Dear Colleagues,

Communicators have important work to do on behalf of UBC. The speed at which communications now move means we must be highly effective at expressing the value we create in the world and delivering on that promise in all we communicate. The work of creating a world-renowned UBC brand depends upon a collective, tireless effort to communicate, engage and deliver exceptional experiences for all those we come into contact with each and every day.

Our goal is to ensure that UBC is well known, highly valued and deeply connected in British Columbia, Canada and around the world. Our identity is often the most immediate representation of our institution, people and brand to our many audiences. Having a strong brand guideline system allows us to tell our collective story with the power of one voice.

We appreciate your respect and collaboration in maintaining UBC’s brand guidelines. We hope this site and guide are helpful for you. I thank all of you for your dedication to supporting UBC.

Rick Hart  
Director  
Brand and Marketing
Visual Identity Guidelines

2018 | Version 1.5

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Please note that brand guides will be updated when new standards and assets are created. Please check the UBC brand site regularly to ensure that you are following the latest guide.
Our visual identity is a shared language we use to communicate the essence of who we are. UBC’s visual representation means we show up in a memorable way — instantly recognizable as an inspiring place where open thinking leads to ideas that change the world.

UBC’s branded visual elements — our logo, typography, colours and signatures — act as a foundation for all of our communications at UBC. The consistency with which these visual elements are used help to create an identity that is associated with trust which in turn increases the equity in the UBC brand.

How we appear in the world should tell our story in a collective voice to inspire, motivate and educate in any given context.

These visual identity guidelines will help you execute the brand with confidence and strengthen and unify the experience students, staff, faculty, alumni and visitors have of UBC on our campuses and in the broader global community.
The UBC Brand visual identity is centred on our institutional logo, colours, typography and brand photography. These guidelines define the relationship of these elements in order to communicate across print, digital and environmental channels in a powerful and consistent manner.

The appropriate use of these elements enhances the university’s reputation, leverages quick recognition and demonstrates both organizational purpose and accountability to diverse university stakeholders. They are trademarked assets that inform and strengthen the university’s presence. This guide will equip you with the knowledge to execute communications using the UBC visual identity with confidence.

**VISUAL ELEMENTS**

**THE UNIVERSITY OF BRITISH COLUMBIA**

- **INSTITUTIONAL SIGNATURE**
- **COLOUR PALETTE**
- **TYPOGRAPHY**
- **BRAND PHOTOGRAPHY**

2.1 UBC SIGNATURES AND LOGOS

INSTITUTIONAL LOGOS

Institutional sounds clinical but the experience is far from it. Our logo represents the bigger idea of UBC, its people and its value as a place of innovation and education.

UBC offers a suite of signatures, logos and wordmarks for your communication needs. Use these signatures with pride as you represent the University in your communications.

UBC LOGO

Elements of the UBC Logo

The Full Signature, our primary brand logo, is constructed from multiple elements of UBC’s visual identity. UBC’s crest and wordmark, which utilize the brand colour (UBC Blue or PMS 282) and primary font (Whitney), are combined to create the Full Signature.

CREST       WORDMARK

THE UNIVERSITY OF BRITISH COLUMBIA

FULL SIGNATURE
2.1 UBC Signatures and Logos

Primary Logo

UBC Full Signature
The UBC Full Signature is the primary logo to be used on all applications. Please ensure that the signature is reproduced at a legible size. In instances where the space provided is too small for the primary signature to be legible, or in special occasions when the use of the primary signature would be unsuitable, please use one of the secondary logos instead.

Secondary Logos

UBC Crest
The UBC Crest can be used in applications where there is insufficient space for the Full or Narrow Signature. It can also be used in instances where the audience is already very familiar with the UBC Brand.

UBC Wordmark
The UBC Wordmark may be used as a separate element in special applications, such as on a certificate. Its use should always include the UBC Logo or the UBC Coat of Arms elsewhere on the layout.

UBC Letterforms
The UBC Letterforms should only be used in special applications, such as the UBC Short Form Signatures, social media avatars and vehicle livery.

UBC Narrow Signature
The UBC Narrow Signature is a less formal version of the primary signature. It should only be used in instances where there are severe space restrictions, such as on narrow web ads or pull-up banners.
2.1 UBC SIGNATURES AND Logos

CLEAR SPACE AND COLOURS

Clear Space: Full Signature, Narrow Signatures and Crest

To ensure maximum impact of the UBC logo, there should be a minimum clear space around the artwork. As shown, the clear space around the logo should be equivalent to or greater than 50% of the UBC logo width (shown as x).

Please note that the signature files available for download have the clear space built into them.

Colour

UBC logos are available in UBC Blue (PMS 282), black, and white. Legibility and accessibility should be a strong consideration when choosing which colour to use.

For example, the UBC Blue version should be used on light colour backgrounds, while the white version should be used on very dark backgrounds.
2.1 UBC SIGNATURES AND LOGOS

LOGO USAGE
Think of our logo like it is something you are borrowing that is very precious to the owner — the owner being UBC. This necessitates some fairly strong language around what is okay and not okay regarding the UBC logo.

Please Avoid the Following

Centering the crest and wordmark
Signatures should always have the crest to the left of the wordmark. Do not rearrange the elements by centering the type below the logo.

