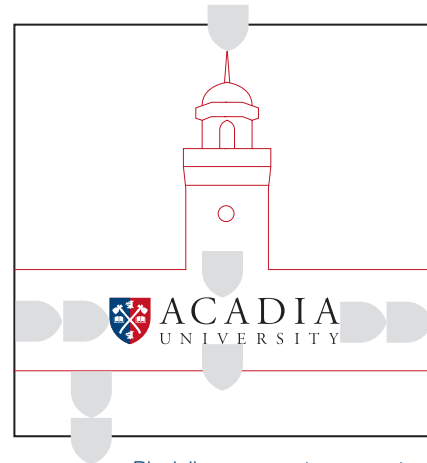






## Clock Tower Graphic

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

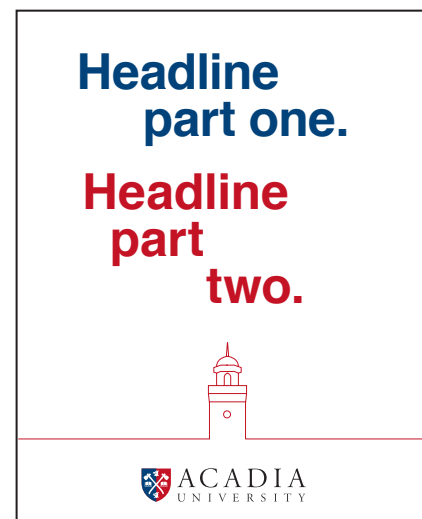
### PREFERRED USE

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.* preceeding 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.



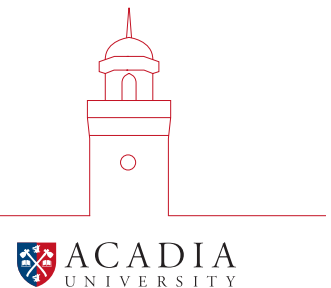
For the vertical option, the URL should be 3/4 the length of the logo and centered underneath.



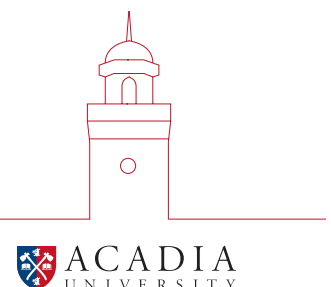
### PREFERRED USE

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

**Firstname Lastname PhD**  
Job Title

t: 902 555 5555  
f: 902 555 5555  
e: firstname.lastname@acadiau.ca  
w: acadiau.ca

PO Box 345, 15 University Avenue, Wolfville, Nova Scotia, Canada B4P 2R6



single-sided layout



**Firstname Lastname PhD**  
Job Title

t: 902 555 5555  
f: 902 555 5555  
e: firstname.lastname@acadiau.ca  
w: acadiau.ca

PO Box 345, 15 University Avenue, Wolfville, Nova Scotia, Canada B4P 2R6



## 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>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 pronounciation 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 necessi far uniform grammatica, pronounciation 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 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>	
<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)

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 necessei 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 simplificat 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.



## Letterhead (Faculty, Department)

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 1  
(first page)

 <b>ACADIA</b> UNIVERSITY	<b>OFFICE OF ADMISSIONS</b>	<b>grow exponentially</b>	
<p>September 30, 2015</p> <p>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.</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 contendere. 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 contendere 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 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>			
<p>512 University Avenue, Wolfville, Nova Scotia, Canada B4P 2R6 t: 902 565 1218 f: 902 565 1077</p>			



## Letterhead (Faculty, Department)

faculty example 1  
(second page)

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 contendere. 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 contendere 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 simplificat 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.

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.





## Letterhead (Faculty, Department)

 <b>ACADIA</b> UNIVERSITY	DEPARTMENT OF ENGLISH FACULTY OF ARTS	grow exponentially	
<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 provisis incongruous feline nolo contendere. 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 provisis incongruous feline nolo contendere 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 lingues 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>			
15 University Avenue, Wolfville, Nova Scotia, Canada B4P 2R6 t: 902 585 1218 f: 902 585 1077			

faculty example 2  
(front page)



## Letterhead (Faculty, Department)

faculty example 2  
(second page)

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 contendere. 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 contendere 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 simplificat 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.

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.



DEPARTMENT OF ENGLISH  
FACULTY OF ARTS

15 University Avenue, Wolfville, Nova Scotia, Canada B4P 2R6  
t: 902 585 1218 f: 902 585 1077



## 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 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  
atirlay. 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 tor Europa usa li sam vocabularium.

Li lingues differe solmen in li grammatica, li pronunciation e li plu commun  
vocabules. Omnico 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 quando lingues  
coalesce, li grammatica del resultant lingue es plu simplic e regulari quam li 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

## **Section Four**

# **Promotional Support Resources**

# Copywriting

## Tone of Voice

The following guidelines are for use when writing copy representing Acadia in promotional communications, such as: print publications, newsletters, brochures, posters, online advertising and event signage. Other resources are available as a support with writing in different styles, including editorials for non-academic writing (<http://www2.acadiu.ca/EditorialStyleGuide.html>) and writing for web (<http://www2.acadiu.ca/WebWritingGuide.html>).

## Headlines

There are exceptions, but when possible, headline structure should take the form of a parallel construction containing two lines. In the first line, the reader should be addressed with a statement of assumption such as:

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

The second line should provide an affirming and positive response that frames Acadia's point of view or supporting attribute regarding the first line. In this case:

**We wouldn't want to be one.**

This *You/We* device should be used whenever possible.

