Design and Style Guide

Brian Farnan, VP Internal Affairs
Ryan Hughes, Communications and IT Director

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Contents

Introduction

The communication of any group or society is structured around a combination of images, graphic design elements and fonts. Ensuring the quality and consistency of graphic and text-based communication is crucial to maintaining a high standard of interaction with members. This Design and Style Guide (DSG) was created for all permanent and student employees of the Student's Society of McGill University (SSMU). The purpose of this manual is to provide guidelines for the communications of the SSMU in order to establish and preserve a consistent image of the Students' Society of McGill University. This guide will outline procedures and policies aimed at facilitating the graphic design standards, stylistic limitations and editorial guidelines of the SSMU. The SSMU Design and Style Guide will be applied, but not limited to, internal and external publications, advertising, event publicity, news dissemination, the use of logos and the SSMU's official website.

Authority

The Vice-President of Internal Affairs and the Communications and IT Director are responsible for ensuring the implementation and maintenance of this guide. The two positions will work in conjunction to adjust any previous, current and future communications so that the communications align with the standards outlined in this guide. The Communications and IT Director will work towards standardizing document templates for each department of the SSMU (including, but not limited to, Human Resources, Events Administration, Governance and Accounting).

The VP Internal and Communications and IT Director will be charged with reviewing and updating the SSMU Design and Style Guide during the months of June, July and August of each calendar year. The Communications and IT Director will have the ongoing responsibility of researching alternative options for graphic design and fonts that may be implemented during the annual review. Any alteration of this guide must be approved by the Executive Committee of the SSMU.

Typography

The typography selected for the SSMU will establish the consistent style needed for the creation of all SSMU material. As the official font for the SSMU word mark has been digitally customized, it cannot be used for written documents (reports, presentation, and letters). Thus, use the following fonts according to the desired headings:

	Standard	Example
Title	Arial, 20pt, Bold, Black	SSMU
Subtitle	Arial, 14pt, Bold, Black	SSMU
Sub-Subtitle	Arial, 11pt, Bold, Black	SSMU
Body	Arial, 11pt, Black	SSMU
Footnotes	Arial, 10pt, Black	SSMU
Section and Pagination	Arial, 10pt, Black	SSMU

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Footers	Arial, 10pt, Black	SSMU

Graphic Design Standards

Only certain forms of the Students' Society of McGill University's name can be used. The following table describes the only forms of appellation permitted by the SSMU.

Appellation	Language	Description
Students' Society of McGill University	English	Full, proper name
SSMU	English	Acronym, no periods and all capitalization
Association Étudiante de l'Université McGill	French	Full, proper name
AÉUM	French	Acronym, no periods and all capitalization
Smoo	N/A	Phonetic
The Society	English	Short, proper name and capitalized
L' Association	French	Short, proper name and capitalized

Logos

A logo is the pictorial symbol of an organization or business. The following examples describe all of the logos currently representing the SSMU.

The SSMU Logos

The SSMU logo is a variation on the McGill University coat of arms with respect to the red and white coloring and the inclusion of martlets. The logo consists of two parts; the SSMU lettering (word mark) placed over three martlets.

English logo   French logo

The SSMU Green fund logo consists of the basic SSMU logo with a two green leaves on the left side; big leaf on the top and a smaller leaf on the bottom. It is the only other approved logo containing the SSMU word mark and martlets.

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The Word Mark

SSMU is written in a strong, sans-serif typeface with a flourish on the last descending stroke of the "M." The French version is similar except the flourish is on first ascending stroke of the "M."

English logo   French logo

Protected Area and Proper Scale:

When using the SSMU word mark and logo (both in English and French), it is important that the area surrounding it remain free of type or imagery, so that nothing competes with the word mark or logo for the viewer's attention. To insure this, the entire word mark and logo should not appear closer than .25 or 1/4 inch from the edge of the paper or to any other typography or artwork, as shown below. The Martlets are three heads shown in profile (pointing right). Two are in front with another centered behind the two. Their necks poke above the top of the SSMU lettering.

Improper Use of the SSMU Logo

When using the SSMU logo, it will not be rotated, or any of its length extended or shortened, thus changing the logos proportions.
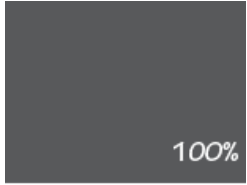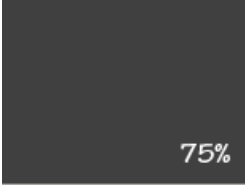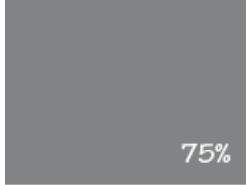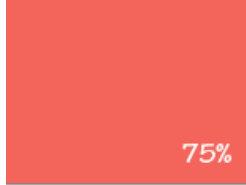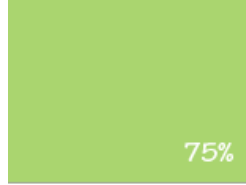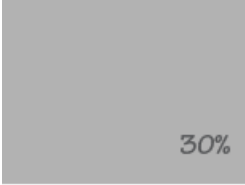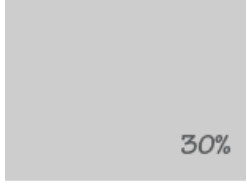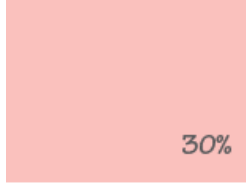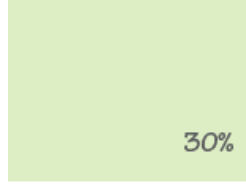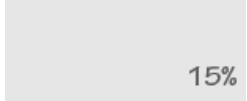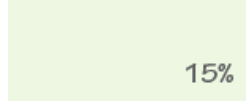
Colour

