



KING'S

Western University · Canada

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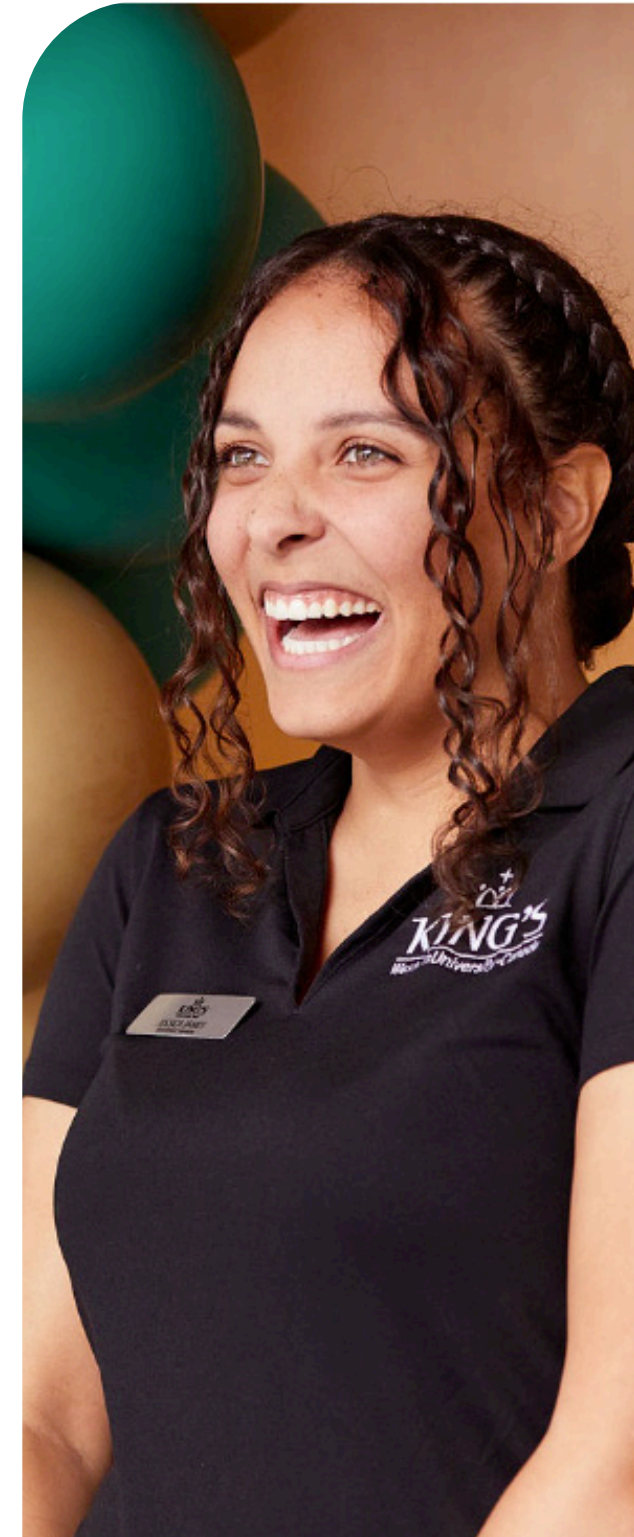
THE BRAND GUIDE

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***It's a place for engaged minds seeking truth,
and real solutions to the greatest challenges
facing our world today and beyond."***



LET'S BEGIN

Our purpose here is to capture and codify the essence of King's University College. This is as much an education in our values as it is a celebration, proudly marking our commitment to academic excellence and fostering a nurturing environment where students thrive.

This document encapsulates our look, feel, and voice, ensuring the brand appears consistently across all platforms. It offers nuanced instruction on the use of language, and precise guidelines for all visual representation from typefaces to our crest. Working in concert, this results in clear, unified messaging that improves perception, engenders brand loyalty, and broadens King's brand recognition.



BRAND GUIDE

WHO WE ARE

Founded in 1954, King's is a modern university rooted in tradition, yet forward-thinking and innovative in its approach. We honour our rich history while continuously evolving to meet the needs of today's students, embracing new ideas, technologies, and methodologies to provide a dynamic and relevant education. Established to provide a liberal arts education, King's offers an intimate, engaging post-secondary experience with small class sizes and inspired mentorship. Our close-knit community fosters a sense of belonging, where students feel cared for and care for each other.

