

Graphics Standards Manual

Produced and maintained by the Office of Communications and Marketing and approved by the University of Northern British Columbia Board of Governors.

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A Message from the UNBC Board of Governors

As UNBC continues to gain national and international profile, it is important to promote the University in a strong, unified, and consistent manner.

Under the University Act of British Columbia the Board of Governors is responsible for the management, administration and control of the property, revenue, business and affairs of the University.

The University's name, brand and visual identity are valuable assets that distinguish the University and identify its services. Protection of the UNBC brand and reputation are essential, and adherence to these Guidelines is mandatory.

UNBC's logo is perhaps the strongest single visual identifier for the University. Any use of the logo in a project, presentation, or promotional material is a direct reflection of UNBC. It is essential that the logo is displayed properly whenever and wherever it is used.

This document provides usage information for all official UNBC logos, official symbols, and colours. Please keep a copy on hand for your reference. The Communications and Marketing office is responsible for ensuring that this document is followed and that logos and symbols are available for use by members of the UNBC community and appropriate external entities.

Official Logo

Official UNBC Logo

This is the preferred logo version for use in all applications.

The official UNBC logo is also the required version for all official UNBC documents.

External audiences, especially those beyond Northern B.C., may not be familiar with the University of Northern British Columbia or what “UNBC” means. Therefore, it is essential that the official UNBC logo is used for any application that targets external audiences.

External or third-party use is prohibited, unless application has been made to the Communications and Marketing Office.



The UNBC logo consisting of only the lettermark portion is permitted for use in applications targeting UNBC's internal audiences or those who are already very familiar with UNBC. It is also permitted for use on promotional clothing and merchandise, and in select digital media, such as social media avatars.

Use of this version is not to be used for external applications.

If you are uncertain as to which logo version you should use, please contact the Communications and Marketing office.



Usage Policy

Colours

The UNBC logo may only appear in the following colours:

Green: The green logo may only appear on a white background.

Black: The black logo may only appear on a white or light-coloured background and in applications where only black can be used.

White: The preferred use for a white UNBC logo is on a solid UNBC Green background, but photographs and other background colours are acceptable.

It may not appear in any other colour, unless first approved by the Communications and Marketing office.



Minimum Surrounding Space

Ensure there is a sufficient blank space surrounding all logos at all times. Official UNBC logos have a minimum required amount of surrounding blank space that must be observed in all applications. Any elements, including page edges, should not encroach upon the minimum space.

The distance between the top of the "B" and the top of the "N" defines the minimum amount of surrounding blank space.

The width and height of the grey box indicates the minimum required amount of surrounding blank space.



Minimum Size

Official UNBC logo: 1.5 inches | **UNBC Lettermark Logo Version:** 0.5 inches

Smaller sizes cannot be read clearly and are therefore not permitted



Sub-logos

Usage Policy

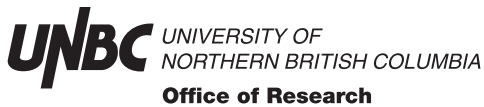
Individual academic units or administrative departments may need to identify their particular function on letterhead, promotional materials, in social media etc. The Communications and Marketing office has created brand extensions for this purpose.

As a functional unit of the greater University community, it is imperative that units maintain a tie with the University's visual identity and brand and that they remain recognizable as a critical member of the University of Northern British Columbia community. As such, individual units are not to create their own logos or unit identifiers.

To obtain a sub-logo for print purposes or for social media, contact the Communications and Marketing office.

To obtain a sub-logo or social media profile image, contact the Communications and Marketing office.

Sub-logo examples



Social media profile image examples



Logo File Formats

Choosing the correct file format

The EPS format is preferred for any printed projects such as publications, posters, signs, and stationery. For any on-screen projects such as PowerPoint presentations or websites, GIF or JPG files (depending on the application) should be used.

If you are unsure about which file format to use, please contact the Communications and Marketing office.

If you are working with a service provider that requires a UNBC logo, be sure to ask which file format is preferred.

Logos in a variety of formats can be downloaded from the Communications and Marketing office website at unbc.ca/communications.

✓ **Recommended**

○ **Acceptable**

✗ **Unacceptable**

Type	Word	Eps	Tiff	Gif	Jpg
Microsoft Word Documents	✓	✓	○	○	○
Brochures and Posters	✗	✓	○	✗	○
Display Banners and Signs	✗	✓	○	✗	✗
Books and Magazines	✗	✓	○	✗	✗
PowerPoint Documents	✗	✗	○	○	✓
Websites	✗	✗	✗	✓	✓
Videos and Television	✗	✗	✓	✗	○

EPS files are a special format for printing that allows logos to be printed clearly at any size. Although they may appear jagged and discoloured when viewed on screen, EPS files will print out properly.

Although GIF and JPG files can look fine on your computer monitor, they may print out fuzzy and will look worse when enlarged. For printing purposes, use EPS whenever possible.

