

ecampus
Ontario

2021 // BRAND GUIDELINES

01 // THE BRAND

TERMS AND CONDITIONS

The eCampusOntario brand is a valuable asset of eCampusOntario.

As a partner, you are required to comply with these eCampusOntario Branding Guidelines. It is essential that you ensure that all personnel responsible for producing ads, direct mail pieces and other promotional materials review them, understand them and implement them properly and consistently.

These eCampusOntario Branding Guidelines define consistent guidelines and standards for using the logos and imagery ascribed to the eCampusOntario brand and apply to all advertising and promotional materials.

eCampusOntario asks to review and approve the content of any advertisement, collateral or promotional materials containing the eCampusOntario wordmark, logo or imagery prior to it being released.

Please allow a minimum of five (5) business days for the review process to occur. Please submit materials and direct any questions about use of eCampusOntario branding to communications@ecampusontario.ca

01 // THE BRAND

BUT, WHAT IS A BRAND?

More than a name or a logo. More than a website. And more, ultimately, than what the website does.

What the website does may change, after all—or be succeeded by some other service that's better, faster and less expensive.

The guidelines that govern communications for the eCampusOntario services are part of a much larger effort—to build awareness, understanding and preference for the eCampusOntario brand. To build a brand that endures.

A brand is a shorthand representation—often communicated in a single word or symbol—of everything a company is, does and stands for. That representation can be seen most clearly in promotional messages

and in the quality of the customer's experience in using a branded service or product.

But the brand's representation communicates other, less obvious aspects of the brand that are just as important. A clear promise, for example, that is important and memorable to customers. A distinctive, recognizable personality that is inseparable from the brand itself, informing not only advertising and communications but behavior as well.

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. That approach is based on the understanding that every choice and every decision—not advertising or collateral

alone—communicates something to someone about the eCampusOntario brand.

When the brand's messages are developed ad hoc, focused solely on the needs of the moment, they have no lasting impact and represent a shortsighted use of scarce marketing dollars.

But when messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference. Promotional dollars work twice as hard, serving short-term goals as well.

01 // THE BRAND

PERSONALITY

Brands, like people, have personalities. The most successful brands understand that a distinctive personality can not only make a brand promise more believable. It can also make a brand and its promise more memorable, enhancing its stature and building customer loyalty, adding weight to the brand's competitive position.

The words that define the eCampusOntario brand personality are not words we should use to describe our company, our products or our brand.

Rather, we should use them as a filter or a standard against which to measure our communications and our behavior.

To enhance recognition and memorability for the eCampusOntario brand, these attributes of our brand personality must become a part not only of every communication we produce, but of everything we are and do.

The eCampusOntario brand is:

Well-informed

The eCampusOntario brand is street smart, alert to change and able to distinguish what's important from what's not.

Confident

The eCampusOntario brand is focused on the task at hand. It knows it can deliver everything you need it to.

Approachable

The eCampusOntario brand knows it's an ally to education and a resource you can depend on without taking it too seriously. That's why it's so likeable.

02.0 // WORDMARK & LOGO

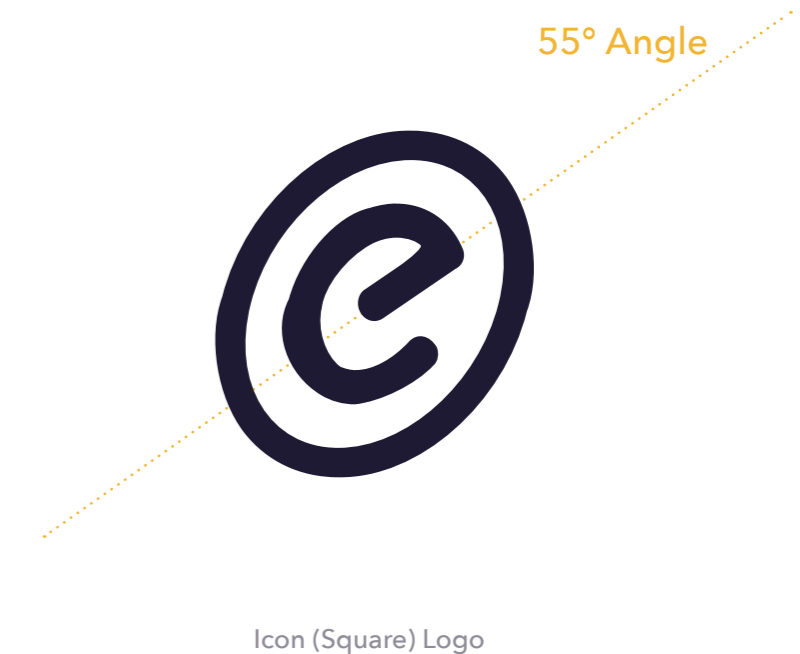
VARIATIONS

The wordmark is the most common and may be used in most circumstances. Although should the layout offer plenty of white space or be an especially vertical layout, the hero logo may be appropriate.

The wordmark should be set in either the top left or bottom left. Never on the right.

The icon logo is used for social media badges, favicons, app icons and other situations that call for a tiny mark.

It is also incorporated within sub-brands to reinforce the eCampusOntario association. Other logos should be placed next to the eCampusOntario logo.



02.1 // WORDMARK & LOGO

CLEAR SPACE

To preserve the eCampusOntario logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the eCampusOntario wordmark is defined using the "M" in the wordmark.

The icon will often sit with a badge. Maintain a 25% border around it. If the "e" is 100 PX alone, it will be 150 PX with its white border.



25%



100%

02.2 // WORDMARK & LOGO

SIZE

The eCampusOntario logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the height, which should never be reproduced in a size smaller than 5 mm height for the wordmark, 20mm height for the hero logo.

ecampus
Ontario

MIN HEIGHT = 30 PX / 6 MM

When used as a footer that is not intended to draw attention this is an acceptable size.



ecampus
Ontario

DANGER HEIGHT = 20 PX / 5 MM

At this size you will notice the mark begins to lose its legibility. This is the absolute smallest it can be reproduced.



02.3 // WORDMARK & LOGO

MISUSE

Incorrect use of the eCampusOntario logo compromises its integrity and effectiveness. The examples of logo misuse are not comprehensive; they are only a small sample of possible misuses of the eCampusOntario logo.

To ensure accurate, consistent reproduction of the eCampusOntario logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from the eCampusOntario Creative Communications team.

Avoid using “eCampus Ontario” (two words) or “eCampus” (short form) to refer to eCampusOntario.



Don't separate the wordmark



Don't stretch the logo disproportionately.



Don't use non-brand colors on the wordmark



Don't change the proportions of elements.



Don't rearrange elements of the logo



Don't use the logo on an angle



Don't combine elements in new ways



Don't stack logos

02.4 // WORDMARK & LOGO

WORDMARK PLACEMENT

Whenever possible, the eCampusOntario logo should appear in the upper left corner, in full color (aubergine), on a white background. Consistent placement in this location on communications materials helps build awareness of the eCampusOntario brand.

