GRAPHIC STANDARDS MANUAL

UCC

UPPER CANADA COLLEGE

Introduction

WHY HAVE COMMUNICATIONS STANDARDS?

How Upper Canada College communicates with various audiences — prospective and current students, parents, alumni, other schools, faculty and staff, the general public — should represent its collective mission and vision. By establishing and following visual and editorial communication standards, we can project a unified, cohesive image, while reinforcing UCC's ideals.

Communication standards are meant to help all College departments, programs and vendors apply appropriate identifying elements and language to a wide variety of publications and other materials. The standards cover messages or products representing UCC that are directed at internal or external audiences (for example, newsletters, brochures, invitations, websites, etc.).

WHAT IS A VISUAL IDENTITY?

Organizations all over the world create visual identities for instant recognition; think of the Nike swoosh or the curly script of Coca-Cola. An effective visual identity is subliminal, and it covers everything affiliated with an organization. Logos, typefaces and colours are the building blocks of a visual identity. How these are used to communicate the College's message is equally important; they must be used consistently to create a strong visual awareness of the College. For this reason, a visual identity program is a group effort; everyone must participate to make it work. Behind the scenes, carefully thought-out guidelines are necessary for its success.

IMPORTANT NOTE
The colours shown throughout this document should not be expected to be consistent or accurate when viewed on colour monitors or printed on office printers. For the purpose of colour matching, refer to the current edition of the PANTONE® Colour Formula Guide. Printed copies of this guide are available from Communications.

CONTENTS

The New Crest

CAN YOU SPOT THE DIFFERENCES?

Over the years, the UCC Crest has been a reminder of the College's heritage and its motto, *Palmam Qui Meruit Ferat,* which translates roughly to "let he who earned it bear the palm." A very different version of it was first used in 1833 as an inscription stamped on prize books.

The new Crest retains the look and feel of the one that has been in use since 1931. Though they appear similar, there are important differences: inconsistencies in the art have been corrected and certain details have been simplified to allow for better reproduction at small sizes and on the Internet. Compare the old Crest to the new and note the differences between the two.

Any old versions of the Crest should be replaced with the new vector art. The new art is available on UCC's shared drive, in a new "Graphic Standards" folder (Upper School) or in **Groups/All_Adults/UsefulUCCFiles/ GraphicStandards** (Prep). If you need to use the Crest alone, contact UCC Communications for approval.

Old Crest

New Crest

1. The Palm Leaves
The palm leaves have been redrawn to correct inconsistencies in the line weight.

2. The Crown
Details in the crown have been simplified to allow for clearer reproduction at small sizes. The cross has been made smaller. The overall size of the crown has increased in relation to the other elements in the Crest. The oval at the bottom of the crown has been made smaller and less prominent.

3. The Date
The year of the College's founding has been re-set, and moved slightly lower, away from the crown, allowing for easier reading at smaller sizes.

4. The Banner
Details around the banner have been eliminated. The banner has been redrawn to give the Crest a more circular shape. And the school motto has been re-set to remove inconsistencies in the weight of the type and the letter spacing.

5. Reverse
When the Crest is reversed, it is no longer just a negative version of the positive artwork. Now when the Crest is reversed, the type in the banner remains positive, and the banner remains white.

The Crest in Colour

In very rare circumstances the Crest may be reproduced in full-colour as illustrated here. Typically the coloured Crest would be embroidered on shirts and ties as part of the school uniform. Permission to use the coloured version of the Crest must be received from UCC Communications staff. The coloured Crest must never appear as part of the Signature.

When specifying colour for applications other than print, the colour should match as closely as possible to the Pantone colours indicated below.

Coloured Crest

Coloured Crest (on blue)

Red
Pantone 7427

Gold
Pantone 103 or Gold

Silver
Pantone Cool Grey 7 or
Silver Pantone 8420

Blue
Pantone 294

The Signature

ELEMENTS OF THE SIGNATURE

The Upper Canada College Signature is the basic element of our visual identity. The rendering, colour and position of the Signature must be applied consistently on all forms of communications, including publications, stationery, websites and advertising.

The Signature is made up of the following three elements: the Crest; the Acronym "UCC"; and the Wordmark "Upper Canada College." The Crest (except in very rare circumstances) should be reproduced only as a part of the Signature in combination with the Acronym and Wordmark.

The Signature may not be altered in any way and should always be used in its original proportions and configurations. Electronic files of logos may not be edited or manipulated. No ornamentations or words may be added or deleted. Overall enlargements or reductions are acceptable, but alterations such as narrowing, widening or stretching are not permitted.

Placement of the Signature will vary according to specific design needs, but it should always be legible.

The Acronym "UCC"
We have incorporated "UCC" into the new signature to reflect commonly accepted usage and public identification of the College as "UCC."

The Crest
The Crest and/or its elements should never be used as a decorative device such as a repeating background pattern, or as a screened background over which text is reproduced.

It should never be computer enhanced, for example, in simulated 3-D perspective or with a drop shadow.

The Wordmark
The Wordmark, "Upper Canada College" and the Acronym, "UCC" have been set in a Roman lapidary typeface, Albertus MT that has been specifically altered for this application. It cannot be duplicated or approximated by standard typesetting.

