

# Vehicle Visual Identity Standards

August 2018

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# 1.0

# Introduction

## 1.1

# Introduction

Vehicles provide a compelling opportunity to communicate our visual identity clearly and consistently. With that in mind, there are three types of graphical configurations for Algonquin College vehicles:

1. Standard fleet: a simple design to reflect inclusion in the campus fleet, used for smaller vehicles.
2. Large fleet: a special application for large-format vehicles with maximum display capacity.
3. Promotional wraps: a case-by-case custom application for vehicles with promotional propensity.

Before any Algonquin College-owned or -leased vehicle is placed into service, identity graphics must be applied according to these standards. Any exceptions must be discussed and agreed upon with the Algonquin College Marketing Department.

### QUESTIONS

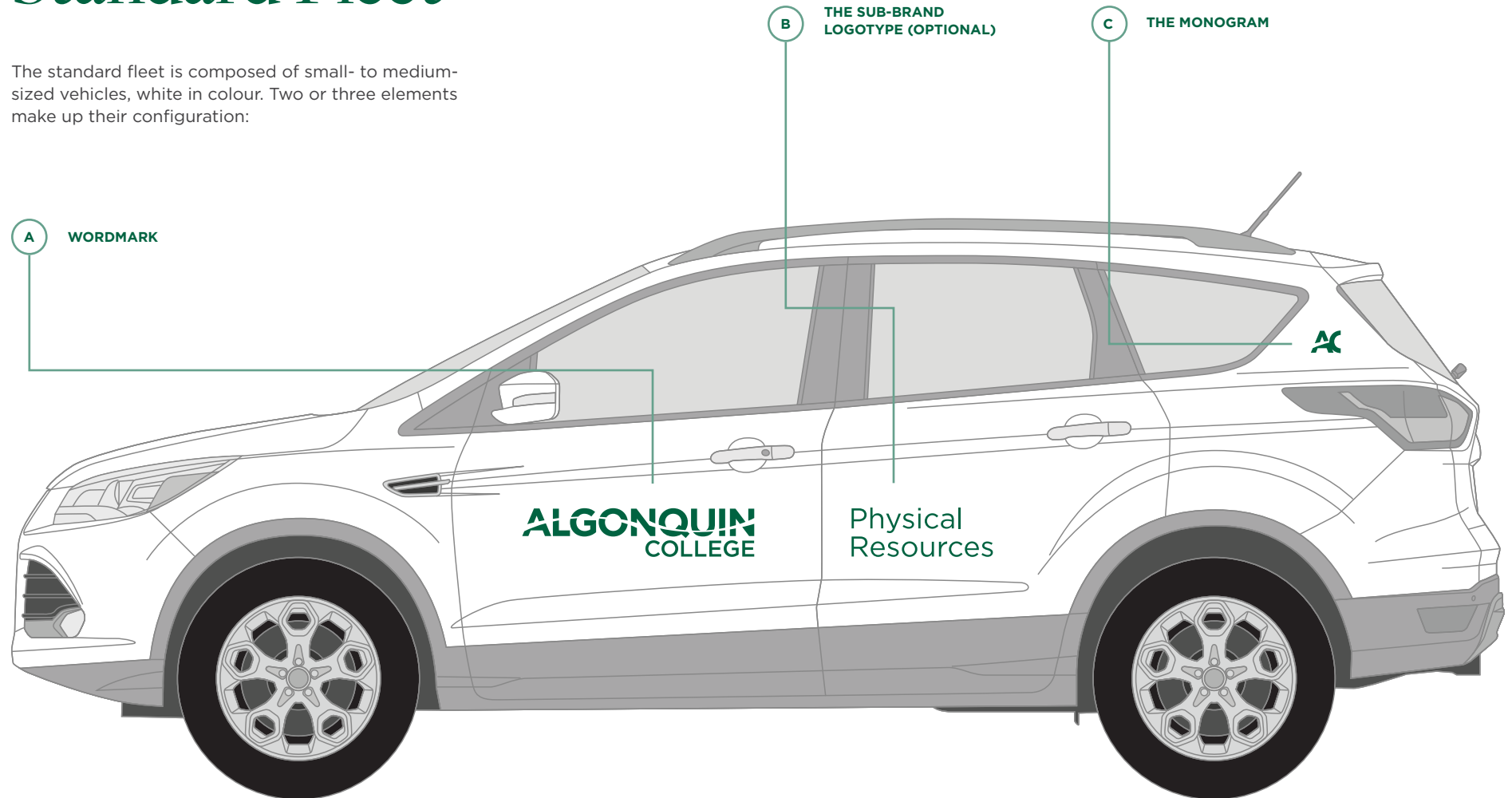
For questions concerning layout, colours, logotypes or to obtain print-ready files, please contact the Marketing Department at: [brand@algonquincollege.com](mailto:brand@algonquincollege.com).

