This is Langara.

TOOLS AND GUIDES THAT BUILD OUR BRAND.

snəẃeyəɬ leləm̓.
THE COLLEGE OF HIGHER LEARNING.

Langara.
THE COLLEGE OF HIGHER LEARNING.

Contents

Introduction

Let's get started.

Our brand identity is more than just a logo. It is an articulation of who we are, what we believe in, and what makes us so special. It is bright, inclusive, optimistic and smart, just like our College.

It is the embodiment of our core mission to provide accessible, comprehensive, current, and innovative education that meets the needs of our diverse community. It reflects our commitment to a learning and working environment characterized by encouragement, free enquiry, integrity, mutual respect, professionalism, recognition of achievement, and social responsibility.

In this document you'll find everything you need to know about the strategy behind our brand and the visual tools to help create great print, environmental and digital work that looks and sounds like Langara.

Langara and Musqueam

snəẃeyəɫ leləm̓.

Langara acknowledges its location on the unceded traditional territory of the Musqueam people, and is working to develop strong connections between Musqueam and the College.

We were honoured to receive a name from the Musqueam nation in the hən̓q̓əmin̓əm̓ language. The name means house of teachings, and references advice given to a child to build their character and to guide them into adulthood. The name was given to us in January of 2016, in a ceremony led by the late si?em Henry Charles, who was a great friend to the College.

It is our responsibility to move forward, build trust and to put reconciliation into action.

This is not just a college. It's a springboard. It's a catalyst. It's conversations instead of lectures. Students instead of numbers. A compass to help you navigate the great beyond. It's not the start, nor the finish. It's a makeover for your mind. This is Langara. The college of higher learning.

Our brand voice

Much of the impact of our brand identity is driven by a bold approach to copy writing and our headline driven platform. Our tone of voice illustrates our down-to-earth, accessible and friendly personality. Constantly linking back to learning and the way we teach, it is smart, witty, and bold.

It invites conversation. It breathes life into all of our communications and reflects our values and personality.

Our brand at a glance

Our visual identity is a robust system that utilizes colours, graphic elements, illustrations and photography to create a cohesive brand.

The tone of voice and smart copywriting are the backbone of the Langara brand. It helps create a friendly yet witty dialogue with its audience and tells the story of our college.

Along with illustration and photography, we can provide an overall sense of who we are, not just what we do.

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LOGO

This is Langara.

TYPOGRAPHY & COPYWRITING

COLOURS

ILLUSTRATION

PHOTOGRAPHY

Our big happy family

Our institutional identity is a dual logo branding system which consists of two logos – our Musqueam name logo and the Langara logo. They should have an equal presence on all our branded corporate and promotional communications.

Our family includes a coat of arms, departmental logos, an athletics sub-brand, and a logo for our philanthropic entity, the Langara College Foundation.

INSTITUTIONAL IDENTITY

snəw̓eyəɬ leləm̓.
THE COLLEGE OF HIGHER LEARNING.

Langara.
THE COLLEGE OF HIGHER LEARNING.

DEPARTMENTS

ASIAN STUDIES
Langara.

FAMILY STUDIES
Langara.

ENVIRONMENTAL STUDIES
Langara.

INDIGENOUS EDUCATION & SERVICES
snəw̓eyəɬ leləm̓.

SUB-BRANDS

Langara College Foundation

LANGARA FALCONS

COAT OF ARMS

Working together

snəẃeyəɬ leləṁ.

THE COLLEGE OF HIGHER LEARNING.

Langara.

THE COLLEGE OF HIGHER LEARNING.

To acknowledge our connection with Musqueam, we have designed a Musqueam name logo to work in family with our Langara logo. Neither of these logos are primary nor secondary. They are equal.

We have established a simple dual branding system for both these logos to appear together on all our printed and digital branded collateral.

Dual branding system

DUAL LOGO VERSIONS

Our logos are a visual representation of our college – a bold, vibrant statement about who we are and what we believe in. It's our most visible brand element, so consistency is important.

The logos consist of two components – the wordmarks and share the same tagline. Both wordmarks are modern and straightforward. The period at the end of the wordmarks convey our conviction to deliver quality education to our students. The use of bright orange in the education category as a primary colour signaled a forthright, top-of-mind position for the College.

The primary version on the orange background is the preferred option. The sharp contrast of white on orange provides a strong presence for our brand.

The two logos should appear together on all public facing branded communications except for Indigenous applications such as Orange Shirt Day, or the Indigenous Education & Services departmental logo and communications.

PRIMARY

ORANGE BACKGROUND

snəẃeyəɫ leləm̓.
THE COLLEGE OF HIGHER LEARNING.

Langara.
THE COLLEGE OF HIGHER LEARNING.

PHOTOGRAPHIC BACKGROUND

snəẃeyəɫ leləm̓.
THE COLLEGE OF HIGHER LEARNING.

Langara.
THE COLLEGE OF HIGHER LEARNING.

SECONDARY

WHITE BACKGROUND

snəẃeyəɫ leləm̓.
THE COLLEGE OF HIGHER LEARNING.

Langara.
THE COLLEGE OF HIGHER LEARNING.

BLACK ON WHITE BACKGROUND

snəẃeyəɫ leləm̓.
THE COLLEGE OF HIGHER LEARNING.

Langara.
THE COLLEGE OF HIGHER LEARNING.
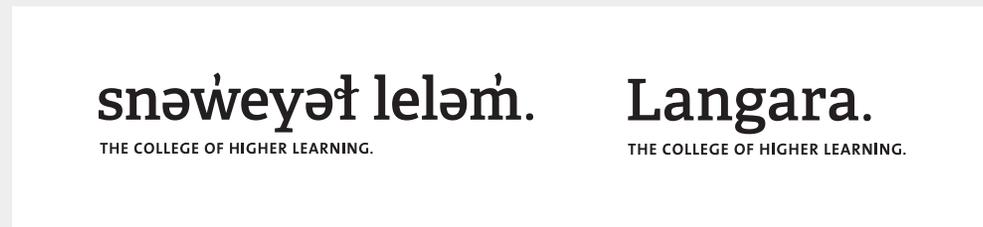
Dual branding system

LOCK UP AND MINIMUM SIZE

It is essential to follow the size and clear space rules to ensure legibility and create an equal presence of the two logos.

The minimum recommended size for the dual logos is 0.25" tall. Any smaller and the tagline becomes difficult to read.

snəẁeyəɬ leləm̓. **Langara.**
THE COLLEGE OF HIGHER LEARNING.   THE COLLEGE OF HIGHER LEARNING.

LOGO LOCK UP
The two logos must be exactly the same size when appearing together on the same page.
Distance between the two logos must be at least 3 times the x-height of the wordmarks.
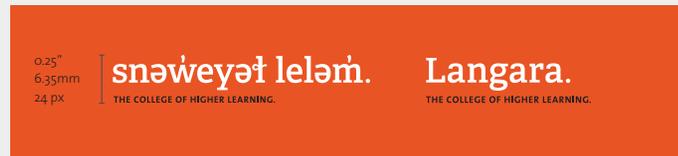
0.25"
6.35mm
24 px

snəẁeyəɬ leləm̓. **Langara.**
THE COLLEGE OF HIGHER LEARNING.   THE COLLEGE OF HIGHER LEARNING.

