VIDEO STYLE & BRANDING REFERENCE GUIDE

Smith
SCHOOL OF BUSINESS
Queen's University

VIDEO STYLE & BRANDING REFERENCE GUIDE

Videos are an important medium for telling the Smith School of Business story. Videos produced by any individual or group at Smith School of Business (or externallly) should be of the highest quality to properly represent the organization and its identity.

LOGOS

School logos and more are available here:
www.smithqueens.com/resources/downloads

Smith logo typlically appears in a Smith Blue box or the reverse version, depending on the placement.

When placed over a background image that is simple and clean enough, Smith logo may be used without a box.

Note clear space allowance.

Download an animated Smith box logo intro/outro here (HD 1920x1080):
https://www.dropbox.com/s/jdpcbijvltymu00/Smith-BoxLogo-BlueToWhite-1920x1080-Jan2020.mp4?dl=0

Using this animation at the end of a video, the logo rotation typically transitions into a url or call-to-action.

An example of logo animation for Smith Business Insight:
https://www.dropbox.com/s/b08js47uq4w3gg0/SmithBusinessInsight-logoBuildOnWhite.mp4?dl=0

COLOURS

Primary Colours
The official three primary colours for Smith School of Business.

Primary/Smith Blue

Hex: #071D49

Accent/Azure
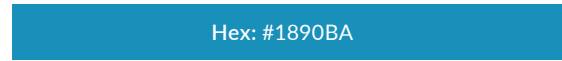
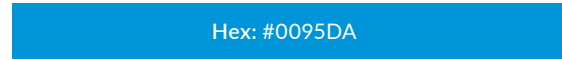Hex: #0047BB

Neutral/Grey

Hex: #E3E2E1

Secondary Colours
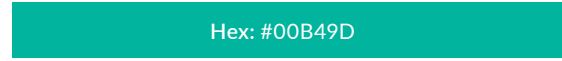Used to complement the primary colours.

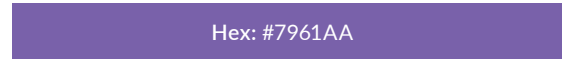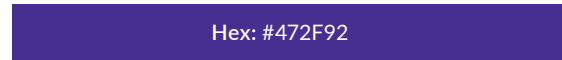| Sky	Hex: #1890BA
Ocean	Hex: #0095DA
Aqua	Hex: #00B49D
Teal	Hex: #7CCCBF
Rose	Hex: #C8215D
Salmon	Hex: #F04E5E
Mauve	Hex: #7961AA
Purple	Hex: #472F92
Commerce	Hex: #84293C

FONTS & STYLE

Smith School of Business

⎫ **Calluna Bold**
kerning/tracking: metrics, -25 tracking
leading: same as font size, eg. 24pt/24pt

BOLD HEADLINE ALL-CAPS WOULD LOOK LIKE THIS

Bold headline copy could also look like this.

⎫ **Lato Black**
kerning/tracking: metrics, 0 tracking
leading: eg. 20pt/22p

Body copy and bullets would look like this. Body copy would look like this. Body copy would have this kind of text.

⎫ Lato Regular
kerning/tracking: metrics, 0 tracking
leading: eg. 14pt/18pt

TITLES & LOWER THIRDS

Person's Name
Person's Title
Company Title

⎫ **Lato Black**
Lato Regular

White text in a Smith Blue box for titles for clear legibility on any background image.

Stephen Thomas
Director, MMAI
Smith School of Business

Animate box in frame via a mask separately from text.

ANIMATION STYLE NOTES

Transitions that wipe or reveal via masking are preferred in most cases. Motion blur is generally not used. Exceptions apply in 3D animation when appropriate.

Examples of recent brochures that have consistent elements
for additional style reference:

Bachelor of Commerce:
https://www.dropbox.com/s/tmk3f239fpd91r7/BCom-Brochure-2019July-03-WEB.pdf?dl=0

Full-Time MBA:
https://www.dropbox.com/s/m11r90jju3g2ro6/FTMBA-Brochure-20190718-web.pdf?dl=0

Global Master of Management Analytics:
https://www.dropbox.com/s/5oolld3rh8nee7x/GMMA-Brochure-A190093-201910-WEB.pdf?dl=0

Master of Management Analytics – Toronto:
https://www.dropbox.com/s/d4cdw0994s3o0qk/MMATO-Brochure-A190094-WEB.pdf?dl=0

Master of Management in Artificial Intelligence:
https://www.dropbox.com/s/3bp56expnjhmg7l/MMAI-Brochure-A190086-WEB.pdf?dl=0