Humber Brand Guidelines

December 2020

humber.ca/brand

HUMBER

The Humber brand is much more than a logo.

It is an experience that we promise to our audiences — one that meets their needs, inspires them, and moves them to action.

When we properly manage our brand, it can become one of our most valuable assets — one that is recognized, memorable and relevant. To build a valuable brand, we must communicate and express it consistently at every point of contact with both external and internal audiences.

Our verbal expression is anchored by bold, confident, messaging. This messaging responds to what's most important to our audiences and is supported by the necessary facts or proof points. Our visual expression consists of our colour palette, graphics, photography style, as well as our logo.

To help you develop your own marketing communication materials and to better understand the Humber brand, we have highlighted the visual and verbal elements and expressions in the following pages.

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Humber Masterbrand

Logo Formats and Colours

PRIMARY (PMS 282/PMS 117)

CENTRED (PMS 282/PMS 117)

Humber Masterbrand

Colour Variations

ONE COLOUR (PMS 282)

REVERSED

BLACK

Humber logos are to be used with a transparent background. Logo files are available in several formats: vector eps and png with transparent backgrounds.

Humber Masterbrand

Correct Logo Usage

PROTECTED LOGO SPACE

The minimum amount of free space around the
logo should be equal to "x", which is half the size
of the symbol.

THE SYMBOL

MINIMUM SIZE

The logo should never appear smaller
than one inch in overall width, as seen below.

1 INCH
(2.54 cm)

Humber Masterbrand

Sub-Brand Logos

Humber sub-brands include the individual academic Faculties as well as the various business units. Below are a few examples of the two types of sub-brands.

Refer to the Logo Architecture chart on Page 4 for more options.

The same colour variations outlined on page 6 apply to sub-brand logos as well.

FACULTY

HUMBER
Faculty of Applied Sciences & Technology

HUMBER
Faculty of Business

HUMBER
Faculty of Health Sciences & Wellness

HUMBER
Faculty of Liberal Arts & Sciences and Innovative Learning

HUMBER
Faculty of Media & Creative Arts

HUMBER
Faculty of Social & Community Services

BUSINESS UNIT

HUMBER
Conference Services & Accommodations

HUMBER
Education & Training Solutions

HUMBER
International Centre

HUMBER
Transportation Training Centre

Please note the use of the ampersand in official logo artwork and in formal mentions of each Faculty in any body of writing, i.e., "The Faculty of Health Sciences & Wellness is proud to announce the launch of...". Faculty of Liberal Arts & Sciences and Innovative Learning is an exception.

Humber Masterbrand

Master Tagline Graphic Panels

WE ARE HUMBER will continue to serve as the master tagline. All things operational, student support, or considered internal-facing will maintain this master tagline. This includes stationery, merchandise and welcome signage.

GRAPHIC PANEL

The WE ARE HUMBER graphic panel can be placed both vertically and horizontally. While not limited to black and white, it is strongly recommended that the first panel (WE ARE) be set in either one of these colours depending on what yields better legibility given the backdrop.

All brand colours (see page 11) are acceptable for the second panel (HUMBER), including black and white.

Humber Masterbrand

Incorrect Logo Usage

a) Do not stretch

b) Do not switch colours

c) Do not reposition elements

d) Do not alter proportions

e) Do not change fonts

f) Do not add shadows

g) Do not separate elements

h) Do not outline

i) Do not replace wordmark

Brand Colours

Text on a White Background
Please ensure legibility of text on a white background by using a minimum point size of 10pt black text (print) and 12pt black text (digital).

Text on a Coloured Background
For both print and digital applications where text is used on a coloured background, please follow the AODA guidelines below for minimum text sizes and specific colours.

PRIMARY

SECONDARY

Humber Dark Blue
PMS 282
CMYK 100 72 0 56
RGB 4 30 65
HEX #000033

12pt white text

Humber Purple
PMS 2597
CMYK 80 99 0 0
RGB 94 13 139
HEX #5C068C

12pt white text

Humber Teal
PMS 7711
CMYK 98 0 28 4
RGB 0 150 169
HEX #0097A9

12pt black text
18pt white text, bold

Humber Dark Red
PMS 202
CMYK 1 98 58 44
RGB 134 38 51
HEX #862633

12pt white text

Humber Gold
PMS 117
CMYK 0 18 100 15
RGB 205 151 0
HEX #CC9900

12pt black text

Humber Dark Green
PMS 568
CMYK 100 0 16 58
RGB 0 108 91
HEX #006C5B

12pt white text

Humber Sky Blue
PMS 299
CMYK 86 8 0 0
RGB 0 161 233
HEX #009BE0

12pt black text

Humber Watermelon
PMS 198
CMYK 0 82 37 0
RGB 223 70 97
HEX #DF4661

12pt black text
18pt white text, bold

Humber Light Green
PMS 390
CMYK 27 0 100 3
RGB 179 211 53
HEX #B4C800

18pt black text, bold

Humber International Red – *Int'l Use Only*
PMS 186
CMYK 0 100 80 5
RGB 200 16 46
HEX #C8102E
12pt white text
18pt black text, bold

Design tip: As backgrounds, these brighter colours (PMS 299, 390,198) should only be used with large headlines that are 18pt+ bold black text, or as accent colours without text.

For specific website guidelines, please visit **humber.ca/brand/web-resources**.

Humber Masterbrand

Fonts

PRIMARY

Our primary typeface is ITC Franklin Gothic Condensed.
It is used for almost everything from headlines to
body copy. While all three weights are acceptable, the
preferred weight is Demi.

