

McMaster University

Brand Standards Manual

VERSION 1.0

June 2017

BRIGHTER WORLD | mcmaster.ca

All images used in this guide are shown for placement purposes only.



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1.0

INTRODUCTION

These brand guidelines are designed to ensure recognition of the McMaster University brand and consistency of its message.

Who should use these guidelines?

Anyone at McMaster who communicates on the University's behalf can refer to these guidelines when creating institutional communications or marketing materials.

Our brand promise

At McMaster, students, researchers, faculty and staff collaborate across disciplines to explore and expand their potential in a globally renowned, innovative education and research community committed to **advancing human and societal health and well-being.**



How do we measure success at McMaster? Not just by enrolment numbers or academic scores. We measure our success by the degree to which we improve people's lives, contribute to our global knowledge base and advance the societies in which we live.


As a leading, world-ranked university with roots stretching back to 1887, we have pioneered evidence-based teaching and solution-oriented research with the objective of creating a Brighter World. And we have countless stories to share about how that research continues to change the world for the better.

We chart our progress by:

- The impact of the science, technology, and discovery our graduates and researchers pioneer.
- The health of communities, cultures and arts to which our students and faculty contribute.
- The well-being of our students, their love of learning and their personal growth.

From our distinct models of interdisciplinary learning to our commitment to research, we are educating those who will solve some of the world's most challenging issues and seize the opportunities of our shared future.

It's our challenge. It's our inspiration. It's our promise.



**"We are an
organization devoted
to the cultivation of
human potential."**

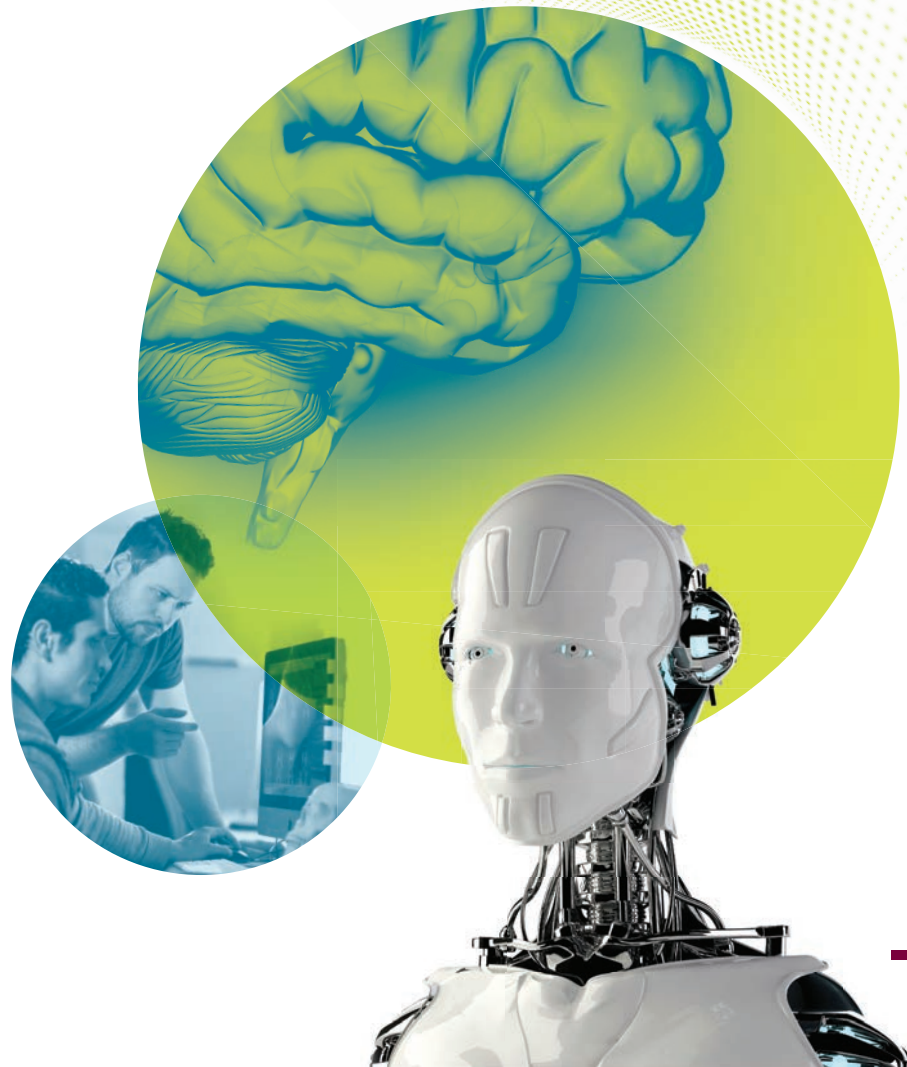
Patrick Deane
President and Vice Chancellor, 2011.

Brighter World brand story

Our brand story distills all the facets of McMaster's wider brand promise into a single narrative that captures the core of the University's brand:

This is a time of technological revolution, economic upheaval and environmental disruption. These challenges create great opportunity. The opportunity to approach problem-solving differently. To encourage and support different perspectives. To find answers to complex problems across a wide range of disciplines, from innovative thinkers who are eager to share their ideas in a spirit of openness, inclusiveness and collaboration.

At McMaster University, we welcome those thinkers. We've always believed that human and societal health and well-being depend on sharing creative, diverse thoughts and ideas. We're no ivory tower, our dynamic network of students, researchers, faculty and alumni connects and collaborates with the community and the world at large. We believe new ideas and perspectives make for smarter thinking and better solutions, that collaborative thinking is a gateway to greater intelligence and greater optimism. It's helping us create a Brighter World.



Why Brighter World?

This Brighter World brand story effectively communicates our optimism in our commitment to advance human and societal health and well-being. It is fuelled by McMaster's unique approach to collaboration. We believe that bringing together the best and brightest minds is the spark that makes a brighter world possible. It also reflects the positive impact that McMaster's researchers and students continue to have on the world.

How is McMaster creating a Brighter World?

- By encouraging experts to collaborate on work that shines new light on challenges to health and well-being.
- By facilitating astute, cross-faculty dialogue that helps us build a healthier future for all.
- By creating an inclusive community where a diverse group of thinkers can experience "light bulb" moments of inspiration that can change the world.



Brighter World

The Brighter World brand story is fuelled by McMaster's unique approach to collaboration.

It also reflects the positive impact our researchers and students continue to have on the world.

2.0

VISUAL EXPRESSION

Logos and marks | McMaster logo

The McMaster logo represents McMaster's dedication to collaboration and our strong history of innovation. Therefore, it's important that it appears on all official materials, documents or communications produced by or for the University. The McMaster logo consists of two elements: the McMaster lettering wordmark (in the Garamond typeface) and the shield. These elements have a fixed relationship and must never be separated, modified or altered in any way and must be presented in approved colours and font only as outlined in these guidelines. The McMaster logo may not be used for commercial use or by any unauthorized individual or organization.

DO NOT:

- Alter the size, relationship or position of the type or the shield in the McMaster logo
- Alter the colour of any part of the McMaster logo beyond the approved variations provided in this guideline
- Overprint type or photos, or place elements over the McMaster logo
- Add borders or other graphic elements to the McMaster logo
- Separate the elements of the McMaster logo



NEW

In order to increase the legibility of McMaster brand elements and optimize for digital media, a darker grey **PMS 431** has been chosen to replace the previously used lighter grey (PMS 430).

The McMaster logo on this page and throughout this manual is now compliant with AODA — Web Content Accessibility Guidelines (WCAG) 2.0 Level AAA. Note that the previous lighter grey (PMS 430) is acceptable for materials created prior to June 2017.

Visit accessibility.mcmaster.ca for more details. Please refer to page 39 for more information about the McMaster colour palette.

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Logos and marks | Reversed version, 1- and 2-colour applications

The approved McMaster logo colour variations are illustrated below. When possible, the full-colour version (top left) is always preferred. The single colour logo, in either black or white, can be used when the full-colour logo cannot be reproduced. It is ideal for single colour printing, etching, stamping, engraving, and embossing.

Full-colour
logo application



Reversed
logo application



1-colour
logo application



1-colour, reversed
logo application



Logos and marks | Brighter World tagline, Primary

The tagline “Brighter World” always appears as shown below. Always use the artwork files that are provided. The examples below use McMaster Maroon PMS 222C for “BRIGHTER” and Grey PMS 431C for “WORLD.”

*Primary, horizontal
2-colour version*

BRIGHTER WORLD

*Primary, vertical
2-colour version*

BRIGHTER WORLD

DO NOT:

- Manually type the tagline
- Centre or right align
- Replace the colour

Logos and marks | Brighter World tagline, Secondary

The examples below are to be used only in single-colour print applications. In these situations the tagline can be printed using 100% black, McMaster Grey PMS 431C, or McMaster Maroon PMS 222C. Please refer to page 39 for colour specifications.

Secondary, 1-colour versions

100% black

BRIGHTER WORLD

**BRIGHTER
WORLD**

McMaster Grey PMS 431C

BRIGHTER WORLD

**BRIGHTER
WORLD**

McMaster Maroon PMS 222C

BRIGHTER WORLD

**BRIGHTER
WORLD**

For special reversed applications.
Please refer to page 59 for more details.

BRIGHTER WORLD

**BRIGHTER
WORLD**

BRIGHTER WORLD

**BRIGHTER
WORLD**

BRIGHTER WORLD

**BRIGHTER
WORLD**

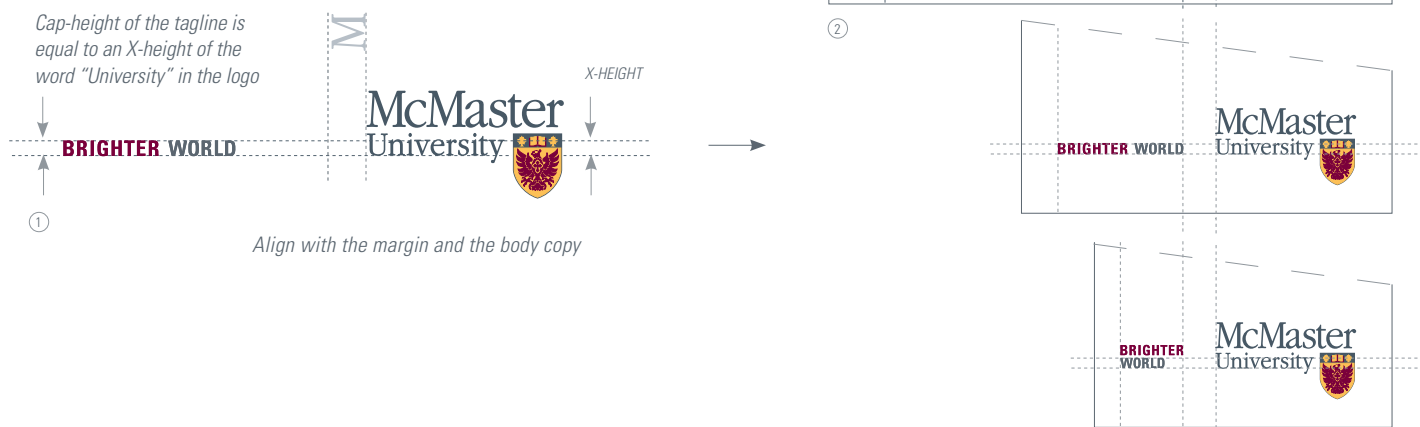
Logos and marks | Brighter World tagline

Using the Brighter World tagline with the McMaster logo in the following combinations reinforces our brand personality — in print materials, on banners and in online communications. The arrangement of the elements must adhere to the guidelines specified below.

TAGLINE, HORIZONTAL ARRANGEMENTS

- 1 In this relationship, the tagline height is equal to the x-height of the word "University" on the McMaster logo. Baseline to be aligned.
- 2 If the physical dimension of the layout is narrow and doesn't allow for the horizontal arrangement of the tagline with the primary McMaster logo and maintaining the required amount of protected space, a vertical arrangement of the tagline with the McMaster logo should be used as demonstrated below.

Please refer to page 25 for more details on protected space.



TAGLINE, VERTICAL ARRANGEMENT

In narrow vertical applications, when the McMaster logo is primary to the tagline, they should be aligned as shown in this example, maintaining consistent spaces between each element. The McMaster Maroon stroke should be placed between the McMaster logo and the tagline. Please refer to the next page to find out more information about the Maroon stroke.



Logos and marks | Brighter World, special tagline applications

The examples below provide guidelines for increasing the size of the tagline in relation to the McMaster logo.

TAGLINE, HORIZONTAL ARRANGEMENTS 1

For increased legibility, the tagline height is equal to the cap-height of the word "University" on the McMaster logo. Baseline to be aligned.



Example of the PowerPoint title page (bottom edge).

TAGLINE, HORIZONTAL ARRANGEMENTS 2

This is an example of leading with the tagline in a horizontal arrangement. The height of the "B" in "Brighter" needs to align to the height of the stacked "M" and "U" in the McMaster logo.

See flag banner examples on page 58.

SAME HEIGHT



TAGLINE, VERTICAL ARRANGEMENT

When leading with the tagline, the width of the McMaster logo is equal to the width of the tagline placed below it. To separate elements the McMaster Maroon stroke should be placed between them.

TAGLINE, HORIZONTAL ARRANGEMENTS 3

This is an example of narrow, horizontal.

For legibility, the height of the Brighter World tagline must be equal to the height of "McMaster University" in the McMaster logo.



**BRIGHTER
WORLD**

**BRIGHTER
WORLD**

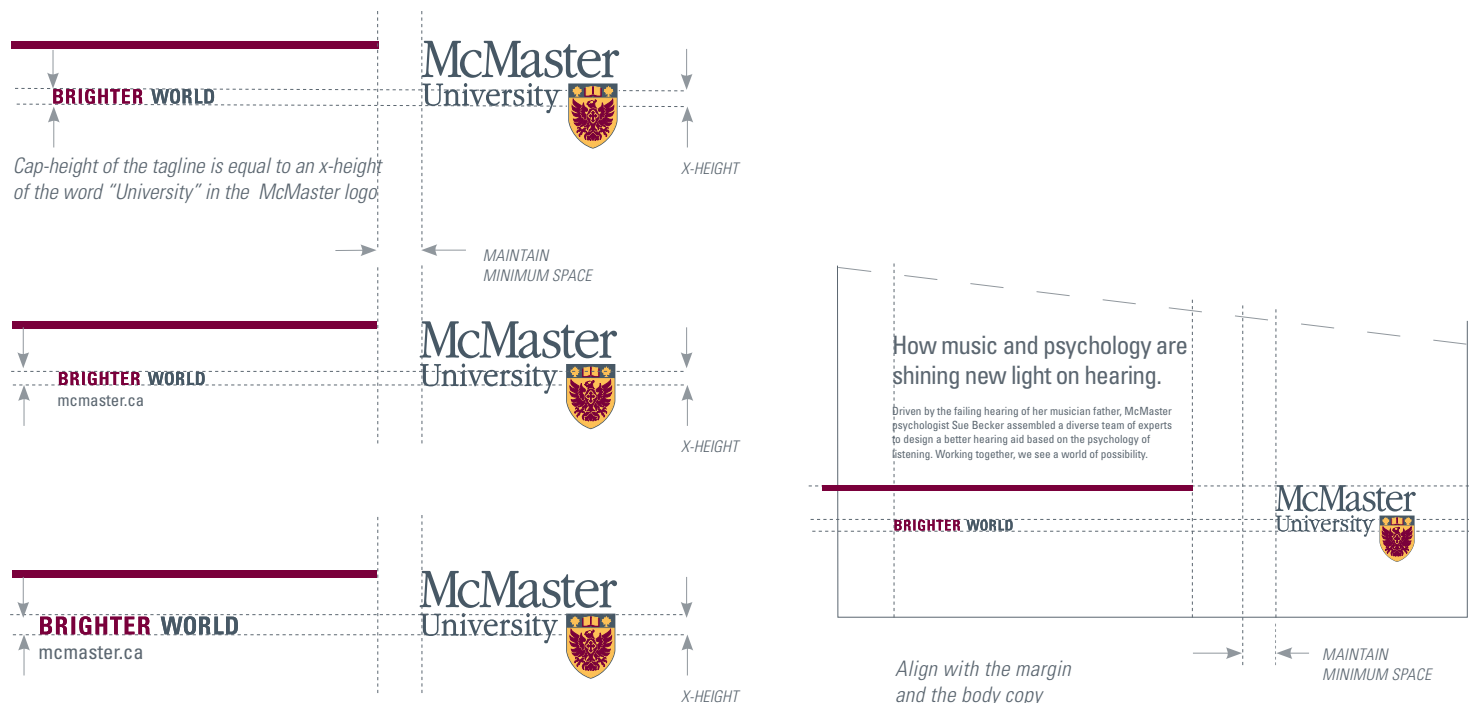


Logos and marks | Brighter World tagline with URL

When the tagline appears with the primary McMaster logo along with the mcmaster.ca URL, all elements should relate to one another as shown below. These tagline/McMaster logo/URL combinations also act as a sign-off and call to action for print materials — such as brochures, reports, proposals, invitations and publications — placed at the bottom of the layout. The McMaster Maroon stroke is used to separate the tagline from the McMaster logo and from the blocks of text for clarity and legibility. Maroon strokes create an anchor element within the layout, driving the viewer's attention to the information of the URL or call to action.

