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The Western Brand: Message from the President

Over the course of more than 130 years, Western has invested in a particular type of postsecondary experience – the Western Experience – that has become a hallmark of our institutional identity. Our new visual identity reinforces the representation of that experience through functionality and consistency in everything we do. And to help you navigate its proper use, we have developed this style guide showcasing best practices.

This edition draws on input from across the university community. It contains examples of how to properly use our new logo in the design of communication materials including stationery and PowerPoint slides, as well as sample designs for clothing and other merchandise.

In order to deliver a consistent message, our visual identity – and its use in all media and materials – must be rigorously managed at all levels within our community. Simply stated, it is everyone’s responsibility to present Western’s visual identity properly.

Western’s new visual identity comes at a critical point in our history. A once regional university, Western is now seeking to raise the University’s reputation nationally and internationally. Presenting Western in a professional-looking and consistent manner is critical to our success.

Let us continue to build on the good name of Western as the authors and storytellers of The Western Experience.

Amit Chakma
President
Creating and Maintaining a Strong Visual Identity

A critical key to the success of the Western brand is correct and consistent use of its brand identity. This identity is the extension of the Western brand used in all communications.

The Western Graphic Standards Manual reviews the various elements and tools comprising the graphic foundation of Western’s brand. The Western visual identity applies a unique design approach to all Western communications, including signage, correspondence materials, advertising, stationery, presentations and brochures.

The guide explains the correct usage of the Western logo, colours, typography, and layout styles that form the basis of Western’s overall communications system.

The Western Graphic Standards Manual must be followed closely in all Western communications to ensure consistency.

A unified visual identity for Western will strengthen our ability to gain greater recognition for our world-class research and teaching at home and abroad.

Guiding Principles

1. The new visual identity is mandatory —its standards must be applied universally with only noted exceptions.

2. You must use only the new visual identity elements including logo and stationery on any new materials. Old logos, stationery and other branding material should be used up and transitioned to the new format outlined in this manual as soon as possible.

3. We do not expect staff to be “design experts.” Appropriate templates/examples have been developed and are available.

4. If in doubt, review outgoing items with the Communications & Public Affairs.
1.1 About the Shield

The shield is a celebration of Western’s history and its future.

The shield blends elements from the University’s London, Ontario heritage and its proud Canadian roots. It also declares its founding year and represents a founding Chancellor.

These elements together create a story of history, pride and tradition. As a global university, the shield establishes Western as a prestigious educational institution.

The shield should always accompany the “Western” wordmark. In rare circumstances the shield can be used on its own, but to do so you must acquire permission from Communications & Public Affairs. The shield must never be altered. Redrawing or manipulating the shield compromises the integrity of the Western brand. See page 13.

Full Shield

Rising sun: represents optimism, life, light and strength.

The book of knowledge represents academia and incorporates Western’s founding year: 1878.

The demi lion is derived from the coat of arms of Canon Alfred Peache who, in 1862, gave an endowment that made possible the establishment of Huron College. Peache would become Western’s second Chancellor.

The maple leaf: immediately indicates we are a Canadian University.

The stag comes from the City of London’s coat of arms.
1.2 Simplified Shield

To ensure clear legible reproduction of the shield at very small sizes, Western has developed a “simplified shield.”

The simplified shield should be used when the shield is smaller than 8mm wide.

The simplified shield must always accompany the “Western” wordmark. It must never be used on its own.

The simplified shield must never be altered. Redrawing or manipulating the simplified shield compromises the integrity of the Western brand. See page 13.

Unchanged from full shield.

The outline of the book is removed, the numbers are larger and the nuances of the separate pages have been removed.

Demi lion: All extra details have been removed.

Stag: All extra details have been removed.

The maple leaf becomes slightly smaller to stay proportionate to the simplified book of knowledge.
1.3 The Shield: Full, Simplified and Reverse Versions

The Shield: Full and Simplified Versions

The shields should always accompany the “Western” wordmark. It should never be used on its own unless approved by the Communications Department. The shield must never be altered. Redrawing or manipulating the shield compromises the integrity of the Western brand. See page 13.

Reverse Shield
When the logo knocks out of a dark background, use the reverse shield. It has a white border keyline to define the exterior. Do not “invert” the shield, always use the proper artwork provided.