Clear space from the top and left edge is equal to the letter “M,” as illustrated in the diagram. If the logo cannot be placed in the upper left corner, an acceptable alternate placement is the lower left corner. Be sure to maintain an equal amount of clear space from the bottom and right edges.



03.0 // VISUAL LANGUAGE

WE BUILD IT TOGETHER

The eCampusOntario brand's graphic style is a flexible system of elements that visually represent immediate access to the flow of information. This is illustrated through colour, typography, tone of voice and photography.

The wordmark and logos can be used across both organization-to-organization and end user communications when applied in conjunction with appropriate colours and illustration.

When applying the eCampusOntario brand's graphic elements, especially photography and illustration, it is important to distinguish between organization-oriented and end user-focused applications when possible. Organization-focused materials promote eCampusOntario solutions to a typically

more enterprise level audience (i.e., administrators, leaders, industry, education professionals, IT executives, etc.).

End-user refers to eCampusOntario services marketed to individuals belonging to eCampusOntario members: educators, librarians, support staff, students, etc., as well as the general public. Because communications for eCampusOntario services can often vary between these two areas, slightly different design styles are recommended.

Organization communications should emphasize eCampusOntario services, expertise and commitment to members. To help reflect this, the colour palette should rely on darker, more serious colours that reference the logo more directly.

Organization-focused illustration should reflect the strategic, system-level benefits of eCampusOntario.

End-user applications should communicate the advantages of supporting and participating in eCampusOntario initiatives. User colour palette stresses livelier, more animated colours. Illustrations should focus more on authentic imagery that represents real activities and events, and the actual people who participate in them.

Always keep in mind which market segment a design is meant to communicate with, and apply the eCampusOntario brand's house style to create the most effective application possible. These are guidelines, not adamant rules.

03.1 // VISUAL LANGUAGE

COLOUR

The eCampusOntario logo should be reproduced in color whenever possible. The purple (Aubergine) is the primary colour.

White is the most effective background on which to reproduce the colour logo because it provides a clean, crisp contrast for the logo's color and elements. If colour reproduction is not available or is not a viable option, the logo should be reproduced either in solid black or as a full-reverse in white on a black background.



The logo consists of the word "ecampus" in a lowercase, italicized, sans-serif font, with "Ontario" in a smaller, uppercase, sans-serif font directly below it.

Spot logo, 4-color logo, RGB logo – for use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.



The logo consists of the word "ecampus" in a lowercase, italicized, sans-serif font, with "Ontario" in a smaller, uppercase, sans-serif font directly below it.

Black logo – for use when color reproduction is not an option.



The logo consists of the word "ecampus" in a lowercase, italicized, sans-serif font, with "Ontario" in a smaller, uppercase, sans-serif font directly below it, all in white on a dark purple background.

Full-reverse logo – for use when white or light colour backgrounds are not an option. When placed on top photographic or patterned backgrounds.

03.1 // VISUAL LANGUAGE

COLOUR



The primary colour palette consists of Aubergine (purple) and Tangerine (yellow). Tangerine is used as a non-dominant accent colour in headers, backgrounds, and images. Tangerine plays a larger role in digital messaging than print. Steel (blue) and Grass (green) should be used for sub-titles and secondary messaging, and colour variation for small images and highlights within illustrative graphics.

For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications refer to the RGB/HEX values specified.

The colors shown throughout this manual have not been evaluated by PANTONE for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc. Variations in color may occur, but try to match the eCampusOntario color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE colors in 4-color process, but the goal should always be to match the PANTONE standard of the eCampusOntario color palette. Color variations may also occur on-screen as a result of different screen calibrations and/or software applications being used.

AUBERGINE

RGB
R30 G26 B52

CMYK
C97 M100 Y15 K72

HEX# 1E1A34

STEEL

RGB
R107 G164 B184

CMYK
C56 M8 Y9 K21

HEX# 6BA4B8

GRASS

RGB
R118 G136 B29

CMYK
C46 M6 Y100 K42

HEX# 76881D

TANGERINE

RGB
R241 G180 B52

CMYK
C0 M32 Y87 K0

HEX# F1B434

PANTONE® 5255	MULTIPLY X2	MULTIPLY X2	MULTIPLY X2
75%	PANTONE® 549	PANTONE® 7496	PANTONE® 143
50%	75%	75%	75%
25%	50%	50%	50%
10%			
5%			

03.2 // VISUAL LANGUAGE

TYPOGRAPHY - AKA FONTS

To help provide a consistent, unified look in the eCampusOntario brand's use of typography, the Frutiger LT typeface should be used on all communications for eCampusOntario services. The sans serif of Frutiger is simple yet distinctive and supports the eCampusOntario brand.

Frutiger can be used in long and/or text heavy printed documents. It is the most legible font in this scenerio.

A safe web font when Frutiger is not available is Arial.

Aa

Frutiger LT Std - 45 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+<>?{}|

Aa

Frutiger LT Std - 47 Light Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+<>?{}|

Aa

Frutiger LT Std - 55 Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+<>?{}|

Aa

Frutiger LT Std - 57 Medium Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+<>?{}|

Aa

Frutiger LT Std - 65 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+<>?{}|

Aa

Frutiger LT Std - 67 Bold Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+<>?{}|

03.3 // VISUAL LANGUAGE

TONE OF VOICE

The eCampusOntario voice is an essential component of the eCampusOntario brand. It may express an attribute, feature or benefit of an eCampusOntario service, but it does this in shorthand— with a simple word or a short phrase that also expresses the brand’s essence.

The eCampusOntario audience is comprised of educators, academic leadership, industry and students. Based on this audience, our tone of voice in communications is positive, friendly, and professional. The tone established by copy and imagery should be consistent.

To aid in presenting a consistent tone across communications, an editorial style guide has been developed for use on emails, advertising, brochures and other communications. It is available by request from the communications team.

Additional information about tone and style for social media, crisis communications, and general communications is available for employee referral.

