Arnie Charbonneau Cancer Institute

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Questions? Email brand@ucalgary.ca

UNIVERSITY OF CALGARY

1 **Unique Identifier** (always used with the UCalgary and AHS logos)

Arnie Charbonneau
Cancer Institute

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

Arnie Charbonneau
Cancer Institute

3 **UCalgary + AHS Logos**

UNIVERSITY OF CALGARY | Alberta Health Services

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.

Colour two-line (horizontal)

Arnie Charbonneau Cancer Institute

Black two-line (horizontal)

Arnie Charbonneau Cancer Institute

White two-line (horizontal)

Arnie Charbonneau Cancer Institute

! This version of the white logo should only be used in cases where shadows can't be printed. For example, embroidered on swag.

White one-colour two-line (horizontal)

Arnie Charbonneau Cancer Institute

Colour four-line (vertical)

Arnie Charbonneau Cancer Institute

Black four-line (vertical)

Arnie Charbonneau Cancer Institute

White four-line (vertical)

Arnie Charbonneau Cancer Institute

White one-colour four-line (vertical)

Arnie Charbonneau Cancer Institute

Guidelines

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.

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.

Two-line black (centered)

Arnie Charbonneau Cancer Institute

Two-line black (left aligned)

Arnie Charbonneau Cancer Institute

Two-line black (right aligned)

Arnie Charbonneau Cancer Institute

Two-line white (centered)

Arnie Charbonneau Cancer Institute

Two-line white (left aligned)

Arnie Charbonneau Cancer Institute

Two-line white (right aligned)

Arnie Charbonneau Cancer Institute

Four-line black (centered)

Arnie Charbonneau Cancer Institute

Four-line black (left aligned)

Arnie Charbonneau Cancer Institute

Four-line black (right aligned)

Arnie Charbonneau Cancer Institute

Four-line white (centered)

Arnie Charbonneau Cancer Institute

Four-line white (left aligned)

Arnie Charbonneau Cancer Institute

Four-line white (right aligned)

Arnie Charbonneau Cancer Institute

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

UCalgary + AHS logos

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)

Vertical colour

Horizontal colour

Unique identifier + logos lockup vertical

Unique identifier + logos lockup horizontal

Vertical black

Horizontal black

Vertical white

Horizontal white

! Lockups also available in all black and all white

Guidelines

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.

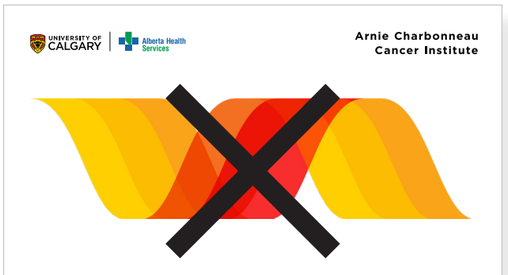
Guidelines

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.



Visual Treatment (cont.)

Elements are available in multiple or single wave configurations.

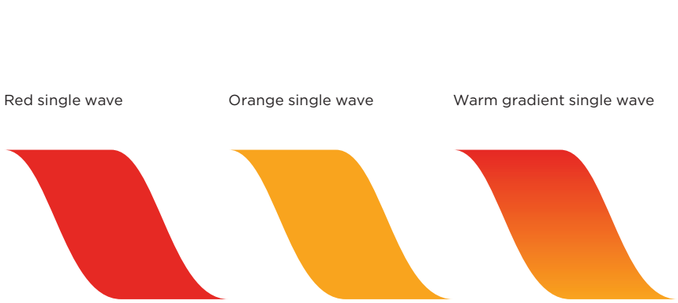
Note: The cool-coloured waves should never be used without the warm-coloured waves on the same asset. Warm-coloured waves *can* be used without cool-coloured waves present.

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

Warm-coloured multiple waves (long)

Warm-coloured multiple waves (short)

Red single wave



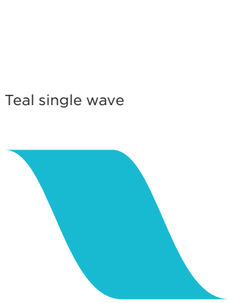
Orange single wave

Warm gradient single wave

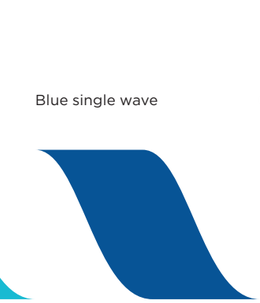
Cool-coloured multiple waves (long)

