



Langara.

THE COLLEGE OF HIGHER LEARNING.

COAT OF ARMS
GRAPHICS STANDARDS
2014



Foreword

The Langara College Coat of Arms

This manual has been developed for use throughout the organization to ensure corporate consistency and to help maintain our institutional identity. It covers the basic guidelines for using the various Langara Coat of Arms identities but, from time to time, space constraints or other special formats will necessitate exceptions to these guidelines. Under such circumstances, or any situations not covered in this manual, please contact the Langara College Communications and Marketing Services.

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History

In May 2009, Langara's Board passed a resolution to apply to the Canadian Heraldic Authority (CHA) for a grant of armorial bearings. That resolution sparked a collaborative process within the College to create our new Coat of Arms. A group that included faculty, staff, an alumnus, a former employee and a member of the community, worked together with the Herald to identify potential elements to include in the arms. Students, alumni, and employees were surveyed to provide feedback on those selections. Consultations were held with the Musqueam First Nation, upon whose traditional lands Langara sits, regarding appropriate symbols to include in the design. The committee reviewed many drafts of the design, and in the fall of 2013, President Trotter approved the final design. Painter Linda Nicholson and calligrapher Shirley Mangione at the Canadian Heraldic Authority then worked to create the Letters Patent, which Langara received in the summer of 2014.

1.0

COAT OF ARMS

Elements

ARMS: The X shape symbolizes the college as a crossroads where students from varied backgrounds meet and then follow various life paths. It also alludes to the Langara campus, which features angular buildings surrounded by green space. The book indicates that Langara is an educational body, and the cherry blossoms are a feature of Vancouver in the spring.

CREST: The pantheon represents imagination, achievement and the natural world. The use of gold stars on green refers to the arms of the Spanish admiral Juan de Langara y Huarte, for whom the College was named. The mariner's compass also alludes to the early Spanish explorers, as well as the college's role in guiding its students.

MOTTO: This Latin phrase means "Knowledge is freedom".

SUPPORTERS: The falcon is the mascot of the college's intercollegiate sports teams. The binary code on their collars (*meaning "L" and "C" for Langara College*) honours the college's commitment to innovation in instructional information technology. The base of river grass represents the location of the college's campus in the traditional territory of the Musqueam Nation, "Musqueam" meaning "where the river grass grows".

FLAG: This follows the structure of the National Flag of Canada.



**COAT OF ARMS
ELEMENTS**

Full Colour / Greyscale

To maintain consistency, the form of the Coat of Arms should not be altered in any way. It should always be taken from a master copy provided with this guide. There are four acceptable forms of the Coat of Arms:

FULL COLOUR

Reproduce the Full Colour Coat of Arms whenever possible. Always maintain the minimum clear space around the Coat of Arms, *See Section 2.2*



GREYSCALE

Reproduce the Greyscale Coat of Arms when working with documents or design that require the use of greyscale. Always maintain the minimum clear space around the Coat of Arms, *See Section 2.2*



1.2

**LOGO
VARIATIONS**

Black & White / Reverse

Always ensure that the Coat of Arms has enough resolution for what you are applying it to. For example, a PowerPoint presentation requires at least 72dpi at 100% size. Electronic artwork for the logo is available from the Communications Department in MAC, PC and JPEG formats. If a design requires the use of the logo in a single colour other than colours approved, contact Communications and Marketing Services.

BLACK & WHITE

Reproduce the Black logomark where the tone is less than 50% density.
Always maintain the minimum clear space around the logomark, *See Section 2.2.*



REVERSE

Reproduce the white logomark on any background darker than 50% grey.
Always maintain the minimum clear space around the logomark, *See Section 2.2.*



1.3

MINIMUM SIZE



Minimum Size

To protect the legibility of the Coat of Arms, it must never be reproduced smaller than 1.25" in width.



Ensure *0.5 inches clear space* around the Coat of Arms in all applications.

Minimum Clear Space

The Coat of Arms should always be surrounded by a minimum clear space around the logo to preserve its integrity. To maintain clarity and impact, the logo must never appear to be crowded by copy, photographs or graphic elements.

1.4

CLEAR SPACE




Colours


It is preferred that, whenever possible, the Coat of Arms be used in full colour. There have been versions of the Coat of Arms created using the Pantone Matching system that can be used when process colours (CMYK) are not available.


Only inks, paints, substrates, or surfaces matching the above Pantone Matching System® colour are acceptable. For printing in process colour (CMYK) and for on screen uses (websites or digital presentations) specific equivalents are outlined in the colour equivalency chart found on the next page.


