

McMASTER UNIVERSITY **BRAND STANDARDS MANUAL**

OCTOBER 2010

Effective September 2007

Within these pages, you will find a summary of the features and applications of the brand design and creative.

For more information on the application of the McMaster brand in communication materials, please contact the Associate Director, Public Relations (Marketing) at McMaster's Public Relations Office, or call 905-525-9140, ext. 22959.



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BRAND ELEMENTS: McMASTER'S BRAND PROMISE

At McMaster University, students explore and expand their potential in an innovative research community of teachers and learners.

BRAND ELEMENTS:

Elements of the Brand Promise

Through interdisciplinary education and collaborative, cutting-edge research, the University encourages students, faculty and alumni to celebrate the art of teaching and the art of learning new things about the world.

The McMaster community values innovation and openness to new ideas. Professors break new ground and pass their learning to a new generation. Students open their horizons through research, interdisciplinary connections and student life. And alumni continue to discover and grow in their professions and their personal lives.

Innovative

McMaster is consistently ranked among the most innovative institutions in the country. We offer an intellectually welcoming environment that celebrates diversity of ethnicity, culture, thought and vision. We are joined by a central purpose – the sharing and deepening of knowledge and opportunity for the betterment of our communities, Canada and the world. With a productive and diverse research agenda, research intensity and determination, students are here not to just learn more, but to learn differently.

Engaging

The 2006 National Survey of Student Engagement determined that students rank McMaster highly for its supportive campus environment. The innovative teaching model and research opportunities allow students to play a part in their own education and prepare for the future. McMaster boasts a tightly knit community featuring a diverse population of students and alumni, a welcoming environment, and professional and social organizations.

Inspiring

McMaster provides many opportunities for people to be exposed to the new and different. In 2005 Employee Benchmark Tracking Research, 93 per cent of McMaster's faculty agreed that "I personally play a role in helping students to achieve their maximum potential," 81 per cent said they "play a role in making McMaster the most innovative university in Canada" and 73 per cent agreed that they help to make McMaster a "student-centred university."

Please Note:

The guidelines detailed in the "Brand Elements" section must be followed for all print and online communication materials.

BRAND ELEMENTS:

McMaster Brandmark

The McMaster brandmark represents McMaster's dedication to collaboration and our strong history of innovation. Therefore, it's important that it appears on all official materials, documents or communications produced by or for the University.

The brandmark consists of two elements: the McMaster lettering (in the Garamond typeface) and the shield (featuring the phoenix). These elements have a fixed relationship and must never be separated, modified or altered in any way and must be presented in approved colours and font only as outlined in these guidelines. The McMaster Brandmark may not be used for commercial use or by any unauthorized individual or organization.

Do Not:

- alter the size, relationship or position of the type or the shield in the brandmark
- alter the colour of any part of the brandmark beyond the approved variations provided in this guideline
- overprint type or photos, or place elements over the brandmark
- add borders or other graphic elements to the brandmark
- separate the elements of the brandmark

McMaster Brandmark



BRAND ELEMENTS: IDENTITY

Clear Space

As seen in this diagram, the clear space around all sides the McMaster identity should be equal to the size of the "M".



Minimum Size

To ensure quality and readability, the minimum size of the McMaster landmark should not be less than 3.75 cm (1.5 inches) wide.

The elements of the landmark (the lettering and the shield) must be used in their entirety.



BRAND ELEMENTS:

Colour Variations

The McMaster Brandmark colour variations are illustrated here. They are full colour, reversed colour, black, maroon, grey and white, and reversed black and white.

When possible, the full colour version (top left) is always preferred.



Tagline & URL

The tagline “Learning Without Boundaries” is always in upper case Univers 67 Bold Condensed. The URL is one point size larger than the tagline, in lower case Univers 57 Condensed. The two elements are separated by a 0.5 point vertical line.

When using the ad template (see page 14), the tagline and URL appear left-aligned directly above or below the lifestyle photograph. The tagline and URL are always to appear together, as seen here. The URL can be replaced with a more direct URL (i.e. degroote.mcmaster.ca) when applicable.

When in colour, use Maroon PMS 222, and in all other instances use black. The tagline, when used as a headline, can be on a white background or reversed out of a lifestyle image (see page 17).

McMaster’s tagline “Inspiring Innovation and Discovery” is still in limited use. However, this tagline should not be used in any advertising materials.

LEARNING WITHOUT BOUNDARIES | mcmaster.ca

BRAND ELEMENTS: IDENTITY

Typography

The primary font, Univers, is a modern, easy-to-read sans serif font. Use only true cuts of Univers. Do not use shortcuts for bold, italic, or other variations of the font. The minimum size for any typeface is 9 point.

The secondary font, Garamond, is a more traditional typeface. It is best used in articles and other long copy documents. Again, use only true cuts.

Use these guidelines to determine typeface selection in McMaster advertising:

Headline

Use Univers Bold Condensed in all upper case. When colour is used, use Grey PMS 430. Maroon PMS 222 can be used to accent an important word(s) at the beginning or end of the headline.

The "c" in McMaster is always to be in lowercase, even when the rest of the word is uppercase. (See example below.)

Body Copy

Use Univers Condensed Light in upper and lower case. The body copy should be Grey PMS 430, or black as an alternative. Type should not be any smaller than 11 point to ensure legibility.

Sample Copy

TOGETHER WE WILL MAKE IT POSSIBLE AT McMASTER.

As McMaster alumni, you're a part of a historic reputation for groundbreaking innovators and thinkers. Now, you can help provide an equally bright future for the next generation of McMaster students...

"I am thrilled to support McMaster" John Smith '00

Primary Typeface

Univers

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
Univers 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
Univers 45 Bold Condensed

Secondary Typeface

ITC Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
ITC Garamond Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
ITC Garamond Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
ITC Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
ITC Garamond Bold Italic

Additional Typeface

(ONLY to be used as a supplement/complement to the primary and secondary typefaces. Should be used sparingly)

Handwriting

ABCDEFGHIJKLMNOPQRSTUVWXYZ? ! # \$ %
Handwriting Regular

BRAND ELEMENTS:

Colour Palette


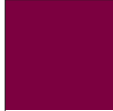

Strengthen the McMaster brand by consistently using the McMaster colour palette. The rich hues suggest tradition and solidity. These colours are all reflected in the McMaster logo, an essential element of our brand identity.

Maroon PMS 222 is the predominant brand colour, used for the tagline, URL and as an accent colour in headlines. Grey PMS 430 is the secondary colour used in headlines and body copy. Use gold, blue and black sparingly; they must be accompanied by the dominant primary colours.




Additional Colours

These colours are meant to be used as complements to the primary and secondary colours. They should be used as highlights ONLY and should not be dominant in the composition and used only in cases where primary/secondary colours are dominant.







Primary Colours

		
PMS 430	PMS 222	WHITE
C M Y K 6 0 0 47	C M Y K 0 100 15 60	C M Y K 0 0 0 0
R G B 142 151 157	R G B 122 0 60	R G B 255 255 255

Secondary Colours

		
PMS 2748	PMS 136	BLACK
C M Y K 100 88 0 14	C M Y K 0 27 76 0	C M Y K 0 0 0 100
R G B 25 57 137	R G B 253 191 87	R G B 0 0 0

Additional Colours (ONLY to be used when multiple options are required)

					
PMS 2695	PMS 1385	PMS 5757	PMS 202	PMS 4975	PMS 5015
C M Y K 91 100 0 49	C M Y K 0 44 100 7	C M Y K 27 0 95 55	C M Y K 0 100 61 43	C M Y K 0 44 100 7	C M Y K 0 25 15 11
R G B 38 8 89	R G B 232 148 26	R G B 103 119 24	R G B 38 8 89	R G B 232 148 26	R G B 225 182 178

BRAND ELEMENTS: IMAGERY



Photography Considerations

- On static subject matter, focus on foreground elements or subjects, creating depth and visual interest.
- Subjects should be actively involved in an activity or discussion.
- When possible, subjects should be focusing on an object or tool.
- Student-centered photography should look natural and candid, not posed.
- Photographs of campus buildings should include people and activity to show community.

Photo Gallery

It is integral to demonstrate real innovation and collaboration within the McMaster community. You can select images for ads from the constantly growing McMaster Photo Gallery, which you can access by visiting mcmaster.ca/ua/opr/photos.

The lifestyle photography shares distinctive elements to provide consistency across materials. The subjects of the photos are intensely engaged in what they are doing and, when possible, working together towards a goal. Colour photography is to be used when media allows. Understanding that departments have a variety of photos available (and intense photo shoots are generally not an option), departments should find or create photos reflecting these sensibilities to further brand consistency.

