

Brand Guidelines

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1.0 Brand Logos

- 1.0 Logo Overview
- 1.1 ECU Logos
- 1.2 Icon + Favicon
- 1.3 Sub-brands
- 1.4 Logo Usage

Logo Overview

This is the suite of logos
that are a part of the Emily
Carr University brand.

ECU LOGOS
PRIMARY LOGO



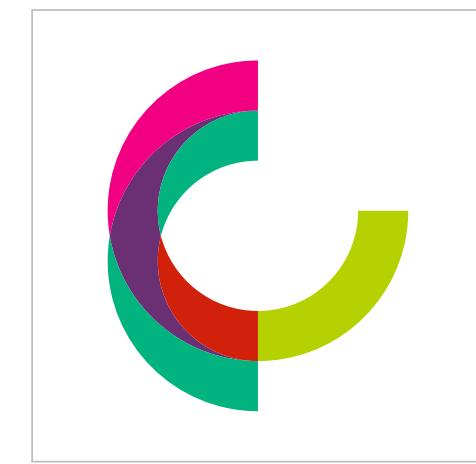
WORDMARK

**EMILY CARR
UNIVERSITY**
of Art + Design

SUB-BRAND LOGOS



AVATAR

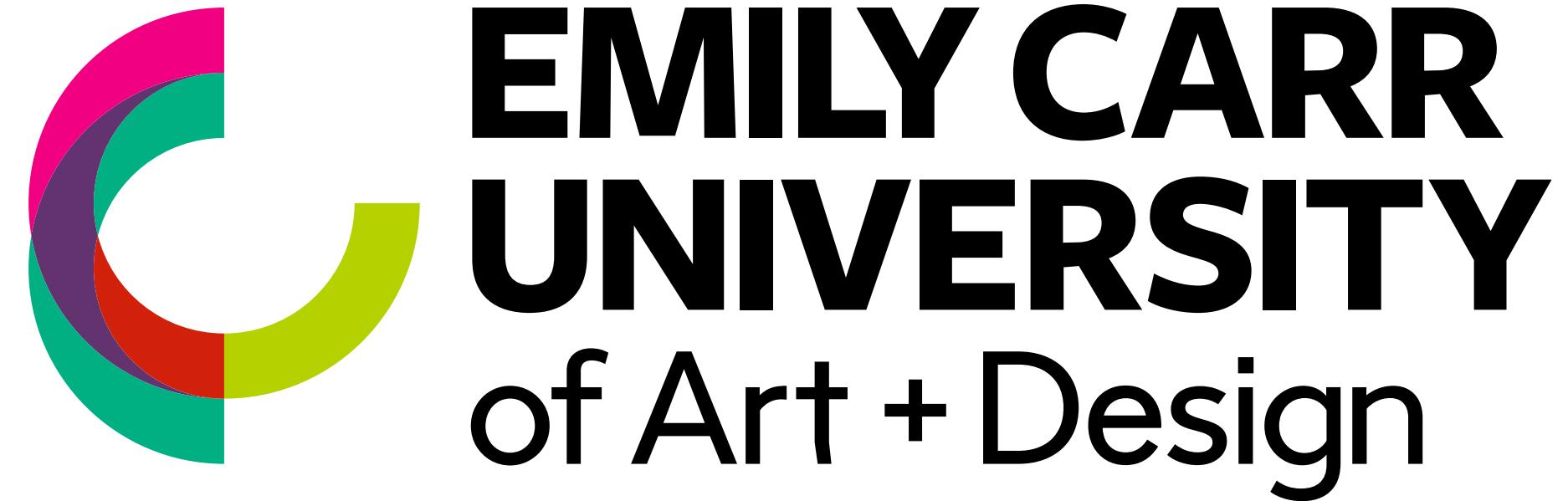


FAVICON



Logo Primary

This is our primary logo. Emily Carr's diverse body of work inspired the colour palette of the icon. Its layered form is derived from the transformative learning process—an intricate, organic ecosystem of accumulated understanding



USAGE

The primary logo should be used in every application unless pre-approved by the marketing department. Please contact our marketing department to discuss using the wordmark and sub-brand logos.

Only use the colour logo over black or white backgrounds and ensure it contrasts with the text colour.



Logo Primary

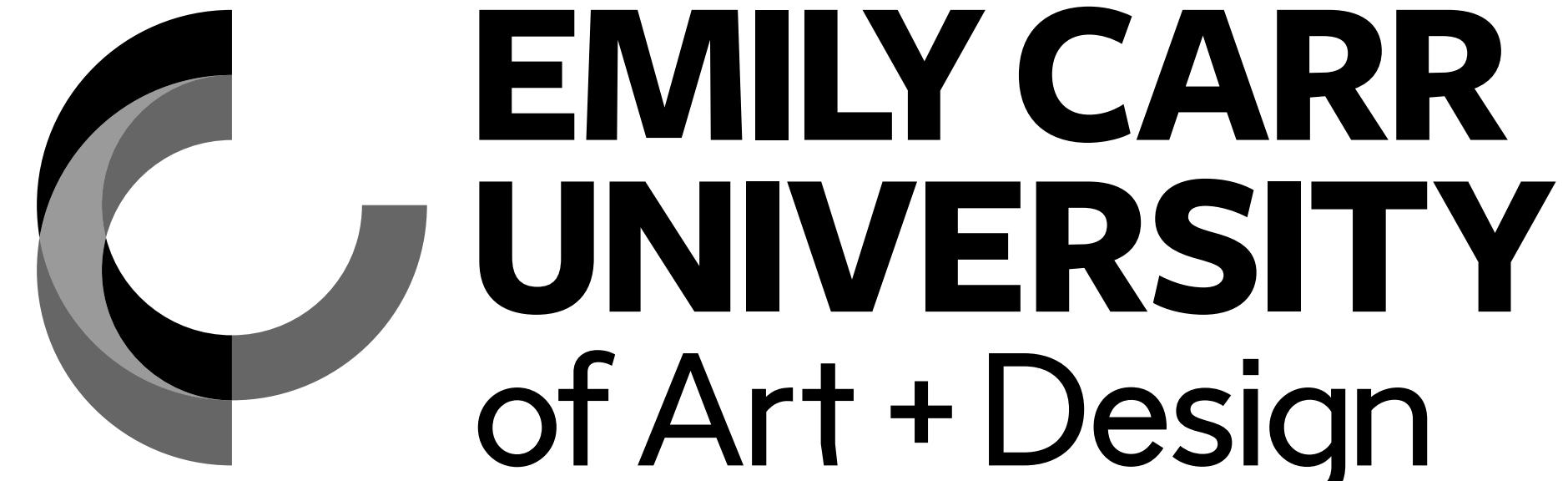
Our primary brand logo is also available in monochrome black and white versions for specific applications and solid colour backgrounds.

USAGE

Use the black and white logo over solid colour backgrounds.

Refer to Section 7.0 **Accessibility for Web**, for guidance on which logo to use over which colours to guarantee legibility.

When placing the logo over photography, use discretion to ensure that the logo is readable.



Logo Primary

CLEARSPACE

The clearspace 'x' is proportional and is defined as the height of the Emily Carr University wordmark. This area MUST remain clear to guarantee logo readability.



MINIMUM SIZE

The minimum size of this logo is 100px/1.38" wide. Adhering to the minimum size ensures the wordmark and the lockup are always legible.



100px/1.38"

Logo Wordmark

This is our wordmark-only logo. It is only available in black and white.

USAGE

This logo should only be used when the primary logo is not appropriate. This is determined on a case-by-case basis. Please contact our marketing department to discuss using this version of the logo.

Use the black or white logo over solid colour backgrounds.

Refer to Section 7.0 **Accessibility for Web**, for guidance on which logo to use over which colours to guarantee legibility.

When placing the logo over photography, use discretion to ensure that the logo is readable.

**EMILY CARR
UNIVERSITY
of Art + Design**

**EMILY CARR
UNIVERSITY
of Art + Design**

Logo Wordmark

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**EMILY CARR
UNIVERSITY**
of Art + Design

100px/1.38"

Logo Avatar + Favicon

PRIMARY AVATAR
Our primary social accounts use an avatar featuring our icon. The icon needs to be optically centered within the crop.

PRIMARY AVATAR



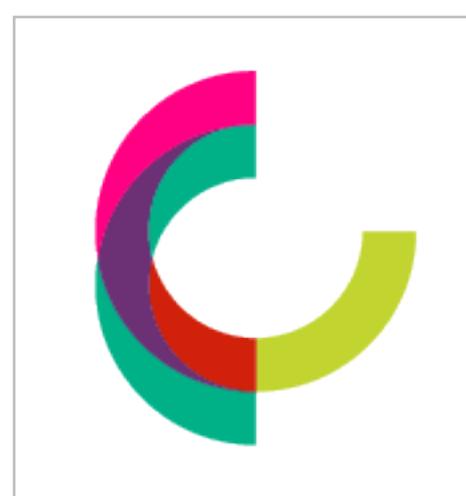
SUB-BRAND AVATAR
For sub-brands with a social media presence, we use the icon with the sub-brand title stacked underneath it. This lockup needs to be optically centered within the crop.

SUB-BRAND AVATARS



FAVICON
Our favicons are the only place where the Emily Carr University icon shows up in isolation. They are available in standard sizes across all web platforms.

FAVICON



16px

32px

64px

128px

180px

192px

Logo Sub-brand Logos

These lockups are for entities within the Emily Carr University brand that need individual logos, for example faculties and galleries.

This format is flexible for titles up to three lines long.

If you need a sub-brand logo for your department, please contact the Emily Carr University marketing department to make a request.

USAGE

Only use the colour logo over black or white backgrounds and ensure it contrasts with the text colour.



Continuing
Studies



Foundation



Logo Sub-brand Logos

Our sub-brand logos are also available in monochrome black and white versions for specific applications and solid colour backgrounds.

USAGE

Use the black and white logo over solid colour backgrounds.

Refer to Section 7.0 **Accessibility for Web**, for guidance on which logo to use over which colours to guarantee legibility.

When placing the logo over photography, use discretion to ensure that the logo is readable.



Continuing
Studies



Foundation



Continuing
Studies



Foundation

Logo Usage

The appearance of the logo, wordmark and lockups must remain consistent. Do not reinterpret the logo in any way other than the provided final artwork files. Here are a few examples of what not to do:



Do not stretch or compress the logo



Do not apply effects or change the colour of the logo



Do not change the sizing of the icon in relation to the wordmark



Do not remove any text from the logo



Do not change the typeface of the logo



Do not place the logo on an angle



Do not use the colour logo on a colour background



When using the monochrome logo on a colour background, do not use it without transparency. The logo will incorrectly show up as grey.



Use the transparent .png or .svg files for the monochrome logo when placed on a colour background.

2.0 Colour

2.1 Palette

2.2 Pairings

2.3 Proportions

Colour Palette

The palette of Emily Carr's paintings inspired our brand colours.

Our colour palette is divided into three categories; primary, secondary and neutrals.

We have primary colours; they are the most associated with Emily Carr University and should be the lead colour in application.

Our secondary colours complement the primaries but can appear at a large scale in special applications

Black and white are our neutral colours and mostly appear in text.

Web accessibility standards can be found on Section 7.0 Accessibility for web.

PRIMARY

PINK

Hex #F20082
RGB 242, 0, 130
CMYK 0, 99, 10, 0
Pantone 225C

LIME

Hex #B5D100
RGB 181, 209, 0
CMYK 35, 01, 100, 0
Pantone 3570C

TURQUOISE

Hex #00B082
RGB 0, 176, 130
CMYK 79, 03, 66, 0
Pantone 339C

SECONDARY

INDIGO

Hex #2B2678
RGB 43, 38, 120
CMYK 100, 100, 20, 8
Pantone 2370C

YELLOW

Hex #EDDB00
RGB 237, 219, 0
CMYK 10, 6, 100, 0
Pantone 107 C

ORANGE

Hex #FF8500
RGB 255, 133, 0
CMYK 0, 58, 100, 0
Pantone 151C

RED

Hex #D1210A
RGB 209, 33, 10
CMYK 12, 98, 100, 3
Pantone 2347C

PURPLE

Hex #633370
RGB 99, 51, 112
CMYK 71, 93, 26, 12
Pantone 2612C

NEUTRAL

BLACK

Hex #000000
RGB 0, 0, 0
CMYK 50, 50, 50, 100
Pantone Black 6 C

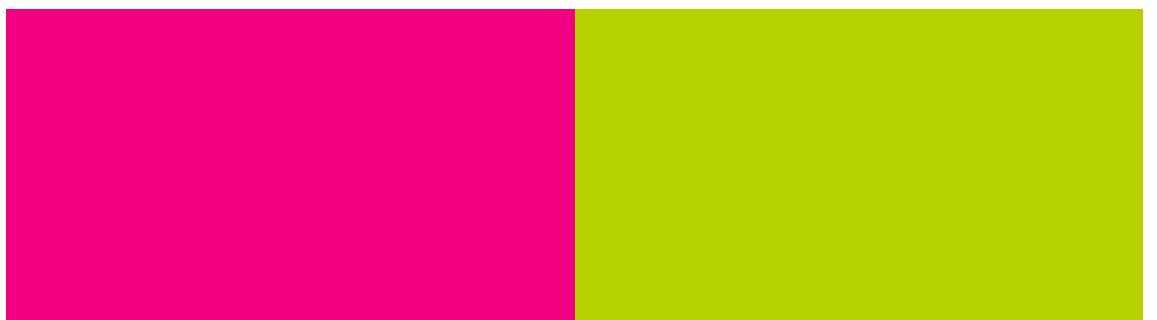
WHITE

Hex #FFFFFF
RGB 255, 255, 255

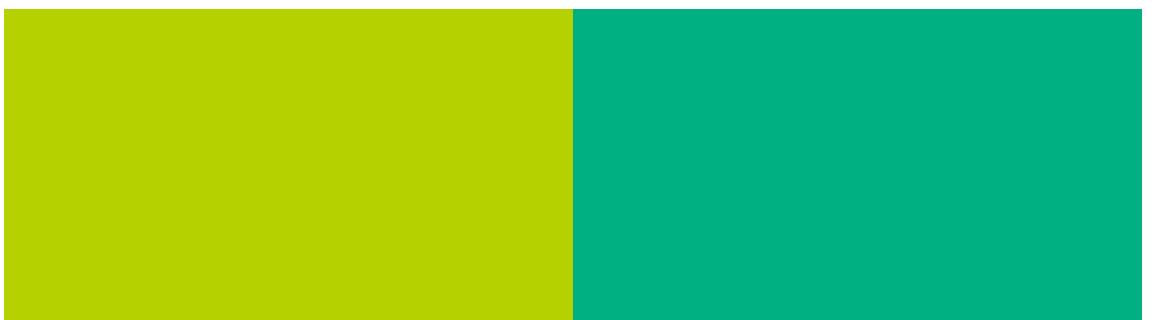
Colour Pairings

Our primary and secondary palette colours can be used in combination. The pairings shown are recommended. All colours work on both black and white.