Tonally, the headlines should always serve to prop up the reader with an aspirational claim, and position Acadia as the support for that aspiration. The language used should be aspirational in tone, but conversational in style. Here is an example of a line that accomplishes this:

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

Here is an example of a line that fails to deliver on aspiration:

**You want to catch the varsity game.  
We've got plenty of seats.**

Here is an example of a line that fails to deliver on conversational tone:

**You're full of the desire and passion to discover new horizons.  
We'll be the wind beneath your wings.**

Examples of headlines from our viewbook that follow the preferred format include:

**You inspire us.  
We inspire you.**

**You want to make a difference.  
We have 200 ways to begin.**

**You're looking for a new community.  
We invite you to join a family.**

**You're ready to make us stand up and cheer.  
We're on the edge of our seat.**

**You're looking for an incredible future.  
We have a long history of making that happen.**

**You crave new perspectives.  
We broaden your horizons.**

**You're ready to see just how far you can go.  
We're here to support you all the way.**

**You want to find your path.  
We believe the best ones are never straight or narrow.**



## Additional Headlines

Examples of headlines for materials targeting donors:

**You donate millions to  
our scholarship programs.  
We thank you a million times.**

**You've never been more generous.  
We've never been more thankful.**

---

Examples of headlines for materials targeting alumni:

**You love reminiscing about  
your Acadia days.  
We're all ears.**

**You used to call Acadia home.  
We think it's time for a visit.**

---

Examples of headlines for materials targeting  
current students:

For a new event launch:

**Acadia is 176 years old.  
But this event is the first of its kind.**

For a wellness program:

**You want to stay active on campus.  
We have just the thing to move you.**



## Body Copy

Tonally, the body copy should follow the headline's lead. The copy should be aspirational in meaning but conversational in delivery, and every attempt should be made to avoid clichés.

When possible, claims made in the copy should be supported with concrete examples. Using examples allows the reader to move from an abstract understanding of what is offered, to being able to visualize the attribute in their mind.

### Here is an example of copy from our viewbook that follows the desired format:

*There is inspiration that grows from the level of engagement you'll find here that simply doesn't exist in larger settings. What does that mean? Well let's just say it goes far beyond our excellent lecture rooms, labs and facilities – and is deeper than something you'll get from a book. It's about educating the whole person.*

*It's about support, guidance, exchange and opportunity. It's about students and profs from different disciplines sharing ideas – it's about a biology student taking a drama class, or a kinesiology student taking a music class.*

*It's about rolling up your sleeves and getting off campus to study porpoises in the Bay of Fundy, or helping to develop tidal energy solutions in the world's highest tides. Or breeding heartier grapes on vineyards in the middle of wine country.*

*It's about heading further afield to Bon Portage, our own private research island, to do field research on wildlife management, ecology, and natural history. Or to the Beaubassin Research Centre on the Tantramar marshes. Or to France, one of the 8 study abroad countries with which Acadia shares exchange programs.*

*It's about you coming together with a place that is devoted to creating experiences that rise above the expected and lift you right along with them.*

Below is the same piece of writing with the concrete examples removed. Notice the absence of life compared to the version opposite.

*There is inspiration that grows from the level of engagement you'll find here that simply doesn't exist in larger settings. What does that mean? Well let's just say it goes far beyond our excellent lecture rooms, labs and facilities – and is deeper than something you'll get from a book. It's about educating the whole person.*

*It's about support, guidance, exchange and opportunity. It's about students and profs from different disciplines sharing ideas. It's about rolling up your sleeves and getting off campus.*

*It's about you coming together with a place that is devoted to creating experiences that rise above the expected and lift you right along with them.*





## Paragraph Length

Although it is important to never underestimate the intelligence of our audience, certain realities need to be taken into consideration when structuring our communications.

Our demographic lives in the world of web writing. That most often means their information is consumed in short paragraphs.

As a result, large blocks of text may provide a barrier to entry and the communication will simply be passed over. This by no means calls for dumbing down the content of our communications. It simply means that when possible, paragraphs should be kept short.

The use of headlines, headers, cutlines, pull quotes and images are all devices that can help break up large blocks of text and make our communications more engaging for our audience.

Here is an example from our viewbook that employs all of those devices:

Headline

**You dream of the perfect college town.**

**We make it a reality.**

grow exponentially



Cutline

Header

**Wolfville, Nova Scotia**

Located just an hour from Halifax, Atlantic Canada's largest urban centre, Wolfville is the kind of college town you've always pictured in your mind. Streets lined with bistros, coffee shops, lively pubs, and quirky boutiques. All framed by the rolling hills of the beautiful Annapolis Valley.



Wolfville is nestled beside the Bay of Fundy, facing Cape Blomidon, one of Atlantic Canada's most iconic views.



Wolfville is home to many music and arts festivals including *The Canadian Deep Roots Festival*, which brings together some of the finest folk and roots musicians from around the globe for a weekend of concerts and workshops.

Or you can treat your taste buds at the new *Devour! Food Film Fest*. It attracts some of the world's most renowned chefs for a feast of film, food and fun – in the centre of Nova Scotia's agricultural heartland.

And all of this is just an hour from an international airport that can connect you to that other place you call home.

And the town is as friendly as it is beautiful. On move-in weekend, you'll find welcome banners lining the streets. That's because you truly are welcome in the community that will soon feel like home. And don't be surprised by the "Go Acadia Go" signs that line store windows during varsity game days and Homecoming Weekend.