The SSMU's official colors are red, black and grey. The SSMU's color palette for print and the web is represented in the following table:

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Black	SSMU Grey	SSMU Red	SSMU Green
C 75 M 68 Y: 67 K 90 RGB: 0 – 0 – 0 Pantone: Black 6 C #: 000000	C 0 M 0 Y 0 K 80 RGB: 88 – 89 – 91 Pantone: 426 C #58595B	C 0 M 95 Y 100 K 0 RGB: 238 – 49 – 36 Pantone: 485 C # ee3124	C 50 M 0 Y 100 K 0 RGB: Pantone: 376 C # 8DC63F
100%	100%	100%	100%
75%	75%	75%	75%
50%	50%	50%	50%
30%	30%	30%	30%
15%	15%	15%	15%

Photography

Photography is the primary method of communicating visual images at the SSMU and all laws respecting privacy and copyright will be respected.

Photo Credits

All SSMU photographers must follow the Canadian Copyright Act where it pertains to the work of a photographer or photograph. The SSMU recognizes the following:

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1. The owner or copyright holder of a SSMU commissioned photograph is the Photographer unless said Photographer is in the employ of the SSMU. It is not enough for the Employee Manual to state ownership of the materials created by the Photographer, the contract itself must explicitly state ownership of the photograph, negatives (if applicable) and all rights and privileges associated with the ownership of said materials.
2. A photographer or designer has moral rights to the created images regardless of copyright ownership. These rights include:

   - "The right, where reasonable in the circumstances, to be associated with the work as its author by name or under a pseudonym and the right to remain anonymous." *Copyright Act*, 14.1 (1)
   - The right of integrity, whereby the author's honor or reputation would be damaged by their work(s) being "distorted, mutilated or otherwise modified" and/or "used in association with a product, service, cause or institution." *Copyright Act*, 28.2 (1)

3. These moral rights may be waived; however, it must be explicitly stated in the contract and Employee Manual (if applicable).
4. As a corporation, the SSMU owns the copyright of photographs for a period of 50 years from the date of creation.

Photographers

If a SSMU photographer is to publish an image of an individual whose likeness is readily recognizable in a private setting, the SSMU will require the Photographer under their employ to request a waiver (see **Appendix A: Photography Waiver**) from adults and in the case of people under the age of 18 years, their parents or legal guardian.

Photograph Usage

Photographs submitted for publications are managed and maintained by the Communications and IT Director of the SSMU, are the property of the SSMU and cannot be used or reproduced without explicit permission from the SSMU. Outside parties requesting photographs for publications must contact the Communications and IT Director by email at cpm@ssmu.mcgill.ca and provide a detailed explanation on how and where the photo will be used. Photos purchased or otherwise acquired from a contracted photographer become the property of the SSMU in perpetuity unless otherwise defined. The department of Communications reserves the right to digitally manipulate images supplied for publication as it is standard procedure in graphic design. This includes but is not limited to manipulation of size, cropping and color.

 Note: The photography waiver is available in the Communications and Publications Manager workspace under Photo Album.

Headers, Footers and Letterheads

A header or letterhead crowns the pages of external documents created by the SSMU and sent to third-parties. If the content of the letter is written in English then the letterhead will be in English and if the content of the letter is written in French, then the letterhead will be in French.

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General SSMU Header

The external SSMU header cannot be customized and contains the following elements (English examples are used in this policy).

Students' Society of McGill University

3600 McTavish Street, Suite 1200
Montreal, (Quebec) H3A 0G3

Tel: (514) 398-6800
Fax: (514) 398-7490

External and SSMU Staff and Executive Letterhead

The SSMU Staff and Executive letterhead is to be customized according to its rightful user and contains the following elements (English examples are used in this policy):

Students' Society of McGill University

Office of the Communications and IT Director
Ryan Hughes

3600 McTavish Street
Suite 1200
Montreal, (Quebec)
H3A 0G3

Tel: (514) 398-7490
Fax: (514) 398-6835
Cell: (514) 799-7744

External and SSMU Staff and Executive Footer

The SSMU Staff and Executive footer is not customizable:

@ cs@ssmu.mcgill.ca   f facebook.com/SSMUAEUM   twitter.com/theSSMU   www.ssmu.ca

Signatures

A signature identifies a corporation, organization or individual and often includes official titles, locations and general contact information.

