

University of Waterloo brand guidelines









The University instituted a new brand in 2016. The following guidelines for typography, colours, and logos are obtained from uwaterloo.ca/brand/.

Fonts


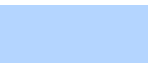






Since the licensed fonts are not available unless purchased, the following fonts are recommended as alternatives:

- **Impact (UPPER CASE or Title Case, headlines, body copy)**
- Georgia (Sentence case or Title Case, body copy, headlines and titles)
- Verdana (UPPERCASE, Sentence case, captions and labels, body copy)

University colours (gold/yellow/black/grey/white)

Colour	RGB #	Colour	RGB#
	255 255 170		223 223 223
	255 234 41		162 162 162
	255 213 79		120 120 120
	228 180 41		000

Faculty of Engineering (purple) and Faculty of Science (blue) colours

Colour	RGB #	Colour	RGB #
	208 180 239		180 213 255
	190 51 218		99 160 255
	129 0 180		0 115 206
	87 5 139		0 51 190

The complete colour palette is comprised of the University's colours (black, gold and white), the colours of the six faculties and the red currently used for schools and satellite campuses. See all colour palettes and accessible colour combinations at uwaterloo.ca/brand/visual-expression/colour-palette.

Colour bar

The colour bar should always be accompanied by an official logo. If the logo is not used, the colour bar is not used. The colour bar should appear only once in a communication. It is positioned at the top of all layouts, while the logo should appear at the bottom, within defined margins.

Example of Faculty of Science colour bar:



See colour bar guidelines, including sizing and margins at uwaterloo.ca/brand/visual-expression/layout/margin-colour-bar-and-logo.

Logos

UWaterloo logos must be used as specified; see uwaterloo.ca/brand/visual-expression/logos-and-marks. Logos cannot be altered in any way.



Generally, faculty logos should be placed at the bottom of print pieces, on the left or right. Note that logos are surrounded with clear space equal to the height of the University of Waterloo wordmark on all sides. Download faculty and department logos at uwaterloo.ca/brand/visual-expression/logos-and-marks/faculty-department-school-logos.

Presentation templates

UWaterloo and faculty presentation templates may be downloaded at uwaterloo.ca/brand/resources/presentations.

Templates include University of Waterloo and all faculty colour palettes.

