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1.0 INTRODUCTION
1.1 THE SFU BRAND

A BRIEF HISTORY OF THE BRAND

With the opening of SFU’s Harbour Centre facility in 1989 came a standardized identity created for the downtown campus. Although it was generally maintained, sub-brands emerged over time. In the face of increasing competition in the late 1990s, concerns about brand coherence became more pressing.

With a growing community and opportunities to communicate, a quest to define the University’s identity began in 2006.

In 2007, we offered a context and practical tools that made it possible for everyone in the SFU community to express our University’s visual identity—clearly and consistently.

The University’s visual identity has continued to evolve to help strengthen and reflect the brand of the Simon Fraser University.

HOW THE SFU BRAND HAS EVOLVED

In November 2006, SFU’s Board of Governors approved a motion to adopt the new brand identity and standards.

The University Branding Requirements stem from a resolution passed by the SFU Board of Governors in November 2006. It reads: “That the Board of Governors of Simon Fraser University approve the wordmark and brand developed by Karo Design as the University standard and that all University communications must meet the requirements of the Simon Fraser University Graphic Standards manual.”

In February 2011, President Andrew Petter launched envision>SFU, a broad-reaching campaign to involve the public in shaping the University’s future. The year-long process engaged students, staff and faculty—and many thousands more alumni, friends and supporters—to identify the core strengths for building SFU’s future.

What emerged was a vision of SFU as the engaged University committed to engaging students, research and communities. With the development of a new strategic vision, SFU announced in February 2012 a new brand tagline:

ENGAGING THE WORLD

BRAND MESSAGING

The University’s vision is “To be the leading engaged University defined by its dynamic integration of innovative education, cutting-edge research, and far-reaching community engagement.”

Support of SFU’s vision and enhancing its brand and leadership position will be the focus of the Communications & Marketing plan.

Consistent and recognizable visual identity in all our communications, external and internal, is essential. That includes using only the standard SFU design elements and the official colour palette, and adhering fully to the SFU Branding Requirements in all uses.
WHY A BRAND?

SFU’s organizational units are diverse and distinctive, yet they are all part of an institution with shared values and a common purpose. Every time members of SFU communicate with the public, they influence our reputation and shape our brand. The tools we use—stationery, business cards, advertisements, signs, publications, newsletters, web sites, presentations—all contribute to the character of not just the individual or organizational unit, but also the entire University. Communicating our brand unity strengthens our individual messages and SFU as a whole.

SFU’s logo, wordmark and coats of arms are protected by copyright and may not be used without written permission of the University. All brand questions can be directed to sfu-brand@sfu.ca.

GRAPHIC STANDARDS

Graphic Standards provide a system to visually connect communications and messages to SFU’s brand essence. It covers complete rules for core elements, such as stationery for business communication, with recommendations for broader use in creative communications. Standards for web applications address issues related to top-level navigation and page structure.

Jim Rimmer, a leading Canadian typeface designer, created the SFU wordmark in 2006. The new brand’s three elements—a red logo block with the university’s initials in white, SFU’s full name word mark, and the tag line “Engaging the World”—were developed in collaboration with brand consultant Karo Design.

The wordmark is embedded in the SFU logo and templates to ensure common usage. The University’s coat of arms (the crest) is restricted to limited formal use (see section 2.1).

Use of the Brand Guidelines is the responsibility of all members of the SFU community. Regular updates and implementation are overseen by the Communications & Marketing division. Contact sfu-brand@sfu.ca with any questions about Graphic Standards.
2.0 COAT OF ARMS
2.1 USAGE

The University’s coat of arms (sometimes called the crest) is restricted to limited formal use.

The coat of arms, granted to SFU in 2007, is limited to specific formal uses: degree and certificate parchments, and their frames and folders; a special line of high-end commemorative gifts from the SFU Bookstore; and formal communications of the President, Senate, Chancellor and the Board of Governors. No other version of the coat of arms may be used. The coat of arms and crest colours are protected by copyright.

Use of the coat of arms must always be approved by SFU’s Communications & Marketing and VP Legal Affairs. Contact: sfu-brand@sfu.ca.
3.0 UNIVERSITY MASTER BRAND
3.1 BRAND COMPOSITION

SFU LOGO BLOCK

SIMON FRASER UNIVERSITY
ENGAGING THE WORLD

WORDMARK

TAGLINE
3.1.1 SFU LOGO BLOCK

The SFU Logo Block is the primary visual element for Simon Fraser University. The block should appear on all collateral which serves to communicate the University’s schools, administration and services.

On its own, the block should only appear in limited usage, such as below half an inch in width or with nomenclature applications (see section 6).

With external communications, the SFU logo block should appear complete with the other brand composition elements, which include the wordmark and tagline.