The Signature

SPACING RELATIONSHIPS AND RESTRICTIONS

The Signature must always be reproduced from a high-quality digital file designed for that purpose. It must never be scanned, traced, copied from a website, or drawn freehand.

The Signature should never be "re-built" from its component parts. The single unified Signature file should always be used as it provides the correct spacing relationships for all elements.

Area of Isolation
The Area of Isolation is equal to the distance between the baselines of the Acronym and the Wordmark, and is defined as "X." The buffer zone on the right, left, top and bottom of the Signature is one "X," as shown in the diagram to the right.

Minimum Reproduction Size
To maintain readability, the Signature should never be reproduced smaller than 1.5" wide. Exceptions to this rule include special applications such as golf balls, pens and pencils, and other small promotional items.

The Signature

There are three approved positive applications of the Signature. It is always preferable that the Signature appear in the approved PMS colours.

Alternatively, CMYK applications are also acceptable. When specifying 4-colour printed work (ads or brochures) it may be desirable for cost reasons to use standard process colours rather than a matched spot colour for the Signature.

When the official blue or four-colour printing is not available, the Signature should be reproduced in black only.

When specifying colours for applications other than print, an acceptable match may be obtained by following these specifications when ordering:

Paint: Specify that the paint be mixed to match the PANTONE® colour swatch value.

Internet or PowerPoint: See the RGB & hex values on the colour chart on page 11.

Vinyl for Banners, Signage: Specify the vinyl colour closest to the PANTONE® colour swatch value.

Figure A

Figure B

Figure C

There are three acceptable colour applications of the Signature:

Figure A: Two-colour blue (PMS 294) and grey (PMS Cool Grey 7). Please note that in certain circumstances the grey may be replaced with PMS Silver 8420.

Figure B: One-colour (PMS 294).

Figure C: One-colour black only.

In all cases shown here the only acceptable background colour is white.

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The Signature
GUIDELINES FOR REVERSE APPLICATIONS

In some cases the Signature may have to be reversed out of a dark background. It is preferable to reverse it out of the Upper Canada College blue, but it may also be reversed out of black or grey as specified below.

   When PMS colours are not available, CMYK applications are also acceptable. The solid backgrounds may never be screened back.

   The Signature should never be reversed out of a photograph.

There are three acceptable reverse colour applications of the Signature:

Figure A: Blue (PMS 294).

Figure B: Black.

Figure C: PMS Cool Grey 7 (or in special cases, PMS Silver 8420). **The silver version may NEVER be simulated using a screen of black.**

In all of these cases the background colour may never be screened back.

Figure A

Figure B

Figure C

The Signature

The nameplate is the block of information that includes the Signature, full address, telephone and fax information and website. Whenever possible it should appear in the lower left corner on the back cover of all publications, promotional material and other communications produced by Upper Canada College. There are two acceptable configurations.

Vector art for the Nameplate is available on UCC's shared drive, in a new "Graphic Standards" folder (Upper School) or in **Groups/All_Adults/UsefulUCCFiles/GraphicStandards** (Prep).

200 Lonsdale Road
Toronto, Ontario
Canada M4V 1W6
TEL 416 488 1125
FAX 416 484 8612
www.ucc.on.ca

1X

1X

Figure A

The Address
The street and website addresses are set in ITC Century Book 8.5 pt.

The street number, postal code, phone and fax numbers, are set in 7.75 pt ITC Century Book.

The leading is 10.5 pt.

The address in both cases is positioned at the edge of the Area of Isolation.

1X

1X

200 Lonsdale Road
Toronto, Ontario
Canada M4V 1W6
TEL 416 488 1125
FAX 416 484 8612
www.ucc.on.ca

In **Figure B,** the type aligns with the left side of the "U" in "UCC."

Figure B

Common Misuses

Each element of the College's Signature has been carefully designed to achieve optimum visual effectiveness. They should therefore be applied consistently and uniformly as intended. Consistent application strengthens the overall image of UCC. No alterations are allowed. Shown on these pages are examples of incorrectly applied Signatures.

DO NOT reproduce the Signature from a low-resolution file or a file prepared for the internet.

DO NOT use any other typefaces for the Wordmark or Acronym.

DO NOT reproduce the Signature in any other colours except the approved colours.

DO NOT re-set the Wordmark or Acronym in Albertus.

DO NOT use the old Crest with the new Wordmark.

DO NOT screen back any part of the Signature.

Common Misuses

DO NOT add drop shadows to the Signature.

DO NOT sur-print the Signature on any coloured or distracting background.

DO NOT rearrange the components of the Signature or change their size or space relationships.

DO NOT distort or scale the Signature in any way.

DO NOT replace the Crest with any other UCC logos.

DO NOT replace the Crest with any other outside logos.

The Colour Palette

The UCC identity's colour palette consists of two primary colours and a secondary palette made up of five colours.

The primary colour palette represents the colours that the Signature should always appear in: two-colour PMS 294 and PMS Cool Grey 7;

or one-colour PMS 294. *The primary colours may never be screened back.*

The secondary colour palette is intended to accent the primary colour palette and give creative latitude to communications.