Include a brief cutline when using original lifestyle imagery. Provide the full names and titles of those featured in the photograph, when possible, along with an explanation of their work at McMaster. Cutlines should be white or black in 8pt. type, and right aligned in the bottom right corner of the picture.

BRAND ELEMENTS: IMAGERY

Icon

The selected icon image should represent the results, solutions or tools used by the ad's subject. It is a bridge between the copy and the lifestyle photography of the ad, encapsulating the main message. In small space ads, the icon can also be used without support copy or photography.

The image is three-dimensional with a shadow. It is always in the upper left corner of the ad on a white background. If the ad is in colour, the icon image should also be in colour.



BRAND ELEMENTS: IMAGERY

Mosaic

As a design option, the mosaic can be used only in those rare occasions when a single picture is not possible. Images can show a combination of people, objects and environment, making sure that the subject is always clear. Also, be aware of colours and tones when selecting images.

In the mosaic, each square should be equally sized and spaced. For example, on an 8½ x 8½ inch piece, the squares are 1.7" x 1.7" and the keylines are 3 pt. Adjust sizes according to the size of the overall piece, but always maintain proportions.



BRAND APPLICATION: ADVERTISING

The advertising template includes all the components listed here. The headline is grey, using maroon to emphasize important words or phrases. In small space advertisements, either the icon, lifestyle photograph or tagline can be used alone.

Icon



Headline

COLLABORATIVE RESEARCH IS THE SOLUTION.

Body Copy

Cancer. SARS. Antibiotic-resistant infections. Every day we see the impact these threats have on our lives. They are complex problems that require revolutionary new approaches. At McMaster, researchers have embraced collaboration as the approach to tackle today's challenges. Biochemists work with mathematicians, computer scientists work with physicists, and medical scientists work with health geographers to generate new ideas, discoveries and treatments. McMaster's unique size and innovative, community make it possible. Together, we can tackle today's challenges and be prepared to face new ones in the future.

Lifestyle Photograph



Professor Juliet Daniel, centre, studies how and why cancer cells break away from the primary tumor site and spread to distant organs to become malignant cancer.

Cutline

Tagline

LEARNING WITHOUT BOUNDARIES | mcmaster.ca



Brandmark

BRAND APPLICATION: ADVERTISING

In cases when other school or faculty logos appear beside the McMaster landmark, the tagline and URL can be moved above the lifestyle photo but below the copy block.



TOGETHER WE HONOUR A LEADER.

Industry leader. Mentor. Advocate. In every role he plays, David Feather, President of Mackenzie Financial Services Inc., epitomizes McMaster University's commitment to innovation and collaboration. He has more than fulfilled the promise he displayed as a student at McMaster's DeGroote School of Business. Today he brings his wisdom back to our campus as a guest lecturer, advisor, guide and member of the Cabinet for the Campaign for McMaster University. We're proud to honour him with the Wayne C. Fox Distinguished Alumni Award.

LEARNING WITHOUT BOUNDARIES | mcmaster.ca



DeGroote
SCHOOL OF BUSINESS



BRAND APPLICATION:

Two-Colour Execution

Follow these guidelines when ads or other promotional materials can be printed in only two colours. In these cases, use only black and maroon. Maroon can also be used to highlight important words in the headline, and for the tagline and URL. However, do not use the maroon spot-colour treatment on the lifestyle photography, as this technique is not part of current creative.



ANOTHER STEP TOWARD THE FUTURE. **AT McMASTER.**

Philanthropist. Business leader. Chair of the Campaign for McMaster University. Ron Joyce has once again demonstrated dedication to his community and to education with a \$10 million gift to the McMaster University campus in Burlington. His investment in the future is the first step toward building the graduate and executive leadership programs for the DeGroote School of Business and a family practice teaching unit of the Michael G. DeGroote School of Medicine. His past generosity enabled the construction of the University's Ronald V. Joyce Stadium. We extend our thanks to Ron Joyce for helping to bring McMaster to Burlington.




LEARNING WITHOUT BOUNDARIES | mcmaster.ca



BRAND APPLICATION:


Tagline as Headline

The tagline, "Learning Without Boundaries," can sometimes be used as a headline, either in small space ads, billboards or simply as another design element. In these cases, the words should bleed out of frame and the tagline can break in the middle of a word.



LEARNING
WITHOUT BOUNDARIES

mcmaster.ca

McMaster
University 

BRAND APPLICATION:

Small Space

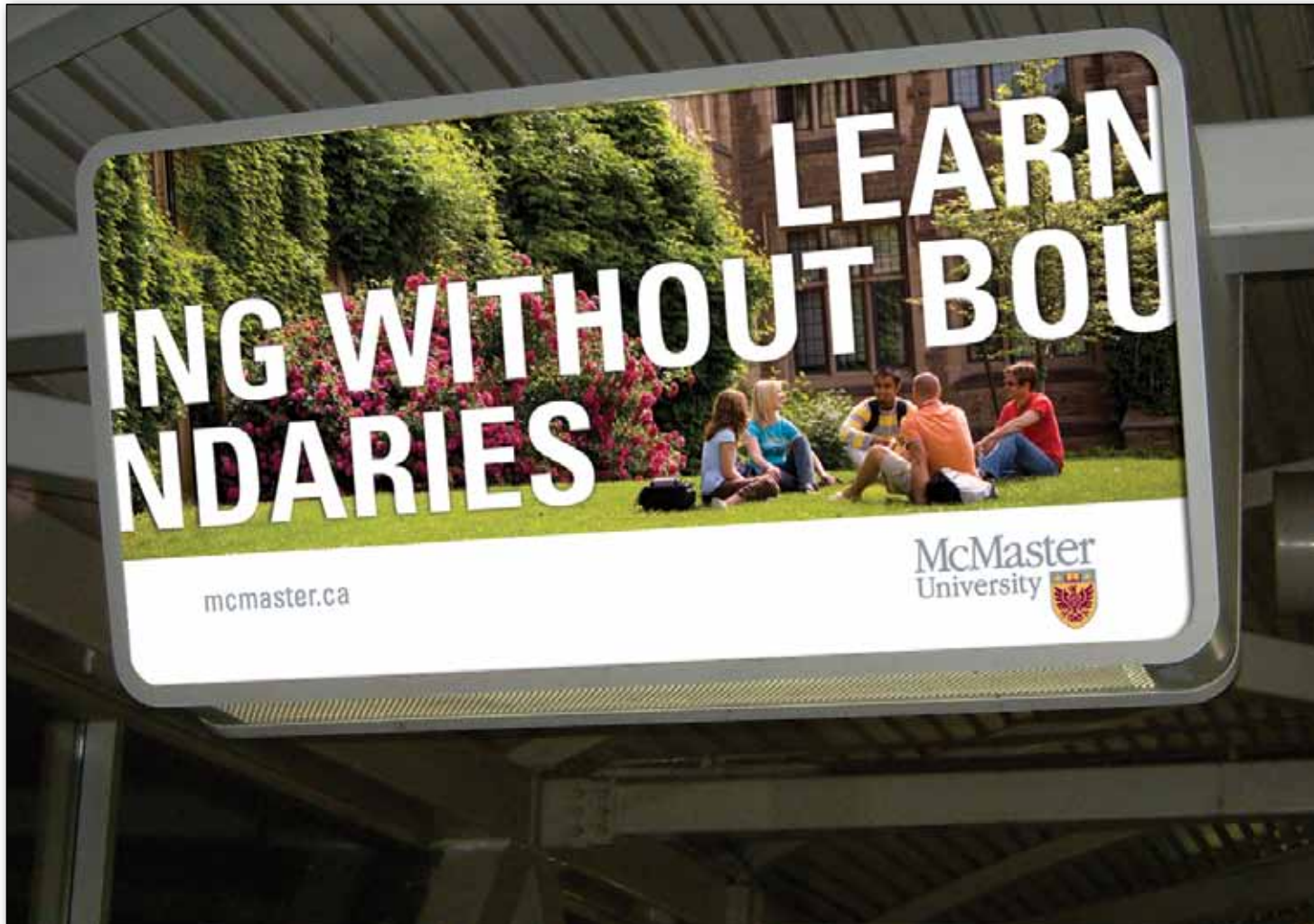
When space is limited, all of the elements of the ad template do not need to be used. The icon, lifestyle photograph or tagline can be used alone. In some cases, it's best to avoid lifestyle photography if there isn't sufficient space to see the subjects clearly.