Official Colours

Primary Colours

Green & Gold

UNBC Green and UNBC Gold are the University's official colours and should be used in all official UNBC applications. Green is the primary UNBC colour and should be used in official UNBC applications. Gold is the secondary UNBC colour, and may be used as an accent colour in any official UNBC applications.

The UNBC logo, or portions of the logo, may never appear in UNBC Gold.



Secondary Colours

The secondary palette, a legacy of UNBC's 25th Anniversary, is only to be used by the Communications and Marketing office.

The two versions of each (regular and dark) have been developed to be used together in print and on the UNBC website for full compliance with the Web Content Accessibility Guidelines (WCAG).

The secondary palette is an addition to the UNBC visual identity to be used with the official green and gold.



Colour Profiles

It is important to refer to this chart before printing or publishing your content in order to maintain consistent colour throughout all uses. These are the official colour profiles.

Do not use variations of these profiles.

Purpose	Format	Green	Gold
Professional Printing Spot Colour Coated Papers	Pantone Solid Coated	343	125
Professional Printing Spot Colour Uncoated Papers	Pantone Solid Uncoated	3435	117
Professional Printing Full Process Colour All Papers	CMYK	95-15-62-58	8-31-100-19
Websites	Hexadecimal	03-56-42	B7-95-27
Laser Printing, Microsoft Word, PowerPoint	RGB	3-86-66	183-149-39

Colour profiles for interior and exterior paint.

Gold: RAL 1005

Green: RAL 6016

Typefaces

Official UNBC Typeface

Helvetica Neue

Helvetica Neue is the official sans serif typeface for use in all UNBC signage, promotional materials, and publications. Usage of different font weights in the Helvetica Neue family is encouraged.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 –!@#\$%^&*()”:;,.

35 Thin	45 Light	55 Roman
65 Medium	75 Bold	95 Black

Alternative Typeface

Arial

If you do not have access to Helvetica Neue, Arial is the recommended alternative.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 –!@#\$%^&*()”:;,.

Regular	Bold
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Alumni

Official UNBC Alumni Logo

The Alumni Council logo should be used for applications targeting UNBC Alumni.



Usage Policy

Colours

The UNBC Alumni Council logo uses official UNBC Green and Gold. It may only appear in the following colours:

Tri-colour

This version should not be positioned on a coloured background.

Black, Green, or White

For printing in black or green only and white option for printing on dark or photographic backgrounds

Minimum Surrounding Space

Ensure there is a sufficient blank space surrounding all logos at all times. Official UNBC logos have a minimum required amount of surrounding blank space that must be observed in all applications. Any elements, including page edges, should not encroach upon the minimum space.

The distance between the "I" in "ALUMNI" and the edge of the box in which it is situated defines the minimum amount of surrounding blank space for all UNBC Alumni Council logos, including around the text of the formal versions. The width and height of the grey box indicates the minimum required amount of surrounding blank space.



Minimum Size

Width: .5"

Smaller sizes cannot be read clearly and are therefore not permitted.



0.5"

Timberwolves

Standard Logo

The standard versions of the UNBC Timberwolves logo should be used for applications specific to the UNBC Timberwolves.



Variations

"Basketball", "Soccer", and No Text variations of the UNBC Timberwolves logo may be used when appropriate. These are the only official variations. Guidelines regarding usage, colours, backgrounds, minimum size, and minimum surrounding space are to be followed.



Usage Policy

The official UNBC Timberwolves logo is the preferred graphic used to identify and promote the UNBC varsity athletic teams. Elements of the standard logo, such as the wolf head, may be used alone for various marketing and promotional materials. Those uses are not considered an official logo, and are only to be used by the UNBC Communications and Marketing office.

Colours

The UNBC Timberwolves logo may appear in full colour or greyscale.

Minimum Surrounding Space

Ensure there is sufficient blank space surrounding the Timberwolves logo at all times. Any elements, including page edges, should not encroach upon the minimum surrounding space.

The height of the "N" in UNBC defines the minimum amount of surrounding blank space.

The width and height of the grey box indicates the minimum required amount of surrounding blank space.



Minimum Size

The minimum size for the Timberwolves logo is .75 inches. Smaller sizes cannot be read clearly and are therefore not permitted.



Canada's Green University

Official Canada's Green University Logo

UNBC officially registered the trademark “Canada’s Green University™” in 2008. This trademark represents the University community’s commitment to the pillars and values of sustainability.

UNBC is uniquely positioned to address important questions regarding what sustainability means in the North. Adopting the trademark “Canada’s Green University” in 2008 has helped guide us in our mission and we will continue showing leadership by engaging our community and the broader region in an ongoing process of discovery and improvement.

CANADA'S
GREEN
UNIVERSITY™

Usage Policy

Permission to use the trademark logo is granted by UNBC's Communications and Marketing office, in consultation with UNBC's Green Centre staff. The logo may be used as an indicator of the University's endorsement of an initiative, strategy or action, and may be used in a variety of applications, including print and digital presentation, and promotional items, including apparel.

Colours

The Canada's Green University logo may appear in full colour or greyscale.

