The Alma Mater Society of Queen’s University (AMS) believes that the creation of a strong, consistent brand is integral to the communication and promotion of AMS initiatives, opportunities, and services within the Queen’s University and Kingston communities. It is the Society’s belief that a positive experience at a clearly identifiable AMS event or service will encourage individuals to take advantage of other AMS opportunities.

As such, the aim of the AMS Communications Guide is to create and enforce a consistent AMS brand across the Society to encourage a strong and recognizable AMS. This guide is written for the benefit of those who may utilize the AMS brand in understanding its values and how to get the most out of it.
What is the Alma Mater Society?

Mission Statement:

To serve and represent the diversity of students at Queen’s.

Mandate:

1. To represent Queen’s University students within the university and externally by working to further the best interests of the members of the AMS, giving concern to representation on issues related to education.

2. To provide services and activities to students, as well as to act in a facilitation role for services and activities as appropriate.

3. To cultivate a sense of social awareness and responsibility in its membership.

4. To serve as a liaison between the various affiliated student societies.
But What is it Really?

Elevator Pitch:

*The elevator pitch is a short summary that we use to describe what the AMS does on a broad level.*

As Canada’s oldest student government, the AMS represents over 18,500 students and seeks to enhance the Queen’s experience for each and every one of those individuals. To do so, we run a variety of services and programs internally as well as advocate externally on behalf of students to the University and other bodies.

Promise:

*Our brand promise captures the essence of what the AMS is. It guides the decisions we make on a day-to-day basis.*

To support Queen’s students in everything we do.

Positioning:

*The AMS’ positioning states what we offer, to whom we offer it to, and how you can be sure we’ll deliver.*

The AMS provides Queen’s students with a superior student life experience by collaborating with our partners on and off campus and by strictly adhering to the value of “by students, for students”.

Voice:

*Our voice is how we ensure that our communications are making our elevator pitch, promising, and positioning real to students.*

**Friendly, Informative**

**Engaging & Genuine**
Visual Identity Philosophy
Having a strong visual identity is crucial in bringing the AMS brand to life and when that brand is easily recognizable it strengthens public perception of the Society. Visual consistency across AMS departments is critical for clear communication with all stakeholders.

This section outlines proper usage of the logo as well as the official AMS colours, fonts, and other design pieces. This section is our core Visual Identity Standard (VIS).

When beginning your creative process, please touch base with the Brand Manager! Their email is brand@ams.queensu.ca and they will be responding to all emails as soon as possible. Whether you are using photoshop, illustrator, or beginner-level software – they can help!
The AMS logo

The AMS logo is the primary element of the AMS Visual Identity Standards and must appear on AMS publications and visuals across all AMS commissions, offices, and services.

The AMS logo consists of two distinct graphic elements: the AMS emblem and the AMS wordmark. The emblem communicates the history of the AMS with the chosen tri-colour being representative of the AMS’ relationship with Queen’s University. The wordmark denotes the clear connection between the AMS and the University, and aligns with elements of the Queen’s University Visual Identity Guide by employing the Palatino Linotype font.

The AMS logo must be present on all graphic publications from each service or office when the logo of the respective service/office/commission is present on a graphic.

The AMS emblem consists of three parallelograms in the Queen’s tri-colour (red, gold, blue) and encases the acronym of the Alma Mater Society in white Palatino Linotype.

The AMS wordmark is formed from two elements, ‘Queen’s University’ and ‘Student Government’ above and below the emblem, respectively.
Our logo - Monochromatic

When needed, the AMS logo can be displayed completely in black or white. The wordmark should be the same colour, and the AMS lettering should be transparent, showing the background underneath.

This logo may also be used by AMS Services/Offices/Commissions for graphics. Please inquire with the Brand Manager or the Director of Communications for access to these logos. Their emails are: brand@ams.queensu.ca or communications@ams.queensu.ca respectively.
Respect the logo

Besides the previously outlined alterations, the AMS logo should never be altered. Seen are some examples of alterations that may seem innocent, however they are strictly cannot be allowed. The colours of the logo should never be re-arranged or altered as seen in these examples, with the same rules governing the wordmark.
Outlined parallelograms without colour fill.

AMS logo with only ½ wordmark

AMS logo in non-VIS colour

AMS logo with wrong order of colours

AMS logo with non-black writing

AMS logo with altered wordmark
Some do’s and don’ts for logo placement

1. The most common way you’ll see it, the full-colour logo with black wordmark is a clean and recognizable option for nearly any form of media. This logo is intended for simple backgrounds.