MINIMUM SIZE
The minimum reproduction size for print applications is 0.25" or
6.35mm tall and 24 pixels for web to ensure the legibility of the tagline.

Dual branding system

USAGE

The preferred placement of the dual branding is at the bottom of the page.

The logos can appear independently on the lower right corner of each page if two pieces of collateral are positioned immediately next to each other or separate screens in an animation.

PRIMARY
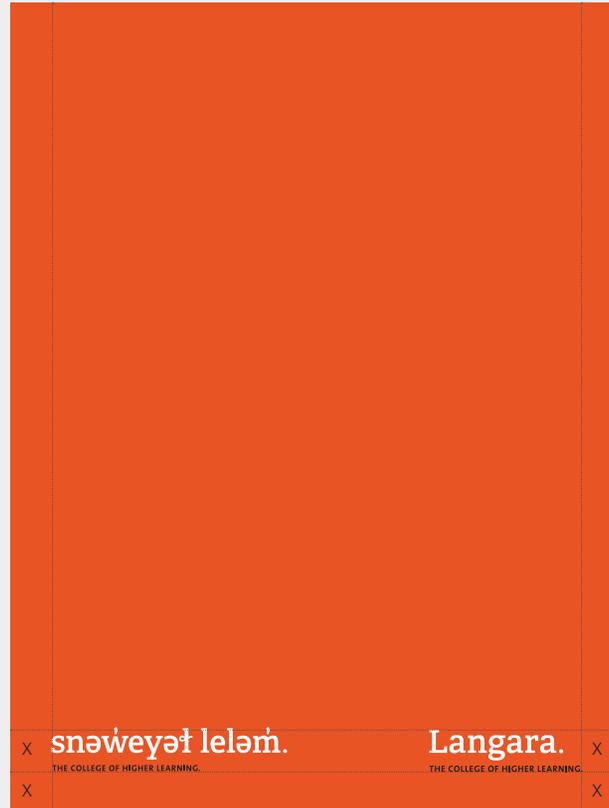
SINGLE PAGE ARRANGEMENT

The preferred dual logo placement is to have the logos appear side by side with the Musqueam name logo always on the left.

Minimum space from logo to edge of page is the height of the logo.

SECONDARY

LEFT BANNER OR POSTER

RIGHT BANNER OR POSTER

SIDE BY SIDE ARRANGEMENT

When two pieces of collaterial such as banners or transit posters are positioned immediately next to one another, the logos can appear independently on the right corner of each page. Musqueam name logo should be placed on the left.

It can also be placed on the front and back on devices such as a USB stick.

FRAME 1

FRAME 2

DIGITAL AND ANIMATION

Simple animation can be created for the two logos to appear in the same digital applicaton such as video or website.

Dual branding system applied

Here are some examples of collateral with the dual branding system applied.

SINGLE POSTER

EMAIL NEWSLETTER FOOTER

TRANSIT AD / BANNER AD / DIGITAL SIGNAGE
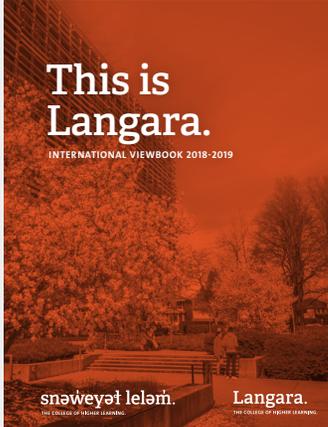
VIEWBOOK COVER

BOTH SIDES OF USB STICK

STREET BANNERS

Dual branding system improper usage

The two logos in the dual branding system are equal, neither of them is primary or secondary. Maintaining the balance between them is essential. The hierarchy of the two logos should never be altered, resized, or distorted.

Here are a few examples of key things to avoid.

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DON'T stack the two logos.

snəẃeyəɫ leləm̓.
THE COLLEGE OF HIGHER LEARNING.
Langara.
THE COLLEGE OF HIGHER LEARNING.

DON'T alter the proportion of the logos.

snəẃeyəɫ leləm̓.
THE COLLEGE OF HIGHER LEARNING.

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THE COLLEGE OF HIGHER LEARNING.

DON'T place the logos in different corners.

snəẃeyəɫ leləm̓.
THE COLLEGE OF HIGHER LEARNING.
Langara.
THE COLLEGE OF HIGHER LEARNING.

DON'T place logos on different backgrounds.

snəẃeyəɫ leləm̓.   **Langara.**

DON'T remove the taglines.

Using the logos separately (special use)

The dual logo version is our primary option for our identity. There are circumstances where the Musqueam name logo and the Langara logo can appear on their own. The primary version on orange background is the preferred option for the both logos.

MUSQUEAM NAME LOGO

This logo can appear independently on Indigenous applications such as Orange Shirt Day, or on the Indigenous Education & Services departmental logo and communications. Use of the Musqueam name logo on its own must be approved by both Indigenous Education & Services and Communications and Marketing.

LANGARA LOGO

This logo can appear independently on internal communications such as merchandise or digital signage on campus.

MUSQUEAM NAME LOGO

PRIMARY MUSQUEAM LOGO

SECONDARY

SOLID WHITE
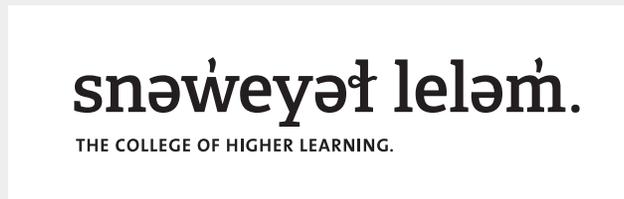
SOLID BLACK

LANGARA LOGO

PRIMARY LANGARA LOGO

SECONDARY

SOLID WHITE

SOLID BLACK

Using the logos separately

CLEAR SPACE, MINIMUM SIZE AND USAGE

It is important that the minimum size and clear space rules are followed to ensure legibility and an impactful brand presence.

The minimum recommended logo size is 0.25" tall. Any smaller and the tagline becomes difficult to read.

Where possible, the logo should be placed in the lower right-hand corner of your document. The secondary placement choice is the top right corner of your document.

MUSQUEAM NAME LOGO

LANGARA LOGO

CLEAR SPACE
Height of the logo (X) is used as a guide to determine the minimum clearance around all four sides of the logo.

PRIMARY LOGO PLACEMENT — LOWER RIGHT CORNER
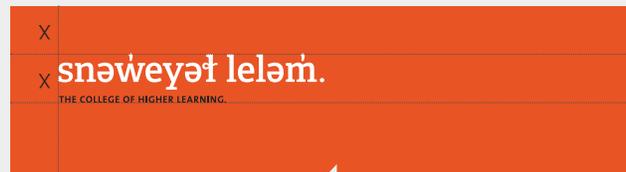
SECONDARY LOGO PLACEMENT — UPPER LEFT CORNER
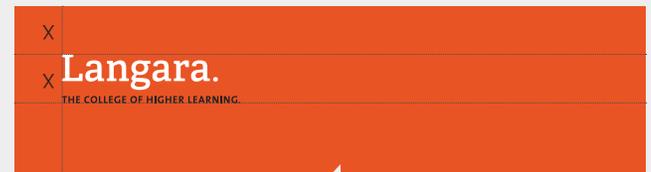
LOGO PLACEMENT
Where possible, the logo should be placed on the lower right-hand corner of your document. The secondary placement choice is the top left-hand corner of your document. Minimum space from logo to edge of page is the height of the logo.

