

UBC SUSTAINABILITY

VISUAL COMMUNICATIONS TOOLKIT

2022 | VERSION 1.0

UBC sustainability



THE UNIVERSITY OF BRITISH COLUMBIA
sustainability

Faculties, researchers and departments across UBC are working on a variety of innovative initiatives all aimed at meeting the university's ambitious goals related to sustainability and climate action. With this collective effort, a brand toolkit was created to ensure a cohesive and consistent approach to sustainability and climate action communications in a manner that reflects UBC's distributed environment.

Faculties and administrative units are encouraged to incorporate the sustainability identity within their relevant work—all in an effort to increase visibility of sustainability and climate action initiatives across the university and to communicate more consistently and effectively with external audiences.

Communications plays an integral role in supporting the culture change required to meet UBC's ambitious goals related to sustainability and climate action.

Please direct any questions about the toolkit to jon.garner@ubc.ca or visit the [UBC Sustainability website](#).

Visual Communications Toolkit

2022 | VERSION 1.0

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Please check the [UBC Sustainability site](#) regularly to ensure that you are following the latest rules.

UBC is an agent of change for sustainability, urgent climate action and a more just society.

1.0

As one of the world's leading universities on sustainability, UBC is responding to the unprecedented challenges of a changing planet. We're harnessing our individual and collective powers to accelerate action. Both on and off campus, we're working together with our partners toward global sustainability, social and environmental justice, and addressing the climate crisis.

At this critical moment, it's up to all of us to step up as leaders. UBC is leveraging its position and empowering students, faculty and staff to make change.

What is UBC doing?

- UBC is working to create the most sustainable and equitable campuses in the world.
- UBC is empowering and supporting the sustainability leaders of tomorrow
- UBC is helping British Columbia reach a more sustainable future through research, living labs, community engagement, and other actions that tackle our most pressing issues
- UBC is leading and partnering with other organizations to achieve impact at scale that make a difference for individuals and society.

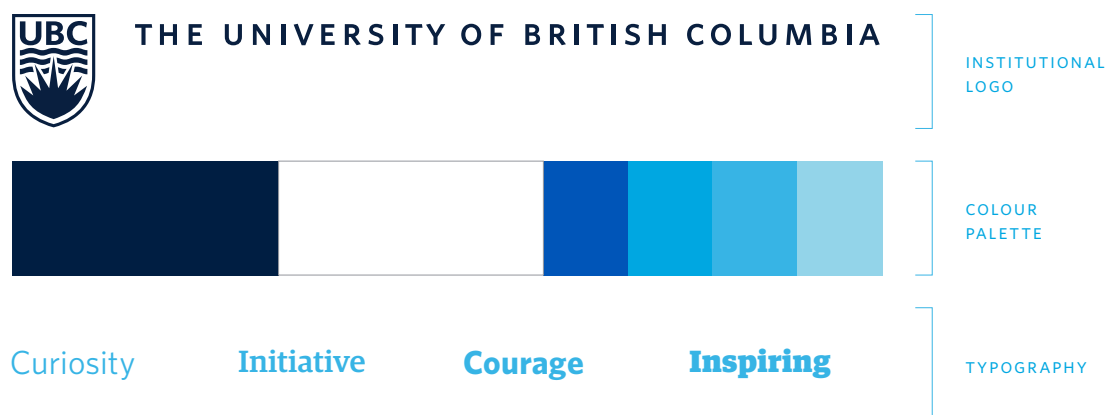
UBC Brand Visual Identity Rules

2.0

The UBC Brand visual identity is centred on our institutional logo, colours, typography and brand photography. These rules define the relationship of these elements in order to communicate across print, digital and environmental channels in a powerful and consistent manner.

The appropriate use of these elements enhances the university's reputation, leverages quick recognition and demonstrates both organizational purpose and accountability to diverse university stakeholders. They are trademarked assets that inform and strengthen the university's presence. These rules will equip you with the knowledge to execute communications using the UBC visual identity with confidence.

VISUAL ELEMENTS



2.1

INSTITUTIONAL LOGOS

Institutional sounds clinical, but the experience is far from it. Our logo represents the bigger idea of UBC, its people and its value as a place of innovation and education. Rules setting out how these logos can be used ensure a consistent visual identity, and it is imperative that these rules are followed.

UBC offers a suite of signatures, logos and wordmarks for your communication needs. Use these signatures with pride as you represent the university in your communications.

UBC LOGO

Elements of the UBC Logo

The Full Signature, our primary brand logo, is constructed from multiple elements of UBC’s visual identity. UBC’s crest and wordmark, which utilize the brand colour (UBC Blue or

PMS 282) and primary font (Whitney), are combined to create the Full Signature.

CREST

WORDMARK



- ① COLOUR
UBC BLUE
(PMS 282)
- ② FONT
CUSTOMIZED
WHITNEY
SEMIBOLD

FULL SIGNATURE

2.1 UBC SIGNATURES AND LOGOS

PRIMARY LOGO



THE UNIVERSITY OF BRITISH COLUMBIA

UBC Full Signature

The UBC Full Signature is the primary logo to be used on all applications. Please ensure that the signature is reproduced at a legible size.

In instances where the space provided is too small for the primary signature to be legible, or in special occasions when the use of the primary signature would be unsuitable, please use one of the secondary logos instead.

