

# Coat of Arms Visual Identity Standards

October 2017

# Foreword

These standards provide the Algonquin College Marketing Department and affiliates, as well as external contractors, with technical information and guidance to visually implement the Coat of Arms.

While the Coat of Arms should be used only with the express consent of said department, these standards also serve as a legacy document and help set our community's expectation of use for the most formal element of our visual identity.



# Table of Contents

<b>FOREWORD</b>	<b>2</b>	<b>USAGE</b>	<b>10</b>
		• Dos and Don'ts	11
<b>INTRODUCTION</b>	<b>4</b>	<b>APPLICATION</b>	<b>16</b>
• The History	5		
• The Elements	6		
<b>VARIATIONS</b>	<b>7</b>		
• Variations	8		
• Armorial Bearings	9		

# 1.0

# Introduction



# 1.1 The History

In 2015, Algonquin College applied to the Canadian Heraldic Authority for a grant of a coat of arms, flags and a badge as a legacy project to mark the College's 50th anniversary.

Under the leadership of Ron Degandus McLester, Executive Director and Special Advisor to the President on Aboriginal Initiatives, consultations were held with the College's Aboriginal Education Council and its Mamidosewin Centre, as well as the Kitigan Zibi Anishinabeg and the Algonquins of Pikwàkanagàn First Nation.

The Coat of Arms was carefully designed over a two-year period. The creation process for the emblems was led by Dr. Samy Khalid, Saguenay Herald.

In June 2017, Algonquin College unveiled its Coat of Arms at Spring Convocation, an honour from the Canadian Crown to mark the College's golden jubilee as planned.

In August 2017, the College's Ottawa campus was honoured to host his Excellency, the Right Honourable David Johnston, Governor General of Canada. Johnston was joined by Dr. Claire Boudreau, Chief Herald of Canada, and Dr. Samy Khalid, of the Canadian Heraldic Authority, to present the Letters Patent of the College's new Coat of Arms—which also received its official proclamation from Khalid.



# 1.2

## The Elements

**Arms:** A centre shield bearing a sprig of cedar and three lightning bolts. White cedar, a hardy tree native to northeastern North America, represents the richness of nature, resilience and longevity. The sprig of cedar is in the shape of a maple leaf to reinforce the College's pride in Canada. The bolts symbolize the spark of inspiration, as well as innovation and transformation.

**Crest:** The thunderbird, a mythical creature able to cause thunderstorms and lightning, acknowledges that the College was established on traditional Algonquin land. It represents the College's quest to create and share knowledge. The roots refer to the roots of learning.

**Supporter:** Two wolf supporters symbolizing leadership.

**Motto:** The words "Caring, Learning, Integrity and Respect," the College's core values.



# 2.0

# Variations

# 2.1

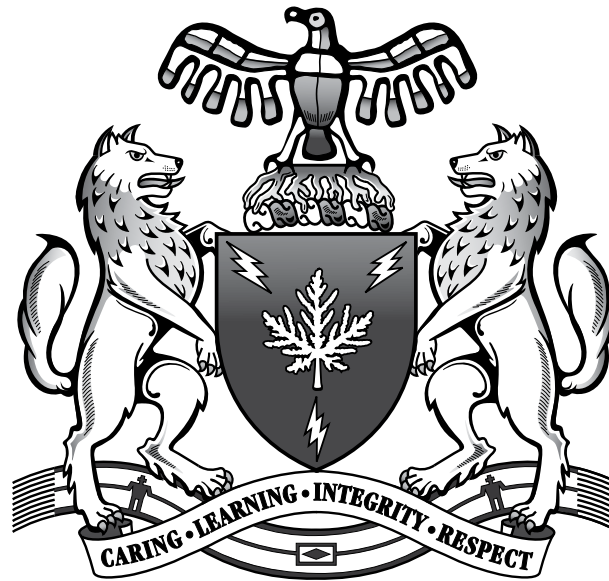
## Variations

Three variations of the Coat of Arms are available for use. For details regarding their use, see the following chapter.



