



# Visual Identity Standards

## 1.0 Logo and visual identity

Information and inquiries:  
Libin Cardiovascular Institute  
[libin@ucalgary.ca](mailto:libin@ucalgary.ca)

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The Libin Cardiovascular Institute is a joint entity of the University of Calgary and Alberta Health Services. Libin's approximately 200 members are world-class clinicians and scientists known for: excellence in the treatment of cardiovascular diseases, health prevention and promotion, developing innovations through research and scholarship and training the next generation of leaders in cardiovascular health. By bridging research and education with clinical care, the Libin Institute will shape the future of cardiovascular health for our community and provide a model for the world.

The Institute is committed to continually improving its communications streams to keep members and stakeholders informed, connected and engaged. We are seeking to improve awareness of cardiovascular disease, institute research and disease prevention strategies in the community (Strategic Research Plan 2017-2022). NOTE: We are no longer using "of Alberta" in our name. **We are the LIBIN CARDIOVASCULAR INSTITUTE.**

The Libin Institute is working to unite and engage our membership to improve collaboration. We also want the public, leadership, donors and potential recruits to understand the benefits we provide. To that end, we undertook a rebranding project in 2019. The goal was to develop a consistent visual language to be applied across all communication channels to reinforce the Libin Institute's identity and build trust and professionalism.

The resulting new logo and brand assets are modern and clean. They position us well to ensure the Libin Institute become a beloved Calgary institute, recognized for the world-leading cardiovascular care, research and training it provides. The new logo represents the full breadth of the Libin Institute's research, clinical care and training activities. The new brand seeks to maintain the Libin Institute's historical branding strengths: our colours and imagery are important to our community, and the new brand has kept them. Overall, our new brand represents a modern, innovative and collaborative institute, while telling the story of cardiovascular research, clinical care and training.

This document provides a set of standards, guidelines and templates that provide clear direction for staff and members on the appropriate context and use of brand assets. It provides guidance for use of the logo in conjunction with our "parent" organizations: Alberta Health Services and the University of Calgary. The goal of this document is to guide stakeholders as we work together to establish Libin as a trusted, recognizable Calgary-based brand. Key Stakeholder Findings: Libin Rebranding Project Fall 2019 were used as a guide in the creation of this document.



## 1.02 Primary and secondary logos

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### Primary logo

The horizontal orientation is our primary logo. It should be used as the identifier of Libin Cardiovascular Institute in all marketing communications, everyday business communications and merchandise. The horizontal configuration gives prominence to the Libin name, while balancing elements symmetrically.

Full-colour

Black-only

Full-colour for black background

White/reverse/knock-out



### Secondary logo – horizontal

An elongated version of the logo is available for occasional use. This configuration can be used when the logo becomes too small in the space allowed. This might happen when the brand is applied to small merchandise, web banners, lanyards, etc.



## 1.03 Placement and white space

The Libin Cardiovascular Institute logo must be used in its entirety on all communication materials.

It must be used in the exact format and proportions as stipulated in these guidelines and may not be modified in any way.

The logo has specific proportions. Do not change its dimensions or orientation in any way by editing, retouching, redrawing, skewing, flipping, tilting, rotating or distorting it (see incorrect application of the logo).

Do not move any of the elements of the logo into any other position, shape or size.

The logo should be separated from other visual identifiers. It should have clear space around it, equal to or greater than the space between the top of the letter L in LIBIN and the top of the tallest pillar, at whatever size the logo is (see example to the right).

Do not substitute other fonts or attempt to re-create the wordmark.

Use only the official Libin colours in the logo.

The primary logo (top right) should be used whenever possible. The secondary logo (bottom right) should be used only when the primary logo will not work.



## 1.04 Minimum logo sizes

To maintain the integrity of the logo there are minimum sizes that must be respected.

Letterhead, report covers, folders, viewbooks, proposals, brochures and pamphlets, etc.	0.5" minimum width		0.75" minimum width	
Newspaper and print advertising	0.85" minimum width		1.25" minimum width	
Digital and web	100 x 60 pixels		140 x 40 pixels	

When the logo must be applied to small spaced-constrained promotional materials such as pencils, pens and lapel pins, it might be permissible to use only the wordmark part of the logo. In addition, the wordmark may be placed on one line. These highly restricted applications and files must be requested from the Libin Communications Team. It is not permissible to alter the arrangement of the graphic portion of the logo and the wordmark portion when they are used together.

