

BRAND



GUIDE

RAVENS

CARLETON UNIVERSITY

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The Ravens Brand Guide is a document for Carleton University employees and their marketing and design partners to follow in order to establish a consistent brand language and experience for audiences across all touch points.

This document is divided into four sections to facilitate ease of use and demonstrate practical examples of the principles applied to real-world examples. The first section, **BRAND PLATFORM**, provides the context and direction for the Ravens brand. The second section, **IDENTITY SYSTEM**, introduces the key components of the Ravens brand marks. The third section, **LOGO USAGE**, provides detail about those components in the context of the identity system. The fourth section, **APPLICATION EXAMPLES**, provides reference examples showing application of these principles and the choices that get made in real-world implementation.

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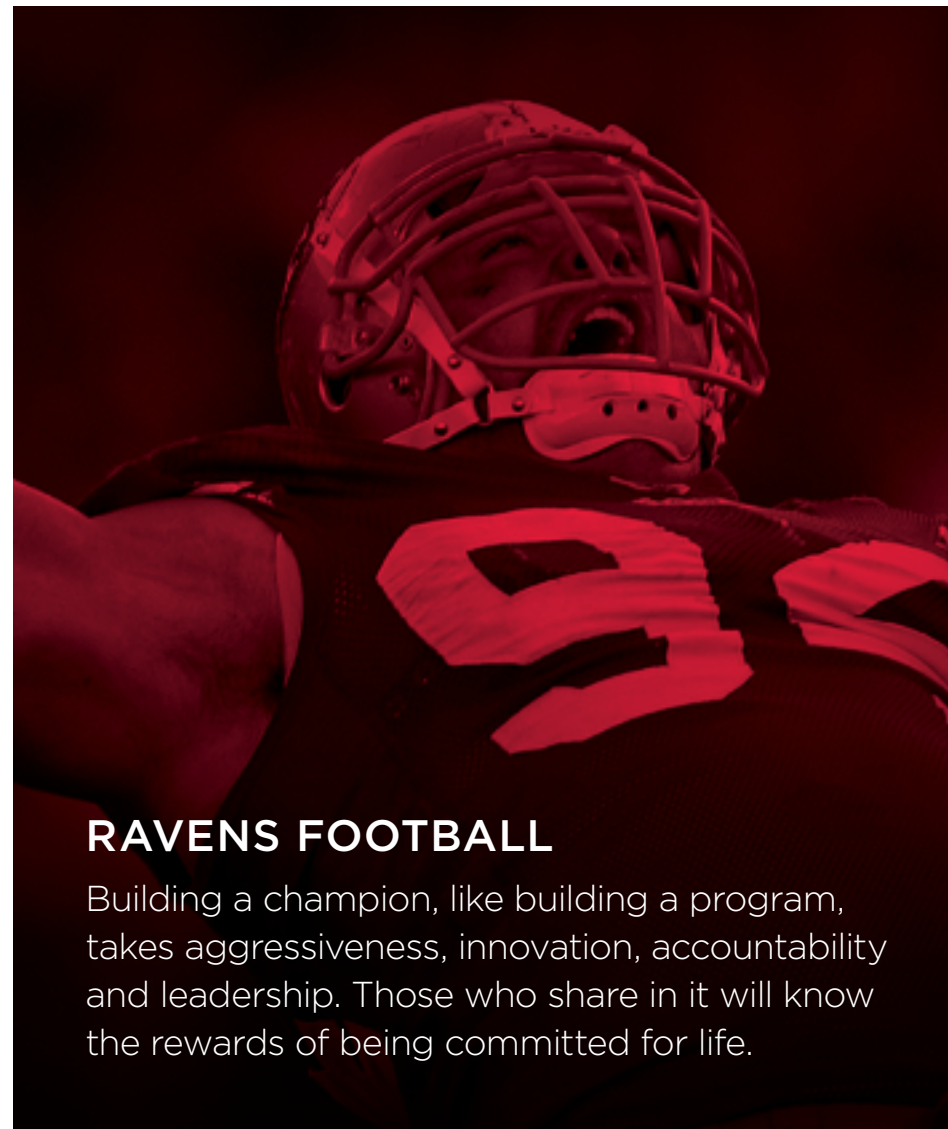
# BRAND PLATFORM

The new brand platform draws on the characteristics of the raven, the qualities that create champions and the elements that make the brand identity resonate.




**THE RAVEN**

Known for their intelligence, ravens rely on teamwork, thrive through communication and never give up. They are bold and determined competitors, with a passion for play.



**RAVENS FOOTBALL**

Building a champion, like building a program, takes aggressiveness, innovation, accountability and leadership. Those who share in it will know the rewards of being committed for life.



**RAVENS**  
CARLETON UNIVERSITY

**RAVENS BRAND ID**

The brand is represented with boldness and elegance delivered in a flexible usage, all designed to become a timeless statement on the field, at the university and in the community.

