

**ALGONQUIN  
COLLEGE  
BRAND IDENTITY  
GUIDELINES**

VERSION 1.0 | JULY 2012



# 1.0 BRAND POSITIONING

- 1.1 Mission, Vision & Values
- 1.2 Brand Theme



1.0 |

## BRAND POSITIONING

1.1

# MISSION, VISION & VALUES

### MISSION

To transform hopes and dreams into skills and knowledge, leading to life-long career success.

### VISION

To be a global leader in digitally connected applied education and training.

### VALUES

#### Caring

We have a sincere and compassionate interest in the well-being of the individual.

#### Integrity

We believe in trust, honesty and fairness in all relationships and transactions.

#### Learning

We believe in the pursuit of knowledge, personal growth and development.

#### Respect

We value the dignity and uniqueness of the individual.  
We value equality and diversity in our community.

# 1.0 | BRAND POSITIONING

## 1.2 BRAND THEME

### CONNECTED

Algonquin is about making connections.  
Forming them. Exploring them. Utilizing them.  
It's a connected, digital world and we're part of it.  
Not as a follower, but as a leader.

#### **We're connected to the future.**

Hands-on and experiential learning connects students with their studies and career opportunities in unparalleled, exciting new ways.

#### **We're connected to the workplace.**

Building networks, leveraging alumni and employers' expertise, as well as partnering with the private sector – all of this connects our students' learning potential to the world in which they live.

#### **We're connected to ideas and inspiration.**

Technology enriches and engages our passion for learning and connects students and faculty in an ongoing, seamless exchange of inspiration and ideas.

#### **Algonquin connects to the world.**

We expose students to different ideas and ways of working. We introduce them to new studies as well as new institutions. By doing so, we each gain perspective on learning and on life.

#### **Algonquin College**

Connected to the world around us.

# 2.0 CORE BRAND IDENTITY

- 2.1 Introduction to Brand Identity
- 2.2 Wordmark
- 2.3 Icon
- 2.4 Use of Icon with Wordmark
- 2.5 School Logos
- 2.6 Program & Department Logos
- 2.7 Geographic Logos
- 2.8 Clear Space
- 2.9 Minimum Size
- 2.10 Colours | Core
- 2.11 Colours | Secondary
- 2.12 Fonts
- 2.13 Improper Use



2.0 |

**CORE BRAND IDENTITY**

2.1

# INTRODUCTION TO BRAND IDENTITY

Great brand identities don't just happen.

They aren't just a nice logo, a catchy name or a memorable communication program.

Our brand identity began as a reflection of how we wanted to be perceived.

Its real value is earned over time, and comes from the total experience people have with our organization. Our willingness and ability to provide the best opportunities for our stakeholders. That includes making sure we look the part.

The Algonquin brand identity stands out from other educational institutions by carrying the characteristics of our brand identity into our communications and making it easy for people to recognize us. Consistency is essential in achieving these goals.

## 2.0 | CORE BRAND IDENTITY

# 2.2 WORDMARK

The Algonquin Wordmark is our primary logo and should be used in full colour whenever possible. As the focal point of our brand identity, the Algonquin Wordmark must always be given a place of importance, away from other visual elements, including text. It should never appear small, crowded or boxed in.



ALGONQUIN  
COLLEGE

The wordmark consists of the word "ALGONQUIN" in a large, bold, green, sans-serif font. A white horizontal line cuts through the middle of the letters. Below "ALGONQUIN" is the word "COLLEGE" in a smaller, bold, green, sans-serif font.

Full colour



Reverse



ALGONQUIN  
COLLEGE

The wordmark is presented in black, with the text "ALGONQUIN" and "COLLEGE" in a bold, sans-serif font. The white horizontal line is also present.

Black

## 2.0 | CORE BRAND IDENTITY

# 2.3 ICON

Our Icon has been designed to illustrate Algonquin's connectivity theme simply and create a unique signifier for the school.

One of the core attributes of the Icon is the ability to represent the offering and the opportunity available at Algonquin College. To bring this to life, the Icon can also become a portal containing imagery, patterns and ideas that directly relate to the communications or the environment in which it is seen.

Additionally, the Icon can be used as a signifier for the College in small or limited-space applications.





2.0 |  
2.4

## CORE BRAND IDENTITY

# USE OF ICON WITH WORDMARK

The Algonquin Icon and Wordmark can be combined for heightened visibility and recognition. In this application, the Icon must appear in the same colour scheme as the Wordmark.

Artwork has been created for the Icon and Wordmark combination and should never be redrawn.



Full colour



Reverse



Black

# 2.0 | CORE BRAND IDENTITY

# 2.5 SCHOOL LOGOS

Specific logos have been created for Algonquin’s schools, centres and institutions for when each of these external-facing “units” needs to be represented. The logos are available in both horizontal, vertical and Icon-first versions. These logos can appear in the same colour versions as the core Wordmark. In order to maintain a consistent presentation of our brand identity, do not create new or additional school logos without approval from Natalie Larocque, Creative Services Coordinator, at [larocqn@algonquincollege.com](mailto:larocqn@algonquincollege.com).



