

UBC BRAND

# VISUAL IDENTITY RULES

2025 | VERSION 1.5



THE UNIVERSITY OF BRITISH COLUMBIA

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 system of brand rules allows us to tell our collective story with the power of one voice.

We appreciate your respect and collaboration in maintaining UBC's brand rules. We hope this site and its additional resources are helpful for you. I thank all of you for your dedication to supporting UBC.

**John Lo**

Director, Brand and Marketing

# Visual Identity Rules

2021 | VERSION 1.3

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*Please check the [UBC brand site](#) regularly to ensure that you are following the latest rules.*

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# Visual identity creates a consistent message.

## How do we create consistency?

### 1.0

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 a place where, if you have the drive to shape a better world, UBC will support you in realizing your greatest potential.

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

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 helps to create an identity that is associated with trust, which in turn increases the equity in the UBC brand.

While there are best practices around visual identity, there are also hard-and-fast rules that everyone who uses the UBC brand must follow. These visual identity rules are set out by UBC's Board of Governors in [Visual Identity Policy GA7](#). They apply to all academic and administrative units of the university, including all UBC faculties, departments and units, and all faculty and staff that work for UBC, on all campuses.

Note that students are not permitted to use the brand visual identity to promote themselves or their work without prior approval from UBC Brand and Marketing.

The following information is split into two parts: visual identity rules that must be followed and more general resources or helpful suggestions for carrying out your project. We hope that both will help you execute the brand with confidence and strengthen and unify the experience students, faculty, alumni, staff and visitors have of UBC on our campuses and in the broader global community.



VISUAL IDENTITY

# UBC BRAND VISUAL IDENTITY RULES



THE UNIVERSITY

# UBC Brand

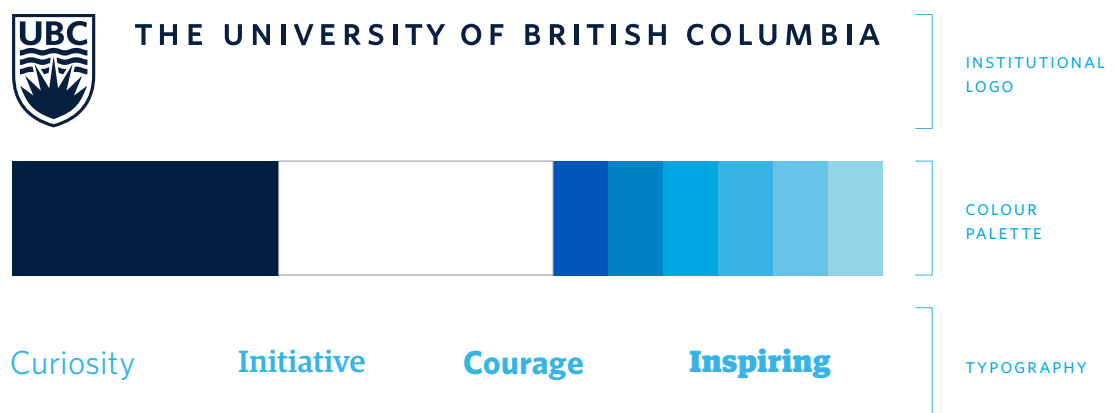
## Visual Identity Rules

### 2.0

The UBC Brand visual identity is centred on our institutional logo, colours, typography and brand photography. These rules 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. These rules will equip you with the knowledge to execute communications using the UBC visual identity with confidence.

#### VISUAL ELEMENTS



2.1

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. Rules setting out how these logos can be used ensure a consistent visual identity, and it is imperative that these rules are followed.

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



- ① COLOUR  
UBC BLUE  
(PMS 282)
- ② FONT  
CUSTOMIZED  
WHITNEY  
SEMIBOLD

FULL SIGNATURE

## 2.1 UBC SIGNATURES AND LOGOS

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### 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.

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### 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

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#### 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

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#### 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



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

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### 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. Below are a few examples of logo usage that are not permitted. Do not use the UBC signature and logo design in the following ways.

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### 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 should only ever be in UBC Blue (PMS 282), black or white. Do not change the rays in the crest to yellow or any other colour.



#### Separating or re-arranging elements of the UBC signature

All elements of the signature should always stay 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

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### PLEASE AVOID THE FOLLOWING (CONT.)



THE UNIVERSITY OF BRITISH COLUMBIA

#### Changing the typeface in the UBC logo

Signatures should only ever use the customized Whitney letterforms (UBC Wordmark).



THE UNIVERSITY OF BRITISH COLUMBIA

#### Changing the colour of the UBC logo

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



is yours to create.

#### Incorporating the logo into a phrase or sentence

The logo should not be treated as an icon that can be used in text. Spell out “UBC” or “The University of British Columbia” in a tagline or sentence.



UBC

#### 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.

UBC

#### Typing out the UBC letterforms when being used as branding

The UBC letterforms found in the crest have been altered from the letterforms found in the Whitney typeface. When used for branding purposes, use the letterforms file provided on [brand.ubc.ca](http://brand.ubc.ca) instead of typing out the letters. Only type out “UBC” if the name is being used in a sentence or tagline.

## PLEASE AVOID THE FOLLOWING (CONT.)



### Deconstructing the crest

Illustrated elements within the crest should not be split apart into separate figures or manipulated.



### Placing the logo on a background that reduces legibility

Background colours or images should not impede the ability to see or read the logo. Please place blue or black logos on a light background, and white logos on a dark background.



### Adding text or a tagline to the logo

Please follow the clear space guidelines, and avoid attaching additional text to a signature or logo.

## 2.2 UNIT SIGNATURES AND PARTNERSHIP SIGNATURES

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### 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](#).

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#### 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.



THE UNIVERSITY OF BRITISH COLUMBIA  
**Graduate and Postdoctoral Studies**  
Postdoctoral Fellows Office (PDFO)

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##### 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.



THE UNIVERSITY OF BRITISH COLUMBIA  
**Graduate and Postdoctoral Studies**  
Postdoctoral Fellows Office (PDFO)

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##### 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.



THE UNIVERSITY OF BRITISH COLUMBIA  
**Faculty of Pharmaceutical Sciences**  
Vancouver Campus

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##### 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.