2.0


COLOUR PALETTE


	CMYK	80 21 79 64
	RGB	44 82 52
	HTML	# 2C5234
	Lab	31.06 -19.64 12.41
PANTONE 350 C		


	CMYK	92 18 94 61
	RGB	33 87 50
	HTML	# 215732
	Lab	32.33 26.66 15.06
PANTONE 357 C		


	CMYK	71 4 100 45
	RGB	74 119 41
	HTML	# 4A7729
	Lab	45.15 -26.77 35.79
PANTONE 364 C		


	CMYK	76 3 100 18
	RGB	76 140 43
	HTML	# 4C8C2B
	Lab	52.27 -35.20 42.21
PANTONE 363 C		


	CMYK	16 100 65 58
	RGB	118 35 47
	HTML	# 76232F
	Lab	28.63 37.93 15.43
PANTONE 188 C		


	CMYK	9 100 64 48
	RGB	134 38 51
	HTML	# 862633
	Lab	32.34 43.64 17.84
PANTONE 202 C		


	CMYK	7 100 68 32
	RGB	157 34 53
	HTML	# 9D2235
	Lab	36.70 52.92 23.20
PANTONE 201 C		

	CMYK	3 100 70 12
	RGB	186 12 47
	HTML	# BA0C2F
	Lab	41.43 65.62 34.15
PANTONE 200 C		

	CMYK	0 0 0 100
	RGB	39 36 37
	HTML	# 272425
	Lab	12 2 0
PANTONE Process Black		

	CMYK	14 36 95 46
	RGB	136 107 37
	HTML	# 886B25
	Lab	47.49 6.85 42.30
PANTONE 1265 C		

	CMYK	6 32 100 24
	RGB	181 133 0
	HTML	# B58500
	Lab	59.31 14.03 65.69
PANTONE 125 C		

	CMYK	2 39 100 10
	RGB	204 138 0
	HTML	# CC8A00
	Lab	63.49 20.97 73.25
PANTONE 131 C		

The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formula guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® Colour Standards. PANTONE® is a registered trademark of Pantone, Inc. Use actual PANTONE® chips. Do not attempt to match examples in this guide.

Coat of Arms (Crest) Symbol

Langara's identity system includes the Coat of Arms, which is made up of various symbols and elements, is important to our history. This symbol must retain its integrity at all times and cannot be changed, altered or affected in any way.

RULES OF USE

Use of the Coat of Arms is reserved for important ceremonial purposes, namely official institutional documents such as parchments, transcripts, and awards, and convocation materials. Any other use must receive prior approval from Communications and Marketing Services.

The symbol should be used whenever possible in its corporate colour or Greyscale thereof or in black and white thereof unless otherwise authorized by Communications and Marketing Services.

The symbol may be used as a "watermark" or "digital watermark" in printed materials or in digital presentations such as a PowerPoint presentation. In this instance care must be used to ensure that the symbol has enough contrast from the background. The amount of transparency applied is dependant on the situation and the artist's discretion of what works best in a printed or digital application.



3.0

GUIDELINES

Coat of Arms Shield

It is preferred that, whenever possible, the Coat of Arms be retained in its integrity. However, elements of the Coat of Arms can be used separately where necessary to communicate or enhance the look of printed and digital items. The Shield and Banner Text are the only two elements allowed and are available as separate print & digital files.

THE SHIELD

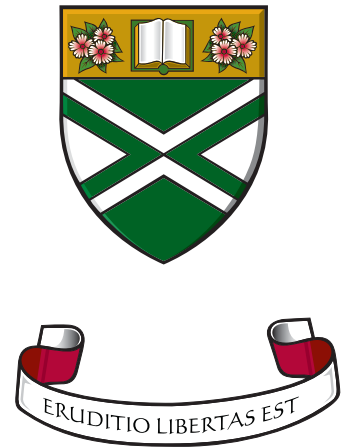
The Shield must retain its integrity at all times and cannot be changed, altered or affected in any way. The shield on its own may be used in place of the full COA for smaller applications where the full COA would not reproduce well.*

BANNER TYPOGRAPHY

The official font for the **COA Banner** is **Calligraphic 421 BT Roman**. Used exclusively in the COA Banner but can be applied depending on the situation and the artist's discretion.

Calligraphic 421 BT Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789



* High resolution versions of the Shield are available from the Communications and Marketing Services.

Logo Usage - Backgrounds

CONSISTENT COLOUR APPLICATION

To maximize its effectiveness, The Langara Coat of Arms is to remain consistent in colour and shape.

AGAINST A WHITE BACKGROUND

The Coat of Arms may be used as a solid PMS, CMYK, GREYSCALE or BLACK & WHITE.

