Visual Identity Guidelines
University of Alberta Museums

Our new visual identity has evolved out of a number of needs, paramount of which is to raise the profile of the University of Alberta’s museums and collections, in particular to the external public.

The University of Alberta is home to over 35 museums and collections with a total resource of over 17 million artifacts, specimens and works of art.

Some of the world’s best collections in a range of disciplines are among these, supported by important and exciting research. The demand for access is ever increasing, as is the desire for the creation of new programs that reach new audiences and contribute to the University of Alberta’s key strategic initiatives.

A unifying visual identity will allow the museums collectively to market themselves as an exciting and powerful whole, something that cannot be done on an individual basis. Also, a clear and concise message can be developed and delivered through the visual system we have developed, to the many and diverse audiences that the University serves.
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The University of Alberta Museums identity is a mixture of the classic and the contemporary, spirit and solidity, unit and whole.

Built on the central axis of the word “museums”, the animated letter “e” represents the excitement and enlightenment the museums and collections can offer. Some people see an open eye, others a sun. Either way, there is a celebration of the word – a comparison to the kind of experience and knowledge gained from a visit to your museum.

The logo unit is intended to be kept simple and intact in every possible application. Two versions of the unit allow for usage within postage-stamp to billboard-size dimensions. The text “University of Alberta” works hand-in-hand with “museums” and is the foundation on which the word rests.

For the rare instances in which the identifier needs to be smaller than .75”, a text solution is suggested, without the icon.

Colour is another element which adds life and meaning to the Museums identity. A colour palette has been established, providing options for many situations. For instances in which U of A recognition is most important, green and gold are suggested. On other occasions, it may be more effective to use a Bright or Earthy or even a Neutral colour scheme. Positive and negative applications of the logo unit are also a possibility.

The intention of developing the Museums identity is to establish a consistency of image which is appealing to many audiences and will become easily recognized over time. The following guidelines are here to illustrate the flexibility of the logo unit and to answer many questions about its placement, size and application.
Structure

A hand-painted letter “e” was created to add personality and a visual climax to the word “museums”. To some it represents an open eye or the sun. Its solid colour allows it to work in a positive or negative form without difficulties.

Although the “e” is not symmetrical, it has a visual, central axis which assists in aligning it with other elements, both vertically and horizontally.

The visual shall not be stretched or modified to fit a format, composition or box. The visual must be recognizable and offset itself from the background.
Logo Proportions • Unit A

Structure
The “e” of the visual is to be set centred in the indicated “a-space” and shall be adjusted in height so that the “e” stands on the baseline of the word “museum” and optically matches the height of the type.

The “b-space” measures the height of the smallest type. Multiples of this measure are used to indicate the minimum space required around the Logo Unit in both positive and negative applications. The same formula is to be used for Logo Unit B.

Incorrect logo versions

Do not substitute the drawn “e” of the visual with a typed “e”. Do not substitute typefaces.
Usage

Logo Unit A is intended for applications of 2” and above. At the 2” width, the smallest type measures 5 pt.

If the logo is to be used smaller than 2” in width, use Logo Unit B with the word “museums” and “University of Alberta” set flush. Do not reduce the logo in width under .75”.

For applications of less than .75”, it is recommended that a typographic solution be used without the icon. This solution is not recommended for use below .5”. Note that the overall width of the solution becomes narrower than the other logo units, but the height remains relatively the same.

Incorrect logo versions

Do not mix and match the icon or logo unit with other configurations of type. Do not replace the icon with the “m” of museums.
Usage

It is intended that the Museums identity always appear lively and with a strong contrast between the visual and the text. Graphically, this contrast can be achieved using only one colour, as the visual already has a different style than the text. However, this difference can be emphasized and made even more playful through the choices made in colour.

A colour palette has been developed for usage in many situations. For the strongest U of A recognition, it is suggested that green and gold are used. For other applications, you may consider either the Primary or Earthy colour palettes or using the Neutrals in combination with one of the above.

It is intended that either the first two or second two green and gold samples are used together. (i.e. either 335 and 122 or 341 and 124). Any two Primaries may be used together or any two Earthy colours may be used together, keeping in mind that the two colours must have a strong contrast between themselves and their background.

The Neutrals are divided into two selections, those colours that will compliment the Primaries and those that will compliment the Earthy Colours.

While the logo itself is restricted to two colours, three or more colours may be used within the same piece where appropriate.
1.4.1

Using the Logo Unit with the U of A colours

Standard Colours

The University of Alberta school colours are green and gold. Specifically, the U of A crest reproduces in Pantone 335 green, 122 gold and black. In some instances, this green and gold combination may be too light. Therefore, a second combination of colours is offered on the previous page.

