

UBC Logos: Quick Guide

PRIMARY LOGO



THE UNIVERSITY OF BRITISH COLUMBIA

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.

THE UNIVERSITY OF BRITISH COLUMBIA

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

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.



**THE UNIVERSITY
OF BRITISH COLUMBIA**

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.



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.

There are many ways to be creative with the brand but changing or altering the UBC logo or signature is not one of them. Please review the following to avoid disrupting the UBC signature and logo design.

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.



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 instance 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.

FILE TYPES

.EPS (ENCAPSULATED POSTSCRIPT)

- This file type is often used for logos and graphics in print projects
- Can have a transparent background
- Can be resized to any dimension without losing image quality

.PDF (PORTABLE DOCUMENT FORMAT)

- Can be imported into many programs
- Can have a transparent background
- Many printer shops prefer to print from this type of file

.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 (background is often white)
- A .jpeg will lose image quality if resized to a larger size

.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

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)

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)