BRAND APPLICATION: ADVERTISING

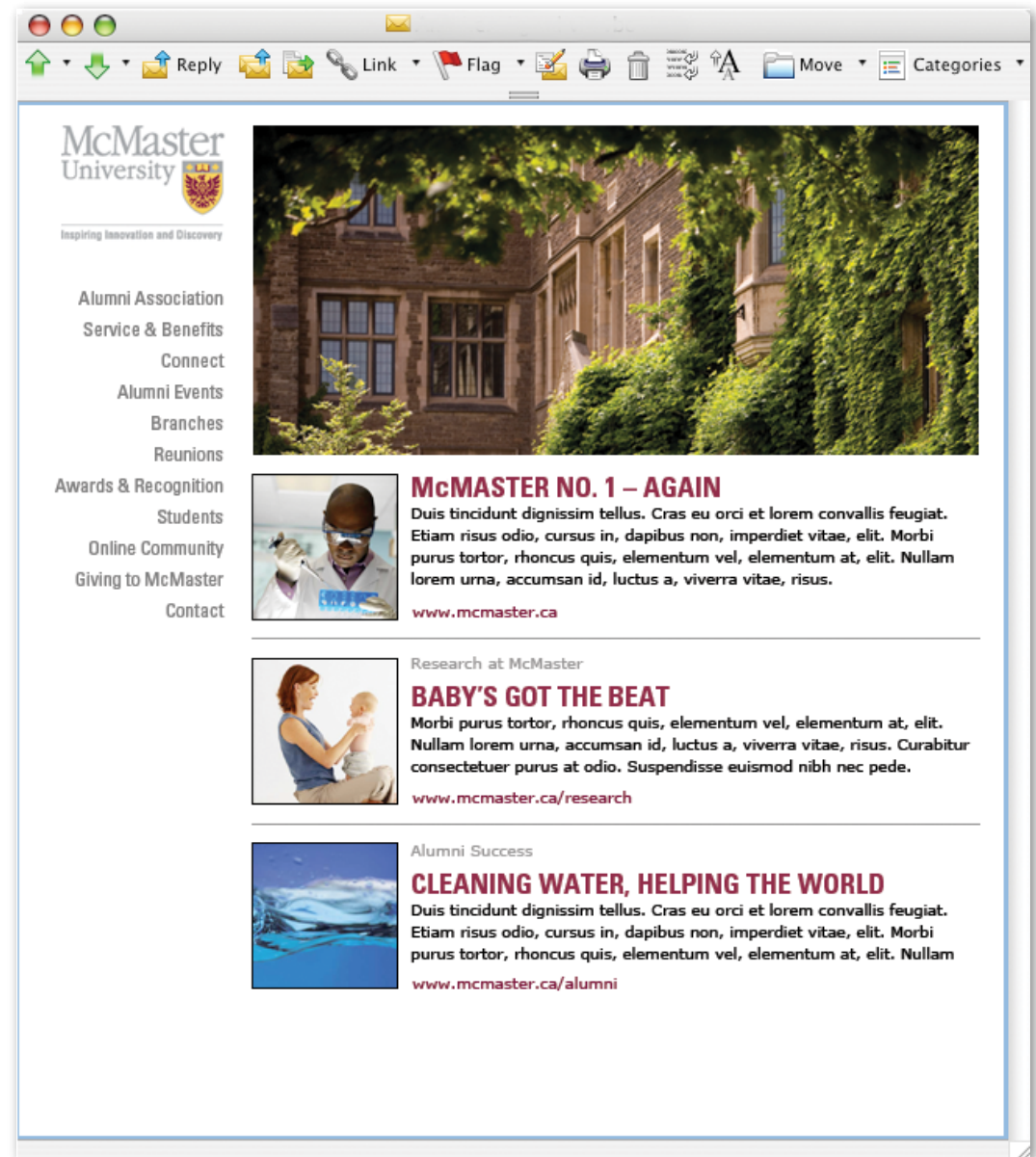
Outdoor

Because there is little time for people to read outdoor advertising, avoid lengthy blocks of copy. Here, the tagline has been used as a headline, over a lifestyle photograph, along with the brandmark and URL.



BRAND APPLICATION:

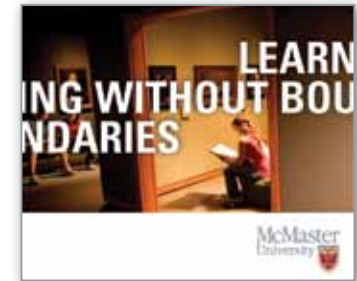
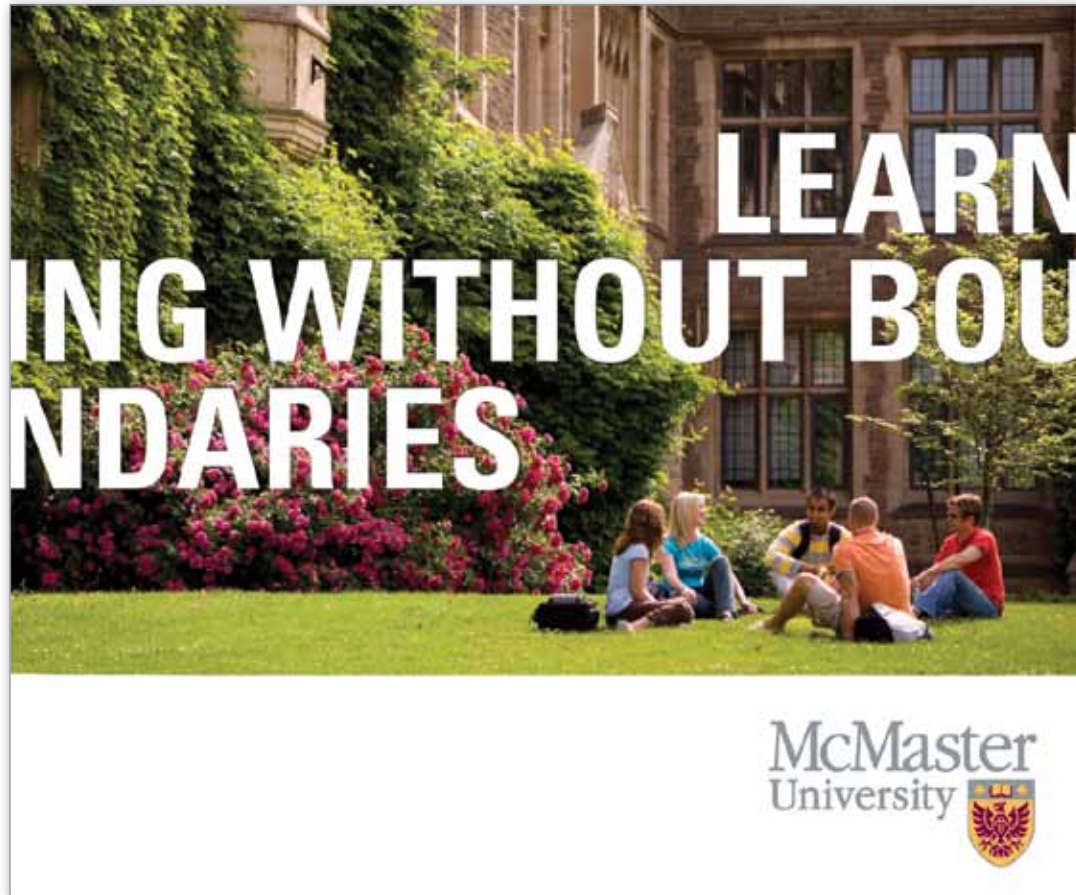
E-mail Newsletter



BRAND APPLICATION: ADVERTISING

Online

One way to take advantage of dynamic online banners is by using alternating images of both indoor and outdoor lifestyle shots as seen here. Other options include icon-only executions. As online space tends to be limited, avoid using both icon and lifestyle imagery together.



BRAND APPLICATION: ADVERTISING

Online

The global navigation bar is mandatory for all pages belonging to Faculties and all administration sites.

- Departments, Senate-approved Centres, Institutes and Schools are eligible to use the maroon global navigation bar for their internal site navigation. The bar must remain constant throughout their sites.
- All non-global maroon navigation bars will contain a button that returns the user to the main McMaster page placed at the far left of the navigation bar. That button will also contain a drop-down A-Z link for the McMaster home site.
- The McMaster logo at the top left of the page will take users to the main McMaster page.

