


Brand & Visual Identity Guide





Developing the people, research, and insights that drive best business practices so organizations can thrive and benefit society

Since 1919, Smith School of Business has been renowned for its excellence, innovation, and leadership in business education and research.

On October 1, 2015, in recognition of the generous gift of \$50 million from Queen's alumnus Stephen Smith, the School adopted a new name — The Stephen J.R. Smith School of Business at Queen's University.

These guidelines have been developed to outline and articulate the brand and visual identity of Smith School of Business. It is very important that these guidelines are followed to protect the integrity of our brand.

Guidelines and tools are accessible via our **Smith Brand Hub** at smithqueens.com/brand

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Naming

Naming References

The formal name of the school is **The Stephen J.R. Smith School of Business at Queen's University**.

The primary brand name is **Smith School of Business**.

Smith is used as a secondary brand reference.

When clarity is required to differentiate between Smith Engineering and Smith School of Business, **Smith Business** is an approved shorthand, however it must be verified by Marketing & Communications before use.

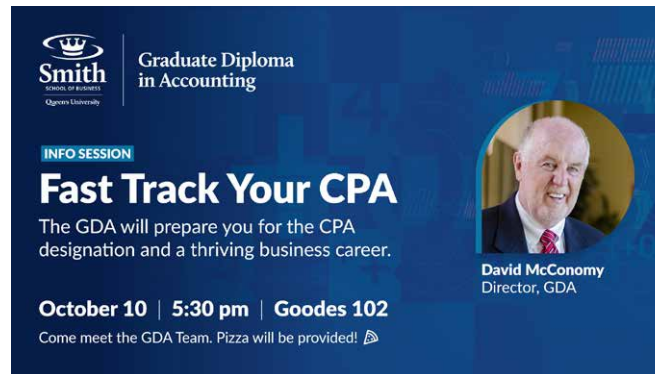
Text with Logos

Referring to Smith in text is not necessary when accompanied by either of the preferred logos or a lockup.

It is acceptable to use 'Our GDA', 'The GDA', or 'MFin' with logo support.

See examples at right.

If you are unclear about how to refer to the school, email Marketing & Communications at **smithmarketing@queensu.ca**



Logo

Logo Versions

There are two Smith School of Business full logo orientations which provide the flexibility to use the logo in a wide variety of applications.

Vertical logo

The vertical logo is the **preferred version** and should be used in the majority of applications. It is only when this logo does not suit for specific reasons — space constraints, legibility, production limitations, etc — that the other orientation should be considered.

Horizontal logo

The horizontal logo is recommended for horizontal space applications that would render the vertical logo too small, illegible, or unnatural. This version works well in horizontal applications such as website banners.



Vertical logo



Horizontal logo

Clear Space and Minimum Size

Clear Space

A minimum clear space **must be maintained around** Smith's logo at all times in order to preserve its impact and integrity.

The clear space for the logo is defined by the **height of the lowercase "m" in Smith**, extending from the furthest edges of the logo on the top, bottom, and sides.

No other type or graphic element may appear within the prescribed clear space, including the edge of an application.

Minimum Size

The recommended minimum sizes have been established to **maintain the legibility of the Smith logo**. The vertical logo should be no smaller than 0.75" or 100 pixels in height. The horizontal logo should be no smaller than 0.32" or 36 pixels in height.



Minimum height:
0.75" or 100px



Minimum height:
0.32" or 36px

Logo Colours

The Smith logo is a one-colour design.

It is available in both vertical (preferred) and horizontal formats, in Smith Blue*, black, and white (reversed).

*see page 19 for Smith Blue colour composition

Accessible Colour Contrast

When placing the Smith logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a contrast checker tool.

For additional information, visit the Queen's Accessibility Hub at queensu.ca/accessibility

One Colour

Smith Blue



Black



White



Box Logo Option

A box logo variation exists for instances when the background is too busy or otherwise not ideal for the logo on its own.

The Smith box logo is either a Smith Blue box with the white logo or a white box (no stroke) with the Smith Blue logo. No other colour combinations are allowed.

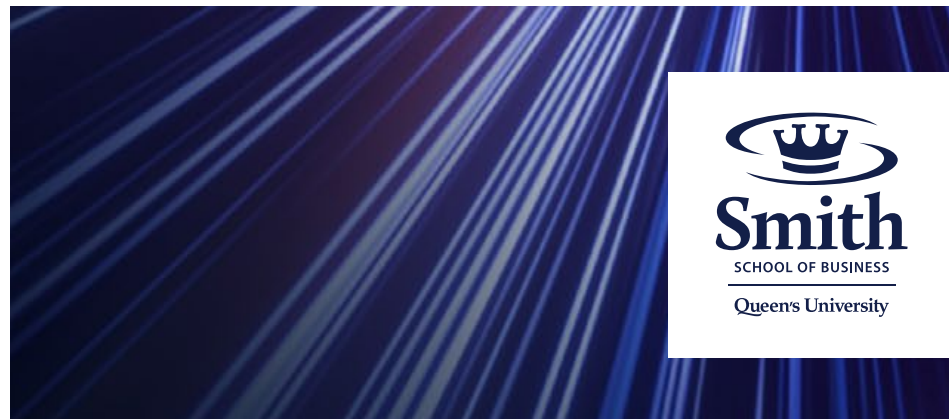
Box Logo Placement

When aligning the box to the edge of a design, it can only touch on one side (left, right, top or bottom). The box logo should not be squared to a corner.