# IDENTITY SYSTEM

## CIRCLE AND SWOOP

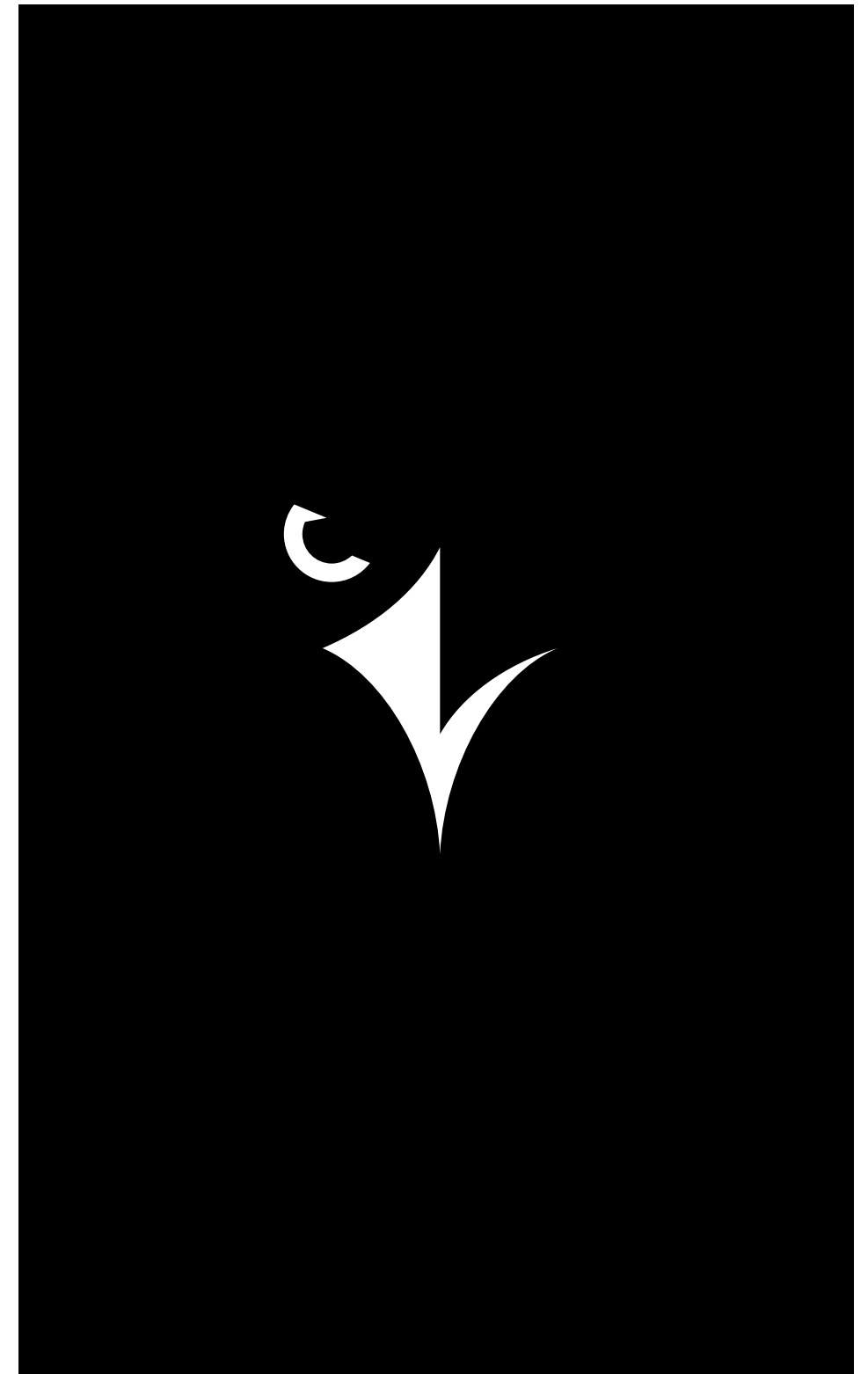
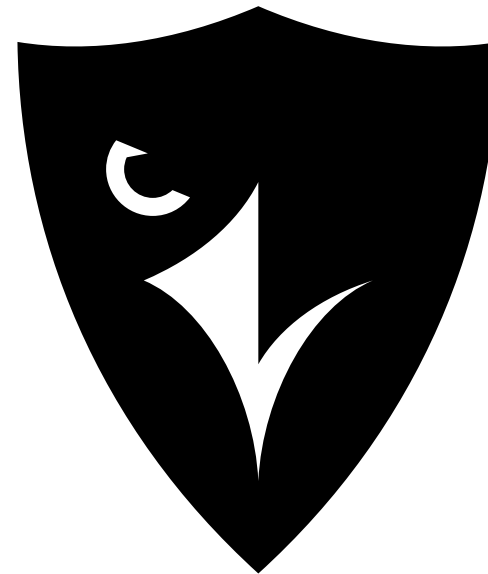
Operating as a team, Ravens circle their prey, swooping in with speed and purpose. The primary logomark draws from the Carleton C semicircle and an earthward swoop. The overall effect is dramatic, mysterious and all Ravens.