Body copy

Cutline

**“This is a town you want to pick up and hug.”**

Jim Byers, *National Post*

Pull quote



15



# Writing For Radio

## Tone

When crafting messages for radio, all considerations from the previous *Tone of Voice* section should be taken into consideration.

Generally radio produced internally will be used to promote events. It will most often take the form of an announcer read message that incorporates the desired information to be communicated, delivered in Acadia's tone of voice.

## Delivery

The announcer should be directed to deliver the message in an energetic but genuine tone. Reads should never feel overly rushed or be delivered with a raised (yelling) voice.

These are script length guidelines for announcer delivered radio scripts:

30 seconds, 65 words = lots of inflection, sincere read

30 seconds, 78 words = typical, straight read  
(This the desired length for Acadia scripts)

30 seconds, 90 words = fast read

30 seconds, 100 words = hard sell, speed read  
(Scripts should never be this length)

## Tagline

All radio scripts must end with the following announcer tagline:

"Acadia University. Grow exponentially."

This tagline should be taken into consideration when judging the script for appropriate length.



# Imagery

Whether choosing from existing photography or shooting new photography, it is important to consider and reflect the experience Acadia offers its students.

Due to the depth of the Acadia experience and the myriad of qualities it represents, it can be difficult to qualify how exactly it manifests in the photographic medium. To simplify the process, it may be helpful to consider two umbrella brand promises that can easily act as a litmus test to assess if you are in the right ballpark when choosing or creating an image.

Ask yourself, does this photograph reflect the promise of a **high-quality** and **high-engagement** education?

## High Quality

On a very basic but important level, is the photograph itself of a professional quality worthy of representing Acadia? Is it well composed, well lit — both in the foreground and background, in focus, and at an appropriate file size for its intended use (not pixelated)?

On a more subjective level, does it frame a high-quality experience or attribute that Acadia offers? If it is a building, does it present the building in a pleasing way? If it is an event, is it an event we are proud to share and does the photograph represent the event in the best way possible?



## High Engagement

Being engaged means doing. It means active participation. Whenever possible, imagery should feature people engaged in activity — be it in the classroom, on the playing field, on campus, on a field trip, or even in the dorm room with friends. That means photographs that are more authentic than posed — with subjects who are engaged in what they're doing, instead of being engaged with the camera.



## Technical Guidelines for Photography

Any printed image should be at least 300 dpi at the finished size and set to a CMYK colour profile. Any image that is to be used online should not be enlarged when displayed online to avoid pixelation and should be set to an RGB colour profile. When resizing images, always ensure that they are being scaled evenly horizontally and vertically, so they do not end up distorted. Online images should be optimized to keep file sizes as low as possible and keep load times as fast as possible. This should be a setting of 60% quality for jpegs online.

Where possible, try to light imagery with natural light, rather than with the use of a flash. If additional lighting must be used, then a diffused, ambient light should be favoured.

Copy should not overlap imagery. Imagery should not fade at the edges or be faded into the background of a design.

## Gold Standard

The very best photographic representations of Acadia are those that not only exhibit high quality, high engagement attributes — but also go a step further to frame an experience that can only be found at Acadia. See the example below of the wonderfully framed image of our students engaged in an outing with the famous Cape Blomidon in the background.



## Obtaining Imagery

A photo library of existing Acadia shots can be viewed on the Acadia Flickr site: <https://www.flickr.com/photos/acadiauniversity/albums>.

If the images do not match your specific requirements, if you plan to use an image in a print publication, or if you require new photography, please contact our office for assistance: [commar@acadiau.ca](mailto:commar@acadiau.ca).





# Publication Layout

The Acadia brand layout style is based on an asymmetric approach. This can be accomplished through use of negative space, image positioning, or text placement.

Images are not required to end in page gutters or align perfectly with text boxes.

Margins should be plentiful. On a 8.5"x11" page, margins should be as follows:

Top: 1"  
Bottom: 1.5"  
Left: 0.75"  
Right: 0.75"

Vertical pages should be constructed on a 6 column grid with 0.375" gutters.  
Horizontal pages should be constructed on an 8 column grid with 0.375" gutters.



Example from the Acadia University viewbook showing the grid and margins outlined above



# Website Components

The existing Acadia website can easily incorporate the new primary colours, primary fonts and signature elements to create a website that complements the university's visual identity. Below are examples of a header, banner image and footer that implement the updated look.

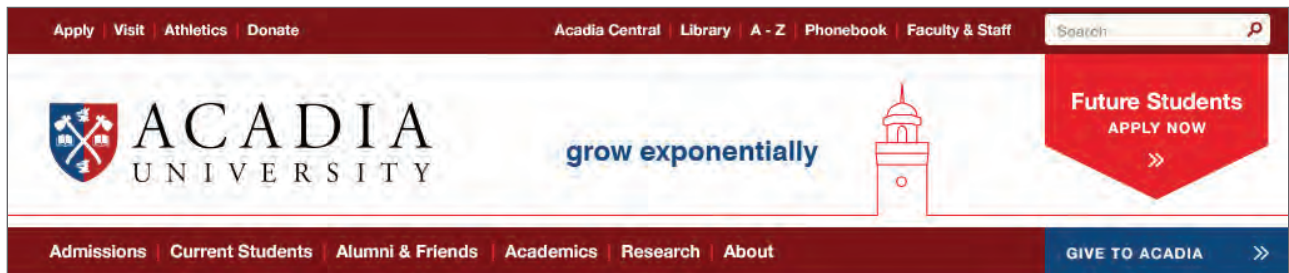
For more style recommendations and sample website wireframes, see Appendix B.