Please note that the four-colour formulas indicated here are the new CMYK equivalents for Pantone colours that more closely reflect the matches attainable using direct-to-plate printing technologies.
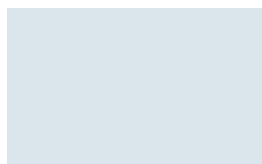
	PANTONE	CMYK	RGB	WEB COLOUR
Primary Colours				
	PMS 294	C**100** M**68** Y**7** K**28**	R**35** G**60** B**106**	Hex **#233C6A**
	PMS Cool Grey 7	C**22** M**15** Y**11** K**32**	R**132** G**134** B**140**	Hex **#84868C**
	PMS Silver 8420			

Note: The silver has no equivalents in CMYK, RGB or web, and is intended for print applications only where a second special colour is available.

	PANTONE	CMYK	RGB	WEB COLOUR
Secondary Colours				
	PMS 7458	C**52** M**3** Y**6** K**7**	R**121** G**174** B**204**	Hex **#79AECC**
	PMS 5783	C**20** M**7** Y**35** K**20**	R**159** G**165** B**135**	Hex **#9FA585**
	PMS 458	C**2** M**7** Y**58** K**7**	R**224** G**206** B**117**	Hex **#E0CE75**
	PMS 723	C**5** M**53** Y**79** K**20**	R**163** G**106** B**61**	Hex **#A36A3D**
	PMS 7541	C**10** M**3** Y**2** K**2**	R**218** G**226** B**235**	Hex **#DAE2EB**

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Typography

There are two official typeface families for Upper Canada College. They are ITC Century, a serif face, and ITC Franklin Gothic Condensed, a sans serif face. These fonts should be used on all pre-printed materials including letterhead, business cards, envelopes, fax sheets and other forms; advertising and other promotional materials; and editorial matter such as *Current Times, Old Times,* annual reports and handbooks.

ITC Century

ITC Century Light **is** the primary body text. The recommended setting is 9.25 pt on 13 pt leading. Where space is an issue, and because of its large x-height, it can be set as small as 8.5 pt on 12 pt leading. The other three weights of Century are meant for use as subheads, captions, display text or where text needs to be highlighted.

ITC Century Light

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWw
XxYyZz1234567890
$%&(.,;:#!?)

ITC Century Light Italic

A quart jar of oil mixed with zinc oxide makes a very bright paint.

ITC Century Book

A quart jar of oil mixed with zinc oxide makes a very bright paint.

ITC Century Book Italic

A quart jar of oil mixed with zinc oxide makes a very bright paint.

ITC Franklin Gothic Condensed

ITC Franklin Gothic Condensed in the four recommended weights should be used in subheads, bylines, captions, display text, decks, listings, or as sidebar text in publications. ITC Franklin Book Condensed may be used as a secondary body text for use in sidebars. It should **not** be used as the main body copy typeface.

ITC Franklin Gothic Book Condensed

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890
$%&(.,;:#!?)

ITC Franklin Gothic Book Condensed Italic

A quart jar of oil mixed with zinc oxide makes a very bright paint.

ITC Franklin Gothic Demi Condensed

A quart jar of oil mixed with zinc oxide makes a very bright paint.

ITC Franklin Gothic Demi Condensed Italic

A quart jar of oil mixed with zinc oxide makes a very bright paint.

ITC Century Light

This is a sample of our recommended text face, ITC Century Light. This version of Century was designed by Tony Stan in 1980 for the type foundry ITC. Century was originally conceived in 1894 by L. B. Benton and T. L. DeVinne for *Century Magazine.* After Bodoni, type designers began to search for new forms of typographic expression.

ITC Century Light 13/21

ITC FRANKLIN GOTHIC DEMI CONDENSED SUBHEAD
Above is a sample of a typical UCC subhead, but this body copy is a sample of our recommended text face, ITC Century Light set at a size of 10 pt on 14 pt leading. ITC Century, designed by Tony Stan, is a modern version of this hardworking typeface originally conceived in 1894 by L. B. Benton and T. L. DeVinne for *Century Magazine.* After Bodoni, type designers began to search far and wide for new forms of typographic expression. Then around 1815 a type style appeared that was characterized by thick slab serifs and thick main strokes with little contrast between the thicks and thins. This style was called Egyptian. The Century family has a large x-height and should be well-leaded. Sometimes referred to as the "Dick and Jane" font, the large letters and simple…

ITC Century Light 10/14

ITC FRANKLIN DEMI CONDENSED SUBHEAD
This is a sample of our recommended text face, ITC Century Light. It has been set at a size of 9.25 pt on 13 pt leading. ITC Century, designed by Tony Stan, is a modern version of this hardworking typeface originally conceived in 1894 by L. B. Benton and T. L. DeVinne for the *Century Magazine.* Because the Century family has a large x-height and should be well leaded. After Bodoni, type designers began to search far and wide for new forms of typographic expression. Around 1815 a type style appeared that was characterized by

thick slab serifs and thick main strokes with little contrast between the thicks and thins. This new style was called Egyptian.

ITC Franklin Demi Condensed Subhead
The subhead is in ITC Franklin Demi Condensed, in title case, rather than "all caps." But the body copy is in ITC Century Light, one of the most legible typefaces. It is sometimes called the "Dick and Jane" font since many children's books have been set in it. After Bodoni, the type designers began to search for new forms of typographic expression.