# 1.0 Configurations

## 1.1

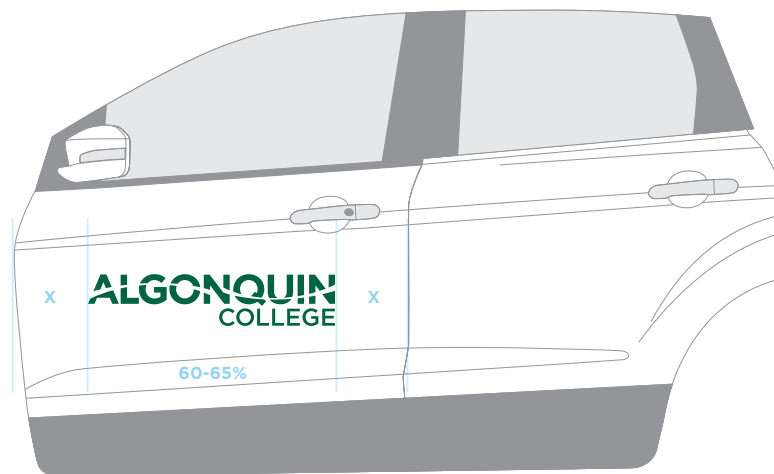
# Standard Fleet

The standard fleet is composed of small- to medium-sized vehicles, white in colour. Two or three elements make up their configuration:



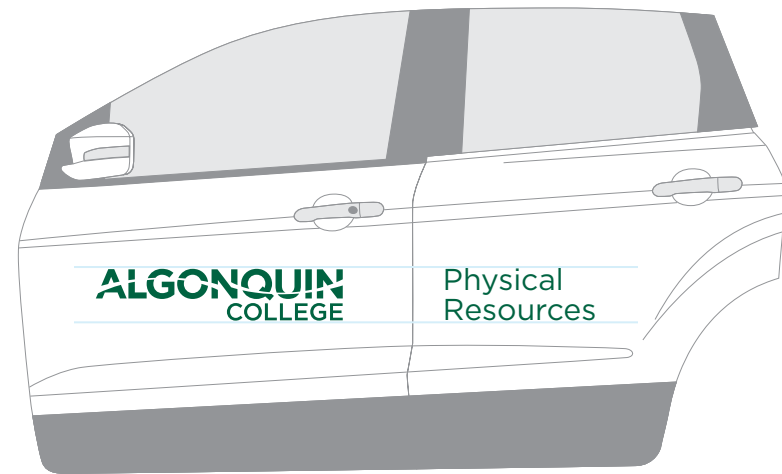
## STANDARD FLEET CONFIGURATION

Logos displayed on all standard-sized College vehicles should conform to the following identity standards. Variations may be permitted on a case-by-case basis as per various vehicle body types.



### A. THE WORDMARK

- Standard fleet vehicles are white, allowing the official College full-colour logo to be used. In cases where this is impossible, a single-colour logo will be provided to suit the vehicle's base colour.
- The wordmark's width should be approximately 60 to 65% of the width of the door.
- The wordmark should be centred from left to right and top to bottom, avoiding trim and uneven surfaces.



