



Graphic Standards Manual

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

Last Updated: June 2008

The Official UNBC Graphic Standards Manual

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



The entrance sign to the Prince George campus is an example of an appropriate presentation of the UNBC logo.

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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
- Photos and maps
- Templates for presentation and promotional materials
- Access to official UNBC publications and websites

www.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:

- UNBC Green
- Black
- White on a coloured or photographic background

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.



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



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



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

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.



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



This version may be used 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.



**UNIVERSITY OF
NORTHERN BRITISH COLUMBIA
ALUMNI ASSOCIATION**

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



**UNIVERSITY OF NORTHERN BRITISH COLUMBIA
ALUMNI ASSOCIATION**

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
- Black
- UNBC Green
- White on a coloured or photographic background.

It may not appear in any other colour(s).

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.

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.



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



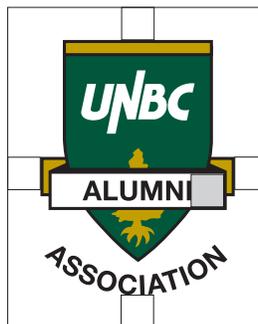
Option for printing in black only.



Option for printing in UNBC green only.



Option for printing on dark or photographic backgrounds.



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



UNIVERSITY OF NORTHERN BRITISH COLUMBIA
ALUMNI ASSOCIATION

2.0"

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.

www.unbc.ca/coatofarms



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.

Northern Timberwolves Logo

Usage Policy

The official Northern Timberwolves logo may only be used to identify the UNBC varsity athletic teams.

The logo does not currently include an associated wordmark. However, the typed text "Northern Timberwolves" or "UNBC Northern Timberwolves" in a tasteful font, clearly separate from the logo, is acceptable.



Colour

The Northern Timberwolves logo may appear in black and solid UNBC Gold or in greyscale.



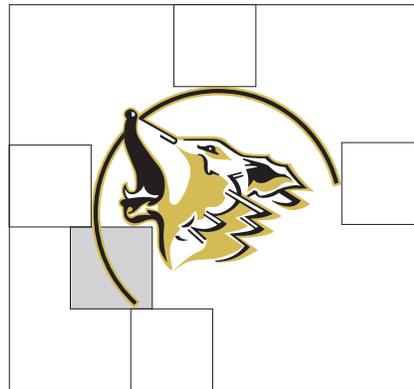
Backgrounds

Choose white or very light backgrounds when using the Northern Timberwolves logo. It may not be easily seen on dark, photographic, or textured backgrounds.

Minimum Surrounding Space

Ensure there is sufficient blank space surrounding all logos at all times. Official UNBC logos, including the Timberwolves logo, 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 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.



Minimum size

The minimum size for the Timberwolves logo is 0.5 inches. Smaller sizes cannot be read clearly and are therefore not permitted.



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.

Do Not

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 with the official UNBC logo or wordmark immediately.

Do Not

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.

Do Not

Distort the logo or any elements of the logo



If the logo does not fit well in a certain location, resize it or change its position, but do not ever distort it. If you are unsure about how to properly place the logo, contact the Office of Communications for suggestions.

Do Not

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.

Do Not

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.

Do Not

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.

Do Not

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.

Do Not

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.

Do Not

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 a tasteful font, clearly separate from the logo, is acceptable.

UNBC Colours & Fonts

Green and 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.

UNBC Green



UNBC Gold



The Gold "N"

Use of the UNBC logo featuring the gold "N" is no longer permitted. Do not use this logo.

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

Helvetica and Kievit

Helvetica is the preferred sans serif font for use in signage and as a complementary typeface for publication captions, titles, and text.

Kievit is not an official font, but it is also recommended as a typeface for publication captions, titles, and text.

Both fonts are available for purchase. Contact the Office of Communications.

Helvetica

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 -!@#%&*()";:.,

Kievit

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 -!@#%&*()";:.,

Logo File Formats

Choosing the Right 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 www.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 can be downloaded from the Office of Communications website:

www.unbc.ca/communications

- ☺ Recommended
- ☺ Acceptable
- X Unacceptable

Type of Software	Word	EPS	TIF	GIF	JPG
Microsoft Word Documents	☺	☺	☺	☺	☺
Brochures and Posters	X	☺	☺	X	☺
Display Banners and Signs	X	☺	☺	X	X
Books and Magazines	X	☺	☺	X	X
PowerPoint Documents	X	X	☺	☺	☺
Websites	X	X	X	☺	☺
Videos and Television	X	X	☺	X	☺
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

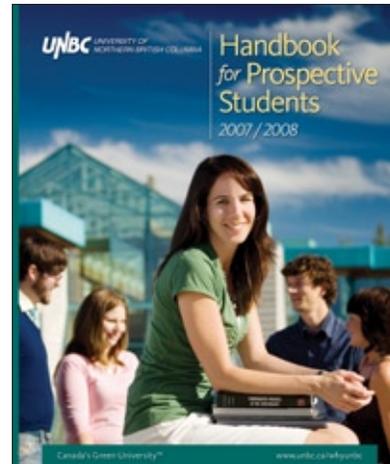


The Logo and Basic Layouts

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 and Photographs

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. High-resolution photos can be downloaded from the Office of Communications website.