



**BE DISTINCTIVE.  
BE CONSISTENT.**

**BU**



BRAND  
VISUAL IDENTITY  
GUIDELINES





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A VERY WARM



When you hear the word *purple*, you likely think of the hue – unless, that is, you come from Bishop’s University. Purple is much more than a colour to us: it is what impels us to succeed, what stirs us to create and what inspires us to look further. BU is awash with Purple Pride, and it permeates the entire BU community, near and far, colouring the campus and beyond since 1843.



One of the most effective ways we can convey our rich heritage, vibrant spirit and inimitable character is through a consistent and cohesive visual presentation. A polished and uniform visual identity that communicates our personality and vision widens our recognition, strengthens our reputation and solidifies our credibility as an institution of higher learning. Whenever BU relays a message – be it in a prospectus, a tweet or emblazoned on a T-shirt – we have the opportunity to express who we are and what we stand for. Successfully projecting the



HELLO TO YOU!

image of a university that offers a premier undergraduate experience relies on the proper management of our brand; straying from the guidelines can potentially compromise our image.

Our brand guidelines have been designed with the objective of cementing Bishop's position as a leader in undergraduate education, and will serve as a reference for those who oversee the preparation and production of materials and correspondence bearing the Bishop's University signature.

If you have any questions about how to correctly apply the guidelines or concerns about adherence, we encourage you to consult the [Communications Office](#).

## WHY BRAND STANDARDS ARE NEEDED

“A BRAND IS A STORY THAT IS ALWAYS BEING TOLD.”

– SCOTT BEDBURY, CEO,  
BRANDSTREAM

Bishop's encourages individuality; after all, we do urge our students to “Be bold. Be Purple. BU.” Although we value creative expression and individual thought, the consistency of certain features in communications material is imperative if we are to transmit the unique character of the University in a coordinated fashion. At every opportunity, we must promote BU in a way that does justice to our values, traditions and reputation. It is with this goal that we have tailored our messaging and created the specifications and features of our logos, typefaces, formatting and colours. Not only does compliance with the guidelines ensure a trim and uniform aesthetic, it suggests that although we are composed of diverse individuals, we are a united body with an organized and common focus.

**Deviating from the rules outlined in our style guide – no matter how harmless the alteration may seem – will result in inconsistency and negatively impact our brand. Please contact the [Communications Office](#) with any questions, concerns or specific requirements you may have in order to ensure successful implementation of the guidelines.**

# BRAND ESSENCE

## OUR VISION

OUR GOAL IS TO OFFER CANADA'S  
FOREMOST UNDERGRADUATE  
EDUCATION AND EXPERIENCE.

## OUR VALUES

EXCELLENCE  
COMMUNITY-FOCUSED  
STUDENT-CENTRED  
SUSTAINABILITY

## OUR PROMISE

Our promise is to provide students with a transformative educational experience that prepares them for the world and offers them diverse and flexible avenues of study; an intimate learning environment; a safe and welcoming campus; inclusion in a close-knit community; and the opportunity for life-changing experiences outside the classroom.

## TAG LINES

There are several approved tag lines that can be used in accordance with the subject of a piece. The initialism “BU” emphasizes the focus on the individual and should always punctuate the statement. “Be active,” “Be victorious,” and “Be undefeated” are primarily for use in athletics contexts.

BE BOLD. BE PURPLE. BU.  
BE CURIOUS. BE PURPLE. BU.  
BE INSPIRED. BE PURPLE. BU.  
BE A LEADER. BE PURPLE. BU.  
BE ENGAGED. BE PURPLE. BU.  
BE ACCOMPLISHED. BE PURPLE. BU.  
BE AMBITIOUS. BE PURPLE. BU.  
BE KNOWLEDGEABLE. BE PURPLE. BU.  
BE ACTIVE. BE PURPLE. BU.  
BE VICTORIOUS. BE PURPLE. BU.  
BE UNDEFEATED. BE PURPLE. BU.  
BE ADVENTUROUS. BE PURPLE. BU.  
BE DARING. BE PURPLE. BU.  
BE A TRAILBLAZER. BE PURPLE. BU.  
BE AN INNOVATOR. BE PURPLE. BU.

