Algonquin College
Visual Identity Standards

2024

Welcome to the Algonquin College visual identity

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

However, the entire Algonquin College community has a role to play in encouraging consistent brand application to help tell our story.
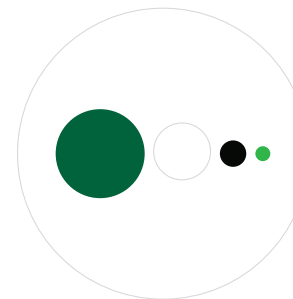

WORDMARK

MONOGRAM

ICON

COLOUR

TYPOGRAPHY

SWOOSH

FOOTER

ILLUSTRATION

PHOTOGRAPHY

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Logotypes & Marks

1.1
The Wordmark

The wordmark is our primary logo and the cornerstone of our visual identity. It should always be given a place of importance, away from other visual elements, including text. It should never appear small, crowded or boxed in.

ALGONQUIN COLLEGE

ACCEPTABLE COLOUR USE

The following standards for colour of the wordmark apply to the entire family of logotypes and marks.

✔ **DO...**

- **1-7:** use these preferred colour combinations

- **8:** use in tones of light grey if absolutely necessary

- **9:** use Algonquin Green on light-coloured field

- **10-11:** use white when the background is textured or when not using colours from the primary palette

ALGONQUIN COLLEGE

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ALGONQUIN COLLEGE

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ALGONQUIN COLLEGE

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ALGONQUIN COLLEGE

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ALGONQUIN COLLEGE

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ALGONQUIN COLLEGE

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ALGONQUIN COLLEGE

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ALGONQUIN COLLEGE

11

UNACCEPTABLE LOGO USE

The following standards for use of the wordmark apply to the entire family of logotypes and marks.

✕ DO NOT...

- **1:** create or recreate new or modified versions

- **2:** use New Growth Green or more than one colour

- **3:** distort the shape or resize disproportionately

- **4:** change the angle of orientation

- **5:** fill with images or patterns

- **6:** obstruct

- **7:** apply any gradients

- **8-9:** add effects, such as bevel, emboss or drop shadows

- **10:** create a repeated pattern or wallpaper effect

  * May be used in specific cases. Consult with the AC Marketing and Recruitment Department for proper usage.

- **11:** use outlines or strokes to improve visibility

- **12:** overlay over patterns or busy areas of a photo

EXCLUSION ZONE

The wordmark exclusion zone is based on the height of its letter "A" 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.

SIZING

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

ALGONQUIN
COLLEGE

ALGONQUIN
COLLEGE

MIN. 1" / 72PT

MINIMUM SPACE

The clear space surrounding the wordmark should be at least the height of the "A" at whatever size it's displayed.

MINIMUM WIDTH

The wordmark should never appear at less than 1 inch in print and 72 pixels on screen.

EXAMPLES OF PLACEMENT

The placement of the wordmark on material is flexible, depending on the size and function of the marketing collateral.

The wordmark should always be aligned with the artboard margins unless being used in the middle of an artboard.
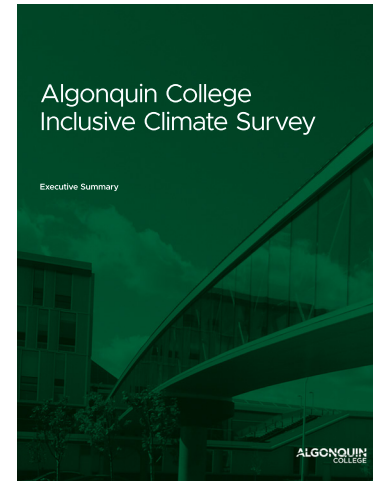
PLEASE NOTE:

- Consider visibility when choosing placement of the wordmark. If a banner needs to be seen from across a room, for example, top right corner placement is advantageous.

- Unless in use as a profile picture or the like, the wordmark should never be the most prominent item of a design.

PROFILE PICTURE
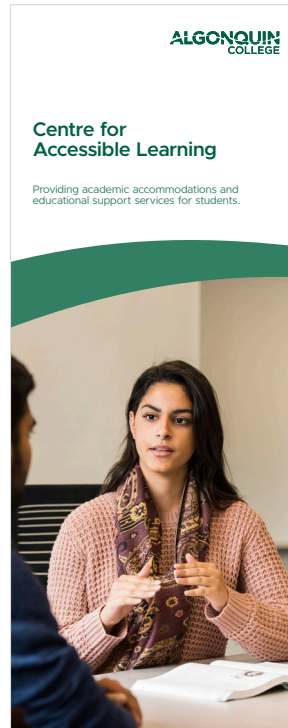
REPORT COVER

FACT SHEET

STAND-UP BANNER

DIGITAL AD

1.2

The Monogram

The monogram is a unique and simple signifier for the College. Because of its simplicity, it's more versatile than the wordmark, making it useful in small or limited-space applications or as a graphic ornament for various designs.

PLEASE NOTE:

• The monogram follows all colour and use specifications assigned to the wordmark. **See pages 6 and 7 for more details.**

EXCLUSION ZONE

The monogram exclusion zone is based on half its size and ensures it's not overwhelmed by any other elements. Use the following diagram to calculate the minimum amount of space that should surround the monogram at all times.

MINIMUM SPACE

The clear space around the monogram should be at least 50% of its own height at whatever size it's being displayed.

SIZING

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

MIN. 0.25" (PRINT)   MIN. 9PX (DIGITAL)

MINIMUM WIDTH

The monogram should never appear at less than 0.25 inches in print and 9 pixels on screen.

COMBINING THE WORDMARK AND THE MONOGRAM

The monogram is a graphic reinforcement of 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:** aim to keep the size of the icon and wordmark similar. One should not be more prominent than the other

• **1-4:** make use of the logo as a supporting graphic element in a design where the wordmark is also present

• **3:** use a sizable gap distance when using the icon and wordmark in the same design (use discretion)

• **4:** use the icon on a different side of the wordmark in a single piece

✘ **DO NOT...**

• **5-7:** lock up the icon with the wordmark in any way, even if meeting minimum space requirements for the individual items
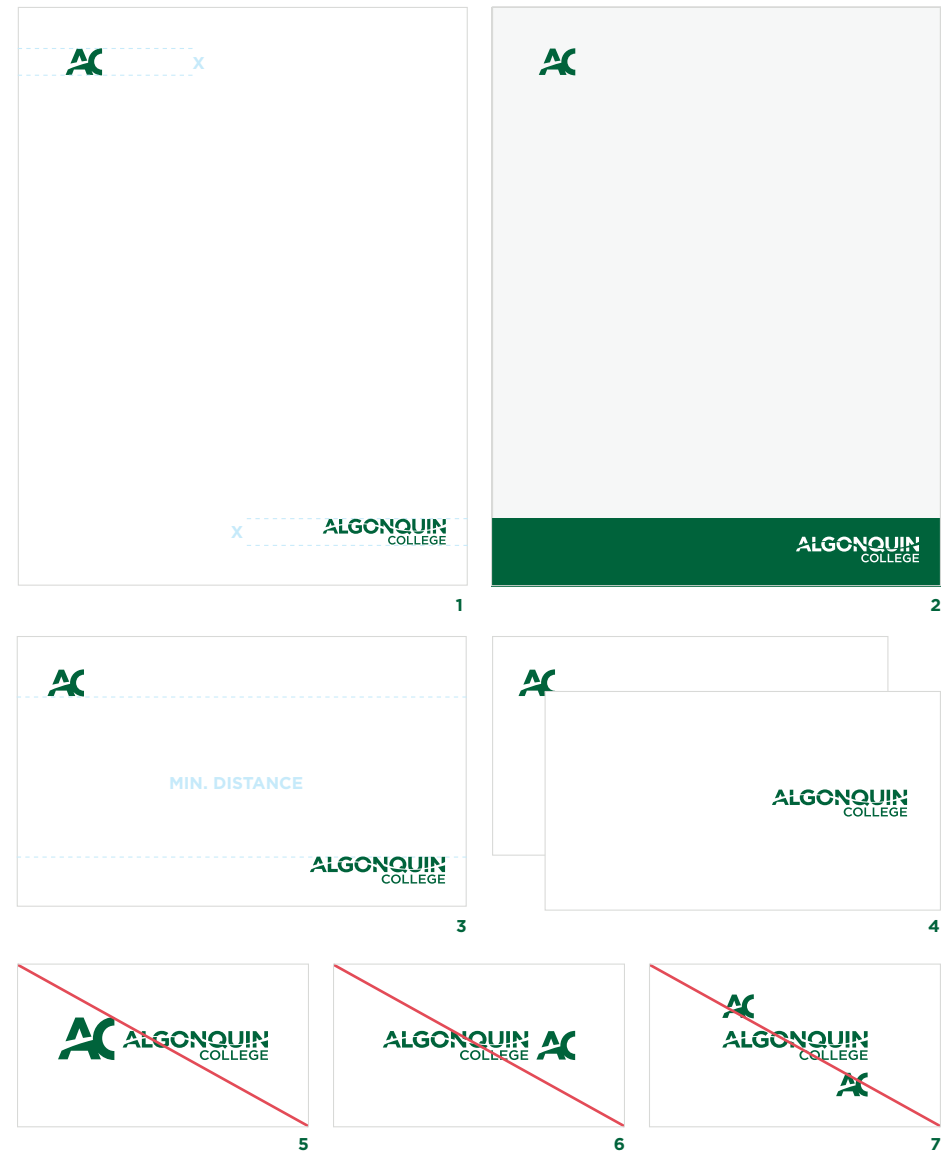
1.3
The Icon

The icon is a graphic element developed from the monogram as a signature piece for use primarily in the digital realm.

PLEASE NOTE:

- **The icon should never be (re)created.** Use the available artwork in every case.

- A reverse version of the icon exists for use on dark backgrounds where legibility is compromised.

CONSTRUCTION

The icon is built by placing the monogram inside a square, adhering to the below parameters. The icon should never be recreated. Prepared files are available for download.
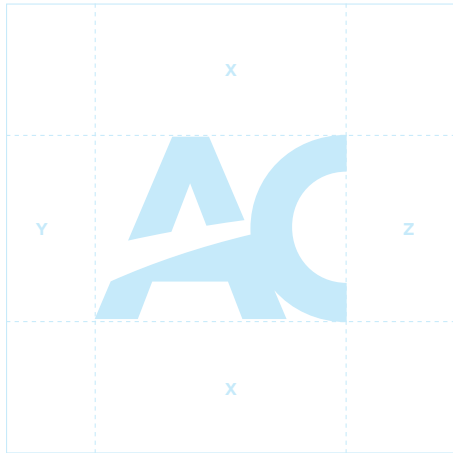

CENTRING THE MONOGRAM

While the monogram is mathematically centred on its vertical axis (distance X), it uses a different distance from the left (Y) than the right (Z). This is to compensate for the slant of the A, visually centring the monogram in the square.

SIZING THE MONOGRAM

The monogram is sized at 56% of the width of the square in which it's placed.

REVERSE VERSION

The squared icon isn't "punched out". The monogram inside the square should always remain fully opaque, either in white or in green in the case of the reverse version.
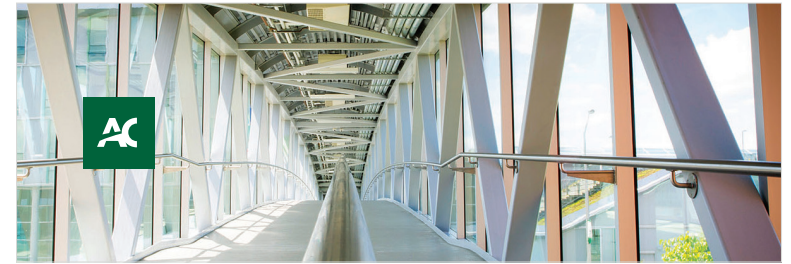
EXCLUSION ZONE

The icon exclusion zone is based on the right-side padding of the square. The space ensures that the icon isn't overwhelmed by any other elements. Use the following diagram to calculate the minimum amount of space that should surround the icon at all times.
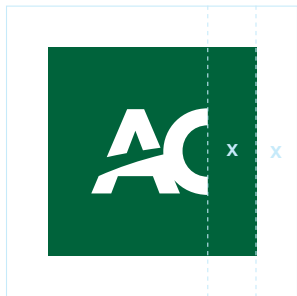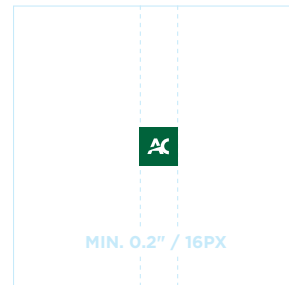

MINIMUM SPACE

The clear space around the icon should always match the distance between the right edge of the monogram and the right edge of the square.

SIZING

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

MIN. 0.2" / 16PX

MINIMUM WIDTH

The icon should never appear at less than 0.2 inches in print and 16 pixels on screen.

ICON PLACEMENT

Use the icon as a signature on digital material such as photography or social media posts.

✔ **DO...**

- **1:** use the icon as an app home button

- **2, 3:** position the icon at the bottom right corner of an image if using as a signature

- **3:** position the icon in the middle of the screen if using as a bumper at the end of a video

✖ **DO NOT...**

- **4:** place the icon on the edge of an image without any padding

- **5:** use the icon as the most prominent item in a design

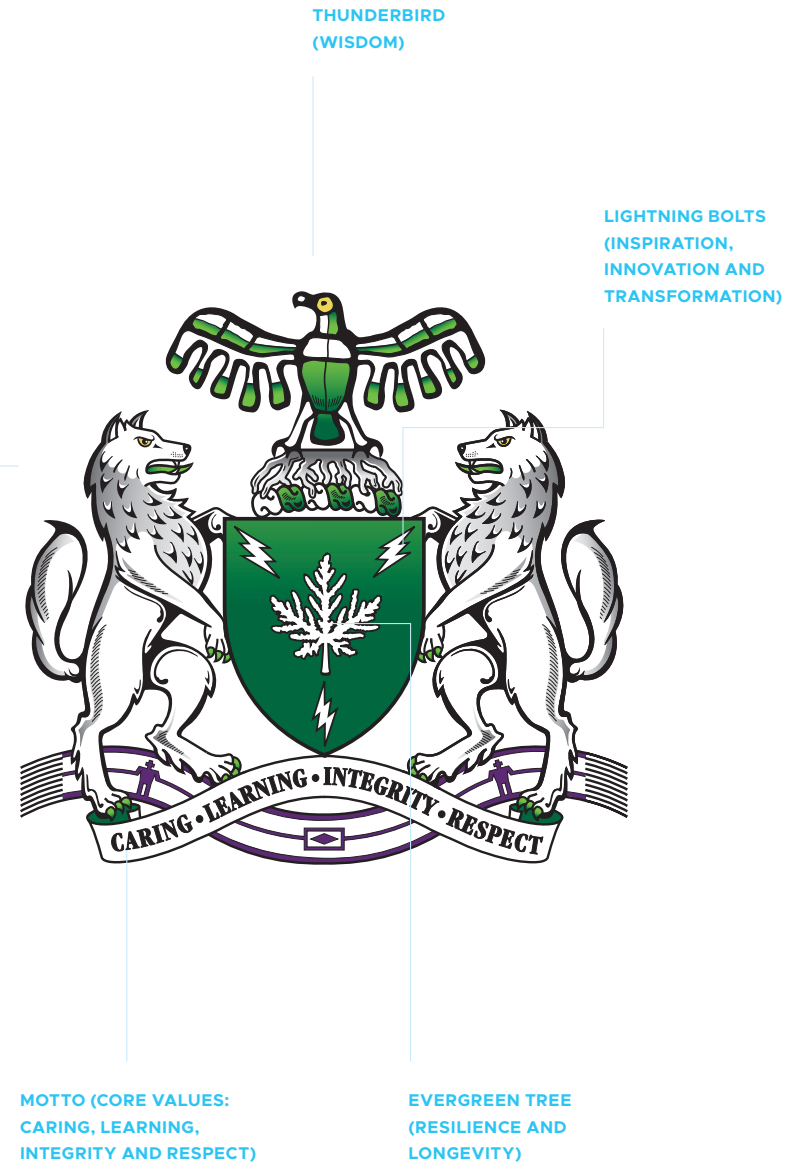- **6:** replace the wordmark for the icon
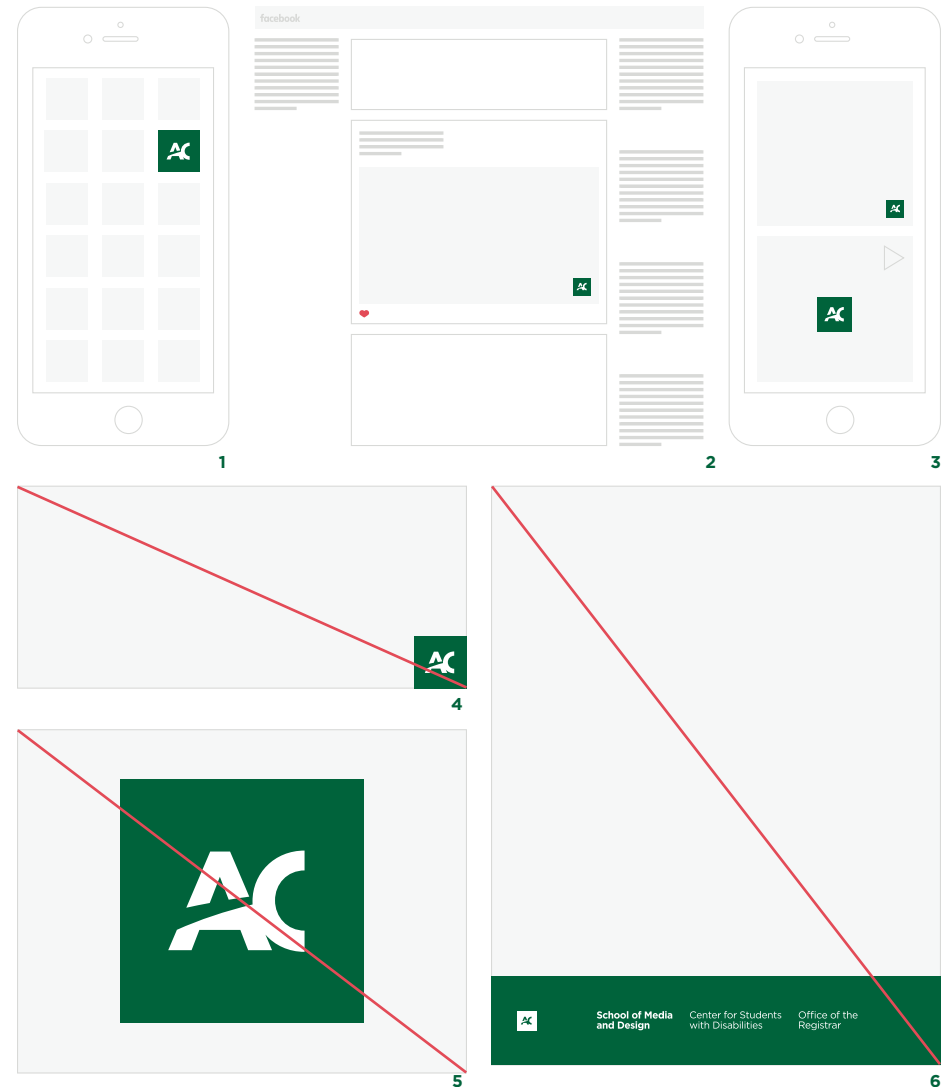
1.4
The Coat of Arms