2. The monochromatic logo works well on simple, contrasting backgrounds, where the AMS lettering is still clearly legible, and the parallelograms visible.

3. Placing the full-colour logo on a background with a similar colour to one of the parallelograms creates visual imbalance and essentially changes the logo.

4. A background that is too busy will distract from the logo’s shape and lettering, creating illegibility and a lack of focus.

5. Avoid using the transparent AMS lettering with a background colour that does not compliment the tricolour design and detracts from the logo’s overall effect.

6. The wordmark should always contrast the background, so avoid using the black wordmark with dark backgrounds, and the white wordmark on light backgrounds.
Logo Placement

A minimum clear zone requirement around the AMS logo is in place to protect its integrity. A distance of 10% of the width of the AMS logo extending from all tangents of the logo constitutes the clear zone and must be devoid of graphics, typography, competing backgrounds, and the edge of a printed piece/computer screen.

Logo Sizing

Given the size of the wordmark and the emblem, you should ensure that the size of the logo is sufficient for proper legibility and visibility. In print, the AMS logo should be no less than 1” in width. Reproduction at sizes smaller than this will both detract from visual impact and reduce ease of identification. While sizing of the logo is more complicated in a screen or web setting, ensure that the logo is visible on varying sizes of devices and be extra mindful. The AMS logo should be the same size as other logos on any publication (graphic, video, etc) on any medium (print, online, t-shirt, etc).
Colour

The official AMS colours are modeled after after the Queen’s tri-colour. Reproduction of the AMS logo and this tri-colour theme must use these exact colour values and specifications. Use of the full tri-colour scheme, rather than one of two of the three colours, is preferred, but not necessary. When a plain colour scheme is required, or for certain visual elements, the specified shades of black and gray have been found to work well with the tri-colour elements or on their own. Additionally, plain white works well with these colours for either negative space or text in visual pieces, as exemplified in the AMS logo itself. Finally, various levels of transparency - within moderation - when using these colours may prove useful for further creative freedom.

A Note On Colour Modes

When working with these colours, it is helpful to remember the differences in colour value and modes. When working on a piece, you should work (and use the specified colour values) in CMYK for a document intended for print, and RGB for a piece intended only for display on screens or the web.

AMS Commissions

On the following spread you will see the logos for the various commissions of the AMS. Though communications under these commissions should still follow overarching AMS guidelines, using a specific commission’s colour is a good choice in many situations.
**AMS Red**
CMYK 0/100/93/0
RGB 239/24/41
HEX #EF1829

**AMS Gold**
CMYK 0/22/98/0
RGB 255/199/16
HEX #FFC710

**AMS Blue**
CMYK 98/76/1/0
RGB 0/81/165
HEX #0051A5

**AMS Black**
CMYK 75/69/65/85
RGB 10/9/12
HEX #OA090C

**AMS Grey**
CMYK 69/63/62/58
RGB 51/51/51
HEX #333333

**AMS Silver**
CMYK 14/10/6/0
RGB 216/219/226
HEX #D8DBE2
Colour Palettes

Displayed here are a sample of potential palettes you could use for graphics, documents and images. These sample palettes focus on either a sole AMS logo colour or a combination. Lighter versions of these colours are well suited for certain elements of graphics by dropping a colour’s transparency to 75 or 50 percent. Using good contrast and placement of colours, these palettes can be used to stay both eye-catching and thematic.

Get Creative!

While these palettes will work well, they aren’t set in stone. Try other colour combinations to convey differences in tone and message. There is a large amount of flexibility available, provided the previously mentioned rules are still followed.
Typeface: **Palatino Linotype**

One of the two official typefaces of the AMS, Palatino Linotype forms the lettering seen in the logo itself. An old-style serif font, it comes in various weights and styles for several different uses. Palatino should be chosen for official, formal purposes, elegant headings and, in print, for legibility in body text. Palatino should be paired with Myriad Pro, the other official font of the AMS, when a sans-serif font is required.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(“.,;?!&@$%^*”’’) 0123456789
Typeface: Myriad Pro - Regular

The Myriad Pro family of fonts is the other official typeface of the AMS. Chosen to compliment Palatino, Myriad Pro is a humanist, sans-serif typeface. Its clean and simple lettering allows it to be used in a multitude of different ways. The Regular weight, seen below, is best suited for body text and smaller print, primarily in web and screen settings. One should generally use a Myriad Pro variant, optionally paired with Palatino, most of the time.