ITC Franklin Gothic Condensed Demi

ITC Franklin Gothic Condensed Medium

ITC Franklin Gothic Condensed Book

SECONDARY

Our secondary typeface is ITC Franklin Gothic.
It is only used when an increased amount of
typographic variance is required.

If there are no versions of ITC Franklin Gothic
available for use, Minion can be used as
an alternate.

ITC FRANKLIN GOTHIC HEAVY

ITC FRANKLIN GOTHIC DEMI

ITC FRANKLIN GOTHIC MEDIUM

ITC FRANKLIN GOTHIC BOOK

For minimum point sizes in marketing collateral, please refer to page 11. For specific website guidelines, please visit **humber.ca/brand/web-resources**.

Humber Masterbrand

Accessibility

Accessibility for All

Humber is committed to providing an accessible learning, working, and living environment for the Humber community. It is the College's goal to create a community that is inclusive of all persons and supports all members of the community in an equitable manner. This includes providing materials in a format that is accessible to all.

The Accessibility for Ontarians with Disabilities Act (AODA) became law on June 13, 2005. The AODA aims to identify, remove, and prevent barriers for people with disabilities. Since 2012, Humber's website has met all the current AODA standards set by the Ontario Government. This standard includes any and all PDFs posted to our website. Humber is a publicly assisted institution and AODA-compliance is a Ministry requirement.

www.aoda.ca/ is the government website with the official AODA Act. For the purposes of accessible PDFs for posting to the web and working with PDFs, please refer to the Information and Communications Standard, within the AODA.

Effective immediately, all marketing or design projects should begin with a provision for AODA compliance. This may include adjustments to project scope, design fees, scheduling, and the final deliverable(s). If your marketing or design project is to provide a PDF as a final deliverable, it must be AODA-compliant.

Posting PDFs to a Humber Web Property

When you start a marketing or design project, decide what the final deliverable will be – for print and web/digital distribution, print-only or web/digital-only (email, etc). If web distribution is one of the deliverables (i.e. posting a PDF to your website/webpage or emailing to clients, customers or partners), that PDF must be modified to AODA standards before distribution.

All staff and faculty responsible for posting content to a Humber web property must adhere to these standards when producing content in PDF-form for the web.

Website development projects

Any content produced for posting to any Humber web property shall follow AODA standards, and this includes the PDFs posted to those properties. Delays will occur if a PDF is submitted for posting and is not accessible. Staff and faculty developing content for the web should comply with AODA standards. This includes all digital (PDF) materials.

AODA responsibility to students

If Humber staff or faculty provides a link to an external web property to a student verbally or through a digital outlet for academic purposes and the site is not AODA-compliant, then Humber has (upon request) a responsibility to provide an alternate format of that link/web property. This is a reference to accommodation policies through the Human Rights, Equity & Diversity office.

Please visit our web resource page on AODA compliance at **humber.ca/web-accessibility.html**.

Humber Masterbrand

Photography

Photography should present Humber in a realistic and energetic way.

Select images that tell your story, for example, a student/professor interacting; and always with students that are engaged, confident and motivated. The backgrounds behind the subjects should be real Humber spaces, showing environments that are open and inviting.

The Humber brand maintains an online image bank with approved Humber photos. These photos are available for staff and Humber-approved vendors to use in building marketing materials

that promote Humber (not for use in items for sale/for-profit).

If you have photos to share with the Humber community, including digital copies of signed consent forms of the featured subjects, please email marketing@humber.ca to have them uploaded to the image bank.

Rule of Thumb: If the model's family would recognize him/her, you must obtain consent to photograph them by having them complete the consent form that can be found here **humber.ca/ brand/image-bank-and-photography**.

Humber Masterbrand

Logo Applications

STATIONERY

MERCHANDISE

Humber Creative Platform

Marketing Campaign Tagline

WE ARE FUTURE FOCUSED is the primary marketing campaign tagline launched in 2019-2020. While this is a direct link to the master tagline by way of referencing the WE ARE verbal expression, the phrase also references the current and future state of employment and what both employers and learners need in order to be successful.

All external advertising for student recruitment purposes will promote and use this advertising campaign tagline including: website banners, paid media advertising, billboards and print campaigns, digital advertising (specific to polytechnic), social media advertising and recruitment materials.

To support direct student recruitment initiatives, all Humber Faculties and Government Relations, Marketing and Communications have agreed to support this unified approach to external recruitment marketing and advertising.

Custom WE ARE graphic panels or statements are not encouraged. However, there may be a limited number of Faculty/area of interest-specific statements that will be approved for use in certain instances. Faculties must consult with Marketing and Communications before using any custom WE ARE graphic panels or statements.

Humber Creative Platform

Marketing Campaign Tagline Graphic Panels

The graphic panel can be placed both vertically and horizontally. While not limited to black and white, it is strongly recommended that the first panel (WE ARE) be set in either one of these colours depending on what yields better legibility given the backdrop. All brand colours are acceptable for the second panel (FUTURE FOCUSED), including black and white.

It is not recommended that the graphic panel be the focal point of internal or external collateral but rather a supporting element within the new messaging structure.

To review the Master Tagline uses, please see page 9.

WE ARE
FUTURE FOCUSED

WE ARE
FUTURE FOCUSED

WE ARE
FUTURE FOCUSED

Humber Creative Platform

We Are Future Focused Campaign Modular System

As a result of our direct stakeholder consultation and market research with prospective students, our advertising is now built upon a modular system, allowing greater flexibility in the placement of key elements.

Content boxes can be positioned in several different ways in order to achieve better balance in relation to surrounding photography (see bottom right). The placement of the Humber logo and campaign tagline can also change depending on the placement of the other elements.

LOGO

HEADLINE

CONTENT BOX

BODY COPY

CTA+URL
Shown here is one of two CTAs available.