Algonquin College applied to the Canadian Heraldic Authority for a grant for a coat of arms, flags and a badge to mark the College's 50th anniversary in 2017.

Our armorial bearings are steeped in symbolism, reflecting Indigenous and Canadian cultures. The creation process for the emblems, led by the Canadian Heraldic Authority's Saguenay Herald, was done in consultation with the College's Aboriginal Education Council and its Mamidosewin Centre, as well as the Kitigan Zibi Anishinabeg and Algonquins of Pikwàkanagàn First Nations.

The coat of arms has limited application. Most instances are ceremonial, such as official documents (e.g., diplomas, degrees, certificates, commencement programs), presidential documents (e.g., inaugurations, event invitations) and select merchandise. The coat of arms should not be altered in any way and should be used only with the express consent of the Marketing and Recruitment Department.

Please visit this link to access the **COA Visual Identity:**
https://www.algonquincollege.com/acmarketing

THUNDERBIRD
(WISDOM)

TWIN WOLVES
(POWER AND
LEADERSHIP)

LIGHTNING BOLTS
(INSPIRATION,
INNOVATION AND
TRANSFORMATION)

CARING · LEARNING · INTEGRITY · RESPECT

MOTTO (CORE VALUES:
CARING, LEARNING,
INTEGRITY AND RESPECT)

EVERGREEN TREE
(RESILIENCE AND
LONGEVITY)

2.0
Sub-Brands

2.1
Sub-Brand Logotypes

Sub-brand logotypes identify the individual units, while demonstrating a connection to the College.

Please see the following page for a preview of all available formats and categories.

PLEASE NOTE:

- Sub-brand logotypes and signatures follow all rules regarding sizing and colouring as set out in the previous chapter.

- All sub-brand logotypes have been pre-created. **Do not create or recreate your own sub-brand logotype.**

- If you need a new logotype, please visit **algonquincollege.com/identity**

- All sub-brand logotypes and signatures should adhere to their appropriate font weight as prescribed on the following page.

✕ DO NOT

- All sub-brand logotypes adhere to a hierarchy. **Do not use for products, services, projects, initiatives or events.**

AC | School of Media & Design

SUB-BRAND LOGOTYPE ARRANGEMENTS

A. MAIN CAMPUSES
METROPOLIS BOLD

B. CAMPUSES (REGIONAL)
METROPOLIS REGULAR

C. ACADEMIC SCHOOLS, FACULTIES AND LEARNING ENTERPRISES
METROPOLIS BOLD

D. ADMINISTRATIVE DEPARTMENTS AND OFFICES
METROPOLIS REGULAR

E. ACADEMIC PROGRAMS
METROPOLIS REGULAR

|	UNLOCKED		LOCKED WITH WORDMARK - VERTICAL	LOCKED WITH WORDMARK - HORIZONTAL	LOCKED WITH AC ICON
A.	Pembroke Campus	Pembroke Campus	Pembroke Campus **ALGONQUIN** COLLEGE	**ALGONQUIN** COLLEGE | Pembroke Campus	AC | Pembroke Campus
B.	Greater Toronto Area		Greater Toronto Area **ALGONQUIN** COLLEGE	**ALGONQUIN** COLLEGE | Greater Toronto Area	AC | Greater Toronto Area
C.	School of Media & Design	School of Media & Design	School of Media & Design **ALGONQUIN** COLLEGE	**ALGONQUIN** COLLEGE | School of Media & Design	AC | School of Media & Design
D.	Human Resources	Human Resources	**ALGONQUIN** COLLEGE Human Resources	**ALGONQUIN** COLLEGE | Human Resources	AC | Human Resources
E.	Energy Management	Energy Management	**ALGONQUIN** COLLEGE Energy Management	**ALGONQUIN** COLLEGE | Energy Managment	AC | Energy Management

USE OF UNLOCKED LOGOTYPES

Stand-alone logotypes offer additional flexibility and prominence relative to the Algonquin College wordmark.

✔ **DO...**

- **1:** use stand-alone sub-brand logotypes as signage on campus if the wordmark is in close proximity

- **2:** give the sub-brand logotypes prominence in marketing material relative to the wordmark when placed independently

- **3-4:** leave a sizable gap between an unlocked logotype and the wordmark to avoid a mis-represented lockup

- **4:** use the unlocked logotypes in the footer when sponsoring an event with multiple other units
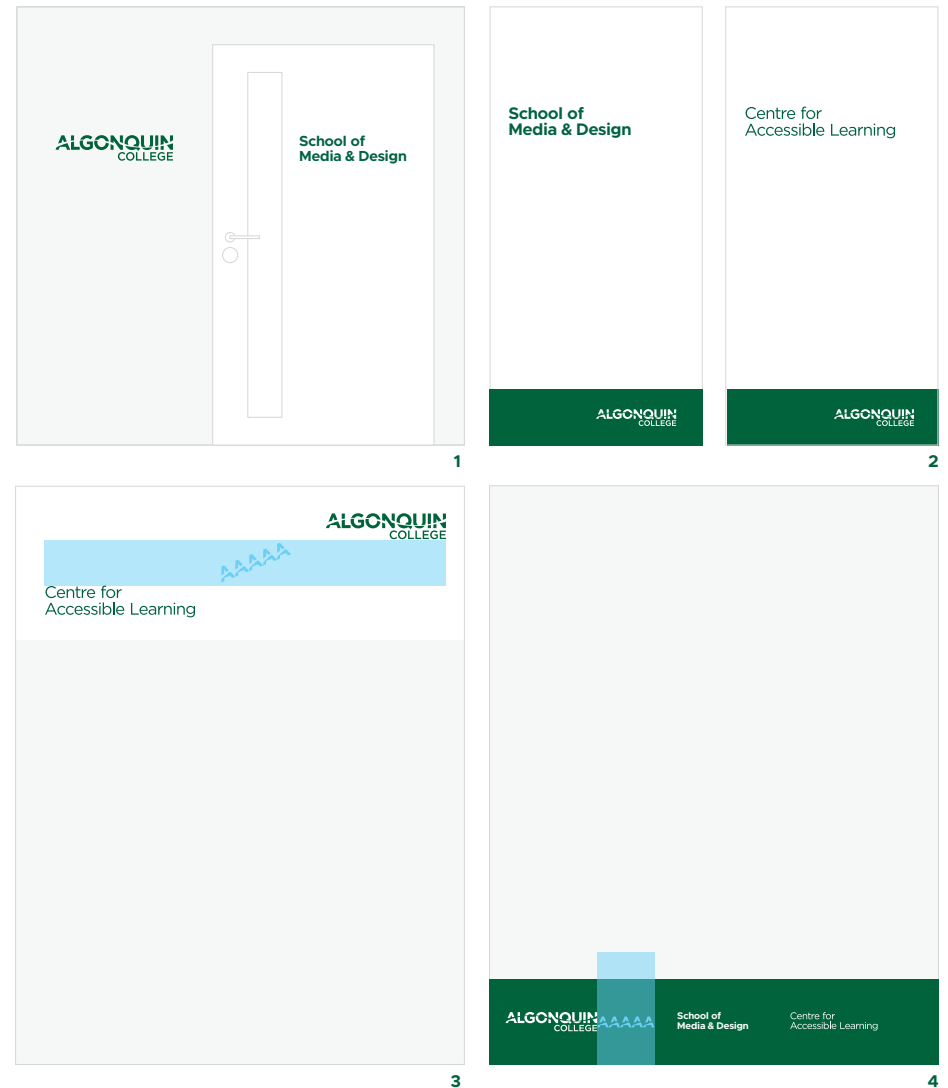
USE OF LOGOTYPES LOCKED WITH AC MONOGRAM

Logotypes locked up with the AC Monogram are ideal for use in areas where limited space is available.

Please visit this link to access the **Algonquin College Merchandise Visual Identity Standards: https://www.algonquincollege.com/acmarketing**

✔ **DO...**

• **1:** use the AC Monogram lockup as signage on campus

• **2:** use the AC Monogram lockup as a signature on merchandise (For full usage standards see AC Merchandise Visual Identity Standards)

✘ **DO NOT...**

• **3-4:** use the lock up with monogram for external marketing, way-finding or in combination with another Algonquin College logotype
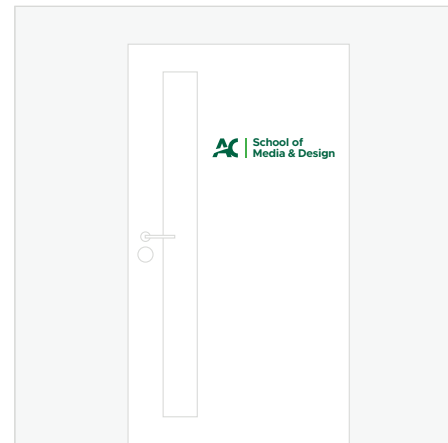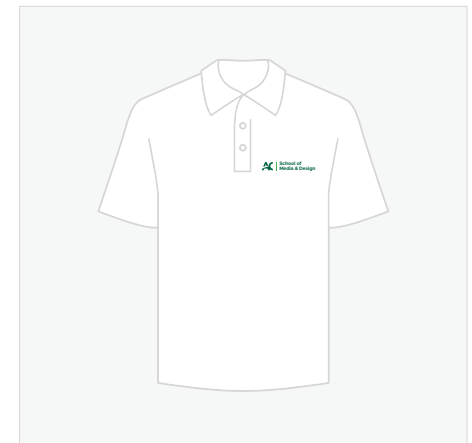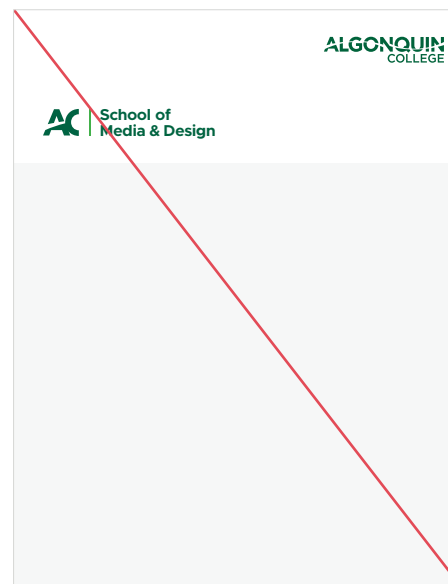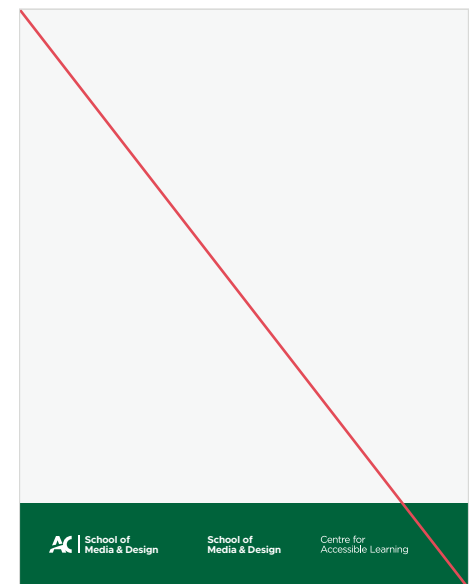
USE OF LOGOTYPES LOCKED WITH AC WORDMARK

Logotypes locked up with the wordmark are available in both vertical and horizontal formats. The following rules apply to both arrangements:

✔ DO...

- **1:** use logotypes locked with the wordmark, alone, in the footer in place of the stand-alone wordmark

✖ DO NOT...

- **3-5:** use the lock up with wordmark for way-finding or in combination with another Algonquin College logotype

3.0
Graphic
Elements

3.1
The Swoosh

The swoosh is one of our primary graphic elements. It draws both inspiration and precise dimension from the wordmark. Its consistent application adds recognizability and helps thread our marketing material together. The following pages illustrate its proper application.

The swoosh should never be (re)created. Use the available artwork in every case.

SWOOSH SECTIONS & RESIZING

The swoosh can be used in its entirety or split into halves or thirds for additional flexibility in design.

The swoosh or its sections should never be distorted. They should always be resized proportionately.

* **The swoosh graphic element can be used ONLY with the Algonquin College Marketing and Recruitment Department's approval.**

✔ DO...

- use the swoosh in its entirety when appropriate
- use sections of the swoosh to create dynamic designs
- resize the swoosh or its sections proportionately

✖ DO NOT...

