

Memo

Date: September 8, 2009
To: Advertising Committee
From: Olga Lalka, Associate Director Marketing
Re: Humber Advertising Guidelines

These advertising guidelines are designed to provide direction to any staff or suppliers involved in developing promotional materials for Humber. This is not a replacement to the brand standard guidelines, but rather a supplement outlining common elements that should be used by everyone at Humber.

By applying these design elements more consistently we can increase recognition of Humber's brand. Using a more unified graphic approach will allow us to leave a stronger impression across the many mediums where Humber is represented and subsequently increase recall about Humber in the minds of prospective students.

Recommended Design Elements:

- Logo - top left corner
- White Background, full bleed i.e. the white space extends to the very edge of the page; no borders
- Uncrowded, open white space
- “More for you at Humber” banners (placed at the top in the middle or, at the bottom right as a signature)
- Polytechnic whisper – optional – dependant on application; place on right side, near bottom, PMS 282 scaled to 5-10% saturation, orientation - “p” at top
- Footer – Dark blue PMS 282, minimum ½” on 8.5 X11 page, content options:
 - url
 - credentials: Apprenticeships, Certificates, Continuing Education, Corporate Training, Degrees, Diplomas, Graduate Certificates
 - industry clusters: Business, Community Services, Health, Hospitality, Media, Technology, The Arts

Brand Standards:

The Humber logo, a school logo (e.g. Applied Technology), or an approved sub-brand logo (e.g. Corporate Education Centre)

Adherence to clear space around logo

Do not use trademark symbol in relation to Humber logo

Do not use “Defining Polytechnic” in association with the Humber logo (Very important: there are many **old versions** of the humber logo that lock-up the logo with “defining polytechnic” and this is no longer proper usage)

Proper use of logo based on background colour

Corporate Fonts: Franklin Gothic or Minion

Corporate Colours: saturation levels provide a wide range of options

http://brand.humber.ca/fileDL/Humber_Colours.pdf

Primary

Blue PMS282

Gold PMS117

Secondary

Maroon PMS187

Green PMS377

Purple PMS526

Lt Blue PMS542

Taupe PMS730

Image Bank: User ID and log in required

<http://images.humber.ca/>