SECONDARY LOGOS

UBC Crest

The UBC Crest can be used in applications where there is insufficient space for the Full or Narrow Signature. It can also be used in instances where the audience is already very familiar with the UBC Brand.



UBC Wordmark

The UBC Wordmark may be used as a separate element in special applications, such as on a certificate. Its use should always include the UBC Logo or the UBC Coat of Arms elsewhere on the layout.

THE UNIVERSITY OF BRITISH COLUMBIA

UBC Letterforms

The UBC Letterforms should only be used in special applications, such as the UBC Short Form Signatures, social media avatars and vehicle livery.

UBC

UBC Narrow Signature

The UBC Narrow Signature is a less formal version of the primary signature. It should only be used in instances where there are severe space restrictions, such as on narrow web ads or pull-up banners.



THE UNIVERSITY
OF BRITISH COLUMBIA

2.1 UBC SIGNATURES AND LOGOS

CLEAR SPACE AND COLOURS

Clear Space: Full Signature, Narrow Signatures and Crest

To ensure maximum impact of the UBC logo, there should be a minimum clear space around the artwork. As shown, the clear space around the logo should be equivalent to or greater than 50% of the UBC logo width (shown as x).

Please note that the signature files available for download have the clear space built into them.



Colour

UBC logos are available in UBC Blue (PMS 282), black, and white. Legibility and accessibility should be a strong consideration when choosing which colour to use.

For example, the UBC Blue version should be used on light colour backgrounds, while the white version should be used on very dark backgrounds.



2.1 UBC SIGNATURES AND LOGOS

LOGO USAGE

Think of our logo like it is something you are borrowing that is very precious to the owner — the owner being UBC. This necessitates some fairly strong language around what is okay and not okay regarding the UBC logo.

There are many ways to be creative with the brand, but changing or altering the UBC logo or signature is not one of them. Below are a few examples of logo usage that are not permitted. Do not use the UBC signature and logo design in the following ways.

PLEASE AVOID THE FOLLOWING



Centering the crest and wordmark

Signatures should always have the crest to the left of the wordmark. Do not rearrange the elements by centering the type below the logo.



Adding another colour to the UBC logo

The logo should only ever be in UBC Blue (PMS 282), black or white. Do not change the rays in the crest to yellow or any other colour.



Separating or re-arranging elements of the UBC signature

All elements of the signature should always stay intact and not be re-arranged.



Disproportionately scaling the UBC logo

When changing the size of the signature or logo, keep the dimensions proportional. In most software programs, this is done by holding the “shift” key while resizing the image.



Rotating the UBC logo

The logo should remain horizontal.



Adding visual effects to the UBC logo

Effects, such as shadows, reflections, glows, or 3D extrusions, should not be used.



2.1 UBC SIGNATURES AND LOGOS

PLEASE AVOID THE FOLLOWING (CONT.)



THE UNIVERSITY OF BRITISH COLUMBIA

Changing the typeface in the UBC logo

Signatures should only ever use the customized Whitney letterforms (UBC Wordmark).



THE UNIVERSITY OF BRITISH COLUMBIA

Changing the colour of the UBC logo

The logo should only ever be in UBC Blue (PMS 282), black or white.



is yours to create.

Incorporating the logo into a phrase or sentence

The logo should not be treated as an icon that can be used in text. Spell out "UBC" or "The University of British Columbia" in a tagline or sentence.



UBC

Combining the UBC crest and letterforms

The UBC letterforms should not be combined with the crest, as this creates two instance of "UBC." Use either one element or the other.



Adding an outline to the outside of the UBC crest

Please follow the clear space guidelines and avoid adding additional elements to the crest.

UBC

Typing out the UBC letterforms when being used as branding

The UBC letterforms found in the crest have been altered from the letterforms found in the Whitney typeface. When used for branding purposes, use the letterforms file provided on brand.ubc.ca instead of typing out the letters. Only type out "UBC" if the name is being used in a sentence or tagline.

PLEASE AVOID THE FOLLOWING (CONT.)



Deconstructing the crest

Illustrated elements within the crest should not be split apart into separate figures or manipulated.



Placing the logo on a background that reduces legibility

Background colours or images should not impede the ability to see or read the logo. Please place blue or black logos on a light background, and white logos on a dark background.



Adding text or a tagline to the logo

Please follow the clear space guidelines, and avoid attaching additional text to a signature or logo.

One small change can create a ripple effect that leads to greater changes with profound impact.

3.0

First introduced in 2013, the UBC Sustainability wordmark and accompanying ripples have identified events, projects and initiatives at UBC that help UBC meet its sustainability commitments.

The idea behind the ripple visual device is from a quote from educational theorist Jacob Kounin, which reads “One small change can create a ripple effect that leads to greater changes with profound impact.”

With the expanded democratization of the design of promotional materials and communications, we have refined and evolved the sustainability communications toolkit for 2022.

THE RIPPLE

UBC sustainability

UBC sustainability

3.1

UBC SUSTAINABILITY SIGNATURES

There are a number of ways to highlight your program's support of Sustainability at UBC. There are the basic UBC signatures with the word "sustainability" in the regular, promo, narrow and shortname variations.

Or you can add the word "sustainability" to your unit signature. The short name signature can be used with and without with the Ripple Graphic.

SIGNATURE OPTIONS

Short Name Signature

This signature option is less formal and is intended for audiences that already know that UBC stands for "The University of British Columbia," or when used with brand devices which already have the UBC crest in it such as the Publication Bar or the UBC CLF. The ripples are a unique graphic identifier for UBC Sustainability which can also be used as a separate design element. This is the most commonly used identifier for UBC Sustainability-related communications.



