



Cape Breton University

Brand Guidelines

Welcome

At Cape Breton University (CBU), we push the boundaries of innovation and thought leadership to ensure a sustainable future.

By welcoming the world to our campus, we're creating a unique, academic experience with a decidedly global perspective and a diverse, inclusive Unama'ki (Cape Breton).

Our brand is much more than a visual identity. Every touchpoint – from campus signage to a personal encounter with faculty or staff – reflects who we are and what we stand for.

As the most apparent, tangible representation of our brand, our visual identity is an expression of our CBU community. Having strong guidelines around its application and usage ensures a standard of excellence and maintains brand integrity.

By adhering to our brand standards, we achieve a cohesive and consistent brand impression, both visually and tonally, across all marketing and communications channels and materials.

We hope this brand standards guide provides you with everything you need, including the necessary information and specifications, to communicate the CBU brand with internal teams, external partners and key audiences.

While most of the typical applications are outlined, if you require any further information, or if you have questions regarding the standards included in this guide, please contact marcomm@cbu.ca.

Thank you for your collaboration.

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We push the boundaries of innovation and thought leadership to create a global academic experience and build a sustainable future for our island.

Our visual identity, comprised of our logo, imagery, typography, colours and graphic design elements reflects our unique brand positioning and promise.

This guide outlines the proper usage of our visual identity and all of its components so that every brand impression is consistent, correct, and clear to all of our audiences.

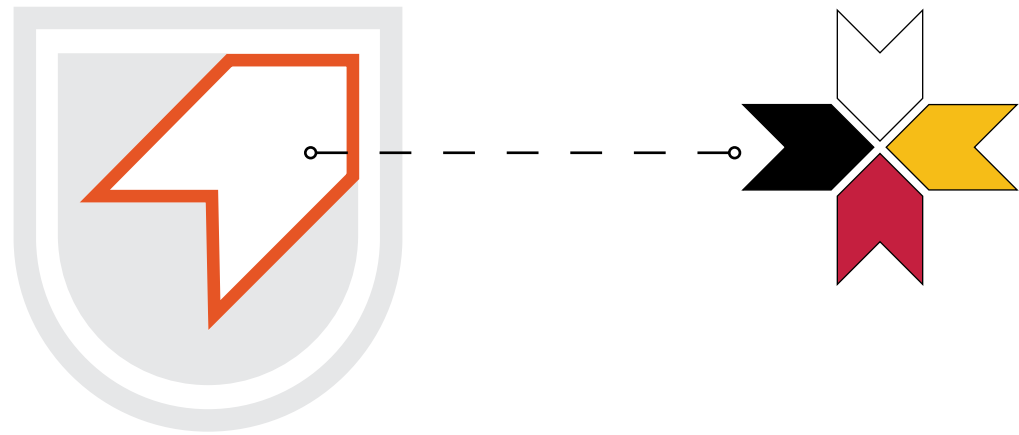
Logomarks



Our primary logo is the main visual representation of the CBU brand. The new logo is bold, strong and aspirational.

The primary logo is used in Pantone 166 C.

The chevron within the logo points to the north east, denoting our geographic location, forward thinking and our vision for the future. The modern crest shape represents our commitment to academic excellence and achievement.



The chevron shape is inspired by the eight-point star, a traditional symbol in Indigenous culture.

Our visual identity's strength relies on the boldness and simplicity of two separate, one-colour logomarks.



Primary Identity

This is our primary identity used to visually represent our master brand. Use only supplied files. Do not try to replicate or adjust font size or position.

Secondary Identity

A secondary logomark with our abbreviated name has been developed for specific cases where CBU's full name is not necessary or where the primary identity is already used on another portion of its application. The secondary identity is primarily focused on student-directed collateral or promotional items.



Horizontal two-line alternate

Use this orientation where space limitations call for a horizontal application (i.e. signage). For this alternate version, the typography can extend across two lines rather than its recommended stacked three-line version.



Stacked alternate

When space is limited and a vertical application is required, the stacked alternate logomark is recommended.

Note that both alternate logomark versions should only be used when the primary and secondary identities don't represent the visual brand in its best light.

Usage guidelines



Reverse

All logomarks may be reversed out using CBU brand colours. The reverse application is a white logomark on either primary or secondary brand colours (see page 23).

