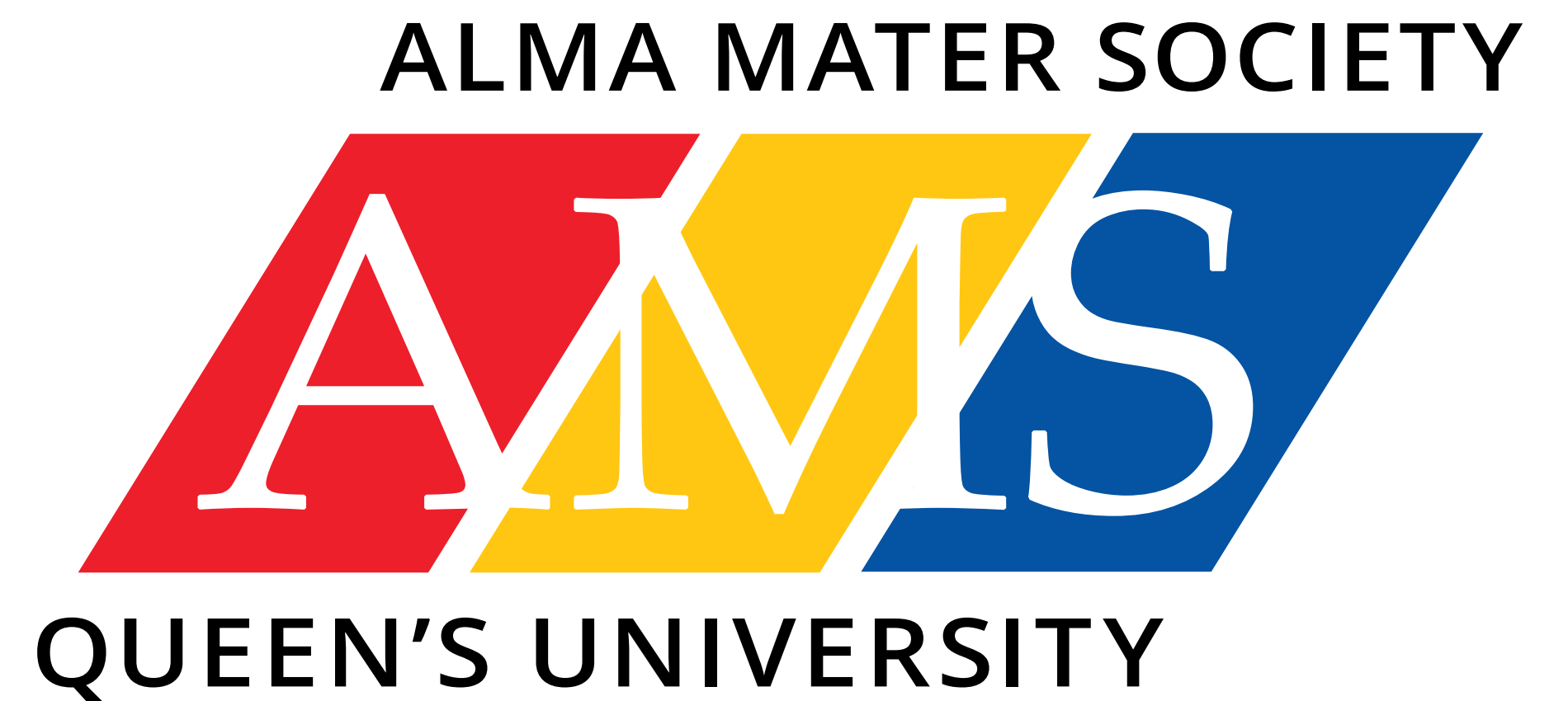


# Brand Guidelines

Visual Identity Standards & Communication Guide

August 2022



## **Providing students with a recognizable brand that is engaging, professional, and dependable.**

The Alma Mater Society of Queen's University (AMS) believes that the creation of a strong, consistent brand is integral to the communication and promotion of AMS initiatives, opportunities, and services within the Queen's University and Kingston communities. It is the Society's belief that a positive experience at a clearly identifiable AMS event or service will encourage individuals to take advantage of other AMS opportunities. As such, the aim of the AMS visual identity guide and communications standards is to create and enforce a consistent AMS brand across the Society to encourage a strong and recognizable AMS. This guide is written for the benefit of those who may utilize the AMS brand in understanding its values and how to get the most out of it.

This document contains the visual identity standards for the Alma Mater Society, follow these rules strictly to maintain brand consistency. This includes all of the elements you may need such as logos, typography, colours, and more.

## **Table of Contents**

Coming Soon.