McMaster University

http://www.mcmaster.ca/museum/

Getting Started Latest Headlines

McMaster University

MUGSI Faculty & Staff Directory

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A-Z Index Academics Alumni Discover McMaster Future Students Library Research Student Life

McMaster Museum of Art

Home

General Information

Exhibitions and Events

Museum and Collections

A Walking Tour

Class/Tour Booking

The Herman H. Levy Collection

engage. inspire. discover.

McMaster Museum of Art

On Now at the M.M.A.

LISTENING AWRY
Kimsooja, Christian Marclay, Santiago Sierra, Su-Mei Tse
Curated by Jim Drobnick
May 31 - September 1, 2007

Location
Alvin A. Lee Building
University Avenue at Sterling St.
McMaster University, 1280 Main Street West, Hamilton, ON
Canada L8S 4L6
Tel. (905) 525-9140 ext.23081
Fax (905) 527-4548

Hours
Tue/Wed/Fri 11 am - 5 pm
Thursday 11 am - 7 pm
Saturday 12 - 5 pm
Closed Sundays, Mondays, statutory holidays, and for one week between Christmas and New Years.

Admission
Pay what you can, if you can with a suggested donation of \$2.00. Students, seniors and members are always free.

Access
The Museum building and all gallery levels are wheelchair accessible.

View Our Latest Newsletter

MORE ▶


Done

BRAND APPLICATION: ADVERTISING

McMaster University > Faculty of Health Sciences > FHS Home

http://fhs.mcmaster.ca/main/index.html

Getting Started Latest Headlines



MUGSI
Faculty & Staff Directory

Quick Links Select

Search GO

McMaster FHS FHS News

McMaster University Home

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Administration
Contacts
FHS Site Index

Focus on self-directed, life-long learning ...

Home

Professor named to new women's health agency

Dr. Sonia Anand has been named a member of the board of Echo, the new women's health agency which has been established by the Ontario government to raise awareness and work toward solutions on women's health issues.



Echo will build on the work of the former Women's Health Council as a foundation for start-up of the new agency. Echo will assume new responsibilities and bring together health system, community, research and policy stakeholders.

[MORE >](#)

Midwifery program expanded to serve need

More students will be taken into midwifery education programs across Ontario in response to the need for obstetric services, George Smitherman, minister of health and long term care said today.

Eileen Hutton, assistant dean of the midwifery program at McMaster University, welcomes the increase in student enrolment, pointing out that there is a critical shortage of primary obstetric care providers in Ontario and in Canada and that midwives are

http://fhs.mcmaster.ca/main/news/news_2007/fhs_website_launch_2007.html

McMaster University School of Nursing >> Home

http://www.fhs.mcmaster.ca/nursing/

Getting Started Latest Headlines



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School of Nursing


Welcome

Get to Know Us

Contact Us

Partner With Us

Invest In Us



Lead. Engage. Inspire.
Choose Nursing and McMaster.

Nursing at McMaster

2007 BScN Graduating Class Largest in McMaster's History
On June 7, 2007, McMaster graduated the largest nursing class in its history from the Bachelor of Science in Nursing (BScN) Program. Three-hundred and twenty-one nursing graduates received their BScN degree, a 36% increase over 2006. The 2007 graduating class represents the third cohort of students admitted to the McMaster Mohawk Corstoga BScN Program, a collaboration that began in 2001. Our graduates take with them the knowledge, skill, confidence and insights gained through their academic career at McMaster, each poised to strengthen the contribution of nursing to health for all in their own, unique way.

MSc/PhD Program Receives Highest Quality Rating
The Ontario Council on Graduate Studies (OCGS) has recognized the excellence in McMaster's MSc/PhD Nursing Program with a rating of "Good Quality", the highest rating possible. Approval was also received to launch five fields of study within the Nursing Graduate Program, specifically Health of Populations, Wellness and Healing Across the Lifespan, Health Services and Policy, Nursing Leadership and Practice, and Nursing Education.

School of Nursing faculty members receive prestigious research personnel awards
Dr. Susan Jans, Dr. Christine Kurtz-Landry and Prof. Dawn Kingston were successful in recent and highly competitive career and training award competitions. Congratulations to these three talented researchers.

Five major projects receive funding
Dr. Denise Bryant-Lukosew, Prof. Charlotte Hoegaars, Prof. Christine Patterson, Prof. Dyanne Semogas and Dr. Rita Valsito are to be congratulated for obtaining financial support for initiatives that involve a variety of community partners in advancing nursing practice and interprofessional collaboration.

Health Care Leadership and Management Program Certificate
The Leadership and Management Program, Faculty of Health Sciences, School of Nursing is pleased to announce the launch of the Health Care Leadership and Management Program Certificate.

International Impact

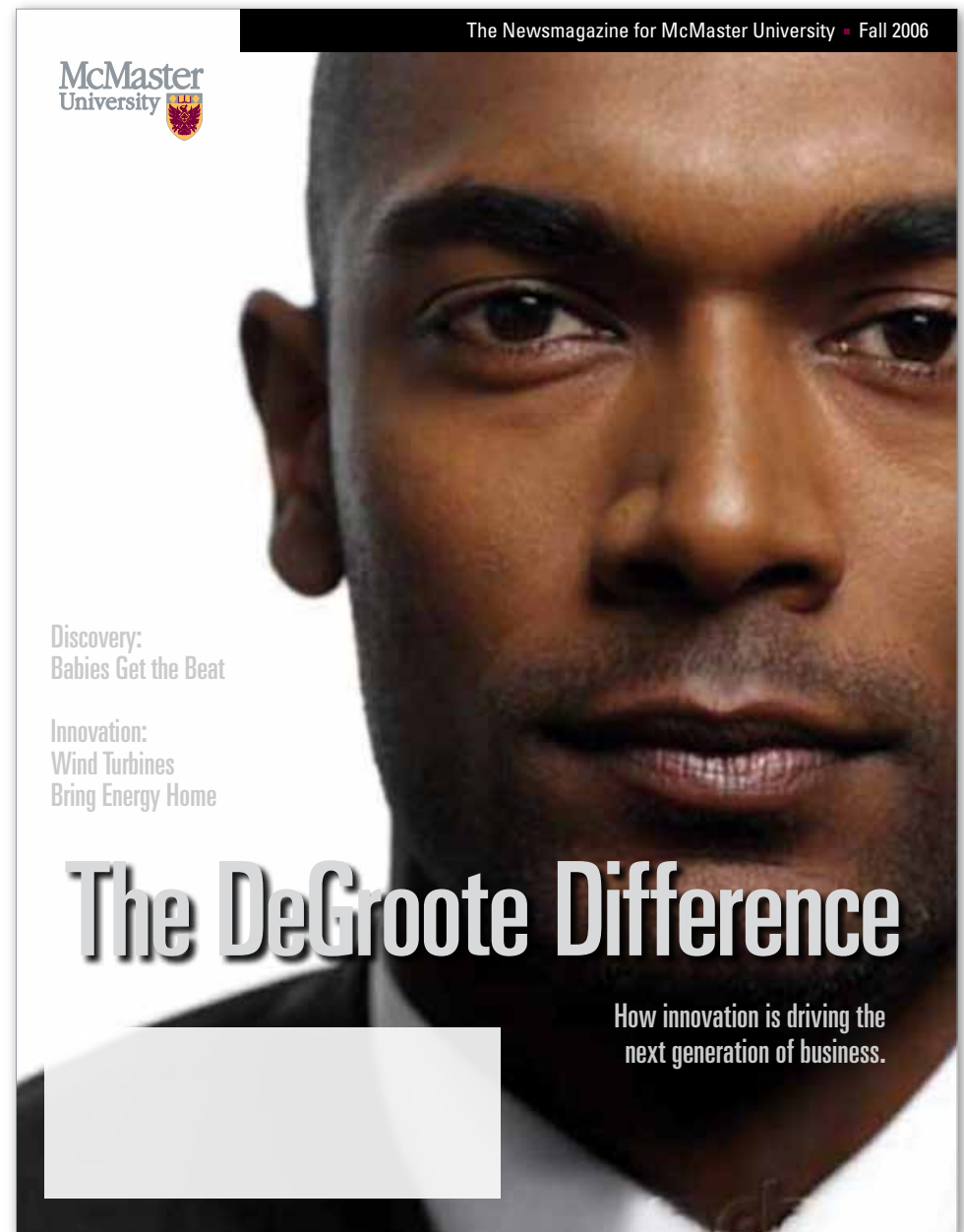
Making a Difference

Nursing Research Day
October 4, 2007. Click here for more.

Done

BRAND APPLICATION: COLLATERAL

Various campus magazines share McMaster's success stories.
The following gallery suggests layout ideas and image selections.



