

Event Branding & Visual Guide





These guidelines have been developed to assist staff and faculty in the proper branding of all Smith School of Business events. It is very important that these guidelines are followed so as to protect the integrity of our brand.

The colours that should inform the design of all event branding are Smith blue and grey (or silver if available).

The official logo of Smith School of Business should be used in all instances where a logo is required. High-resolution versions of the logo can be downloaded from our [Smith Resources](#) page.

Usage of Smith logos must be approved by the marketing department prior to production or activation.

Email smithmarketing@queensu.ca to obtain guidance or approval.

The Stephen J.R. Smith School of Business

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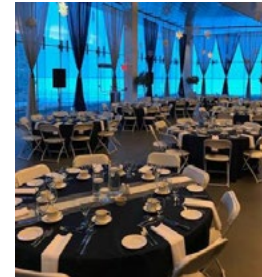
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Linens

Dining Tables

Dining tables should be dressed with floor-length white or navy linens. If required, navy runners may accompany white linens.

Places should be set with navy or white napkins.



Serving Tables

Serving tables should be dressed with white or navy linens (floor-length or spandex). If required, navy overlays may accompany white linens, and vice-versa.

Menu-specific runners and decorations are permitted.

Cruiser tables should be dressed with white or navy linens (floor-length or spandex). If required, navy overlays may accompany white linens, and vice-versa.



Linens

Formal Events

For more formal events, metallic navy or silver linens can be used, with white or navy overlays, respectively.



Registration Tables

Registration tables should be dressed with white linens (floor-length or spandex) with a navy Smith runner, or with an official Smith tablecloth. If your program or department does not have their own Smith table runner or tablecloth, please email smithmarketing@queensu.ca.



Decorations

Balloons

The use of balloons at Goodes Hall is **NOT permitted**, both inside and outside the facility. As an eco-friendly alternative, you may purchase tissue paper pom-poms in navy, silver or white.

For SmithToronto events, balloons are allowed. Please contact the SmithToronto facilities team ([Sharon Nunoo](#) or [Christy Fonger](#)) who will order them for you.

Balloon bouquets, columns, and arches at SmithToronto should consist of navy balloons as well as silver, white, or grey balloons (in order of preference). Mylar balloon letters should be silver. If required, balloon ribbons and weights should be silver.



Flowers

The preferred flower supplier for Smith events is LSP Designs (Kingston). Again, you can buy flowers from elsewhere so long as they meet the following requirements. For SmithToronto events, please contact the SmithToronto facilities team [Sharon Nunoo](#) or [Christy Fonger](#)) who will order them for you.

Window Treatments

If required, silver and navy sheer window treatments can be used.



Signage

Podiums

Podiums should have the Smith School of Business logo on the front.



Table Flags

Tables at event spaces can be decorated with small Smith Business table flags. You can also use Queen's University table flags, but they must be at a 1:1 ratio with Smith flags. Table flags can be requested by emailing smithmarketing@queensu.ca



Nametags

The Marketing department has developed a standard template to be used at all Smith School of Business events where nametags are required. Blank nametag sheets are ordered by Marketing with the Smith logo in the bottom right corner. If you need to order more, please contact smithmarketing@queensu.ca. A red version is also available for some PGPS/Commerce programs.



Please Note: Each unit is responsible for ordering their own plastic name tag casings with clips. The preferred suppliers for these are Staples and Grand & Toy.

Step-and-Repeat

The Marketing department has a navy Smith School of Business step-and-repeat as well as a variety of photobooth props. The Marketing step-and-repeat is not to leave Goodes Hall under any circumstance and is not loaned out to student groups. If a department misplaces or damages the step-and-repeat in any way, they will be internally charged for the cost of a replacement (approx. \$1000). To book this for an event, please contact smithmarketing@queensu.ca



SmithToronto has a double-sided navy step-and-repeat, with Smith School of Business on one side and SmithConnect on the other. The SmithToronto step-and-repeat is not to leave the SmithToronto facility under any circumstance. If a department misplaces or damages the step-and-repeat in any way, they will be charged for the cost of a replacement (approx. \$1000). To book this for an event, please contact the SmithToronto facilities team ([Sharon Nunoo](#) or [Christy Fonger](#)).



There are also a variety of other backdrops available for specific purposes, including ones for Smith Commerce, SmithConnect and Game Plan. Please contact the [Commerce Office, Development and Alumni Relations](#) and [Marketing](#), respectively, to inquire.



Please note: The Game Plan backdrop and its associated photobooth props are owned by the Marketing department. They may be loaned out for official Game Plan events only.

Gifts

Swag

You can order a variety of Smith swag items including water bottles, clothing items, and accessories. To purchase swag for an event, please visit [SmithStore](https://smithstore.queensu.ca). If you have any issues, please contact smithmarketing@queensu.ca



Gift bags

Gifts for event attendees or speakers should be in a navy gift bag with a gold Smith sticker.

Blue paper bags come in three sizes:

- Cub- 8 x 4 1/2 x 10 1/4"
- Debbie - 10 x 5 x 13"
- Rose - 5 1/2 x 3 1/4 x 8 3/8"

Bags, stickers, and tissue paper can be procured from smithmarketing@queensu.ca



Thank You Cards

Thank you cards for event speakers or volunteers are available in two designs and can be procured from smithmarketing@queensu.ca



Cookies & Cupcakes

[Queen's University Hospitality Services](#) is available to customize both cupcakes and cookies for use at events at Goodes Hall or around campus. SmithToronto will need to outsource cupcakes and cookies; please contact the SmithToronto facilities team to order ([Sharon Nunoo](#) or [Christy Fonger](#)).

Please Note: A proof of design must be sent to smithmarketing@queensu.ca for approval prior to placing the order.

Cookies can be printed with the Smith logo and prepared in individual bags tied with navy Smith School of Business ribbon.

Cupcakes can be printed with the Smith logo, must have navy or silver cups, white buttercream or chocolate icing and a white background behind the logo.



Screens

If you would like to promote your event on the screens at Goodes Hall and/or SmithToronto, first review our digital screen best practices, found on our [brand site](#). Marketing can create the asset for you - simply enter and submit the required information on [this form](#).

Please Note: All design requests must be submitted at least 2 weeks in advance of the event.