MINIMUM SIZE
The minimum reproduction size for print applications is 0.25" or 6.35 mm tall and 34 pixels for web to ensure the legibility of the tagline.

0.25"
6.35 mm
34 px

0.25"
6.35 mm
34 px

Musqueam name logo applied

The Musqueam name logo can appear independently on Indigenous applications such as Orange Shirt Day or on the Indigenous Education & Services department related internal communications.

ORANGE SHIRT DAY T-SHIRT

INDIGENOUS EDUCATION AND SERVICES

INDIGENOUS EDUCATION AND SERVICES OFFICE

HOUSE POST PLAQUE

Departmental logo lock-ups

Department names and Langara logo lockups can be used for departmental merchandise or internal communications. Any public facing publications from the programs should use the dual branding system of the Musqueam name logo and Langara logo.

The Communications and Marketing department is responsible for creating these lockups. Please contact the department to discuss any possible options.

FAMILY STUDIES
Langara.

ENVIRONMENTAL STUDIES
Langara.

INTERDISCIPLINARY STUDIES
Langara.

MANAGEMENT PROGRAMS
Langara.

CANADIAN STUDIES
Langara.

INDIGENOUS EDUCATION & SERVICES
snəẃeyəɬ leləṁ.
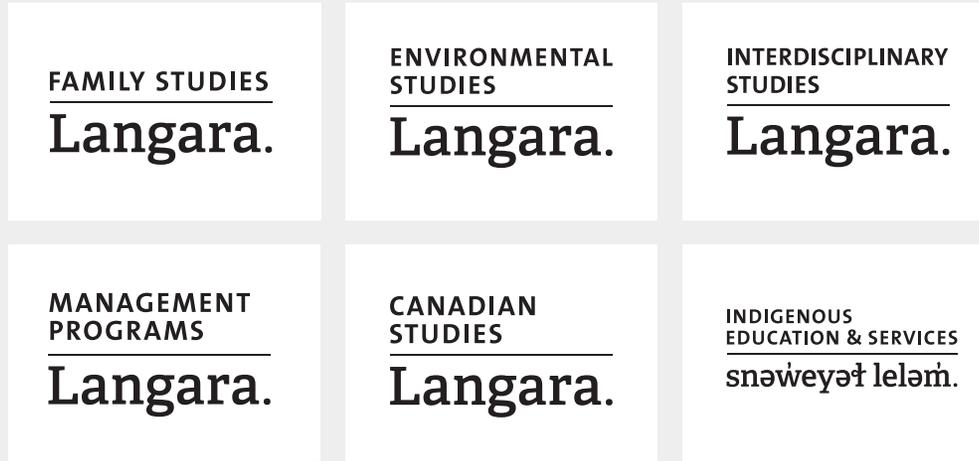
DEPARTMENT NAME & LOGO
When creating a department name and logo lockup, the tagline of the Langara logo can be omitted. The lock-ups should be one colour only with a simple rule between the name and logo. It's important to maintain consistency between all the lock-ups for a uniform brand appearance.

**Langara.**

SUB BRAND & LOGO
When creating a lock-up with a sub-brand, the space between the two elements should equal to the x-height of the Langara wordmark.

The two elements should always be stacked to maintain the same treatment as the departmental logos.

Getting social

Our social media avatar is the initial "L" and the period within the Langara orange circle. It should appear uniformly across all social media platforms to create a consistent online presence. Avatar should never be reversed out of an orange box.

Please contact the C&M team to create your department or program avatar.

FACEBOOK

INSTAGRAM, TWITTER, YOUTUBE & LINKEDIN

MASTER BRAND AVATAR
The "L" from the Langara wordmark sits in an orange circle, becoming the Langara master brand avatar.

FACEBOOK

INSTAGRAM, TWITTER, YOUTUBE & LINKEDIN

DEPARTMENTS & PROGRAMS AVATARS
Departments and programs avatars consist of a smaller "L." along with a simple line drawing to represent their respective area of study.

The drawing is in # A81913 and occupies the lower half of the circle bleeding off on the lower right.

Size of "L.", illustration and keyline weight should be consistent across all avatars.

Getting social applied

Here are a few examples of the avatars on different social media platform homepages.

Our handle Langara College should always appear in full beneath the avatar in the information section. Department and program names should appear on a new line beneath Langara College. All names are capitalized, and acronymns are written out.

INSTITUTIONAL AVATARS
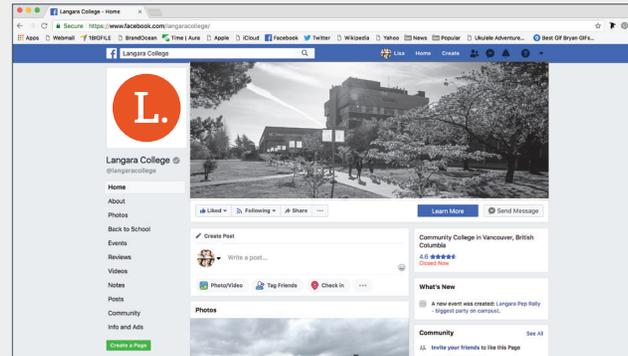
FACEBOOK — SQUARE AVATAR

TWITTER — ROUND AVATAR

DEPARTMENTS & PROGRAMS AVATARS
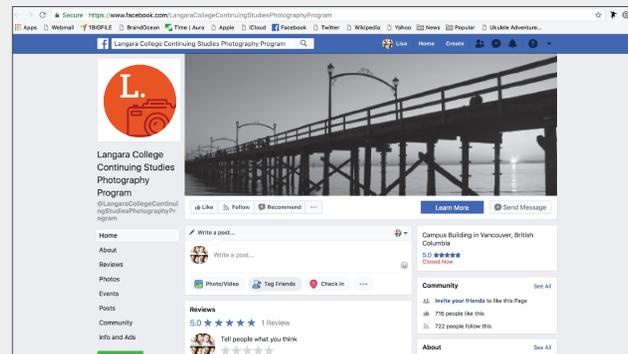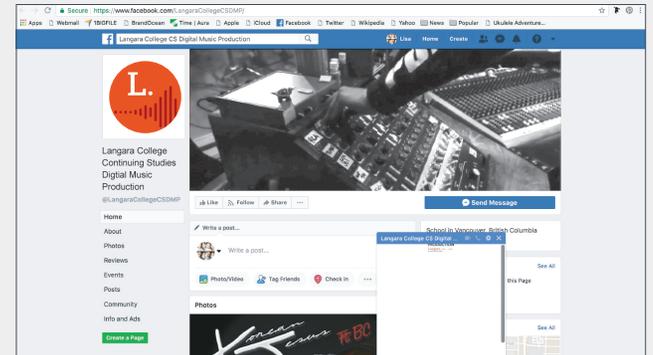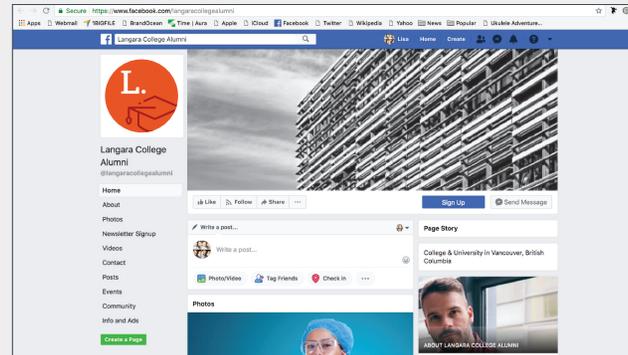
The colours

Our primary brand colour is orange with black and white as supporting or accent colours. Overall, the look is warm, energetic, and smart. It conveys a sense of optimism, enthusiasm, and discovery. The orange should be used boldly in large swathes, as this differentiates us visually from other post-secondary institutions whose identities are predominatly red or blue.