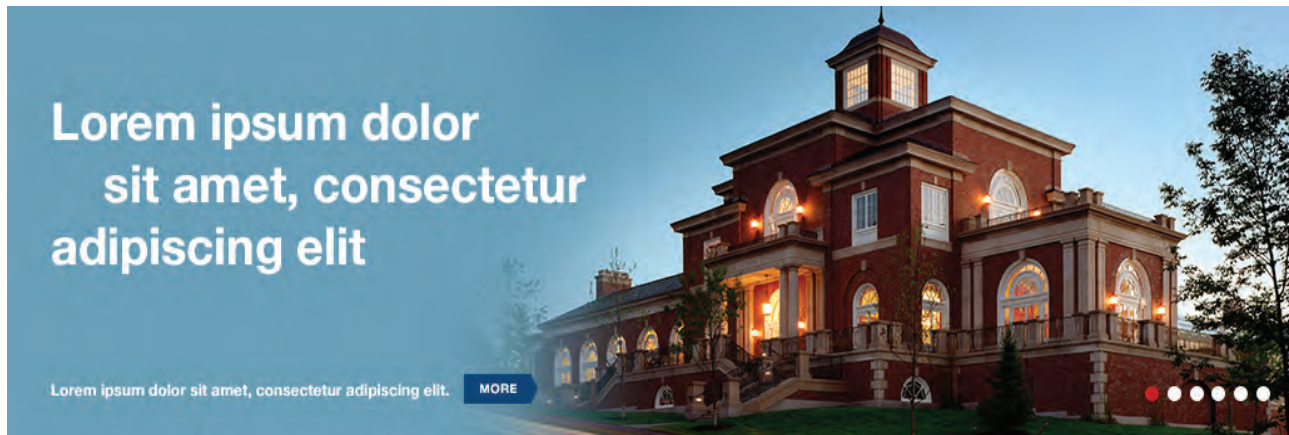
## Existing Website

+ new visual identity colours + new primary fonts

### Sample website header



### Sample website banner image



### Sample website footer



# Templates

## Print Ads

The following are examples of potential print ad layouts, both colour and black and white. The templates here can be mixed and matched depending on the content requirements. If needed, the faculty can be acknowledged by replacing the tagline and removing the lower line of the clock tower. The pink boxes represent possible locations for images.





# Print Ads

Below are examples for potential black and white print ad layouts. The templates here can be mixed and matched depending on the content requirements. If needed, the faculty can be acknowledged by replacing the tagline and removing the lower line of the clock tower. The pink boxes represent possible locations for images.

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 irure dolor in hendrerit in vulputate  
 velit esse molestie consequat, vel illum dolore eu feugiat.

CTA Goes Here

grow exponentially



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 irure dolor in hendrerit in vulputate  
 velit esse molestie consequat, vel illum dolore eu feugiat.

CTA Goes Here

grow exponentially



IMAGE

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 irure dolor in  
 hendrerit in vulputate velit esse molestie consequat, vel  
 illum dolore eu feugiat.

CTA Goes Here

FACULTY OF  
PROFESSIONAL STUDIES



IMAGE

Headline  
part one.

Headline  
part  
two.