Adding another colour to the UBC logo
The logo and signature should only ever be in UBC Blue (PMS 282), black or white. Do not change the rays in the crest to yellow or gold.

Separating or re-arranging elements of the UBC signature
All elements of the signature should stay always intact and not be re-arranged.

Disproportionately scaling the UBC logo
When changing the size of the signature or logo, keep the dimensions proportional. In most software programs, this is done by holding the “shift” key while resizing the image.

Rotating the UBC logo
The logo should remain horizontal.

Adding visual effects to the UBC logo
Effects, such as shadows, reflections, glows, or 3D extrusions, should not be used.
2.1 UBC Signatures and Logos

Please avoid the following (cont.)

Changing the typeface in the UBC logo
Signatures should only ever use the customized Whitney letterforms (UBC Wordmark).

Changing the colour of the UBC logo
The logo should only ever be in UBC Blue (PMS 282), black or white.

Incorporating the logo into a phrase or sentence
The logo should not be treated as icons that can be used text. It is preferable to spell out “UBC” or “The University of British Columbia” in a tagline or sentence.

Combining the UBC crest and letterforms
The UBC letterforms should not be combined with the crest, as this creates two instances of “UBC.” Use either one element or the other.

Adding an outline to the outside of the UBC crest
Please follow the clear space guidelines and avoid adding additional elements to the crest.
2.2 UNIT SIGNATURES

We recognize every unit, department and faculty have a unique culture at UBC. Yet collectively we are stronger together as we engage locally and internationally with our many audiences. How do we accomplish both goals?

Our standardized unit signatures will identify your faculty or department as being clearly part of UBC without diluting the brand.

If you are in need of unit signatures, please contact Brand and Marketing.

UNIT, DEPARTMENT AND FACULTY SIGNATURES

Full Unit Signature

This is the standard and preferred format for faculties and units who require an official unit signature. Faculties, schools and units can use their unit signature for many promotional purposes. However, in the case of stationery items and website headers or footers, the UBC Signature must be used.

Promotional Unit Signature

This unit signature features the name of the faculty, school, unit or department more prominently and can be used for marketing purposes.

Campus Location

"Vancouver Campus" or "Okanagan Campus" may be added in the secondary field to indicate the location of a faculty or unit. Please note that UBC faculties and units that serve both campuses should not add the campus location.

Narrow Unit Signature

Like the Narrow UBC Signature, this should only be used when there is insufficient space for use of the full unit signature.

Unit Short Name Signature

This signature option is less formal and is intended for audiences that already know that UBC stands for The University of British Columbia, or when used in conjunction with brand devices which already have the UBC Crest in it such as the UBC Publication Bar or the UBC CLF.

UBC Continuing Studies
2.2 UNIT SIGNATURES AND PARTNERSHIP SIGNATURES

APPLYING THE UNIT SIGNATURE

While unit signatures provide faculties, units and departments an opportunity to promote their name and offerings, they may also present design challenges which can result in cluttered and poorly presented communications. These choices should be avoided. When applying a unit signature to your work, keep it clean, modern and simple wherever possible.

UNIT SIGNATURE APPLICATION CONSIDERATIONS

Multiple Unit Signatures

We recognize in an organization as large as UBC that there will be times when two or more faculties or units will be displaying their unit signatures together on the same item. This can create instances where there are several UBC logos on one page, which may be distracting to the viewer. To avoid having multiple UBC marks on one page in such situations, please follow these guides.

For two unit signatures:
Use one UBC Full Signature and list the names of the faculties or units below.

For more than two unit signatures:
Use one UBC Full Signature and list the names of the faculties or units to the right of the signature. Separate the signature and names with a thin line that has ½ of crest width of clear space to either side. For instance where there are five or six names, list the names in two columns.

For more than six unit signatures:
Please use the UBC Full Signature only.

Please do not place several unit signatures together

For two to three units, list the unit names in Whitney Semibold under a UBC Full Signature

For three to six units, list the unit names in Whitney Semibold to the right of a UBC Full Signature

UBC Brand: Visual Identity Best Practice Guidelines
2018  VERSION 1.5
2.2 UNIT SIGNATURES AND PARTNERSHIP SIGNATURES

Unit Signatures and UBC Full Signatures
In instances in which a design will already have the UBC Full Signature, UBC Narrow Signature or UBC Crest, it is advisable to use the Short Name Unit Signature. For example, if using the publication bar, which contains the UBC Crest, on the front cover of a report, please use the Short Form Unit Signature version on the cover to avoid instances of multiple UBC Logos on one page.

INSTEAD OF HAVING TWO LOGOS ON A PAGE... USE THE SHORT NAME UNIT SIGNATURE.

Unit Signatures and the UBC Common Look and Feel (CLF)
When working on a website project, please use the UBC CLF. Please do not alter the CLF’s brand identity bar, unit name bar or the brand identity footer to include a unit signature.

If you use a unit signature within the content of the webpage, do not place in close proximity to the UBC signatures in the brand identity bar and footer. This will ensure that the signatures are not ‘stacked’.

USE THE SHORT NAME UNIT SIGNATURE IN THE CONTACT US BLOCK ON A WEBSITE

UBC Faculty of Forestry
Faculty of Forestry
Vancouver Campus
2424 Main Mall
Vancouver, BC Canada V6T 1Z4

If you would like to use a unit signature in the contact us block, please use the Short Name Unit Signature.