TAGLINE

Get more than essential smarts and skills.

Along with providing an education, our role is to make sure you get the tools and support you need for a successful career.

▶ Set your future at
humber.ca

WE ARE
FUTURE FOCUSED

IMAGE

CONTENT BOX
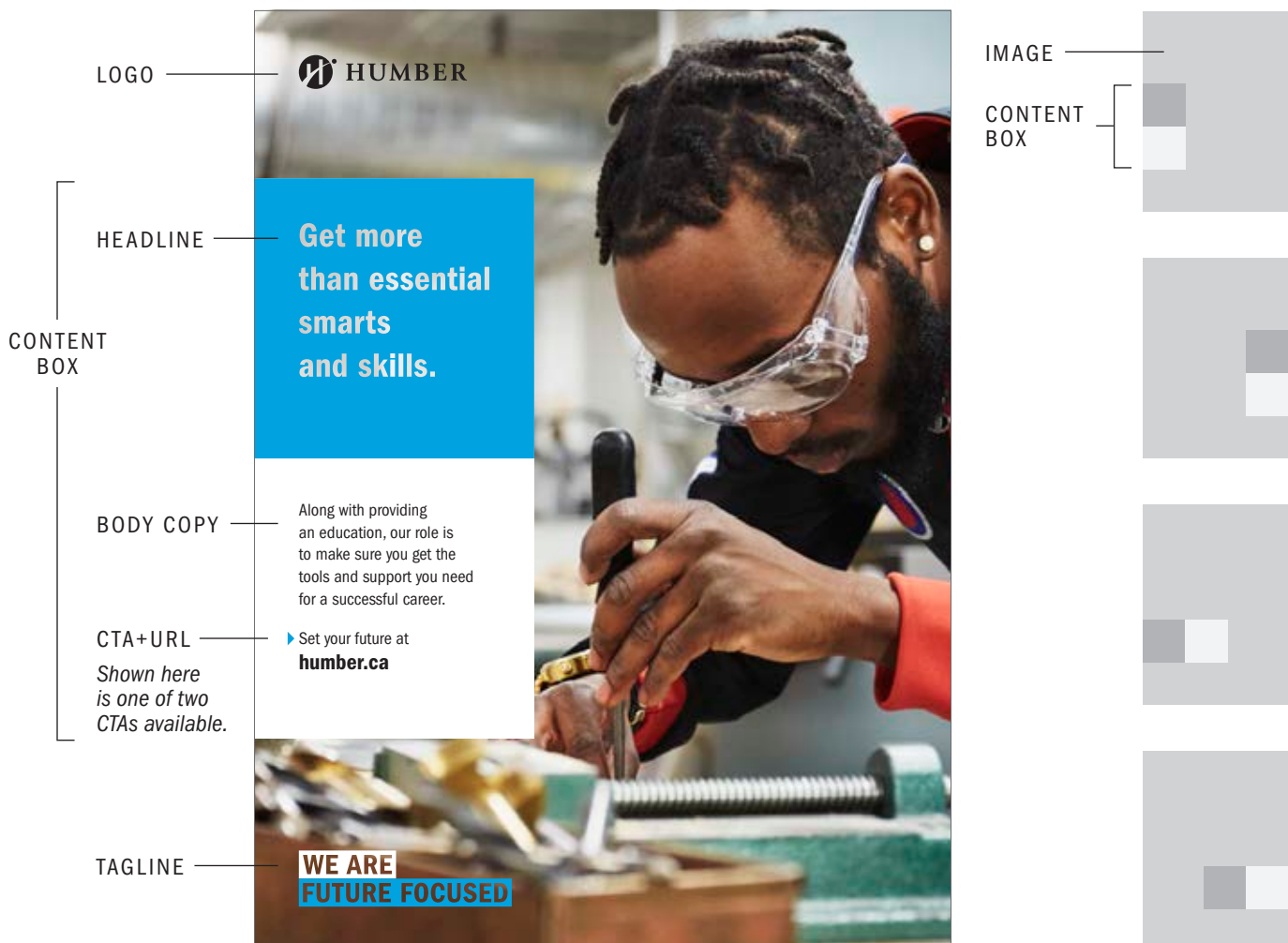
Humber Creative Platform

Modular System Best Practices

Placement of the Humber logo and the graphic panel can vary based on the format of the ad. It is preferred, however, to keep the Humber logo at the top left and the graphic panel at the bottom left.

Please ensure that all type is legible. Special consideration should be given to the knocked-out type in the content boxes. If necessary, add a semi-transparent box layer (black or white transparency depending on your needs) underneath to set text contrast in your layout.

The triangle bullet should be set in the same colour as the content box containing the headline. This bullet should also hang outside the margin as shown below. Exceptions may occur when working with limited real estate, i.e. digital ads (see page 22).

H HUMBER

Get more than essential smarts and skills.

Along with providing an education, our role is to make sure you get the tools and support you need for a successful career.

▶ Set your future at
humber.ca

WE ARE
FUTURE FOCUSED

Humber Creative Platform

Modular System Applications

Using the Marketing Campaign Messaging Taglines along with campaign imagery, the following is a series of applications in various formats that tell our Humber story.