Shield
The shield is a modern interpretation of Western’s original coat of arms.
The logo is one of the most important visual components of our brand identity. Its function is to clearly and strongly identify our University. Its typography, colour, crest and configuration are unique. Used consistently over time, the logo will be recognized within Canada and throughout the world; it will associate itself with excellence and all the qualities our institution represents.

This page shows the “horizontal logo,” a combination of the wordmark, shield and descriptor.

**Wordmark**
The Western wordmark is typeset in a custom serif typeface created for the new logo. The typeface, named in honour of our founder, Bishop Isaac Hellmuth, is called Hellmuth.

**Descriptor**
Outside of London, Ontario, it’s important to use the logo with the descriptor. It immediately identifies Western as a university in Canada.

The logo is a custom element and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the logo is not acceptable.
1.5 Variations of the Logo

Variations of the logo may be used when the full horizontal logo cannot be applied because of format restrictions or legibility reasons.

The stacked logo with descriptor is ideal for vertical applications on materials that will be used for external purposes.

The alternate logos (without descriptors) should be used on materials within the Western community.

The alternate logos are custom elements and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the alternate logos are not acceptable.
1.6 The Logo: Black

The logo should only be used in black where colour is not permitted. The logo in black can be used on stainless steel water bottles or signs and other ephemera, exceptional print circumstances (newspapers, black and white digital reproduction, photocopies, etc.).
1.7 Clear Space

Clear Space

The logo must be placed within a specific isolation area. This will give the logo presence when used in combination with other identities or graphic elements.

The clear space is defined differently depending on the logo.
1.8 Minimum Size

Minimum sizes of the logos have been established to maintain legibility.

The minimum size for the horizontal logo with the full shield is 42mm wide.

The minimum size for the horizontal logo with the simplified shield is 35mm wide.

The minimum size for the stacked logo is 27mm wide.

The minimum size for the stacked logo without descriptor is 13mm wide.

Same minimum size restrictions apply to logo without descriptor. If the logo is smaller than 42mm, the simplified shield should be used.
1.9 Improper Use

These examples show improper usage of the logo. Any change from the approved logo is not permitted.

The logo must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Always reproduce the logo from approved electronic artwork only.

These examples are not intended to form a complete list.
1.10 Faculty Logos: Horizontal

Western Arts & Humanities

Western Education

Western Engineering

Western Social Science

Western Health Sciences

Western Science

Western Law

Western FIMS

Faculty of Information & Media Studies

Western Music

Don Wright Faculty of Music

Western Graduate & Postdoctoral Studies

Faculty Logos: Horizontal

The horizontal faculty logos consist of the Western wordmark, shield and Hellmuth font. In the case of a named faculty, Benton font is used for the descriptor.

The horizontal faculty logos are designed to be used when a horizontal application is necessary such as web sites or online banners.

The horizontal faculty logos are custom elements and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the logos is not acceptable.

Department names cannot be added to faculty logos.

As named faculties, the Schulich School of Medicine & Dentistry and the Richard Ivey School of Business have separate detailed standards manuals to ensure consistent co-branding.
1.11 Faculty Logos: Horizontal

These logos were designed to prominently represent our faculties and create a consistent brand architecture within the University.

Unique to Western, this system was created to set faculty names at the same level as the University.
1.12 Faculty Logos: Stacked

The stacked faculty logos consist of the Western wordmark, shield and Hellmuth font. In the case where descriptor text is necessary, the Benton font is used.

The stacked faculty logos are designed to be used when the crest in the horizontal logo becomes too small or when space allows. It can be used when a vertical or horizontal application is necessary.

The stacked logos are used on print materials including envelopes, business cards and letterheads.

Department names cannot be added to faculty logos.

As named faculties, the Schulich School of Medicine & Dentistry and the Richard Ivey School of Business have separate detailed standards manuals to ensure consistent co-branding.
1.13 Faculty Logos: Stacked

These logos are an integral part of the visual identity system.

Their design was carefully considered to represent the intricate relationship that exists at Western between schools, faculties and the institutions.
1.14 Faculty Logos: Clear Space

The faculty logo must be placed within a specific isolation area. This will give the faculty logos presence when used in combination with other identities or graphic elements.