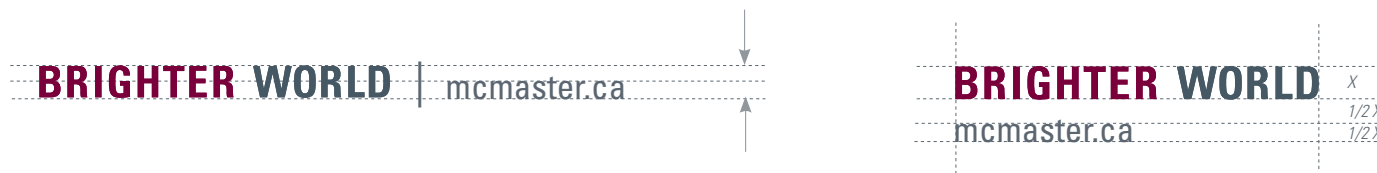
TAGLINE AND URL, HORIZONTAL

In this example, the tagline height is equal to the x-height of the word "University" on the McMaster logo. Baseline to be aligned.



TYPOGRAPHY

Univers 57 Condensed is used for URL, lowercase only.

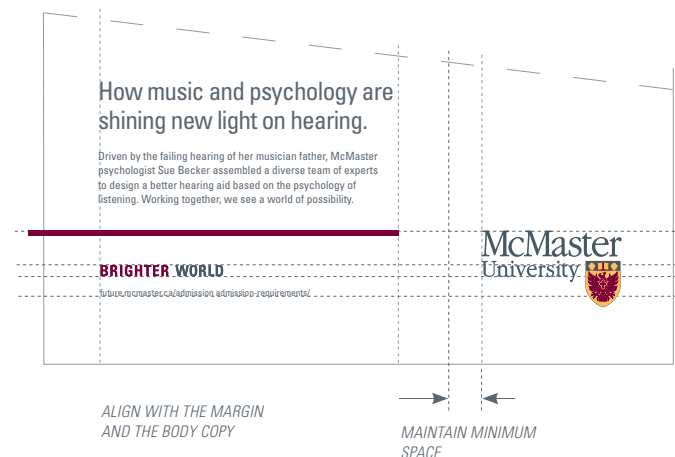
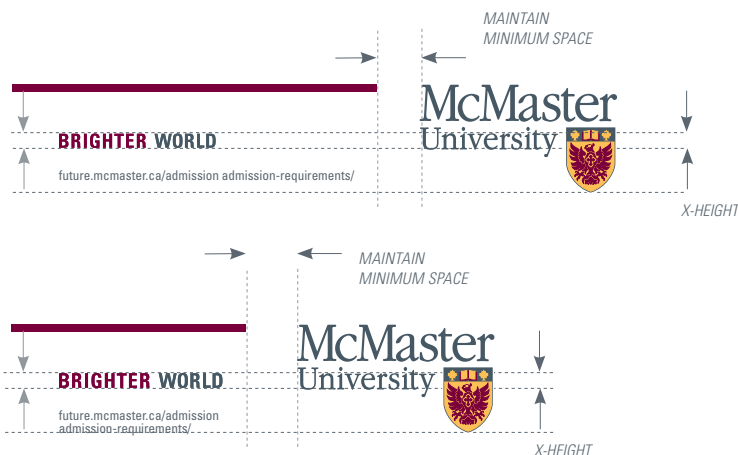


Please refer to previous pages for more information.

Logos and marks | Brighter World tagline with longer URL

The set of McMaster logo lockups combining the McMaster logo with a faculty and department name is shown on this page.

See guidelines below for establishing the maximum width of the department/faculty lock-up. The maximum width of this lock-up is equal to 1 1/3 times the width of the McMaster logo. So if the McMaster logo is one inch wide, the width of the faculty and department names cannot exceed 1.33 inches. This rule applies to all faculties/departments. Please note: Do not hyphenate any words in the names, and when breaking a department name over two lines, be mindful of readability.



CONSISTENT ALIGNMENT



EXAMPLES:

BRIGHTER WORLD
degroote.mcmaster.ca

BRIGHTER WORLD
mcmastercce.ca

Logos and marks | Primary McMaster logo with the “SINCE 1887” arrangement.

McMaster University is one of Canada’s historic and most prestigious public research universities, it was officially created through an Act of the Ontario Legislative Assembly that received royal assent in 1887. This legacy should be strategically emphasized in a closer arrangement with the McMaster logo. This arrangement should only be used in special circumstances, when the prestigious history of the University needs to be the leading message, as on the Viewbook cover.

DO NOT:

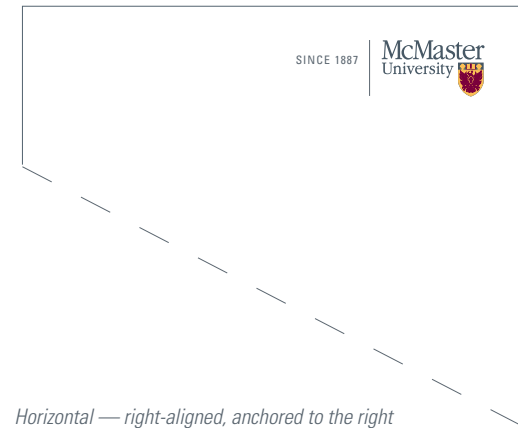
- Manually type: “SINCE 1887”
- Rearrange the elements
- Replace the colour



Lockup of the primary McMaster logo with “SINCE 1887”

This is an actual size of the arrangement, based on the 1.75” width of the McMaster logo, larger than in other applications of the same size, as it appears on the Viewbook cover.

Lockup position in the application



Horizontal — right-aligned, anchored to the right upper corner of the application, maintaining at least the minimum amount of the protected space around the McMaster logo and the “SINCE 1887” arrangement.

Logos and marks | McMaster brand structure overview

Academic activity at the University is primarily organized through its six faculties. To direct instruction and research that cross departmental and faculty lines, the University establishes administrative boards, institutes, centres, laboratories, and interdepartmental programs. Here are examples of how these basic organizing units of the University should be represented in relation to the McMaster logo.

ACADEMIC LEVEL
ORGANIZATIONAL CHART

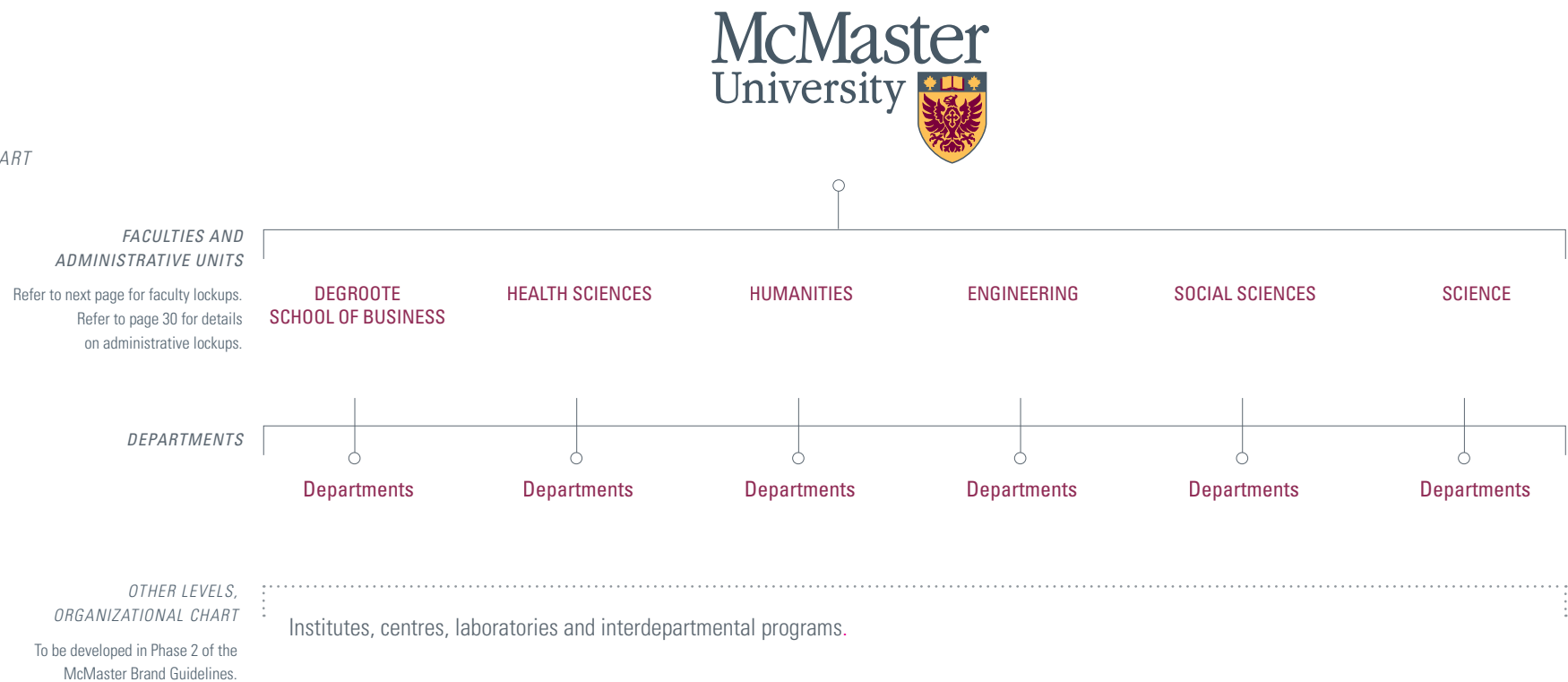


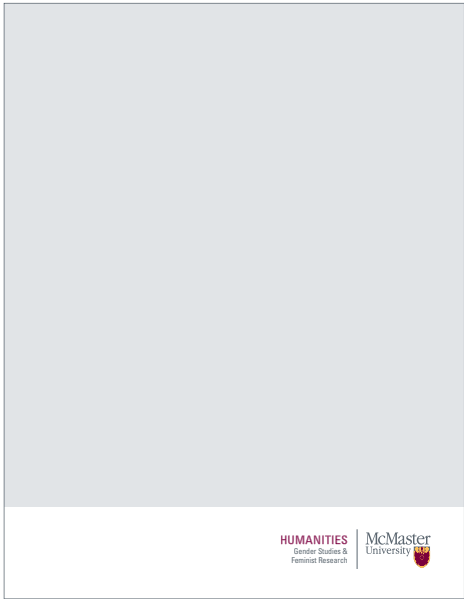
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Logos and marks | McMaster faculty lockups, horizontal, right corner

The set of McMaster logo lockups combining the McMaster logo with a faculty name in a horizontal arrangement is shown on this page.

The DeGroote School of Business already has an official logo of its own. This includes a separate word mark, “DeGroote School of Business,” and a separate tagline, “Education with purpose.” As a result, the DeGroote School of Business requires a McMaster lockup treatment that is distinct from those of the other faculties. The DeGroote brand elements are maintained within the McMaster lockup. Although different, this lockup conforms to the overall structure created for all the faculties. *(Please note: Logos and lockups may appear below minimum size for demonstration purposes.)*

Use in layout:



Horizontal — right-aligned, anchored to the right lower corner of the application

McMaster logo with the faculty name, followed by the department name based on one line of text.



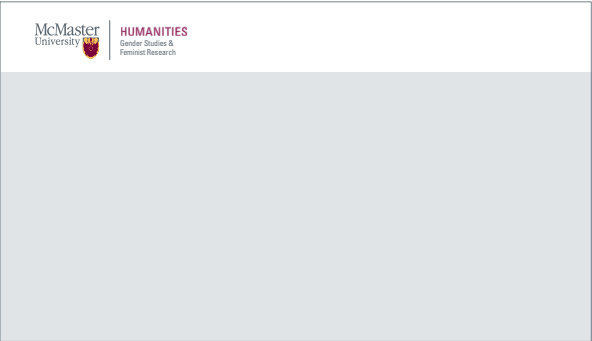
McMaster logo with the faculty name alone.



Logos and marks | McMaster faculty lockups, horizontal, left corner

The set of McMaster logo lockups combining the McMaster logo with a faculty name in a horizontal arrangement is shown on this page.

Use in layout:



Horizontal — left-aligned,
anchored to the left upper corner of the application

McMaster logo with the faculty name,
followed by the department name based on one line of text.



McMaster logo with the faculty name,
followed by the department name.



DeGroote
SCHOOL OF BUSINESS
EDUCATION WITH PURPOSE

First Line Here
Second Line Here



ENGINEERING
School of Biomedical
Engineering



HEALTH SCIENCES
Health Research Methods,
Evidence & Impact



HUMANITIES
Gender Studies &
Feminist Research



SCIENCE
School of Interdisciplinary
Science



SOCIAL SCIENCES
Geography &
Environmental Science

McMaster logo with the faculty name alone.



DeGroote
SCHOOL OF BUSINESS
EDUCATION WITH PURPOSE



ENGINEERING



HEALTH SCIENCES



HUMANITIES



SCIENCE

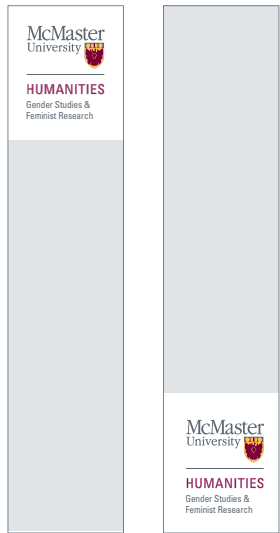


SOCIAL SCIENCES

Logos and marks | McMaster faculty lockups, vertical

The set of McMaster logo lockups combining the McMaster logo with a faculty name in a vertical arrangement is shown on this page.

Use in layout:



Vertical — left-aligned, anchored to the top or bottom edge maintaining at least the minimum protected space around the logo lockup.

McMaster logo with the faculty name, followed by the department name. Here are some examples based on one line of text.



HUMANITIES
French

McMaster logo with the faculty name, followed by the department name.