THE UNIVERSITY  
OF BRITISH COLUMBIA  
**Faculty of Forestry**

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##### 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 with brand devices which already have the UBC crest in it such as the 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 rules.

*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  $\frac{1}{2}$  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.

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



## 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 CRESTS 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 web page, 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'.

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.

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

## PARTNERSHIP SIGNATURES

Please follow these rules if creating a partnership signature that includes UBC.

### Partnership: Full Signature

1.0x THE UNIVERSITY OF BRITISH COLUMBIA .75x University of Victoria

### Partnership: Narrow Signature


 THE UNIVERSITY  
OF BRITISH COLUMBIA
 
 .75x
 
 University  
of Victoria

### 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

|                            |                                                |
|----------------------------|------------------------------------------------|
| <b>UBC Blue</b><br>PMS 282 | C100 M90 Y13 K68<br>R0 G33 B68<br>HEX 002145   |
| White                      | C0 M0 Y0 K0<br>R255 G255 B255<br>HEX FFFFFFFF  |
| PMS 8383 Gold              | C34 M36 Y67 K20<br>R168 149 B101<br>HEX A89565 |

SECONDARY UBC COLOURS

|                 |                                              |
|-----------------|----------------------------------------------|
| PMS 2935        | C100 M68 Y4 K0<br>R0 G85 B183<br>HEX 0055B7  |
| PMS 3005        | C100 M35 Y0 K2<br>R0 G119 B200<br>HEX 0077C8 |
| PMS 2995        | C80 M12 Y1 K0<br>R0 G167 B225<br>HEX 00A7E1  |
| PMS 298         | C64 M10 Y1 K0<br>R64 G180 B229<br>HEX 40B4E5 |
| PMS 297         | C52 M5 Y3 K0<br>R110 G196 B232<br>HEX 6EC4E8 |
| PMS 2975        | C38 M2 Y5 K0<br>R151 G212 B233<br>HEX 97D4E9 |
| *UBC Video Blue | R0 G19 B40<br>HEX 001328                     |

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.

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.

\*UBC Video Blue was designed to visually match PMS 282 specifically for RGB video applications.

## 2.3 UBC COLOURS

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### 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. The UBC brand colours are 'base' colour palette onto which a faculty or school colour can be added. 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 is an important 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 at least AA web accessibility standards. [Please use this tool to see if your design meets these accessibility standards](#).

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*UBC always aims for AA 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.*

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2.4

FONTS

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. When representing UBC, please use the following fonts.

PRIMARY FONT

Whitney Salishan

Our primary typeface is Whitney Salishan. It's a versatile font that works as well on a wide range of mediums, from large signs to small business cards. It has an expanded character and accent set which accomodates the hən̓q̓əmi̓nəṁ and nsyilxcən languages used by the Musqueam and Syilx Okanagan Nation people.

Due to its readability and versatility, Whitney Salishan 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 Salishan is available to all faculty and unit communicators in desktop format at no cost. A subset of Whitney web styles are also available for UBC websites that use our Common Look and Feel (CLF) (Whitney ScreenSmart Book, Book Italic, Semibold).

*Please note that Whitney Salishan is currently not available in web format.*

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

*Lastly, please note that Microsoft Office programs can have issues with Whitney Salishan, 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 | Whitney Salishan Light               |
| AaBbCc123 | Whitney Salishan Light Italic        |
| AABBCC123 | WHITNEY SALISHAN LIGHT SMALL CAPS    |
| AaBbCc123 | Whitney Salishan Book                |
| AaBbCc123 | Whitney Salishan Book Italic         |
| AABBCC123 | WHITNEY SALISHAN BOOK SMALL CAPS     |
| AaBbCc123 | Whitney Salishan Medium              |
| AaBbCc123 | Whitney Salishan Medium Italic       |
| AABBCC123 | WHITNEY SALISHAN MEDIUM SMALL CAPS   |
| AaBbCc123 | Whitney Salishan Semibold            |
| AaBbCc123 | Whitney Salishan Semibold Italic     |
| AABBCC123 | WHITNEY SALISHAN SEMIBOLD SMALL CAPS |
| AaBbCc123 | Whitney Salishan Bold                |
| AaBbCc123 | Whitney Salishan Bold Italic         |
| AABBCC123 | WHITNEY SALISHAN BOLD SMALL CAPS     |
| AaBbCc123 | Whitney Salishan Black               |
| AaBbCc123 | Whitney Salishan Black Italic        |
| AABBCC123 | WHITNEY SALISHAN BLACK SMALL CAPS    |

## 2.4 TYPOGRAPHY

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### 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 text items 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.

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    |

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### USAGE CONSIDERATIONS

#### Institutional Fonts for External Contractors

External vendors or consultants must purchase their own font files. Whitney is available for purchase through Hoefler & Co. Upon proof of purchase Brand and Marketing will supply a copy of Whitney Salishan. Guardian Egyptian is available for purchase through Commercial Type.

#### Font Options for Microsoft Office Programs

Microsoft Office programs, including Word and PowerPoint, do not support third-party fonts, including Whitney and Guardian. It is recommended that a system font, such as Arial, be used with these programs.

#### Font Options for Other Languages

Noto Sans CJK, a free Google font, is recommended for typesetting Simplified Chinese, Traditional Chinese, Japanese and Korean in web and print.

Please contact UBC Brand and Marketing for font recommendations for other languages.

#### Alternative Font Options for Web Usage

When working on some eBook, web, app, software, or SaaS projects, Whitney or Guardian Egyptian may not be available or optimal as font options. In such cases, we recommend the following free Google Fonts as alternatives: Open Sans in place of Whitney or Merriweather in place of Guardian Egyptian. Radio Canada is another option for Whitney that accommodates most Indigenous languages used in Canada.

If creating a website that houses long-form stories or is more editorial in nature, the Google Font Lora can be used as a body text font. Please note that Lora should not be used outside of editorial purposes; Whitney, Open Sans or Radio Canada and/or Merriweather should be used for all other websites.

|           |                      |
|-----------|----------------------|
| AaBbCc123 | Open Sans Regular    |
| AaBbCc123 | Radio Canada         |
| AaBbCc123 | Merriweather Regular |
| AaBbCc123 | Lora Regular         |



### 2.5

#### UBC COAT OF ARMS

The Coat of Arms is used for significant commemoration, 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 UBC 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.

