



Fanshawe College

Brand Guidelines

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Our Brand Identity

Fanshawe’s brand identity system provides strength to the College and can be represented as an overarching or “master brand” that spans the breadth of all our offerings. It makes it easier for students, employers and other key audiences to recognize and remember us; builds pride and unity in staff; creates support and excitement among alumni and friends; and helps us in our strategic collaborations with partners.

North Star



Introducing NorthStar, the symbol of Fanshawe’s pathfinding commitment. Because of its essential role in navigation over millennia and across many different cultures, the north star is known by many descriptors: Polaris, pole star, lode star, guiding star. Polaris stands almost motionless in the sky, and all the stars of the northern sky appear to rotate around it. That makes an excellent fixed point from which to navigate. Fanshawe’s NorthStar is made up of four letter Fs that come together to represent all points of the compass to create multiple pathways to explore. It’s a powerful metaphor for our role in helping people find their way, whatever their goals.



The Identity System

Logo:
Primary Version

The text component of the logo is now “Fanshawe” (no “College”).
The secondary version of the logo with “College” should only be used when necessary for official or formal communication. “The Fanshawe College of Applied Arts and Technology” remains the legal name of the institution.
There are two configurations for the logo. Each can be used depending on space available and how well it works with the design of the piece it will be used on. Use of the full-colour logo versions on a white background is preferred. Alternate colour versions and a usage guide are shown on pages 19 to 21.