A range of additional colours that complement the Langara orange can be used sparingly in illustrations or communications that require more levels of colour differentiation. These colours should never overshadow the Langara orange. They should only appear as accent colours.
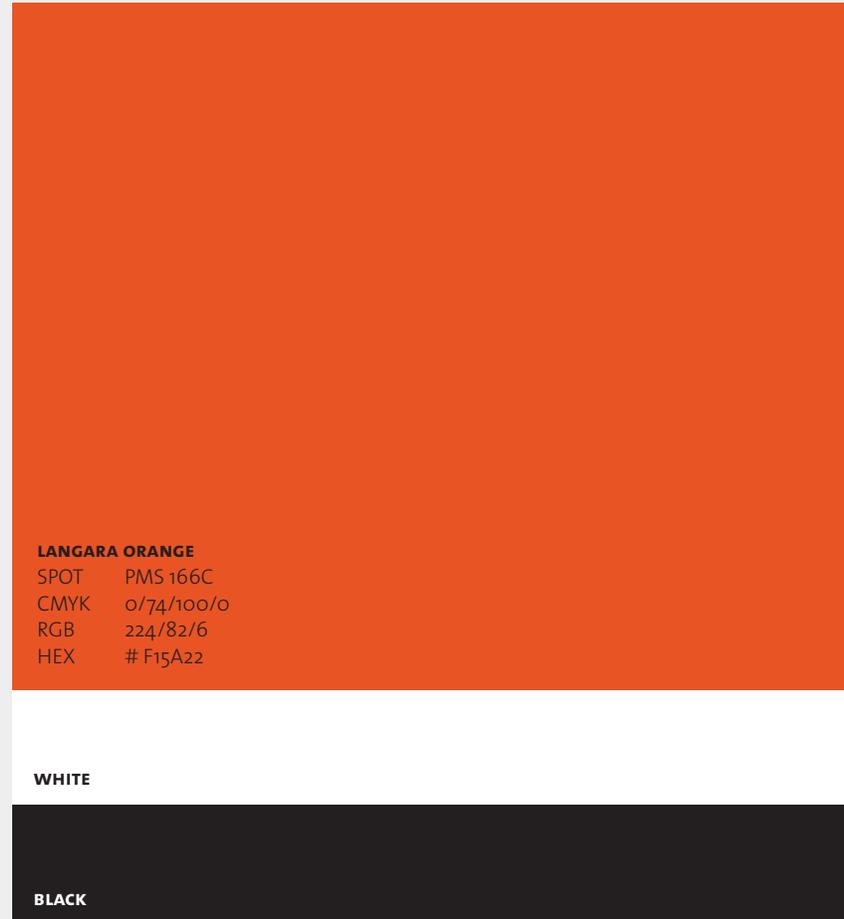
LANGARA ORANGE

SPOT	PMS 166C
CMYK	0/74/100/0
RGB	224/82/6
HEX	# F15A22

WHITE

BLACK

PRIMARY COLOURS

10K		
45K		
65K		
75K		
PMS 7506C	0/9/29/0	# FFE7BB
PMS 163C	0/52/69/0	# F7925A
PMS 7597C	7/90/100/0	# DE3F21
PMS 7621C	23/100/100/17	# A81913
PMS 7622C	27/100/100/30	# 8E0F09
PMS 7645C	56/85/55/63	# 40192B

ADDITIONAL COLOURS

Copywriting

The right tone of voice is critical in bringing dialogue and conversation to life. Our brand is headline driven and copywriting is central to the impact of our brand identity. We use smart, witty and bold copy to cleverly link back to learning and the way we teach at Langara. For example, the prospectus became "the big book of possibilities". A tote bag carries the message "my intellectual property".

To fully realize our brand vision, we need to live and breathe it by applying it to all aspects of our communications.

Our brand voice is:

HEADLINE
– Conversational and playful
– Welcoming and accessible
– Smart, witty, and bold

SUBHEAD AND BODYCOPY
– Concise and to the point

HEADLINE

More stimulating than your third macchiato.

There, their, they're. Don't worry.

Study with us. We get good grades.

HEADLINE — CREATIVE
Headlines should be pithy, precisely meaningful and brief, never longer than two lines of copy.

Using words such as "stimulating" in headlines creates a connection to education or knowledge, providing a strong link to our brand idea, "The college of higher learning."

SUBHEAD

KNOWLEDGEABLE INSTRUCTORS. SMALL CLASSES. ENDLESS OPPORTUNTIES.

COME SEE US AT THE WRITING CENTRE FOR HELP.

PROGRAMS AND COURSES.

SUBHEAD — FUNCTIONAL
Subheads should be short and straightforward, and contain functional information to support the headline.

Copywriting

The headline and subhead work hand in hand. The headlines are emotive and clever while subheads support the headlines with functional information.

HEADLINE AND SUBHEAD EXSAMPLES

More stimulating than your third macchiato.

OVER 1,700 COURSES AND 130 PROGRAMS TO FUEL YOUR CAREER.

DASSH to your career.

NEW: DIPLOMA IN APPLIED SOCIAL SCIENCES & HUMANITIES.

Copywriting Dos and Don'ts

Here are a few examples of best practices in writing the headlines in the correct tone of voice and approach.

DO

Have a seat. Better yet, make one. New courses from design formation

DO NOT

Design Formation courses available now.

DO

Saul Bass. Jonathan Ive. Frank Lloyd Wright. Our kinda pop idols.

DO NOT

Learn about your favourite designers.

Typography

TYPEFACES AND USAGE

Our brand uses two main typefaces – Adelle and The Sans. They were selected to convey a sense of academic modernity and boldness.

Adelle – a modern take on a traditional slab serif font, is a multi-purpose typeface that is highly legible and extremely flexible.

It's used for headlines, callouts, and bodycopy.

The Sans – a functional, yet friendly, all-purpose modern sans-serif font.

It is used for practical information, subheads, titles, and captions.

HEADLINES — ADELLE SEMI BOLD

More stimulating than your third macchiato.

SUBHEADS / TITLES — THE SANS BOLD

PROGRAMS AND COURSES

INTRO COPY / CALLOUTS — ADELLE SEMI BOLD

Langara offers more than 1,000 courses to choose from – each thoughtfully designed to give you a solid blend of knowledge and skills.

BODY COPY

Open enrolment programs allow students to complete their first couple of years of university-level courses at a college like Langara. Credits earned can be applied to bachelor's degrees at Langara, or transferred to the second or third year at a university like UBC or SFU. Our courses provide the same knowledge you would receive at a university.