**Always keep in mind
which market segment
a design is meant to
communicate with.**

03.4 // VISUAL LANGUAGE

PICTURES TELL A THOUSAND WORDS

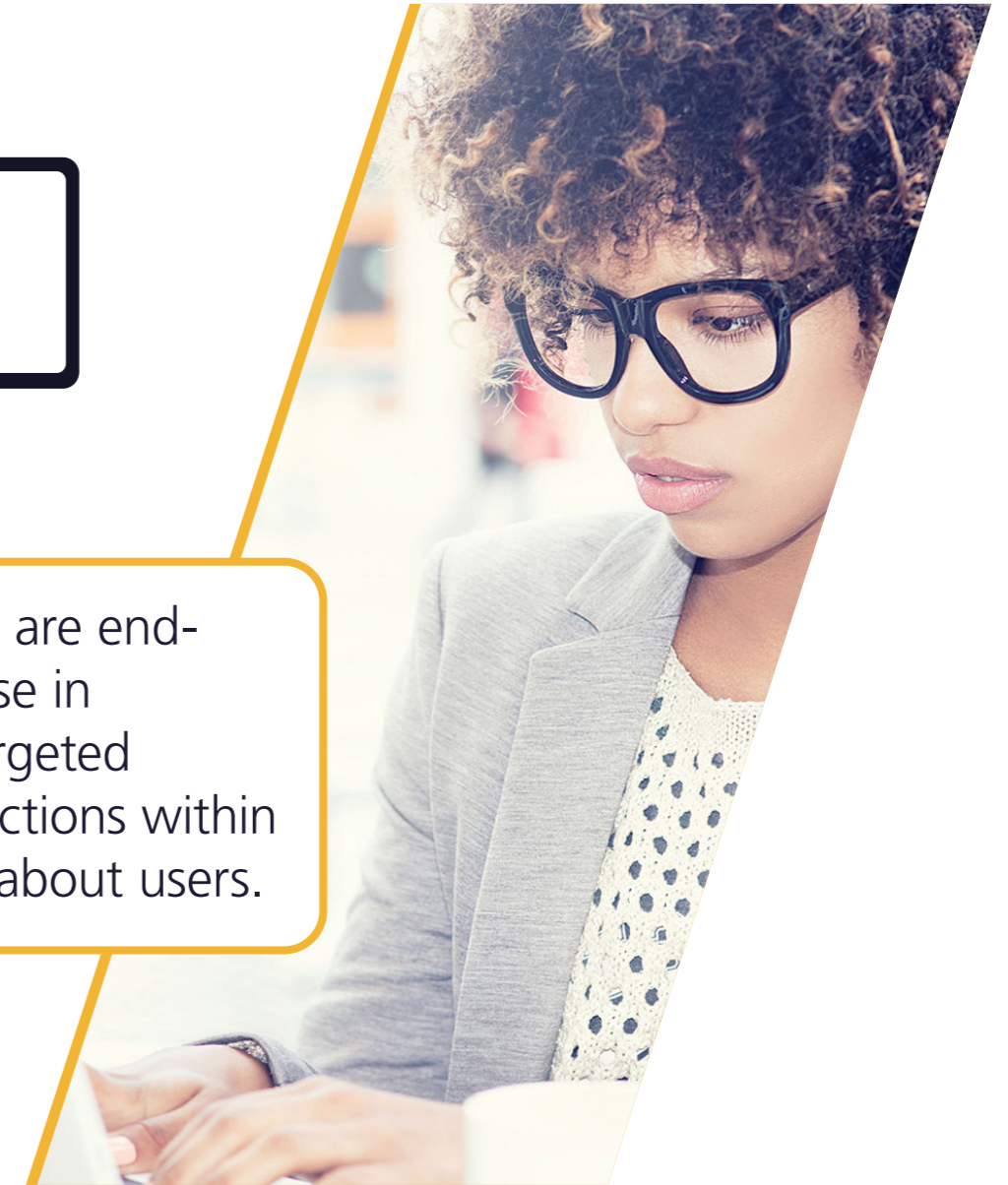
Imagery plays an important role in the the eCampusOntario brand's graphic style, identifying eCampusOntario services and showing them in brand colour and style.

In addition to the wordmark and logos, there are two other categories of imagery that can be used in communications: (1) Icons and (2) Photography.

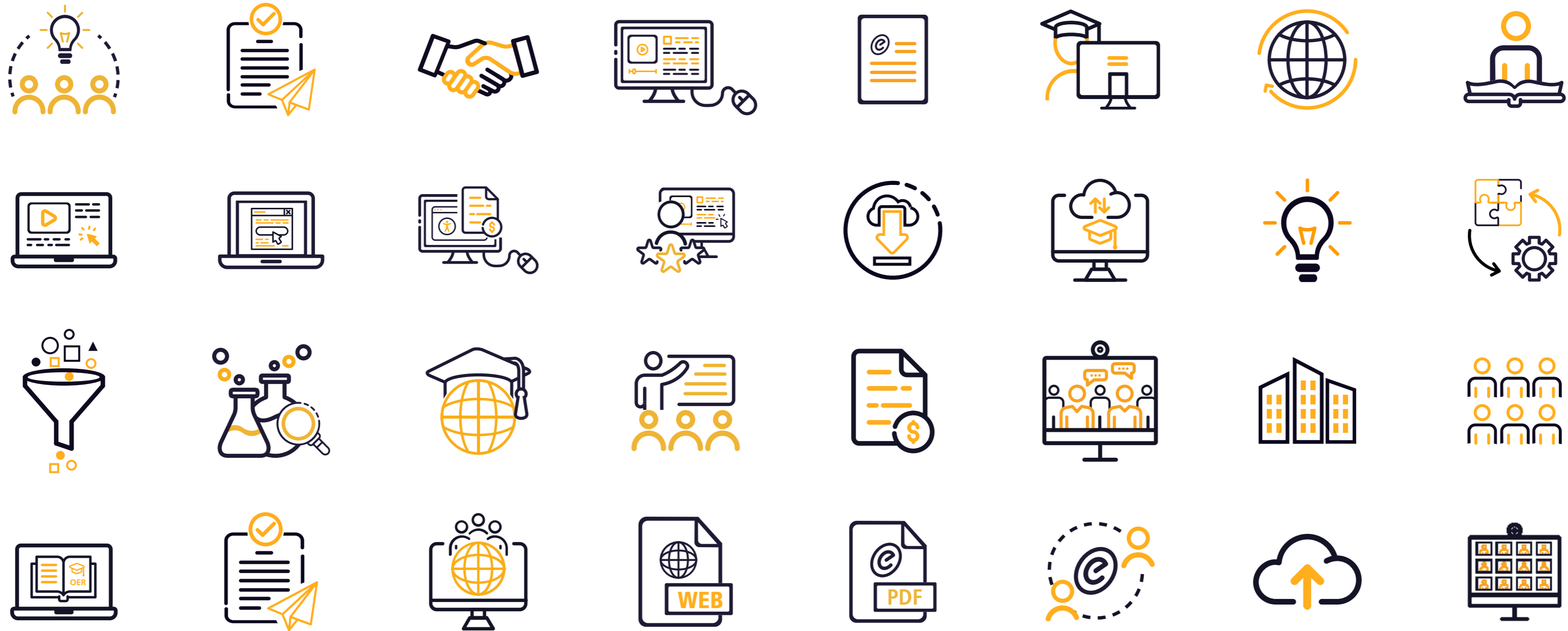
Here are examples of these kinds of imagery with some general style guidelines to ensure consistent brand presentation.



These two graphics are end-user focused. For use in communications targeted towards users or sections within documents talking about users.



