

Brand guidelines



Carleton
RAVENS

CONTENTS

Brand platform.....3

Identity System.....4

Primary and secondary logomark.....5

Primary logotype5

Logo Usage.....6

Logomark and logotype lockups.....6

Sport specific lockups7

Minimum size and clear space8

Correct logo usage.....9

Incorrect logo usage10

Horizontal lockups.....11

Vertical lockups12

Typography13

Color.....14

Graphic Elements15

Photography16

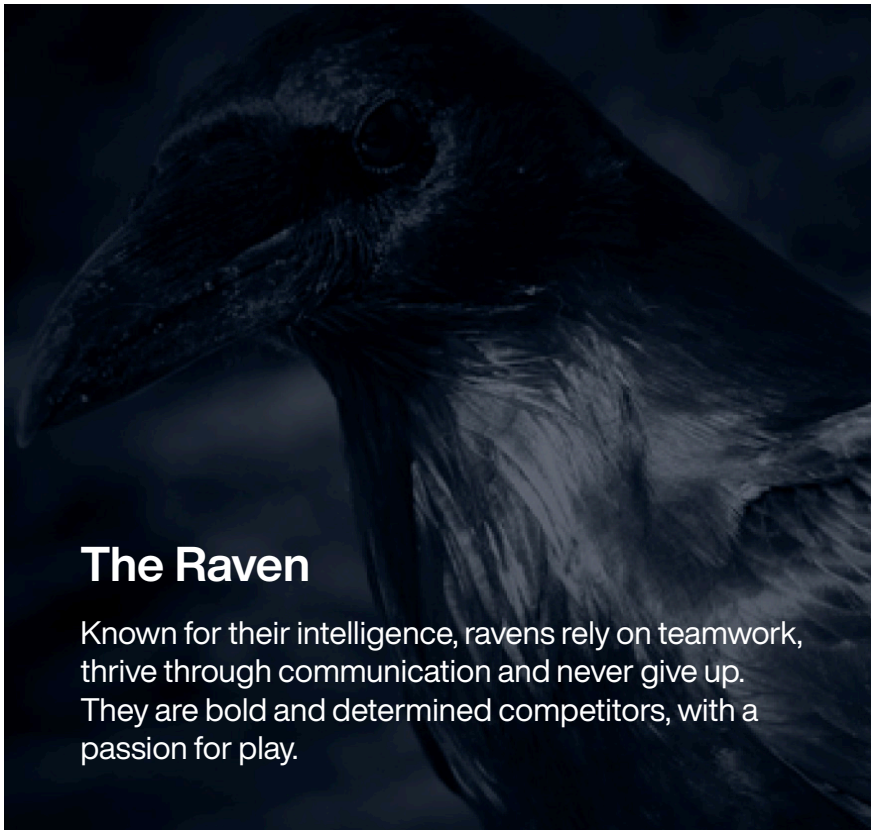
Applications17



BRAND PLATFORM

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

The new brand platform draws on the characteristics of the raven, the qualities that create champions and the elements that make the brand identity resonate.



IDENTITY SYSTEM

Brand Platform / [Identity System](#) / Logo Usage / Typography / Color / Photography / Applications

Circle and Swoop

Operating as a team, Ravens circle their prey, swooping in with speed and purpose. The primary logomark draws from the Carleton C semicircle and an earthward swoop. The overall effect is dramatic, mysterious and all Ravens.

Primary Logomark

The Raven face mark in a black shield will be used for most applications. The shield represents strength, kinship, and tradition, and it also functions as a shape to contain the Raven's characteristic plumage: Solid black, (A).

Secondary Logomark

When the mark appears on a field of solid black, the Raven breaks free of the shield and stares formidably, emerging from the shadows.

A



B



IDENTITY SYSTEM

Brand Platform / **Identity System** / Logo Usage / Typography / Color / Photography / Applications

Primary Logotype

Because this is primarily an athletic brand, the team name “Carleton Ravens” will be the primary word identification, (A).