See page 20 for examples of the box logo in use.



Smith box logo: white logo in Smith Blue box for light backgrounds



Smith box logo: Smith Blue logo in white box for dark backgrounds

Logo on Light Backgrounds

The Smith Blue logo is the **preferred version for light backgrounds** and should be used wherever possible.

It may be used on white or light-coloured backgrounds.

It should not be used on photos, abstract backgrounds, non-Smith colours, or any medium/dark colours.



✓ White background



✓ Very light grey



✓ Light Smith colours



✗ Photos



✗ Medium colours



✗ Non-Smith colours



✗ Dark colours

Accessible Colour Contrast

When placing the Smith logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a contrast checker tool.

For additional information, visit the Queen's Accessibility Hub at queensu.ca/accessibility

Logo on Dark Backgrounds

Reverse

The solid white logo is the **preferred version for dark backgrounds** and should be used wherever possible.

It may be used on Smith Blue, dark Smith colours, black, or dark grey backgrounds.

Gold Foil

The Smith vertical logo appears in gold foil (Crown #380) in limited formal print pieces such as the Smith Blue kit folder and business cards. The logo is not to appear in gold foil in any other instance.

Accessible Colour Contrast

When placing the Smith logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a contrast checker tool.

For additional information, visit the Queen's Accessibility Hub at queensu.ca/accessibility



✓ Smith Blue



✓ Black



✓ Dark Smith colours



✗ Dark photos



✗ Light grey



✗ Light Smith colours



✗ Light photos

Logo Integrity

It is imperative that the integrity of the Smith logo be maintained at all times. It is our most important brand asset and **cannot be altered in any way**.

The following are examples of how the logo cannot be modified or used. **These parameters apply to all logos and any lockup versions.**

It is **not permitted to extract any part of the Smith logo, including the crown, the crown/swooshes combination, or the wordmark** and use it in another logo, graphic, or design. In very rare instances, and with approval from Smith Business Marketing & Communications, an exception to use the crown/swooshes combination alone may be granted. One such case is fine jewellery — rings and cufflinks — as the application space is severely constrained.

Logo Files

Always use the logo files provided for download on the **Smith Brand Hub** at smithqueens.com/brand

Do not attempt to reset, alter, or build another configuration of the logo.



✗ **DO NOT** alter the proportions of the crown and wordmark



✗ **DO NOT** rearrange or remove elements of the logo



✗ **DO NOT** distort the logo



✗ **DO NOT** rotate the logo from upright to any other angle



✗ **DO NOT** change the fonts in the logo



✗ **DO NOT** crop the logo



✗ **DO NOT** enclose the logo in any shape except the approved Smith box logo



✗ **DO NOT** apply drop shadows or any other effects to the logo



✗ **DO NOT** add graphic elements to the logo



✗ **DO NOT** use the crown as part of another logo or design



✗ **DO NOT** use any colour other than as outlined on page 6



✗ **DO NOT** add additional type or graphic elements to the logo or infringe on its clear space

Incorrect Logo Use

Colour and Backgrounds

The following are examples of how the logo cannot be modified or used in terms of colour or background. **These parameters apply to all logos and any lockup versions.**

For assistance, contact the Smith Marketing & Communications department.

Logo Files

Always use the logo files provided for download on the **Smith Brand Hub** at smithqueens.com/brand

Do not attempt to reset, alter, or build another configuration of the logo.

Accessible Colour Contrast

When placing the Smith logo on a coloured background, ensure that the level of contrast between the logo and background comply with Accessibility for Ontarians with Disabilities Act (AODA) standards using a contrast checker tool.

For additional information, visit the Queen's Accessibility Hub at queensu.ca/accessibility



DO NOT place the logo on a background with low colour contrast



DO NOT place the logo alone on a detailed background or photo. Use the box logo version in this case (see page 7)



DO NOT tint or change the opacity of the logo



DO NOT use the one colour logo in a colour other than Smith Blue, black or white



DO NOT create a two-coloured logo



DO NOT apply any type of gradient to the logo



DO NOT use 3D effects on the logo



DO NOT outline the logo

Logo Placement

Vertical Logo (preferred)

Placement of the vertical logo is dependent on the nature of the application.

Logo size should be **proportionate to the application size**, used at a size that clearly brands the application but does not dominate the layout. The exception to this is on applications in which the logo is the primary focus (e.g. flag or pennant).

Horizontal Logo

The horizontal logo is only used in instances where vertical space is limited or at a premium, such as a banner or website navigation.

