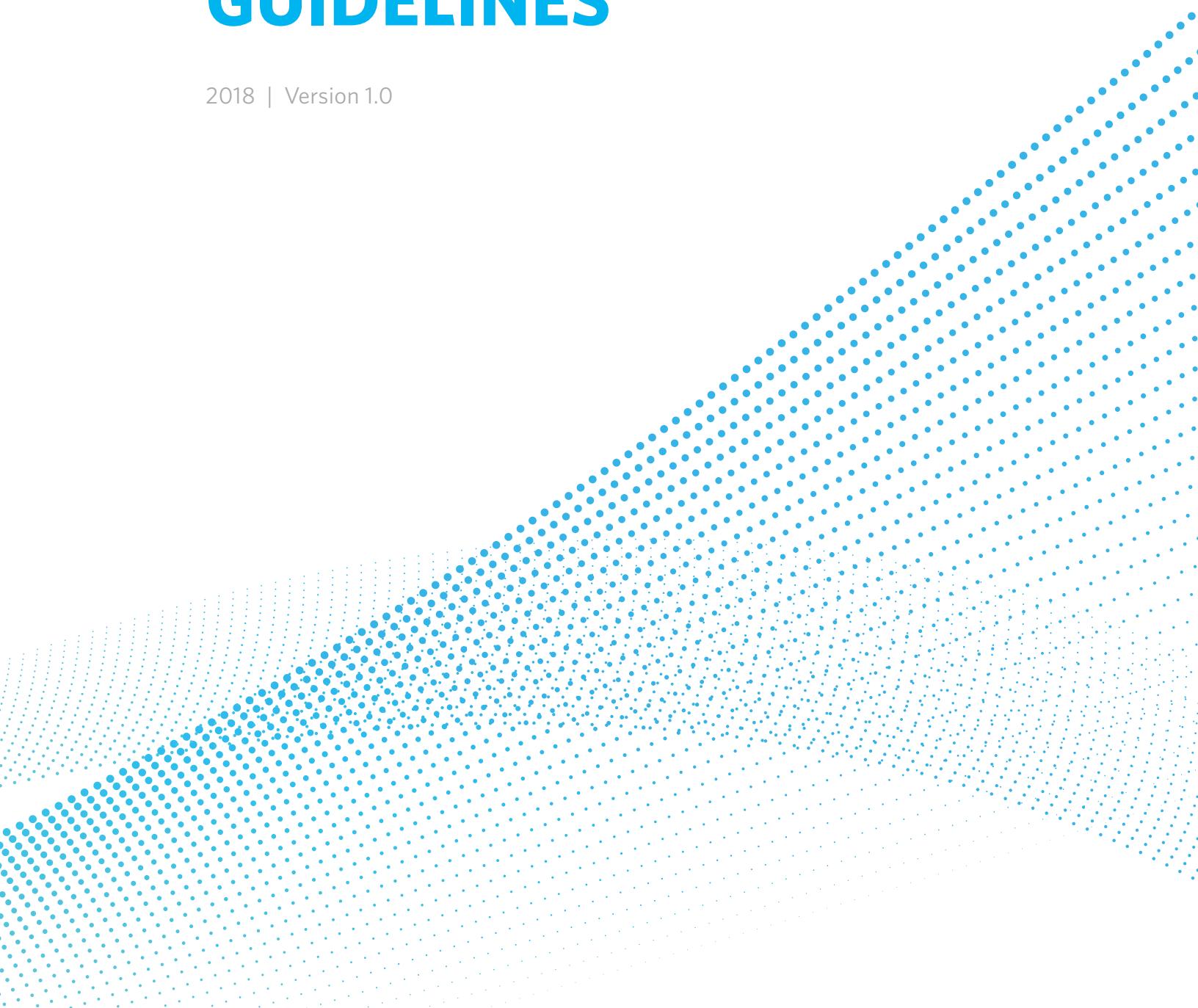




THE UNIVERSITY OF BRITISH COLUMBIA  
Emerging Media Lab

# VISUAL IDENTITY GUIDELINES

2018 | Version 1.0



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## **VISION STATEMENT**

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EML is an experimental space where faculty, students, and staff from all disciplines collaborate with industry and community. Its mission is to evolve learning by creating tools and techniques using emerging media including Augmented, Mixed, and Virtual Reality.

## **ABOUT THE EML NAME**

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**EMERGING:** New, different, on the bleeding edge. New technologies and groundbreaking educational techniques that are not in common usage yet, but that may become critically important in future.

**MEDIA:** Beyond a narrow category of broadcast media towards a more expansive sense of technology as “medium,” encompassing the ways in which we interface with emerging technology.