For complete details about unit signature usage and the CLF, please visit the CLF Design Specification page.
2.2 Unit Signatures and Partnership Signatures

Partnership Signatures
UBC has many affiliations with partner groups, and as such, there may be times when the UBC full signature needs to appear with other institution’s or company’s logo. Please follow these guides if creating a partnership signature that includes UBC.

Partnership Signature Design Considerations

Partnership: Full Signature
When creating a partnership mark, the UBC Full Signature or UBC Full Unit Signature are the preferred UBC marks. Separate the logos with a vertical line with the space of the width of three-quarters of the UBC Crest on either side.

Partnership: Narrow Signature
If there are severe space limitations, the UBC Narrow Signature may be used. Continue to separate the logos with a vertical line with the space of the width of three-quarters of the UBC Crest on either side.

Partnership: Multiple Partners
If there are several partners, place partner logos to the right of the UBC mark, and separate each logo with a vertical line with the space of the width of three-quarters of the UBC Crest on either side. You may use either the Full or the Narrow UBC Signature.
2.3 UBC COLOURS

There is a good reason we use consistent colours in our UBC communications — it strengthens our relationships and increases our recognition as an institution around the world. Keep in mind there is an emotional connection that has been established with our colours, so please review and use consistently to increase positive association with our visual identity.

### PRIMARY UBC COLOURS

<table>
<thead>
<tr>
<th>Colour</th>
<th>C100</th>
<th>M90</th>
<th>Y13</th>
<th>K68</th>
<th>R12</th>
<th>G35</th>
<th>B68</th>
<th>HEX 002145</th>
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</thead>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<th>K0</th>
<th>R0</th>
<th>G85</th>
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<th>K0</th>
<th>R0</th>
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<th>K0</th>
<th>R110</th>
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<th>Y5</th>
<th>K0</th>
<th>R151</th>
<th>G212</th>
<th>B233</th>
<th>HEX 97D4E9</th>
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</tbody>
</table>

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**Official UBC Colours**

Our primary colours are UBC Blue (PMS 282) and white. Our secondary colours may be used to bring in a different personality or tone to communications, but should always be used in conjunction with UBC Blue.

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*PANTONE® is the property of Pantone LLC. The colors and CMYK breakdowns shown on this page and throughout this manual have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards.*
2.3 UBC Colours

Faculty and School Colours
Many UBC Faculties and Schools have a historic colour that they may use in conjunction with the primary UBC colours. Please contact the communication professional for the Faculty or School for information on their area's specific colour.

Please keep in mind that these colours are 'accent' colours. Consider the UBC brand colours as a 'base' colour palette onto which a faculty or school colour can be added. Please do not replace the UBC brand colours with Faculty or School colours.

Colour, Legibility and Accessibility
As communicators, our job is to ensure that everyone can access our information with ease, including those with vision impairments. Legibility should be a strong consideration when using UBC colours. To enhance legibility, ensure that there is significant contrast between the foreground and background colours.

For more detailed information on legibility, please review and adhere to accepted design accessibility standards found in the RGD Accessibility Handbook.

Remember to consider your users when designing for the web, and ensure that your colour choices meet AAA web accessibility standards. Please use this tool to see if your design meets these accessibility standards.

UBC always aims for AAA web accessibility ratings on ubc.ca. To reach this standard, you may need to let go of certain colours or designs. However, accessibility is a brand standard we take pride in.
2.4 Typography

With every letter, in every message, we make a statement. The particular design, spacing and weight of letterforms instantly inform our audiences that what they are reading is from UBC.

Primary Font

Whitney

Our primary typeface is Whitney, a sans serif font that was developed for use on both public signage and editorial projects. It’s a versatile font that works well on large signs as it does in magazines, reports and on the web.

Due to its readability and versatility, Whitney is the recommended font for most UBC applications, including wayfinding, headline, and copy text. As it is our primary typeface, it should be used for all formal communications where a strong institutional look is required.

Whitney is available to all faculty and unit communicators in desktop format at no cost. It is also available through a web license for use on sites that use our Common Look and Feel (CLF).

Please note that UBC does not currently have a license to use Whitney for apps or eBooks. In these cases, please use Open Sans (see the next page for details).

Also, please note that Microsoft Office programs can have issues with Whitney, as these programs do not support third-party fonts. To reduce these issues, it is advisable to use a system font, such as Arial, when using these programs.
2.4 Typography

Secondary Font

Guardian Egyptian

Guardian Egyptian, a serif font, can be used as an accompanying font to Whitney. It was originally developed as a headline font for newspapers, and as such, it works well when used for headlines, pull quotes, decks or other items of editorial text that you would like to call attention to. Please note that for formal communications, Whitney should be the primary font, with Guardian Egyptian used as an accent font.

Guardian Egyptian is also available to all faculty and unit communicators in desktop format at no cost. Please note that it is not currently available for web, app or eBook use.

Also, please note that Microsoft Office programs can have issues with Guardian, as these programs do not support third-party fonts. To reduce these issues, it is advisable to use a system font, such as Arial, when using these programs.