## PRIMARY LOGOMARK

The Raven face mark in a black shield will be used for most applications. The shield represents strength, kinship, and tradition, and it also functions as a shape to contain the Raven's characteristic plumage: Solid black.

## SECONDARY LOGOMARK

When the mark appears on a field of solid black, the Raven breaks free of the shield and stares formidably, emerging from the shadows.



## IDENTITY SYSTEM

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### PRIMARY LOGOTYPE

Because this is primarily an athletic brand, the team name “Ravens” will be the primary word identification.

For applications that require the mark to be reversed out of a dark color, we’ve provided a second version of the mark with slightly thinner strokes. This compensation gives the illusion that the weights are the same, so please do not switch the two weights. An easy way to identify which is which is to look at the “R” at the point where the curved stroke meets the diagonal descender. On the positive mark, the point extends into the vertical stroke to the left. On the negative mark, a gap exists between the point and that vertical stroke.



RAVENS



RAVENS



# LOGO USAGE

## LOGOMARK + LOGOTYPE LOCKUPS

Logo artwork is provided in four different logomark and logotype combinations:

- 1 Logomark + “RAVENS” + “CARLETON UNIVERSITY”
- 2 Logomark + “RAVENS”
- 3 Logomark + “CARLETON” + “UNIVERSITY”
- 4 Logomark + “CARLETON”

To allow the logo to be used on a complete range of light to dark backgrounds, three different treatments are provided for each of the four combinations:

- A** For use on light to medium backgrounds (white to 40% black) where black type is easy to read.
- B** For use on medium to dark backgrounds (41% to 90% black) where white type is readable. Note that this reversed type is thinned to match visually, so don't switch the type between **A** and **B**.
- C** For use only on a solid black background. The shield is not used in this case, and the Raven face is slightly larger.



