



# HUMBER

Centres of Innovation  
Network

Identity Manual  
as of Dec 2021

Experience  
innovation  
like never  
before.

The COI Identity Story 2

**COI Network Identity Guidelines**

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# HUMBER

## Centres of Innovation Network

Innovation happens when people solve problems together.

Humber is bringing together the best of the best from its six Faculties and five Centres of Innovation to support its COI network.

While the multicolour circular shapes in the icon could represent the individual elements that make up the COI network, their role is, in fact, to convey the connectivity that happens within Humber’s multidisciplinary and innovative framework.

Paying homage to the traditional Humber blue and gold, the icon also brings in a mix of Humber website blues to ensure synergy in the print, digital and web environments. Where the circles overlap, the colours merge showing the interaction and morphing that can happen when different elements overlap. These circles represent the dynamic ebb and flow of network, collaborating together to solve complex challenges, improve processes and develop new products, processes and ideas.

The gold “aspirational” circle thrust up into the air is reflective of the dot in the parent Humber logo. It also represents “blue sky thinking”, “the future”, “goals and aspirations” as well as “innovation”. This circle is the game-changer within the icon. It is the entrepreneur that makes new discoveries and solves market problems. It drives progress, performance and future-forward strategies.

Together, these elements form an icon that represents the innovative ecosystem of the Humber Centres of Innovation.

COI Network Logo Guidelines  
Full Colour Identity - PREFERRED USE



**HUMBER**  
Centres of Innovation  
Network

Preferred  
Vertical  
Version



**HUMBER**  
Centres of Innovation  
Network

Preferred  
Horizontal Version



**HUMBER**  
Centres of Innovation Network

Preferred  
Centred Version



Using Humber  
Primary Brand &  
Web Colours



Using Humber  
Brand Font

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK

# COI Network Logo Guidelines

Full Colour Identity - SECONDARY USE

(to be used only when preferred use does not fit spacing criteria)



**HUMBER**  
Centres of  
Innovation  
Network

Secondary  
Vertical  
Version

Using Humber  
Primary Brand &  
Web Colours



282



117



#006D9C



Converts to  
7690



**HUMBER**  
Centres of Innovation Network

Secondary  
Horizontal Version

Using Humber  
Brand Font

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK



**HUMBER**  
Centres of  
Innovation  
Network

Secondary  
Horizontal Version

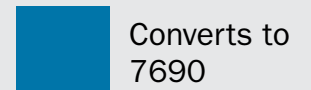


COI Network Logo Guidelines  
Full Colour Identity Reverse - PREFERRED USE



Preferred  
Vertical  
Version

Using Humber  
Primary Brand &  
Web Colours



Preferred  
Horizontal Version

Using Humber  
Brand Font

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK



Preferred  
Centred Version



# COI Network Logo Guidelines

Full Colour Identity Reverse - SECONDARY USE

(to be used only when preferred use does not fit spacing criteria)



Secondary Vertical Version



Secondary Horizontal Version



Secondary Centred Version

Using Humber Primary Brand & Web Colours

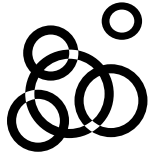


Using Humber Brand Font

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK



COI Network Logo Guidelines  
Black Only Identity - PREFERRED USE



**HUMBER**  
Centres of Innovation  
Network

Preferred  
Vertical  
Version

Using  
Black



100%



**HUMBER**  
Centres of Innovation  
Network

Preferred  
Horizontal Version

Using Humber  
Brand Font

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK



**HUMBER**  
Centres of Innovation Network

Preferred  
Centred Version





# COI Network Logo Guidelines

Black Only Identity - SECONDARY USE

(to be used only when preferred use does not fit spacing criteria)



Secondary  
Vertical  
Version

Using  
Black



Secondary  
Horizontal Version

Using Humber  
Brand Font

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK



Secondary  
Centred Version



COI Network Logo Guidelines  
Black Only Identity Reverse - PREFERRED USE



Preferred  
Vertical  
Version

Using  
Black



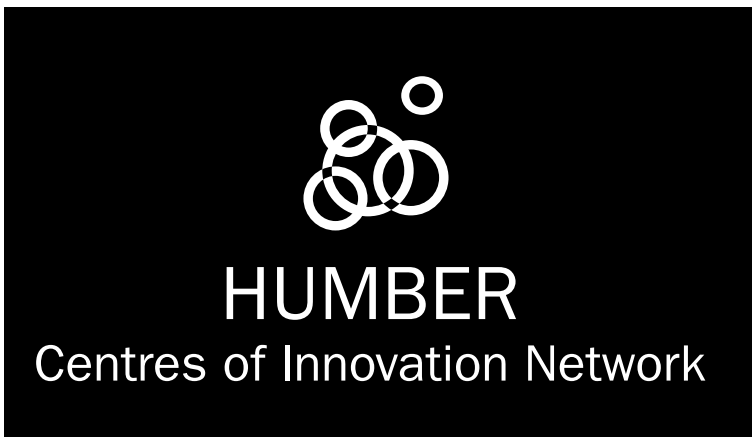
100%



Preferred  
Horizontal Version

Using Humber  
Brand Font

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK



Preferred  
Centred Version



# COI Network Logo Guidelines

Black Only Identity Reverse - SECONDARY USE

(to be used only when preferred use does not fit spacing criteria)



Secondary  
Vertical  
Version

Using  
Black



100%



Secondary  
Horizontal Version

Using Humber  
Brand Font

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK



Secondary  
Horizontal Version



COI Sub Brand Logo Guidelines  
Full Colour Identity - PREFERRED USE



Using Humber  
Primary Brand &  
Web Colours



Using Humber  
Standard Logo  
and Fonts

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK

COI Sub Brand Logo Guidelines  
Black Only Identity



Using  
Black



Using Humber  
Standard Logo  
and Fonts

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK

COI Sub Brand Logo Guidelines  
Black Only Identity - Reverse



**HUMBER**

Centre for Entrepreneurship

Centres of Innovation Network



**HUMBER**

Barrett Centre  
for Technology Innovation

Centres of Innovation Network



**HUMBER**

Centre for Creative  
Business Innovation

Centres of Innovation Network



**HUMBER**

Centre for Innovation  
in Health & Wellness

Centres of Innovation Network



**HUMBER**

Centre for  
Social Innovation

Centres of Innovation Network

Using  
Black



100%

Using Humber  
Standard Logo  
and Fonts

ITC FRANKLIN  
GOTHIC  
STANDARD  
BOOK



**HUMBER**