PRINT ADVERTISING
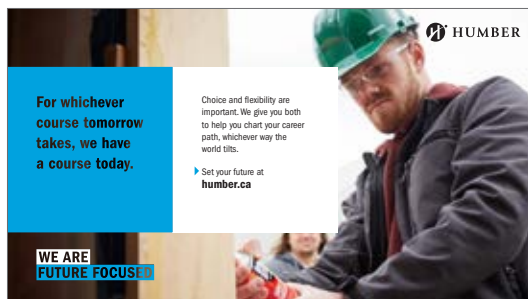
Humber Creative Platform

OUT OF HOME ADVERTISING

Billboard
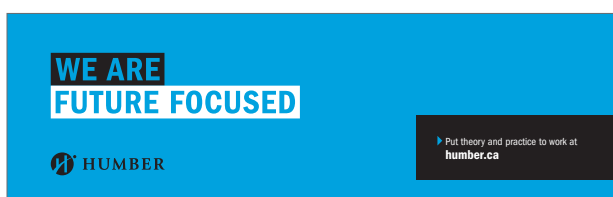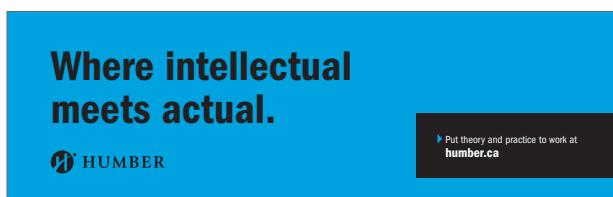
Transit Cards

Humber Creative Platform

Where mindset meets skillset. | HUMBER

WE ARE
FUTURE FOCUSED
▸ Set your future.

HUMBER

Get more than essential smarts and skills.

WE ARE
FUTURE FOCUSED
▸ Set your future.

Get more than essential smarts and skills. HUMBER

Web Properties

Interim Web Development Guidelines

Humber has developed a set of interim web guidelines for Humber faculties and departments to follow when proceeding with new website development undertaken by any internal resource, third-party, external vendor or student. These guidelines should also be adhered to when embarking on substantial redesign and redevelopment work to any existing website properties.

The general aim of the interim web development guidelines is to fill process and knowledge gaps which exist in the current approach to website development, while longer-term strategies are being developed and finalized.

Documents referenced in the interim web development guidelines will help to ensure the following key characteristics are inherent on all Humber-branded web properties:

· Quality of sites from both a design and functional perspective

· Consistency of design and branding across sites

· Security of sites and integrity of institutional content/user data

· Maintainability of site content, design, functionality and application of latest platform security patches

· Usability of sites across differing device types and assistive technologies

If you have any questions about Humber's Interim Web Guidelines or any other questions related to Humber's Web Properties, please contact siby.jacob@humber.ca or visit **humber.ca/brand/web-resources**.

Web Properties

General humber.ca Layout and Development

The website layout for Humber has been changed recently to be full width. This means that both the menus and the contents of the page will go to the edges of the screen rather than staying in the center with the padding increasing on the edges as the screen size becomes larger. This layout allows for web pages to have less scrolling and provides more room to work content into. There should still be a small amount of padding on the edges of the page, especially when text is involved, to avoid looking cut off.

EXAMPLE OF NEW LAYOUT
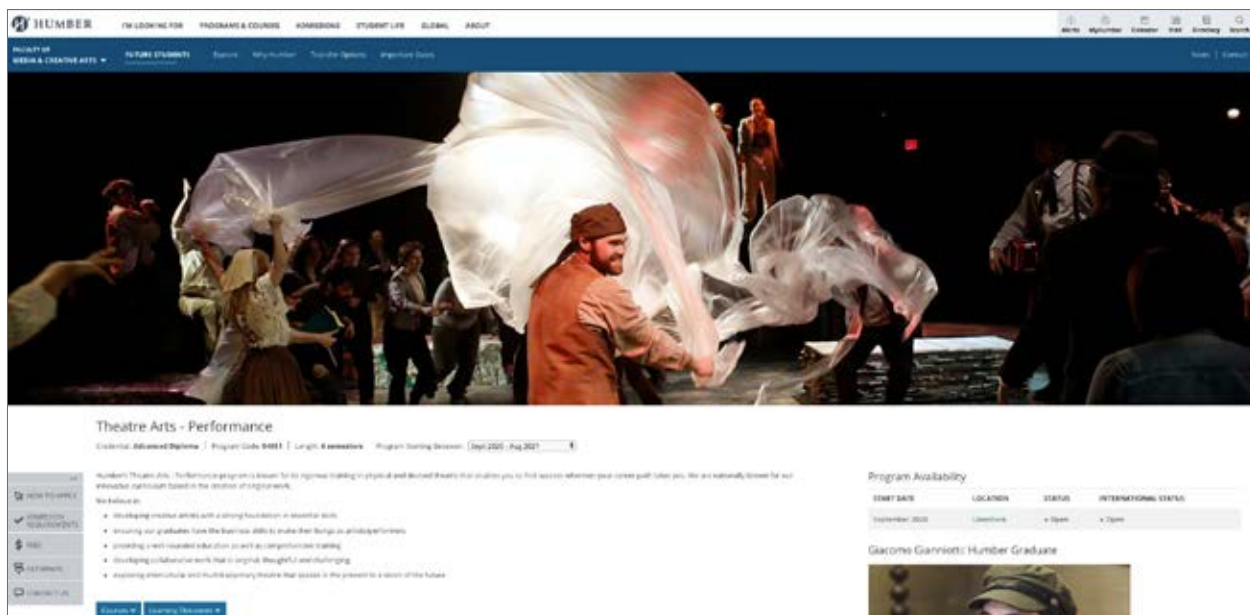
Our website and layout follows AODA and AA rating, per Legislative Assembly of Ontario statutes. Ratings subject to change to reflect the most current statutes.

Web Properties

Navigation

NEW MENUS

Our menu is a full-width design. This means that elements on the menu can go to the border of screen size instead of staying fixed in the middle of the page after a certain screen width has been reached.

A full-width design allows for thinner, more condensed menus and gives the opportunity for the page elements to make better use of the space.

