

1.0

BRAND GUIDELINES

Your guide to our positioning, logo and brand identity system.

CHALLENGE THE WAY YOU THINK

TABLE OF CONTENTS



4 BRAND FUNDAMENTALS

- 5 Positioning Building Blocks
- 6 Positioning Statement
- 7 Our Positioning: What It Means
- 9 The Trent University Story
- 10 Tagline



11 IDENTITY INGREDIENTS

- 13 Logo Usage
- 17 Typography
- 18 Colour
- 19 Accessibility & Colour Combinations
- 20 Sub-brands
- 23 Special Uses Logos
- 24 Photography



25 BRINGING IT ALL TO LIFE

- 26 Business Cards
- 27 Stationery
- 30 PowerPoint Template
- 31 Email Signature

CHALLENGE THE WAY YOU THINK

One of Canada's top universities, Trent University was founded on the ideal of interactive learning that's personal, purposeful and transformative. Consistently recognized nationally for leadership in teaching, research and student satisfaction, Trent attracts excellent students from across the country and around the world.

FOR MORE INFORMATION

These guidelines are posted on the Marketing and Communications page in myTrent, under the Services tab, and will be updated periodically.

If you have any questions, please contact: communications@trentu.ca

An aerial photograph of the Trent University campus. In the upper left, a blue river flows through the landscape. The campus features several modern buildings with large windows and flat roofs. A large green soccer field with white markings and a goal is prominent in the lower half. A paved road curves through the center, and a parking lot filled with cars is visible on the right. The background is filled with lush green trees and a clear sky.

BRAND GUIDELINES

WELCOME

These brand guidelines are your toolkit for the fundamentals of our brand identity, messages, identifiers and visual style. This guide outlines the elements that fuel our brand image as well as practical examples of how to apply them.

Our visual identifiers and messaging are designed to ensure that Trent's communications stand out in the post-secondary market.

We all have a role to play in bringing the Trent University story to life and consistently supporting it in everything we do. Thank you for playing your part as a true collaborator.

If you have any questions, please contact communications@trentu.ca.

**The Marketing and Communications
Team at Trent University**



SECTION 1

BRAND FUNDAMENTALS

- 5 Positioning Building Blocks
- 6 Positioning Statement
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BRAND FUNDAMENTALS

POSITIONING BUILDING BLOCKS

Based on our research, we identified six building blocks that are essential elements of the Trent University experience.

1

REAL STUDENT VOICE, LEADERSHIP, AND IMPACT

We're a student-centered institution – our students are individuals, not numbers, and are encouraged to challenge the status quo and voice their ideas.

2

HOLISTIC LEARNING EXPERIENCES

Our interdisciplinary and integrative approach to teaching, learning and research, in and out of the classroom, is key. Students are engaged by challenging peer ideas, articulating their own and working collaboratively to build deeper understanding.

3

CRITICAL THINKING ADVANTAGE

We build and celebrate critical, independent thinking and intellectual risk-taking. The more students are engaged in their learning, the greater their personal growth and ability to make a difference.

4

RELATIONSHIP-FUELED GROWTH

Thought-provoking one-on-one and group interactions between students, faculty, staff are designed to foster deeper dialogue and advance personal growth and intellectual risk-taking.

5

SOLUTION-FOCUSED SOCIAL ENGAGEMENT

Students participate in solution-focused research and innovative community collaborations.

6

INSPIRED BY VALUES, CULTURE & TRADITION

Our focus on key themes – building a compassionate, just society; sustainability; Indigenous knowledge; international cultures and the Canadian experience – all help to ensure that students learn the importance of considering diverse perspectives.



BRAND FUNDAMENTALS

POSITIONING STATEMENT

Our institutional positioning captures what makes the Trent experience truly distinct. It should be at the heart of how we behave, what we deliver, how we engage all our stakeholders and the stories we tell.





