



University
of Regina

Hill | levene
SCHOOLS OF BUSINESS

BRAND GUIDELINES



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Our Brand

Our mission

In business education and research, we foster meaningful experiential learning and engagement in local, national, and international communities, and demonstrate commitment to inclusivity and social justice.

Brand personality

- Student-Centred
- Professional
- Curious
- Diverse

The Paul J. Hill School of Business

is home to our highly-ranked undergraduate programs. We are proud to maintain a formidable reputation for excellence in student achievement and are highly regarded for our student-led community services and charitable activities. We provide a number of experiential opportunities that allow students to translate theoretical knowledge into practical applications.

The Kenneth Levene Graduate

School of Business is Saskatchewan's premier business school for graduate programs. Our suite of MBA and other Master's level programs are designed to help students achieve their personal and professional career goals.

Nomenclature

When referring to Hill and Levene Schools of Business, always use the full word 'and', not an ampersand (&).

Logos

Logos are an important part of brand recognition. Hill and Levene include several logo variations divided into four different categories. Use care when selecting a logo to ensure it is for the right brand.

1. Hill and Levene
2. Hill
3. Levene
4. Centre for Experiential and Executive Learning (CEEL)

Hill | levene
SCHOOLS OF BUSINESS

Hill Paul J. Hill
School of Business

levene gsb Kenneth Levene
Graduate School
of Business

**ce
el** Hill | levene
Centre for
Experiential &
Executive Learning

Hill | Levene

SCHOOLS OF BUSINESS

The Hill and Levene logo represents both the Hill and Levene Schools of Business (Faculty of Business Administration) at the University of Regina. The Navy Blue colour comes from the Hill brand, whereas Burgundy is from the Levene brand. Whenever possible, the full colour version of the logo should be used, preferably with a white background. This logo may be placed on light colour backgrounds provided there is ample contrast for legibility.

Hill | Levene
SCHOOLS OF BUSINESS

Use the reverse logo when it must be reproduced on a dark-coloured background.

Hill | Levene
SCHOOLS OF BUSINESS

Use the black logo when it must be reproduced in a black and white format with a white or light-coloured background.

Hill and Levene logos

Clear space and sizing



Hill | Levene
SCHOOLS OF BUSINESS

90px or 1.25 inch

Clear space

Whenever possible, a clear space should be maintained around the logo. No other text or graphic elements should encroach on this space. This area is equal to the height of the letter 'v' of 'Levene'.

Minimum size

For maximum impact and recognition, the logo should not be crowded by other visual elements or reproduced smaller than the minimum allowable size: 90px wide in digital applications, or 1.25 inch wide in print applications.

Logo lockups

These lockups with the University of Regina logo are the only available. Do not attempt to alter or recreate them. Black and white and reverse variations are available.



Hill | Levene
SCHOOLS OF BUSINESS





Whenever possible, the full colour version of the Hill logo should be used, preferably with a white background. This logo may be placed on light colour backgrounds provided there is ample contrast for legibility.



The reverse logo maintains the yellow colour on the dot of the 'i'. Use this version when the logo must be reproduced on a dark-coloured background.



Use the black logo when it must be reproduced in a black and white format with a white or light-coloured background.

Hill logos

Clear space and sizing



Clear space

Whenever possible, a clear space should be maintained around the logo. No other text or graphic elements should encroach on this space. This area is equal to the height of the stem of the letter 'i' of 'Hill'.



108px or 1.5 inches

Minimum size

For maximum impact and recognition, the logo should not be crowded by other visual elements or reproduced smaller than the minimum allowable size: 108px wide in digital applications, or 1.5 inches wide in print applications.

Logo lockups

These lockups with the University of Regina logo are the only available. Do not attempt to alter or recreate them. Black and white and reverse variations are available.



Full version



Short version



The Levene logo is available in both full and short versions.

Whenever possible, the full colour version of the Levene logo should be used, preferably with a white background. This logo may be placed on light colour backgrounds provided there is ample contrast for legibility.



Use the reverse logos when they must be reproduced on a dark-coloured background.



Use the black logo when it must be reproduced in a black and white format with a white or light-coloured background.