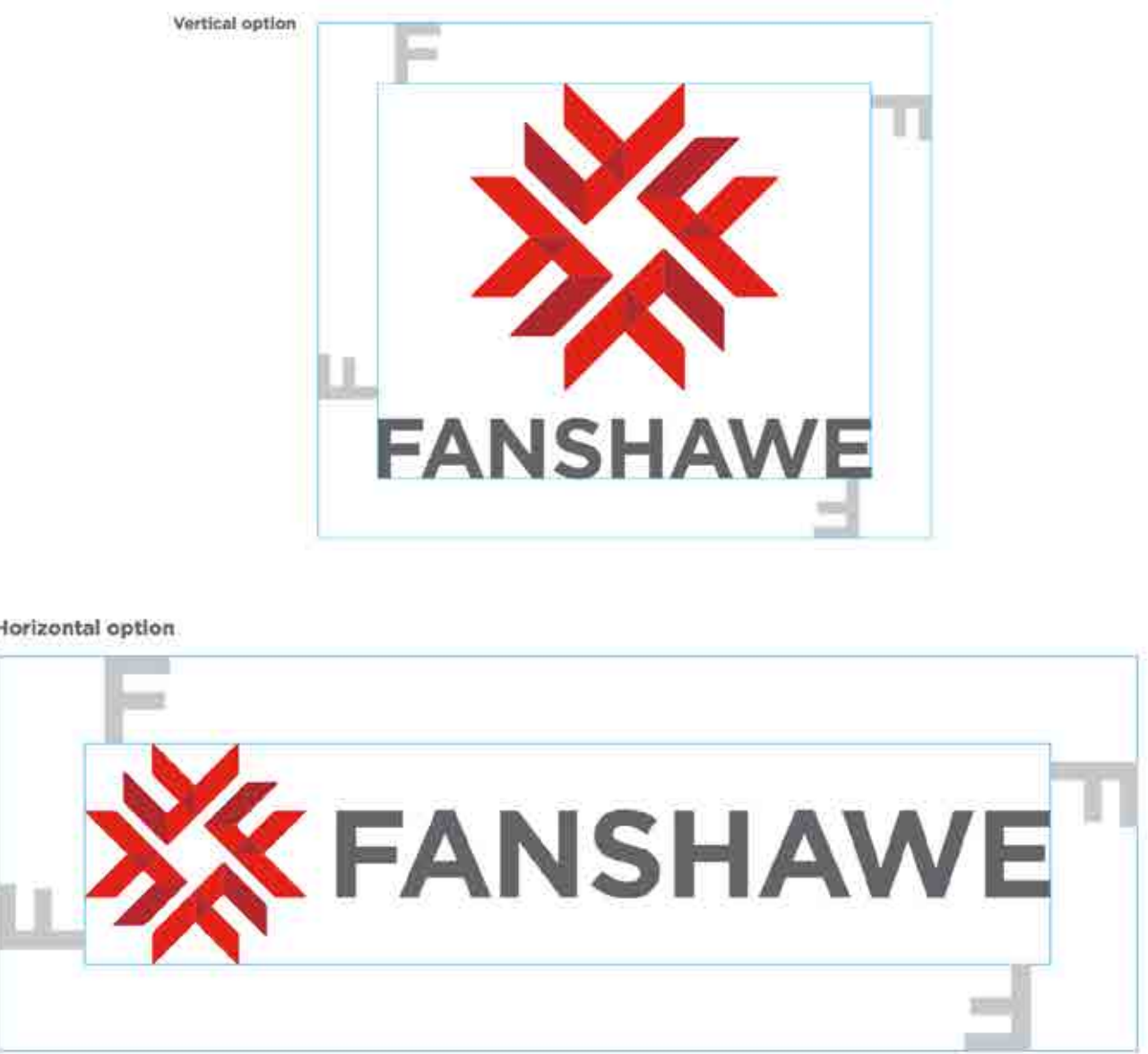
Logo:
Primary Version , Clear
Space

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The capital letter “F” in the word Fanshawe determines how large that space should be.



Logo:
Secondary Version (with
“College”)

The secondary version of the logo with “College” should only be used when deemed appropriate for the audience or official/formal communication. “The Fanshawe College of Applied Arts & Technology” remains the legal name of the institution. There are two configurations for the lock-up. Each can be used depending on space available and how well it works with the design of the piece it will be used on. Use of the full-colour logo versions on a white background is preferred. Alternate colour versions and a usage guide are shown on pages 19 to 21.



Logo:
Minimum Sizes

It is important to ensure clear recognition of our logo in all situations. The specifications on the right show general guidelines for how small the logo should be before it starts to become more difficult to recognize.

Minimum sizes for print



Minimum sizes for web



Logo:
Alternate Colour Versions

A number of alternate colour versions of the logo are available for use in a number of different production scenarios. These are described in the column on the far right.
Logo:



Two-Colour
This option has two options: Pantone 485 (red) and Pantone Cool Gray 10 (grey) or Pantone 485 (red) and 75% black to simulate the grey. Both look virtually the same.











All Red
If only one colour is available, it is preferable to use the all red option.



Two-Tone Red with White
This version contains 100% white text with the two-tone red Northstar.

Logo:
Alternate Greyscale
Versions

A number of alternate greyscale versions of the logo are available for use in a number of different production scenarios These are described in the column on the far right.

		Two-Tone Greyscale This version offers the two-tone of the primary logo in a greyscale format.
		Greyscale This version, 75% black, can be used when a special red or grey isn't available. In these cases, production values may be limited but would allow for a percentage of black to print well and simulate the grey colour.
		Black A 100% black version is shown on the left that should be used when printing in a single colour or when a strong high contrast version of the logo is needed.
		White A 100% white version is shown on the left when the logo has to reverse out of a dark colour or busy (photographic) background. These are also available in Greyscale and RGB formats.

Brand Colours

The primary palette should be used as much as possible in order to promote red as the overarching colour.
Pantone 485 C CMYK 5, 98, 100, 1 RGB 226, 35, 26 Hex #ed202d
Pantone 1805 C CMYK 21, 97, 91, 12 RGB 179, 39, 45 Hex #b3272d
Pantone Cool Gray 10 C CMYK 61, 53, 48, 19 RGB 100, 100, 105 Hex #646469



NorthStar:
Design Element

The Northstar can be used as a design element as long as it is used in conjunction with the Fanshawe logo.

Note: The logo must exist in its entirety on a document or within a video for the Northstar to become a design element. Exceptions to this must be approved by RBM.



Brand Fonts

The primary font is Gotham and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

Alternate font: when Gotham is not available, use Arial.

Note: In special circumstances an accent font may be used at the discretion of the professional in-house design team. External vendors must consult with the in-house team before liberties are taken.

Primary font family: Gotham.
To be used on most communications.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Example: Gotham Book (shown at 24 pt.)



Alternate font: Arial. For internal use and cross-platform applications such as PowerPoint and Word where Gotham isn't universally available.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Example: Arial Regular (shown at 24 pt.)



If you have any questions regarding the style manual or require artwork, please contact your Marketing Officer in Reputation and Brand Management.