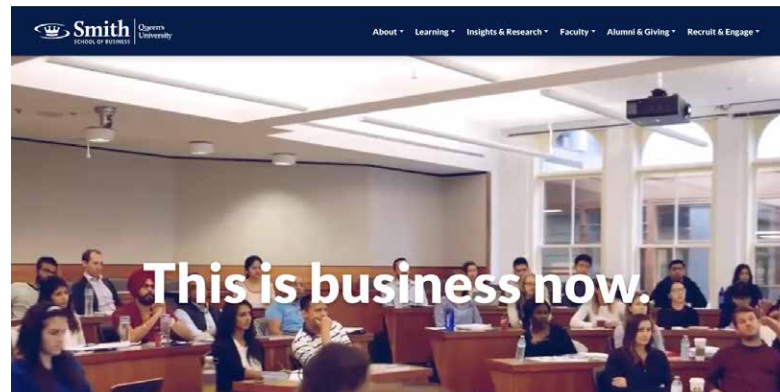
Exception examples:

Flags, banners or pennants



Horizontal logo in limited vertical space:

Website navigation



Alternate Logo Versions

There are four alternate logos, approved for use in applications only if it's not possible to use the full vertical or horizontal logos.

The small space business logos (vertical and horizontal) provide an option for use in small spaces where it is necessary or helpful to provide the School of Business context. These logos are not to be used for embroidery applications.

The Small Space logos (vertical and horizontal) are to be used only when space or production limitations exist, such as embroidery applications or microcredential badges.



Small space business vertical logo with School of Business context.



Small space business horizontal logo with School of Business context.



Small space vertical logo.
Used when physical production limitations exist, such as embroidery, or very small sizes.



Small space horizontal logo.
Used when physical production limitations exist, such as embroidery, or very small sizes.



Trademarks and Licensing

Overview

Smith School of Business owns a number of identifying marks, the use of which is strictly controlled and protected under the Trademarks Act of Canada.

Marketing & Communications registers and manages all trademarks related to Smith School of Business as well as licensing and reproduction of the marks.

Trademark examples include the Smith School of Business and sub-brand logos, the crown and swoosh elements of the logos, and the words *Smith School of Business*, *Smith Business*, *SmithEdge*, and *Research@Smith*. Please refer to the [Canadian Trademarks Database](#) for a full list of registered trademarks.

Smith merchandise that aligns with this **Visual Identity Guide** and trademark guidelines helps build a strong and consistent school brand.

Smith trademarks cannot be used on merchandise without first obtaining the explicit approval from the Smith School of Business Marketing & Communications department. Only [licensed suppliers](#) of the university are permitted to produce merchandise bearing a Smith School of Business trademark.

Use of Queen's University trademarks or licensing should be directed to the university's [Trademarks and Licensing Office](#).

Branded Merchandise

Smith School of Business branded merchandise is available for purchase at smithqueens.com/smithstore



Commerce Class Crests

The [Class Crest Guidelines](#) of Queen's University outline the design criteria for the student-designed faculty and school class crests applied to Queen's University jackets.



Class of '23

Class of '24

Logo Lockups

Logo Lockups Overview

A logo lockup is a combination of the Smith Business vertical logo with a program, department, or centre name. It is presented as one graphic with a specified font, formatting, spacing, and alignment.

These lockups build on the Smith logo to establish credibility, create unity and retain a **strong and consistent visual relationship** with the main Smith brand.

Lockups may be used in marketing, advertising, communications, and business applications. They are not recommended for websites.

Lockups are one-colour, and may be used in Smith Blue, black, or white. Various file formats are available for download on the **Smith Brand Hub** at smithqueens.com/brand

Logo lockups for programs use Calluna Bold for program name



Full-time MBA



**Executive MBA
The National Program**

Logo lockups for centres and departments use Lato



**Career
Advancement
Centre**



**Centre for
International
Management**

Logo Lockup Use

All logo guidelines, including background colour, incorrect usage, and placement, also apply to the logo lockups.

Clear Space

A minimum clear space **must be maintained around** Smith's logo at all times in order to preserve its impact and integrity.

The clear space for the logo is defined by the **height of the lowercase "m" in Smith**, extending from the furthest edges of the logo on the top, bottom, and sides.

No other type or graphic element may appear within the prescribed clear space, including the edge of an application.

Minimum Size

The recommended minimum sizes have been established to **maintain the legibility of the Smith logo**. A lockup should be no smaller than 0.75" or 100 pixels in height.



Colours

Smith Colours

There are a number of carefully curated colours that comprise the Smith colour palette. The primary colours are used regularly and often.

The bright secondary colour palette is used to create visual interest. The tertiary colours are used sparingly as accents only.

The Bachelor of Commerce program has a specific burgundy colour.