Depending on the purpose of the collateral there are lockup options available. These guidelines will assist with selecting the appropriate version.
3.1.2 SFU WORDMARK

The SFU Wordmark communicates the full name of the University. It should be used in conjunction with the other brand elements.

SIMON FRASER UNIVERSITY
3.1.3 SFU TAGLINE

The “Engaging the World” tagline is primarily used as a lockup within the University master brand (see section 3.3).

It can be used in other functional ways to deliver the message to audiences—as a design element which visually aligns with the branding, a headline for making a bold impact, or as a watermark element in conjunction with photography.

Removing the tagline from the master brand lockup in external advertising should be approved by sfu-brand@sfu.ca.
3.2 LOGO LOCKUPS

There are two primary master brand lockups that are available: horizontal and vertical stacked.

These two configurations can serve to deliver all communications of the University and should be reproduced as shown here.

HORIZONTAL

The horizontal version of the SFU brand has largely remained the same with updated wordmark and tagline for optimal legibility across all media. This version is recommended for use on horizontal or landscape formats.

VERTICAL STACKED

The stacked version should only be used on narrow or vertical formats whereby the horizontal version would be reduced too small for effective brand communication, such as vertical ads, flyers or standing/drop banners.
3.3 BRAND GRID

The SFU master brand is built using a grid which helps to bring structure and flexibility to the logo lockups.

The logo block is built from a 4x8 grid. Spacing between the logo block and the wordmark is determined by one grid cell and positioned within the lower two grid cells.

See the examples shown here for how the grid is used to construct the master brand. The grid helps to give precise measurements to specifications such as minimum size, clear space and page grids.
SFU’s traditional colours have always been red and blue. Numerous variations of these colours have been reproduced inconsistently, resulting in diminished recognition of the SFU brand. Using the colours defined in these guidelines will ensure SFU’s identity is consistent.

There are four primary colours in the SFU master brand (see section 5, Colour Palette). SFU Red (Pantone 187) and SFU Black (Pantone 425) are the logo colours and should always be reproduced using the values shown here, depending on the media.

Please contact docsol@sfu.ca for accurate colour matching. Document Solutions can also provide a swatch card. Always insist on accurate colour, as poorly matched colours will weaken impact, and reduce the effectiveness of the brand.

### 3.4 LOGO COLOURS

<table>
<thead>
<tr>
<th>Colour</th>
<th>SPOT</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFU RED</td>
<td>Pantone® 187</td>
<td>C: 7 M: 100</td>
<td>R: 166 G: 25B: 46</td>
<td>#A6192E</td>
</tr>
<tr>
<td>SFU BLACK</td>
<td>Pantone® 425</td>
<td>C: 48 M: 29</td>
<td>R: 84 G: 88B: 90</td>
<td>#54585A</td>
</tr>
<tr>
<td>WHITE</td>
<td>White</td>
<td>C: 0 M: 0Y: 0 K: 0</td>
<td>R: 255 G: 255B: 255</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
3.4.1 COLOUR VARIATIONS

SFU’s master brand can be reproduced in full colour or single colour depending on the limitations of the media.

Whenever possible, the logo should be used in its red version and may also appear reversed white on a solid SFU Red background. When colour is restricted, the black and white version can be used in both positive and reversed options—note that the back and white versions should show white “SFU” type within the block and black “SFU” type on the white block; the type should not cut through to the background.

The logo should never be reproduced in any other colour unless a third party is limited to reproducing the logo in a specific single colour as part of a sponsorship/co-branding lockup—it is recommended in this scenario that the reversed logo be used.

Avoid using the logo over busy images, textures or shades of solid colours.

GRAYSCALE BACKGROUNDS

In newspaper ads, low-budget printing, and originals for photocopying, the design may be restricted to the use of black and white or grayscale. In these conditions the preferred treatment of the logo is black against white, to provide maximum contrast. It’s also acceptable to reverse the logo to white against a black background.

Against grayscale backgrounds of values 40% black or lighter use the logo in solid black. Reverse the logo to white for backgrounds 50% black or darker.

Note the “SFU” type fill within the logo blocks. Choose the design that provides maximum contrast.
3.5 LOGO BLOCK EDGE ALIGNMENT

In various designs the SFU logo can be set at the top edge, or the left edge of a page. In these situations the logo block should remain anchored in this position for digital usage, or bleed should be added to print material.

Note that with a top bleed, both the horizontal or vertical stack logo versions can be used; however, with a left page bleed only the horizontal logo version can be used.

NOTE
If creating production material for suppliers or publications, additional block bleed may need to be added to the height or width to ensure proper trimming. Consult their specifications for this amount.
3.6 MINIMUM SIZE

To protect the integrity, legibility and impact of the SFU visual identity, the SFU logo block must never be reproduced in sizes smaller than those shown on this page.

For print applications of the primary logos, do not use the block at sizes smaller than 0.75” in width. Any further reductions would impair its legibility and visual impact.

