UBC LOGO RULES

UBC 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 Unit 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.

CLEAR SPACE
FOR PRIMARY
SIGNATURE

CLEAR SPACE
FOR UBC'S
SECONDARY
MARKS

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, and the white version on dark backgrounds.

UBC BLUE
(PMS 282)

WHITE OR
REVERSE

BLACK

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. Avoid disrupting the UBC signature and logo.

PLEASE AVOID THE FOLLOWING

Centering the crest and wordmark

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

Adding another colour to the UBC logo

The logo 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

Elements of the signature should 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.

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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 an icon that can be used text. 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.

Typing out the UBC letterforms instead of using the supplied file

The UBC letterforms 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 instead of typing them out.

Deconstructing the crest

Illustrated elements within the crest should not be split apart and 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.

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 <u>contact Brand and Marketing</u>.

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.

UBC | THE UNIVERSITY OF BRITISH COLUMBIA
Graduate and Postdoctoral St udies
Postdoctoral Fellows Office (P DFO)

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.

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

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.

UBC | THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Pharmaceutical Sciences
Vancouver Campus

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.

UBC | THE UNIVERSITY
OF BRITISH COLUMBIA
Faculty of Forestry

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

APPLYING THE UNIT SIGNATURE

While unit signatures provide faculties, departments and units 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 ½ of crest width of clear space to either side. For instance where there are five or six names, list the names in two columns.

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

DO NOT PLACE SEVERAL UNIT
SIGNATURES TOGETHER

FOR TWO TO THREE UNITS, LIST THE UNIT NAMES IN
WHITNEY SEMIBOLD UNDER A UBC FULL SIGNATURE

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Science

THE UNIVERSITY OF BRITISH COLUMBIA
Engineering

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Science
Engineering

FOR THREE TO SIX UNITS, LIST THE UNIT NAMES IN WHITNEY SEMIBOLD TO THE RIGHT OF A UBC FULL SIGNATURE

THE UNIVERSITY OF BRITISH COLUMBIA

Vancouver School of Economics
Faculty of Applied Science
Sauder School of Business

Faculty of Arts
Centre for Interactive Research on Sustainability (CIRS)
Engineering

TERMINOLOGY

LOGO 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)

- Often used in print projects
- 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 screen, web or Microsoft Office projects
- Can be opened with many programs
- Does not have a transparent background (background is 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

LOGO 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)