Horizontal



Vertical



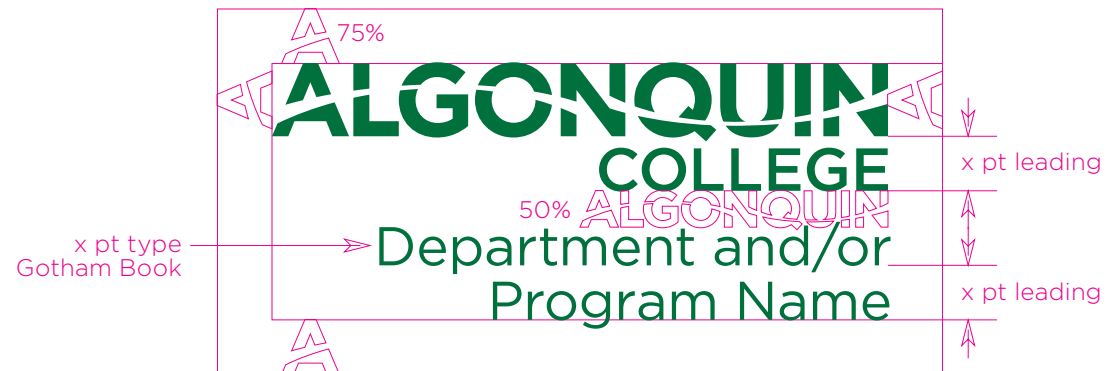
Icon-first



## 2.0 | 2.6

# CORE BRAND IDENTITY PROGRAM & DEPARTMENT LOGOS

A specific Wordmark and text lockup has been established for when Algonquin needs to show that a message or piece of communications comes from a specific program or internal department. These logos can appear in the same colour as the core Wordmark. Artwork templates have been created to assist in the creation of various department and program logos. In order to maintain a consistent presentation of our brand identity, do not create logos that vary from these existing parameters.



## 2.0 | 2.7

# CORE BRAND IDENTITY GEOGRAPHIC LOGOS

A specific Wordmark and text lockup has been established for when Algonquin needs to express where it is located. These logos can appear in the same colour versions as the core Wordmark. In order to maintain a consistent presentation of our brand identity, do not create new or additional geographic logos.

**ALGONQUIN**  
COLLEGE | OTTAWA  
CANADA

**ALGONQUIN**  
COLLEGE | OTTAWA  
PERTH  
PEMBROKE

**ALGONQUIN**  
COLLEGE | in the  
Ottawa Valley

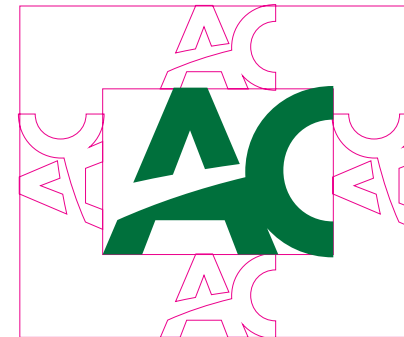
## 2.0 | CORE BRAND IDENTITY

# 2.8 CLEAR SPACE

Providing a standard minimum amount of clear space around the Wordmarks and Icons helps to ensure that they are legible and stand out clearly. No text, pattern or graphic element should appear in this space.

For all Wordmark versions: the clear space is equal to 50% of the height of the capital 'A'.

For all Icon versions: the clear space is equal to 50% of the height of the Icon.



# 2.0 | 2.9

# CORE BRAND IDENTITY MINIMUM SIZE

## PRINT

The Algonquin Wordmark should never be reproduced at a width smaller than 25 mm for print applications.

The Algonquin Icon should never be reproduced at a width smaller than 10 mm for print applications.

## DIGITAL

The Wordmark should never be reproduced at a width smaller than 90 pixels for digital applications such as the web.

The Icon should never be reproduced at a width smaller than 36 pixels for digital applications.



ALGONQUIN  
COLLEGE

25 mm

Wordmark  
minimum width



10 mm

Icon  
minimum width



ALGONQUIN  
COLLEGE

90 pixels

Wordmark  
minimum width



36 pixels

Icon  
minimum width

# 2.0 | CORE BRAND IDENTITY

## 2.10 COLOURS | CORE

Algonquin is Green.

It's a colour that is strongly associated with the school and is a powerful element in the way we express our brand identity.

In addition to our Algonquin Green, the brighter supporting green - New Growth Green - can be used. This fresh green helps to create an additional sense of energy, opportunity and new growth.

**Algonquin Green**  
Pantone 349



CMYK  
**94 11 84 43**  
RGB  
**0 103 62**  
HEX  
**00673E**

**New Growth Green**  
Pantone 368



CMYK  
**63 0 97 0**  
RGB  
**148 201 71**  
HEX  
**94C947**

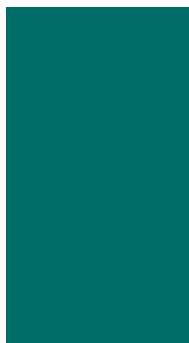
# 2.0 | 2.11

# CORE BRAND IDENTITY COLOURS | SECONDARY

The secondary colours of Algonquin College are used to stimulate, engage and convey a sense of forward movement. Like Algonquin, they are bold, energetic and contemporary.

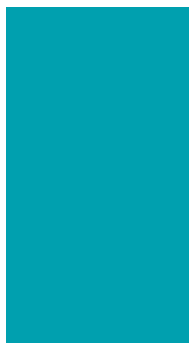
These colours were chosen to provide flexibility in design while producing a consistent colour scheme for all communications.

Pantone 329



CMYK  
100 8 50 40  
RGB  
0 103 90  
HEX  
00675A

Pantone 320



CMYK  
100 0 30 2  
RGB  
0 154 166  
HEX  
009AA6

Pantone 7705



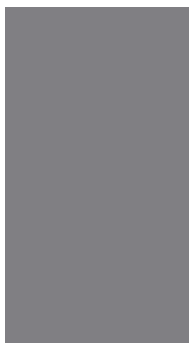
CMYK  
100 13 5 41  
RGB  
0 112 150  
HEX  
007096

Pantone 124



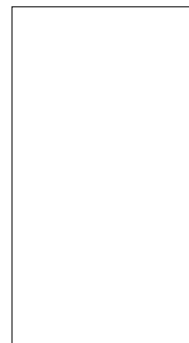
CMYK  
0 27 10 6  
RGB  
234 171 0  
HEX  
EAAB00

Cool Gray 10



CMYK  
40 30 20 66  
RGB  
99 102 106  
HEX  
63666A

White



CMYK  
0 0 0 0  
RGB  
255 255 255  
HEX  
FFFFFF

Black



CMYK  
0 0 0 100  
RGB  
0 0 0  
HEX  
000000

Pantone 877



**Metallic Silver**

While the secondary colours are intended for both print and digital applications, metallic silver PMS 877 is reserved for print applications only.



