



Brand Guidelines
2026

Visual Identity

Primary Logo System

Consistent use of the Nipissing University logomark, which is made up of two elements, the symbol and the wordmark, will help increase visibility, project a strong institutional image, and provide a cohesive and coordinated identity. While the symbol and wordmark may be used independently in appropriate applications, their combined use forms the primary logomark. This logomark is a bold, flexible asset that lends itself to a variety of applications and is available in four colour variations. Its design ensures a positive and recognizable impact, even when reduced to a small size.

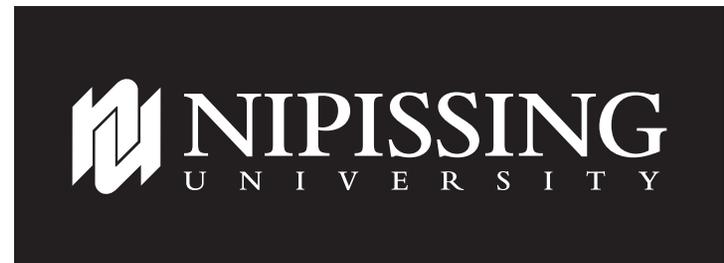
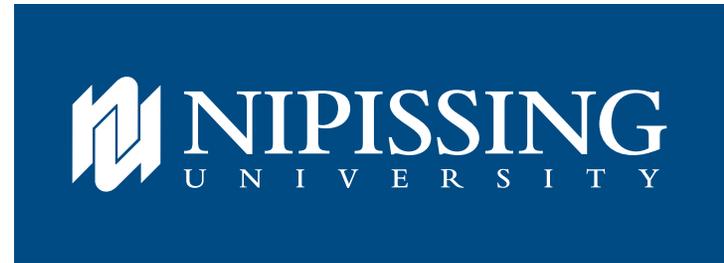


Usage Guidelines

Colour Variations

The full-colour Nipissing University logo is the preferred version and should be used on white or light backgrounds that provide sufficient contrast. Avoid placing the full-colour logo on photographs unless it appears over a white or light area that meets WCAG AAA accessibility standards for contrast and legibility.

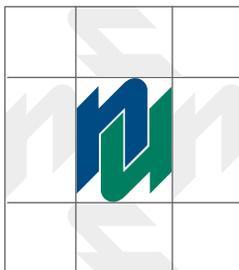
When sufficient contrast cannot be achieved, use the one-colour logo. This version may be used on photographs or on backgrounds within the Nipissing University primary colour palette. The one-colour logo must appear in either solid black, solid white or solid Nipissing blue (Pantone 2186 C), only.



Clear Space and Sizing

To ensure our brand is represented effectively, the logo must be used correctly. This page shows the correct amount of required clear space around the logo. Using the 'N' in the symbol as the indicator for clear space around the logomark, wordmark, and symbol. The same spacing rules apply to all variations of the logo. Note the minimum size application of logos. Avoid using the logo smaller than the examples shown. Exceptions can be made for special cases such as specialty items, where smaller logo sizes are needed. Minimum sizes for logos don't include clear space.

Clear Space



Minimum Size



Logomark

3.5" wide for print
252px for digital



Wordmark

2.875" wide for print
207px for digital



Symbol

.25" wide for print
18px for digital

Incorrect Usage

The following examples demonstrate incorrect applications of the Nipissing University logomark. These guidelines also apply when the icon and wordmark are used independently. To maintain a strong and consistent visual identity, the logos must not be altered, distorted, recoloured, rearranged, rotated, cropped, or displayed in ways that reduce legibility or impact.

This includes stretching or angling the logos, applying unapproved colours or effects, placing the logos on low-contrast or busy backgrounds, ignoring clear space requirements, or modifying the relationship between design elements. Always use approved artwork and follow established colour and spacing guidelines.