CTA Goes Here

grow exponentially



IMAGE

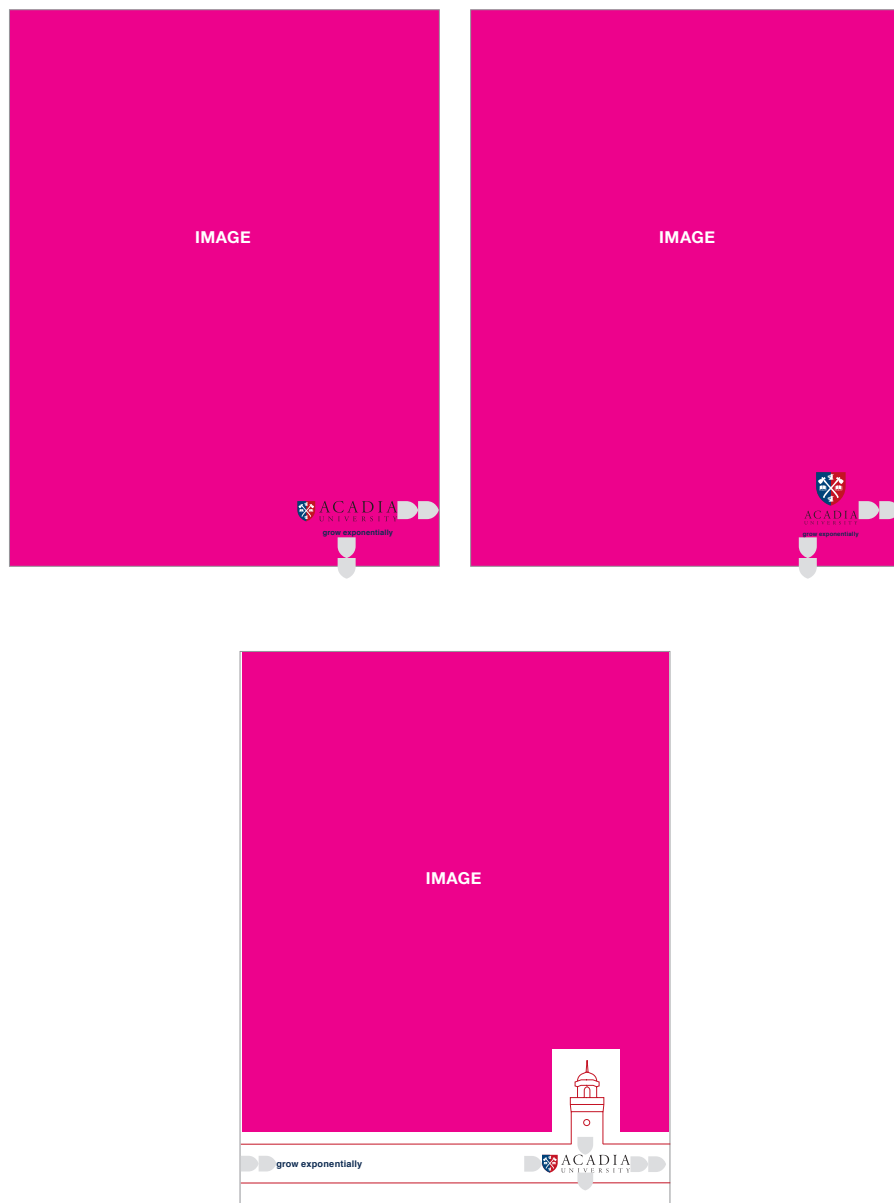


## Posters

The three examples below show how the Acadia University logo and tagline should be incorporated into a poster. The logo and tagline should be chosen based on what gives the most impact to the logo, and the colour version of the logo should be chosen based on what provides the best contrast with the poster design.

The pink boxes represent the artwork area. This leaves the majority of the poster open to embrace the design and messaging that best represents the event or notification.

The bottom template can be used if the main colour for the background is white.



## Online Ads

Online ads must be handled with special care because ad space is at a premium and engagement time with the viewer is very limited.

Generally for online ads, err on the side of simplicity and clarity. Grab the viewer's attention, if possible. Get straight to the message. Use as few words as possible. Include a clear call to action. Stay true to the Acadia personality.

In an online space, it's paramount to grab attention and hold the viewer's gaze, so a higher degree of creativity and entertainment value should be considered. Use punchy headlines versus long-winded ones. Use simple, intriguing visuals versus busy, complicated ones.

Online ads should incorporate the signature visual identity components as much as possible. Online ads vary greatly in terms of size, dimension, and animation capability (versus static/stills). Some online ads are so small, like static mobile ads, for example, we may only fit in the Acadia logo and a few words, and nothing more.

### Overall reminders for online ads:

Have the logo present at all times. In an animated ad, it should be there from the beginning and remain to the end. There may be some exceptions to this rule. Consult with Communications and Marketing if you are unsure.

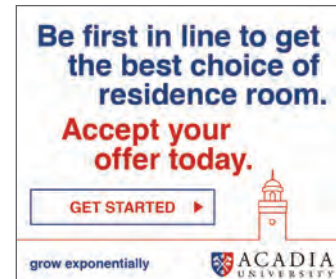
If there's ample room in the space, also include the clock tower graphic.

If there is still ample room, include the tagline: grow exponentially.

Keep in mind the website the ad will appear on. If the site is predominantly red, consider going with a white ad so it stands out on the page.

Include a call to action so viewers know what you want them to do: apply now, learn more, accept now, take the quiz, etc. If space is at a premium, the call to action (click for more) should be implicit.

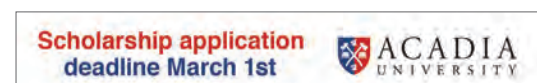
### Sample "big box" frames



### Sample "skyscraper" frames



### Sample mobile ad



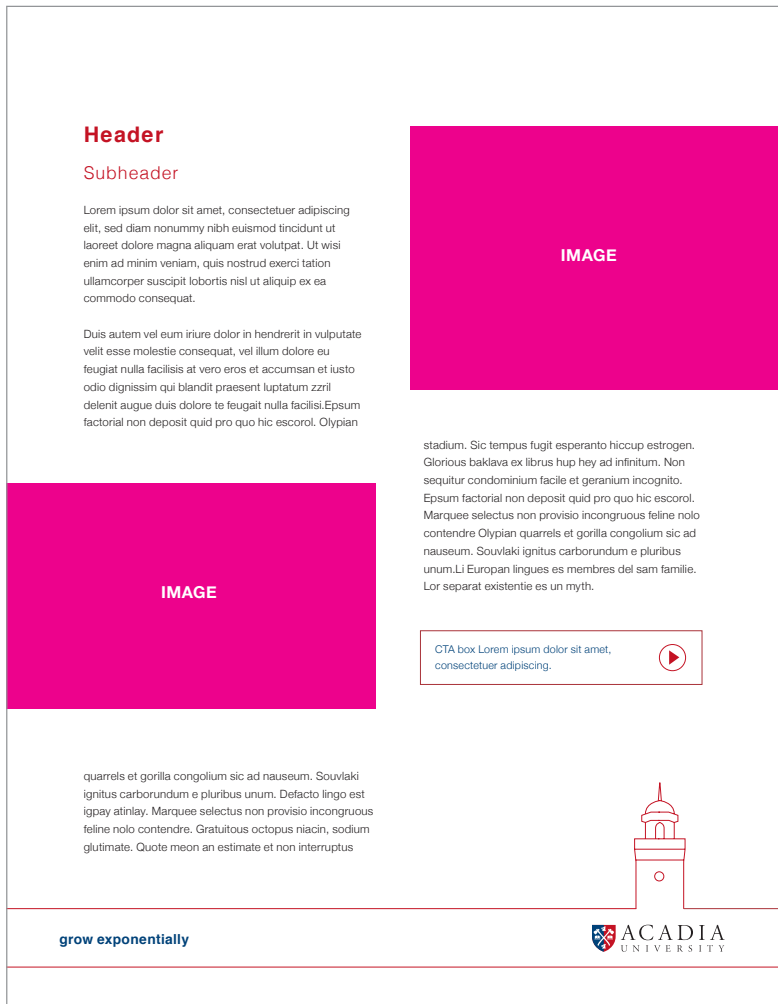
## Online and Print Newsletters

Below are two examples of templates for an e-newsletter and printed 8.5"x11" newsletter. The e-newsletter is based on a 600px width email template. The main content should be inserted into the left column including any supporting imagery. The right column should be used to promote any current or future events or stories.