For applications that require the mark to be reversed out of a dark color, we’ve provided a second version of the mark with slightly thinner strokes, (B). This compensation gives the illusion that the weights are the same, so please do not switch the two weights.

An easy way to identify which is which is the look at the “R” at the point where the curved stroke meets the diagonal descender. On the positive mark, the point extends into the vertical stroke to the left. On the negative mark, a gap exists between the point and that vertical stroke, (C).

A

**Carleton
RAVENS**

B

**Carleton
RAVENS**

C



LOGO USAGE

Brand Platform / Identity System / [Logo Usage](#) / Typography / Color / Photography / Applications

Logomark + Logotype Lockups

Logo artwork is provided in two combinations:

Logomark (the shield) + "Carleton RAVENS" and the Logomark (Raven face) + "Carleton RAVENS"

To allow the logo to be used on a complete range of light to dark backgrounds, three different treatments are provided:

For use on light to medium backgrounds (white to 40% black) where black type is easy to read, (A).

For use on medium to dark backgrounds (41% to 90% black) where white type is readable. Note that this reversed type is thinned to match visually, so don't switch the type between A and B, (B).

For use only on a solid black background. The shield is not used in this case, and the Raven face is larger, (C).

A



B



C



LOGO USAGE

Brand Platform / Identity System / [Logo Usage](#) / Typography / Color / Photography / Applications

Sport Specific Lockups

The logo lockups for specific sports follow the same structure as the Logomark + Logotype lockups with the addition of small support type below the 'RAVENS'.

To ensure consistency, small support type should be used with the following guidelines applied:

The font face (ie JUNIOR RAVENS HOCKEY) should be all uppercase, Helvetica Now Micro, Bold, with 250 letterspacing as in example (A).

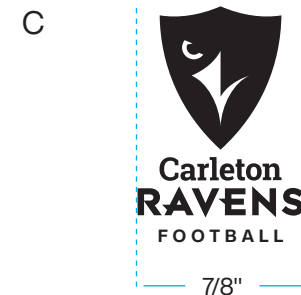
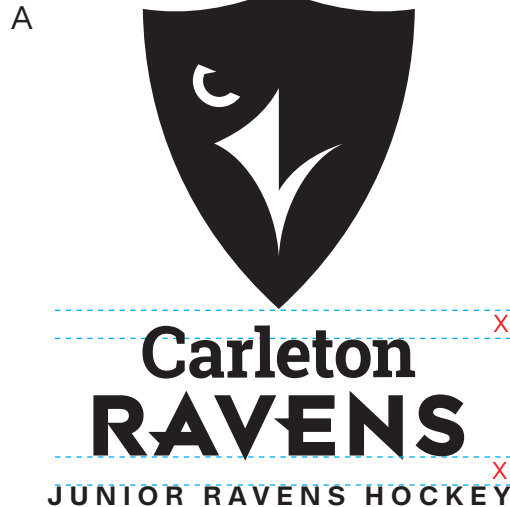
The 'X' heights are equal according to the spacing in example (A).

Due to spacing differences within the primary lockups (A) and (B), the 'X' height spacing in (B) should be approximately 1/2 the distance between the floating face and "Carleton".

One or two lines can be used for small type text, depending on available space, (C).

In cases where the small type needs to be larger than in the original lockup example (A), the type can be increased in size up to but no more than 1/2 the height of the "Carleton" component in the original logo lockup, (B).

Lockups with small support type should be at least 7/8" wide, (C).



LOGO USAGE

Brand Platform / Identity System / [Logo Usage](#) / Typography / Color / Photography / Applications

Minimum Size

To ensure clarity and legibility, general guidelines are provided for minimum logo sizes.