03.5 // VISUAL LANGUAGE
ICONOGRAPHY



03.6 // VISUAL LANGUAGE

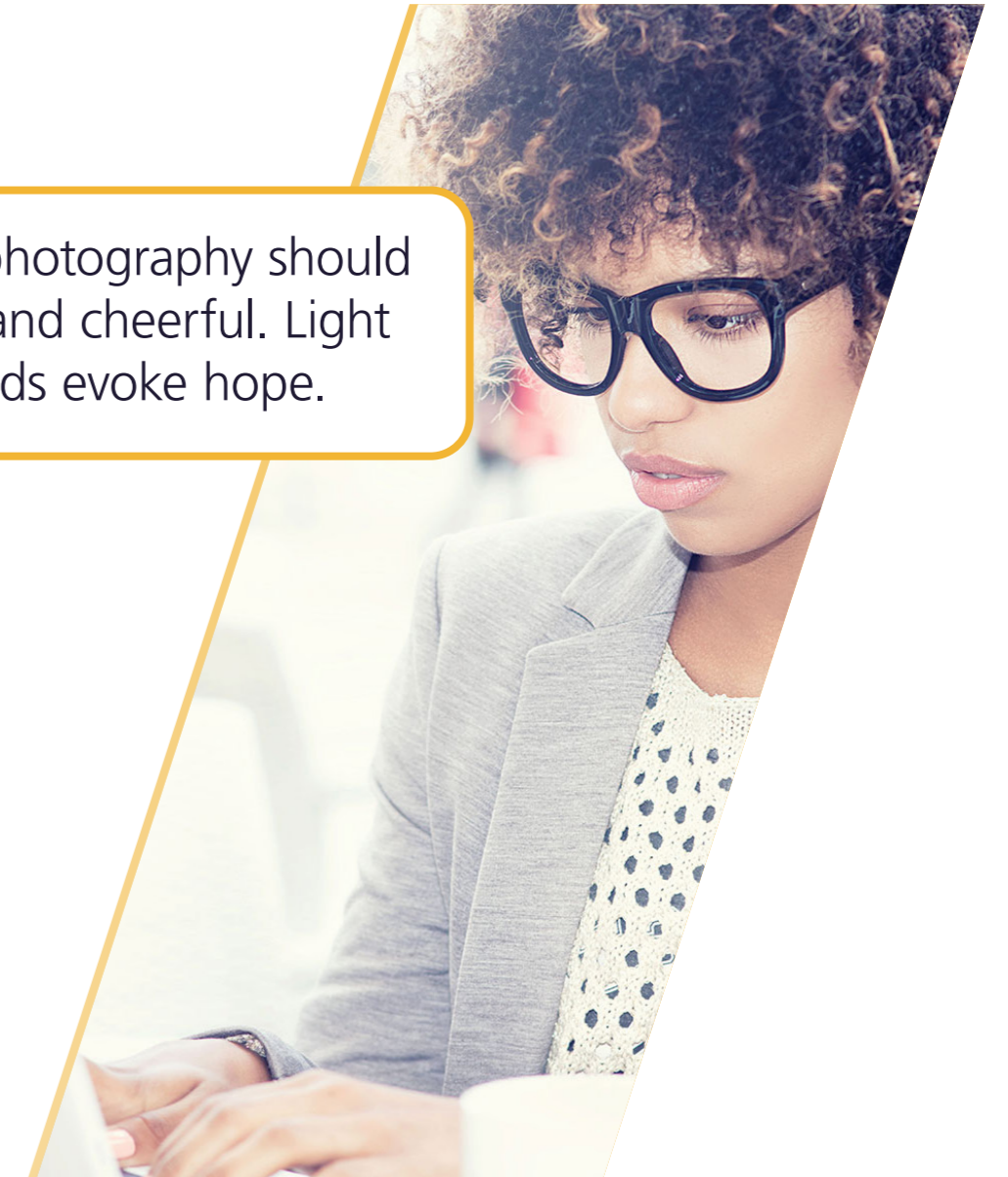
PHOTOGRAPHY



eCampusOntario is smart and innovative, its photography should reflect this attitude.

Whenever possible, pictures with a hint of brand colours should be used: a hint of orange in the model's hair, a twinkle of blue in their eyes, or dark blue tones in the background.

Organization-focused photography should have a darker background, creating a higher contrast and more authoritative tone.



End-user photography should be bright and cheerful. Light backgrounds evoke hope.

18° Angle

03.7 // VISUAL LANGUAGE

SHAPES, GRADIENTS & OVERLAYS

The “egg” shape is a key tool of the eCampusOntario brand kit. It’s the shape of the logo and may be used as a graphic element or a frame for photography. For accessibility reasons, use of graphic elements is generally not encouraged.

The 18 degree angle in the wordmark shown gives way to the Tangerine “slice.” This rectangle may appear with or without rounded corners in a variety of weights.

When the eCampusOntario wordmark requires a rectangle background, the “slice” should be utilised.



03.7 // VISUAL LANGUAGE

SHAPES, GRADIENTS & OVERLAYS

These two primary shapes can be utilised in layouts. If used with a gradient, it is made up of the same brand colour combined with a 50% tint of itself on an 18 degree angle.

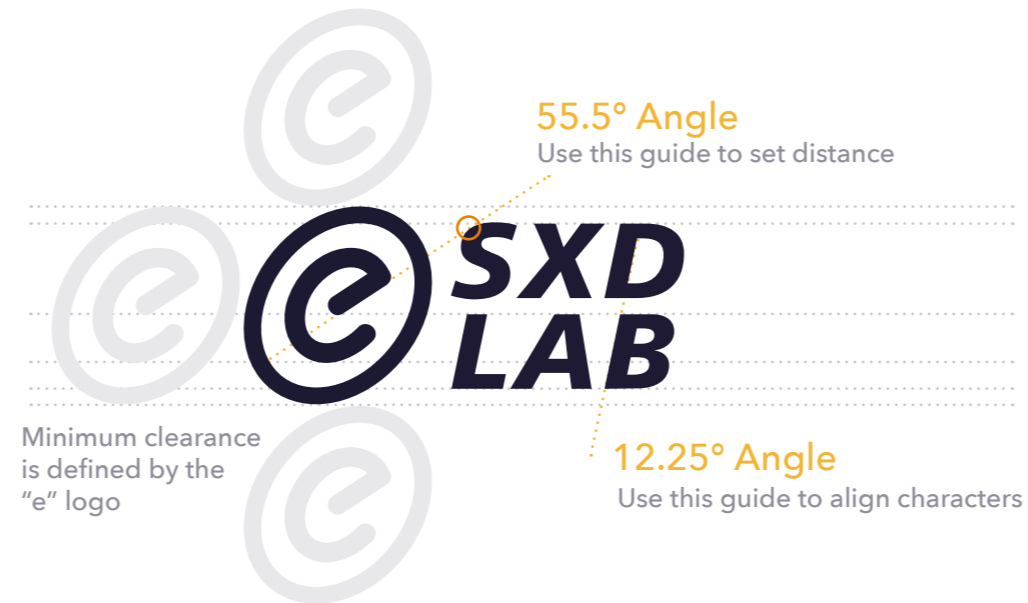
When multiplying or shading a brand colour, overlay a colour with itself once, or overlay Steel with Tangerine, creating Grass in the space between.