# LOGO USAGE

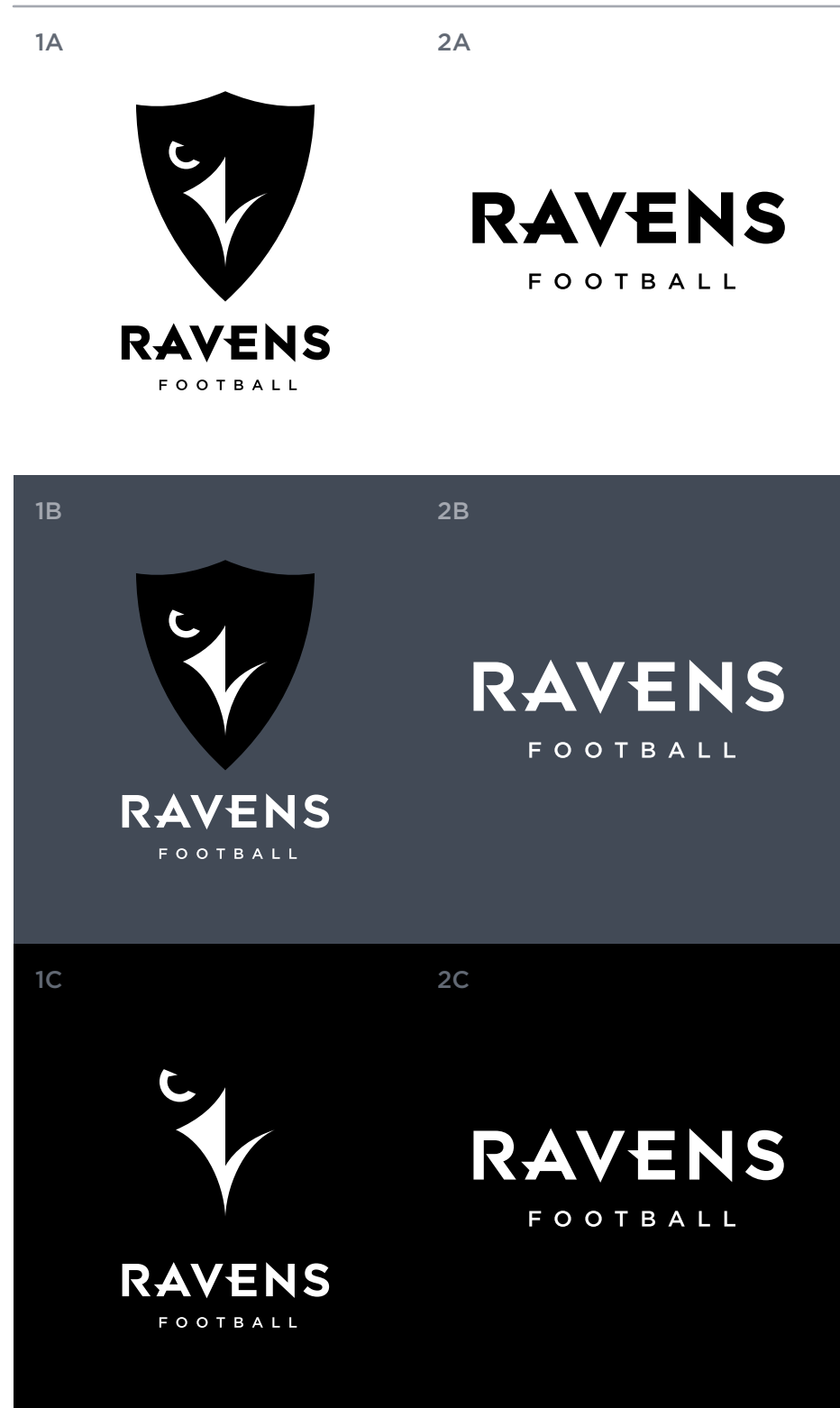
## FOOTBALL SPECIFIC LOCKUPS

Logo artwork is provided in four different logomark and logotype combinations:

- 1 Logomark + “RAVENS” + “FOOTBALL”
- 2 “RAVENS” + “FOOTBALL”
- 3 Logomark + “CARLETON” + “FOOTBALL”
- 4 “CARLETON” + “FOOTBALL”

To allow the logo to be used on a complete range of light to dark backgrounds, three different treatments are provided for each of the four combinations:

- A** For use on light to medium backgrounds (white to 40% black) where black type is easy to read.
- B** For use on medium to dark backgrounds (41% to 90% black) where white type is readable. Note that this reversed type is thinned to match visually, so don't switch the type between **A** and **B**.
- C** For use only on a solid black background. The shield is not used in this case, and the Raven face is slightly larger.



# LOGO USAGE

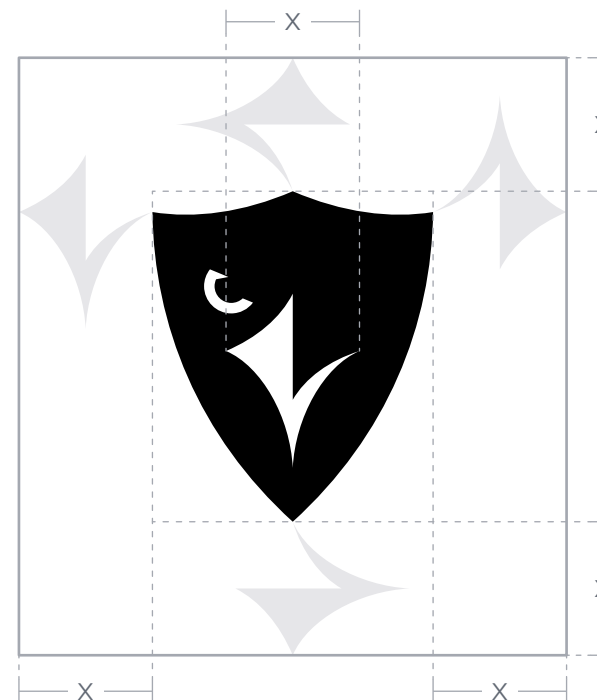
## MINIMUM SIZE

To ensure clarity and legibility, general guidelines are provided for minimum logo sizes.

- 1 Shield logomarks without logotypes should be at least 3/8"
- 2 Lockups without small support type beneath a logotype should be at least 5/8"
- 3 Lockups with small support type beneath a logotype should be at least 7/8" wide

## MINIMUM CLEAR SPACE

Use the width of the beak as a unit of measure, "X", to determine the minimum unit of clear space between the logo and other graphics.

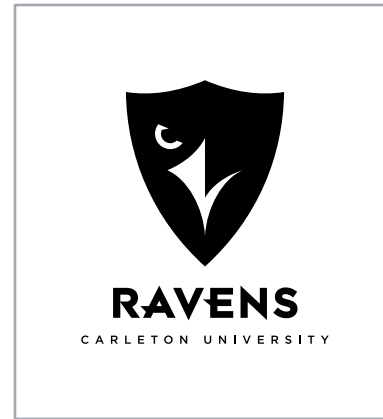




# LOGO USAGE

## CORRECT LOGO USAGE

Logo applications shown here all fall within the intended brand language. Note that the raven's beak and eye are always white. The surrounding color should be black to safeguard the raven's signature coloration and prevent it from being mistaken for a lesser bird. Use the shield except when the logo is applied to a solid black background. In rare cases, the logo may need to be reproduced without black, such as in a program at an away game printed in the host school's colors. Only in a situation like this can the raven's face appear in a color other than black.