For online application of logo lockups, the block width should be no smaller than 80 pixels. The SFU logo block can be set as a branding element on its own in limited use at a minimum width of 50 pixels.
3.7 CLEAR SPACE

To achieve maximum impact, the SFU logo should be allowed sufficient clear space to isolate it from other elements such as typography, rules, pictures, etc.

The clear space is determined by the half the block height and will therefore be relative to the size of the logo used. This unit of measurement provides a perimeter of clear space around the logo and tagline.

For online purposes, the clear space is determined by half the print clear space or 1 grid cell (see section 3.3).
3.8 BEST PRACTICE

Examples shown are some common mistakes made when using the master brand—ensure these guidelines are followed accurately. All examples shown apply to both logo lockup configurations.

**LOGO DOS**

- Use the positive logos only on white or off-white coloured paper.
- Use black, white, or red SFU logo block with matching wordmark on textured backgrounds. Do not use transparent logo block text (SFU) on textured backgrounds.
- Use reversed logo with transparent SFU letters on solid background colour, in black or white.

**LOGO DON'TS**

- Do not change the logo colours or tint the logo under any circumstance.
- Do not alter the composition.
- Do not apply special effects such as drop shadows or embossing.
- Do not create new logo lockups—section 6 is dedicated to nomenclature & sub-brands.
- Do not recreate the logo in any way or alter the official typefaces used in the brand composition.
- Do not rotate, skew or distort the logo in any way.
4.0 TYPOGRAPHY
4.1 BRAND TYPOGRAPHY

The two official fonts used in the SFU identity are DIN and Bembo.

DIN is known for its versatility and legible straightforward style. Its ease of use across all communication platforms make it an excellent sans-serif to compliment the serif Bembo.

Bembo is known for its conservative dependability in regular and heavy weights as well as its graceful stability in lighter weights. It is also one of SFU’s original fonts with a strong connection to the University’s historical roots.

The SFU master brand is a custom design and should be treated as artwork. Do not attempt to recreate the logo with any fonts.

DIN PRO / DIN NEXT PRO

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

BEMBO

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BEMBO

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
4.2 COMMON-USE TYPOGRAPHY

Please note that the use of DIN and Bembo fonts is limited by the number of font licenses.

Use Times New Roman in place of Bembo for everyday business and digital use, such as letters, memorandums and websites, and use DIN caps for headings.

Print templates with DIN and Bembo fonts will be available through Document Solutions. DIN is available as a digital download on the SFU Common Look and Feel website: http://www.sfu.ca/clf

**DIGITAL FONTS**

**DIN Regular**

ABCDE FGH IJ KLMNOPQRSTUVWXYZ

**DIN Medium**

ABCDE FGH IJ KLMNOPQRSTUVWXYZ

**DIN Bold**

ABCDE FGH IJ KLMNOPQRSTUVWXYZ

**Times New Roman**

ABCDE FGH IJ KLMNOPQRSTUVWXYZ

abcdef ghijklmnopqrstuvwxyz1234567890

**Times New Roman Italic**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdef ghijklmnopqrstuvwxyz1234567890
5.0 COLOUR PALETTE
5.1 PRIMARY COLOURS

There are four primary colours in SFU’s master brand: SFU Red (Pantone 187), SFU Black (Pantone 425), SFU Blue (Pantone 7705) and SFU Gold (Pantone 7753). These are the master brand’s primary colours and should always be reproduced using the values shown here, depending on the media. SFU Gold also has a secondary Pantone value for a metallic gold (Pantone 8644) which may be used in special circumstances such as official or formal print collateral.

Please contact docsol@sfu.ca for accurate colour matching. Document Solutions can also provide a swatch card printed on different paper stock for reference. Always insist on accurate colour, as poorly matched colours will weaken impact, and reduce the effectiveness of the brand.

**SFU RED**

<table>
<thead>
<tr>
<th>SPOT</th>
<th>Pantone® 187 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK ‡</td>
<td>C: 7  M: 100  Y: 82  K: 26</td>
</tr>
<tr>
<td>RGB</td>
<td>R: 166  G: 25  B: 46</td>
</tr>
<tr>
<td>HTML</td>
<td>#A6192E</td>
</tr>
</tbody>
</table>

**SFU BLACK**

<table>
<thead>
<tr>
<th>SPOT</th>
<th>Pantone® 425 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK ‡</td>
<td>C: 48  M: 29  Y: 26  K: 76</td>
</tr>
<tr>
<td>RGB</td>
<td>R: 84  G: 88  B: 90</td>
</tr>
<tr>
<td>HTML</td>
<td>#54585A</td>
</tr>
</tbody>
</table>

**WHITE**

<table>
<thead>
<tr>
<th>SPOT</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK ‡</td>
<td>C: 0  M: 0  Y: 0  K: 0</td>
</tr>
<tr>
<td>RGB</td>
<td>R: 255  G: 255  B: 255</td>
</tr>
<tr>
<td>HTML</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