## 2.0 | CORE BRAND IDENTITY

# 2.12 FONTS

Our font says as much about our character as the words we create with it. Gotham has a clean, contemporary style that complements Algonquin's optimistic, confident and engaging character. It is an important element of our brand identity and must be used on all Algonquin marketing and communications. You can purchase the Gotham font at [www.veer.com](http://www.veer.com) or at [www.fountaintype.com](http://www.fountaintype.com).



Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
--=!@#\$%^&\*()\_+ 1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
--=!@#\$%^&\*()\_+ 1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
--=!@#\$%^&\*()\_+ 1234567890

## 2.0 | CORE BRAND IDENTITY

# 2.12 FONTS | SUBSTITUTES

Gotham is not commonly available on desktop computers. The following fonts should be used.

For **website and social media** design and development, use **Proxima Nova** as a substitute, as there are versions specifically designed for web use. You can purchase the Proxima Nova web font at [typekit.com](http://typekit.com), [fontdeck.com](http://fontdeck.com) or at [www.webink.com](http://www.webink.com).

For **daily correspondence** and **electronically distributed communications**, use **Arial** as a substitute. It comes with the Microsoft Office suite of applications, which includes PowerPoint and Word.

Proxima Nova Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
--=!@#\$%^&\*()\_+ 1234567890

**Proxima Nova Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**--=!@#\$%^&\*()\_+ 1234567890**

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
--=!@#\$%^&\*()\_+ 1234567890

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**--=!@#\$%^&\*()\_+ 1234567890**

# 2.0 | CORE BRAND IDENTITY

## 2.13 IMPROPER USE

Our Wordmark, Icon and logos are a representation of Algonquin College and should always be treated with respect.

When reproducing the Algonquin Wordmark, Icon or logos, please follow the rules shown here. Make no exceptions that would allow our brand identity to appear inconsistent or unprofessional.

If you are unsure or have further questions, contact Natalie Larocque, Creative Services Coordinator, at [larocqn@algonquincollege.com](mailto:larocqn@algonquincollege.com).

All acceptable versions of our Wordmarks, Icons and logos are available as digital artwork.



Do not change colours



Do not change fonts



Do not change the proportions of the components



Do not create logos for events or activities



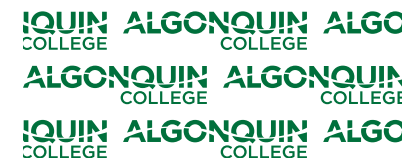
Do not distort, rotate or skew



Do not use on complex backgrounds



Do not use on backgrounds with insufficient contrast



Do not use in a repeating pattern

# 3.0 STATIONERY & FORMS

- 3.1 Communicating Our Image
- 3.2 Business Cards & Letterhead
- 3.3 Envelopes, Labels & Notepads
- 3.4 Fax & Memo
- 3.5 Folders
- 3.6 Email Signature



# 3.0 | 3.1

# STATIONERY & FORMS COMMUNICATING OUR IMAGE

By using the elements of our identity correctly and consistently, you can reinforce our image with every piece of communication you produce.

**FAX**

ALGONQUIN COLLEGE

TO DATE

ALGONQUIN COLLEGE

MARCH COVER

March 1, 2012

John Doe  
President  
Company Name  
1234 Street  
Ottawa, Ontario K2G 1V8

ALGONQUIN COLLEGE

Woodroffe Campus  
Algonquin College of Applied Arts and Technology  
1385 Woodroffe Avenue  
Ottawa, ON K2G 1V8  
Canada

John Doe  
President  
Company Name  
1234 Street  
Ottawa, Ontario K2G 1V8

consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

olor in hendrerit in vulputate velit esse molestie consequat, vel illum in hac habitasse platea dictumst. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

im, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

is autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Joanne DelDuca  
Public Relations Officer  
613.4723 ext 7049

1385 Woodroffe Avenue, Ottawa, ON K2G 1V8, Canada  
T 613.727.4723  
www.algonquincollege.com

ALGONQUIN COLLEGE

ALGONQUIN COLLEGE School of Media & Design

**Joanne DelDuca**  
Public Relations Officer  
Public Relations and Communications Department  
Algonquin College  
1385 Woodroffe Avenue, Ottawa, ON K2G 1V8, Canada  
T 613.727.4723 ext 7049 F 623.727.7610  
delducj@algonquincollege.com  
algonquincollege.com

ALGONQUIN COLLEGE

Original Message  
From: Nathalie Laroque [mailto:nlaroque@algonquincollege.com]  
Sent: 03/01/2012 09:11 AM  
To: John Furusaku; Doug Robertson; wecherdl@algonquincollege.com  
Cc: Melissa Westery  
Subject: Re: Subline art

This looks great John, Kim and I will go over it on Monday.