- use arbitrarily selected sections of the swoosh
- stretch or distort the swoosh or its sections

ACCEPTABLE SWOOSH

1/2   1/2

1/3   1/3   1/3
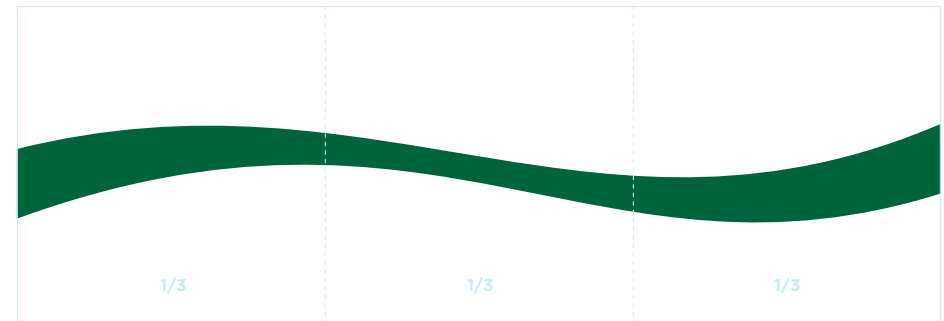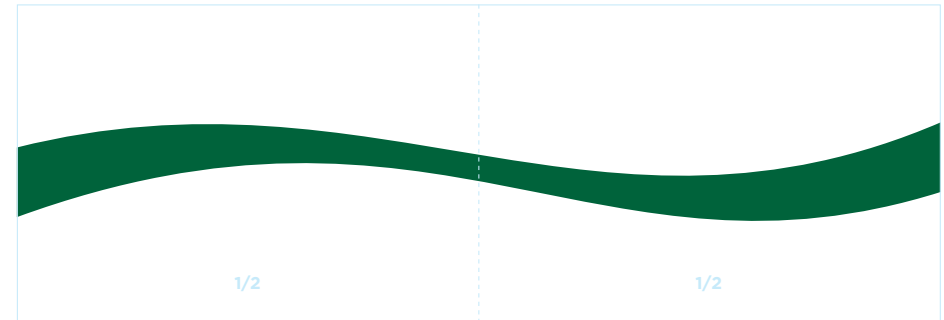
UNACCEPTABLE SWOOSH SECTIONS
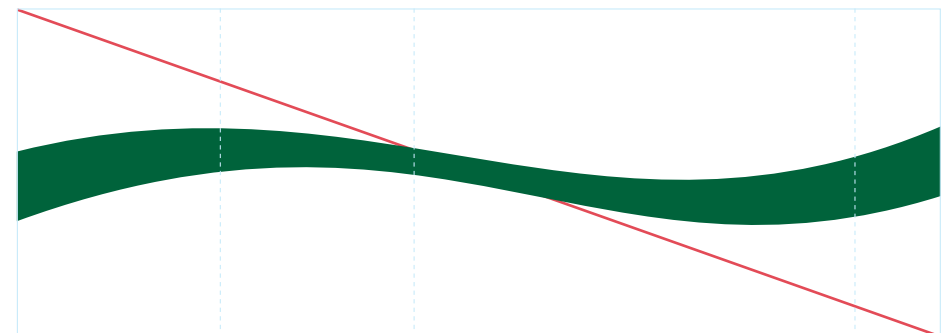
ACCEPTABLE SWOOSH COLOUR USE

The swoosh **should be used only in tints of Algonquin Green**.
The following standards apply:

✔ **DO...**

• **1-3:** favoured colour combinations

• **4-5:** combine tints of Algonquin Green

• **5-6:** use the swoosh over photography in solid tints

• **7-8:** use a low-opacity swoosh over photography

• **8:** allow the swoosh to interact with photography elements

• **9:** use the swoosh in tones of light grey if printing black and white

✖ **DO NOT...**

• **10:** use the solid swoosh over non-brand colours

• **11-12:** use the swoosh in solid white or black

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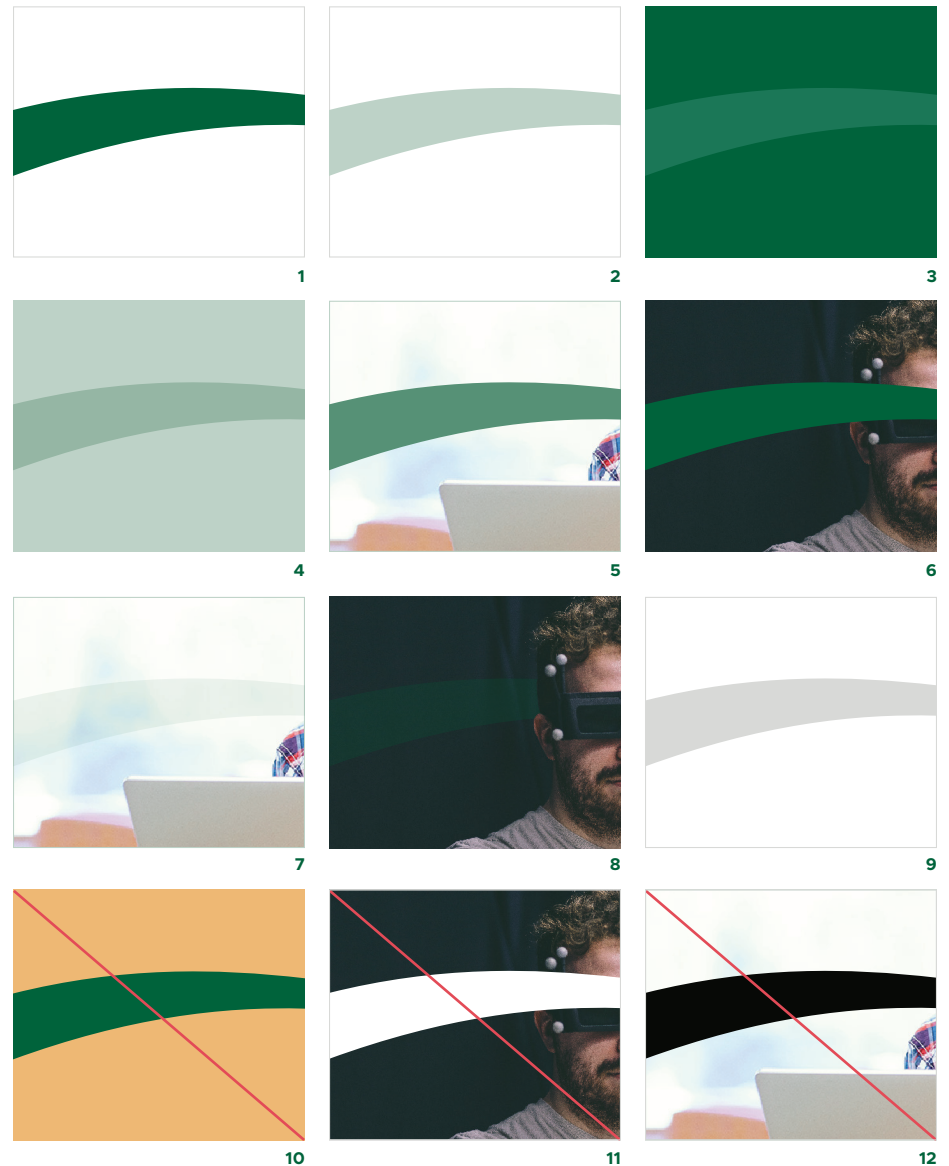
APPLICATION OF THE SWOOSH

When choosing between the swoosh and its sections, take into account available space. The full swoosh is best suited to wide horizontal layouts. Conversely, swoosh sections are better suited to narrow vertical layouts.

The swoosh should never be used in conjunction with the curtain.

✔ **DO USE THE SWOOSH...**

- **1:** as a decorative element in environmental branding

- **2:** as part of a series

- **3:** over photography or web material for added recognition

- **3:** as a decorative element on print or digital publications, separate from the footer

- **1-4:** spanning the full width of its artboard, including when the medium is folded (e.g., a book cover)

✘ **DO NOT USE THE SWOOSH...**

- **5:** on the same page or area as the curtain

- **5:** without spanning the full width of the artboard

3.2
The Footer

Created as a signature for branded material, the footer is a key element present in most internal and external advertising material.

On marketing material, the full wordmark should always be present in the footer. In this example, the wordmark is right-aligned. The wordmark may also be right-aligned, and rarely, but occasionally centre-aligned when working within a narrow medium.

PLEASE NOTE:

- The footer should always be laid out on top of other design elements (such as photos).
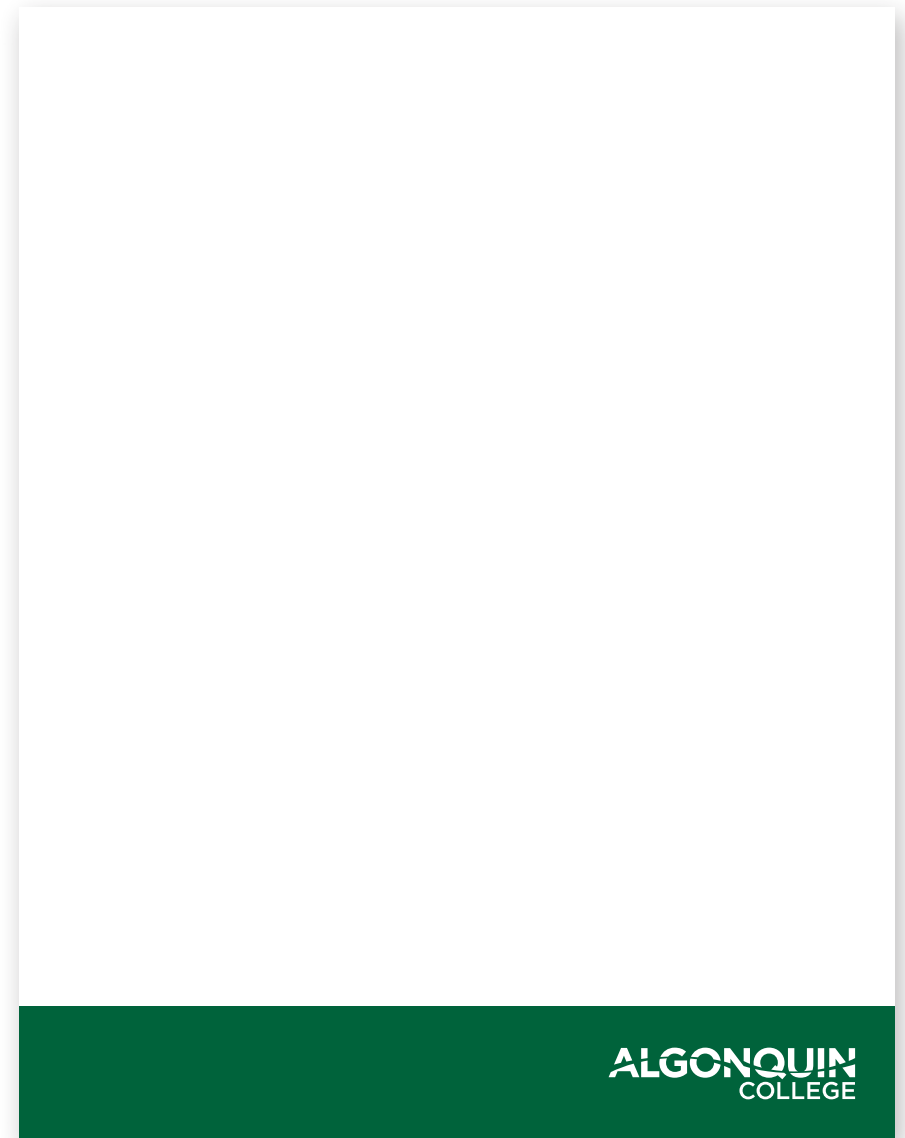
FOOTER POSITIONING & SIZING

The footer must always stretch across the full width or height of its artboard, depending on its orientation. As a general rule of thumb, vertical layouts should use a bottom-aligned footer, while horizontal layouts should use a right-aligned footer.

The footer can grow or shrink to best suit the content within but should never be larger than 25% of the height or width of its artboard. It's a supporting element and should not distract from the main message.
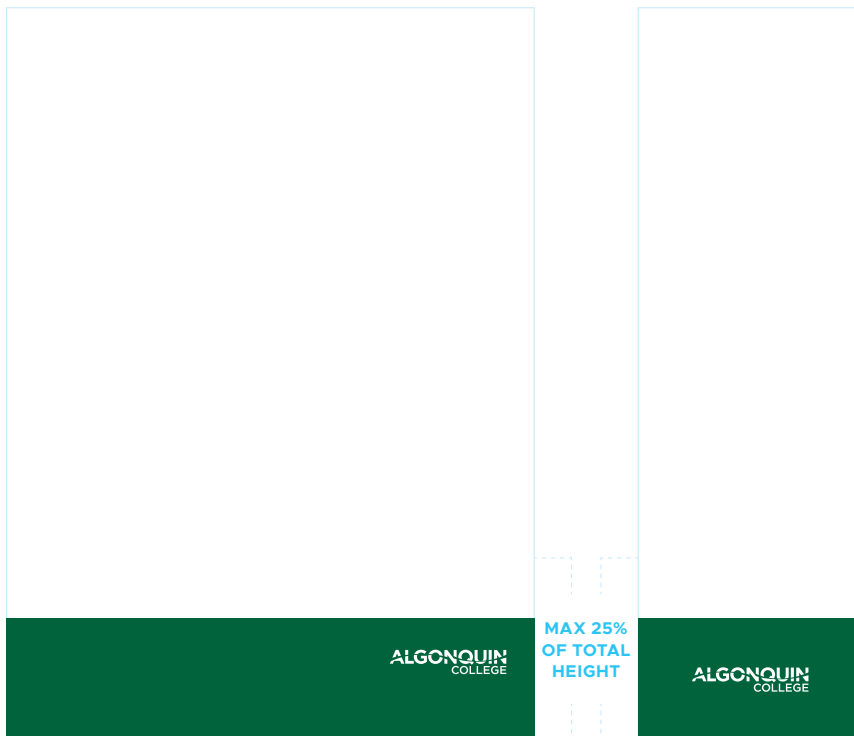
✕ DO NOT...

- allow the footer to take up more than 25% of the artboard width/height

EXAMPLES ON VERTICAL

MAX 25% OF TOTAL HEIGHT

EXAMPLES ON HORIZONTAL

MAX 25% OF TOTAL WIDTH

MAX 25% OF TOTAL HEIGHT

CONTENT IN THE FOOTER

The footer can be used to feature key information, such as event sponsors or date/time and URLs. Content should be kept minimal, tidy and uncluttered.

✔ **DO...**

- centre the wordmark vertically on the footer when possible

- align the wordmark to the right- page margin

- align any content to the top of the wordmark

- match scale of the content to the size of the wordmark

- keep a minimum distance equal to the width of five "A"s between the wordmark and any other information

- ensure partner logos don't overshadow the wordmark

✘ **DO NOT...**

- clutter the footer with excessive information

EXAMPLES OR APPROPRIATE FOOTER USE
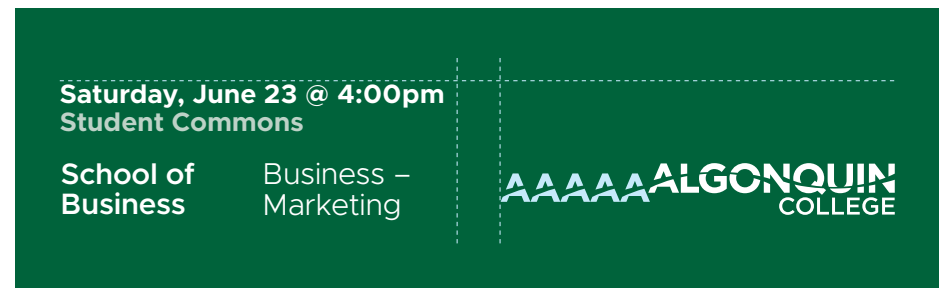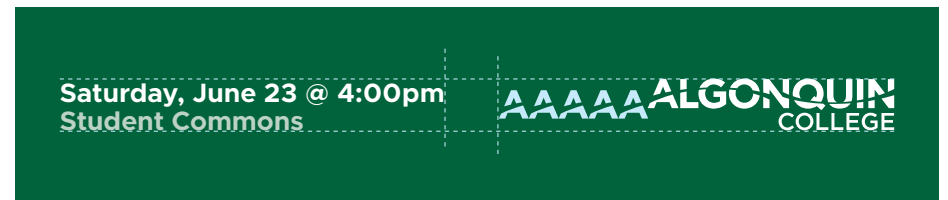
3.3

White Space

We refer to the unprinted areas of a layout that have been intentionally left blank as "white space". This white space is an integral part of our visual language. It increases clarity and legibility and helps differentiate us from competitors.

