



UBC COAT OF ARMS USAGE POLICY AND GUIDELINES

December 2015

Background

A key symbol of UBC's legacy is its Coat of Arms. From their origins in the twelfth century, coats of arms have been granted to leading or respected institutions, including universities. In 1915, the College of Arms in London, England granted The University of British Columbia its official Coat of Arms, including the motto *Tuum Est* ("It is up to you" or "it is yours"). The armorial bearings were prepared under the direction of Charles H. Athill of the College of Arms based on design ideas provided by UBC's first president Frank F. Wesbrook. The official description of the coat of arms appears as follows:

Argent three Bars wavy Azure issuant from the base a demi Sun in splendour proper on a Chief of the second an open Book also proper edged strapped and buckled Or inscribed with the words "TUUM EST" as the same are in the margin hereof more plainly depicted to be borne and used by the said University of British Columbia on Seals Shields or otherwise according to the Law of Arms.....

Historian Harry Logan suggested that President Wesbrook envisioned the university as a provincial resource which both served and belonged to the people of British Columbia, and that idea found symbolic expression in the university's official coat of arms:

*It consists of the Provincial Coat of Arms as a base upon which rests an open book, inscribed with the two Latin words, Tuum Est (It is Yours), a motto chosen by Wesbrook himself. By the many generations of students who have since passed through the University, the words have been variously interpreted as meaning: "The University is yours"; make what use of it you can; or alternatively, with a personal, ethical content, "It's up to you." To President Wesbrook the words, no doubt, meant all this, but also much more than this. They were addressed not only to future generations of undergraduates but also to their parents and to all the citizens of the Province. "The University is yours." This is the basic idea on which the University was founded... (Harry Logan, *Tuum Est*, p. 53).*

The UBC Coat of Arms affixed, stamped or engraved upon a diploma, degree or academic certificate, officially signifies UBC Senate recognition that an individual has successfully completed all the academic requirements of a particular course of studies at the university.

In the Spring of 2013, in collaboration with the Ceremonies Office, Communications and Marketing refined the coat of arms to restore it to its original splendor and to ensure consistent, quality rendering for a variety of formats. The design refinements have focused on accurate historical relevance and period vernaculars, including the use of letterforms appropriate to the period. Readability has been enhanced, and the vine pattern on the books has been changed to the shape of leaves found in flora that are indigenous to campus.



Coat of Arms vs. UBC Logo



The Coat of Arms (left) is used for significant commemoration, historical and ceremonial purposes to convey a sense of timelessness, 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 (sometimes referred to as the UBC Crest). The official logo for UBC (right) is a contemporary, stylized interpretation of the coat of arms and is used most often in conjunction with the full name of the University, which is typeset in customized Whitney.



Usage Policy and Guidelines

The Coat of Arms is used sparingly in very specific applications and is authorized for use for the following purposes:

Graduation (Congregation/Convocation):

- UBC degrees, diplomas (degree parchment) and academic certificates
- Transcripts
- Graduation collateral materials (program, banners, digital signage, Honorary Degree recipient invitations, etc.)
- 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 only
- Board of Governors letterhead for formal or ceremonial purposes only
- Chancellor's office letterhead for formal or ceremonial purposes only

The Ceremonies and Events Office, in conjunction with Communications 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 above, advance permission must be approved by both departments. Enquiries should be directed to comm.marketing@ubc.ca.

Graphic files required for reproduction are obtainable only through Communications and Marketing.