

# Algonquin College – Banner Standards 2024

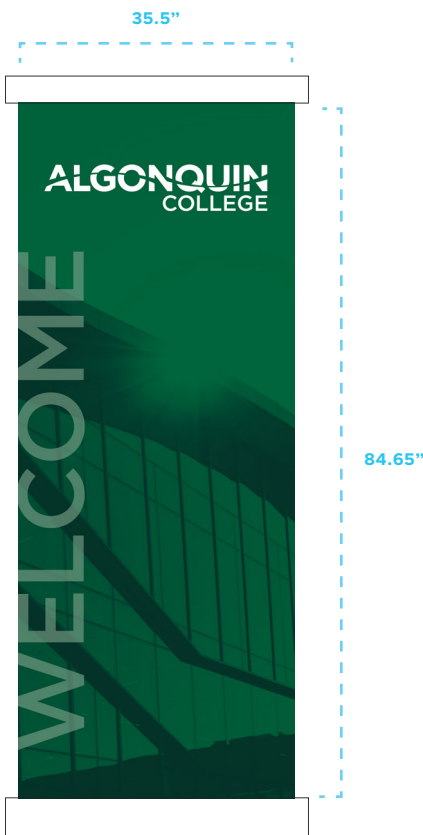


## Welcome to the Algonquin College banner standards

These standards provide the Algonquin College Marketing and Recruitment Department and affiliates, as well as external contractors, with technical information and guidance to visually implement the brand on pull up banners.

### WELCOME BANNER

A single general-purpose welcome banner can be used for recruitment purposes. A green gradient mapped image must be used as the background.



Algonquin College  
Print Shop banner

### OVERVIEW

This document will cover basic banner standards instructions and usage for the following banners:

- welcome
- campuses
- departments
- college areas
- schools
- programs
- media walls

“ The entire Algonquin College community has a role to play in encouraging consistent brand application to help tell our story. ”

– ALANNA MCDONELL  
DIRECTOR, MARKETING  
AND RECRUITMENT  
ALGONQUIN COLLEGE

**CAMPUS BANNERS**

A single general-purpose campus banner that can be used for recruitment purposes and events. A green gradient mapped image must be used as the background.

✓ **DO...**

- use imagery that communicates a dynamic Algonquin College identity

✗ **DO NOT...**

- use a colour other than the green gradient for the background image



## CAMPUS BANNER

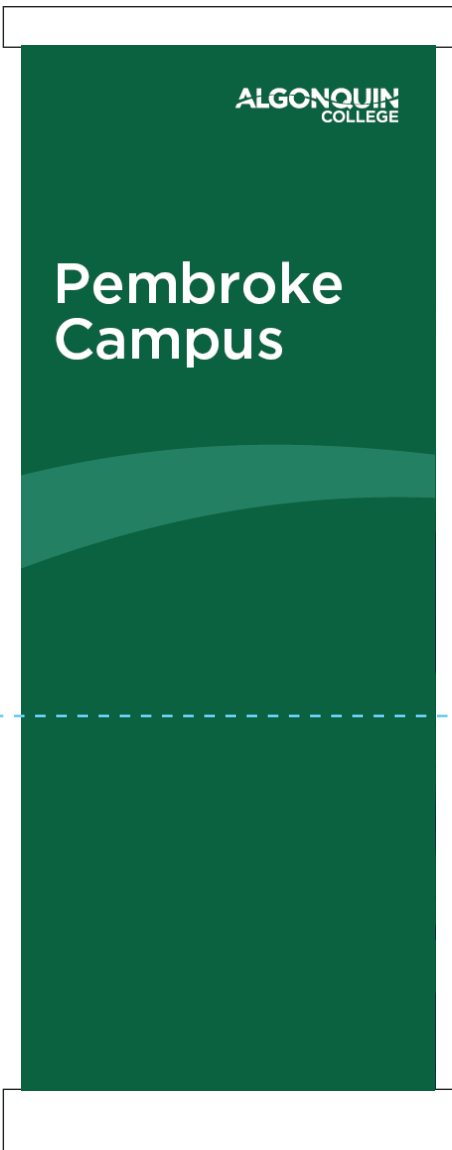
Campus banners display the campus name, and the college wordmark in the upper right corner. The first third of the full swoosh graphic is used.

### ✓ DO...

- only use the first third of the full swoosh

### ✗ DO NOT...

- remove the college logo in the upper right corner



3 foot line. Keep headlines and important information above this line to avoid being hidden behind desks

## DEPARTMENT BANNERS

Single banners for administrative departments and offices, learning enterprises and services have the option to use a green banner or an image banner.

Banners can have a title or a title and description text.