04.0 // SUB-BRANDING

SUB-BRAND LOGO BUILDING

This “e” represents not only the traditional prefix of “electronic” but also doubles as a reflection of education. The circle around it represents Ontario. This gives strengths to all education initiatives in Ontario and should always be reflected as such.



FONT: Frutiger Black Italic 76
LEADING: as shown above 40/34pt
TRACKING: default: +50pt

Start with a tracking set above. Now slightly adjust kerning to align characters to each other. Also try to even out the tracking to achieve a greater balance.



Take note of some of the techniques used above.

- Sliced the bottom edge of the “S” to align with “L”
- Reduced the width of the “D”
- Cut the “L” to align with “A”
- Adjusted the kerning of all letters to balance

04.1 // SUB-BRANDING

LOGO SPACING

Clear space is an important element to consider in all layouts especially when locking up with the parent ECO logo. In this case we double the amount of regular spacing.

Both lockups should be aligned left whenever possible. If a layout demands the lockup to be aligned to the centre this may also be permitted. Do not align these lockups to the right.



The image shows the 'ecampus' logo in a lowercase, rounded, sans-serif font, followed by two small circles, an '@' symbol, and the 'SXD LAB' logo in a bold, uppercase, sans-serif font. Below this is the word 'Ontario' in a bold, uppercase, sans-serif font. The entire lockup is aligned to the left.

Parent and child lockup



Parent logo, child logo and "Ontario logo" lockup

Minimum clearance between the edge of the asset and the other logos is defined by the "m" character in the eCampus logo

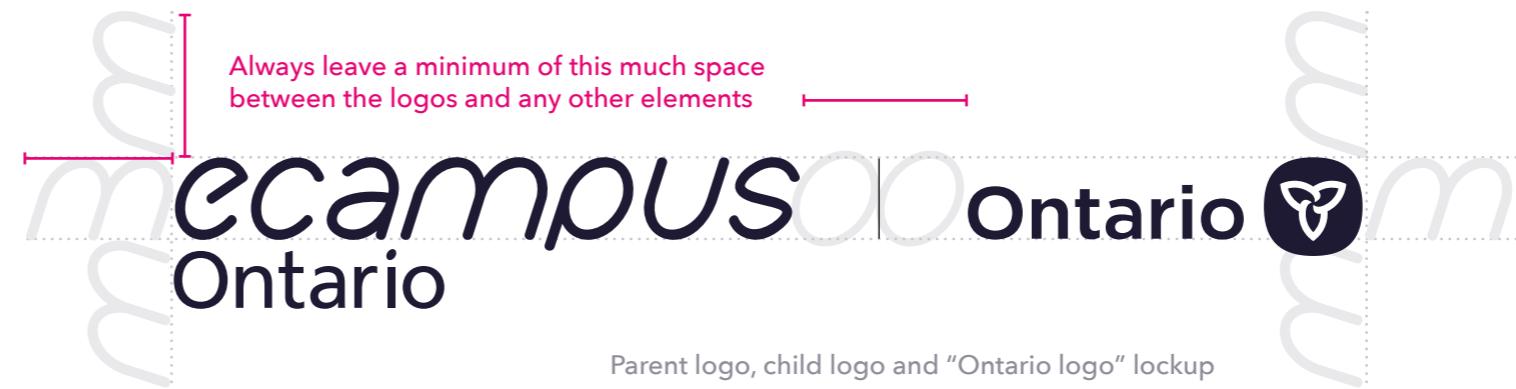
04.2 // SUB-BRANDING

PARENT LOGO AND ONTARIO LOGO LOCKUP

eCampusOntario and the Government of Ontario maintain a Communications protocol which states that eCampusOntario will identify itself as funded by the Government of Ontario in all communications projects. In visual identity, this means that the eCampusOntario logo and the Ontario logo are placed side by side on web properties, published materials, etc.

The Ontario logo should always be positioned to the right of the eCampusOntario logo, using a minimum clearance space equal to “m” character in the eCampus logo, separated with a 0.5” line between the two logos.

If you have any questions about correct display of the Ontario logo please contact communications@ecampusontario.ca



Minimum clearance between the edge of the asset and the other logos is defined by the “m” character in the eCampus logo. Separated with a 0.5” line between the two logos.

ecampus
Ontario

Ontario 

Print

ecampus | Ontario 
Ontario

1.25" — 0.75"

Digital

ecampus | Ontario 
Ontario

180 px

Minimum Sizes

Print

To ensure legibility, the printed logo must never be reproduced smaller than 0.75” (19mm) wide for print applications

Digital

The minimum size for digital use is 180pixels wide. This digital size is based upon high-resolution (retina) displays. When designing for lower-resolution digital displays, the logo can appear at a minimum of 90 pixels wide

04.2 // SUB-BRANDING

RULES TO LIVE BY

The “e” logo is still the primary logo of all sub-brands and may appear on its own or along with the sub-brand name.

The sub-brand name on the other hand may never be displayed alone without the “e” logo



Do NOT display a sub-brands logo text on its own without the “e” logo.



04.3 // SUB-BRANDING

APPLYING YOUR BRAND

Colours have symbolic meaning, and can be used to evoke emotions or set a tone.

Sub-brands are always welcome to use black, white, and aubergine, a colour eCampusOntario uses to reflect strength and trust.

If a sub-brand has distinct traits or values and wishes to reflect unique features, it may differentiate itself through the use of a colour palette that is related but distinct from the eCampusOntario colours.

For example, a sub-brand may wish to develop a more dynamic colour profile to indicate speed of service. In this case, an orange palette (with related shades and tints) may be created to reflect “speed.”



Sub-brands may appear in ECO Aubergine, black or white. Or you may choose to establish a unique combination of colours to use with one specific sub-brand. This combination should always start with the ECO colour palette. Sub-brands should not appear in other colours in the eCampusOntario brand.



There is a maximum character length of 12. The ideal character length is less than 8.

When possible, it is also preferable to have a longer word on the bottom.

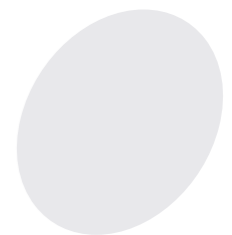


Adding black to a colour is called a shade. This will darken the colour and make give it more strength and boldness.

MULTIPLY X4

MULTIPLY X2

Adding white to a colour is called a tint. This will lighten the colour and make it appear more soft and receptive.