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#### COAT OF ARMS



##### 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 the Contact Us form on [brand.ubc.ca](https://brand.ubc.ca).

#### 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 stationery for formal or ceremonial purposes
- Board of Governors stationery for formal or ceremonial purposes
- Chancellor's office stationery for formal or ceremonial purposes

### 2.6

#### UBC TWO-COLOUR LOGO

The two-colour version of the UBC logo is for the exclusive use of the Office of the President.

This special-purpose logo indicates when communication is from the President. It takes its inspiration from UBC's founding colours of blue and gold, and creates a visual link between the Office of the President and the Board of Governors, which is represented by the blue and gold Coat of Arms.

The unique purpose of this logo excludes all use of the two-colour logo by faculties, units and departments at UBC. We ask that all UBC faculties, units and departments only use the one-colour signatures and logos. If we work together within this system and adhere to the visual identity, we collectively appear unified in our communications within our local and global communities.

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#### TWO-COLOUR LOGO



THE UNIVERSITY OF BRITISH COLUMBIA

##### Files

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

##### Usage Inquiries

- The Office of the President, in conjunction with Brand and Marketing, holds stewardship of the two-colour logo. Inappropriate use of the two-colour logo can result in negatively affecting UBC's legacy and reputation. If the two-colour logo is required for applications not stipulated on the right, advance permission must be approved by both departments. Inquiries should be sent through the Contact Us form on [brand.ubc.ca](https://brand.ubc.ca).

#### USAGE POLICY AND GUIDELINES

- The two-colour logo is for the exclusive use of the Office of the President**
- Applications include stationery (letterhead, business cards, envelopes, note pads) and the Office of the President website
- The one-colour (blue, black or white) logo is the standard for all applications outside those used by the Office of the President
- The Coat of Arms remains unchanged and is reserved for the use of the Board of Governors and for official ceremonial uses only. See 2.6 *UBC Coat of Arms* on the previous page for details

2.7

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 enables 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 are built to include unit, department or faculty specific information.

[Access the ordering portal and submit your order here.](#)

LETTERHEAD



THE UNIVERSITY OF BRITISH COLUMBIA

Faculty or Office Location  
Department  
Program, Research Group or Institute  
100-1234 Main Mall  
Vancouver, BC Canada V6T 1Z1  
Phone 604 822 2284  
Fax 604 822 2678  
www22.ubc.ca

Date

Addressee  
BUSINESS  
STREET ADDRESS  
CITY COUNTRY POSTAL CODE

Dear Addressee,

When typing a letter, follow this page as a guide. This letter is an example of the typical format for a letterhead. The clean and organized structure of the flush-left format gives your business communications a highly professional profile.

Set the left margin of the page at 1" and the right hand margin at 1" also. Begin the date 2" down from the top of the page. Skip one line and type the Addressee's name and address flush left with the date. Skip three lines between the last address line and the salutation. Skip one line between the salutation and the body of the letter. Do not indent at the beginning of paragraphs, and always skip one line between paragraphs.

Having completed your letter, skip two lines between the last line of the last paragraph and the closing. Then skip four or five lines between the closing and the Sender's typed name, which will allow enough space for the Sender's signature.

When typing a letter, follow this page as a guide. This letter is an example of the typical format for a letterhead. The clean and organized structure of the flush-left format gives your business communications a highly professional profile.

Addressee's name and address flush left with the date. Skip three lines between the last address line and the salutation. Skip one line between the salutation and the body of the letter. Do not indent at the beginning of paragraphs, and always skip one line between paragraphs.

Sincerely,

Sender's Name  
SN-In

ENVELOPE



THE UNIVERSITY OF BRITISH COLUMBIA

Faculty or Office Location  
Department  
Program, Research Group or Institute  
100-1234 Main Mall  
Vancouver, BC Canada V6T 1Z1

Addressee  
Business Name  
Street Address or PO Box  
City, Province POSTAL CODE

BUSINESS CARD

Name: Copied to:  
Credentials contribution or Title 1  
Title 2  
Title 3



THE UNIVERSITY OF BRITISH COLUMBIA

Faculty or Office Location  
Department  
Program, Research Group or Institute  
100-1234 Main Mall  
Vancouver, BC Canada V6T 1Z1  
Phone 604 822 2284 Fax 604 822 2678 Toll Free 800 123 4567  
www22.ubc.ca

UBC Brand: Visual Identity Rules  
2025 VERSION 1.5

20

2.8

UBC EMAIL SIGNATURE

Email represents us as a public institution to the world. Having a consistent look and feel to our email communications creates a sense of legitimacy and trust in our communications.

If you are using email as a staff or faculty member, please ensure you adhere to our email guidelines so we responsibly use this important communication channel.

If you are in need of an email signatures, please visit [brand.ubc.ca](https://brand.ubc.ca).

---

EMAIL SIGNATURE

Internal and External Email Signatures

UBC Faculty and Staff can create an email signature with a signature generator provided on [brand.ubc.ca](https://brand.ubc.ca).

There are two versions of the signature — a UBC Brand Internal Email Signature for communications within UBC, and a UBC Brand External Email Signature, which includes the UBC Logo, for communications with contacts outside of the university.

The signature generator allows for inclusion of contact information, credentials, website links, social media channel links, preferred pronouns, and Indigenous land acknowledgment. Use only UBC-related contact information in your email signature.

Do not include quotations, philosophical statements, images, icons, backgrounds, or off-brand colours or fonts in your email signature.

