Simon Fraser University
innovation strategy
brand guidelines
The SFU Innovates logo was developed by Communications & Marketing in support of SFU’s Innovation Strategy. It is an extension of the SFU parent brand.

When using the SFU Innovates logo, it is important to comply with the guidelines in this document to ensure that the logo is used in a consistent way. The logo should be legible and maintain integrity across all applications as an identifying mark.

Further questions for the SFU Innovates logo usage and the brand guidelines can be directed to sfu-brand@sfu.ca
logo usage

Minimum clear space around the logo is equal to the height of the "I" in "Innovates" in the logo. No other text, images or design elements are allowed within the clear space.

Minimum size:
- Minimum width of the logo is 1.75 inches in print, or 180 pixels for web.
logo variations

Horizontal (preferred)

SFU
INNOVATES

think. engage. change.

Stacked

SFU
INNOVATES

think. engage. change.
The colours used in the standard SFU Innovates logo are PMS 187, white and black. Always use the appropriate version of the logo.

**Standard (preferred)**

- **PANTONE® 187**
  - C: 7
  - M: 100
  - Y: 82
  - K: 26
  - R: 166
  - G: 25
  - B: 46
  - HEX: #A6192E

- **WHITE**
  - C: 0
  - M: 0
  - Y: 0
  - K: 0
  - R: 255
  - G: 255
  - B: 255
  - HEX: #FFFFFF

- **BLACK**
  - C: 100
  - M: 100
  - Y: 100
  - K: 100
  - R: 0
  - G: 0
  - B: 0
  - HEX: #000000

**Reverse**

- **PANTONE® 187**
  - C: 7
  - M: 100
  - Y: 82
  - K: 26
  - R: 166
  - G: 25
  - B: 46
  - HEX: #A6192E

- **WHITE**
  - C: 0
  - M: 0
  - Y: 0
  - K: 0
  - R: 255
  - G: 255
  - B: 255
  - HEX: #FFFFFF

- **BLACK**
  - C: 100
  - M: 100
  - Y: 100
  - K: 100
  - R: 0
  - G: 0
  - B: 0
  - HEX: #000000

**Black and White**

- **WHITE**
  - C: 0
  - M: 0
  - Y: 0
  - K: 0
  - R: 255
  - G: 255
  - B: 255
  - HEX: #FFFFFF

- **BLACK**
  - C: 100
  - M: 100
  - Y: 100
  - K: 100
  - R: 0
  - G: 0
  - B: 0
  - HEX: #000000

**Black and White Reversed**

- **WHITE**
  - C: 0
  - M: 0
  - Y: 0
  - K: 0
  - R: 255
  - G: 255
  - B: 255
  - HEX: #FFFFFF

- **BLACK**
  - C: 100
  - M: 100
  - Y: 100
  - K: 100
  - R: 0
  - G: 0
  - B: 0
  - HEX: #000000
partnerships

With partnerships where the SFU Innovates 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.

When SFU Innovates is the primary partner, the SFU Innovates master brand should be shown in full colour, followed by black and white logos of other partners. 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.

SFU PARTNERSHIPS

UNIT PARTNERSHIPS

The SFU Innovates unit partnership brand can be used by SFU’s Faculties, at their discretion, for relevant print and digital materials. The SFU Innovates logo is not meant to replace the Faculty brand but be an add-on for partnership purposes.

BEEDIE SCHOOL OF BUSINESS
The SFU Innovates Partner logo, shown here, should be used for initiatives where SFU is not a primary partner but included as part of a collaboration with other external organizations. An example is Innovation Boulevard.

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

Instructions to use the SFU Innovates co-branding logo on a non-SFU website:

- Minimum usable size of the logo: 100px wide by 90px tall.
- Do not place the logo over a complex background or any image that complicates the logo’s readability of the SFU Innovates co-branding logo. See page 9 for further examples of incorrect logo usage.

Example of the SFU Innovates co-branding logo on a non-SFU webpage:
examples of correct logo usage

- Standard logo on white background.
- Black and white logo on white background.
- Reverse logo on background with sufficient contrast.
- Black and white reverse logo on black background.

- Logo over a photo with a solid or simple background. Make sure to choose the appropriate version of the logo to supply sufficient contrast with the background.
- Black and white logo on a grey scale background equal to 40% black or lighter.
- Black and white reversed logo on a grey scale background equal to 60% black or darker.
examples of incorrect logo usage

Do not rotate, angle, or skew.

Do not size disproportionately. The logo should never be smaller than 1.75 inches wide.

Do not place the logo over a complex background or any image that complicates the logo’s readability.

Do not change the colour of the logo and do not use colour combinations (or greyscale combinations) that are not approved.

Do not use tints, apply special effects or alter the opacity of the logo.

Do not separate, edit or remove any of the text of the logo mark.

Do not use versions of the logo (colour or greyscale) that do not provide sufficient contrast to the background.
examples of logo usage

Using the logo on signage.

Using the logo on a letterhead.

Using the logo on the SFU website.

Using the logo on a PowerPoint presentation.

To download these templates and more, visit sfu.ca/vpresearch/SFUInnovates.html