White space isn't necessarily white in colour. It simply refers to the area of a design with no elements of text and image present.
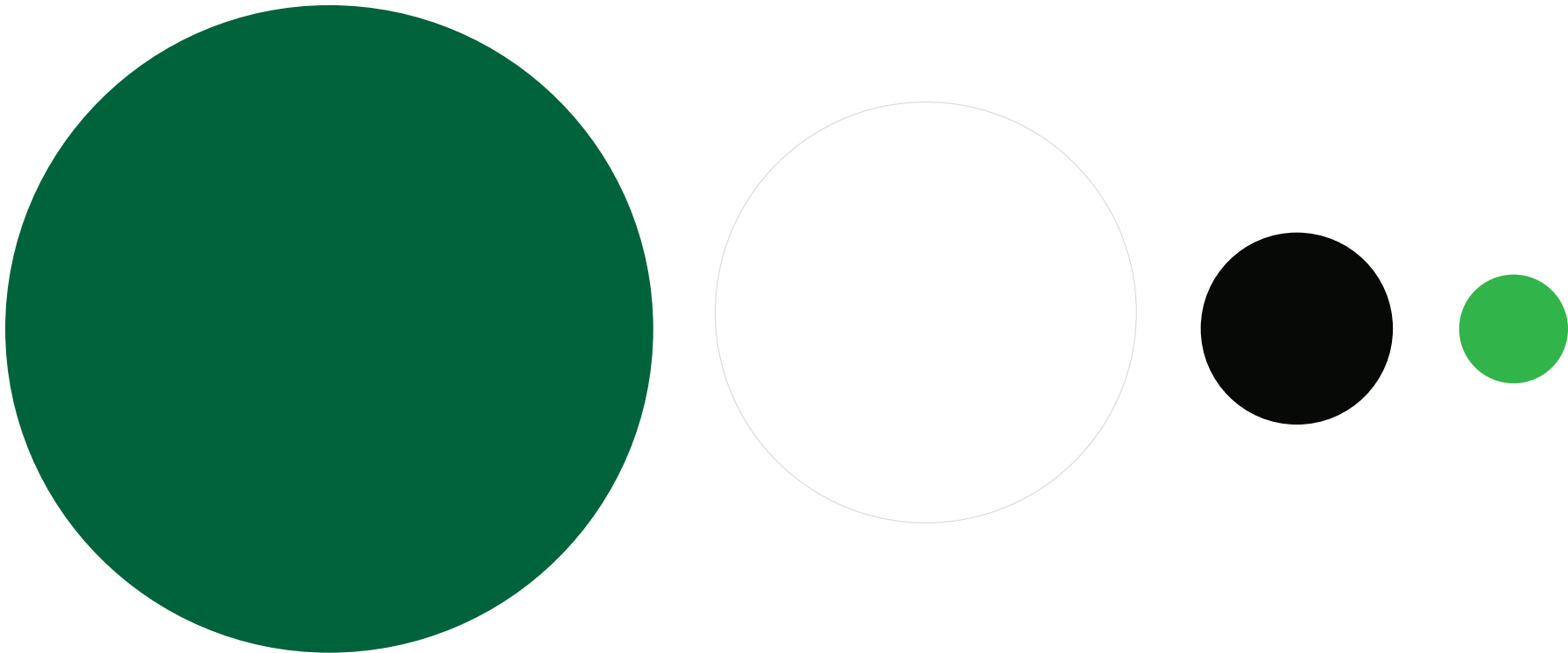
AMPLE WHITE SPACE
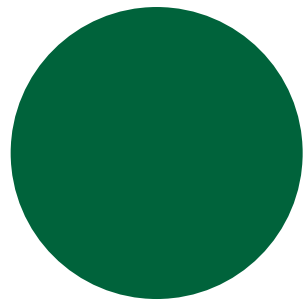
4.0
Colours

4.1

Colour Palette

Algonquin College is, first and foremost, green. It's a colour that's strongly associated with the College and a powerful element in the way we express our visual identity.
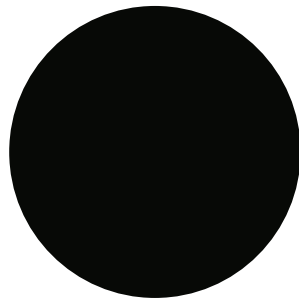
VALUES AND TINTS

While a full range of primary colour tints is available, the following are suggested and most commonly used.
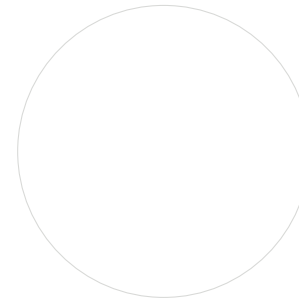
ALGONQUIN GREEN
PMS   3425 C
RGB   0,99,65
CMYK   93,13,85,44
HEX   #006341

CHARCOAL
PMS   BLACK 3 C
RGB   33,39,33
CMYK   67,44,67,95*
HEX   #212721

WHITE
RGB   255,255,255
CMYK   0,0,0,0
HEX   #FFFFFF

@ 80% TINT
RGB   51,130,103
CMYK   74,10,68,35
HEX   #338267

IMPORTANT NOTE
On print files, for body copy, one should use 90% black (0,0,0,90) instead of the Charcoal Rich Black mixture.

@ 60% TINT
RGB   102,161,141
CMYK   56,8,51,26
HEX   #66A18D

@ 50% TINT
RGB   144,147,144
CMYK   34,22,34,48
HEX   #909390

@ 35% TINT
RGB   166,200,188
CMYK   33,5,30,15
HEX   #A6C8BC

@ 10% TINT
RGB   233,233,233
CMYK   7,4,7,10
HEX   #E9E9E9

@ 10% TINT
RGB   229,239,236
CMYK   9,1,9,4
HEX   #E5EFEC

@ 2% TINT
RGB   248,249,248
CMYK   1,0,1,2
HEX   #F8F9F8

NEW GROWTH GREEN
PMS   361 C
RGB   67,176,42
CMYK   77,0,100,0
HEX   #43B02A

DARK ALGONQUIN GREEN
RGB   0,51,40
CMYK   89,54,74,64
HEX   #003328

COLOUR DISTRIBUTION

To maintain a consistent aesthetic, it's important to distribute colours according to a spectrum that corresponds to our brand. Use the colour wheel below to determine colour prominence in design.

AMPLE
WHITE
SPACE
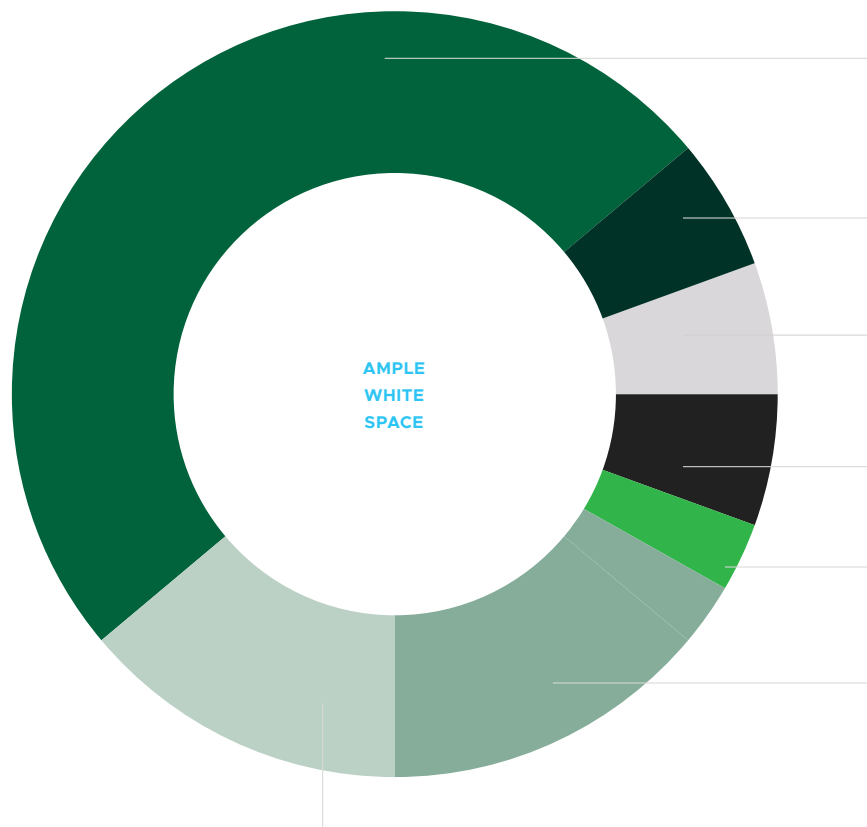
USE ALGONQUIN GREEN PRIMARILY
For headlines, flat background areas, image gradient maps and as a main colour in graphics and illustrations.

USE DARK ALGONQUIN GREEN SPARINGLY
For flat backgrounds areas, image gradient maps and heavily dark accents on illustrations.

USE LIGHT TINTS OF CHARCOAL SPARINGLY
For separation, lines and other subtle elements of the design.

USE CHARCOAL SPARINGLY
For text and heavily dark accents on illustrations.

USE NEW GROWTH GREEN SPARINGLY
To be approved by AC Marketing Department.

USE MID-RANGE TINTS OF ALGONQUIN GREEN
For added contrast and separation in all design elements: text, graphics or illustrations.

COMBINING COLOURS

Adhere to the following standards to achieve consistent and pleasant colour combinations on all our marketing material.

✔ **DO USE...**

- **1:** white on 100% Algonquin Green
- **2:** 100% Algonquin Green on white
- **3:** white on charcoal
- **4:** charcoal on white
- **5:** tints of Algonquin Green on white
- **6:** tints of Algonquin Green on 100% Algonquin Green
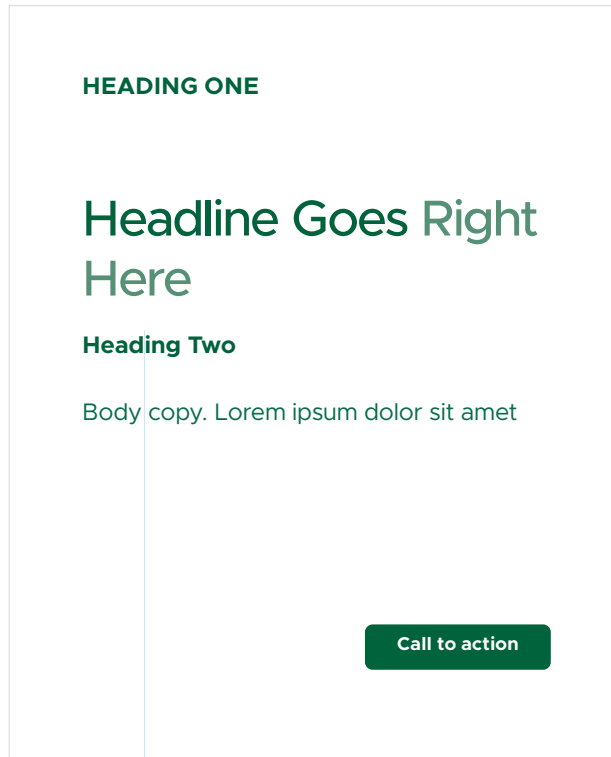- **7:** New Growth Green on white

✘ **DO NOT USE...**

- **8:** New Growth Green on 100% Algonquin Green
- **9:** 100% Algonquin Green on New Growth Green
- **10:** New Growth Green on charcoal
- **11:** tints of Algonquin Green on New Growth Green
- **12:** grey on Algonquin Green
- **13:** grey on charcoal
- **14:** grey on New Growth Green

PLEASE NOTE: When used in typography, combinations marked ❗ require special attention. Refer to *Colours in Typography* on page 46.
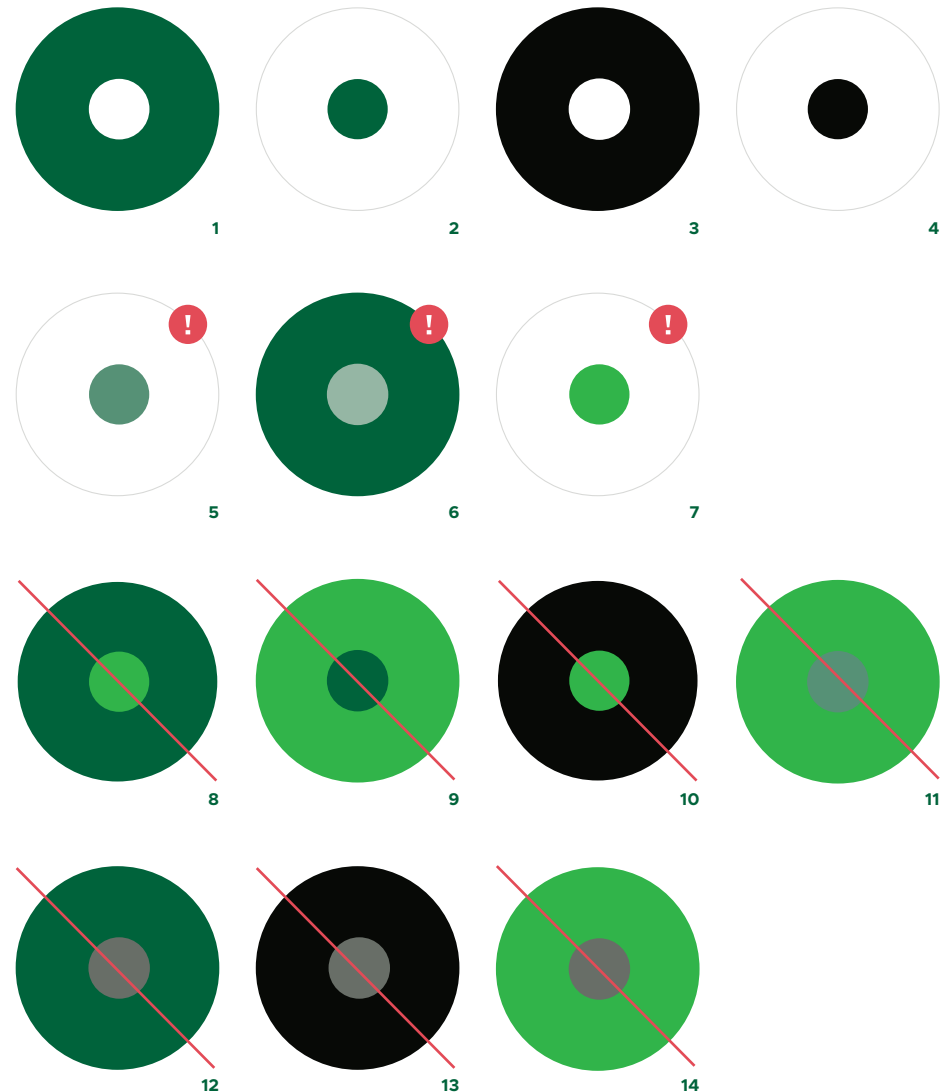
EXAMPLES OF CORRECT USE OF COLOUR

The following are examples of correct use of colour combinations
in type and graphics for the Algonquin College brand.

WHITE TEXT ON 100%
GREEN BACKGROUND

HEADING ONE

Headline Goes Right Here

Heading Two

Body copy. Lorem ipsum dolor sit amet

Call to action

HEADING ONE

Headline Goes Right Here

Heading Two

Body copy. Lorem ipsum dolor sit amet

HEADING ONE

Headline Goes Right Here

Heading Two

Body copy. Lorem ipsum dolor sit amet

Call to action

MINIMAL USE OF TINT OF ALGONGUIN GREEN FOR HEADLINE CONTRAST

MINIMAL USE OF TINT OF ALGONGUIN GREEN AS A GRAPHIC HIGHLIGHT

CONTRAST BETWEEN CHARCOAL TEXT AND GREEN HEADLINE
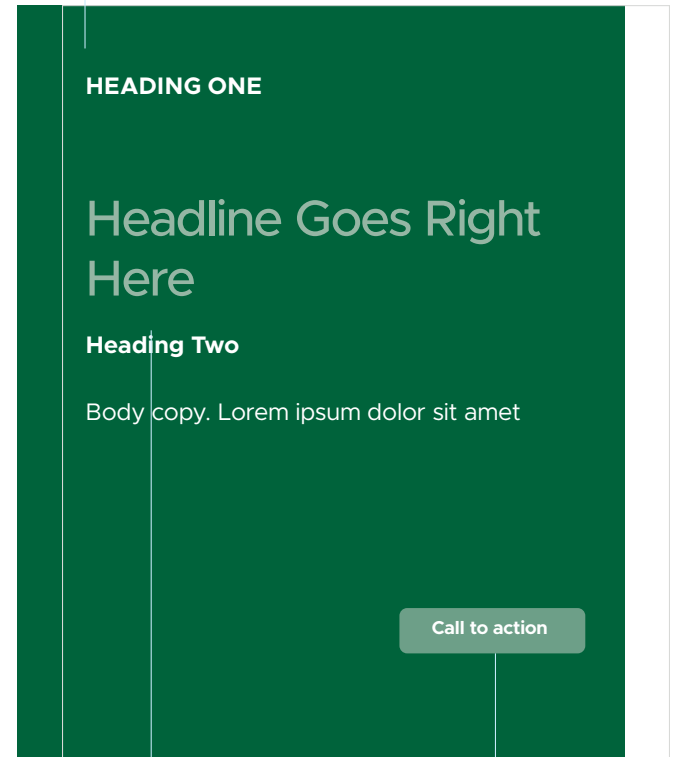
MINIMAL USE OF TINT OF ALGONQUIN GREEN FOR HEADLINE CONTRAST

MINIMAL USE OF A TINT OF ALGONQUIN GREEN AS A CALL TO ACTION HIGHLIGHT

5.0
Typography

5.1
Primary Typeface

Our primary typeface, Metropolis, has a clean, contemporary style that complements our optimistic, confident and engaging character. It's an important element of our visual identity and must be used on all of our marketing and communications.

To request access to Metropolis, please submit a project request to the Marketing and Recruitment Department at
https://www.algonquincollege.com/acmarketing/project-request/

✔ **DO...**

• use Metropolis as the primary and most abundant font in a design

• use Metropolis Semi Bold primarily when using large point sizes

• use Metropolis Regular for body copy

• use Metropolis Bold for small highlighted areas of text or subtitles

• use italics to highlight statements or for non-English words

✘ **DO NOT...**

• use in email communications in place of Arial 12

Metropolis

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTtUuVv WwXxYyZz 1234567890!?$%

Aa	Aa	Aa
Regular	Semi Bold	Bold
Aa	*Aa*	*Aa*
Regular Italic	Semi Bold Italic	Bold Italic

5.2
Secondary Typeface

Freight is a modern take on classic typefaces that adds an extra layer of sophistication and helps break monotony. As it demands attention, it can be used as an alternative to Metropolis for headers and headlines. **It should never be used without Metropolis**.