All other brand spatial and composition rules apply when using reverse applications.

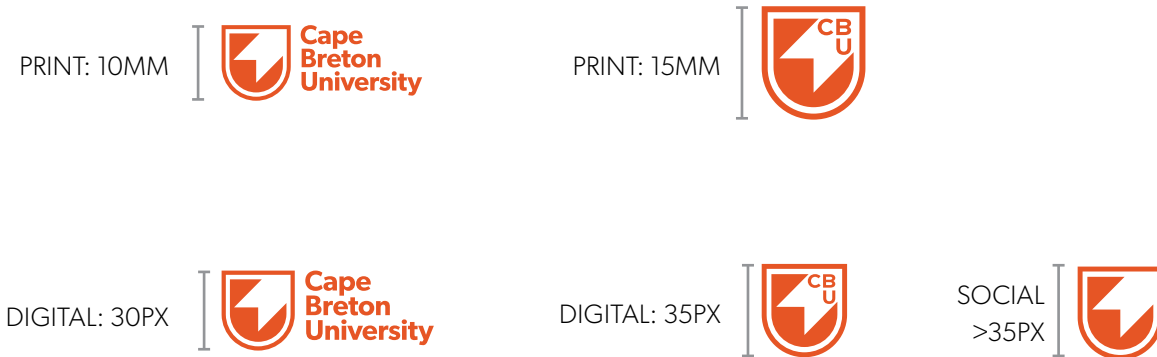


The clearspace is defined by double the cap height of the typography of the logomark.

To ensure the best display of the visual identity, no objects, visuals or typography should infringe upon the clearspace zone.

3.3

Guidelines for use – Minimum size



The minimum size for all logo versions is based on the height of the shield in the logomark. These sizes help maintain the integrity of the logomarks. For primary logo variations, do not reduce the height to less than 10 mm for print or 30 pixels for digital applications.

For secondary logo variations, where possible, do not reduce the height to less than 15 mm for print or 35 pixels for digital applications. For favicons and other digital and small social applications, use the secondary logo without the typography to help with readability.

3.4

Guidelines for use – File types and usage

Recommended ● Acceptable ○

Use Case	.eps / .ai	.jpg	.png
Illustration Software (Adobe Illustrator)	●	○	○
Raster Software (Adobe Photoshop)	●	○	○
Page Layout Software (Adobe Indesign)	●	○	
Video Editing Software (Adobe Premier)	●	○	○
Word Processing Software (Microsoft Word)	○	○	●
Professionally Printed Use	●	○	○
Web/Screen Use		●	●

To help ensure consistency in logo use and reproduction, please use the guide above to find the optimal file format for each use case.

Logo family

4.1

Logo family – Schools

The visual identities for CBU's family of schools offer an opportunity for personalization, while supporting the strength of the university's primary identity.

