



Communications Guide

Introduction

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 in order 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 particular 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.

What Does All of That Mean?

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.

“The voice of the AMS is friendly, informative, well-humoured, genuine, and engaging”

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.

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STUDENT GOVERNMENT

AAMS

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

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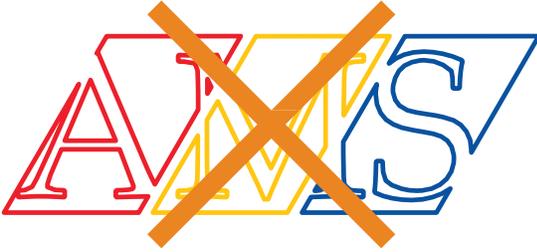
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Respect the Logo

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 not 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 1/2 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

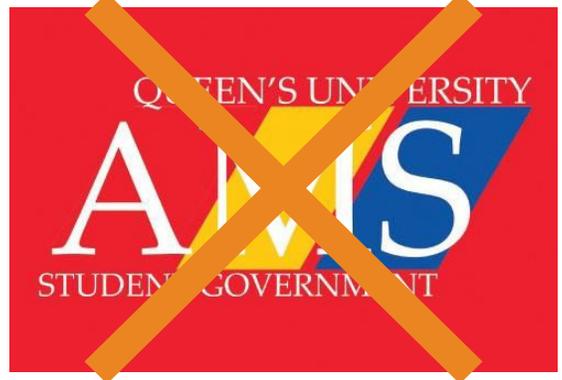
Dos and Dont's of Logo Placement

- 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 parrellograms 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.

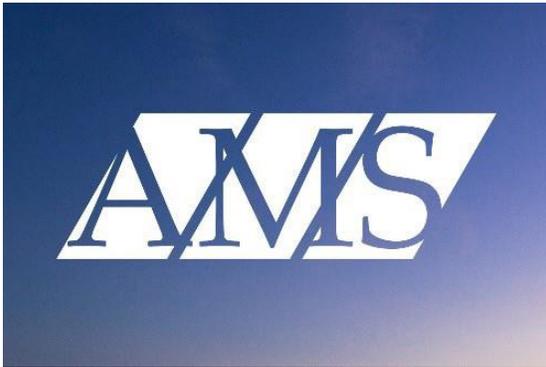
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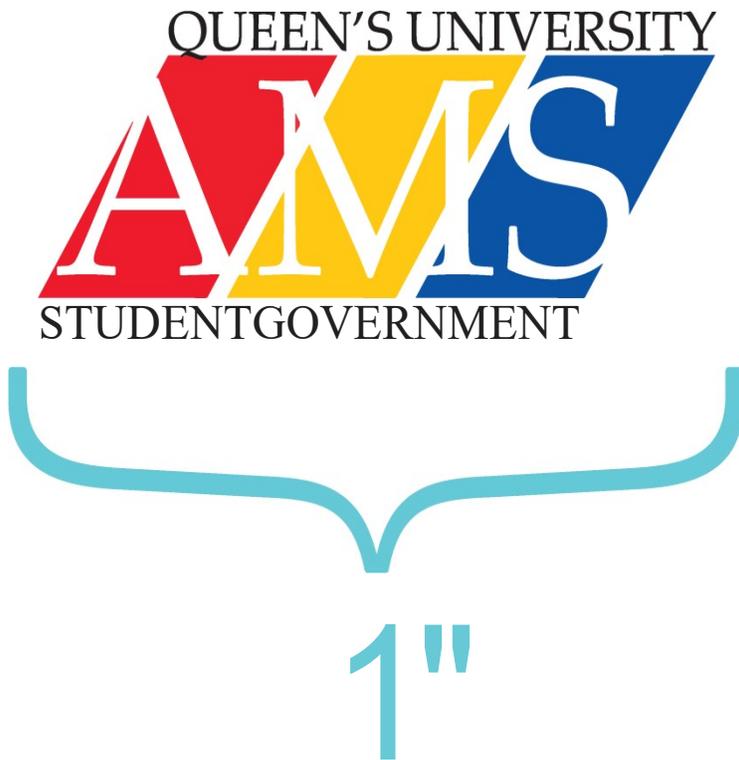
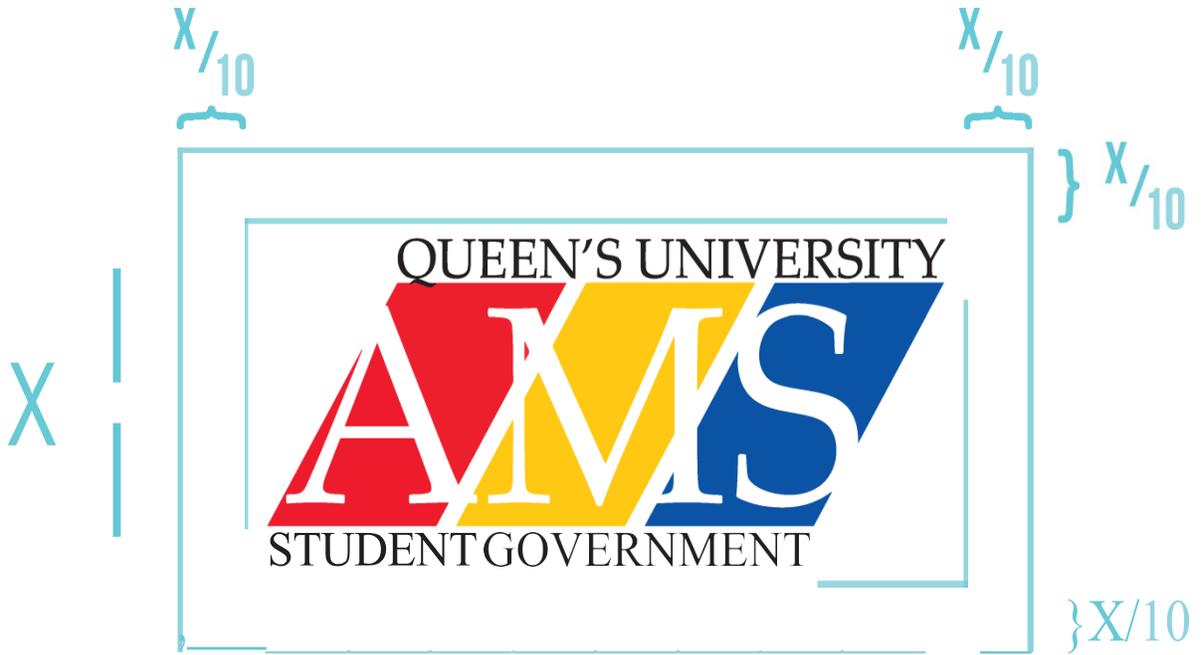