BRAND FUNDAMENTALS

OUR POSITIONING: WHAT IT MEANS

INTERACTIVE LEARNING

At Trent, students are actively engaged – by challenging their peers' ideas, articulating their own and working together with faculty, fellow students and the community to build deeper understanding of complex issues and effective ways to address them.

TRENT'S APPROACH TO INTERACTIVE LEARNING IS ROOTED IN THREE FUNDAMENTAL ADVANTAGES:

1

PERSONAL

Our supportive, inclusive learning communities promote personal agency and engagement.

The Trent Advantage

Inclusive and student-centred, Trent empowers students to shape their own learning by building on their personal assets and voicing their ideas through dialogue and debate. The more students are engaged in their learning, the greater their personal growth and ability to make a difference. Trent's size, open culture, as well as committed faculty and staff, nurture its supportive community.

2

PURPOSEFUL

Learning is interdisciplinary and integrates social justice, environmental sustainability and community development themes.

The Trent Advantage

Through academically rigorous involvement in research, course development, community-based projects, volunteer activities and events, Trent students develop essential work and civic leadership skills. Interacting with peers, faculty and community members on tough questions enables them to understand complicated constructs from multiple perspectives and create sustainable solutions. Trent's deep commitment to social justice gives students a sense of urgency as advocates for change.

3

TRANSFORMATIVE

Personal growth enables students to challenge assumptions and integrate different perspectives.

The Trent Advantage

Transformation starts from within. Trent encourages and celebrates critical, independent thinking and intellectual risk-taking. All universities teach students to think; Trent teaches students to think differently. Interactive learning opens their world view. They develop the knowledge, skills and confidence to take on leadership roles of all types and become strong advocates for change and challenging the status quo.



BRAND FUNDAMENTALS

OUR POSITIONING

1

WHAT IT MEANS TO STUDENTS

We are an academically rigorous university with supportive learning communities that:

- give students a real voice in shaping their learning;
- provide opportunities for engaging in a wide variety of learning experiences on campus and in the community;
- help students develop the knowledge, skills and confidence to take on leadership roles of all types and become strong advocates for change throughout their lives.

2

WHAT IT MEANS TO GOVERNMENT, EMPLOYERS AND COMMUNITIES

Trent's collaborative approach, research strengths and interdisciplinary expertise make it a vital partner in developing solutions to complex challenges. Graduates are uniquely equipped with relevant and needed skills to be collaborative problem-solvers and valuable contributors to the workforce and the community.

3

WHAT IT MEANS TO FACULTY & STAFF

This is an environment committed to collegial engagement, interactive learning and passionate about meaningful social change. Here everyone can contribute to the learning and research environment.

4

WHAT IT MEANS TO ALUMNI & DONORS

Trent is reasserting its leadership role in interactive learning and social commitment in ways that will have significant impact on the sustainability of our communities and society as a whole; The University facilitates engaging our alumni and supporters in creating this change.



BRAND FUNDAMENTALS

THE TRENT UNIVERSITY STORY

Trent University was founded on the ideal of interactive learning that's personal, purposeful and transformative. Here we learn with and from each other, and reflects the spirit of enweying which translated from Nishnaabewin means "the way we speak together." It's about debate, critique, exploring differences, finding common ground and creating new ways to move forward together. The idea that knowledge is a shared experience is reflected in Trent's motto: nunc cognosoco ex parte (now I know in part).

At Trent, undergraduate and graduate students connect and collaborate with faculty, staff and their peers through communities that span colleges, classrooms, disciplines, hands-on research, co-curricular and community-based activities. Across all disciplines, Trent's experience-based scholarship brings critical, integrative thinking to life every day.

Fifty years on, Trent's unique approach to personal development through supportive, interactive community engagement is in demand more than ever. Students lead the way by co-creating experiences rooted in dialogue, diverse perspectives and collaboration. This is learning that builds life-long passion for inclusion, leadership and social change. Trent's faculty, students, staff and alumni are engaged global citizens who are catalysts in developing sustainable solutions to complex issues.