75%

50%

04.3 // SUB-BRANDING

APPLYING YOUR BRAND

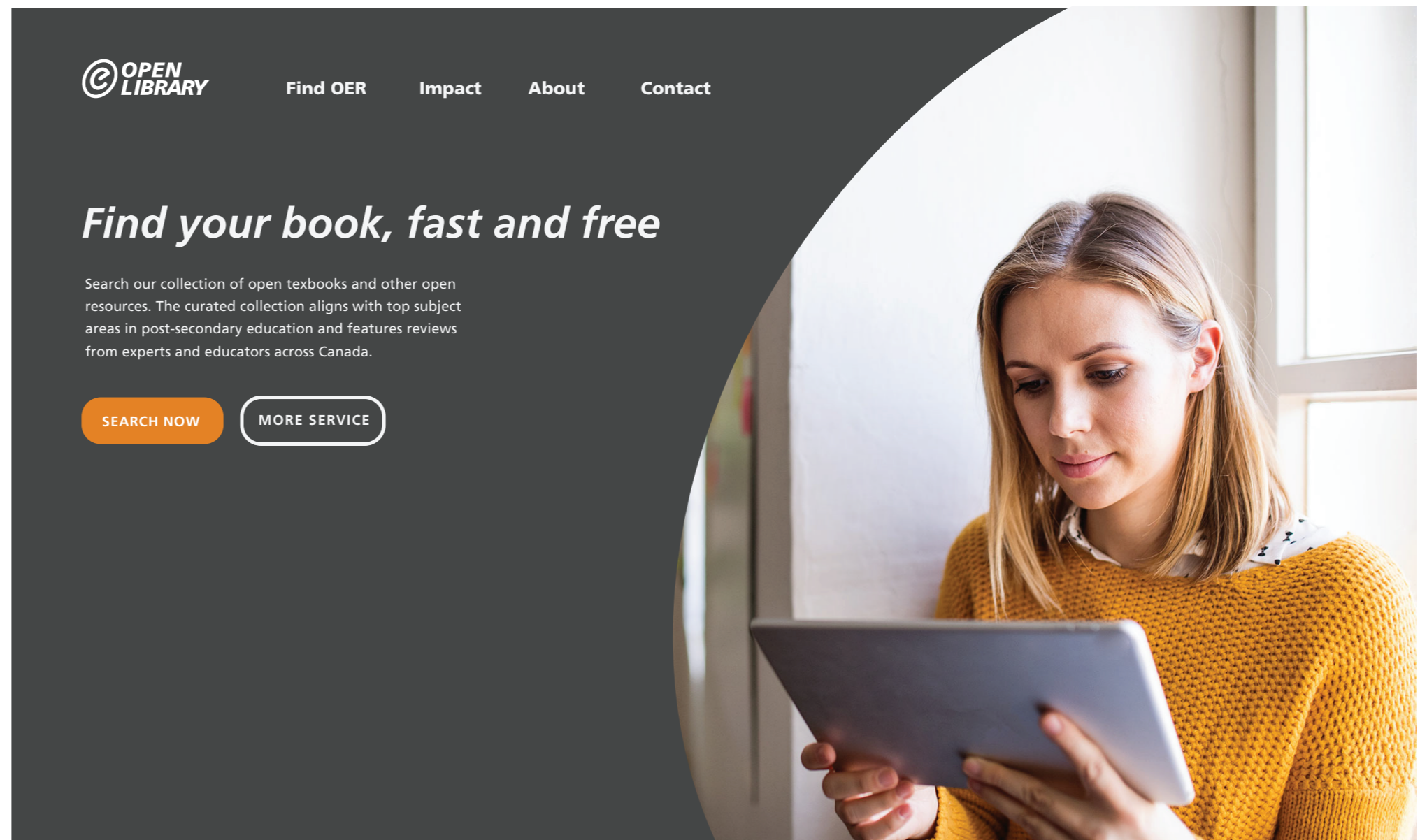
Creating a sub-brand colour palette serves to distinguish it among the family while still maintaining the core eCampusOntario DNA.

When used to target a specific user group it will also enhance the message and help communicate a specific goal.

In this case creating a darker colour palette evokes strength, boldness and independence.



The colour orange, for example, may be selected to reflect the traits of speed and value.