Levene logos

Clear space and sizing



levene gsb Kenneth Levene
Graduate School
of Business

126px or 1.75 inches

levene gsb

90px or 1 inch

Clear space

Whenever possible, a clear space should be maintained around the logo. No other text or graphic elements should encroach on this space. This area is equal to the height of the letter 'v' of 'Levene'

Minimum size

The logos should not be crowded by other visual elements or reproduced smaller than the minimum allowable size:

Full logo: 126px for digital, 1.75" for print
Short logo: 90px for digital, 1.25" for print

Logo lockups

These lockups with the University of Regina logo are the only available. Do not attempt to alter or recreate them. Black and white and reverse variations are available.



levene gsb Kenneth Levene
Graduate School
of Business



levene gsb



U
of R | **levene gsb** Kenneth Levene
Graduate School
of Business

U
of R | **levene gsb**



Whenever possible, the full colour version of the CEEL logo should be used, preferably with a white background. This logo may be placed on light colour backgrounds provided there is ample contrast for legibility.

Note that CEEL is pronounced “seel”.



Use the reverse logo when it must be reproduced on a dark-coloured background.



Use the black logo when it must be reproduced in a black and white format with a white or light-coloured background.

CEEL logos

Clear space and sizing



108px or 1.5 inches

Clear space

Whenever possible, a clear space should be maintained around the logo. No other text or graphic elements should encroach on this space. This area is equal to the height of the stem of the letter 'C' of 'CEEL'.

Minimum size

For maximum impact and recognition, the logo should not be crowded by other visual elements or reproduced smaller than the minimum allowable size: 108px wide in digital applications, or 1.5 inches wide in print applications.

Logo lockups

These lockups with the University of Regina logo are the only available. Do not attempt to alter or recreate them. Black and white and reverse variations are available.



Logos

Improper use

All Hill and Levene, Hill, Levene, and CEEL logos are uniquely rendered and should not be modified in any fashion. This page illustrates some of the ways the logos can be impaired by improper modifications. These modifications are not permitted under any circumstances, for any logo.



Do not attempt to retypeset the logos, regardless of the typeface.



Do not distort the logos.



Do not alter the colour of the logos.



Do not alter or scale the logo elements.



Do not remove any logo elements.



Ensure enough contrast between any background and logos so they are clearly visible.



Do not use special effects (shadows, glows, bevels, etc).



Do not screen or apply transparencies.



Do not incorporate into a sentence.



Do not use on distracting backgrounds.



Do not attempt to alter or recreate any lockups.



Do not use any old logos.

Hill and Levene Colours

Colours are an essential part of the Hill and Levene brand. The Hill and Levene joint brand, Hill, and Levene each have their own colour palettes to help distinguish them. The Hill and Levene joint brand palette, although a combination of both Hill, and Levene palettes, should be treated as its own. CEEL uses the Hill and Levene joint brand palette.

For solid colours in all palettes, tints are available to use as needed. Black, and tints of black, may also be used.

Gradient

Although not a single colour, the gradient should be treated as the primary colour for the Hill and Levene palette, alongside use of the solid Navy Blue and Burgundy. It is comprised of both the Navy Blue and Burgundy colours.

Follow these guidelines when using the gradient:

- Use the gradient judiciously. Since both the Navy Blue and Burgundy are strong, dominant colours, overuse of the gradient can make a design look heavy.
- Use the gradient at various angles. When using a linear gradient, considering using it at an angle to make it more dynamic. Or instead, use a radial gradient.
- Avoid including large portions of solid colour when using the gradient. This will better show the spectrum of colours in between.
- The colour Canary Yellow can also be included in the gradient to make it look brighter (in the order Navy Blue to Burgundy to Canary yellow, or reverse).



Navy Blue

Navy Blue represents Hill. It should be used alongside the Burgundy to represent Hill and Levene as a whole when referring to both Schools.

Pantone 2955
C100 M52 Y0 K58
R0 G56 B101
HEX #003865



Burgundy

Burgundy represents Levene. It should be used alongside the Navy Blue to represent Hill and Levene as a whole when referring to both Schools.

Pantone 1955
C10 M100 Y43 K43
R138 G21 B56
HEX #8A1538



Canary Yellow

Canary Yellow is a part of the secondary palette for Hill and Levene. Use it as a supporting colour in a design.

Pantone 136
C0 M22 Y83 K0
R255 G191 B63
HEX #FFBF3F



Jade

Jade is a part of the secondary palette for Hill and Levene. Use it as a supporting colour in a design.

Pantone 346
C52 M0 Y50 K0
R113 G204 B152
HEX #71CC98

Hill Colours

Navy Blue

Navy Blue represents Hill and is the primary colour for the Hill palette.

Pantone 2955
C100 M52 Y0 K58
R0 G56 B101
HEX #003865



Canary Yellow

Canary Yellow is a part of the secondary palette for Hill. Use it as a supporting colour in a design.