EXTERNAL EMAIL SIGNATURE

Milen Aziz (She, Her, Hers)  
Research Coordinator  
Faculty of Medicine | Department of Ophthalmology & Visual Sciences  
The University of British Columbia | Vancouver Campus | Musqueam Traditional Territory  
2550 Willow Street | Vancouver BC | V5Z 3N9 Canada  
Phone 604 885 5555 | Cell 604 335 3333  
[milan.aziz@ubc.ca](mailto:milan.aziz@ubc.ca)  
<https://www.med.ubc.ca>



INTERNAL EMAIL SIGNATURE

Milen Aziz (She, Her, Hers)  
Research Coordinator  
Faculty of Medicine | Department of Ophthalmology & Visual Sciences  
The University of British Columbia | Vancouver Campus | Musqueam Traditional Territory  
2550 Willow Street | Vancouver BC | V5Z 3N9 Canada  
Phone 604 885 5555 | Cell 604 335 3333  
[milan.aziz@ubc.ca](mailto:milan.aziz@ubc.ca)  
<https://www.med.ubc.ca>

2.9

UBC WEBSITES

Websites form the foundation of UBC’s digital ecosystem. Presenting a cohesive experience across UBC websites helps instill a sense of trust and confidence among our online audiences — particularly our prospective students, faculty and staff — that the information they interact with is, in fact, reputable and created by UBC.

The UBC CLF (Common Look and Feel) is a web design framework that provides the means to establish this cohesion.

UBC faculties, units and departments should build their websites using the guidelines set out by the CLF.

UBC CLF

Common Look and Feel (CLF)

The UBC Common Look and Feel (CLF) is a digital application of UBC’s visual identity system. The CLF consists of core visual identity assets, baseline design components and layout options, as well as underlying functionality that can be applied consistently across UBC websites while also allowing room for variation to meet the unique needs of individual websites.

For further information, please visit the [UBC CLF website](#).

CLF (DESKTOP LAYOUT)



CLF (MOBILE LAYOUT)



### 2.10

#### UBC SOCIAL MEDIA AVATARS

Official UBC social media channels are required to use UBC social media avatars.

UBC's avatar system provides a unifying look to social media channels, while ensuring that units can still clearly identify themselves. By using these avatars, those who manage social media on behalf of UBC will create a much more

consistent, coordinated, and professional presence for UBC.

If you are in need of social media avatars, please [contact Brand and Marketing](#).

---

#### SOCIAL MEDIA AVATARS

##### Social Media Avatars

Official avatars can be [ordered from UBC Brand and Marketing](#), and are available for Facebook, Twitter, Instagram, LinkedIn, and YouTube. Please use these official avatars instead of creating your own.

Faculty and unit colours can be added to the avatar by request. If no colour is specified, a UBC brand colour will be applied.

Due to space and size restrictions, abbreviations or acronyms for a unit or faculty may be used in place of a full name (ex. SPPH in place of School of Population and Public Health).

AVATAR : FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE



AVATAR : LINKEDIN



### 2.11

#### UBC DIGITAL BADGES/CERTIFICATES

UBC courses which are not degree-granting are permitted to award digital badges for micro-credentials.

These were developed in 2022 using a hierarchical visual identity system and artwork for digital certificates/badges offered by UBC faculties on both the Okanagan and Vancouver campuses, Extended Learning and UBC

Okanagan Continuing and Professional Education. The badges leverage the recognition, credibility and equity in the UBC brand. The design system and family of templates allow for flexibility for faculties, while still maintaining a consistent look for the University.

If you are in need of digital badges/certificates, please [contact Brand and Marketing](#).

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#### DIGITAL BADGES/CERTIFICATES

##### Digital Badges/Certificates

Official digital badges/certificates can be [ordered from UBC Brand and Marketing](#). Please use these official badges instead of creating your own.

Partner institution logos can also be included as shown here, as can the level of achievement.

Courses completed at UBC Okanagan have the campus identified typographically on the badge.

UBC Sauder programs have the UBC Sauder branding featured at the top.

Faculties administer the badges through service providers such as [Canvas Credentials](#) or [Accredible](#) who store the data that verifies a learner's skills and achievements and securely link the visual representation of the badges (the PNG image) to said data.



### 2.12

#### UBC VIDEO TAILS

Video is a key visual element of digital storytelling. Using a brand video tail at the end of your video project will help viewers recognize it as coming from UBC. You must use these videos tails to identify UBC-produced videos.

If you are in need of brand end tails, please [contact Brand and Marketing](#).

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#### VIDEO TAILS

##### Brand End Tail for 16:9 Videos

The end of each widescreen video should include a tail showcasing UBC's Full Signature. [Brand and Marketing has created animated brand end tails](#) in a variety of frame rates, file formats and resolutions to fit your video needs. The files are built to a 16:9 (widescreen) ratio.

Please contact Brand and Marketing to obtain a brand end tail.

##### Unit Signature Video Tails

If your unit is in need of a video tail that uses your unit signature, please contact Brand and Marketing. A custom unit signature video tail can be made for 16:9 videos or square videos.





2.13

FLEET GRAPHICS

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

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

LIVERY STANDARDS

UBC Signature

For the highest visibility, 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.



2.13 FLEET 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); and/or
- Height: 15.0 inches (375.0 mm)

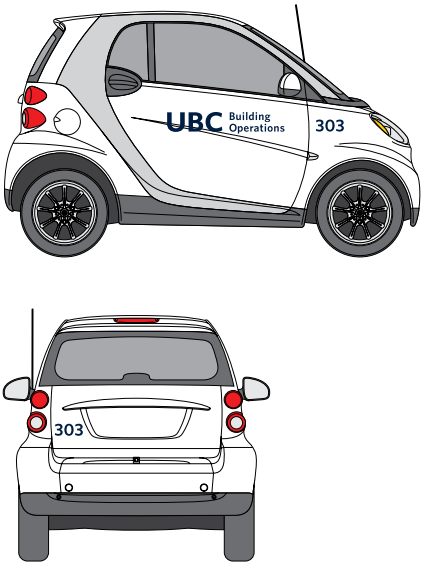
|                                        |       |
|----------------------------------------|-------|
| 300 301 302 303 304<br>305 306 307 308 | 3.0"  |
| UBC Building Operations                | 3.0"  |
| UBC Building Operations                | 5.0"  |
| UBC Building Operations                | 7.5"  |
| UBC Building Operations                | 10.0" |
| UBC Building Operations                | 12.5" |
| UBC Building Operations                | 15.0" |

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.