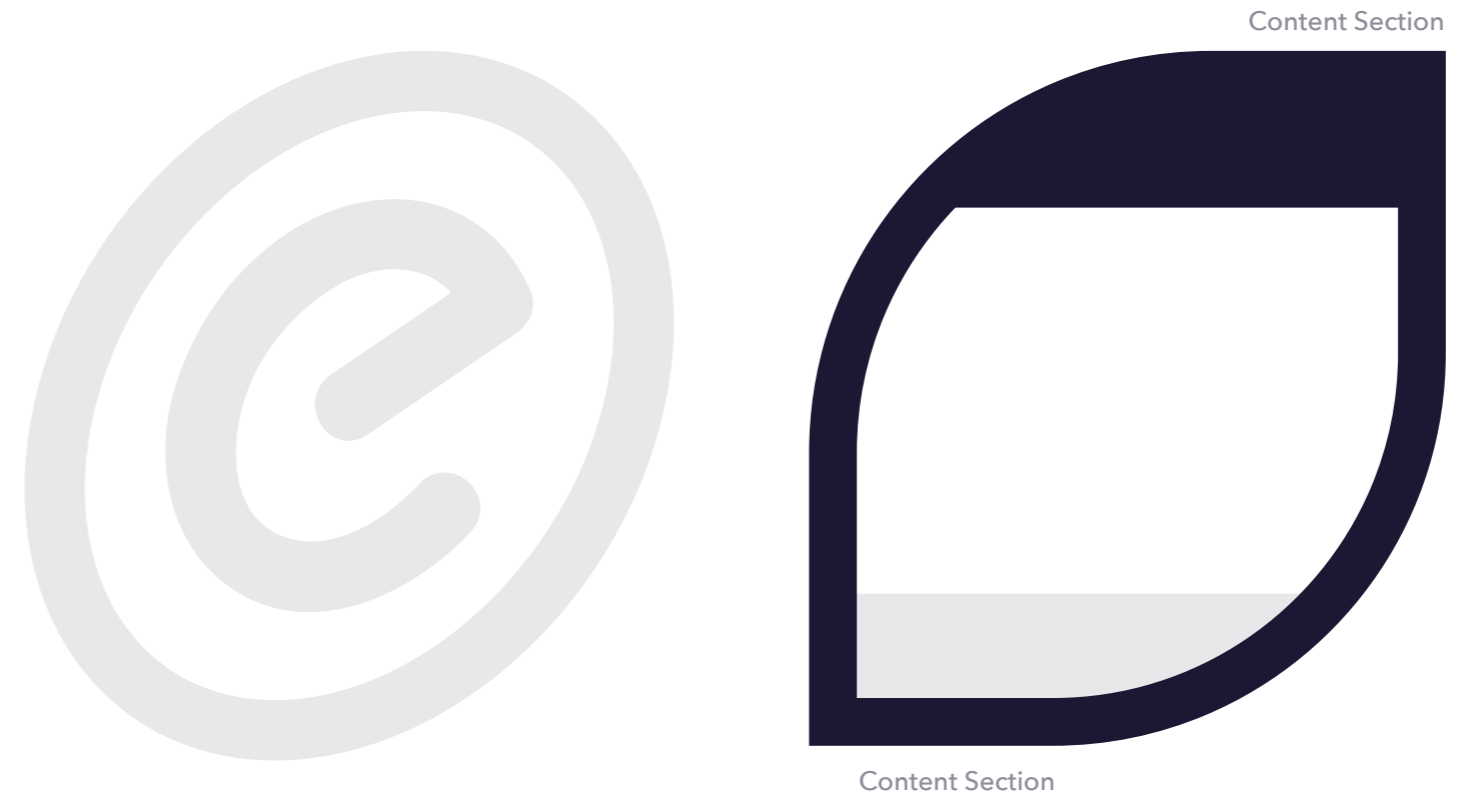


The logo's circular shape could also be used with cropped images, which further reflects the connection with the parent brand.

05.0 // DIGITAL BADGING

VISUAL FORM

The eCampusOntario digital badge shape is designed to echo the eCampusOntario logo and serves to strengthen its brand recognition. The form is then altered to fit content in both the upper right and lower left sections.



05.1 // DIGITAL BADGING

BREAKDOWN

When creating a badge, follow these measurements based on a badge created at a width of 400 pixels.

Dimensions of the image within the icon may vary, but should not fully cover the eCampusOntario icon.

Note that the image may have colour but should not be predominantly coloured.

Always produce badges as vector graphics for easy re-scaling.

Indicating an hour count on the badge is optional, depending on the requirements of the learning activity.

Use Frutiger font.

Subject icon (HCD)

225x225 px
square container

Module or Course Title
Frutiger 65 Bold - 20/20

Module year and duration
Frutiger 55 Roman - 30/20



05.2 // DIGITAL BADGING

TINY BADGE (ALTERNATE)

When the badge is displayed smaller than 150 px., use a tiny badge. To create the tiny badge follow these steps:

First remove the module/course title, date, and duration.

Second enlarge the subject icon from 225px. to 250px.

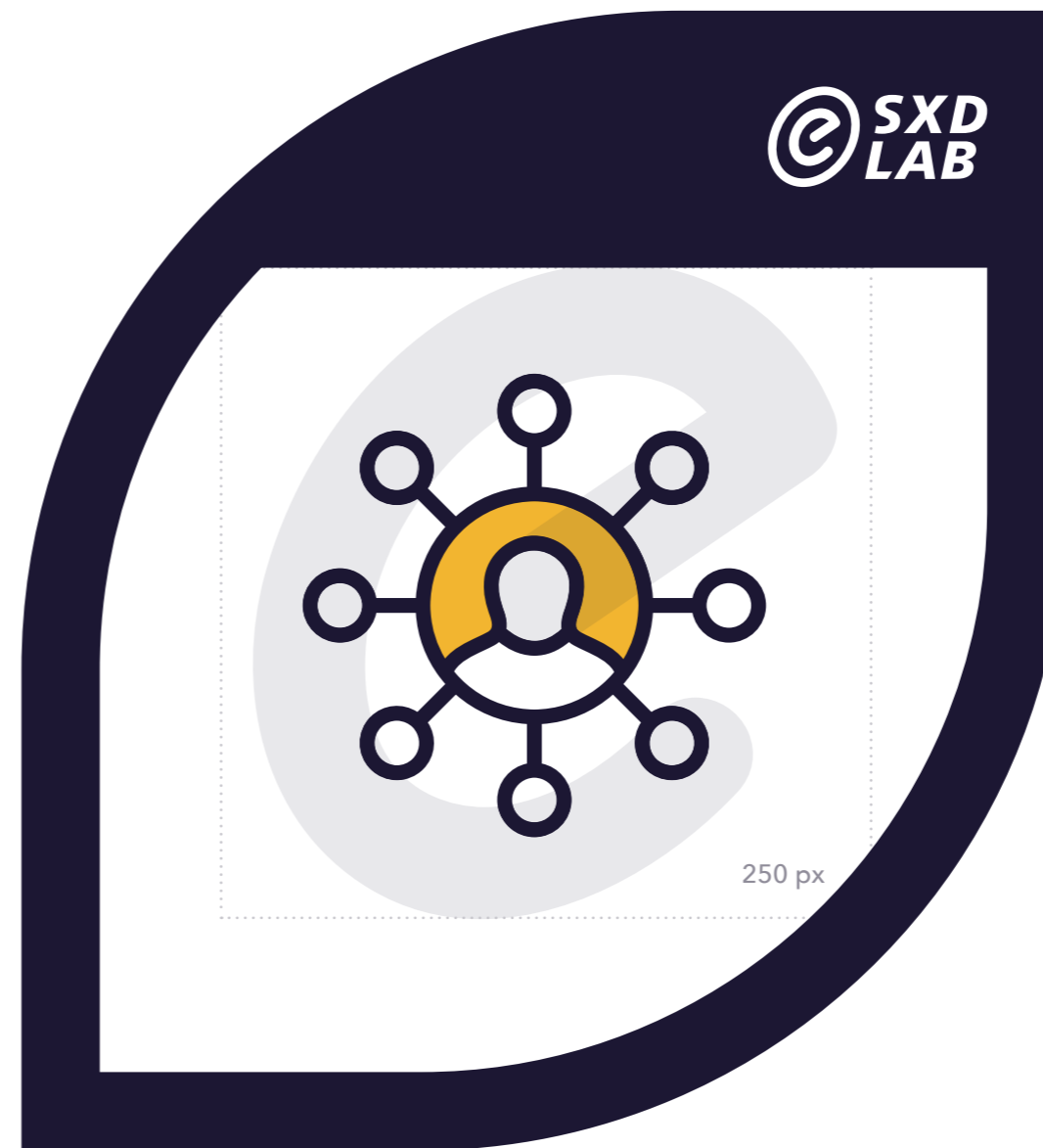
The tiny badge should still have its module/course title, date and duration appear in close proximity to each other.



100 px

SXD LAB
Human-Centered Design
2019 - 32HRS

Subject icon (HCD)
250x250 px
square container



400 px



SXD LAB
Human-Centered Design
2019 - 32HRS

05.3 // DIGITAL BADGING

DIMENSIONS & FORMATS

Badges are created at a width of 400 pixels in a vector format (.AI .EPS .SVG)

This allows the badge to be scaled up and reproduced in any size without suffering a loss in quality.

One common digital display size is 200px. width. The design has been created to appear clean and legible in this size.