BRAND FUNDAMENTALS

TAGLINE

OUR "CALL TO ACTION" TAGLINE

Interactive learning is at the core of the Trent University experience. Our tagline, "Challenge the way you think" reflects Trent's personal, purposeful and transformative learning that challenges students to integrate diverse kinds of knowledge in order to tackle important challenges together.

- The tagline is all-caps, Univers59, with a letter space of 5.
- The space between the tagline and logo is equal to 1.5 the height of University.
- The "C" in Challenge lines up with the vertical of the "T" in Trent.
- It ends at the "Y" in University in the standard logo (the type size will flow based on that rule).

**"IT'S NOT WHAT YOU KNOW –
IT'S YOUR CAPACITY TO SOLVE
PROBLEMS, TO THINK, TO
RESEARCH, TO REINVENT YOUR
KNOWLEDGE BASE."**

– Chancellor Don Tapscott '66

TRENT LOGO WITH COLOUR TAGLINE



TRENT LOGO WITH GREEN TAGLINE



DURHAM LOGO WITH COLOUR TAGLINE



DURHAM LOGO WITH BLUE TAGLINE





SECTION 2

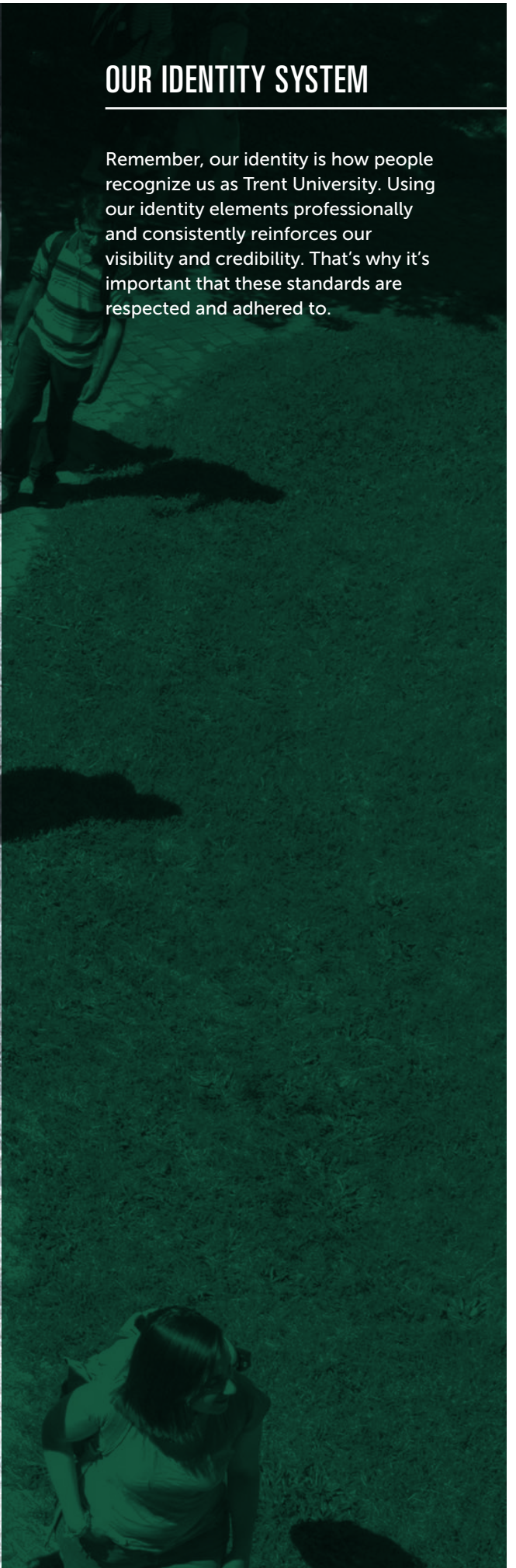
IDENTITY INGREDIENTS

- 13 Logo Usage
- 17 Typography
- 18 Colour
- 19 Accessibility & Colour Combinations
- 20 Sub-brands
- 23 Special Uses Logos
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OUR IDENTITY SYSTEM

Remember, our identity is how people recognize us as Trent University. Using our identity elements professionally and consistently reinforces our visibility and credibility. That's why it's important that these standards are respected and adhered to.





