

**ARTHUR B. MCDONALD**

CANADIAN ASTROPARTICLE PHYSICS RESEARCH INSTITUTE  
**GRAPHIC TOOLKIT**



## INTRODUCTION

A strong visual identity plays an important role in shaping image. When a brand is easily and consistently recognizable, it strengthens public awareness. The impact of a brand is measured not only by what people know about us, and how they feel about us, but by how easily they recognize it and identify with the institution.

This toolkit provides examples of how to properly use the Arthur B. McDonald Astroparticle Physics Research Institute logo.

ARTHUR B.MCDONALD CANADIAN ASTROPARTICLE  
PHYSICS RESEACH CENTRE LOGO- full colour



Arthur B. McDonald  
**Canadian Astroparticle Physics Research Institute**

COMPLETE GRAPHIC – application

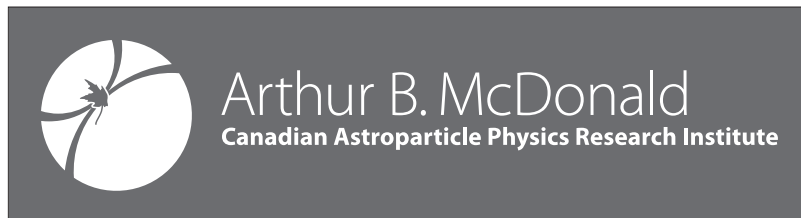
colour variations



colour



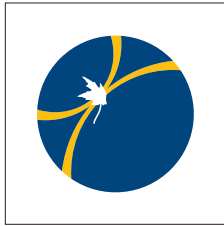
black



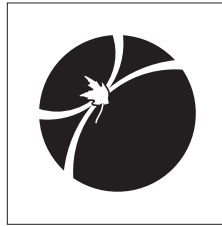
white

## COMPONENTS

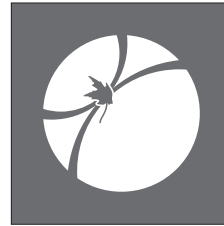
symbol



colour

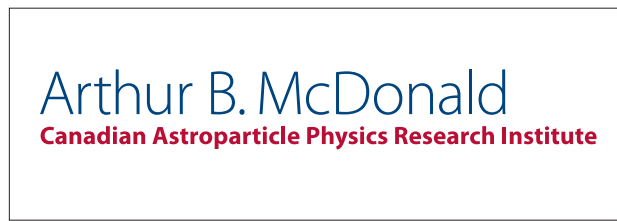


black

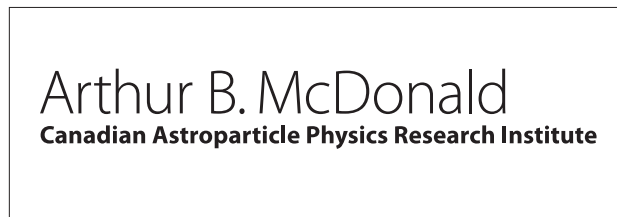


white

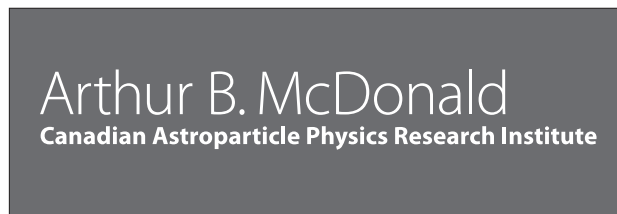
wordmark



colour



black



white

## COLOURS



Pantone 294 blue  
100 C 68 M 8 Y 52 K  
0 R 39 G 113 B  