Cool-coloured multiple waves (short)

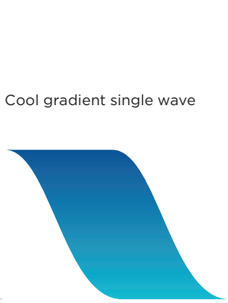
Teal single wave



Blue single wave

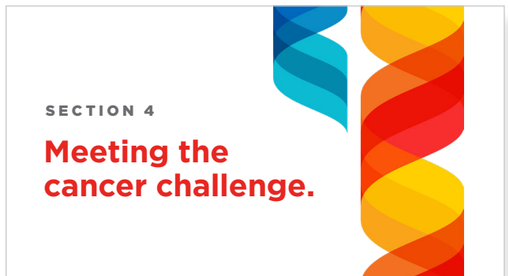


Cool gradient single wave

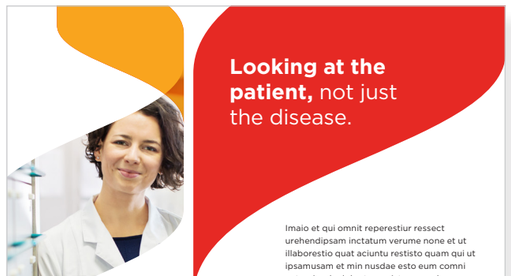


Guidelines

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.

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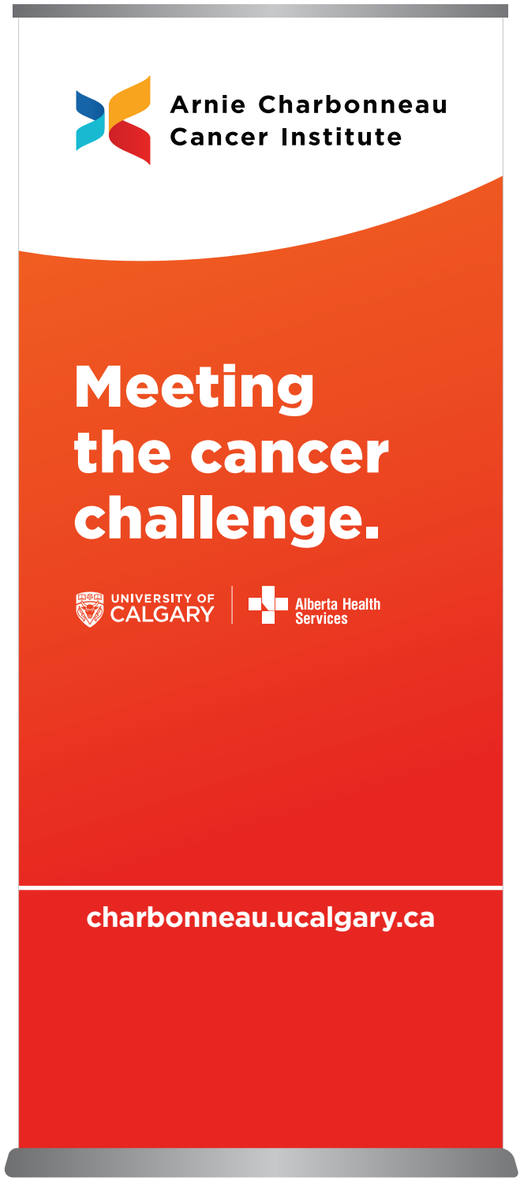
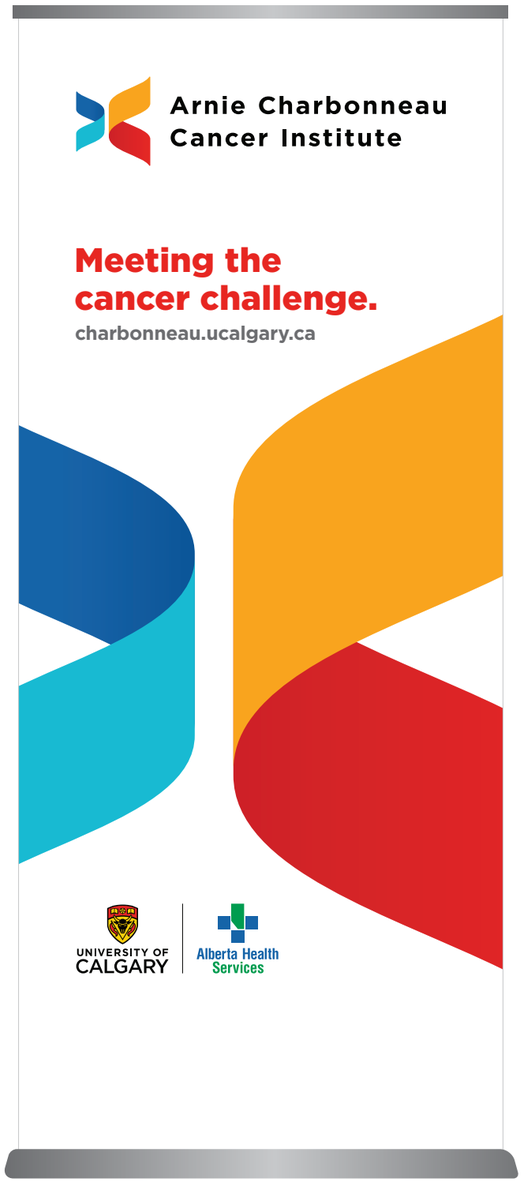
Examples