### FULL COLOUR

This is the preferred variation and should be used whenever possible.



### GREYSCALE

For very limited black-and-white use.



### LINWORK

Available in Algonquin Green and its tints, black and white.

## 2.2

# Armorial Bearings

The three categories of armorial bearings include coats of arms, flags and badges. Our flags and badges have no standard application. Proposed applications must be approved by the President's Office through the Marketing Department.



# 3.0 Usage

# 3.1

## Dos and Don'ts

When selecting a variation of the Coat of Arms to use, adhere to the following standards (listed in order of preference).

### ✓ DO...

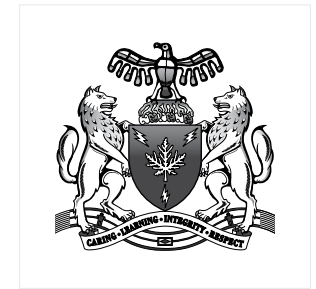
- **1:** use the full-colour version at 100% opacity whenever possible, on white, black or tints of Algonquin Green
- **2:** use the full-colour version as a watermark when subdued presence is necessary. While 15% opacity is a good starting point, the level of transparency is at the artists' discretion as they work to ensure contrast from the given background.
- **3:** use the greyscale version when working within design that requires such application
- **4:** use the linework version at 100% Algonquin Green on 80% Algonquin Green as an ornamental or watermark graphic. In these cases, the CoA can be cropped.
- **5:** use the linework version at 80% Algonquin Green on 100% Algonquin Green as an ornamental or watermark graphic. In these cases, the CoA can be cropped.
- **6:** use the linework version in green when single-colour printing is needed and colour printing is available
- **7:** use the linework version in black when single-colour printing is needed and colour printing is not available
- **8:** use the single-colour version in white as a last resort only when absolutely necessary



1



2



3



4



5



6



7



8

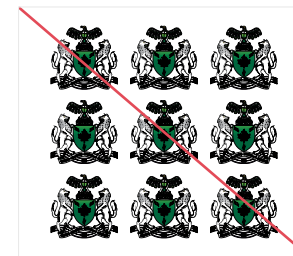
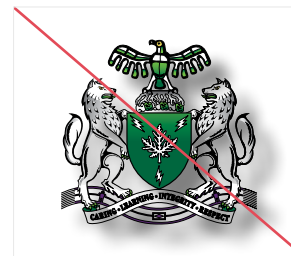
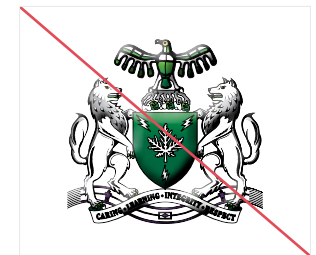
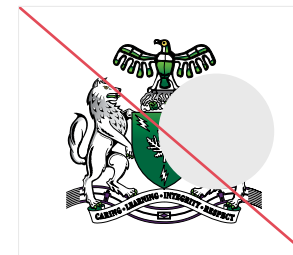
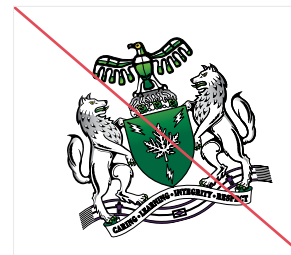
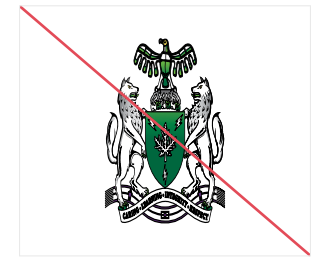
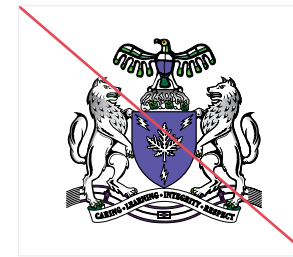


**UNACCEPTABLE USE**

The following standards for use of the wordmark apply to all three variations of the Coat of Arms.