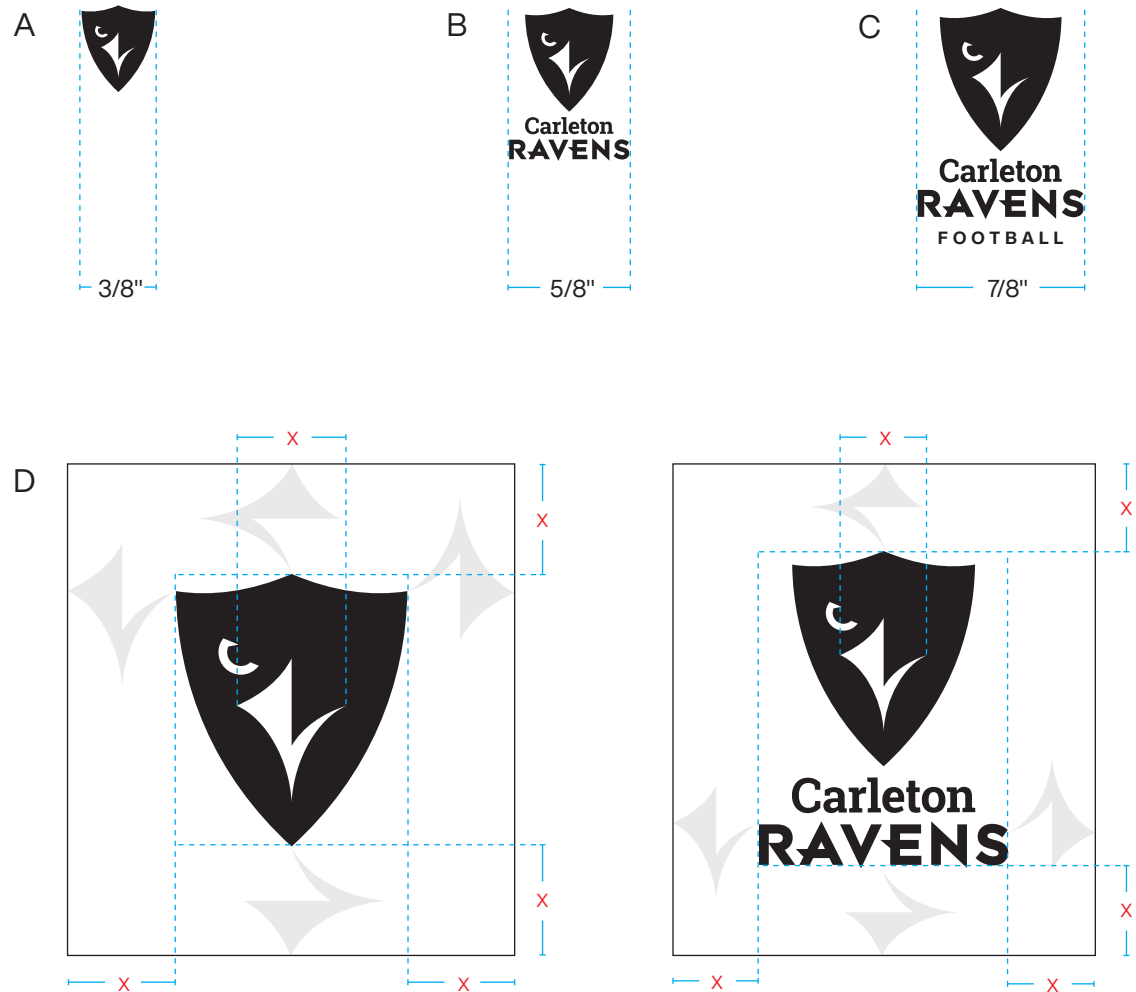
Shield logomarks without logotypes should be at least 3/8" wide, (A).

Lockups without small support type beneath a logotype should be at least 5/8" wide, (B).

Lockups with small support type beneath a logotype should be at least 7/8" wide, (C)

Minimum Clear Space

Use the width of the beak as a unit of measure, "X", to determine the minimum unit of clear space between the logo and other graphics, (D).



LOGO USAGE

Brand Platform / Identity System / [Logo Usage](#) / Typography / Color / Photography / Applications

Correct Logo Usage

Logo applications shown here all fall within the intended brand language. Note that the raven's beak and eye are always white. The surrounding color should be black to safeguard the raven's signature coloration and prevent it from being mistaken for a lesser bird. Use the shield except when the logo is applied to a solid black background. In rare cases, the logo may need to be reproduced without black, such as in a program at an away game printed in the host school's colors. Only in a situation like this can the raven's face appear in a color other than black.