DeGroote
SCHOOL OF BUSINESS
EDUCATION WITH PURPOSE
First Line Here
Second Line Here



ENGINEERING
School of Biomedical
Engineering



**HEALTH
SCIENCES**
Health Research
Methods, Evidence
& Impact



HUMANITIES
Gender Studies &
Feminist Research



SCIENCE
School of
Interdisciplinary
Science



**SOCIAL
SCIENCES**
Geography &
Environmental
Studies



DeGroote
SCHOOL OF BUSINESS
EDUCATION WITH PURPOSE



ENGINEERING



**HEALTH
SCIENCES**



HUMANITIES



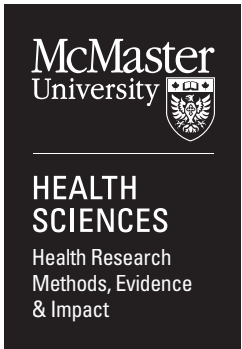
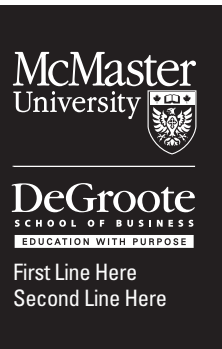
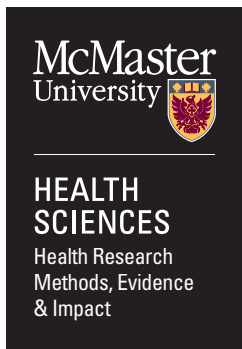
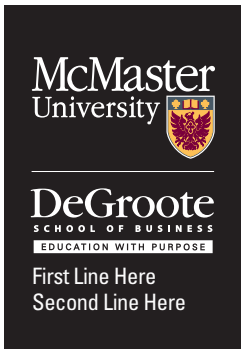
SCIENCE



**SOCIAL
SCIENCES**

Logos and marks | Reversed version, 1- and 2-colour applications, McMaster Faculty lockups

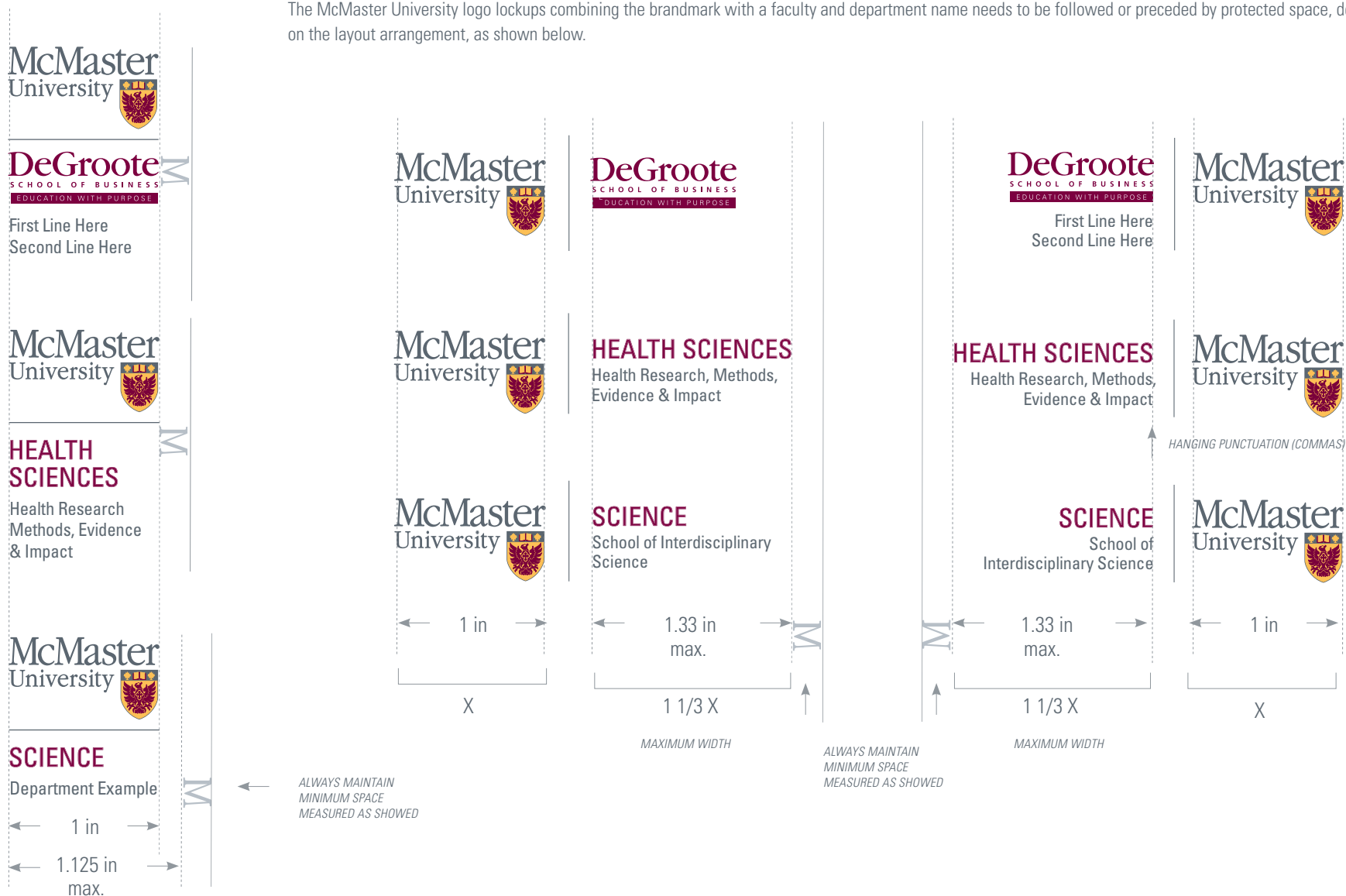
The approved McMaster faculty/department lockup colour variations are illustrated below. Apply to all arrangements (horizontal and vertical). When possible, the full-colour version (top left) is always preferred. The single colour logo, in either black or white, can be used when the full colour logo cannot be reproduced. See details on previous page.



Logos and marks | McMaster faculty lockups, typesetting department names

The set of McMaster logo lockups combining the McMaster logo with a faculty and department name is shown on this page. See guidelines below for establishing the maximum width of the department/faculty lockup. The maximum width of this lockup is equal to $1 \frac{1}{3}$ times the width of the McMaster logo. So if the McMaster logo is one inch wide, the width of the faculty and department names cannot exceed 1.33 inches. This rule applies to all faculties/departments. Please note: Do not hyphenate any words in the names, and when breaking a department name over two lines, be mindful of readability.

The McMaster University logo lockups combining the brandmark with a faculty and department name needs to be followed or preceded by protected space, depending on the layout arrangement, as shown below.



Logos and marks | McMaster faculty departments only lockups

The set of McMaster logo lockups combining the McMaster logo with a department name in vertical and horizontal arrangements are shown on this page. Be sure to use the approved department name (using exact wording) in each logo lockup.



Logos and marks | McMaster approved school logos, lockups

The set of McMaster logo lockups combining the McMaster logo with an approved school mark in vertical and horizontal arrangements is shown on this page. In instances where the McMaster logo and the school logo are separated for some distance (for example, on campus buildings), please consult with the brand marketing team to ensure the school logo maintains a connection with the McMaster logo and, by extension, the University. For the reversed versions, please follow the guidelines on the next page.



NEW

In order to increase the legibility of Michael DeGroote School of Medicine logo and optimize for digital media, a darker grey PMS 431 has been chosen to replace the previously used lighter grey (PMS 430).

Logos and marks | McMaster approved school logos, lockups — reversed version

The set of McMaster logo lockups combining the McMaster logo with an approved school logo (reversed version) in a vertical arrangement is shown on this page.



Logos and marks | McMaster Alumni lockup

McMaster Alumni logo lockups follow the same guidelines used for the faculty lockups as explained in this manual.
For the reversed versions, please follow the guidelines on page 23.



Logos and Marks | McMaster approved faculty/school logos, lockups and alignment with the tagline

The set of McMaster logo lockups combining the faculty/school logo with the tagline based on the horizontal arrangement is shown on this page. See below for alignment guidelines and examples of positioning with and without a tagline and/or Maroon stroke. See page 24 for direction on the hierarchy of logo lockups.

Alignment shown here

Depending on the type of application and the complexity of layout, the Maroon stroke may or may not be required.

Depending on the type of application and the complexity of layout, the Maroon stroke can be shorter or longer and aligned as shown in examples below.

Here are the McMaster logo and approved faculty logo lockups, based on the horizontal, flush right arrangement without the tagline.

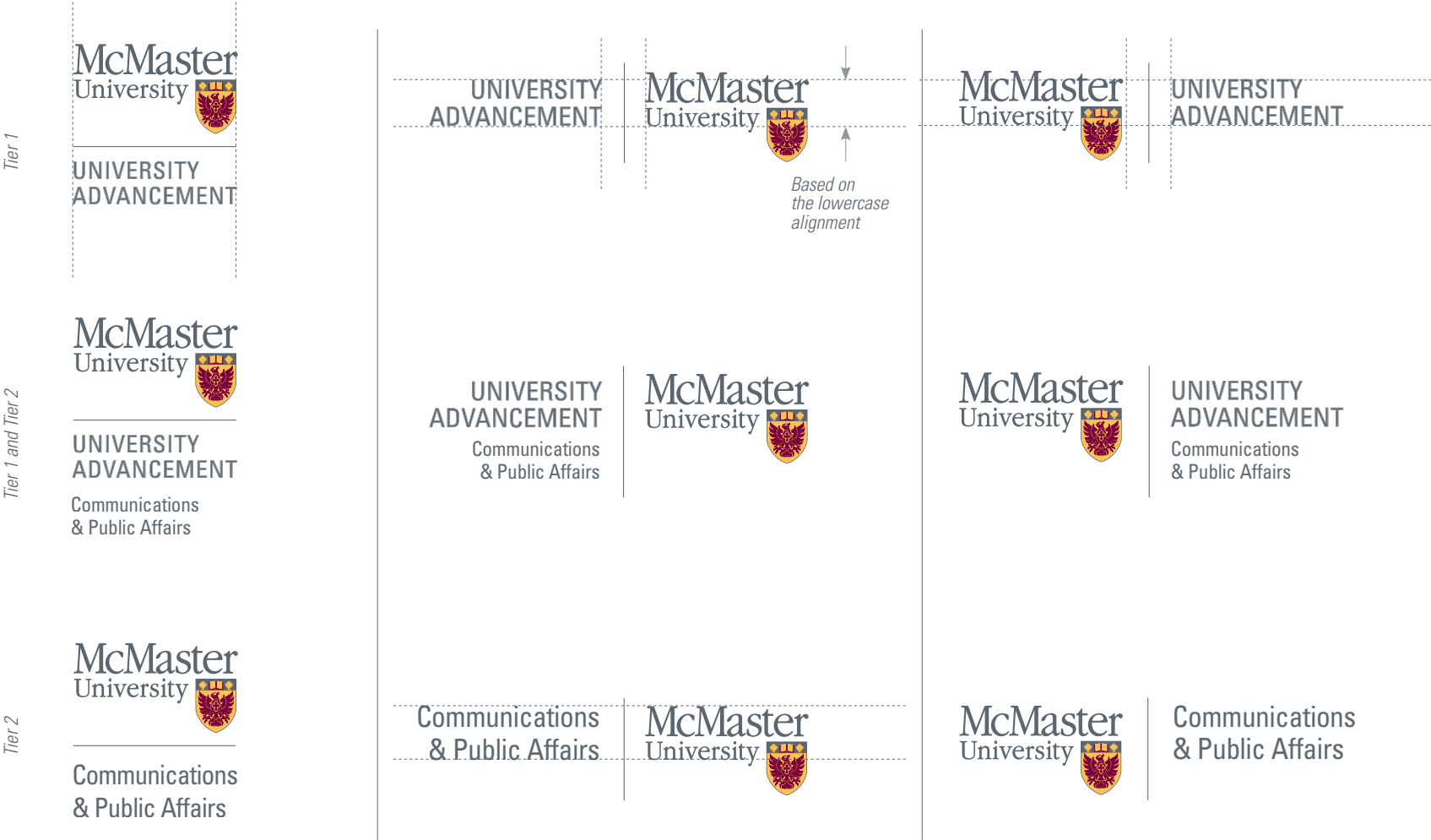
Here are the McMaster logo and approved faculty/school logo lockups, based on the horizontal, flush right arrangement aligned with the tagline.

Here are the McMaster logo and approved faculty/school logo lockups, based on the horizontal, flush right arrangement aligned with the tagline.

Logos and marks | McMaster administrative department lockup

McMaster administrative department logo lockups follow the same guidelines used for the faculty lockups, except administrative offices will be treated in grey as opposed to maroon. Please note that any administration unit can use the tier 2 logo, as shown below. Tier 1 versions need to be approved in consultation with executive leaders responsible for each area. For the reversed versions, please follow the guidelines on page 23.

Alignment shown here →



Logos and marks | McMaster faculty symbol “don’ts”

Approved existing faculty symbols are permitted for use, but should never be locked up with the McMaster logo (or subsequent logos) or the Brighter World tagline. It can only be used when it’s placed at a significant distance from the McMaster logo and Brighter World tagline, so that it is clear that it’s not part of those lockups.

DO NOT CREATE ANY FACULTY SYMBOLS WITH THE MCMASTER LOGO AND TAGLINES, AS SHOWN ON THIS PAGE.



Logos and marks | McMaster logo, minimum size

Minimum size requirements have been created to ensure legibility of the McMaster logo and the tagline. However, the requirements may differ depending on medium and process being used for print. Always use vector-based master art for reproductions, this will ensure sharpness at any scale, especially at the minimum size. Attention must be paid to the legibility of the tagline. For this reason, the McMaster logo should never be smaller than the size specified below, when printed at the optimum resolution of at least 300 dpi, or on-screen when displayed on calibrated screen. If the tagline Brighter World is to be used in the application, it should be aligned with the baseline of the wordmark and equal to the height of the “n” in “University.”

MINIMUM SIZE, PRINT

When printed at the optimum resolution of at least 300 dpi



OPTIMAL SIZE ON MOBILE:

*100 x 56 px
(width x height)
(recommended usage)*

150 dpi, optimized to transparent PNG, 24-bit



MINIMUM SIZE ON MOBILE:

*75 x 42 px
(width x height)*

(only to be used when there's not enough real estate to accommodate for the optimal size)

150 dpi, optimized to transparent PNG, 24-bit



IMPORTANT

Always refer to the technical specifications provided in this guide. Units of measurement are based on the medium being used; for example, inches for print or pixels for on-screen applications.

Logos and marks | McMaster faculty lockups, minimum size, print

Minimum size requirements for print applications of the McMaster faculty lockups are shown on this page.

The DeGroote School of Business lockup includes the DeGroote tagline at larger sizes. But when it becomes smaller, the tagline loses legibility, so there is an alternate version without the tagline provided.

MINIMUM SIZE, HORIZONTAL ARRANGEMENTS



MINIMUM SIZE, VERTICAL ARRANGEMENT



↓
TO ENSURE LEGIBILITY IN ALL ARRANGEMENTS, THE MINIMUM SIZE TO BE USED WHEN THE MCMASTER LOGO IS PAIRED WITH THE DEGROOTE LOGO WITH THE TAGLINE IS 1.5 INCHES.



The minimum size to be used when the McMaster logo is paired with the DeGroote logo without the tagline is 1 inch.

Logos and marks | McMaster faculty lockups, minimum size, on-screen

Minimum size requirements for on-screen applications of the McMaster faculty lockups are shown on this page.

The DeGroote School of Business lockup includes the DeGroote tagline at larger sizes. But when it becomes smaller, the tagline loses legibility, so there is an alternate version without the tagline provided.

MINIMUM SIZE, HORIZONTAL ARRANGEMENTS



MINIMUM SIZE, VERTICAL ARRANGEMENT



IMPORTANT

Please refer to the technical specifications (pixel dimension) provided on this page, images provided here are not at their actual size.

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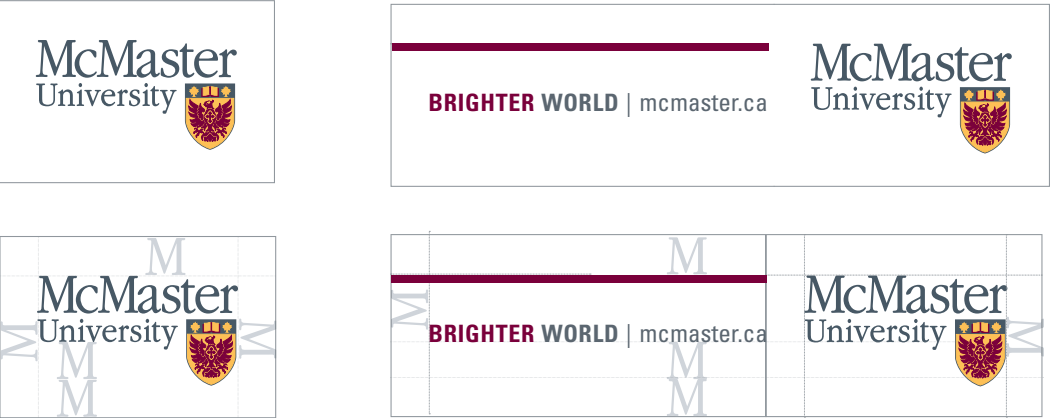
ACCESSIBILITY

Logos and marks | Protected space

To ensure the integrity of the McMaster logo, it is surrounded with a clear space. Do not crowd this clear space with typography, imagery, or any other elements except in approved logo lockups. The following shows the minimum amount of clear space that should surround the McMaster logo. Please use the same guideline to maintain the protected space in other McMaster logo applications regardless of the number of colours being used to reproduce it.

PROTECTED SPACE
McMASTER LOGO

As seen in this example, the clear space around the left, top, and right sides of the McMaster logo should be equal to the cap height of the “M”. The clear space measured from the baseline of the word “University” in the wordmark, should not be smaller than twice the height of the “M”.



PROTECTED SPACE
FACULTY LOCKUPS

As seen in these examples, the clear space around the left, top, and right sides of the McMaster logo, including the faculty and the department name should be equal to the cap height of the “M” in McMaster. The clear space measured from the baseline of the word “University” in the wordmark, should not be smaller than twice the height of the “M”.



Typography | Primary typeface

The primary font, Univers Condensed, is a sans serif typeface with a clean, modern look. This typeface is ideal for newsletters, posters, magazines, or other publications intended for external audiences. To make pages easier to scan and read in depth, follow the guidelines below for creating a hierarchy of formatting. These guidelines can be adapted for your own use, but consistency throughout each piece is key. See below for minimum sizes and other measurements.