AaBbCc123 Guardian Egyptian Light
AaBbCc123 Guardian Egyptian Light Italic
AaBbCc123 Guardian Egyptian Regular
AaBbCc123 Guardian Egyptian Regular Italic
AaBbCc123 Guardian Egyptian Medium
AaBbCc123 Guardian Egyptian Medium Italic
AaBbCc123 Guardian Egyptian Semibold
AaBbCc123 Guardian Egyptian Semibold Italic
AaBbCc123 Guardian Egyptian Bold
AaBbCc123 Guardian Egyptian Bold Italic
AaBbCc123 Guardian Egyptian Black
AaBbCc123 Guardian Egyptian Black Italic

Usage Considerations

Institutional Fonts for External Contractors

External vendors or consultants must purchase their own font files for usage. Whitney is available for purchase through Hoefler & Co., and Guardian Egyptian is available for purchase through Commercial Type.

Alternative Font Options for Microsoft Office Programs or Web Applications

When working on some desktop publishing, web, app, or eBook projects, Whitney or Guardian Egyptian may not be available as font options. In such cases, we recommend using Arial for desktop publishing applications, and Open Sans or Merriweather (free Google Fonts) for web applications. In all other instances, Whitney or Guardian Egyptian should be used.

Please note that Microsoft Office programs, including Word and PowerPoint, do not support third-party fonts, such as Whitney and Guardian. To reduce font issues, it is recommended that a system font, such as Arial, be used.

AaBbCc123 Arial Regular
AaBbCc123 Arial Bold
AaBbCc123 Open Sans Regular
AaBbCc123 Open Sans Bold
AaBbCc123 Merriweather Regular
AaBbCc123 Merriweather Bold
TYPOGRAPHIC SUGGESTIONS

Typography is a powerful design tool that shapes the tone and personality of our communications. As each project will have its own audience and goal, it is understandable that each will also have its own typographic style. Regardless of the design used, all typographic design at UBC should be well considered and legible.

With this in mind, these typographic examples should be seen as suggestions instead of prescriptions. The examples have been designed so that they can be applied to many types of projects, but can be altered as needed. If you have further questions regarding typography or would like feedback on your design, please contact Brand and Marketing.

SUGGESTED TYPOGRAPHIC COMBINATIONS

1. **THE BRAND STORY**

   ① **Who we are.**
   
   **What we believe.**
   
   **Our story.**
   
   Since 1915, UBC has evolved into a leading research university that is now ranked as one of the top 20 public universities in the world. As our influence and global community grows, so does our obligation to maintain excellent brand standards.

2. **WRITING TOOLKIT**

   ① **Words are a promise.**
   
   **What are we promising?**
   
   Our words shape our beliefs, personality and message to the world. Our voice holds an intention that comes through in every communication we make. The language we choose is a commitment to excellence — a commitment we make every time we tell a UBC story.
2.4 TYPOGRAPHY

UBC BRAND STORY

UBC is an inspiring place, where the freedom to pursue open thinking leads to ideas that change the world.

Since 1915, UBC has evolved into a leading research university that is now ranked as one of the top 20 public universities in the world. As our influence and global community grows, so does our obligation to maintain excellent brand standards.

ABOUT UBC

Our Campuses

As one of the world’s top research universities, the University of British Columbia has created positive change at home and abroad for more than a century.

Today our two major campuses—in Vancouver and the Okanagan—attract, nurture and transform more than 60,000 students from Canada and 140+ countries around the world.
2.5 BRAND PHOTOGRAPHY

The images that we use to tell our stories or relay strategic messaging in our communications materials are key to conveying our brand convictions — in print, video, experiential and web marketing.

Photography is a key storytelling and brand tool, and as such, we have developed a separate, detailed guide on what an on-brand photograph looks like. For this information, please visit the Photography Toolkit on the UBC Brand site.

Photography Library

On-brand UBC photographs are available for use by members of the UBC community on Brand & Marketing’s Flickr site.

UBC Photographer

Brand and Marketing offers the UBC community high quality photography at very reasonable rates. For inquiries regarding photography services, please contact:

Paul Joseph
604 822 477
paul.h.joseph@ubc.ca
2.6 UBC COAT OF ARMS

The Coat of Arms is used for significant commemorative, historical and ceremonial purposes to convey a sense of dignity and permanence. The UBC Coat of Arms consists of a traditional coat of arms in a shield shape, with *Tuum Est* and an open book in the upper part of the shield and detailed sun rays and sun shape backed by wavy lines in the lower section.

It is important to note that the Coat of Arms is not the University Logo.

The Coat of Arms is used sparingly in very specific applications. Authorized purposes are listed below. Please refer to the UBC Coat of Arms Policy for more information.

**Files**
- Graphic files required for reproduction are obtainable only through Brand and Marketing.

**Usage Inquiries**
- The Ceremonies and Events Office, in conjunction with Brand and Marketing, holds stewardship of the Coat of Arms. Inappropriate use of the coat of arms can dilute UBC’s legacy and reputation. If the Coat of Arms is required for applications not stipulated on the right, advance permission must be approved by both departments. Inquiries should be sent through Contact Us form on brand.ubc.ca.