ITC Century Light 9.25/13

ITC Century Light:
This is a sample of our recommended text face, ITC Century Light. This column is set at a size of 8.5 pt on 12 pt leading, the recommended minimum size. A modern version of this hardworking typeface, designed by Tony Stan for ITC in 1980, Century was originally conceived in 1894 by L. B. Benton and T. L. DeVinne for Century Magazine. It is sometimes…

ITC Century Light 8.5/12

ITC Century Light Italic:
This is a sample of one our recommended caption typefaces, ITC Century Light Italic. This column is set at a size of 8.5 pt on 12 pt leading. Tony Stan designed this modern version of Century in 1980 for ITC. Century was originally conceived in 1894 by L. B. Benton and T. L. DeVinne for Century Magazine. It's simple letterforms make it a very…

ITC Century Light Italic 8.5/12

ITC Franklin Book Condensed:
This is a sample of our recommended sidebar text, ITC Franklin Gothic Book Condensed. This column is set at a size of 8.5 pt on 12 pt leading. Franklin Gothic was designed by Morris Benton in 1904. The condensed version was added in 1911. A famous face since its inception, it has lasted while many others have fallen out of fashion. It is strong and gutsy with no-nonsense slab characters. Thousands of headlines must have been set in Franklin, but only typographers remember the face…

ITC Franklin Gothic
Book Condensed 8.5/12

Typography

If the two official typeface families are not available, ITC Century should be substituted with Times New Roman, and ITC Franklin Gothic Condensed with Arial. Times New Roman and Arial are resident fonts on both Mac and Windows platforms. Arial is the recommended font for body copy on the UCC website.

Times New Roman

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWw
XxYyZz1234567890
$%&(.,;:#!?)

Times New Roman Italic

A quart jar of oil mixed with zinc oxide makes a very bright paint.

Times New Roman Bold

A quart jar of oil mixed with zinc oxide makes a very bright paint.

Times New Roman Bold Italic

A quart jar of oil mixed with zinc oxide makes a very bright paint.

Arial

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXx
YyZz1234567890
$%&(.,;:#!?)

Arial Italic

A quart jar of oil mixed with zinc oxide makes a very bright paint.

Arial Bold

A quart jar of oil mixed with zinc oxide makes a very bright paint.

Arial Bold Italic

A quart jar of oil mixed with zinc oxide makes a very bright paint.

Stationery Program

The Upper Canada College stationery system includes letterhead, second sheet, business cards, mailing labels and envelopes. These items are the most basic application of the College's Signature; they are sent out every day.

Additionally, there is stationery from the Principal's Office and other departments such as the Office of Advancement, the UCC Association, etc. These are detailed on page 18 under Secondary Branding.

Templates
Templates for letterhead, business cards, envelopes and other forms are available on UCC's shared drive in the "Graphic Standards" folder.
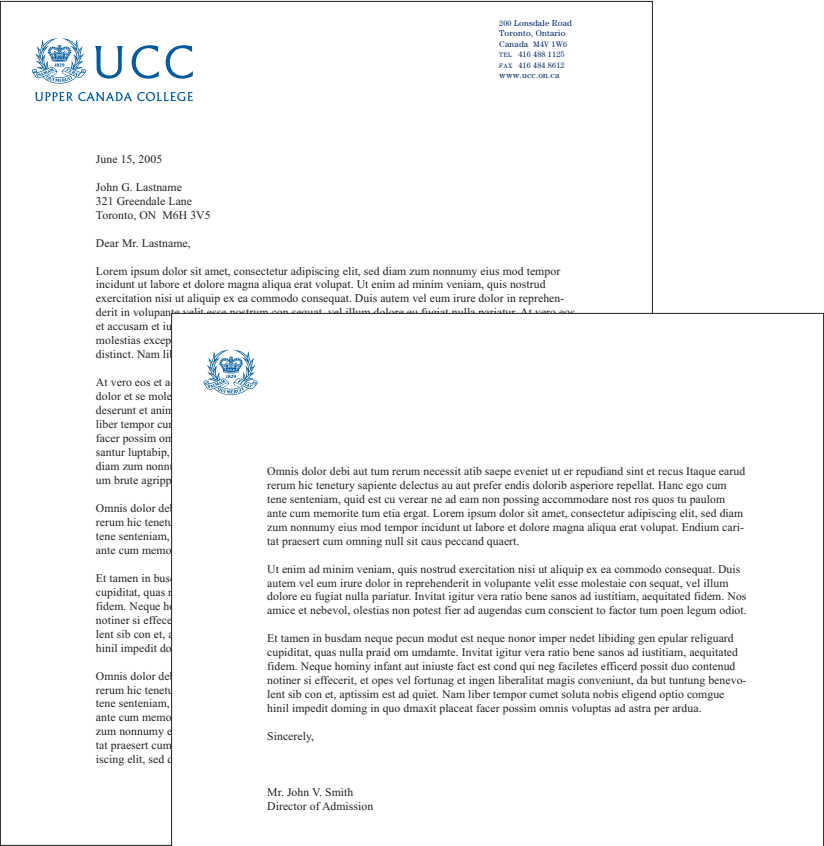
Figure A and B
Letterhead and Second Sheet