Previous Menu
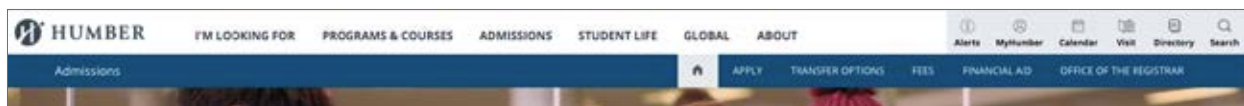
LARGE GAP ON EITHER END

4 STACKED MENUS TAKE UP A
LOT OF VERTICAL ROOM

New Menu at Same Page Width
In the new menu, the top menu has been changed into icons and placed to the right of the corporate menu items. This changes the menu from four tiers to three, allowing for the menu to take up less space at the top of the page so that users can get to the page content faster.
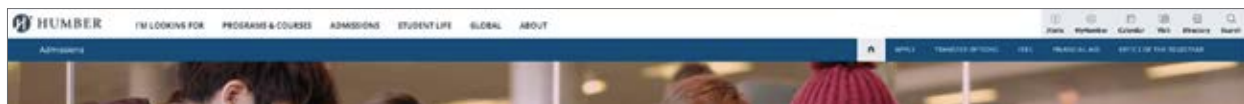
GOES FROM END TO END,
MUCH LESS PADDING

MORE THAN TWO TIMES THINNER
THAN THE ORIGINAL

Web Properties

CORPORATE MENU NAVIGATION

The Humber Corporate menu is divided into two parts: the mega menu and the icon menu. The mega menu appears when the user hovers over a menu option. The icon menu takes users directly to MyHumber, the Humber calendar, the Book a Tour page, the Humber directory, and a website search.

The tablet version of the mega menu appears as a hamburger menu in two columns and on mobile it is one column.

Desktop Corporate Menu

Desktop Mega Menu

Web Properties

FACULTY AND SUBMENU NAVIGATION

The faculty/secondary menu and submenu follow the same style. The title of the section that the person is in sits on the left side of the menu and the menu options align on the right side with hairlines between each option. To signify which section the user is in, that title is highlighted in gray.

When on tablet and mobile versions, the menu is condensed to a hamburger menu and is shown as a line list with drawers that can open and close to show the options nested inside. The submenu is hidden on these versions.

Desktop Faculty & Submenu
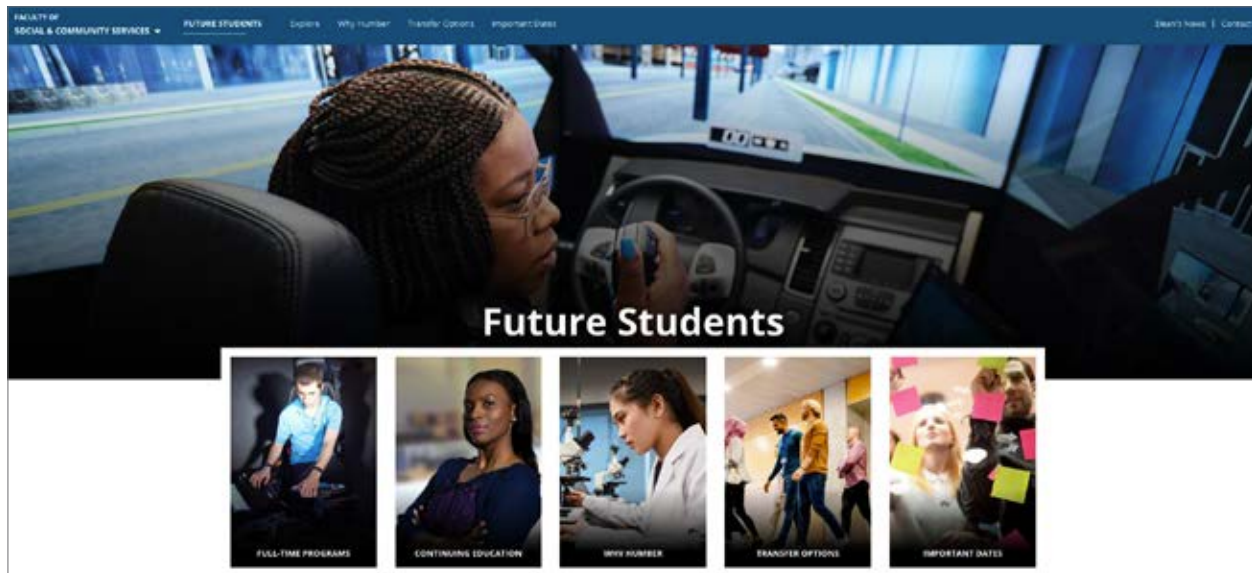
Web Properties

WIDGET NAVIGATION

This new widget design takes the place of the blue block that was at the top of each program page. When the user first opens a program page the widget is open on the left side. The program name, credential, length, and program start date selector are all now placed at the top of the page. In the right column is a chart for campus, start dates, and availability. Clicking one of the tabs will open the flyout with all of the information. Clicking the collapse icon at the top will condense the widget to icons only.

WIDGETS
ARE THE
GREY ICON
LINKS
HERE

WIDGETS
IN
EXPANDED
FORM

Web Properties

Typography

Open Sans is the official font used on the Humber
College website. This font is used for all website
copy, titles, links, image text, etc.

Open Sans ExtraBold
Open Sans Bold
Open Sans SemiBold
Open Sans Regular
Open Sans Light

Web Properties

TYPOGRAPHIC STYLES

All copy on the Humber website should adhere to the typographic styles below. This gives the website a uniform look when going from page to page.