**LAB:** Where experimentation goes hand-in-hand with permission to fail. By deriving lessons from risks taken, and making those lessons available, we contribute to the development of best practices.

## UNIT SIGNATURES



THE UNIVERSITY OF BRITISH COLUMBIA

**Emerging Media Lab**

Promotional  
Signature

Promotional Signature includes the university crest and full wordmark in university blue. This is the preferred format to be used specifically outward facing and should be used as the main identifier for EML.

For dark backgrounds please use the reverse white version (below).



THE UNIVERSITY OF BRITISH COLUMBIA

**Emerging Media Lab**

Reverse



THE UNIVERSITY  
OF BRITISH COLUMBIA

**Emerging Media Lab**

Narrow  
Signature

A narrow version is to be used when space is limited—also available in reverse white.

# UBC Emerging Media Lab

Informal  
Signature

Informal signature to be used for familiar audiences. It can be used with the standard university crest and wordmark (see EML e-newsletter example).

# UBC EML

Short Form

Short letterform to be used only under extreme limited space (for social media and promotional swag items).

## ALTERNATE LOGO AND TAGLINE

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While the promotional unit signature should be used as the main identifier whenever possible, a secondary alternate wordmark and tagline will deem necessary in certain circumstances. The alternate logo should appear with the standard university crest and wordmark.



Tagline:



## SIGNATURE AND ALTERNATE LOGO USAGE

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The signatures and alternate logos should not be altered in any way. Adding to the logos, changing colour or skewing and stretching letterforms is strictly forbidden. Should you need assistance with the logo artwork, require a different format, or need a template please contact:

Nadia Picco  
Graphic Design Team Lead  
UBC Studios  
[nadia.picco@ubc.ca](mailto:nadia.picco@ubc.ca)  
604-822-5545

## COLOUR PALETTE

EML adheres to UBC brand colours. Please see UBC Brand: Visual Identity Best Practice Guidelines ([http://assets.brand.ubc.ca/downloads/ubc\\_colour\\_guide.pdf](http://assets.brand.ubc.ca/downloads/ubc_colour_guide.pdf))

The university font is Whitney.



### Primary Colours

**UBC Blue**  
PMS 282

C100 M90 Y13 K68  
R12 G35 B68  
HEX 002145

**White**

C0 M0 Y0 K0  
R255 G255 B255  
HEX FFFFFF

### Secondary Colours

PMS 2935

C100 M68 Y4 K0  
R0 G85 B183  
HEX 0055B7

PMS 2995

C80 M12 Y1 K0  
R0 G167 B225  
HEX 00A7E1

PMS 298

C64 M10 Y1 K0  
R64 G180 B229  
HEX 40B4E5

PMS 297

C52 M5 Y3 K0  
R110 G196 B232  
HEX 6EC4E8

PMS 2975

C38 M2 Y5 K0  
R151 G212 B233  
HEX 97D4E9

### Import a Palette

UBC brand colour palettes that can be used in Adobe CC programs are available for download on [brand.ubc.ca](http://brand.ubc.ca). The palettes are available in PMS, CMYK and RGB colour modes.

**Adobe Illustrator:** Click on the list icon in the top right corner of the colour swatch panel. Select "Open Swatch Library" and then "Other Library." Choose one of the UBC colour palette files.

**Adobe Photoshop and InDesign:** Click on the list icon in the top right corner of the swatch panel. Select "Load Swatches" and find your saved palette file.

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.

## EMERGING GRAPHIC THEMES

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When choosing graphic design elements and imagery, concepts expressing **creativity, collaboration, expansion, experimentation, innovation, openness or technology** should be considered.

