



University of Alberta

Using University of Alberta
New Visual Identity
in L^AT_EX Documents

by

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1 Introduction

The University of Alberta has a new *Visual Identity Program* which includes a new stationary design. This document is to facilitate using that design in L^AT_EX documents by describing the visual identity graphics and their use in L^AT_EX.

Full details about the *Visual Identity Program* can be viewed at <http://www.ualberta.ca/TRG/graphic/gra12.htm>.

These identities are available in three formats: *Small*, *Large*, and *Circular*. They have both positive and negative images. The *Circular* identity is also available in colour. Only the positives are used in this document.

With *Small* and *Large* identities, the name “University of Alberta” can be on one or three lines.

“Negative” refers to when the crest is to appear on a lighter coloured background.

The following sections deal with obtaining usable postscript files and including them as graphics in L^AT_EX documents. A new documentclass `textitcsletter` has been developed to producing letterhead.

2 *Small* Identities

“Small” refers to when the crest portion of the identity appears less than 15mm wide. These images are best used as logos on slides or as personalized letterheads. The *Small* identities are presented here unscaled, and are displayed enclosed in a box. The box illustrates the bounding bounding box in the postscript file.



Figure 1: File: UA1TXT1.eps (Small, 1-line, Positive)

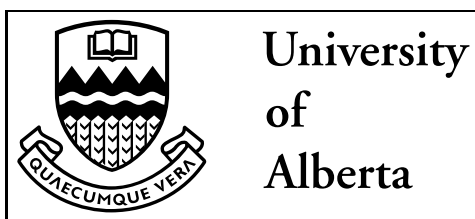


Figure 2: File: UA1TXT3.eps (Small, 3-line, Positive)

3 *Large* Identities

The *Large* identities are presented scaled to 50% of their original sizes.

The two easily noticeable differences between *Small* and *Large* identities are the “wheat” of the emblem and the font¹ used for in the banner flag.

¹For example, note the letter ‘A’ in Figure 2 and Figure 4.



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Figure 3: File: UA2TXT1.eps (Large, 1-line, Positive)



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Figure 4: File: UA2TXT3.eps (Large, 3-line, Positive)

4 *Circular* Identities

Circular identities are available in black and white, and colour. On non-colour printers, there will be grey shading in the emblem for colour identities. Newer versions of the xdvi previewer will display colour.



Figure 5: File: UA3.eps (Circular, Small, Positive)

5 Using the postscript files with \LaTeX

The visual identity postscript files can be included into a \LaTeX document using the `graphicx` package which provides the `includegraphics` command. $\text{\LaTeX}2\text{e}$ is required; this document was developed with $\text{\LaTeX}2\text{e}$ version 1998/06/01.

Scaling and centering are easily done.

The circular colour identity in Figure 8 was included in this document using

```
\begin{figure}[htbp]
\centering
\includegraphics[scale=0.5]{UA6.eps}
\caption{File: \texttt{UA6.eps} (Circular, Large, Colour)}
\end{figure}
```



Figure 6: File: UA4.eps (Circular, Large, Positive)



Figure 7: File: UA5.eps (Circular, Small, Colour)



Figure 8: File: UA6.eps (Circular, Large, Colour)

6 L^AT_EX letterhead template

To provide an easy and consistent way of producing letters in L^AT_EX that have the new visual identity a new csletter document class has created which uses all the original letter class but puts the logo in the header and the address information in the footer area. An additional option `colorlogo` uses the color logo.

The csletter class was modeled in part on an example in *A Guide to L^AT_EX- Document Preparation for Beginners and Advanced Users, 1993* by Helmut Kopka and Patrick W Daly.

csletter.csl is listed in the Appendix.

An example letter in L^AT_EX would look like

```
\documentclass[colorlogo]{csletter}
\name{Dr.\ P. W. Daly}
\signature{Patrick W. Daly}

\begin{document}
\begin{letter}{Mr.\ George Murphy\\
35 Waterville Rd.\\
Centertown, Middlesex\\United Kingdom}

\opening{Dear George,}
Thank you for your inquiry about the latest version
of the \LaTeX{} package and the style files...

\closing{Regards,}
\encl{1 diskette with \LaTeX{} package}
\cc{H. Kopka}

\end{letter}
\end{document}
```

The postscript output is illustrated in the Appendix in Figure 9.

