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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 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
Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

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, (A).

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.
Primary Logotype

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

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, (B). 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 the 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, (C).
Logomark + Logotype Lockups

Logo artwork is provided in two combinations:

Logomark (the shield) + “Carleton RAVENS” and the Logomark (Raven face) + "Carleton RAVENS"

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

For use on light to medium backgrounds (white to 40% black) where black type is easy to read, (A).

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, (B).

For use only on a solid black background. The shield is not used in this case, and the Raven face is larger, (C).
**LOGO USEAGE**

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

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**Sport Specific Lockups**

The logo lockups for specific sports follow the same structure as the Logomark + Logotype lockups with the addition of small support type below the 'RAVENS'.

To ensure consistency, small support type should be used with the following guidelines applied:

The font face (ie JUNIOR RAVENS HOCKEY) should be all uppercase, Helvetica Now Micro, Bold, with 250 letterspacing as in example (A).

The 'X' heights are equal according to the spacing in example (A).

Due to spacing differences within the primary lockups (A) and (B), the 'X' height spacing in (B) should be approximately 1/2 the distance between the floating face and "Carleton".

One or two lines can be used for small type text, depending on available space, (C).

In cases where the small type needs to be larger than in the orginal lockup example (A), the type can be increased in size up to but no more than 1/2 the height of the "Carleton" component in the original logo lockup, (B).

Lockups with small support type should be at least 7/8" wide, (C).
**LOGO USEAGE**

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

**Minimum Size**

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

- Shield logomarks without logotypes should be at least 3/8" wide, (A).
- Lockups without small support type beneath a logotype should be at least 5/8" wide, (B).
- Lockups with small support type beneath a logotype should be at least 7/8" wide, (C)

**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, (D).
**LOGO USEAGE**

Brand Platform / Identity System / **Logo Usage** / Typography / Color / Photography / Applications

**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 black 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**
Incorrect Logo Usage

Logo applications shown here fall outside the intended brand language and should be avoided. 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**

Brand Platform / Identity System / **Logo Usage** / Typography / Color / Photography / Applications

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**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”, (A)

The elements can be arranged in a variety of lockups, (B).

Note: the horizontal lockup follows the same criteria for space and alignment as that of the main Carleton Logo, (C).
**Vertical Lockups**

Vertical treatments may be necessary in cases such as book spines, shirt sleeves, pant legs, banners, etc. The clear space proportions shown here are called out using the width of the beak as a unit of measure, “X”, (A).

The elements can be arranged in a variety of lockups, (B), (C).
Typography

The Helvetica Now 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.

Helvetica Now Light

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Now Regular

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Now Medium

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Now Bold

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Now Micro Bold

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Color Palette

Raven black is black, 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 Red is the same vibrant red as Carleton University brand red.
**GRAPHIC ELEMENTS**

Brand Platform / Identity System / Logo Usage / Typography / Color / Graphic Elements / Photography / Applications

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**The Wave**

The wave is an elaboration of the pattern from the Carleton logo. It is our primary graphic element. It gets attention and creates a sense of flow and momentum. The shape is not fixed — portions can be used and variations can be created. In Carleton branding, the wave appears in red and black. For the Ravens, the wave can appear in red, black and white. The wave is versatile. It can be used to add visual interest, provide a focal point, highlight content or provide structure to designs. For additional details about the wave, including examples of improper usage, see the Carleton Brand Guide, pages 50-52.
PHOTOGRAPHY

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.

Photography should also be authentic and inclusive. Engaging original photography should be used where possible, and photography should proportionately represent the diverse Carleton community.
APPLICATIONS
Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

Putting it all together

The Ravens brand can be applied to a variety of marketing materials and other products. By following the guidelines and policy in this guide, a consistent common look and feel can be achieved to support the overall communication and reputation goals of the brand within the primary brand of Carleton University.

You can find policy and guidelines for the main Carleton Brand at carleton.ca/brand.

These are some examples of how to apply the brand with those guidelines in mind.

Online / social: twitter, (A), Facebook, (B).
APPLICATIONS

Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

Athlete of the week card, (A).
Game poster, (B).
Banner, (C).
APPLICATIONS
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E-signature, (B).
PowerPoint, (C).

(A) Carleton Ravens

(B) New message

(C) Updated PPT Template
2023

New Section Slide
Option 1

New Section Slide
Option 2
APPLICATIONS
Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

Clothing
APPLICATIONS
Brand Platform / Identity System / Logo Usage / Typography / Color / Photography / Applications

Specialty items.