We cultivate a community where faculty members invest in each student, forging personal connections and creating an environment where everyone feels seen, heard, and valued. Our focus extends beyond traditional academia, providing tailored learning experiences and avenues for leadership, exploration, and personal development.

King's affiliation with Western University enhances our students' academic and social opportunities, blending the resources of a large university with the personalized, supportive environment of King's. For more than 70 years, King's has been renowned for its tight-knit community, innovative programs, and steadfast commitment to student success. We're not just another university but a place where you can be and become yourself.



HONEST PERSONAL
CARING COMMUNITY
NURTURING **COLLEGI**
COZY CONNECTED
SAFE **REAL** INTIMATE
HONEST PERSONAL
CARING COMMUNITY
NURTURING **COLLEGI**
COZY CONNECTED SA
REAL INTIMATE

VISION

A globally recognized educational leader in developing ethically grounded changemakers who serve the common good.

ETHICALLY GROUNDED

Students, faculty, staff, and graduates of King's embody a steadfast commitment to ethical principles in their personal and professional actions and decisions.

CHANGEMAKERS

King's students, faculty, staff, and graduates take meaningful, effective action to make a positive difference in the lives of the people in their communities.

COMMON GOOD

King's students, faculty, staff, and graduates are committed to building the social conditions in which all can realize their full potential.



MISSION

King's is an engaged liberal arts university community where our Catholic character, Catholic intellectual tradition, and commitment to reconciliation and equity inform unique learning experiences promoting creativity, critical thought, and articulate expression.

As a public Catholic university, King's provides a welcoming, diverse, and inclusive community animated by a spirit of generosity, mutual respect, and cultural dialogue. This includes a foundational commitment to greater truthfulness, justice, reconciliation, and healing together with Indigenous peoples.

It is in this community that changemakers become equipped with the intellectual rigour, insight, and clarity of expression that enables them to speak uncomfortable truths about the nature and origins of the problems of our time, and to make meaningful contributions to their resolution.



VALUES

OUR VALUES GUIDE THE KING'S COMMUNITY,
SHAPE ITS CULTURE, AND INFORM OUR MISSION.

PERSON CENTERED

We believe that accepting and supporting the whole person is essential to realizing their inherent potential.

COMMUNITY

King's fosters meaningful connections and partnerships on-campus and beyond, recognizing that we achieve more when we work together.

INCLUSION

We embrace our responsibility to serve others by addressing systemic inequities, promoting human dignity, and providing an environment where people feel they belong.

EXCELLENCE

We provide opportunity to all who seek truth, knowledge, and solutions to the great challenges of our times.

STEWARDSHIP

We are ethical and accountable stewards of the human, financial and natural resources entrusted to us.



You graduate from King's still who you are at your core, but a more clearly defined and better understood version of yourself."

OUR VOICE

King's puts its students at the center of everything it does. We speak in an active, authentic voice, reminding students that their unique stories matter, and they belong to a close, supportive community. We speak personally, not as an institution. Informative and offering guidance, never didactic. King's is enthusiastic about its students and their futures, unabashedly championing their unique interests and goals.

WE ALWAYS...	WE NEVER...
Nurture individual passions and goals.	Overshadow the student with institutional priorities.
Create a home away from home for our students, fostering a sense of belonging and close-knit support.	Let students feel disconnected or unsupported.
Inspire curiosity and growth through encouragement and support.	Suppress exploration or hinder development through neglect or discouragement.
Encourage students to lead with empathy and integrity.	Promote self-centered, cut-throat attitudes, or unethical behaviour.
Build a nurturing, supportive community.	Reduce students to feeling like just a number.
Champion critical thinking and creativity.	Stifle innovation or discourage questioning the status quo.



The people really are close. It's a tight-knit community that shares the belief that together we can do incredible things."

The background is a solid teal color. In the upper center, there is a faint, light-colored star icon. Below it, there are three faint, light-colored stylized human figures standing in a row, each with a circular head and a simple body. The text 'VISUAL STYLE GUIDE' is positioned in the lower-left quadrant of the page.

VISUAL STYLE GUIDE

LOGOS

At King's, we aim to create a globally recognized brand. This involves strategically using different versions of our logo to boost King's visibility and awareness worldwide.