Primary Colours



PMS 2768 C
CMYK 100, 90, 13, 71
RGB 7, 29, 73
HEX #071D49



PMS 2728 C
CMYK 95, 75, 0, 0
RGB 0, 71, 187
HEX #0047BB

Secondary Colours



CMYK 60, 5, 0, 0
RGB 0, 193, 255
HEX #00C1FF



CMYK 85, 40, 15, 2
RGB 11, 118, 166
HEX #0B76A6



CMYK 50, 0, 30, 0
RGB 94, 207, 191
HEX #5ECFBF



CMYK 85, 20, 40, 5
RGB 0, 131, 138
HEX #00838A



CMYK 0, 80, 55, 0
RGB 255, 94, 110
HEX #FF5E6E



CMYK 20, 100, 50, 0
RGB 200, 33, 93
HEX #C8215D



CMYK 40, 59, 0, 0
RGB 182, 144, 244
HEX #B690F4



CMYK 90, 100, 0, 0
RGB 71, 47, 146
HEX #472F92

Tertiary Colours



CMYK 50, 10, 100, 0
RGB 154, 203, 62
HEX #9ACB3E



CMYK 33, 0, 100, 40
RGB 87, 129, 0
HEX #578100



CMYK 5, 40, 90, 0
RGB 255, 165, 0
HEX #FFA500



CMYK 0, 60, 100, 20
RGB 189, 90, 0
HEX #BD5A00

Program Specific/Specialty



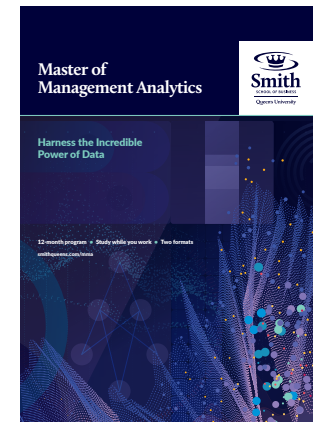
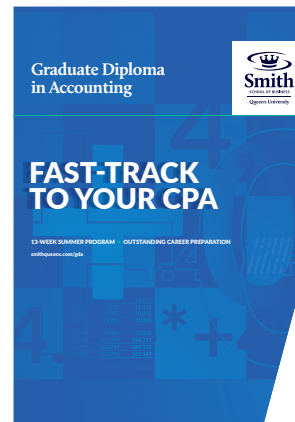
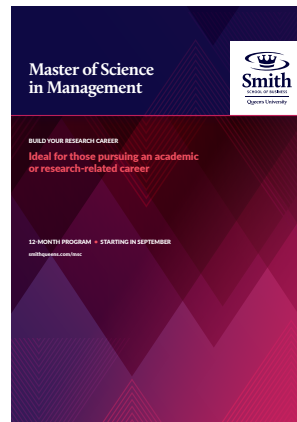
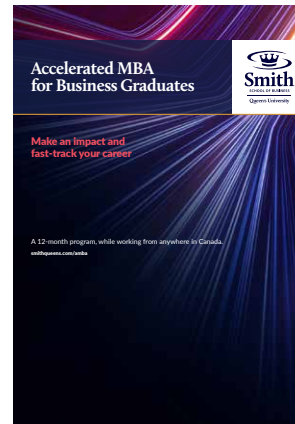
CMYK 20, 100, 70, 30
RGB 132, 41, 60
HEX #84293C



CMYK 10,100,90,10
RGB 198,28,44
HEX #C61C2C

Colour Application

Here are some examples of the Smith colour palette in use across various programs.



Accessible Colour Contrast

Contrast between text and its background colour is vital to ensure readability, especially for people with moderately low vision.

These examples were tested using a colour contrast checker and align with the **Accessibility for Ontarians with Disabilities Act (AODA)** contrast ratio requirements as per the **Web Content Accessibility Guidelines (WCAG)**.

All other colour combinations used should be tested with a colour contrast checker, in compliance with AA or AAA WCAG standards.

For additional information, visit the Queen's Accessibility Hub at queensu.ca/accessibility

AA & AAA compliant colours for text & large text

Below is a list of text colours on their suitable backgrounds (light or dark) with their corresponding contrast values. These colours are carefully chosen for readability and meet or exceed AA ratings.

Smith Blue background

<u>Ocean</u>	<u>7.9</u>
<u>Mint</u>	<u>8.7</u>
<u>Salmon</u>	<u>5.5</u>
<u>Mauve</u>	<u>6.5</u>
<u>Avocado</u>	<u>8.6</u>
<u>Tangerine</u>	<u>8.3</u>

White background

<u>Sky</u>	<u>5</u>
<u>Aqua</u>	<u>4.5</u>
<u>Rose</u>	<u>5.5</u>
<u>Purple</u>	<u>10</u>
<u>Olive</u>	<u>7.5</u>
<u>Pumpkin</u>	<u>6.3</u>

Note: all contrast scores are to a ratio of 1 (e.g. 7:1)

WCAG levels

AA

- Text should have a contrast value of **4.5** or higher
- Large text should have a contrast value of **3** or higher

AAA

- Text should have a contrast value of **7** or higher
- Large text should have a contrast value of **4.5** or higher

Font size definitions

Text

- Less than 18pt/24px for **regular fonts**
- Less than 14pt/18.5px for **bold fonts**

Large text

- 18pt/24px and up for **regular fonts**
- 14pt/18.5px and up for **bold fonts**

Typography

Fonts

Consistent application of typography is required to maintain the Smith Business brand design style. There are three official fonts. Guidance on when and how to use these fonts is provided on subsequent pages.