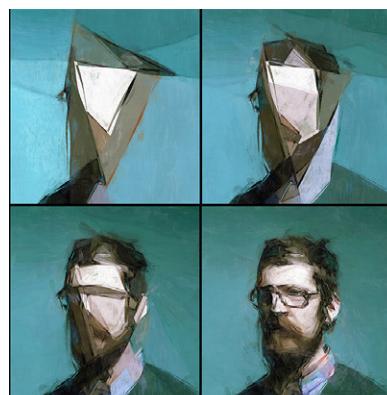
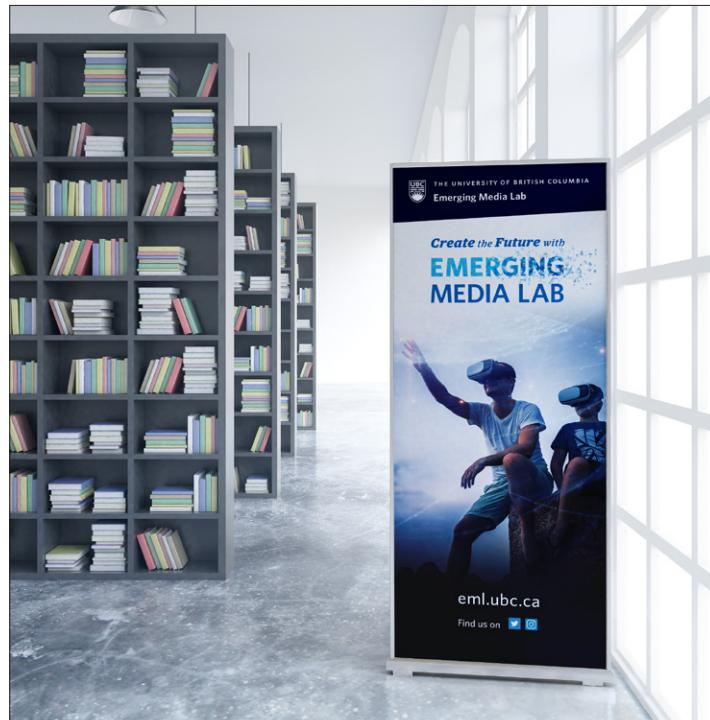
Ideas:



## EXAMPLES

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Templates are available:



**EMERGING MEDIA LAB Lecture Series**

**Making Art with AI**  
Steve DiPaola  
Tues, February 27 | 4:00 PM  
Orchard Commons 4074  
sign-up here: [eml.ubc.ca/events](http://eml.ubc.ca/events)

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Emerging Media Lab

## EXAMPLES



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## UBC Emerging Media Lab

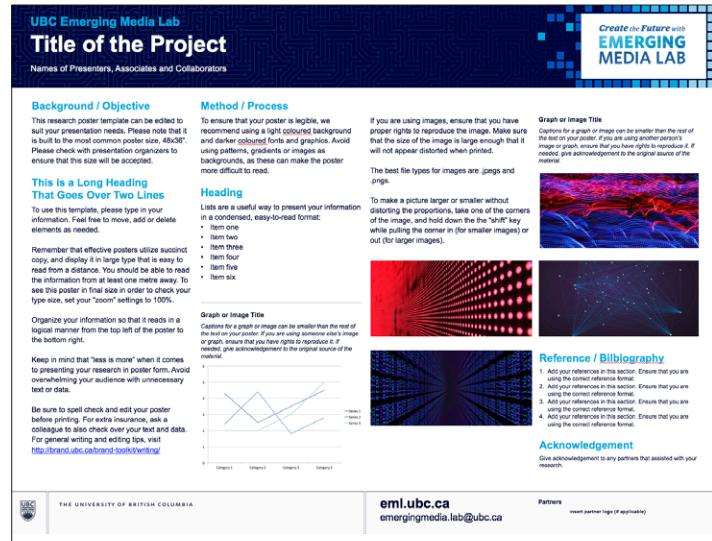
April 2018 Newsletter

**EML Events**  
Please note, there will be no workshop or lecture in April due to the finals period for students and faculty.

**EML is Recruiting Students!**  
We're looking for enthusiastic undergraduate and graduate students who are interested in developing educational tools with emerging media, including but not limited to VR/AR/MR. This is open for students from any background - you don't have to be in computer science or engineering to participate!  
We'll be having a casual Q&A with current students and sign up session during the Immersive Learning Orientation (details below) - so please RSVP if you're interested.

**Immersive Learning Orientation**  
*Wednesday, April 18th | 3:00 pm - 4:30 pm*  
Learn more about the emerging technology and tools, and current projects at EML. Registration is required, please sign-up [here](#).  
Location: Neville Scarfe Building Room 11 Basement Floor

**Drop-in Demo Sessions**  
*Tuesdays & Thursdays | 12:00 pm - 1:30 pm*  
Come by the EML lab and try one of our VR headsets!



**UBC Emerging Media Lab**

## Title of the Project

Names of Presenters, Associates and Collaborators

**Background / Objective**  
This research poster template can be edited to suit your presentation needs. Please note that it is built to the most common poster size, 48x36". Please check with presentation organizers to ensure that this size will be accepted.

**This is a Long Heading That Goes Over Two Lines**  
To use this template, please type in your information. Feel free to move, add or delete elements as needed.

**Method / Process**  
To ensure that your poster is legible, we recommend using a light coloured background and darker colour fonts and graphics. Avoid using too many graphics or images as backgrounds, as these can make the poster more difficult to read.

**Heading**  
Lists are a useful way to present your information in a condensed, easy-to-read format:

- Item one
- Item two
- Item three
- Item four
- Item five
- Item six

**Graph or Image Title**  
Caption for a graph or image can be smaller than the rest of the text on your poster. If you are using a photograph or graph, ensure that you have rights to reproduce it. If needed, give acknowledgement to the original source of the material.