ON LIGHT BACKGROUNDS

On a solid or light coloured background the logo should appear in 100% of either PMS, BLACK & WHITE, or approved CMYK or RGB mixes depending on the application.



3.1

USAGE

Logo Usage - Photography

The Coat of Arms can also be used over photography. When using the logo over photography, always use the reversed option of the logo. With an image less than 50% density in the area behind the logo use a positive logo. With an image more than 50% density in the area behind the Coat of Arms, use a reversed logo.

Less than 50% density in the area behind the logo - Colour logo



More than 50% density in the area behind the logo - Reversed Logo



Incorrect Logo Usage

It is important that The Langara College Coat of Arms and Logomark always be used correctly in order to maintain the visual impact and the integrity of the Coat of Arms, Logomark and the College. The list below is an example of prohibited usage. This is NOT intended to be a complete list. Please refer to the correct usages on the previous page of this manual.

PROHIBITED ALTERATIONS TO THE COAT OF ARMS AND LOGOMARK

- Never use the logo with too low a resolution for what you are doing. Minimum resolution in combination with appropriate physical size for digital applications is 72dpi. Minimum resolution for print is 300dpi.
- Combination with another logomark
- Stylistic alterations such as shadow, bevel, emboss, internal patterns, tints or watermarks
- Embedded in a pattern, or used as a pattern
- Use of Coat of Arms on a poor contrasting background
- Any form of tilts, skews, reversals or rotations
- Placement within a border of any sort
- Altering any of the colour, fonts, or proportions
- Fitting the logo into a confined shape or space
- Inlays or outer-lays with gradient or progressive colouring
- Never change the wordmark or logotype in use with the Coat of Arms
- Never alter the stylized typeface of the logo.

4.0

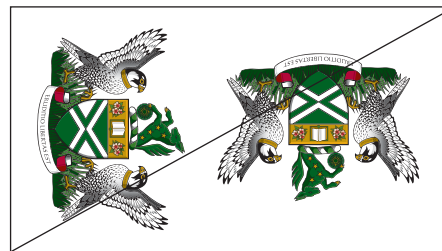
**INCORRECT
USAGE**

Incorrect Logo Usage

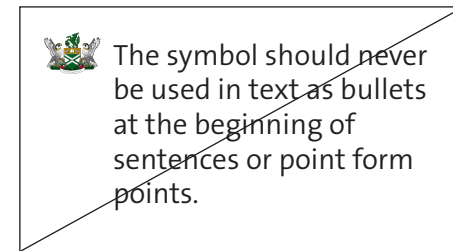
To maintain the integrity of the logomark, it is important that no alterations are made to its appearance. The illustrated examples below show some prohibited uses of the Coat of Arms and Logomark.



Use discretion when applying the Coat of Arms & Logomark on background other than black or white. *See Section 3.1*



The crest should never be placed on its side or upside down.



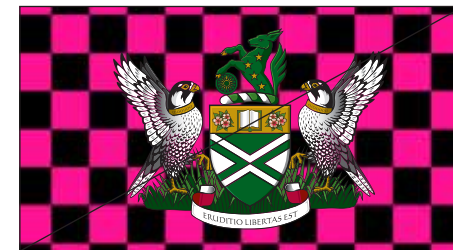
The symbol should never be used in text as bullets at the beginning of sentences or point form points.



Never substitute fonts in the banner.



Never alter the colour of the approved Coat of Arms as in *Section 2.0*



Never place the logo on a visually complex or competitive background or photo. *See Section 3.1 for Photo Usage*

General Guidelines

In general, the Coat of Arms is reserved for specific ceremonial occasions while the Langara logo mark is used to represent the College in all other marketing and communications materials. From time to time, there may be instances where the two marks need to be represented together. When using either layout options, please ensure the two elements have equal visual weight and appear to be balanced.

Note: In the Vertical Layout, the slogan in the Logo Mark has been kerned to full justify the Langara logotype in order to maintain a balance between the two.



*The utmost discretion must be used when deciding which version is appropriate for the layout.
If you need guidance please contact the Communications and Marketing Services.*

5.0

**COAT OF ARMS
& LOGOMARK**

Minimum Clear Space

The Coat of Arms and Logo Mark should always be surrounded by a minimum clear space to preserve its integrity. To maintain clarity and impact, the COA & Logo Mark must never appear to be crowded by copy, photographs or graphic elements.



Ensure *0.5 inches clear space* around the Coat of Arms and Logo Mark in all applications.

5.1

**COAT OF ARMS
& LOGO MARK**



Langara.

THE COLLEGE OF HIGHER LEARNING.

For any additional information or questions regarding the use of Langara's Coat of Arms, please contact Communications and Marketing Services.

Communications & Marketing Services

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