A strong contrast between the foreground and background colours must be maintained in all applications of the Logo Unit.

The words “University of Alberta” must be the same colour as the word “museums”.

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Museums and Collections Visual Identity Guidelines
Using the Logo Unit with Primary, Earthy and Neutral colours

The Logo Unit should be adaptable to the specific content of a promotion, program or exhibition. The Primary, Earthy and Neutral colour palettes offer this flexibility.

Colours should be applied as described in the General Colour Guidelines (1.4), with a strong contrast maintained between the Logo Unit and the background.
Individual Identifiers

Using the same style as the “e” in “museums”, individual icons could be developed to represent either different kinds of collections (e.g., plants, of which there are four) or an icon for each collection. These icons could be used on items specific to each museum or collection, such as signage, promotional materials or web site navigational buttons.

A Concept

Wildlife Collection

Laboratory for Vertebrate Paleontology

Ethnographic Collection
Use of Type – Core Applications

**Usage**

The type families chosen for the Museums visual identity are **Bembo** and **Futura**. They are intended to be used for core applications such as the Logo Unit, stationery, signage, nametags, and various promotional items.

Within the Logo Unit itself, the word "museums" is set in Bembo and “University of Alberta” in Futura Book. In other applications, informational text such as addresses, signage and labels, and very small type may be set in Futura. Larger bodies of text such as books, brochures and display panels may be set in Bembo.

There are no exact rules for the use of each type family. However, the choice of one over the other is based on its readability and tone within the given application.

It is **not** suggested that Bembo and Futura must be used for all future projects. Special exhibitions and outreach programs may require a different tone, based on their subject matter and audience. For example, an exhibition of cowboy hats may lend itself to a "country and western" typestyle.
Museums and Collections

Use of Type – Complete Families

Griffo’s design is considered one of the first of the old style typefaces, which include Garamond, that were used as staple text types in Europe for 200 years. Bembo is a fine text face because of its well-proportioned letterforms, functional serifs, and lack of peculiarities; the italic is modeled on the handwriting of the Renaissance scribe Giovanni Tagliente. Books and other texts set in Bembo can encompass a large variety of subjects and formats because of its quiet classical beauty and its high readability.

Designed by Paul Renner in 1927, Futura is the classic example of a geometric sans serif type. Its original concept was based on the Bauhaus design philosophy that “form follows function.” Futura uses basic geometric proportions with no weight stresses, serifs, or frills, with long ascenders and descenders that give it more elegance than most sans serif typefaces. The wide range of weights plus condensed faces provide a variety of ways to set short text blocks and display copy with a strong, no-nonsense appearance.

Text from Adobe website, February, 2001
The University of Alberta Museums letterhead features the Logo Unit as the main element, both at the top of the page and as a light watermark of the icon in the background. Informational text set in Futura at the bottom of the page. The University crest is beside it, secondary to the Museums Logo Unit.

Standard U of A colours are used for all stationery applications (green and gold).

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Mary Brown  
11003-80 Avenue  
Edmonton, Alberta  
CANADA T6G 0R2

Dear Ms. Brown,

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Sincerely,

John Doe

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Museums and Collections Services  
Ring House 1 • University of Alberta • Edmonton, Alberta, Canada T6G 2E1  
P: (780) 492-5834 • F: (780) 492-6185 • E: museums@ualberta.ca • W: www.museums.ualberta.ca
The University of Alberta Museums business card and envelope incorporate the Logo Unit as the main element, with informational text set in Futura. In both cases the University crest appears on the back surface, secondary to Museums.

Standard U of A colours are used (green and gold) with the envelope printing in one colour only.
The University of Alberta
Museums fax sheet uses a combination of the Logo Unit with the title of the form. The address information is set in Futura and appears close to the top of the page for convenience. The University crest sits at the bottom of the page, secondary to the Museums Logo Unit.

The fax sheet reproduces in black for ease of photocopying and direct printing from the computer.
Press Release
April 10, 2000

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Labels and Stickers

Variety

Stickers and labels may also be produced using the visual identity. As part of the stationery package, they should reproduce in the standard U of A colours (green and gold).

The Museums Logo Unit is dominant in all applications. The University crest may also be included, where sufficient room is available.
Composition

The Museums visual identity may also be applied to nametags of various sizes and uses. Nametags are considered one of the core applications of the Museums identity. Therefore, the standard U of A colours (green and gold) are suggested.

Larger tags that hang in plastic holders around a person’s neck are generally more temporary. These could be colour laserprinted, if cost permits, allowing both U of A colours to be used.

More permanent nametags may be made from a plastic or a magnetic material with a slot for changing names.

The museums Logo Unit appears without the U of A crest and is the focus in this small application.

