

UM LOGO GUIDELINES

September 2022



**University
of Manitoba**

The UM logo

Our logo is the key element of our visual brand that makes the University of Manitoba uniquely recognizable.

While the logo embodies the insight and perspectives of thousands of people from across the country and around the world – it is only a symbol. It is up to us to instill this symbol with meaning through our actions and our communications.

Nothing identifies a communications piece as belonging to the University of Manitoba more than our logo. It is essential that its integrity is maintained in everything we create

The University of Manitoba logo

Our logo reflects symbols of what we aspire to be. These symbols depart from convention, while also maintaining tradition.

The bison, a key element in our logo, is an important symbol of the University of Manitoba and the Province of Manitoba – and connects us to our past. The bison takes centre stage, moving forward on a rising path.

Within a prairie landscape, a flame burns bright, referencing our commitment to Reconciliation. Indigenous design principles are embodied in the University of Manitoba logo.

Outlined below are the various aspects of our logo, their meanings and their inspiration.

The bison

The bison is our core symbol, representing strength, leadership and determination. The bison walks uphill, into the wind, toward the future.

The path

The white space around the bison, framed by the Earth and the sky, depicts a path. This represents the idea that all can find their path at the University of Manitoba.



The sky

Powerful graphic elements evoke both the sky and the Northern Lights, and represent learning, knowledge and progress.

The flame

A flame burns bright in the prairie landscape, recognizing our commitment to Reconciliation.

The University of Manitoba logo

The University of Manitoba logo is made up of two elements – the shield graphic and the wordmark.

There are two versions of the logo.

1. Horizontal version
2. Vertical version

The UM logo wordmark font is Ardina

NOTE: Always use digital files supplied by the Marketing Communications Office. Do not attempt to reset the wordmark or build another configuration.



Shield graphic

**University
of Manitoba**

Wordmark



**University
of Manitoba**

Vertical version

Horizontal version

Logo clear space/Minimum size

Clear space

A sufficient amount of clear space around the logo preserves its impact and integrity. This space must be maintained at all times.

The clear space is determined by the x-height of lowercase letters in “University.”

Minimum size

The minimum allowable size of the logo has been reached when the height of the logo is 0.5 inches.

Note: There may be rare occasions such as merchandise (pens, etc.) that require the logo to be smaller. Please consult with the Marketing Communications Office in these instances.



Minimum size
0.5 inch



Horizontal logo versions

There are several versions of the University of Manitoba horizontal logo. The table below will help to determine which one to use and how to apply it. These rules apply to all official versions of the University of Manitoba horizontal logo.

NOTE: The UM logo and logo variations can be downloaded from the [external UM brand page: umanitoba.ca/about-um/brand](http://umanitoba.ca/about-um/brand)



Full colour (CMYK)

The full colour logo is the preferred version and should be used wherever possible. When a print piece is produced in colour, use the full colour (CMYK) logo. Always use on a white or very light background.



Spot colour

This version of the logo uses Pantone spot colours. It should be reserved for instances where spot colour printing is taking place. Always use on a white or very light background.



Black and white

This is the preferred black and white version, for use on light backgrounds. As a general rule, it should not be used on a full colour piece except where there may be concerns about registration.



Full colour (CMYK) reverse

This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.



Spot colour reverse

This version of the logo uses Pantone spot colours. It should be reserved for instances where spot colour printing is taking place. It may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.



Reverse

Use this version when there is a need for the logo to be reversed to maximize legibility. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

Incorrect uses

The examples on this page illustrate how the logo should not be used.

Misuse undermines the University's effort to present a strong and unified image, and will alter the perception and meaning of the logo itself.

Although only one version of the logo is used in these illustrations, all of the official versions are subject to these parameters.

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Added elements

The logo should not be encumbered by other visual elements. Avoid the use of any copy, slogans, symbols or images overlapping or aligned with the logo.



Distortion

The logo should not be subject to distortion or manipulation (i.e. slanting, stretching, twisting or curving).



Added effects

The logo should never be reproduced in any other colours other than the official colours. Nor should special effects be applied to the logo.



Coloured backgrounds

As a general rule, the logo should be placed on a neutral or photographic background that provides enough contrast.



Distracting backgrounds

The logo should never be placed on backgrounds that distract or overpower.



Altered configurations

Only approved configurations of the logo should be used. Never reconfigure or alter the typography or shield graphic in any way.