Logo are available in horizontal and vertical formats.

Multiple colour breakouts are available as shown on page 18.

DOMESTIC | *Use:* for marketing, communications and recruitment material.



INTERNATIONAL | *Use:* for marketing, communications and recruitment material.



KING'S UNIVERSITY COLLEGE | *Use:* for official letterhead and official documents.



KING'S ONLY | *Use:* for small applications where the verbiage would not be legible - use sparingly.



LOGOS

DEPARTMENT



Marketing
Department



Department of
Psychology



Department of
Sociology

ACADEMIC SCHOOLS



School of
Social Work



School of Management,
Economics & Mathematics

KING'S CREST

The words written in Latin, come from the Gospel of John. The central sign of a P superimposed on an X and Ω (the first and last letters of the Greek alphabet) are used to refer to God as the beginning and end of everything. The motto, taken from John's gospel, is Latin for "I am the Way, the Truth, and the Life" The crown refers to Christ's Reign over Heaven and Earth. The star in the middle of the crown is the Star of David and alludes to Jesus' royal lineage. The keys of St. Peter refer to King's historic relationship to St. Peter's Seminary.

King's Crest is to be used with discretion. It is a formal logo that should be used on official leaderhead and official documents.

Do not use for marketing, communications, and recruitment materials with the exception of the front of our offer package or where the feeling of prestige needs to be conveyed.

Logos are available in horizontal and vertical formats.

Reversed and Black and White formats are also available.

KING'S CREST ONLY | *Do not use: for marketing, communications and recruitment material.



KING'S CREST + KING'S UNIVERSITY COLLEGE | Use: for official letterhead and official documents.



KING'S CREST + KING'S WESTERN UNIVERSITY | Use: for official letterhead and official documents.



KING'S CREST + KING'S | Use: for official letterhead and official documents.



LOGOS

COLOUR VARIATIONS

To ensure the King's logo maintains a strong presence and consistent legibility across all platforms and applications, it is crucial to adhere strictly to the specified colour variations. By following these guidelines, you will preserve the logo's visual integrity and ensure that it is consistently recognizable and effective in every context where it appears.



Green



Black



Gold + White



Gold



White

SIZING & CLEAR SPACE

CLEAR SPACE

The clear space around the entirety of the logo should be equal to the **0.5x the height of the 'K'** (at whatever size the logo is being used). This space should be free of text, other logos, and complex imagery.



MINIMUM SIZE

For small applications, use the 'King's Only' logo for legibility and try to keep a minimum size of 1" for horizontal and 0.75" for stacked.



0.75"



1"

INCORRECT USAGE

DO NOT ALTER THE LOGO ARTWORK IN ANY WAY.*

A logo package is available, including logos in various colour profiles, and orientations to suit your requirements, such as CMYK, RGB, White and Black.

**Deconstruction of the logo needs to be cleared by marketing/communications.*



DO NOT add drop shadows or effects.



DO NOT add stroke.



DO NOT alter colours.



DO NOT tilt or rotate.



DO NOT compact or expand.



DO NOT resize or rearrange components.



DO NOT place on a background that impedes legibility. Use the appropriate reversed logo.

COLOURS

PRIMARY

Green and Gold are integral to Kings' identity and should be the dominant colours used within your layout.

SECONDARY

Use secondary colors to complement the primary palette, adding visual interest and variety.

TERTIARY

The use of the tertiary colours should be subtle and not overpower the use of the primary colours.

KING'S EMERALD

PANTONE: 3308
100 0 60 72
#004236

JADE

100 0 60 38
#007562

SAPPHIRE

100 90 10 0
#24408E

KING'S GOLD

PANTONE: 110
0 11 94 6
#D7AE28

CITRINE

6 2 42 0
#F1EBA7

AMETHYST

70 100 30 19
#602262

DIAMOND

PANTONE: 10 C
0 0 0 70
#6D6E71

PINK DIAMOND

21 89 40 0
#C7426D

**Tints of all colours can be used to expand the palette.*

TYPOGRAPHY

PRIMARY FONT: GIBSON

Gibson is a versatile sans-serif typeface with a clean, modern look. Its clarity ensures readability across various mediums, while its balance of uniqueness and neutrality supports a professional image.