McMaster University Magazine

BRAND APPLICATION: COLLATERAL

Alumni Magazine

People of influence
The greatest minds have passed help shape their lives and ours.
by David McLeod

McMaster University

Catch a winning team

Child Studies chair to continue Offord's work

Province invests in technology transfer

White Coat Ceremony welcomes students

LIBRARY SPACES TO MEET CHANGING NEEDS

RESEARCH HIGHLIGHTS: Drug therapy prevents diabetes

McMaster Times

Winter 2007

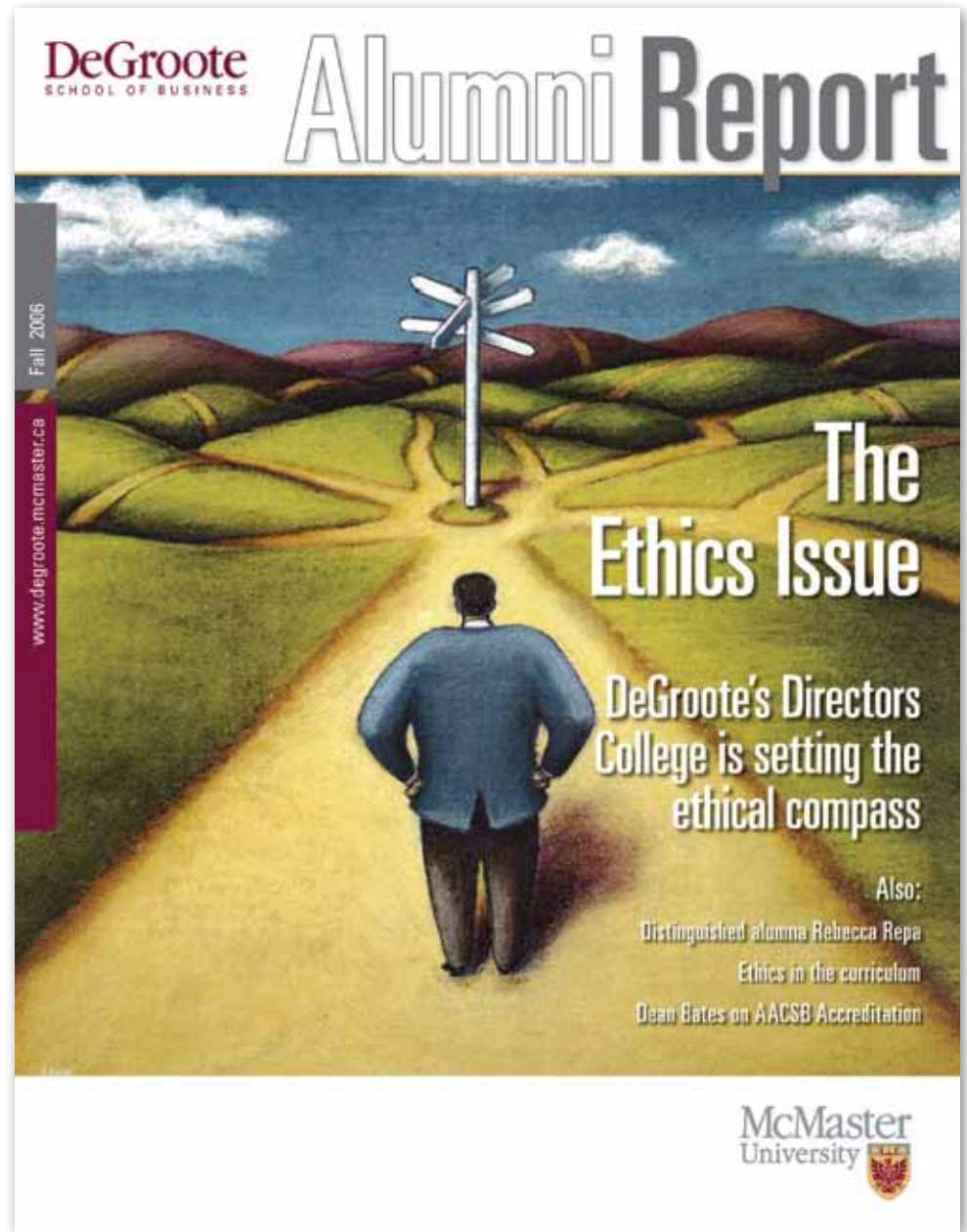
The Newsmagazine for McMaster University Alumni

People of Influence
Ten alumni pay homage to their mentors and sources of inspiration

