

The Wordmark

The wordmark is our primary logo and the cornerstone of our visual identity. It should always be given a place of importance, away from other visual elements, including text. It should never appear small, crowded or boxed in.



MINIMUM SPACE

The clear space surrounding the wordmark should be at least the height of the "A" at whatever size it's displayed.

The Monogram & Icon

The monogram is a unique and simple signifier for the College. Because of its simplicity, it's more versatile than the wordmark, making it useful in small or limited-space applications or as a graphic ornament for various designs.

The icon is a graphic element developed from the monogram as a signature piece for use primarily in the digital realm.



✓ DO...

- use the green version when on white or light coloured fields
- use in tones of light grey if absolutely necessary
- use white on green background for maximum visibility and contrast
- use white when the background is textured or when not using colours from the primary palette
- make sure no publication goes into a public space without including at least one of these marks – the wordmark being of main priority

✗ DO NOT...

- create or recreate new or modified versions
 - use New Growth Green or more than one colour
 - distort the shape or resize disproportionately
 - change the angle of orientation
 - fill with images or patterns
 - obstruct
 - apply any gradients
 - add effects, such as bevel, emboss or drop shadows
 - create a repeated pattern or wallpaper effect
- * May be used in specific cases. Consult with the AC Marketing and Recruitment Department for proper usage**
- use outlines or strokes to improve visibility
 - overlay over patterns or busy areas of a photo

Sub-brand Logotypes

Sub-brand logotypes identify the individual units, while demonstrating a connection to the College.



Sub-brand logotype arrangements:

Unlocked	Wordmark Vertical	Wordmark Horizontal	AC Monogram
Pembroke Campus			
Greater Toronto Area			
School of Media & Design			
Human Resources			
Energy Management			

PLEASE NOTE:

- Sub-brand logotypes and signatures follow all rules regarding sizing and colouring as set out in the previous chapter
- All sub-brand logotypes have been pre-created. **Do not create or recreate your own sub-brand logotype**
- If you need a new logotype, please visit algonquincollege.com/identity
- All sub-brand logotypes and signatures should adhere to their appropriate font weight as prescribed on the following page
- Stand-alone unlocked logotypes offer additional flexibility and prominence relative to the Algonquin College wordmark

✓ DO...

- use stand-alone sub-brand logotypes as signage on campus if the wordmark is in close proximity
- give the sub-brand logotypes prominence in marketing material relative to the wordmark when placed independently
- leave a sizable gap between an unlocked logotype and the wordmark to avoid a mis-represented lockup
- use the AC Monogram lockup as signage on campus
- use the AC Monogram lockup as a signature on merchandise (For full usage standards see AC Merchandise Visual Identity Standards)

✗ DO NOT...

- All sub-brand logotypes adhere to a hierarchy. **Do not use for products, services, projects, initiatives or events.**
- use the lock up with monogram for external marketing, way-finding or in combination with another Algonquin College logotype