Use a black logotype on a white background



Use a black logotype on a light background



Use a black logotype on a red background



Use a white logotype on a dark background



Use a non-shield logomark on solid black background



Use a black logotype on a black-and-white photo



Use a white logotype on a duotone photo



Use a white logotype on a black-and-white photo



Use a black logotype on a light color photo



Use a white logotype on a dark color photo



The logo can be used in another color **ONLY** when black is not available

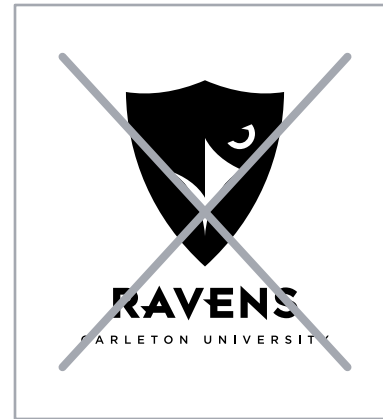


The logo can be reversed from another color **ONLY** when black is not available

# LOGO USAGE

## INCORRECT LOGO USAGE

Logo applications shown here fall outside the intended brand language and should be avoided. In general, avoid altering the arrangement, proportions, rotation, or colors of the logo's elements. Keep the raven's face black with a white eye and beak. When using the logo against a photo, make sure the background is not so busy that it compromises the clarity of the mark.



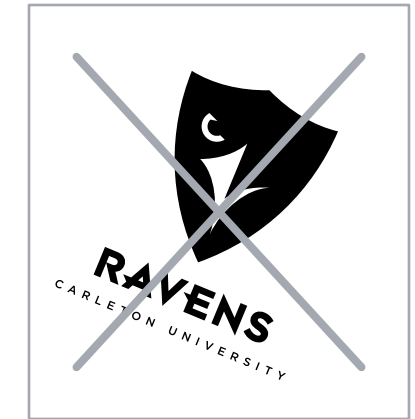
Don't flip the raven's face



Don't distort the logo



Don't use a different font in place of the logotypes



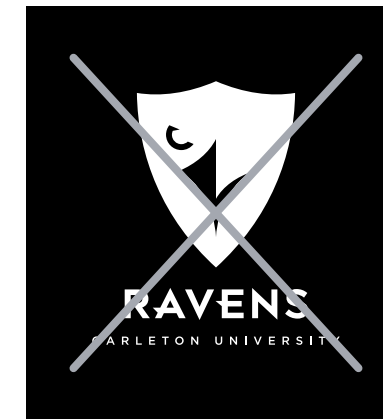
Don't use the logo at an odd angle



Don't alter the arrangement of elements in lockups



Beak and eye are always white



Don't reverse the logo



Don't outline the shield



A busy photo background should not compete with the legibility of the logo



Don't crop a photo within the logo



Shield is always black (except when black is unavailable)

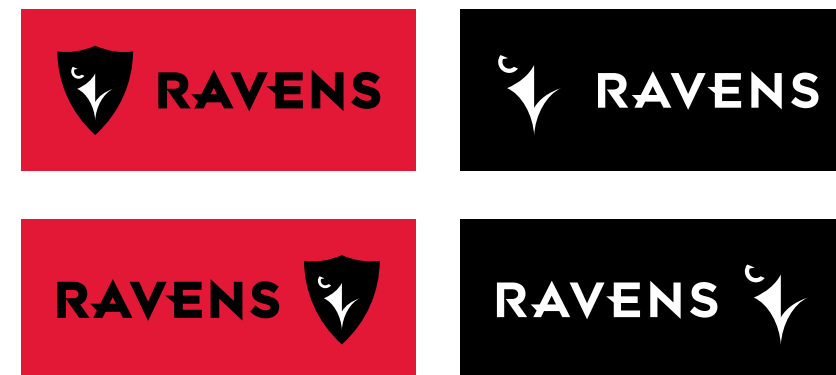


Non-shield logo is reversed only from black (except when black is not available)

# LOGO USAGE

## HORIZONTAL LOCKUPS

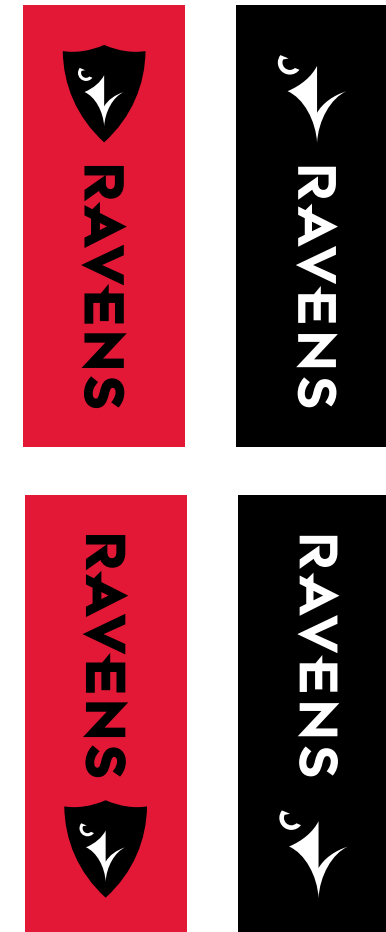
Some situations may require more of a horizontal treatment such as bumper stickers, pens, buses, trains, planes, etc. The proportions shown here are called out using the width of the beak as a unit of measure, "X". The elements can be arranged in a variety of lockups.