Use a black logotype on a white background



Use a black logotype on a light background



Use a black logotype on a red background



Use a white logotype on a dark background



Use a non-shield logomark on solid black background



Use a black logotype on a black-and-white photo



Use a white logotype on a duotone photo



Use a white logotype on a black-and-white photo



Use a black logotype on a light color photo



Use a white logotype on a dark color photo



The logo can be used in another color ONLY when black is not available



The logo can be reversed from another color ONLY when black is not available

LOGO USAGE

Brand Platform / Identity System / [Logo Usage](#) / Typography / Color / Photography / Applications

Incorrect Logo Usage

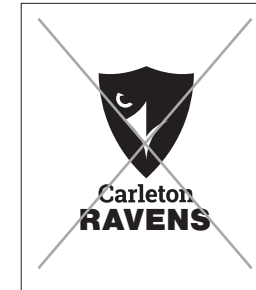
Logo applications shown here fall outside the intended brand language and should be avoided. Avoid altering the arrangement, proportions, rotation, or colors of the logo's elements. Keep the raven's face black with a white eye and beak. When using the logo against a photo, make sure the background is not so busy that it compromises the clarity of the mark.



Don't flip the raven's face



Don't distort the logo



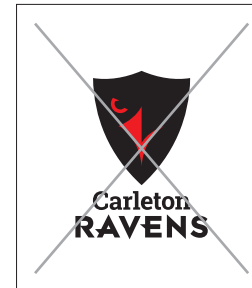
Don't use a different font in place of the logotypes



Don't use the logo at an odd angle



Don't alter the arrangement of elements in lockups



Beak and eye are always white



Don't reverse the logo



Don't outline the shield



A busy photo background should not compete with the legibility of the logo



Don't crop a photo within the logo



Shield is always black (except when black is unavailable)



Non-shield logo is reversed only from black (except when black is not available)

LOGO USAGE

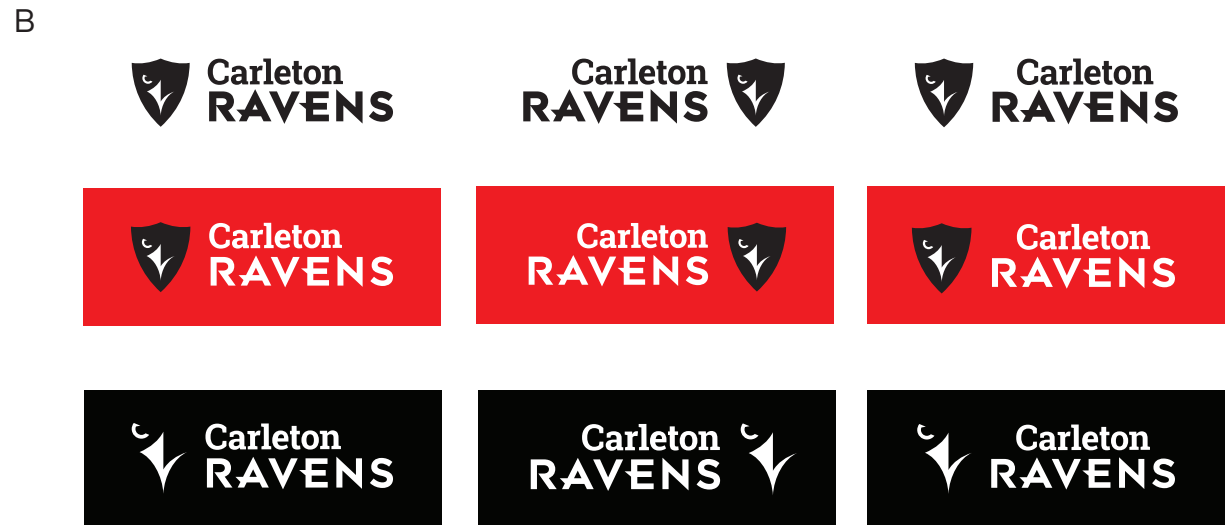
Brand Platform / Identity System / [Logo Usage](#) / Typography / Color / Photography / Applications

Horizontal Lockups

Some situations may require more of a horizontal treatment such as bumper stickers, pens, buses, trains, planes, etc. The proportions shown here are called out using the width of the beak as a unit of measure, “X”, (A)

The elements can be arranged in a variety of lockups, (B).