UBC sustainability

Promotional Signature

This unit signature features the title "sustainability" more prominently and is the preferred signature to be used for marketing purposes after the short name signature.



Full Signature

This is the less preferred format for identifying UBC Sustainability.



Narrow Signature

This version should only be used when there is insufficient space for use of the promo or full unit signatures.



3.2

PROGRAMMATIC & PARTNER SIGNATURES

We have also developed a system for highlighting high level programs that are connected to UBC Sustainability. These programs are typeset in Guardian Black and are positioned to the right of the UBC Sustainability

signature, separated by a vertical rule. Specific versions have been created for Climate Action Plan (CAP) 2030 and Climate Emergency Response. Colours for these programs are from the UBC Sustainability colour palette.

PARTNERSHIP SIGNATURE DESIGN CONSIDERATIONS

Programmatic: Promo Signature

When creating a programmatic mark, the UBC Sustainability Promo Signature is the preferred UBC mark. Separate the logos with a vertical line with the space of the width of three-quarters of the UBC Crest on either side. The program name is typeset in Guardian Black, with leading equal to the point size of the type. Taglines can be typeset in Guardian Light as shown.



Programmatic: Narrow Signature

If there are severe space limitations, the UBC Sustainability Narrow Signature may be used. Continue to separate the logos with a vertical line with the space of the width of three-quarters of the UBC Crest on either side.



Partnerships

UBC Sustainability may highlight its connection to other units or programs by using their promo signature with their short name signature, separated by a vertical line with the space of the width of three-quarters of the UBC Crest on either side.



3.2 UNIT SIGNATURES AND PROGRAMMATIC SIGNATURES

3.2

Partnerships cont'd

Units may highlight their connection to UBC Sustainability by using the short name signature (with or without the ripple graphic) with their unit signature, separated by a vertical line with the space of the width of three-quarters of the UBC Crest on either side.



THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Medicine

UBC sustainability



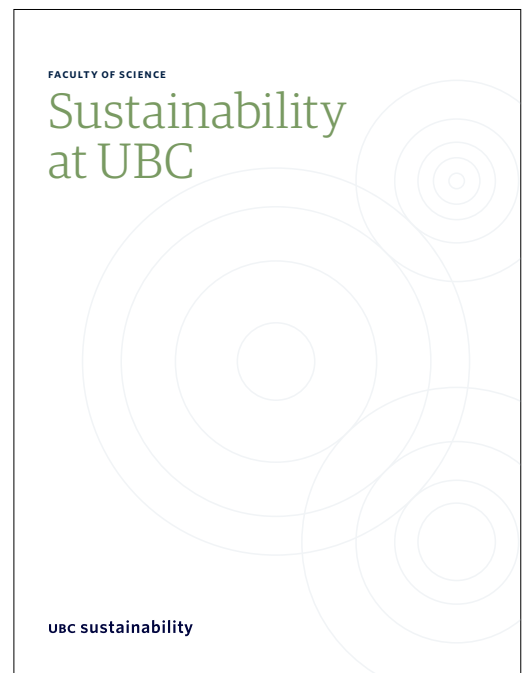
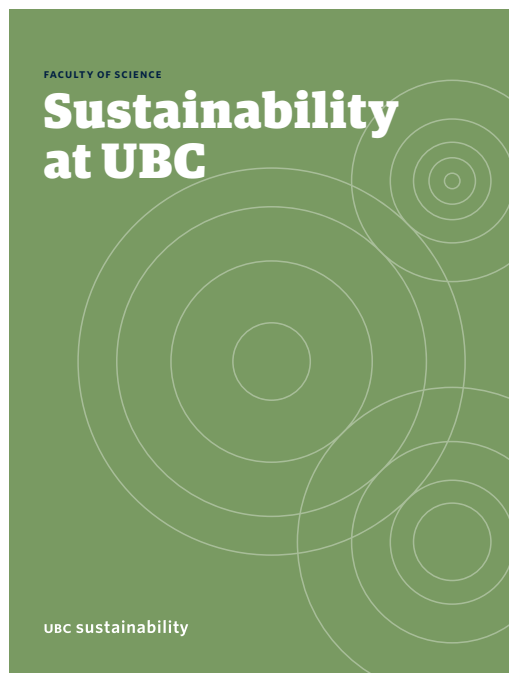
3.3 UBC SUSTAINABILITY RIPPLE GRAPHIC

3.3

UBC SUSTAINABILITY RIPPLE GRAPHIC

The easiest way to highlight your program's support of sustainability at UBC is to use the ripple graphic. It can be used at any size, as a background element or super-imposed over a photograph or colour background.

The ripple graphic is usually used with the shortname signature (without the ripple graphic attached), but it can also be used with publication bars, partnership logo lockups, etc.



3.4 UBC SUSTAINABILITY COLOURS

3.4

UBC COLOURS

There is a good reason we use consistent colours in our UBC communications — it strengthens our relationships and increases our recognition as an institution around the world.

Keep in mind there is an emotional connection that has been established with our colours, so please review and use consistently to increase positive association with our visual identity.