PLEASE NOTE: Freight should be used only for high-level marketing and corporate material and for formal recognitions. Examples range from annual reports, strategic plans and corporate proposals to diplomas, degrees and certificates.

✔ **DO...**

- Use Freight Display Pro or Freight Big Pro for headers, headings, titles and lead paragraphs; maintain the visual prominence of Metropolis as the primary font

- use Freight Big Pro where very large font sizes are needed. Freight Big Pro is the most delicate branch of the Freight family and thus is best suited for large uses.

- use italics to highlight statements or for non-English words

✘ **DO NOT...**

- use Freight without Metropolis

- use Freight for body copy

*The use of Freight in italics is reserved for ceremonial recognitions and invitations, such as diplomas or presidential documents.

Freight Display Pro

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 1234567890!?$%

Aa
Medium

Aa
Medium Italic

Freight Big Pro

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 1234567890!?$%

Aa
Medium

Aa
Medium Italic

Aa
Black Italic*

5.3

Alternative Typefaces

Metropolis and Freight aren't commonly available on all desktop computers. An alternative option for Metropolis has been outlined. However, there's no acceptable alternative to our secondary typeface, Freight. Its use is regulated by the Marketing and Recruitment Department.

As a replacement for Metropolis, use Arial. This typeface comes with the Mac and Microsoft Office suite of applications, which includes PowerPoint and Word.

Arial 12pt font is to be used for all email communications.

PLEASE NOTE: In every situation, it's better to use our brand typefaces when available; this substitution should be used as a last resort.

Arial

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTtUuVv WwXxYyZz 1234567890!?$%

Aa	Aa	Aa	Aa
Regular	Italic	**Bold**	*Bold Italic*

5.4
Typefaces in Use

Outlined here are examples that put Algonquin College's typographic rules to use. Application of these standards creates layouts that are easy to read, visually appealing and adhere to Algonquin College's brand in any situation.

PLEASE NOTE: These are simply examples. The typography parameters are flexible enough that there's room for exploration based on your medium and message.

Lorem Ipsum

HEADER

4.5x (31.5pt)
Metropolis
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nec tellus nec massa egestas placerat.

SUB-HEAD

1.333x (10pt)
Metropolis
Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nec tellus nec massa egestas placerat. Cras consectetur euismod nibh, et pretium sem placerat in. Morbi porta mi diam, id sollicitudin massa condimentum in. Nulla facilisi. Duis quis placerat odio. Nam ullamcorper viverra lacus a pharetra. Praesent et tristique libero, vel porttitor quam. Duis efficitur orci hendrerit, suscipit metus eget, congue justo.

BODY COPY

1.0x (9/12.5pt)
Metropolis
Regular

US EGET, CONGUE JUSTO.

EMPHASIS

1.0x (9pt)
Metropolis
Bold

US EGET, CONGUE JUSTO.

HEADER 1

1.0x (9pt)
Metropolis
Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

HEADER 2

3.0x (21pt)
Freight Display
Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nec tellus nec massa egestas placerat. Cras consectetur euismod nibh, et pretium sem placerat in. Morbi porta mi diam, id sollicitudin massa condimentum in. Nulla facilisi. Duis quis placerat odio. Nam ullamcorper viverra lacus a pharetra. Praesent et tristique libero, vel porttitor quam. Duis efficitur orci hendrerit, suscipit metus eget, congue justo.

BODY COPY

1.0x (9/12.5pt)
Metropolis
Regular

COMBINING METROPOLIS AND FREIGHT

Metropolis and Freight can be combined to create interesting texture and reinforce parts of a message.

However, Metropolis and Freight are fonts with different x-heights (the height of the letter x). As a result, when typeset side by side at the same point size, Freight will always look smaller than Metropolis.

For this reason, it's important that the font size of Freight is always adjusted when being used in a header context where Metropolis is combined with Freight so that the capital letters of both fonts match in height.

To achieve this, **simply multiply Metropolis's font size by 1.14**. The result will be the correct size for Freight in any specific case.

WITHOUT ADJUSTMENT

Lorem Ipsum Dolor Sit Amet Consecteteur.

FREIGHT
28pt

METROPOLIS
28pt

WITH ADJUSTMENT

Lorem Ipsum Dolor Sit Amet Consecteteur.

FREIGHT
32pt

METROPOLIS
28pt

Lorem Ipsum Dolor Sit Amet Consecteteur.

FREIGHT
18.4pt

METROPOLIS
16pt

5.5

Colour in Typography

When setting text, we must comply with the Accessibility for Ontarians with Disabilities Act (AODA) standards. These stipulate the minimum amount of contrast between colours used in text for optimum legibility. To meet AODA standards, adhere to the following colour combination values.

PLEASE NOTE: If you have any doubts about the contrast of the values you're about to use in a design, use **webaim.org/resources/ contrastchecker** to check whether your combination is complaint.

COLOURS IN TYPOGRAPHY

The following colour standards apply to all type set in any piece of College material; whether in print or on screen.

✔ **DO USE...**

- **1:** white on 100% Algonquin Green at any size

- **2:** 100% Algonquin Green on white at any size

- **3:** white on charcoal/90% black at any size

- **4:** charcoal/90% black on white (see next page)

- **5:** tints of Algonquin Green on white (see next page)

- **6:** tints of Algonquin Green on 100% Algonquin Green (see next page)

- **7:** New Growth Green on white (see next page)

✘ **DO NOT USE...**

- **8:** New Growth Green on 100% Algonquin Green

- **9:** 100% Algonquin Green on New Growth Green

- **10:** New Growth Green on Charcoal

- **11:** tints of Algonquin Green on New Growth Green

- **12:** grey on Algonquin Green

- **13:** grey on charcoal/90% black

- **14:** grey on New Growth Green

PLEASE NOTE: Combinations marked ❗ require special attention. Refer to the next page and the notes above.
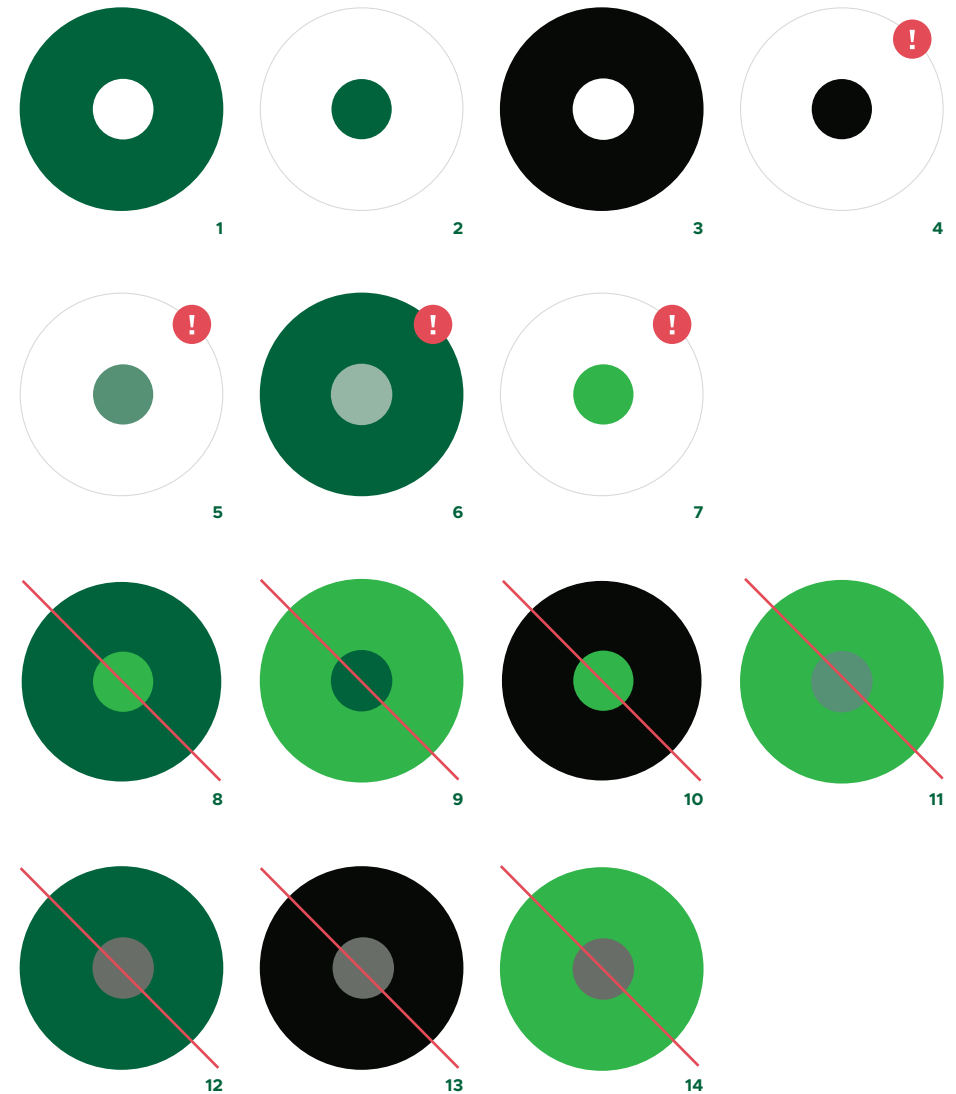
SPECIAL CONSIDERATIONS IN TYPOGRAPHY

To meet AODA standards, we must adhere to the following colouring rules for typography:

When using tints of Algonquin Green in text:

- **Use only the combinations set out below**

- **Use these combinations only in text set at 19pt or above**
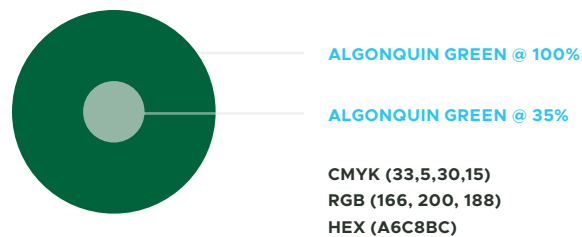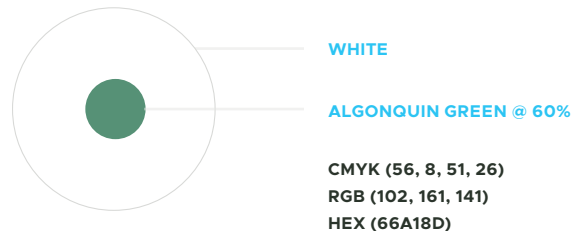
When using black in typography on print:

- **Use the Algonquin Charcoal CMYK mixture for titles and large typography**

- **Use 90% Black (0, 0, 0, 90) for body copy**

When using New Growth Green in typography:

- **Use it only in Medium or Bold text and consult with AC Marketing and Recruitment prior to usage**

WHITE

ALGONQUIN GREEN @ 60%

CMYK (56, 8, 51, 26)
RGB (102, 161, 141)
HEX (66A18D)

**LARGE TEXT:
ALGONQUIN CHARCOAL**

CMYK (67, 44, 67, 95)

Aa

WHITE

NEW GROWTH GREEN

ALGONQUIN GREEN @ 100%

ALGONQUIN GREEN @ 35%

CMYK (33,5,30,15)
RGB (166, 200, 188)
HEX (A6C8BC)

Aa

**BODY COPY:
90% BLACK**

CMYK (0,0,0,90)

SPECIAL CONSIDERATIONS IN TYPOGRAPHY

We use tints of Algonquin Green in text to highlight or create contrast. To meet AODA standards, we must adhere to the following rules:

- **Use only the combinations set out below**

- **Use these combinations only in text set at 19pt or above**
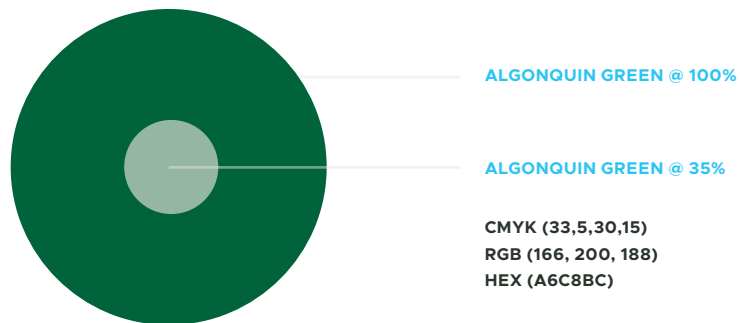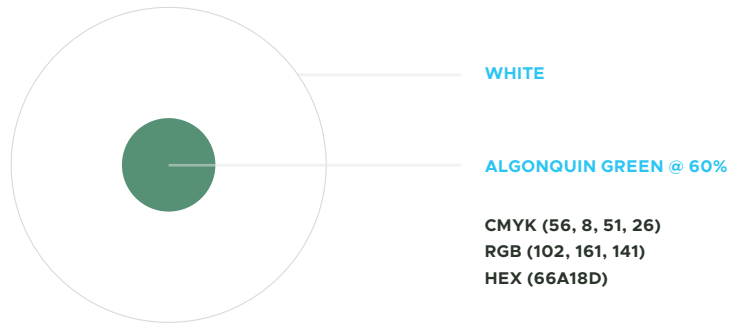
When using black in typography on print, we use:

- **Algonquin Charcoal CMYK mixture for titles and large typography**

- **90% Black (0, 0, 0, 90) for body copy**
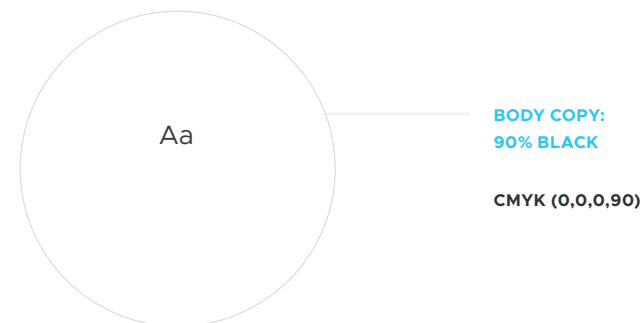
WHITE

ALGONQUIN GREEN @ 60%

CMYK (56, 8, 51, 26)
RGB (102, 161, 141)
HEX (66A18D)

ALGONQUIN GREEN @ 100%

ALGONQUIN GREEN @ 35%

CMYK (33,5,30,15)
RGB (166, 200, 188)
HEX (A6C8BC)

Aa

LARGE TEXT:
ALGONQUIN CHARCOAL

CMYK (67, 44, 67, 95)

Aa

BODY COPY:
90% BLACK

CMYK (0,0,0,90)

EXAMPLES OF CORRECT USE OF COLOUR

The following are examples of correct use of colour combinations in type and graphics for our brand.

100% ALGONQUIN GREEN ON SMALL BODY COPY

WHITE TEXT ON 100% GREEN BACKGROUND

HEADING ONE

Headline Goes Right Here

Heading Two

Body copy. Lorem ipsum dolor sit amet consecteteur adipiscing elit.

Call to action

HEADING ONE

Headline Goes Right Here

Heading Two

Body copy. Lorem ipsum dolor sit amet consecteteur adipiscing elit.

HEADING ONE

Headline Goes Right Here

Heading Two

Body copy. Lorem ipsum dolor sit amet consecteteur adipiscing elit.

Call to action

ALGONQUIN GREEN @ 60%

WHITE ON SOLID OR TINTS OF ALGONQUIN GREEN, BOLD AND AT FONT SIZE ABOVE 14PT

CHARCOAL 90% FOR LARGER SUBHEADS OR 70% BLACK ON BODY COPY

HEADLINES IN 100% ALGONQUIN GREEN, SUBHEADS IN CHARCOAL OR SOLID OR MINIMUM 60% TINT OF ALGONQUIN GREEN

ALGONQUIN GREEN @ 35% ON 100% ALGONQUIN GREEN

WHITE FONT ON TINTS OF ALGONQUIN GREEN, BOLD AND AT FONT SIZE ABOVE 14PT

5.6
General Typographic Rules

- Always use an appropriate level of leading (space between lines of text)

- Always use an appropriate level of tracking (space between letters)

- Larger fonts can use tighter tracking, and smaller fonts benefit from slightly looser tracking

- Be sure to kern individual letters when needed

- Always ensure proper hierarchy between different levels of text by utilizing a type scale (see next page)

LEADING

**9PT FONT
17PT LEADING**

Too much leading can cause the text to look

disconnected and hard to read.

**9PT FONT
6PT LEADING**

Too little leading can cause the text to look squished
and extremely difficult to read.

**9PT FONT
12.5PT LEADING**

Proper leading allows clear text and legibility and ensures
that your documents have proper flow.