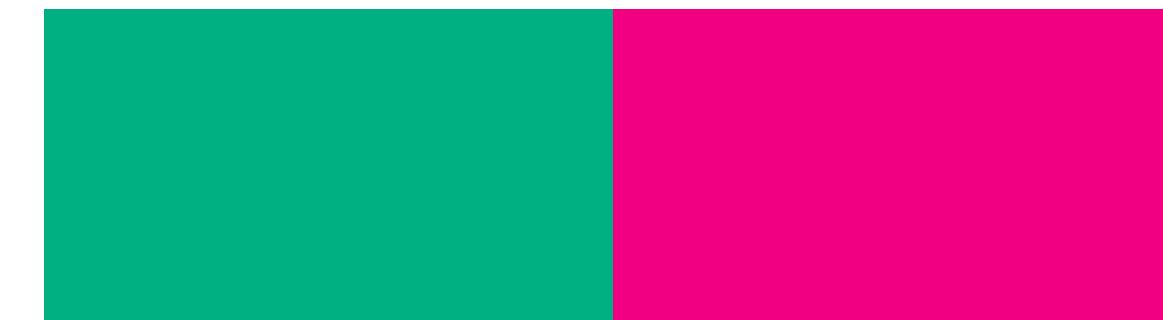
PINK + LIME



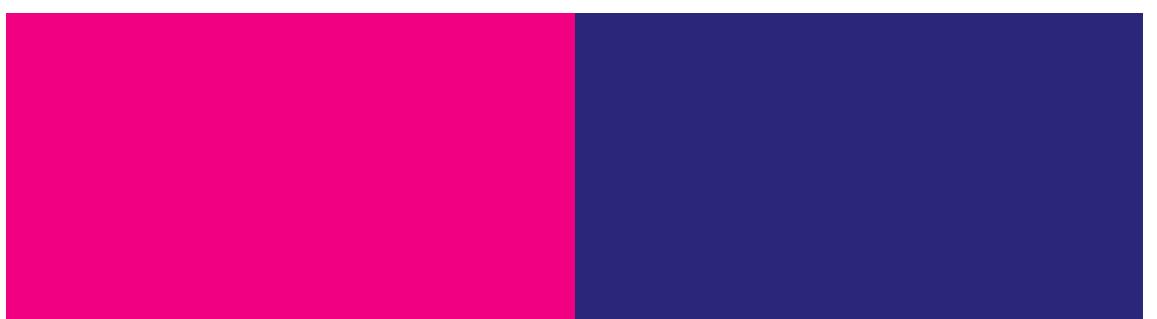
LIME + TURQUOISE



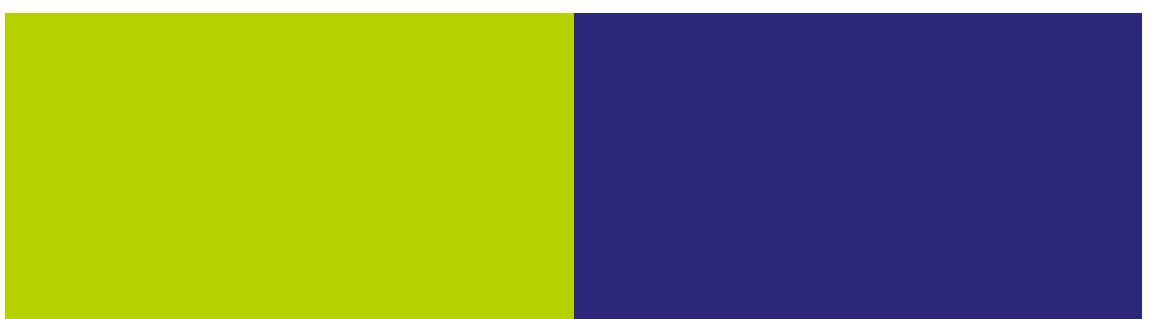
TURQUOISE + PINK



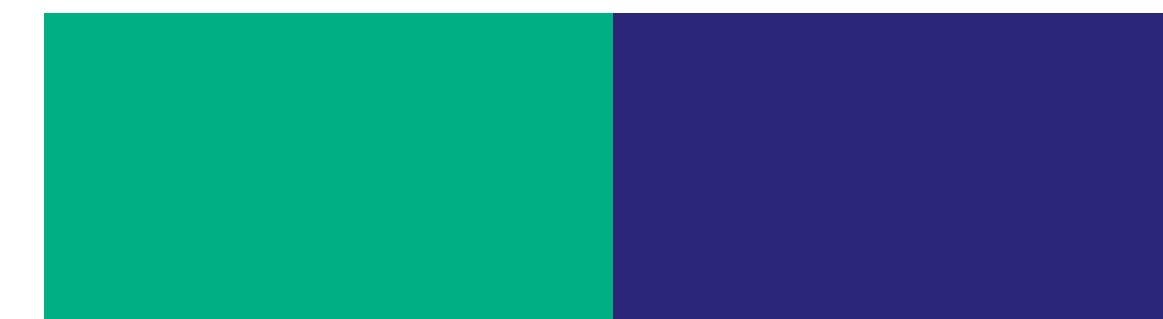
PINK + INDIGO



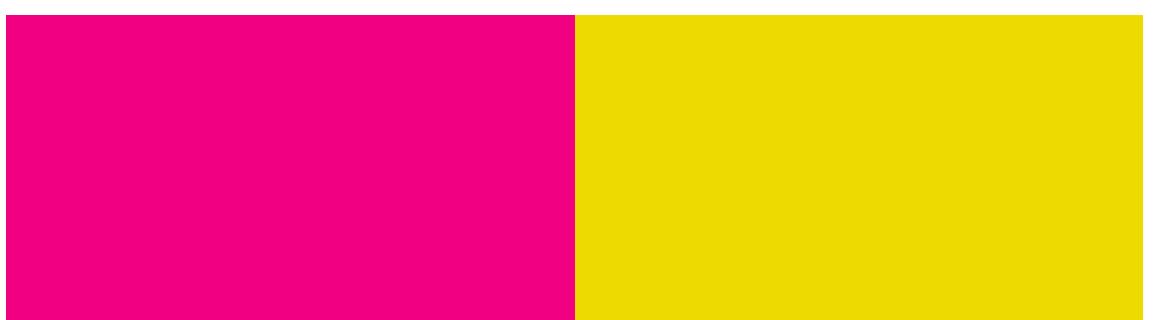
LIME + INDIGO



TURQUOISE + INDIGO



PINK + YELLOW



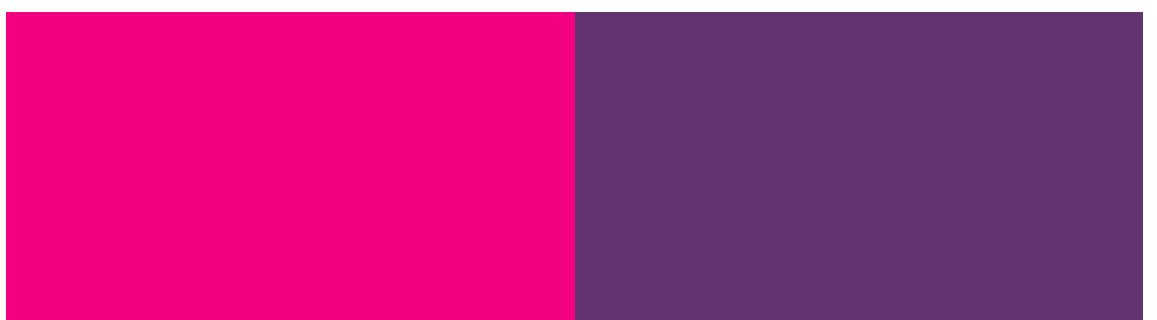
LIME + ORANGE



TURQUOISE + YELLOW



PINK + PURPLE



LIME + PURPLE



TURQUOISE + PURPLE



Colour Proportions

This diagram illustrates combinations and proportions of colours that can be utilized as part of our brand. When creating collateral, please adhere to the colour proportion rules.

In most compositions, one of our three primary colours should be present. Use of the secondary palette without a primary colour to complement it should be approved by the marketing team.