Homecoming highlights
25 years of Arts & Science
Astrobiology set to launch

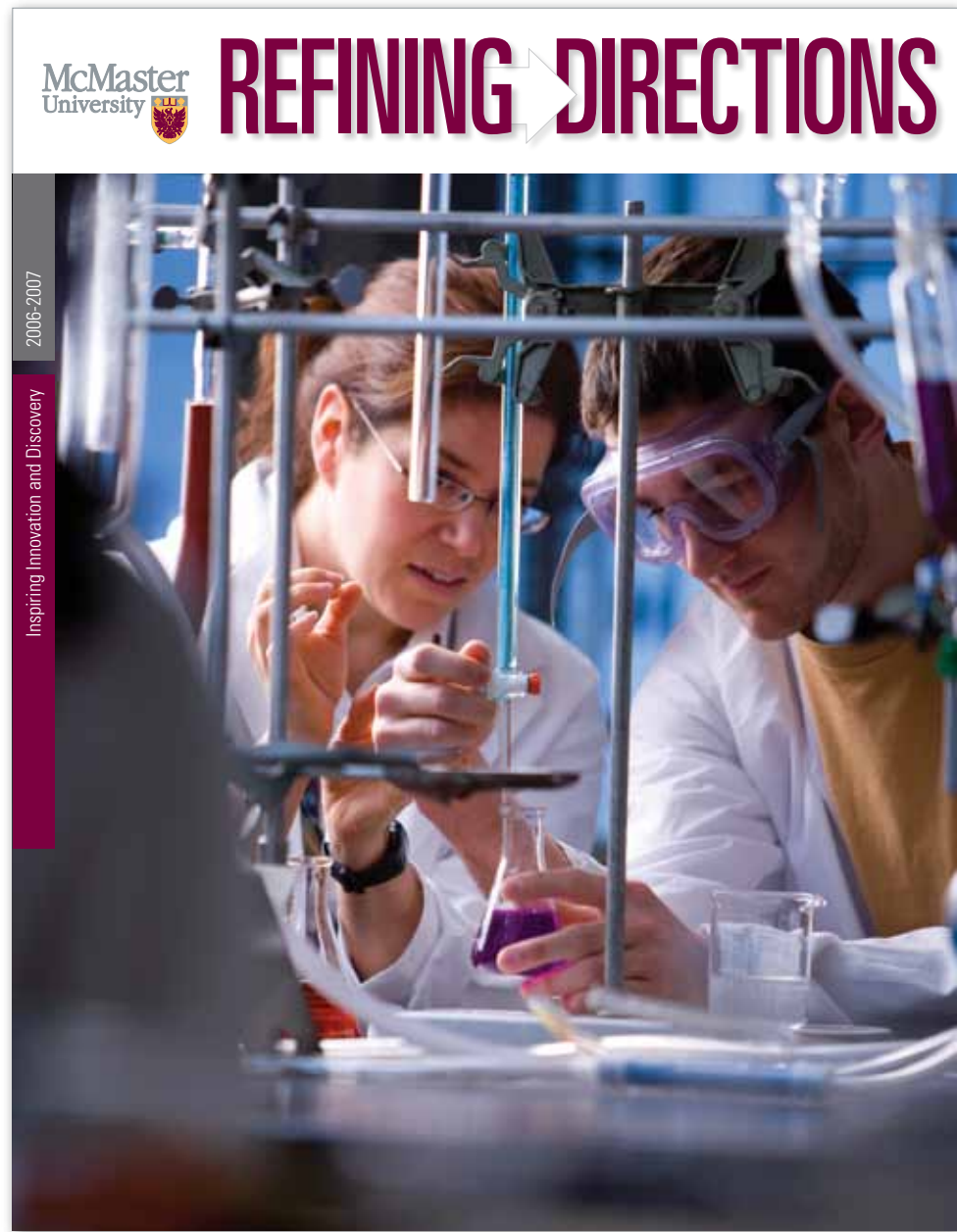
BRAND APPLICATION: COLLATERAL

DeGroot School of Business
Alumni Report



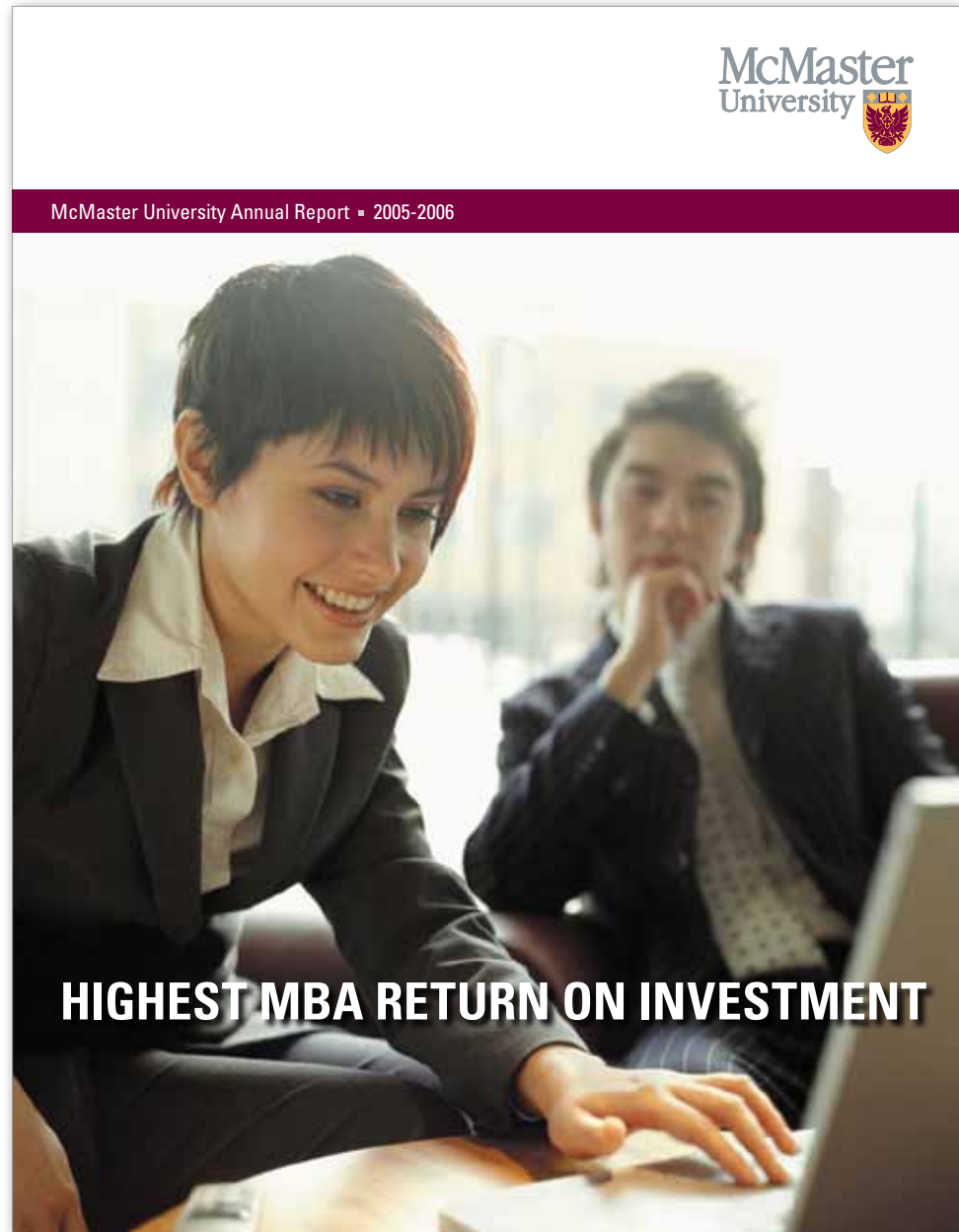
BRAND APPLICATION: COLLATERAL

Refining Directions Brochure



BRAND APPLICATION: COLLATERAL

Annual Report



BRAND APPLICATION: SOCIAL MEDIA ONLINE

Social network branding

The presence of the full McMaster logo is mandatory on all social networking sites.

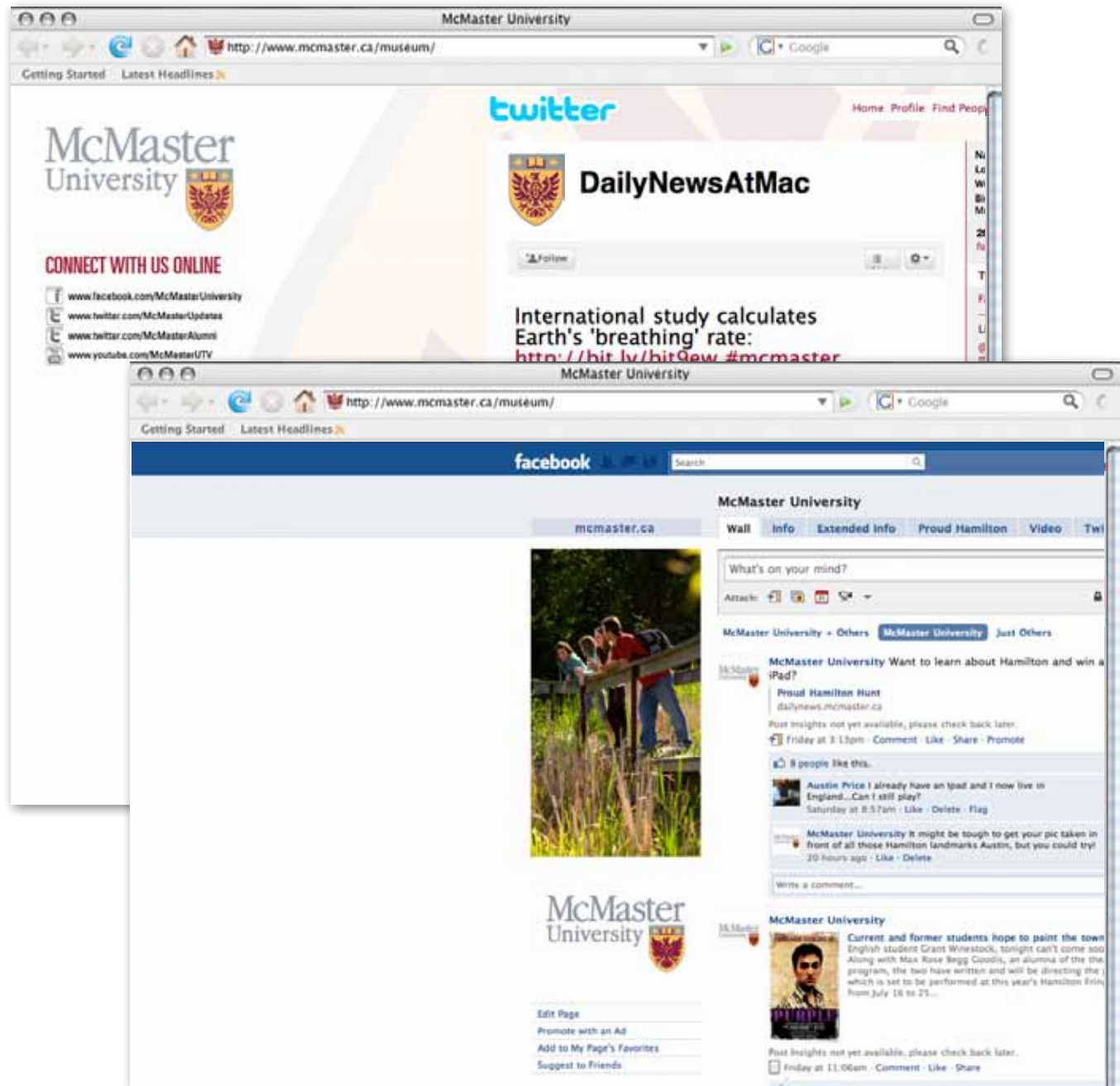


The McMaster University shield icon may be used as an online avatar when needed, but must be accompanied by the McMaster University logo on the main social networking site's page.



The watermarked crest may only be used as a background and must be accompanied by the full McMaster logo.

Existing brand guidelines apply to all aspects of social networking site design where applicable (i.e. font, web colours, photos, etc.).



BRAND MATRIX

The Brand Attribute Audience Matrix breaks down the University's brand attributes according to target audiences and can be used when creating brand-related materials.

For each target audience, the matrix identifies:

- **Desired Response:** What do I want the audience to say about McMaster and that attribute once they've heard my message?
- **Key Proof Points:** What are relevant examples and proof of the brand attribute in action?
- **Sample Messages:** Suggestions for language and wording to translate those attributes into audience-relevant messages.