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**Usage Policy and Guidelines**

**Graduation (Congregation/Convocation)**
- UBC degrees, diplomas (degree parchment) and academic certificates
- Transcripts
- Graduation collateral materials (ex. program, banners, digital signage, Honorary Degree recipient invitations)
- Heads of Class medals
- Graduation class tree markers and class plaques
- President’s Service Award for Excellence medals

**Ceremonies**
- Formal invitations (VIPs, heads of state, royalty etc.)
- Commemorative building plaques
- Historical markers
- The University Flag
- Authorized formal recognition gifts/products

**Senate, Board of Governors and Chancellor’s Office**
- The University Seal
- Senate letterhead for formal or ceremonial purposes
- Board of Governors letterhead for formal or ceremonial purposes
- Chancellor’s office letterhead for formal or ceremonial purposes
VISUAL IDENTITY

UBC VISUAL IDENTITY
APPLICATIONS
UBC Visual Identity Applications

3.0 UBC’s visual identity is constantly being applied to a wide variety of mediums. Smart design solutions allow diverse UBC materials to share a ‘family resemblance’ while still conveying a unique voice or message.

These design systems are versatile, however, the care with which you apply the design should reflect UBC’s commitment to excellence at all times.

When applied consistently, these design templates and systems will help contribute to the creation of an integrated identity that is instantly recognized as UBC.
3.1 UBC STATIONERY

Our stationery is a core means of brand communications and represents the University in its official capacity whenever a business card, letter or envelope is sent or received on behalf of UBC.

The cohesive look and feel of these items enable our identity to be used university-wide, reinforcing an image of trust, recognition and connection with our many audiences.

STATIONERY ITEMS

Ordering Printed UBC Stationery Items

All stationery items for UBC are created and printed by Xerox Global Services, our official stationery vendor. The stationery items are printed on environmentally friendly paper, are colour matched to UBC’s brand standards and are formatted to accommodate all potential identification and contact information.

Xerox offers a online ordering portal for the following printed stationery items:
- Business cards
- Letterhead and second sheets
- Envelopes
- Greeting cards
- Mailing labels

Xerox can also create letterhead templates for desktop publishing programs like Microsoft Word. The templates can be built to include unit, department or faculty specific information and unit signatures.

Access the ordering portal and submit your order here.

LETTERHEAD

Data

Address

UBC

CITY, STATE, ZIP CODE

User Address

When laying a blank on the page as a guide, this blank is an example of the one described for a letterhead. The data and logical structure of the blank will format your business communications in proper form.

See the full range of the paper’s size and the right-hand margin of 4 1/8” below the bottom margin of 4 1/8” above the top of the paper. They are the same type and color of paper. Filled in the gray, they

line one from customer’s left side from the right to the left. Also one from the bottom of the address and the

bottom, 2” on the right of the beginning of paragraph, and always only on the bottom paragraph.

Having completed your letter and line between the last line of the last paragraph and the return. Their only form a business between the taking and to be handled, while in a form enough space in the lettering paragraphs.

When laying a blank on the page as a guide, this blank is an example of the one described for a letterhead. The data and logical structure of the blank will format your business communications in proper form.

Addresslines begin and continue to fill with the city. Stop them one before the last address the end

paragraph. Stop the last one the address and the royalty of the letter. The non-reversal at the

beginning of paragraph, only only on the bottom paragraph.

Business card

UBC Brand: Visual Identity Best Practice Guidelines
2018 VERSION 1.5

MAILING LABEL

eweblinks.com

UBC

UBC

UBC

UBC
3.1 UBC STATIONERY

Customization

UBC’s stationery items have been designed so that they can accommodate all official identification while remaining clean and recognizable to our audiences. To ensure that stationery items remain ‘on-brand’ and consistent, UBC community members should follow Xerox’s guidelines and refrain from adding to or changing the main elements of stationery design.

UBC faculty and staff do have the ability to customize the backs of their business cards or the fronts of greeting cards. Xerox offers the following design options for business card backs and greeting card fronts. Please note that there are additional options for winter holiday cards.

**BUSINESS CARD BACK OPTIONS**

- **UBC BLUE (PMS 282)**
- **SUSTAINABILITY (ALSO COMES IN BLUE ON WHITE)**
- **OKANAGAN CAMPUS**
- **VANCOUVER CAMPUS**

**GREETING CARD FRONT OPTIONS**

- **UBC CREST**
- **THANK YOU (ALSO COMES IN DARK BLUE)**
- **WINTER HOLIDAY (VANCOUVER OR OKANAGAN CAMPUS)**
- **STUDENTS**
- **VANCOUVER CAMPUS**
- **OKANAGAN CAMPUS (INTERIOR)**
3.2 Advertising

3.2 Advertising at UBC

In all of our communications, UBC aspires to excellence. When we advertise UBC — whether as a unit, department, faculty or individual — we are representing the University. Our external messages should embody our values, identity and personality. Responsible advertising reinforces our reputation and credibility. Advertising should promote UBC as a leading university where open thinking leads to ideas that change the world.

Undermining our credibility with overtly promotional, poorly designed advertising that doesn’t adhere to our guidelines damages our reputation as an organization. Our advertising should be instantly recognizable as coming from UBC because of its integrity, well-articulated message and clean, confident design and official typography.

Templates have been created so you can focus on what you are trying to convey. Please use these when creating your ad.

Print and Outdoor Advertisements

UBC Advertising Bars

UBC provides a series of advertising bars that can be applied to all print and outdoor advertisements. Colour and greyscale files are available, allowing the bar to be added to a variety of advertising scenarios, ranging from full colour bus shelter ads to black and white newspaper ads.