Note: the horizontal lockup follows the same criteria for space and alignment as that of the main Carleton Logo, (C).



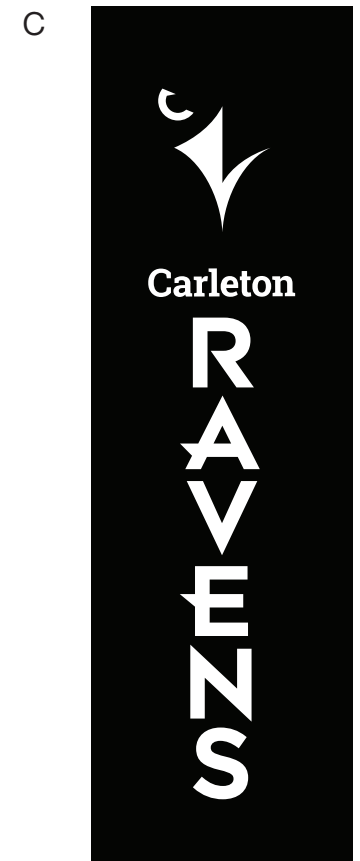
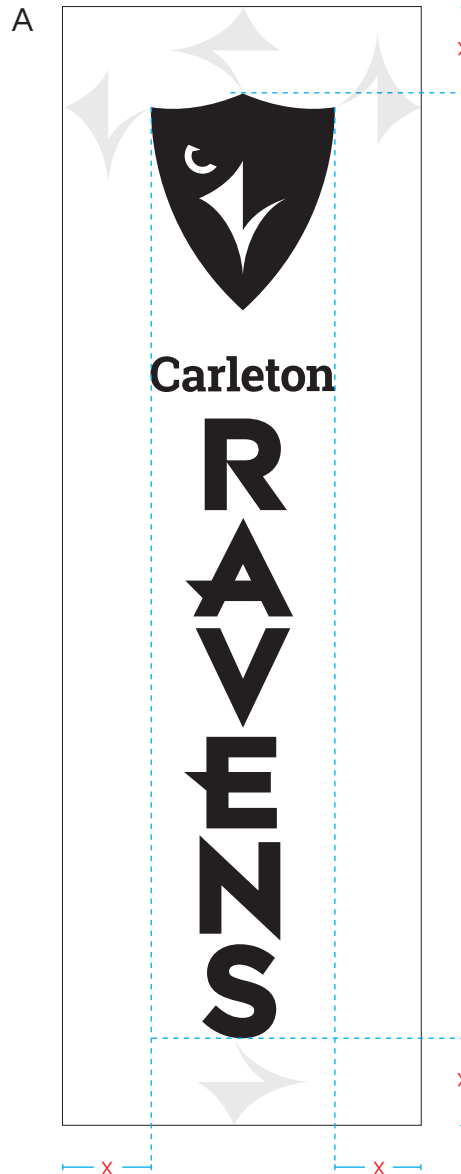
LOGO USAGE

Brand Platform / Identity System / [Logo Usage](#) / Typography / Color / Photography / Applications

Vertical Lockups

Vertical treatments may be necessary in cases such as book spines, shirt sleeves, pant legs, banners, etc. The clear space proportions shown here are called out using the width of the beak as a unit of measure, “X”, (A).

The elements can be arranged in a variety of lockups, (B), (C).



TYPOGRAPHY

Brand Platform / Identity System / Logo Usage / **Typography** / Color / Photography / Applications

Typography

The Helvetica Now typeface is a versatile, functional family of fonts. Both sturdy and elegant, its characters are simultaneously legible and refined. The letterforms relate closely to those of the “RAVENS” and “CARLETON” logotypes, capturing the concept of “Circle and Swoop” in its circular curves and sharp angles. It works well for big, bold headlines and for easily readable body text.

