

**Canisius College  
Graphic Standards  
Guide**

# Canisius College Graphic Standards Guide

## **Communicating the Vision of Canisius College**

Canisius College is Western New York's premier comprehensive university and is embarking on a mission to expand its identity to become one of the top regional colleges in the Northeast. A strong and consistent visual identity is imperative to project the image of the college as it pursues its mission.

## **The Printed Word**

It is important that all visual messages project a clear, consistent image that reflects the ideals of the college. This manual provides guidelines to be followed and provides flexibility within general design principles. In order to maintain consistency, all printed material, including brochures, catalogs, ads, direct mail and newsletters, etc., must be reviewed by the Public Relations and Creative Services before printing. Brochures, posters, flyers, etc. must adhere to certain guidelines to strengthen the college's graphic identity.

## **Advertising**

Consistent use of approved typefaces, logo and official colors in all advertising is vital to maintain a strong visual image. Ads not designed by us must be reviewed before publication.

## **Branding**

The Canisius College logo consists of a line illustration of the Old Main dome with the tagline "Where leaders are made." This unifying device should be used on all college publications and related collateral materials. Repeated use of the logo maximizes public recognition and awareness of the Canisius College name. No other symbols may be used in conjunction with the college logo. Electronic versions of the logo are available from the Office of Creative Services.

## **Seal**

The official seal of the college should be used only on official documents, such as diplomas, citations, etc.

## **Athletic Symbols**

There are officially approved Canisius College Golden Griffin logos. The griffin is the athletic mascot and should not be used except for athletic related publications. These marks are registered with the Licensing Resource Group. To use these symbols on sportswear, giftware, etc., contact John Maddock, associate director for Athletics, at extension 2977. Manufacturers wishing to use the logo must obtain vendor approval and pay a small usage fee.

## **College Colors**

The official college colors are navy blue and gold. Based on the Pantone process system, approved ink covers are PMS 289 blue and PMS 124 Gold (yellow). PMS 109 Gold is for use on college stationery.

## **Typefaces**

The typefaces below have been approved for use on all college publications. The official typeface for body-type is Goudy (not Goudy Oldstyle).

When a sans-serif face is desired or necessary, copy may be set in **Univers** (set tight) or **Today**, and used in combination with Goudy as the primary typeface. Use of decorative type faces should be avoided.

## **Letterheads, envelopes & business cards**

Consistent use of the logo and paper are essential to reflect the image of Canisius College. There is one approved letterhead, envelope and business card. **Guidelines:** Phone numbers never contain parentheses (ex. phone 716-888-2780). Fax numbers have no punctuation, no parentheses (ex. fax 716-888-2778). If printed in color, the logo must be printed in the official college colors.

## **Digitized Downloads**

So that you may create your own memos from your computer downloadable templates for letterheads, memorandums and fax transmittals are available.

## **The Printing Process**

The Public Relations and Creative Services Offices are available to assist you with every stage of producing your printed piece. Design, consultation, bidding, printer liaison and production management services are available free. Minimal charges are assessed for computer time, special-needs photography, proof copies, mounting artwork, preparing citations, etc. The office is staffed by trained graphic designers so you can be assured that an experienced professional will handle your job from beginning to end.

As soon as you know you will need printing services, obtain a project request form from our office or on-line at [www.canisius.edu/pr/jobrequest.asp](http://www.canisius.edu/pr/jobrequest.asp). Call the department secretary to set up an appointment to discuss your project and arrange a production schedule. The amount of time to produce your job will depend upon its kind and complexity (invitation, flyer, brochure, catalog, etc.), print quality, amount of artwork or photographs needed, amount of text, and where it can take its place in the production schedule. Most outside printers require approximately two weeks to complete printing of a project once the design has been completed and artwork has been sent to the printer. Complex jobs, naturally, take longer. The best way to assure that you will receive your job when you need it is to plan ahead, allowing adequate time for design, photography, paper selection and proofs.

## **Publicizing an Event**

If you wish to publicize an event, you should speak with someone in the Office of Public Relations. A separate project request form will need to be completed and submitted to Creative Services for supporting event materials.

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## **Complying with the Branding**

In order to assure that your printed pieces complement the branding initiatives of the college, the Associate Vice President for Public Relations will review and approve major pieces before they move into the design phase.

If the Creative Services Office is not designing your publication or home page, approval is required by PR before any publication is printed or displayed on the Web.

## **Preparing the Manuscript**

Please provide copy in electronic format sent via E-mail. We cannot accept any copy that is not provided in this manner. Copy that is hand-written will be returned. Before you submit copy, please proofread and make sure that it is in its final form. Any changes made after the job is designed will greatly increase your costs.

Along with your E-mail, please provide a hard copy. Key in text flush left, with no indents, tabs or other coding. Do not underscore, bold or italicize. These notations should be indicated on the hard copy only. If you need special photographs or artwork, please call the Creative Services Office to

arrange these in advance. No job can be sent out until a purchase order number has been obtained from the Purchasing Department and you have signed an approval form stating that you have reviewed the job and have approved it for printing.

## **Comments and Questions**

For questions or comments on this document or help with producing a printed piece, please contact the Office of Creative Services in Lyons Hall 209 at 888-2780.