**SFU BLUE**

<table>
<thead>
<tr>
<th>SPOT</th>
<th>Pantone® 7705 C</th>
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</thead>
<tbody>
<tr>
<td>CMYK ‡</td>
<td>C: 100  M: 13  Y: 5  K: 41</td>
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<tr>
<td>RGB</td>
<td>R: 0  G: 112  B: 150</td>
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<td>HTML</td>
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</tbody>
</table>

**SFU GOLD**

<table>
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<tr>
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<th>Pantone® 7753 C / Pantone® 8644 C</th>
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</thead>
<tbody>
<tr>
<td>CMYK ‡</td>
<td>C: 0  M: 17  Y: 94  K: 27</td>
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<tr>
<td>RGB</td>
<td>R: 193  G: 160  B: 30</td>
</tr>
<tr>
<td>HTML</td>
<td>#C1A01E</td>
</tr>
</tbody>
</table>

**NOTE**
Metallic SFU Gold (Pantone® 8644) is used only on some official documents and can only be reproduced as a spot colour—Pantone® 7753 is used in all other instances. ‡ CMYK values conform to ISO printing standards.
6.1 NOMENCLATURE ANATOMY

A naming system has been developed to provide a strong branding image for SFU’s unit designations.

Shown here is the anatomy of the nomenclature lockup for typesetting in relation to the SFU logo block. The point sizes specified are relative to a logo block width of 1 inch.

The “Parent name” should always be set on two lines starting in the same position as the wordmark—always set in DIN Next Bold all-caps with 120% leading.

The “Child name” is used in circumstances whereby the “Parent name” serves as an overarching unit for specific programs or awards—it is always separated by 0.75pt SFU Red vertical rule set to the lower half block height (X) and appears on two lines, broken to balance as evenly as possible. It is meant to be a supporting line of text and is set in DIN Next Regular all-caps.

**PARENT NAME**
- **Font**: DIN Next Pro
- **Weight**: Bold (Caps)
- **Size**: 9.5 pt
- **Leading**: 11.4 pt
- **Tracking**: 95
- **Spacing**: ½X left of or below block
- **Align**: Block baseline or left of block

**CHILD NAME**
- **Font**: DIN Next Pro
- **Weight**: Regular (Caps)
- **Size**: 9.5 pt
- **Leading**: 11.4 pt
- **Tracking**: 95
- **Spacing**: X right of Parent name
- **Align**: Block baseline

DO NOT attempt to recreate or tamper with the lockup. DO NOT change the typefaces shown here. Contact sfu-brand@sfu.ca to obtain your logo.
6.2 NOMENCLATURE UNITS

All categories such as faculties, departments, schools, offices, programs, administration, and other associations are designated as units and let users know that logos can be extended to express parent-child relationships. “Parent names” and “Child names” are used to refer to the context in which these relationships occur.
6.2.1 VERTICAL NOMENCLATURE UNITS

All unit designations such as faculties, departments, schools, offices, programs, administration, and other associations can be represented as logos in a vertical configuration. “Parent name” is the only permitted designation in this setup due to the special use and limitations imposed on it. The vertical stacked nomenclature version is predominantly used for signage purposes or other exceptional circumstances. The “Parent name” is also allowed to scale in size from 75% to 150% of the standard size shown. The \( \frac{1}{2} \)X space between the logo block and the unit name must be maintained to ensure consistency.
6.3 NOMENCLATURE INCORRECT USE

Core and non-core unit parent should not have more than one child associations except in the cases of co-branding. For example, if we would like to have a logo for the Print Culture Program in the Department of English, Department of English would have to be the parent and Print Culture Program would have to be the child.

**DON'TS**

- **SFU FACULTY OF ARTS AND SOCIAL SCIENCES** | PRINT CULTURE PROGRAM
  Parent/Child relationships should always be one generation removed, not more. The Print Culture Program is directly under the Department of English.

- **SFU SUSTAINABILITY ADVISORY COMMITTEE** | ACTING IN OUR COMMUNITY
  Do not create taglines as part of any logos—keep the logos simple.

- **SFU CONTINUING STUDIES** | ENGLISH LANGUAGE & CULTURE PROGRAM
  Special use vertical stacked nomenclature should never incorporate the child name into the logo. Only use the parent name on its own in this configuration.

- **SFU MEETING, EVENT AND CONFERENCE SERVICE** | VANCOUVER CANADA
  Do not use locations as part of the logos; this information should be displayed elsewhere on printed material.