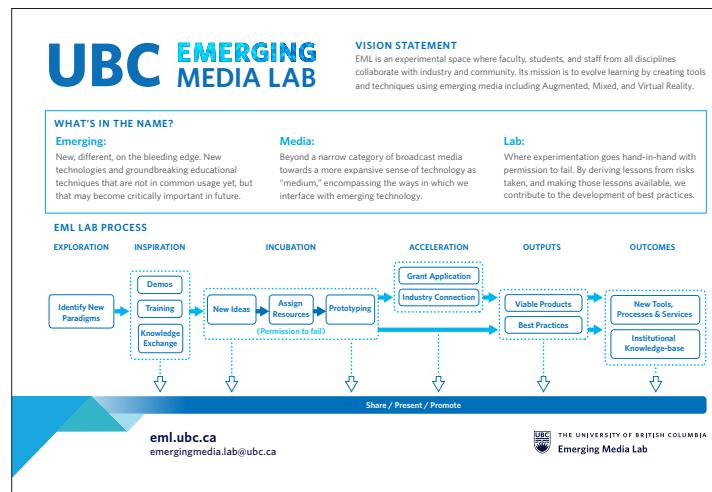
**Graph or Image**  
To make a picture larger or smaller without distorting the proportions, hold one of the corners down and then press the "Shift" key while pulling the corner in (for smaller images) or out (for larger images).

**Reference / Bibliography**  
1. Add your references in this section. Ensure that you are using the correct reference format.  
2. Add your references in this section. Ensure that you are using the correct reference format.  
3. Add your references in this section. Ensure that you are using the correct reference format.  
4. Add your references in this section. Ensure that you are using the correct reference format.

**Acknowledgement**  
Give acknowledgement to any partners that assisted with your research.

THE UNIVERSITY OF BRITISH COLUMBIA

[eml.ubc.ca](http://eml.ubc.ca)  
emergingmedia.lab@ubc.ca



**VISION STATEMENT**  
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**WHAT'S IN THE NAME?**  
**Emerging:**  
New, different, on the bleeding edge. New technologies and groundbreaking educational techniques that are not in common usage yet, but that may become critically important in future.

**Media:**  
Beyond a narrow category of broadcast media towards a more expansive sense of technology as "medium," encompassing the ways in which we interface with emerging technology.

**Lab:**  
Where experimentation goes hand-in-hand with permission to fail. By deriving lessons from risks taken, and making those lessons available, we contribute to the development of best practices.

**EML LAB PROCESS**

```
graph LR
    subgraph EXPLORATION [EXPLORATION]
        A[Identify New Paradigms] --> B[Demos]
        B --> C[Training]
        C --> D[Knowledge Exchange]
    end
    subgraph INSPIRATION [INSPIRATION]
        D --> E[New Ideas]
        E --> F[Assign Resources  
(Permission to fail)]
        F --> G[Prototyping]
    end
    subgraph INCUBATION [INCUBATION]
        G --> H[Grant Application]
        H --> I[Industry Connection]
    end
    subgraph ACCELERATION [ACCELERATION]
        I --> J[Viable Products]
        J --> K[Best Practices]
    end
    subgraph OUTPUTS [OUTPUTS]
        K --> L[New Tools, Processes & Services]
        L --> M[Institutional Knowledge-base]
    end
    subgraph OUTCOMES [OUTCOMES]
        M --> N[Share / Present / Promote]
    end
    style E fill:#d9e1f2,stroke:#333,stroke-width:1px
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    style G fill:#d9e1f2,stroke:#333,stroke-width:1px
    style H fill:#d9e1f2,stroke:#333,stroke-width:1px
    style I fill:#d9e1f2,stroke:#333,stroke-width:1px
    style J fill:#d9e1f2,stroke:#333,stroke-width:1px
    style K fill:#d9e1f2,stroke:#333,stroke-width:1px
    style L fill:#d9e1f2,stroke:#333,stroke-width:1px
    style M fill:#d9e1f2,stroke:#333,stroke-width:1px
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    style B fill:#fff,stroke:#333,stroke-width:1px
    style C fill:#fff,stroke:#333,stroke-width:1px
    style D fill:#fff,stroke:#333,stroke-width:1px
    style E fill:#fff,stroke:#333,stroke-width:1px
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    style L fill:#fff,stroke:#333,stroke-width:1px
    style M fill:#fff,stroke:#333,stroke-width:1px
    style N fill:#fff,stroke:#333,stroke-width:1px
```

eml.ubc.ca  
emergingmedia.lab@ubc.ca

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