## 1.05 Partnership lock-ups

When the institute is presented in partnership with other organizations, it is important to understand the nature of the agreement and whether or not it is an equal partnership. Following are examples of how the Libin Cardiovascular Institute must be represented with other parties.

The minimum buffer space for each logo must be equal to the distance between the top of the letter L in LIBIN and the top of the tallest pillar. Or, double the measure of the width of the capital A in the University of Calgary logo. Logos cannot be placed next to each other closer than the minimum allowed distance. For multiple equal partnerships, ensure minimum space between each. Place a 0.5 point black line between the two logos centred on the minimum spacing as indicated below.

**The lock-up with all three partners will be used in the vast majority of applications.**

**If you are unsure of which lock-up to use for your particular project, please reach out to the Libin Communications Team at:**

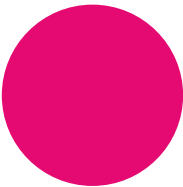
[libin@ucalgary.ca](mailto:libin@ucalgary.ca)



The Libin Cardiovascular Institute colour palette includes primary, secondary and accent colours. Primary colours are the pink and greys from the logo. Secondary colours align with the University of Calgary brand. Additional colours, black and white, round out a dynamic palette. Body copy should always appear in 100% Black or the Dark Grey. Titles and subtitles can make use any of the palette colours. Please note that certain programs and events have designated colours which are identified in approved assets, like poster templates and web banners.

## Primary, secondary and additional colours

### Primary colours:



**RUBINE**

CMYK: 0 100 22 3

RGB: 206 0 88

Hex: ce0058

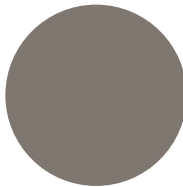


**LIGHT GREY**

CMYK: 6 7 13 16

RGB: 196 191 182

Hex: c4bfb6



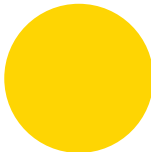
**DARK GREY**

CMYK: 18 21 27 47

RGB: 140 133 123

Hex: 8d827a

### Secondary colours:



**GOLD**

CMYK: 0 14 100 0

RGB: 255 205 0

Hex: ffcd00



**LIGHT ORANGE**

CMYK: 0 41 100 0

RGB: 255 163 0

Hex: ffa300



**DARK ORANGE**

CMYK: 0 70 100 0

RGB: 255 103 31

Hex: ff671f

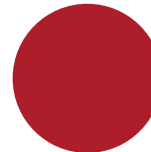


**RED**

CMYK: 4 97 100 0

RGB: 228 42 38

Hex: e42b26



**BERRY**

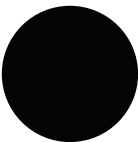
CMYK: 7 100 82 26

RGB: 166 25 46

Hex: a6192e

Our primary colours are bold and unique and should be used in all branded collateral for consistency and recognition. Our secondary colours allow us to identify and differentiate between the many programs we deliver. These colours will rarely be used without the three primary colours of the Libin logo.

### Additional colours:

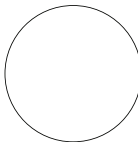


**BLACK**

CMYK: 0 0 0 100

RGB: 0 0 0

Hex: 000000



**WHITE**

CMYK: 0 0 0 0

RGB: 255 255 255

Hex: ffffff

## 1.07 Typography

The following page contains the fonts to be used in all Libin Cardiovascular Institute marketing and communications applications.

### Primary fonts

The following are flagship typefaces for the University of Calgary (and therefore, for the Libin Cardiovascular Institute) and are designated for all marketing and communications collateral that will be seen by internal and external audiences. Because of licensing restrictions, it is not expected that these fonts be used for everyday business documents or presentations. **Please substitute Calibri for everyday use.**

#### Gotham Bold

Use for: Subheads • Headlines • Emphasis in body copy • Pull quotes • Type as a graphic element

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789**

#### **SUBSTITUTE: Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789**

#### Gotham Book

Use for: Secondary subheads • Body copy • Charts and tables • Type as a graphic element

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789

#### **SUBSTITUTE: Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789

#### *Gotham Book Italic*

Use only when an italic face is required.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789*

#### **SUBSTITUTE: Arial Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789*

## PowerPoint

Libin Cardiovascular Institute has an authorized Powerpoint template with different page layouts, intended to guide the creation of presentations. When using the PowerPoint template, it is important to heed brand guidelines including colour palettes and typographic standards. It is also important to ensure there are comfortable margins on each page and that the correct logos and lockups are in place, on behalf of partner institutions, the University of Calgary and Alberta Health Services.

### Title Page

This is the opening slide for your presentation. The title slide must only appear once in a presentation.