All of these files are available for both design software programs and desktop publishing software programs. Ensure that you have downloaded the correct file types for your program at brand.ubc.ca.

Colour — Positive

Colour — Reverse

Greyscale — Positive

Greyscale — Reverse
3.2 ADVERTISING

Print Advertising Bar Size and Positioning

The height of the bar should be sufficient enough to allow for the UBC Signature to be legible. The width of the bar can be altered to fit the size of the ad by extending or shortening the left side of the bar.

The advertising bar should always be placed one half of its height away from the bottom of the page regardless of the size of the ad.

Who we are.
What we believe.
Our story.

Since 1915, UBC has evolved into a leading research university that is now ranked as one of the top 20 public universities in the world. As our influence and global community grows, so does our obligation to maintain excellent brand standards.

www.ubc.ca
3.2 ADVERTISING

Using Unit Signatures in Print Advertising Bars

If the advertisement is for a specific faculty or department, the Full Signature in the bar can be replaced with that faculty or school’s unit signature. In such cases, please use the Promotional version of the unit signature.

When adding a unit signature, ensure that there is a full logo width of clear space on either side of the signature.

Using Partnership Logos in Print Advertising Bars

If creating an advertisement for a partnership initiative, the Full Signature in the bar can be replaced with the partnership signature lockup (see page 11 for details on how to create a partnership lockup).

Designs can use the Full Signature or the Narrow Signature partnership logo lockup, depending on the size of the ad. Please ensure that there is a full UBC logo width of clear space on either side of the lock up.
3.2 ADVERTISING

DIGITAL ADVERTISEMENTS

UBC Digital Advertising Templates

UBC provides digital advertising templates for three of the most common sizes of digital ads: Square (250x250px); Leaderboard (728x90px); and Skyscraper (160x600px). If the required ad is a different size, please attempt to keep the proportions similar to one of the provided templates.

For digital advertisements, please use the UBC Full Signature in place of a unit signature, as this will help with legibility on digital devices.
3.2 Advertising

Advertisement Considerations

Typography and Colour
Ideally, the UBC colour palette and official typography should be used. For typography inspiration, see some of the typographic recommendations on page 16 of this guide.

Photography
Use one of UBC's brand photographs to attract and engage your audience.

Access UBC's Flickr Library.

Tell a Story
For advertising to work, emotions have to be engaged. Remember to keep your message simple and concise; too much text dilutes your message.

UBC Advertising Policy
All UBC advertising must adhere to Policy #112.

Digital Advertisement Examples

Print Advertisement Examples

Every year, hundreds of life journeys begin here. Now it's your turn.

The promise: academic faculties and research facilities globally recognized for their influence and impact. The outcome: knowledge, skills, hands-on experience and connections for life. The campuses: Vancouver and Okanagan, arguably the most beautiful places on earth to pursue your academic career.

www.ubc.ca
3.3 Publication Bar

If you are planning to publish brochures, magazines, reports or other print communication materials, please use our publication bars.

The UBC publication bars are a versatile system that allow communicators to have creative freedom with publication covers while still maintaining an on-brand look.

**Colour**

UBC publication bars are available in UBC Blue (PMS 282), black, and white. Legibility and background colours or image should be a strong consideration when choosing which colour to use.

**Colour Effects**

The publication bars can be used in solid colour or can use a transparency or multiply effect. For example, to show part of an image behind a bar, the white publication bar can be set at 80% opacity or the UBC Blue bar can be set to ‘Multiply Effect’. Please note that the UBC Logo and Wordmark should always be 100% opaque.

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**UBC Blue (PMS 282)**

![UBC Blue Publication Bar](image)

**White**

![White Publication Bar](image)

**Black**

![Black Publication Bar](image)

**Transparency Effect Example**

![Transparency Effect Example](image)
3.3 Publication Bar

Publication Bar Size
In order for the UBC Signature to be legible, the height of the publication bar should be greater than 0.625” or 1.6 cm. The width of the bar can be altered to fit the size of the publication cover by extending or shortening the right side of the bar.

Publication Bar Position
The publication bar should be applied only to the bottom of a publication’s front cover.

Cover and Poster Templates with Publication Bar
Templates for brochure covers or posters that include the properly sized publication bars are available on the UBC Brand website. Templates are available for tabloid, letter, half-fold, tri-fold and postcard sizes.

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**CHANGE THE WIDTH OF THE BAR BY EXTENDING OR SHORTENING THE RIGHT SIDE OF THE BAR**

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**PUBLICATION BAR PLACEMENT**

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**UBC Brand: Visual Identity Best Practice Guidelines**

2018 VERSION 1.5
3.3 PUBLICATION BAR

Publication Bars and Unit Signatures

If a Unit Signature is desired in the cover of a report, there are two options for inclusion. The first is to use the standard publication bar and incorporate the Unit Signature into the design of the upper part of the cover. As the publication bar already has a UBC Crest, it is advisable to use the Short Name Unit Signature to avoid duplication of the UBC Logo.

The second is to use a publication bar that incorporates your Standard Unit Signature. For this option, please contact Brand and Marketing through the UBC Brand site, and a custom publication bar with your unit signature will be created for you.

\[\text{Instead of having two logos on a cover...} \quad \text{Use the short name unit signature} \]

\[\text{or a publication bar that incorporates your standard unit signature}\]
3.4 PRESENTATIONS

UBC PRESENTATION TEMPLATES
A variety of PowerPoint and Keynotes templates will allow you to deliver your material in a clear and bold manner, while staying on-brand.