The primary font to be used is Lato, typically just two variations. **Lato Black** is used for titles, headings, and URLs. **Lato Regular** is used for body copy in print and web.

Calluna Bold is a specialty font used sparingly for the Smith name in official logos, along with program names in logo lockups.

Tiempos is a specialty font used solely for editorial publications, print and digital, including Smith Magazine and Smith Business Insight. It is not to be used outside of these publications.

If you are uncertain about how to use Smith fonts, email Marketing & Communications at **smithmarketing@queensu.ca**

Lato

Titles, headings, subheadings, URLs, body copy in designed applications (websites, brochures, advertising, etc.)

Lato Black for titles, headings, URLs
Lato Regular for body copy, print and web

Calluna Bold

Smith logo and program names in logo lockups

Tiempos

Editorial, Smith Magazine, Smith Business Insight

Tiempos Headline Bold for headlines
Tiempos Text Regular for body

Lato

Lato is our sans serif brand font and has been adapted for legibility in digital applications.

Lato is the primary title font for designed applications, like brochures and advertising. It is also recommended for headings, subheadings, intro paragraphs, quotes, and URLs in those applications.

While Lato works very well in all caps, capitalization should only be used for purposeful differentiation or emphasis to retain maximum accessibility. Avoid using all caps for any text longer than a few words.

Black weight should only be used for small amounts of text, like titles and headings, and at a larger size.

Staff/Faculty: If you do not have Lato font installed on your school-supplied computer, please contact Smith IT

If you are uncertain about how to use Smith fonts, email Marketing & Communications at smithmarketing@queensu.ca

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Lato Black

abcdefghijklmnopqrstuvwxyz

Lato Black Italic

abcdefghijklmnopqrstuvwxyz

Lato Regular

abcdefghijklmnopqrstuvwxyz

Lato Italic

abcdefghijklmnopqrstuvwxyz

Calluna

Calluna Bold is a specialty font used sparingly for the Smith name in official logos, along with program names in logo lockups.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 / 0 1 2 3 4 5 6 7 8 9

Calluna Bold

abcdefghijklmnopqrstuvwxyz

If you are uncertain about how to use Smith fonts, email Marketing & Communications at smithmarketing@queensu.ca

Tiempos

Tiempos is a serif font family used for Smith's editorial publications solely.

There are a number of font variations in this set, for visual interest and readability.

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

Tiempos Headline Bold

abcdefghijklmnopqrstuvwxyz

Tiempos Text Regular

abcdefghijklmnopqrstuvwxyz

If you are uncertain about how to use Smith fonts, email Marketing & Communications at **smithmarketing@queensu.ca**

Font Use

Effective typography that integrates contrasting weights and textures creates interest and helps readers navigate the material. A simple example at right illustrates this approach for print applications. This hierarchy is for reference and can be altered to suit specific applications.

For additional examples of typography, review the Design Style section starting on page 28.

Title and Heading Case

Short titles, headings, and subheadings are best set in title case.

Long editorial titles, headings, and subheadings are best set in sentence case.

Minimum Type Size

To maximize legibility in print applications, the recommended minimum point size for body copy is 10 pt.

Heading Example

Subheading style example

Body copy example. Puda solorro cuptatis autemo officiaeces ad militatem etur re corumqui blam aliqua eprese acreratur, optaten iatem. Id qui dunt reres in ped et qui vel is rerenda net quate autas aut veriti as veliquatem eos dem ipidest repelecto dolore licienimo odipsunti rehendi nulluptia doloreh endanient vid et aut aribus il eaquam, sum quatur rest, ipsande oditintibus am nemporem eumquid elenita nimagni magnimi, nienihi ctatum ut a pedis.

Simaio millor rem ut quam imenis quis que eostis alibusande est esciisimin providit facepudit quam asperum rero esecabor si assi omnis mi, ut inctor sequi ium quiae conserchit quia dollati beriorrum earum laboribus aut es entem facepudia quaturesecte cumquam, non cuptate nobis deles ut esequi rehent harci aboremp.

Design Style

Print and Digital Examples



Keep up with the speed of business.

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Our alumni get 20% off our highly acclaimed non-degree programs

- Leadership**
- Coaching for High Performance
 - Developing Your Leadership Presence
 - Leadership Program
 - Leading Hybrid Teams
 - Learning to Lead
 - Managing Challenging Conversations
 - Public Executive Program
 - Transformational and Charismatic Leadership

Customized Programs
Bring a program in-house or work with our advisors to tailor a custom learning journey for your organization or intact team.