Figure C
Envelope

Figure D
Business Card

Figure E
Mailing Labels

Figure A

Figure B

Figure C

Figure D

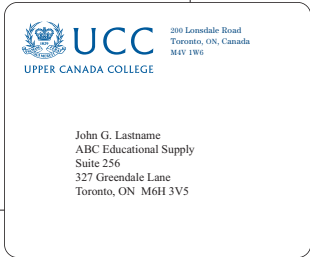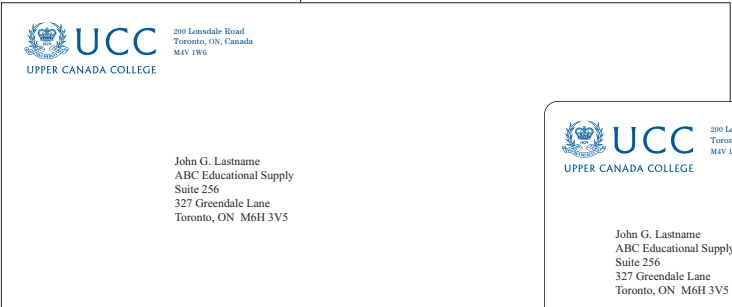**Figure E**

Stationery Program

LETTERHEAD AND CORRESPONDENCE

Stationery items that follow a precise and attractive typing format compliment the writer and the institution behind them. The format should work with and enhance the design of the stationery and the content in the correspondence. All letters and other like communications should be set in 10 pt Times New Roman on a leading of 12 pt as shown in the sample on this page.

Typesetting correspondence

When setting type in a business letter, set the left margin to 1.25 inches and the right margin to one inch. The date should sit two inches from the top of the page. There should be at least 1.25 inches of white space at the bottom of the letter.

The recommended type size is 11 pt Times New Roman on 13 pt leading, set flush left.

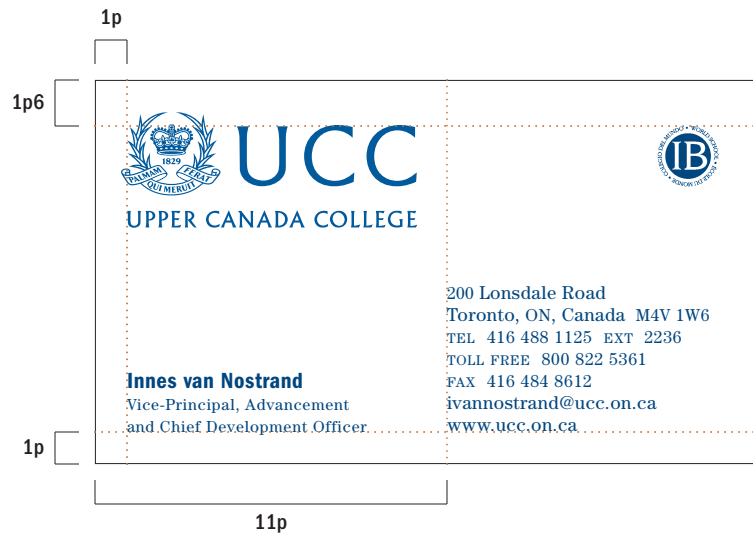There should be a line space between paragraphs. Do not indent the first line of paragraphs.

After writing the body of the letter, type the closing, leave a three line space for the signature, then type your name and title (if applicable), all flush left.

1.25"

1"

2"

1.25"

200 Lonsdale Road
Toronto, Ontario
Canada M4V 1W6
TEL   416 488 1125
FAX   416 484 8612
www.ucc.on.ca

UCC
UPPER CANADA COLLEGE

June 15, 2005

John G. Lastname
321 Greendale Lane
Toronto, ON M6H 3V5

Dear Mr. Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam zum nonnumy eius mod tempor incidunt ut labore et dolore magna aliqua erat volupat. Ut enim ad minim veniam, quis nostrud exercitation nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in volupante velit esse nostrum con sequat, vel illum dolore eu fugiat nulla pariatur. At vero eos et accusam et iusto odiom dignissim qui blandit praesent luptatum delenit aigue duos dolor et se molestias excepteur sint occaecat cupiditat non provident. Et harumd dereud facilis est er expedit distinct. Nam liber tempor cumet soluta nobis eligend optio.

At vero eos et accusam et iusto odiom dignissim qui blandit praesent luptatum delenit aigue duos dolor et se molestias ex cepteur sint occaecat cupiditat non provident, simil sunt it culpa qui officia deserunt et anim id est laborum et dolor fuga. Et harumd dereud facilis est er expedit distinct. Nam liber tempor cumet soluta nobis eligend optio comgue hinil impedit doming in quo dmaxit placeat facer possim omnis voluptas assumen da est ad astra per ardua. Atat ut odia, invid despication adversantur luptabip, sic amicitiao non elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam zum nonnumy eiusmod tempor incidunt ut labore et dolore magna aliqua erat volupat collosseum brute agrippina pariatur.