Pantone 136
C0 M22 Y83 K0
R255 G191 B63
HEX #FFBF3F



Lavender

Lavender is a part of the secondary palette for Hill. Use it as a supporting colour in a design.

Pantone 521
C35 M54 Y0 K0
R165 G127 B178
HEX #A57FB2

Levene Colours

Burgundy

Burgundy represents Levene and is the primary colour for the Levene palette.

Pantone 1955
C10 M100 Y43 K43
R138 G21 B56
HEX #8A1538



Canary Yellow

Canary Yellow is a part of the secondary palette for Levene. Use it as a supporting colour in a design.

Pantone 136
C0 M22 Y83 K0
R255 G191 B63
HEX #FFBF3F



Aquamarine

Aquamarine is a part of the secondary palette for Levene. Use it as a supporting colour in a design.

Pantone 2225
C45 M0 Y7 K0
R120 G213 B225
HEX #78D5E1

Colour

Proportional applications

These abstract examples represent proportional applications of the primary and secondary colours. The primary colors should be used most often. Use the secondary colours judiciously.

Hill: Primary – Navy Blue **Secondary** – Canary Yellow, Lavender



Levene: Primary – Burgundy **Secondary** – Canary Yellow, Aquamarine



Hill and Levene: Primary – Gradient, Navy Blue, Burgundy **Secondary** – Canary Yellow, Jade



Typography

Neue Haas Unica

Neue Haas Unica is used across all Hill and Levene brands. It is a timeless and versatile sans-serif with characteristics of Helvetica, Univers and Akzidenz Grotesk.

It is available through Adobe Fonts if a subscription has been purchased.

Alternate fonts

Neue Haas Unica may not always be available. Use these alternatives on these applications.

Canva: Helvetica Now (or Helvetica World)

Microsoft Office: Neue Haas Grotesk Text Pro

If none of the above fonts are available, Arial is the final fallback font.

Aa

Heavy

Heading

Aa

Medium

Sub heading

Aa

Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

Aa

Thin
Thin Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit quis nostrud exercitation ullamco laboris Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque quam venenatis vestibulum. nisi ut aliquip ex ea commodo consequat.

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Design elements

Hill

Grid

The Hill grid system is composed of a series of angled lines. The grid forms the structure for angled shapes, pixel shapes, and angled lines. When used correctly, the grid creates impactful, on-brand layouts.



Angled shapes

Use 30° angled shapes to break up the space in the background of a layout. The angled shapes can also be used to crop photos.

Colour – Use angled shapes Navy Blue on a white background, or in white on a Navy Blue background.



Pixel squares

Colour – Use pixel squares in Canary Yellow, Lavender, and any tint of Navy Blue.

Size – Although there is no rule for how big they can be, the pixels should feel small compared to the overall layout they are in, and all the pixels should be the same size in the layout. They should not dominate the design.

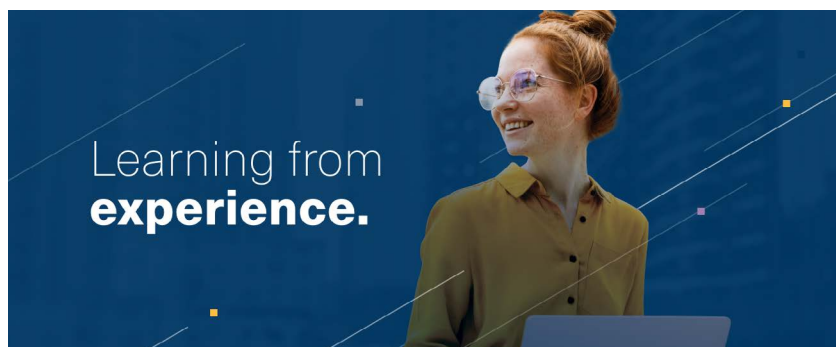


Lines

Colour – Lines should always be transparent white or Navy Blue, and should not exceed 20% in opacity.

Size – In a given layout, the lines can be varying length, but they must all be the same thickness. In most cases, this means 1pt.

There should be no more than one pixel square per line. The pixel square should intersect the line perfectly, and be on top (not behind).