Email Signature

Sections of the email signature can be customized according to preference. The following list represents the elements that may be customized by the user.

1. Office phone number (change or removal)
2. Fax number (removal only)
3. Cell phone number (change or removal)
4. Social media icons and links (removal only)
5. The font used for the email signature is Arial (8pt).

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6. The logos with the red vertical line are added as an html image link.
7. The image including logo, title and address.

Ryan Hughes

Communications and IT Director | Directeur des communications et des technologies de l'information   Students' Society of McGill University | Association Étudiante de l'Université McGill
3600 rue McTavish Street, Suite 1200, Montréal, Quebec, Canada, H3A 0G3

Tel 514–398–6835 **Fax** 514–398–7490 **Cell** 514–710–4522 | SSMUAEUM @theSSMU

Do you really need to print this email? Think about the environment…

Devez–vous vraiment imprimer ce courriel? Pensons a l'environnement...

Address

The address of the SSMU will be used for mailing labels and envelopes to be sent to third-parties.

Return Address

The SSMU return address label appears on the official envelope. Please contact the Communications and IT Director if you need this return label customized to your department or your office. Keep in mind that the same protected area and proper scale guidelines are to be applied to these particular labels.

Association Étudiante de l'Université McGill
Students' Society of McGill University
3600 rue McTavish Street, Suite 1200
Montreal (Québec)   H3A 0G3

SSMU Website

The SSMU uses WordPress as a website publishing platform and all content of the SSMU website must adhere to both the standards set in this guide and the limitations of the WordPress platform.

Typography

The content body of the SSMU website will be written in the following standard:

Font Name	Text will be presented in CartoGothicStdBook.
Font Size	Text will be either regular or bold at 87.5%.
Font Colour(s)	Text will be presented in SSMU greys (at different percentages) and SSMU red.

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Font-Family	Depending on the available fonts read by the user's computer or reading device, the font-family will be Helvetica, Arial or any font sans-serif.
Titles and Subtitles	Text will be the same font as the content body and sizes will correspond to the pre-determined headings on WordPress (e.g. h1, h2, h3, h4, h5, h6).

SSMU Buttons

The buttons featured on the SSMU website will be presented in the following manner:

Text	Button Name	Font	Calibri
Weight	Bold	Size	23 – 45 (depending on content)
Font Colour	White	Text Shadow	No
Style	Rounded Box	Output Image	No
Output Image	No	Corner Radius	5
Background	Gradient	Top Colour	SSMU Red
Top Colour	SSMU red + 25% black	Bottom Colour	SSMU red + 25% black
Border	No	Shadow	No
Size	SSMU red + 25% black	Padding to Text	20 (H) 11 (V)

Branded Documents

All SSMU documents will contain the following elements:

1. The English and French logo;
2. A properly named title page, including the date and author(s), by name and position; and
3. A dynamic table of contents if the document is more than 10 pages long or it contains multiple sections.

SSMU Documents-Accounting

The following accounting documents will use the SSMU design guidelines:

1. Invoices;
2. Purchase order forms;
3. Purchase order confirmation;
4. SSMU departments; and
5. SSMU accounts.

SSMU Documents-Other

The following SSMU documents must use the SSMU design guidelines:

1. Constitution;
2. Policies and Guides;
3. Communication Plans;
4. By-Laws;
5. SSMU Plan book;
6. Resolution book;
7. Council documents;
8. Any report; and
9. Terms of reference.

Compliance

SSMU Design and Style Guides will be installed on all office computers for ease of compliance with style regulations. The Guide is written for users of the Microsoft Office Suite for both Windows and Mac. Any item of communication described in this Guide will adhere to the procedures and standards described therein. Should a document be presented, sent or otherwise communicated without compliance to this Guide, the document may be subject to further revision by the author. Training, with regard to the contents of this Guide will be available on an annual basis and by request throughout the year. Should you require training, please contact the Communications and IT Director at rhughes@ssmu.mcgill.ca.

Appendix A: Photography Waiver

Date: YYYY-MM-DD

Photography Waiver

I consent to the use of my name, portrait, picture or photograph as part of any Students' Society of McGill University (SSMU) publication, poster, promotion, presentation or website publishing, which is being prepared by SSMU. This publication, poster, promotion, presentation or website publishing is slated for release in either the 2013-2014, 2014-2015 or 2015-2016 academic year (s).

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This publication, poster, promotion, presentation or website publishing may be used to describe student life, to promote sponsorship or to communicate the activities of SSMU.

I understand that this publication, poster, promotion, presentation or website publishing will be made available online at http://ssmu.ca, within an official SSMU publication (Old McGill Yearbook, Handbook, Sponsorship Package) or on a poster or promotion to be distributed on the campus of McGill and the general Montreal area.

I agree that I shall have no claim against the Students' Society of McGill University or against anyone accessing this communications product, whether online, in print or by any other means.

I confirm that I am over 19 years of age and that I have not given anyone the exclusive right to use my name, portrait, picture or photograph.

Signed,

Signature: _____

Name (print in block letters): _____

Date: _____