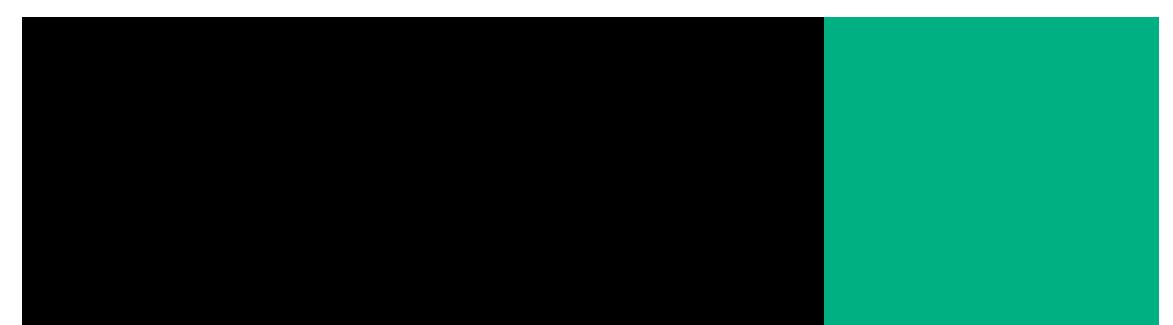
PRIMARY + BLACK



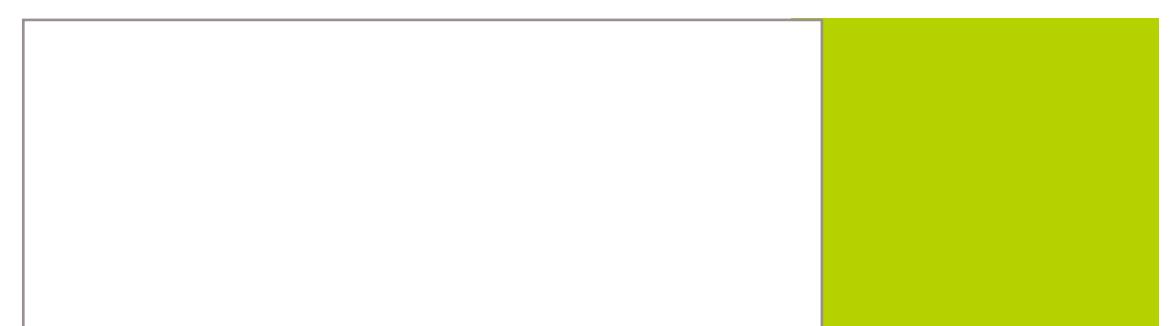
PRIMARY + WHITE



BLACK + PRIMARY



WHITE + PRIMARY



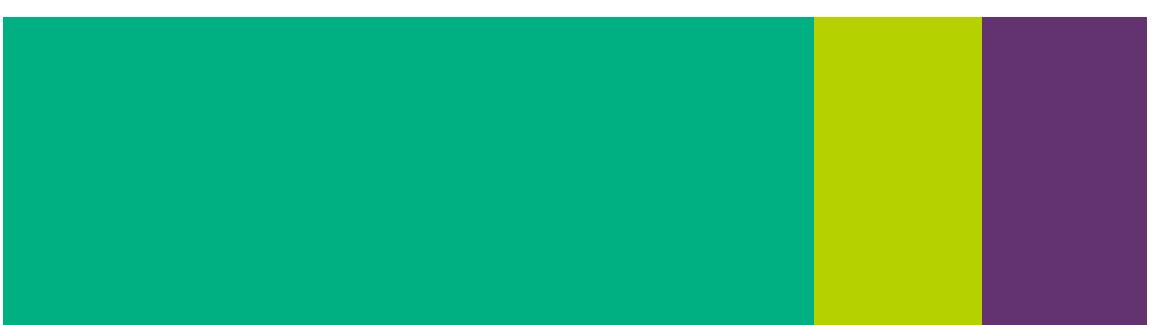
PRIMARY + ANY 1



SECONDARY + PRIMARY



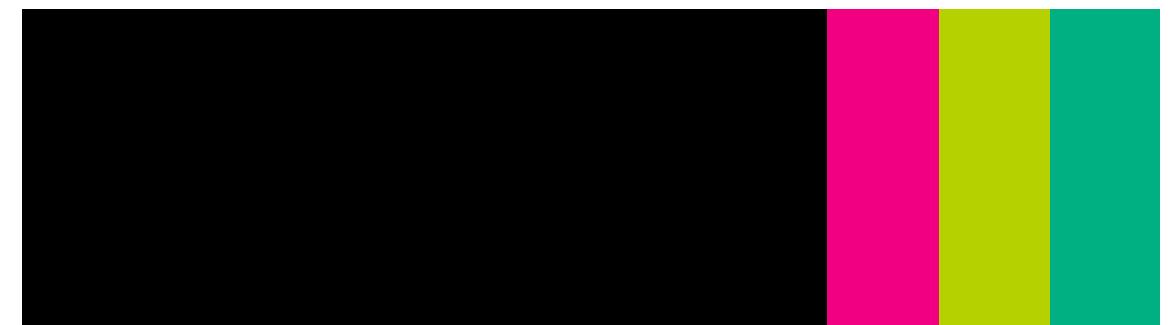
PRIMARY + ANY 2



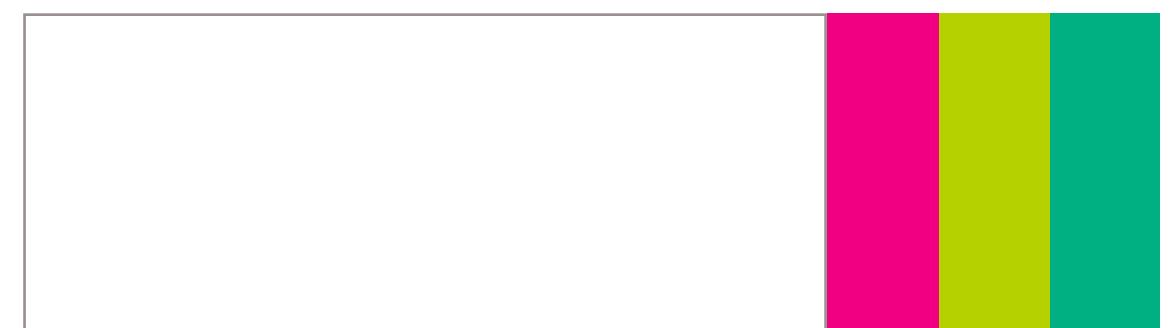
SECONDARY + ANY 2



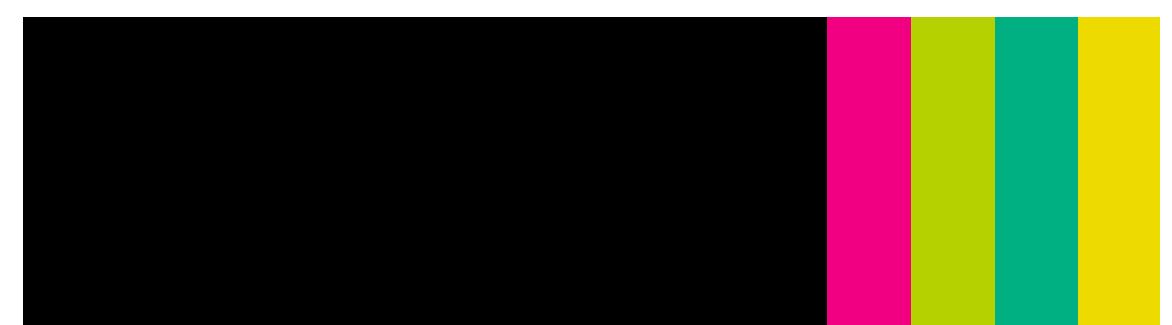
BLACK + PRIMARY 3



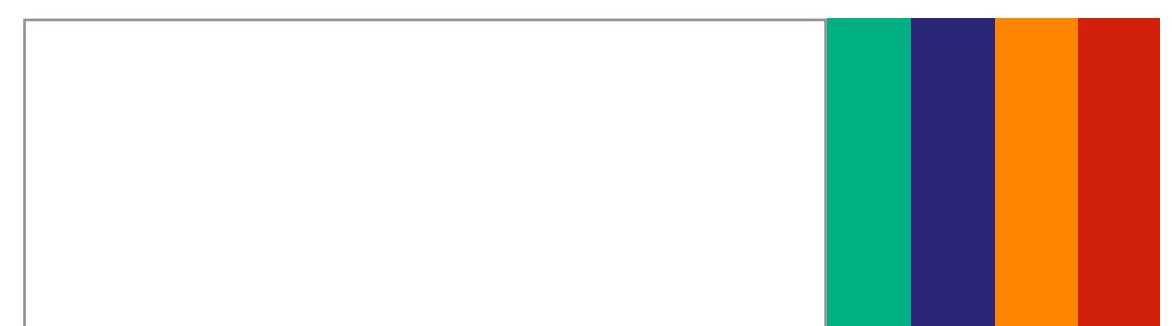
WHITE + PRIMARY 3



BLACK + PRIMARY + ANY



WHITE + PRIMARY + ANY



3.0 Shape Library

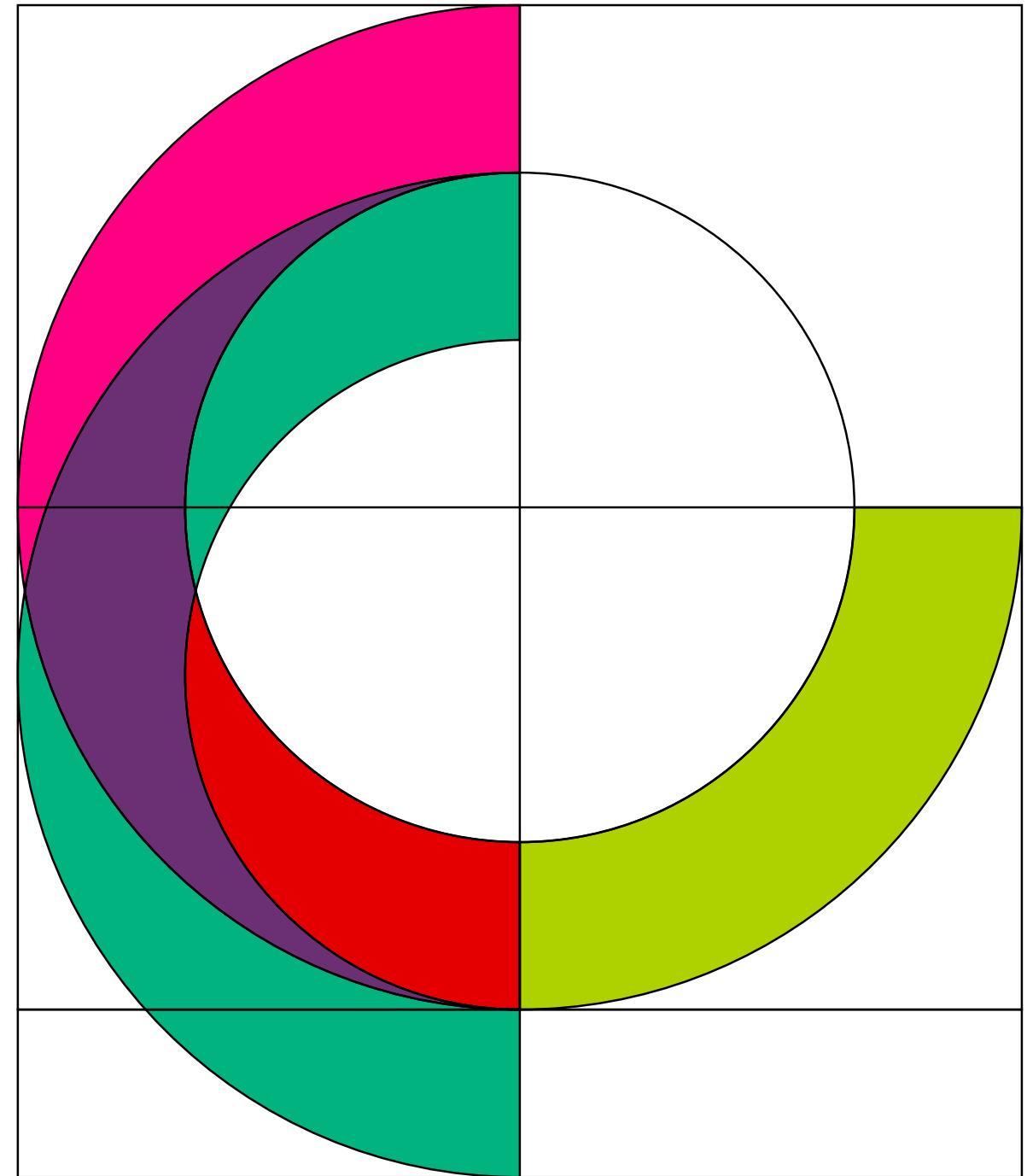
- 3.1 Construction
- 3.2 Shape Library
- 3.3 Layout
- 3.4 Patterns

Shapes

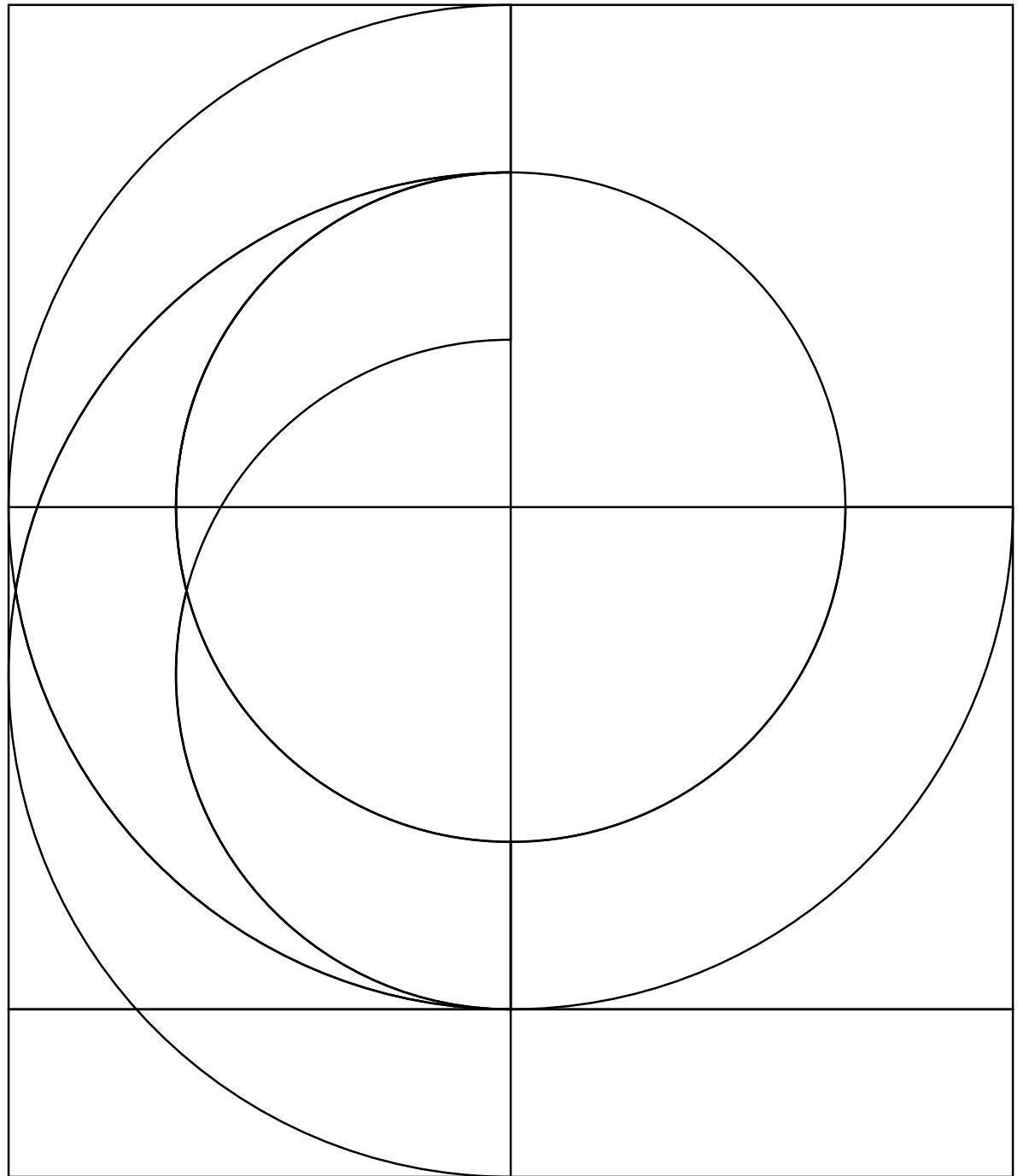
Construction

Our shape library is built from the deconstructed Emily Carr University Icon and the grid it was built upon. We have shapes already present in the logo and simpler shapes found in the negative space of the grid.