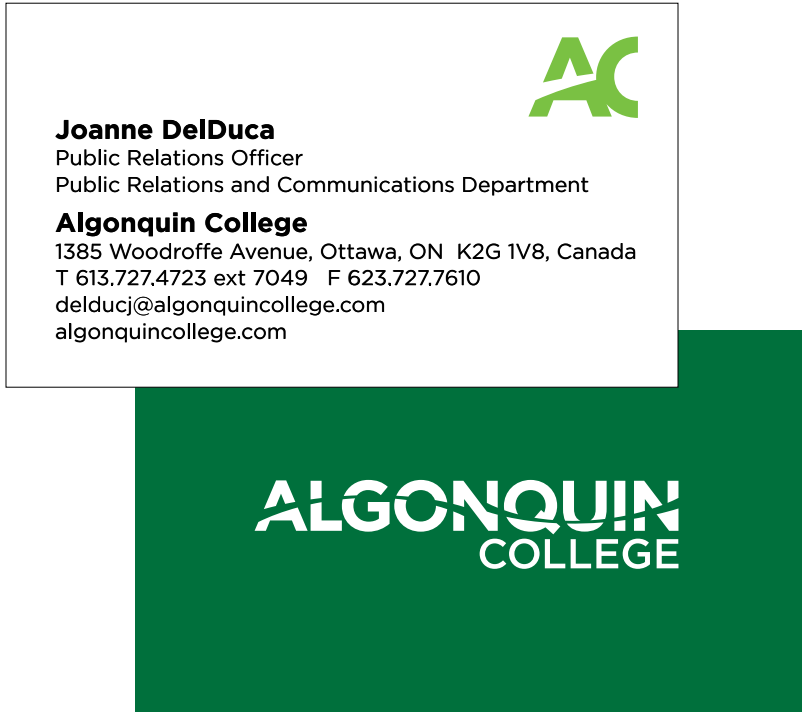
Thank you.


Nathalie Laroque | Creative Services Coordinator | Designer  
613.727.4723 ext 7668  
Algonquin College | 1385 Woodroffe Avenue | Room C339 | Ottawa, ON K2G 1V8  
algonquincollege.com

# 3.0 | 3.2

# STATIONERY & FORMS BUSINESS CARDS & LETTERHEAD

Second sheet

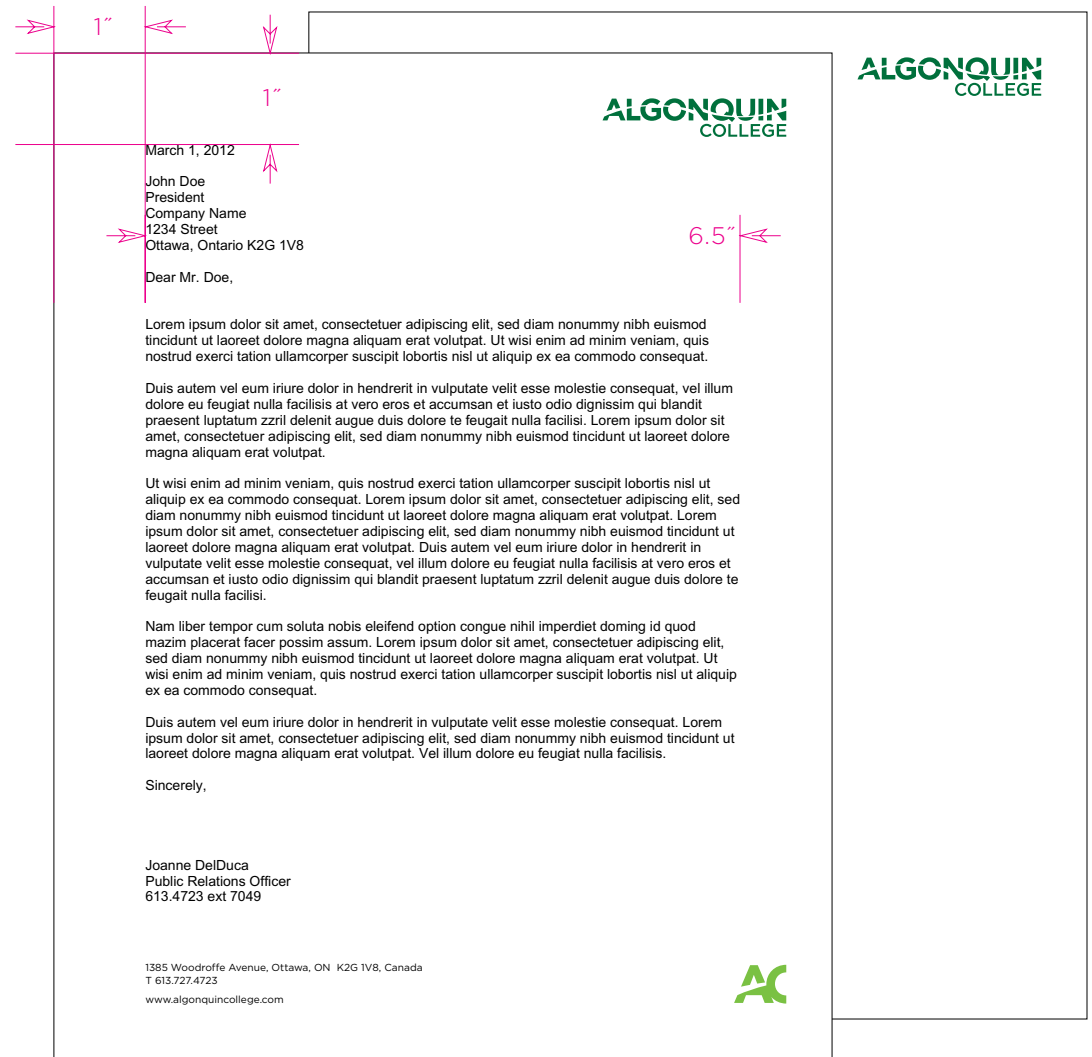





**Joanne DelDuca**  
Public Relations Officer  
Public Relations and Communications Department

**Algonquin College**  
1385 Woodroffe Avenue, Ottawa, ON K2G 1V8, Canada  
T 613.727.4723 ext 7049 F 623.727.7610  
delducj@algonquincollege.com  
algonquincollege.com

**ALGONQUIN  
COLLEGE**





**ALGONQUIN  
COLLEGE**

March 1, 2012

John Doe  
President  
Company Name  
1234 Street  
Ottawa, Ontario K2G 1V8

Dear Mr. Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore feugait nulla facilisi.


Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Vel illum dolore eu feugiat nulla facilisis.

Sincerely,

Joanne DelDuca  
Public Relations Officer  
613.4723 ext 7049

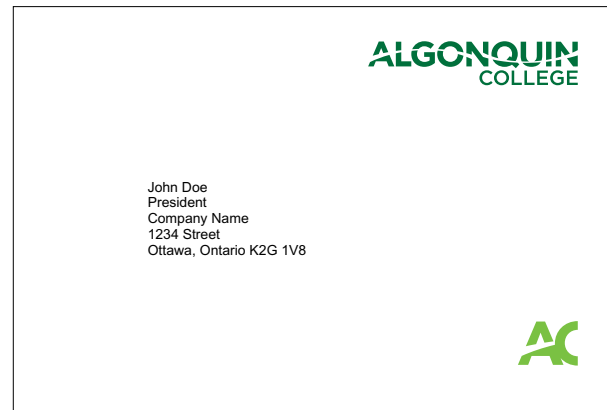
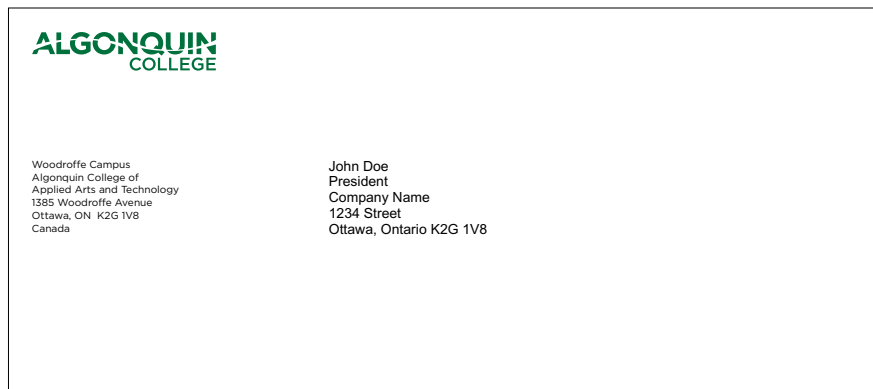
1385 Woodroffe Avenue, Ottawa, ON K2G 1V8, Canada  
T 613.727.4723  
www.algonquincollege.com



Business Card and Letterhead templates are available as digital artwork. Please contact Natalie Larocque, Creative Services Coordinator, at [larocqn@algonquincollege.com](mailto:larocqn@algonquincollege.com).

# 3.0 | 3.3

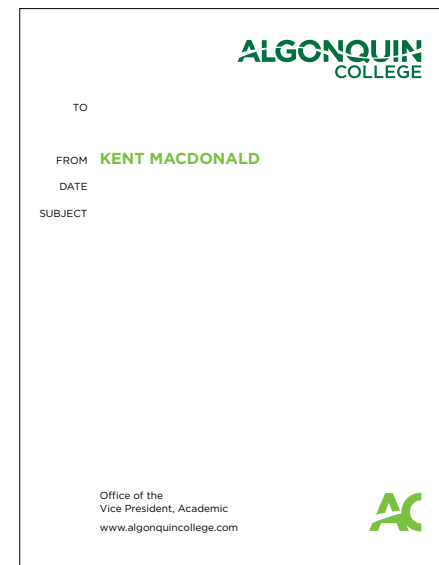
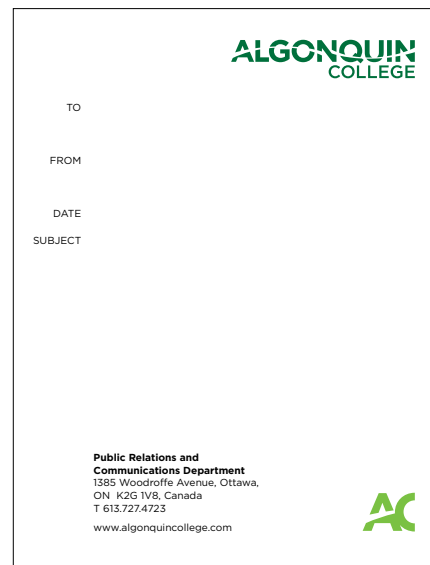
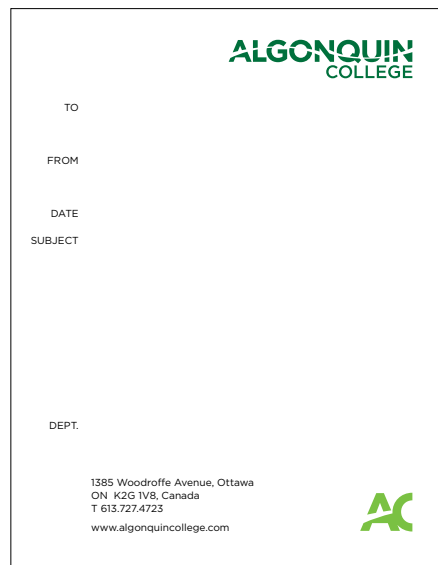
# STATIONERY & FORMS ENVELOPES, LABELS & NOTEPADS



Generic

Pre-printed department

Personalized



Envelopes, labels and various types of notepads are all available as digital artwork. Please contact Natalie Larocque, Creative Services Coordinator, at [larocqn@algonquincollege.com](mailto:larocqn@algonquincollege.com).

3.0 |  
3.4

STATIONERY & FORMS  
**FAX & MEMO**



Fax cover pages and memo pages are all available as digital artwork. In addition, can be customized for any additional specific purposes. For further information, please contact Natalie Larocque, Creative Services Coordinator, at [larocqn@algonquincollege.com](mailto:larocqn@algonquincollege.com).



# 3.0 | STATIONERY & FORMS

## 3.5.1 FOLDERS | COLLEGE

The college folder is a core stationery item and should not be altered in any way.