Univers Condensed

MAIN HEADING

Univers 57 Condensed, Sentence Case
Size: 38pt, Leading: 38pt, Tracking: -25

SUBHEADING 1

Univers 57 Condensed, Sentence Case
Size: 16pt, Leading: 19pt, Tracking: -10

INTRODUCTION OR A QUOTE

Univers 47 Light Condensed, Sentence Case
Size: 12pt, Leading: 16pt, Tracking: -10
QUOTES: Hanging quote marks

SUBHEADING 2

Univers 57 Condensed, Caps
Size: 9pt, Leading: 12pt, Tracking: 30

BODY COPY 1

Univers 47 Light Condensed, Sentence Case
Size: 9pt, Leading: 13pt, Tracking: 5

BODY COPY 2

Univers 57 Condensed, Sentence Case
Size: 9pt, Leading: 13pt, Tracking: -15

NOTES, SMALL IMAGE CAPTIONS

Univers 47 Light Condensed Oblique,
Minimum size: 7.5pt, Leading: 9.5pt, Tracking: 0

LEFT ALIGNMENT

EXAMPLE

Main headings should be set in sentence case

This is a subheading example.

“Introductory copy or a quote, with hanging quotation marks, should be typeset using an increased size, depending on the space available or a desired impact to be achieved.”

SECONDARY SUBHEADING

Lighter type weight is the most preferred for typesetting regular body copy because it creates a more sophisticated look and contrasts well with other elements on the page.

Regular weight can be also used to emphasize more important fragments of the copy. If legibility of the copy might be compromised by the quality of reproduction, such as small newsprint ads, regular weight can be used over the light weight.

This is an example of legal notes, small image caption or other supportive copy

SECTION 1.0

80%

INFOGRAPHICS

- This is an example of a bulleted list, with bullets typeset 2 pt smaller.
- Highlighting URLs, such as **mcmaster.ca**, can be done using McMaster Maroon.

BULLETED LIST Univers 47 Light Condensed, Size: 9pt, Leading: 13pt, Tracking: -5, Bullet size: 7pt (2pt smaller), hanging punctuation, URL: Univers 47 Light Condensed McMaster Maroon

HIGHLIGHTING IMPORTANT NUMBERS (where applicable): Univers 67 Bold Condensed, Caps, Size: 37pt, Tracking: 30

SECTIONS: Univers 67 Bold Condensed, Caps, Size 17pt, Tracking: 30

Typography | Secondary typeface

The secondary font, ITC Garamond, is a serif typeface that can be used for internal documents, letters, memos, articles and long-form printed pieces. This typeface should never replace the primary Univers Condensed.

ITC Garamond

MAIN HEADING

ITC Garamond Light, Sentence Case
Size: 34pt, Leading: 36pt, Tracking: 0

SUBHEADING 1

ITC Garamond Book, Sentence Case
Size: 16pt, Leading: 19pt, Tracking: 0

INTRODUCTION OR A QUOTE

ITC Garamond Light, Sentence Case
Size: 12pt, Leading: 16pt, Tracking: 0
QUOTES: Hanging quote marks

SUBHEADING 2

ITC Garamond Light, Caps
Size: 9pt, Leading: 13pt, Tracking: 0

BODY COPY 1

ITC Garamond Light, Sentence Case
Size: 9pt, Leading: 13pt

NOTES, SMALL IMAGE CAPTIONS

ITC Garamond Italic,
Minimum size: 8pt, Leading: 9.5pt, Tracking: 0

LEFT ALIGNMENT

Main headings should
be set in sentence case

This is a subheading example.

“Introductory copy or a quote, with hanging quotation marks, should be typeset using an increased size, depending on the space available or a desired impact to be achieved.”

SECONDARY SUBHEADING

ITC Garamond was created by Tony Stan in 1975. This is the typeface you can use for all internal documents. There is only one weight available for this typeface. Use bold sparingly for emphasis only, when required. ITC Garamond was created by Tony Stan in 1975. This is the typeface you can use for all internal documents. There is only one weight available for this typeface. Use bold sparingly for emphasis only, when required. ITC Garamond was created by Tony Stan in 1975.

This is an example of legal notes, small image caption or other supportive copy.

LEFT ALIGNMENT

EXAMPLE

SECTION 1.0

80%

INFOGRAPHICS

- This is an example of a bulleted list, with bullets typeset 2 pt smaller.
- Highlighting URLs, such as **mcmaster.ca**, can be done using McMaster Maroon.

BULLET LIST *ITC Garamond Light, Size: 9pt, Leading: 13pt, Tracking: 0, Bullet size: 7pt (2pt smaller), hanging punctuation, URL: Univers ITC Garamond Light, McMaster Maroon*

HIGHLIGHTING IMPORTANT NUMBERS (where applicable): *ITC Garamond Bold, Size: 34pt, Tracking: 0*

SECTIONS: *ITC Garamond Bold, Caps, Size 15pt, Tracking: 0*

Typography | PC Fonts — PowerPoint Presentations

Arial, a sans serif typeface, is a widely available, versatile typeface that is ideal for typesetting PowerPoint presentations or other similar materials. See below for an example of how a typographic hierarchy can improve readability. This is a suggestion only of how hierarchy can work, please adapt for your own purposes. Consistency within each piece, however, is key. For PowerPoint presentations, text on each slide should be kept to a minimum with a limited use of Arial Bold. McMaster Maroon can be used strategically to highlight important text.

Arial

SPECIFICATIONS BASED ON
THE PPT AT ACTUAL SIZE:

MAIN HEADING

Arial Regular, Sentence Case
Size: 33pt, Line Spacing: 1.0

SUBHEADING 1

Arial Bold, Sentence Case
Size: 16pt, Line Spacing: 1.0

SUBHEADING 2

Arial Regular, Caps
Size: 12pt, Line Spacing: 1.0

BODY COPY

Arial Regular
Size: 16pt, Line Spacing: 1.0
Hanging punctuation

SMALL SUBHEAD

Arial Oblique, Sentence Case
Size: 9.5pt, Line Spacing: 1.0

LEFT ALIGNMENT

EXAMPLE BASED ON 16:9 FORMAT

Main headings should be
set in sentence case.

This is an example of a subheading.

SECONDARY SUBHEADING

- Use the Arial typeface family throughout your entire slide presentation.
- Remember, the slides are meant to support the narration of the speaker.
- Keep the content and layout clear and consistent.

This is an example of legal notes, small image caption or other supportive copy.

SECTION 1.0

80%

INFOGRAPHICS

“A quote uses
a regular text weight
and hanging
quotation marks”

A QUOTE: Arial Regular, Size: 16pt, Line Spacing: 1.0

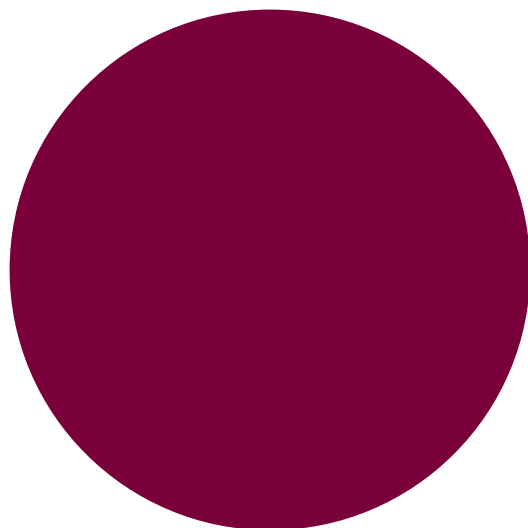
SECTIONS: Arial Bold, Size: 16pt, Line Spacing: 1.0, Caps

Colour palette | McMaster Heritage Colours

Strengthen the McMaster brand by consistently using the McMaster colour palette. The rich hues suggest tradition and solidity. These colours are all reflected in the McMaster logo, an essential element of our brand identity. McMaster Heritage Maroon PMS 222 is a key brand colour. Continue to use this Heritage colour for all applications where appropriate. The Brighter World colours are to be used in all brand communications in addition to the Heritage colours, please refer to page 40.

HERITAGE COLOURS

Used in association with all McMaster materials.

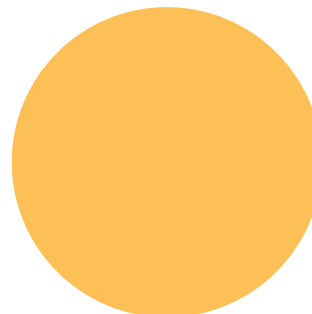


McMASTER HERITAGE MAROON

PMS 222C
PMS 222U

C0 M100 Y15 K60 (coated)
C26 M91 Y14 K35 (uncoated)

R122 G0 B60
HEX 7A003C

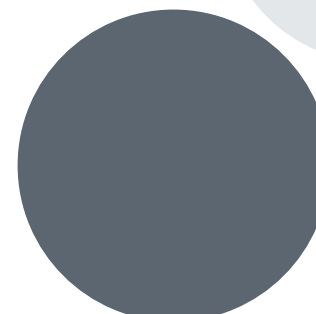


McMASTER HERITAGE GOLD

PMS 136C
PMS 122U

C0 M27 Y76 K0 (coated)
C0 M22 Y93 K0 (uncoated)

R253 G191 B87
HEX FDBF57



McMASTER HERITAGE GREY

PMS 431C
PMS 432U

C45 M25 Y16 K59 (coated)
C69 M55 Y46 K13 (uncoated)

R94 G106 B113
HEX 5E6A71

NEW

New grey — PMS 431
has been chosen to
replace the previously
used lighter grey
(PMS 430).

TINTS

A tint is a screened (lighter) version of a colour. Tints of the McMaster heritage colours are allowed only in tables and charts when information should be separated to increase the legibility or provide hierarchy of information.

NEW

COATED VS UNCOATED COLOUR VERSION

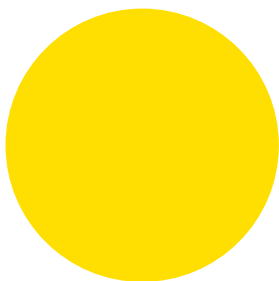
McMaster Heritage Gold
Please note that colour
formulas for the coated and
uncoated paper are different.

Colour palette | Brighter World Colours

The Brighter World brand colours blend well with McMaster Maroon and Gold and provide a broadened range of colour options that renew McMaster's image in a youthful way. This palette is intentionally vibrant and these hues complement each other and the Heritage Colour palette, reflecting the "Brighter World" brand story (see page 7) and spirit of collaboration at the university.

HIGHLIGHTS

Used for highlights and backgrounds in the duotone images.

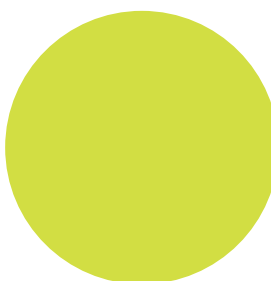


BRIGHTER WORLD YELLOW

PMS 109C
PMS 108U

C0 M9 Y100 K0 (coated)
C0 M4 Y95 K0 (uncoated)

R254 G209 B0
HEX FFD100

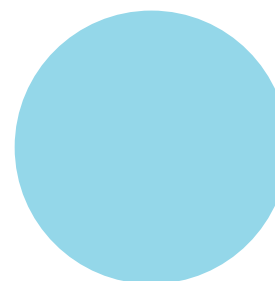


BRIGHTER WORLD LIME

PMS 584C
PMS 584U

C21 M0 Y89 K0 (coated)
C16 M1 Y76 K2 (uncoated)

R210 G215 B85
HEX D2D755



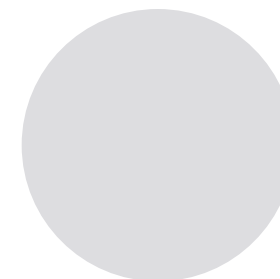
BRIGHTER WORLD SKY BLUE

PMS 636C
PMS 636U

C39 M0 Y7 K0 (coated)
C36 M0 Y9 K0 (uncoated)

R139 G211 B230
HEX 8BD3E6

NEUTRAL SUPPORT



COOL GREY

COOL Grey PMS 1C
COOL Grey PMS 1U

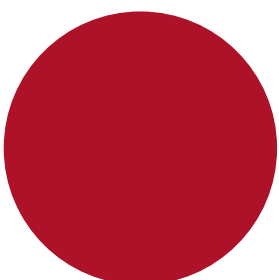
C4 M2 Y4 K8 (coated)
C4 M3 Y6 K9 (uncoated)

R219 G219 B221
HEX DBDBDD

DARKER TONES

Used only to contrast the highlights in the duotone images.

The Darker Tones palette is intended to add contrast where a darker colour is necessary to retain clarity of detail in a photograph. Because of its strong impact, use the darker red judiciously.

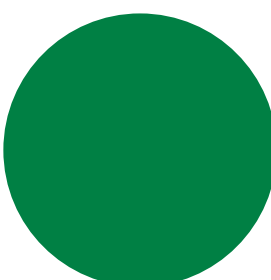


BRIGHTER WORLD RED

PMS 187C
PMS 187U

C7 M100 Y82 K26 (coated)
C7 M84 Y56 K16 (uncoated)

R166 G25 B46
HEX A6192E

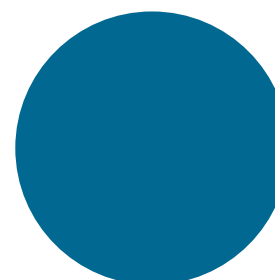


BRIGHTER WORLD GREEN

PMS 7726C
PMS 7726U

C100 M0 Y93 K29 (coated)
C97 M0 Y86 K18 (uncoated)

R0 G123 B75
HEX 007B4B



BRIGHTER WORLD BLUE

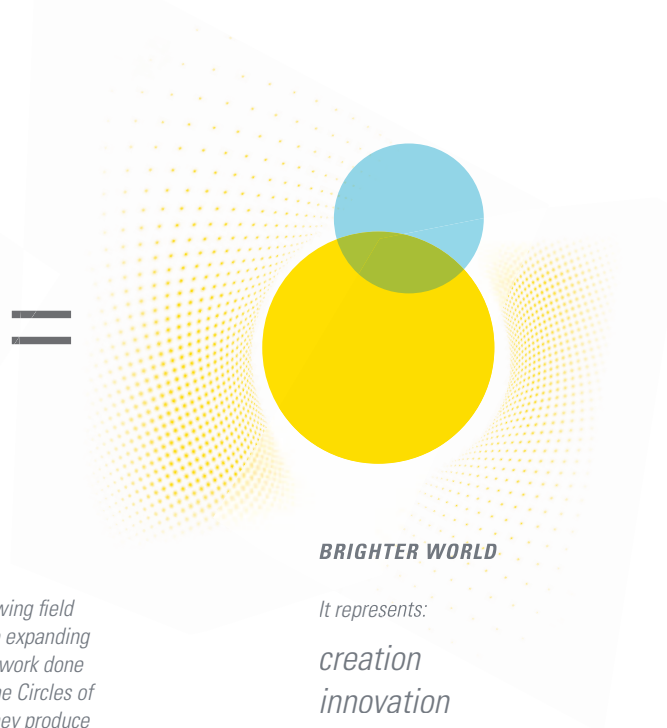
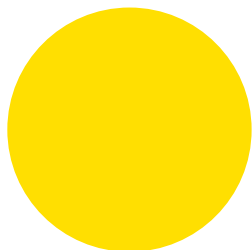
PMS 7705C
PMS 7705U

C100 M13 Y5 K41 (coated)
C95 M0 Y6 K30 (uncoated)

R0 G112 B150
HEX 007096

Brighter World | Visual expression

In bringing the “Brighter World” brand story to life visually, find inspiration in the shapes, colours and graphic elements that represent the themes below. Like McMaster itself, these elements work together to convey the light, circles of community and innovative collaboration that lead to a Brighter World.



CIRCLE OF LIGHT

The Circles of Light highlight the people, places, actions and impact of McMaster University. Each circle is a window into a distinct element of a McMaster story. And when they overlap, these different people, places and things work together to produce new knowledge, optimism and impact.

It represents:

*world
 people
 environment
 unification
 entity
 community
 idea*

RADIANCE

The Radiance, the glowing field of dots, represents the expanding positive impact of the work done at McMaster. When the Circles of Light come together they produce a radiating impact that makes for a Brighter World.

It represents:

*brightness
 light
 spread
 expansion
 potential
 movement
 perspective*

BRIGHTER WORLD

It represents:

*creation
 innovation
 growth
 collaboration
 inclusiveness
 connectivity
 discovery
 integration*

TABLE OF CONTENTS

INTRODUCTION

VISUAL EXPRESSION

VOICE

ACCESSIBILITY

Brighter World | Key Visuals

When designing layouts using the Brighter World elements, aim to achieve the balance and proportion of the composition examples below. These examples provide a guide as to the general proportion and relationship of elements within the key visual.

STORY-BASED COMPOSITION 1

Two Circles of Light combined with a close-cropped image

Example of a layout that requires labels for each image to fully explain the story being told in the composition.

Follow the label guidelines provided on page 44.