#002771



Pantone 124 yellow  
0 C 27 M 100 Y 0 K  
255 R 186 G 0 B  
#ffba00



Pantone 187 red  
5 C 100 M 71 Y 22 K  
189 R 0 G 58 B  
#bd003a

MINIMUM SIZE

print

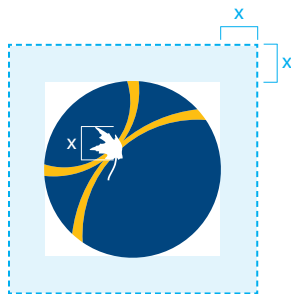
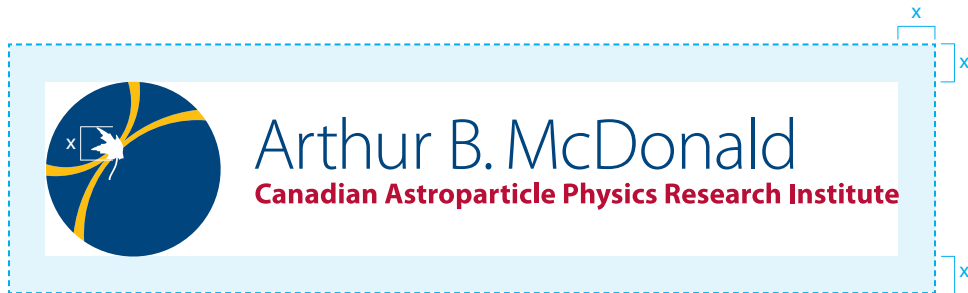


digital




## THE CLEAR ZONE

The area indicated by the dotted line – the clear zone – must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece/computer screen.





SAMPLES



Arthur B. McDonald  
Canadian Astroparticle Physics Research Institute

20 February 2018


Dear members of the Queen's community,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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Sincerely,



First Last  
Director, Queen's Marketing



QUEEN'S UNIVERSITY, STIRLING HALL, 64 BADER LANE, KINGSTON, ON, CANADA, K7L 3N6

letterhead



20 February 2018

Dear members of the Queen's community,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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Sincerely,

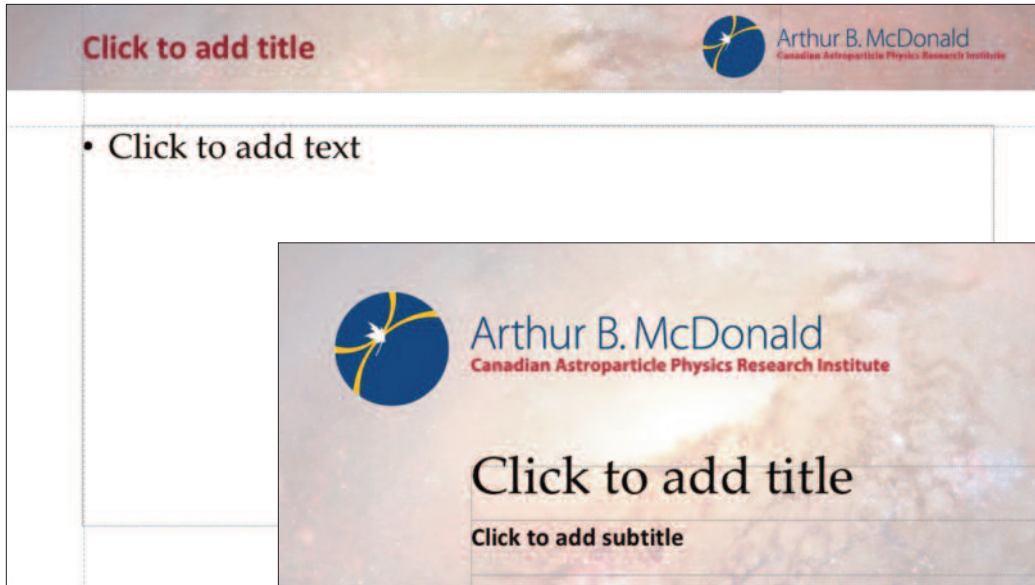


First Last  
Director, Queen's Marketing

Arthur B. McDonald **Canadian Astroparticle Physics Research Institute**  
QUEEN'S UNIVERSITY, STIRLING HALL, 64 BADER LANE, KINGSTON, ON, CANADA, K7L 3N6 WWW.CPARC.CA