When the badge needs to be displayed smaller, please refer to the tiny badge.

The badge may be displayed down to a size of 100px but must include the name of the organization that issues the credential (i.e., the Issuer), as well as the name and badge title in text form either to its right or below.



400 px



200 px



100 px

SXD LAB
Human-Centered Design
2019 - 32HRS

05.4 // DIGITAL BADGING

SUBJECT ICONS

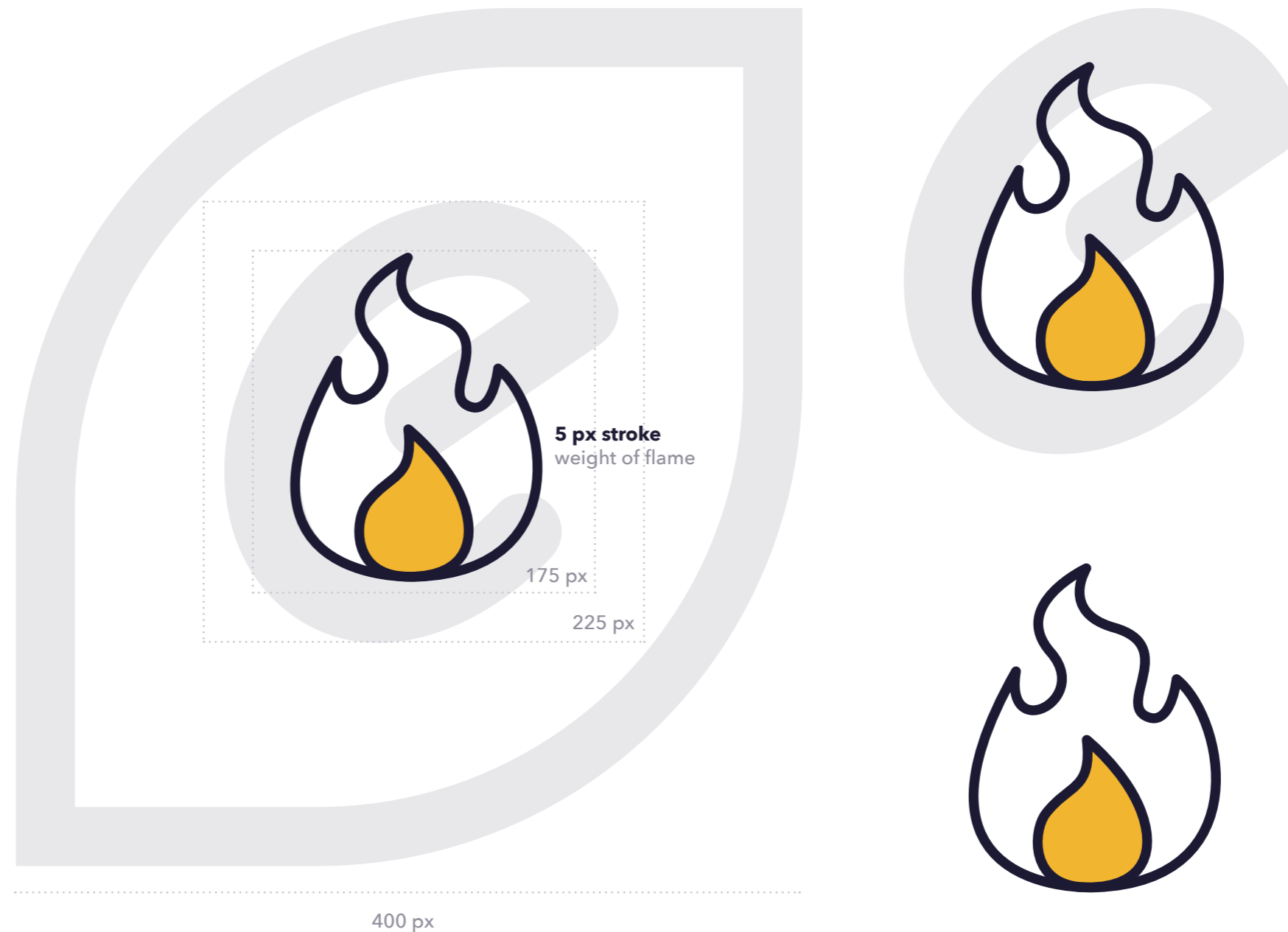
The subject icons differ from more detailed iconography referred to in section 3.10. They must be very simple in order to remain visible at smaller sizes.

They are used to reflect the concept covered in the module or course itself.

As for size and alignment, each module or course may use some liberty to best reflect content.

Aligning the graphic for visual appeal is more important than having it perfectly centered.

One constant among all icons is a simple line drawing with a 5px. stroke weight.



05.4 // DIGITAL BADGING

SUBJECT ICONS

The subject icon reflects the topics covered in the course or module itself. The idea is to make the subject or content of the course or module more memorable through creative and appropriate use of illustration.

As for size and alignment, each course or module may use some liberty to best reflect their content.

Aligning the graphic for visual appeal is more important than having it perfectly centered.

One constant among all icons is a simple line drawing with a 5px stroke weight.



Human-Centered Design

This icon represents the principles of HCD and mindsets used to create innovative solutions, experiments, and prototypes.



Igniter

Starting a fire in a new industry, or solving a problem with innovative concepts? This icon is for you.

06.0 // DESIGN EXECUTION

SIGNATURE: PRINT

To help provide a consistent, unified look in the eCampusOntario brand's use of typography here are some signature lock-ups for use in printed material.

All communication projects and advertising must include the Ontario logo. Always position the eCampusOntario logo to the left of the Ontario logo, using a space equal to the width of the trillium symbol. On personal communications, inclusion is optional.



Align Left



Align Left



Align Left

06.0 // DESIGN EXECUTION

SIGNATURE: EMAIL

To help provide a consistent, unified look in the eCampusOntario brand's use of typography here is a signature lock-up for use in email.

// **Sammy Sampleton**
Marketing & Communications
416.555.1234

ecampus
Ontario

372 Bay St. 14th Floor
Toronto, ON, M5H 2W9
ecampusontario.ca

Good morning Sam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Netus et malesuada fames ac turpis egestas sed tempus. Sit amet dictum sit amet justo donec enim diam.

Odio morbi quis commodo odio aenean sed adipiscing. Volutpat sed cras ornare arcu dui vivamus arcu. Facilisis volutpat est velit egestas dui id. Senectus et netus et malesuada. Enim ut sem viverra aliquet eget. Quis varius quam quisque id diam. Arcu ac tortor dignissim

// **Sammy Sampleton**
Marketing & Communications
416.555.1234

ecampus
Ontario

372 Bay St. 14th Floor
Toronto, ON, M5H 2W9
ecampusontario.ca



372 Bay St. 14th Floor, Toronto, ON, M5H 2W9
ecampusontario.ca