Logo Placement

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

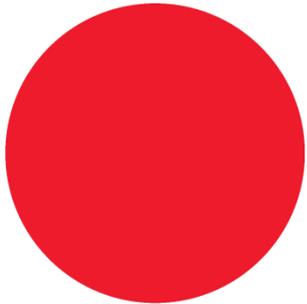
The official AMS colours are modeled after the Queen's tri-colour. Reproduction of the AMS logo and this tri-colour theme must use these exact colour values and specifications. Use of the full tri-colour scheme, rather than one of two of the three colours, is preferred, but not necessary. When a plain 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.

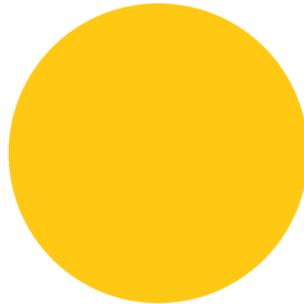
AMS Commissions

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.



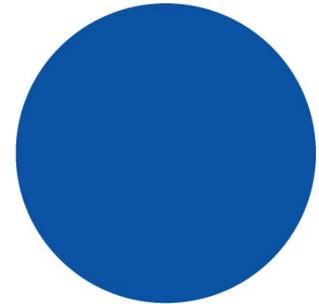
AMS Red

CMYK 0/100/93/0
RGB 239/24/41
HEX #EF1829



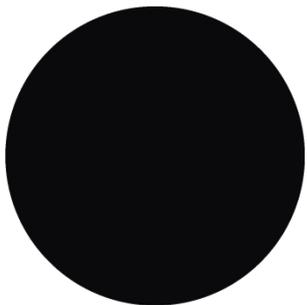
AMS Gold

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



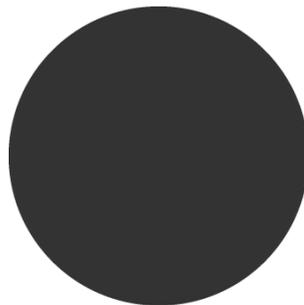
AMS Blue

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



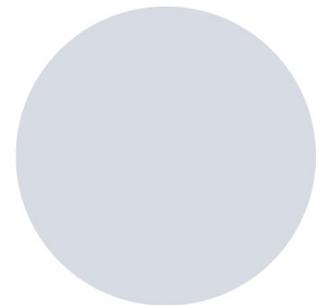
AMS Black

CMYK 75/69/65/85
RGB 10/9/12
HEX #0A090C



AMS Grey

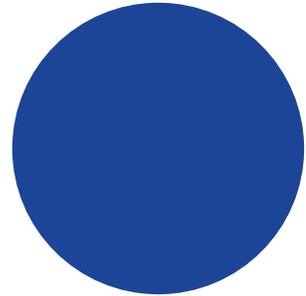
CMYK 69/63/62/58
RGB 51/51/51
HEX #333333



AMS Silver

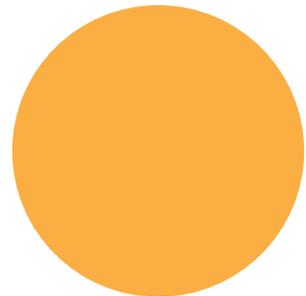
CMYK 14/10/6/0
RGB 216/219/226
HEX #D8DBE2

Commission of External Affairs



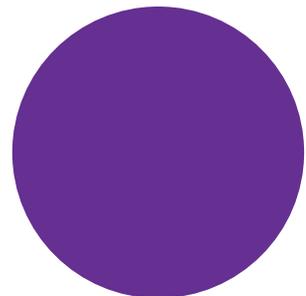
CMYK 100/88/2/0
RGB 31/66/151
HEX #1F4298

Campus Activities Commission



CMYK 00/35/85/0
RGB 251/176/64
HEX #FBB040

Social Issues Commission



CMYK 75/100/0/0
RGB 102/45/145
HEX #662D91

Colour Palettes

Displayed here are a sample of potential palattes you could use for graphics, documents and images. These sample palattes 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: Palantino 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 Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz

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(".,:;!&\$@%*)0123456789

Typeface: **Myriad Pro**

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.

Aa Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

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Typeface: **Britannic Bold**

Britannic Bold is a sans-serif typeface originally designed by Stephenson Blake. The vertical lines in Britannic Bold are thicker than the horizontal ones.

Britannic Bold, as is obvious in the name, is only available in bold form. There are no regular or italic alternatives. Britannic Bold is a good choice for headings or advertisements when you want something with a bit more “oomph” than Myriad Pro Bold or Palantino Linotype Bold, however its should not be used for body text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

(“.,:;?!&\$@%*)0123456789

Typeface: *Pristina*

Pristina is a calligraphic typeface designed by Phill Grimshaw. It is designed to look like a somewhat elegant type of penmanship. Pristina is a good option when you'd like to add a flourish to a graphic or draw attention to a certain part of a page. That being said Pristina should be used sparingly, never in official communications, and never as body text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

abcdefghijklmnopqrstuvwxy

(".,:;?!&\$@%)0123456789*

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.