TRACKING

+300 TRACKING

Too much tracking can cause a strain
on the reader's eyes.

-120 TRACKING

Too little tracking can cause text to melt together and reduce in legibility and clarity.

**+3 TRACKING
OPTICAL**

Proper tracking allows clear text and legibility and ensures that
your documents have proper flow.

TYPE SCALE

A type scale defines the sizes of text to be used when creating hierarchy in layouts and designs. We use multipliers to relate steps in the scale back to each other. Step One of the scale is referred to as 1.0X.

- You can skip steps in the type scale if needed

- You can start with a large font size and calculate smaller sizes accordingly, or vice versa

- You should never need more than eight font sizes in a single design — a maximum of five is encouraged

- A base 1.0X size of 9pt is recommended for print

- A base 1.0X size of 16pt is recommended for web

6.4PT | 0.8X

The five boxing wizards jump quickly.

9PT | 1.0X

The five boxing wizards jump quickly.

11PT | 1.333X

The five boxing wizards jump quickly.

16PT | 2.0X

The five boxing wizards jump quickly.

24PT | 3.0X

The five boxing wizards…

36PT | 4.5X

The five boxing…

56PT | 7X

The five b…

6.0
Imagery

6.1
Photography

Algonquin College brand imagery focuses primarily on the people of AC, especially our students. It should reflect the modern, dynamic, multicultural and multidisciplinary nature of our campus. Our photography should reflect the following styles:

- **REPORTAGE LIFESTYLE PHOTOGRAPHY** that documents the diversity of the Algonquin College student experience and a candid, realistic, and preferrably 'unposed' feel.

- **ARCHITECTURAL PHOTOGRAPHY** that communicates a dynamic Algonquin College identity.

REPORTAGE LIFESTYLE PHOTOGRAPHY

ABSTRACT ARCHITECTURAL IMAGERY

REPORTAGE LIFESTYLE PHOTOGRAPHY

We use lifestyle photography that's authentic, meaningful and immersive. Follow these standards to pick appropriate photography for our brand.

✔ DO...

- use a single subject or point of focus
- use a shallow depth of field
- use natural lighting whenever possible
- use interesting cropping to focus the subject of the image
- leave extra space around the subject to offer flexibility when cropping the image
- left- or right- align subjects to leave space for text when needed
- shoot spontaneous, candid campus activity
- use simple or out of focus background for portraits
- capture the environment when possible
- use visibly staged poses or lighting only when required for portraits
- use green gradient imagery when appropriate (see Gradient Map details on page 64)

Lifestyle photography can be personalized **(1-5)** or de-personalized/detail oriented **(6)**

1

2

3

4
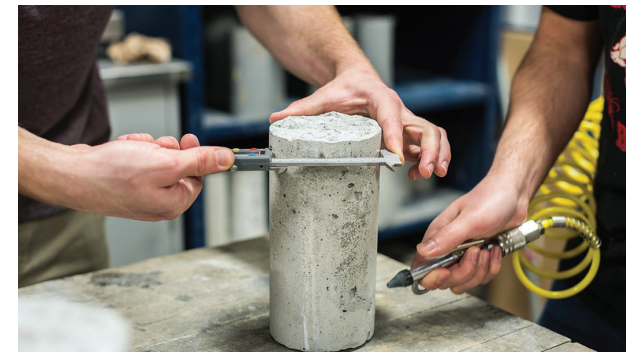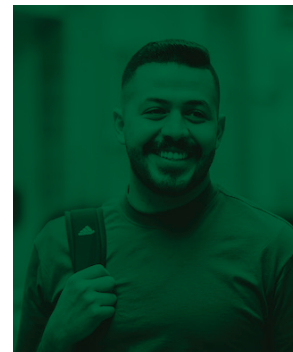
5

6

✕ **DO NOT...**

- **1-2:** use photography that does not have a single point of focus

- **3-4:** use stock or staged photography that appears forced

- **5:** use obvious or overused visual metaphors

- **6:** use heavy filters or effects other than approved gradient maps (see page 59)

1

2

3

4

5

6

ARCHITECTURAL PHOTOGRAPHY

Architectural imagery is a sharp and evocative way to display the core identity of the campus experience. Follow these standards to pick appropriate photography for the Algonquin College brand.

✔ **DO...**

- use a single subject or point of focus

- use a deep depth of field to bring the whole image into focus

- use natural lighting whenever possible

- shoot at times of day when natural light adds drama

- use interesting cropping to focus the subject of the image

- leave extra space around the subject to offer flexibility when cropping the image

- left- or right- align subjects to leave space for text when needed

- take advantage of sharp angles and lengthy curves to create interesting lines in the shot

- use black and white or the brand gradient maps when appropriate

- involve people to create a sense of movement

Architectural photography can be all-encompassing **(2, 3, 5)** or detail-oriented **(1, 4, 6, 7)**

1

2
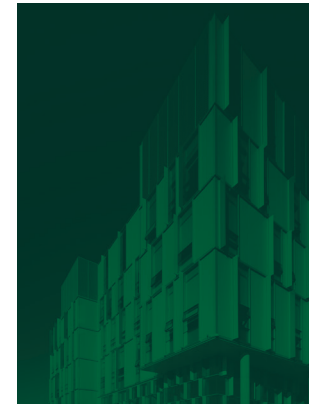
3

4

5

6
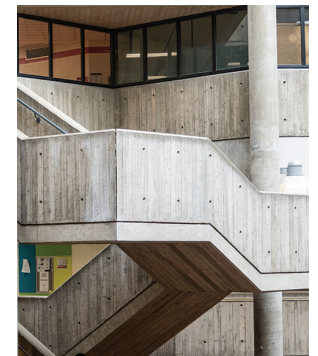
7

✕ **DO NOT...**

- **1:** use architecture photos where students appear posed

- **2:** use crooked or tilted photos (keep the horizon straight)

- **3:** use lenses or effects that overly distort building structure

- **4:** use heavy filters or effects other than approved gradient maps (see page 59)
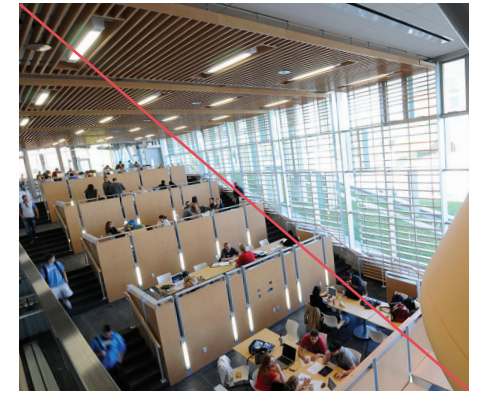
COMBINING PHOTOGRAPHY

When using several photos within one design piece, create versatility by combining categories and styles of photography.

✔ **DO...**

- combine different styles of shot (personalized with depersonalized, atmospheric, detail-oriented or architectural)

✖ **DO NOT...**

- use the same type of shot multiple times in a single design

1
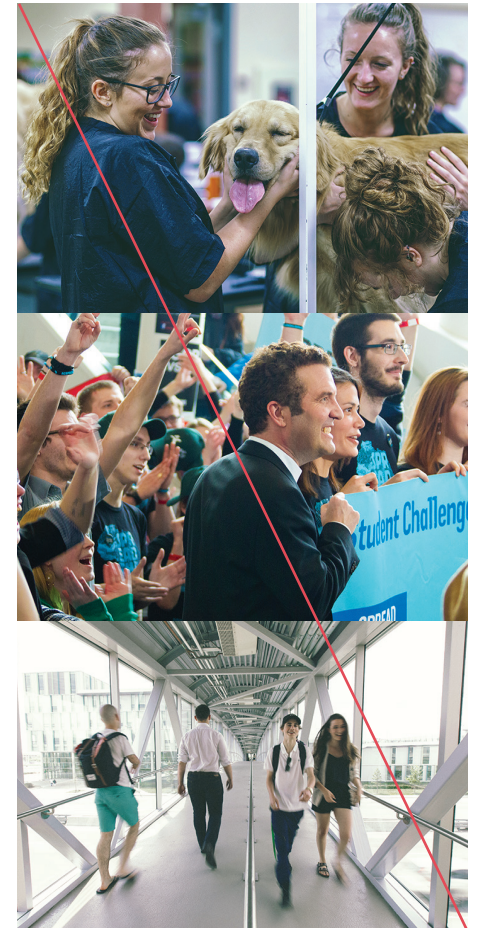
2

USING GRADIENT MAPS IN PHOTOGRAPHY

Gradient maps replace the lightest values in a photo with a chosen colour, and the darkest values in a photo with another. Mid-tones are gradually replaced with values that lie somewhere between the two chosen colours, or can be chosen manually.

We use three gradient map ranges. While the colour values should remain the same, one can tweak the position of the values and their midpoints to better suit the tones of the photo being used.

WHY USE GRADIENT MAPS?

- Create brand recognition

- A great way to establish a uniform look for photography, in particular in ad campaigns or across social media channels

- Useful for creating a flat look that allows for easy and legible text overlay

- When in doubt about gradient map use, it's best to stick to either full-colour photography or black-and-white photography.

BLACK TO GREEN GRADIENT MAP

40%
5%   35%   50%   100%
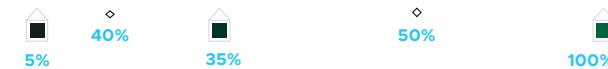
90% ALGONQUIN CHARCOAL

RGB (55,61,55)
CMYK (60,40,60,86)
HEX (#373D37)

DARK ALGONQUIN GREEN

RGB (0,51,40)
CMYK (89,54,74,64)
HEX (#003228)

100% ALGONQUIN GREEN

RGB (0,99,65)
CMYK (93,13,85,44)
HEX (#006341)

GREEN TO GREEN GRADIENT MAP

50%
0%   100%

DARK ALGONQUIN GREEN

RGB (0,51,40)
CMYK (89,54,74,64)
HEX (#003228)

100% ALGONQUIN GREEN

RGB (0,99,65)
CMYK (93,13,85,44)
HEX (#006341)

6.2

Illustration

We use illustration as a primary visual tool because it's both interpretive and subjective.

The following standards should be provided to any artists commissioned to create new illustrations.

CREATING ILLUSTRATIONS

Follow these general rules to create illustrations within the Algonquin College brand.

✔ **DO...**

- **use only geometric shapes to create your objects**

- keep your objects simple

- work in Illustrator or other vector software to allow for rescaling

- use Illustrator's Pathfinder, Shape Builder and Live Corners tools to combine shapes to make new ones

- use Algonquin Green as often as the illustration allows

- **use only tints of Algonquin Green and New Growth Green for any instance of the colour green**

- use Algonquin Charcoal or a tint of it as your black

- follow the guidelines of the Illustration Palette when picking additional colours (see next page)

- use flat colours primarily

- use very subtle gradients with tints and shades of the same colour to create depth when absolutely needed

- work and align to a square grid

- allow space for text when needed

✘ **DO NOT...**

- **1:** use off-brand lettering as an illustration

- **2:** use arbitrary curves to create shapes

- **3:** use different-coloured gradients, drop shadows or other effects

ILLUSTRATION EXAMPLE 1: CAMERA

ALGONQUIN GREEN
@ 100%

ALGONQUIN GREEN
@ 30%

ALGONQUIN GREEN
@ 80%

ALGONQUIN GREEN
@ 20%
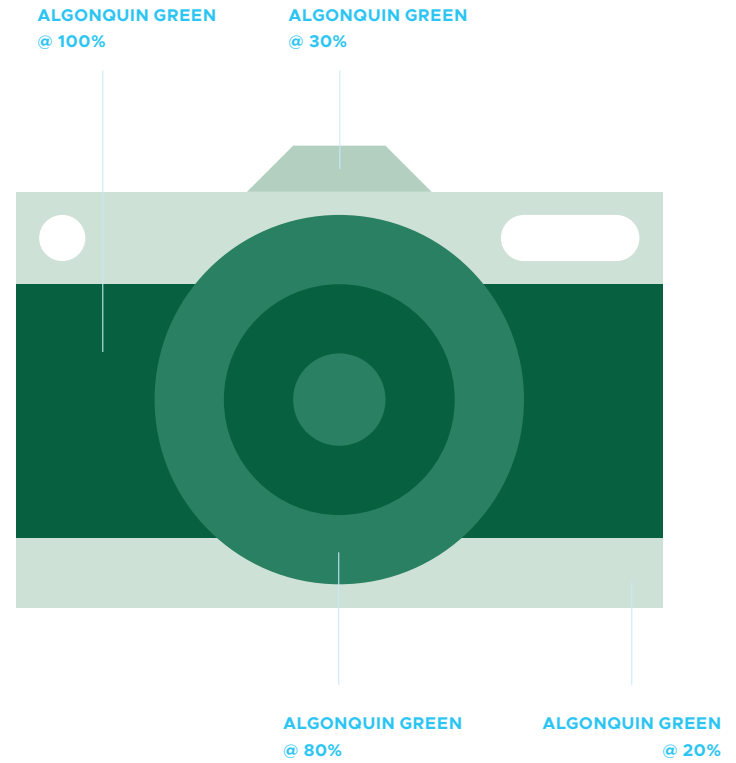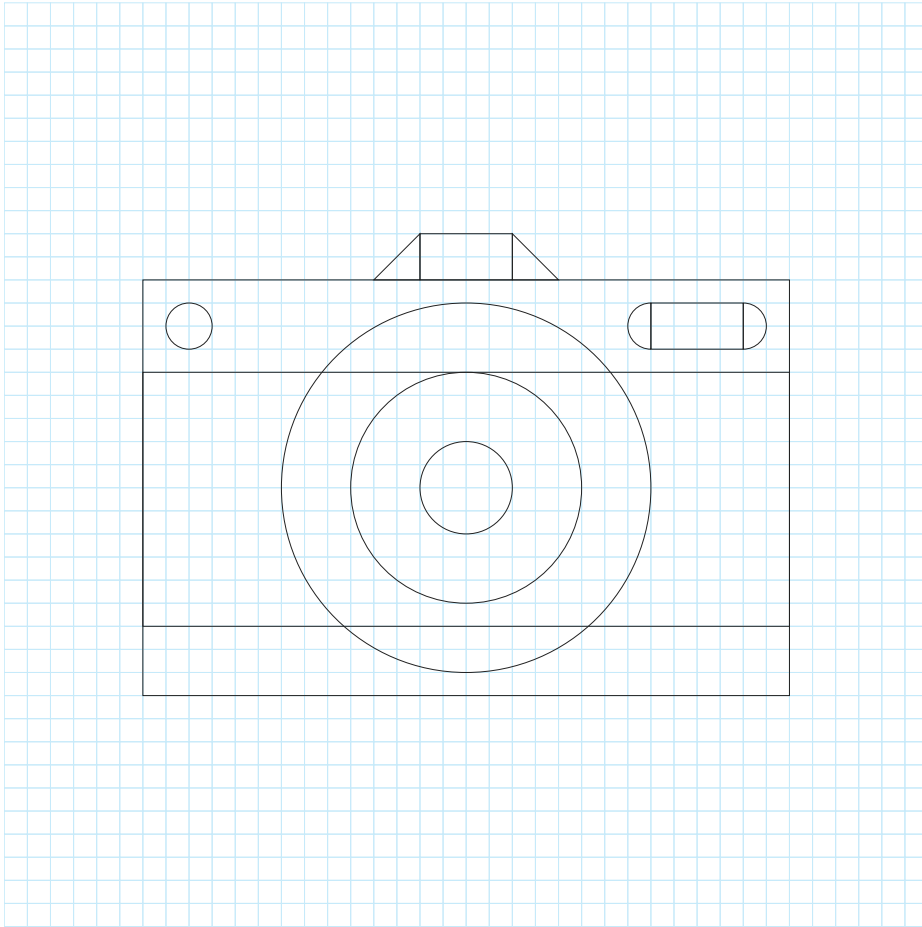
ILLUSTRATION EXAMPLE 2: POPPY FLOWER