POWERPOINT TEMPLATES

Photographic PowerPoint Template
This template is a visually-rich option. It comes standard with campus shots as a background, but these images can be changed to fit your visual needs.

To do this, open the template in PowerPoint and switch it to “Master View”. Once you change images, go back to “Normal View” to work on your presentation.
3.4 PRESENTATIONS

Typographic PowerPoint Template

This text-based template will help you to create a clean, on-brand presentation. It is a simple, easy-to-use template that will still engage your audience.

Sizes

The template options have been formatted for both standard (4:3) and widescreen (16:9) sizes. Check to see which screen format you will be presenting on before choosing a template size.

Fonts in PowerPoint

Microsoft Office can experience conflicts with fonts from third-party providers. As Whitney is a third-party font, users may find that the font doesn’t display properly in PowerPoint. Due to this, it is recommended that Arial is used for PowerPoint in order to reduce display problems.
3.4 PRESENTATIONS

KEYNOTE TEMPLATES

Photographic Keynote Template

This template is a visually-rich option. It comes standard with campus shots as a background, but these images can be changed to fit your visual needs.

To do this, open the template in Keynote, go to "View" and choose "Edit Master Slides". Once you change images, go to view and choose "Exit Master Slides" to begin work on your presentation.

Sizes

The templates have been formatted for both standard (4:3) and widescreen (16:9) sizes. Check which screen format you will be presenting on before choosing a template size.

Fonts in Keynote

Ideally, Whitney should be used for presentations completed in Keynote. However, if there are font concerns, a template set in Helvetica is also available for use.

<table>
<thead>
<tr>
<th>Standard</th>
<th>Widescreen</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:3</td>
<td>16:9</td>
</tr>
</tbody>
</table>

AaBbCc123

Whitney Book

AaBbCc123

Whitney Bold

AaBbCc123

Helvetica Regular

AaBbCc123

Helvetica Bold
3.5 VEHICLE GRAPHICS

UBC VEHICLE GRAPHIC STANDARDS

University vehicles are often spotted driving around our campuses and surrounding communities, and are highly visible elements of UBC.

To present these fleet of vehicles in a professional, consistent and recognizable manner, please follow these standards when creating vehicle graphics.

LIVERY STANDARDS

UBC Signature

For the highest viability, the UBC Letterforms signature is the recommended signature for all vehicles.

If a unit or department name is required on the vehicle, please add the name to the right of the letterforms. The name should be typeset in Whitney Semibold, and can be separated into two lines, if necessary.

As this format is different from standard unit signatures, it is highly recommended that you consult with UBC Brand and Marketing to ensure that the format still meets brand standards.

Signature and Type Colour

For white or light coloured vehicles, please use UBC Blue (PMS 282) for the UBC Signature and other additional type graphics (such as vehicle number or contact information).

For dark coloured vehicles, please use a white version of the UBC Signature and other additional type graphics.

Font

If type is required on the vehicle (for example, vehicle number or contact information), please use Whitney as your font, preferably in the semibold weight.

308
604 822 5355
3.5 VEHICLE GRAPHICS

Size

To maintain consistency, please follow these size specifications for vehicle graphics. For the UBC Signature size, please use the best size for the space available.

Vehicle Number
• Height: 3.0 inches (75.0 mm)

UBC Signature:
• Height: 3.0 inches (75.0 mm);
• Height: 5.0 inches (125.0 mm);
• Height: 7.5 inches (187.5 mm);
• Height: 10.0 inches (250.0 mm);
• Height: 12.5 inches (312.5 mm);
• Height: 15.0 inches (375.0 mm)

Placement

Graphics should be placed on the rear and sides of a vehicle. Consideration for how the UBC Signature relates to door edges and other vehicle features should be given. The following pages illustrate how graphics should be placed on a variety of vehicles.
3.5 VEHICLE GRAPHICS

Placement (cont.)

The following pages illustrate how graphics should be placed on a variety of vehicles.
VISUAL IDENTITY

DESIGN TERMS AND RESOURCES
Understanding complex design terminology can be challenging. The following glossary was created to help equip you with an understanding and reference for creative briefs, conversations with freelancers or terms to explain your project to printers or web developers.

The resource section has helpful tools and information that will be useful to both new and seasoned designers.
### 4.1 DESIGN TERMS

#### FILE TYPES

##### .Ai (Adobe Illustrator)
- This file type is often used for logos and graphics in print projects
- Can only be opened with Adobe Illustrator or, if saved back to older versions, can be opened in Freehand or Corel Draw
- Can have a transparent background
- Can be resized to any dimension without losing image quality

##### .EPS (Encapsulated Postscript)
- This file type is often used for logos and graphics in print projects
- Can only be opened in Adobe Illustrator, but can be imported into other programs
- Can have a transparent background
- Can be resized to any dimension without losing image quality

##### .Gif (Graphics Interchange Format)
- Can be used for logos and graphics in web and screen projects
- Can be opened with many programs
- Can have a transparent background
- This file type will lose image quality if resized to a larger size