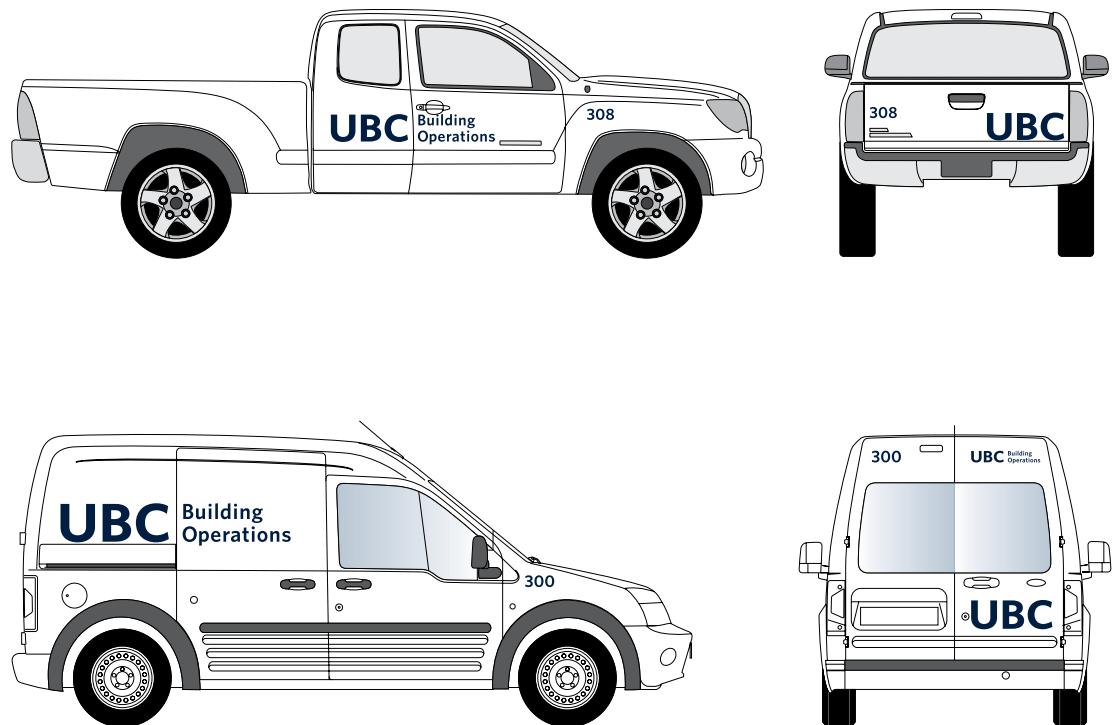


## 2.13 FLEET GRAPHICS

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### Placement (cont.)

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



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### Other design elements

Depending on the purpose of the vehicle, other design elements may be added to the exterior of a vehicle. For example, high-visibility designs can be added to UBC Security vehicles to help with recognition.

Please contact Brand and Marketing before proceeding with adding other design elements to a vehicle.

VISUAL IDENTITY

# UBC BRAND VISUAL IDENTITY RESOURCES



THE UNIVERSITY OF BRITISH COLUMBIA

...launched Cou  
...on the original saus  
...antibiotic-free. In 2017, it will  
the Country Naturals label and to  
vegetarian products, which launc  
"We have taken a brand that st  
meat products and applied that  
...which is obviously signifi  
...change that we

...and anniversary  
packaging for the  
...in 1970

# UBC Brand

## Visual Identity Resources

### 3.0

Need an inspiring photo for your department's website? Seeking an easy way to produce a digital ad? Whether you're putting together a big presentation or looking for an HTML email template to make things official, you'll find resources here.

The following section contains suggestions, rather than rules, that will help you make the most of your project. Used consistently, these design templates and systems will help contribute to the creation of an integrated identity that is instantly recognized as UBC.

### 3.1

#### 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 and 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 H. Joseph  
604 822 477  
[paul.h.joseph@ubc.ca](mailto:paul.h.joseph@ubc.ca)



3.2

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 ABOUT UBC

② **UBC Overview and Facts**

The University of British Columbia is a centre for teaching, learning and research and a hub of innovation for the province. UBC is consistently ranked among the top public universities in the world.

① **SUBHEAD**  
WHITNEY LIGHT  
SIZE: 8PT  
TRACKING: 125

② **TITLE**  
GUARDIAN EGYPTIAN BOLD  
SIZE: 24PT  
LEADING: 28PT  
TRACKING: 25

③ **BODY**  
WHITNEY BOOK  
SIZE: 9PT  
LEADING: 14PT  
TRACKING: 5

① WRITING TOOLKIT

② Words are a promise.  
What are we promising?

③ 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.

① **SUBHEAD**  
WHITNEY SEMIBOLD  
SMALL CAPS  
SIZE: 8PT  
TRACKING: 100

② **TITLE**  
WHITNEY LIGHT  
SIZE: 28PT  
LEADING: 34PT  
TRACKING: 10

③ **BODY**  
WHITNEY SEMIBOLD  
SIZE: 8PT  
LEADING: 11.5PT  
TRACKING: 0

① *What We Stand For*

② **About UBC's Brand**

③ **UBC encourages bold thinking, curiosity and initiative, so you can realize your greatest potential.**

④ Since 1915, UBC has evolved into a leading centre for teaching, learning and research, consistently ranked among the top public universities in the world and recently recognized as North America's most international university. As our influence and global community grow, so does our obligation to maintain excellent brand standards.

① **SUBHEAD**  
WHITNEY MEDIUM ITALIC  
SIZE: 8PT  
TRACKING: 5

② **TITLE**  
WHITNEY BLACK  
SIZE: 25PT  
TRACKING: 10

③ **LEAD-IN OR PULL QUOTE**  
GUARDIAN EGYPTIAN  
SEMIBOLD  
SIZE: 10PT  
LEADING: 15PT  
TRACKING: 20

④ **BODY**  
WHITNEY BOOK  
SIZE: 10PT  
LEADING: 15PT  
TRACKING: 5

① **BRAND STRATEGY**

② UBC's Brand  
③ Proposition

④ *If you have the drive to shape a better world, UBC will support you in realizing your greatest potential.*

Our brand strategy was created to position the university in the hearts and minds of our audiences. It presents our core values and differentiates us from our competitors. By using it consistently and strategically, we all play a role in enhancing UBC's global profile and reputation.