Minimum Surrounding Space

Ensure there is sufficient blank space surrounding the Canada's Green University logo at all times. Any elements, including page edges, should not encroach upon the minimum surrounding space.

The height of the space between the arms of the "E" in Green defines the minimum amount of surrounding blank space.

The width and height of the grey box indicates the minimum required amount of surrounding blank space.



Minimum Size

The minimum size for the Canada's Green University logo is .75 inches. Smaller sizes cannot be read clearly and are therefore not permitted.



.75"

Heraldic Symbols

Usage Policy

UNBC heraldic symbols are used on legal and/or ceremonial documents such as student transcripts and parchments. They are never to be used for promotional or advertising purposes or as a substitute for the official UNBC logo unless authorized by the Communications and Marketing office and the Registrar.

Due to the strict usage policy on the official UNBC heraldic symbols, they are not publicly accessible. Please consult with the Communications and Marketing office if you wish to use any of these symbols.

All UNBC heraldic symbols, carry significant cultural meaning, and may not be modified or adapted for any purpose. Use of “parts” of these for any purpose is prohibited.

More information on the official UNBC heraldic symbols can be found online at unbc.ca/about-unbc/coat-arms

Coat of Arms

The Coat of Arms may appear in full colour or as a black, white, or UNBC Green line art illustration. The full-colour Coat of Arms may only appear on a white background.

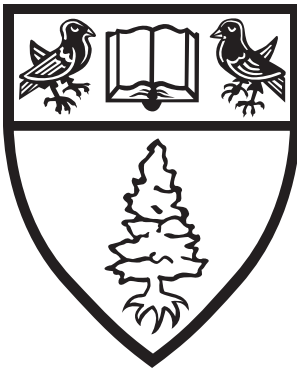
The minimum size of the Coat of Arms is 1 inch wide for the full-colour version and 0.75 inches wide for the line art illustration. The width and height of the inset Shield defines the minimum required space to surround the Coat of Arms.



Shield

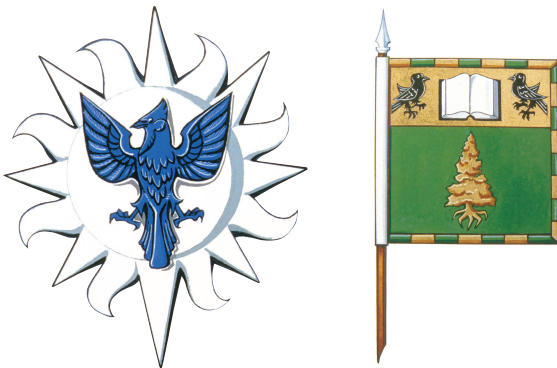
The Shield may appear as a black, white, or UNBC Green line art illustration. The minimum size of the Shield is 0.5 inches wide.

The width and height of the inset book defines the minimum required space to surround the Shield.



Flag & Badge (Stellar Jay)

The Flag and Badge (Stellar Jay) are part of UNBC's heraldic symbols, originally developed by the Chief Herald of Canada. These symbols are not used in the promotion of the University.



What Not To Do

Incorrect logo usage as outlined below applies to all official UNBC logos including Alumni and Timberwolves.

Do not:

Alter the proportions of the logo

To resize the logo and maintain proportions, hold down the shift key as you drag a corner of the logo to resize it with your mouse.

Alter the colour of the logo

The official UNBC logo may not appear in any other colour or tint, unless approved by the Communications and Marketing office.

Distort the logo or any elements of the logo

The official UNBC logo may only appear in solid (100%) UNBC Green, black, or white (when on a coloured background). Any other colour, including a tint of UNBC Green, is prohibited, unless approved by Communications and Marketing office.

Substitute the logo fonts

Use of a different font to represent the logo is prohibited.

Isolate the logo text

Separating the text portion of the logo for use on its own, or mimicking the font using similarly formatted text to appear as the official UNBC logo is prohibited.

Place any borders, text, page edges, or other elements on or very near the logo

Always observe the logo's minimum surrounding space requirements. No items, including the edge of a page, may encroach upon the logo's minimum required space.

Re-position any of the logo's elements

Repositioning any element of the logo to suit a specific application is not permitted. The logo must appear unmodified in all materials.

Use the logo as part of another logo

The logo, or any portion of the logo, may not be used as part of another logo.

Use the logo as part of a title or sentence

The logo may not be used as part of a sentence or a title, even if the accompanying text adheres to the logo's minimum surrounding space requirements. The typed text "UNBC" or "University of Northern British Columbia" in Helvetica, clearly separate from the logo, is acceptable.



UNBC Web Style Guide

unbc.ca/web/style-guide

For a current outline of the web styles used across the UNBC website, visit unbc.ca/web/style-guide.

Online Resources

unbc.ca/communications

Access a variety of promotional resources from the Communications and Marketing website:

- UNBC logo files in a variety of formats
 - UNBC Graphics Standards Manual
 - UNBC Names and Symbols Policy
 - Photos and maps
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Contact

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