PRIMARY UBC COLOURS

UBC Blue

PMS 282

C100 M90 Y13 K68

R12 G35 B68

HEX 002145

White

C0 M0 Y0 K0

R255 G255 B255

HEX FFFFFFFF

UBC SUSTAINABILITY COLOURS

UBC Sustainability Green

PMS 576

C58 M22 Y91 K4

R120 G156 B74

HEX 789C4A

PMS 575

Large text & graphics,
AA normal text

C66 M34 Y99 K18

R93 G121 B55

HEX 5D7937

PMS 577

Illustrations

C37 M8 Y77 K0

R172 G196 B101

HEX ACC465

PMS 579

Accents

C23 M4 Y51 K0

R200 G216 B150

HEX C8D896

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3.4 UBC SUSTAINABILITY COLOURS

3.4

UBC SUSTAINABILITY SECONDARY COLOURS

The secondary colours may be used to bring in a different personality or tone to communications, but should always be used in conjunction with UBC Blue or UBC Sustainability Green.

SECONDARY UBC SUSTAINABILITY COLOURS

Sky Blue CAP2030	C87 M43 Y21 K1 R5 G123 B164 HEX 057BA4	Icons	C76 M21 Y2 K0 R0 G159 B215 HEX 009FD7
Illustrations	C44 M7 Y0 K0 R133 G201 B240 HEX 85C9F0	Accents	C24 M3 Y0 K0 R188 G223 B247 HEX BCDFF7
Rust Climate Emergency Response	C21 M78 Y79 K9 R183 G83 B64 HEX B65340	Icons	C2 M73 Y69 K0 R237 G106 B83 HEX ED6A53
Illustrations	C1 M43 Y50 K0 R245 G163 B127 HEX F5A37F	Accents	C.5 M26 Y27 K0 R249 G197 B175 HEX F9C5AF
Ochre Alternate	C36 M52 Y100 K18 R150 G109 B0 HEX 966D00	Icons	C18 M42 Y100 K1 R211 G151 B0 HEX D39700
Illustrations	C9 M28 Y100 K0 R234 G182 B0 HEX EAB600	Accents	C24 M15 Y51 K0 R245 G213 B143 HEX F5D58F

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3.4

COLOUR, LEGIBILITY AND ACCESSIBILITY

As communicators, our job is to ensure that everyone can access our information with ease, including those with vision impairments.

Legibility is an important consideration when using UBC colours. To enhance legibility, ensure that there is significant contrast between the foreground and background colours.

For more detailed information on legibility, please review and adhere to accepted design accessibility standards found in the [RGD Accessibility Handbook](#).

Remember to consider your users when designing for the web, and ensure that your colour choices meet at least AA web accessibility standards. [Please use this tool to see if your design meets these accessibility standards.](#)

UBC always aims for AA web accessibility ratings on [ubc.ca](#). To reach this standard, you may need to let go of certain colours or designs. However, accessibility is a brand standard we take pride in.

3.5

FONTS

With every letter, in every message, we make a statement. The particular design, spacing and weight of letterforms instantly inform our audiences that what they are reading is from UBC. When representing UBC, please use the following fonts.

PRIMARY FONT

Whitney

Our primary typeface is Whitney. It's a versatile font that works as well on a wide range of mediums, from large signs to small business cards.

Due to its readability and versatility, Whitney is the recommended font for most UBC applications, including wayfinding, headline, and copy text. As it is our primary typeface, it should be used for all formal communications where a strong institutional look is required.

Whitney is [available to all faculty and unit communicators](#) in desktop format at no cost. A subset of Whitney web styles are also available for UBC websites that use our Common Look and Feel (CLF) (Whitney ScreenSmart Book, Book Italic, Semibold).

Please note that UBC does not currently have a license to use Whitney for apps or eBooks. In these cases, please use Open Sans (see the next page for details).

Also, please note that Microsoft Office programs can have issues with Whitney, as these programs do not support third-party fonts. To reduce these issues, it is advisable to use a system font, such as Arial, when using these programs.

AaBbCc123	Whitney Light
AaBbCc123	Whitney Light Italic
AABBCC123	WHITNEY LIGHT SMALL CAPS
AaBbCc123	Whitney Book
AaBbCc123	Whitney Book Italic
AABBCC123	WHITNEY BOOK SMALL CAPS
AaBbCc123	Whitney Medium
AaBbCc123	Whitney Medium Italic
AABBCC123	WHITNEY MEDIUM SMALL CAPS
AaBbCc123	Whitney Semibold
AaBbCc123	Whitney Semibold Italic
AABBCC123	WHITNEY SEMIBOLD SMALL CAPS
AaBbCc123	Whitney Bold
AaBbCc123	Whitney Bold Italic
AABBCC123	WHITNEY BOLD SMALL CAPS
AaBbCc123	Whitney Black
AaBbCc123	Whitney Black Italic
AABBCC123	WHITNEY BLACK SMALL CAPS

Guardian Egyptian

Guardian Egyptian, a serif font, can be used as an accompanying font to Whitney. It was originally developed as a headline font for newspapers, and as such, it works well when used for headlines, pull quotes, decks or other text items that you would like to call attention to. Please note that for formal communications, Whitney should be the primary font with Guardian Egyptian used as an accent.

Guardian Egyptian is also available to all faculty and unit communicators in desktop format at no cost.

Please note that it is not currently available for web, app or eBook use.

Also, please note that Microsoft Office programs can have issues with Guardian, as these programs do not support third-party fonts. To reduce these issues, it is advisable to use a system font, such as Arial, when using these programs.