① **SUBHEAD**  
WHITNEY BOLD SMALL CAPS  
SIZE: 9PT  
TRACKING: 50

② **TITLE**  
GUARDIAN EGYPTIAN THIN  
SIZE: 34PT  
TRACKING: 25

③ **LEAD-IN OR PULL QUOTE**  
WHITNEY SEMIBOLD ITALIC  
SIZE: 9PT  
LEADING: 14PT

④ **BODY**  
WHITNEY BOOK  
SIZE: 9PT  
LEADING: 14PT  
TRACKING: 5



3.3

UBC STATIONERY CUSTOMIZATION

Stationery is one of the few tactile touchpoints we have in our mainly digital world. When you hand out your UBC business card, you are acting as an ambassador of the brand. A cohesive look to our business cards, letterheads and

envelopes creates a consistent impression among those receiving correspondence from UBC’s faculty and staff. Make that impression a good one.

Customization

At UBC, letterheads, envelopes and the front sides of business cards must follow the stationery rules found on [page 20](#) of this document.

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)



OKANAGAN  
CAMPUS



VANCOUVER  
CAMPUS

GREETING CARD FRONT OPTIONS



UBC CREST



VANCOUVER  
CAMPUS



THANK YOU  
(ALSO COMES IN  
DARK BLUE)



OKANAGAN  
CAMPUS  
(INTERIOR)

3.4

ADVERTISEMENTS

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. Advertising should promote UBC as a university that encourages bold thinking, curiosity and initiative, so you can realize your greatest potential.

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.

Please feel free to use these templates to help you create 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 grayscale 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](http://brand.ubc.ca).

COLOUR — POSITIVE



COLOUR — REVERSE



GRAYSCALE — POSITIVE



GRAYSCALE — REVERSE



3.4 ADVERTISEMENTS

Print Advertising Bar Size and Positioning

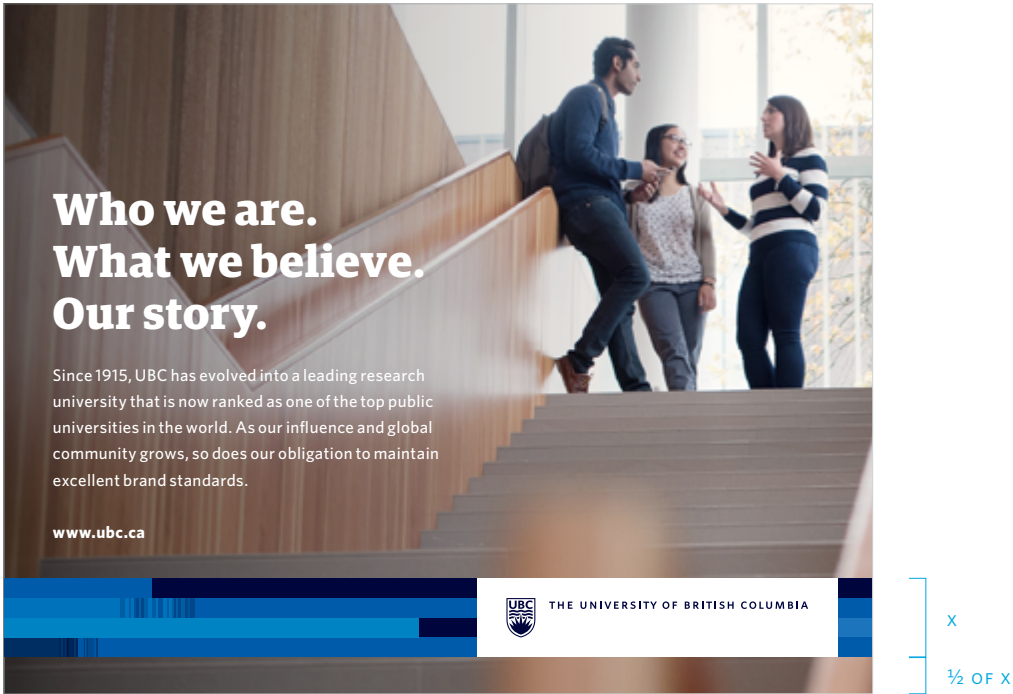
The height of the bar should be sufficient enough to allow for the UBC Signature to be legible. The width of the bar can be altered to fit the size of the ad by extending or shortening the left side of the bar.

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.

CHANGE THE WIDTH OF THE BAR BY EXTENDING OR SHORTENING THE LEFT SIDE OF THE BAR



PLACE THE BAR HALF OF ITS HEIGHT UP FROM THE BOTTOM OF THE LAYOUT



3.4 ADVERTISEMENTS

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 12 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.

CREATING AN ADVERTISING BAR WITH A PROMOTIONAL UNIT SIGNATURE



CREATING A PARTNERSHIP ADVERTISING BAR WITH A FULL AND NARROW SIGNATURE



### 3.4 ADVERTISEMENTS

#### DIGITAL ADVERTISEMENTS

##### UBC Digital Advertising Templates

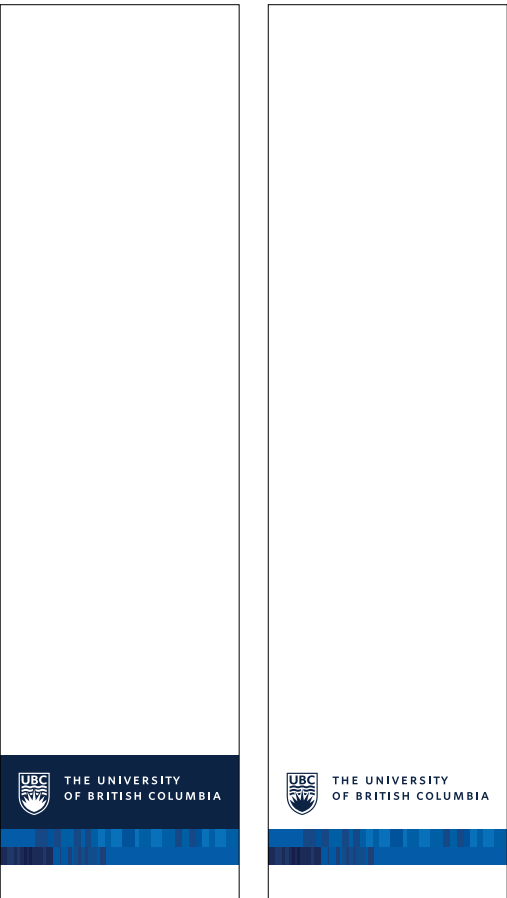
UBC provides digital advertising templates for three of the most common sizes of digital ads: Square (250x250px); Leaderboard (728x90px); and Skyscraper (160x600px). If the required ad is a different size, please attempt to keep the proportions similar to one of the provided templates.