## 3.0 | STATIONERY & FORMS

# 3.5.2 FOLDERS | SCHOOL-SPECIFIC

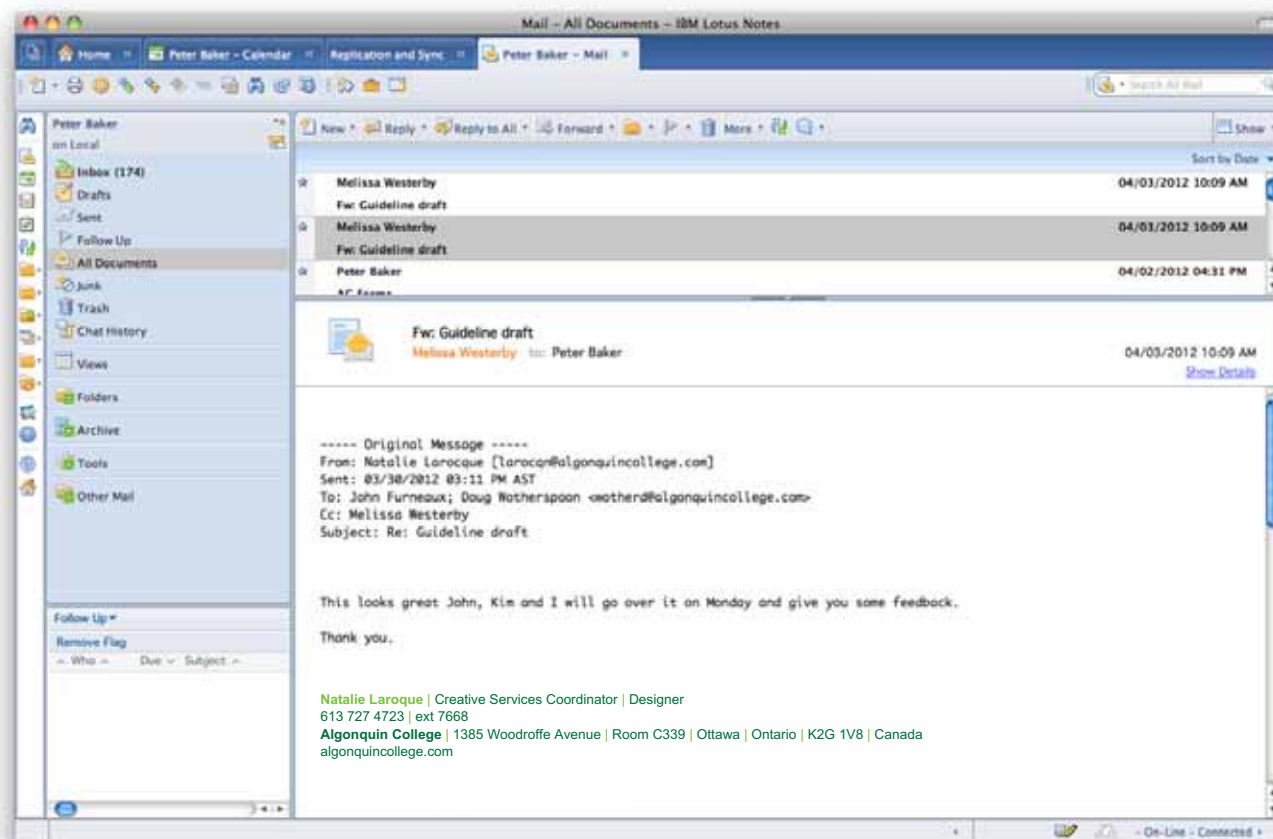
When creating school specific folders, the image within the AC icon should make a connection to the experience and opportunity offered by that specific school.



# 3.0 | STATIONERY & FORMS

# 3.6 EMAIL SIGNATURE

Email signature can be uploaded.  
 Please contact Natalie Laroque,  
 Creative Services Coordinator, at  
[larocqn@algonquincollege.com](mailto:larocqn@algonquincollege.com).



Algonquin Green

New Growth Green

Arial Bold — **Natalie Laroque** | Creative Services Coordinator | Designer  
 613 727 4723 | ext 7668

Arial Bold — **Algonquin College** | 1385 Woodroffe Avenue | Room C339 | Ottawa | Ontario | K2G 1V8 | Canada — Arial Regular  
 algonquincollege.com

# 4.0 PUBLICATIONS & ADVERTISING

- 4.1 Connecting with Our Audiences
- 4.2 Brochures & Posters
- 4.3 Advertising
- 4.4 PowerPoint
- 4.5 Diplomas
- 4.6 Displays
- 4.7 Social Media
- 4.8 App Icon



4.0 |  
4.1

# PUBLICATIONS & ADVERTISING

## CONNECTING WITH OUR AUDIENCES

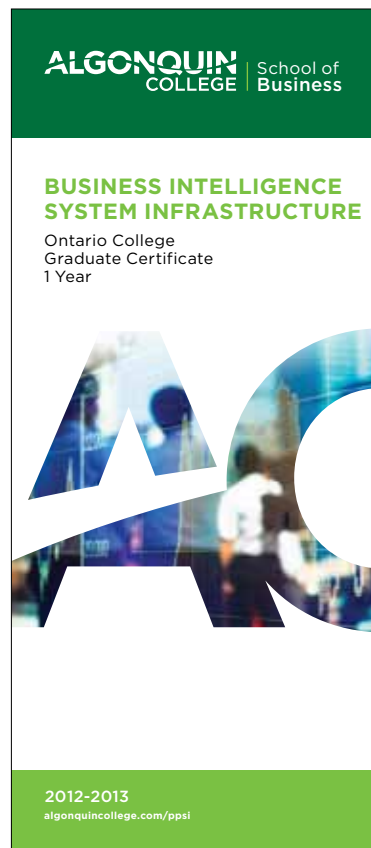
Publications, advertising, displays and online applications – each of these items gives us an opportunity to reaffirm our unique identity.