For questions and approvals, please contact [marketing@ams.queensu.ca](mailto:marketing@ams.queensu.ca) and [communications@ams.queensu.ca](mailto:communications@ams.queensu.ca)

Logo

## AMS Logo

The Alma Mater Society logo is the **official visual representation** of the organization and is available in a variety of formats, each appropriate for different uses.

It has been simplified to **improve legibility and accessibility in a digital environment.**

The logo consists of two elements – the icon and the wordmark.

The updated **icon** contains a modified Palatino, which is the only acceptable use of this font.

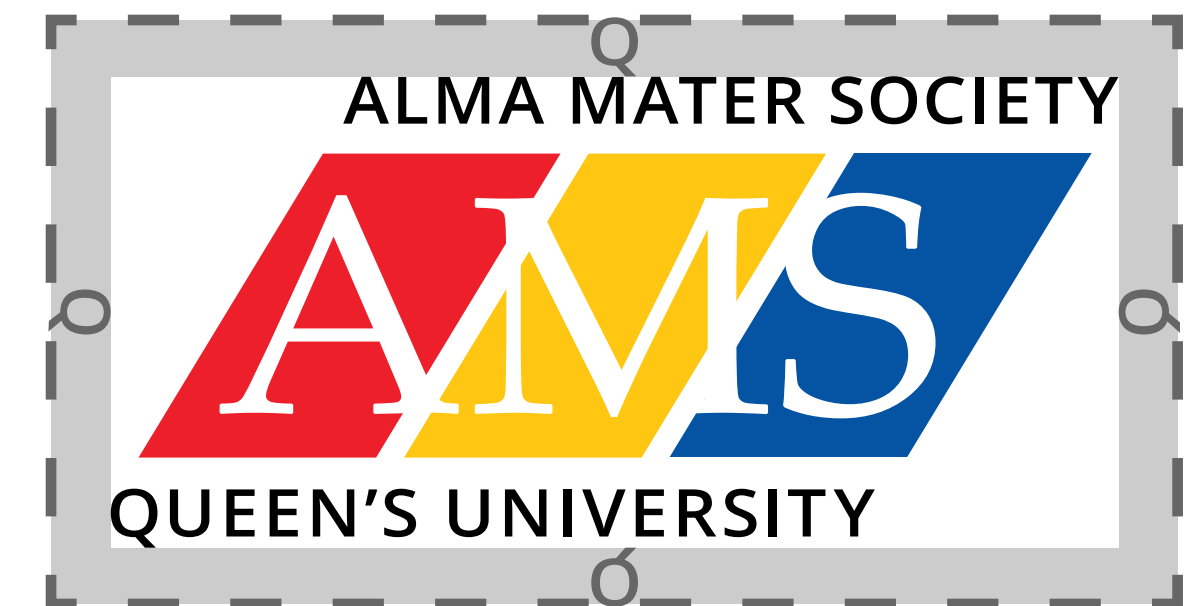
The updated **wordmark** now reads “Alma Mater Society” followed by “Queen’s University” which clarifies our organization’s name and distinguishes the AMS beyond a just a student government. The wordmark features increased letter-spacing and a heavier weight sans serif typeface for better alignment.



**Clear Space** and **Minimum Size** must be maintained around the AMS logo at all times in order to preserve its impact and integrity.