- Execution**
- Accounting and Finance Fundamentals
 - Closing the Strategy-Execution Gap [PDF](#)
 - Communicating with Impact
 - Project Leadership [PDF](#)
 - Sustainable Investing
- Strategy**
- Managerial Decision Making
 - Negotiating and Consensus Building
 - Strategic Execution
 - Strategic Planning and Leading Change

Queens
Executive Education

1.888.393.2338
execed@queensu.ca
smithqueens.com/execed



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Queens University

Full-time MBA


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Smith BUSINESS INSIGHT **Queens** Executive Education

FREE WEBINAR

How to Reclaim Your Time & Upgrade Your Work Habits

Thursday, November 16
1 pm (ET)



Smith BUSINESS INSIGHT **Smith** CPA Ontario Centre for Corporate Reporting and Professionalism

FREE WEBINAR

Managing and Auditing Whistleblowing Systems

November 1 | noon (ET)



Smith BUSINESS INSIGHT **Queens** Executive Education

FREE WEBINAR

Shaping Tomorrow: The Purpose Revolution in Business

Thursday, October 19
1 pm (ET)



Smith School of Business
Queens University


Research

EVENT

Faculty Writing Retreat and Lunch

April 26 | 9:30 am (ET) | Goodes 101

Watch your inbox for invitation, schedule and details!



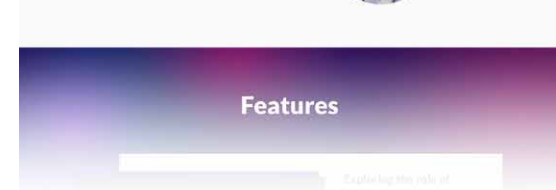
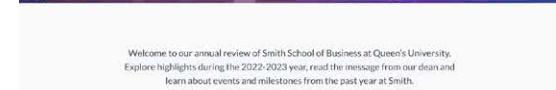
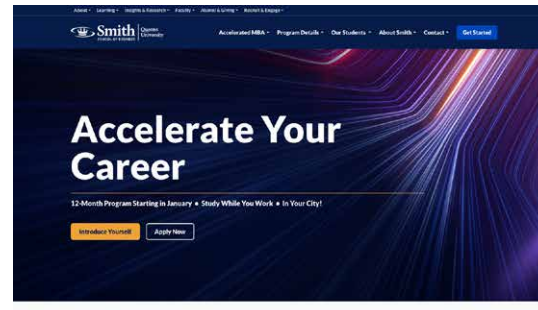
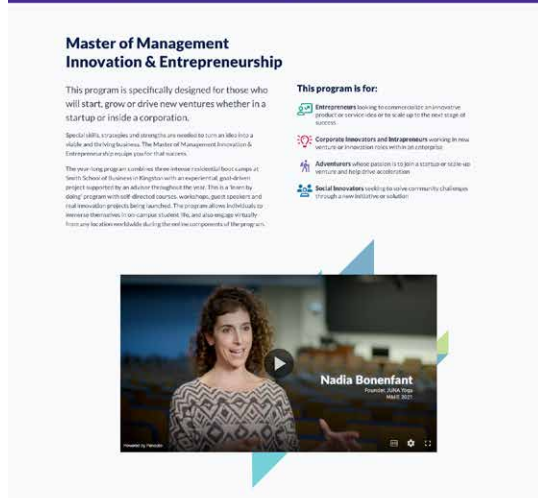
Smith School of Business
Queens University

2023 Game Plan Athletes

GAME PLAN
PLAN DE MATCH



Website Examples



Editorial Examples



Formatting

URLs

All Smith URLs and email addresses are written in lower case format (font: body-sized, Lato Black)

e.g. **smithqueens.com/execed** not **SmithQueens.com/ExecEd**

Email Addresses

Email addresses are written in lower case format (font: body-sized, Lato Regular)

e.g. **execed@queensu.ca** not **ExecEd@QueensU.ca**

Phone Numbers

Use periods as separators in phone numbers

e.g. **1.888.393.2622**

Event time and dates

- Use lowercase am and pm
- Do not use periods to separate am and pm
- Use a space after the number and only add minutes if necessary (anything other than 00)
9 am (not 9 a.m. or 9:00am) or 6:30 pm
- Do not use spaces in a range of time unless the range occurs with both am and pm indicators
1-5 pm or 11 am – 2 pm
- Use noon and midnight (not 12 pm or 12 am)
- Do not include the year unless it is an instance that puts the event past the next obviously occurring time period
- For brevity, do not include days of the week
- Time zone is used only when the context applies to the audience (e.g. virtual events with attendees in multiple time zones). Local events do not require time zone details.

Sample Email Header

A specific example of font hierarchy in a **sample email header** (in this case, all pixel and point dimensions are double, for higher resolution).

Category Tag

- Lato Black, ALL CAPS, 24pt
- 6px padding, rectangle box
- Ensure sufficient colour contrast

Main Title

- Lato Black, 70pt

Event Details

- Lato Regular, 40pt
- Two spaces, pipe (Lato Light), two spaces
- En dash in time range
- See page 32 for event time and date formatting guidelines

Program lockup/logo

(Minimum height = 100px, minimum clear space = m)



Button in headers, social media assets

32pt, Title Case text label, ensure sufficient colour contrast



Corner radius: 0.4em

(e.g. font is 32pt, corner radius is $0.4 \times 32 = 12.8\text{px}$)

Digital Applications

Guidelines for Digital Screens

Please note that there is a limit to the number of images that can be included on each screen's rotation. The maximum run time (start/end date) that each image can be displayed is dependent on the total volume of images at that time.