- **SFU ALUMNI ASSOCIATION** | STAY CONNECTED
  Do not create taglines as part of any logos—keep the logos simple.
6.4 BRAND EXTENSION

A number of signature initiatives at SFU have their own logos and visual identity. To maintain the equity of these SFU-wide program logos, while strengthening the connection to the SFU logo and identity, the following brand extensions are now in place. Consumer research has shown that connection to the parent or institutional brand increases levels of awareness, familiarity and favorability, and this is consistent for SFU. The logo lock-ups provide for a strong and consistent link to SFU while maintaining the unique appeal of the specific initiative or program.

To support consistency and prominence of the SFU logo and mitigate brand diffusion, additional sub-brands will be developed on a case-by-case basis. Questions should be directed to sfu-brand@sfu.ca.

SFU 50TH ANNIVERSARY

For SFU’s 50th anniversary milestone in 2015, the institutional logo has been adapted with a wordmark that will be applied to all materials beginning in 2015. This adapted logo will be part of anniversary communications and marketing as well as select promotional merchandise. In addition, Document Solutions will adapt current printing to reflect this logo for the 2015/16 timeframe.

A marketing plan to support the 50th anniversary will be in effect early in 2015. This plan will include an online toolkit for use by the internal SFU community including how-to guides and easy-to-use templates for the range of faculty and unit-led activities in support of SFU’s 50th.

SFU’S POWER OF ENGAGEMENT CAMPAIGN

launched in conjunction of the 50th anniversary of SFU, this first for SFU will raise $250 million for programs that will engage students, increase research capacity and contribute to the social, economic, environmental and cultural well-being of our communities. All campaign materials incorporate the logo for this key initiative.

SFU WOODWARD’S

SFU Woodward’s imparted its own heritage upon the new downtown campus with an emphasis on the arts. Tailored to its art and culture oriented audience, the logo is used on all SFU Woodward’s event-specific materials.

SFU PUBLIC SQUARE

SFU Public Square, a signature initiative designed to spark, nurture and restore community connections, establishes Simon Fraser University as the go-to convener of serious and productive conversations about issues of public concern.

SFU ATHLETICS CLAN

Since its inception in 1965, the SFU Clan Athletics program has excelled in both the NAIA and CIS, and now as the first Canadian University in the NCAA. The clan brand is synonymous with building the consummate student-athlete and appears on all sports team promotional materials.

SFU GALLERIES

SFU’s art galleries are dynamic centres for the presentation and interrogation of art practices and ideas. The University Art Collection includes, in its holdings of over 5,500 works, significant regional and national art works spanning the last century.
6.4 BRAND EXTENSION

Brand extensions are further enhanced when associated with the master brand, as in the examples represented here. Always lock up logos using the spacing rules represented here.

SFU’s Communications & Marketing will provide guidance, support and direction on usage of brand extensions for signature University initiatives—from creative development to implementation.
7.0 PARTNERSHIPS & CO-BRANDING
7.1 PARTNERSHIPS

With partnerships where the SFU master brand is used to show co-branding, care should be taken to use the correct logo version and scale relative to other logos—in these situations the vertical stacked logo should be used.

The divider length and overall partner logo heights are based on the logo height measurement. Other logos should align vertically to the centre or the baseline of the master brand and scaled to a similar optical size. Logo spacing should respect the brand’s clear space using a divider line to separate the various partner logos as shown here.

Reversed or one-colour logo versions may be used on contrasting backgrounds depending on the available print colours. When SFU is the primary partner, the SFU master brand should be shown in full colour, followed by black and white logos of other partners.
7.2 CO-BRANDING IN USE

Partnership co-branding requires logos to be locked up as part of a group event or sponsorship. Whether using the master brand or unit branding, lock up logos using the spacing rules from section 7.1.

When unit partnerships require external organization logos, all units must be listed first extending from the SFU logo block. Then any external partner logos may follow accordingly.

All logos should be weighted evenly and colours would ideally be restricted to single colour versions. We recommend white-only for reversed.

**SFU PARTNERSHIPS OPTIONS**

**UNIT PARTNERSHIPS WITH EXTERNAL ORGANIZATIONS**
8.0 SOCIAL MEDIA
8.1 SOCIAL LOGO BLOCKS

Social media has different requirements and expectations of branding; therefore, we have acknowledged that new sets of brand assets are needed to communicate our message.

**STANDARD SOCIAL LOGO BLOCK**

The SFU logo block is utilized predominantly with school or faculty names set below or in some cases, hashtags and URLs.

The logo block is used to determine the clear space, which is $\frac{1}{2}$ of a grid cell.

**SQUARE SOCIAL LOGO BLOCK**

The square social logo block is derived from the standard logo block with a reconfiguration of the brand grid into a 6x6 square.

This version is used where social networks utilize the square avatar or “app” icon and works in much the same way the standard logo block.

The clear space is determined by the same unit of measurement as the standard social logo block. Please use clear space around all social media logos to ensure that the logo remains intact from additional icon formatting such as rounded corners, drop shadows, etc.
8.2 SOCIAL CHANNELS

SFU’s various schools, faculties, associations and alumni groups have created “channels” on social media networks, which add another layer of integration for the brand.