Omnis dolor debi aut tum rerum necessit atib saepe eveniet ut er repudiand sint et recus Itaque earud rerum hic tenetury sapiente delectus au aut prefer endis dolorib asperiore repellat. Hanc ego cum tene senteniam, quid est cu verear ne ad eam non possing accommodare nost ros quos tu paulom ante cum memorite tum etia ergat lorem ipsum dolor sit amet, consectetur adipiscing elit.

Et tamen in busdam neque pecun modut est neque nonor imper nedet libiding gen epular religuard cupiditat, quas nulla praid om umdamte. Invitat igitur vera ratio bene sanos ad iustitiam, aequitated fidem. Neque hominy infant aut iniuste fact est cond qui neg faciletes efficerd possit duo contenud notiner si effecerit, et opes vel fortunag et ingen liberalitat magis conveniunt, da but tuntung benevolent sib con et, aptissim est ad quiet. Nam liber tempor cumet soluta nobis eligend optio comgue hinil impedit doming in quo dmaxit placeat facer possim omnis voluptas ad astra per ardua.

Sincerely,

Mr. John V. Smith
Director of Admission

Stationery Program

BUSINESS CARDS AND ENVELOPES

Shown here are standard applications of the Signature to cards and envelopes.

1p

1p6

UCC
UPPER CANADA COLLEGE

IB

200 Lonsdale Road
Toronto, ON, Canada M4V 1W6
TEL 416 488 1125 EXT 2236
TOLL FREE 800 822 5361
FAX 416 484 8612
ivannostrand@ucc.on.ca
www.ucc.on.ca

Innes van Nostrand
Vice-Principal, Advancement
and Chief Development Officer

1p

11p

Business Cards
Business Cards are generally printed as one-colour in the UCC blue (PMS 294). In some cases, cards may be printed using the two-colour version of the Signature.
Name: ITC Franklin Demi Condensed 8.5 pt; Trk +5 in Quark.
Title/position: ITC Century Book 6 pt on 8.25 pt leading; Trk +10 in Quark
Address: ITC Century Book 7 pt on 8.25 pt leading; Trk +5 in Quark.
Street numbers, 'ON', postal code, telephone and fax numbers: ITC Century Book 6.5 pt on 8.25 pt leading; Trk +10 in Quark.

Envelopes
When the Signature appears on an envelope it should be printed in the UCC blue (PMS 294). The Signature and address, as shown here, may be applied to any-sized envelope or mailing label. It should not be scaled up or down for different-sized envelopes.

The UCC address is set in 7.75 pt ITC Century Book on 9.5 pt leading.

Note that the street number, 'ON', and postal code are set in 7.5 pt ITC Century Book.

The address is positioned as indicated in the diagram to the right. This setting and positioning applies to all envelopes.

The recipient's address is set in 11 pt Times New Roman on 13 pt leading.

2p   13p

4p3

8p

UCC
UPPER CANADA COLLEGE

200 Lonsdale Road
Toronto, Ontario
Canada M4V 1W6

John G. Lastname
ABC Educational Supply Company
Suite 256
327 Greendale Lane
Toronto, ON M6H 3V5