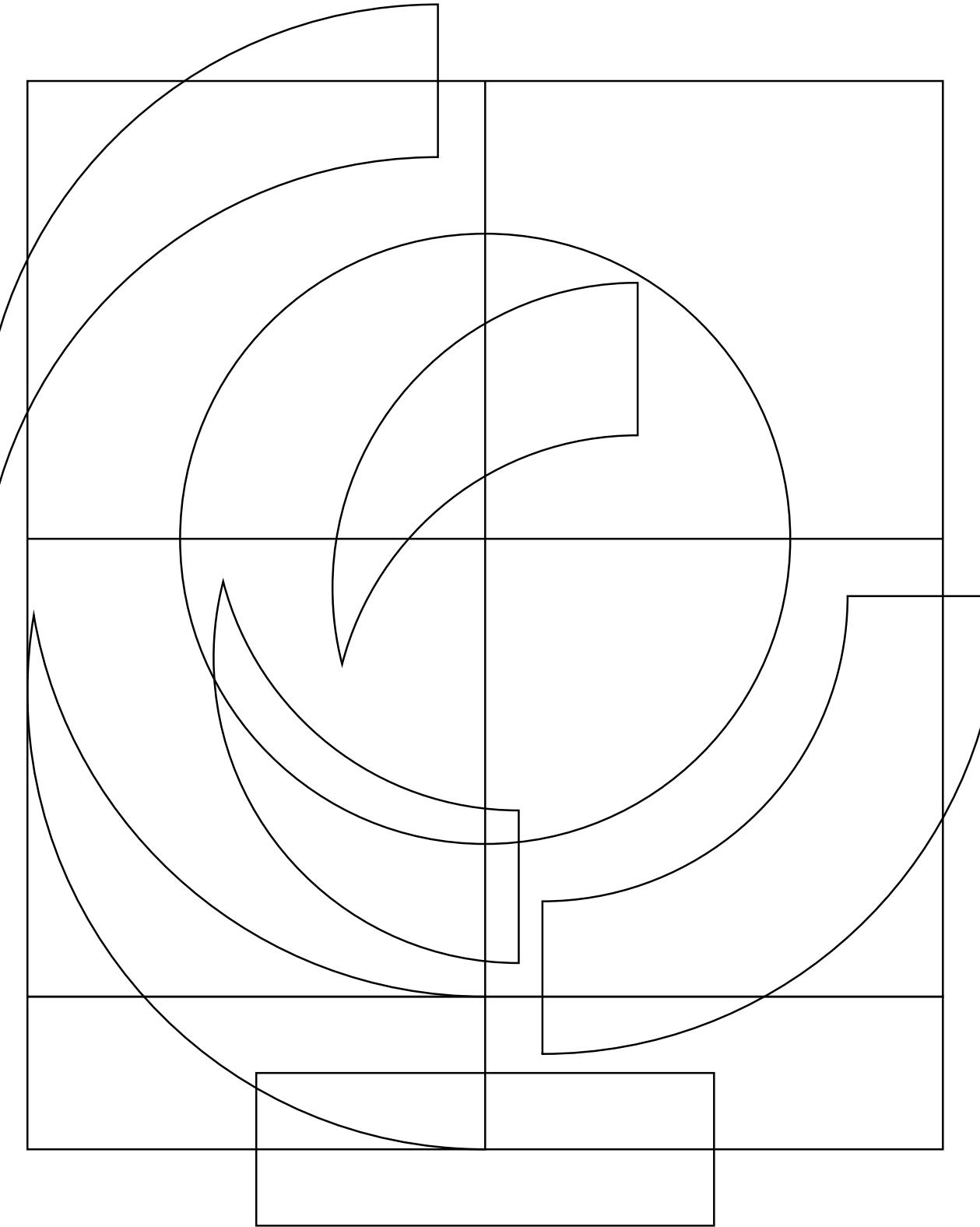
LOGO



GRID



SHAPES EXTRUDED



Shapes Library

Our shape library can be used sparingly throughout our brand collateral.

USAGE

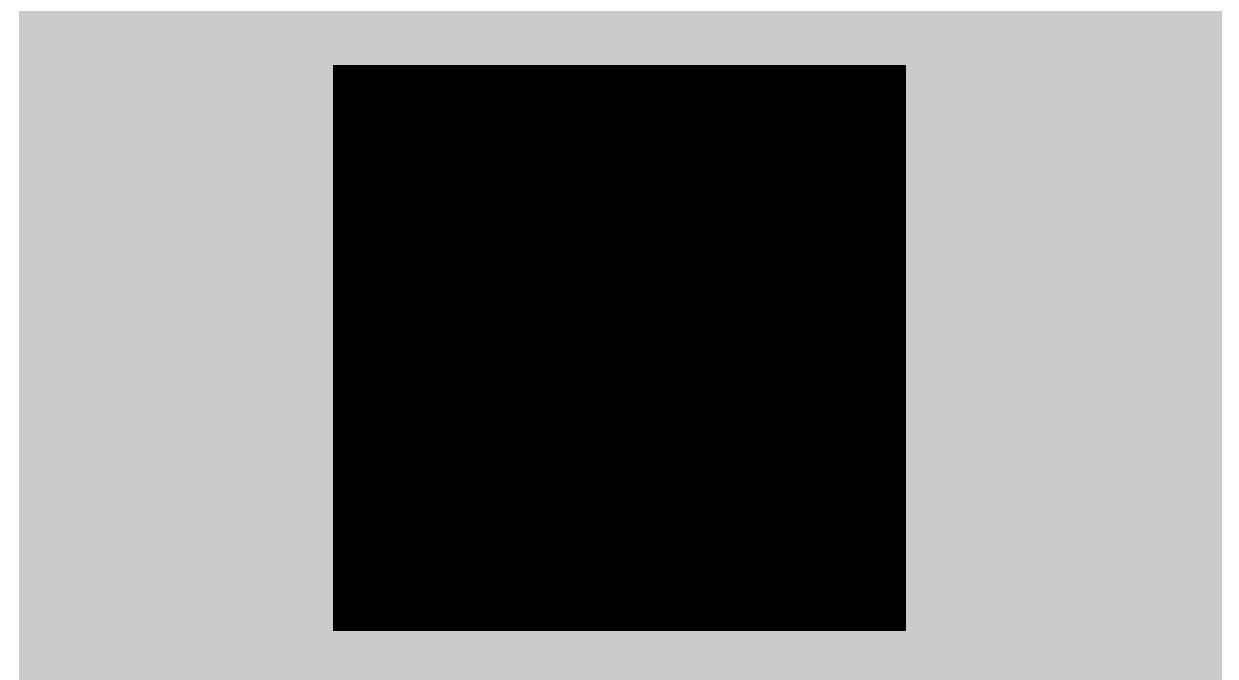
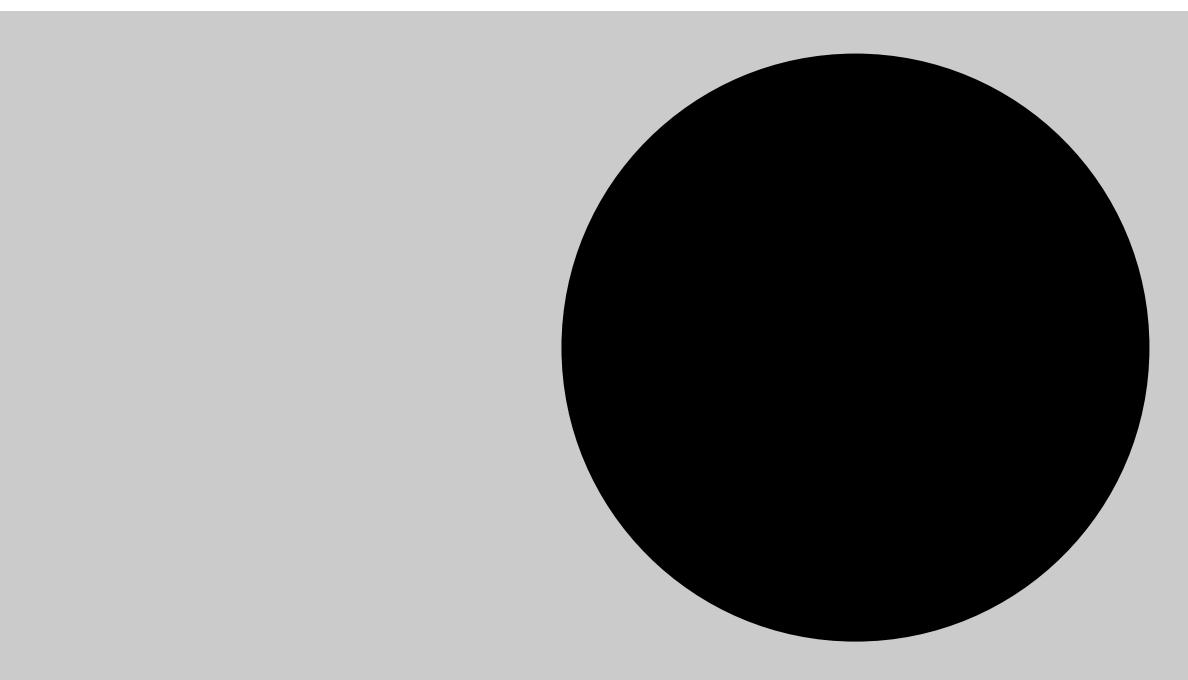
Photography is our primary focal point but shapes can be used as a secondary mechanism to create bold compositions and occasionally crop imagery. While at a smaller scale, repeated shapes can form patterns.



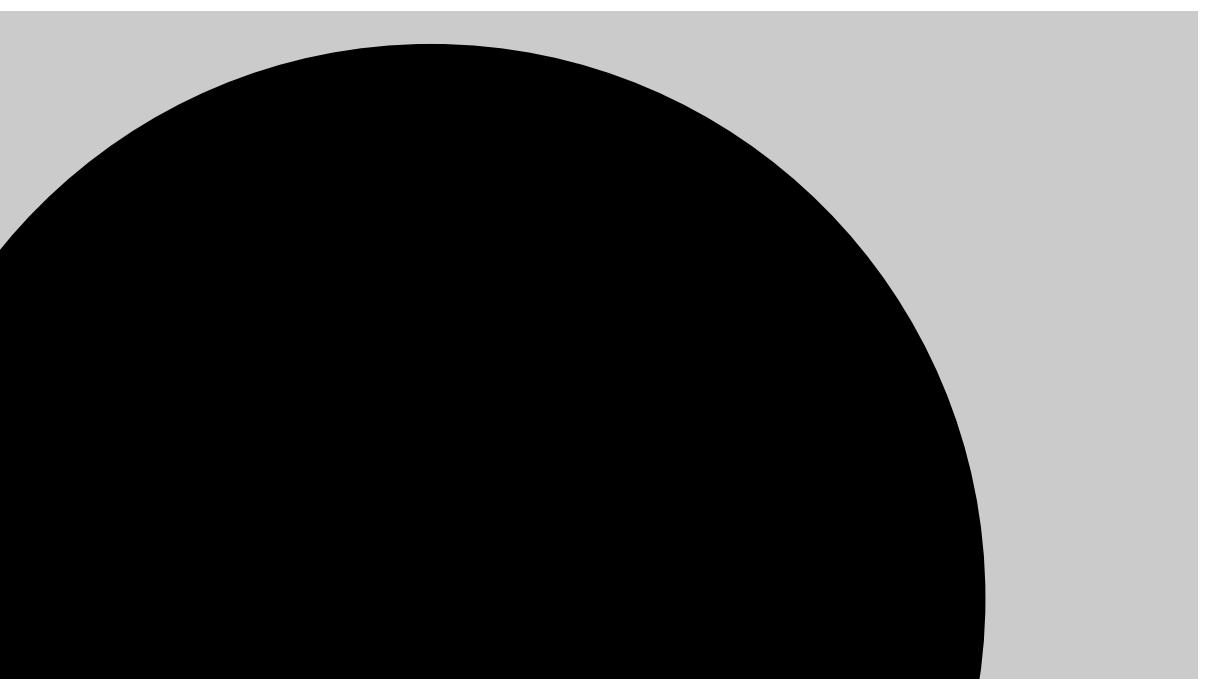
Shapes Layout

Individual shapes can be inset or cropped at a large scale to create dynamic compositions.