In addition to this matrix, similar ones can be created for each faculty or department, with entity-specific proof points and sample messages. Matrixes should be updated to reflect current rankings, new key proof points and messages that prove successful.

BRAND MATRIX: UNDERGRADUATE STUDENTS

	Innovative	Engaging	Inspiring
Desired Response	McMaster's culture of innovation will allow/allows me to earn a well-rounded education that will put me on the cutting edge.	McMaster's engaging environment will help/helps me learn more, learn better, and experience university life the way it's supposed to be.	I will earn/am earning my education from a university that inspires me and the world around me.
Key Proof Points	<ul style="list-style-type: none"> • McMaster is consistently ranked among the most innovative institutions in Canada. • <i>The Globe and Mail</i> "2006 Report Card" gave McMaster an A for academic reputation and A+ for conducting leading-edge research. • Undergraduates at McMaster are able to experience innovation, through research opportunities, a challenging curriculum, and McMaster's signature approach to the art and science of teaching. • Named Canada's Research University of the Year by Research InfoSource Inc. in November 2004. 	<ul style="list-style-type: none"> • <i>The Globe and Mail</i> "2006 Report Card" gave McMaster an A for overall atmosphere, student services, and sense of community on campus. • McMaster boasts more than 100 student clubs and organizations, from the Biology Society and the McMaster Gerontology Association to the University Choir and Women in Engineering Society. 	<ul style="list-style-type: none"> • McMaster is ranked among the top 100 universities in the world by the Institute for Higher Learning at Shanghai Jiao Tong University. • The innovations developed at McMaster regularly affect the real world, including medical, engineering and business advancements. • Problem-based learning – developed at McMaster – is now recognized and used internationally. • McMaster's faculty members are leaders and innovators in their fields. • McMaster graduates include astronaut Roberta Bondar; Dr. James Orbinski, former president of Doctors Without Borders; Noble Prize winner Dr. Myron Scholes; and comedians/actors Martin Short and Dave Thomas.
Sample Messages	<ul style="list-style-type: none"> • Consistently ranked as one of the nation's most innovative educational institutions, McMaster University fosters a culture of exploration and discovery that encourages students to look at their education and their world in new and different ways. • At McMaster, innovation is found not only through what you learn and do, but how you learn and do. • McMaster's graduates are prized for their knowledge and their problem solving skills, and have been lauded as leaders and pioneers in fields as diverse as medicine, engineering, athletics, politics and the theatre. Within six months of graduation, almost 95 per cent have found employment or gone on to graduate or professional school. 	<ul style="list-style-type: none"> • McMaster's engaging student life is no secret. In fact, <i>The Globe and Mail</i> "2006 Report Card" gave the university an A for overall atmosphere. • McMaster's friendly, open environment engages students in and out of the classroom with a welcoming atmosphere and more than 100 student clubs and organizations. 	<ul style="list-style-type: none"> • Ranked among the top 100 universities in the world by the Institute for Higher Learning, McMaster University promises you an internationally respected education and degree. • You will earn a 21st-century education from engaged professors who are at the cutting edge of their fields.

BRAND MATRIX: GRADUATE STUDENTS

	Innovative	Engaging	Inspiring
Desired Response	McMaster's culture of innovation will allow/allows me to engage in hands-on, cutting-edge research with professors who are leaders in their field and earn a respected, forward-looking education.	McMaster's engaging environment will help/helps me get involved inside and outside the classroom and earn a more fulfilling education.	I will earn/am earning my education from a university that inspires me and the world around me.
Key Proof Points	<ul style="list-style-type: none"> • <i>The Globe and Mail</i> "2006 Report Card" gave McMaster an A for academic reputation and A+ reputation for conducting leading-edge research. • Named Canada's Research University of the Year by Research InfoSource Inc. in November 2004. • McMaster is the only university to be ranked in the top three by Research Info Source every year since 2003. 	<ul style="list-style-type: none"> • McMaster students rank their university high for "supportive campus environment." • McMaster offers a rich and welcoming environment for graduate students, including professional organizations and more than 100 student clubs. 	<ul style="list-style-type: none"> • McMaster was ranked among the top 100 universities in the world by the Institute for Higher Learning. • The innovations developed at McMaster regularly affect the real world, including medical, engineering and business advancements. • Problem-based learning – developed at McMaster – is now internationally recognized. • McMaster's faculty members are leaders and innovators in their fields.
Sample Messages	<ul style="list-style-type: none"> • McMaster's innovative spirit is supported by state-of-the-art research facilities and a fresh approach to education that encourages thinking differently. • Consistently ranked as one of the nation's most innovative educational institutions, McMaster University fosters a culture of exploration and discovery that encourages students to look at their education and their world in new and different ways. • At McMaster, innovation is found not only through what you learn and do, but how you learn and do. • McMaster's graduates are prized for both their knowledge and their problem-solving skills, and have been lauded as leaders and pioneers in fields as diverse as medicine, engineering, athletics, politics and the theatre. Within six months of graduation, almost 95 per cent have found employment or gone on to graduate or professional school. 	<ul style="list-style-type: none"> • McMaster's engaging student life is no secret. In fact, <i>The Globe and Mail</i> "2006 Report Card" gave the university A's for overall atmosphere, and sense of community on campus. • You'll discover a friendly and welcoming environment among McMaster's more than 2,200 graduate and professional students. 	<ul style="list-style-type: none"> • Ranked among the top 100 universities in the world by the Institute for Higher Learning, McMaster University promises you an internationally respected education and degree. • You will earn a 21st-century education from engaged professors who are at the cutting edge of their field. • Earning a graduate or professional degree from McMaster pays off – <i>Canadian Business</i> magazine found McMaster's MBA graduates had the highest return-on-investment of any Canadian institution, and McMaster graduates can be found in leadership positions around the world in business, health and academia.

BRAND MATRIX: ALUMNI

	Innovative	Engaging	Inspiring
Desired Response	I support McMaster because its culture of innovation gave me a superior education, and is continuing to make me and my degree more valuable.	I support McMaster because the same welcoming and engaging atmosphere I found on campus continues to welcome me back.	I support McMaster because it inspired me and inspires others.
Key Proof Points	<ul style="list-style-type: none"> • McMaster is consistently ranked among the most innovative institutions in Canada. • <i>The Globe and Mail</i> "2006 Report Card" gave McMaster an A for academic reputation and A+ reputation for conducting leading-edge research. • Undergraduates at McMaster are able to experience innovation, through research opportunities, a challenging curriculum, and McMaster's signature approach to the fine art and science of teaching. 	<ul style="list-style-type: none"> • <i>The Globe and Mail</i> "2006 Report Card" gave McMaster an A+ for overall atmosphere, student services, and sense of community on campus • McMaster students rank their university higher than any other Canadian research university for "supportive campus environment." • McMaster Alumni Association's wide-ranging activities include international city chapters, reunions, golf tournaments, lectures, Homecoming, book clubs and career services. 	<ul style="list-style-type: none"> • McMaster was ranked among the top 100 universities in the world by the Institute for Higher Learning. The innovations developed at McMaster regularly affect the real world, including medical, engineering and business advancements. • Problem-based learning – developed at McMaster – is now internationally recognized. • McMaster's faculty members are leaders and innovators in their fields.
Sample Messages	<ul style="list-style-type: none"> • Consistently ranked as one of the nation's most innovative educational institutions, McMaster University fosters a culture of exploration and discovery that encourages its community to look at education and the world in new and different ways. • McMaster's more than 112,000 alumni – found in 125 different countries – demonstrate every day that the University's innovative spirit lives on long after they've graduated. • McMaster's graduates are prized for their knowledge and their problem-solving skills, and have been lauded as leaders and pioneers in fields as diverse as medicine, engineering, athletics, politics and the theatre. Within six months of graduation, almost 95 percent have found employment or gone onto graduate or professional school. 	<ul style="list-style-type: none"> • McMaster's friendly, open environment engages students in and out of the classroom with a welcoming atmosphere and more than 100 student clubs and organizations. 	<ul style="list-style-type: none"> • For generations, McMaster University has provided its students with an internationally respected education and degree. Among recent accolades, McMaster was ranked among the top 100 universities in the world by the Institute for Higher Learning. • The faculty, students and alumni of McMaster continue to inspire the world through leading research, top scholarship and individual achievements.