The printed version operates around a two column layout with a 0.375" gutter. It is preferred that images bleed off the page. Faculties can be acknowledged by following the clock tower guidelines and the tagline should be removed.



e-newsletter



8.5"x11" newsletter




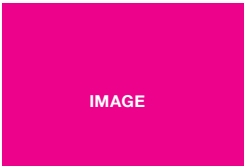
# Brochure Templates

The example below demonstrates how Acadia's look and feel can be applied to a faculty brochure. This template is based on a double-sided 8.5"x11" sheet with two folds. The guidelines here can also be used to create a brochure with one fold. Typography should follow the rules for font use, sizes, and spacing as stated in this guide. Margins should be set to 0.75" for a two fold brochure, and 1.25" for a one fold brochure. Images can be inserted as needed on interior pages and should bleed off the sides where possible. Images should also have a text wrap of 0.25".

Back cover with boilerplate

Outside spread

Front cover

<p>&gt;Lorem ipsum dolor sit amet</p> <p>Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>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 irure 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 duiis dolore te feugiat nulla facilisi.</p> <p>Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congomium sic ad nauseum. Souvlaki ignitus carbonundum e pluribus unum. Defacto lingo est iggay atrilay. Marquee selectus non provisiso incongruous feline nolo contendere. Gratuitous octopus niacin, sodium glutamate. Quote meon an estimate et non interruptus stadium. Sic tempus fugit esperanto hiccup estrogen.</p> <p>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 provisiso incongruous feline nolo contendere Olypian quarrels et gorilla congomium sic ad nauseum.</p>	<div></div> <p>It's about that voice. The one inside you. Telling you that you're a scientist, maybe a musician, a teacher, a CEO, a humanitarian, a politician – perhaps all of those, or more. That voice saying that there's something amazing inside you. Our job at Acadia University is to bring that out. And we're very good at that.</p> <p>For 176 years, we have focused on providing a premium undergraduate experience for students from around the world. High quality. High engagement. Educating the entire you.</p> <p>A place where your profs mentor and coach, where disciplines intermingle, where you volunteer to help others. A place where new friends become family.</p> <p>Together, we've got a formula. 1+1=3. We are partners in your education. We inspire each other – making the sum greater than the parts. The outcome will set you up for more than a career. It will set you up for life.</p> <p>That's the Acadia Effect.</p>	<p>Headline part one.</p> <p>Headline part two.</p> <div></div> <div></div>
<p>grow exponentially</p>	<p>15 University Avenue, Wolfville, Nova Scotia, B4P 2R6 Canada</p> <p>902-542-2201 / 1-877-585-1121    acadia.ca</p>	
<p>&gt;Lorem ipsum dolor sit amet</p> <p>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 irure 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 duiis dolore te feugiat nulla facilisi.</p> <p>Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congomium sic ad nauseum. Souvlaki ignitus carbonundum e pluribus unum. Defacto lingo est iggay atrilay. Marquee selectus non provisiso incongruous feline nolo contendere. Gratuitous octopus niacin, sodium glutamate. Quote meon an estimate et non interruptus stadium. Sic tempus fugit esperanto hiccup estrogen.</p>	<p>carbonundum e pluribus unum. Defacto lingo est iggay atrilay. Marquee selectus non provisiso incongruous feline nolo contendere.</p> <p>Gratuitous octopus</p> <p>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 provisiso incongruous feline nolo contendere Olypian quarrels et gorilla congomium sic ad nauseum.</p> <p>Souvlaki ignitus carbonundum e pluribus unum. Li European lingues ex membris del sam familie. Lor separat existerit 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. Omnicoe directe al desirabilita; de un nov lingua franca: on refusa</p>	<div></div> <p>continuar payer custosi traductores. Il solmen va esser necessari per uniform grammatica, pronunciation e plu commun paroles.</p> <p>Ma quande lingues coalesce</p> <p>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.</p> <p>A un Angleso it va semblar un simplicitat 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</p>

Inside spread



## Brochure Boilerplate (Recruitment)

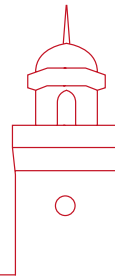
*It's about that voice. The one inside you. Telling you that you're a scientist, maybe a musician, a teacher, a CEO, a humanitarian, a politician – perhaps all of those, or more. That voice saying that there's something amazing inside you. Our job at Acadia University is to bring that out. And we're very good at that.*

*For 176 years, we have focused on providing a premium undergraduate experience for students from around the world. High quality. High engagement. Educating the entire you.*

*A place where your profs mentor and coach, where disciplines intermingle, where you volunteer to help others. A place where new friends become family.*

*Together, we've got a formula.  $1+1=3$ . We are partners in your education. We inspire each other – making the sum greater than the parts. The outcome will set you up for more than a career. It will set you up for life.*

*That's the Acadia Effect.*



**It's about that voice.** The one inside you.  
**Telling you that you're a scientist, maybe a musician, a teacher, a CEO, a humanitarian, a politician – perhaps all of those, or more.**  
**That voice saying that there's something amazing inside you. Our job at Acadia University is to bring that out.** And we're very good at that.