“BIG-PICTURE” COMPOSITION 2

Three Circles of Light highlighting three different subjects.

This example is a guideline only of how the Circles of Light can be used to convey a more overarching theme.



Environmental scientists

Automotive designers

Business analysts

To build a safer, greener car, start with the right team.

The most important part of tomorrow's cars is the collaborative thinking that's happening today. McMaster researchers are combining new ideas about steel production and automotive design to create car bodies that are tough and resilient for passenger safety, yet lightweight for reduced fuel consumption. At McMaster, our optimism comes from the challenges we share.

BRIGHTER WORLD | mcmaster.ca

McMaster University

1

Image Label

IMAGE COMPOSITION EXAMPLE

TYPOGRAPHY

Headline

Text/Story

McMASTER
McMASTER LOGO
AND TAGLINE



Environmental scientists

Automotive designers

Business analysts

Focused on the world's well-being.

Health, technology, the environment, the economy — they're all interconnected. Just as our shared challenges intermingle, so too must our solutions. At McMaster University, we take a collaborative approach to improve people's lives, contribute to global knowledge and advance the health and well-being of the world around us. It's how we research and how we teach. It's our commitment to creating a brighter world.

BRIGHTER WORLD | mcmaster.ca

McMaster University

2

Photography | Image composition

The Brighter World brand uses photography in a number of ways. Each treatment is distinct and has a specific purpose.

1 DUOTONE, CIRCLE-CROPPED

Each of these circular images acts as a window into the unique story being told about how McMaster builds or enables a Brighter World. Duotone images are black and white photos printed in two colours. In these images, coloured inks, rather than different shades of grey, are used to reproduce tinted greys. Please refer to pages 46 – 48 for more information about duotones.

Team of people



Individuals



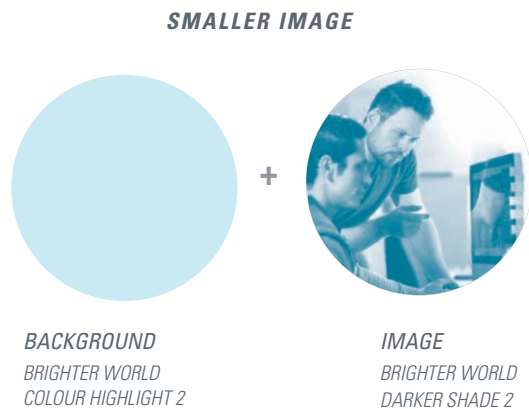
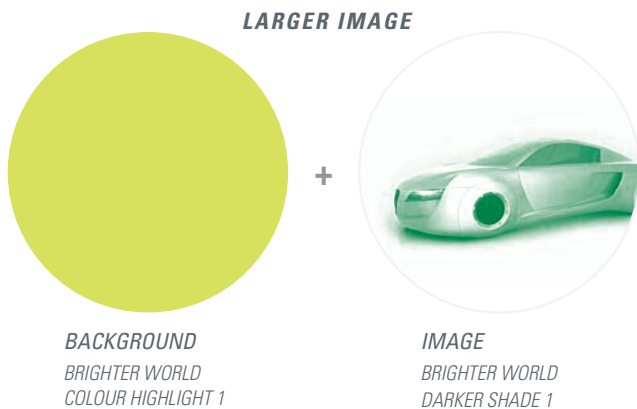
Hand holding object



Objects



Nature or Landscapes



2 COLOUR, CLOSE-CROPPED

Close-cropped images should reflect the Brighter World story being told in the piece of communication. The image chosen should have clear edges so it remains distinct against the white background.

Hand holding object



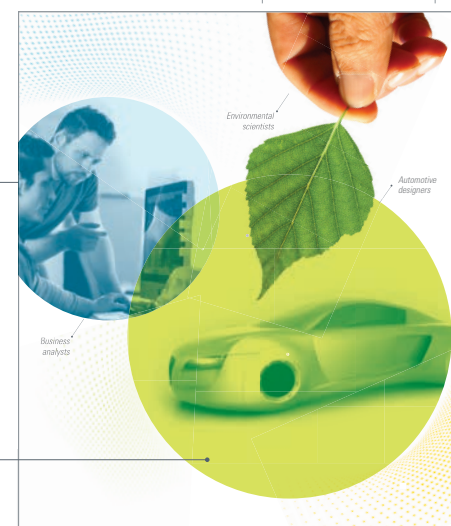
Objects



Person



IMAGE COMPOSITION
EXAMPLE



Brighter World | Elements of the image composition

Here, the key visual is broken down into individual elements to illustrate how they work together. Use this guide as a reference when combining elements.

CIRCLES OF LIGHT

The Circles of Light are essential elements of the Brighter World concept.

Please see more details about this colour palette on page 40.



OVERLAP

An overlapped effect is created with transparency ("Multiply"). Please see next page for more details.

"RADIANCE"

The Radiance, the glowing field of dots, should match the background colour of the adjacent circle, only allowed in the Brighter World highlights.

The "Radiance" can be rotated around the circle or both circles in order to create a balanced composition. It can also be skewed and scaled to hug the circle consistently.

DO NOT place any text, images or any graphic elements over the "Radiance."

LABELLING

MIGHT BE INCLUDED FOR THE BRIGHTER WORLD STORY IMAGE COMPOSITION

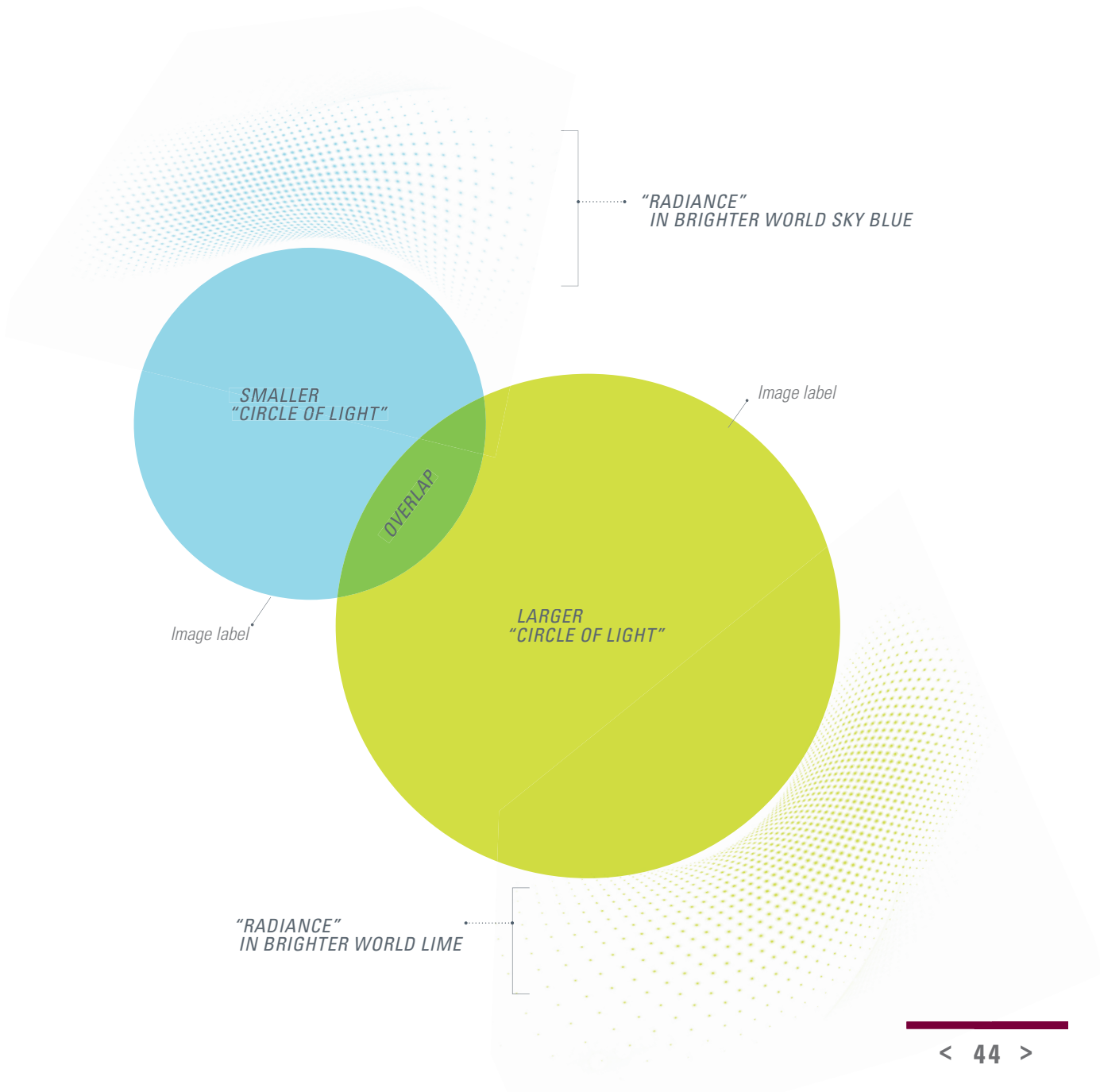
The combination of: a stroke with round end cap and brief caption (2 to 3 words).

STROKE: 0.35 – 0.5 pt
(depending on the size and medium).

COLOUR:
McMaster Grey PMS431C or matching.

TYPE:
Minimum size: 9pt, Univers 47 Light Condensed Oblique

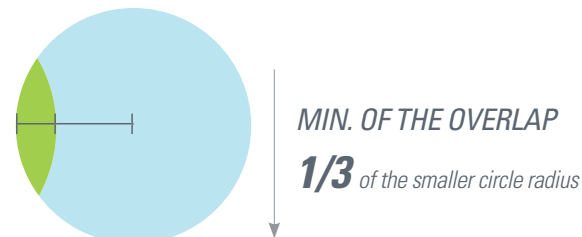
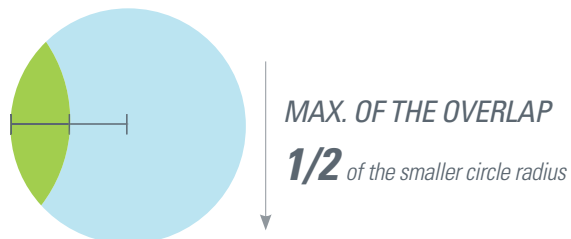
Label title
example



Brighter World | Scaling overlapping Circles of Light

Formulas for scaling overlapping Circles of Light (circles) are shown below.

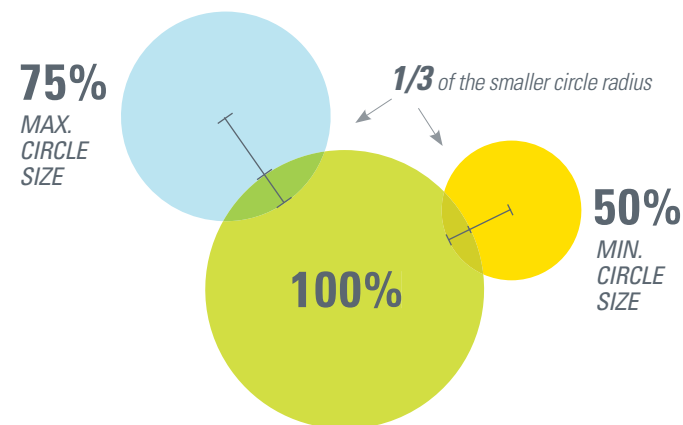
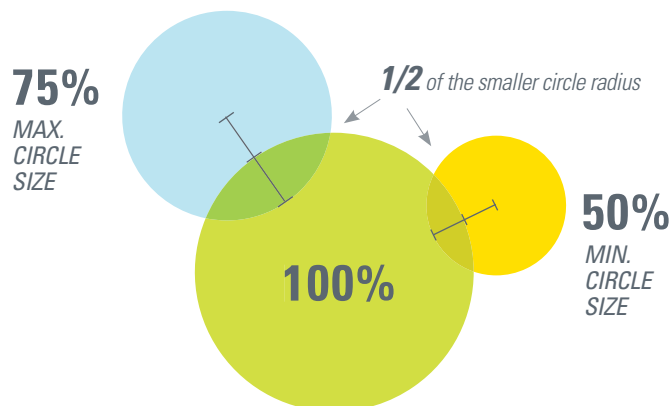
OVERLAP AMOUNT
 Transparency ("Multiply")
 for the overlapped effect.



TYPICAL COMPOSITIONS:

Image compositions are usually based on two circles with a closed-cropped image, or three circles without a closed cropped image.

In a typical image composition smaller circles should be approx. 75 to 50 percent smaller than the large circle.



USING SMALLER CIRCLES AS ACCENTS:

In special situations, when the smaller circle is used as an accent, the minimum size for the smaller is 35 percent of the larger circle. Please see examples on pages 55 and 56.

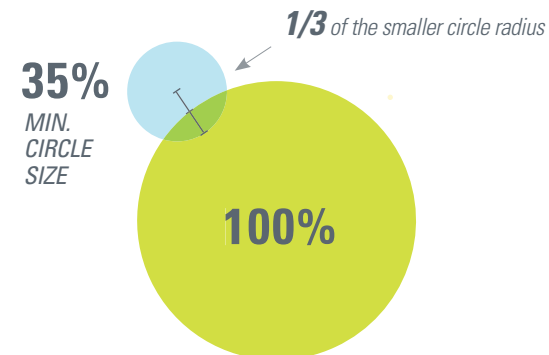
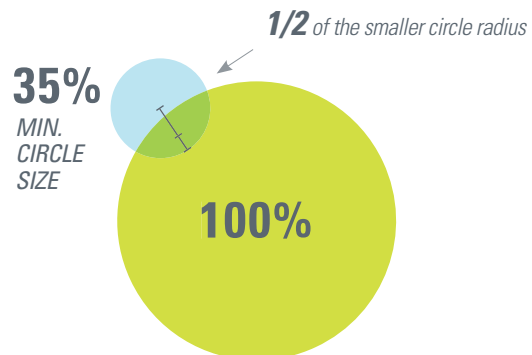


Image Style | Duotones, colour combinations

When creating duotones, keep in mind that both the order in which the inks are printed as well as the colour combination is very important for the correct and legible reproduction of the duotone images. The Brighter World highlights from the approved colour palette should only be used for the background circles, and the Brighter World darker shades can only be used to colour images. Please note that there are certain colour combinations that are not allowed since they don't produce legible results. McMaster Maroon is the only other colour from the approved colour palette that is allowed to be used for the duotone. (Please see page 40.)