IDENTITY INGREDIENTS

LOGO INTRODUCTION

LOGO FONTS

The Trent logo consists of two typefaces: Frutiger LT Std 55 Roman and ITC Giovanni. The leg in the “R” has been customized to super extend so the tip is top-aligned to the “U”.

TRENT UNIVERSITY MASTER LOGO



TRENT UNIVERSITY DURHAM MASTER LOGO





IDENTITY INGREDIENTS

LOGO PROXIMITY

The standard for the logo-safe area of the Trent University logo/wordmark is set by the cap-height (indicated by x) of the wordmark typography.

Multiplied by the 2x in any direction, a field is created which will not allow any graphical treatment to infringe upon the logo/wordmark art, thereby creating impact and clarity.

Although the most desirable use of the Trent University logo and wordmark is that it work together when possible, the logo may be pulled from the typography to exist on its own at certain times, such as when space is limited.

LOGO SAFETY AREA



Note that the above standard applies to letterhead and all applicable forms. Logo-safe area above is intended to be adhered to when both the wordmark and the logo (a) work together.



IDENTITY INGREDIENTS

LOGO COLOUR USAGE

Our masterbrand consists of the Trent wordmark and symbol. When using our logo, never alter the elements or their relation to each other.

PRIMARY COLOURS



For colour application, the Trent University Identity should always be used with the set corporate colours (spot or CMYK)

SINGLE COLOUR – PRIMARY GREEN



For single-colour applications, the Trent University Identity can be printed in a solid value of that given colour.

Single colour logo versions of the Trent University Identity exist using the above Pantone 3435 green for instances which require a one-colour application.

SINGLE COLOUR – BLACK



Black may also be used as a one-colour logo version, as its application may be required on forms which are being produced without using Pantone or Process inks (such as forms or stationery with photocopying as the primary use).

BLACK & WHITE



If the Trent Identity must be used on a solid colour field, it can, and should, be knocked out to white.

Any background with a value greater than 50% of black, the logo art work will stand in white. Any background with a value less than 50% black, the logo art work will stand in black.

PRIMARY GREEN + WHITE



The Trent University logo/wordmark may be knocked out of solid colour fields if the background colour is dark enough to allow legibility in white.

PRIMARY BLUE + WHITE



The Trent University logo/wordmark may be knocked out of solid colour fields if the background colour is dark enough to allow legibility in white.



IDENTITY INGREDIENTS

INCORRECT LOGO USAGE

To protect our trademark and our identity, it's critical that our masterbrand is used consistently and correctly.

HERE ARE SOME EXAMPLES OF WHAT NOT TO DO WITH THE TRENT UNIVERSITY LOGO:

NO OUTLINES



NO SKEWING



NO DROP SHADOWS OR VIGNETTES



NO COMPLEX BACKGROUNDS



NO SCREENING



NO ENCAPSULATING SHAPES



NO CROPPING OR TILTING



NO COLOURING



NO PATTERNING





IDENTITY INGREDIENTS

TYPOGRAPHY

PRIMARY – PRINT & WEB FONTS

MUSEO SANS 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Upper and lower case
Body copy
Bullet points

MUSEO SANS 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Upper and lower case
Body copy
Bullet points

MUSEO SANS 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Upper and lower case
Subheaders
Used sparingly for emphasis

UNIVERS LT STD 59 ULTRA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Upper case only
Headlines
Taglines

SECONDARY – SYSTEM FONT

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Note: When Museo Sans is not available and a web-safe or system font is needed, Arial is used in replace.