MOTTO

*RECTI CULTUS  
PECTORA ROBORANT*

IS THE OFFICIAL BISHOP'S UNIVERSITY MOTTO. TRANSLATED FROM LATIN,  
IT MEANS "SOUND LEARNING STRENGTHENS THE SPIRIT."

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# LOGOS

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## USE OF OUR TRADEMARKS

Bishop's possesses exclusive rights to its trademarks and strictly manages its visual identity. It is against University policy to use any Bishop's or Gaiters identifier (crest, coat of arms, wordmark, name, icons) to create a new logo for your organization without the prior approval of the Communications Office. Only organizations with an official partnership, standing business relationship or sponsorship agreement are permitted to reproduce the Bishop's logo in co-branded material, and only if approval with regards to its intended use has been granted by the [Communications Office](#).

## CORPORATE LOGOS

### PRIMARY BILINGUAL CREST LOGO

Use the bilingual crest logo for all communications materials, stationery and official documents. The crest logo may be used in solid black for black-and-white documents (e.g., laser-printed documents) or when printed in non-colour newspapers or newsletters. It may also be used in solid white when it appears against a darker coloured background. This logo is available in the *Toolbox*.

### PRIMARY ENGLISH UNILINGUAL CREST LOGO

The unilingual English version of the crest logo may be used for promotional materials destined primarily for the U.S. market, or with the approval of the Communications Office. This logo is available upon request.

#### PANTONE 268 LOGOS



#### BLACK LOGOS



#### WHITE LOGOS



# LOGOS

## WORDMARK

The wordmark may be used for any general communications material, but never for stationery or official documents. This logo is available upon request.

## URL WORDMARK

The URL wordmark may be used for any general communications material. It should never be used adjacent to the crest logo, but it can be used to replace it, although not for official University or office stationery. The URL wordmark is available upon request.

### PANTONE 268 LOGOS

UNIVERSITÉ  
**BISHOP'S**  
UNIVERSITY

**u**bishops.ca

### BLACK LOGOS

UNIVERSITÉ  
**BISHOP'S**  
UNIVERSITY

**u**bishops.ca

### WHITE LOGOS

UNIVERSITÉ  
**BISHOP'S**  
UNIVERSITY

**u**bishops.ca

# LOGOS

## ACCEPTABLE USE

Either of the logos or the wordmark may be used on a white or pale solid background, while respecting the safety area described on page 15.



Either of the logos or the wordmark may be used on darker solid backgrounds, while respecting the safety area described on page 15.



The logos or wordmark may be used on uniform photographic backgrounds, as long as proper contrast is ensured and there are no distracting photographic elements within the logo's safety zone. On complex backgrounds, when there is no alternative, the logo may be placed within a purple or white box equivalent to the size of the safety zone. A black box may be used for black-and-white applications.



## UNACCEPTABLE USE

Never distort the natural proportions of the logo, or rotate the logo in order to fit it into a tight space.



Ensure proper contrast between the logo and background.



Never use the logo directly on complex photographic images or patterned backgrounds.



Never use any other colour for the logo, other than the official Pantone purple, in white for dark backgrounds, or solid black for black-and-white applications. Never outline or fill the logo with any type of pattern, gradient or image. Never treat the logo with a drop shadow.

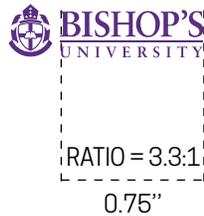
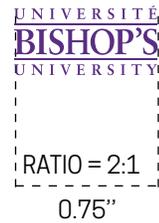
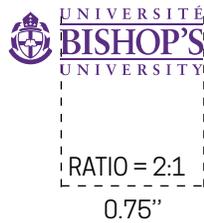


# LOGOS

## MINIMUM SIZE

The minimum size of all Bishop's logos, as indicated below, must be respected in order to preserve legibility at a small size. There is no maximum allowable size restriction. It is also important to respect the height and width ratio of the logos.

