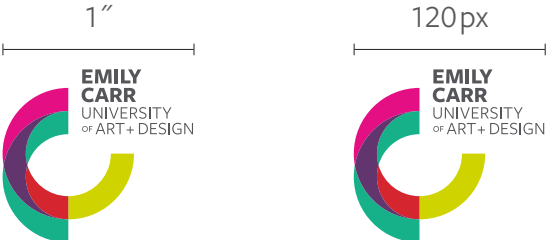# Emily Carr University logos + wordmarks

Primary logo

This is the primary logo for the university and should be used in most instances except where restricted by space, colour or print process.

Size limitations to retain legibility:

Clear space must be maintained to keep the logo free from distraction:
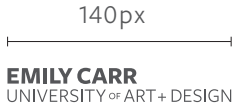
Emily Carr wordmark

Use the wordmark if:

● the full logo cannot be used due to contextual requirements or size restrictions

● space is highly limited

● sufficient context for the brand has already been established.
 (ie. if the primary logo is in relative proximity).

EMILY CARR
UNIVERSITY
OF ART + DESIGN

EMILY CARR
UNIVERSITY OF ART + DESIGN

Adhere to minimum size rules to retain legibility:

5/8″	70px	1 1/8″	140px
EMILY CARR UNIVERSITY OF ART + DESIGN	**EMILY CARR** UNIVERSITY OF ART + DESIGN	**EMILY CARR** UNIVERSITY OF ART + DESIGN	**EMILY CARR** UNIVERSITY OF ART + DESIGN

Keep a clear space to keep the wordmark free from distraction:

EMILY CARR
UNIVERSITY
OF ART + DESIGN

EMILY CARR
UNIVERSITY OF ART + DESIGN
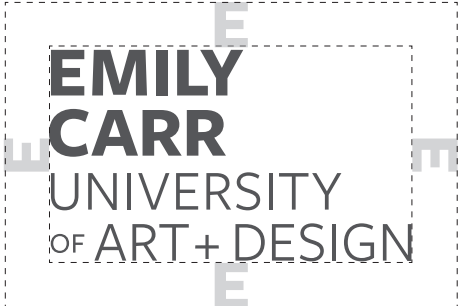
Logo Dos and Don'ts

The logo must be used as provided by Emily Carr's Communications Office with no alterations other than fixed-ratio scale.

Do not:

Distort the logo in any way.

Change the type.

Incorporate into a sentence.

Add to or delete part of the logo.

Change the colour of any part of the logo.

Change the size of any part of the logo.

Note: these same rules also apply to the monochrome versions of the logos as well as the wordmarks

Do not place logos on coloured backgrounds or equal value hues as it interferes with legibility.

Use a wordmark instead on a solid colour background but do not change the colour of the wordmark.

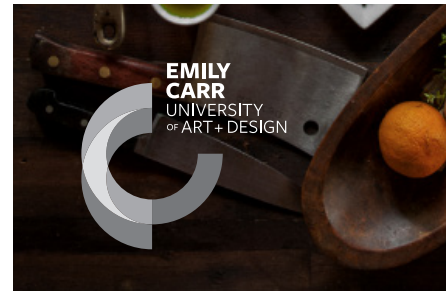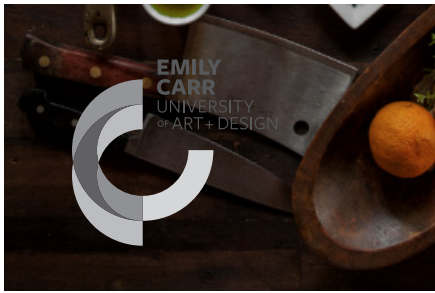Do not place logos on a neutral background that interferes with legibility.

Use a wordmark or lighten the background and use the dark logo or, darken the background and use the light logo.

Select the logo that provides the best contrast.

Note: that a colour logo is preferrable to the monochrome version where possible.

Do not place logos or wordmarks on photographic backgrounds that are busy or contain equal values or hues because the logo is too illegible.

Select the wordmark that provides the best contrast.
Note: a full colour logo is always preferrable to the wordmark unless constrained by space or contextual requirements.

On photographic backgrounds, select the wordmark which provide good contrast.