

SUBJECT: UNIVERSITY'S GRAPHIC STANDARDS

The Graphic Standards Manual contains information on the correct presentation and use of official UNBC logos and symbols.

1. Purpose

Consistent presentation of the University's official symbols is essential for maintaining a strong and recognizable identity for UNBC.

2. Scope

This policy applies to all uses of the University's official symbols (the main logo and logotype, the Northern Timberwolves logo, the URL logo, the Alumni Association logo, and the University's heraldic symbols). It also identifies the University's official colours (green and gold).

3. Location

Copies of the Graphic Standards Manual are available from the Office of Communications. It is also available on the University's web site. The Graphic Standards Manual, as well as electronic files of the logos and official symbols, can be accessed online at www.unbc.ca/communications.