BRAND MATRIX: DONORS

	Innovative	Engaging	Inspiring
Desired Response	Contributing to McMaster’s culture of innovation is a wise investment in the community and the world.	A contribution to McMaster University will support open discussion and a diverse campus community.	An investment in McMaster changes lives on campus and far beyond.
Key Proof Points	<ul style="list-style-type: none"> McMaster’s new Innovation Park – the first in the region – will allow the university and Hamilton to partner to bring cutting-edge research to the community. <i>The Globe and Mail</i> “2006 Report Card” gave McMaster an A for academic reputation and A+ reputation for conducting leading-edge research. 	<ul style="list-style-type: none"> <i>The Globe and Mail</i> “2006 Report Card” gave McMaster A’s for overall atmosphere sense of community on campus. McMaster students rank their university higher than any other Canadian research university for “supportive campus environment.” 	<ul style="list-style-type: none"> McMaster is ranked among the top 100 universities in the world by the Institute for Higher Learning. The innovations developed at McMaster regularly affect the real world, including medical, engineering and business advancements. McMaster’s faculty members are leaders and innovators in their fields. McMaster graduates include astronaut Roberta Bondar; Dr. James Orbinski, former president of Doctors Without Borders; Noble Prize winner Dr. Myron Scholes; and comedians/actors Martin Short and Dave Thomas.
Sample Messages	<ul style="list-style-type: none"> Consistently ranked as one of the nation’s most innovative educational institutions, McMaster University fosters a culture of exploration and discovery that encourages students to look at their education and their world in new and different ways. McMaster’s partnership with Hamilton through the new Innovation Park – the first of its kind in the region – will position the community as an innovative force throughout Ontario and beyond. McMaster’s graduates are prized for both their knowledge and their problem-solving skills, and have been lauded as leaders and pioneers in fields as diverse as medicine, engineering, athletics, politics and the theatre. Within six months of graduation, almost 95 per cent have found employment or gone on to graduate or professional school. 	<ul style="list-style-type: none"> McMaster’s friendly, open environment engages students in and out of the classroom and exposes them to new cultures, new ideas, and new ways of thinking. McMaster’s engaging student life is no secret. In fact, the <i>Globe and Mail</i> “2006 Report Card” gave the university A for overall atmosphere and sense of community on campus. 	<ul style="list-style-type: none"> For generations, McMaster University has provided its students with an internationally respected education and degree. Among recent accolades, McMaster was ranked among the top 100 universities in the world by the Institute for Higher Learning. The faculty, students and alumni of McMaster continue to inspire the world through leading research, top scholarship and individual achievements.

BRAND MATRIX: COMMUNITY MEMBERS

	Innovative	Engaging	Inspiring
Desired Response	McMaster's innovative spirit is helping me and my community.	I feel welcomed by McMaster's friendly atmosphere and appreciate what its diversity, openness and economic power bring to the community.	McMaster's international reputation brings value and prestige to the community.
Key Proof Points	<ul style="list-style-type: none"> McMaster's new Innovation Park – the first in the region – will allow the university and Hamilton to partner to bring cutting-edge research to the community. McMaster is consistently ranked among the most innovative institutions in Canada. <i>The Globe and Mail</i> "2006 Report Card" gave McMaster an A for academic reputation and A+ for its reputation for conducting leading-edge research. 	<ul style="list-style-type: none"> A 2001 study indicated that McMaster had a \$1.289 billion impact on Ontario. Today, that number may be 30 per cent higher. McMaster is Hamilton's sixth-largest employer with approximately 7,351 academic and support staff. McMaster generates more than 17,000 room nights in area hotels each year. <i>The Globe and Mail</i> "2006 Report Card" gave McMaster A's for overall atmosphere sense of community on campus. McMaster students rank their university high for "supportive campus environment." 	<ul style="list-style-type: none"> McMaster was ranked among the top 100 universities in the world by the Institute for Higher Learning. The innovations developed at McMaster regularly affect the real world, including medical, engineering, and business advancements. McMaster's faculty members are leaders and innovators in their fields. McMaster graduates include astronaut Roberta Bondar; Dr. James Orbinski, former president of Doctors Without Borders; Noble Prize winner Dr. Myron Scholes; and comedians/actors Martin Short and Dave Thomas.
Sample Messages	<ul style="list-style-type: none"> McMaster's partnership with Hamilton through the new Innovation Park – the first of its kind in the region – will position the community as an innovative force throughout Ontario and beyond. McMaster's graduates are prized for both their knowledge and their problem-solving skills. Within six months of graduation, almost 95 per cent have found employment or gone on to graduate or professional school. Consistently ranked as one of the nation's most innovative educational institutions, McMaster University fosters a culture of exploration and discovery that encourages students to look at their education and their world in new and different ways. 	<ul style="list-style-type: none"> McMaster makes economic sense for Hamilton and Ontario. In 2001 the University had an almost \$1.3 billion impact on the province economy – a number that may be as much as 30 per cent higher today. The sixth largest employer in Hamilton, McMaster works to forge relationships and partnerships with the community, including the Maternity Centre of Hamilton, the non-profit-friendly Mac Serve, and the Campus Town Association. McMaster's friendly, open environment provides a forum and meeting place for students and community members alike, and adds intellectual and economic depth to the community. 	<ul style="list-style-type: none"> For generations, McMaster University has provided its students with an internationally respected education and degree. Among recent accolades, McMaster was ranked among the top 100 universities in the world by the Institute for Higher Learning. The faculty, students and alumni of McMaster continue to inspire the world through leading research, top scholarship and individual achievements.

BRAND MATRIX: FACULTY MEMBERS

	Innovative	Engaging	Inspiring
Desired Response	I will be/am able to conduct my research at a leading research university and will be/am empowered as part of McMaster's culture of innovation.	I will feel/feel welcome in McMaster's engaging atmosphere.	I will be/am part of a university that inspires students, industry, and community world wide.
Key Proof Points	<ul style="list-style-type: none"> McMaster is consistently ranked among the most innovative institutions in Canada. <i>The Globe and Mail</i> "2006 Report Card" gave McMaster an A for academic reputation and A+ for its reputation for conducting leading-edge research. In 2006, McMaster's six faculties attracted \$348 million in research funding. McMaster is a leader in health care informatics, e-business, humanities computing, information technologies, multimedia and communication studies. The recent launch of McMaster's community partnership, the Innovation Park, enhances the potential for commercially relevant research. 	<ul style="list-style-type: none"> In 2005, <i>The Scientist</i> ranked McMaster fifth in the world for "Best Places to Work in Academia." <i>The Globe and Mail</i> "2006 Report Card" gave McMaster A's for overall atmosphere, sense of community on campus. McMaster students rank their university higher than any other Canadian research university for "supportive campus environment." McMaster boasts more than 100 student clubs and organizations, from the Biology Society and the McMaster Gerontology Association to the University Choir and Women in Engineering Society. 	<ul style="list-style-type: none"> McMaster was ranked among the top 100 universities in the world by the Institute for Higher Learning. The innovations developed at McMaster regularly affect the real world, including medical, engineering, and business advancements. Problem-based learning – developed at McMaster – is now recognized internationally. McMaster's faculty members are leaders and innovators in their fields. McMaster graduates include astronaut Roberta Bondar; Dr. James Orbinski, former president of Doctors Without Borders; Noble Prize winner Dr. Myron Scholes; and comedian/actors Martin Short and Dave Thomas.
Sample Messages	<ul style="list-style-type: none"> Consistently ranked as one of the nation's most innovative educational institutions, McMaster University fosters a culture of innovation that encourages community members to look at education and the world in new and different ways. McMaster is a leader in cutting-edge research, conducting \$348 million in research activities in 2006 alone. McMaster facilities boast the latest in technology, including the recent 82,000-square-foot Information Technology Building, the \$20-million McMaster Manufacturing Research Institute, and the \$15-million High Throughput Screening Laboratory. 	<ul style="list-style-type: none"> McMaster's open, welcoming community has received global acclaim. In 2005, <i>The Scientist</i> rated McMaster fifth in the world for "Best Places to Work in Academia." Students and faculty members are closely intertwined in McMaster's open community. <i>The Globe and Mail</i> "2006 Report Card" gave the university A's for overall atmosphere, student services, and sense of community on campus. 	<ul style="list-style-type: none"> Ranked among the top 100 universities in the world by the Institute for Higher Learning, McMaster University offers students an internationally respected education and degree. McMaster's faculty members are respected leaders and innovators in their fields, including Nobel Prize-winner Bertram Brockhouse, eight recipients of the prestigious 3M Teaching Fellowships and 14 teaching award recipients from the Ontario Confederation of University Faculty Associations.