



Visual Identity Standards



### Sizing and minimum clear space

The minimum size for general applications is approximately 2.5 cm or 1 inch high. Exceptions are fine for very small items. (E.g., name tags, pins, USB sticks, etc.) The Affinity Communities logos should be protected on all sides by a clear area. This clear area ensures that no other text or graphics encroach on the mark to decrease its legibility and impact. The clear area is determined by using the relative measurements below.



Minimum size  
= 2.5 cm or 1 inch high





**Incorrect reproduction**

The following illustrate incorrect usage of the Affinity Communities logos. To avoid these incorrect uses, always reproduce the mark from official electronic artwork. Master artwork and electronic files are available by emailing [brand@ucalgary.ca](mailto:brand@ucalgary.ca).

Do not change the colour of the graphic.



Do not use tints of colour.

Do not skew or distort the graphic.

Do not use drop shadows, 3D and other effects.

Do not add other graphic elements.





## 29.03 Relationship with other University of Calgary graphic elements



### **Use with the University of Calgary logo**

The Affinity Communities logos may not be used in conjunction with or in place of the University of Calgary logo. The UCalgary logo is reserved for university use only.