HEADLINES

– Always in sentence case and left aligned.
– Leading is set at 116% of the type size or less. As headlines get larger, less leading is required.
– Tracking is set at 0.
– White on orange background or orange on white background
– Should be short and precise with length no longer than 2 lines.

SUBHEADS

– Use in all caps.
– Tracking is set at 50.
– Set in black on white or orange background.

INTRO COPY

– Use in sentence case.
– Leading is set at 150% of the type size.
– Tracking is set at 0.
– Set in black on white or orange background. Only set in white when reverse from images.

BODY COPY — ADELLE LIGHT /REGULAR / BOLD

– Leading is set at 160% of the type size.
– Tracking is set at 0.
– Always left aligned.
– Size should never be smaller than 8.5 pt.

Typography – space & proportion

SPACING

The space between the headline and subhead should be the same as the line spacing of the headline.

PROPORTION

The length of headline varies in all the applications, therefore the proportion between headlines and subheads are different as well.

For longer headlines, height of the subhead should not be more than 50% of the headline cap-height.

For shorter headlines, subhead should be no more than 40% of the height of the headline.

LONG HEADLINE

More stimulating than your third macchiato.

**OVER 1,700 COURSES AND 130 PROGRAMS TO FUEL YOUR CAREER.**

X
X

SHORT HEADLINE

DASSH to your career.

NEW: DIPLOMA IN APPLIED SOCIAL SCIENCES & HUMANITIES.

X
X

Typography applied

Here is an example of the various brand fonts in application.

INFO — THE SANS SEMI BOLD
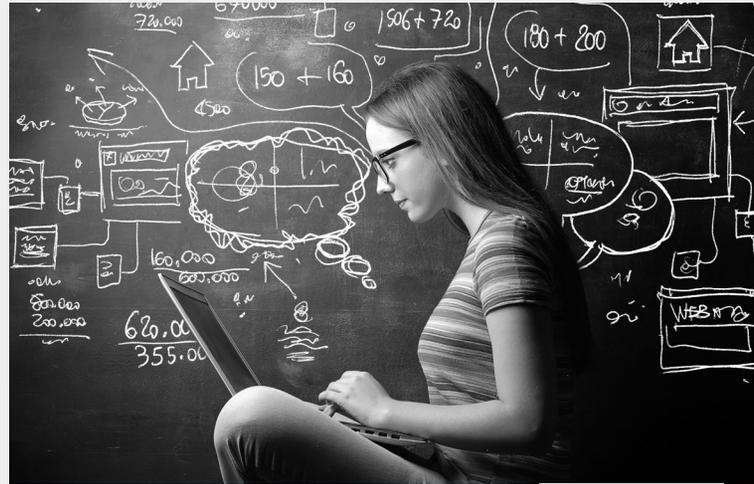
APPLY NOW
START SEPTEMBER 2018

DASSH to your career.

HEADLINE — ADELLE SEMI BOLD

NEW: DIPLOMA IN APPLIED SOCIAL SCIENCES & HUMANITIES

SUBHEAD — THE SANS BOLD

Gain the practical ability to apply social sciences and humanities knowledge to your career.

HIGHLIGHTED COPY — ADELLE BOLD

Acquire technical skills through courses in digital media, software use, and financial literacy, and gain hands-on experience working with an external client on an applied project in the final semester.

BODYCOPY — ADELLE REGULAR

Be prepared with the practical skills and knowledge required for success in a variety of career areas including business, law, journalism, government, communications, public administration, the non-profit sector, and information technology and management.

Learn more.
www.langara.ca/dassh
cmills@langara.ca

INFO — THE SANS SEMIBOLD

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Alternative typefaces (special use)

Adelle Semi bold is the preferred headline font. Cambria Bold and Arial Bold can be used in place of Adelle and The Sans in Word documents or PowerPoint presentations when Adelle and The Sans are not available.

Cambria bold can be substituted for Adelle Semi Bold while utilizing the same visual treatment for headlines.

Arial Regular is used for bodycopy on websites and some digital communications. Subheads, titles and practical information should use Arial Bold in all caps.

Avoid using Cambria Bold and Arial for permanent branded material or public facing communications.

HEADLINES ALTERNATIVE — CAMBRIA BOLD

More stimulating than your third macchiato.

THE SANS BOLD ALTERNATIVE — ARIAL BOLD

PROGRAMS AND COURSES

BODY COPY — ARIAL REGULAR

Open enrolment programs allow students to complete their first couple of years of university-level courses at a college like Langara. Credits earned can be applied to bachelor's degrees at Langara, or transferred to the second or third year at a university like UBC or SFU. Our courses provide the same knowledge you would receive at a university.

HEADLINES, CALLOUTS
– Always in sentence case and left aligned.
– Leading is set at 116% of the type size or less. As headlines get larger, less leading is required.
– Tracking is set at 0.
– White type on orange background or orange on white background
– Should be short and precise with length no longer than 2 lines.

SUBHEADS, TITLES & INFO
– Use in all caps
– Tracking is set at 50.
– Set in black on white or orange background.

BODY COPY
– Leading is set at 130% of the type size.
– Tracking is set at 0.
– Always left aligned.
– Size should never be smaller than 13 pt.

Alternative typefaces applied

Here are examples of the alternative typefaces in use.

TITLE — CAMBIA BOLD

Title goes here

SUBTITLE — ARIAL BOLD
DATE — ARIAL REGULAR

SUBTITLE GOES HERE
DATE

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THE COLLEGE OF HIGHER LEARNING.

TITLE — CAMBIA BOLD
SUBTITLE — ARIAL BOLD

Slide Title
SUBTITLE IF NEEDED.

HEADLINE — CAMBIA BOLD

Lorem ipsum dolor sit amet.

BODYCOPY — ARIAL REGULAR

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. Duis aute irure dolor in reprehenderit in voluptate velit.

• Duis aute irure
• Dolor in reprehenderit
• In voluptate velit esse cillum dolore

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THE COLLEGE OF HIGHER LEARNING.

Langara.
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POWERPOINT PRESENTATION

100 West 49th Avenue, Vancouver, BC, Canada V5Y 2Z6
T 604.323.5511   F 604.323.5555   www.langara.bc.ca

September 19, 2010

Jack Nichols
1234 Some Street
Some City, BC
Canada A1B 2C3
Phone: 555.555.5555

Dear Mr. Nichols,

I hope that everyone had a great vacation. It's been a busy summer at Langara. I am very excited to share with you some of the new developments at the College.

Read Langara's Secondary School Counsellors Bulletin
To you keep up to date with the latest "juicy" programs and courses *information* and important term dates (see enclosed). The Bulletin will be distributed three times per year.

A new look for Viewbook 2010-2011
Our 2010-2011 Viewbook has a new look (see enclosed). Like our new brand identity, it's warm and vibrant. It's a great way to get information on programs, program admissions requirements, the application process, student services, as well as campus life. If you would like additional copies of our new *Viewbook*, contact your admissions advisor. **For additional information,** visit our website at www.langara.bc.ca.

Free food and drinks
Live entertainment, interactive demos, displays, campus tours, and more
Great giveaways, prizes, and a $1,500 grand prize tuition draw

Making it easier
To make it easier for your students to attend, we are offering *FREE* round-trip shuttle service to/from any secondary school in Vancouver, Richmond, or Burnaby. To arrange transportation for your group or more information, contact 604.323.5947.

