Questions? Email brand@ucalgary.ca
1. Unique Identifier (always used with the UCalgary and AHS logos)

2. Wordmarks (always used with the UCalgary and AHS logos)

3. UCalgary + AHS Logos

4. Visual Treatment
**Unique Identifier** (always used with the UCalgary and AHS logos)

The Arnie Charbonneau unique identifier is a visual concept that relates to the program’s activities, values and goals. Note the UCalgary and AHS logos always need to accompany the unique identifier somewhere in proximity on the same page or graphic.

Don’t alter the colour, size, or composition of the unique identifier elements.

Don’t recolour, modify, or add effects (like drop shadows) to the unique identifier. Only the above variations should be used, always on a non-busy background.

The UCalgary and AHS logos always need to be in the same visual proximity.

The icon portion of the Unique Identifier can be used without the Wordmark, but the UCalgary and AHS logos must be present on the material. This includes collective event materials.

Guidelines

This version of the white logo should only be used in cases where shadows can’t be printed. For example, embroidered on swag.
Wordmarks (always used with the UCalgary and AHS logos)

The Arnie Charbonneau wordmark is an alternative to using the lockup to identify the program. Note the UCalgary and AHS logos always need to accompany the wordmark somewhere in proximity on the same page or graphic.

Guidelines

The wordmark is specifically typeset for consistency across the university, please don't recreate it with different fonts or spacing.

Don't recolour, modify, or add effects (like drop shadows) to the wordmark. Only the above black and white variations should be used, always on a non-busy background.

The UCalgary and AHS logos always need to be in the same visual proximity. See more examples here.

Questions? Email brand@ucalgary.ca
The UCalgary and AHS logos should always be present on materials with the Arnie Charbonneau unique identifier and/or wordmark. Exceptions include events and presentations where the UCalgary + AHS logo doesn’t need to appear near to every instance of the unique identifier. (i.e., if they appear on a banner, they don’t need to be on every screen too)

The logos in combination represent a partnership between UCalgary and Alberta Health Services. Don’t alter their placement and orientation.

Don’t recolour, modify, or add effects (like drop shadows) to the logos. Only the above variations should be used, always on a non-busy background.

Use of the Arnie Charbonneau unique identifier and UCalgary + AHS logos lockup is optional. (The logos can appear in the same visual proximity)

Questions? Email brand@ucalgary.ca
Visual Treatment

The visual treatment are supporting graphics based on the unique identifier and used to enhance and solidify the Arnie Charbonneau identity.

The visual treatment should be shown only as a detail, bleeding-off the page or display area of any visual material.

Note: depending on the situation and materials, more or fewer waves can be used.

Guidelines

The visual treatment is a secondary element to the Arnie Charbonneau wordmark and unique identifier. Use it to compliment these components and in backgrounds.

The visual treatment can be lightly modified by adjusting the size and adding or subtracting waves. Do not alter the colours outside of the palette available in the original treatment.

The visual treatment can also be used as an overlay on photos and illustrations. Use the treatment to highlight and enhance an image.

The visual treatment should always bleed off a graphic or page on a minimum of one side.
Elements are available in multiple or single wave configurations.

**Note:** The cool-coloured waves should never be used without the warm-coloured waves on the same asset. Warm-coloured waves can be used without cool-coloured waves present.

Exceptions include events and presentation slides where the combined assets prioritize warm-coloured waves.

```
Guidelines
```

The scale of the waves can be increased as needed but **priority should be given to warm-coloured waves and colours** within the design overall.

```
Single waves can be used as backgrounds, photo frames, and to enhance text. Use judgement when combining waves to create configurations that align with the overall visual treatment.
```

```
Warm and cool waves should not be combined. Keep each colour configuration separate.
```

Questions? Email brand@ucalgary.ca
Examples

Pull-up banners

Meeting the cancer challenge.
charbonneau.ucalgary.ca

Meeting the cancer challenge.
charbonneau.ucalgary.ca

Meeting the cancer challenge.
charbonneau.ucalgary.ca
Examples

Pull-up banners
Looking at the patient, not just the disease.
Examples

Environmental graphics
FIRSTNAME LASTNAME

Participated in the Charbonneau Cancer Student Research Day
“A comprehensive analysis of radon gas across Southern Alberta”

This certifies that
FIRSTNAME LASTNAME
Participated in the Charbonneau Cancer Student Research Day
“A comprehensive analysis of radon gas across Southern Alberta”

Given this ___ day of __________, 20___

________________________________________

Dr. J. Gregory Cairncross, Director
Arnie Charbonneau Cancer Institute

Date:
Time:
Location
RSVP // call-to-action // webpage

This is a presentation title
two-three lines

This is a presentation subtitle two lines max if possible

Optional Presenter’s name
Presenter’s title / additional designations
Department / additional designations

Optional date