A

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(,,.;?!&$@%*) 0123456789
**Typeface: Myriad Pro - Bold**

Although all variants of Myriad Pro are suitable for use, Myriad Pro Bold will likely be the most commonly used of these variants. With slightly more weight than the semi-bold variant, the bold weight is a heavy, thick and clean font. This weight is suitable for impactful headings, visual emphasis and attention-grabbing typography. Myriad Pro Bold will work at nearly any size, even allowing for slight manipulation for various colourings, but do this sparingly.
**Typeface: League Gothic**

A revival of the old typeface Alternate Gothic #1, League Gothic is an open-source font by The League of Moveable Type. This typeset is a loud, industrial and powerful display font. While still a clean sans-serif font like Myriad Pro Bold, League Gothic can be used where a bit more energy or “oomph” is needed. This typeset is great for headings, condensed text and angular typography.

League Gothic should be paired with either Palatino or Myriad in a light weight if necessary and comes in several different condensed and italic styles. Avoid overuse of this font as it may lose its impact and legibility in larger volumes.
**Typeface: Mistral**

Mistral is a casual script typeface designed by Roger Excoffon, based on his own handwriting. The stroke has an informal graphic quality like brush and ink. Lowercase letters flow into each other, resulting in a font which is truly connected and cursive in appearance. Mistral generally conveys an informal and friendly tone, and is well suited for greetings, small friendly messages and swooping accents.

Use Mistral sparingly, as it is not intended for large volumes of text or official communications.
The Correct Angle: Some Info on Parallelograms

The parallelograms that form the AMS logo are one of the key motifs of all AMS branding, so incorporating these shapes is highly important to the society’s branding. Here are a few guiding examples on the parallelograms.

1. The classic parallelogram, taken from the AMS logo itself. If needed, extending its size by adding width, but keeping its original angle, can be quite useful.

2. All parallelograms are rhombi, but not all rhombi are parallelograms: distorting the original shape on its edges will both change its name and appearance for the worse.

3. Though such placement should likely be used in moderation, remember that there should almost always be negative space between parallelograms that are close to each other.

4. Changing the apparent angle of a parallelogram (relative to the edge of the page) may cause the appearance of a simple rectangle or spike, so always pay attention.

The following pages contain past examples of graphics used in AMS communications that exemplify some of the flexibility of the parallelogram shape, while still staying faithful to these core values.
WE’RE HIRING!

myAMS.org/opportunities
SPECIAL PROJECTS

Special Projects are defined as projects submitted by Queen's students and/or Queen's student organizations that are non-profit, demonstrate financial need, and a genuine benefit to the Queen's and Kingston community.

DEADLINE:
Friday, January 29, 2016
4 PM at the AMS Front Desk (JDUC)

MYTH

You have to know now if you want to apply to an AMS salaried position

FACT

You have plenty of time to decide whether or not you want to apply to any positions within the AMS. We release our hiring information early so you can take the time you need.
The Communications Office is tasked with creating and enforcing the AMS brand and visual identity standards. In addition to this, the Office also holds jurisdiction regarding media relations and social media policy.

Please read the following pages very closely as the information will prove useful during your time with the AMS.
AMS Signature Policy

All staff within the AMS are required to include an AMS brand email signature at the end of their email communications if they choose to have a signature. The email signature is an important element in brand consistency that should be applied across the AMS. You should include: Your name, position, Alma Mater Society, Queen’s University, contact information and the official AMS or service logo. All commissions and offices should use the AMS logo and website to establish a connection to the AMS brand. Services may use their own logoi available through their marketing manager.

Indigenous lands recognition: Including the following recognition is your choice, but it is encouraged by the AMS. Include it after your logo, in italics:

Queen’s University is situated on traditional Haudenosaunee and Anishinaabe territory.
Ne Queen’s University e’tho noíwe nikanónhsote tsi noíwe ne Haudenasunee tánon Anishinaabek tehathsnónhsahere ne óhontsa.
Gimaakwe Gchi-gkinoomaagegamig atemagad Naadowe miinwaa Anishinaabe aking
For more information on the history of this land, and why it is important to acknowledge this land and its people, please see this link to the Queen’s Encyclopedia page.