Best regards,

Jack Nichols
Registrar & Director of Enrolment Service

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Langara.
THE COLLEGE OF HIGHER LEARNING.

BODYCOPY — CAMBIA BOLD & REGULAR

DIGITAL LETTERHEAD

Lisa Fisher
Director, Communications & Marketing Services

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THE COLLEGE OF HIGHER LEARNING.

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Photography overview

Photography is an essential tool to showcase the diversity and vibrancy of our College. Different types of photography with consistent styles are used to illustrate different areas of campus life.

Black and white photos and orange overlaid imagery are considered our primary photographic style while colour photography is used in a supporting role.

Our style of photography is candid and genuine but with all details carefully considered. We want to capture the interactions between students and faculties, whether working on projects or participating in campus activities.

Editorial photography is used for the Continuing Studies department. These studio-shot images are people – focused with props and backdrops carefully curated to illustrate the stories of the featured person.

BLACK & WHITE PHOTOGRAPHY

BLACK & WHITE WITH ORANGE OVERLAID

PRIMARY PHOTOGRAPHY
Black & white and orange overlaid images are used for all branded material, cover, portraits, and public-facing communications such as the website, transit posters, etc.

COLOUR PHOTOGRAPHY — PEOPLE

COLOUR PHOTOGRAPHY — ENVIRONMENT

SECONDARY PHOTOGRAPHY
Colour photography is used for supporting images such as campus life images for the interior of brochures or viewbook, microsites, digital signage around the campus and any internal communications.

EDITORIAL PHOTOGRAPHY

EDITORIAL PHOTOGRAPHY

EDITORIAL PHOTOGRAPHY
The studio shot editorial photography is mainly used for the Continuing Studies department promotional print and digital communications.

Photography – Black & White

PRIMARY PHOTOGRAPHY

Black & white photography provides a nice contrast to the Langara orange. When paired with the orange overlaid images, it establishes a distinctive brand language for our College.

The style of our photography is genuine and candid. Each shot should be engaging and makes you feel part of the scene. It can be achieved by shooting with a shallow depth of field which creates a focal point within the frame.

The orange overlaid image is created by mulitplying an orange layer over a black & white photograph. The photograph should be open, with highlight areas for the orange to show through and rich shadows for the black.

All public-facing communications should use a combination of black & white and orange overlaid imagery.

PORTRAITS

All student, faculty, and instructor portraits should be taken or converted into black & white in a vertical composition. The background should be of medium darkness with a softer focus which helps the person to stand out. Natural lighting is usually more flattering than the in-camera flash.

PRIMARY PHOTOGRAPHY

PORTRAITS

Photography usage – black & white

Here are a few examples of black & white and colour overlaid imagery in applications. They can be used as cover, inside of brochures or in combination for advertising campaigns.

POSTER / NOTICE

VIEWBOOK

CONVOCATION BROCHURE INSIDE PAGES

Photography style – colour

SECONDARY PHOTOGRAPHY

When it comes to student life, colour photography can successfully depict the vibrancy and warmth of campus life. It helps depict student diversity and the wide variety of programs we offer.

Photographers are encouraged to use natural lighting when possible. The light should be bright with warm tones to convey optimism and complement our brand colour. The colour of images can be adjusted in Photoshop using the Photo Filter found under the Image/Adjustment menu. This adjustment is only applicable to images with a cool hue. The density of the warm tone applied varies but should never go beyond 20%.
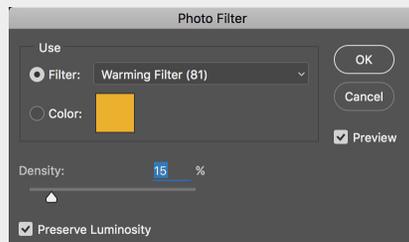
Colour images are used to support our black & white primary photography style. It is used in the interior of printed collateral, secondary pages of digital channels, and internal communications such as notices, digital signage, and posters.

Photography style – applied

Here are a few examples of colour photography in application.

DIGITAL SIGNAGE
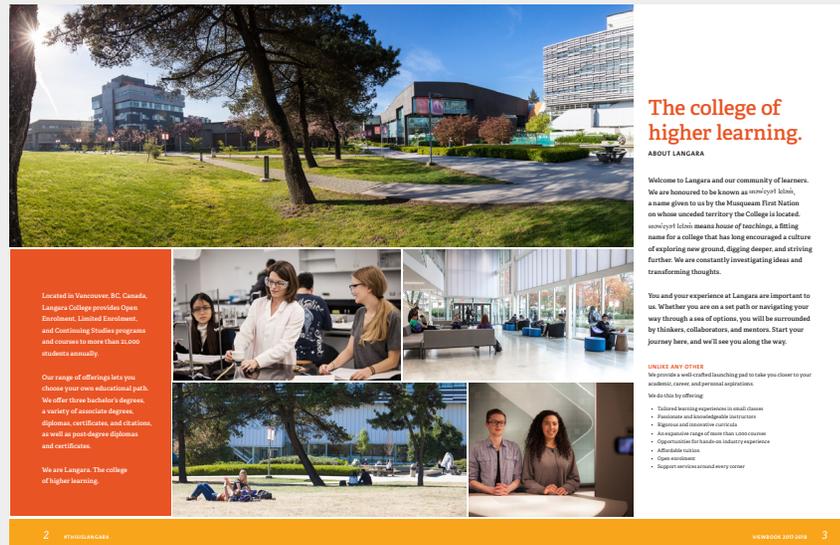
VIEWBOOK INTERIOR PAGES

Photography style – editorial

Stylized editorial photography is used exclusively for Continuing Studies. They appear on a publication cover, both print and digital advertising, and internal communications.

Wardrobe, props, and backdrops with natural, solid, warm colours are carefully curated to create dark and rich tones that are complementary to the Langara orange.

Lighting should be warm and soft to avoid creating harsh highlights and dark shadows.

Maintaining consistent brightness between all the issues is essential.
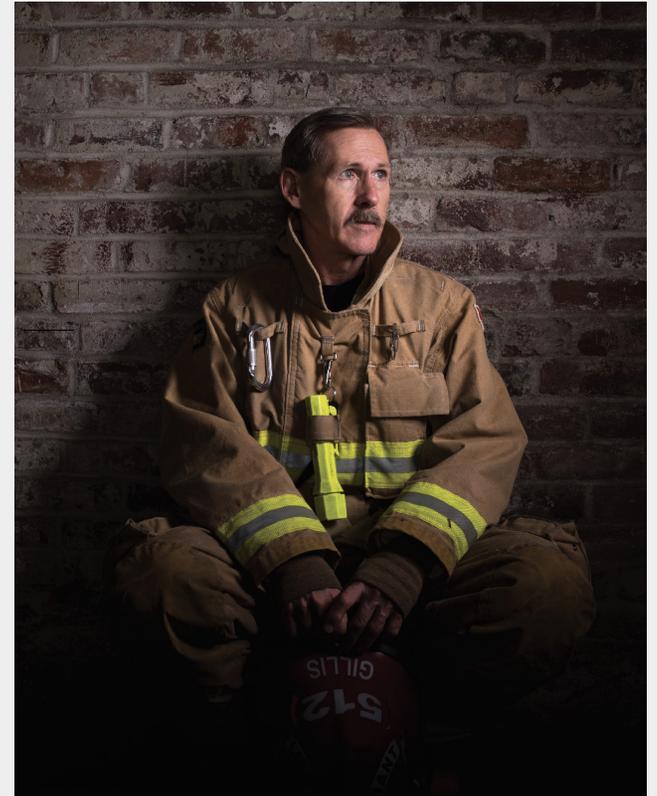
Photography style – editorial

