N·S·C·A·D
UNIVERSITY

BRAND GUIDELINES

THE LOGO

1/3 WIDTH

1/3 HEIGHT

.75″

75 PX

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.

USAGE

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.

DYNAMIC LOGO

**OPTIONS FOR COLOUR PRINTING**

Below are examples of the dynamic logos provided to NSCAD for use in recruitment and informal university materials.

DYNAMIC LOGO

BLACK AND WHITE OPTIONS

Black and white versions of the logo are provided 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.
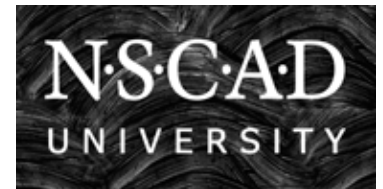
DYNAMIC LOGO

COLOUR REPRODUCTIONS

The dynamic logo can take on any background image or texture. The logotype "NSCAD University" must remain white and the box containing the type must remain the same proportion to the type. When selecting a dynamic logo for an application consider the context the logo will be in.

A bank of existing dynamic logos is included in the brand guidelines package for use on university materials. Also included in the brand guidelines package are templates and instructions for creating new dynamic logos based on student artwork.

USAGE

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. To avoid visual confusion and brand dilution, the dynamic logo will be reserved for recruitment materials and informal occasions.

Some examples of acceptable uses include:
– The NSCAD viewbook
– Recruitment banners
– Ads for NSCAD Portfolio Day
– Letters of acceptance to NSCAD applicants
– Posters for NSCAD fundraising events and student organized events, such as the March of Prints sale, Hungry Bowls Ceramics fundraiser, and The Wearable Art Show

FEBRUARY 19, 2014

Take a tour, have a portfolio review, explore our programs and learn about admissions requirements.

PORTFOLIO DAY

NSCAD University | www.nscad.ca | 902 494 8129

NSCAD UNIVERSITY

DYNAMIC LOGO

PLACE ARTWORK
IN BOX, BEHIND
WHITE TEXT
LAYER

CREATING A DYNAMIC LOGO

Templates are provided to NSCAD in Adobe Photoshop and Adobe Illustrator formats to create new logos from student artwork. Always ensure that the logotype remains white and only the purple box changes.

All artwork must be scanned or photographed at 300 dpi to ensure a quality reproduction. Artwork should be saved as a high-resolution tiff file (with the exception of vector artwork, which may be saved as an eps or png file).

USING ADOBE PHOTOSHOP

A. Open the template in Photoshop and place artwork on the layer titled "PLACE ARTWORK HERE".
B. Adjust the size of the artwork layer as needed to fill the logo box (do not stretch the artwork, as this will lower the image quality).
C. If the exposure levels need to be adjusted for the artwork, ensure that you adjust **only** the artwork layer and not the type layer.
D. Save the file as a high-resolution tiff file if being used for print. If the logo is being used for web, go to **File** > **Save for Web** to save a jpg suitable for web use.

USING ADOBE ILLUSTRATOR

A. Place image/texture on layer titled "Artwork". It will appear behind the grey box and logotype.

B. Adjust the artwork to the desired cropping in the logo

C. Select the Artwork and grey box with the Selection Tool.

D. Create a Clipping mask of the selection (Command + 7 for Mac, Ctrl + 7 for Windows)

THE LOGO

A.

B.

C.

D.

E.

F.

G.

H.

I.

**IMPROPER USAGE OF THE STANDARD
AND DYNAMIC LOGO**

A.   Do not put the logo on an angle.

B.   Do not use the logo with upside down text.

C.   Do not reverse the logo text.

D.   Do not distort or unevenly scale the logo.

E.   Do not change the font of the logo.

F.   Do not remove the dots from the NSCAD logotype.

G.   Do not add more positive space to the logo.

H.   Do not change the colour of the typography.

I.   Do not screen the logo or use as a watermark.

In cases of animations involving the logo on screen or film/video, always contact the Director of Communications in University Relations to discuss your project.