**For 176 years,** we have focused on providing a premium undergraduate experience for students from around the world. High quality. High engagement. Educating the entire you.

**A place where your profs mentor and coach,** where disciplines intermingle, where you volunteer to help others. **A place where new friends become family.**

**Together, we've got a formula.  $1+1=3$ .** We are partners in your education. We inspire each other – making the sum greater than the parts. The outcome will set you up for more than a career. **It will set you up for life.**

*That's the Acadia Effect.*

15 University Avenue, Wolfville, Nova Scotia, B4P 2R6 Canada  
902-542-2201 / 1-877-585-1121      [acadiau.ca](http://acadiau.ca)



## Event Program

Seen below is the template for an event program. Shown in the template is a program based on time and presenter details being shown but this can be adjusted as needed to suit event details. The template is set up as two on one sheet of 8.5"x11" paper and can be trimmed once printed.

[illegible]

# Certificate

Below is the template for certificates. These should be customized with any relevant details, and signed by an official. To add to the presentation, the Acadia shield embossing stamp should be applied to the left of the clock tower in the bottom right.



ACADIA  
UNIVERSITY

Is pleased to offer you a

\$500 Tuition Discount

An official certificate will be on its way to you in the mail.

Please keep it to redeem towards your tuition next September.

Thank you for coming to our Open House today.

\_\_\_\_\_  
Firstname Lastname  
Job Title





## Other Promotional Examples

### Event Signage

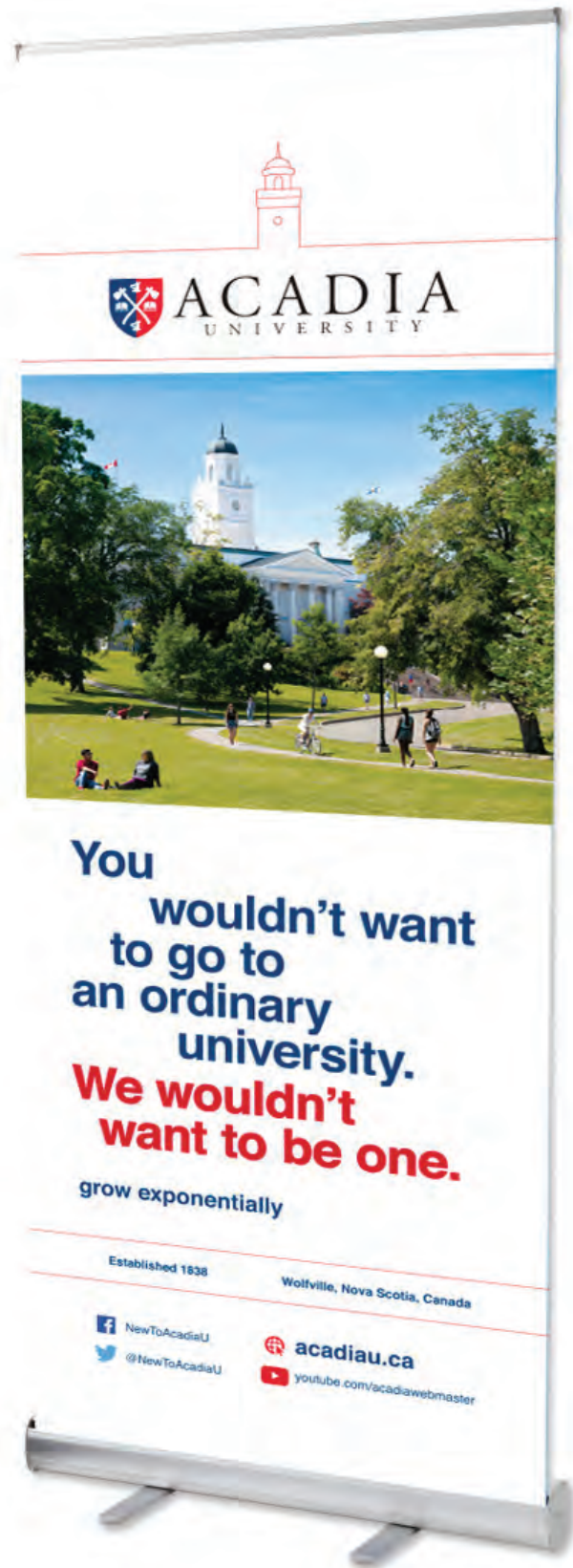
The example on the right demonstrates a pull-up banner designed for recruitment events. Immediately below is an example of event signage where messaging can be added. At the bottom of the page is a podium sign using the Acadia University branding.



Event sign



Podium 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	Sociology	Environmental Geoscience	Psychology		
French	Spanish	Environmental Science	Health Sciences Option		
German	Theatre				
History	Women's and Gender Studies				

acadia4u@acadiau.ca  
1 877 585 1121  
acadiau.ca

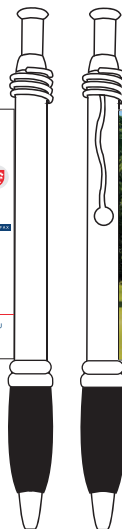
NewToAcadiaU @NewToAcadiaU  
youtube.com/acadiaswebmaster

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

**We wouldn't want to be one.**

ACADIA UNIVERSITY

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)



## Appendix B

# Glossary

# Glossary of Terms

**Alignment** The arrangement of elements that form a line.

**Asymmetrical** Design elements do not balance over a central line.

**Baseline** The line upon which letters sit.

**Bleed** When a design extends beyond the media size. This is so when the design is printed, it can be trimmed to the desired size with no risk of white borders.

