

Humber Polytechnic Interim Logo Guidelines

August 2024

humber.ca/brand



Humber Polytechnic

Humber Polytechnic – our new institutional name (as of August 2024) – is a vision and a commitment to pioneer new interprofessional, collaborative approaches to teaching and learning, leveraging technology, partnerships, and experiential education to prepare our students for success in a rapidly changing world.

The launch of our new name, Humber Polytechnic, along with our new brand position, Builders of Brilliance, is an ideal time to strengthen our presence and prominence through unified, consistent and aligned application of these assets.

Our new brand position, Builders of Brilliance, breaks away from a sea of sameness in higher education with a unique, recognizable, and compelling brand experience that drives affinity, engagement – and choice.

When we properly manage our institution's name and brand, they collectively 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.

The next few pages provide guidance on the usage and applications of the Primary brand logo. Shortly, look for further updates on our logo, as well as the rollout of our Builders of Brilliance brand.

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Logo Formats and Colours

PRIMARY (PMS 282/PMS 117)



CENTERED (PMS 282/PMS 117)



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.

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.



MINIMUM SIZE

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



1 INCH
(2.54 cm)

Incorrect Logo Usage

a) Do not stretch or compress



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



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**

POLYTECHNIC

The font used for Polytechnic in the main logo is Citrine Variable Semi Bold. It is only used in all caps for the "Polytechnic" word in the main logo and should not be used otherwise.

CITRINE VARIABLE SEMI BOLD

Accessibility

Accessibility for All

Humber Polytechnic is committed to providing an accessible learning, working, and living environment for the Humber Polytechnic 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 Polytechnic 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 Polytechnic 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 Polytechnic 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 Polytechnic 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 Polytechnic 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.

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

There are more resources and assets like logos and Humber Polytechnic photos online at: [humber.ca/brand](https://www.humber.ca/brand).



The Humber Polytechnic Brand is managed by Humber's Government Relations, Marketing and Communications Department.

For more information, please contact

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