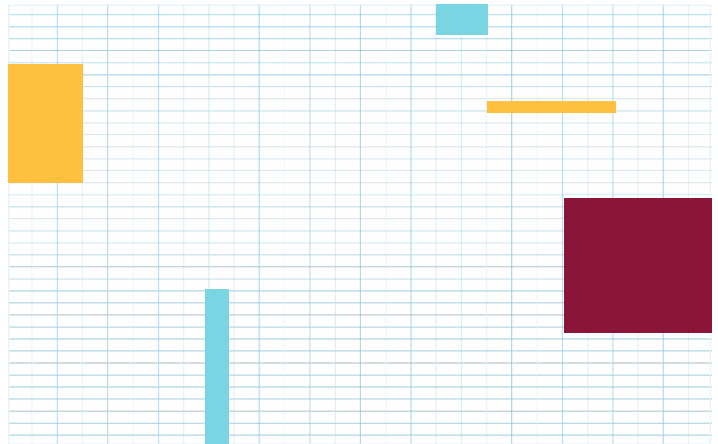


Levene

Grid

The Levene grid system is composed of a series of intersecting lines that create rectangles.

Compared to Hill, these square shapes make a design feel more mature and professional.



3 Columns – Lorem sit amet consect

Tortor Tellus Lorem

- Morbi leo risus, porta ac consectetur ac, vestibulum at eros.
- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Cras mattis consectetur purus sit amet fermentum.

Inceptos

- Vestibulum id ligula porta felis euismod semper.
- Nullam quis risus eget urna mollis ornare vel eu leo. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

Bibendum Cursus

- Morbi leo risus, porta ac consectetur ac, vestibulum at eros.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

11

“
Quote with image – Integer posuere edapibus posuere velit aliquet. Nullam quis risus eget urna mollis ornare vel eu leo. Duis mollis, est non commodo luctus, porttitor ligula, eget odio sem nec elit.”

Firstname Last – title goes here

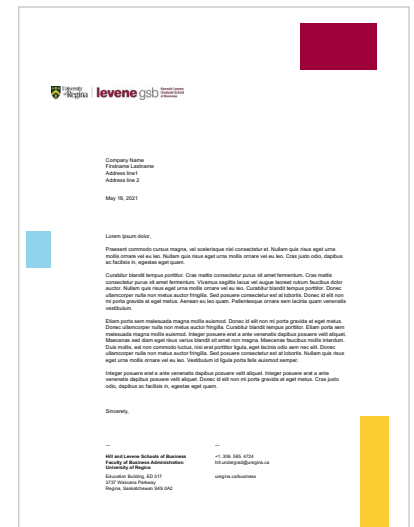
14

Rectangle shapes

Solid rectangular shapes are formed based on the Levene grid.

Colour – Use solid rectangles in Canary yellow, Aquamarine, and any tint of Burgundy.

Size – Although there is no rule for how big they can be, rectangles should be big enough to add interest, but not so big that they overpower the design or crowd other elements.



Lines

Colour – Lines should always be transparent white or Burgundy, and should not exceed 20% in opacity.

Size – In a given layout, the lines can be varying length, but they must all be the same thickness. In most cases, this means 1pt.



Hill and Levene

Grid

The Hill and Levene grid system is composed of the Hill grid system mirrored on itself.

This creates a versatile grid which can be used to make new shapes such as triangles or rhombuses.

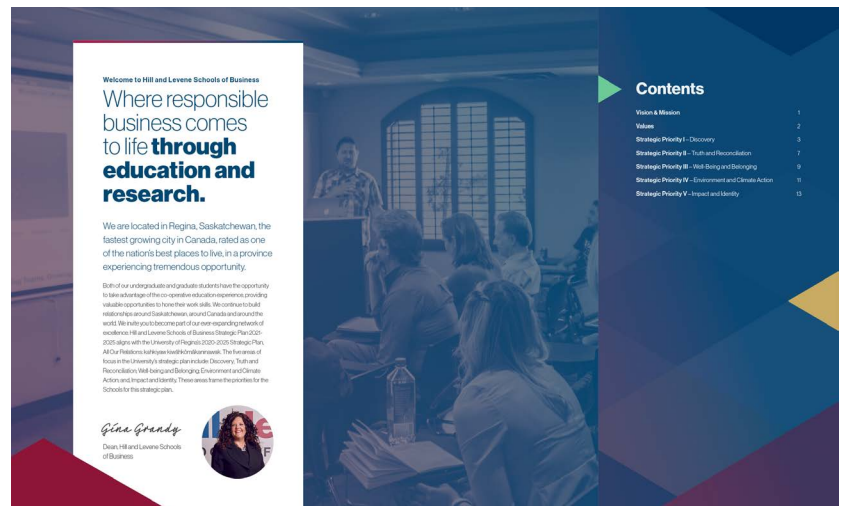


Triangles / rhombuses

Solid triangles and rhombuses are formed based on the Hill and Levene grid.

Colour – Use Navy blue and Burgundy primarily. Canary Yellow and Jade are also acceptable, to use as accents.

Size – As in the demonstration shown, triangles and rhombuses in Navy blue and Burgundy should be larger elements, while shapes in Canary Yellow and Jade should be used sparingly.

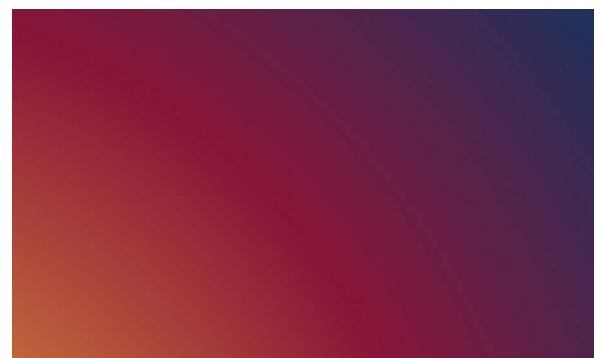


Gradients

Supplied image files of the gradients can be used in backgrounds on the brand assets for Hill and Levene. Two type of gradients are available.

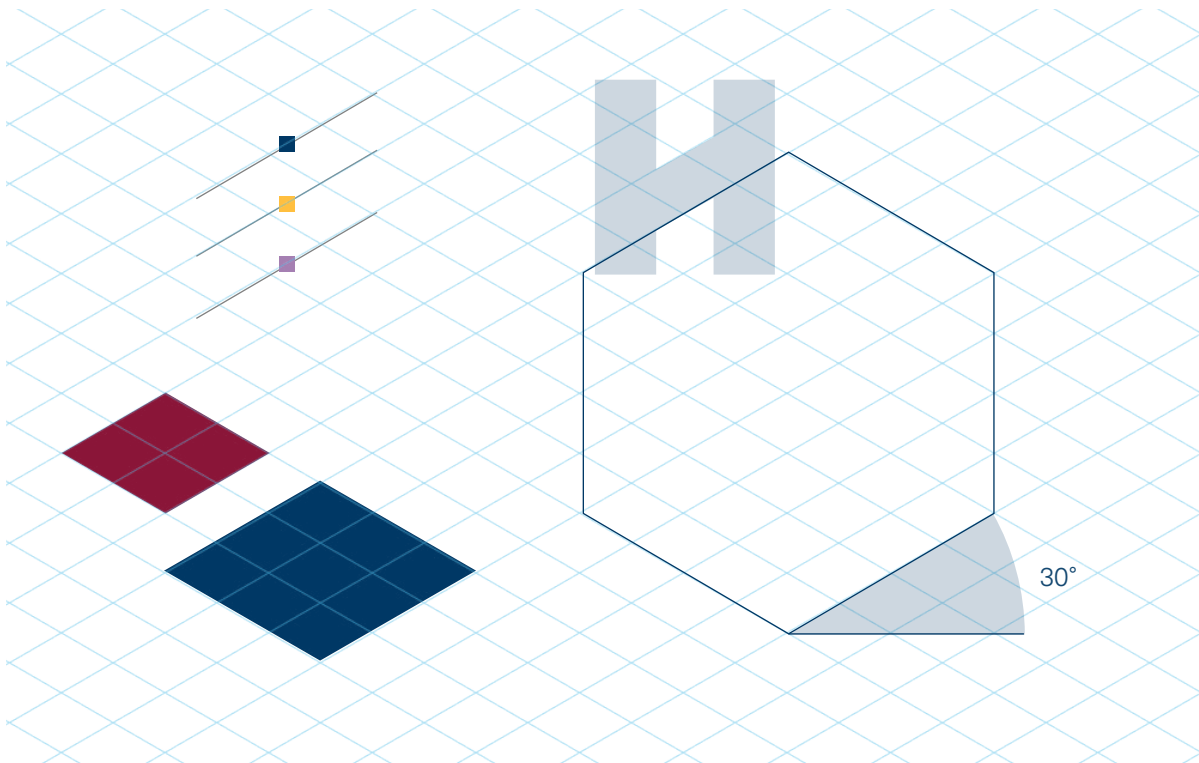
The triangles and rhombuses defined above can be placed on these gradients.

*Gradients should not be used on any collateral of the Hill brand, or the Levene brand. They are only intended for the Hill and Levene joint brand.



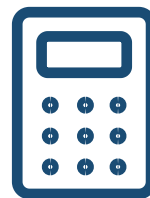
Angles used

Both the Hill and Levene joint brand, and Hill grid systems are based on the 30° angle found in a hexagon. It is consistent with the angle of the crossbar on the letter 'H' of the Hill logo.