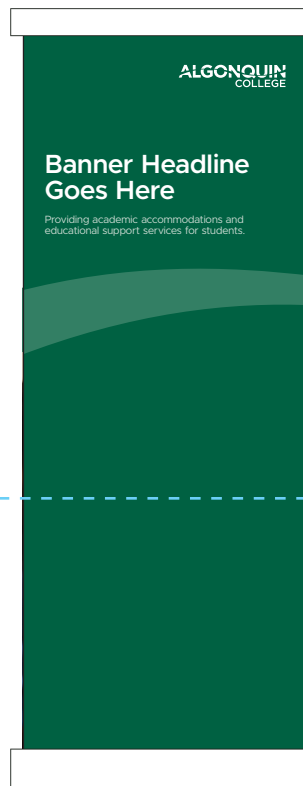
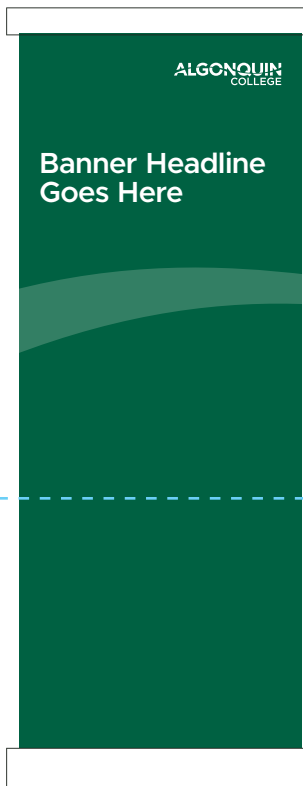
Single banners should only use the first third of the full swoosh.

### ✓ DO...

- use a background image that reflects the program, department, or service
- only use the first third of the full swoosh

### ✗ DO NOT...

- put important text below the 3 foot line
- use stock imagery



## COLLEGE AREA BANNERS

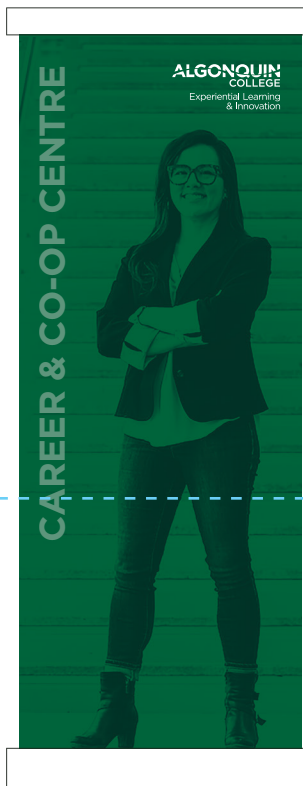
The green gradient mapped image style can be used to highlight a specific college department, area or service — these are to be used only on Algonquin College campuses in obstruction-free spaces.

### ✓ DO...

- use a background image that reflects the college area
- include the Algonquin College wordmark on top of the department area or service name in the top right corner

### ✗ DO NOT...

- place banners in spaces that have obstructions
- use stock imagery



Consider  
3 foot line

## SCHOOL BANNERS

Single banners for schools have the option to use a green banner or an image banner.

Banners should include the Algonquin College logo in the top right and the name of the school. There is no option for description text on school banners.

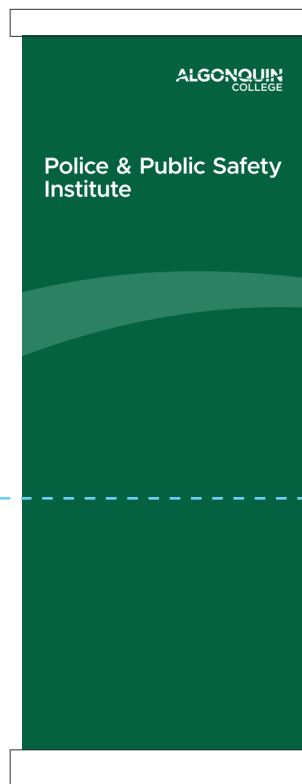
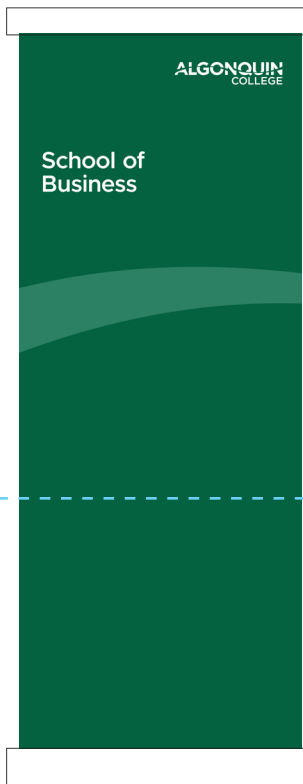
Single banners should only use the first third of the full swoosh.