Pull-up banners



Examples

Pull-up banners

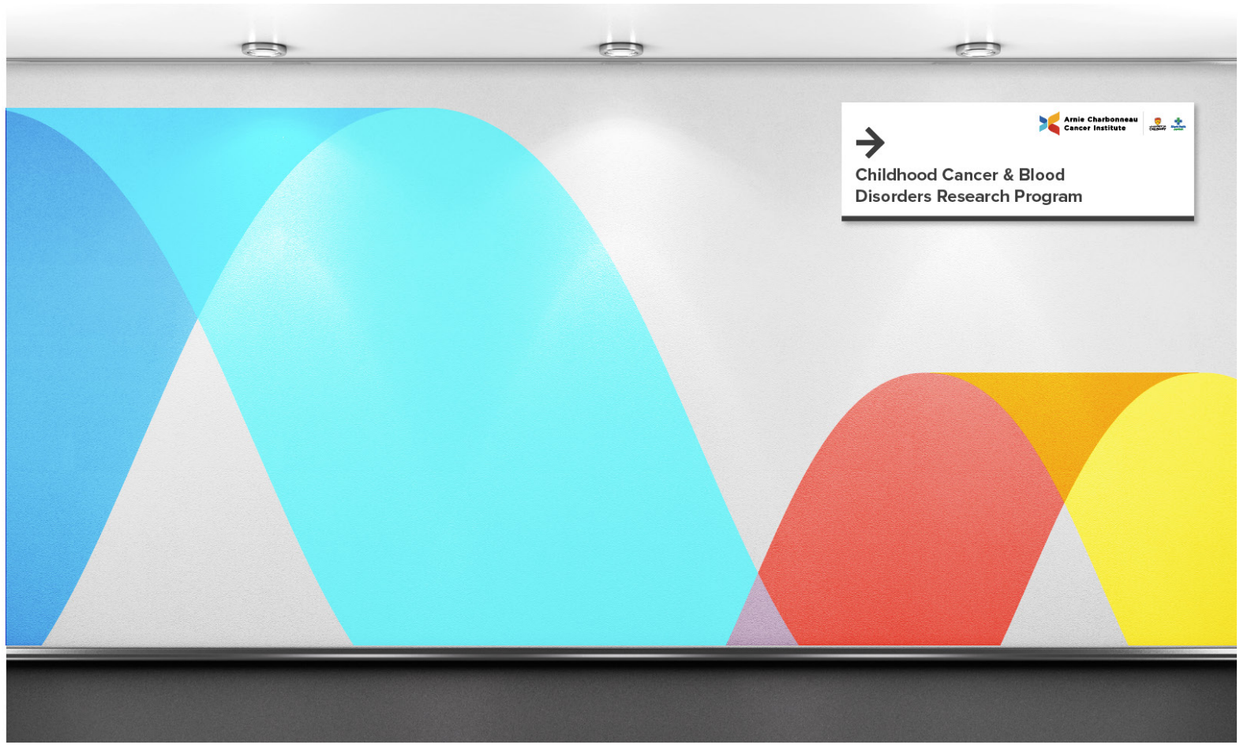


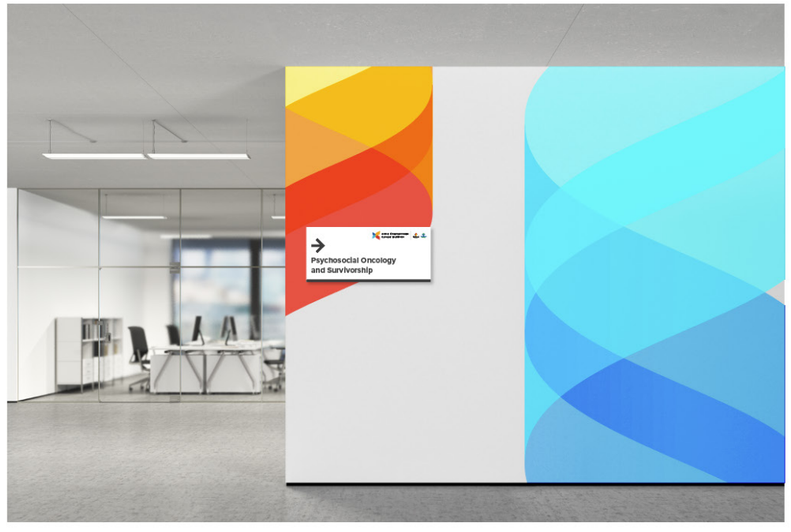
Examples