Considerations

Is the message relevant to Smith's audience?

Is the design legible, with messaging clearly communicated?

Double check for spelling errors.

Are colours and fonts used in an effective way, ensuring AODA standards for readability (font sizes, colour contrast)?

If required, is there a clear call-to-action? Is there a short URL?

Is a QR code required?

Is all key information included for the audience? (time, date, location of event)

Specifications

Media can be video (**.mp4** format, no audio) or static image (**.jpg, .png**)

Resolution of screens is **1920x1080** pixels for wide TVs. There are portrait mounted TVs at SmithToronto in the elevators hallway with a resolution of 1080x1680 (A boxed Smith logo and an arrow pointing to RECEPTION is constantly shown at the bottom of the screen). The portrait screens at SmithToronto are designated as 'Welcoming and Wayfinding' messages only.

For video, *Frame Rate* can be anywhere from 24-60fps; *Target Bitrate* no higher than 6 Mbps to ensure smooth rendering without glitching.

For static image, no compression is required (100% quality jpg settings).

Email Signatures

To create **brand consistency** in our email communications use the **email signature template**, available on the [Smith Brand Hub](#), to create your personalized signature.

Two versions of the email signature are provided. The mandatory elements of the **full email signature** are a name, job title, department, Smith School of Business, and the Smith horizontal logo. The land acknowledgment is optional and available in short or long form.

Other optional features include linked social media icons, 'hear my name', full mailing address and marketing approved campaign assets (program ranking or highlight note).

The **reply/forward signature** is shortened to reduce signature length within a string of emails. It includes a name, job title, Smith School of Business, and department.

Do not insert any alternate or additional graphics, logos or lockups.

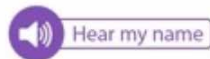
Email signatures should be set in the default email program font, **Calibri**, in font size 11.

Full Signature (with optional elements)

Firstname Lastname (*pronouns*)
Job Title | Department
Smith School of Business, Queen's University
613.555.5555



Smith School of Business at Queen's University is situated on traditional Anishinaabe and Haudenosaunee Territory. We are grateful to be able to live, learn and play on these lands.



Reply/Forward Signature

Firstname Lastname (*pronouns*)
Job Title | Department
Smith School of Business, Queen's University
613.555.5555

Address Formatting

The recommended address formatting for branded applications **does not utilize abbreviations**. Follow the order of information as shown in the email signature above.

Social Media

Account Naming Conventions

Smith School of Business has a presence on most well-known social media platforms. A listing of approved Smith accounts are as follows:

Instagram	@SmithBusiness
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X (Twitter)	@SmithBusiness
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LinkedIn	Smith School of Business at Queen's University
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Facebook	@SmithBusiness
-----------------	----------------

TikTok	@SmithBusiness
---------------	----------------

YouTube	Smith School of Business
----------------	--------------------------

Inquiries

To inquire about social media at Smith, email Julia Lefebvre, Associate Director, Communications & Digital Engagement at julia.lefebvre@queensu.ca

Social Media Hashtags

#SmithBusiness	Anything school related
#SmithAlumni	Alumni-related posts
#SmithGlobal, #SmithInternational, #SmithExchange	International/exchange-related content
#LifeAtSmith, #LifeAtGoodes	Student experience, events
#SmithInsight	Thought-leadership
#SmithResearch	Faculty/graduate research
#SmithToronto, #GoodesHall	Events taking place on location
#SmithFaculty	Featuring news about faculty
#SmithStore	Sales or products on Smith Store
#SmithFitToLead	Fit to Lead program
#SmithMagazine	Articles from Smith Magazine
#SmithMBA, #SmithCommerce, #SmithMIB, #SmithMMAI, #SmithGDA, etc	Anything program related

Presentations

PowerPoint templates have been created to support professional internal and external presentations.

For external presentations, the templates include the Smith horizontal logo on each slide. For internal presentations, the logo is on the title and subsection title pages only.

It is recommended to keep font sizes and placements consistent throughout your presentation.

A PowerPoint tip sheet is available on the brand hub website.

Resources

Download the presentation templates from the **Smith Brand Hub** at smithqueens.com/brand



Click to add title

Program Name
Presenter Name
January 1, 2020

Click to add title

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam blandit, urna sed semper gravida, sapien dui vehicula tortor, in suscipit tortor nisl et erat.
- Curabitur fringilla id mi vel commodo. Donec auctor nisi eu risus vehicula rutrum. Sed in faucibus leo.
- Sed tincidunt auctor dui a aliquet. Sed vel arcu leo. Interdum et malesuada fames ac ante ipsum primis in faucibusdfsd



“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed odio lacus, sollicitudin ut fermentum vel, mattis sit amet mi. Proin ex ex, vestibulum sed semper non, finibus vel elit. Fusce lobortis quis elit non efficitur. Vivamus luctus magna vel quam fringilla sagittis.”