Larger size to hang in plastic holder around neck.

Smaller sizes are plastic or magnetic and more permanent.
The two logos

When to use the Logos

All materials produced by the University of Alberta Museums should include the Museums Logo Unit. As the unit already incorporates the words “University of Alberta”, it can stand alone. In many cases, however, it is important to include the University of Alberta crest in order to strengthen the link with the main institution.

The two logos can be used together on the same page or surface. The application of each and their emphasis is dependent upon the intended use of the piece, its audience, its content/context, and its physical size.

- For example, a poster that advertises an upcoming event or exhibition hosted by Museums would, most likely, include the Logo Unit at a fairly large size and the U of A crest at a smaller size.
- An event or exhibition that is hosted by the U of A and supported by Museums would feature the U of A crest.
- In cases where the involvement of each was relatively equal, the logos should also be equal.

Emphasis

To make the Museums Logo Unit the primary focus, one must consider its position on the page, its size and colour and its relationship to other elements.

The examples on the top and bottom left emphasize the logo by making it the largest element on the page and the central focus. The examples on the right use the contrast of positive and negative to make the Museums Logo Unit stand out. In all cases, the U of A crest is substantially smaller than the Museums Logo Unit and, therefore, receives less attention.

In terms of audience, consider that

- It is key to establish a recognizable image both inside and outside of the University community. A careful study of your needs will determine how to communicate with each of your audiences and will decide which identity (Museums, U of A or both) should be primary.
Use of Logo Unit with U of A Crest

Using the Museums Logo Unit and U of A crest equally

A Visual Balance
The two logos become visually balanced when they are approximately the same size, the same colour and share a similar type of space. They may be positioned side-by-side, top and bottom or diagonally across from one another.

It is suggested that the logos remain at least one crest-width apart and that they are not stacked directly on top of one another, in order for each to retain its integrity.

Incorrect configurations

Logos are too close

Logos do not share the same colour

In terms of content/context, consider that

- More official publications such as grant applications, administrative forms and internal memos may require a more institutional presence, leading to a stronger emphasis on the U of A identity.
- Signage and other exhibitions occurring on campus are already located within a U of A context. Therefore, it may not be essential to emphasize or even to include the U of A identity. Some levels of signage may become too cluttered and would no longer fulfill their primary navigational function, if both identities were incorporated.

In terms of physical space, consider that

- Some pieces may be too small to allow for the use of both logos. In these cases, it is suggested that the U of A crest be used on the back surface of the piece or not used at all. (Ex. postcard, label, sticker, envelope)

When the U of A Identity Becomes Primary
Consult the U of A graphic standards for more information about the placement and usage of the crest and its supporting typography.
Possible Exhibition Identity / Campaign

From Gondola to Globe
A Journey through Space and Time

Using the Logo Unit in a box
This application illustrates the use of the Museums visual identity typefaces, the standard U of A colours and the Logo Unit in a box.

Placement of the Logo Unit within a box should be consistent with the guidelines established on page 1.3. Wherever possible, the box should be placed in the corner of a document or space. If possible, the box should bleed on two sides (continue off the surface). If this is not possible, it is recommended that it bleed either off the top or bottom edge of the format.

The University crest is used secondarily to the Museums Logo Unit, and may appear on the back surface of a piece if there is not sufficient room on the front.

U of A crest could appear on back surface of bookmark.
Possible Exhibition Identity / Campaign

Using the Logo Unit on top of other images

The Museums Logo Unit may be used on top of another image as long as a strong contrast between the foreground and background colours is maintained and the Logo Unit is legible.

The Logo Unit should be the primary identifier on each application, even if it falls at the bottom of the page. In this poster example, it appears more dominant because of its larger size. Where there is not sufficient space provided on the front, the U of A crest may appear on the back surface, as in the postcard concept below.
In these report cover concepts, the Museums Logo Unit is used with the visual identity colours, typefaces and graphics. The Futura type family has been chosen for its readability on a dark background and the U of A crest appears smaller and secondary to the Logo Unit.
Special projects may require a completely new set of graphics to be created. In this case, it may be an opportunity to incorporate the colour palette or type families of the Museums visual identity to obtain a consistency between applications.

Depending on the audience, the U of A crest may need to become more or less dominant on the page, and may even need the supporting departmental text. If this is the case, the University of Alberta graphic standards should be consulted for the placement of the crest and its supporting typography.
Applications – Special Events 3.2.4

Handouts

These handouts contain many elements of the Museums visual identity, including the Logo Unit in a box, type families, colour palette and address set-up.

The U of A crest appears on both sides of the handout and is secondary to the Museums Logo Unit due to its size and position of the bottom of the page.

Museums and Collections

Visual Identity Guidelines