7 Location of postscript, csletter and tr files

The visual identity graphics are available as postscript files at <http://www.ualberta.ca/TRG/graphic/gra12.htm>.

Unfortunately, the files provided by the Graphics Design and Photo Services are not directly usable in L^AT_EX because of extraneous data in the files². This extraneous data can be removed using the script given in the Appendix.

A cleaned up set of postscript files is available at <ftp://ftp.cs.ualberta.ca/pub/TechReports/1988/TR98-09> and as part of the newer installed L^AT_EX in `/usr/TeX/share/texmf/tex/latex/local/UofAIdentity/`.

At `/usr/TeX/share/texmf/tex/latex/local/` are the files `csletter.cls` and `tr.sty` used to generate the title page for Technical Reports.

A list of the postscript files appears in the Appendix which gives further detail.

²They were created on a PC using Adobe Illustrator 3.2 and contain some extraneous bytes before the “%!PS-Adobe” line, as well as extraneous bytes after the EOF line at the end of the file.

A Script to cleanup postscript files

The following perl script was used to cleanup the postscript files.

```
\input{Strip}
#!/usr/local/perl/bin/perl

undef $/;                # eof becomes record separator
$_ = <>;                 # read in whole file
tr/\r/\n/s;              # replace carriage return with newline
s/.*%!PS-Adobe/%!PS-Adobe/s; # strip garbage at front
s/%EOF.*%%EOF\n/s;      # strip garbage at end
print;                    # output cleaned up file
```

B Characteristics of Visual Identity Postscript files

The data in the attached table was taken from the Visual Identity postscript files of August 1998.

File name	Size	format	name		Bounding Box	Size
UA1TXT1.eps	small	positive	1-line	black/white	239 430 575 503	4.7 1.0
UA1TXT1A.eps	small	negative	1-line	black/white	222 455 558 528	4.7 1.0
UA1TXT3.eps	small	positive	3-line	black/white	239 430 410 503	2.4 1.0
UA1TXT3A.eps	small	negative	3-line	black/white	222 455 393 528	2.4 1.0
UA2TXT1.eps	large	positive	1-line	black/white	-18 301 606 437	8.7 1.9
UA2TXT1A.eps	large	negative	1-line	black/white	-17 302 606 438	8.7 1.9
UA2TXT3.eps	large	positive	3-line	black/white	-17 241 503 464	7.2 3.1
UA2TXT3A.eps	large	negative	3-line	black/white	-16 242 502 464	7.2 3.1
UA3.eps	small	positive		black/white	271 201 346 276	1.0 1.0
UA3A.eps	small	negative		black/white	271 201 346 276	1.0 1.0
UA4.eps	large	positive		black/white	191 373 414 595	3.1 3.1
UA4A.eps	large	negative		black/white	191 373 414 595	3.1 3.1
UA5.eps	small	positive		colour	262 407 329 474	0.9 0.9
UA6.eps	large	negative		colour	141 338 340 537	2.8 2.8

C Sample letter using csletter document class

The final postscript version of a letter is illustrated here. Its been scaled to 50%.

D csletter.cls

```
%%-----
%%
%% This is file 'csletter.cls'
%%
%% This class extends standard 'letter.cls' to print the
%% University's new identity (i.e., department's letterhead
%% stationary) on the first page of a letter.
```



UNIVERSITY OF ALBERTA

June 16, 1999

Mr. George Murphy
35 Waterville Rd.
Centertown, Middlesex
United Kingdom

Dear George,

Thank you for your inquiry about the latest version of the \LaTeX package and the style files. The date of the version that I am now using is March 25, 1992, superseding that of January 14, 1992, which was an update of the new release on December 1, 1991. You might have the impression that new versions are coming so quick and fast that you have no chance to keep up with them. Actually, most of the changes are minor, being mere fine-tuning. However, the new release of last December is indeed important, for it introduced the international \LaTeX as the official standard.