DIMENSION RATIO = WIDTH/HEIGHT

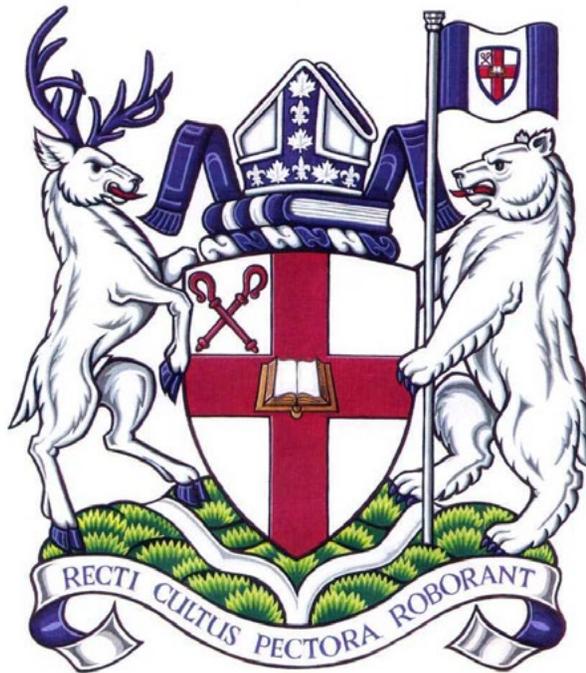


# LOGOS

## SAFETY AREA

There must always be a safety zone free of any graphic elements around the logo. The size of this zone is equivalent to the height of the letter “B” in the word “BISHOP’S.” Following this rule will ensure clear legibility of the logo at all times.





## COAT OF ARMS

The coat of arms was presented to Bishop's University by His Excellency the Right Honourable Ramon John Hnatyshyn, Governor General of Canada, at the Sesquicentennial Convocation held on December 9, 1993.

The Cross of St. George, the Book, and the Mitre in the arms connect Bishop's with our historic roots. The crossed croziers in the first quarter symbolize our relationship with the bishops of Montréal and Québec. The crest stands on a compartment representing the St. Francis and Massawippi Rivers flowing through the green hills of the Eastern Townships. The supporters stand for the white-tailed deer and the black bear, both animals native to the area.

The coat of arms is to be used solely at formal events of the University and on public documents related to those events (e.g., convocation), with the permission of the Office of the Principal.

# LOGOS

## VARSITY LOGOS

The interlocked BU varsity logos are used primarily in varsity sports and athletic contexts; however, they may also be used for merchandising purposes (e.g., apparel, office supplies, etc.) The logos may not stand alone in official correspondence, stationery, advertisements, websites or brochures. The preferred application is the official two-colour version, and can be used against dark or pale backgrounds.

The official colours are Pantone 268 C and Cool Gray 7 C. Gray can be converted to 50% black.

OFFICIAL LOGO



SINGLE-COLOUR LOGO



WHITE LOGO



## JOHN H. PRICE SPORTS CENTRE LOGOS

The preferred application is the horizontal two-colour version. To ensure legibility, minimum width of the wordmark is 0.75 inch, a rule which applies to both the horizontal and vertical versions.

The official colours are Pantone 268 C and Cool Gray 7 C. Gray can be converted to 50% black.

### OFFICIAL LOGO



### MINIMUM SIZE AND ASPECT RATIO



### VERTICAL VERSION



# LOGOS

SINGLE-COLOUR LOGOS



WHITE LOGOS



## ATHLETICS LOGOS

The athletics logos are to be used as shown here. No modifications, such as drop shadows, additional colours, distortion of proportions, etc., are allowed. The official colours are Pantone 268 C and Cool Gray 2 C. Gray can be converted to 25% Black.