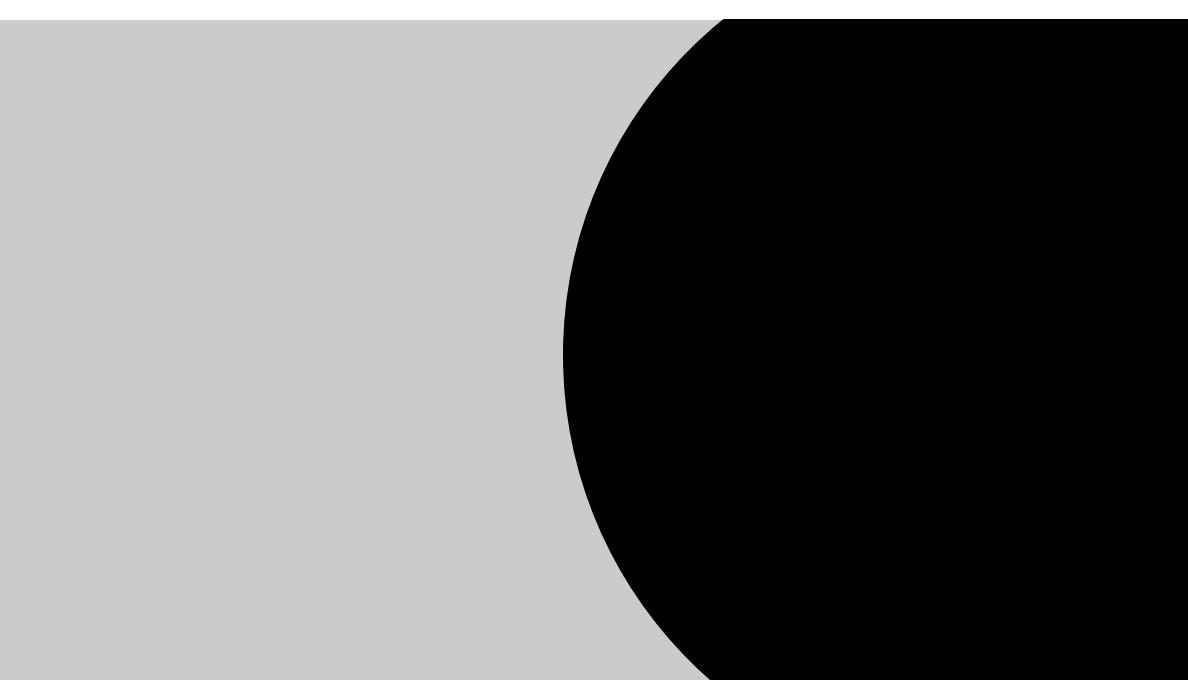
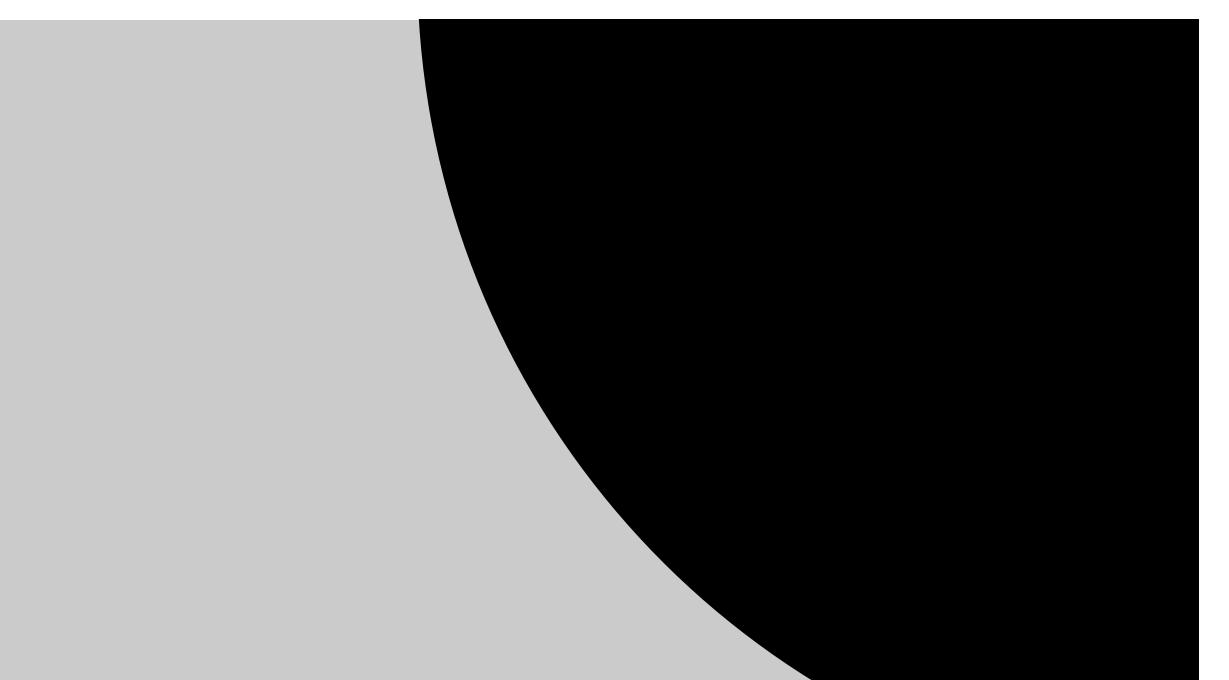
INDIVIDUAL SHAPES – INSET LAYOUTS



INDIVIDUAL SHAPES – CROPPED LAYOUTS



INDIVIDUAL SHAPES – CROPPED LAYOUTS

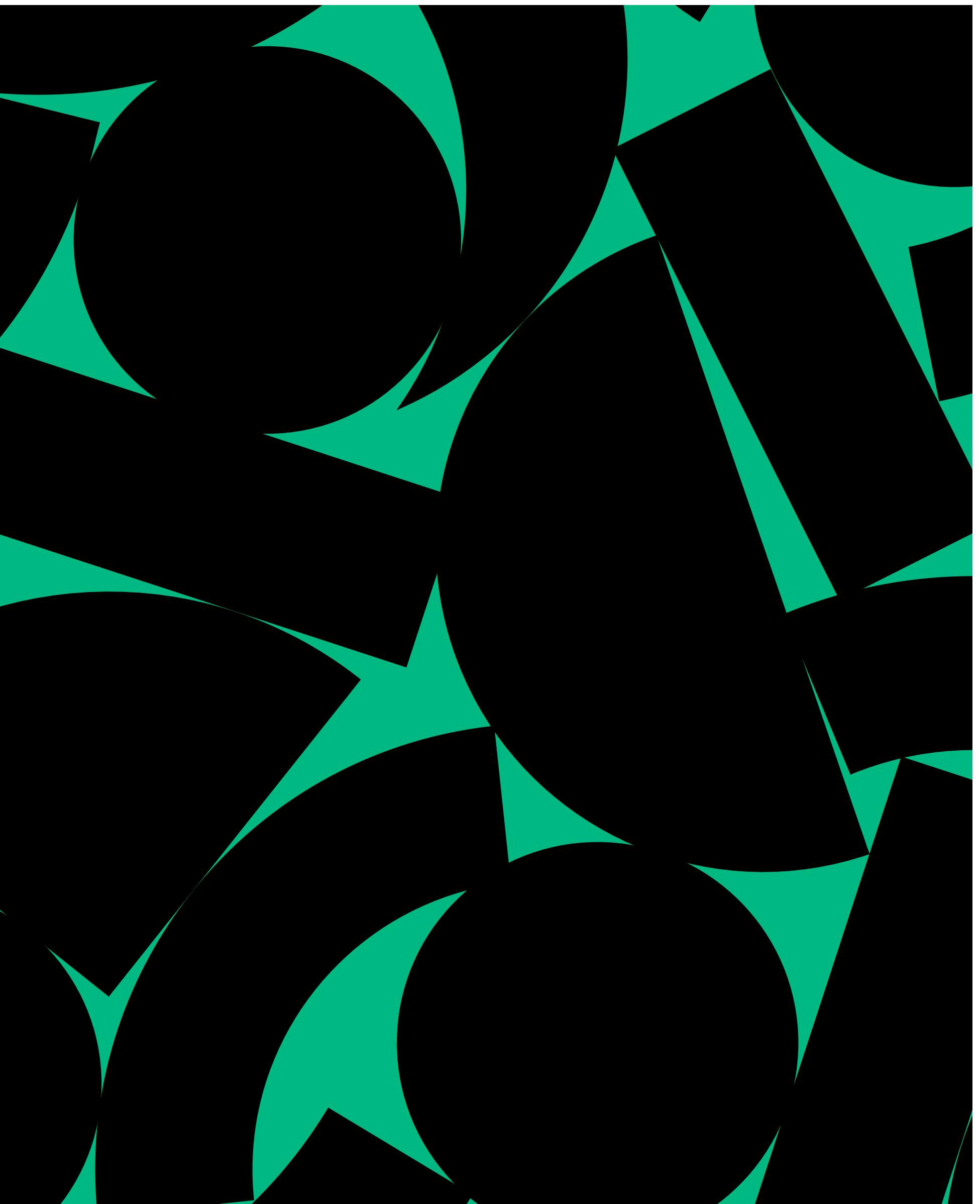


Shapes Patterns

We use our shapes to create bold, playful repeat patterns.

We have a two brand patterns already created but custom patterns can also be created with any of the shapes from the library.

BOLD PATTERN



SHAPE CONFETTI



4.0 Typography

- 4.1 Typeface
- 4.2 Hierarchy
- 4.3 Decorative

Typography

Typeface

FAMILY

F37 Jagger

Family

Our brand typeface is F37 Jagger. It's a clean, simple and highly accessible sans serif with quirky kicks and curves.

Jagger should show up across all external communications and applications. We use multiple weights for legibility and type hierarchy.

Contact the Emily Carr University marketing department for access to this typeface under our license.

Some programs and applications, including M365 and others, will not allow Jagger as a font option.

We recommend substituting with **Aptos**, a system font that should already be installed on your computer.

WEIGHTS

Jagger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Jagger Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Jagger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Jagger Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Jagger Regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Jagger Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography Hierarchy

Typographic detail makes a big difference in consistency and legibility.

The following examples of typographic hierarchy and the associated values are a baseline for typographic compositions.

Consider the relationship of size, tracking and leading of these examples when creating new type styles.

On larger sizes of type, detailing enhances legibility. Sensitively applied kerning makes typography look much better.

When setting copy, please avoid any widows or orphans. A widow is a lone word at the bottom of a paragraph, column or page. An orphan is similar but appears at the top of a column or page.

EXAMPLE 01

Headline looks like this

A sub-heading looks like this

An example paragraph looks like this. Lorem harciisquunt harit laccum verundis ea nit, ipsae quae nos cus aut et rehenti onsequiditas discimi, que coreperore doloressus reriber ibeariae sita ium eos parumque est ulpa dolorem.

Sunt as sus est ut eariae vendion nesti nistibus dit quaspere ventur arum alit, core num dolupta tenimus ut ipidust eumet remqui omnistr undenis exerat alicid moloreperum quo doluptatusa dia qui conestios etur?

HEADLINE

F37 Jagger Regular
Size: 100pt
Leading: 100pt
Kerning: Optical
Tracking: 0

SUBHEAD

F37 Jagger Regular
Size: 50pt
Leading: 50pt
Kerning: Optical
Tracking: 0

PARAGRAPH

F37 Jagger Regular
Size: 24pt
Leading: 32pt
Kerning: Optical
Tracking: 0

Typography Hierarchy

Using F37 Jagger in different weights creates emphasis and hierarchy in typographic compositions.

EXAMPLE 02

A headline

Supporting line

An example paragraph looks like this. Lorem harciisquunt harit laccum verundis ea nit, ipsae quae nos cus aut et rehenti onsequiditas discimi, que coreperore doloressus reriber ibeariae sita ium eos parumque est ulpa dolorem pernamenem

Supporting text looks like this

HEADLINE

F37 Jagger Regular
F37 Jagger Light
Size: 80pt
Leading: 80pt
Kerning: Optical
Tracking: 0

PARAGRAPH

F37 Jagger Regular
Size: 32pt
Leading: 38pt
Kerning: Optical
Tracking: 0

SUPPORTING

F37 Jagger bold
Size: 24pt
Leading: 28pt
Kerning: Optical
Tracking: +10

Typography Hierarchy

To call out pieces of text like a quote, use F37 Jagger Light at a larger scale.

EXAMPLE 03

A SUB-HEADING LOOKS LIKE THIS

A pull quote looks like this.
Em rerios simus doluptaurur
si sitaesto quia comnissum
labore corum sequi nimol
oria dolut eos doluptata
voluptatem?

SUBHEADING

F37 Jagger Bold
Size: 20pt
Leading: 24pt
Kerning: Optical
Tracking: +50

PULL QUOTE

F37 Jagger Light
Size: 64pt
Leading: 70pt
Kerning: Optical
Tracking: 0

FULL NAME, TITLE

TITLE

F37 Jagger Regular
Size: 20pt
Leading: 24pt
Kerning: Optical
Tracking: +50

Typography

Decorative

Our brand shapes can create bespoke letters in conjunction with Jagger Bold. This treatment is **only to be used very sparingly and only for small words**.

When creating messaging in our decorative typeface, please consider:

Multi-word compositions should contain a maximum of one or two shape letters per word.

For single word compositions, a maximum of half of the characters may be shape letters.

Use discretion to spread out the letters and keep compositions balanced

Alongside white or black for the typeface, use a maximum of three colours for the shape letters.

THIS TREATMENT IS ONLY TO BE USED VERY SPARINGLY AND ONLY FOR SMALL WORDS.



what will you create here?

Shape letters should dip above and or below the cap height and the baseline of a word