If you are unsure whether your application is approved, contact Nipissing University Marketing & Communications at marketing@nipissingu.ca or 705-474-3450, ext. 4494



Do not stretch horizontally



Do not stretch vertically



Do not rotate



Do not rearrange elements



Do not alter brand colours



Do not apply gradients



Do not add effects



Do not apply textures



Do not use on low-contrast backgrounds



Do not place on busy or low-contrast imagery

Partnership Lockup

The partnership lockup is used for communication around approved Nipissing University partnerships. We lock up the Nipissing University logomark with a partner logo, placing the Nipissing University logo either to the left or top of the partner's logo. Clear space between logos should be maintained at a minimum of one and a half times the width of the "N" from the Nipissing University symbol in horizontal applications. For vertical applications, a minimum clear space equal to the width of one "N" should be used. Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the Nipissing University logomark.

We also kindly ask that you adhere to the following:

- Do not pair the Nipissing University symbol with partner logos—always use the primary Nipissing University logomark
- Do not use the Nipissing University name or marks as part of your own
- Do not use Nipissing University in any advertising without our explicit approval
- Do not use Nipissing University assets or similar words/marks on apparel or merchandise



PARTNER



PARTNER

Colour System

A comprehensive colour palette ensures a consistent and recognizable look across all communications. The Pantone colours listed are the official standards and should be used for print whenever spot colour printing is available. If spot colour printing is not available, the approved Pantone colours must be used as the visual reference to achieve the closest match possible.

When printing with process (CMYK) inks, the CMYK values provided represent builds that have achieved the closest visual match to our Pantone standards under typical offset and large-format digital printing conditions. These values serve as guidelines and may be adjusted by the printer as necessary to ensure the most accurate visual match to the approved Pantone colours.

For digital applications, use the corresponding RGB or Hex values.

Primary



Nipissing U - Blue

Pantone 2186 C
CMYK 100, 56, 0, 34
RGB 0, 73, 134
Hex #004986



Nipissing U - Green

Pantone 341 C
CMYK 100, 0, 69, 31
RGB 0, 124, 87
Hex #007C57

Colour-Use Ratio

This proportional scale defines how Nipissing University's brand colours should be used across communications. Nipissing Blue is the dominant colour and should be used most prominently. Nipissing Green and Nipissing Dark Blue act as strong supporting colours, reinforcing the primary brand identity.

Light Grey supports layout structure and works well as a background to separate content. Accent colours including Lime Green, Light Blue, Turquoise, and Orange, should be used sparingly for emphasis and applied carefully to meet accessibility standards (see next page).

Dark Grey is a versatile, softer alternative for body text and may be used more frequently, while Grey can be used occasionally to create contrast or highlight key content.

Secondary



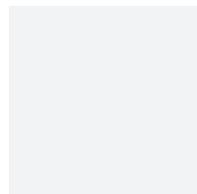
Nipissing U - Dark Blue

Pantone 2965 C
CMYK 100, 85, 43, 47
RGB 0, 38, 63
Hex #00263F



Nipissing U - Dark Grey

Pantone Cool Grey 10 C
CMYK 0, 0, 0, 75
RGB 109, 109, 109
Hex #6D6D6D



Nipissing U - Light Grey

Pantone Cool Grey 1 C
CMYK 0, 0, 0, 5
RGB 248, 248, 248
Hex #F8F8F8

Tertiary



Nipissing U - Lime Green

Pantone 361 C
CMYK 65, 0, 100, 0
RGB 67, 177, 46
Hex #43B12E



Nipissing U - Light Blue

Pantone 639 C
CMYK 100, 0, 5, 5
RGB 0, 150, 208
Hex #0096D0



Nipissing U - Turquoise

Pantone 2227 C
CMYK 57, 0, 17, 0
RGB 89, 192, 209
Hex #59C0D1



Nipissing U - Grey

Pantone Cool Grey 5 C
CMYK 0, 0, 0, 20
RGB 209, 209, 209
Hex #D1D1D1



Nipissing U - Orange

Pantone 1495 C
CMYK 0, 50, 100, 0
RGB 255, 143, 41
Hex #FF8F29



Colour Accessibility & WCAG Guidelines

This page outlines Nipissing University's approach to colour accessibility and WCAG compliance across all communications. We are committed to creating an inclusive environment and meeting – or exceeding – the standards set out in the Accessibility for Ontarians with Disabilities Act (AODA).