AaBbCc123	Guardian Egyptian Light
AaBbCc123	Guardian Egyptian Light Italic
AaBbCc123	Guardian Egyptian Regular
AaBbCc123	Guardian Egyptian Regular Italic
AaBbCc123	Guardian Egyptian Medium
AaBbCc123	Guardian Egyptian Medium Italic
AaBbCc123	Guardian Egyptian Semibold
AaBbCc123	Guardian Egyptian Semibold Italic
AaBbCc123	Guardian Egyptian Bold
AaBbCc123	Guardian Egyptian Bold Italic
AaBbCc123	Guardian Egyptian Black
AaBbCc123	Guardian Egyptian Black Italic

USAGE CONSIDERATIONS

Institutional Fonts for External Contractors

External vendors or consultants must purchase their own font files for usage. Whitney is available for purchase through Hoefler & Co., and Guardian Egyptian is available for purchase through Commercial Type.

Font Options for Microsoft Office Programs

Microsoft Office programs, including Word and PowerPoint, do not support third-party fonts, including Whitney and Guardian. It is recommended that a system font, such as Arial, be used with these programs.

Font Options for Other Languages

Noto Sans CJK, a free Google font, is recommended for typesetting Simplified Chinese, Traditional Chinese, Japanese and Korean in web and print.

Please contact UBC Brand and Marketing for font recommendations for other languages.

Alternative Font Options for Web Usage

When working on some eBook, web, app, software, or SaaS projects, Whitney or Guardian Egyptian may not be available or optimal as font options. In such cases, we recommend the following free Google Fonts as alternatives: Open Sans in place of Whitney or Merriweather in place of Guardian Egyptian. Open Sans and Merriweather are designed to help users quickly scan a page and find the relevant information that they need.

If creating a website that houses long-form stories or is more editorial in nature, the Google Font Lora can be used as a body text font. This font has been designed for long paragraphs of body text and helps readers through an editorial story. Please note that Lora should not be used outside of editorial purposes; Whitney, Open Sans and/or Merriweather should be used for all other websites.

AaBbCc123	Open Sans Regular
AaBbCc123	Merriweather Regular
AaBbCc123	Lora Regular

3.6 PRINT PUBLICATIONS

3.6

PRINT PUBLICATIONS

If you are planning to publish brochures, magazines, reports or other print materials, please use our publication bars or publication tabs to identify the brand on the cover of your publication.

The UBC Sustainability publication bars and tabs are versatile systems that allow communicators to have creative freedom with publication covers while still maintaining an on-brand look.

PUBLICATION BAR

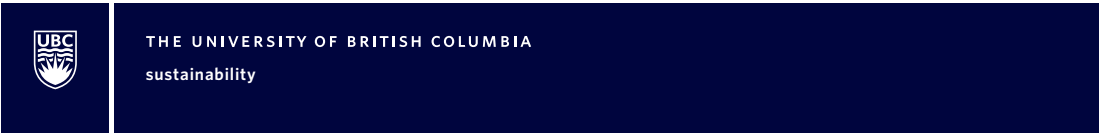
Colour

UBC publication bars are available in UBC Blue (PMS 282), UBC Sustainability Green (PMS 576), black, and white. Legibility and background colours or image should be a strong consideration when choosing which colour to use.

Colour Effects

The publication bars can be used in solid colour or can use a transparency or multiply effect. For example, to show part of an image behind a bar, the white publication bar can be set at 80% opacity or the UBC Sustainability Green bar can be set to 'Multiply Effect'. Please note that the UBC Logo and Wordmark should always be 100% opaque.

UBC BLUE (PMS 282) – ALSO AVAILABLE IN BLACK



WHITE



UBC SUSTAINABILITY GREEN (PMS 576)



TRANSPARENCY EFFECT EXAMPLE



3.6 PRINT PUBLICATIONS

Publication Bar Size

In order for the UBC Signature to be legible, the height of the publication bar should be greater than 0.625" or 1.6 cm. The width of the bar can be altered to fit the size of the publication cover by extending or shortening the right side of the bar.

Publication Bar Position

The publication bar should be applied only to the bottom of a publication's front cover.

Cover and Poster Templates with Publication Bar

Templates for brochure covers or posters that include the properly sized publication bars are available on the UBC Brand website. Templates are available for tabloid, letter, half-fold, tri-fold and postcard sizes.

CHANGE THE WIDTH OF THE BAR BY EXTENDING OR SHORTENING THE RIGHT SIDE OF THE BAR



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THE UNIVERSITY OF BRITISH COLUMBIA
sustainability

HEIGHT SHOULD
BE 0.625" OR
GREATER

PUBLICATION BAR PLACEMENT



3.7 PRINT PUBLICATIONS

3.7

UBC PUBLICATION TAB

Usage of the publication tab

In instances when the audience is very familiar with the university, communicators can choose to use the UBC publication tab. Please use UBC publication bars on publications where the intended audience is not familiar with UBC.

The tab files can be download from brand.ubc.ca.

Colour

The publication tab is available as either a white tab with a UBC Blue logo, or a UBC Blue tab with a white logo. It is available in CMYK and PMS colour formats.

Placement

The publication tab should bleed off the top or the bottom of the page. Tabs meant for the bottom of the page have the logo closer to the top of the box, while the tab meant for the top of the page has the logo closer to the bottom of the box. Please ensure that you are using the correct design for the placement.