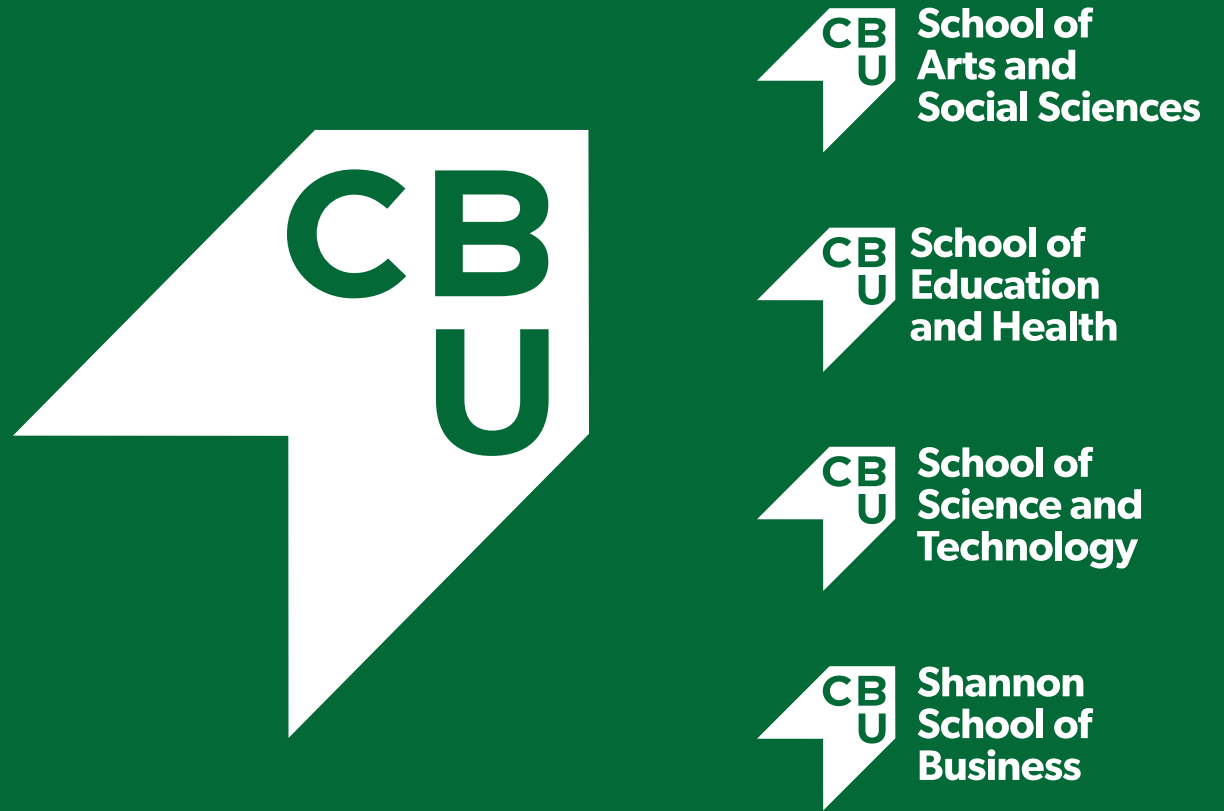


Another form of visual communication is through our family of schools. The chevron shape at the core of the CBU visual identity defines the sub-brand identities.

Their equal visual representation safeguards against visual clutter and promotes consistency and strength.

Since the University is represented by the chevron shape taken from CBU's primary identity, the Family of Schools' sub-brands are best displayed alone without an accompanying CBU primary or secondary logo.

The sub-brand logos are used in Pantone 349 C.



Reverse

All logomarks may be reversed out using CBU brand colours. The reverse application is a white logomark on either primary or secondary brand colours (see page 23).

All other brand spatial and composition rules apply when using these reverse applications.

4.3

Logo family – Unama’ki College

Unama’ki College is the vibrant heartbeat of Indigenous education at CBU.



Unama’ki College embraces the knowledge, wisdom and traditions of the Mi’kmaq and helps Indigenous students build rewarding futures. To highlight the college’s unique offering and positioning, the logomark is portrayed in a unique colour application and represents the sacred Indigenous colours of white, yellow, red and black.

The Unama’ki College logo uses Pantone 193 C (red), Pantone 7408 C (yellow), and 100% black.



Reverse

All logomarks may be reversed out using CBU brand colours. The reverse application is a white logomark on either primary or secondary brand colours (see page 23).

All other brand spatial and composition rules apply when using reverse applications.

4.5

Logo family – Departments

Departmental sub-branding provides an opportunity for additional clarity of messaging.

It should only be utilized when it's important to differentiate one area of CBU from another (i.e. signage, official letters and specific course or event notifications).



Department sub-branding typography is to be displayed in all caps, Gibson Book. The primary colour is CBU's Pantone 349C.

The department descriptor should align underneath the primary logo and should not extend out beyond the 'y' in university. The department can drop down on two or three

lines to fit. The distance from base of CBU text to the top of department should be the twice the height of the cap size of the department descriptor.

The descriptor height should be 1/2 the x-height for "University."

4.6

ARMS

The Cape Breton sloop is taken from the Great Seal of Cape Breton and honours this academic institution's location. The wavy bands of blue and white suggest the ocean and the Bras d'Or Lake. The spruce boughs honour the First Nations that were the first inhabitants of the island and the maple leaf refers to Canada. The keys convey the ideals attributed to the pursuit of knowledge within the context of a democratic society. The open book emphasizes these ideals of the institution.

MOTTO

This Gaelic idiom means "Perseverance will triumph."

CREST

The circlet of mayflowers represents the province of Nova Scotia. The Canterbury cap is symbolic of higher learning and conveys that these arms belong to an academic institution.