### B. THE SUB-BRAND LOGOTYPE (OPTIONAL)

- If unit or department names are required, they should appear in their unlocked version, separate from the wordmark.
- The unit or department name should be positioned on both back doors, aligned vertically with the wordmark.
- The height of the unit or department name should match the height of the wordmark, measuring by the top and bottom of the capital letters (not descenders, like the letter *g*.)
- Single-line units or departments should follow the same rules as two-line iterations, aligned to the bottom of the wordmark.

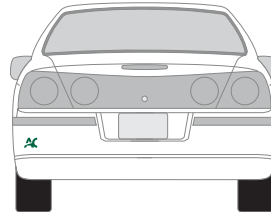
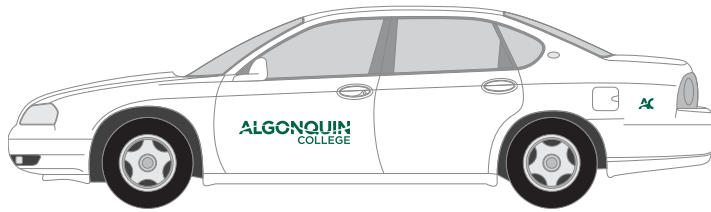


### C. THE MONOGRAM

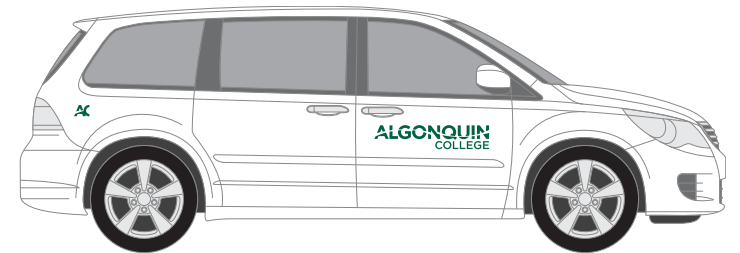
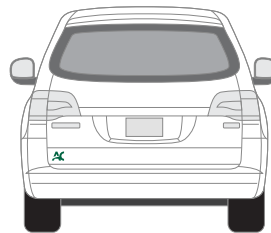
- The monogram should be placed on the back left-hand side of the trunk or trunk bed, and on both side flanks of the back of the vehicle, close to the back windows or trunk, centred horizontally in its area.
- The monogram should be at least 2 inches tall, or approximately 50-60% of the height of the wordmark.
- The monogram is rendered in Algonquin Green.



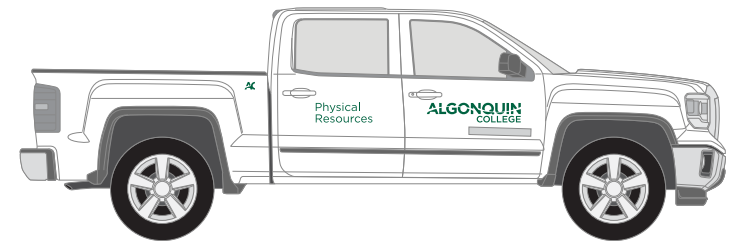
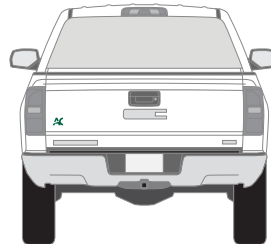
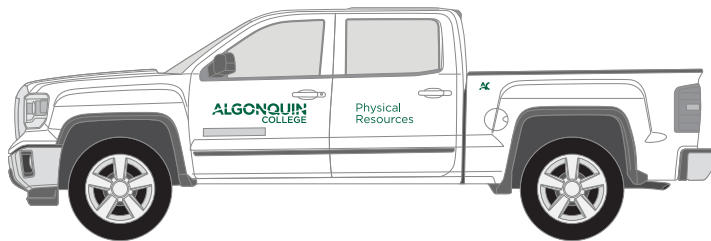
EXAMPLES