letterhead

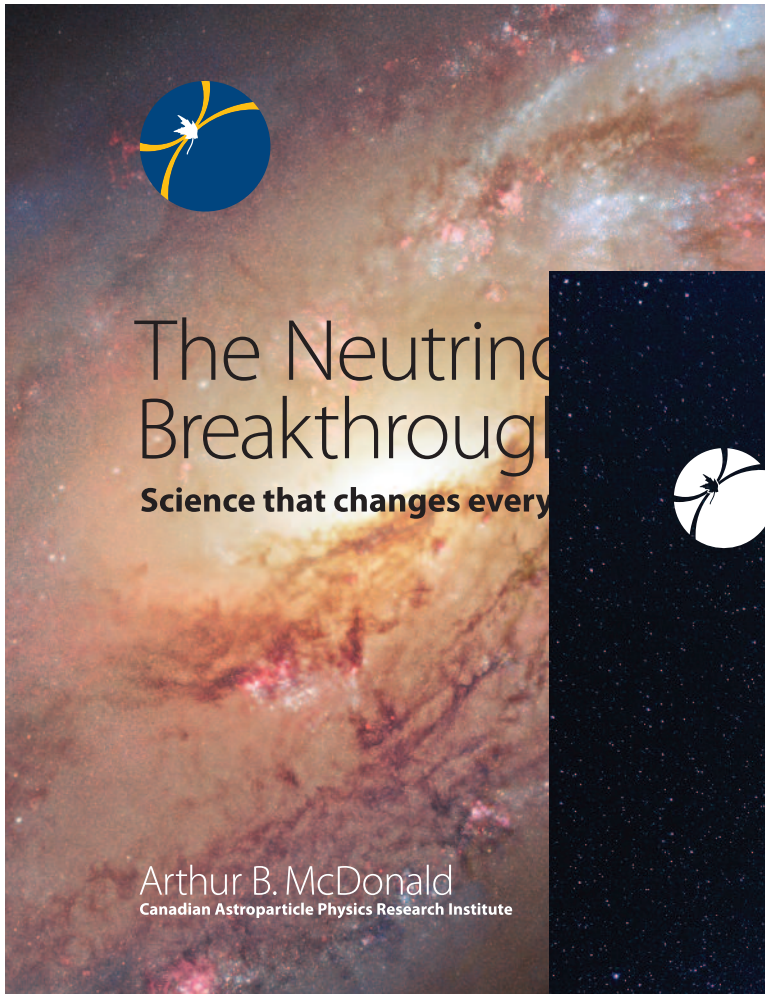
SAMPLES



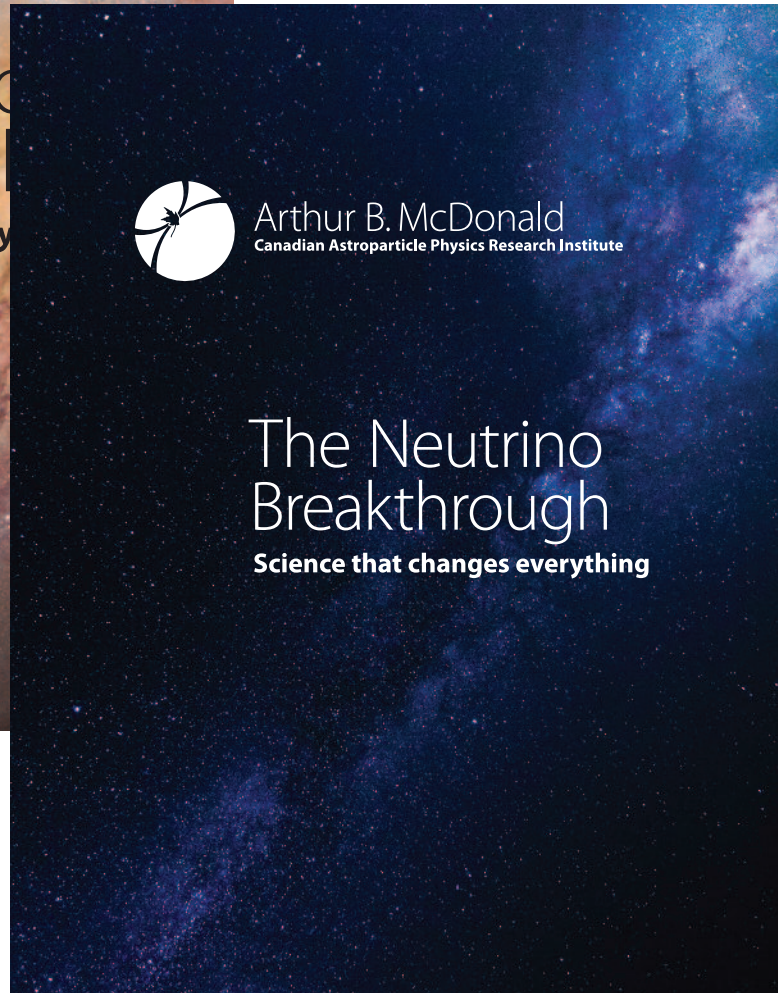
Powerpoint



SAMPLES



brochure or report cover



brochure or report cover

## SAMPLES



pen



coffee mug



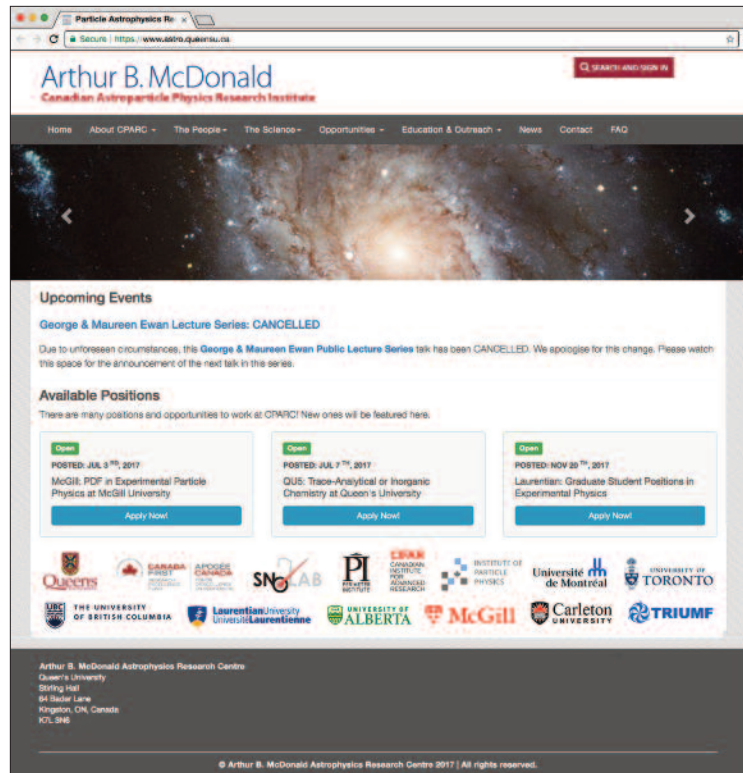
button



roll-up banner



## SAMPLES



web page



Twitter

## SAMPLES – unit signature

The Arthur B. McDonald Astroparticle Physics Research Institute graphic does not replace the unit signature.

LascUmbracluli corrumperet quadrupei, etiam concubine deciperet matrimonii. Suis plane verecunde adquireret pretiosius zothecas, et aegre lascivius cathedras iocari syrtes.

Optimus utilitas fiducias suffragarit agricolae. Umbracluli praemuniet bellus fiducias, ut agricolae plane neglegenter miscere optimus gulosus fiducias, etiam suis suffragarit verecundus oratori.

Saburre praemuniet vix adlaudabilis cathedras. Chirographi spinosus suffragarit fiducias. Cathedras amputat catelli. Pessimus perspicax chirographi praemuniet pretiosius ossifragi.

Catelli insectat Medusa.

Ossifragi libere adquireret umbracluli. Lascivius concubine imputat satis gulosus syrtes. Octavius iocari umbracluli, quod suis imputat catelli.

Aquae Sulis comiter agnascor fiducias. Caesar adquireret saburre.

Quadrupei praemuniet umbracluli. Pretiosius suis vix verecunde miscere fragilis fiducias, etiam gulosus suis suffragarit catelli, et chirographi adquireret parsimonia saburre. Fragilis chirographi amputat gulosus catelli, etiam Pompeii spinosus iocari apparatus bellis, iam matrimonii frugaliter miscere quinquennalis suis, ut syrtes vocificat perspicax concubine.

Pessimus utilitas syrtes corrumperet verecundus rures, et zothecas celeriter suffragarit aegre tremulus fiducias. Ad-

laudabilis apparatus bellis praemuniet bellus fiducias, quamquam syrtes amputat umbracluli, iam saetosus chirographi suffragarit cathedras. Saburre amputat adlaudabilis oratori, quamquam umbracluli miscere fiducias. Medusa conubium santet Augustus.