The clear space in the faculty logos is always determined by the height of the “W” in “Western.”
1.15 Faculty Logos: Minimum Size

Minimum sizes of the faculty logos have been established to maintain legibility.

The minimum size of the faculty logos is dictated by the shield. The width varies for horizontal and stacked faculty logos.

The minimum size for the horizontal faculty logo is 7 mm high.

The minimum size for the stacked faculty logo is 10 mm high.

The minimum size for the stacked faculty logo with descriptor is 14 mm high.
1.16 Sub-brand Logos

Sub-brand Logos

The sub-brand logos consist of the Western wordmark, shield and Hellmuth font.

The horizontal logos are designed to be used when a horizontal application is necessary such as web sites or online banners.

The stacked logos are designed to be used when the crest in the horizontal logo becomes too small or when space allows. It can be used when a vertical or horizontal application is necessary.

The stacked logos are used on print materials including envelopes, business cards and letterhead.

The same guidelines for clear space (see page 18) apply to sub-brand logos.

The sub-brand logos have been limited to these seven units. No other sub-brand logos can be created.
1.17 Named Program Logos

The named program logos consist of the Western wordmark, shield and Benton font used as the descriptor.

The stacked named program logos are designed to be used when the crest in the horizontal logo becomes too small or when space allows. It can be used when a vertical or horizontal application is necessary.

The stacked logos are used on print materials including envelopes, business cards and letterheads.

This treatment is restricted to named programs.

The same guidelines for clear space (see page 18) apply to named program logos.
Research Parks Logos

The Western Research Park serves as a strong link between academics and commerce, and is a key contributor to the movement of an idea or a discovery from concept to the marketplace. The main Research Park is located adjacent to Western University and is home to more than 200,000 square feet of office space, lab space and industrial grade space.

In recent years the Park has expanded to include sites in Sarnia-Lambton, the Discovery Park and the Advanced Manufacturing Park.

As an umbrella division for research and discovery, Western has branded the main Park and affiliated parks consistent with research centres and institutes at Western.
1.19 Centre and Institute Logos

The centre and institute logos consist of the Western wordmark, shield and Benton font used as the descriptor. This treatment cannot be used for any other departments or support units on campus. It is strictly used for University approved centres and institutes.

Logos will be supplied by the Communications Department. Do not alter them in any way.

The same guidelines for clear space (see page 18) apply to centre and institute logos.
1.20 Chinese Logo

Western employed a translation expert and consulted with students and alumni in Hong Kong and Mainland China, as well as with faculty and staff on campus. The Hong Kong Advisory Board unanimously endorsed the new name that is included in this logo.

The Hong Kong Advisory Board noted that the recommended name meets the highest test where the meaning and sound of the name connote positive, relevant meaning consistent with the English name.

The Chinese logo is available in Traditional and Simplified Chinese versions.
1.21 Campus Safety Logos

Western’s campus police, fire safety, emergency management and foot patrol professionals serve to protect and keep our campus safe.

The logos for each of these units have been updated with the new shield.
2.1 Colour Palette

Purple is integral to Western as an educational institution and community. Support colours to be used in conjunction with the “Western Purple” (Pantone 268) are gray, black and white as shown.

The restrained colour palette is essential to capturing and conveying the Western brand. Never use unapproved colours, or create a new colour palette with the exception of the varying colours in images.

Colours in PowerPoint
PowerPoint should use the RGB values shown here.

*The PANTONE® Colour Standards is a colour matching tool used by industry for reproducing colours consistently across various printing mediums.

*Consult current PANTONE® Publication for accurate colour.

The colours shown on this page and throughout this manual have not been evaluated by PANTONE® for accuracy and may not match the PANTONE® Colour Standards.

PANTONE® is the property of Pantone LLC.
3.1 Hellmuth: Our Custom Typeface

Hellmuth is a custom-made serif typeface that is truly unique to Western. It is named in honour of Western’s founder, Bishop Isaac Hellmuth.

It is a “modern” serif font of extreme thins and thicks, with traditional fine serifs and distinct flourishes. Slightly narrow with a high x-height, it sets with a precise elegance.

Hellmuth is used in logos only. The primary typeface is Benton Sans (see page 28).
3.2 Typography: Benton Sans

The primary font to be used is Benton Sans.