These channel lockups use the same format as the Square Social Logo Block, but place the standard logo block in the top half.

Maintain a ¼X clear space below the logo block and the bottom of the frame and insert channel name into the available space.

Channel names can appear as single or multi-line names which are left aligned and vertically centred within the space. Two-line and three-line names must maintain a 90% leading (line spacing) of the typeface, which is set in DIN Next Medium Condensed.

Type may be scaled proportionally to allow fitting between either the vertical or horizontal clear space. Channel names must always appear in SFU Black.

Contact sfu-brand@sfu.ca to obtain your social media icons.
8.3 CHANNELS IN-USE

Some examples of the social logo and channel brands in-use are shown here for reference.

Note that on both the social logo block and the various social channel blocks it is necessary to maintain the white clear space or frame around the blocks to allow the SFU brand to remain prominent.

The white clear space is especially important when dealing with channel identities as the type must have enough room to maintain clarity.

It’s not necessary to include “Simon Fraser University” in the logo area since the SFU logo block is a highly recognized brand mark; however, these social channels should include the full University name in either the account name or description to fortify the SFU brand for international recognition.
9.0 LITERATURE EXAMPLES
9.1 STATIONERY

SFU stationery is the most widely distributed printed materials representing the University. This system is the most cost-effective opportunity to communicate a consistent and distinctive brand.

The official SFU letterhead positions the logo block at the top in a unique fashion. In this position the logo block is 1X unit from the top of the page and 3X units from the left. The logo is used in its colour format SFU Red (Pantone 187) with the faculty listed in SFU Black (Pantone 425), following the nomenclature style established in section 6.

LETTERHEAD

The margins and proportions of the letterhead should be exactly as shown. The top ⅛th of the letterhead is reserved to highlight the logo and faculty. The remaining contact information and content should start below this point.

The printed letterhead ordered through Document Solutions continues to use the University’s official typefaces of DIN and Bembo.

ENVELOPE

The margins and proportions of the envelope should be exactly as shown. The placement and size of the logo and faculty name from the top left corner should be the same as the letterhead; however, the address should continue below the name.
9.1.1 BUSINESS CARDS

There is one standard format. Care and attention to typographic detail and structure is required to maintain the cohesiveness of the business card.

Only the official SFU typefaces of DIN and Bembo may be used on business cards.

To maintain consistency all business cards must be ordered through Document Solutions using the WebCRD ordering system.

Logos, other than SFU’s, cannot be added to a card for the majority of cases. Certain exceptions such as SFU Athletics and NCAA logo, and other approved sub-brand logos for select initiatives are acceptable. Please contact Document Solutions for approved templates.

A second language may be placed on the back of the card in the same format as on the English-only front of the card.
9.2 PRINT COLLATERAL

FLYER – HORIZONTAL LOGO LOCKUP

All print collateral is loosely based on a grid derived from the brand grid. Shown here are measurements represented by an x-value which is half the logo block height. The sample shown here should be used for vertical flyers, brochures or banners/displays.

The horizontal logo lockup can be used as either a header or footer element depending what suits the design best—naturally display stands should use the header, whereas hanging banners should use the footer.

When the horizontal logo is used it should bleed to the left edge of the page. The preferred colour is on white; however, a version may be used reversed on SFU Red.

Opposite the fixed header or footer is a flexible area which as a minimum is set to a height of X. The colour should match the header or footer colour. This flexible space can extend up to half the allocated image area to accommodate headings and type and create “white space”. It is advised to lock the flexible height to the image grid, explained below.

The image area has the flexibility to either show one “hero” image or become subdivided into a grid. The image grid consists of roughly square areas created from dividing the area by units of 2 or 4. The grid can be subdivided into any number or configurations of these squares to form a compelling design visual.

Inside pages should follow the established cover grid and utilise the type system shown in section 9.4.
9.2 PRINT COLLATERAL

FLYER – VERTICAL STACKED LOGO LOCKUP

The vertical stacked logo lockup may also be used and is recommended when other logos are required to appear with the SFU brand.

Shown here are measurements represented by an x-value which is half the logo block height.

The vertical stacked logo lockup can be used as either a header or footer element depending what suits the design best—it should bleed to the top edge of the page, or to the start of the image area within the fixed footer.

The preferred colour is on white; however, a version may be used reversed on SFU red.

See the previous page for guidance on the flexible header or footer area and the image area grid. Inside pages should follow the established cover grid and utilise the type system shown in section 9.4.