Icons

Our icons use a simple and clean line style. Ensure that any new icons created follow the same style, and use the same stroke thickness.



Imagery

In general, photography should follow University of Regina brand guidelines:

All photography used for University of Regina marketing and communications should be professionally produced. All imagery should be crisp, clean, vibrant, and contemporary.

Whether capturing exterior or interior shots, it is essential that all photography conveys a sense of authenticity and portrays a genuine University experience. Any posed photographs should feel relaxed and comfortable, never forced or stiff.

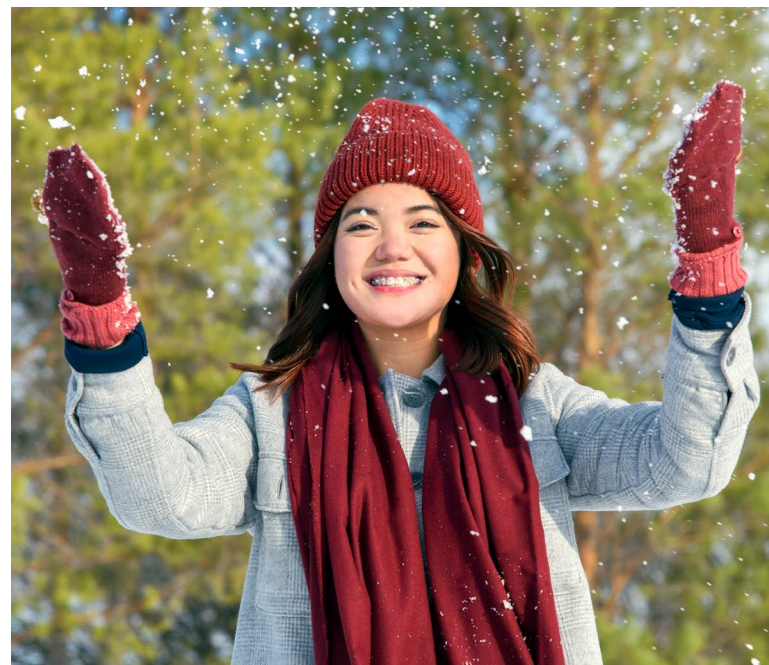
Photography should also reflect our brand personality, and may be treated to reflect Hill and Levene brand colours.

In addition, photography of people should match the target audience:

For Hill, choose or take photos depicting a younger (undergraduate) demographic of university students. These photos may have a more youthful feel and may depict more casual situations than Levene photos.

For Levene, choose or take photos depicting an older (graduate) demographic of university students. These photos may have a more professional and mature feel compared to Hill photos.

Whenever possible, use Hill and/or Levene students or alumni as opposed to stock images.





Stationery

Letterhead

Templates for the letterhead are available upon request.
Ensure to use the correct one for each brand.
Do not alter any elements in any way (e.g. fonts, colours, sizes).

Hill and Levene letterhead



University of Regina | Hill | Levene
SCHOOLS OF BUSINESS

Company Name
Firstname Lastname
Address line 1
Address line 2

May 18, 2021

Lorem ipsum dolor.

Prasent commodo cursus magna, vel scelerisque nisl consectetur et. Nullam quis risus eget urna mollis ornare vel eu leo. Nullam quis risus eget urna mollis ornare vel eu leo. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

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Sincerely,

Hill and Levene Schools of Business
Faculty of Business Administration
University of Regina
Eckstein Building, ED 517
3737 Wascana Parkway
Regina, Saskatchewan S4S 0A2

+1 306 586 4124
hl_undergrad@uregina.ca
uregina.ca/business



Maecenas faucibus mollis interdum. Cras mattis consectetur purus sit amet fermentum. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nullam id dolor id nibh ultricies vehicula ut id elit. Cras mattis consectetur purus sit amet fermentum. Maecenas faucibus mollis interdum. Cras mattis consectetur purus sit amet fermentum. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec id ellit non mi porta gravida at eget metus. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

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Subhead

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- Bullet level one
- Bullet level one
- Bullet level two
- Bullet level two

University of Regina | Hill | Levene
SCHOOLS OF BUSINESS

Hill and Levene Schools of Business
Faculty of Business Administration
University of Regina
Eckstein Building, ED 517
3737 Wascana Parkway
Regina, Saskatchewan S4S 0A2

+1 306 586 4124
hl_undergrad@uregina.ca
uregina.ca/business

Page 2 of 2

Slides

PowerPoint templates are available upon request.
Ensure to use the correct one for each brand.
Try to use the slide templates as-is, and only change photos and text.