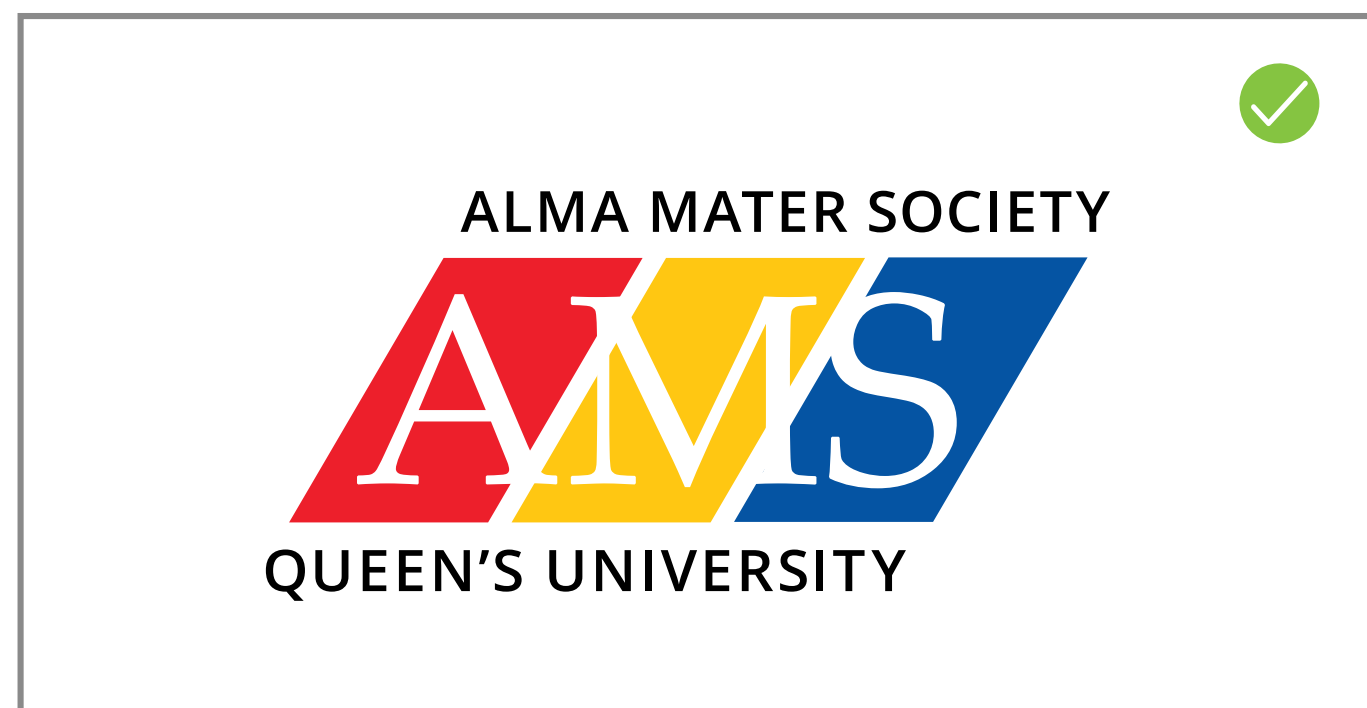
The clear space for the logo is defined by the **height of the uppercase “Q” in the word “Queen’s”**, extending from the furthest edges of the logo on the top, bottom, and sides.

The minimum sizes have been established to **maintain the legibility of the AMS logo**. The logo should be no smaller than 1.5” or 108 pixels wide. For sizes less than 2.5” or 180 pixels wide, drop the wordmark.

