UBC Logo, Wordmark and Signatures

INSTITUTIONAL SIGNATURES AND 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.

Use these signatures with pride as you represent the University in your communications.

PRIMARY SIGNATURE

UBC Full Signature

The UBC Full Signature ,which is comprised of both the UBC logo and wordmark, is the primary signature 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 on the next page instead.

SECONDARY SIGNATURES AND LOGOS

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

UBC Logo

The UBC Logo (crest) can be used in applications where there is insufficient space for the Primary 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

CLEAR SPACE AND COLOURS

Clear Space: Full Signature, Narrow Signatures and Logo

To ensure maximum impact of the UBC signatures and logos, there should be a minimum clear space around the artwork. As shown, the clear space should around the signatures and logo be equivalent to or greater than 50% of the UBC logo width (shown as x). Please note that the signature files the are available for download have the clear space built into them.

Colour

UBC signatures and 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.

UBC BLUE
(PMS 282)

WHITE OR
REVERSE

BLACK

SIGNATURE AND LOGO USEAGE

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 avoid the following situations:

PLEASE AVOID THE FOLLOWING

Centering the logo and wordmark

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

Adding another colour to the 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.

Disproportionally scaling the UBC signature or 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.

Changing the typeface in the UBC signature

Signatures should only ever use the Whitney font.

Changing the colour of the UBC signature

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

SUPPLIED FILE TYPES

.EPS (ENCAPSULATED POSTSCRIPT)

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

.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, including Microsoft Office programs
- 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, including Microsoft Office programs
- Can have a transparent background
- Will lose image quality if resized to a larger size

COLOR 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)