Hill and Levene slides

UNIVERSITY OF Regina | Hill | Levene SCHOOLS OF BUSINESS

Risus Nullam Ligula Etiam

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Section Start

UNIVERSITY OF Regina | Hill | Levene SCHOOLS OF BUSINESS

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Quote with image – Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Nullam quis risus eget urna mollis ornare vel eu leo. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget odio sem nec elit.”

Firstname Last – title goes here

© 2022 Hill and Levene Schools of Business 14

50/50 Text image – lorem ipsum

- Fusce Ornare Tristique
- Fusce Elit Inceptos Nullam
- Egestas Dolor Vulputate Dapibus
- Commodo
- Risus Commodo Lorem

Prasent commodo cursus magna, vel scelerisque nisi consectetur et.

UNIVERSITY OF Regina | Hill | Levene SCHOOLS OF BUSINESS

1 Column – Lorem sit amet consect

This is now a Fourth Level bullet accessed by using the Increase tab level button on the Paragraph section.

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UNIVERSITY OF Regina | Hill | Levene SCHOOLS OF BUSINESS

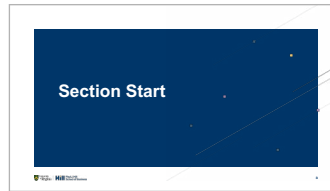
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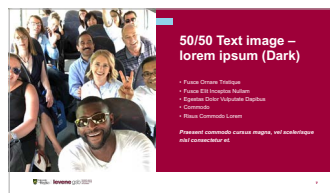
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UNIVERSITY OF Regina | Hill | Levene SCHOOLS OF BUSINESS

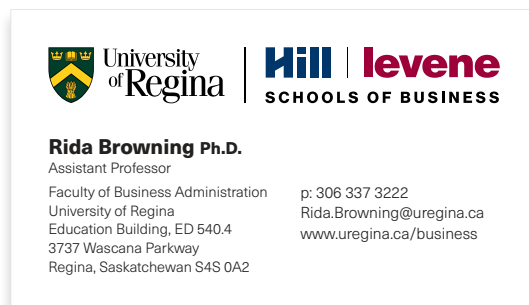
Hill slides



Levene slides



Business card



Brand in use

Brochure – Hill

Welcome to the

Get involved

At the Hill School of Business, our experiential learning approach builds connections between business and community, teaches you to think critically, creates networking opportunities, improves your leadership abilities, and helps you exceed your potential.

Students participate in Day for the Environment

643 Hill students received scholarships in 2021 (total amount: \$1M in awards concluded)

Scholarships

Excelsior Scholarship
20 students who have been consistently recognized by the University of Regina with a Canadian high school average of 90% or higher are automatically eligible to receive the \$1,000 Hill Excelsior Scholarship.

Hill Legacy Scholarship
Students that meet the requirements for admission to the top 100 most Business Administration programs and then completed their first year at Hill may be awarded entry to the top 100 Excelsior Scholarship for the next year along with an accompanying scholarship.

Hill Legacy program

The Hill Legacy Program is a legacy that connects generations of students and alumni.

New MBA students to the Hill School begin their journey by receiving a Hill Legacy Pin at the Hill Hill Opening Ceremony and receive 100 pins to follow. Students and alumni throughout their undergraduate program.

When you graduate, you'll receive a Hill Legacy Ring signifying you have successfully completed the program and are among successful alumni from the Hill School of Business.

Learning from experience.

Hill Paul J. Hill School of Business

Student Groups

Business Students' Society (BSS)
Represented by over 100 student volunteers, the BSS provides a variety of services, programs and events for Hill. Contact us for more information on what we can do for you.

Investing (IFI)
Investing in real estate and stocks is a great way to gain hands-on experience in your field. The IFI provides a platform for students to learn about investing and how to manage investments.

Competitions
The Hill School of Business is a member of the Canadian Business Students' Association (CBSA) and the International Business Students' Association (IBSA).

Alpha Kappa Psi
Alpha Kappa Psi is a national honor society for business students. It provides a platform for students to learn about business and how to manage investments.

Marketing Association
The Marketing Association is a student-led organization dedicated to providing support for students who are interested in marketing and advertising.

Accounting Fellowship Program
Accounting Fellowship Program recognizes and rewards students who are interested in accounting and finance. The Hill School of Business offers various networking opportunities.