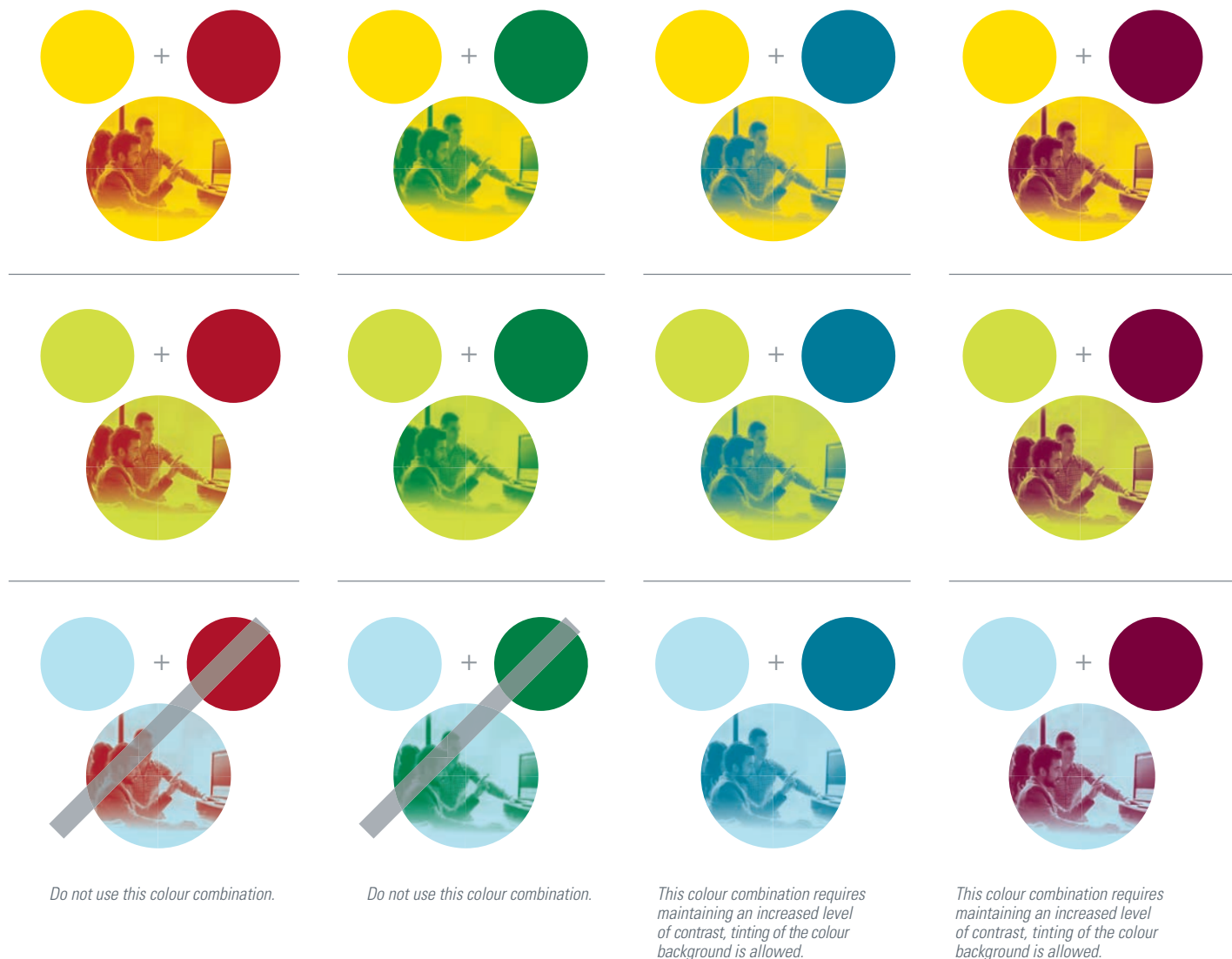


Image Style | Creating duotones using Adobe Photoshop

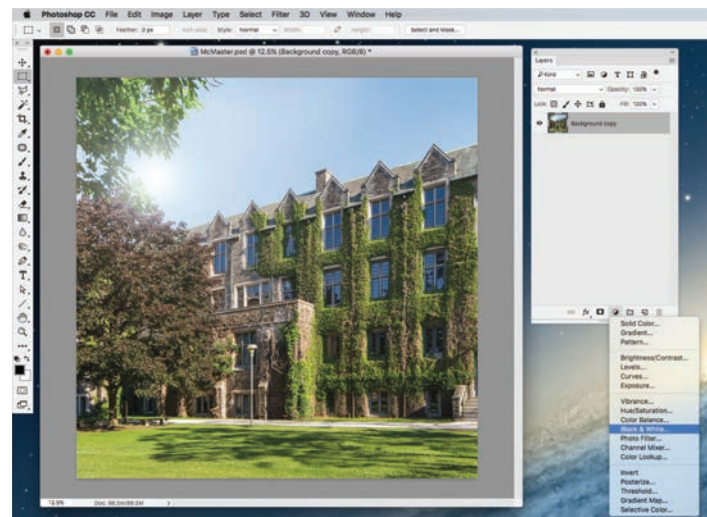
Duotones are ideal for two-colour print jobs with a spot colour (such as a PANTONE Colour). Adobe Photoshop is our recommended software for creating true duotone images for the four-colour (CMYK) digital and offset printing, as well as on-screen RGB applications. Not all images are appropriate for use as duotones. Photos that are simple, close up and high contrast work best. Please follow the steps below to create the duotone images.

Step 1-2: Open the RGB image you will be working on and, from the Layers tab, click on the Adjustment Layers icon and select "Black & White." This will give your image a black-and-white effect while preserving the original full-colour image. Note: For the Adjustment Layer effect to be applied, the image has to be in RGB colour mode.

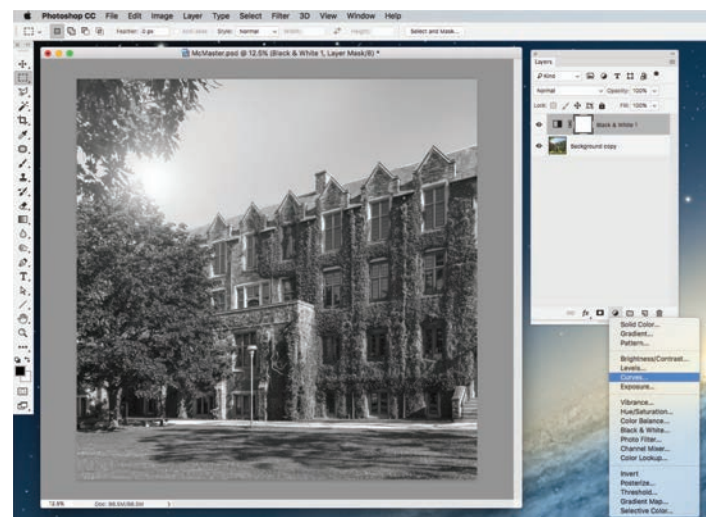
Step 3: Click on the Adjustment Layer icon again and select "Curves." This will open up the Curves tab option and, from there, adjust the contrast between the black and white levels to create a distinct separation between the two colours.

Step 4-6: Once satisfied with the result of the Curves adjustment, click on the Adjustment Layer icon again and select "Gradient Map." Pick the default gradient option of black to white. Then, click on the colour box containing black to pick the desired dark colour for the foreground. In this example, Pantone 222CP is the foreground colour.

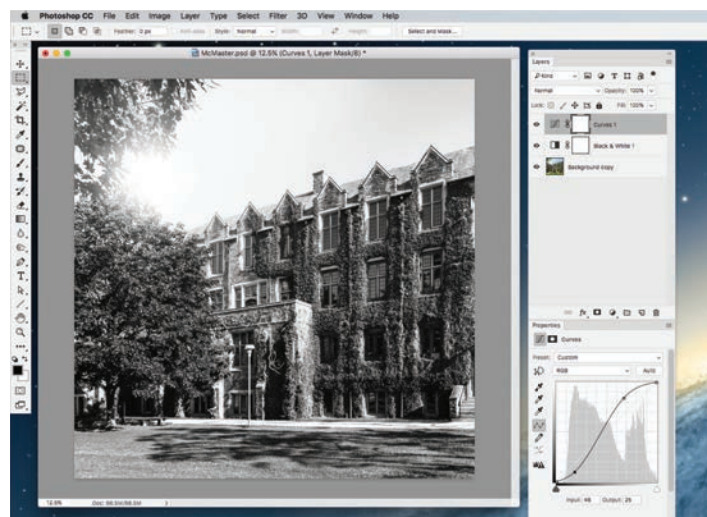
Continued on the next page...



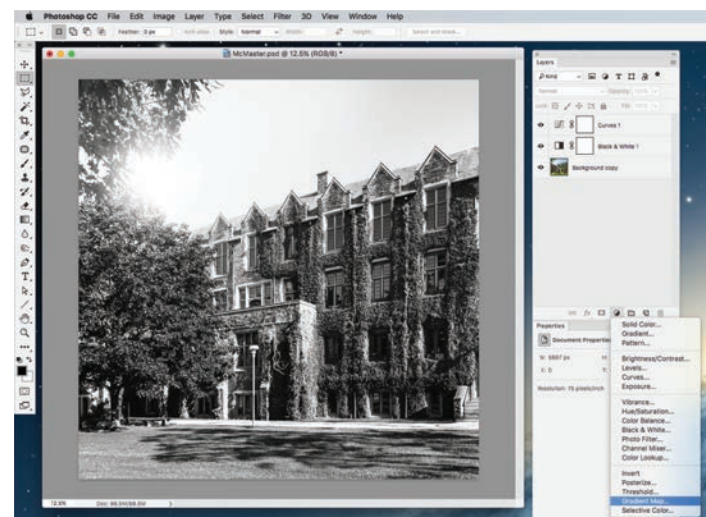
①



②



③



④

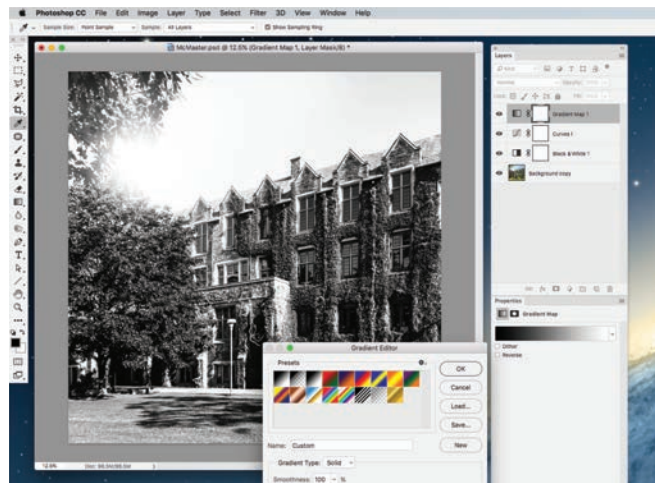
Image Style | Creating duotones using Adobe Photoshop

Duotones are ideal for two-colour print jobs with a spot colour (such as a PANTONE Colour). Adobe Photoshop is our recommended software for creating true duotone images for the four-colour (CMYK) digital and offset printing, as well as on-screen RGB applications.

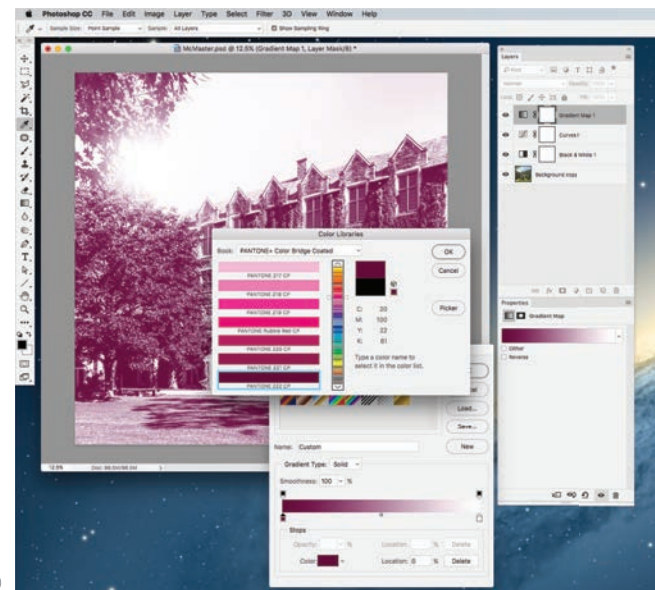
Please follow the steps below to create the duotone images.

Step 7: To pick the desired colour for the background, click on the colour box containing white. From the new pop-up window, pick the light colour for the background of the image. In this example, Pantone 109CP is the background colour. Once done, click the “OK” button.

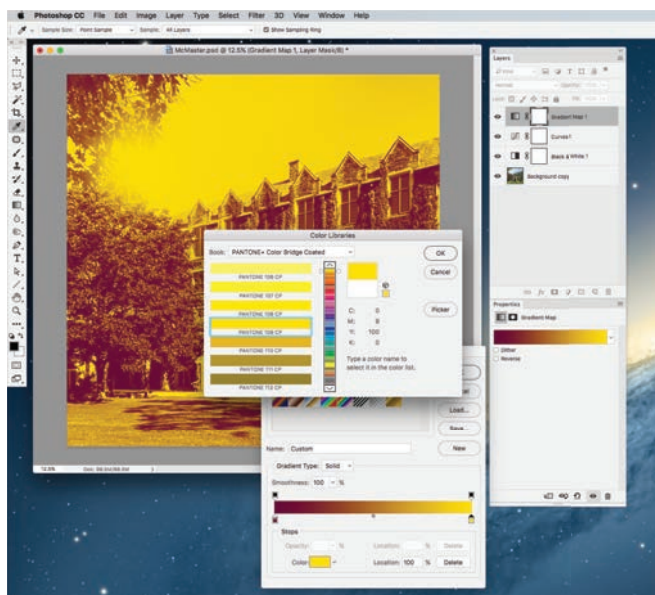
Step 8: Before converting to CMYK for printing purposes, it's important to flatten/merge the layers first. Converting images to CMYK without flattening/merging the layers will discard the adjustment layers that have been built and create a “muddy” result.



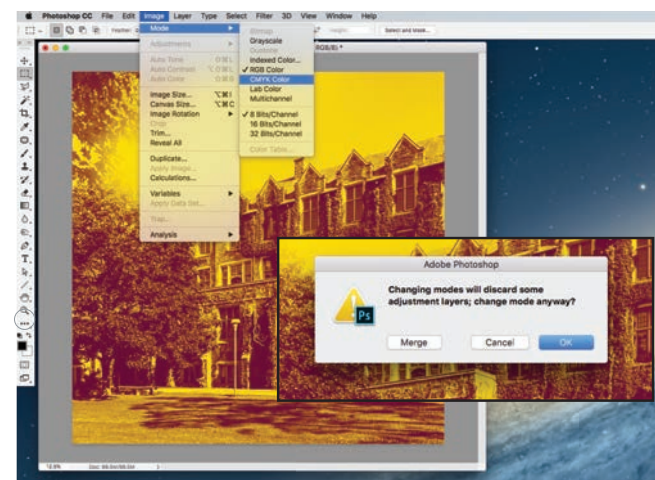
5



6



7



8

CLEAR
SIMPLE
MODERN
HIGH-CONTRAST
REAL
POSITIVE
OPTIMISTIC
INSPIRING
STRONG
CONSISTENT
DIVERSE

These examples provide guidelines for using duotones or close-cropping images.

The McMaster Look

Photography plays a key part in McMaster University communications, so it is important that all photography consistently follows these Brighter World brand guidelines and portrays the University in an authentic way. All photographs featuring people should focus on real people, with diverse backgrounds and performing authentic activities. Images should always be inspiring and dynamic and should have a strong, clear composition. Photography should also capture the positive, optimistic spirit and energy of McMaster University. Subjects should not look posed and should look off the camera. Backgrounds can be out of focus. A “reportage”/“fly on the wall” style of photography may also be used, capturing real glimpses of people at work. People can appear in offices or on location.

ORIGINAL VERSION
Original colour mode

STYLIZED VERSION
Full Colour, Close-cropped

STYLIZED VERSION
Duotone, Circle-cropped

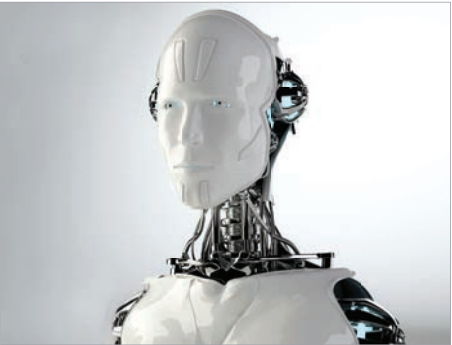
IMAGE EXAMPLE / PEOPLE



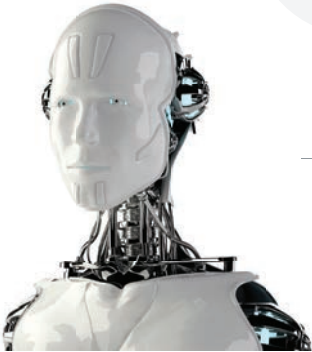
Close-cropping is not recommended for this image because of its complexity and for some parts of the image bleeding off the page.



IMAGE EXAMPLE / OBJECT



Before converting the greyscale image into the duotone, adjustment of the brightness and contrast is necessary



Photography | Background images

Campus subjects may include McMaster University buildings and locations as well as scenes that reflect the diversity of the City of Hamilton, the McMaster campus, surrounding green space, historic buildings, urban spaces, water features; with or without people. With one of the most beautiful campuses in the country, the right lighting and composition will create dramatically beautiful images. Light should illuminate objects so that they don't appear too dark or unclear, there should be a great deal of contrast and space in the frame. Strive for a harmonious colour palette and keep in mind that the image should easily translate into a duotone version. Don't oversaturate the image. To further convey the Brighter World concept, increase the contrast to literally make the image "brighter."

Make any necessary adjustments to colour photos, such as contrast, sharpness, etc., after converting them from colour to greyscale mode and prior to creating a duotone. Images that have not been adjusted before changing to a duotone might be unclear if not photo-corrected. Not all images are suitable for this conversion. Please use images with high contrast, as shown on this page.

OUTDOOR IMAGES

If shot outdoors, try to emphasize the brightness of the sky, natural light sources. Feel free to retouch the background by brightening it, or adding the subtle lens flare.

COLOUR

"Hero" images bleeding off the page

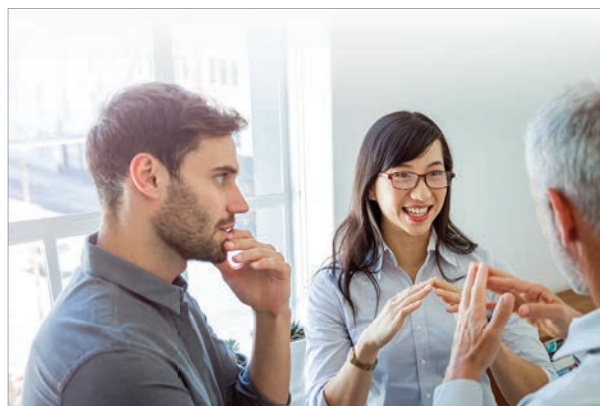


INDOOR IMAGES, PEOPLE

Emphasize plenty of natural light in a background ensuring that people in a foreground are clear and in focus.