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

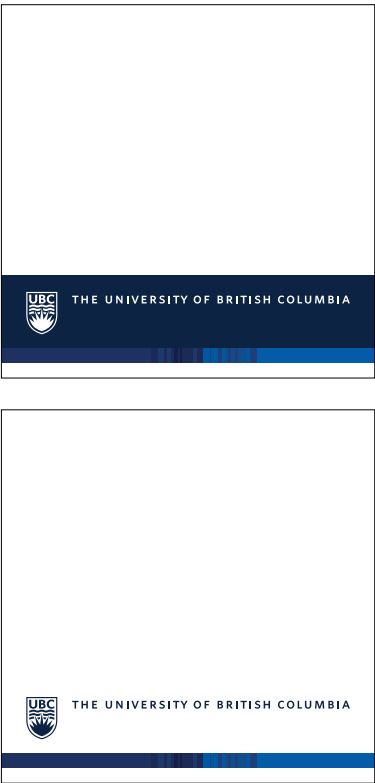
##### LEADERBOARD TEMPLATE (728X90PX) —ALSO AVAILABLE IN POSITIVE



##### SKYSCRAPER TEMPLATES (160X600PX)



##### SQUARE TEMPLATES (250X250PX)



### 3.4 ADVERTISEMENTS

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#### 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](#).

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#### DIGITAL ADVERTISEMENT EXAMPLES



#### PRINT ADVERTISEMENT EXAMPLES



3.5

PRINT PUBLICATIONS

If you are planning to publish brochures, magazines, reports or other print materials, please use our publication bars or publication tabs to identify the brand on the cover of your publication.

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

PUBLICATION BAR

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.

UBC BLUE (PMS 282)



WHITE



BLACK



TRANSPARENCY EFFECT EXAMPLE



3.5 PRINT PUBLICATIONS

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.

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



PUBLICATION BAR PLACEMENT





### 3.5 PRINT PUBLICATIONS

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#### 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.

---

#### INSTEAD OF HAVING TWO LOGOS ON A COVER...



#### USE THE SHORT NAME UNIT SIGNATURE



#### OR A PUBLICATION BAR THAT INCORPORATES YOUR STANDARD UNIT SIGNATURE



### 3.5 PRINT PUBLICATIONS

---

#### UBC PUBLICATION TAB

##### Usage of the publication tab

In instances when the audience is very familiar with the university, communicators can choose to use the UBC publication tab. Please use UBC publication bars on publications where the intended audience is not familiar with UBC.

The tab files can be download from [brand.ubc.ca](http://brand.ubc.ca).

##### Colour

The publication tab is available as either a white tab with a UBC Blue logo, or a UBC Blue tab with a white logo. It is available in CMYK and PMS colour formats.

##### Placement

The publication tab should bleed off the top or the bottom of the page. Tabs meant for the bottom of the page have the logo closer to the top of the box, while the tab meant for the top of the page has the logo closer to the bottom of the box. Please ensure that you are using the correct design for the placement.

The publication tab can be place in the top or bottom corners. Please avoid placing it near the centre of the cover.

The tab should be inset from the right or left of the page. Please ensure that it doesn't bleed of the sides of the page.

##### Size and Bleed

The publication tab can be resized to accommodate the size of your document. Please ensure that the crest remains legible. Please do not resize the background box or crest independently of each other, as this will change the proportions of the tab.

The supplied files do not have a bleed built into them. If your publication requires a bleed, please extend the background box as needed to meet your bleed requirements.

WHITE



UBC BLUE (PMS 282)



UBC LOGO TAG PLACEMENT: TOP



UBC LOGO TAG PLACEMENT: BOTTOM



### 3.6

#### PRESENTATIONS

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

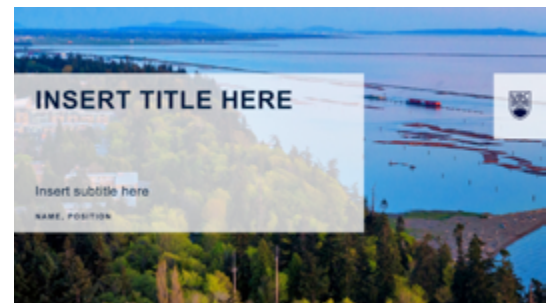
---

#### 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.

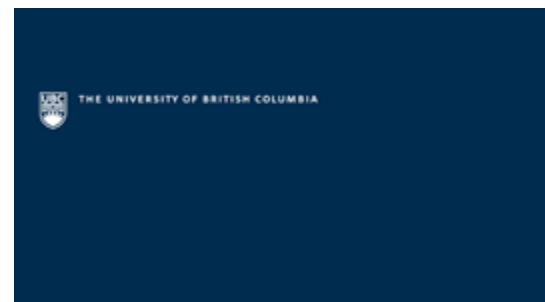
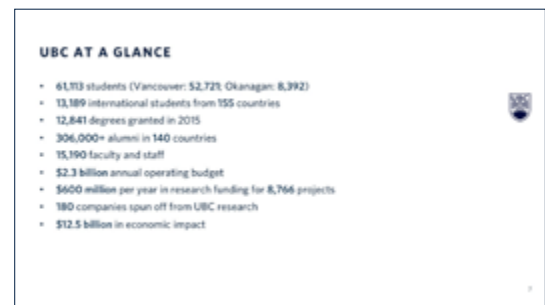
To do this, open the template in PowerPoint and switch it to “Master View.” Once you change images, go back to “Normal View” to work on your presentation.



### 3.6 PRESENTATIONS

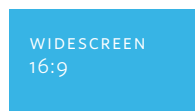
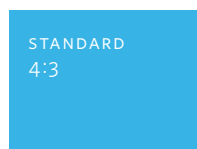
#### Typographic PowerPoint Template

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.