Here are a few examples of the studio photography applied to Continuing Studies communications.
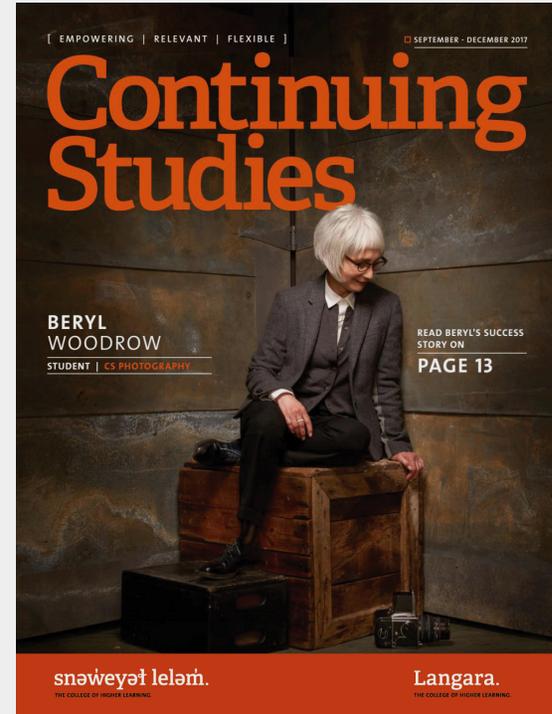
GUIDEBOOK COVERS

TRANSIT INTERIOR CARD / DIGITAL SIGNAGE

Illustrations and icons

ADVERTISING

Illustrations are an alternative to photography used in our brand advertising such as transit posters or banner ads.

The illustrations use the additional colours shown on p.21. The illustration style is simple and graphic. Keep to flat drawings and avoid overly complicated three dimensional depictions.

SOCIAL MEDIA AVATARS

Simplified line drawings of departments or programs are used in our avatar system.

SOCIAL MEDIA PLATFORM ICONS

Social media icons used across all communications should be either white on orange or orange in circles on white.

ADVERTISING ILLUSTRATION
These vector illustrations should be precise and straightforward with direct reference to the headline. Apply colours from the range of additional colours from our Colour section.
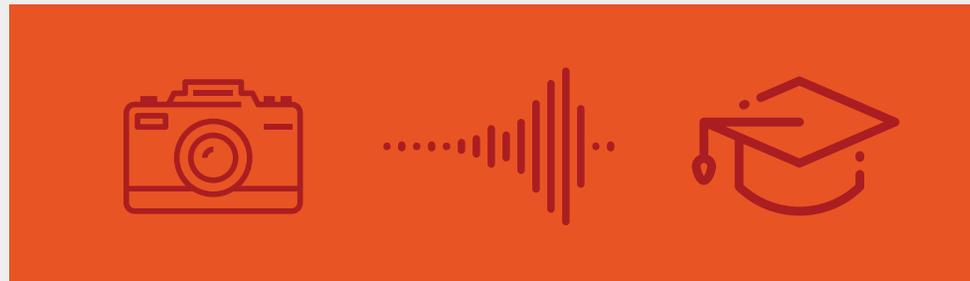
DEPARTMENTAL & PROGRAM SOCIAL MEDIA AVATARS
Thick rounded lines are used in the department and programs' social media avatars. Line weight should be consistent among all the avatars. Colour of the avatars is # A81913.

ON ORANGE

SOCIAL MEDIA PLATFORM ICONS
They should be all white or orange without any original social media platform logo colours.

ON WHITE
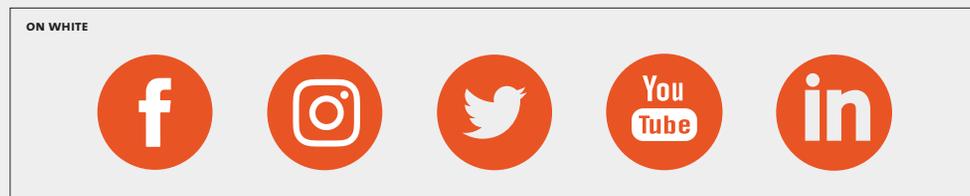
Illustrations and icons – applied

Here are a few examples of illustrations used in various applications.
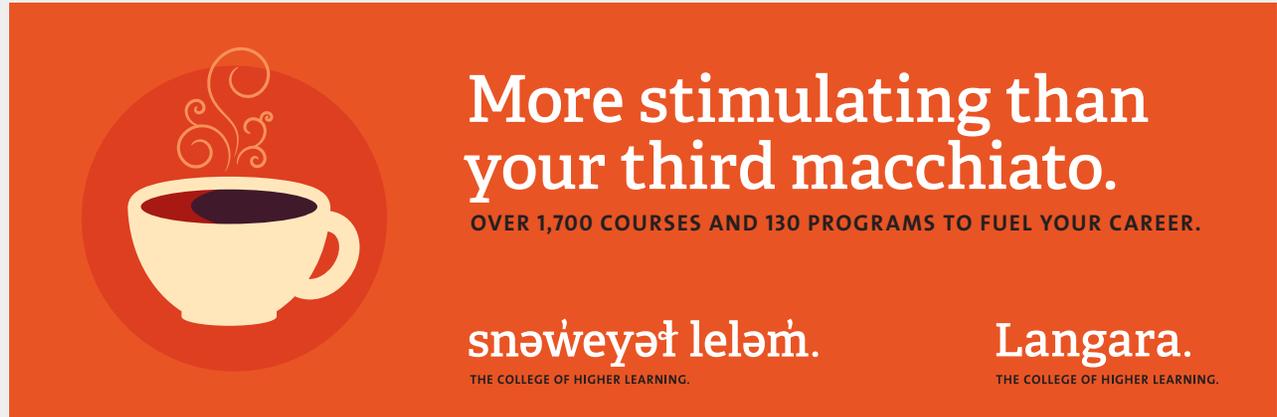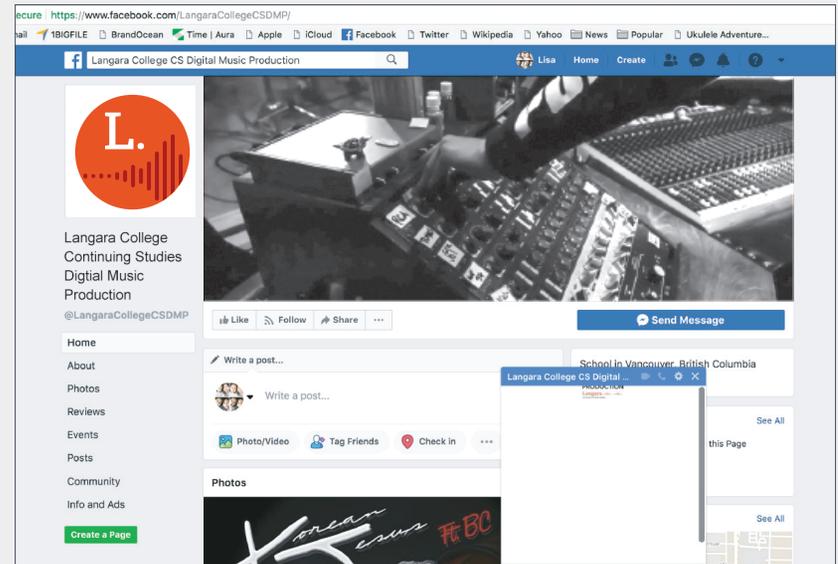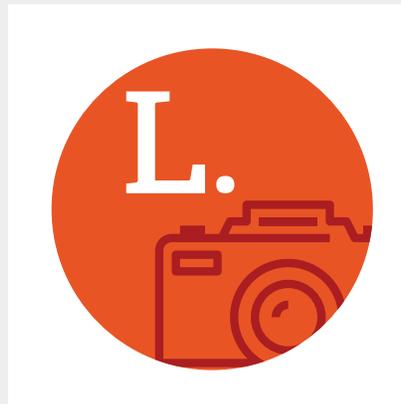
Coat of Arms