SUPPORTERS

The fox is known for its intelligence and indicates the intellectual pursuits involved in acquiring a degree. It is a reference to the university's founder, Dr. Donald F. Campbell, known as the "silver fox." The eagle is a majestic creature which continues the motifs of intelligence and idealism. It also honours the unique connections between Cape Breton University and the L'nu/Mi'kmaw community. The fox, the eagle and the rich greenery upon which they stand are native to the island and are a reference to the university's beautiful surroundings.

Logo family – Emblems of Authority

The official marks, or armorial bearings, of the university, received from the Canadian Crown under the powers exercised by the Governor General, are ceremonial in nature and intended to be used in limited instances to maintain their importance.



Coat of Arms (with supporters)

WITH SUPPORTERS:

- **PRESIDENTIAL:** Anything of, or relating to, the President's Office or Board of Governors
- **CREDENTIAL:** Diplomas, degrees, certificates and transcripts as issued by the Registrar's Office.



Coat of Arms (without supporters)

WITHOUT SUPPORTERS:

- **CEREMONIAL:** Collateral supporting convocation and high-level awards.
- **STRUCTURAL:** Carvings, paintings, signage and sculptures of significance, including main entrances and cornerstones, as approved by the President's Office through the Marketing & Communications Department on a case-by-case basis.

Colour

5.1

Guidelines for use – Colour palettes

Our two primary colours are the foundation of our visual identity. They combine an optimistic outlook for the future with a respectful nod to our past.



Primary colours

The primary brand colours used in our logo are at the core of our visual identity. Where possible, one or both of our primary colours should be present in any application.

Secondary/accent colours

Our secondary colours are a complementary evolution of the primary CBU colours.

The accent colours support the secondary colours and help bring the visual language to life.

5.2

Colour palette – Equivalents

Primary colours



C5 M82 Y100 K0
R230 G83 B0
#E65300



C91 M33 Y99 K23
R0 G105 B55
#006937

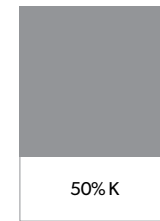
Secondary colours



C3 M26 Y100 K0
R247 G190 B0
#F7BE00



C16 M100 Y76 K5
R196 G13 B60
#C40D3C



C0 M0 Y0 K50
R147 G149 B152
#939598

Accent colours



C30 M1 Y100 K0
R194 G213 B0
#C2D500



C83 M0 Y42 K0
R0 G196 B179
#00C4B3



C100 M96 Y11 K4
R10 G31 B143
#0A1F8F

To maintain the integrity of the visual identity,
always adhere to the colour breakdowns for
both primary and secondary colour palettes.

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 Light

Primary font – Gibson

Gibson is our primary brand font family. Use this font for both print and digital content applications. Gibson is available in a range of weights: light, book, medium and bold with corresponding italics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 Light

Secondary font – Roboto Slab

Our secondary brand font, Roboto Slab, is a geometric slab serif that complements our primary font Gibson. Roboto Slab is available in a range of weights: light, medium and bold with corresponding italics. The secondary font allows for a variety of style options across more involved applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 Condensed light

Roboto condensed (Online)

For better readability online and on mobile, Roboto condensed is a good font choice.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 Light

Arial (Print and online)

When the primary brand fonts are unavailable, the Arial font family is an acceptable substitution. For tighter fitting compositions, Arial Narrow can be utilized.

Headlines and titles are short and large

Headlines and titles can be varied.

Sub-headlines are larger than body copy, but never larger than headlines.

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras porttitor diam lectus, in accumsan augue suscipit non. Cras eu mauris quis metus condimentum eleifend. Aenean finibus, elit eget facilisis placerat, mi arcu laoreet lorem, sed malesuada lorem nisi ac diam. Morbi consectetur orci ligula. Phasellus ultricies, mauris sit amet porta pulvinar, nunc nisl bibendum leo, ut pretium arcu nunc vel metus. Maecenas a orci luctus, tempus sem ac, pharetra arcu.

Colour can be utilized to punctuate copy points. It offers another visual style element to pull the audience into the communication.