DUOTONE

Supportive background images, bleeding off the page



Photography | Summary

Our imagery should reinforce our “Brighter World” vision and values. Images should complement other elements in the layout, especially the colour circles in the composition. Most of all, images should provide a clear message.

RECOMMENDED:

- Convey strong sense of light
- Show clear bright sky
- Aim for interesting, asymmetric compositions
- Maintain strong use of negative space
- Prominently feature a person or people in a unique moment
- Capture close-up and detailed images of your subject and their work
- When photographing campus and grounds avoid distracting elements such as too much traffic, parked cars, garbage cans. Use clear lighting and depth to emphasize the classical beauty of the architecture on campus
- Do not crop the in-camera image too tightly. Shoot so the photograph can be cropped later with a wide view or a tight focus

SPECIFICATIONS:

- Take photos with high resolution — photos must be at a minimum resolution of 300 dpi

TO BE AVOIDED:

- Using unnatural or overly staged settings
- Avoid dark, moody scenes and dull colours. Active or dark clouds should also be avoided unless absolutely necessary for the story telling
- Subjects wearing logo-wear from other universities
- Oversaturating images
- Situations where safety procedures are not being followed

SCIENCE AND TECHNOLOGY:

- Use authentic equipment and materials
- To ensure the accuracy of scientific or technology subjects or equipment in an image, have the photo approved by an appropriate subject matter expert within McMaster

Icons

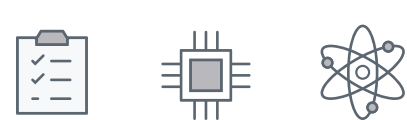
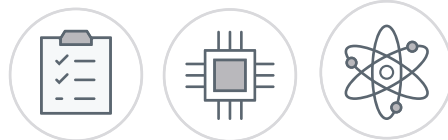
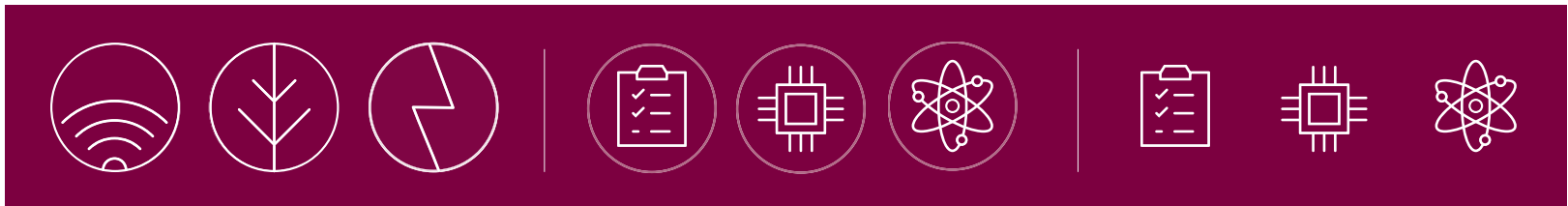
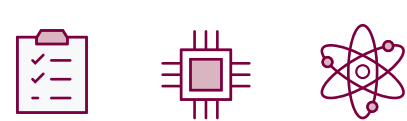
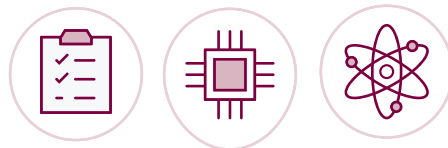
Icons are used to represent McMaster services, subjects and way finding tools simply and visually. The McMaster icons are pared down to their simplest form for a more modern look.

1-colour versions

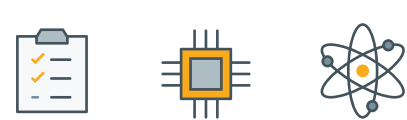
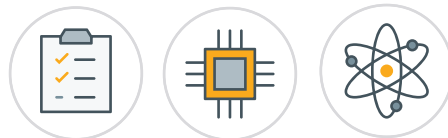
THEME ICONS



AREA OF SPECIALIZATION ICONS



2-colour version

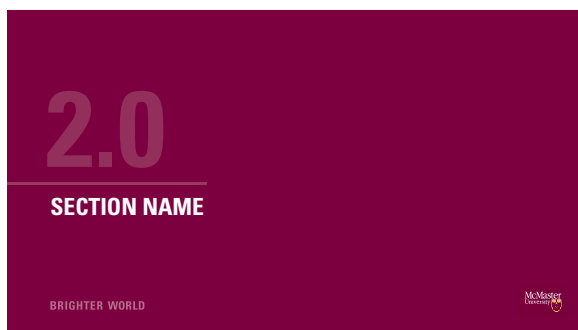
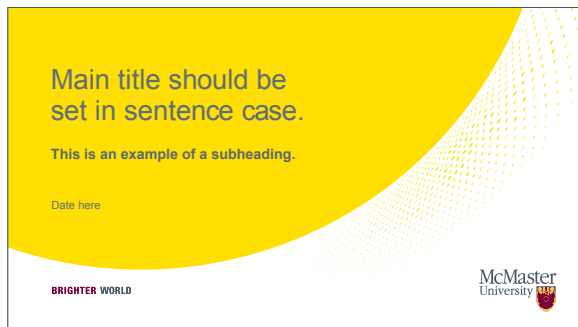


Layouts | Colour Backgrounds

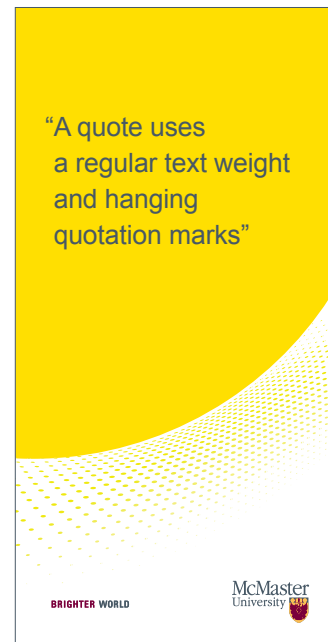
These are examples of applications such as sample pages in a brochure layout or vertical banners. In a multiple page document, a brightly coloured page can be used to introduce a new section or provide a visual break from text-heavy pages to improve the rhythm within the structure of a document. These examples show that this system is flexible enough to accommodate different layout arrangements for these pages using typography, Brighter World graphic elements, the McMaster logo and the Brighter World tagline.

This horizontal arrangement uses the Brighter World cropped Circle of Light, the Radiance, the McMaster logo and Brighter World tagline.

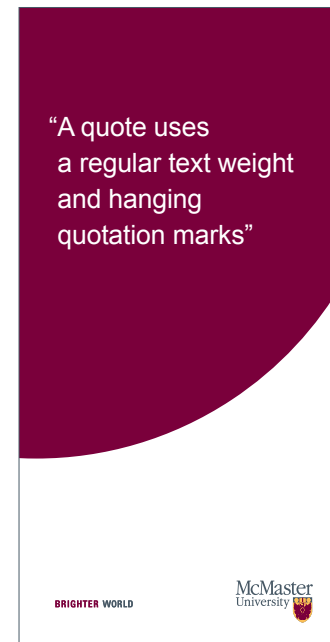
For the coloured background and the Radiance all three highlighting colours can be used: the Brighter World Yellow, Lime and Sky Blue.



This is an example of a secondary page that incorporates quotes or other larger statements, with the smaller McMaster logo and Brighter World tagline.



This vertical arrangement uses the Brighter World cropped Circle of Light, the Radiance, the McMaster logo and Brighter World tagline.



This vertical arrangement uses the McMaster Heritage Maroon cropped Circle, the McMaster logo and Brighter World tagline.

Layouts | Typography and composition

Because our university needs to reach a wide array of audiences, we have created a set of clear guidelines that will help achieve consistency across mediums and formats.

- Maintain a clean, modern and open style. Use best judgment when including graphic elements, additional lines or accent colours — don't use all at once.
- Ensure white space is in balance with images, graphics, text.
- Left-align body copy.
- Use the McMaster solid Maroon colour strategically, to provide contrast.
- See the examples below for using the Brighter World elements and colour palette (page 41).

CLEAR
SIMPLE
MODERN
CONTRASTING
SPACIOUS
CLEAN
MINIMALISTIC
PURE
ASYMMETRICAL

USE OF WHITE SPACE

Allow your layout to “breathe,”
allow for plenty of white space.

ALIGNMENT

Use our grid to make sure all your
type aligns both for readability
and good design practice.

SIZE

As well as sizing for readability make
sure text will display correctly.



McMaster Maroon can be used in headlines.



McMaster Maroon contrasts with opposite white
pages and draws interest to the introductory copy on
the left, balanced with the smaller image composition
used as an accent to complement the story.



Example of the 2-page layout, balancing the content
with the white space.

Layouts | Typography and composition

Visual design must strike a balance between unity and variety to avoid a dull or overwhelming design. See an example of a balanced layout below.

CALLOUTS

Use this combination of numerals and circles specifically for short, statistical callouts and other brief, information highlights. Ensure that the type is legible and the message short and concise.



BACKGROUND COLOUR IMAGES WITH CIRCLES

The background image needs to provide an interesting backdrop for the main headline but it should not interfere with it. The layout needs to be clear, spacious and minimalist, with the Maroon circle supporting the main headline and intro copy, which will lead into the rest of the article.

Layouts | Typography and composition, Duotone

Visual design must strike a balance between unity and variety to avoid a dull or overwhelming design. See an example of a balanced layout using duotones below.



TABLE OF CONTENTS

INTRODUCTION

VISUAL EXPRESSION

VOICE

ACCESSIBILITY

Layouts | Typography and composition

Below, see examples of how to use the Brighter World elements in a brochure or magazine spread. Maintain significant white space, where possible.

This is an example of a profile article using a headshot.



Sara Bannerman

Canada Research Chair
in Communication Policy
and Governance

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scio enim esse quosdam, qui quavis lingua philosophari possint; Neutrum vero, inquit ille. Ego vero volo in virtute vim esse quam maximam; Non minor, inquit, voluptas percipitur ex vilissimis rebus quam ex pretiosissimis. Quod maxime efficit Theophrasti de beata vita liber, in quo multum admodum fortunae datur. Contemnit enim disserendi elegantiam, confuse loquitur. Duo Reges: constructio interrete. Quod quidem nobis non saepe contingit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Building a healthier future for all.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scio enim esse quosdam, qui quavis lingua philosophari possint; Neutrum vero, inquit ille. Ego vero volo in virtute vim esse quam maximam; Non minor, inquit, voluptas percipitur ex vilissimis rebus quam ex pretiosissimis. Quod maxime efficit Theophrasti de beata vita liber, in quo multum admodum fortunae datur. Contemnit enim disserendi elegantiam, confuse loquitur. Duo Reges: constructio interrete. Quod quidem nobis non saepe contingit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

etiam adipsam elit. Scio enim esse quosdam, qui quavis lingua philosophari possint; Neutrum vero, inquit ille. Ego vero volo in virtute vim esse quam maximam; Non minor, inquit, voluptas percipitur ex vilissimis rebus quam ex pretiosissimis. Quod maxime efficit Theophrasti de beata vita liber, in quo multum admodum fortunae datur. Contemnit enim disserendi elegantiam, confuse loquitur. Duo Reges: constructio interrete. Quod quidem nobis non saepe contingit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

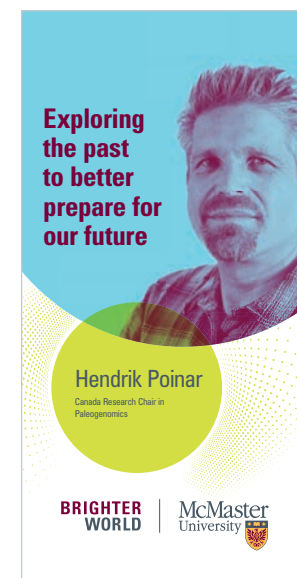
etiam adipsam elit. Scio enim esse quosdam, qui quavis lingua philosophari possint; Neutrum vero, inquit ille. Ego vero volo in virtute vim esse quam maximam; Non minor, inquit, voluptas percipitur ex vilissimis rebus quam ex pretiosissimis. Quod maxime efficit Theophrasti de beata vita liber, in quo multum admodum fortunae datur. Contemnit enim disserendi elegantiam, confuse loquitur. Duo Reges: constructio interrete. Quod quidem nobis non saepe contingit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Layouts | Environmental applications examples

In environmental applications, such as these outdoor banners, below, be sure to include the key Brighter World graphic elements and colour palette while maintaining the open feeling of white space.



If McMaster Heritage Maroon is used, the font treatment should be reverse.

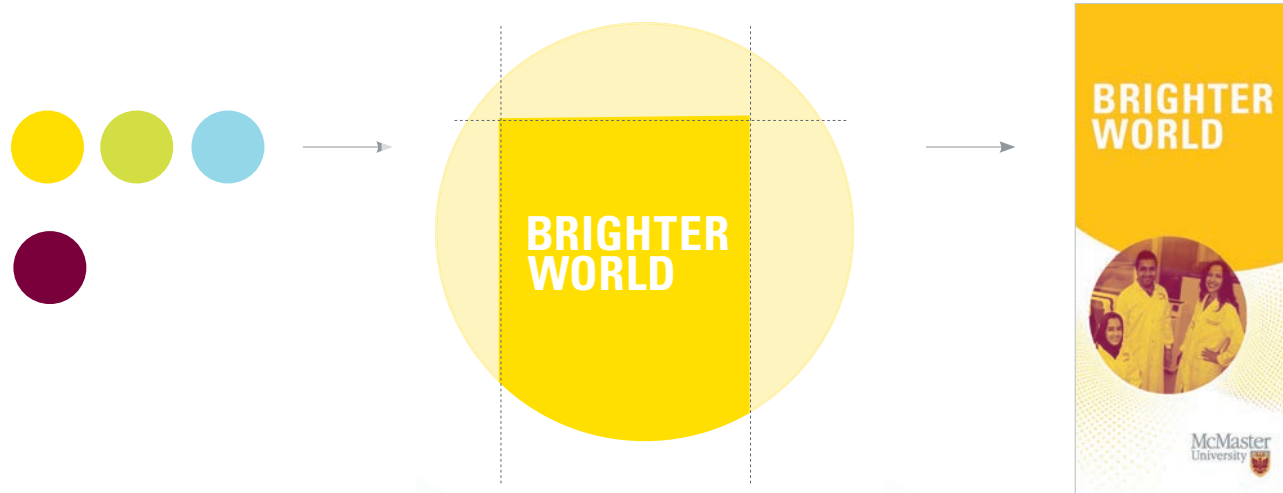


Logos and marks | Brighter World tagline, special applications

The tagline “Brighter World” can be used separately from the McMaster logo, as shown on this page, but only in special circumstances. These circumstances would include the flag banners promoting McMaster’s Brighter World vision and philosophy, or other applications approved by the Marketing and Branding Department. When using the tagline in this manner, the URL should not appear close to the tagline. When bright accent colours are used as circular backgrounds, the tagline is reversed out of the background. In these layouts, the tagline essentially becomes a headline, carrying the main message.

When the tagline is used as the headline no punctuation is used and only electronic master file of the tagline is allowed to be used.

*McMaster Maroon can also be used with the reverse text and no radiance.
 Please see flag banner example on page 58.*



When the tagline is used within a full circle, its cap height should be centred vertically with equal spacing on the left and right.



Logos and marks | Brighter World tagline “don’ts”

Below are examples of arrangements to avoid when using the Brighter World tagline. This tagline needs to be treated consistently throughout all materials.



Don't use the two-colour Brighter World tagline on a coloured background.

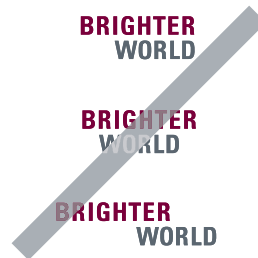


Don't place the tagline over an image (whether a photo or illustration).



Don't retype the mark using a different font or weight.

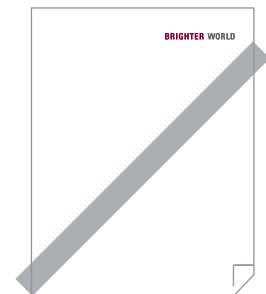
To use the Brighter World tagline within a circle, please refer to guidelines on previous page.



Don't change the alignment of the tagline. It must remain flush left if broken over two lines.



Don't use Brighter World colours for the tagline.