The publication tab can be place in the top or bottom corners. Please avoid placing it near the centre of the cover.

The tab should be inset from the right or left of the page. Please ensure that it doesn't bleed of the sides of the page.

Size and Bleed

The publication tab can be resized to accommodate the size of your document. Please ensure that the crest remains legible. Please do not resize the background box or crest independently of each other, as this will change the proportions of the tab.

The supplied files do not have a bleed built into them. If your publication requires a bleed, please extend the background box as needed to meet your bleed requirements.

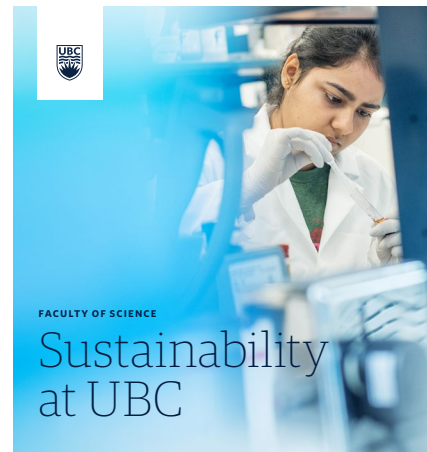
WHITE



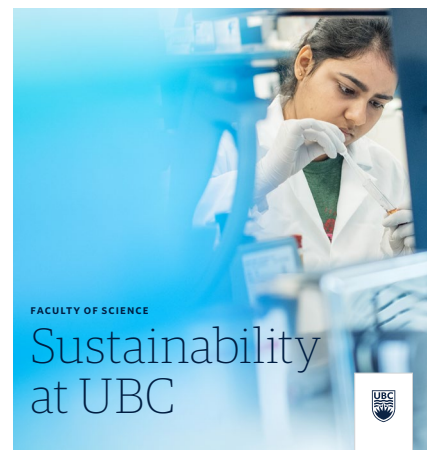
UBC BLUE (PMS 282)



UBC LOGO TAG PLACEMENT: TOP



UBC LOGO TAG PLACEMENT: BOTTOM



3.8

UBC SUSTAINABILITY ILLUSTRATIONS

To help communicate some of the diverse topics surrounding sustainability and to differentiate/identify the different streams of sustainability initiatives and programs, we have developed a suite of illustrations and icons exclusively for UBC Sustainability.

This style of illustration features hand drawn lines and non-linear shapes to convey a warm, humanistic personality. Simple colour blocking insures (visual) accessibility.

These illustrations and icons can be easily used by a wide range of communicators, coordinators and student volunteers, who do not necessarily have sophisticated design skills. These illustrations and icons are available on the [UBC Sustainability website](#).

Sort it Out illustrations (not shown) are unique to the recycling stations and are not intended to be used as “campaign” communications.

UBC SUSTAINABILITY ILLUSTRATIONS & ICONS

Illustrations

The illustrations are to be used at larger sizes, much you would use a photograph to help frame a message. See the examples on the following pages for some of the recommended design treatments.

Feel free to repurpose these illustrations/icons for different topics than the one assigned to them.

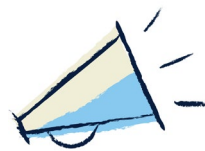
Icons

The icons are to be used at smaller sizes, in conjunction with a subhead or directive text (in web environments) to help guide a visitor to the intended action.

The illustrations and icons for each topic come in all four of the UBC Sustainability colour palette.

Advocacy: Bullhorn

Illustration



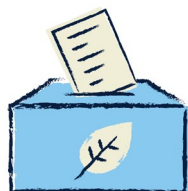
Icon



Advocacy: Voice



Advocacy: Vote



Biodiversity: Life



3.8 UBC SUSTAINABILITY ILLUSTRATIONS & ICONS

3.8

Circular Economy

Illustration



Icon



Climate: General



Climate: Okanagan Campus



Climate: Vancouver Campus



Climate Justice: Scales



Climate Justice: Pollution



Community: Handshake



Community: Garden



Energy: Light Bulb



Energy: Wind Power



3.8 UBC SUSTAINABILITY ILLUSTRATIONS & ICONS

3.8

Engagement: People Talking

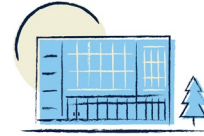
Illustration



Icon



Green Buildings: CIRS



Green Buildings: House with Leaves



Green Buildings: Ponderosa



Green Economy: Coffee Cup



Learning: In Person Chart v1



Learning: Online Teaching



Research: Lab



Research: Plants



Teaching: In Person v2



3.8

Travel: Airplane

Illustration



Icon



Travel: Bike



Travel: Train/Subway



Water Bottle



Water Tap



Wellbeing: Heart

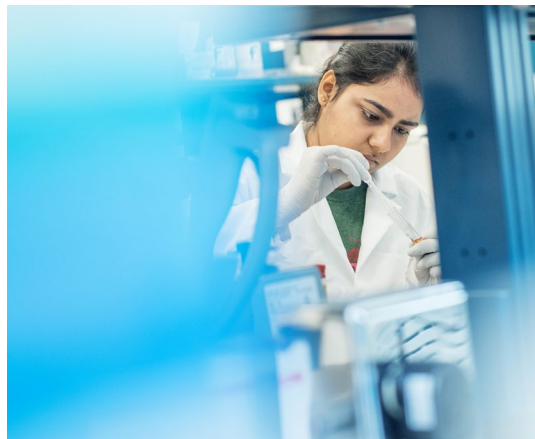


3.9

SUSTAINABILITY BRAND PHOTOGRAPHY

The images that we use to tell our stories or relay strategic messaging in our communications materials are key to conveying our brand convictions—in print, video, experiential and web marketing.