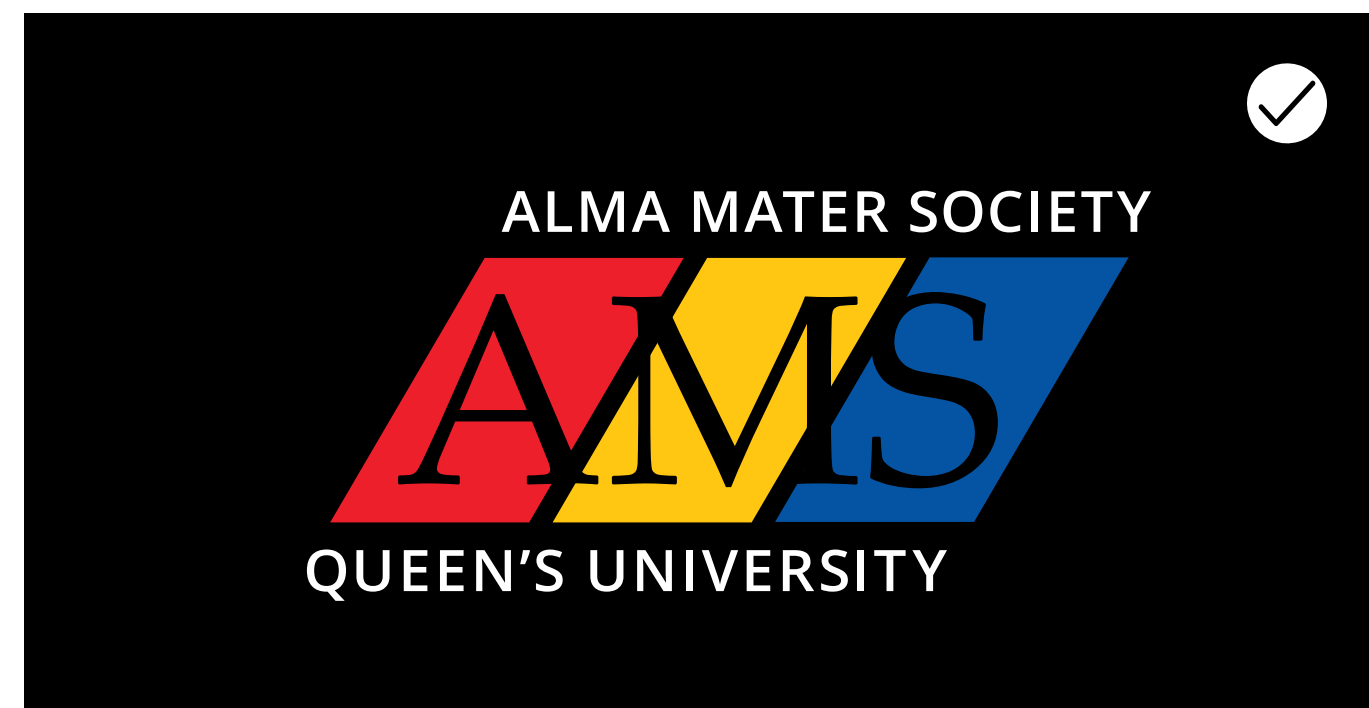


# Correct Logo Application

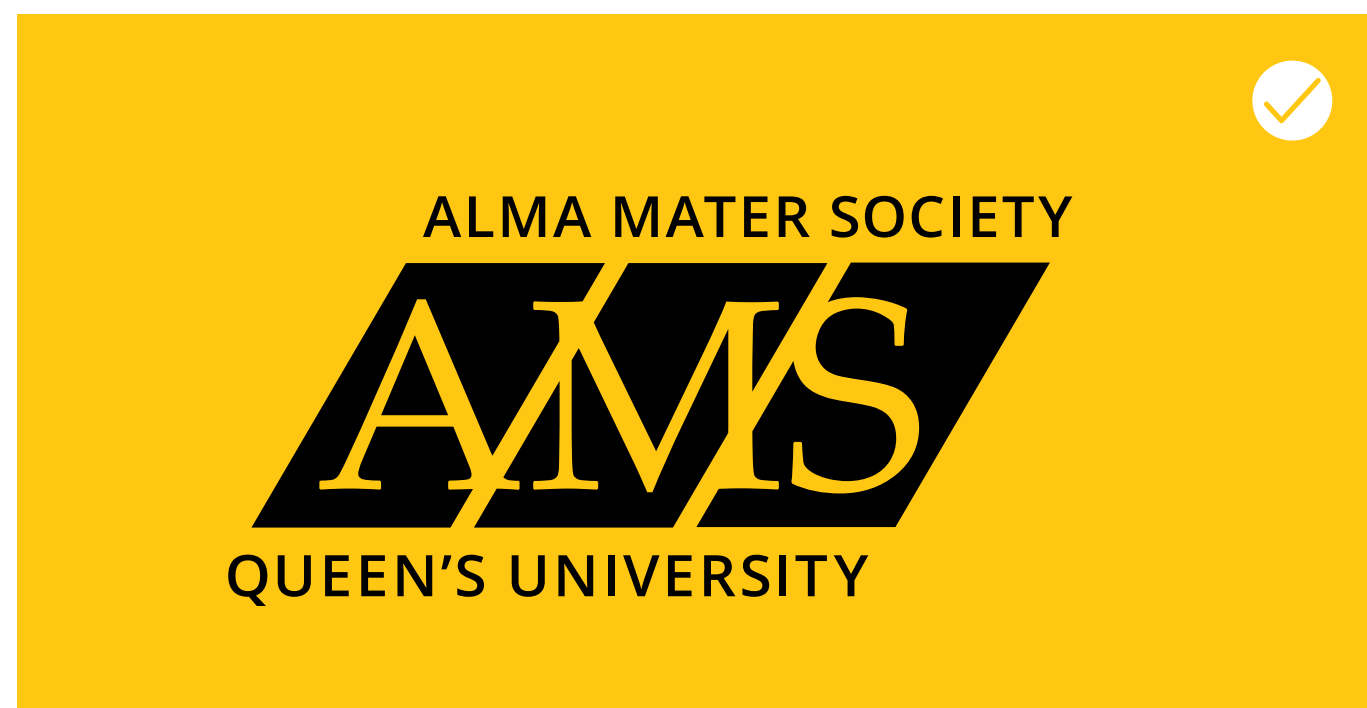
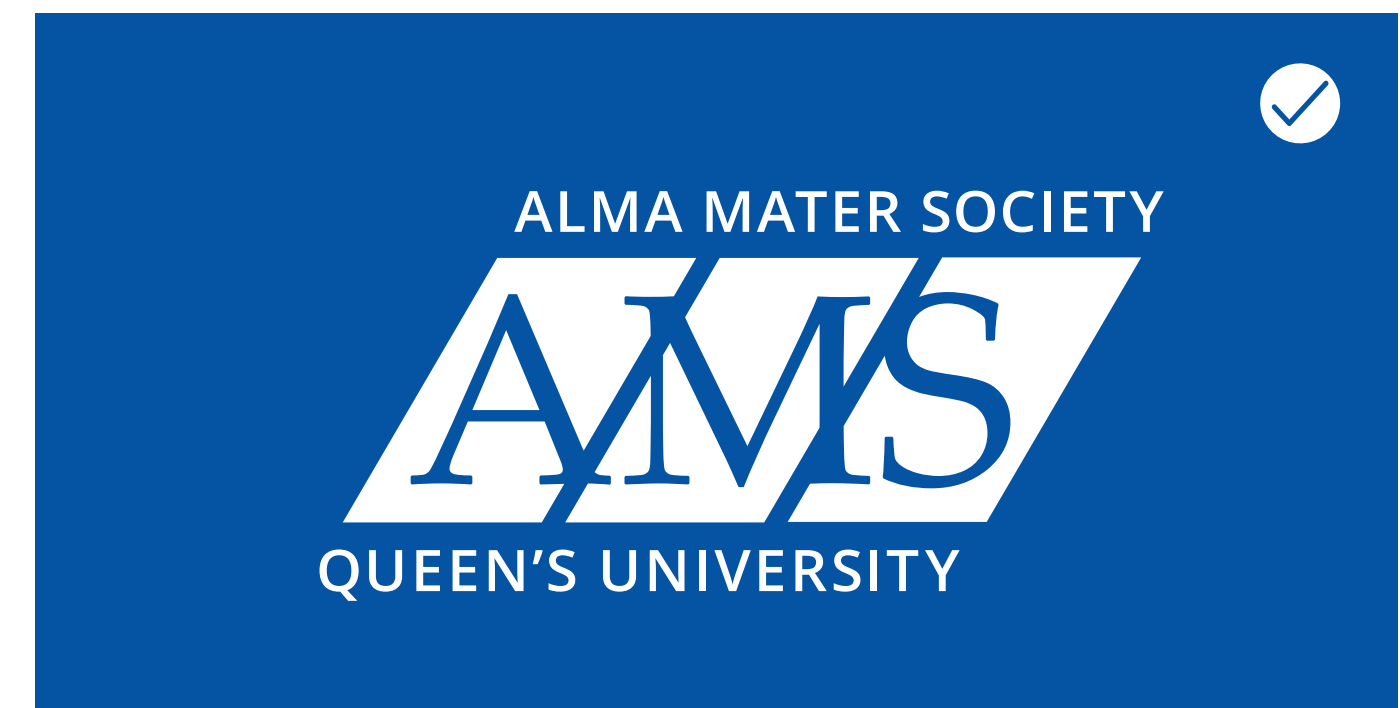
Primary Use - Full Colour for white and light backgrounds.



