



CENTENNIAL GRAPHIC STANDARDS

BRESCIA UNIVERSITY COLLEGE



Brescia 100 - Centennial Logo

Graphic Usage Guidelines and Reproduction Specifications

Brescia University College's Centennial logo is a proud illustration of the University's inspiring past and bold future. The infinity symbol presented in the "100" aspect of the logo is a visual representation of the on-going importance and relevance of an empowering women's-only education.

These guidelines serve as an overview to the appropriate use of the Brescia University College Centennial logo, including usage information and colour specifications.

The Brescia 100 logo is an essential part of all forms of Brescia University College's Centennial communication materials, and should be used on all stationery, presentations, promotions, sponsorships and advertising during the centennial year. The use of the logo must be considered at the beginning of the design process to maintain its strength and integrity and to ensure continuity across all applications.



Questions regarding the style guide or branding elements can be directed to:

Colleen Aguilar
Director of Communications &
External Relations
E: colleen.aguilar@uwo.ca
T: 519.432.8353 ext.28293

Centennial Logo

The configuration shown to the right is the only authorized signature for Brescia's Centennial logo.

The Brescia University College Centennial logo was developed to mark the 100th anniversary of the University and has been developed to effectively work in a variety of layout situations.

Centennial Logo Usage

The Brescia 100 Centennial logo should always be used in conjunction with the primary Brescia University College logo (as shown on the right). Although colours align with the primary brand, visual association with the main Brescia logo is key in giving the Centennial logo relevance.



Centennial Logo

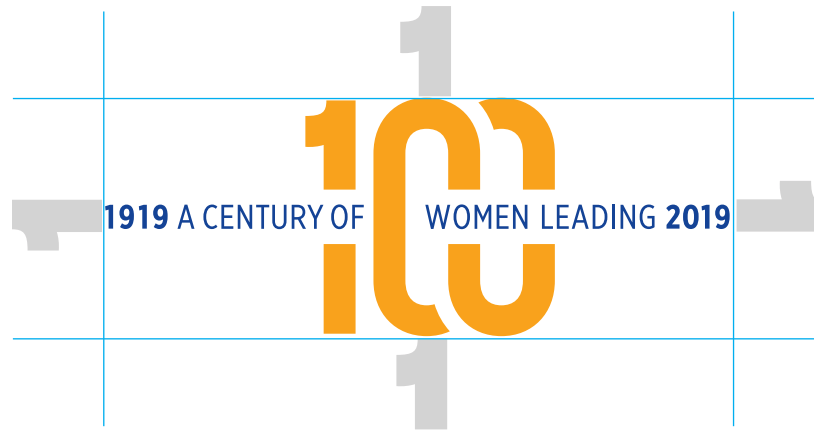
Clear Space

Brescia's Centennial logo is an essential part of all communications during Brescia's 100th Anniversary.

Its impact and importance must be considered at the beginning of the design process for any visual communication format. To ensure its clarity and importance, adequate clear space must be left around the logo.

The clear space is indicated to the right. The height of the top of the '1' in '100' is used to create the minimum space to be left clear around the logo in any application and should be strictly adhered to. The distance will scale proportionately to the size of the logo as required.

When working with a photographic background, be sure to place the logo on a part of the background that is free of distracting elements and provides sufficient contrast to allow for clear legibility.



Centennial Logo

Colour

Brescia's Centennial logo uses two colors from Brescia's primary colour palette, PMS 2738 (Brescia Blue) and PMS 138 (Brescia Orange).

Note: Printed colours may vary based on select printers (both internal and external). For questions or recommended printers please contact [Brescia's Communications Team](#).

PMS refers to the Pantone Matching System, which provides industry standards for colour/ink formulas that printers follow to ensure precise colour reproduction of printed materials.

Note: these colours are approximate. Use a Pantone® swatch book for an accurate colour match.



BRESCIA BLUE

PMS: 2738
CMYK: C.100 M.85 Y.0 K.5
RGB: R.22 G.67 B.151
HEX: #164397



BRESCIA ORANGE

PMS: 138
CMYK: C.0 M.42 Y.100 K.0
RGB: R.247 G.161 B.26
HEX: #F7A11A

Centennial Logo

Alternatives

Alternative versions of the logo may be used as appropriate:

Colour: The colour logo is the preferred choice. The logo must be printed on a white background or one providing sufficient contrast for the colours to remain distinguished.

Single Colour: For single-colour applications, the logo can appear in black.

Reversed: The reversed logo should be used when the logo needs to be displayed against a dark or busy (photographic) background.

For approval on logo usage or any questions contact [Brescia's Communications Team](#).

COLOUR



SINGLE COLOUR



BLACK AND WHITE



Centennial Logo

Size Limitations and Application

The Centennial logo has been designed to translate well into most applications. The minimum size that the logo can reach while maintaining legibility will vary depending on the medium being used to reproduce it. The minimum print size for most applications are shown to the right.



File Types and When to Use

- | | | | | | |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| .eps | Used primarily by graphic design agencies and printers. Best for complex applications requiring higher resolution where the software supports .eps format (e.g. Adobe InDesign, Adobe Illustrator, Quark Xpress, PageMaker, Corel Draw, etc.). This format is vector based and files can be scaled to any size. | .tiff | TIFF format is widely supported by image manipulation applications, by publishing and page layout applications. This format is pixel based and should not be scaled up in size as quality will decrease. | .png. | Best for use with Internet, and Microsoft applications. Files display well on screen and print, and are typically better quality than gif files, with smoother edges. They can also be placed well on coloured backgrounds. Note: limited support for Internet Explorer 6 and before. |
| .ai | Same as .eps format, but saved in Adobe Illustrator native file format. | .bmp | Similar to tiff. If a universal file format is needed bmp is best as long as file size is not a problem. | .gif. | Alternative use in Internet applications only. Widely supported and thus well established as the default choice for simple graphics on the web. Can be used where the background of the logo needs to be transparent and without a white or black box around it. |

Contact

Questions regarding the style guide or branding elements may be directed to:

Colleen Aguilar

Director of Communications & External Relations

E: colleen.aguilar@uwo.ca

T: 519.432.8353 ext.28293