

NSCAD University leverages its name, wordmarks, and logos to establish a strong, consistent brand and identity for the University that affects its perceived professionalism and therefore, the University's reputation. The purpose of this manual is to formalize the NSCAD University visual identity system to present a unified brand character throughout all communications.

EXCLUSION ZONE

The Exclusion Zone is the minimum clear area for the logo to be placed within.

This helps avoid visual confusion and maintain the logo as the cornerstone of the NSCAD University brand.

When placing the NSCAD logo, allow for one-third of the length of the logo on the left and the right hand side. Allow for one-third of the logo height on both the top and the bottom on the logo.



MINIMUM SIZE

To maintain the integrity of the logo, minimum width of the logo is .75"/1.9 cm for print use. For screen usage, a minimum width of 75 px is desirable.



.75 in or 1.9 cm



75 px

COLOUR REPRODUCTION



The preferred colour for the standard logo is always purple (Pantone 2756) and is also the preferred colour for the logo signatures, tagline, and address block.

C100 M94 Y0 K29
R51 G51 B102



The secondary colour is for graphic elements or typography no smaller than 9 points. Green text may be used on dark background where black text does not provide a adequate contrast.

C22 M0 Y100 K8
R204 G204 B51

TYPOGRAPHY — THE OFFICIAL TWO NSCAD TYPEFACES

Granville (abc 123)

Duke (abc 123)

Granville is the primary typeface of the NSCAD logo, and shall be used chiefly for signatures, address blocks, and the text face for most communication. It was crafted for maximum legibility and economy of space.

Duke was developed as a secondary face to complement Granville. It was crafted to be legible at very small sizes.

LANGUAGE

A cohesive identity depends on a uniform visual style and a uniform vocabulary. Consistency in communication is key to a unified voice.

Legislative Name

Nova Scotia College of Art and Design

To be used **ONLY** in official documents such as university entrance applications, degrees, etc.

Formal Name

NSCAD University

Acceptable

NSCAD University

NSCAD University (Nova Scotia College of Art and Design)

Not Acceptable

Nova Scotia College of Art and Design University

NSCADU

NSCAD University, formerly the Nova Scotia College of Art and Design

BRAND GUIDELINES LOCATION

Please go to www.nscad.ca/logo to find both the regular and dynamic logos, typefaces, and the brand guidelines (2013) and Identity Standards Manual (2005).

The dynamic logo represents NSCAD University's diverse and interdisciplinary approach to the visual arts, the unrelenting curiosity of NSCAD students, and the sense of community and contribution that is part of NSCAD's culture.

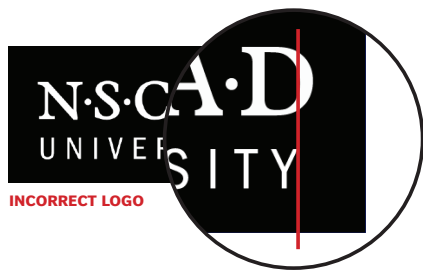
NSCAD REGULAR LOGOS

The purple or black logo is to be used for formal purposes within the university. This will include letterhead, envelope and business card stationary, as well as grant proposals, university forms, academic calendars and other similar materials.



USING THE CORRECT LOGO

Please ensure the logo you are using is the current version. You can see the difference on the inset of the Y in the old (incorrect) logo.



COLOUR DYNAMIC LOGOS

Below are examples of the 37 dynamic logos available. When selecting a dynamic logo for an application consider the context the logo will be in.



BLACK AND WHITE DYNAMIC LOGOS

Nine versions of the logo are available for usage when colour reproduction is not an option. Instead of altering a colour logo to be greyscale, use an existing greyscale version of the logo.



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Maintaining the integrity of the NSCAD University logo is key to building a strong identity. It must be presented in a consistent and legible manner. Do not alter the logo in any way by changing or adding elements or using only portions of it.

IMPROPER USE



DO NOT reverse the logo text.



DO NOT distort or unevenly scale the logo.



DO NOT screen the logo or use as a watermark.



DO NOT outline the logo.



DO NOT add more positive space to the logo.



DO NOT change the colour of the typography.



DO NOT use a non solid logo on a dark background. Only use solid purple or black.



DO NOT put the logo on a dark background or a busy photograph without enough contrast from the logo and the background.



DO NOT put the logo on an angle.



DO NOT use the logo with upside down text.



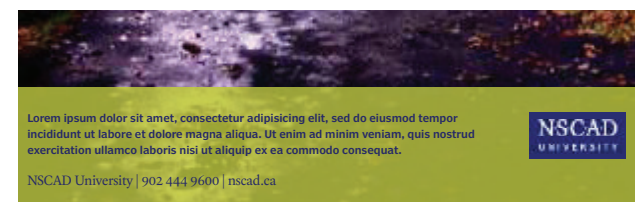
DO NOT change the font of the logo.



DO NOT remove the dots from the NSCAD logotype.

REVERSE (WHITE) LOGOS

Do not use a white or reverse logo. Use a footer in either white or the light green colour as a background and anchor the logo; or place a light coloured box behind the logo and associated copy text. Only use the option if there is additional text to include in the document, not only the logo. Alternatively, use the dynamic logo that provides adequate contrast (at least 60%) from the logo and the background.



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