# 4.0 | 4.2

# PUBLICATIONS & ADVERTISING BROCHURES & POSTERS

Algonquin College produces a wide range of publications and posters. Within the great variety of our offerings, each one must communicate our identity clearly and consistently.



# 4.0 | 4.3

# PUBLICATIONS & ADVERTISING ADVERTISING

Algonquin College competes with a wide range of educational facilities and programs. The image we portray in our advertising must set us above the crowd.

**ALGONQUIN COLLEGE** | School of Hospitality & Tourism

## BAKING & PASTRY ARTS



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For more information, contact Michael Tarnowski, MBA, Program Coordinator  
 613 727 4723 ext. 5147 or [tarnowm@algonquincollege.com](mailto:tarnowm@algonquincollege.com)

[algonquincollege.com/lorem](http://algonquincollege.com/lorem)

**ALGONQUIN COLLEGE** | School of Hospitality & Tourism

## BAKING & PASTRY ARTS



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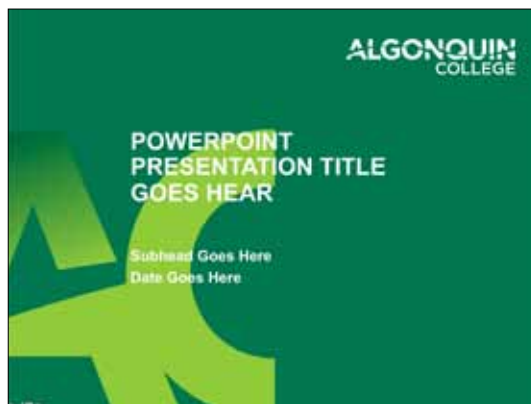
[algonquincollege.com/lorem](http://algonquincollege.com/lorem)

# 4.0 | PUBLICATIONS & ADVERTISING

## 4.4 POWERPOINT

Onscreen presentations can be a valuable tool for expressing our brand to a receptive audience.

PowerPoint templates are available. Please contact Natalie Larocque, Creative Services Coordinator, at [larocqn@algonquincollege.com](mailto:larocqn@algonquincollege.com).





# 4.0 | PUBLICATIONS & ADVERTISING

# 4.5 DIPLOMAS

Our Brand continues to live with our alumni long after their experiences at our campuses have finished.



# 4.0 | PUBLICATIONS & ADVERTISING

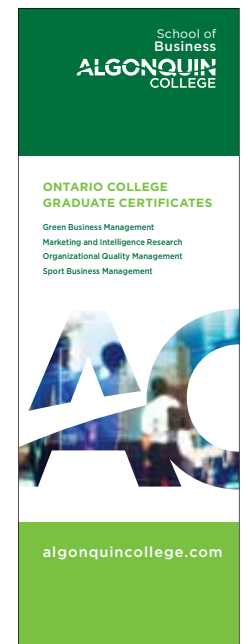
# 4.6 DISPLAYS

Our Brand can be expressed in an impactful manner through the use of a consistent physical presence outside of our own environments.

Trade Show Booth

College Banner Stand

School Banner Stand



# 4.0 | PUBLICATIONS & ADVERTISING

# 4.7 SOCIAL MEDIA

The internet and social media outlets are quickly becoming the standard communication and interaction tool for many.

By ensuring our online material is well designed and consistent in the application of our brand, we can take our identity to new heights.

Main pages have been developed for Algonquin in a number of online media, including YouTube, Facebook and Twitter.

If School-specific pages need to be added and/or developed, please contact Natalie Larocque, Creative Services Coordinator, at [larocqn@algonquincollege.com](mailto:larocqn@algonquincollege.com).

Twitter



Facebook



YouTube



## 4.0 | PUBLICATIONS & ADVERTISING

# 4.8 APP ICON

In an increasingly mobile world, the mobile app is often the portal of choice for anything and everything that is Algonquin College. This means the app icon is often the first visual representation of Algonquin seen by the user.

The AC Icon, even at its reduced size on a screen full of apps, is a strong reinforcement of the AC brand identity.



# 5.0 SIGNAGE

- 5.1 Exterior | Wayfinding
- 5.2 Interior | Wayfinding
- 5.3 Interior | Destination