Used in the following applications:
Microsoft PowerPoint
Microsoft Word



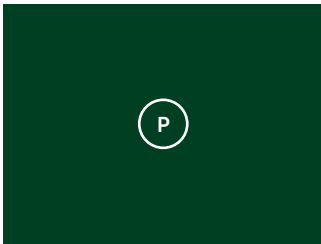
IDENTITY INGREDIENTS

COLOUR

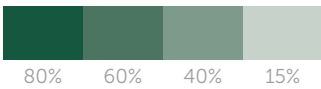
PRIMARY

60%

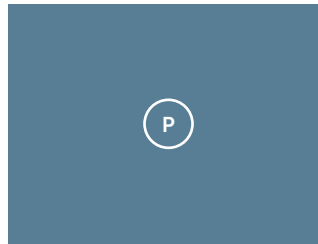
Trent Green



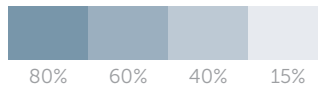
Pantone: 3435C
 Process: 93-24-85-68
 RGB: 21-71-52
 HEX#: 154734



Trent Blue



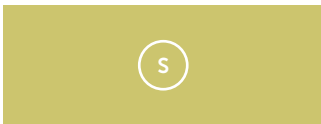
Pantone: 5415C
 Process: 56-24-11-34
 RGB: 91-127-149
 HEX#: 5B7F95



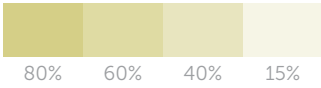
SECONDARY – HIGHLIGHTS

25%

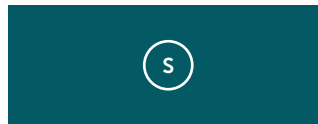
Dusty Gold



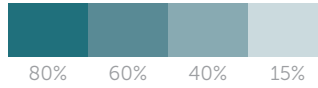
Pantone: 617C
 Process: 11-6-64-13
 RGB: 192-181-97
 HEX#: COB561



Trent Teal



Pantone: 5473C
 Process: 86-20-32-51
 RGB: 17-94-103
 HEX#: 115E67



TERTIARY – ACCENTS

15%

Burnt Orange



Pantone: 7592C
 Process: 0-69-85-24
 RGB: 177-85-51
 HEX#: B15533

Dusty Green



Pantone: 577C
 Process: 35-2-58-0
 RGB: 169-196-127
 HEX#: A9C47F



IDENTITY INGREDIENTS

ACCESSIBILITY & COLOUR COMBINATIONS

Trent University is committed to creating an educational environment accessible to all. With our brand identity and in all communications – digital, print and multimedia – we meet and strive to exceed the standards set out in *Accessibility for Ontarians with Disabilities Act (AODA)*. For additional resources on accessibility guidelines for websites and documents, please visit trentu.ca/marketing/accessibility

In keeping with accessibility best practices, all print materials must carry the line: "Accessible versions of this document are available upon request at trentu.ca/accessible."

COLOUR COMBINATION SUGGESTIONS

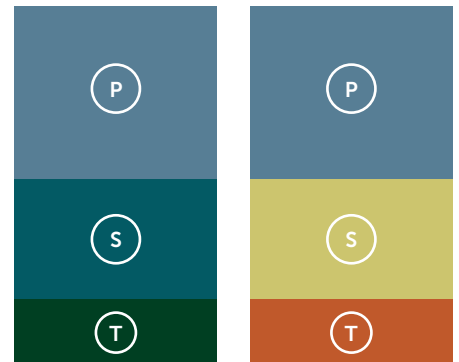
LEAD WITH TRENT GREEN

Secondary and tertiary colours should always support the primary Trent colours. When Trent green is the dominant colour, Trent blue will become a supporting secondary/tertiary colour.



LEAD WITH TRENT BLUE

When Trent blue is the dominant colour, as is the case with Trent University Durham materials, Trent green will become a supporting secondary/tertiary colour.