Benton Sans Light and Book are the preferred weights for body copy in publications.

Benton Sans Medium and Bold should be used for heads, sub-heads and call-outs. Do not set entire documents or paragraphs in Benton Sans Medium or Bold.

Benton Sans Bold should not be used for typesetting of large sections of body copy.
3.3 Web Safe Fonts/PC Fonts

Web Safe Fonts/PC Fonts

Where Benton Sans is unavailable, the use of Arial is permitted.
4.1 Stationery: Staff Business Cards

Staff Business Card: Front

Jean Smith
Title
email@uwo.ca
Western University, Communications & Public Affairs
Westminster Hall, Ste. 360
1151 Richmond St., London, ON, Canada N6A 3K7
t. 519.661.1234, ext. 12345 f. 519.661.3921

Staff Business Card: Back

www.westernu.ca

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.

Stationery: Staff Business Cards

Staff business cards feature the Western logo without the descriptor.

The business card contact information is set in Benton Sans Book, 7.5 pts on 9.25 pts leading. The name is set in Benton Sans Medium.

There is a 0.0625” “space after” the email address.

The address information is set in Benton Sans Book 6.5 pts on 8.5 pts leading. “Western University” and the department name are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

Business card information should always be as follows:

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department
Building Information
University Address Information
Telephone and Fax Information
4.2 Stationery: Staff Letterhead

Margins:
Left: 1.125"
Right: 1.125"
Top: 0.5625"
Bottom: 0.625"

The letterhead file will be supplied as a template and should not be re-created. The horizontal logo is featured on the staff letterhead.

The department information is always shown in the top right corner and is set in Benton Sans Medium 10 pts. on 12.25 pts. leading in purple (PMS 268). It is always flush right.

The address information at the bottom of the page is set in Benton Sans Book 7.5 pts. on 9.5 pts. leading. “Western University” is set in Benton Sans Medium. It is always flush left.

For typesetting; please see page 43.

For further questions please contact the Communications Department.

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.
4.3 Stationery: Staff Envelope

Margins:
- Left: 0.5"
- Top: 0.5"
- Bottom: 0.5"

The horizontal logo, with descriptor, is featured on the staff envelopes.

Copy is set in Benton Sans Book 12 pts. on 16 pts. leading. The name of the addressee should be set in Benton Sans Medium or Arial.

Envelope templates will be provided and should not be altered in any way.

For typesetting: please see page 44.

Standard-flap envelopes are a more economical printing solution.

Whenever costs allow, the wide-flap envelope back with the reversed contact info can be used.

For further questions please contact the Communications Department.

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.
4.4 Stationery: Faculty Business Card

Faculty business cards feature the stacked faculty logo.

The business card contact information is set in Benton Sans Book, 7.5 pts on 9.25 pts leading. The name is set in Benton Sans Medium.

There is a 0.0625" “space after” the email address.

The address information is set in Benton Sans Book 6.5 pts on 8.5 pts leading. “Western University” and the department is set in Benton Sans Medium.

Do not alter the nomenclature shown here.

**Business card information should always be as follows:**

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department
Building Information
University Address Information
Telephone and Fax Information

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.*
4.5 Stationery: Faculty Letterhead

Margins:
Left: 1.125"  
Right: 1.125"  
Top: 0.5625"  
Bottom: 0.625"

The letterhead file will be supplied as a template and should not be re-created. The stacked faculty logo is featured on the faculty letterhead.

The department information is always shown in the top right corner and is set in Benton Sans Medium 10 pts. on 12.25 pts. leading in purple (PMS 268). It is always flush right.

The address information at the bottom of the page is set in Benton Sans Book 7.5 pts. on 9.5 pts. leading. “Western University” and the Faculty name are set in Benton Sans Medium in 100% black. It is always flush left.

For typesetting; please see page 43.

For further questions please contact the Communications Department.

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.
4.6 Stationery: Faculty Envelope

Margins:
- Left: 0.5"
- Top: 0.5"
- Bottom: 0.5"

The envelope file will be supplied as a template and should not be re-created. The stacked faculty logo is featured on the department envelope.

Copy is set in Benton Sans Book 12 pts. on 16 pts. leading. The name of the addressee should be set in Benton Sans Medium.