THE LOGO

USING THE LOGO ON A COLOUR BACKGROUND

It is acceptable to place the standard NSCAD logo and the dynamic logo on a light coloured background or a light photograph. Always ensure there is adequate contrast (at least 60%) from the logo and the background.
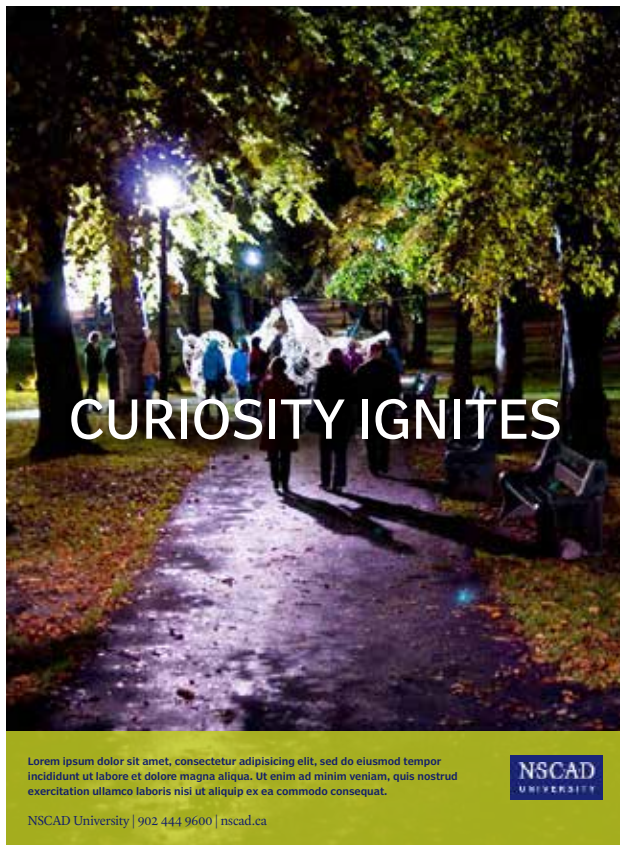
IMPROPER USE OF THE LOGO

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

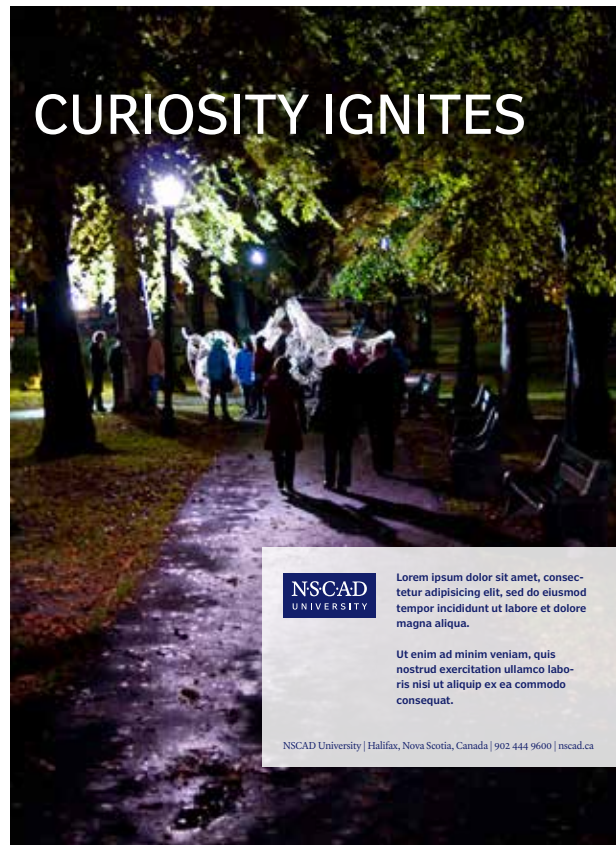Never use an all white logo with a coloured background.

Never outline the logo.

Do not use a screened version of the logo or a non solid logo on a dark background.

THE LOGO

CURIOSITY IGNITES

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

NSCAD
UNIVERSITY

NSCAD University | 902 444 9600 | nscad.ca

A.

CURIOSITY IGNITES

NSCAD
UNIVERSITY

Lorem ipsum dolor sit amet, consec-
tetur adipisicing elit, sed do eiusmod
tempor incididunt ut labore et dolore
magna aliqua.

Ut enim ad minim veniam, quis
nostrud exercitation ullamco labo-
ris nisi ut aliquip ex ea commodo
consequat.

NSCAD University | Halifax, Nova Scotia, Canada | 902 444 9600 | nscad.ca

B.

ALTERNATIVES FOR PUTTING A REVERSED VERSION OF THE LOGO ON UNIVERSITY BRANDED MATERIALS

There are two options to avoid placing the logo on a dark colour background.

A. Use a footer in either white or the light green colour as a background and to anchor the logo.

B. Place a light coloured box behind the logo and associated copy text. Only use this option if there is additional text to include in the document, not only the logo.

THE LOGO

UNIVERSITY TAGLINE AND SIGNATURES

NSCAD UNIVERSITY
CURIOSITY IGNITES

NSCAD UNIVERSITY
CURIOSITY IGNITES

NSCAD UNIVERSITY
CURIOSITY IGNITES

NSCAD UNIVERSITY

5163 Duke Street
Halifax, Nova Scotia, Canada B3J 3J6
902 444 9600 tel, www.nscad.ca

NSCAD UNIVERSITY

Division of Media Arts
902 494 8181 tel, mediaarts@nscad.ca

LOGO AND TAGLINE

The new NSCAD University tagline is *Curiosity Ignites*. The tagline should always appear centered and justified below the logo. NSCAD will be provided with a version of the logo that includes tagline as eps, jpg, and png files for ease of use. When using the dynamic logo with the tagline, always use the black tagline.