H1 FIRST TITLE ON PAGE

Bold, 32px, All Caps, Leading 38px

H1 FIRST TITLE ALT

Regular, 32px, All Caps, Leading 38px

H1 Other Titles

Regular, 32px, Title Case, Leading 38px

H2 Subheads

Regular, 21px, Title Case, Leading 25px

H3 SECONDARY SUBHEADS

Lead (below title or on accent blocks)

Bold, 18px, Upper Lower, Leading 22px

Lead More (accent blocks)

Bold, 24px, Upper Lower, Leading 28px

Guide Card Title

Lead, Bold, Title Case

Paragraph

Regular, 14px, Upper Lower, Leading 24px

"Quotes"

Lead, Italic, 18px, Upper Lower, Leading 22px

Web Properties

BANNER TYPOGRAPHY, BOXES

To add text to a banner image while having the text still have enough contrast to meet AODA requirements, add a translucent to opaque box behind the text. The opacity of the box will depend on the colour contrast required based on the text colour, the box colour (Humber web colour), and the brightness of the image.

Text boxes allow for a variety of text and button styling because they are less dependent on the image. These are most often used for website landing pages.

Web Properties

BANNER TYPOGRAPHY, SCREENS AND GRADIENTS

To add text to a banner image, use a screen or gradient over the image to create contrast for the text. A screen will darken the image or, a screen using a different colour (black), will tone down the light in an image and make the text overtop stand out. A gradient uses the same idea but only covers 40% of the image at the bottom to create the contrast for the title text.

Banner images with overlay screens are typically used in large banner sizes and on dynamic landing pages while banners with a gradient can be used on any page.
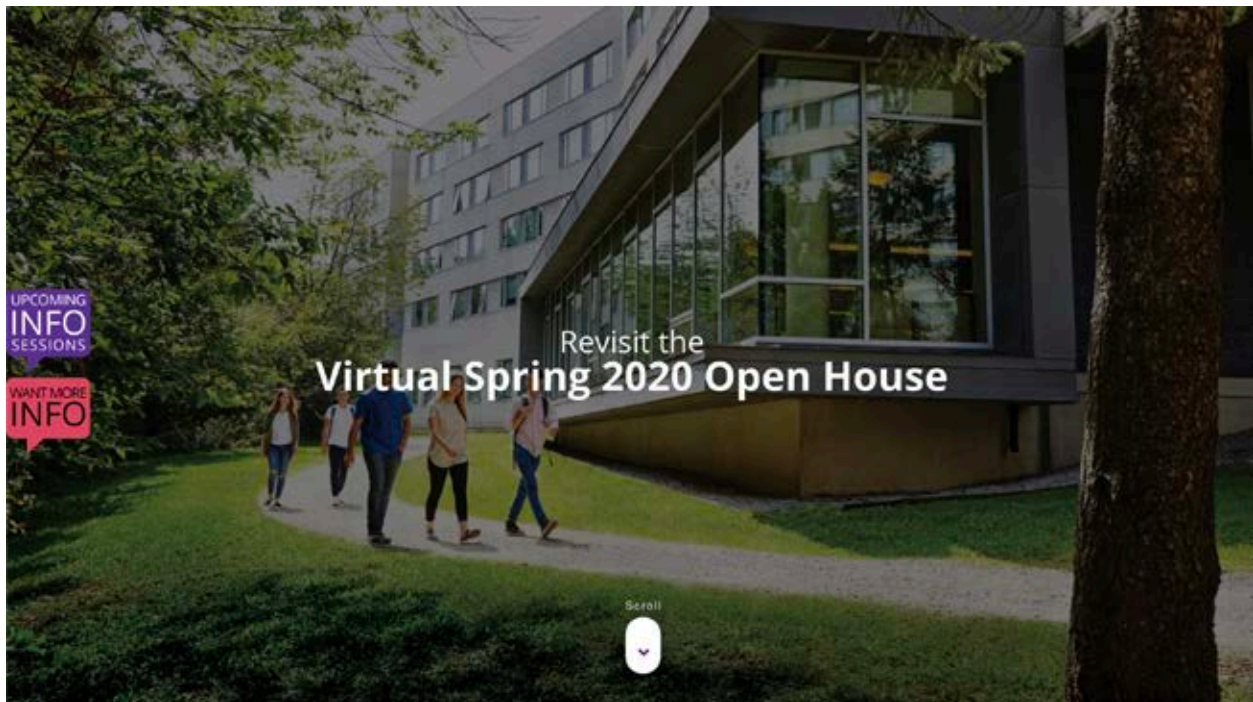
Web Properties

Colour

Tints of gray and Humber primary blue, in addition to Humber teal, have been chosen for specific use for Humber website development, and align with AODA standards to provide an enhanced and consistent user experience across the site.

MAIN COLOURS

HEX #3A4856	HEX #004B78	HEX #006D9C	HEX #862633
			HEX #C8102E
Corporate Menu Text/Icons Mega Menu Border/Tab Buttons	Submenu Background	Submenu Background Button Background Colour	For International use only.

GRAYS

HEX #E6EAEE	HEX #C8CCD0	HEX #616972	HEX #525252
Light Well Background Colour Widget Tab Background Active Drop Down Buttons	Widget Tab Background Inactive Drop Down	Mega Menu Background Dark Well Buttons	Widget Tab Text Widget Icons

ACCENT COLOURS

HEX #B8D4F6	HEX #007C8A	HEX #5C068C	For additional accent colours, please refer to page 11.
Background Navigation Card	Background Navigation Card	Background Navigation Card	

Web Properties

Buttons & Links

BUTTON STYLES

Buttons should only be used at the end of paragraphs. Buttons should never be on their own with no accompanying copy (title, description, paragraph, etc.). Most buttons should be the standard rectangle design.