Only use shape letters with Jagger Bold

Combine and overlap multiple shapes to create letterforms

Let shape letters sit in front or behind to create layering

Rotate shape letters for interesting compositions

5.0 Photography

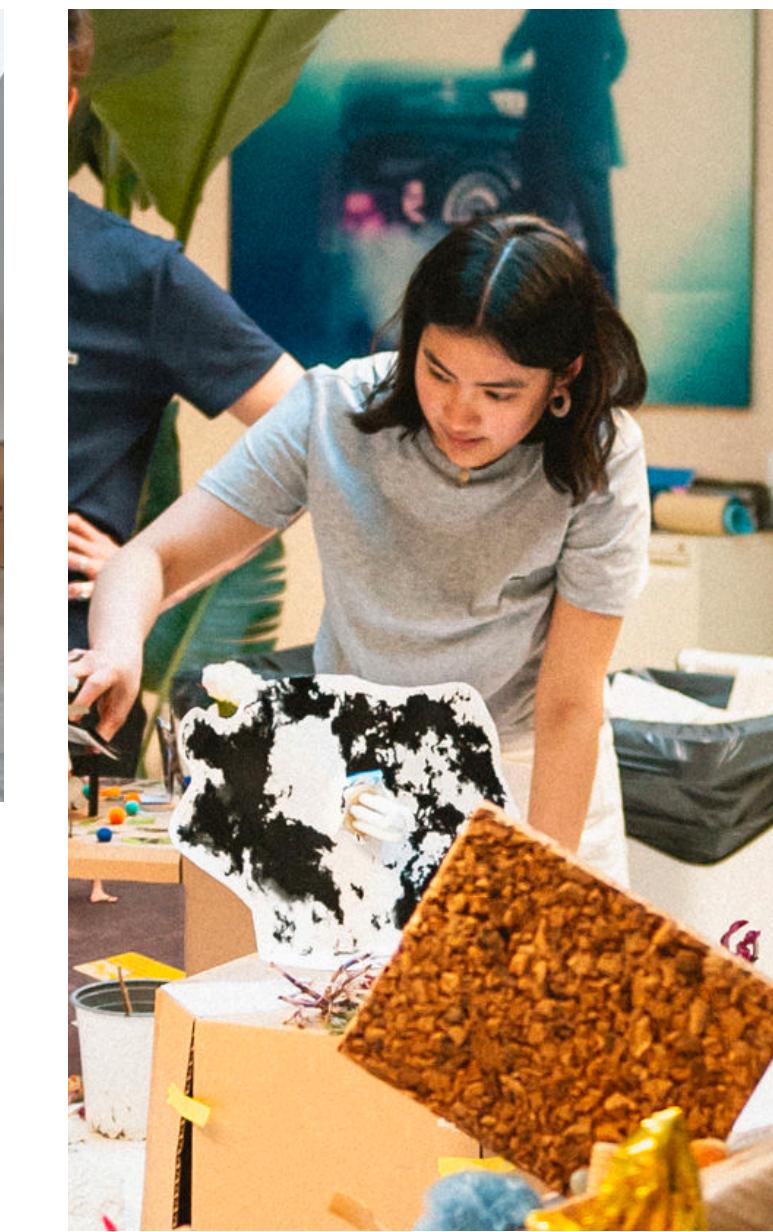
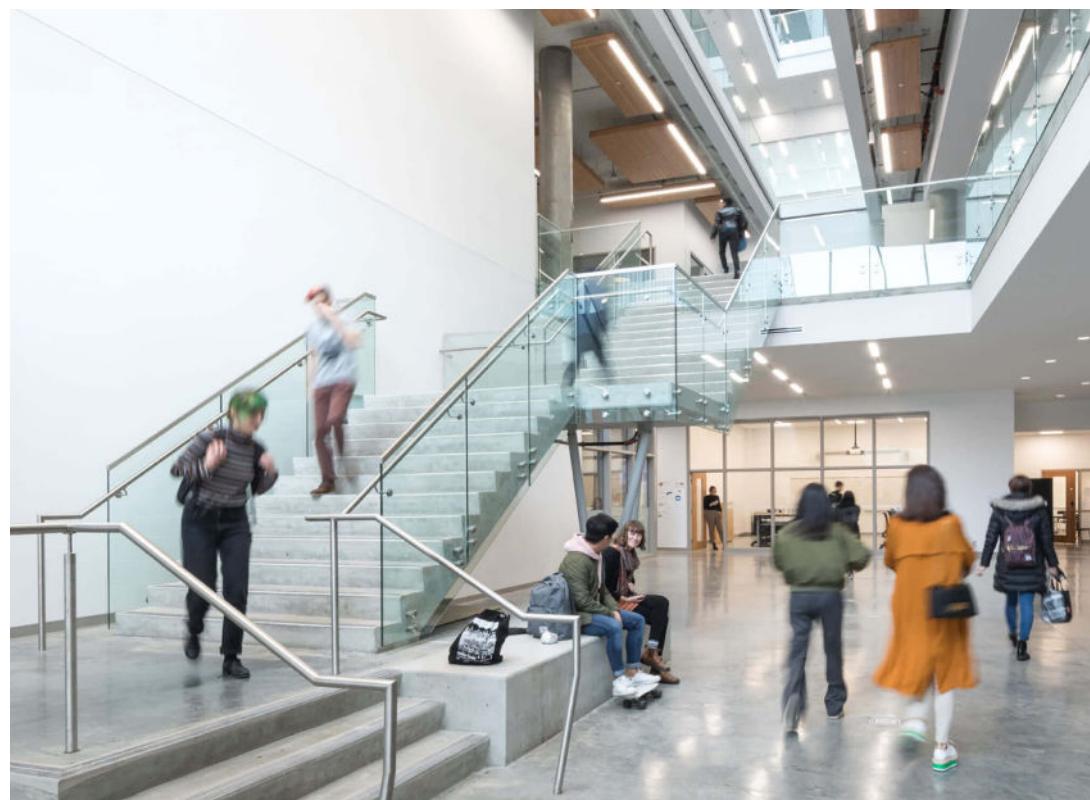
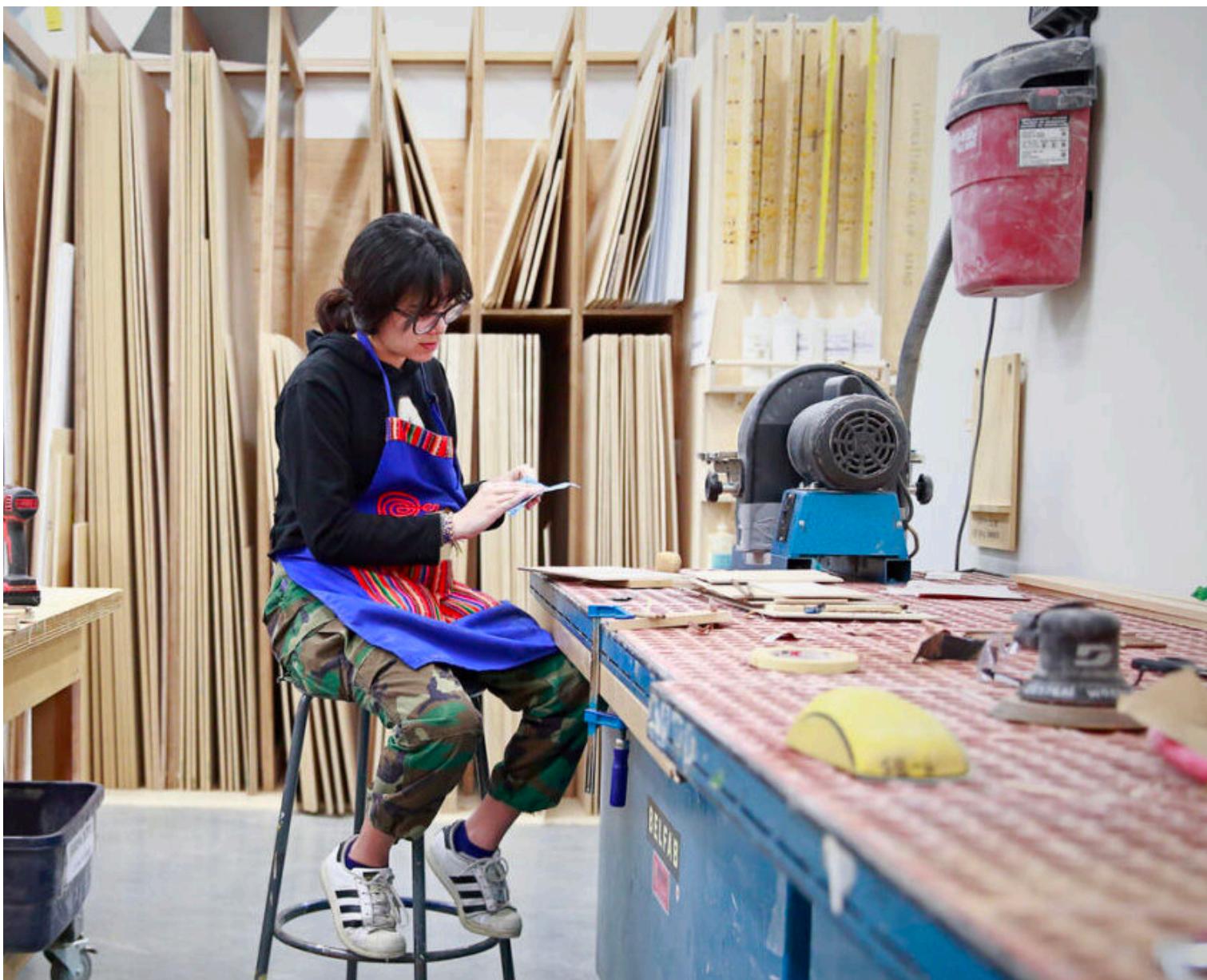
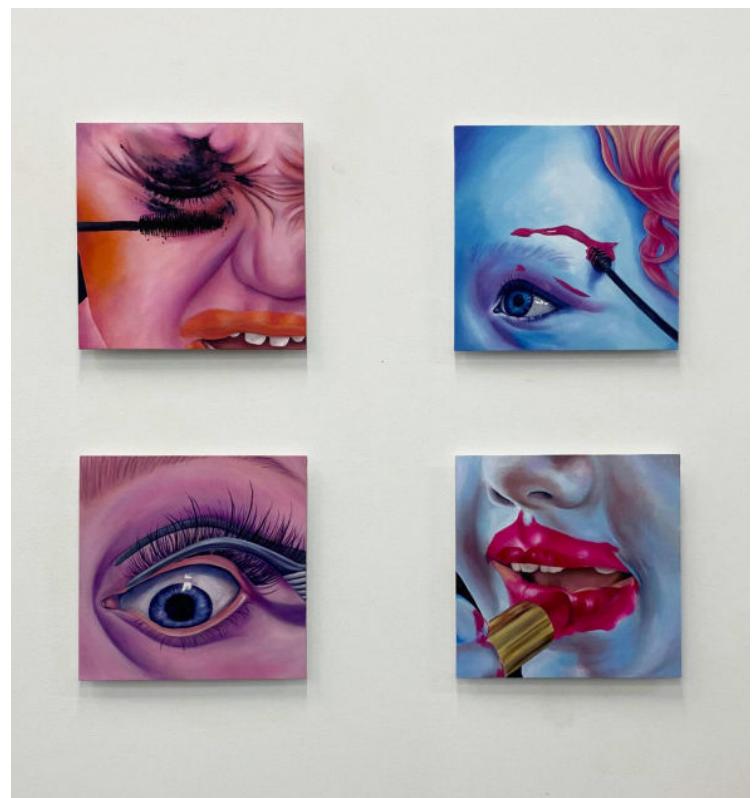
- 5.0 Overview
- 5.1 People
- 5.2 Culture + Community
- 5.3 Practice
- 5.5 Art

Photography Overview

We use photography as our primary means of engaging with our audiences and to capture the experience of studying and working at Emily Carr University.

To ensure we authentically and accurately represent Emily Carr University we have identified four image themes; people, culture and community, practice and art, that should be adhered to when commissioning photography.

Over the following pages you will see a curated selection of aspirational images that are diverse in race, culture, gender and age that act as guide to ensure all photography captures a true representation of life at ECU.



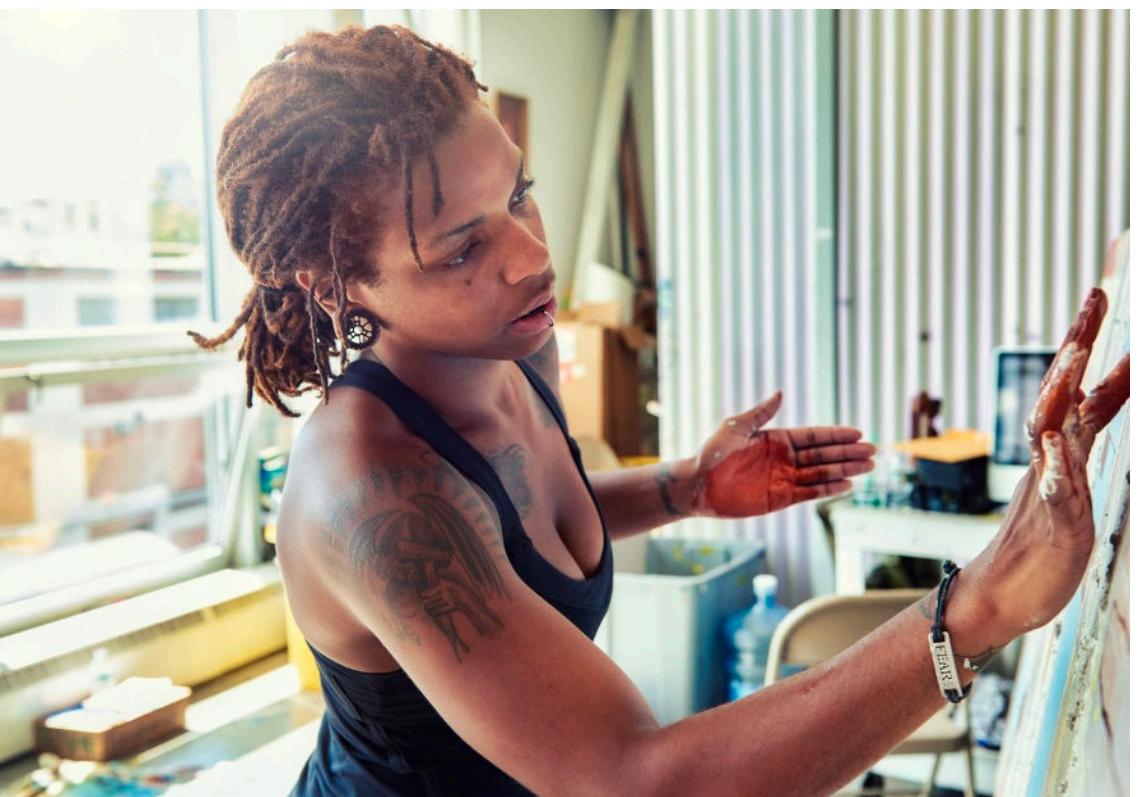
Photography

People

The people of Emily Carr University, our students, faculty and staff, make it what it is. People imagery should include a variety of gender expressions and cultural identities.