### Footer

This coloured bar runs across the bottom of every slide in a Libin presentation

### Type

Titles on all slides are bold, dark grey and it is recommended that they are 48pt when possible (no smaller than 32pt).

Subheads are bold, pink and 28pt. Body copy is regular weight and 22pt.



### Text + Imagery

This slide has space for both written content and imagery, configured with broad margins and balance..

### Libin logo

There are options for where the Libin logo appears. It can be at the top right hand side of the slide or it can be in a lockup with partner logos at the bottom of the slide.

### Visual Content


These grey boxes are suggestions for where charts, graphs or photos might fit into a layout.

## 1.09 Correspondence

### Letterhead

Libin Cardiovascular Institute has an authorized letterhead format available electronically as a Word template or as an Adobe Acrobat PDF. This letterhead should be used for all official correspondence. The documents are clearly branded with our name, address and url. Content on page one of the letterhead should begin 2 cm below the bottom of the Libin logo and stop 1 cm above the address line. Correspondence that is more than one page in length will use a PAGE 2 template that has a similar footer but no header. On page 2 content should begin 3.5 cm from the top of the page. On both pages type is intended to be in the middle of the page with broad, 3.5 cm margins on either side. Under no circumstances should anyone at the Libin Cardiovascular Institute create their own letterhead.

A letter should generally not exceed two pages. If a letter contains two or more pages, use page numbering: an indicator (. . . /2) at the bottom of each preceding page, flush right, and page numbers themselves, centred at the top of each page following the cover page.

<p>2 cm</p>			<p>3.5 cm</p>
<p>Arial Regular or Gotham Book 9pt. recommended throughout</p>	<p>November 18, 1996</p> <p>Your reference 675-21 Carol Robertson Co-ordinator Translation Studies University of Ottawa Ottawa, Ontario K1N 6N5</p> <p>Dear Ms. Robertson:</p> <p>Thank you for your letter of October 15, 1996, concerning the possibility of the Translation Bureau accepting students from your program for spring practicums. It gives me pleasure to inform you that the Bureau will again be hosting students interested in one-to-three-month practicums in our organization.</p> <p>I should point out, however, that owing to budgetary constraints, there may be fewer places available this year.</p> <p>To facilitate matters, I would ask you to have the attached forms filled in by candidates and to return them to me by February 21, 1997, either by fax (my number is 997-7743) or by mail.</p> <p>Please do not hesitate to contact me by telephone at 819-997-7733 for further information.</p> <p>Yours very truly,</p> <p>Leopold Covacs Linguistic Services Division Translation Bureau Public Works and Government Services Canada Ottawa, Ontario K1A 0S5 Encl.</p> <p>c.c.: C. Dupont</p>	<p>November 18, 1996</p> <p>Your reference 675-21 Carol Robertson Co-ordinator Translation Studies University of Ottawa Ottawa, Ontario K1N 6N5</p> <p>Dear Ms. Robertson:</p> <p>Thank you for your letter of October 15, 1996, concerning the possibility of the Translation Bureau accepting students from your program for spring practicums. It gives me pleasure to inform you that the Bureau will again be hosting students interested in one-to-three-month practicums in our organization.</p> <p>I should point out, however, that owing to budgetary constraints, there may be fewer places available this year.</p> <p>To facilitate matters, I would ask you to have the attached forms filled in by candidates and to return them to me by February 21, 1997, either by fax (my number is 997-7743) or by mail.</p> <p>Please do not hesitate to contact me by telephone at 819-997-7733 for further information.</p> <p>Yours very truly,</p> <p>Leopold Covacs Linguistic Services Division Translation Bureau Public Works and Government Services Canada Ottawa, Ontario K1A 0S5 Encl.</p> <p>c.c.: C. Dupont</p>	
<p>1 cm</p>	<p>HRRB 72, 3330 Hospital Drive NW   Calgary, Alberta, CANADA T2N 4N1   <a href="http://libin.ucalgary.ca">libin.ucalgary.ca</a></p>	<p>HRRB 72, 3330 Hospital Drive NW   Calgary, Alberta, CANADA T2N 4N1   <a href="http://libin.ucalgary.ca">libin.ucalgary.ca</a></p>	<p>3.5 cm</p>
	<p>3.5 cm</p>	<p>3.5 cm</p>	<p>3.5 cm</p>