# LOGO USAGE

## VERTICAL LOCKUPS

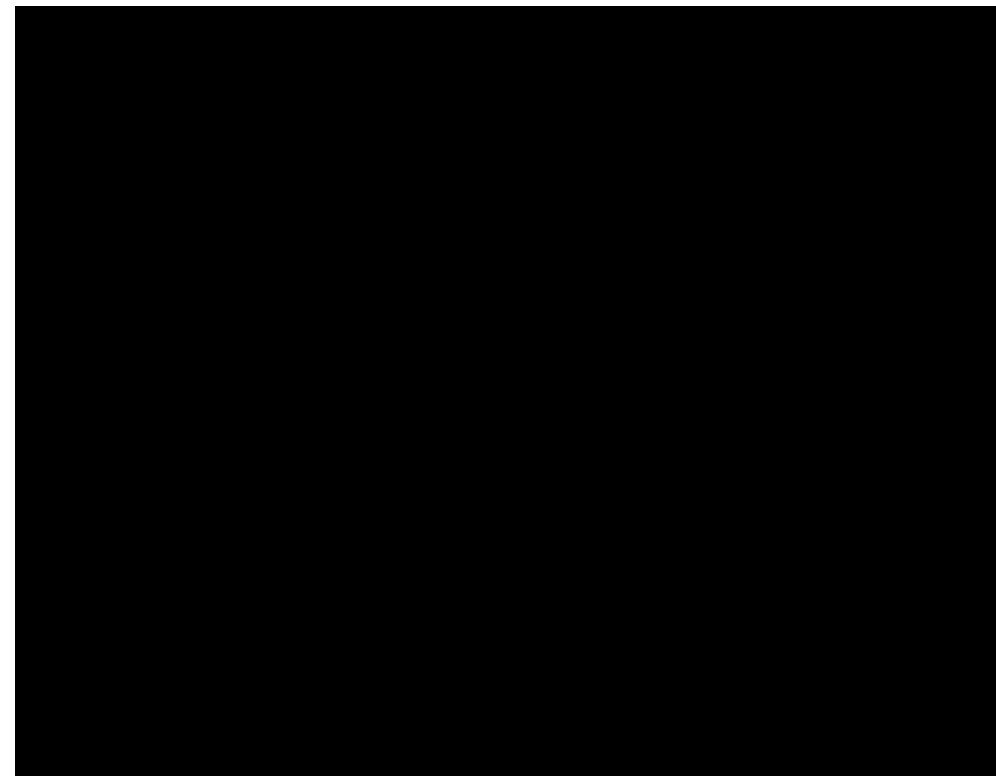
Vertical treatments may be necessary in cases such as book spines, shirt sleeves, pant legs, banners, etc. The proportions shown here are called out using the width of the beak as a unit of measure, "X". The elements can be arranged in a variety of lockups.



# LOGO USAGE

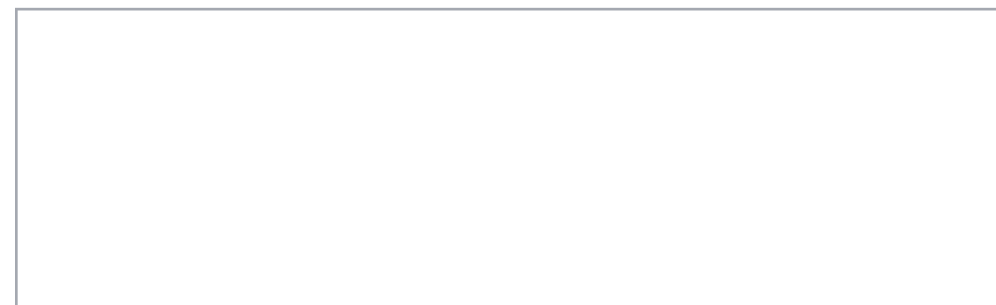
## COLOR PALETTE

Raven black should always be as rich, deep, and dark as possible. The color is solid black with a hint of blueish undercolor, like that of the raven. This is the primary brand color, with white and red used more sparingly in approximately the proportions shown here.



### RAVEN BLACK

PMS: Black 6 C  
CMYK: 70, 50, 30, 100  
RGB: 0, 0, 13  
HEX: #00000d



### WHITE

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff



### RAVEN RED

PMS: 186 C  
CMYK: 0, 100, 81, 4  
RGB: 227, 25, 54  
HEX: #e31936

## LOGO USAGE

### TYPOGRAPHY

The Gotham typeface is a versatile, functional family of fonts. Both sturdy and elegant, its characters are simultaneously legible and refined. The letterforms relate closely to those of the “RAVENS” and “CARLETON” logotypes, capturing the concept of “Circle and Swoop” in its circular curves and sharp angles. It works well for big, bold headlines and for easily readable body text.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# LOGO USAGE

## PHOTOGRAPHY STYLE

Photography that supports the brand should feature key traits of ravens. Traits include boldness, determination, competitiveness, teamwork, communication, passion, commitment, relentlessness, intelligence, creativity and ingenuity. In general, use action shots that are realistic, intense, emotional and spontaneous.