I am sending you a copy of the March 25, 1992 version of the entire \LaTeX package on an MS-DOS floppy disk, as you requested. In a separate directory named `bib \LaTeX` you will find the special bibliography formatting style files mentioned in 'A Guide to \LaTeX '. I hope you will find these of use.

Do not hesitate to get in touch with me again if you have any further questions about the installation or running of the package.

Regards,

Patrick W. Daly

encl: 1 diskette with \LaTeX package

cc: H. Kopka

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Figure 9: Sample one page letter

```

%%
%% By default 'eps Large (B/W)' circular identity is used.
%% Option 'colorlogo' is provided to select 'eps Large Color'
%% identity if desired.
%%
%% Author      : M. Rasit Eskicioglu
%% Created on  : August 15, 1998
%% Version     : v1.0
%%-----
\def\filedate{1998/08/15}
\def\csletterversion{1.0}
\NeedsTeXFormat{LaTeX2e}
\ProvidesClass{csletter}
[\filedate\space v\csletterversion\space
  UofA CSDept customized LaTeX document class]
\RequirePackage{graphicx}

% By default, use B/W logo...
\newif\if@colorlogo \@colorlogofalse

% Use the base 'letter' class
\DeclareOption*{\PassOptionsToClass{\CurrentOption}{letter}}
\DeclareOption{colorlogo}{\@colorlogotrue}
\ProcessOptions
\LoadClass{letter}

% Provide wider/longer area for text...
\setlength{\textwidth}{166mm} \setlength{\textheight}{195mm}
\setlength{\topmargin}{0pt}
\setlength{\oddsidemargin}{0pt} \setlength{\evensidemargin}{0pt}

% Define two boxes for the header and the footer...
\newsavebox{\CShead} \newsavebox{\CSfoot}

% Header for the first page...
\if@colorlogo
  \sbox{\CShead}{\parbox[t]{\textwidth}%
    {\centerline{\includegraphics[height=24mm]{UA6.eps}}% % LOGO Color-Lg
    {\centerline{\includegraphics[height=24mm]{UA5.eps}}% % LOGO Color-Sm
    \vskip 4pt%
    \centerline{UNIVERSITY OF ALBERTA}}}
\else
  \sbox{\CShead}{\parbox[t]{\textwidth}%
    {\centerline{\includegraphics[height=20mm]{UA4.eps}}% % LOGO B/W-Lg
    {\centerline{\includegraphics[height=20mm]{UA3.eps}}% % LOGO B/W-Sm
    \vskip 10pt%
    \centerline{UNIVERSITY OF ALBERTA}}}

```



```

\fi

% Footer for the first page...
\newcommand{\Bullet}{\bullet}
\boxed{\CSfoot}{\parbox{\textwidth}{%
  \baselineskip12pt
  \centering{\bf Department of Computing Science} \\
  {Faculty of Science} \\
  \rule{112pt}{1.5pt}}\[-2pt]
  \raisebox{1em}{\rule{\textwidth}{0.25pt}}\[-1em]
  {\small 615 General Services Building \Bullet
  University of Alberta \Bullet
  Edmonton \Bullet Canada \Bullet T6G 2H1 \\
  Telephone: (403) 492-5198 \Bullet
  Student Services (403) 492-2285 \Bullet
  Fax: (403) 492-1071 \\
  www.cs.ualberta.ca}
}}

% Use custom 'ps@firstpage' instead...
\renewcommand{\ps@firstpage}
  {%\topmargin-36pt\headheight41pt\headsep48pt%
  {\topmargin-60pt\headheight68pt
  \renewcommand{\@oddhead}{\usebox{\CShead}}%
  \renewcommand{\@oddfoot}{\raisebox{-40\p@}{\z@}{\usebox{\CSfoot}}}%
  \renewcommand{\@evenhead}{}%
  \renewcommand{\@evenfoot}{}
  %%
  %% End of file 'csletter.cls'.

```

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