CHEVROLET IMPALA



DODGE CARAVAN



GMC SIERRA

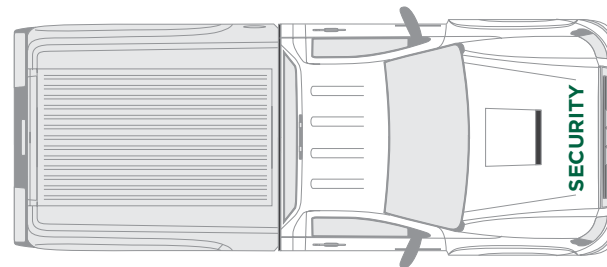


### EXCEPTIONS: CAMPUS SECURITY VEHICLES

Campus Security vehicles must comply with The Ontario Private Security and Investigative Services Act.

Namely, if a vehicle is marked as being used in the provision of security guard services, it must have:

- The word “SECURITY” in upper case letters, prominently displayed in a colour that contrasts with the colour of the vehicle (e.g., green on white, white on green).
  - on both sides of the vehicle, in letters not less than 10 centimetres high; and
  - on both sides of the vehicle, in letters not less than 10 centimetres high; and
- A vehicle must not have the following terms, or any variations of them, displayed anywhere on it:
  - Detective
  - Private detective
  - Police
  - Officer
  - Law enforcement



## 1.2

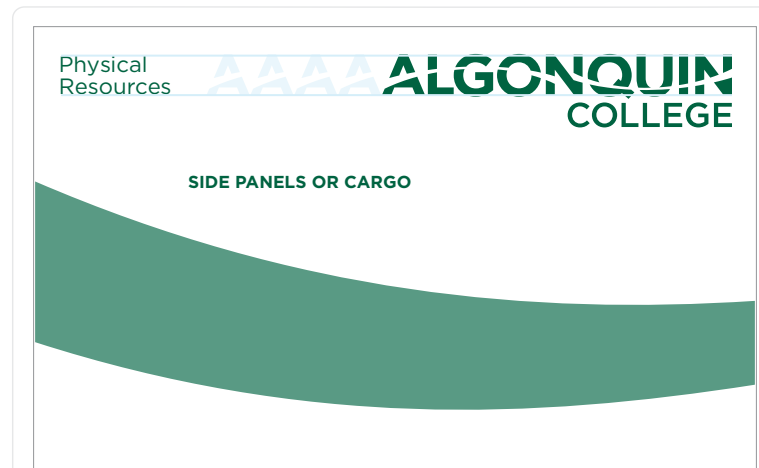
# Large Fleet

The large fleet is composed of vehicles such as box trucks or semis, primarily white in colour. Three or four elements make up their configuration:



## LARGE FLEET CONFIGURATION

Logos displayed on all large-sized College vehicles should conform to the following identity standards. Variations may be permitted on a case-by-case basis as per various vehicle body types.