Helvetica Now Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Now Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Now Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Now Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Now Micro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR

Brand Platform / Identity System / Logo Usage / Typography / **Color** / Photography / Applications

Color Palette

Raven black is black, like that of the raven. This is the primary brand color, with white and red used more sparingly in approximately the proportions shown here.

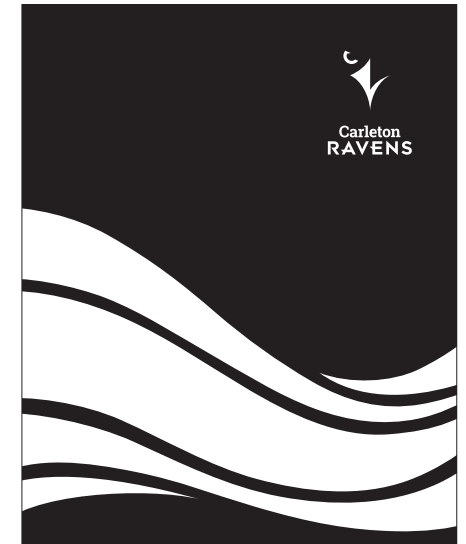
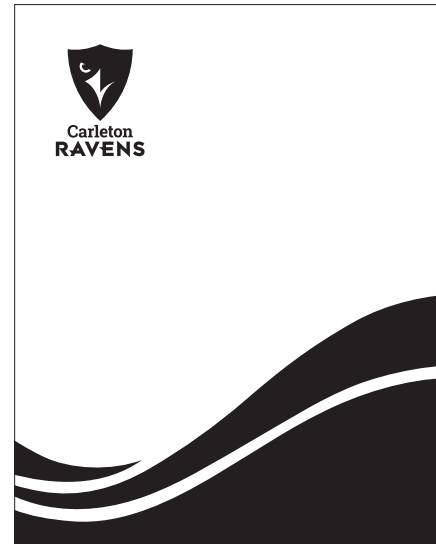
Raven Red is the same vibrant red as Carleton University brand red.

GRAPHIC ELEMENTS

Brand Platform / Identity System / Logo Usage / Typography / Color / [Graphic Elements](#) / Photography / Applications

The Wave

The wave is an elaboration of the pattern from the Carleton logo. It is our primary graphic element. It gets attention and creates a sense of flow and momentum. The shape is not fixed — portions can be used and variations can be created. In Carleton branding, the wave appears in red and black. For the Ravens, the wave can appear in red, black and white. The wave is versatile. It can be used to add visual interest, provide a focal point, highlight content or provide structure to designs. For additional details about the wave, including examples of improper usage, see the Carleton Brand Guide, pages 50-52.



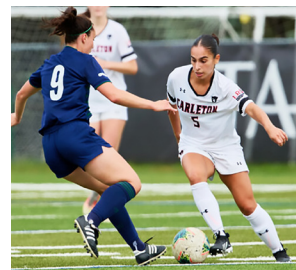
PHOTOGRAPHY

Brand Platform / Identity System / Logo Usage / Typography / Color / **Photography** / Applications

Photography Style

Photography that supports the brand should feature key traits of ravens. Traits include boldness, determination, competitiveness, teamwork, communication, passion, commitment, relentlessness, intelligence, creativity and ingenuity.

Photography should also be authentic and inclusive. Engaging original photography should be used where possible, and photography should proportionately represent the diverse Carleton community.



APPLICATIONS

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / [Applications](#)

Putting it all together

The Ravens brand can be applied to a variety of marketing materials and other products. By following the guidelines and policy in this guide, a consistent common look and feel can be achieved to support the overall communication and reputation goals of the brand within the primary brand of Carleton University.

You can find policy and guidelines for the main Carleton Brand at carleton.ca/brand.

