Brand Guidelines
THE STEPHEN J.R. SMITH SCHOOL OF BUSINESS
These guidelines have been developed to assist staff and faculty in the proper usage of our new School logos. It is very important that these guidelines are followed so as to protect the integrity of our brand.

All public uses of the Smith logos must be approved by the Marketing Department prior to production or activation.

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Note: the transitional logo (where the word Queen’s is prominently featured above the word Smith) was created and used to move from the old name to the new name in October 2015. We transitioned to the final logo in Spring 2017. The transitional logo should be removed and replaced with the final logo in all instances.
Logo Usage

Monochrome — Light Background
The monochrome — positive is the preferred version for stationery and official documents.

Monochrome — Dark Background
The monochrome — negative is the preferred version in all other instances (excluding stationary and official documents) and should be used whenever possible. Only Smith blue (Pantone® 2768) should be used.

Note: The logo is not transparent. It is white and should not reveal the background.

Monochrome — Black
Use this version when the application requires a simplified mark in black (e.g., fax sheet, small sizes, silkscreen, etc.).

Foil Stamp/Metallic Gold Pantone® — Light Background
The monochrome — positive is the preferred version for stationery and official documents. Only the gold foil #380 Crown should be used.

Foil Stamp/Metallic Gold Pantone® — Dark Background
The monochrome — negative is the preferred version in all other instances (excluding stationary and official documents) and should be used whenever is possible. Only Smith blue (Pantone® 2768), and gold foil #380 Crown should be used.
Clear Space

Clear space is the minimum "breathing room" maintained around the logo. It also defines the minimum distance between the logo and the edge of a printed piece. The clear space around the logo is equal to the height of the "m" letter used for Smith. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

**Note:** This distance may sometimes be adjusted for select applications where space is limited and where approval is given by the Marketing Department.

Scaling & Minimum Sizes

- **0.6"**
- **0.8"**
- **0.3"**

Minimum size refers to the smallest allowable logo size. The logo is available in one size that can be scaled down to a minimum size of 0.6" high for the vertical logo and a minimum size of 0.3" for the horizontal version.

For web materials, ensure the logo is fully readable.

**Note:** In applications where space is limited the logo should be omitted and the wordmark should be used.
Special Treatments
The following logo treatments have been created to accommodate special circumstances only.

Logo for Embroidery
The logo used for embroidery is only to be used for this medium. The minimum size this can be used at is 1.65” high.

Box Use
In cases where the logo needs to be used on an image, it should be placed in a white square with a blue logo or a blue square with a white logo, according to clear space guidelines on page 3.
Incorrect Logo Usage

Building a consistent visual identity for Smith School of Business necessitates a consistent usage pattern of the logo across applications. While the logo is designed to be applied in a flexible way and accommodate most needs, it is not intended to be altered or re-designed to fit a given application.

Separate logo from wordmark
Separate wordmark from logo
Any colour other than as outlined on pg. 8
Any background colour other than Smith blue or white

Alter proportions of logo and/or wordmark
Rotate
Any colour application other than as outlined on pg. 8
Gray scale

Tinting or ghosting
Skew or alter perspective
Typeface substitution
Drop Shadow
School Logo
The vertical Smith logo is used for Centre logos within the school.

Typography
The font is Lato Medium with the name of the Centre vertically aligned.

Colour
The logo is monochrome with a light or dark background, using the colour applications outlined on pg. 2.

Clear Space
Follows the rules as outlined on pg. 3.

Scaling & Minimum Sizes
Follows the rules as outlined on pg. 3.

Note: As with academic program logos, Centre names must appear in tandem with the Smith logo. These elements cannot be separated.
Colour

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

PRINT
Pantone®
Four-colour process/CYMK

WEB/VIDEO/DIGITAL
Hex#

Secondary Colours
Used to complement the primary colours.

PRINT
Pantone®
Four-colour process/CYMK

WEB/VIDEO/DIGITAL
Hex#

Program-specific Colour

Logo/Primary/Smith Blue

Pantone: 2768 C
C100 M90 Y13 K71
Hex: #071D49

Accent/Azure

Pantone: 2728 C
C90 M68 Y0 K0
Hex: #0047BB

Neutral/Grey

Pantone: Cool Gray 1
C3 M3 Y3 K7
Hex: #E3E1E1

Sky
C80 M30 Y15 K0
Hex: #1890BA

Ocean
C100 M20 Y0 K0
Hex: #0095DA

Aqua
C80 M0 Y50 K0
Hex: #00B49D

Teal
C50 M0 Y30 K0
Hex: #7CCBF

Avocado
C50 M10 Y100 K0
Hex: #8FB73E

Tangerine
C5 M40 Y90 K0
Hex: #EAA337

Salmon
C20 M100 Y50 K0
Hex: #C8215D

Mauve
C0 M85 Y55 K0
Hex: #F04E5E

Purple
C60 M70 Y0 K0
Hex: #7961AA

Commerce
C20 M100 Y70 K30
Hex: #84293C
Consistency of typeface in all Smith communications is important to the successful implementation of these visual identity standards.

The two official fonts used by Smith are Lato and Calluna.

Lato and Calluna are complementary fonts and their use in publication headlines, body copy and other applications are strongly encouraged.
Hierarchy
Creating hierarchy within typography is key for emphasizing the most important messages.

Note: There should never be more than 3 weights and/or 4 sizes of type used in a single design.

Display: Calluna Bold, -25

Smith School of Business
Canada's Premier Business School

Body copy: Lato Regular, 8.3/12
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec iaculis pharetra tortor, a tempor ligula consequat quis. Ut venenatis quam sit amet ante fermentum hendrerit.

Smith School of Business
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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec iaculis pharetra tortor, a tempor ligula consequat quis. Ut venenatis quam sit amet ante fermentum hendrerit.

URLs
To maintain consistency, all Smith URLs are written in lower-case format.
(Correct: smithqueens.com/execed)
(Wrong: SmithQueens.com/ExecEd)