### SPECIFIC ATHLETIC LOGOS



## MERCHANDISE POLICY

Visuals and/or text intended for transfer onto apparel, accessories, collectibles, office supplies or other merchandise for alumni, faculties, clubs, teams, etc., must be approved in advance by the Communications Office. If the art complies with the brand guidelines, a release form is signed permitting the reproduction of the proposed design, and a copy of the artwork is retained by the Communications Office. If an outside vendor is used, a royalty fee on the total production cost (including taxes) must be paid in accordance with the applicable trademark policy in cash or by cheque (payable to Bishop's University).

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## BUILDING SIGNAGE

Building signage – including lettering, plaques and placards, whether temporary or permanent, interior or exterior – must be ordered through and necessarily conform to the typeface, size and material standards of the Communications Office.

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## VEHICLE LIVERY

The Communications Office is responsible for placing orders for decals and professional stencil applications for vehicles and provides information related to the placement and dimensions.

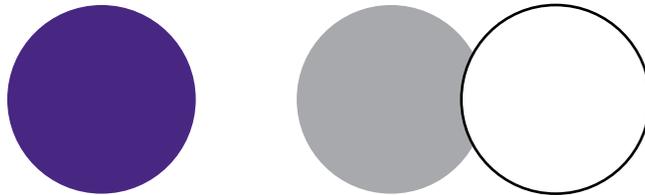
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## BRAND COLOURS

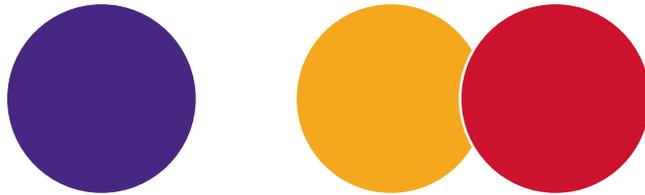
### PRIMARY AND SECONDARY COLOURS

The colour palette is composed of one main colour and four accent colours. This spectrum reflects the diversity of students and programs at Bishop's and directly expresses its natural environment. The tones of the colour schemes are suitable for a vast array of communications needs and subject matters. The accent colours must be used as shown below and may not be interchanged. The official Pantone purple must predominate and always be present with each scheme.

#### CLASSIC COLOUR COMBINATIONS



#### ACCENT COLOUR COMBINATIONS

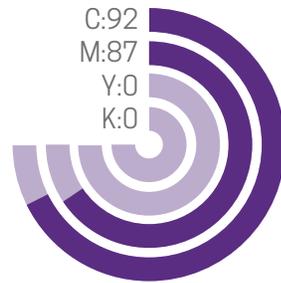


# VISUAL STYLE

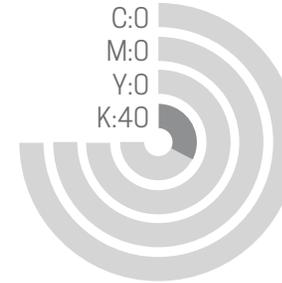
## COLOUR RECIPES

### CLASSIC COLOUR

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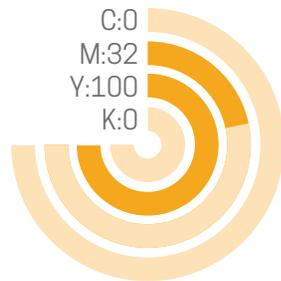
PANTONE 268 COATED  
PANTONE MED. PURPLE UNCOATED  
R: 88 G: 44 B: 131  
HTML: 582C83



PANTONE 877  
(SILVER METALLIC)  
R: 138 G: 141 B: 143  
HTML: 8A8D8F

### ACCENT COLOUR COMBINATIONS

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PANTONE 130 COATED  
PANTONE 129 UNCOATED  
R: 242 G: 169 B: 0  
HTML: F2A900