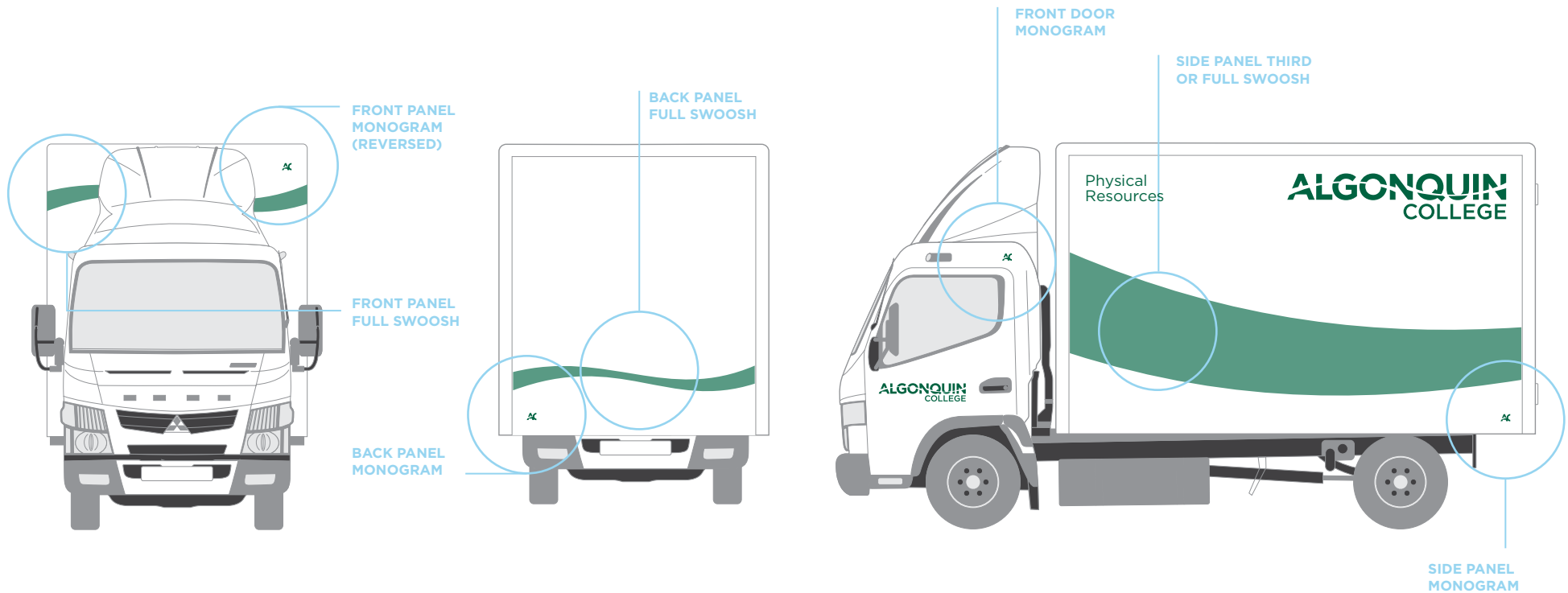


### A. THE WORDMARK

- The wordmark should appear on two areas: both front doors and both sides of the vehicle's side panels or cargo.
- Vehicles should be white, allowing for the use of the wordmark in full Algonquin Green.
- **FRONT:** The wordmark's width should be approximately 60-65% of the width of the front door. It should be centred from left to right and top to bottom, avoiding trim and uneven surfaces.
- **BACK:** The wordmark's width should be approximately 50-60% of the width of the side panel or cargo. The logo should be positioned in the top left corner, avoiding trim and uneven surfaces.

### B. THE SUB-BRAND LOGOTYPE (OPTIONAL)

- If individual unit or department names are required, they should appear in their unlocked version, separate from the wordmark.
- The unit or department name should be positioned on the top left corner of the back panel area.
- The height of the unit or department name should match the height of the word *Algonquin* on the wordmark, measuring by the top and bottom of the capital letters (not descenders, like the letter *g*.)
- The size of both items can be reduced to allow for a space of at least four A's between the wordmark and the unit name.



### C. THE MONOGRAM

- The monogram should be placed a) on the bottom left-hand side of the back of panel door, b) on the top-left surface of both doors, and c) on the top right corner of the front of the vehicle.
- The monogram should be green and at least 2 inches high.