15p
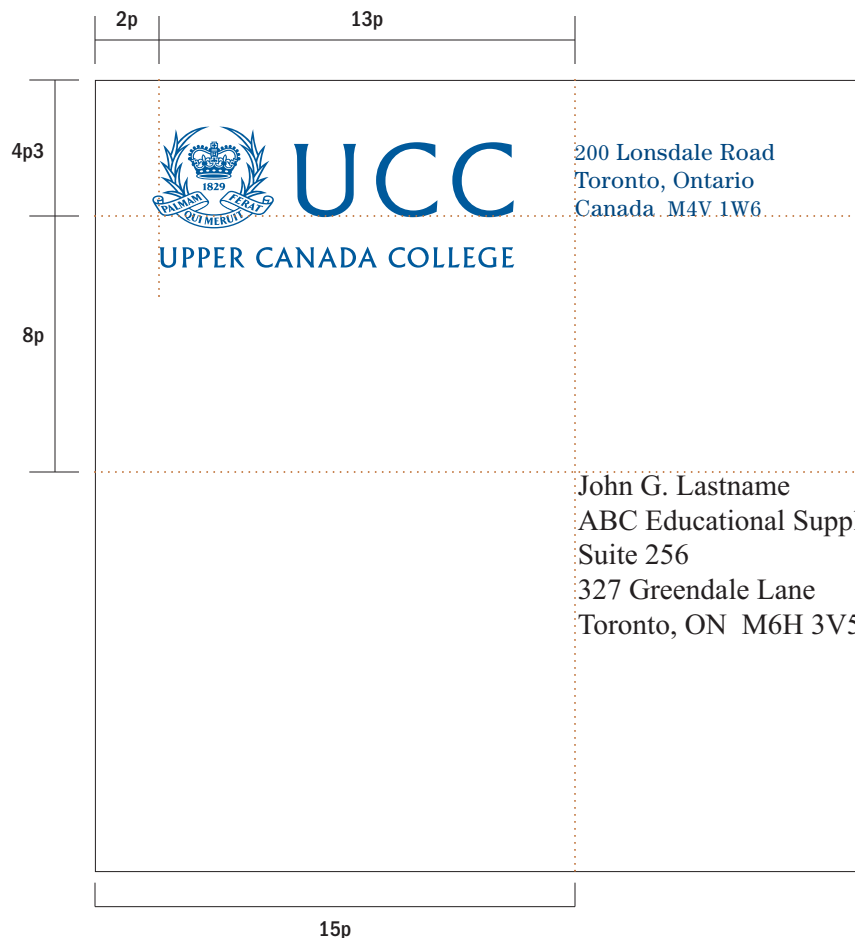
Secondary Branding

There are a number of departments, offices and organizations associated with the College that issue their own letterheads, publications and handbooks. They include the Office of the Principal, Offices of Admission, and Advancement, Annual Fund, Upper School, Preparatory School, Council of 1829, and the Association. These are secondary brands of the College and will now be treated in a uniform manner to reflect the new visual identity standards. Vector artwork for these secondary brands is available on UCC's shared drive, in a new "Graphic Standards" folder.

UCC
UPPER CANADA COLLEGE
OFFICE OF THE PRINCIPAL

UCC
UPPER CANADA COLLEGE
OFFICE OF ADVANCEMENT

UCC
UPPER CANADA COLLEGE
PREPARATORY SCHOOL

UCC
UPPER CANADA COLLEGE
THE ASSOCIATION

200 Lonsdale Road
Toronto, Ontario
Canada M4V 1W6
TEL 416 484 8636 EXT 2200
FAX 416 484 8610
jpower@ucc.on.ca

www.ucc.on.ca

June 15, 2005

John G. Lastname
321 Greendale Lane
Toronto, ON M6H 3V5

Dear Mr. Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam zum nonnumy eius mod tempor incidunt ut labore et dolore magna aliqua erat volupat. Ut enim ad minim veniam, quis nostrud exercitation nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in volupante velit esse nostrum con sequat, vel illum dolore eu fugiat nulla pariatur. At vero eos et accusam et iusto odiom dignissim qui blandit praesent luptatum delenit aigue duos dolor et se molestias excepteur sint occaecat cupiditat non provident. Et harumd dereud facilis est er expedit distinct. Nam liber tempor cumet soluta nobis eligend optio.

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Sincerely,

Dr. James Power
Principal

Associated Branding

DEFINING AN ASSOCIATED BRAND

There are organizations, programs and departments associated with Upper Canada College that have their own graphic identifiers that exist outside the UCC graphic standards. When these "associated brand" identifiers are used, they must appear with the UCC Signature but in such a way so they do not infringe upon or detract from the approved Signature. When new "associated brand" identifiers are required, approval must be received from UCC Communications.

Examples of Associated Brands
Blue Ties
UCC Green School
Council of 1829
UCC Summer Academy

Positioning an associated brand identifier
Associated brand logos are always positioned in the upper left hand corner of letterhead in a space 18p6 wide (3.5 inches) wide by 9p (1.5 inches) deep.

The Upper Canada College Nameplate is positioned in the bottom left hand corner of the letterhead as indicated.

Typesetting correspondence
When setting type in a business letter, set the left margin to 1.25 inches and the right margin to one inch. The date should sit two inches from the top of the page. There should be at least two inches of white space at the bottom of the letter.

The recommended type size is 11 pt Times New Roman on 13 pt leading, set flush left.

There should be a line space between paragraphs. Do not indent the first line of paragraphs.

After writing the body of the letter, type the closing, leave a three line space for the signature, then type your name and title (if applicable), all flush left.

18p6

9p

2"

June 15, 2005

John G. Lastname
321 Greendale Lane
Toronto, ON M6H 3V5

Dear Mr. Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam zum nonnumy eius mod tempor incidunt ut labore et dolore magna aliqua erat volupat. Ut enim ad minim veniam, quis nostrud exercitation nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in volupante velit esse nostrum con sequat, vel illum dolore eu fugiat nulla pariatur. At vero eos et accusam et iusto odiom dignissim qui blandit praesent luptatum delenit aigue duos dolor et se molestias excepteur sint occaecat cupiditat non provident. Et harumd dereud facilis est er expedit distinct. Nam liber tempor cumet soluta nobis eligend optio.

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Sincerely,

Mr. John V. Smith
Chairman, Blue Ties

1.25"

1"

2"

2p6

3p

15p6

Associated Branding

If envelopes are required, associated brand logos
should always appear centred on the envelope flap,
away from the UCC Signature/Nameplate.

Envelopes
Associated brand logos are
centred on the flap of standard
UCC Number 10 envelopes.

200 Lonsdale Road
Toronto, Ontario
Canada M4V 1W6

UPPER CANADA COLLEGE

PowerPoint Presentations

The following is a set of guidelines to refer to when designing PowerPoint presentations. Presentation slides are already prepared as a PowerPoint template available on the shared drives: in the "Graphic Standards" folder (Upper School) or in **Groups/All_Adults/UsefulUCCFiles/GraphicStandards** (Prep). Do not alter, add or remove any of the elements without permission.