Don't use the tagline alone without the McMaster logo.

Layouts | Horizontal applications, examples

For larger, horizontal applications, maintain significant white space to ensure clarity of message.

PROPORTION

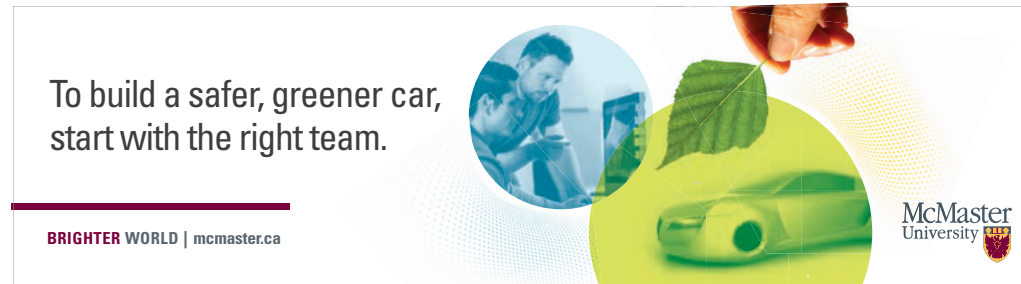
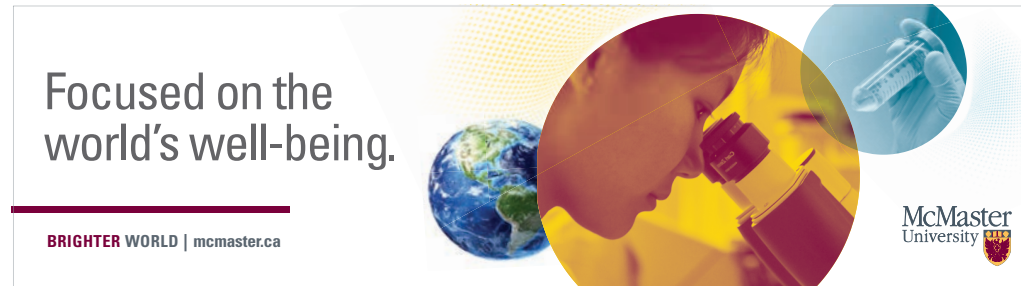
In horizontal formats, the circles should be at least 50% of the total space for clarity.

CROPPING

Images are never severely cropped to ensure the stories are clear.

LABELLING

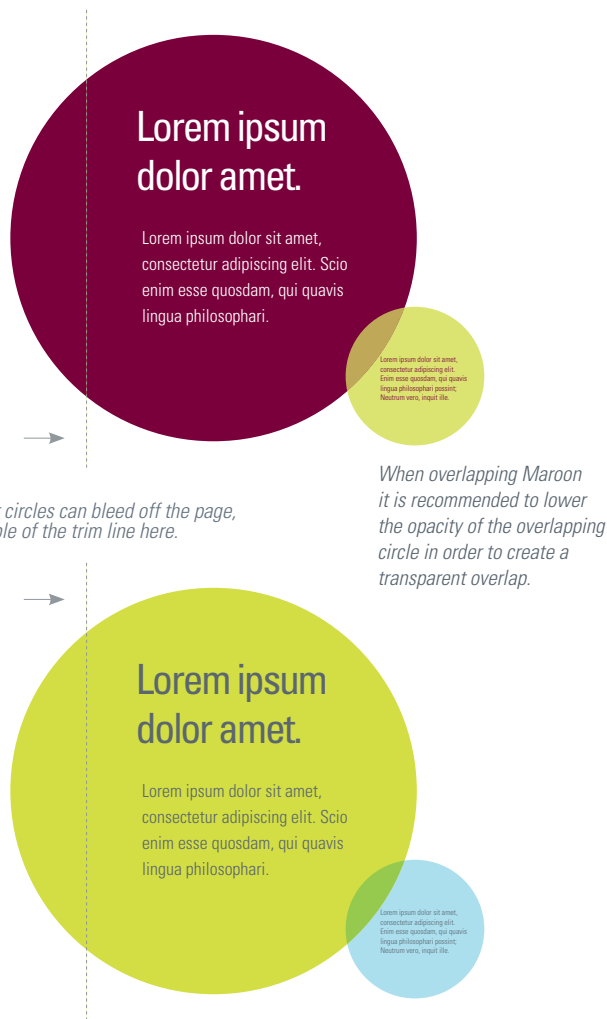
Labelling can be abandoned for formats designed for distant views. As such, copy must address the story.



Layouts | Supportive elements

Circles added to the layout help add interest or organize elements of a design as well as connect with the Brighter World concept. They are not strictly ornamental, they direct the eye to the most important information and create a hierarchy of information. The colour, size of circles in a layout and their relationship to text and images can influence the layout's mood and message. The “white space” or negative space left between shapes is very important. Icons could also be added to create interest, they could either be smaller and more supportive to highlight various areas of information, or they could have a more significant role, in infographics, for example.

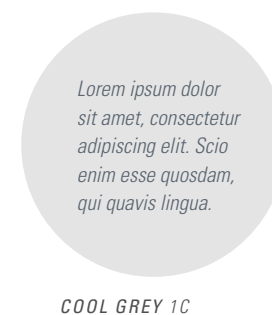
ALLOWED TO USE: McMaster Maroon and the Brighter World Highlights to colour circular background supporting the text.



DO NOT USE: the Brighter World Darker Tones to colour any backgrounds in the layout.



ALLOWED TO USE: McMaster Cool Grey 1C to highlight important information without distracting from the overall layout.

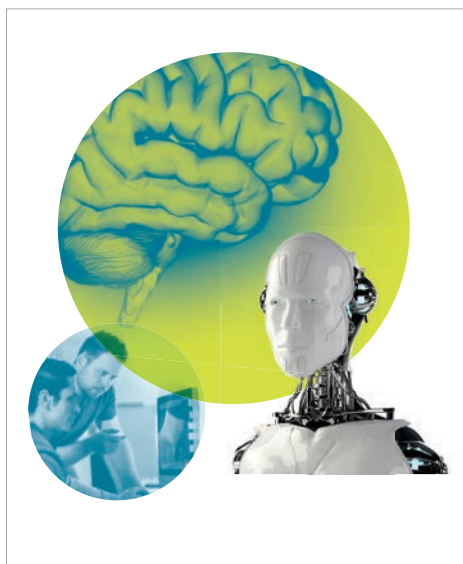


Layouts | Sample Proportions

Incorporating white space into a design helps maintain a sense of balance within the layout and also helps reduce “noise,” while increasing readability. There needs to be unity among the images used, so that they appear to belong together. Certain circles can be made to stand out by emphasizing their colour, size or the image within. The scale of the image composition is critical. It creates interest and depth by demonstrating how elements relate to one another based on size. It’s important to have one element as the focal point, with others being subordinate. The elements need to relate to one another in order to tell the story and create continuity within the design. Images should be reconfigured within the layout to complement their dimensions, as shown in the examples on this page.



Narrow horizontal format



*No-bleed format/small colour image
 Image composition with a smaller colour image in
 relationship to bigger image circles.*



Image composition with larger colour image



Narrow vertical format

3.0

VOICE

Voice and tone

McMaster University speaks with a consistent voice across all print and digital communications — from websites to e-newsletters to advertising. This voice is the embodiment of McMaster's distinct identity, as expressed in Patrick Deane's "Forward with Integrity" letter, combined with the Brighter World vision and University Purpose Statement. Our tone, however, may vary depending on the audience. For example, a more conversational tone is used for social media; vivid adjectives and verbs for promotional copy; a direct, straightforward tone for web copy; and a more formal tone for official documents.

Voice elements

Smart and purposeful, but never condescending: Speak from a place of knowledge and authority, yet remain open to new ideas and new ways of thinking or approaching a situation. Inform rather than dictate.

Optimistic

Focus on solutions more than problems. Frame subjects from a positive perspective rather than a negative one.

Direct

Get to the point. Avoid unnecessary wordiness or hyperbole.

Team-focused

Where possible, put individual accomplishments in the context of a team effort. Avoid a "hero worship" approach and, instead, acknowledge the efforts of the group, community or faculty that helped make the accomplishment possible.

Clear and straightforward

Avoid jargon or wordiness. The most concise wording is often the most powerful.

Warm and student-focused

Use first- and second-person language ("we," "you," "us") and contractions when appropriate.

Impact-focused

When sharing specific McMaster research stories, where applicable, make reference to the impact, or potential impact, of the work in contributing to a better world.

Key words and phrases

The following words and phrases can help bring to life the message of “Brighter World.”

PHRASES

Benefit the human condition
 Commitment to discovery
 Commitment to the public good
 Community engagement
 Exchange of ideas
 Foster connectivity
 Fuel research
 Ignite inspiration
 Illuminate solutions
 Inclusive outlook
 Intelligent dialogue
 International reach

BRIGHTER WORLD

PHRASES

Kindle optimism
 Original thought and innovation
 Perspective across disciplines
 Pool ideas
 Reach worldwide
 Reflect insights
 Serve the greater good
 Shared purpose
 Shine light
 Smart collaboration
 Strength in diversity
 Spark ideas
 Make a global impact



Sample copy

These sample paragraphs provide a summary of the McMaster Brighter World story that can be used for web pages, brochures, or other communications, to make sure our messaging remains consistent across a range of platforms.

shorter version 1

approx. 50 words

At McMaster University, we are committed to making this world a better place. How? By bringing together the best and brightest minds to collaborate and exchange ideas in an environment of openness and cooperation for the benefit of all. To us, sharing perspectives and insights leads to smarter solutions and a more optimistic outlook — in short, a Brighter World.

shorter version 2

McMaster University is a globally renowned institution of higher learning and an innovative research community committed to advancing human and societal health and well-being. Our focus on collaboratively exchanging ideas and approaches makes us uniquely positioned to pioneer groundbreaking solutions to real-world problems leading to a Brighter World.

shorter version 3

Since 1887, McMaster University’s commitment to world-ranked scholarship has made a positive difference in the world. Our innovative, interdisciplinary approach to collaboration results in smarter insights, ground-breaking ideas and greater optimism. In short, it’s helping us create a Brighter World.

longer version

approx. 100 words

At McMaster University, we believe that finding solutions to real-world problems depends on sharing creative, diverse thoughts and ideas. To us, collaborative thinking is a gateway to greater intelligence. And greater optimism. In short, it’s helping us create a Brighter World. Specifically, we are creating a Brighter World by encouraging collaboration across disciplines that shines new light on the world’s challenges. We facilitate astute, cross-faculty dialogue that helps us build a better future for all by advancing human and societal health and well-being. Our open, inclusive, supportive environment allows diverse groups of thinkers to collaborate, share insights and bring ideas to life that can change the world.

Sample copy

These sample paragraphs provide a summary of the McMaster Brighter World story that can be used for web pages, brochures, or other communications, to make sure our messaging remains consistent across a range of platforms.

	GENERIC	DEGROOTE SCHOOL OF BUSINESS	FACULTY OF ENGINEERING	FACULTY OF HEALTH SCIENCES	FACULTY OF HUMANITIES	FACULTY OF SCIENCE	FACULTY OF SOCIAL SCIENCES
SHORT VERSION ABOUT 50 WORDS	At McMaster University, we are committed to making our world a better place. How? By bringing together the best and brightest minds to collaborate and exchange ideas in an environment of openness and cooperation for the benefit of all. To us, sharing perspectives and insights leads to smarter solutions and a more optimistic outlook — in short, a Brighter World.	The DeGroote School of Business at McMaster University is committed to providing an education with purpose. We believe in fostering innovation, interdisciplinary collaboration and entrepreneurship in students to help them go on to transform business and society, and in so doing, create a Brighter World.	Ranked among the world's top engineering schools, the Faculty of Engineering plays a significant role in helping McMaster University earn its reputation as one of Canada's most innovative universities. Our focus on experiential, problem-based learning and our interdisciplinary approach to collaboration results in smarter insights, groundbreaking ideas and greater optimism. This approach is helping us create a Brighter World.	At McMaster University's Faculty of Health Sciences, we are committed to making our world a better place. How? By bringing together the brightest minds to collaborate and exchange ideas in an environment of openness and cooperation for a healthier future for all. To us, sharing perspectives and insights leads to new discoveries, better health and a more optimistic outlook — in short, a Brighter World.	In the Faculty of Humanities at McMaster University, we value research that can change the world. Our leading-edge research brings together artists, humanists and scientists actively engaged in critical inquiry, ethical reasoning and intercultural understanding. The result? Creative and just solutions to challenging problems, and a Brighter World for all.	McMaster University's Faculty of Science works to create global impact by advancing scientific discovery and knowledge, and promoting greater understanding. Our innovative, interdisciplinary approach generates new methods and insights, groundbreaking results, and lasting change. In short, it's research to help create a Brighter World.	At McMaster University's Faculty of Social Sciences, we are committed to engaging with the world through our research and educational programs to increase understanding and make a positive impact locally, nationally and internationally. We bring together diverse minds to collaborate and exchange ideas in an environment of openness and cooperation. To us, engaging with communities and sharing perspectives leads to real-world solutions to improve well-being — in short, a Brighter World.
LONG VERSION ABOUT 100 WORDS	<p>At McMaster University, we believe that finding solutions to real-world problems depends on sharing creative, diverse thoughts and ideas. To us, collaborative thinking is a gateway to smarter solutions, and greater optimism. It's helping us create a Brighter World.</p> <p>We are creating a Brighter World by encouraging collaboration across disciplines to shine new light on the world's challenges. This collaboration helps us build a better future for all. Our open, supportive environment allows diverse groups of thinkers to work together, share insights and bring ideas to life that can change the world.</p>	The DeGroote School of Business at McMaster University is committed to providing an education with purpose. We believe in fostering innovation, interdisciplinary cooperation and entrepreneurship in students to help them make a real-world impact. Our unique focus on an open, collaborative exchange of ideas and approaches makes us uniquely positioned to train the leaders of tomorrow who will transform business and society for the better, and in so doing, create a Brighter World.	Ranked among the world's top engineering schools, the Faculty of Engineering plays a significant role in helping McMaster University earn its reputation as one of Canada's most innovative universities. We believe that finding solutions to real-world problems depends on sharing creative, diverse thoughts and ideas. To us, collaborative thinking is a gateway to smarter solutions, and greater optimism. We can help create a Brighter World by encouraging collaboration across disciplines to shine new light on the world's challenges. Our open, supportive environment allows diverse groups of thinkers to collaborate, share insights and bring ideas to life that can change the world.	<p>At McMaster University's Faculty of Health Sciences, our pioneering education advances, excellence in world-class research and focus on collaboration across disciplines has consistently placed McMaster among the top 50 universities in the world for health and medicine. To us, collaborative thinking is a gateway to smarter solutions, and greater optimism. It's helping us create a Brighter World.</p> <p>This collaboration shines new light on medical challenges and helps us build a healthier future for all. Our open, supportive environment allows diverse groups of thinkers to collaborate, share insights and bring ideas to life that can change the world.</p>	In the Faculty of Humanities at McMaster University, we value research that can change the world. We know that challenging problems require deep reflection and a critical understanding of the human condition and diverse cultural settings. Our distinctive approach brings together artists, humanists and scientists committed to critical inquiry, ethical reasoning and intercultural understanding.	At McMaster University's Faculty of Science, we believe that diversity of thought, exploration and discovery are cornerstones of strong communities, and the start to finding solutions to complex problems. Our work depends on creative approaches and collaborations that cross disciplines. Our open, supportive environment allows groups to work together, share insights and bring ideas to life that can change the world.	At McMaster University's Faculty of Social Sciences, we are committed to engaging with the world in order to increase understanding and make a positive impact. We believe that finding solutions to real-world problems depends on bringing together diverse minds to collaborate in an environment of openness and cooperation. To us, engaging with communities and sharing perspectives leads to powerful ideas, meaningful solutions and a more optimistic outlook that, together, help create a Brighter World.

4.0

ACCESSIBILITY

Accessibility

McMaster University is committed to advancing the culture of accessibility, equity and human rights. The Equity and Inclusion Office works with campus and community partners to promote, develop and support equity, diversity and inclusion initiatives. For more information, please visit: <http://equity.mcmaster.ca/about-us>

McMaster University strives to create an inclusive community for all. How information is presented, and the technologies that are used to share information, greatly shape a person's experience. Promoting a communications infrastructure that takes the needs of persons with disabilities into account is a priority for McMaster and a priority in our goal to create a Brighter World.

The McMaster Brand Guidelines have been created with accessibility in mind to foster a clear and consistent information-scape across campus. For more information on accessibility at McMaster, please visit: <http://accessibility.mcmaster.ca>.

CONTACT INFO

Please email brandmarketing@mcmaster.ca if you have questions or feedback.