ACCESSIBILITY



WCAG 2.0 COLOUR CONTRAST RATIOS

Level AA contrast ratio of 4.5:1.
Level AAA contrast ratio of 7:1.



COLOUR CONTRAST CHECKERS

Please be sure to check colour contrast ratios by using the available tools online:

Snook.ca
WebAIM



IDENTITY INGREDIENTS

SUB-BRANDS

Note:

1. Ideally the program names should fit into one of these four templates below. An effort should be made to keep program names short if possible.
2. The program name should not exceed the length of the line above.
3. The use of an ampersand (&) will be used in place of "and" in the program name.
4. Program names align on the right.
5. Departments will be supplied with a variety of logo file formats for all applications.

DEPARTMENTS AND SCHOOLS

12 pt. Frutiger Roman
264 letterspacing
limit of 16 letters in program name



11.75 pt. Frutiger Roman
100 letterspacing
over 16 letters in program name
maximum 22 letters + 1space



10 pt Frutiger Roman
50 letterspacing
22 letters + more than 1 space



9.25 pt. Frutiger Roman
40 letterspacing
more than 22 letters in program name
name is a wee bit closer to the line than
the top samples





IDENTITY INGREDIENTS

SUB-BRANDS – TRENT UNIVERSITY DURHAM – GTA

VERTICAL VERSION

<p>TWO-COLOUR</p>	<p>ONE-COLOUR</p>	<p>BLACK</p>
	<p>WHITE</p>	<p>WHITE</p>

HORIZONTAL VERSION

<p>TWO-COLOUR</p>	
<p>ONE-COLOUR</p>	<p>BLACK</p>
<p>WHITE</p>	<p>WHITE</p>



IDENTITY INGREDIENTS

SUB-BRANDS (CONT'D)

ALUMNI



COLLEGE CRESTS



FORMER COLLEGE CRESTS



ATHLETICS



Champlain College



Collège Champlain



Peter Gzowski College



PARTNER BRANDS

Trent-affiliated groups may choose to create their own logo identity. These logos may not use elements of the formal trademarked Trent logos you have seen in previous pages, but can be created to work in harmony with the official logo, using Trent brand colours and fonts. Two examples include:





IDENTITY INGREDIENTS

SPECIAL USES LOGOS

These logos are for extreme horizontal or vertical applications and can only be used with the special permission of Marketing & Communications. Please contact communications@trentu.ca

SIGNAGE

TWO-COLOUR



TWO-COLOUR



BLACK



BLACK



WHITE



WHITE



MASTER LOGO – STACKED VERSIONS

TRENT UNIVERSITY STACKED



TRENT UNIVERSITY DURHAM STACKED





IDENTITY INGREDIENTS

PHOTOGRAPHY

Trent's photography should follow four key points – emotion, activity, diversity and collaboration.



OVERALL IMAGE TREATMENT

- Colour photography should be desaturated and lighter, in order to bring out Trent's brand colours. Avoid underexposed images and dark colours.
- Black and white photography is used to reflect an intimate portrayal of Trent students and faculty at work. It can be used in combination with colour to provide an up-close look at Trent.

PEOPLE

- Photos of people should show a range of emotions (e.g. positive, curious, engaged, attentive etc.)
- Photos of objects and actions should emphasize collaboration and activity rather than just the subject (e.g. research lab, sporting event, studying)

OUTDOOR

Outdoor photography should be taken on campus and in the surrounding community. Shots should be landscape in orientation and provide space around subjects. Shots should always include people; and emphasis should be on the emotional impact of the environment on people.

- Action
- Research
- Impact

INDOOR

Indoor photography should focus on single positive subject matter. Group shots should be taken at a wider angle to show collaboration and the context of their surroundings.



SECTION 3

BRINGING IT TO LIFE

- 26 Business Cards
- 28 Stationery
- 30 PowerPoint Template
- 31 Email Signature



BRINGING IT TO LIFE

STATIONERY – BUSINESS CARDS (VERTICAL, GENERAL & WITH PHOTO)

REDUCED SIZE

NOTE: All business cards can be ordered through the Trent PrintShop.