ADDRESS BLOCK

The address block appears on letterheads, envelopes and any mailing label from the university. The university telephone number may be removed from mailing envelopes.
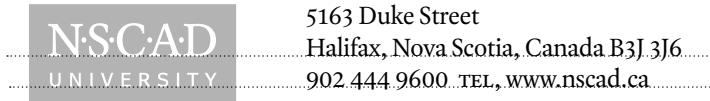
UNIVERSITY SIGNATURES

The signature identifies an organization within the university and communicates general contact information. The signature can also omit contact information, if desired.

Signatures appear on university stationary, forms, and other inter-departmental communications.

THE LOGO

CONSTRUCTING THE UNIVERSITY TAGLINE AND SIGNATURES

N·S·C·A·D
UNIVERSITY

↕ 1/3 LOGO HEIGHT

CURIOSITY IGNITES

N·S·C·A·D
UNIVERSITY

LIBRARY
library@nscad.ca

←——————→ 1/3 ←——————————→
LOGO   LOGO   TAG OR SIGNATURE
            WIDTH

N·S·C·A·D
UNIVERSITY

SCHOOL OF GRADUATE STUDIES

N·S·C·A·D
UNIVERSITY

DIVISION OF HISTORICAL
AND CRITICAL STUDIES

N·S·C·A·D
UNIVERSITY

5163 Duke Street
Halifax, Nova Scotia, Canada B3J 3J6
902 444 9600 TEL, www.nscad.ca

GUIDELINES

A. The tagline sits directly **beneath** the logo. "Curiosity Ignites" will be provided to NSCAD in both purple and black as a jpg, eps, and png files for easy placement.

B. Always place the signature to the right of the logo, keeping **one-third the logo size space** between the logo and the signature.

C. If the signature is one line only, as seen in *School of Graduate Studies*, ensure that the baseline of the signature is aligned with the baseline of *NSCAD* in the logo text.

D. If the signature is two lines, as seen in the *Library* and *Division of Historical and Critical Studies* examples, ensure that both lines of the signature are aligned with both baselines in the logo text.

E. If the signature is three lines, as seen in the address block, ensure that the last line of the signature aligns the second line in the logo text.

TYPOGRAPHY

Granville is the primary typeface for NSCAD University.
It has many **weights** and *styles*.

Granville is chiefly used for signatures and address blocks on official stationary. It is also the typeface used for body copy in university documents such as letterheads, memos, and academic calendars.

Duke – the complimentary font – is the secondary face.
It comes in light, *light italic*, **medium** and **bold**.

Duke is often used as headings and subheadings in NSCAD University documents and the NSCAD tagline "Curiosity Ignites". It is also designed to be legible at small sizes.

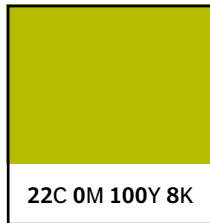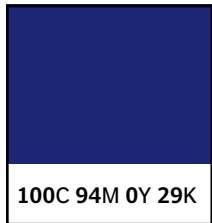NSCAD Symbol contains graphic elements for various uses.

A.   **B.**   **C.**   **D.**   **E.**

This font includes various bleed and non-bleed logos as well as various check-boxes and number symbols.

A. Logo for the NSCAD University Press
B. Logo with bleed on the left side
C. Logo with bleed on the top
D. Logo with bleed on the right side
E. Logo without a bleed

COLOURS

| PANTONE 2756 | PANTONE 390 | **A.** |

A. 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.

B. FULL COLOUR CMYK REPRODUCTION

When printing a four-colour process, the preferred choice is always purple for the logo, signature, and address block. The dynamic logo must always be printed in CMYK, with the exception of the approved greyscale logos.

| 100C 94M 0Y 29K | 22C 0M 100Y 8K | **B.** |

C. SCREEN, FILM/VIDEO AND WEB RGB REPRODUCTION

For screen use, the approved colours are purple for the logo and signature. Dynamic logos may also be used in film and web in RGB colour.

| 51R 51G 102B | 182R 189G 0B | **C.** |

D. TYPOGRAPHY AND TINTS

For all NSCAD University stationary, typography such as university department names, addresses and contact information must be in NSCAD official purple or black.

Do not use the official NSCAD University green for any typography smaller than 9 points. Green text may be used on a dark background where blue or black text does not provide adequate contrast.

TEMPLATES

Office of Admissions
902 494 8129 TEL, 902 442 4077 FAX, ADMISSIONS@NSCAD.CA

N·S·C·A·D
UNIVERSITY

5163 Duke Street
Halifax, Nova Scotia, Canada, B3J 3J6
902 444 9600 TEL www.nscad.ca

Business cards and personal stationary can be ordered by completing a request form found at nscad.ca/brandguide

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N·S·C·A·D
UNIVERSITY

Office of Admissions

Terry Bailey BFA
Director, Admissions and Enrolment Services
tbailey@nscad.ca

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