Button Text ›

Buttons should be set in the Regular style unless with a paragraph of text. When a button does not suit the design of a section, a plain style button can be used.

Button Text ›

The button padding is measured as two of the link icons. The size of the link icon varies depending on the size of button.

Button Text ›

Small Button
Style: Regular
Text: 12px

Button Text ›

Regular Button
Style: Regular
Text: 14px

Button Text ›

Large Button
Style: Regular
Text: 16px

Plain text buttons should only be used on a plain background or light gray, never coloured backgrounds, and should be used sparingly. Plain buttons should only be #006D9C.

When there is a link within a paragraph, it should be designed as a standard hyperlink, not a button. The difference between hyperlinks and plain text buttons is that hyperlinks fit within other copy and do not have an icon.

Button Text ›

Small Button
Style: Plain
Text: 12px

Button Text ›

Regular Button
Style: Plain
Text: 14px

Button Text ›

Large Button
Style: Plain
Text: 16px

Web Properties

BUTTON COLOURS & USES

When using a button it is important to ensure it follows AODA guidelines based on the background colour it appears on. This list outlines what button colour is acceptable to use in each situation.
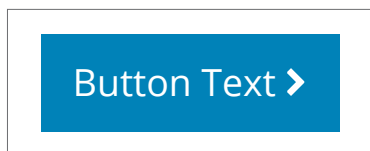
Button Text ›

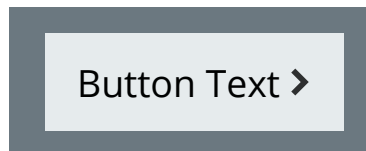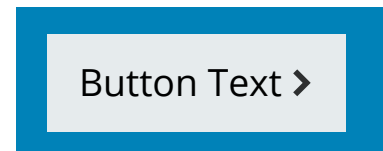Standard Button #1

Button Text ›

Standard Button #2

Button Text ›

Standard Button #3

Button Text ›

Light Well

Button Text ›

Dark Well

Button Text ›

Blue BG

Button Text ›

Teal BG

Button Text ›
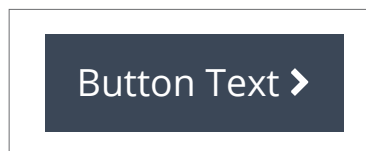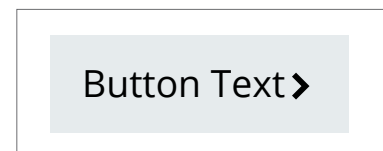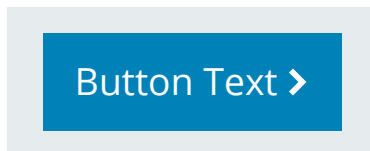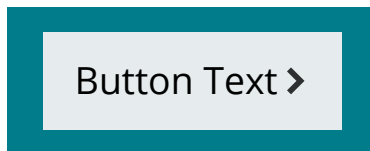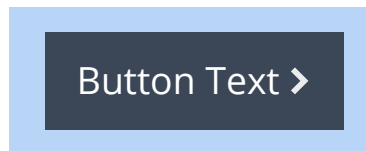
Light Blue BG

Web Properties

Iconography

· Icons should be simple and clear to the user in regards to what they represent.

· Icons should most often be line style rather than fill (this does not include logos or social media icons).

· Icons should have minimal detail—too much detail at a small size can make the image undecipherable.

· Icons in the menu should be one colour. Icons with colour can be used in general web content as long as they are consistent through the site build. Do not use gradients on icons.

ICON SIZING

Icons have a variety of sizes on the Humber website depending on their use. Icons are generally sized larger than they appear on the website so they do not become pixelated. Icons should always have at least a small space between itself and the edge of the artboard it is created on to ensure nothing is cut off or that other elements do not touch the icon. Here is a list of sizes for common icon uses:

Humber Corporate Menu
In the right corner of the Humber corporate menu, there is a grouping of five icons. These icons are all sized 50px x 50px.
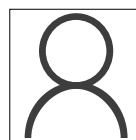
FAQ Guide Card
The icons for the FAQ guide cards are 150px x 100px. The icons should be just at the edge of the top and bottom but should not generally come close to touching the left or right sides. Images are not recommended at this size as they are too small to make out.
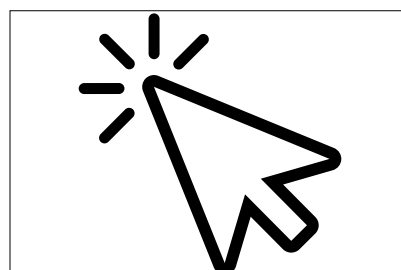
Web Properties

BUTTON ICON TYPES

Which icon goes at the end of a button depends on the type of link that is in the button. The list below outlines when it is appropriate to use each icon type.

CHEVRON (REGULAR)
Shows that the link takes the user to another page within the Humber website.

PLAY
Shows that the link will open a video player modal.

EXTERNAL LINK
Shows that the link takes the user outside of the Humber website.

EXTERNAL CONTACT LINK
Shows that the link will open a contact modal.