PANTONE 186 COATED  
PANTONE 2035 UNCOATED  
R: 200 G: 16 B: 45  
HTML: C8102E

## TYPOGRAPHY

### PRINT TYPEFACE

The primary font choice for the titles, headings and subheadings of printed materials (ads, posters, merchandising items, stationery, convocation programs, prospectuses, etc.) is Cooper Hewitt. The combination of a title in thin, light or book format, combined with semi-bold or bold headings and subheadings are preferred. Italics are allowed. The preferred font for body text is Clear Sans Light. These fonts have been specially selected owing to their complementary design qualities, versatility and modern aesthetic. You will find these fonts in the *Toolbox*.

#### COOPER HEWITT FOR TITLES, HEADINGS AND SUBHEADINGS

[THIN]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
[LIGHT]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
[BOOK]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
[MEDIUM]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
[SEMIBOLD]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
[BOLD]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
[HEAVY]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### CLEAR SANS LIGHT OR REGULAR FOR TEXT BODY

[LIGHT]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
[REGULAR]	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ

## SUBSTITUTION TYPEFACE

The Verdana font can be used as a substitute when the Cooper Hewitt or Clear Sans fonts are not available.

**VERDANA** SUBSTITUTE FONT (WORD DOCUMENT, POWERPOINT, EMAIL, ETC.)

[REGULAR] abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
[BOLD] **abcdalmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## DIGITAL TYPEFACE

The Aktiv Grotesk font is the primary font for Web applications.

**AKTIV GROTESK** DIGITAL TYPEFACE FOR WEBSITE

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

## BUSINESS CARDS

There are two business card templates: one for administrative staff and faculty and one for employees of the John H. Price Sports and Recreation Centre. In all cases:

- for technical reasons, Myriad Pro Condensed is used for contact informations;
- the only email address permitted is the University-assigned email address;
- the font size cannot be increased or decreased;
- there is a 60-character maximum for titles in either English or French;
- the first contact phone number that appears on the card must be the main phone line with extension;
- the University logo, address and purple stripe cannot be modified.

There are additional guidelines for phone numbers:

- Numbers appearing on a single line must be separated by an em space.
- The symbol [x] must be preceded and followed by a space.
- There is a hyphen between blocks of numbers.

The suggested paper stock for business cards is Rolland Enviro™, Smooth, 100 lb cover.

In the event that any adjustments are required, the Communications Office can propose solutions.

# STATIONERY

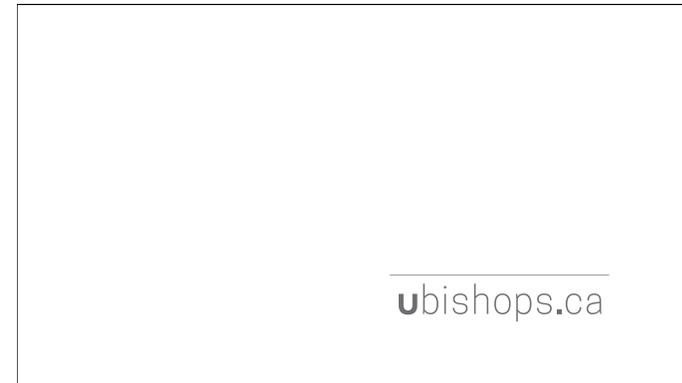
## ADMINISTRATIVE STAFF AND FACULTY

This is the business card for administrative staff and faculty. To avoid redundancy, the School, Department or Service identification is optional. Due to space constraints, they can only be displayed in English and must appear below the person's title. Business cards must be ordered through the Print Shop.