KEY CONSIDERATIONS

- Authentic diversity in age, race, ability, size and gender expression
- Genuine facial expressions
- Mix of posed and candid shots
- Soft and warm natural lighting
- Close-up shots of faces
- Pulled out shots that show our people in the context of school facilities



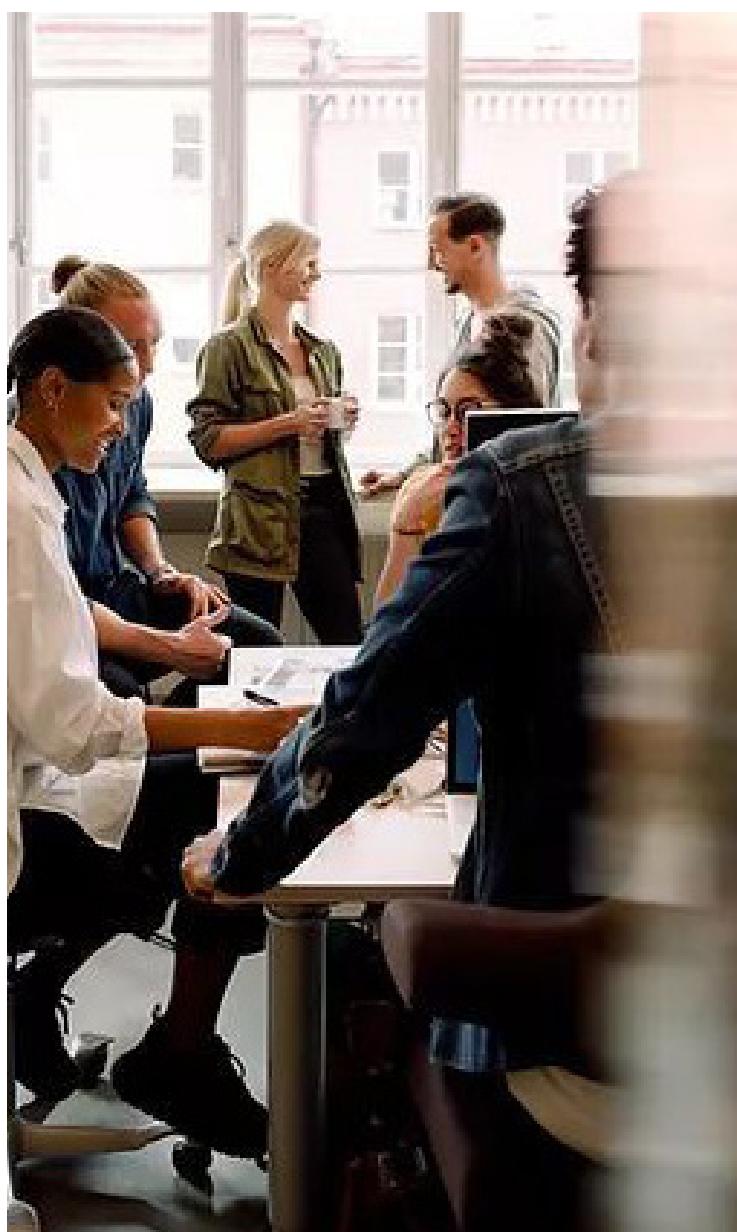
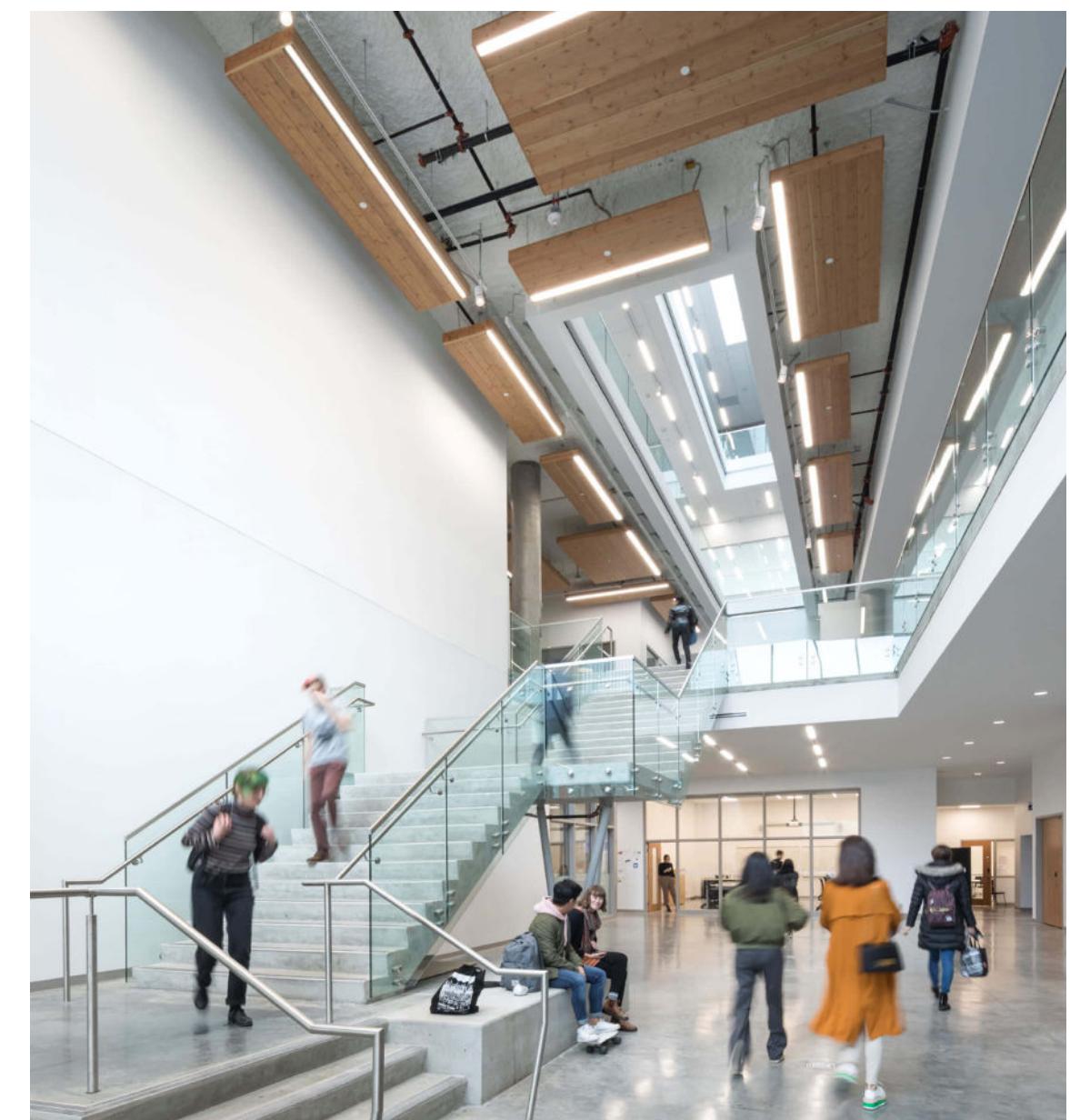
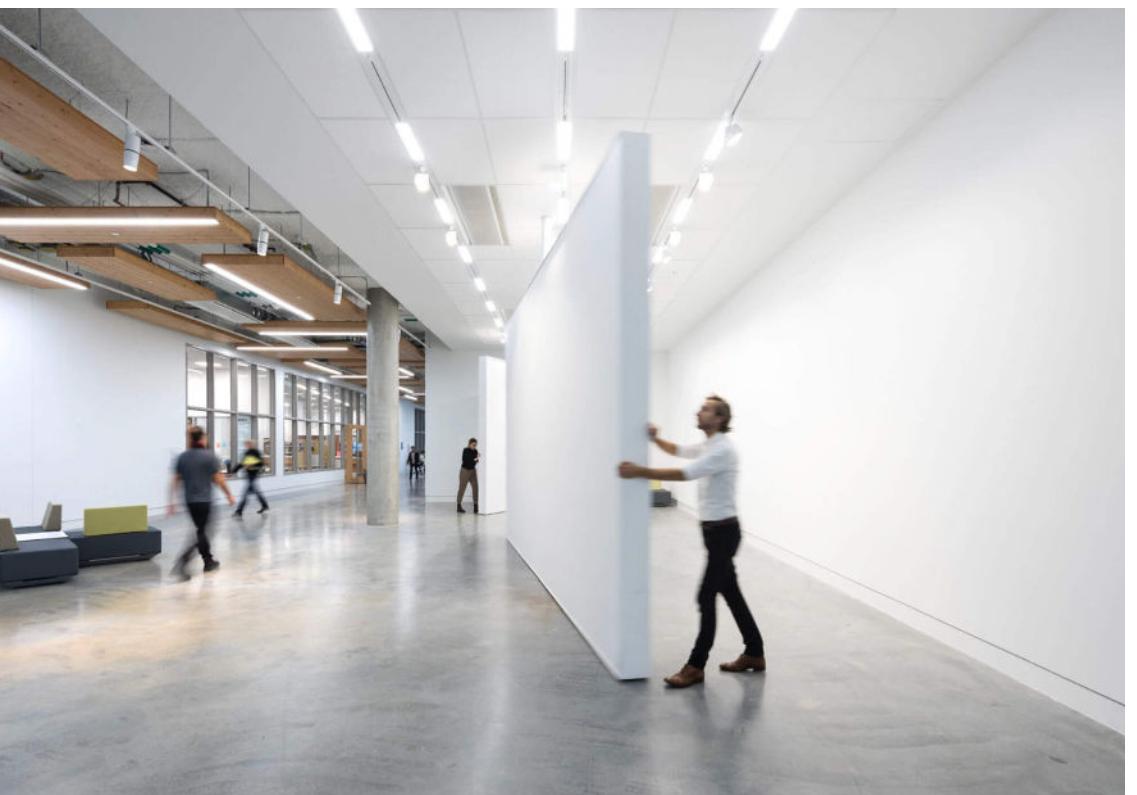
Photography

Culture + Community

We capture our community through images portraying collaborations, relationships and events.

KEY CONSIDERATIONS

- Authentic diversity in age, race, ability, size and gender expression
- Reportage style – capture authentic moments, not posed
- Groups of people, with one or two subjects as the focal point
- Avoid harsh lighting

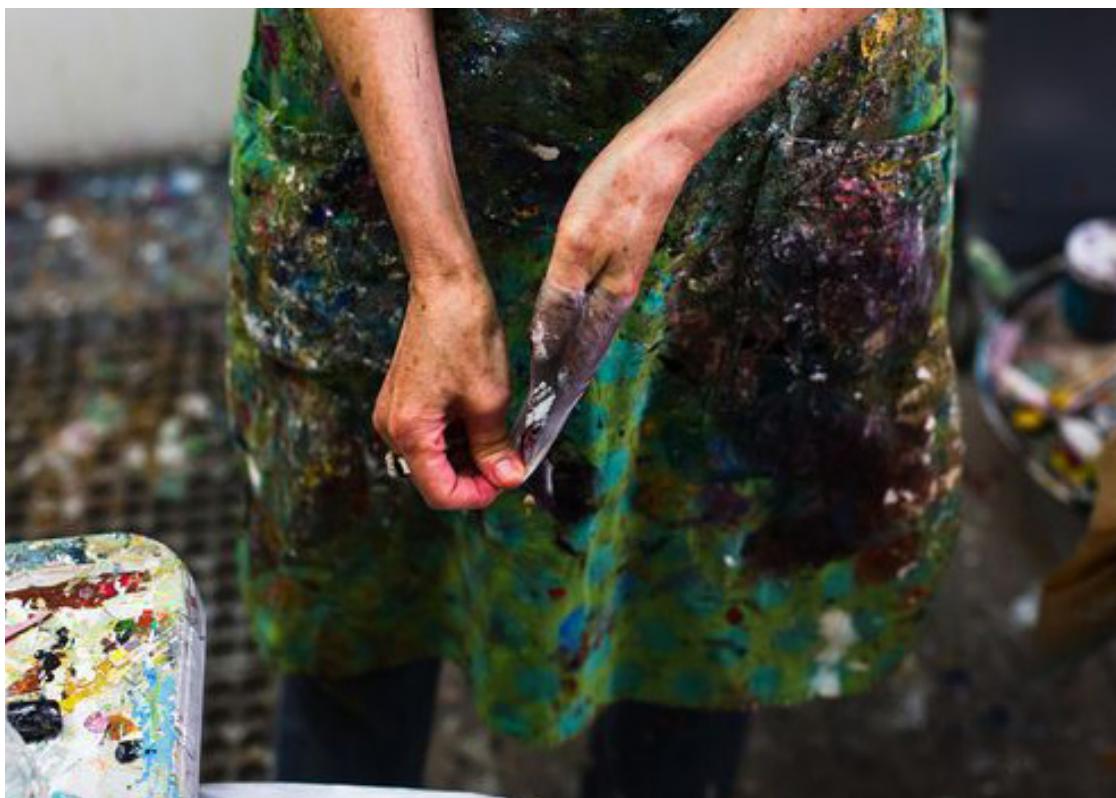


Photography Practice

We show our students and alumni actively engaging in their work, providing insights for prospective students.