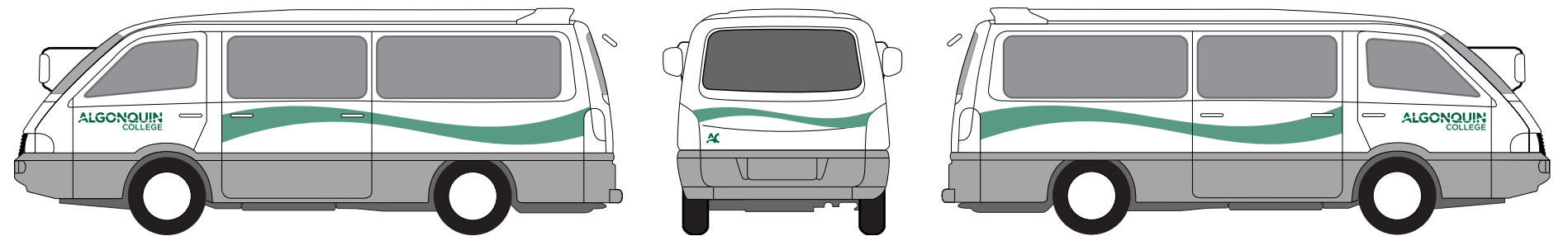
### D. THE SWOOSH

- The swoosh element should appear on three areas of the truck:
  - a) spanning the full width of the side panel, on the bottom third area;
  - b) spanning the full width of the back panel, near the bottom but above the monogram; and c) if available, spanning the full width of the top front panel.
- **FRONT & BACK:** The full swoosh should be used.
- **SIDE PANEL:** Either the full swoosh or one of the swoosh thirds should be used, at the designer's discretion or by recommendation of the suppliers.