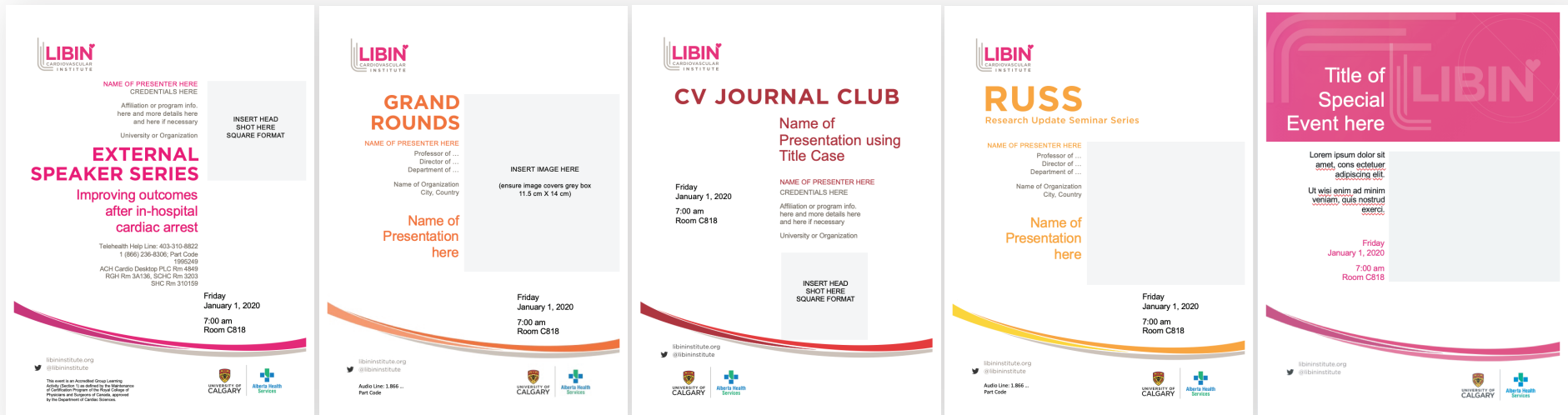
### Posters

Poster templates have been developed for the following programs: CV Journal Club, Grand Rounds, the External Speaker Series and RUSS (Research Update Seminar Series). There is also a generic Libin poster template. Each program has a designated colour palette as well as one main colour in order to assist with recognition. The templates are configured for standard letter-sized or tabloid paper with a white border around the edge. The design was created for ease of use on all standard office printers.

Poster templates have been created in PowerPoint to ensure all team members have easy access. When you open a template file, you will see that some elements can be edited while others are set in place. This will allow individual users to put pertinent information and imagery in place without impacting the branding and layouts. Colours are set within each text box, as are recommended type faces and font sizes.

**If you require larger posters, alternative formats or assistance working with the templates, please reach out to the Libin Communications Team at:**

**[libin@ucalgary.ca](mailto:libin@ucalgary.ca)**



## 1.11 Contact information blocks

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Where documents contain contact information, set contact block as follows:

**Contact information blocks should follow the following guidelines established by the University of Calgary, using 8.5 point with 13 point leading.**

- Name and location on campus, along with (phone number and email, are optional)
- Use periods in the phone number instead of dashes, and do not use brackets around the area code.
- Names and URLs are always bold. Do not use the "www" prefix for URLs.



**Name**

HMRB 72, 3330 Hospital Drive NW  
Calgary, AB T2N 4N1  
CANADA

403.220.0000  
email@ucalgary.ca  
**libin.ucalgary.ca**

**Electronic signatures use Arial font to optimize compatibility**



**Name**

Job Position

403.220.0000  
**libin.ucalgary.ca**

Libin Cardiovascular Institute has a professional Communications Team ready to work with you and your team whenever there is a need for support. Remember, brand management isn't just about using the right version of a logo. It's an overarching business practice that distinguishes the Libin Cardiovascular Institute in the marketplace and helps to ensure that consistency and professionalism guide our public discourse and presentation. Branding is part of everything we do.

**We have developed the following assets and they are available to you and your teams:**

Electronic Signature	Brand Lock Ups with Partner Logos
Letterhead (cover sheet and Page 2)	A broad colour palette, aligned with that of the University of Calgary
Business Card Templates	Power Point Templates
Poster Templates (letter-sized paper) for RUSS, CV Journal, External Speaker Series and Grand Rounds Other events that require promotion	Electronic Bulletin Board Templates

**For any other graphic needs, such as brochures, reports, over-sized posters, pull-up banners etc., please contact the Libin Communications team at:**

**[libin@ucalgary.ca](mailto:libin@ucalgary.ca)**