**✗ DO NOT...**

- **1:** create or recreate new or modified versions
- **2:** alter the colours
- **3:** distort the shape or resize disproportionately
- **4:** change the angle of orientation
- **5:** obstruct
- **6-7:** add effects, such as bevel, emboss or drop shadows
- **8:** create a repeated pattern or wallpaper effect
- **9:** overlay over photography





### EXCLUSION ZONE

The Coat of Arms exclusion zone is based on the height of its sprig of cedar to ensure it's not overwhelmed by other elements. Use the following diagram to calculate the minimum amount of space that should surround the logo at all times.



### MINIMUM SPACE

The clear space surrounding the Coat of Arms should be at least the size of the sprig of cedar in the middle of the shield at whatever size it's displayed.

### SIZING

The Coat of Arms holds up fairly well at small sizes. In spite of this, it's never reduced below this minimum size to maintain legibility. Always use caution when scaling it down.



### MINIMUM WIDTH

The Coat of Arms should never appear at less than 1.25 inch in print and 90 pixels on screen.

### COMBINING THE COAT OF ARMS AND THE WORDMARK

The Coat of Arms is a graphic addition to the Algonquin College brand. With the exception of merchandise and internal environmental branding, it should never be used on a design without the presence of the wordmark.

However, **the monogram should never be used alongside the wordmark to create a new logo.**

#### ✓ DO...

- **1-4:** use of the logo as a supporting graphic element in a design where the wordmark is also present
- **3:** use the Coat of Arms and the wordmark on different sides of a single piece
- **4:** use a distinguishable distance between the Coat of Arms and the wordmark when using them in the same design to avoid the impression of their being a single logo

#### ✗ DO NOT...

- **5-6:** lock up the icon with the wordmark in any way, even if meeting minimum space requirements for the individual items



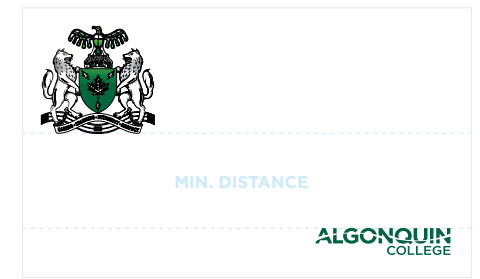
1



2



3



4



5



6

**USE WITH PHOTOGRAPHY**

The Coat of Arms cannot be directly overlaid on photography. If photography is required, layer an appropriately coloured tab between the photograph and the Coat of Arms.

**USE WITH TYPOGRAPHY**

When using the Coat of Arms, as an exception to our general standards, bias towards the use of Freight. Freight is a modern take on classic typefaces that adds an extra layer of sophistication.



Donec id elit  
non mi porta  
gravida at.

# 4.0 Application

# 4.1

## Application

The Coat of Arms has limited application and should be used only with the express consent of the Marketing Department. With that, and as of the date of this publication, the following (or promotion thereof) credential, ceremonial, presidential, and structural instances are the only approved usages of our Coat of Arms.

Common yet unacceptable usages of our Coat of Arms range from digital to edible.

### ✗ DO NOT...

- use in your email signature
- use to adorn baked goods
- use in promotional material unrelated to approved usages

### CREDENTIAL

Diplomas, degrees, certificates and transcripts as issued by the Registrar's Office.

### CEREMONIAL

Collateral supporting convocation and high-level awards including the Annual Alumni of Distinction Awards.

### PRESIDENTIAL

Anything of, or relating to, the President's Office or Board of Governors.

### STRUCTURAL

Carvings, paintings and sculptures of significance, including main entrances and cornerstones, as approved by the President's Office through the Marketing Department on a case-by-case basis.

AC