ALTERNATIVE OPTIONS

<table>
<thead>
<tr>
<th>FIXED HEADER</th>
<th>FIXED FOOTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>X minimum</td>
<td>X maximum</td>
</tr>
</tbody>
</table>

Flexible Header: may extend up to half of image area to accommodate heads/subheads

Flexible Footer: may extend up to half of image area to accommodate heads/subheads

Image Area: Can feature a full image or the area divided into an increasing grid pattern (see guides)

Image Area: Can feature a full image or the area divided into an increasing grid pattern (see guides)
9.2 PRINT COLLATERAL

LETTER – HORIZONTAL LOGO LOCKUP

Also derived from the brand grid, shown here are measurements represented by an x-value which is half the logo block height. The sample shown should be used for US Letter brochures, portrait posters or booklets.

The horizontal logo lockup can be used as either a header or footer element depending what suits the design best. When the horizontal logo is used it should bleed to the left edge of the page. The preferred colour is on white; however, a version may be used reversed on SFU Red.

Opposite the fixed header or footer is a flexible area which as a minimum is set to a height of X. The colour should match the header or footer colour. This flexible space can extend up to half the allocated image area to accommodate headings and type and create “white space”. It is advised to lock the flexible height to the image grid, explained below.

The image area has the flexibility to either show one “hero” image or become subdivided into a grid. The image grid consists of roughly square areas created from dividing the area by units of 2 or 4. The grid can be subdivided into any number or configurations of these squares to form a compelling design visual.

Inside pages should follow the established cover grid and utilise the type system shown in section 9.4.
9.2 PRINT COLLATERAL

LETTER – VERTICAL STACKED LOGO LOCKUP

The vertical stacked logo lockup may also be used and is recommended when other logos or titles are required to appear with the SFU brand.

Shown here are measurements represented by an x-value which is half the logo block height.

The vertical stacked logo lockup can be used as either a header or footer element depending what suits the design best—it should bleed to the top edge of the page, or to the start of the image area within the fixed footer.

The preferred colour is on white; however, a version may be used reversed on SFU Red.

See the previous page for guidance on the flexible header or footer area and the image area grid. Inside pages should follow the established cover grid and utilise the type system shown in section 9.4.

ALTERNATIVE COLOUR OPTIONS
9.3 DIGITAL/PRINT

Also derived from the brand grid, shown here are measurements represented by an x-value which is half the logo block height. The sample shown should be used for digital content or landscape publications.

The horizontal or vertical stacked logo lockups should be used as a header element. When the horizontal logo is used it should bleed to the left edge of the page, or the vertical stacked logo should bleed to the top edge of the page. Alternative layout colours are also shown.

A flexible footer area with a minimum height of X should match the header colour. This flexible space can extend up to half the allocated image area to accommodate headings and type and create “white space”. It is advised to lock the flexible height to the image grid, explained below.

The image area has the flexibility to either show one “hero” image or become subdivided into a grid. The image grid consists of roughly square areas created from dividing the horizontal area by units of 2 or 4. The grid can be subdivided into any number or configurations of these squares for compelling design visual.
9.3 DIGITAL/PRINT

The sample shown should also be used for digital content or landscape publications with a branded page footer. The horizontal or vertical stacked logo lockups should be used as a footer element. When the horizontal logo is used it should bleed to the left edge of the page, or the vertical stacked logo should bleed to the top edge of the image grid. Alternative layout colours are also shown.

A flexible header area with a minimum height of X should match the footer colour. This flexible space can extend down to half the allocated image area to accommodate headings and type and create “white space”. It is advised to lock the flexible height to the image grid, explained on the previous page.

ALTERNATIVE COLOUR OPTION
9.4 TYPE SYSTEM

COVER PAGES

Cover pages use a grid shown in section 8.3. Headings and subheads are flexible in size depending on the nature of the design. Typefaces for headings may use secondary fonts in specific campaigns. Descriptors are optional depending on whether a third level of information is required.

Headings and subheads may use colours defined in section 5 or reversed out of an image or solid colour.

Follow the specifications below to maintain a consistent and recognizable brand platform for SFU.

SPECIFICATIONS (HEADER SAMPLE)

- **Heading**: DIN Pro Bold
  
  Variable size at 90% leading
  
  Brand colours or reversed white

- **Subhead**: DIN Pro Regular or Medium All-caps
  
  One third of heading size at 100% leading
  
  SFU Black or reversed white

- **Descriptor**: Bembo Regular
  
  Variable size equal or smaller than subhead at 120% leading
  
  SFU Black or reversed white

- **Spacing**: 1.5x Subhead leading before
  
  1x Subhead leading after

- **Alignment**: Copy to anchor at 2X units from image area to allow white space

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**Headsings up to three lines long here.**

**SUBHEADING AND OTHER IMPORTANT INFORMATION**

Donec sed odio dui nullam etiam. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.
9.4 TYPE SYSTEM

INSIDE PAGES

Inside pages use a slightly different grid than cover pages as gutters and bleed must be taken into account.

Headings and subheads remain flexible in size depending on the nature of the design. Typefaces for headings may use secondary fonts in specific campaigns.