EXAMPLES



TRANSPORT TRUCK

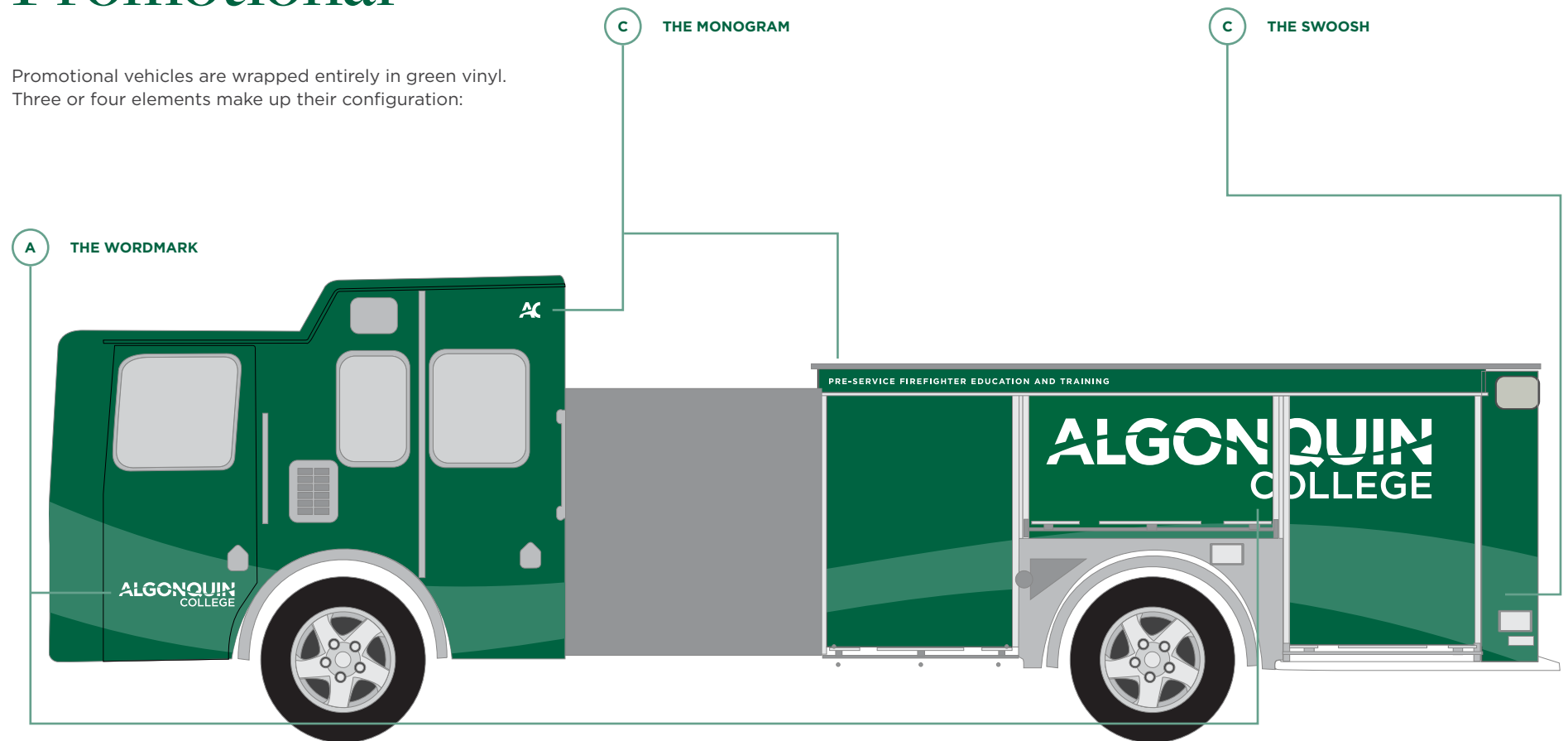


SHUTTLE VAN

## 1.3

# Promotional

Promotional vehicles are wrapped entirely in green vinyl. Three or four elements make up their configuration:



## PROMOTIONAL CONFIGURATION

All promotional College vehicles that display a logo should conform to the following identity standards. Variations may be permitted on a case-by-case basis as per various vehicle body types.