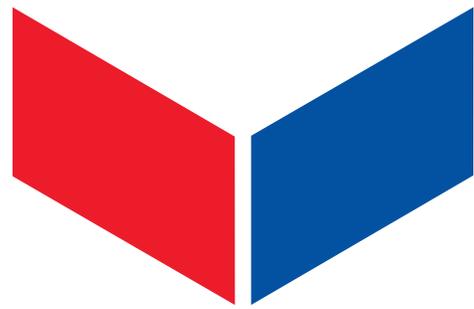
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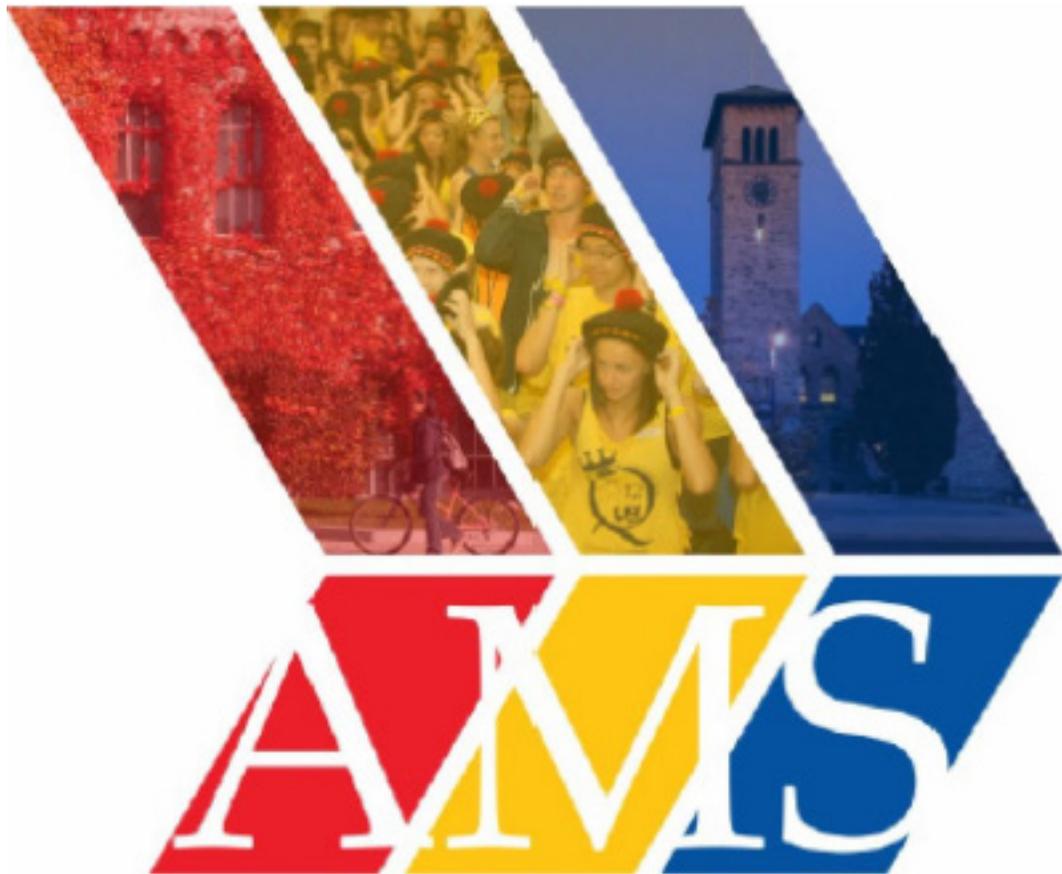


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SPECIAL PROJECTS

GRANTS
APPLICATION

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



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.

FACT

Policy & Administration

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 logo and social media links which are available through their marketing manager.

Indigenous land recognition: Including the following land recognition statement in your signature is mandatory. Include it after your logo, in italics in English as well as the languages of the Haudenosaunee and Anishinaabe peoples:

Queen's University is situated on traditional Haudenosaunee and Anishinaabe territory.

Ne Queen's University e'tho nońwe nikanónhsote tsi nońwe ne Haudenasaunee tánon Anishinaabek tehatihsnónhsahere 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.

John Doe (He/Him)*

Commissioner of xxxxx

Alma Mater Society | Queen's University

Phone: (613) 533-6000 x xxxxx

myAMS.org/xxxxx | facebook.com/queensams



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Gimaakwe Gchi-gkinoomaagegamig atemagad Naadowe miinwaa Anishinaabe aking

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*Including your pronouns is optional, do whatever makes you comfortable

AMS Media Relations Policy

Purpose for Policy:

The AMS is a transparent and accountable organization that values the role that the media plays in communicating information to Queen's students and the Kingston public.

The AMS Media Relations Policy is in place to ensure professionalism and consistency in the way the AMS works with the media. As a democratic institution, the AMS has a responsibility to ensure we communicate clearly and effectively on behalf of all Queen's students. When communicating on behalf of the AMS, spokespeople must communicate official stances of the AMS as determined by Assembly, Board, and the AMS Executive.