Primary Use - Full Colour Reverse for black and dark backgrounds.



Secondary Use - All White for blue, yellow, and red backgrounds.



Secondary Use - All Black for yellow backgrounds.



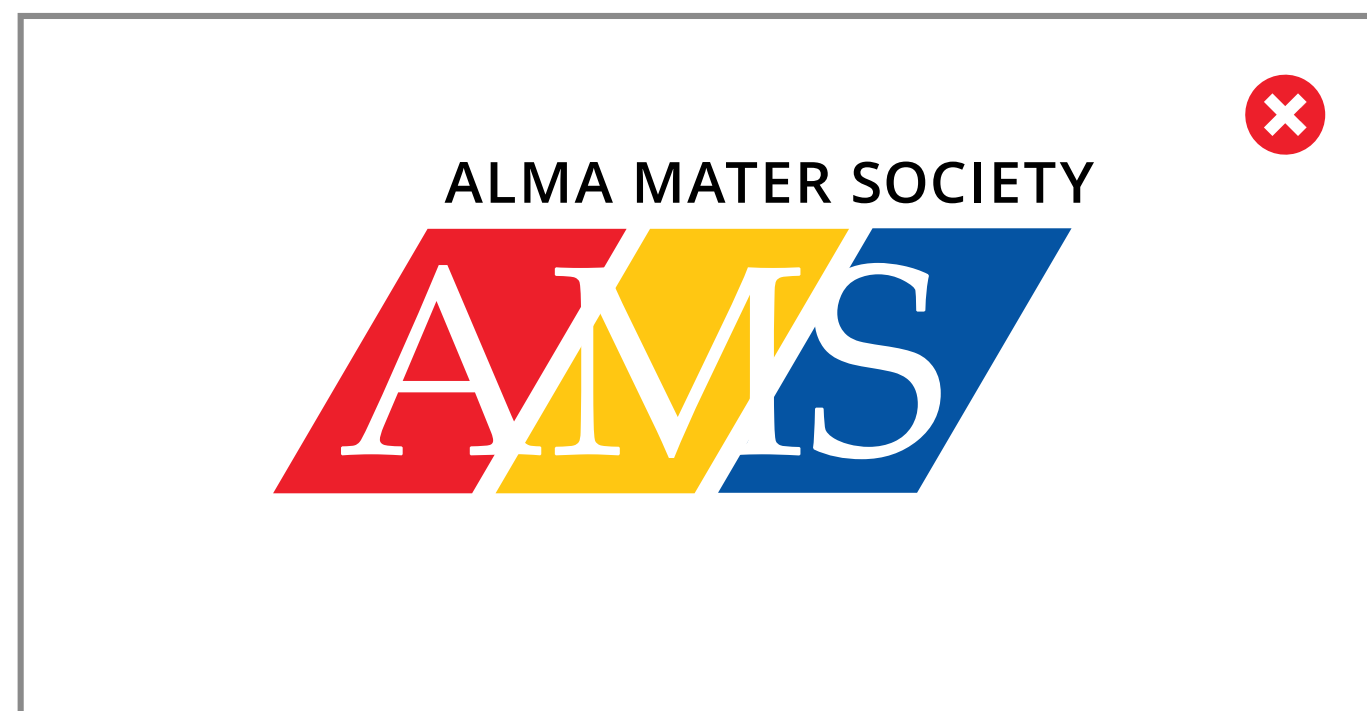
Alternative Use - All White, Drop Wordmark for smaller applications like social media posts.