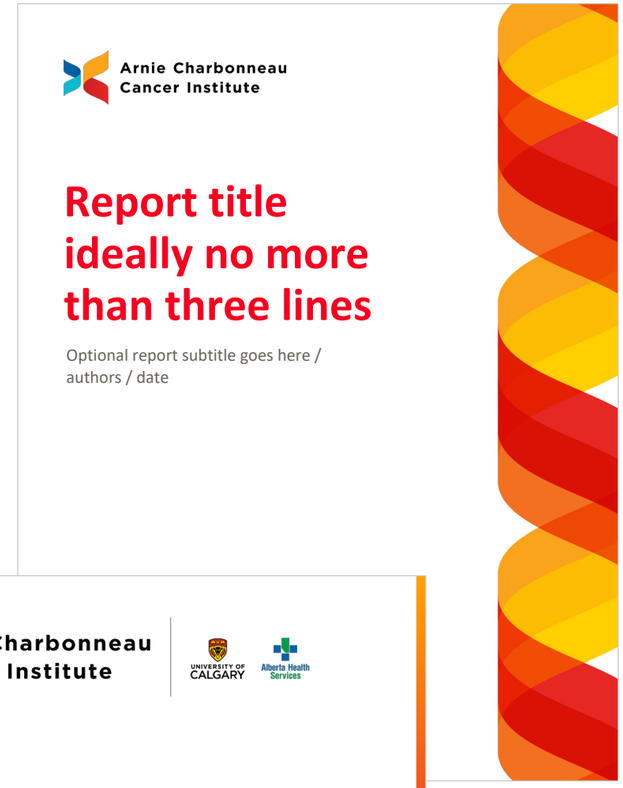
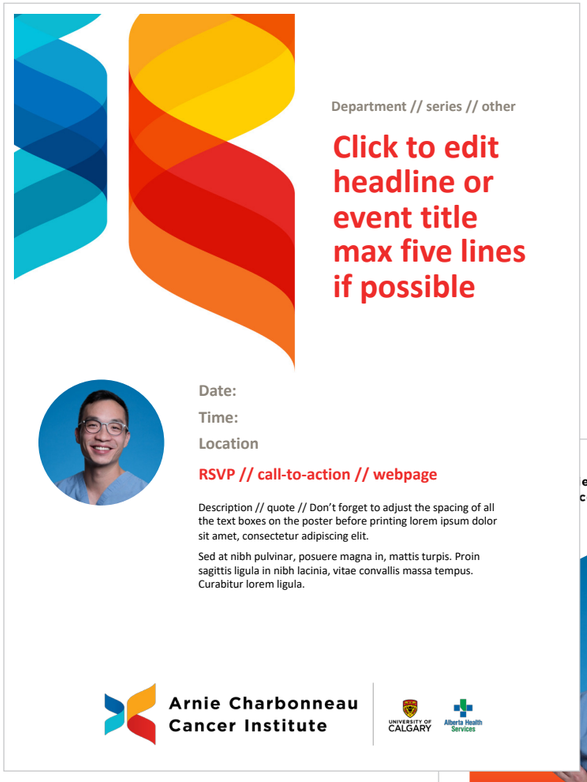
Print materials

Examples

Environmental graphics





Examples

Internal templates