Co-op

Co-operative Education (Co-op)
Co-op is an opportunity for you to gain real-world experience in your field. The Hill School of Business offers a variety of co-op programs that allow you to gain hands-on experience in your field.

The average salary earned by business co-op students is \$3,200 per month and the majority of placements result in job offers post-graduation.

DO TEAMS towards ending homelessness in Regina
Through their 5 Days for the Homeless campaign.

STUDY ABROAD
Learn a new language or experience a different culture while you study abroad. The Hill School of Business offers a variety of study abroad programs.

What to expect

Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> Transfer from high school to university Learn about the business world Take introductory business courses Join a student group 	<ul style="list-style-type: none"> Take more advanced business courses Take introductory business classes Take a major 	<ul style="list-style-type: none"> Complete your business plan Complete your work placement Complete your business plan Complete your work placement 	<ul style="list-style-type: none"> Complete your business plan Complete your work placement Complete your business plan Complete your work placement

94% of 2021 fall Hill grads were employed 6 months after graduation

Students engage in Reg-A-Race, a long-distance fundraising event.

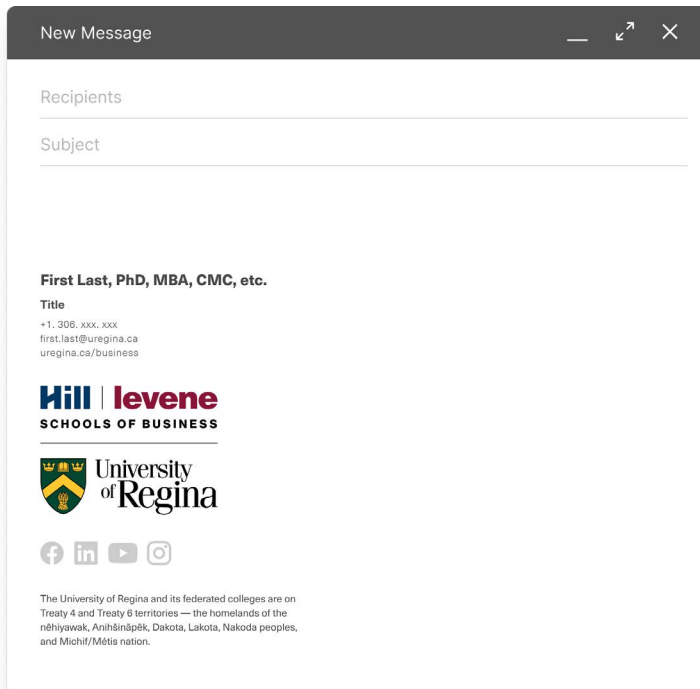
Brochure – Levene



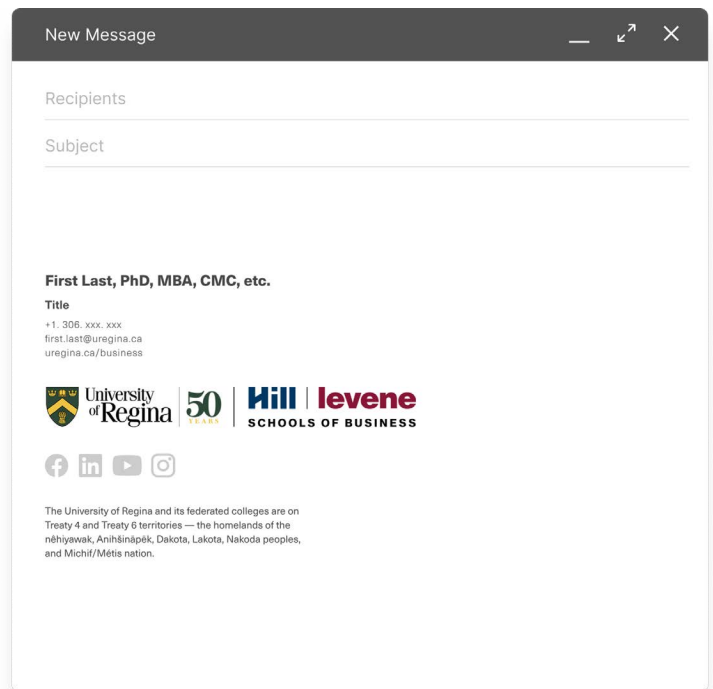
Levene viewbook

Brand in use

Email signatures



Regular email signature



50th anniversary email signature

50th anniversary logo lockups

These special logo lockups honour the University of Regina's 50-year history.



To access any brand assets, please contact:

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University of Regina

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