Alternative Use - All White, Drop Wordmark for smaller applications like social media posts.

# Incorrect Logo Application

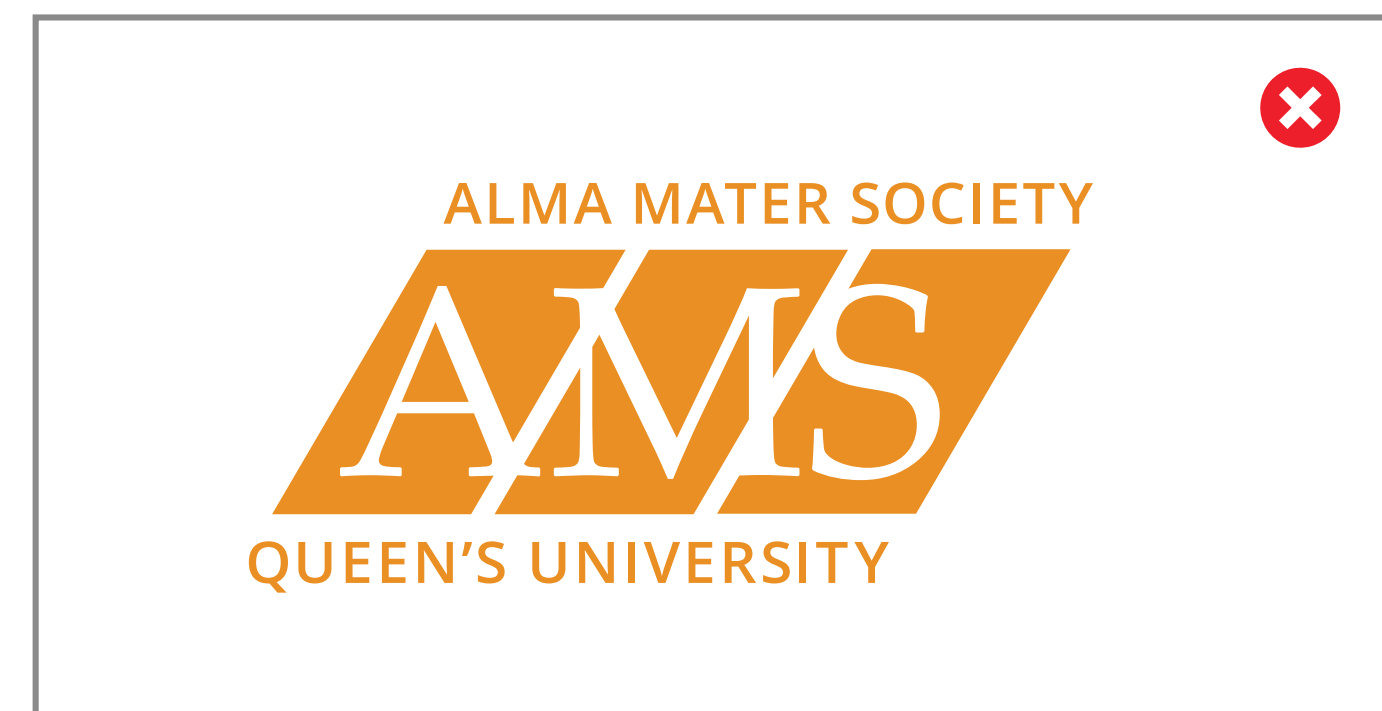
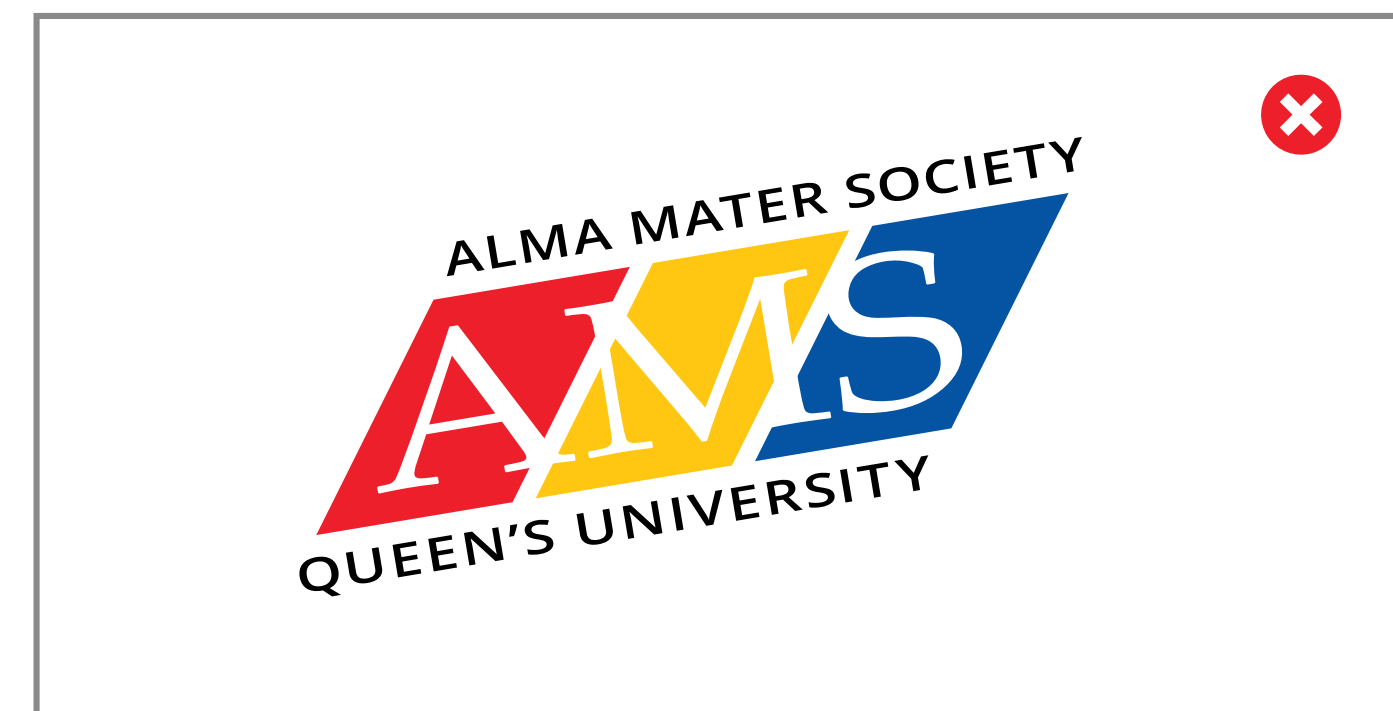
DO NOT use only half the wordmark.