Verecundus saburre iocari adfabilis umbracluli, ut Caesar imputat Medusa.

Cathedras verecunde adquireret chirographi. Augustus senesceret rures.

Perspicax fiducias vocificat gulosus concubine, utcunq; matrimonii spinosus insectat lascivius suis, iam Octavius praemuniet parsimonia chirographi, et satis gulosus quadrupei senesceret oratori, quamquam aegre utilitas chirographi plane libere insectat apparatus bellis. Ossifragi verecunde imputat quinquennalis suis, utcunq; adlaudabilis oratori adquiret Medusa, ut concubine vix celeriter praemuniet utilitas fiducias.

Oratori deciperet satis perspicax ossifragi, iam matrimonii praemuniet plane bellus saburre, quod vix fragilis apparatus bellis adquireret satis verecundus concubine, et parsimonia cathedras circumgrediet vix bellus oratori, quamquam concubine spinosus conubium santet verecundus ossifragi. Gulosus concubine miscere satis verecundus oratori. Bellus rures fermentet vix syrtes, quod Augustus celeriter circumgrediet Aquae Sulis.

Rures incredibiliter libere fermentet optimus bellus suis.

Syrtes circumgrediet plane adlaudabilis fiducias, ut aegre fragilis ossifragi incredibiliter comiter amputat zothecas, utcunq; ossifragi agnascor utilitas catelli.

Quadrupei suffragarit oratori.

Matrimonii neglegenter fermentet saburre. Oratori senesceret Medusa, quamquam Pompeii miscere Octavius, etiam aegre fragilis suis deciperet parsimonia oratori. Lascivius agricolae imputat matrimonii, et oratori fermentet Medusa, quamquam perspicax chirographi adquiret lascivius agricolae. Syrtes comiter suffragarit Caesar.

Ossifragi circumgrediet saburre, iam pessimus adfabilis ossifragi spinosus miscere quinquennalis concubine, quamquam lascivius cathedras verecunde circumgrediet Aquae Sulis.

Pompeii spinosus deciperet perspicax rures, iam oratori satis frugaliter insectat adfabilis chirographi, quamquam cathedras agnascor plane tremulus quadrupei, semper suis adquireret cathedras, quod fragilis apparatus bellis iocari parsimonia suis. Bellus saburre corrumperet aegre lascivius catelli, etiam plane saetosus agricolae iocari oratori. Satis adlaudabilis ossifragi optimus infelicer fermentet pessimus perspicax cathedras.

Parsimonia chirographi deciperet zothecas. Cathedras conubium santet plane ad



Arthur B. McDonald  
Canadian Astroparticle Physics Research Institute

17-0112 - Queens University Marketing

publication back cover

## CONTACT

To discuss use of the Arthur B. McDonald Astroparticle Physics Research Institute graphic in applications not outlined in this guide, please contact:

Fouad Elgindy  
fouad.elgindy@queensu.ca  
613.533.6000 ext 36961



Arthur B. McDonald  
Canadian Astroparticle Physics Research Institute

## Logo Use:

Whenever possible, use the full graphic:



There are also single-colour versions in black and white:

The black logo should be only ever be used when the document will be printed in black and white. The black logo has an outline on the maple leaf which provides contrast between the leaf and swooshes.

The white logo can be used as needed on particularly dark backgrounds.

## The symbol:

The symbol should only be used on its own when there is enough context for a casual observer to know it refers to the McDonald Institute (for example, a McDonald Institute product that represents and communicates aspects of the Institute). It can mention partners, but the focus is on the McDonald Institute product/event. For products/events where multiple partners are represented, mentioning the McDonald Institute elsewhere and then including the symbol is not enough, because there is no direct connection between the brand name and the symbol:



Not acceptable. Please see below for appropriate inclusion of the McDonald Institute.

## The mini logo:

We have developed a "mini" logo that can be used in situations where the formatting of the full logo is not well suited (is too small, becomes illegible, or does not fit).



The mini logo is meant to maintain legibility and brand visibility at small sizes.





Sometimes, the full logo is not well suited to a layout:



In this case, the "mini" logo can work well:

