

introduction

In a brand identity system, the logo, or signature is supported by the specifications for font selection, colour usage and layout applications. The system demonstrates not only construction of the signature, but how the signature is used on communication tools such as brochures and advertisements. The best brand identity systems are executed with consistency and adherence to graphic standards manuals like this one. Please take

the time to read and properly implement our graphic standards. This discipline is fundamental to the success of our identity program. This guide provides you with a set of rules and examples to assist in making the best possible decisions for the creation of our communications materials. We encourage you to strive for quality and consistency to ensure the University of Windsor brand is experienced with clarity and integrity.

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1.0 | Brand Identity

1.01 INTRODUCING OUR NEW SIGNATURE

The University of Windsor Signature is the key component of the University's visual identity. It's the primary expression that graphically represents the University across all visual materials throughout the campus and the world.

The signature consists of two main elements: the symbol and the University of Windsor wordmark. The U/W Wave symbol represents the distinctive and defining characteristics of this dynamic academic institution. It speaks to many of the school's values of creating dynamic connections and forward momentum,

and is a visual expression of our brand's essence of "taking responsibility for the future". The wordmark is clean, bold and sophisticated. The sans serif typeface was chosen for its legibility and modern feel while the upper/lower case adds a certain approachable, friendliness to the brand. The traditional blue conveys a sense of integrity, confidence and credibility, while in contrast the green not only helps communicate a fresh, contemporary feel, but articulates our commitment to our environment. The grey is the more solid element that helps to ground the mark.



1.0 | Brand Identity

1.02 CORPORATE SIGNATURE

VERTICAL

This is the preferred configuration of the logo. It should be used in all cases with the exception of what is outlined in section 1.03.

should be used with the signature as outlined here. However, the tagline and the logo can be used separately for smaller reproductions or other special cases.

Use of the tagline

The tagline “thinking forward” supports the University of Windsor brand. It states the University’s vision for the future and claims the leadership position in its sector. It should be handled with as much care as the Corporate Signature and adhere to the following guidelines: whenever possible, it



1.0 | Brand Identity

1.03 CORPORATE SIGNATURE

HORIZONTAL

This configuration of the signature is only to be used in extreme cases when the image area prohibits use of the vertical signature such as in signage or on the Web. Usage is at the discretion of Public Affairs and Communications (see section 5.0).
In most cases it is best to reduce the vertical signature to a smaller size before defaulting to the horizontal version.



1.0 | Brand Identity

1.04 DIFFERENT SIGNATURE FORMATS

The University of Windsor Signature is the primary identifier for all departments, faculties and units and must be used prominently in all University communication materials. The development and use of other logos to represent university departments or faculties is prohibited.

Without tagline

For use on materials distributed within the University.

With tagline – preferred use

May be used on materials that are distributed internally and externally.

Horizontal

May only be used as outlined in section 1.03

Sub-brand – department/faculty

For use on all Department/Faculty materials distributed internally and externally.

VERTICAL-without tagline



VERTICAL-with tagline



HORIZONTAL



Sub-brand - department/faculty



1.0 | Brand Identity

1.05 MINIMUM SIZES & PROTECTIVE SPACE

VERTICAL

Minimum size

Minimum size refers to the smallest size at which the signature may be reproduced to ensure its legibility. To protect the integrity and impact of the University of Windsor Signature, it must never be reproduced smaller than 1" in width. For Web usage, the logo should never appear at a size where the total width is less than 100 pixels.

Protective space

Always maintain the minimum protective space around the University of Windsor Signature to maintain visual clarity and to provide maximum impact. The minimum protective space is 1.25 of X, where X equals the height of the wordmark letterform. To protect the integrity of the logo, this space is required around all sides of the logo. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size without tagline



Minimum size with tagline



Protective space without tagline



Protective space with tagline



1.0 | Brand Identity

1.06 MINIMUM SIZES & PROTECTIVE SPACE

HORIZONTAL

Minimum size

Minimum size refers to the smallest size at which the signature may be reproduced to ensure its legibility. To protect the integrity and impact of the University of Windsor Signature, it must never appear at a size where the total width of the wordmark is less than 1" For Web usage, the logo should never appear at a size where the total width is less than 150 pixels.