Available through [Adobe Fonts](#)

Available for purchasing through [Canada Type](#)

Examples of typical styling and hierarchy are shown here for use whenever possible.

Additional styles may be used at a designer's discretion for additional stylistic and hierarchal needs.

When Kings' primary font is unavailable (web and MS office applications) please use [Work Sans](#), available through Google Fonts.

BOLD THIS IS
SEMI BOLD A HEADER

MEDIUM THIS IS A SUBHEAD

MEDIUM ITALIC

REGULAR

Lum reperferest, omni coremque latione ctibero repuda iunt harchil intiuri core estotam andae nobis assi dundani magnis si rem eni omnis a con re vollabo reiusa dolest, simi, alic tem excepta venihil ibusanihil incipis nescium et int excessum est eos sus a del endae qui nos.

WORK SANS

Lum reperferest, omni coremque latione ctibero repuda iunt harchil intiuri core estotam andae nobis assi dundani magnis si rem eni omnis a con re vollabo reiusa dolest, simi, alic tem excepta venihil ibusanihil incipis nescium et int excessum est eos sus a del endae qui nos nobis

VISUAL STYLE

ROUNDED CORNERS

King's incorporates a blend of rounded and sharp corner styles in various design elements and graphic components to create a visually interesting and compelling aesthetic.

This combination not only adds a dynamic and engaging quality to the visual experience but also ensures versatility across different layouts.

While the radius of the rounded corners may vary between components, it is essential to maintain a sense of balance to preserve a cohesive and impactful overall design.



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23 KING'S BRAND ARTICULATION

THE BRAND GUIDE

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THE BRAND GUIDE

PHOTOGRAPHY

STUDENT LIFE

Authentic moments capturing experiences, community connections, and meaningful relationships.



CAMPUS

Highlight the serene, picturesque aspects of campus life through well-lit compositions with soft focus, enhancing its allure and inviting viewers to connect emotionally with the surroundings.



BRAND IN ACTION



**WE'RE
BIG ON**

At King's, our small class-sizes and personalized approach are what make your experience big. We're big on you and your university journey, offering all the support you need to achieve your goals.


KING'S
Western University · Canada

BRAND IN ACTION

SOCIAL



PRINT AD



DIGITAL




BRAND IN ACTION

BUS WRAP



TEMPLATES

LETTERHEAD


 King's University College
266 Epworth Avenue
London, ON, Canada
N6A 2M3

[Date]

[Dear Name]

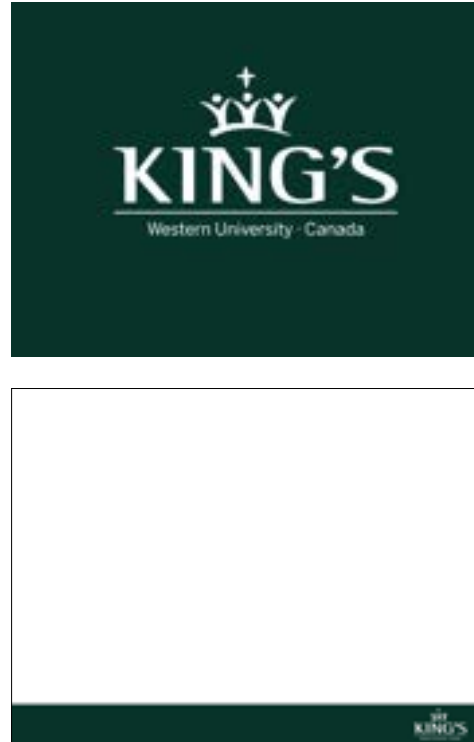
Sincerely,

[Name]
[Title]
King's University College at Western University




Info@kings.uwo.ca • www.kings.uwo.ca • Tel. 519-433-3491 • Toll Free 1-800-265-4406

POWERPOINT



EMAIL SIGNATURE


FirstName LastName
Job Title

 Marketing
Department

King's University College
266 Epworth Ave.
London, ON N6A 2M3

XXX-XXX-XXXX

www.kings.uwo.ca

 @KingsAtWestern

TEMPLATES

WALLPAPERS



BRAND MANAGEMENT

Amy Casson, MBA
Director of Marketing

King's University College
266 Epworth Ave.
London, ON N6A 2M3

226-448-1759

Amy.Casson@kings.uwo.ca



www.kings.uwo.ca/brand