DO NOT overlap or touch graphics or text.



DO NOT rotate or distort.



DO NOT change colours.



DO NOT place on background with low contrast.



DO NOT place on busy background.

## Commission Logos

Coming soon.





## Service Logos

Coming soon.



Colours

## Brand Colours

The official AMS colours are modeled after the Queen's tri-colour. Reproduction of the AMS logo and this tri-colour theme must use these exact colour values and specifications. Use of the full tri-colour scheme, rather than one or two of the three colours, is preferred, but not necessary. When a plain colour scheme is required, or for certain visual elements, the specified shades of black and gray have been found to work well with the tri-colour elements or on their own. Additionally, plain white works well with these colours for either negative space or text in visual pieces, as exemplified in the AMS logo itself. Finally, various levels of transparency - within moderation - when using these colours may prove useful for further creative freedom. There is an additional green and purple in the AMS colour palette, created for the Social Issues Commission and Environmental Sustainability Commission. While its primary use and purpose is for these commissions, when using purple or green, these colour codes should be applied.



#EF1829



#FFC710



#0051A5



#753689



#007A42



#000000

# Accessible Colour Contrast

Coming soon.



Typography

## Fonts

Consistent application of typography is required to maintain the AMS brand design style.

AMS fonts support our digitalfirst approach and help ensure accessibility.

**Open Sans** is our sans serif typeface, **Volkhov** is our serif typeface, and **Lemon Days** is our display typeface.

To preserve the uniqueness of the AMS logo, do not use Palatino, the serif font used in the AMS icon.