Photography is a key storytelling and brand tool, and as such, we have developed a separate, detailed guide on what an on-brand photograph looks like. For this information, please visit the [the UBC brand website](#).



Photography Library

Find sustainability related images of our students, faculty, staff, campuses and research sites for use in UBC communications materials. Please include appropriate credits where images are used.

On-brand UBC photographs are available for use by members of the UBC community on the [UBC Sustainability website](#) or checkout the [Brand and Marketing Flickr site](#).

UBC Photographer

Brand and Marketing offers the UBC community high quality photography which brings our brand to life and is compatible with the rest of the library of images we make available. For inquiries regarding photography services, please contact:

Paul H. Joseph
604 822 477
paul.h.joseph@ubc.ca

3.10

TYPOGRAPHIC SUGGESTIONS

Typography is a powerful design tool that shapes the tone and personality of our communications. As each project will have its own audience and goal, it is understandable that each will also have its own typographic style. Regardless of the design used, all typographic design at UBC should be well considered and legible.

With this in mind, these typographic examples should be seen as suggestions instead of prescriptions. The examples have been designed so that they can be applied to many types of projects, but can be altered as needed. If you have further questions regarding typography or would like feedback on your design, please [contact Brand and Marketing](#).

SUGGESTED TYPOGRAPHIC COMBINATIONS

① ABOUT UBC

② UBC Overview and Facts

- ③ The University of British Columbia is a centre for teaching, learning and research and a hub of innovation for the province. UBC is consistently ranked among the top 20 public universities in the world.

① **SUBHEAD**
WHITNEY LIGHT
SIZE: 8PT
TRACKING: 125

② **TITLE**
GUARDIAN EGYPTIAN BOLD
SIZE: 24PT
LEADING: 28PT
TRACKING: 25

③ **BODY**
WHITNEY BOOK
SIZE: 9PT
LEADING: 14PT
TRACKING: 5

① WRITING TOOLKIT

② Words are a promise. What are we promising?

- ③ Our words shape our beliefs, personality and message to the world. Our voice holds an intention that comes through in every communication we make. The language we choose is a commitment to excellence — a commitment we make every time we tell a UBC story.

① **SUBHEAD**
WHITNEY SEMIBOLD
SMALL CAPS
SIZE: 8PT
TRACKING: 100

② **TITLE**
WHITNEY LIGHT
SIZE: 28PT
LEADING: 34PT
TRACKING: 10

③ **BODY**
WHITNEY SEMIBOLD
SIZE: 8PT
LEADING: 11.5PT
TRACKING: 0

① *What We Stand For*

② **About UBC's Brand**

③ **UBC encourages bold thinking, curiosity and initiative, so you can realize your greatest potential.**

④ Since 1915, UBC has evolved into a leading centre for teaching, learning and research, consistently ranked among the top 20 public universities in the world and recently recognized as North America's most international university. As our influence and global community grow, so does our obligation to maintain excellent brand standards.

① **SUBHEAD**
WHITNEY MEDIUM ITALIC
SIZE: 8PT
TRACKING: 5

② **TITLE**
WHITNEY BLACK
SIZE: 25PT
TRACKING: 10

③ **LEAD-IN OR PULL QUOTE**
GUARDIAN EGYPTIAN
SEMIBOLD
SIZE: 10PT
LEADING: 15PT
TRACKING: 20

④ **BODY**
WHITNEY BOOK
SIZE: 10PT
LEADING: 15PT
TRACKING: 5

① **BRAND STRATEGY**

② UBC's Brand ③ Proposition

④ *If you have the drive to shape a better world, UBC will support you in realizing your greatest potential.*

Our brand strategy was created to position the university in the hearts and minds of our audiences. It presents our core values and differentiates us from our competitors. By using it consistently and strategically, we all play a role in enhancing UBC's global profile and reputation.

① **SUBHEAD**
WHITNEY BOLD SMALL CAPS
SIZE: 9PT
TRACKING: 50

② **TITLE**
GUARDIAN EGYPTIAN THIN
SIZE: 34PT
TRACKING: 25

③ **LEAD-IN OR PULL QUOTE**
WHITNEY SEMIBOLD ITALIC
SIZE: 9PT
LEADING: 14PT

④ **BODY**
WHITNEY BOOK
SIZE: 9PT
LEADING: 14PT
TRACKING: 5

UBC Sustainability Visual Communications Resources

4.0

Need an inspiring photo for your department's website? Seeking an easy way to produce a digital ad? Whether you're putting together a big presentation or looking for an HTML email template to make things official, you'll find resources here.

The following section contains suggestions, rather than rules, that will help you make the most of your project. Used consistently, these design templates and systems will help contribute to the creation of an integrated identity that is instantly recognized as UBC.

4.1 SAMPLE APPLICATIONS

4.1

SAMPLE APPLICATIONS

The UBC Sustainability visual communications toolkit is designed to make it easy to create impactful materials that will resonate with your audiences and be instantly recognizable as being connected to sustainability at UBC.

The following examples show how you can use the simple wordmark, the publication bars, the bubble graphic and the unique illustrations and photography for your promotional materials, while always adhering to and leveraging the wider public familiarity of the UBC visual identity.