FRONT



BACK



Up to three numbers can be featured on the card (main line with extension, cell, fax and/or toll-free) and should appear side-by-side on the bottom line:

name@ubishops.ca

T 819-822-9600 x 1234 C 123-456-7890 1-800-567-2792

# STATIONERY

## EMPLOYEES OF THE JOHN H. PRICE SPORTS AND RECREATION CENTRE AND ATHLETICS

This card design is solely for employees of the John H. Price Sports and Recreation Centre and Athletics. The only Gaiters logo permitted is the generic Gaiters logo; specific athletic logos (see page 20) are **not** to be used. A maximum of three phone numbers can be featured and must remain side-by-side on a single line.

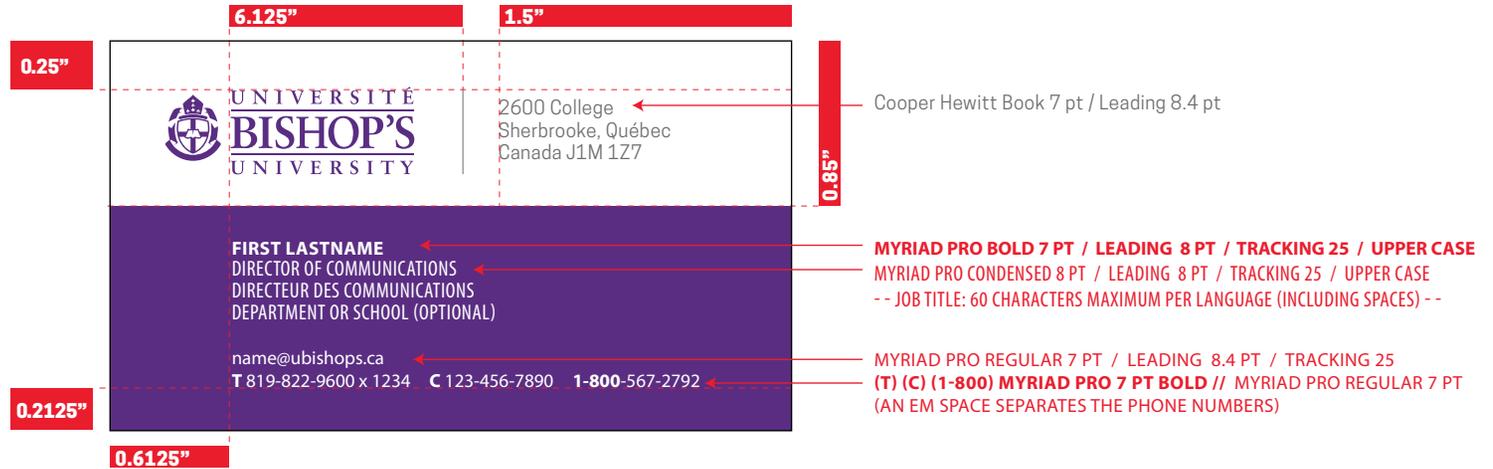
FRONT



BACK



## BUSINESS CARD SPECIFICATIONS



## ENVELOPES

There are two envelope options. The generic envelope option features the bilingual crest logo in the top left corner with the University address below. The URL wordmark is centered on the envelope seal flap. Suggested paper stock: Rolland Enviro™, Smooth, 24 lb text. Envelopes must be ordered through the Print Shop.



# STATIONERY

The second envelope option differs from the first only in that it includes the name of the issuing School, Department or Service under the bilingual crest logo and University address.



# STATIONERY

## LETTERHEAD

The University's mission and responsibility is to move in an environmentally sustainable direction and to serve as a role model in the areas of environmental protection and waste management. As part of our commitment to being carbon neutral, we purchase unbleached, recycled, 100% post-consumer paper products: Rolland Enviro™, Smooth, 100 lb.

The letterhead stock must always include the appropriate Bishop's University logo with or without School, Department or Service identification.

Contact the Print Shop to order letterhead paper.