### ✓ DO...

- include the full name of the school
- only use the first third of the full swoosh

### ✗ DO NOT...

- use a green gradient mapped image for the image banner
- use stock imagery



Consider  
3 foot line

## PROGRAM BANNERS

Single banners for programs have the option to use a green banner or an image banner.

Banners should include the Algonquin College logo in the top right and the name of the program.

Program banners should include description text below the program name.

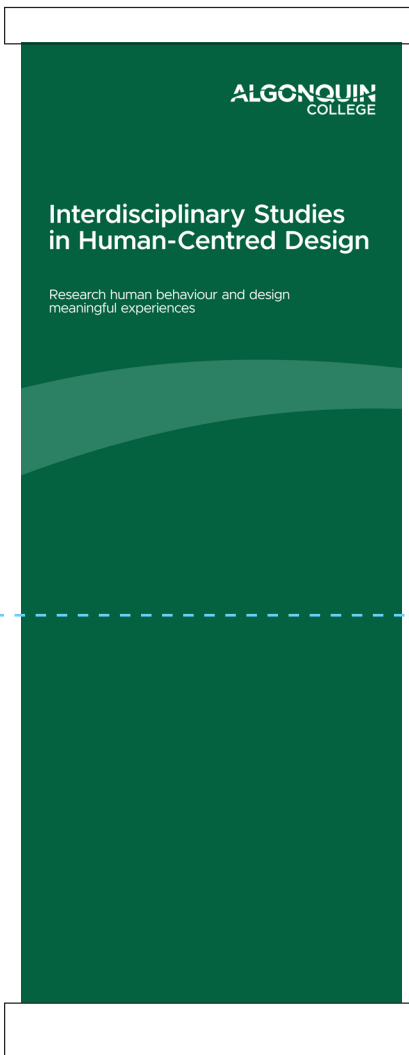
Single banners should only use the first third of the full swoosh.

### ✓ DO...

- include the full name of the school
- only use the first third of the full swoosh

### ✗ DO NOT...

- use a green gradient mapped image for the image banner
- use stock imagery



3 foot line. Keep headlines and important information above this line to avoid being hidden behind desks

## MEDIA BACKDROPS

During a branded event, a media backdrop can be used.

The media backdrop must display the Algonquin College wordmark and can include either the monogram or campus name. School, departmental and program banners can be used next to the media backdrop if desired.

### ✓ DO...

- position banners in easily accessible areas to enhance photographic opportunities

### ✗ DO NOT...

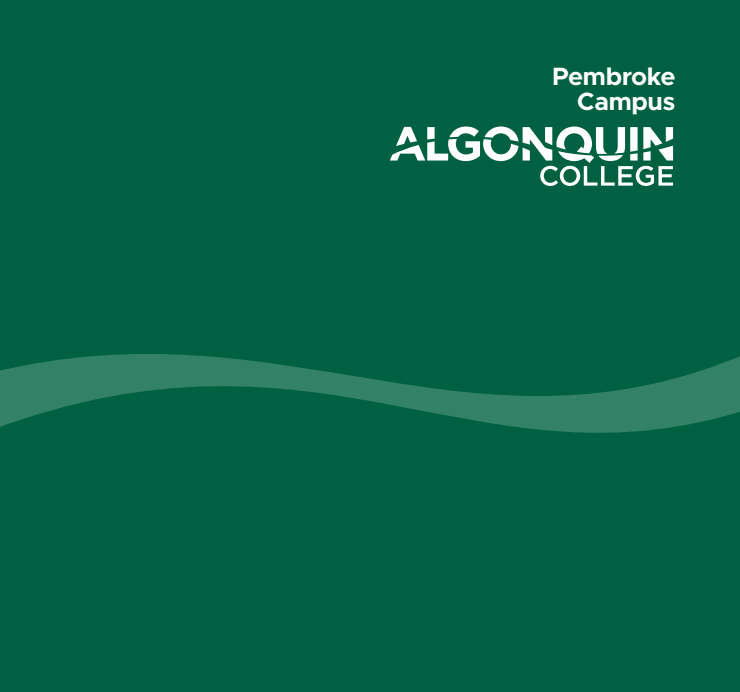
- alter the placement of the wordmarks and monograms

## COLLEGE





CAMPUS



- ✓ **DO...**
  - use the vertical wordmark for single identity backdrop
  - use horizontal wordmark for pattern backdrop
- ✗ **DO NOT...**
  - use vertical wordmark for pattern backdrop