Set employee name in 8 pt. Museo Sans 700, tracked out 6 pt., leaded over 11 pt.

Set remaining information in 8 pt. Museo Sans 100, tracked out 6 pt., leaded over 11 pt.

Set tagline in 10 pt. Univers LT Std 59 Ultra Condensed, tracked out 6pt.

BUSINESS CARD – TRENT UNIVERSITY DURHAM –GTA



BRINGING IT TO LIFE

STATIONERY – BUSINESS CARDS

ACTUAL SIZE

NOTE: All business cards can be ordered through the Trent PrintShop.

Set employee name in 8 pt. Museo Sans 700, tracked out 6 pt., leaded over 11 pt.

Set remaining information in 8 pt. Museo Sans 100, tracked out 6 pt., leaded over 11 pt.

Set tagline in 10 pt. Univers LT Std 59 Ultra Condensed, tracked out 6pt.



2 inches

3.5 inches



BUSINESS CARD – TRENT UNIVERSITY DURHAM – GTA





BRINGING IT TO LIFE

STATIONERY – LETTERHEAD (GENERAL)

NOTE: All letterhead can be ordered through the Trent PrintShop.





BRINGING IT TO LIFE

STATIONERY – LETTERHEAD (INDIVIDUAL)

NOTE: All letterhead can be ordered through the Trent PrintShop.


Cathy Bruce, PhD
President & Vice-Chancellor
Office of the President

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cathybruce@trentu.ca
trentu.ca/president



BRINGING IT TO LIFE

POWERPOINT TEMPLATE (16:9)

Cover slide

Cover title
36 pt Arial Bold
Cover subtitle
18 pt Arial Bold



Section cover with image

Section title
36 pt Arial Bold
Section subtitle
18 pt Arial Bold

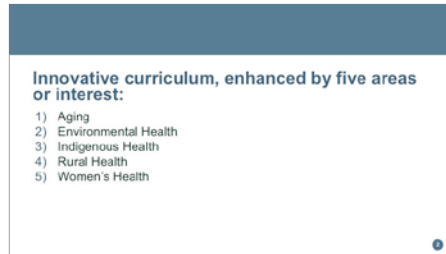
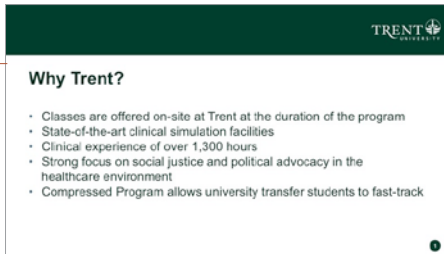


Section cover without image

Section title
36 pt Arial Bold
Section subtitle
18 pt Arial Bold

Interior slide

Header:
28 pt Arial Bold
Bullet list:
20 pt Arial



Interior slide

Header:
28 pt Arial Bold
Number list:
20 pt Arial

Closing slide

Header:
24 pt Arial Bold
Body text:
14 pt Arial Bold





BRINGING IT TO LIFE

EMAIL SIGNATURE



Cathy Bruce, PhD
President and Vice-Chancellor

Trent University
1600 West Bank Drive
Peterborough, ON
K9L 0G2

Tel. [\(705\) 748-1090](tel:(705)748-1090)
Fax [\(705\) 748-1657](tel:(705)748-1657)

trentu.ca



Trent University Durham
55 Thornton Road,
Oshawa, ON
L1J 5Y1

Phone: [\(905\) 435-5100](tel:(905)435-5100)
Fax: [\(705\) 435-5101](tel:(705)435-5101)

trentu.ca/durham

CHALLENGE THE WAY YOU THINK



FOR MORE INFORMATION

These guidelines are posted on the Marketing and Communications page in myTrent, under the Services tab, and will be updated periodically.

If you have any questions, please contact: communications@trentu.ca