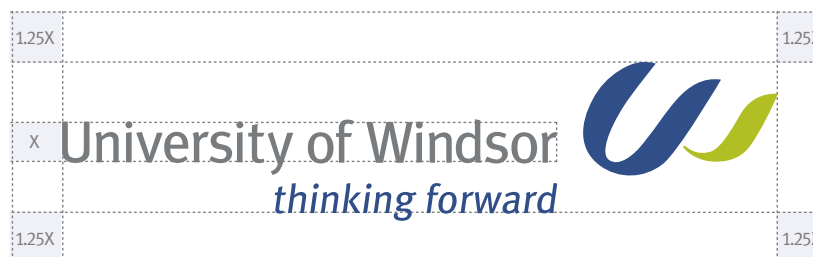
Protective space

Always maintain the minimum protective space around the University of Windsor Signature to maintain visual clarity and to provide maximum impact. The minimum protective space is 1.25 of X, where X equals the height of the wordmark letterform. To protect the integrity of the logo, this space is required around all sides of the logo. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size



Protective space



1.0 | Brand Identity

1.07 COLOUR REPRODUCTION

Three-colour

The University of Windsor Signature should appear in its three-colour version whenever possible.

One-colour greyscale

When printing specifications or budget restrictions will not permit the use of colour printing, the one-colour (greyscale) version should be used. The wordmark appears in 100% black. The "U" and tagline are 60% black; the stroke of the "W" is 40% black.

One-colour

When printing specifications will not permit the use of the three-colour version, the one-colour version may be used, however the one-colour greyscale or one-colour black solid is the preferred option.

One-colour black solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

One-colour - negative

For applications where the background is a dark colour or solid black, the signature should appear in white to assure legibility.

Three-colour



One-colour greyscale



One-colour



One-colour black solid



One-colour - negative



1.0 | Brand Identity

1.08 IMPROPER USE

To successfully reinforce a consistent brand, it is important that all University signatures are presented accurately when used.

The following pages demonstrate examples of unacceptable usage.

Under no circumstance should any component of the University of Windsor Signature ever be redrawn, modified or altered in any way. Reproduction of the signature must always be completed using the approved electronic file art provided from www.uwindsor.ca/brand



Colour
The colour of the logo should not be changed from what is outlined in section 1.07



Graphics
The logo should not appear within frames or borders.



Minimum size
The logo should never appear at a size where the total width of the wordmark is less than .75".



Screens
The logo should not appear with any screens.



Size relationships
The size relationships between the logo elements should remain constant. If any elements of the logo should increase or decrease, all other elements should change proportionately.



Drop shadows
The logo should not appear with drop shadows.



Axis of the logo
The axis of the logo should never be skewed other than a full 90 degrees.



Axis of the symbol
The axis of the symbol should never be skewed.

1.0 | Brand Identity

1.08 IMPROPER USE



Position of the tagline
The position of the tagline should not be changed from what is outlined in section 1.02.



Sub-brand hierarchy
The faculty/department sub-brand should never appear without the University of Windsor wordmark.



Horizontal and vertical scale
The horizontal and vertical scale should always change equally. Never stretch or condense the logo.



Tracking
The tracking of the logotype should never be altered.



Position of the symbol
The position of the symbol should never be altered from what is outlined in section 1.02.



Alignment of the wordmark and symbol
The alignment of the symbol should never be altered from what is outlined in section 1.02.



Symbol colour
The colour of the symbol should never be altered from what is outlined in section 1.07.



Outlining signature
Never create an outline around the signature.



Over printing
To ensure clarity when printing on an image, the logo should always be reversed out of a dark or busy image. If the background has a low contrast or is a light tone, the logo should appear in all black.



Protective space
The logo should not appear without the minimum protective space around it as outlined in section 1.05 This applies to background field edges, page trim or box edges.



Contrast
Do not position the logo on backgrounds with insufficient contrast. Use a logo version that contrasts well with the background colour.



White box
The signature should never appear in a white box on a colour field or image area.

1.0 | Brand Identity

1.09 SYMBOL AS A GRAPHIC

The symbol may be detached from the logo and used as a graphic element, however Public Affairs and Communications must approve any design that uses the U/W wave symbol as a graphic element. (see section 5.0) This includes designs that; Use the symbol in a pattern, crop, screen or otherwise alter the logo.



1.0 | Brand Identity

1.10 COLOUR PALETTE

PRIMARY PALETTE

The Primary Colour Palette is made up of the three-colours used in the University of Windsor Signature and represent the core of our personality. The consistent use of these core colours defines and reinforces our distinctive character and should be used on all University materials.

We have enlisted the standards of the Pantone Matching System (PMS) which is a universally recognized colour matching system based on lithography printing inks. The colour palettes include specific spot colour references for both coated and uncoated

paper stocks (please note that these numbers may differ due to the way inks appear on different stocks) and process match breakdowns (CMYK) for printing applications with limited budgets. Also included are RGB equivalents for use in Word, Excel or PowerPoint as well as hexadecimal equivalents for emitted light and Web applications.

Pantone	CMYK	RGB	Hexadecimal
Coated PMS 647	C 100 M 56 Y 0	R 0 G 85 B 149	#005595
Uncoated PMS 301	K 23		
Coated PMS 383	C 20 M 0 Y 100	R 178 G 187 B 30	#B2BB1E
Uncoated PMS 397	K 19		
Coated PMS 431	C 11 M 1 Y 0	R 106 G 115 B 123	#6A737B
Uncoated PMS 431	K 64		

1.0 | Brand Identity

1.11 COLOUR PALETTE

SECONDARY PALETTE

The Secondary Colour Palette may be used when there is the opportunity to use more colours beyond those from the primary colour palette. The lighter colours may be used primarily for background treatments.

Pantone Coated	Pantone UnCoated	CMYK	RGB	Hexadecimal
PMS 7534	PMS 7534	C0 M2 Y8 K10	R231 G224 B213	#E7E0D5
PMS 5797	PMS 807	C5 M0 Y24 K9	R221 G225 B189	#DDE1BD
PMS 7542	PMS 7542	C10 M0 Y3 K16	R194 G209 B211	#C2D1D3
PMS 549	PMS 549	C52 M6 Y0 K25	R86 G155 B189	#569BBB
PMS 7496	PMS 383	C40 M0 Y100 K38	R109 G141 B35	#6D8D23
PMS 7533	PMS 7533	C0 M22 Y85 K85	R24 G56 B0	#4A3800
PMS 124	PMS 7406	C0 M28 Y100 K6	R238 G178 B15	#EEB20F
PMS 159	PMS 718	C0 M66 Y100 K7	R227 G111 B29	#E36F1D
PMS 484	PMS 200	C0 M95 Y100 K29	R179 G34 B21	#B32215

1.12 TYPOGRAPHY

PRIMARY TYPEFACE

Typography is a strong extension of our brand’s personality and plays a major role in creating a consistent look across all communications and promotional materials. Two specific typefaces: FF Meta and Amasis, should be used with the recommendations indicated.

FF Meta was chosen to render the wordmark of the University of Windsor Signature, a simple and contemporary type style that complements the U/W symbol. This typeface is used extensively on all University materials.

Meta Plus Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Plus Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Plus Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY TYPEFACE

In some marketing materials (such as particular ads and school magazines), a serif font may be desired to use in conjunction with the primary font, FF Meta. In these instances, Amasis is the preferred secondary typeface. Amasis may be used for body text while FF Meta should be used for all headings, subheadings and feature body copy, and call-outs. Italics may be utilized for emphasis but should be used sparingly.

Amasis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Amasis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBSTITUTION TYPEFACES

When the primary and secondary typefaces are unavailable for use, the substitution typefaces may be used. Tahoma has been selected to substitute FF Meta and Georgia can be used to substitute Amasis. These typefaces are readily available within Microsoft Office programs (Word, Excel and PowerPoint) and will be used for all internally produced documents as well as for correspondence. Common usage includes: letters, labels, memos, PowerPoint, invoices, forms and binders.

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.0 | Sub-brand Identity

SIGNATURE ARCHITECTURE

- 2.01 Faculty Signature
- 2.02 Department Signature
- 2.03 Minimum sizes & protective space
- 2.04 Sub-brand family signatures
- 2.05 Odette School of Business Signature
- 2.06 Odette School of Business minimum sizes & protective space
- 2.07 Odette School of Business colour reproduction
- 2.08 Windsor Law Signature
- 2.09 Windsor Law minimum sizes & protective space
- 2.10 Windsor Law colour reproduction

2.0 | Sub-Brand Identity

2.01 FACULTY SIGNATURE ARCHITECTURE

SUB-BRAND STRUCTURE AND USAGE

Faculty Signature

The Faculty Signatures have been designed to closely follow and reinforce the parent University of Windsor brand. The University of Windsor wordmark is the primary identifier for all faculties and units and must be used in all University communication materials. The development and use of other signatures to represent university faculties is prohibited. Faculty Signatures must always appear with the University of Windsor wordmark



2.0 | Sub-Brand Identity

2.02 DEPARTMENT SIGNATURE ARCHITECTURE

SUB-BRAND STRUCTURE AND USAGE

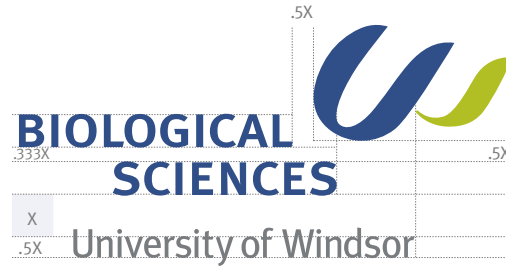
Department Signature

The Department Signatures have been designed to closely follow and reinforce the parent University of Windsor brand. The University of Windsor wordmark is the primary identifier for all departments and units and must be used in all University communication materials. The development and use of other signatures to represent university departments is prohibited. Department Signatures must always appear with the University of Windsor wordmark.

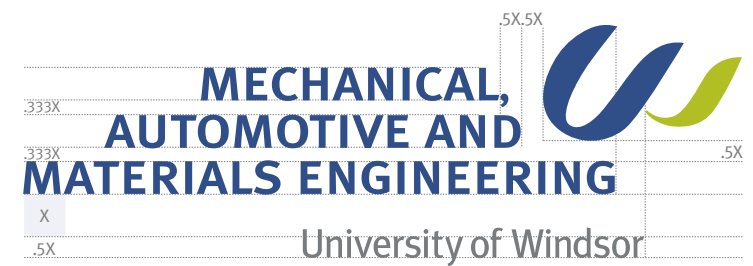
One Line



Two Line



Three Line



2.0 | Sub-Brand Identity

2.03 MINIMUM SIZE & PROTECTIVE SPACE

Minimum size

Minimum size refers to the smallest size at which the signature may be reproduced to ensure its legibility. To protect the integrity and impact of the signature, the University of Windsor wordmark and symbol should never appear smaller than 1" in width. For Web usage the signature should never appear at a size where the total width is less than 100 pixels.

Protective space

Always maintain the minimum protective space around the signature to maintain visual clarity and to provide maximum impact. The minimum protective space is equal to 1.25 of X, where X equals the distance between Faculty and University wordmark as shown. To protect the integrity of the logo, this space is required around all sides of the logo. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size



Protective space



2.0 | Sub-Brand Identity

2.04 SUB-BRAND FAMILY SIGNATURES

A signature has been created for every University of Windsor Faculty. This will also form the basis of each Department Signature. To ensure uniform and consistent use of the Faculty Signatures, always use the provided electronic artwork. Do not attempt to set type or recreate the signatures. Signature examples are provided with the Faculty set in one, two or three lines, depending on length. Examples are included here for reference.



2.0 | Sub-Brand Identity

2.05 ODETTE SCHOOL OF BUSINESS SIGNATURE ARCHITECTURE

STRUCTURE AND USAGE

Odette School of Business Signature

This signature does not follow the structure established for other faculties and departments. The University of Windsor wordmark remains the primary identifier and must be used in all University communication materials. The Odette School of Business Signature must always appear with the University of Windsor wordmark.



2.0 | Sub-Brand Identity

2.06 ODETTE SCHOOL OF BUSINESS MINIMUM SIZE & PROTECTIVE SPACE

Minimum size

Minimum size refers to the smallest size at which the signature may be reproduced to ensure its legibility. To protect the integrity and impact of the signature, the University of Windsor wordmark and symbol should never appear smaller than .75" in width. For Web usage the signature should never appear at a size where the total width is less than 100 pixels.

Protective space

Always maintain the minimum protective space around the signature to maintain visual clarity and to provide maximum impact. The minimum protective space is equal to 1.25 of X, where X equals the height of the wordmark letterform. To protect the integrity of the logo, this space is required around all sides of the logo. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size



Protective space



2.0 | Sub-Brand Identity

2.07 ODETTE SCHOOL OF BUSINESS COLOUR REPRODUCTION

Three-colour

The Odette School of Business Signature should appear in its three-colour version whenever possible.

One-colour greyscale

When printing specifications or budget restrictions will not permit the use of colour printing, the one-colour (greyscale) version should be used. The school name appears in 100% black. The wordmark appears in 90% black. The "U" is 60% black; the stroke of the "W" is 40% black.

One-colour

When printing specifications will not permit the use of the three-colour version, the one-colour version may be used, however the one-colour greyscale or one-colour black solid is the preferred option.

One-colour black solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

One-colour - negative

For applications where the background is a dark colour or solid black, the signature should appear in white to assure legibility.

Three-colour



One-colour greyscale



One-colour



One-colour black solid



One-colour - negative



For specific spot references for both uncoated and coated paper stocks, process match breakdowns (CMYK) as well as RGB and hexadecimal equivalents, please refer to sections 1.10 and 1.11 of the Brand Identity portion of this document.

In order to ensure the Odette School of Business Signature is presented accurately, please refer to section 1.08 of the Brand Identity portion of this document for examples of unacceptable usage.

2.0 | Sub-Brand Identity

2.08 WINDSOR LAW SIGNATURE ARCHITECTURE

STRUCTURE AND USAGE

Windsor Law Signature

This signature is considered a special case signature and does not follow the structure established for other faculties and departments. The University of Windsor wordmark remains the primary identifier and must be used in all University communication materials. The Windsor Law Signature must always appear with the University of Windsor wordmark.



2.0 | Sub-Brand Identity

2.09 WINDSOR LAW MINIMUM SIZE & PROTECTIVE SPACE

Minimum size

Minimum size refers to the smallest size at which the signature may be reproduced to ensure its legibility. To protect the integrity and impact of the signature, the University of Windsor wordmark should never appear smaller than 1" in width. For Web usage the signature should never appear at a size where the total width is less than 100 pixels.

Protective space

Always maintain the minimum protective space around the signature to maintain visual clarity and to provide maximum impact. The minimum protective space is equal to 1.25 of X, where X equals the height of the wordmark letterform. To protect the integrity of the logo, this space is required around all sides of the logo. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size



Protective space



2.0 | Sub-Brand Identity

2.10 WINDSOR LAW COLOUR REPRODUCTION

Three-colour

The Windsor Law Signature should appear in its three-colour version whenever possible.

One-colour greyscale

When printing specifications or budget restrictions will not permit the use of colour printing, the one-colour (greyscale) version should be used. The school name appears in 100% black. The wordmark appears in 90% black. The "U" is 60% black; the stroke of the "W" is 40% black.

One-colour

When printing specifications will not permit the use of the three-colour version, the one-colour version may be used, however the one-colour greyscale or one-colour black solid is the preferred option.

One-colour black solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

One-colour - negative

For applications where the background is a dark colour or solid black, the signature should appear in white to assure legibility.

Three-colour



One-colour greyscale



One-colour



One-colour black solid



One-colour - negative



For specific spot references for both uncoated and coated paper stocks, process match breakdowns (CMYK) as well as RGB and hexadecimal equivalents, please refer to sections 1.10 and 1.11 of the Brand Identity portion of this document.

In order to ensure the Windsor Law Signature is presented accurately, please refer to section 1.08 of the Brand Identity portion of this document for examples of unacceptable usage.

3.0 | Imagery

- 3.01 Photography style overview
- 3.02 Portrait photography
- 3.03 Journalistic photography
- 3.04 On-site photography
- 3.05 Black and white photography

3.0 | Imagery

3.01 PHOTOGRAPHY STYLE OVERVIEW

Image style plays a critical role in developing a vivid and meaningful identity for University of Windsor.

Where possible, natural, outdoor or available lighting is preferred to ambient or artificial light. If adequate light is unavailable, then the artificial light used should strive to simulate natural

lighting conditions. Composition should always be simple, with the focus on one or two key subjects in the foreground. Where possible, backgrounds are to be out-of-focus to create interesting depth and to serve as subtle background texture. Look for interesting angles that enhance background perspective.



3.0 | Imagery

3.02 PORTRAIT PHOTOGRAPHY

- Where possible, natural, outdoor or available lighting is preferred to ambient or artificial light. If adequate light is unavailable, then the artificial light used should strive to simulate natural lighting conditions.
- Composition should be simple, with the focus on the individual in the foreground. Backgrounds are to be out-of-focus to create interesting depth and to serve as subtle background texture. Where possible, look for interesting angles that enhance background perspective.
- Strive for relaxed and natural expressions with the subject either looking directly into the camera or into the distance.
- For faculty photography, clothing should be business casual with simple colour and pattern.
- For student photography, clothing should be of one dominant colour, refraining from fussy patterns or details. There should not be any logos visible on any of the clothing.



3.0 | Imagery

3.03 JOURNALISTIC PHOTOGRAPHY

This style is included to allow for candid shots of classroom activity, sports, etc., and should capture the culture of the university in an emotional and genuine way. Where possible, expressions should be completely natural and relaxed - as if the subjects are unaware of the photographer.

- Where possible, natural, outdoor or available lighting is preferred to ambient or artificial light. If adequate light is unavailable, then the artificial light used should strive to simulate natural lighting conditions.

- Composition should be simple, with the focus on one or two key people. Both background and foreground elements should be out-of-focus to create interesting depth. Where possible, look for interesting angles that enhance background perspective.

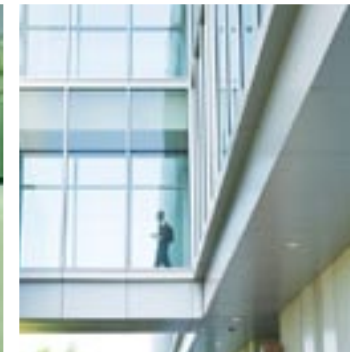
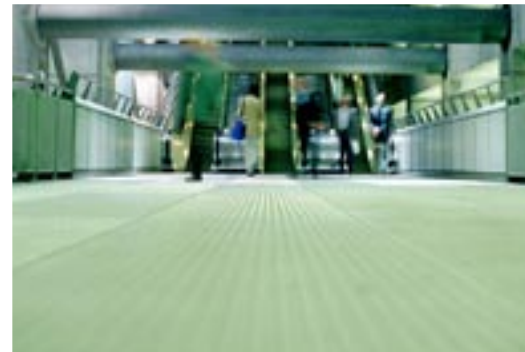
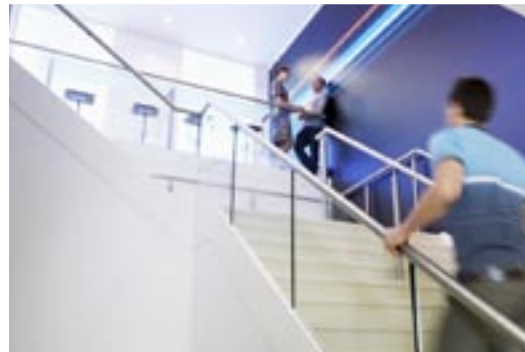
- In scenarios where there are many people, they should act as a textural, out-of-focus background.



