

Graphic Standards Manual

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

A Message from the Board of Governors

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

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 the usage information for all official UNBC logos, official symbols, and colours. Please keep a copy on hand for your reference. The Office of Communications 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.

UNBC Board of Governors
Ratified, June 2008

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Online Resources

Access a variety of promotional resources from the Office of Communications website:

- UNBC logo files in a variety of formats
- UNBC Graphic Standards Manual
- UNBC Names and Symbols Policy
- Photos and maps
- Templates for presentation and promotional materials
- Access to official UNBC publications and websites

unbc.ca/communications

The UNBC Vision Statement

To be a student-centred, research-intensive university; uniquely northern and personal in character; of national and international acclaim; responsive to the region it serves.

UNBC Logo & Wordmark

Official UNBC Logo

This is the preferred logo version for use in all applications, especially those intended for audiences outside of any UNBC campus.

The official UNBC logo is also the required version for official UNBC documents such as stationery, letterhead, and business cards.

The former UNBC logo version featuring the gold "N" is no longer permitted for use in any application.

External audiences, especially those beyond northern BC, 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.



UNBC Wordmark

The UNBC wordmark is permitted for use in applications targeting UNBC's internal audiences or those who are already very familiar with UNBC.



This version may not be used alone in applications targeting external audiences, but it may be used in applications where the official UNBC logo is present and in a more dominant position.

The former UNBC wordmark version featuring the gold "N" is no longer permitted for use in any application.

In the past, this UNBC wordmark was often used as the primary UNBC logo. Now, use of the wordmark on its own is no longer encouraged for external applications.

UNBC Logo & Wordmark: Usage Guidelines

Logo Colours

The UNBC logo and wordmark **may only appear** in the following colours:

Green

The green logo may only appear on a white background. It should not appear on any coloured background.



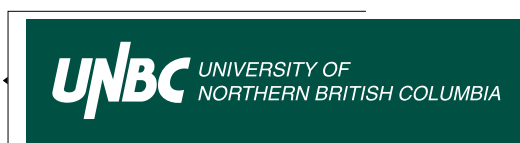
Black

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 Office of Communications.

See page 9 for more information on official UNBC colours.

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

Minimum width requirements:

- Official UNBC logo: **1.5 inches**
- UNBC wordmark: **0.5 inches**



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

UNBC Alumni Association Logo

Standard Logo Versions

The standard versions of the UNBC Alumni Association logo should be used for applications targeting UNBC Alumni Association members.

Standard

This version should be used for purposes specific to the UNBC Alumni Association.



Standard - No text

This version may be used by Alumni Ambassadors and Chapters, as well as for general UNBC Alumni purposes.



Formal Logo Versions

The formal versions of the UNBC Alumni Association logo should be used on official Association documents (such as letterhead and parchment) and in applications targeting audiences that are not members of the UNBC Alumni Association.

Left Aligned

The ideal placement of this version is at the top and left area of a layout.



Centered

The ideal placement of this version is centred in a layout.



UNBC Alumni Association Logo: Usage Guidelines

Logo Colours

The UNBC Alumni Association logo **may only appear** in the following colours:

UNBC Green, UNBC Gold, and black

Option for printing in full colour or three colours.
This version should not be positioned on a coloured background.



Black or Green or White

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



The UNBC Alumni Association logo uses official UNBC Green and Gold. See page 9 for more information on UNBC colours.

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 "l" 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 Association 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

Minimum width requirements:

- Standard logo version: **0.5 Inches**
- Formal logo version: **2.0 Inches**



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

UNBC Timberwolves Logo

Standard Logo Versions

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

Standard

This version should be used for purposes specific to the UNBC Timberwolves.



Greyscale

This version should be used for purposes specific to the UNBC Timberwolves.



Variations

"Basketball" and "Soccer" 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.



UNBC Timberwolves Logo: Usage Guidelines

Usage Policy

The official UNBC Timberwolves logo is to be the only graphic used to identify and promote the UNBC varsity athletic teams.

Colours & Backgrounds

The UNBC Timberwolves logo may appear in full colour or greyscale

Choose UNBC Green, white, or black backgrounds when using the UNBC Timberwolves logo. It may not be easily seen on photographic, or textured backgrounds.



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 distance from the bottom of the wolf's chin to the bottom of the circle 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 **1.5 inches**. Smaller sizes cannot be read clearly and are therefore not permitted.



UNBC Heraldic Symbols

Usage Policy

UNBC heraldic symbols may only be 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.

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

More information on the official UNBC heraldic symbols can be found online.

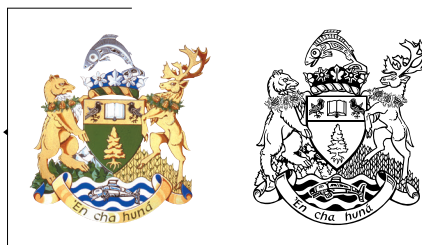
unbc.ca/about-unbc/coat-arms

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. Any elements, including page edges, should not encroach upon the minimum surrounding space.



Shield

The Shield may appear as a black, white, or UNBC Green line art illustration.

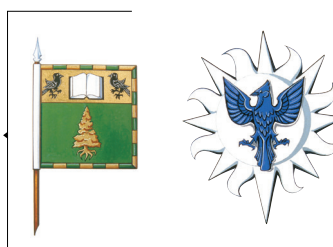
The minimum size of the Shield is 0.5 inches wide.