Note that usage rights have not been purchased for any of the photography contained in this brand guide book.



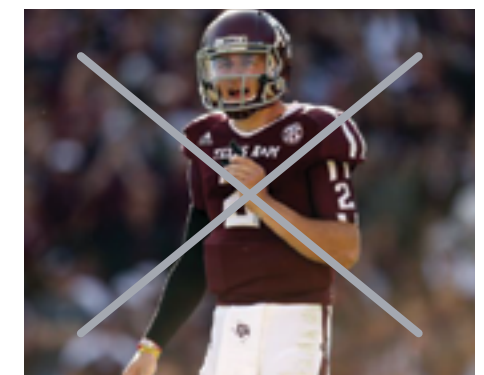
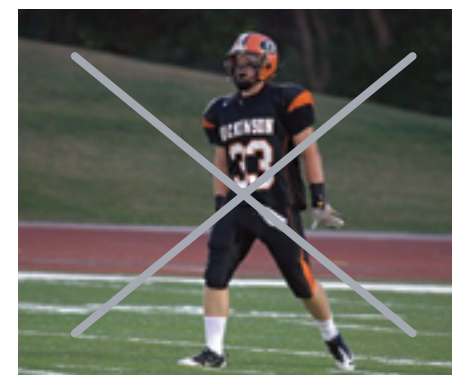
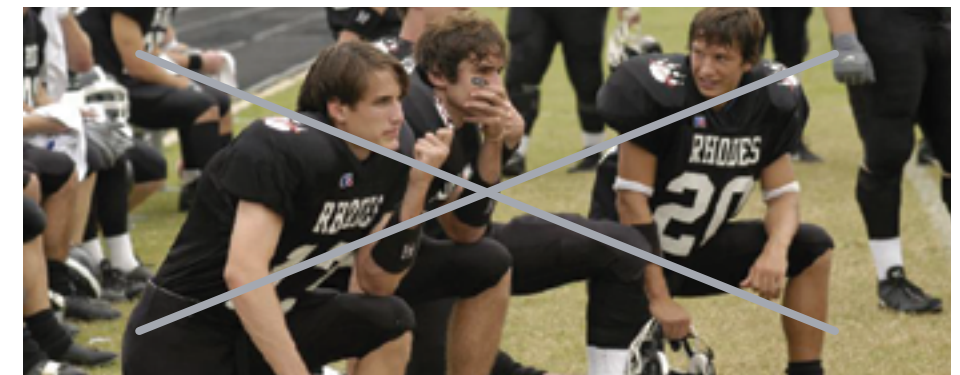
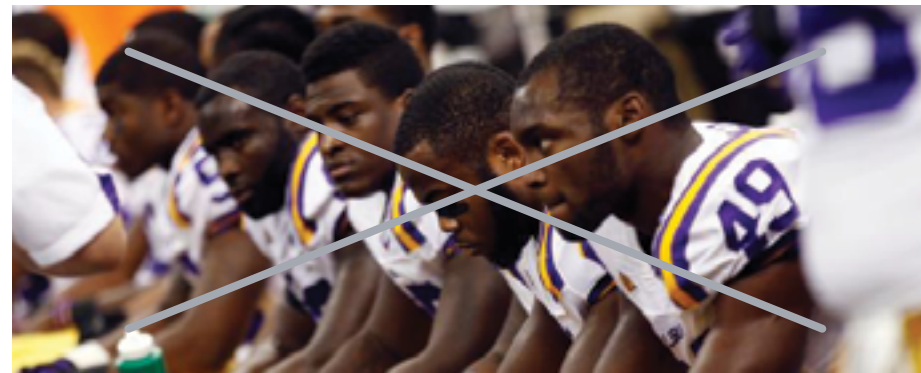
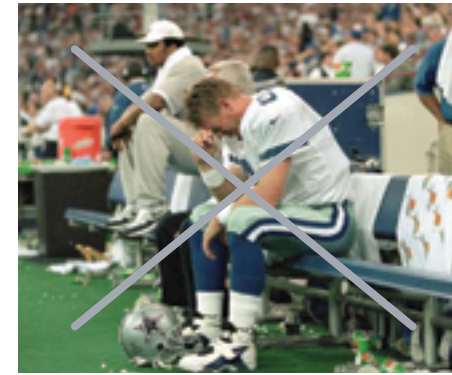


# LOGO USAGE

## PHOTOGRAPHY STYLE: DON'TS

The visual tone of Ravens photography should not appear to be staged or static. The photography shown here would be considered off-brand.