TOP MARGIN = 2.5"

BOTTOM MARGIN = 1"

LEFT MARGIN = 1.25"

RIGHT MARGIN = 1.25"

Body text : Clear Sans 10.5 pt

Substitute font : Verdana 9 pt



COMMUNICATIONS OFFICE  
BUREAU DES COMMUNICATIONS

2600 Collège, Sherbrooke, Québec, Canada J1M 1Z7  
T 819 822 9600 • ubishops.ca

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# TEMPLATES

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## WORD TEMPLATES LETTERHEAD

The Word document letterhead templates are available in the *Toolbox*. Fonts, margins and graphic elements are preformatted. A non-customized version as well as black and white versions are available. The colour version is preferred for electronic correspondence and in-house printing, while the black and white version is preferred for photocopied material. Logo header may not be resized.

Body text font : Clear Sans 10.5 pt  
Substitute font : Verdana 9 pt

When pasting into Word documents, it is recommended to select "Paste Special - no formatting" to preserve the template's formatting.

TOP MARGIN = 2.5"  
BOTTOM MARGIN = 1"  
LEFT MARGIN = 1.25"  
RIGHT MARGIN = 1.25"

## EMAIL SIGNATURES

Your professional email or department signature should match the sample below. The design is deliberately sparse to ensure rapid loading. To ensure compatibility, use Verdana typeface. The font size appearance may be adjusted between 9 and 12 pts depending on your device. First and last name are in bold lowercase, while title and School, Department or Service are plain capitals. Adding an image to support a cause or highlight an achievement is acceptable, but limited to one addition to avoid overload. Consulting the Communications Office is recommended to ensure graphic quality and compatibility. Detailed instructions on creating email signatures are available in the *Toolbox*.

### ACCEPTABLE USE



**Olivier Bouffard**

DIRECTOR OF COMMUNICATIONS

DIRECTEUR DES COMMUNICATIONS

SCHOOL/DEPARTMENT/SERVICE (OPTIONAL)

819-822-9600 x 2840

[ubishops.ca](http://ubishops.ca)

UNACCEPTABLE USE

**OLIVIER BOUFFARD**

*DIRECTOR OF COMMUNICATIONS*  
*DIRECTEUR DES COMMUNICATIONS*  
819 822 9600 X 2840  
OLIVIER.BOUFFARD@UBISHOPS.CA

BISHOP'S UNIVERSITY  
2600 COLLEGE  
SHERBROOKE, QUÉBEC  
CANADA J1M 1Z7  
UBISHOPS.CA  
HTTPS://FACEBOOK.COM/BUSTUDENTSERVICES

**OLIVIER BOUFFARD**

Director of communications  
Directeur des communications  
Bishop's University  
**OLIVIER BOUFFARD@UBISHOPS.CA**

**OLIVIER BOUFFARD**

DIRECTOR OF COMMUNICATIONS / DIRECTEUR DES COMMUNICATIONS  
GALERIE D'ART FOREMAN DE L'UNIVERSITÉ BISHOP'S  
FOREMAN ART GALLERY OF BISHOP'S UNIVERSITY  
ARTLAB@UBISHOPS.CA

LAPINCYCLOPE // ONE-EYED RABBIT  
16 AVRIL AU 6 JUILLET 2016 // APRIL 16TH TO JULY 6 TH 2016

CAMPS D'ÉTÉ ARTISTIQUE 2016 // SUMMER ART CAMP 2016  
INSCRIPTIONS COMMENCÉES // INSCRIPTION HAVE BEGUN

## POWERPOINT TEMPLATE

The PowerPoint template echoes the lean design of the Bishop's website and can be used for all general University presentations. The template offers a wide variety of purple or white background layouts and is available in both 4:3 (standard) and 16:9 (widescreen) ratios. If you want to include transitions, we recommend you choose only one or two simple transitions such as a "fade" so as not to distract your audience unnecessarily. Templates and a tip sheet are available in the *Toolbox*.