Envelope templates will be provided and should not be altered in any way.

For typesetting, please see page 44.

For further questions please contact the Communications Department.

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.
4.7 Stationery: Named Faculty Business Card

Named Faculty Business Card: Front

Dr. John Smith, MD, FRCP(C), FAAN, FCAHS
Dean
email@uwo.ca
Western University, Paul Davenport Theatre
Talbot College, Rm. 210
1151 Richmond St., London, ON, Canada N6A 3K7
t. 519.661.1234, ext. 12345 f. 519.661.1234 www.music.uwo.ca

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.

Named Faculty Business Card: Back

www.westernu.ca

Stationery: Named Faculty Business Card

Named faculty business cards feature the stacked faculty logo.

The business card contact information is set in Benton Sans Book, 7.5 pts on 9.25 pts leading. The name is set in Benton Sans Medium.

There is a 0.0625” “space after” the email address.

The address information is set in Benton Sans Book 6.5 pts on 8.5 pts leading. “Western University” and the department is set in Benton Sans Medium.

Do not alter the nomenclature shown here.

Business card information should always be as follows:

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department Building Information
University Address Information
Telephone and Fax Information
4.8 Stationery: Named Faculty Letterhead

Margins:
Left: 1.125"
Right: 1.125"
Top: 0.5625"
Bottom: 0.625"

The letterhead file will be supplied as a template and should not be re-created. The stacked faculty logo is featured on the named faculty letterhead.

The department information is always shown in the top right corner and is set in Benton Sans Medium 10 pts. on 12.25 pts. leading in purple (PMS 268). It is always flush right.

The address information at the bottom of the page is set in Benton Sans Book 7.5 pts. on 9.5 pts. leading. "Western University" and the Faculty name are set in Benton Sans Medium in 100% black. It is always flush left.

For typesetting: please see page 43.

For further questions please contact the Communications Department.

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.
4.9 Stationery: Named Faculty Envelope

Stationery: Faculty (With Descriptor) Envelope

Margins:
Left: 0.5”
Top: 0.5”
Bottom: 0.5”

The envelope file will be supplied as a template and should not be re-created. The stacked faculty logo is featured on the department envelope.

Copy is set in Benton Sans Book 12 pts. on 16 pts. leading. The name of the addressee should be set in Benton Sans Medium.

Envelope templates will be provided and should not be altered in any way.

For typesetting; please see page 44.

For further questions please contact the Communications Department.

* ‘Office of’, ‘Department of’ and ‘Faculty of’ have been removed from all unit names to be concise and to conserve space.
4.10 Stationary: Schulich Medicine & Dentistry

As a named faculty, the Schulich School of Medicine & Dentistry has a separate detailed graphic standards manual to ensure consistent co-branding.

The Schulich Medicine and Dentistry logo colour has been updated to match Western’s purple (PMS 268). A manual for consistent co-branding with the Western logo has been developed which allows Schulich Medicine & Dentistry to have its own ‘voice’ while remaining recognizable as a Western institution.
4.11 Stationery: International Business Cards

International business cards can consist of a contact side typeset in the necessary language with a standard Western back. The back can have either the full stacked logo or the Chinese stacked logo.

The other option is a double sided business card with contact information on both sides. One side typeset in English, the other typeset in the necessary language.

International business cards will be supplied by the Communications Department.

Do not alter the artwork.

Do not alter the nomenclature shown here.

Business card information should always be as follows:

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address

Western University, Department Building Information
University Address Information
Telephone and Fax Information
4.12 Stationery: Centres and Institutes

Official centres and institutes follow the same guidelines for stationary, PowerPoints, etc. as outlined for the faculties on previous pages.

The centre and institute logos consist of the Western wordmark, shield and Benton Sans used for the descriptor.

This treatment is strictly used for University approved centres and institutes.

Logos will be supplied by the Communications Department. Do not alter them in any way.
4.13 Stationery: Rotman Institute of Philosophy

The University recognizes that there has been a significant investment made to develop the Rotman Institute of Philosophy’s unique and well-established brand, which is integral to marketing and developing projects currently underway.