Visual support

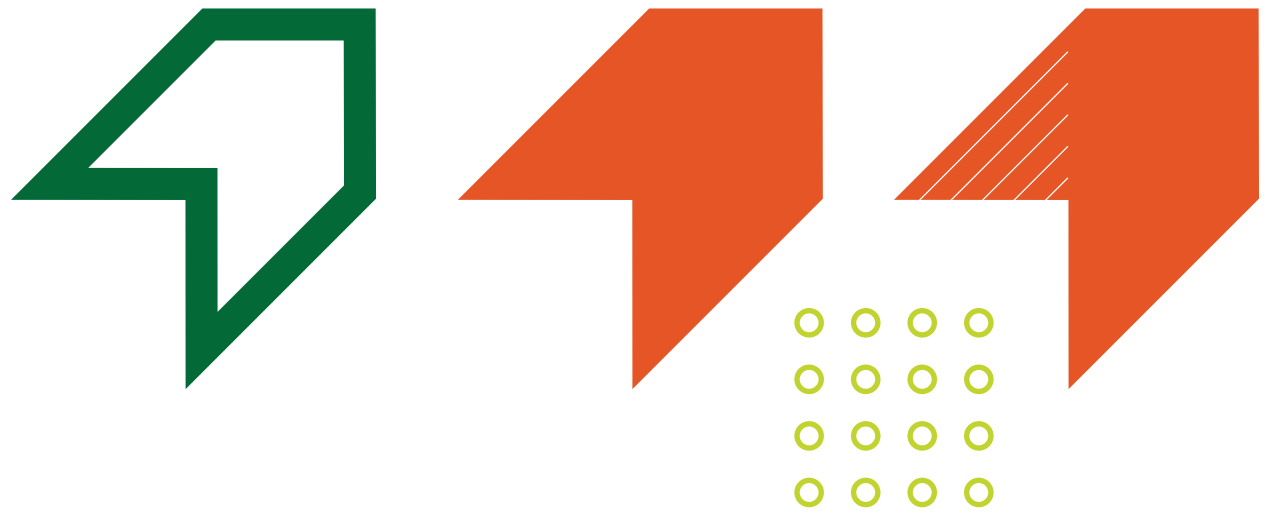
7.1

Visual Support – Photography



Photography is one of the greatest elements within our brand toolbox. Surrounded by pristine natural landscape, vibrant culture, and welcoming communities, CBU is proud of who we are and our island home.

Our sense of place is brought to life through our imagery. The tonality needs to be personable, inviting and aspirational. Our natural surroundings are a key differentiator. Wide-open spaces reflecting themes of innovation and community bring life to our brand.



The CBU 'chevron' is a critical graphic element of the visual brand identity. The 45° angle pointing to the north east defines the chevron and can be incorporated into secondary visual support graphics.

These accents help add movement, vibrancy and vitality to any visual communications piece. Circle grids are another element that can be used to soften the sharp-edged angular graphics.

Applications

8.1

Application – Technology

How our visual identity is represented in digital applications is our greatest opportunity to connect with our audiences.



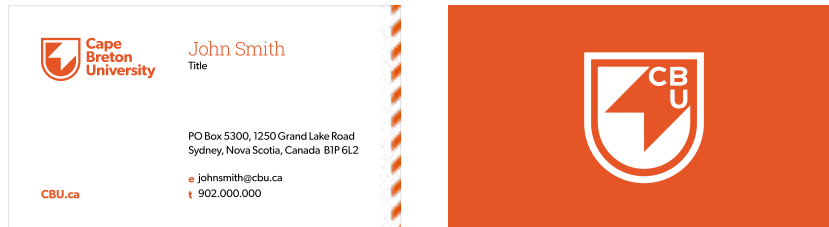
Maintaining discipline with our visual standards regarding digital applications is important. Larger dynamic imagery drives the visual presentation.

These visuals are supported with our bold CBU colour palette and accented with our angular design elements.

Always be mindful of the visual representation on mobile executions. Readability is paramount for promoting our messages.

8.2

Application – Print



These are examples of how our brand building blocks come together to create our unique visual language.

Striking the right balance between all visual elements is one of the greatest challenges in print applications. Large, cropped, striking visuals are the best way to represent the CBU brand. Dynamic, angular graphics and colour overlays offer solutions to provide optimum readability. Always be mindful of optimizing the best quality regarding the reproduction of applications.

8.3

Application – Promotional usage



Never underestimate the power of simplicity. Our bold, dynamic identity is best represented through clean, straightforward applications.