Scope of this Policy:

This policy applies to all current employees and volunteers of the AMS. Exemptions: The Queen's Journal. Please refer to AMS-By-Law 13, Section 13.01.02 and 13.01.03 regarding editorial autonomy.

Policy Statement:

The Marketing and Communications Office is responsible for developing strategies for increasing positive media coverage of the AMS; preparing employees and volunteers for interviews; liaising with media and Queen's University Communications; and tracking all coverage of the AMS in campus, local and national media outlets. AMS employees and volunteers are responsible for accurately representing the opinions of the Alma Mater Society, as approved through the Society or Corporations governance processes. Representatives are expected to act in a professional and thoughtful manner.

Responsibilities

AMS Employees and Volunteers

AMS employees and volunteers are expected to contact the Marketing and Communications Office before contacting the media, or attending an event in their official capacity where the media can be reasonably assumed to attend.

Spokespeople

The appropriate spokesperson is the relevant Executive, Commissioner or Director. With the guidance of the Director of Communications and relevant executive, a manager, deputy or committee chair (or equivalent) may be designated to speak to the media.

The respective spokesperson should notify the Director of Communications once being contacted by the media. No official stance should be taken without first speaking to the Director of Communications

Marketing and Communications Office

The (MarComm) Office is responsible for responding to media requests in a timely, honest and respectful manner. It welcomes the opportunity to communicate accurately and clearly about the operations of the AMS. The MarComm Office maintains a positive working relationship with all forms of media in order to reach the intended audience.

The MarComm Office maintains open and transparent communications that allows the media to have access to member within the AMS.

Procedures

Media Inquires

Phone and Email: If you are contacted by the media through phone or email, it is your responsibility to notify your supervisor and the Marketing and Communications Office before responding to comment. In this case record as much information as possible, including contact information, the article deadline, and the topic of the interview. Coordinate the interview along with the Communications Office.

Events at Which the Media is Present

If you are going to an event, and it can be reasonably assumed that the media will be present, speak to your supervisor or the Director of Communications prior to the event. You should agree on whether or not you will say something, and if so, what you would like to say and how you would like to say it. Let the Director of Communications know if a comment was made for the purpose of record keeping.

Contacting the Media

You may also wish to get in contact with the media regarding an issue or event that you would like to have publicized. This can include a press release, event advisory, letter to the editor, op-ed, and/or interview. If you are interested in getting in touch with the media, contact the Director of Communications who will work closely with you to formulate a communications plan and contact the relevant outlet.

Proactive Media Relations

There are some situations in which a media plan is required:

1. If an issue, event, or policy stance is expected to generate a significant amount of media interest
2. If you are hosting an event concerning a high-profile issue or involving a high-profile individual

The Director of Communications will work closely with you to formulate a media plan that includes: a clarification of your goals, an identification of your target audience, a timeline, assistance with physical and social media interactions, productions, and posts, and finally a review of your results.

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 in our organization, there is an established list of criteria for the creation and maintenance of any AMS social media

Creation Criteria

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

1. Posses a plan which indicates how you will post content consistently (At least once a week for the months of September, October, November, January, February, and March)
2. Reasonably demonstrate that your message cannot be better communicated through a pre-existing channel
3. Management of the account must be tied to a position, not an individual or personality
4. The Communications Office must be given administrative access

If you believe you meet all of the above criteria and would like to create a new social media account please contact the Director of Communications

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 the account may enter a probationary period of one-year.

1. Your account must be posting consistently (At least once a week for the months of September, October, November, January, February, and March)
2. The account should show reasonable annual growth (This will be determined on a case-by-case basis by the Communications Office, however +10-15% likes/follows per year is a generally reasonable goal)
3. You must be able to demonstrate some form of consistent engagement on your content
4. Your message continues to be best served by its own social media account, an not another existing one

Content Rules

In addition to this criteria, your account must follow three publishing rules. These rules are stricly enforced:

1. No AMS account may comment on AMS elections or referenda other than encouraging students to vote.
2. Accounts must remain politically neutral. You may not support any political parties, figures, movements, etc. During Federal, Provincial, and Municipal elections you can encourage students to vote, nothing more.
3. Your materials must conform to AMS promotions equity standards.

If you have any questions or concerns about the criteria and rules outlined above the Communications Office would be happy to discuss them with you

AMS Social Media 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.), ableist (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.