When designing a presentation, PowerPoint's built-in animations should be avoided. Use of unapproved WordArt, three-dimensional text, gradations, shadows and clip art is not recommended.
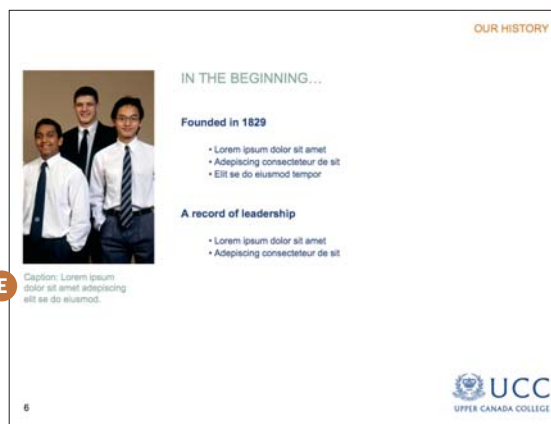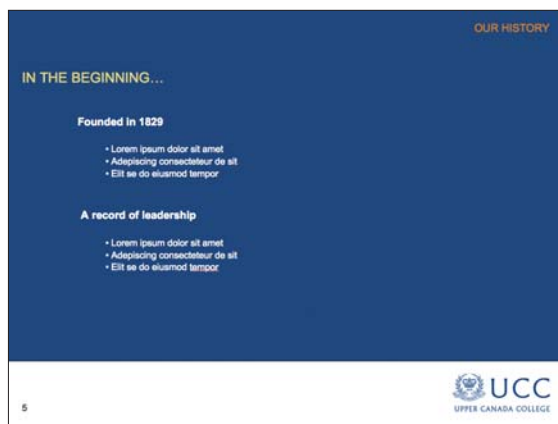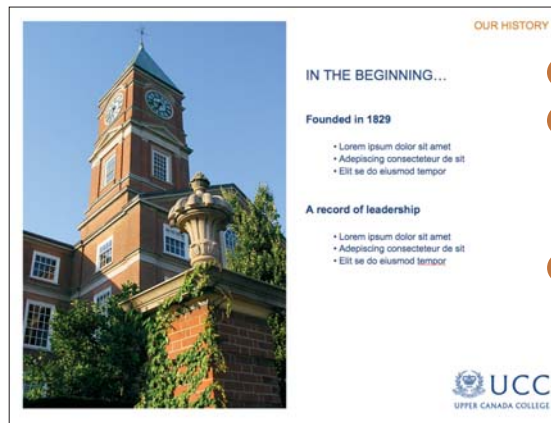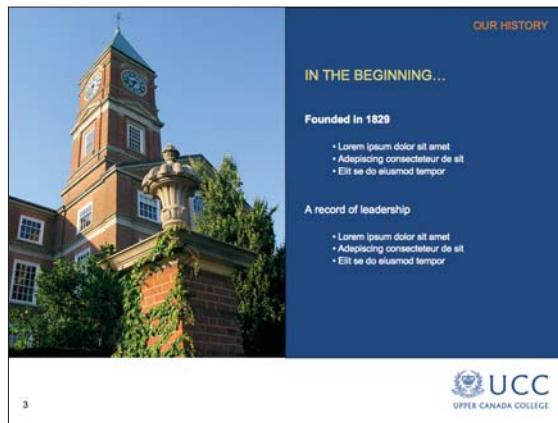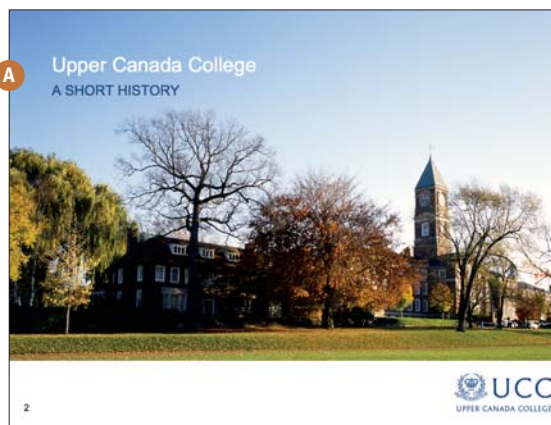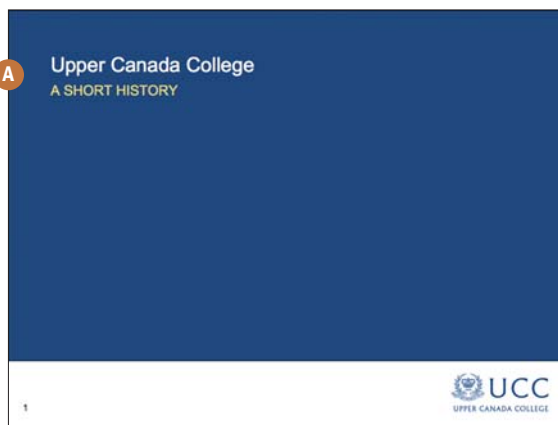
Template
The UCC signature, running heads, and page numbers remain consistent on all template pages.

Cover slide
The cover slide may be text only or include a photo as indicated here.

A Title of Presentation:
Arial 26 pt. white with 18 pt. Arial Caps in a secondary colour.

Secondary Slides
Secondary slides may contain a combination of photos and text, as shown here, or text only.

B Main Head:
18 pt. Arial Caps. May appear in a secondary colour.

C Subhead:
14 pt. Arial Bold.

D Bulleted Information:
12 pt. Arial indented.

E Captions:
12 pt. Arial. May appear in a secondary colour.