Solid, bold colours or simple, angular tone-on-tone backgrounds can be used to support the secondary identity. It becomes the primary identity used on promotional items.

Brand platform

Building a prosperous future for our students, Cape Breton Island and beyond.

What our brand says we deliver to our key audiences.

Opportunity

Ingenuity

Solidarity

Stewardship

Brand pillars create the foundation of our brand platform. Like our mission, vision and values, brand pillars remain constant and should be reflected in everything we do.

Opportunity

With an incredible history, rich traditions, vibrant communities, and an abundance of pristine landscape, Cape Breton Island serves as a living laboratory of opportunity. The culture, heritage, and natural environment of the island are woven into the very fabric of the university. And it enriches every aspect of CBU, from innovative multi-disciplinary programs to unprecedented research opportunities for our undergrads. CBU is also a truly diverse campus with a decidedly global perspective that creates a unique, inclusive academic experience for all. Therefore, the unprecedented opportunity it offers is also an equal one.

Ingenuity

The natural ingenuity of the island is engrained in everything we do. It's why we believe in the power of innovation, and leading the way to find new, sustainable solutions for our communities, our island, and our environment. Ingenuity means never saying it can't be done. But rather, persevering and adapting until we find a way. It's our commitment to academic excellence, thought leadership, and experiential learning opportunities. It comes from a place of necessity, creativity, and self-reliance. And it guides us as one of Canada's youngest and most innovative university, as we carve our own path towards a sustainable future.

Solidarity

As one of Canada's most diverse campuses, we celebrate and embrace our differences, and are united in a solidarity of spirit. Our collective challenges bring us together to find solutions for the greater good. Solutions that will help enable a sustainable future for our communities, our island, and the world. We don't believe in academic silos, or silos of any kind. When we work and stand together, anything is possible. We prove it day in and day out. We are committed to the promotion and preservation of Indigenous culture and heritage, and to creating a united Unama'ki for all. And we welcome the world to join us.

Stewardship

We believe in the protection of our island home, our natural environment, and our economic future. It's what led us to becoming the first energy self-sufficient campus in North America, and to our creation of the first MBA program in North America with a specialization in community economic development. It also propels us to innovate environmental solutions from the ground up at the Verschuren Centre, and to be an Atlantic Canadian leader in Indigenous studies. We understand the value of our natural resources, our unique culture and heritage, and our people. And we'll do everything we can to safeguard their future.

As an academic leader, we speak in a professional manner that demonstrates our intelligence and humanity. We are passionate and inspiring, but also friendly and accessible.

Our tone is warm and bright and exudes the natural charm and intelligence of Cape Breton. After all, we are people first, so we must speak in a voice that is authentic, honest and true to who we are.

Whenever possible, we use simple language and clear, concise messaging. We are always mindful that our audiences range from prospective students to government officials, so we communicate in a voice that is relevant and accessible to all.

While we are proud to share our collective and individual achievements, we are never boastful. Rather, we focus on the benefits to the wider community. Our sense of community is present in everything we communicate.

Most importantly, our voice should be consistent throughout all of our communications so that each brand touch point builds trust and creates a deeper relationship with our audience.

(Through consistent language, tone and messaging, brand voice expresses who we are and what we stand for.)

A tradition of new.

As a young university, we are compelled to chart a new course, our own course.

We are a higher-learning institution that pushes the boundaries of innovation and thought leadership to ensure a sustainable future.

This means relying on our natural ingenuity, our ability to adapt to both circumstance and opportunity, and working side by side, as partners, with our friends and neighbours.

It also means seeing the potential that extends well beyond our shores.

By welcoming the world to our campus, we're creating a unique academic experience with a decidedly global perspective.

Not to mention a diverse, inclusive Unama'ki (Cape Breton) for all.

This is how one of Canada's youngest universities is also its most innovative: it's not a new tradition per se, but a tradition of new.

It unites our university and our communities in solidarity of spirit, and purpose, as we move through a new and ever-changing world.

'A Tradition of New' is not a tagline. It's much bigger. It represents the foundation of our brand. It's who we are, and who we aspire to be.

It is rarely spoken or written down because it carries more weight through its action. Its meaning is depicted in every application of the brand – written or visual.

Contact

Marcomm@cbu.ca