The width and height of the inset book defines the minimum required space to surround the Shield. Any elements, including page edges, should not encroach upon the minimum surrounding space.



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.



All UNBC Logos: What NOT to do

Do Not:

Alter the proportions of the logo

Hold down the shift key as you drag a corner of the logo to resize it with your mouse. When using an image properties dialogue box to resize the logo, ensure the horizontal and vertical scale percentage values are the same and "maintain aspect ratio" is enabled.



Use the logo with the gold "N"

Use of the logo featuring the gold "N" is no longer permitted. Any remaining materials featuring the gold "N" should be updated immediately.



Alter the colour of the logo

The official UNBC logo and wordmark 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 the Office of Communications.



Distort the logo or any elements of the logo

The official UNBC logo and wordmark 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 the Office of Communications.



Substitute the logo fonts

Use of a different font to represent the logo is prohibited. However, the typed text "UNBC" or "University of Northern British Columbia", in a tasteful font, clearly separate from the logo, is acceptable.



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 requirement. 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. The typed text "UNBC" or "University of Northern British Columbia" as part of another logo is permitted only for University-approved clubs or groups.



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 Colours & Typeface

Colours

Green & Gold

UNBC Green and UNBC Gold are the University's official colours and should be used in all official UNBC applications whenever possible.

UNBC Green is the primary UNBC colour and should be the dominant colour in official UNBC applications. The logo and wordmark may appear in solid UNBC Green, but not in tints of UNBC Green, unless approved by the Office of Communications.

UNBC 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.



Gold Foil

The UNBC logo may appear in gold foil (entirely, not partially) on a solid, dark background, where it can easily be read. Gold foil may also be used as a design accent.

Choosing the correct colour profile

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

Typeface

Helvetica

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

Contact the Office of Communications with any typeface questions.

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 -!@#\$%^&*()";:.,

UNBC 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 Office of Communications.

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 Office of Communications website at unbc.ca/communications.

About EPS Files

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. A test print is always recommended.

Although GIF and JPG files can look fine on your computer monitor, they may print out fuzzy and will often look worse when enlarged. High resolution JPGs may be used for printed materials, but avoid using GIFs. For printing purposes, use EPS whenever possible.

Accessing UNBC Logos

All UNBC logos in a variety of formats can be downloaded from the Office of Communications website: unbc.ca/communications

😊 **Recommended**

😊 **Acceptable**

✗ **Unacceptable**

Type of Software	Word	Eps	Tiff	Gif	Jpg
Microsoft Word Documents	😊	😊	😊	😊	😊
Brochures and Posters	✗	😊	😊	✗	😊
Display Banners and Signs	✗	😊	😊	✗	✗
Books and Magazines	✗	😊	😊	✗	✗
PowerPoint Documents	✗	✗	😊	😊	😊
Websites	✗	✗	✗	😊	😊
Videos and Television	✗	✗	😊	✗	😊
Business Cards *	-	😊	-	-	-
Letterhead *	-	😊	-	-	-
Stationery *	-	😊	-	-	-

* Only official UNBC business cards, letterhead, envelopes, nametags, and other official materials may be used. Please contact the Purchasing Department for information on how to order these items.

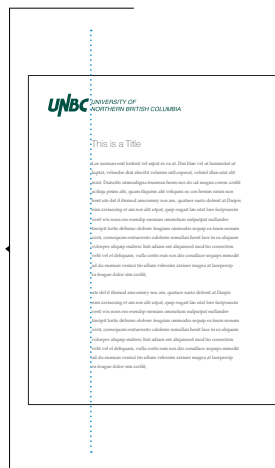
Sample Logo Applications

The Logo and Basic Layouts

The top left area of a page is the ideal position for the UNBC logo.

For simple layouts such as letterhead documents, title pages, and invitations, line up body content with the "University of Northern British Columbia" portion of the logo (as shown).

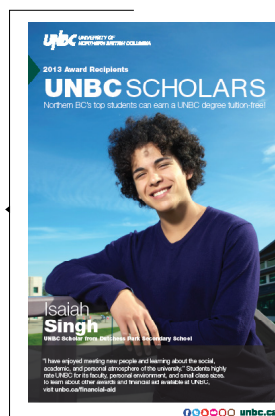
Ample surrounding white space and shorter text line lengths offer a clean and professional look.



The Logo and Photographs

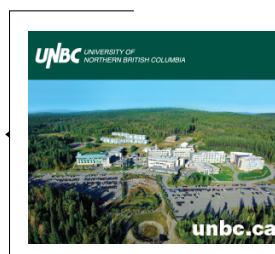
When placing the logo on a photograph, ensure it is placed in an area where it can easily be seen and read.

Make sure any other text placed on the photograph is clearly separated from the logo.



The Logo: Promotional Applications

The UNBC logo is most noticeable when placed in white on a UNBC Green background along the top of a document. This is the recommended treatment for promotional applications.



The Logo and Colours

Prominent use of UNBC Gold and UNBC Green (in various tints) throughout a design will help reinforce the UNBC identity.

Bright, colourful photos are an excellent way to introduce other colours into the design. Contact Communications to access high-resolution photos.