Examples below:

<table>
<thead>
<tr>
<th>John Doe</th>
<th>Jane Doe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commissioner of xxxx</td>
<td>Common Ground Manager</td>
</tr>
<tr>
<td>Alma Mater Society</td>
<td>Alma Mater Society</td>
</tr>
<tr>
<td>Queen’s University</td>
<td>Queen’s University</td>
</tr>
<tr>
<td>Phone: (613) 533-6000 x x</td>
<td>Phone: (613) 533-6000 x 1234</td>
</tr>
<tr>
<td>myAMS.org/xxxxxx</td>
<td>myAMS.org</td>
</tr>
<tr>
<td></td>
<td>facebook.com/cogro.ams</td>
</tr>
</tbody>
</table>

Queen’s University is situated on traditional Haudenosaunee and Anishinaabe territory.
Ne Queen’s University e’tho noíwe nikanónhsote tsi noíwe ne Haudenasunee tánon Anishinaabek tehathsnónhsahere ne óhontsa.
Gimaakwe Gchi-gkinoomaagegamig atemagad Naadowe miinwaa Anishinaabe aking
For more information on the history of this land, and why it is important to acknowledge this land and its people, please see this link to the Queen’s Encyclopedia page.
AMS Social Media Standards

The Communications Office sets policy for the creation of social media profiles under the AMS, including committee and service accounts. The Communications Office has the discretion to make exceptions to these policies. However, if your account is found in contravention of one or more of these policies and you were not given an exception approved by the Communications Office, you may be asked to modify or delete your account.

Recognizing that the Communications Office wants to stimulate, not inhibit, creative thinking about ways to apply social technologies productively and wishes to learn from past mistakes and successes, there is an established list of criteria for the creation and maintenance of any AMS social media account.

Creation Criteria

If you are considering creating a social media account it must meet the following criteria:

- Reliably and within reason demonstrate how you will post at least once a week for the months of September, October, November, January, February, and March.

- Reliably and within reason provide evidence that your intended messages cannot be better communicated through a pre-established channel.

- Multiple authorship - you must provide at least two positions that will be responsible for management of the account.

- Communications Office administrative access. This is done in May and subsequently updated throughout the year.

If you believe you can meet all of the criteria above you will be required to set up a meeting with the Communications Office to receive further requirements of all AMS communications channels.
Maintenance Criteria

Every year the Communications Office will strive to conduct a thorough review of all AMS communications channels. If your account does not meet the following criteria you may be asked to deactivate it or it may be placed on one-year probation.

- Your account must have posted at least once a week for the months of September, October, November, January, February, and March.
- The number of ‘likes’ or ‘followers’ must have increased by approximately 15% of the previous year’s number.
- There must be a reasonable amount of engagement on the majority of posts.
- Your account’s messages could not have been better shared from a central AMS communications channel.

Content Rules

In addition to this criteria, your account must follow two rules for the content you plan on publishing.

1. No account is permitted to comment on AMS elections and referenda other than to encourage students to vote. Commentary or involvement in the content of elections issues is strictly prohibited.

2. Your account must remain politically neutral and comment solely on issues that affect AMS members as postsecondary students attending Queen’s University.

3. Your materials must conform to AMS promotions equity standards.

If you have any confusion about the criteria and rules outlined above the Communications Office is happy to discuss all questions and concerns you may have. Furthermore, if you wish to post something but are not sure if it is in contravention of the two rules outlined above, a member of the Office can assist you in determining whether or not it is in violation of the content rules.
AMS Promotional Equity Standards

When communicating from an AMS outlet, your materials must be free from oppressive and/or discriminator content to make sure that all students are included and accepted in the message. Any promotional materials containing messaging that is racist, sexist, queerphobic (homophobic, transphobic, biphobic, etc.), abelist (physical and otherwise), classist, or religiously discriminatory will not be accepted.

If your materials are found to be in violation of our equity standards, the Communications Office will request that all promotional materials be redesigned and reprinted at your cost. In situations where content is questioned as being discriminatory, the Communications Office will work with the AMS Social Issues Commissioner to assess materials within these standards. For more information on what “oppressive” or “discriminatory” content could entail, please contact the Social issues Commissioner at socialissues@ams.queensu.ca.

In addition to an absence of outright oppressive content, promotions should strive to be representative of a diversity of student experiences. You should not assume one specific lifestyle is applicable to all Queen’s students. For example, promotional materials which normalize a culture of excessive drinking will be rejected by the Communications Office, as these materials are exclusionary to students who do not drink.

Similarly, materials that do not take into account the fact that Queen’s students observe a wide variety of cultural and religious holidays will be asked to be altered.
A Final Note

The Communications Office is, first and foremost, here to help you! We have several advertising mechanisms at our disposal to help you promote your initiatives and events throughout the year and would love to assist in any way we can. Whether that is by helping to formulate the strategy for a mass advertising campaign or simply having AMS social media channels share something, we’re happy to help!

Although we must enforce the criteria and rules outlined above we truly want to help your committee, service, or commission achieve all you set out to this year. Don’t hesitate to reach out to the Director of Communications, Brand Manager, Marketing Research Manager, Brand Deputy for assistance with anything you need.