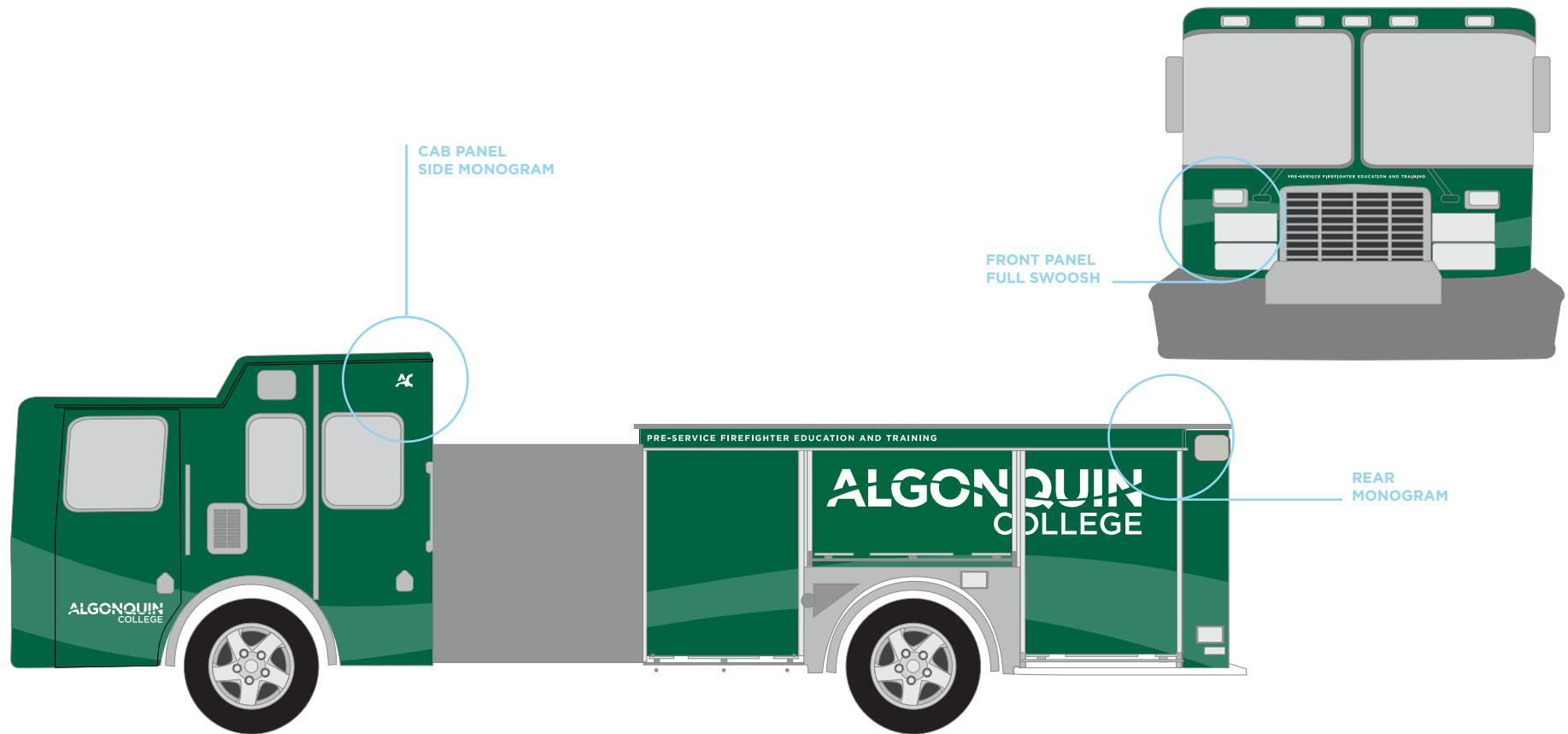
### A. THE WORDMARK

- On promotional vehicles, the wordmark appears on three areas: both front doors, on both sides of the chassis, and on the back of the vehicle.
- Vehicles are wrapped fully in Algonquin Green vinyl, allowing for the use of the full-white wordmark.
- **CAB:** The wordmark's width should be approximately 60-65 percent of the width of the front door. It should be centred from left to right and top to bottom, avoiding trim and uneven surfaces.
- **CHASSIS:** The wordmark's width should span two out of the three panels of the chassis. It should be positioned in the top right corner, avoiding trim and uneven surfaces.
- **BACK:** The wordmark's width should be one third of the back panel. It should be centred from left to right and top to bottom, avoiding trim and uneven surfaces.

### B. THE SUB-BRAND LOGOTYPE (OPTIONAL)

- If individual unit or department names are required, they should appear in their unlocked version, separate from the wordmark.
- The unit or department name is positioned on the bottom left corner of the chassis panel that does not feature the wordmark.
- The height of the unit or department name should be two thirds of the height of *Algonquin* on the wordmark, measuring from the top and bottom of the capital letters (not descenders, like the letter *g*).





### C. THE MONOGRAM

- The monogram should be placed a) on the top hand corner at the back of the cab and b) on the top hand corner at the front of the chassis
- The monogram should be white and at least 2 inches high.

### D. THE SWOOSH

- The swoosh element should appear on two areas of the vehicle:
  - a) spanning the full width of the vehicle, on the bottom third area;
  - and b) spanning the front of the cab, below the windshield.
- **FRONT & SIDE PANELS:** The swoosh should be used in full.

# 2.0 Prohibited Uses

## 2.1

# Prohibited uses

Adhere to these prohibitions to ensure that our visual identity is communicated clearly and consistently.

### OTHER GRAPHICS

The Algonquin College logo cannot be used in conjunction with other logos on vehicles. Exceptions include sponsored vehicles and emergency response vehicles that, by law, require the inclusion of certain graphic elements.

### SPONSORED PRESENCE

Sponsor decals must never be equal to or greater in size than the College logo on a College-operated vehicle. Sponsor logos must always appear with supporting context. Sponsor logos must be removed when/if sponsorship expires.

### STICKERS

Our vehicles should never display bumper stickers or decals promoting non-sanctioned programs and initiatives.

### OTHER PROHIBITED ELEMENTS

- Magnetic sign panels
- Vanity licence plates
- Promotional licence plate frames

### USE OF ALGONQUIN COLLEGE IDENTITY ON NON-COLLEGE VEHICLES

Please contact the Algonquin College Marketing Department to discuss any opportunity external to our fleet..

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