1.1

UBC Sustainability wordmark and ripple on the lower right. If the background is dark and you're using the reverse version of the wordmark you may require a gradient applied over top of the illustration to insure enough contrast on the wordmark and ripples for readability (see following examples).

Headline text in Guardian Light, tight leading.



1.2

UBC Sustainability publication bar in UBC Blue. Ripple graphic superimposed on the right with a bit of transparency.

Headline text in Guardian Light, tight leading.

4.1 SAMPLE APPLICATIONS



1.3

UBC Sustainability publication bar in UBC Sustainability Green. Ripple graphic superimposed on the right with a bit of transparency.

Headline text in Guardian Extra Bold, tight leading.



1.4

UBC Sustainability wordmark and ripple knocked out of a UBC Sustainability Green circle shape in the lower right. Guarantees enough contrast for readability.

Headline text in Guardian Light, tight leading.



1.5

UBC Sustainability wordmark and ripple knocked out of a UBC Sustainability Green circle shape in the lower right. Guarantees enough contrast for readability. Additional circles added for dynamic effect. Circle shapes set to multiply over the illustration.

Headline text in Guardian Extra Bold, tight leading.



1.6

Modified UBC Sustainability wordmark and ripple knocked out of a UBC Sustainability Green circle shape in the lower right corner. Circle shape is set to multiply over the illustration. Guarantees enough contrast for readability. Draws more attention the Ripple Effect.

Headline text in Guardian Light, tight leading.

4.1 SAMPLE APPLICATIONS



1.7

UBC Sustainability wordmark and ripple knocked out of the lower right. Might require a gradient multiplied over the top of the image to insure enough contrast for readability.

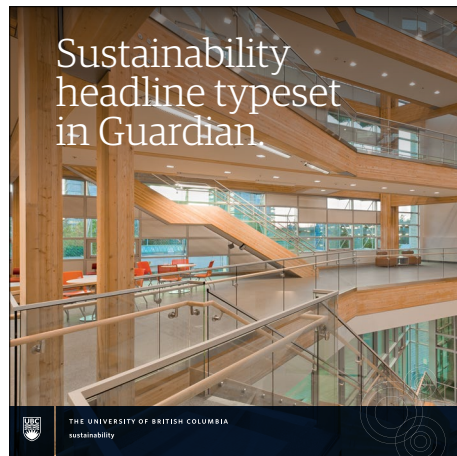
Headline text in Guardian Extra Bold, tight leading.



1.8

UBC Sustainability publication bar in UBC Sustainability Green multiplied over background image. Ripple graphic superimposed on the right with a bit of transparency.

Headline text in Guardian Extra Bold, tight leading.



1.9

UBC Sustainability publication bar in UBC Blue multiplied over background image. Ripple graphic superimposed on the right with a bit of transparency.

Headline text in Guardian Light, tight leading.



1.10

UBC Sustainability wordmark and ripple knocked out of a UBC Sustainability Green circle shape in the lower right corner. Circle shape is set to multiply over the photograph. Guarantees enough contrast for readability.

Headline text in Guardian Light, tight leading.

4.1 SAMPLE APPLICATIONS



1.11

UBC Sustainability wordmark and ripple kicked out of a UBC Sustainability Green circle shape in the lower right corner. Guarantees enough contrast for readability. Additional circles added for dynamic effect. Circle shapes set to multiply over the photograph.

Headline text in Guardian Extra Bold, tight leading.



1.12

Modified UBC Sustainability wordmark and ripple kicked out of a UBC Sustainability Green circle shape in the lower right corner. Circle shape is set to multiply over the photograph. Guarantees enough contrast for readability. Draws more attention the Ripple Effect.

Headline text in Guardian Light, tight leading.

4.2 SAMPLE APPLICATIONS

4.2

SAMPLE APPLICATIONS – WEB

The UBC Sustainability illustrations and icons are designed to be used for different applications and intentions.

The illustrations are to be used at larger sizes for more editorial or illustrative communications. They are meant to bring a story or message to life and draw the reader or viewer in.

The icons are to be used at smaller sizes and are indicative of an action or directive, such as shown in the example below where there is a short piece of text directing the reader to “Learn more >” about the topic. The icon is used to draw the eye in to the text, but not tell the complete story.



1.1

UBC Sustainability illustration used as the dominant editorial image for this web story.

The icons are used as highlights for the buttons which direct the reader to “Learn more >”.

① ILLUSTRATION

② ICONS



THE UNIVERSITY OF BRITISH COLUMBIA
sustainability

UBC sustainability



2.11 UBC VIDEO TAILS

2.11

UBC VIDEO TAILS

Video is a key visual element of digital storytelling. Using a brand video tail at the end of your video project will help viewers recognize it as coming from UBC. You must use these videos tails to identify UBC-produced videos.

If you are in need of brand end tails, please [contact Brand and Marketing](#).

Section
to come

16:9 Videos

A 16:9 widescreen video should include a tail with the UBC Full Signature. [Brand and Marketing has](#) [brand and end tails](#) in a variety of frame rates, resolutions to fit your video needs. The files are available in 16:9 (widescreen) ratio.

Contact Brand and Marketing to obtain a brand



Unit Signature Video Tails

If your unit is in need of a video tail that uses your unit signature, please contact Brand and Marketing. A custom unit signature video tail can be made for 16:9 videos or square videos.