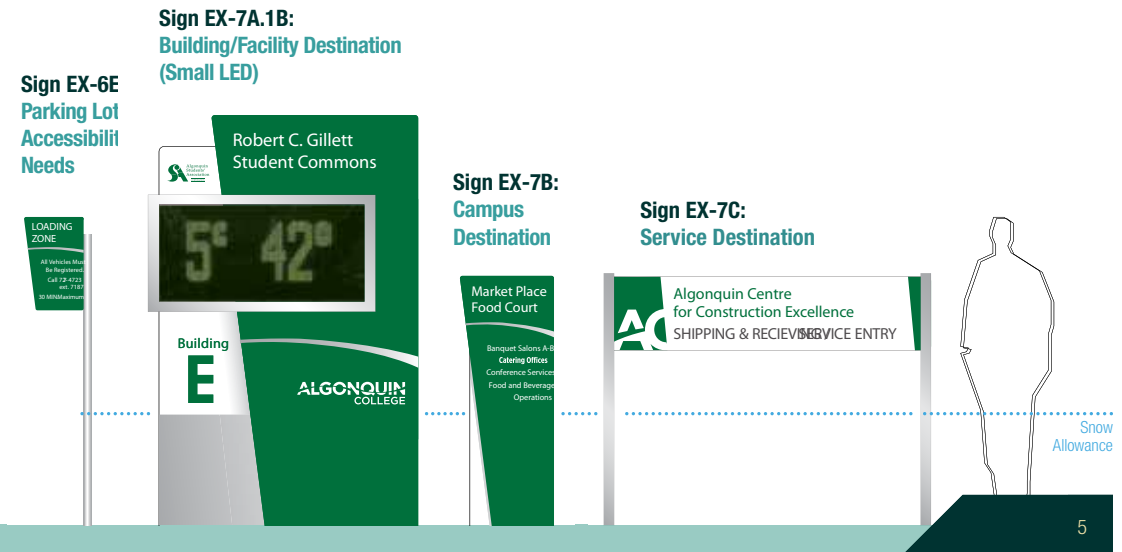
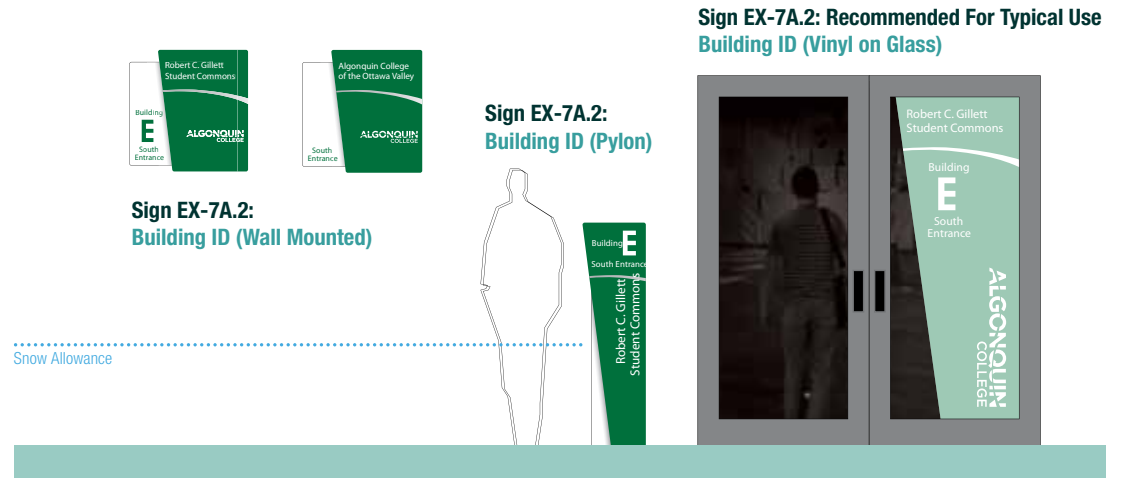
# 5.0 | 5.1

# SIGNAGE EXTERIOR | WAYFINDING

Signage creates one of the first impressions of our College. Algonquin signage is designed to create a professional, welcoming and informative impression, adhering to our brand standards.

These next two pages indicate the wide variety of formats, sizes and materials of Algonquin signage.

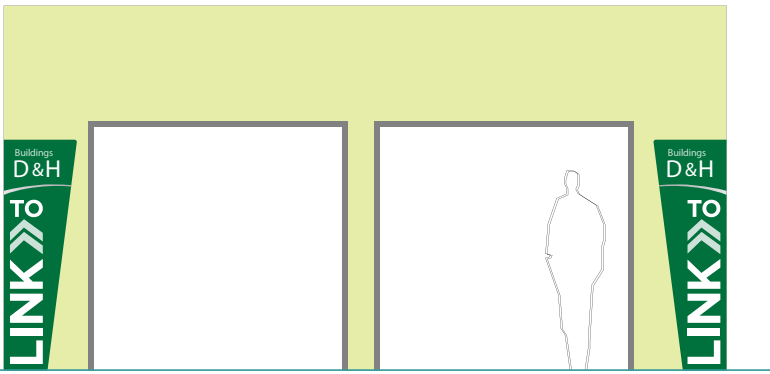
Clear space guidelines should be followed as closely as possible, taking into consideration size of sign and location.



# 5.0 | 5.2

# SIGNAGE INTERIOR | WAYFINDING

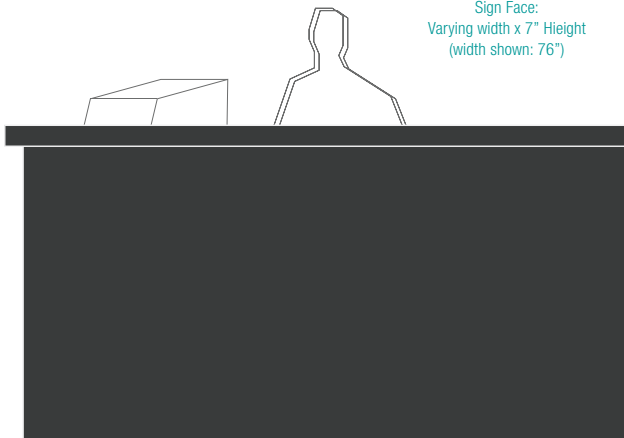
**Sign IN-8A: Interior Building/Facility ID (On Wall at Junction)**



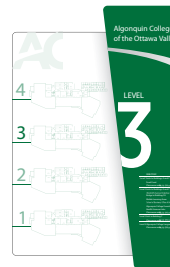
**Sign IN-11B:  
Secondary Interior  
Directional - Amenities**

## AC Student Success Centre

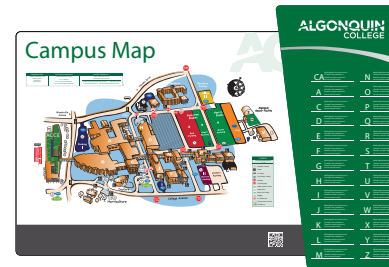
Sign Face:  
Varying width x 7" Height  
(width shown: 76")



**Sign IN-7B:  
Floor Directory List**



**Sign IN-7C:  
Interior Campus Map**



**Sign IN-7E:  
Secondary Facility Panel -  
Directory Only**