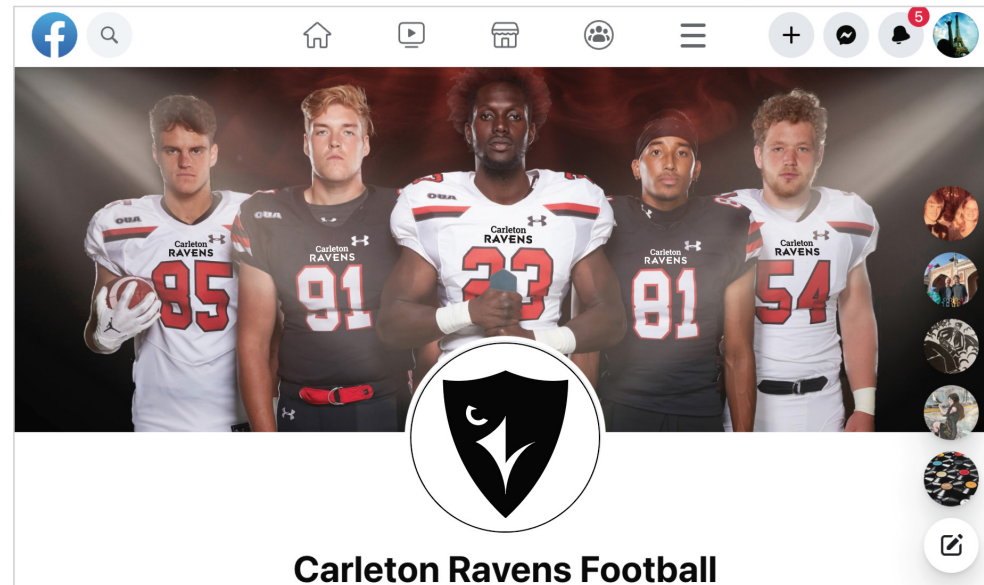
These are some examples of how to apply the brand with those guidelines in mind.

Online / social: twitter, (A), Facebook, (B).

A



B



APPLICATIONS

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

Athlete of the week card, (A).

Game poster, (B).

Banner, (C).

A



B



C



APPLICATIONS

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

Business Card, (A).

E-signature, (B).

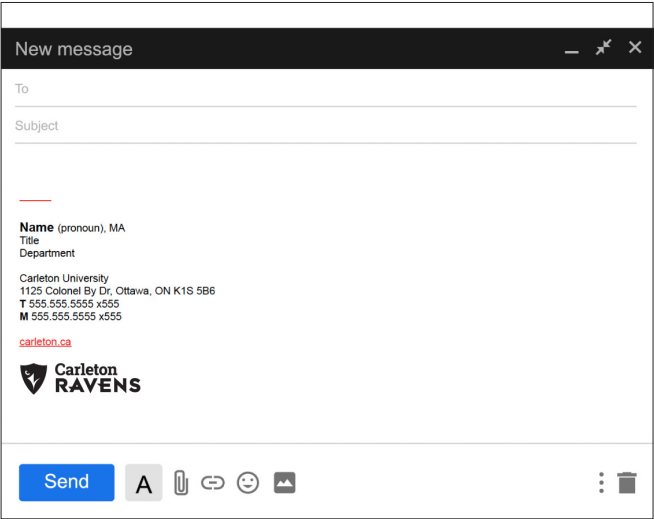
PowerPoint, (C).

A

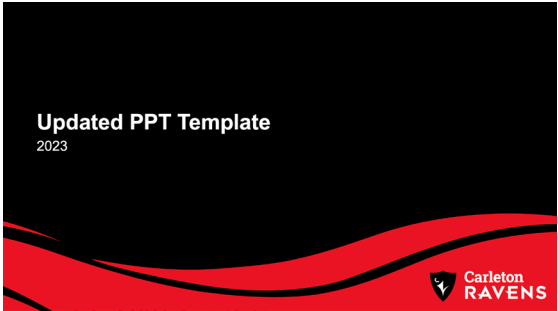


(optional reverse side)

B



C



APPLICATIONS

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

Clothing



APPLICATIONS

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / [Applications](#)

Specialty items.