3.0 | Imagery

3.04 ON-SITE PHOTOGRAPHY

- As the majority of these images are taken outdoors, lighting should be natural and available, rather than ambient or artificial light. Again, if adequate light is unavailable, then the artificial light used should strive to simulate natural lighting conditions.
- Composition should be simple with the key focus on the environment or building while also incorporating people as a secondary element where possible. Look for interesting angles that enhance background perspective.



3.0 | Imagery

3.05 BLACK AND WHITE PHOTOGRAPHY

The use of black and white photography helps increase the down-to-earth aspect of the brand and to break up the otherwise homogenous full-colour imagery. The images chosen should be strong conceptually or compositionally. These images should not dominate, but be used as an accent.

- Where possible, natural, outdoor or available lighting is preferred to ambient or artificial light. If adequate light is unavailable, then the artificial light used should strive to simulate natural lighting conditions.
- Composition should always be simple, with the focus on one or two key subjects in the foreground. Where possible, backgrounds are to be out-of-focus to create interesting depth and to serve as subtle background texture. Look for interesting angles that enhance background perspective.



4.0 | Resources

4.01 Signature file formats

4.0 | Resources

4.01 SIGNATURE FILE FORMATS

All University of Windsor Signatures are available for download and use in EPS, JPG formats from www.uwindsor.ca/brand

The JPG format is the standard for on-screen viewing or online publishing. A JPG file is a compressed file that contains some but not all of the original information. While useful for digital applications when there is a need to keep the file size small, the resolution of a JPG is low (72 dpi) and the quality is poor.

The EPS format is the standard for high-resolution offset printing and is used primarily by professional designers and printers. The chart shown here provides a guideline for choosing file formats best suited to specific uses and applications.

End Use	Application	File Format
If file will be viewed on-screen or online only	MS Word/Excel	jpg
	PowerPoint	jpg
	Website	jpg
	Publisher	jpg
	Signage	jpg
	InDesign	jpg
If file will be laser printed	MS Word/Excel	jpg
	PowerPoint	jpg
	Website	jpg
	Publisher	jpg
	Signage	jpg
	InDesign	jpg
If file will be offset printed	MS Word/Excel	EPS
	PowerPoint	EPS
	Website	EPS
	Publisher	EPS
	Signage	EPS
	InDesign	EPS

5.0 | Contact Information

- 5.01 General inquiries
- 5.02 Approval contacts

5.0 | Contact Information

5.01 GENERAL INQUIRIES

For all inquiries regarding the University of Windsor visual identity, please contact:

JENNIFER BARONE
Senior Manager, Marketing, Publications and Web
Public Affairs and Communications
400 Huron Church Rd., Rm. 112
jbarone@uwindsor.ca
Phone: (519) 253-3000 Ext. 3242
Fax: (519) 973-7067

5.0 | Contact Information

5.02 APPROVAL CONTACTS

All applications of the University of Windsor Signature must be in compliance with the guidelines outlined in this Graphic Standards Handbook. Any application that is not addressed in this document must be approved by Public Affairs and Communications Department.

Approvals

All print materials must be approved prior to printing by:

JENNIFER BARONE
Senior Manager, Marketing, Publications and Web
Public Affairs and Communications
400 Huron Church Rd., Rm. 112
jbarone@uwindsor.ca
Phone: (519) 253-3000 Ext. 3242
Fax: (519) 973-7067

www.uwindsor.ca/brand