SUBTLE GRADIENT IN
SHADE OF RED

ALGONQUIN GREEN
@ 80%

WHITE

MIDTONE RED
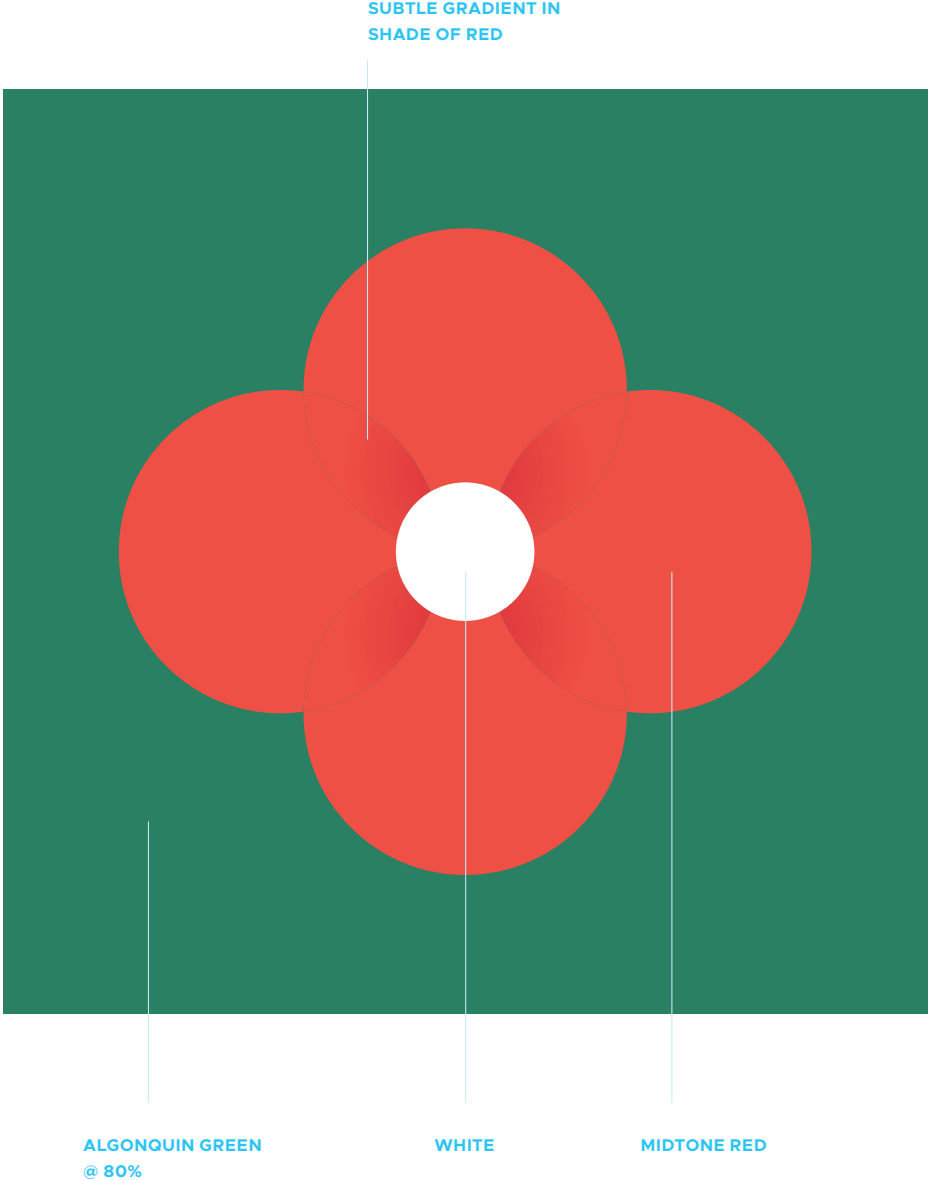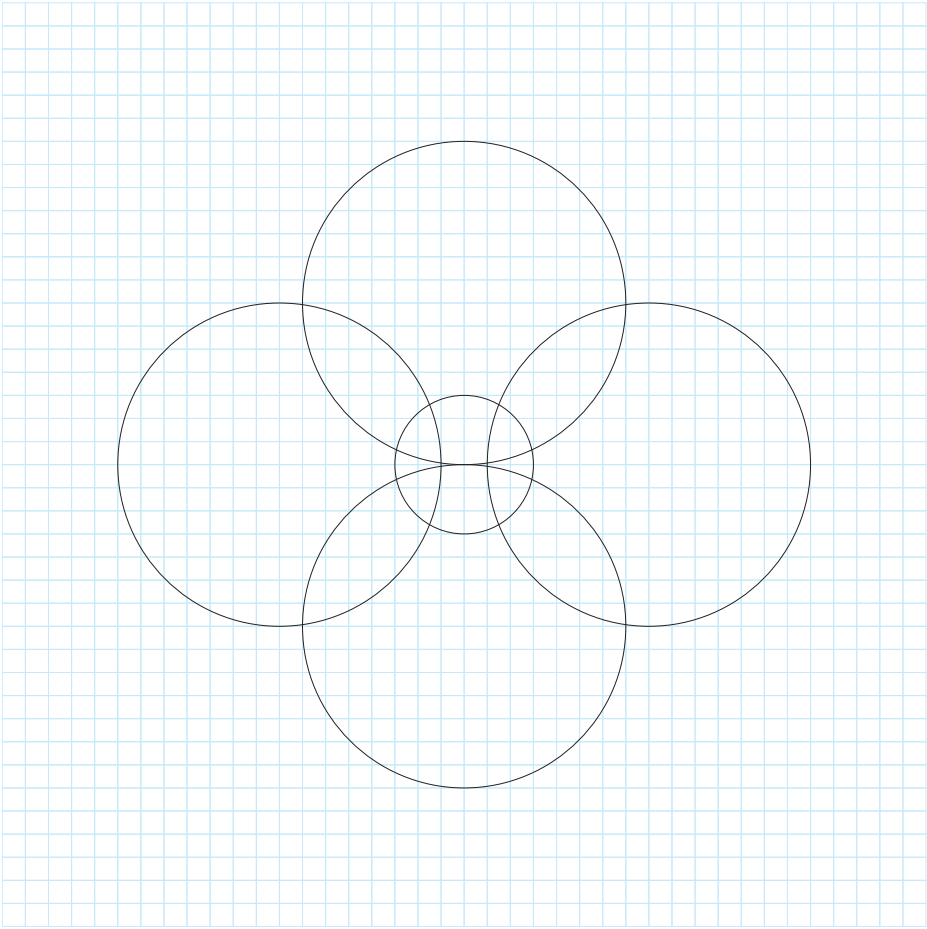
ILLUSTRATION EXAMPLE 3: CHARACTER

GENERAL USE
OF MIDTONE
COMPLEMENTARY
COLOURS
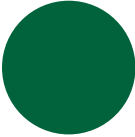
INDIVIDUAL CHARACTER

GROUPS WITH BACKGROUNDS/
PERSPECTIVES

USING TINTS IN ILLUSTRATION

While the use of any tint of Algonquin Green is permitted when creating illustrations, it's recommended one use multiples of 10 or 5. Values of the tints of Algonquin Green are as follows. Using the precise CMYK values, as opposed to the tint slider, is suggested.

@ 100% TINT
CMYK   93,13,85,44
HEX   #006341

@ 75% TINT
CMYK   70,10,64,33
HEX   #408A70

@ 50% TINT
CMYK   47,7,43,22
HEX   #80B1A0

@ 25% TINT
CMYK   23,3,21,11
HEX   #BFD8CF

@ 95% TINT
CMYK   88,12,81,42
HEX   #0D6B4A

@ 70% TINT
CMYK   65,9,60,31
HEX   #4C927A

@ 45% TINT
CMYK   42,6,38,20
HEX   #8CB9A9

@ 20% TINT
CMYK   19,3,17,9
HEX   #CCE0D9

@ 90% TINT
CMYK   84,12,77,40
HEX   #197354

@ 65% TINT
CMYK   61,9,55,29
HEX   #599A83

@ 40% TINT
CMYK   37,5,34,18
HEX   #99C1B3

@ 15% TINT
CMYK   14,2,13,7
HEX   #D9E8E2

@ 85% TINT
CMYK   79,11,72,37
HEX   #267A5D

@ 60% TINT
CMYK   56,8,51,26
HEX   #66A18D

@ 35% TINT
CMYK   33,5,30,15
HEX   #A6C8BC

@ 10% TINT
CMYK   9,1,9,4
HEX   #E5EFEC

@ 80% TINT
CMYK   74,10,68,35
HEX   #338267

@ 55% TINT
CMYK   51,7,47,24
HEX   #73A996

@ 30% TINT
CMYK   30,4,26,13
HEX   #B2D0C6

@ 5% TINT
CMYK   5,1,4,2
HEX   #F2F7F5

6.3

Icons

Icons are a form of visual shorthand. They help categorize, identify and highlight information. They should be simple in both style and content, giving clear, concise messages in a highly economical way.

We make use of designs in the **iconmonstr.com** icon library. Some examples from the image library are shown here. They indicate the intended style for any new icons.

PLEASE NOTE: Download existing icons from **iconmonstr.com** in PNG or SVG formats. Choose the solid versions when available.

7.0
Bringing it together

7.1

Acceptable Layout

The following examples follow standards illustrated in this document. Please review for reference and inspiration.

Weekly Tea and Chat

Every Tuesday 6-8 p.m. Room P112-Q

Dress casual, get cozy with tea, and learn! Guest hosts may also be a thing.

Banner Headline Goes Here

Providing academic accommodations and educational support services for students.

ntre for essible Learning

ng academic accommodations and ional support services for students.

Algonquin College Inclusive Climate Survey

Executive Summary

EXAMPLE 1: CAMPUS/PROGRAM FACTSHEET TEMPLATES

To create a factsheet use the templates provided and do not waiver from the set graphic element colours, font colours, weight and sizing.

Select the proper horizontal logo to support your campus or school as stated in the Sub-Brand Logotype arrangement usage guidelines (pg. 20).

As well, follow the Imagery usage guidelines (pg. 52) to select appropriate supporting graphics.

PROPER SELECTION OF IMAGERY

PROPER LOGO ARRANGEMENT

EXAMPLE 2: CAMPUS/PROGRAM FACTSHEET TEMPLATES

On-Campus Work Information for International Students

Work On-Campus (unlimited number of hours)

» Find out if you are eligible to work on-campus, if you are eligible for a SIN, where you can work and who you can work for here:

canada.ca/en/immigration-refugees-citizenship/services/study-canada/work/work-on-campus.html

Students can work in Canada if the study permit lists a condition that says you're allowed to work on- or off-campus.

You can work on your school campus, **without a work permit**, if you:

- are a full-time post-secondary student at a
  » public post-secondary school, such as a college, university, trade or technical school, or CEGEP in Quebec
  » degree, or doctorate), but only if the student is enrolled in a study program leading to a degree authorized by the province. This may not include all programs of study offered by the private institution...
- have a valid study permit, **and**
- have a Social Insurance Number (SIN).

Who can't work on campus

You must stop working on-campus:

- on the day you stop studying full-time
- when your study permit expires
- if you're on an authorized leave from your studies
- if you're switching schools and aren't currently studying

You can return to work only once you're back to studying and you meet all the requirements to work on-campus.

International Education Centre (IEC)

The IEC is located in room C021. On-campus services are limited due to the pandemic.

The **IEC Support Team** can help answer some of your questions. Current international students can email *iecsupport@algonquincollege.com* for assistance. Be sure to include your AC student number in your email. IEC Support work hours are from Monday to Friday from 8:30 am to 4:45 pm excluding holidays– unless otherwise specified.

See more about studying and working in Canada here:

canada.ca/en/immigration-refugees-citizenship/services/study-canada/work.html

Most Up-to-Date Information

For the most up-to-date information about Immigration, Refugee and Citizenship Canada (IRCC), please refer to the IRCC web site at: **canada.ca/immigration** or call them at **1-888-242-2100**. It is the international student's responsibility to know the rules and regulations that apply. See the conditions of a study permit holder here:

canada.ca/en/immigration-refugees-citizenship/services/study-canada/study-permit/prepare-arrival/study-permit-conditions.html

IMPORTANT

Studies must be the priority for international students in Canada while on a study permit.

You can only start working in Canada when you start your study program. You can't work before your studies begin.

---

algonquincollege.com/international

Work Off-Campus

Find out if you are eligible to work off-campus and much more here:

canada.ca/en/immigration-refugees-citizenship/corporate/publicationsmanuals/operational-bulletins-manuals/temporary-residents/study-permits/campuswork.html#off-campus

Working on campus in addition to working off campus

There are **no restrictions on the number of hours students can work on campus** [as per R186(f)] in addition to working off campus, provided they continue to meet the applicable eligibility requirements.

Social Insurance Number (SIN)

Learn what you need in order to apply for a SIN, along with where to apply (on-line, by mail or in person) here:

canada.ca/en/employment-social-development/services/sin/before-applying.html

Maintaining status

If you are maintaining your status, you can keep working under the same conditions of your initial work permit if your Social Insurance Number (SIN) is expired. More information is found here:

cic.gc.ca/english/helpcentre/answer.asp?qnum=1505&top=17

EMPLOYMENT SUPPORT CENTRE

algonquincollege.com/employment

Current students can access employment opportunities on HireAC. More about HireAC is found here:

algonquincollege.com/employment/hireac

Find on-line resources such as resume and cover letter tips, interview preparation tips and more here:

algonquincollege.com/employment online-resources

Work Hours

Monday-Friday, 8:30 a.m.-4:45 p.m.

Algonquin College of Applied Arts and Technology
1385 Woodroffe Avenue
Ottawa, ON K2G 1V8
Canada

General Contact

iecsupport@algonquincollege.com

Algonquin College International Education Centre (IEC)

algonquiniec | algonquiniec | algonquiniec

EXAMPLE 3: 3 PANEL STAND-UP BANNER TEMPLATE

SEMI BOLD
FONT WEIGHT

REGULAR FONT
WEIGHT. USE
ALGONQUIN
GREEN 80% TINT

LOGO LINED
UP TO MARGIN

USE OF RANGE
OF SWOOSH
SECTIONS
– 80%
ALGONQUIN
GREEN

COMPELLING
PHOTOGRAPHY

We're Hiring
We value the dignity and uniqueness of the individual.

We're Hiring
We value the dignity and uniqueness of the individual.

Lifelong Success Starts Here
We value equity and diversity in our community.

EXAMPLE 3: SINGLE PANEL STAND-UP BANNER TEMPLATE

DEPARTMENT,
SCHOOL, OR
INITIATIVE
TITLE – TIER 1
NO IMAGE

ALGONQUIN COLLEGE

Human Resources

ALGONQUIN COLLEGE

We're Hiring

We value the dignity and uniqueness of the individual.

ALGONQUIN COLLEGE

We're Hiring

We value the dignity and uniqueness of the individual.

PROGRAM OR
INITIATIVE –
TIER 2/3 WITH
IMAGE

EXAMPLE 4: STRATEGIC REPORT SPREADS

To create a high-level report use these samples as guides for proper font, white space, and imagery usage.

* **It is important to have the Marketing and Recruitment Department approve these documents prior to presentation.**

COMMONLY USED BODY COPY SIZE (9/12.5 PT), REGULAR FONT WEIGHT, CHARCOAL OR MINIMUM 70% BLACK

USE A COMBINATION OF GREEN GRADIENT MAP AND FULL COLOUR COMPELLING IMAGERY

USE A COMBINATION OF SOLIDS AND TINTS OF ALGONQUIN GREEN AS ACCENT

MIGWETCH

Land Acknowledgement

Algonquin College campuses (Ottawa, Pembroke and Perth) are located on the traditional unceded, unsurrendered territory of the Anishinaabe Algonquin People. The Algonquin People have inhabited and cared for these lands long before today. We take this time to show our gratitude and respect to them, and to the land for all that it provides us: trees to give shade, water and food to sustain us and paths to connect us. As a post-secondary institution, we embrace the responsibility to help ensure that the next generations of land stewards are respectful and grateful for the bounty of this land on which we all live, play and study.

We commit to continue to explore and make meaningful contributions to the Calls to Action that resulted from the Truth and Reconciliation Commission of Canada.

RESIDENCE AND
STUDENT HOUSING

Your home away from home

Residence offers everything you need for a smooth transition to college life. You'll find new friends, events, recreation facilities and social activities.

Our residence at the Ottawa Campus has 520 two-bedroom suites that can accommodate 1,040 students. We accept applications year-round.

OTTAWA RESIDENCE INCLUDES

- **Community and Sense of Belonging** – make lifelong connections
- **All Inclusive Fees** – avoid the hassles of renting off-campus
- **Convenience** – steps away from all our Ottawa Campus has to offer
- **Student Experience** – Residence fosters student success and personal growth
- **Amenities** – 24/7 front desk, laundry, kitchens, lounges (movie theatre, sports, study)
- **Safety and Security**
- **Events and ways to get involved**
- **Mental Health and Student Success Supports**
- **Barrier-free rooms**

algonquincollege.com/residence

2-bedroom Residence apartment suite

Residence and Student Housing

OTTAWA
For those students attending our Ottawa Campus but not living in residence, affordable off-campus housing is available.

algonquincollege.com/housing

PEMBROKE
Privately owned accommodations — houses and apartments, boarding rooms, and residences — are available near the Campus.

algonquincollege.com/pembrokehousing

PERTH
Local landlords offer a variety of student accommodations near the Perth Campus and in the surrounding area.

algonquincollege.com/perthhousing

12   13

USE OF METROPOLIS FONT WEIGHTS FOR HEADINGS AND CALLOUTS

AMPLE MARGINS

AMPLE WHITE SPACE

EXAMPLE 5: ADMISSION ACCEPTANCE ENVELOPE CONCEPT

ALGONQUIN GREEN AT 60% FOR CONTRAST OVER WHITE

METROPOLIS FONT REGULAR WEIGHT

POINT SIZE (8.5 PT), REGULAR AND BOLD FONT WEIGHTS

Algonquin College
algonquincollege.com

1385 Woodroffe Avenue
Ottawa, ON K2G 1V8 Canada

CANADA POSTES
POST CANADA
Postage paid   Port payé
Lettermail   **Poste-lettres**

You might want to get a camera.