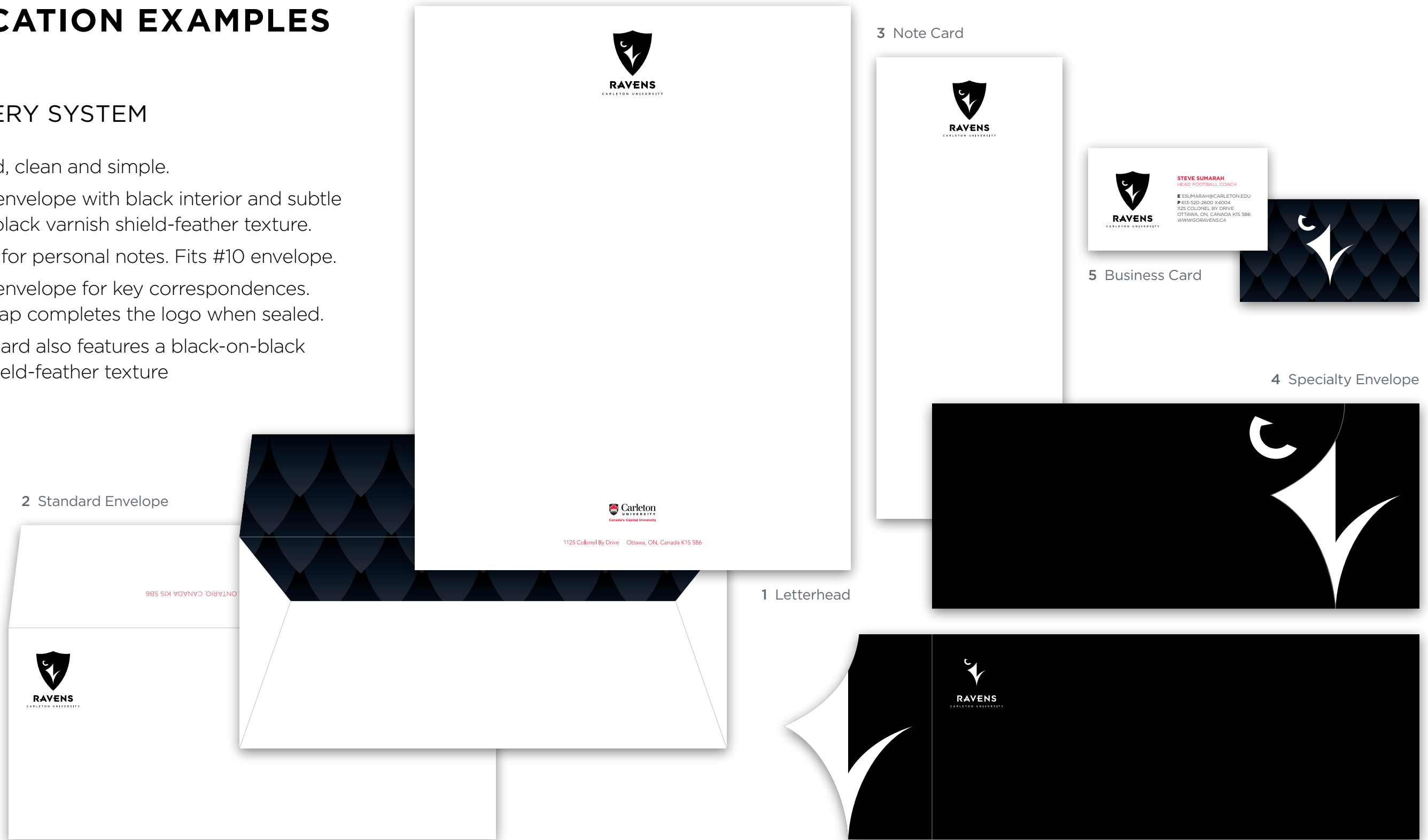
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# APPLICATION EXAMPLES

## STATIONERY SYSTEM

- 1 Letterhead, clean and simple.
- 2 Standard envelope with black interior and subtle black-on-black varnish shield-feather texture.
- 3 Note card for personal notes. Fits #10 envelope.
- 4 Specialty envelope for key correspondences. The side flap completes the logo when sealed.
- 5 Business card also features a black-on-black varnish shield-feather texture





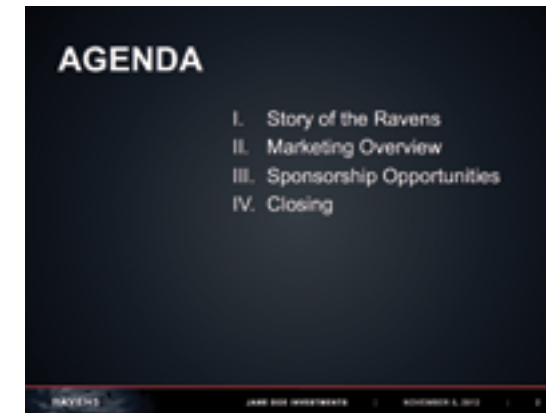
# APPLICATION EXAMPLES

## POWERPOINT TEMPLATE

This template file provides a flexible framework for a variety of presentations. It contains two sections. The first is a series of alternating photos of ravens and football players illustrating their common characteristics. The second section contains editable slides which provide a look and feel for bulleted lists, photos, bar charts, and pie charts.



Title slide



Agenda slide



Inspirational slide



Inspirational slide



Inspirational slide



Bulleted list slide



Photo slide



Bar chart slide



Pie chart slide