Follow the other styles shown here for all other levels of typography and maintain the grid for copy alignment and image grids. Body copy may be 3 columns.

SPECIFICATIONS (PAGE SAMPLE)

Page Header
DIN Pro Regular or Medium All-caps
9-12pt (10pt recommended) at 100% leading
SFU Red, Black or reversed white

Heading
DIN Pro Bold
Variable size at 90% leading
SFU Brand colours or reversed white

Subhead
DIN Pro Regular or Medium All-caps
One third of heading size at 100% leading
SFU Black or reversed white

Body
Bembo Regular
9-12pt (10pt recommended) at 120% leading
SFU Black or reversed white

Profile Head
DIN Pro Regular or Medium All-caps
9-12pt (10pt recommended) at 100% leading
SFU Brand colours or reversed white

Profile Body
DIN Pro Regular or Light
8-10pt (9pt recommended) at 120% leading
SFU Black or reversed white

Caption
Bembo Regular
6-8pt (7pt recommended) at 120% leading
SFU Black or reversed white

Page Footer
DIN Pro Regular or Medium All-caps
6-8pt (7pt recommended) at 100% leading
SFU Black or reversed white
9.5 TYPE EXAMPLES

Combining the page grid from section 8.2 and the type system from section 8.4 allows for great design flexibility while maintaining a strong brand presence.

Secondary typography such as DIN Condensed may be used in place of headings to give more variety to the vast array of publications and collateral. Other specially selected typefaces may be used sparingly to promote a specific campaign or event.

Shown here are some basic examples of the grid in use. There are infinite combinations of what layouts can be derived from the new grid system, so don’t feel these examples are the limit of expression allowed.
10.0 MERCHANDISE & SIGNAGE
10.1 SPECIAL LOGO APPLICATIONS

The SFU master brand allows for some flexibility in applications where the process requires a monotone graphic. These situations may arise in watermarks, etching, embossing, engraving, signage and decals.

For the purposes of signage, a special logo version may be used on backgrounds other than red or white. This version uses the red logo block with a white wordmark and tagline, which can be applied to tints of the other brand colours (see section 9.1.1).
10.1.1 SIGNAGE BACKGROUNDS

For the signage where a special logo version is used on backgrounds other than red or white, the red logo block with a white wordmark and tagline may be used on tints of 50% or 75%. The standard colour breakdown is used on a 25% colour tint.

See the chart below for the possible colour combinations available for signage. Do not use 100% brand colours for backgrounds in signage.
10.2 MERCHANDISE MINIMUM SIZE AND CLEAR SPACE

The SFU brand must follow the minimum size requirements in section 3.6; however, the logo lockup may be reproduced at smaller sizes for merchandise such as stationery and pins or badges.

To protect the integrity, legibility and impact of the SFU brand, it must never be reproduced in sizes smaller than those shown on this page on merchandise.

For merchandise applications of the primary logos, do not use the block at sizes smaller than 0.5” in width. Any further reductions would impair its legibility and visual impact.

To achieve maximum impact, the SFU logo should be allowed sufficient clear space to isolate it from other elements. In signage and merchandise, the clear space is determined by a quarter of the block height (or half the x-value) and will be relative to the size of the logo used.

This unit of measurement provides the perimeter of clear space around the logo and tagline.
10.3 SIGNAGE EXAMPLES

Signage should follow the grid established in section 9. Care should be taken to place a fixed header or footer containing the logo lockup to appear in the most visible position—standing banners should use a fixed header and hanging banners should use a fixed footer, for example.

Also follow the type system in section 9.4 when creating signage. Remember to keep important information visible and at a size that can be read from a distance.

Campus signage must use the horizontal master brand lockup and can no longer apply an extension to the SFU logo block. Campus names can be substituted for the tagline at the same font and size.

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PENNANT

DISPLAY STAND A

DISPLAY STAND B
10.4 MERCHANDISE EXAMPLES

SFU’s master brand logos can work well in a variety of applications. Care should be taken to use the best logo lockup for the appropriate usage—prominence and legibility is the highest priority with merchandise.

Some examples shown here highlight typical scenarios for merchandise branding and the best use of the relevant logo lockups.

Questions regarding unit branding on merchandise should be directed to sfu-brand@sfu.ca. Please follow the rules set in the nomenclature section when showing schools, faculties or departments.
SFU’s master brand also extends to vehicle livery. The updated branding works well when clean and unobstructed by other graphic elements.

See some examples of how the new branding can be applied to vehicles shown here. The SFU Logo Block should feature prominently on the front door with all other descriptors or supporting wordmarks and taglines following along the side.

Do not place type or graphics across breaks in the vehicles’ panels. Try to utilize each panel as a separate workable area, or break type between words or letters whereby legibility is not compromised.

Graphics should appear fluid and seamless across the body of the vehicle as much as possible.