Primary colours may be used as background colours with a white logomark or as accent text colours for headings, subheadings, and pull quotes. The secondary colour palette includes Nipissing Dark Blue and Dark Grey, which may be used as background colours with white text, or as text colours on light backgrounds. Lime Green, Light Blue, Turquoise, and Orange may be used as accent colours only and should not be used as text on light backgrounds, as they do not meet accessibility contrast standards. Nipissing Grey and Light Grey may be used as background colours to help structure layouts and break up content sections.

To ensure full WCAG 2.1 AAA compliance, special attention must be paid to text size and colour combinations. All colour combinations marked with an asterisk (*) must be used in large text format to meet WCAG 2.1 AAA requirements. For anything smaller, the stricter contrast requirements for regular text apply. Under WCAG 2.1, "large text" is defined as 24px or larger for regular font weight, or 18.66px or larger if bold (approximately 18pt and 14pt, respectively, in print terms).

WCAG 2.1 Colour Contrast Ratios

Level AAA contrast ratio of 7:1.

Primary

Acceptable Use	Acceptable Use						
*Acceptable Use	*Acceptable Use	Not Accessible					

Colour Contrast Checkers

Please be sure to check colour contrast ratios by using the available tools online: webaim.org/resources/contrastchecker/

Secondary

Acceptable Use	Acceptable Use						
Not Accessible	Not Accessible	*Acceptable Use	*Acceptable Use	Acceptable Use	*Acceptable Use	Acceptable Use	Acceptable Use
Not Accessible	Not Accessible	Not Accessible	Not Accessible	*Acceptable Use	Acceptable Use	Acceptable Use	Not Accessible
Not Accessible	Not Accessible	Not Accessible	Not Accessible	*Acceptable Use	Acceptable Use	Acceptable Use	Not Accessible
*Acceptable Use	*Acceptable Use	Not Accessible	Not Accessible	Acceptable Use	Acceptable Use	Not Accessible	
Not Accessible	Not Accessible	Not Accessible	Not Accessible	*Acceptable Use	Acceptable Use	Acceptable Use	Not Accessible
Not Accessible	Not Accessible	Not Accessible	Not Accessible	Acceptable Use	Not Accessible	Acceptable Use	Acceptable Use
*Acceptable Use	*Acceptable Use	Not Accessible	Not Accessible	Acceptable Use	Acceptable Use	Not Accessible	
Acceptable Use	Acceptable Use	*Acceptable Use	*Acceptable Use	Acceptable Use	Acceptable Use	Not Accessible	

Typography

Futura Std is the primary typeface and should be used in all communications whenever possible. Its clean, geometric design ensures legibility and a modern, cohesive brand presence. All weights and styles of Futura Std may be used to support hierarchy and emphasis.

Note: Do not use the Condensed styles, as they do not consistently meet AODA accessibility standards.
To access the approved typeface files, please contact UTS.

Primary Typeface

Futura Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Futura Std Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

Expressive Typeface

Cormorant Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

The expressive typeface is to be used as an accent for selective use, such as pull quotes, callouts, or social media graphics that require visual contrast or emphasis. It should never replace primary headlines, subheads, or body copy and must always be paired with Futura Std or Trebuchet MS.

Alternative Typeface

Trebuchet MS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$#@&

The approved alternative and should be used only when Futura Std is unavailable. As a Microsoft system font, it is widely accessible for Office applications or shared digital documents. It should be applied consistently with the established typographic hierarchy and should not replace Futura Std in core brand materials.

Hierarchy Usage

Ensure all text meets AODA standards for readability. Avoid condensed styles, maintain sufficient contrast, and use a minimum of 10pt for body copy. Adjust tracking or kerning only when necessary for legibility.

Headline

Futura Std Light 40pt

Secondary Headline

Futura Std Medium 27pt

Subheading

Futura Std Medium 18pt

Body Copy

Futura Std Medium 10-12pt

Body Copy Bold

Futura Std Heavy 10-12pt

Pull Quotes

Futura Std Light Oblique 10-12pt



For questions, clarification, or requests for official brand assets,
please contact marketing@nipissingu.ca or call 705-474-3450, ext. 4494.