### RECOMMENDED SPECS:

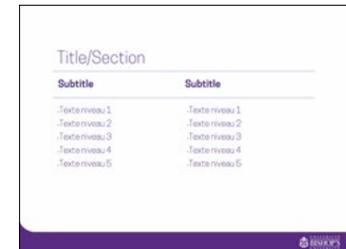
TITLES: COOPER HEWITT LIGHT 50 TO 70 PT

HEADINGS: COOPER HEWITT SEMI-BOLD 26 TO 30 PT

BODY TEXT: COOPER HEWITT LIGHT 26 TO 30 PT

If the official fonts are not installed on your computer, we recommend converting to the Verdana substitute font.

### STANDARD 4:3



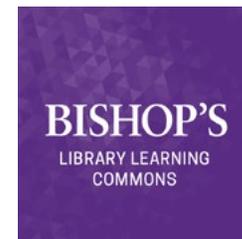
### WIDESCREEN 16:9



## SOCIAL MEDIA AVATARS

Avatars are a key way businesses and organizations establish themselves on social media. Our avatars provide a unified look for the University, while ensuring that Schools, Departments, and Services can clearly identify themselves. By using our avatars, all social media administrators will contribute to a much more consistent and professional presence for Bishop's.

To be recognized as an official Bishop's social media channel, you are required to have an official social media avatar and a high-quality cover photo. The square avatar is reserved for social media purposes only, with purple as the main colour. Avatars do not replace the official logo or coat of arms used for other communications tools. The Communications Office will gladly create a brand-compliant social media avatar for you if you do not already have one. You will find useful advices on creating compelling social media content in the *Toolbox*.



## SOCIAL MEDIA CREATION AND MAINTENANCE

Bishop's institutional social media accounts are managed by the Communications Office. No social media account used for official business purposes may be created without its guidance and approval. For assistance posting content on official social media platforms, please contact the [Communications Office](#).

Visuals appearing on social media must be in high resolution, must not infringe copyright and, along with colours and fonts, must comply with the specifications set forth by the Communications Office.

Your posts or comments are a reflection on the University, whether they appear on a personal or Bishop's-related social media page. Be responsible, be careful and be clear. If you spot content that is offensive or erroneous, or need help moderating your social media account, contact the Communications Office as soon as possible.

For detailed instructions on social media use, please refer to the Social Media Guidelines available on the [Communications Office](#) webpage, on myBU and in the *Toolbox*.

## PHOTOGRAPHY AND VIDEOGRAPHY

All images and video must be approved by the Communications Office prior to use.

The Communications Office reserves the right to contract a photographer/videographer from a restricted roster or select an existing visual from an image bank.

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## WEBSITE CREATION AND MAINTENANCE

The Bishop's website ([ubishops.ca](http://ubishops.ca)) provides prospective students with a crucial first impression of the University's programs, faculty, campus life and services. It also serves as a portal of information for the larger community. The website is jointly maintained by ITS and the Communications Office, who collaborate to ensure that the website maintains its streamlined, uniform look and that content is updated regularly. In the event of a technical glitch, please contact ITS via myBU and submit a ticket through the Octopus reporting system as well as for altering content on the website, creating a new webpage or adding/deleting a webpage.

## WRITING AND EDITORIAL STYLE

The Communications Office uses the 17<sup>th</sup> edition of *The Canadian Press Stylebook* and the 2<sup>nd</sup> edition of *The Canadian Oxford Dictionary*.

## FRENCH DOCUMENTS

Bishop's does not have an official in-house translation department. All requests for translations should be forwarded to the Communications Office, which outsources work in this area.

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# CONTACT

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## FOR MORE INFORMATION

If you have any questions about the correct application of the guidelines or concerns please do not hesitate to consult the [Communications Office](#).

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# TOOLBOX

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- [Bishop's University Logo \(zip\)](#)
- [Official Fonts for MAC \(zip\)](#)
- [Official Fonts for PC \(zip\)](#)
- [How to install a font \(pdf\)](#)
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