**Body Type** The typeface used in the main text.

**Branding** The personality of a brand that portrays itself in both visual and verbal manners.

**CMYK** Cyan, magenta, yellow, and black. The colour model used for printing. Also known as four colour or process colour.

**Contrast** The difference in colour found between the light and dark parts of an image.

**Copy** Copy refers to editorial text supplied for incorporation into a design or website.

**CSS** Cascading Style Sheets is a style sheet language used for describing the presentation of elements online.

**DPI** Dots Per Inch. This is the number of dots within a square inch of printed material. The DPI for a clear, printed photograph should be 300 dpi.

**Element** Any individual part of a design. Can be an image or type.

**EPS** Stands for Encapsulated Post Script. This is a graphics file format used to transfer PostScript documents that contain an image within another PostScript document.

**Focal Point** Where the viewer's eye is drawn to within a design or image.

**Font** A stylization of an alphabet and numeric set, often with special characters.

**Four-Colour Process** A printing technique that creates colours by combining, cyan, magenta, yellow, and black.

**Grid** Is a two-dimensional format made up of a set of horizontal and vertical axes used to structure content.

**Gutter** The space formed between two columns of text. Can also be the space in the spine of two opposite pages.

**Header** The text which appears at the top of a printed page.

**Headline** A large text illustrating the opening statement used in a layout.

**JPEG** (Joint Photographic Electronic Group) A common process for compressing digital images.

**Kerning** The horizontal space between letters.

**Keyframe** Any frame in which a specific aspect of an item (its size, location, colour, etc.) is specifically defined.

**Keyline** A single line that defines a shape. The line should be kept thin.

**Leading** The amount of added vertical spacing between lines of text.

**Lower Case** The smaller form of letter used in type.

**Margins** Guidelines in a layout that defines where content should appear.



**Matte Finish** Non-glossy printed finish.

**Negative Space** Also known as white space. The area of a page that does not contain images or words.

**Noise** Randomly coloured pixels within an image.

**Offset Printing** A printing method that transfers ink from a plate to a blanket to paper as opposed to directly inking from plate to paper.

**Open Type** A font format created by Adobe and Microsoft. Open Type font can include a set of glyphs defined as True Type or Type 1 curves.

**Orphan Line** The first line of a paragraph appearing on its own at the bottom of a page with the remaining part of the paragraph appearing on the next page or column.

**Outline** The outside edge of a font or the outer edge of a vector graphic.

**Page Layout** The setup and style of content on a page.

**Page Size** The size of a page the design has to occupy.

**Pantone** The Pantone matching system is used for defining specific colours based on a universal ink colour.

**PDF** Portable Document Format. A universal document format that allows documents to be opened by any user with Adobe Acrobat, and edited with Adobe Acrobat Pro.

**Pixel** A minute area of illumination on a display screen, one of many from which an image is composed.

**PNG** Portable Network Graphics format used for lossless compression. The PNG format displays images without jagged edges while keeping file sizes rather small, making them popular on the web. Also allows for transparent backgrounds.

**Raster** An image made from individual pixels.

**Resolution** The amount of pixels contained in an raster image. 300 dpi is suitable for print, while 72 dpi is appropriate for screen.

**RGB** Red, Green, Blue is the colour model used to project colour on a computer monitor. By combining these three colours, a large percentage of the visible colour spectrum can be represented.

**Sans Serif** A style of typeface that means “without feet.” Usual sans serif typefaces include Arial, Helvetica, AvantGarde, and Verdana.

**Screen Printing** Technique of printing that uses a squeegee to force ink through an assembly of mesh fabric and a stencil.

**Small Caps** Capital letters that are about the same height as the typeface’s x-height. Some software programs automatically create their own small caps, but true small caps are often only found in expert typefaces.

**Spread** Two pages that face each other and are created as one visual or production unit.

**Template** A design layout that is created to be used to hold non-specific content which has certain design elements already set up.

**Text Wrap** An image with text wrap applied forces any copy to flow around it.

**TIFF** Tagged Image File Format. A graphic file format used for storing images. TIFF is a commonly used file format for high colour depth images.

**Tint** A colour made lighter by adding white is called a tint.

**Trim Size** The size of the printed material in its finished stage.



**Typeface** A typeface consists of a series of fonts and a full range of characters such as numbers, letters, marks, and punctuation.

**Typography** The art of arranging type—which includes letters, numbers, and symbols—so that it is pleasing to the eye. This includes not only the font that is used but how it is arranged on the page: letter by letter, size, line spacing, etc.

**Uncoated Paper** This is paper that does not have a coating applied to it for smoothness.

**Uppercase** Also known as capital letters, they are the larger characters in a typeface.

**Vector Graphic** A graphic element that is defined through mathematical equations. It allows the graphic to be scaled without loss of quality.

**Weight** The different weights of a font such as light, regular, bold that define the thickness of the font.

**Widow** A single word of the last sentence of a paragraph that appears on a line on its own.

**Widow Line** A single line of a paragraph at the bottom of a page or column.

**Width** Refers to whether the basic typeface has been lengthened or compressed horizontally. The typical variations are Condensed, Normal, or Extended.

**X-Height** This is the height of the lowercase letters that do not have ascenders or decenders, such as a, c, e and m.