##### .Jpeg (Joint Photographic Experts Group)
- This file type is often used for photographs in print, screen and web projects
- Can be opened with many programs
- Does not have a transparent background
- A .jpeg will lose image quality if resized to a larger size

##### .Pdf (Portable Document Format)
- This file type is often used for print projects or for sending proofs to clients
- Can be universally downloaded and viewed on any computer that has the Adobe Acrobat plug-in (which is available for free)
- Can be imported into many programs
- Many printer shops prefer to print from this type of file

##### .Png (Portable Network Graphics)
- Often used for logos and graphics in web and screen projects
- Can be opened with many programs
- Can have a transparent background
- Will lose image quality if resized to a larger size

##### .Psd (Photoshop Document)
- Often used for photographs in print projects
- Can only be opened with Adobe Photoshop, but can be imported into other programs
- This file type will lose image quality if resized to a larger size

##### .Tiff (Tagged Image File Format)
- Often used for high resolution photographs in print projects
- Can be opened by many programs
- This file type will lose image quality if resized to a larger size
- Does not have a transparent background
4.1 Design Terms

Colour Modes

**CMYK**
- Use this colour mode when working on projects that will be printed
- The acronym represents the four colours used in a printing press (Cyan, Magenta, Yellow and Key/black)

**Grayscale**
- Use for this mode when working on black and white print projects, such as newspaper ads
- Any colours in your file should be converted to a shade of gray

**Hex Code**
- This colour mode is used for web projects
- HEX codes are six digit codes that represent a certain colour (ex. White is represented as #ffffff and black is #000000)

**PMS (Pantone® Matching System)**
- This mode is used for print projects where you need to match a colour exactly
- The acronym represents the Pantone® Matching System, which is a system of specially mixed inks that must match a certain, standardized colour (ex. UBC Blue is PMS 282)
- Specialty colours, such as metallic or fluorescent colours, are also available

**RGB**
- Use this colour mode for web, video or other on-screen projects
- The acronym represents the three colours of light displayed on screens (red, green and blue)

Typographic Terms

**Baseline**
- An invisible line upon which letters or lines of type sit

**Font**
- A specifically designed collection of letters, numbers, punctuation, and other symbols used to set text

**Kerning**
- Refers to increasing or decreasing the space between two consecutive characters in a word by very fine increments

**Leading (or Linespacing)**
- The amount of vertical space between lines of text in a paragraph

**Tracking (or Letterspacing)**
- The uniform amount of spacing between all characters in a complete sentence, paragraph or page

**Widow**
- When the last line of a paragraph only contains one word, that word is considered a ‘widow’
- These are often undesirable
4.1 Design Terms

**Layout Terms**

**Bleed**
- Allowing a visual element to extend beyond the actual margin of the layout or trim size

**Grid**
- Grids are often used in layouts for both web and print projects
- Grids guide designers on how to arrange text and images on the page in a way that will look even, attractive and consistent throughout

**Mockup**
- A close-to-reality rendition of a project that allows a client to see what the final product will look like

**Perfect Bound**
- A type of booklet binding in which the pages are glued together at the spine of the book

**Saddle Stitch**
- A type of booklet binding in which the pages are bound together by staples that are put through the fold of the booklet

**Wire Frame**
- A basic layout without design elements
- Used in web design to plan where navigation, content and media will sit on the page

**Other Common Design Terms**

**CRA (Camera Ready Artwork)**
- A term for files that are specially prepared for printing

**Export**
- To save a file in another file format supported by other programs

**FPO (For Placement Only)**
- Indicates that the image or graphic in the layout will be changed before the final output

**Gradient**
- A smooth transition from one colour to another — black to white, red to yellow and all the colours in between

**Raster Images / Bitmap Images**
- Raster images, or bitmap images, are created using thousands of pixels (ex. photographs)
- Enlarging a raster image to a larger size will diminish the quality

**Resolution**
- Refers to the number of dots per inch (dpi) or pixels per inch (ppi) in an image
- Images for the web are usually low resolution (ex. 72 ppi)
- Images for print should be saved at a higher resolution (ex. 300 dpi)

**Vector Images**
- Images created by paths based on mathematical expressions (ex. logos)
- Vectors can be resized to any size without a loss in quality
4.2 RESOURCES

UBC DESIGN RESOURCES
• UBC Photography Library on Flickr
• UBC Visual Identity Templates and Assets
• Institutional Font Request Form
• UBC CLF Design Specifications
• UBC Stationery Request

DESIGN ACCESSIBILITY RESOURCES
• Web Colour Accessibility Tool
• RGD Accessible Design Handbook

POLICIES
• The University of British Columbia Board of Governors Policy #94: Visual Identity
• UBC Coat of Arms Policy
• The University of British Columbia Board of Governors Policy #110: Third-Party Use of University Trade Marks

TRAINING
• Lynda.com Design Training and Tutorials
  Lynda.com courses are free for UBC faculty and staff. Sign up at http://lynda.ubc.ca

UBC DESIGN ADVISORY GROUP
The Design Advisory Group gathers graphic designers from across UBC to discuss university design considerations on a biannual basis.

If you are a graphic designer at UBC and are interested in attending, please contact Matt Warburton (matt.warburton@ubc.ca) for more details.

CONTACT US
For inquiries regarding visual identity or graphic design at UBC, please contact:

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