Langara's identity system includes the Coat of Arms, which is made up of various symbols and elements that are important part of our history. This symbol must retain its integrity at all times and cannot be changed, altered or affected in any way.

Use of the Coat of Arms is reserved for ceremonial purposes, namely official institutional documents such as parchments, transcripts, awards, convocation materials, and Langara's Board of Governors.

**PRIMARY VERSION —
FULL COLOUR**
Reproduce the Full Colour Coat of Arms whenever possible.

**ONE-COLOUR VERSION
(LEFT)**

WATERMARK (RIGHT)
The one-colour logo may be used as a "watermark" in printed materials and in digital presentations. The amount of transparency should not be less than 10% of its applied colour.

COLOURED BACKGROUND
On a solid coloured background the arms should appear in 100% of either full colour or 1-colour version.

THE SHIELD & BANNER
The Shield on its own may be used in place of the full COA for smaller applications.

Coat of Arms – usage

MINIMUM CLEAR SPACE

The Coat of Arms should always be surrounded by a minimum clear space to preserve its integrity. To maintain clarity and impact, the logo must never appear to be crowded by copy, photographs or graphic elements.

MINIMUM SIZE

To protect the legibility of the Coat of Arms, it must never be produced smaller than 1.25" in width.

MINIMUM CLEAR SPACE

"X" equals to the height of the gold bar in the crest. Ensure the height of X as the clear space around the Coat of Arms in all applications.

1.25" / 31.75 mm / 120 px
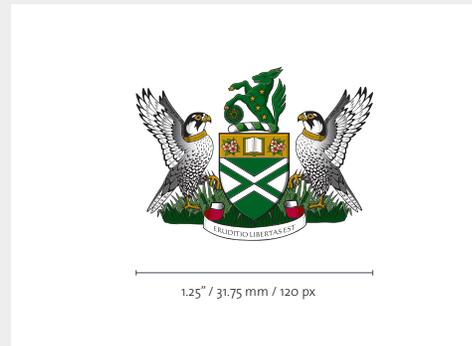
MINIMUM SIZE
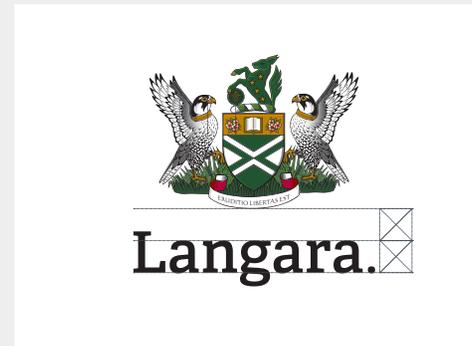
COA & LOGO

When creating a lock-up with the Coat of Arms, the space between the two elements should equal to the x-height of the Langara wordmark.

The two elements should always be stacked to maintain the same treatment as the departmental logos.

Layout system in practice

A robust layout system has been established to handle different communication requirements.

The primary layout system is the preferred option for all public facing print and digital corporate communications. The prominent use of the Langara orange and primary photography help to create an impactful brand presence.

HEADLINE WITH FULL PAGE ORANGE BACKGROUND

HEADLINE WITH PRIMARY PHOTOGRAPHY

HEADLINE WITH ILLUSTRATION

PRIMARY LAYOUT SYSTEM

This is the preferred communication system with dual branding and the Langara orange prominently used.

These include all print and digital corporate communications such as viewbooks, banners, advertising, website, etc.
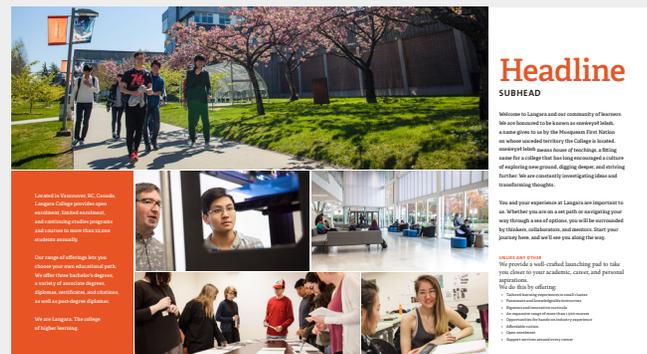
INSIDE PAGE WITH SECONDARY PHOTOGRAPHY & HEADLINE
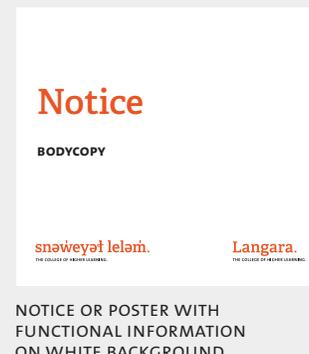
NOTICE OR POSTER WITH FUNCTIONAL INFORMATION ON WHITE BACKGROUND

SECONDARY LAYOUT SYSTEM

This is used for inside pages of multipage documents and internal communications when primary photography is not applicable.

These include print and digital internal communications such as posters, notices, departmental communications, digital signage, etc.


HEADLINE ON WHITE BACKGROUND
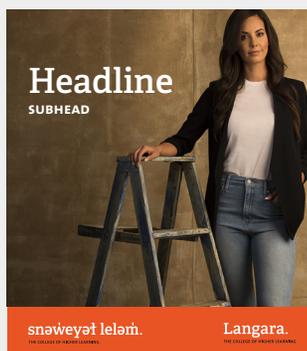
HEADLINE WITH EDITORIAL PHOTOGRAPHY

HEADLINE ON DARK BACKGROUND

SUB-BRANDS / DEPARTMENTAL SYSTEM

This is used for sub-brands and departmental communications.

Considerations

Here are a few helpful notes to consider to help fully utilize the elements in this document to create a cohesive brand for our College.

- Is the dual branding system in place?
  Let's try to bring awareness to our Musqueam name logo.

- Is the Langara orange prominent?
  It's one of our most recognizable brand elements.

- Is it headline driven, does it have a smart, witty connection to education?
  It's important to tie it back to our brand idea.

- Is this a project requiring primary photography?
  Consistency helps build a cohesive brand.

- Is illustration used to illustrate a theme?
  Keep it simple to avoid distraction from the headline.