FREIGHT FONT MEDIUM WEIGHT MULTIPLIED BY 1.14 TO MATCH SIZE

Hey, Someone with a long name

123 Livehere Avenue
Ottawa, ON K2G 1V8 Canada

METROPOLIS FONT REGULAR WEIGHT

We've got
BIG News!!

FREIGHT MULTIPLIED BY 1.14 TO MATCH SIZE

ON-BRAND ILLUSTRATION USING ONLY ALGONQUIN TINTS

METROPOLIS FONT MEDIUM WEIGHT

Life is about
to change.

ALGONQUIN
COLLEGE

AMPLE WHITE SPACE

AMPLE MARGINS

USE OF FULL WORDMARK IN THE FRONT
AND ICON IN BACK AS GRAPHIC ACCENT

EXAMPLE 6: SCHOOL MURAL CONCEPT

ALGONQUIN GREEN AT 35% FOR CONTRAST OVER GREEN AT FONT SIZE LARGER THAN 19PT

S

REGULAR
FONT WEIGHT

USE OF A GRID
EVEN IN AN
ARCHITECTURE
CONTEXT

This is
your campus

—

FREIGHT
MULTIPLIED
BY 1.14

ON-BRAND
ILLUSTRATION
USING ONLY
ALGONQUIN
TINTS

AMPLE
MARGINS

EXAMPLE 7: INTERNAL EVENT POSTERS — ILLUSTRATION-BASED

AMPLE MARGINS

AMPLE WHITE SPACE

NO USE OF FREIGHT (PERMITTED ONLY ON HIGH-LEVEL MARKETING MATERIALS)

HEADERS – METROPOLIS FONT BOLD OR SEMI BOLD WEIGHT

SUBHEADERS – METROPOLIS FONT SEMI BOLD OR REGULAR WEIGHT

USE ONLY ON-BRAND ILLUSTRATIONS AND ICONS

PROMINENT USE OF ALGONQUIN GREEN AT EITHER 100% OR VARIOUS TINTS

INFORMATION LINED UP WITH THE WORDMARK

AMPLE WHITE SPACE

AMPLE MARGINS

APPROPRIATE LOGO FOOTER SIZING & LAYOUT

Weekly Tea and Chat
Every Tuesday 6-8 p.m.
Room P112-Q

Dress casual, get cozy with tea, and learn! Guest hosts may also be a thing.

Service Animals Frequent this Area

Questions or concerns?
Students:
Contact the Centre for Accessible Learning
cal@algonquincollege.com
Employees:
Contact our Accessibility Office
accessibility@algonquincollege.com

EXAMPLE 8: INTERNAL EVENT/ PROGRAM POSTERS — PHOTOGRAPHY-BASED

HEADERS –
METROPOLIS
FONT BOLD
OR SEMI BOLD
WEIGHT

SUBHEADERS –
METROPOLIS
FONT SEMI BOLD
OR REGULAR
WEIGHT

TITLES –
METROPOLIS
FONT BOLD
OR SEMI
BOLD WEIGHT
SAME SIZE
OR SLIGHTLY
LARGER THAN
BODY COPY

BODY COPY NO
SMALLER THAN
12PT METROPOLIS
SEMI BOLD OR
REGULAR

AMPLE
WHITE SPACE

AMPLE
MARGINS

ALWAYS USE METROPOLIS FONT
BOLD WEIGHT FOR URLS AND CTAS

NO USE OF FREIGHT (PERMITTED ONLY
ON HIGH-LEVEL MARKETING MATERIALS)

A TEMPLATE IS PROVIDED
FOR PROGRAM-BASED
ADVERTISING
* DO NOT WAIVER FROM
SET GUIDELINES

CHOOSE APPROPRIATE
AND COMPELLING
PHOTOGRAPHY

SUFFICIENT DISTANCE BETWEEN
WORDMARK & FOOTER INFORMATION

APPROPRIATE
LOGO
FOOTER
SIZING &
LAYOUT

ONLINE EVENT

International Student Barometer Survey
Speak up, Speak out and Join in!

Title for copy
Body copy for more
information about event
if needed.

Scan QR code

Share your experience
Check your AC email for your survey link

ALGONQUIN
COLLEGE
International
Education Centre

I AM

NEW

Animation
Studies

Advanced Technology

MAKING THE WORLD A SAFER PLACE
Lorem ipsum dolor sit amet. Vel tenetur enim qui repellat autem
sed deserunt beatae qui quam fugiat ut numquam soluta et
quidem voluptatem et autem quasi.

algonquincollege.com/cybersecurity

School of
Advanced Technology
ALGONQUIN
COLLEGE

I AM

Animation
Studies

Media Design

FINDING JOY IN MAKING IMAGES COME TO LIFE
Lorem ipsum dolor sit amet. Vel tenetur enim qui repellat
autem sed deserunt beatae qui quam fugiat ut numquam
soluta et quidem voluptatem et autem quasi.

algonquincollege.com/animation

School of
Media Design
ALGONQUIN
COLLEGE

8.0
Stationery
& Templates

8.1
Stationery

Every piece of material has the opportunity to tell the Algonquin College story so long as consistency is at play.

Do not recreate these designs. To request a template, please visit **algonquincollege.com/identity**
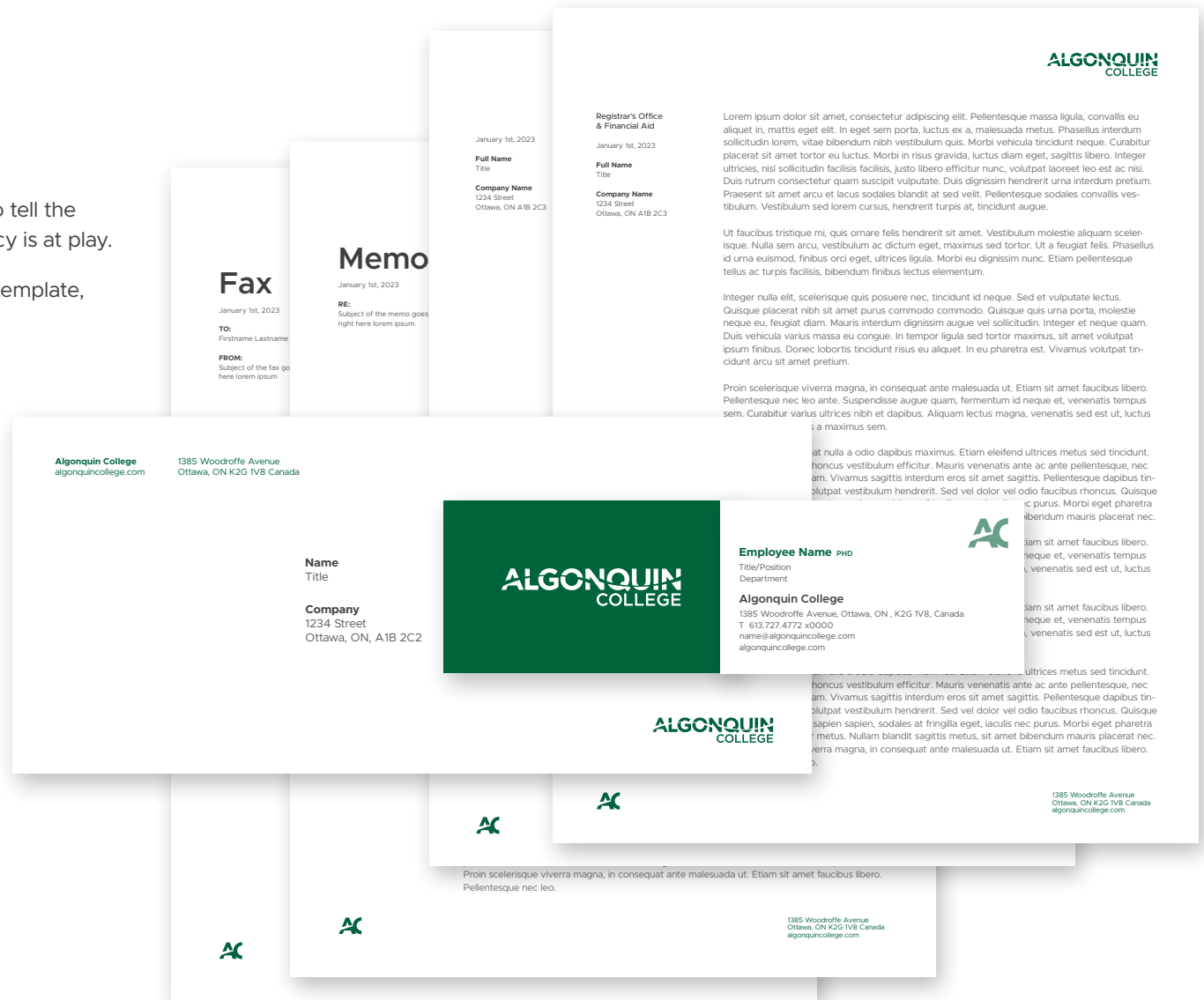
AVAILABLE TEMPLATES

- Letterhead
- Fax and Memo Sheets
- Business Card
- #10 Envelope
- Kit Folder
- Label Sticker

9.0
Presentation Templates

9.1
Slide Deck

Slide deck software can be a tricky tool for design purposes. For that reason, Algonquin College provides a template with a wide range of layouts available for any presentation need. Master pages are created for each layout, so there should be little to no manipulation of the prepared layouts.

Do not recreate the slide deck. To request a template, please visit **algonquincollege.com/identity**

AVAILABLE TEMPLATES

• PowerPoint, 6:4 layout

• PowerPoint, 16:9 layout
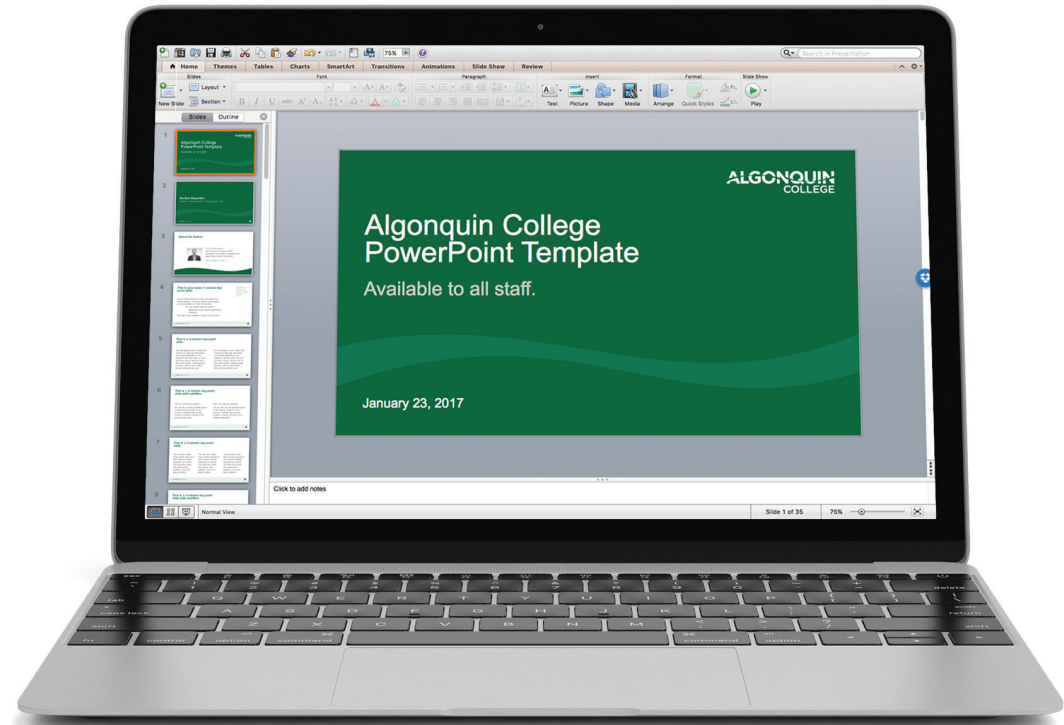
10.0
Digital
Templates

10.1

Virtual Meeting Backgrounds

Branded virtual meeting backgrounds enhance professionalism, reinforce corporate identity, and foster a cohesive brand image elevating the virtual experience for participants.

Do not recreate the backgrounds. To request a template, please visit **algonquincollege.com/identity**

AVAILABLE TEMPLATES

1. AC ZOOM BACKGROUND - Logo Large Green.png

2. AC ZOOM BACKGROUND - Logo Large White.png

3. AC ZOOM BACKGROUND - Indigenous Pattern Green.png

4. AC ZOOM BACKGROUND - Indigenous Pattern White.png

5. AC ZOOM BACKGROUND - Logo Pattern Green.png

6. AC ZOOM BACKGROUND - Logo Pattern White.png

7. AC ZOOM BACKGROUND - Logo Small Green.png

8. AC ZOOM BACKGROUND - Logo Small White

9. AC ZOOM BACKGROUND - Ottawa.png

10. AC ZOOM BACKGROUND - Pembroke.png

11. AC ZOOM BACKGROUND - Perth.png

1

2

EXAMPLES CONT'D: VIRTUAL MEETING ZOOM BACKGROUNDS
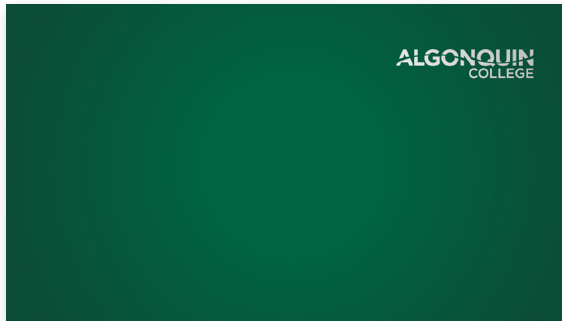

3

4

5

6

7

8

9

10

11

9.2
Email Signature

Do not recreate the e-signature. Arial 12pt font and auto line spacing is to be used for all Email communications including Email Signatures. To retrieve an email signature template that includes additional direction on pronouns, office numbers and addresses, please visit **algonquincollege.com/identity.**

✔ **DO...**

- keep it simple, including only essential information

- list mandatory information: first and last name, title, unit name, and Algonquin College information

- list telephone & extension if available

- use Arial; other fonts may not display correctly

- include simple URLs, without "http://www"

- include social media links in plain text without icons

✘ **DO NOT...**

- include extra logos or graphics unless absolutely necessary, since they add unnecessary file size and are often treated as attachments

- use more than one image: if including logos, embed them all as a single image

- include v-cards, since they add unnecessary file size and are often treated as attachments

- include taglines or quotes, since these may be perceived as College-wide statements

SHORT VERSION (RECOMMENDED)

Claude Brulé

President & Chief Executive Officer
Office of the President

T 613.555.5555 x2017
C 555.555.5555

algonquincollege.com

ALGONQUIN COLLEGE

EXAMPLES CONT'D: EMAIL SIGNATURES

FULL VERSION

NAME – ARIAL FONT, BOLD
WEIGHT, 18PT, 80% AC GREEN

Claude Brulé

TITLE – ARIAL FONT, BOLD
WEIGHT, 12PT, 70% BLACK

President & Chief Executive Officer
Office of the President

DEPARTMENT – ARIAL FONT,
REGULAR WEIGHT, 12PT, 70%
BLACK

Office 000, Building X
T 613.555.5555 x2017
C 555.555.5555

CONTACT INFORMATION –
ARIAL FONT, REGULAR WEIGHT,
12PT, 70% BLACK
(T FOR TELEPHONE, C FOR CELL
PHONE AND ALGONQUIN COLLEGE
ARE BOLD WEIGHT)

Algonquin College | 1385 Woodrooffe Avenue | Ottawa | ON | K2G 1V8 | Canada

algonquincollege.com
LinkedIn   Twitter

WEBSITE AND SOCIAL MEDIA –
ARIAL FONT, REGULAR WEIGHT,
12PT, 80% AC GREEN

Our Mission: To transform hopes and dreams into lifelong success

MISSION STATEMENT –
ARIAL FONT, 12PT, 80% AC GREEN
(OUR MISSION: BOLD WIEGHT
STATEMENT: REDULAR WIEGHT)

ALGONQUIN LOGO GRAPHIC –
100% AC GREEN

ALGONQUIN COLLEGE