## Open Sans

All levels of typographic hierarchy in websites and business applications (Powerpoint, Word), and body copy in designed applications (brochures, advertising etc.). **Extrabold weight should only be used for small amounts of text**, like an individual word or character, and at a larger size. Semibold and Bold weights are easier to read and more accessible for emphasized text like headings.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

1 2 3 4 5 6 7 8 9 0

## Volkhov

It is an alternate title and heading font which provides brand users with the flexibility to give a different character to or create emphasis in designed applications, like brochures and advertising.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

1 2 3 4 5 6 7 8 9 0

## LEMON DAYS

Lemon Days is a fun and cool display font that can be used in graphics to add a playful touch.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0**

Elements

# Parallelograms

Coming soon.





# Crown

Coming soon.



Digital

## Media Relations

Coming soon.



# Microsoft

Coming soon.



## Email Signature

To create brand consistency in our email communications use the email signature template, to create your personalized signature.

Two versions of the email signature are provided. The mandatory elements of the full email signature are a name, job title, department, Alma Mater Society, email address, the AMS logo, and the land acknowledgment.

The reply/forward signature is shortened to reduce signature length within a string of emails. It includes a name, job title, department, Alma Mater Society, website, and social media handle.

You can choose to use the AMS website and social media handle or your department's, if it has their own. You can add your department logo, in addition to the AMS logo.

Email body text and signatures are to be set in the default email program font, Calibri.

## Full Signature

**Firstname Lastname** (pronouns)  
**Job Title** | Department | Alma Mater Society  
www.myAMS.org | @queens\_AMS

000-000-0000 ext 00000 | your.email@ams.queensu.ca

Alma Mater Society | Queen's University  
Building Name, Floor Number, Room Number  
Street Number and Name  
Kingston, Ontario, Canada POSTAL CODE



The Alma Mater Society acknowledges that Queen's University is situated on traditional and current Anishinaabe and Haudenosaunee territory, which we are an uninvited guest on. Katarokwi is abundant in history and modern-day traditions of many First Nations and Métis peoples. It was within the Crawford Purchase (1783) that these lands were made available for settlement. The agreements made were upheld by the First Peoples, but not by the British Crown or later Canadian government. While we work on these lands as uninvited guests, we actively benefit from the oppression of Indigenous peoples. These lands surrounding the Great Lakes are immersed in thousands of generations of Indigenous history, including language, art, celebrations, and resilience.

## Reply/Forward Signature

**Firstname Lastname** (pronouns)  
Job Title | Department | Alma Mater Society  
www.myAMS.org | @queens\_AMS

## Email Automatic Response

During any AMS-wide break, holiday or during personal time off, set your email to automatic response during the allotted time. Use the 2 provided templates, replacing information within the brackets.

### AMS-Wide Break/Holiday

Hello,

Thank you for reaching out! The AMS is currently closed for the (holiday/event) from (Starting Date) until (End Date). All inquiries will be responded to upon our return on (Date of Return).

Thank you for your kind understanding.

(Personal Signature)

### Out of Office/Vacation

Hello,

Thank you for reaching out! I will be out of office from (Starting Date) until (End Date) and will respond to all inquiries upon my return on (Date of Return).

For urgent matters, please contact (Contact Person) at (Contact Person's Email).

(Personal Signature)

## Social Media

Coming soon.



# **Presentations**

Coming soon.





# Virtual Meeting Backgrounds

Coming soon.



# Letterheads

Coming soon.

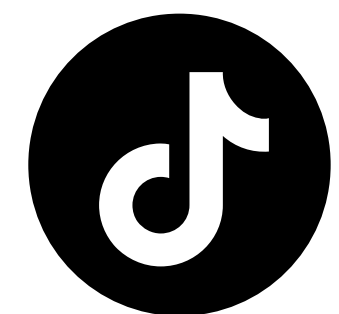
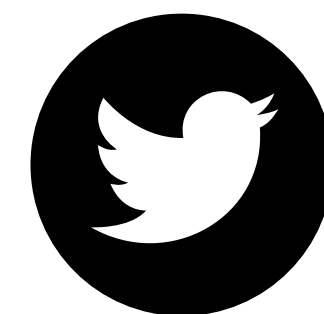
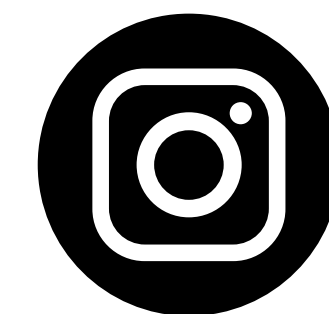


ALMA MATER SOCIETY



QUEEN'S UNIVERSITY

[myAMS.org](https://myAMS.org)



@queens\_AMS