EMAIL
Shows that the link opens a new email with the address already inputted.
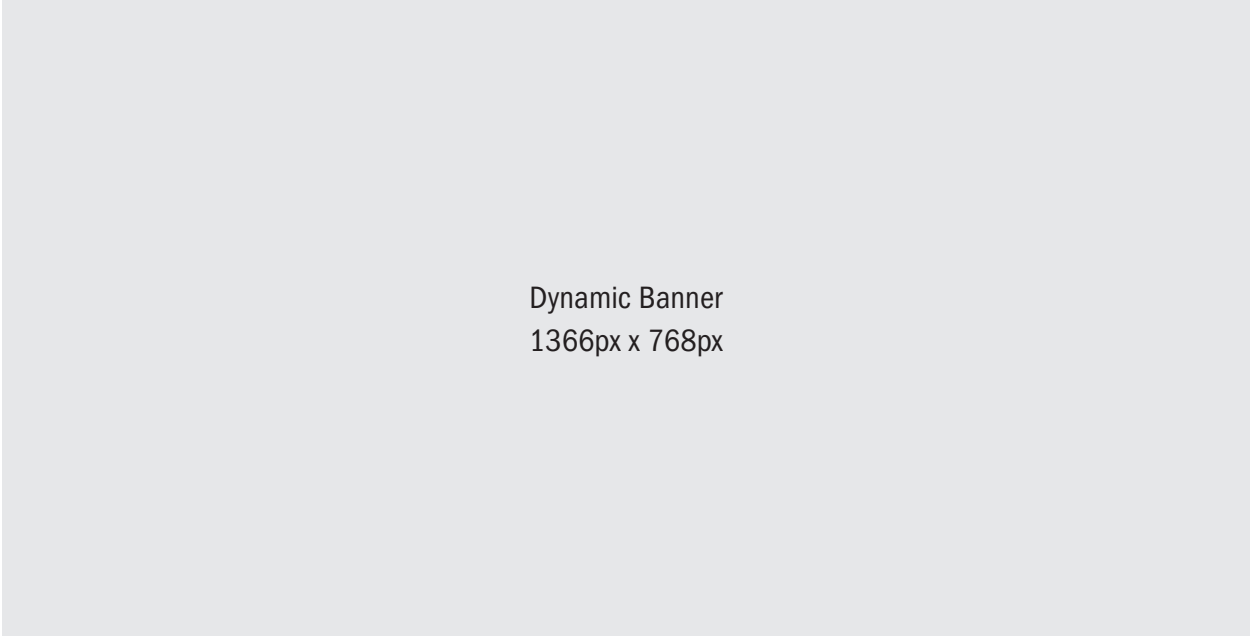
DOWNLOAD
Shows that link will begin downloading the specified file to their computer.

Web Properties

Imagery

We strive our best to use imagery using real Humber
students in real Humber situations. Image fields have
been standardized in the web layout to the following:

Dynamic Banner
1366px x 768px

Standard Banner
1920px x 512px

Standard Image
600px x 400px

Square Image
400px x 400px

News Feed
400px x 239px

Find Humber-approved images at **humber.ca/brand/image-bank-and-photography**.

Web Properties

Navigation Cards

There are a variety of navigation cards used throughout the Humber website. These cards range from a stationary, imageless colour card to dynamically flipping tile cards. All versions of these cards are made to highlight areas inside of a website section as a complement to the navigation in the submenu.
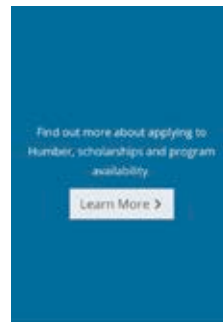
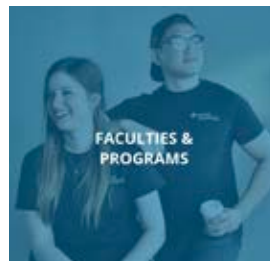FLIP CARD (329px X 400px)
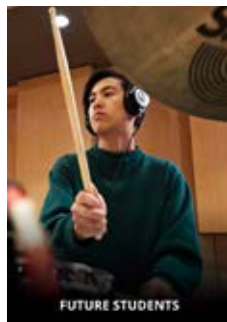
Front   Front – Top Variant   Back

COLOUR CARD (Variable)

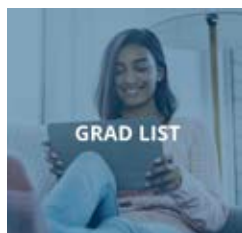GUIDE CARD (600px X 400px)

SQUARE CARD (600px X 600px)

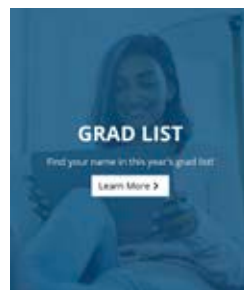Standard State   Hover State

TILE CARD (630px X 530px)

Standard State

Hover State

Resources

Glossary of Terms

CMYK
Refers to the four ink plates used in colour printing: cyan, magenta, yellow and black. CMYK colours are subtractive, meaning they get darker when blended together. See page 12.

Call to Action (CTA)
A marketing term used to describe phrasing to encourage a desired action on the part of the audience. See page 18.

Graphic Panel
The rectangular shapes that are often used as a container for Humber's tagline(s). See pages 17 and 22.

HEX Codes
Refers to a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB). HEX colours are primarily used for website development and other digital applications. See page 12.

PMS (Pantone Matching System)
Refers to a standardized colour matching system that is used primarily in a professional printer/press environment to match colours from print job to print job. See page 12.

RGB
Refers to an additive colour model in which red, green, and blue light are added together in varying amounts to reproduce different colours. Unlike CMYK which is used for print, this colour model is typically reserved for screens. See page 12.

Sub-Brand
A subsidiary brand that comes into existence as a result of the main brand or masterbrand's desire to reach a specific audience. The sub-brand often echoes similar values as the masterbrand.

Tagline
A phrase that is reiterated constantly throughout a brand's advertising collateral.

This PDF has been modified to be AODA-accessible for posting to the web.

There are more resources and assets like logos and Humber photos online at: **humber.ca/brand**.

HUMBER