Person's Name, PhD
MBA'17
Company Name
Position Title

A Powerful Alumni Network

Over 180,000 in 154 countries

Page title for stats

95% of our 2019 Class received offers 3 months after Graduation

Average starting package **\$128,681***

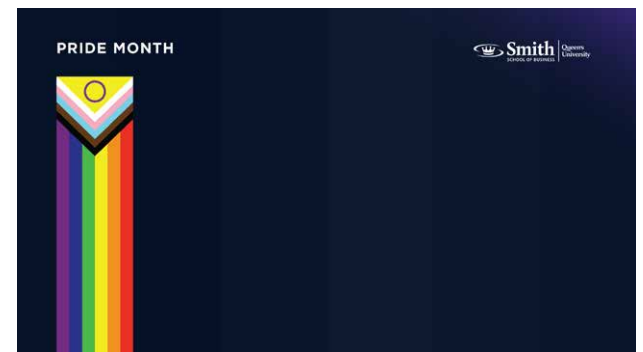
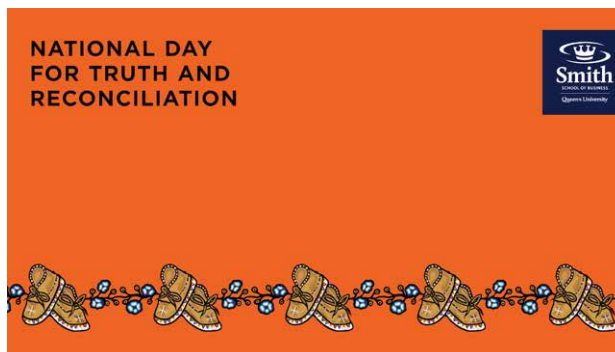
* Average salary includes base salary, signing bonus, and other guaranteed compensation
** 100% reporting rate

Virtual Meeting Backgrounds

A variety of virtual meeting backgrounds are available to incorporate branded imagery in online meetings and classes.

Check the backgrounds site occasionally as out-of-date creative is removed or refreshed.

Special backgrounds for commemoration – e.g. National Day for Truth and Reconciliation and Pride Month – may change based on the themes from year to year.



Resources

Download the virtual meeting backgrounds from the **Smith Brand Hub** at smithqueens.com/brand

Digital Letterhead

Smith School of Business letterhead is available in a digital format as a Word template.

The Smith vertical logo appears in the top left corner and the school name and mailing address at the bottom, along with the school's web address.

Margins and formatting of font, size, and paragraph spacing are set for ease of use. Text should be set in Lato Regular 10pt with 14pt line height.

Resources

Download the generic digital letterhead from the **Smith Brand Hub** at smithqueens.com/brand



Word Document

A branded Word template is available for use in document applications that require branding but not an address.

Margins and formatting of font, size, and paragraph spacing are set for ease of use. Text should be set in Lato Regular 10pt with 14pt line height.

The word document template can be customized to include an approved logo lockup instead of the Smith logo alone.

Resources

Download the generic word document from the **Smith Brand Hub** at smithqueens.com/brand

Use the design/production request form at smithqueens.com/request to request customized digital letterhead with logo lockup.



Print Applications

Printed Stationery

Smith School of Business official printed stationery includes business cards, letterhead, a #10 envelope, a folder, and a blank card.

All printed stationery includes the Smith logo and cannot include a lockup or additional graphics.

Do not create customized stationery. These are the only versions approved for use.



Resources

Printed stationery can be ordered through the Marketing & Communications department.

Email **smithmarketing@queensu.ca** with item(s) needed and quantity.

Allow four weeks for printing and delivery.



Business Cards

The Smith business card includes the vertical Smith logo, an individual's position, contact, and address information.

Only an individual's position, contact and address information can be personalized. Lockups and other graphics are not permitted on business cards. Full faculty, department, and sub-department names are included under the individual's job title.

Pronouns and credentials are optional.

Two variations of the second side exist. One with the formal name and address (standard), the second with accreditation logos.

Resources

Business cards can be ordered through the Marketing & Communications department. Email smithmarketing@queensu.ca with quantity needed. A standard order is 250. Allow 4-6 weeks for printing and delivery.



Printed Letterhead

Printed letterhead features the Smith vertical logo in the top right corner and the school name and mailing address at the top left, along with the school's web address.

A digital version of the letterhead is available for download and customized digital letterhead can be requested to include a unit's logo lockup. See page 40 for details.

Resources

Printed letterhead can be ordered through the Marketing & Communications department. Email **smithmarketing@queensu.ca** with quantity needed.



Envelopes

Printed envelopes feature the Smith logo and return mailing address. They are available in a variety of formats and sizes.

Generic Envelopes

The #10 envelope is standard. Other specialty sizes can be ordered if necessary (9" x 12", 10" x 13", 12" x 16").

Printed envelopes cannot include a lockup or additional graphics.

Do not create custom envelopes. These are the only versions approved for use.

Resources

Envelopes can be ordered through the Marketing & Communications department. Email smithmarketing@queensu.ca with quantity needed.