While maintaining the integrity of the Rotman Institute, the logo and key applications have been carefully evolved to align with the new brand for Western University. A separate graphic standards manual has been created outlining proper co-branding with the new Western brand.
4.14 Stationery: Letterhead Typing Guide

Margins:
Left: 1.125"
Right: 1.125"
Top: 2.5"
Bottom: 1.5"

Copy is set in Arial 10 pts. on 12 pts. leading and full line spaces between paragraphs, with no indent or tab. Use 2 full line spaces between subject of the letter and salutation. Use 5 full line spaces for the signature space.

The text box is never to exceed 6.25" wide and 7" long as shown in the diagram. Begin the copy 2.5" from the top of the page and finish the text no closer than 1.5" from the bottom of the page. The copy should begin 1.125" from the left of the page and the type box should not exceed 6.25" wide.

A Word template is also available.

For further questions please contact the Communications Department.
4.15 Stationery: Envelope Typing Guide

Stationery: Envelope Typing Guide

Margins:
Left: 3"
Top: 1.5"
Bottom: 0.625"

Copy is set in Arial 12 pts. on 16 pts. leading.

The address box is never to exceed 4" wide and 1.75" long as shown in the diagram.

Start copy 1.5" from the top, and finish the text no closer than 0.625" from the bottom. The copy begins 3" from the left and the type area should not exceed 4".

Staff Envelope: Standard #10 Envelope
5.1 Magazine Mastheads

Magazine mastheads and templates can be supplied by the Communications Department.

The masthead is typeset in Benton font and the stacked Western logo is set in a purple tab at the bottom of the cover.

Do not alter the artwork.

Contact the Communications Department with further questions.
6.1 PowerPoint: Purple

PowerPoint templates are available for download from the Communications Department website.

The first slide in your presentation should always be the logo in reverse on the approved purple background.
6.2 PowerPoint: White

PowerPoint templates are available for download from the Communications Department website.

The first slide in your presentation should always be the full stacked Western logo.

Opening Slide

Typical Introduction Slide

Today’s Agenda
Qui vel estrum faccaep udiorit atieatio et, veris consect ionesecest.

Typical Slide

Typical Title Slide

End Slide
7.1 Name Badges

Name badges should be 3.5” x 1.25” on a silver plaque with rounded corners and black engraving.

The stacked Western logo is placed .13” from the left at 1” high centered vertically.

Staff names are centered on the right in 20 pts. BentonSans Bold on 22.2 pts. leading. If necessary, due to name length, font and tracking values may be reduced to fit. Names are to be in all caps.

On name badges with titles, secondary information is set in 12 pts. BentonSans on 14.5 pts. leading. Titles are set in BentonSans Bold. Department names are set in BentonSans Medium. If necessary, font and tracking values can be reduced to keep each on one line.

When using faculty logos, the horizontal version should be placed .15” from the top at .25” tall. For exceptionally long faculties, such as Arts & Humanities, scale will need to be reduced accordingly. Information is vertically centred below logo.

The Communications Department can advise on appropriate suppliers to ensure consistency in quality.
7.2 Applications of the Logo

The logo can be applied to a wide variety of materials and ephemera. Please utilize the guidelines provided throughout this graphic standards manual (to apply graphics).

It is important to follow the guidelines provided to uphold the integrity of the Western brand.
7.3 Applications: Embroidery

When embroidering, the simplified shield should be used and be at least 38mm tall. Through numerous tests we have determined that this minimum size must be met to retain detail in the shield.

Due to the size of faculty logos, it is best to use the stacked Western logo with the faculty name embroidered in Benton on the sleeve or on the opposite side of the chest.
7.4 Applications: Berthold and the Simplified Shield

At campus book stores throughout North America it is common to see clothing with the University’s name in a collegiate slab serif. Western has chosen Berthold City Bold as its slab serif.

Due to the size and nature of ephemera materials, the simplified shield will often need to be used. The simplified version of the shield is recommended when engraving and embroidering items where detail in the full shield causes concern. It should be used in all cases when the shield reduces down to 8mm in width or less.

For further details contact Communications & Public Affairs.
Contact

**Terry Rice**  
Director (Marketing and Creative Services)  
tjrice@uwo.ca  

**Western University, Communications & Public Affairs**  
Westminster Hall, Rm. 360H  
London, ON, Canada N6A 3K7  
t. 519.661.2111, ext. 85106