AaBbCc123  
AaBbCc123

Arial Regular  
Arial Bold

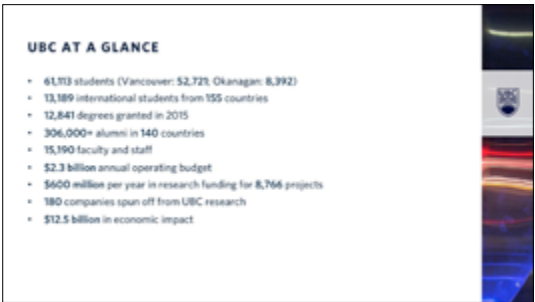
3.6 PRESENTATIONS

KEYNOTE TEMPLATES

Photographic Keynote Template

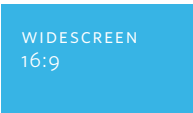
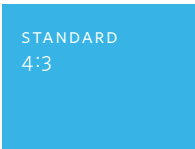
This template is a visually-rich option. It comes standard with campus shots as a background, but these images can be changed to fit your visual needs.

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.

|           |                   |
|-----------|-------------------|
| AaBbCc123 | Whitney Book      |
| AaBbCc123 | Whitney Bold      |
| AaBbCc123 | Helvetica Regular |
| AaBbCc123 | Helvetica Bold    |

## 3.7 HTML EMAIL TEMPLATES

### 3.7

#### HTML EMAIL TEMPLATES

Email marketing can be an effective way to increase both reach and engagement with your audience. With the right strategy and tools in place, your e-newsletters can become a trusted source of information for timely and relevant updates, encouraging readers to engage with you and your other communications channels.

There are many tools for creating and distributing e-newsletters, and we encourage you to use the solution that meets your unit's needs while adhering to UBC's email standards.

For more information about email marketing considerations at UBC, please refer to the HTML email templates page on [brand.ubc.ca](https://brand.ubc.ca).

#### HTML EMAIL TEMPLATES

##### HTML Email Templates

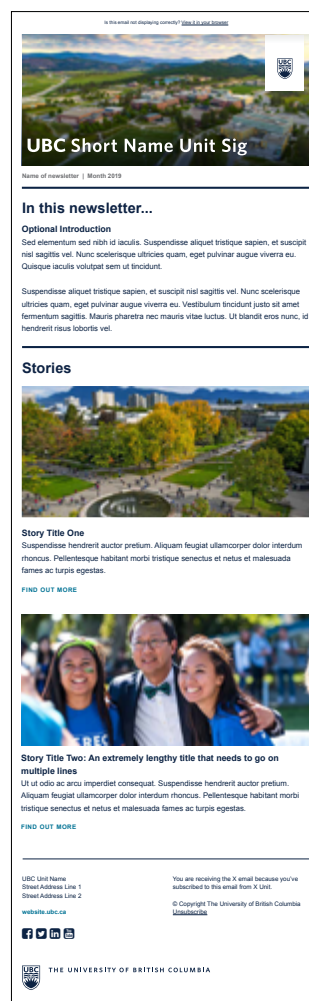
The UBC HTML email template is a responsive, single-column layout with standardized typography that has been tested across multiple versions of email reading software.

The header region consists of the UBC logo, a graphic or photo to serve as an identifier for the newsletter, and an additional text-based line to display the newsletter title as live copy for accessibility. The footer region consists of the university wordmark, as well as dedicated space to include the information required by Canadian Anti-Spam Legislation (CASL).

For more information, please refer to the HTML email templates page on [brand.ubc.ca](https://brand.ubc.ca).

##### Enewsletter Header Image Template

This Photoshop template, which is included in the HTML Email Template package, allows you to quickly build an on-brand header image for an enewsletter.



### 3.8

#### DIGITAL SIGNAGE

UBC's digital signage network ensures your message can be seen by students, faculty and staff. With broad, consistent reach, it's an influential platform for announcements, events, campus updates and more. Messages can also be targeted to broadcast in specific buildings.

The following templates can help you craft your on-screen message.

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#### DIGITAL SIGNAGE TEMPLATES

##### Basic Digital Signage Template in PowerPoint

This text-based template, available on [brand.ubc.ca](http://brand.ubc.ca), will help you to create a clean, on-brand sign. It is simple and easy to use. The template is ideal for communicating information about upcoming events or news items. A variety of backgrounds are available in the file.



## 3.9 CLOTHING

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### 3.9

#### CLOTHING

Whether it's a hoodie or high-performance jacket, UBC branded clothing shows off UBC pride to the world. As such, we need to make sure these wearable branded items send a consistent message and convey a unified look and feel.

If you're looking to customize clothing to a particular unit or faculty, UBC's [Brand and Marketing](#) department can help. Please use these resources when working with the UBC bookstore to create custom apparel.

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#### CLOTHING TEMPLATES

##### Clothing Item with Shortname Unit Signature

A faculty or unit's shortname unit signature can be applied vertically to the arm of a shirt or jacket, and the UBC letterforms can be placed on the front.



##### Clothing Item with Narrow Unit Signature

A faculty or unit's narrow unit signature can be applied to the front of shirts, jackets, shorts or pants. The signature should be confined to a small, pocket-size area, and not take up the entire front of the clothing item.



##### Clothing Item with Custom Typography

If you would like your faculty or unit name to be typeset or placed in another manner, please [contact Brand and Marketing](#) for more options.





VISUAL IDENTITY

# TERMINOLOGY AND USEFUL LINKS



# Terminology and useful links

## 4.0

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

#### 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 TERMINOLOGY

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### 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 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 undesirable and should be avoided

## 4.1 TERMINOLOGY

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### 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 USEFUL LINKS

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### 4.2

#### 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 Visual Identity Policy GA7](#)
- [UBC Coat of Arms Policy](#)
- [The University of British Columbia Board of Governors Policy #110: Third-Party Use of University Trade Marks](#)

#### TRAINING

- [LinkedIn Learning Design Training and Tutorials](#)  
*LinkedIn Learning courses are free for UBC faculty and staff. Sign up at <https://linkedinlearning.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](mailto: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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Brand and Marketing