

HUMBER LOGO HANDBOOK

AUGUST 2013



INTRODUCTION

A brand is a promise to support the vision, value, and quality of an organization, its products, services, and culture. Humber has developed a strong brand identity in the education marketplace and continues to evolve its brand in support of the corporate vision:

“HUMBER - LEADERSHIP IN POLYTECHNIC EDUCATION”.

As for any large organization, the brand identity that Humber presents to its internal and external audiences allows us to better engage qualified applicants and to be distinct amongst our competitors.

LOGO

The purpose of this handbook is to establish and confirm a common understanding of the Humber logo and its application. The following pages set out a series of styles and best practices on how to maintain a consistent execution of the Humber logo in your marketing and communication materials.

For more, visit humber.ca/brand.



A symbol is a graphic representation that encapsulates an organization's core purpose, values and unique characteristics. The distinctive circular design that makes up part of the Humber logo, comprised of a pathway, “H” and dot, symbolizes Humber's successful role in providing direction for knowledge, learning and training. It reflects the sense of a clear pathway to achieving one's goals, while balancing Humber's history and heritage with a dynamic image that communicates contemporary relevance, innovation and leadership

THE HUMBER LOGO AND ITS SUB-BRANDS

The foundation of Humber’s brand identity is the Humber logo, which consists of the circle-“H” symbol plus the word “Humber.”

To maximize the effectiveness of the Humber logo, the ‘H’ symbol and the word ‘Humber’ must be used together at all times, as one unit. The logo is not as strong or as recognizable to our audiences if we use either element (the symbol or word) on its own.



Primary Logo

- in most circumstances, the primary logo should be used
- any departments that do not have an approved sub-brand logo are to use the primary logo
- the centered version of the primary logo is available by special request



SUB-BRAND LOGOS FOR ACADEMIC SCHOOLS

- Applied Technology
- Business
- Creative & Performing Arts
- Health Sciences
- Hospitality, Recreation & Tourism
- Liberal Arts & Sciences
- Media Studies & Information Technology
- Social & Community Services



SUB-BRAND LOGOS FOR BUSINESS UNITS

- All Centres of Excellence
- English Language Centre
- Humber Launch
- Radio Humber
- Sailing & Powerboating
- and others

BASIC LOGO STYLE

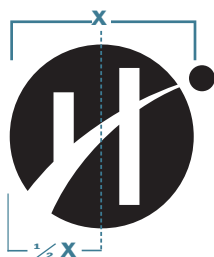
PROTECTED SPACE

There is a specific area around the logo that must be kept clear/blank. It is an invisible barrier that is designed to ensure that the Humber logo remains prominent and uncluttered.

CALCULATING THE SPACE AROUND THE LOGO

The protected space is measured simply by using the width of the circle-“H” symbol (X) of the logo you are using and dividing it as shown here ($1/2 X$).

This is applicable to all the Humber logo variations.



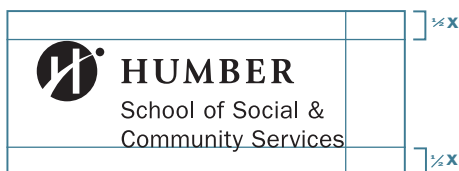
To calculate the minimum protected space (clear space around the logo):

1. X is the full width measurement of the symbol placed in your design/layout
2. measure the $1/2 X$ (half-X) size of the symbol
3. use the $1/2X$ measurement as the minimum unit size that must remain clear around all sides of the logo

PRIMARY LOGO



SUB-BRAND LOGO



IMPROPER USES OF THE HUMBER LOGO

Following examples of the most common errors to be avoided when using any of the Humber logos.



This distorted logo is due to improperly resizing the logo in your document.



Do not alter the size relationship between the symbol and the word 'Humber'.



Do not change the colours of the logo.



Do not add any other graphic element or logo to the primary (or sub-brand) logo.



Do not outline the logo.



Do not screen any portion of the logo.



Do not copy the logo from the website with the blue rectangle behind it.



Do not insert unapproved text under the logo (i.e. make your own sub-brand).

ONLINE LOGO AND BRAND RESOURCES

DOWNLOAD THE PRIMARY AND ALL SUB-BRAND LOGOS

You have the option to download the logo in .jpg or .eps format.

- If you are using a desktop application like MS Word, please download the .jpg format.
- The .eps format is restricted to view or use with graphic design software such as Adobe Creative Suite.

PROMOTIONAL ITEMS

- in all cases, the logo size must be in proportion to the intended item for branding
- Humber logos must never be distorted or altered in any way
- protected space must be maintained around the Humber logo
- please contact the Purchasing Office for assistance in promo item quotes and vendor references - purchasing@humber.ca

HUMBER WATERMARK

The Humber Watermark can be used for specialized applications and should only appear in tints of Humber Blue or Gold. The file is available by special request through Marketing & Communications.



CO-BRANDING STYLE AND HUMBER'S OFFICIAL NAME

WHAT IS CO-BRANDING?

Co-branding describes a situation in which the Humber logo is being represented alongside that of another logo.

PREFERRED USAGE

A new logo should not be created using any part of the Humber logo. The protected space around the Humber logo must be maintained

Example of co-branding in a horizontal placement



HOW TO REFER TO HUMBER IN YOUR DOCUMENT

On cover pages and titles

A reference to Humber on the cover page or title of a document may simply be 'Humber' or 'Humber College'.

In body text

Please use 'Humber College Institute of Technology & Advanced Learning' in full for the first reference in your body text of all official documents and marketing materials. Subsequent references to Humber in the text should simply be 'Humber'.

On marketing and advertising materials, i.e., print ads, billboards, or posters the copy/text reference may simply be 'Humber'. The Humber primary or sub-brand logo must be present as well.

CONTACT US

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