KEY CONSIDERATIONS

- Warm lighting
- Show diverse mediums
- Nothing is staged, mess is a part of the creative process
- Get into the details

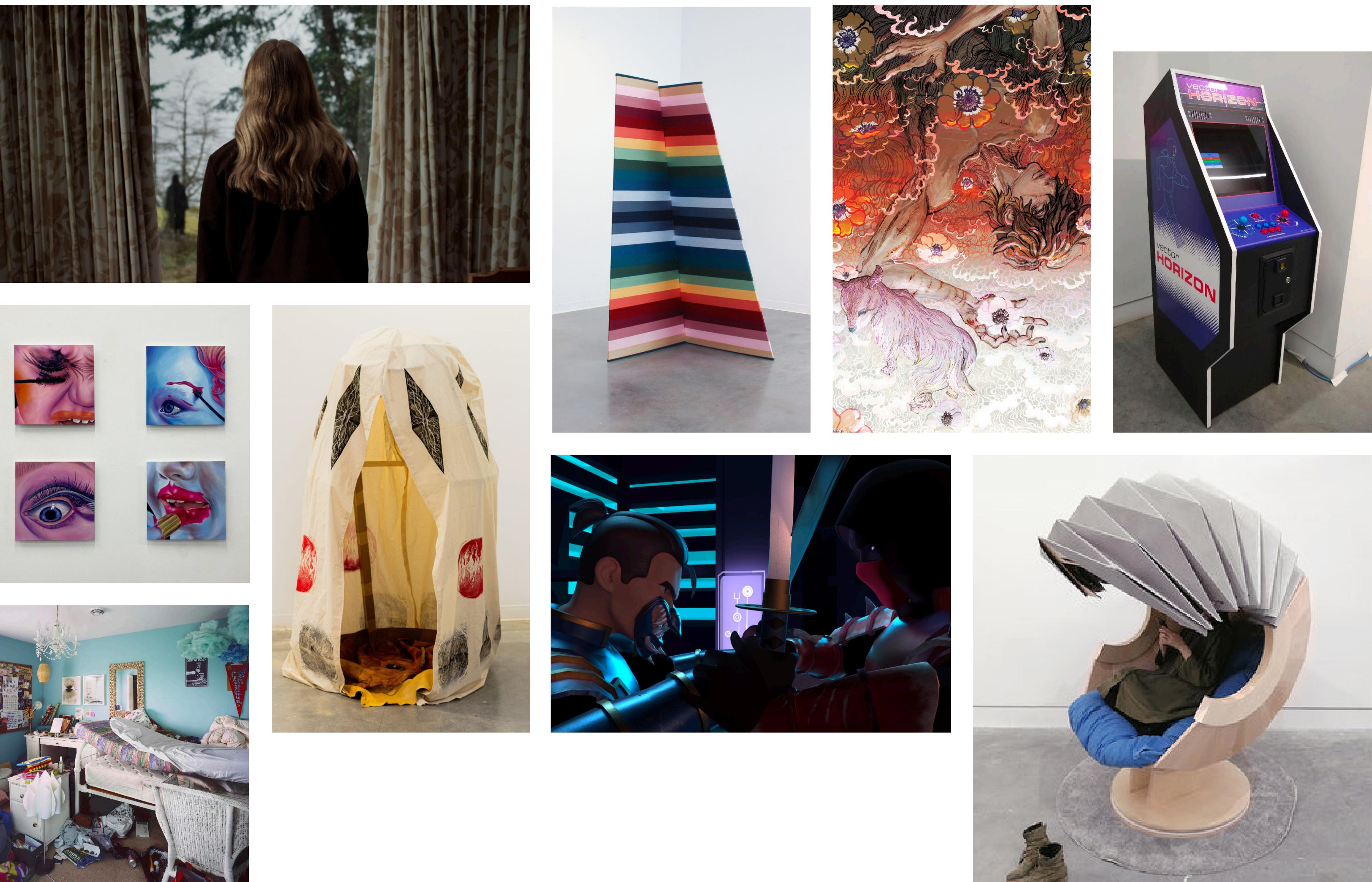


Photography Art

We are Canada's best art and design university. The quality and variety of work produced at Emily Carr University should be showcased as the artist intended.

KEY CONSIDERATIONS

- Clear lighting with colour authentic to the original work
- Focus on the artwork and avoid outside elements
- Showcase a variety of mediums: digital, design and fine arts



6.0 Grids + Layout

6.1 Simplified

6.2 Simplified Samples

Layout Simplified

Align brand elements such as logo, typography and shapes to the grid system to create layouts.

Consider fitting key compositional elements into thirds of the layout.

16X9

Headline text that is longer might look something like this



16X9



Headline text looks like this

PORTRAIT LETTER

A shorter headline



3X12

Headline text looks like this



1:1



Headline text looks like this



Layout Simplified

Here are a few examples of simplified layouts with multiple different brand assets.

16X9

Unlock the career potential of your creative practice



16X9



PORTRAIT LETTER

Create with us



3X12



Nurture your creative path



1:1



7.0 Accessibility for Web

- 7.1 Colours Overview
- 7.2 Text Colour Pairings
- 7.3 Preferred Colour Pairings

Accessible Colour Palette

In addition to our primary colour palette, we are introducing **Pearl** to our **neutral** colours as an accessible alternative to white.

This update is intended to offer options beyond white backgrounds for digital screens, as white can often be too harsh for certain audiences.

PRIMARY	PINK	LIME	TURQUOISE		
	Hex #F20082 RGB 242, 0, 130 CMYK 0, 99, 10, 0 Pantone 225C	Hex #B5D100 RGB 181, 209, 0 CMYK 35, 01, 100, 0 Pantone 3570C	Hex #00B082 RGB 0, 176, 130 CMYK 79, 03, 66, 0 Pantone 339C		
SECONDARY	INDIGO	YELLOW	ORANGE	RED	PURPLE
	Hex #2B2678 RGB 43, 38, 120 CMYK 100, 100, 20, 8 Pantone 2370C	Hex #EDDB00 RGB 237, 219, 0 CMYK 10, 6, 100, 0 Pantone 107 C	Hex #FF8500 RGB 255, 133, 0 CMYK 0, 58, 100, 0 Pantone 151C	Hex #D1210A RGB 209, 33, 10 CMYK 12, 98, 100, 3 Pantone 2347C	Hex #633370 RGB 99, 51, 112 CMYK 71, 93, 26, 12 Pantone 2612C
NEUTRAL	BLACK	WHITE	PEARL		
	Hex #000000 RGB 0, 0, 0 CMYK 50, 50, 50, 100 Pantone Black 6 C	Hex #FFFFFF RGB 255, 255, 255	Hex #FFFFF8 RGB 255, 254, 249		

Accessibility Pairings

This overview shows the font colour pairings of our accessible colours that is acceptable with WCAG web + digital standards for colour contrast.

The "A" represents the colour of type most accessible on each background.

IMPORTANT NOTES

*Red on White (or Pearl)

*Pink on Black

*Black on Pink

Does not pass WCAG AAA accessibility checks for normal text size. Only use for large text size.

*White on Pink

Does not pass accessibility checks for normal text size and is only accessible for large text based on WCAG AA Standards.

WCAG defines large text as:

- Bold 14 point or larger
- 18 point (typically 18.66px) and bold or larger
- 18 point (typically 24px) or larger.

PRIMARY

A* A*

A

A

SECONDARY

A

A

A

A

A

NEUTRAL

A A A A A A*

A A A A*

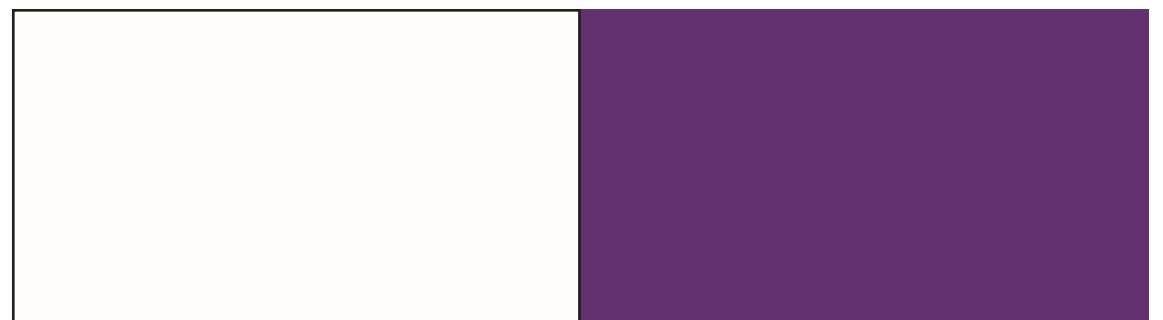
A A A A*

Preferred Colour Pairings

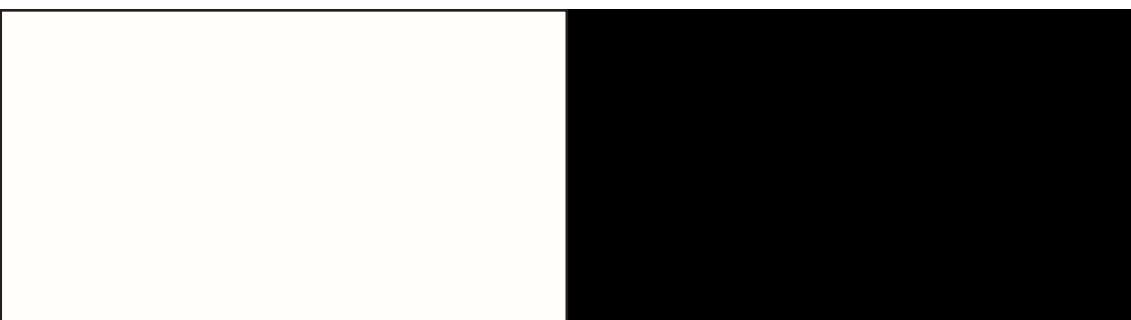
The following are our preferred colour pairings that align with our accessibility standards.

Although this section is targeted for web + digital applications, these colour pairings can also be adapted for print as well, especially if a campaign will be used for both digital and print.

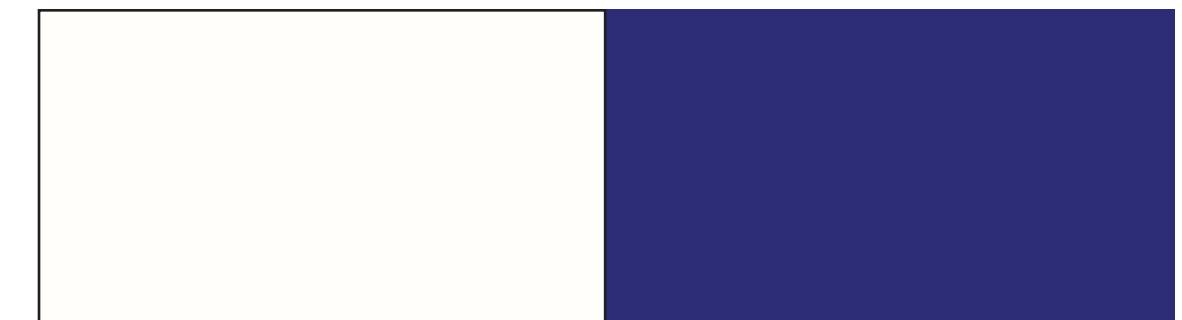
PEARL + PURPLE



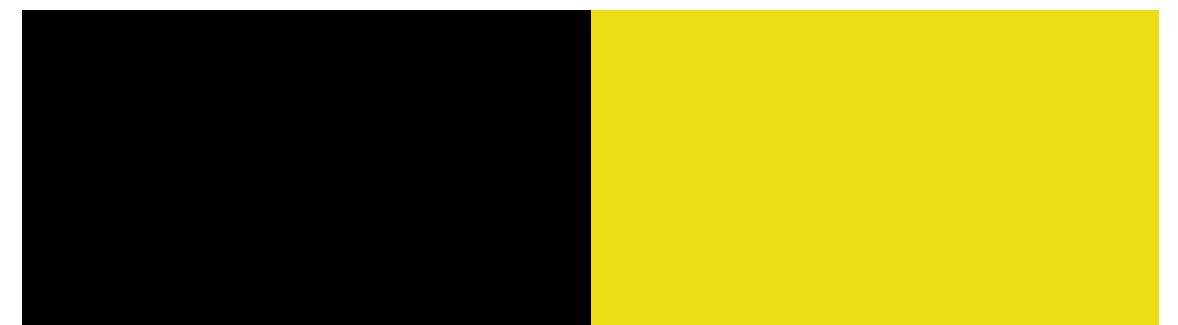
PEARL + BLACK



PEARL + INDIGO



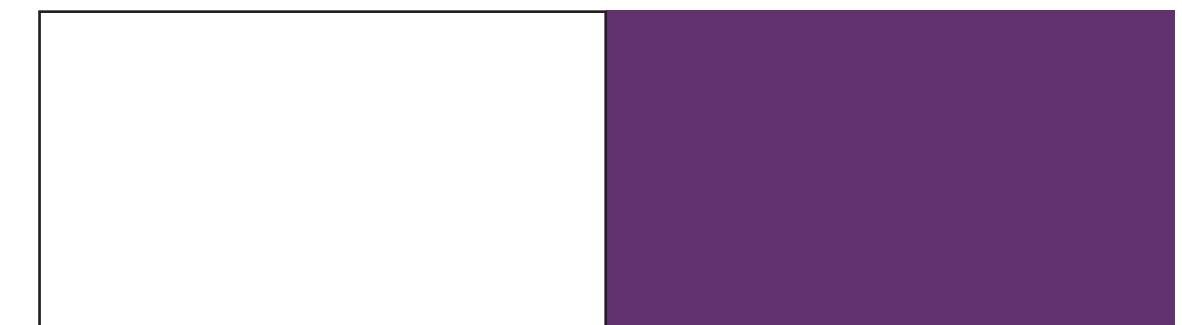
BLACK + YELLOW



TURQUOISE + BLACK



WHITE + PURPLE



BLACK + ORANGE



BLACK + LIME



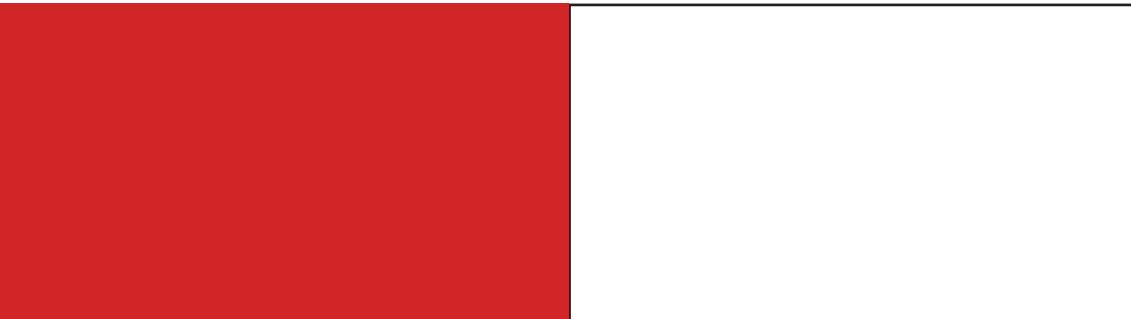
LIME + INDIGO



BLACK + PINK



RED + WHITE



YELLOW + INDIGO



Thank you

Any Questions?

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