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.
COMPLETE GRAPHIC – application

colour variations

![Arthur B. McDonald logo in colour](image1)

![Arthur B. McDonald logo in black](image2)

![Arthur B. McDonald logo in white](image3)
COMPONENTS

symbol

colour

black

white

wordmark

Arthur B. McDonald
Canadian Astroparticle Physics Research Institute

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

0.625"

Arthur B. McDonald
Canadian Astroparticle Physics Research Institute

digital

60 pixels

Arthur B. McDonald
Canadian Astroparticle Physics Research Institute
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.

# Arthur B. McDonald

Canadian Astroparticle Physics Research Institute
20 February 2018

Dear members of the Queen’s community,

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Sincerely,

First Last
Director, Queen’s Marketing

20 February 2018

Dear members of the Queen’s community,

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Sincerely,

First Last
Director, Queen’s Marketing

Need any additional information? Contact Fouad Elgindy at fouad.elgindy@queensu.ca or call 613-533-6000 ext 36961
SAMPLES

Powerpoint
SAMPLES

The Neutrino Breakthrough
Science that changes everything

brochure or report cover

The Neutrino Breakthrough
Science that changes everything

brochure or report cover
SAMPLES

pen

coffee mug

button

roll-up banner

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SAMPLES

web page

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

Whenever possible, use the full graphic:

![Arthur B. McDonald Canadian Astroparticle Physics Research Institute Logo](image)

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:

![McDonald Observatory, Queens University, Canada First Research Excellence Fund, SNOLAB, McDonald Institute Symbol](image)

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).

![McDonald Institute Mini Logo](image)

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: