Brand Guidelines

How to apply the UVic brand.
Welcome to the University of Victoria brand guidelines. The aim of this document is to provide an understanding of the identity or university brand: why we need one; why we have chosen this brand; and how to deliver it. This is a living document and it will expand to further assist users in demonstrating the UVic visual identity.

The intent of these guidelines is to achieve visual consistency in how the university represents itself to its various audiences, not to make every publication look exactly the same. Achieving a consistent appearance requires more than merely following the rules for logo placement and positioning. The UVic look is a well-established set of relationships between text, image, object and framework, which this document explains, as a guide to protecting and extending our valuable reputation. The brand guidelines supersede previous manuals and graphic standards.
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INTRODUCTION

Brand guidelines management

The University of Victoria Brand Guidelines are administered by University Marketing under the authority of the Vice-President External Relations.

Working with University Marketing

The Marketing department was created in June of 2005 to serve the needs of the university and its various faculties and departments. It comprises the Marketing staff, Graphic Services and Photo Services. The department is the first point of contact for all marketing initiatives. The Marketing staff provides strategic marketing advice and planning and creative services. Graphic Services provides design and production services. Photo Services provides photo shoots and images from the existing photo bank. Design and photographic services involve chargeback fees. To learn how Marketing can help you with your projects, email mktg@uvic.ca or call 250-721-8843.

Range of Application

The brand guidelines apply to all print and electronic marketing and communications material, as well as official signage, official correspondence and reports and submissions to university governing bodies. The guidelines do not apply to academic, scholarly or research material.

Core units and extensions must adhere to the brand guidelines. Sub-brands and independent brands must follow the logo standards when using the UVic logo, but have the flexibility of following their own graphic standards.

Guidelines Assistance

Marketing can help you with questions you may have regarding the guidelines. Please email mktg@uvic.ca or call 250-721-8843.

Transition period

All components of these brand guidelines are being phased in to allow all units to use existing stocks of non-compliant material in a cost-effective manner. All marketing and communications material produced as of January 1, 2009 must adhere to these guidelines.
Development of the guidelines

These guidelines were developed based on qualitative and quantitative research conducted with various internal and external stakeholders over the last several years. As well, significant contributions came from the following UVic groups:

- Continuing Studies (promotion and publications team)
- Faculty of Business (external relations team)
- Faculty of Law (communications team)
- Indigenous Affairs
- Indigenous Governance Program
- Printing Services
- Student Recruitment
- University of Victoria Art Collection
- UVic Bookstore
- UVic Communications (publications and web teams)

Future of the guidelines

The guidelines will continue to evolve based on feedback from users and new projects that arise. The templates section will expand as new ones become available. Marketing welcomes input from users all across campus in order to make this document more useful.

Brand Guidelines online: share.uvic.ca/mktg/guidelines
(Netlink ID and password required)
OVERVIEW

What does “brand” mean?

The UVic brand is broader than its visual identity, more than a signature or symbol. Our brand is the intangible sum of the university’s attributes: its name, values, offerings, people, its history and reputation and the way it is experienced and promoted. While much of this document is focused on graphic standards, the brand is bigger than graphics. The brand positioning provides a lens through which every substantive decision at the university should be made.

Why do we need a brand?

The University of Victoria is competing with hundreds of universities across Canada and internationally —and more than 50 education providers in BC— for government, philanthropic, community and research support as well as students, faculty and staff recruitment and research collaboration.

It is critical that the university deliver a united, dynamic message that reflects its unique and diverse attributes to differentiate from this competition and provide these key audiences with an understanding of those attributes.

What are the benefits of a consistent brand?

A well-designed brand provides a university with effective tools to communicate consistently and clearly to all audiences, at a number of levels, while ensuring that all communications reinforce our reputation, wherever we go.

History of the brand

The University of Victoria was established in 1963, when it received degree-granting status and moved to its Gordon Head campus. The University’s symbols, however, represent a tradition that goes back to 1903 when Victoria College was founded in affiliation with McGill University.

Testing of the brand

In March 2007, Malatest Program Evaluation and Market Research conducted focus groups with prospective students, parents and alumni in Victoria, Vancouver, Penticton and Calgary. The objective of the tests was to ensure that the visual look of the University of Victoria was consistent with the messaging developed by the university.

To assist in the development of the University of Victoria identity, Malatest was also engaged in undertaking and interpreting the focus groups. The focus
groups were designed to test existing University of Victoria materials and new concepts with various added elements (as well as competitor materials) with prospective undergraduate students, parents and alumni. The results complemented focus group results that took place in December 2005 with current students, faculty and staff.

In summary, the main findings of the focus groups include:

- **VISUAL MATERIAL** used on advertisements and on the covers of publications needs to clearly articulate what is being promoted or advertised. If images on a cover are not linked to the main messages, audiences become frustrated.

- **AUDIENCES EXPECT** high quality. Prospective students in particular are very market savvy and respond well to well-designed and creative marketing materials.

- **USING PEOPLE ON ADVERTISING** is generally difficult. If this is done, it must be done extremely well. People photos are expected to represent the audience and to demonstrate the material being promoted. The people must reinforce the message of the ad, rather than serve as just an image.

- **THE UVIC LOGO** needs to be prominent on all materials. If not, the advertisements run the risk of being confused with other organizations or universities with bigger-budget advertising campaigns that bear resemblance to the University of Victoria’s promotions.

- **STUDENTS AND PARENTS EXPECT** a university to have high-quality teaching and academic programs. If a university does not meet these minimum criteria, high-achieving students will not consider it. If a university meets those criteria, they will then look at lifestyle choices to determine if it is the appropriate university for them. As part of the lifestyle choices, being valued as an individual is extremely important. Housing and food quality were also repeatedly raised.

- **STUDENTS WANT EVIDENCE** to back up claims; testimonials and statistics were cited as being important. Addressing this issue is a challenge, however, as approximately one-half of focus group participants seem to respond only to visuals and never read text.

- **SIMPLE ICONIC IMAGES** should be complemented by a strong campus or West Coast element to ensure the material is clearly defined as being connected to the University of Victoria.

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**SOME RECENT HISTORY OF THE BRANDING PROCESS**

In 2004—realizing that the university needed to clearly define itself—the Executive embarked on an initiative to determine what identified the university as unique and how to articulate those ideas. That project involved dozens of internal and external focus groups; research activities and meetings; input from outside consultants including Malahat Group International, Educational Marketing Group and Semworks; compilation of quantitative data; and concluded with faculty and staff focus groups in April 2007.
POSITIONING

The positioning statement and key brand components

When speaking, writing or thinking about the University of Victoria it is important that people understand our values. Below is the University of Victoria positioning statement and a list of the attributes considered key brand components. These components provide a unique package of offerings for our target audiences and can be customized to fit a particular audience. While they do not need to be articulated exactly as demonstrated, they must maintain the spirit and intent as indicated.

We are the university of choice for outstanding students, faculty and staff who aspire to improve their world through exceptional learning and teaching, innovative research and real-life engagement within a welcoming and spectacular West Coast environment.

Key brand components

- **INNOVATIVE RESEARCH.** We are a leading research university, advancing and applying knowledge for the benefit of society. Our internationally-recognized research spans the basic and applied sciences through to the fine and performing arts with recognized strengths in areas such as global change and sustainability, society and health, oceans and climate, and indigenous and cultural studies.

- **REAL-LIFE LEARNING.** We offer dynamic learning opportunities that help students apply what they learn in the classroom to the outside world. Practicums, internships, service learning, international exchanges and one of the largest co-operative education programs in Canada make the community an extension of the classroom.

- **INSPIRING TEACHING.** We are set apart by the quality of our teaching. As a comprehensive research university, our faculty bring their innovative research into an engaging classroom setting that encourages creative problem solving and original thought. Our students consistently rank their learning experience among Canada’s finest.

- **SHAPE BY OUR SPECTACULAR WEST COAST ENVIRONMENT.** We are located in a city rated as one of the most livable in the world and set in a spectacular natural environment. This inspires our deep commitment to civic engagement and environmental stewardship.
A WELCOMING AND DIVERSE COMMUNITY. We seek to attract students, staff and faculty from all backgrounds and stages of life. More than two-thirds of our students come from outside greater Victoria, creating a vibrant and welcoming campus community. Our university also extends beyond the campus through programs of research, teaching and outreach that engage the wider community.

Note: The above list is drawn from the University of Victoria Positioning Statement and Renewed Strategic Plan. While some of these concepts should be used in all communications, the exact wording does not need to be articulated as shown here.

Adopting uniform messaging

Prospective students see us as one university, not as a ‘mish mash’ of faculties and departments. While some efforts have been made to encourage all units to adopt a similar style and structure, the existing range of materials suggests that all units need to continue to evaluate their internal and external communications, supporting the core messages of the university, and culling messages contrary to those adopted by the university community.

An audit of University of Victoria student recruitment practices by Dr. Jim Black from Semworks in October 2006 indicated “over 50 key messages, a multitude of design elements and several variations of navigation on the web site currently exist.”

While some variation in messaging is inevitable in as large and complex an organization as UVic, the need to communicate effectively and consistently with constituencies inside and outside our institution suggest a continuing need to streamline messaging in line with the key elements of the UVic identity.

The messaging guidelines outlined here are not intended to restrict creativity, but rather to ensure that creativity is expressed within an established framework that embodies the values of the university.

More than just a visual

Branding is more than the appearance or placement of a logo. In its most effective form, branding means managing the stakeholder experience, both for internal and external audiences. From the first letter or information package potential students and their families receive, through admission, enrolment, studying, convocation and alumni contact, the experience we provide stays with our students their entire lives.
BRAND ARCHITECTURE

Just as a family tree expresses the relationships within a family, brand architecture is a visible manifestation of an organization’s business structure and strategy. To communicate the relationship of the University of Victoria to each of its “family members” a brand architecture has been developed. This model has been approved by the campus executive and the Strategic Communications Task Force. While efforts have been made to be as inclusive as possible, it is possible not all entities have been included. Please contact Marketing for assistance with mapping existing and/or new entities.

- **CORE BRAND.** The core identity aims to convey the essence of the entire university, in terms of its current position and its future aspirations. Under its umbrella lie many related units and sub-identities.

- **EXTENSIONS.** Extensions are those components of the university that are deemed to be the most high-profile, such as faculties and research centres. Extensions support the university’s ability to deliver its primary product or service.

- **SUB-BRANDS.** Sub-brands use their own name, logo, and wordmark, but include the core logo as well. These units have distinctive personalities and missions, along with their own resources to establish and promote their brand promise and institutional identity. Providing significantly different services from the core brand, sub-brands have a proven need to promote their distinct activities, as they serve or support either wholly different audiences or discrete segments of the core brand’s primary audience.

- **INDEPENDENT BRANDS.** Independent brands are separate legal entities that operate in their own right, which use their own name, logo and wordmark. They represent a partnership with the core brand, but operate independently, and would less effectively fulfil their mission under the core brand umbrella or could dilute the effectiveness of the core brand if closely associated with it. Notification of ownership of independent brands by core brand should be represented only in a subservient fashion, when declared at all.
Core Brand

Units tasked with serving students, faculty and staff across faculties and programs are considered part of the core brand. These units include:

- Accounting
- Advancement Services
- Alumni Services
- Board of Governors
- Campus Planning and Sustainability
- Campus Security Services
- Career Services
- Childcare Services
- Community Relations
- Co-operative Education
- Counselling Services
- Development
- Equity and Human Rights
- External Relations
- Facilities Management
- Government Relations
- Graduate Studies
- Health Services
- Housing, Food and Conference Services
- Human Resources
- Institutional Planning and Analysis
- Interfaith Chaplaincy Services
- International and Exchange Student Services
- Learning and Teaching Centre
- Libraries
- Occupational Health, Safety and Environment
- Office of Community Based Research
- Office of Indigenous Affairs
- Office of International Affairs
- Office of the President
- Office of the Registrar and Enrolment Services
- Office of the University Secretary
- Photo ID Centre
- Printing Services
- Purchasing Services
- Research Services
- Resource Centre for Students with a Disability
- Senate
- Student and Ancillary Services
- Student Transition Services
- University Ceremonies and Events
- UVic Communications Services
- UVic Family Centre
- University Marketing
- University Systems
- University of Victoria Art Collection
- Vice-President Academic and Provost
- Vice-President Research

Not all units have been listed here. To have your unit added to the list and to have a proper combined logo created, please contact Marketing at 250-721-8843.
In all core materials, the UVic logo must be prominent. Core units are entitled to use their name combined with the UVic logo. See the logos section for more details.

In focus groups with Aboriginal students this was extremely well received as they felt it made them feel part of the campus by being clearly University of Victoria brand, but the imagery spoke to their individual needs.
EXTENSIONS AND UNIT IDENTIFIERS

Extensions differentiate themselves through graphics, colour palette and a tagline if chosen. Programs shared between faculties are either identified as owned by the faculty producing the material, or if that is not appropriate are treated as core brand to avoid confusion. Unit identifiers within extensions are allowed to substitute their name for the extension name in the extension logo, provided the material is clearly only promoting that single program. However, program names must identify themselves in a separate heading from the logo.

In this Business brochure, the logo uses their specific faculty colour with their tagline below. The program name is identified in a heading separate from the logo.
<table>
<thead>
<tr>
<th>Faculty of Business</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty of Education</td>
<td>Aboriginal Education</td>
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<tr>
<td></td>
<td>Curriculum and Instruction</td>
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<tr>
<td></td>
<td>Educational Psychology and Leadership Studies</td>
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<td></td>
<td>Exercise Science, Physical and Health Education</td>
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<tr>
<td>Faculty of Engineering</td>
<td>Computer Science</td>
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<td>Electrical and Computer Engineering</td>
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<td>Mechanical Engineering</td>
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<td>Software Engineering</td>
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<tr>
<td>Faculty of Fine Arts</td>
<td>History in Art</td>
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<td></td>
<td>Theatre</td>
</tr>
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<td></td>
<td>Music</td>
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<td></td>
<td>Visual Arts</td>
</tr>
<tr>
<td></td>
<td>Writing</td>
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<tr>
<td>Faculty of Human and Social Development</td>
<td>Child and Youth Care</td>
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<td></td>
<td>Health Information Science</td>
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<td></td>
<td>Nursing</td>
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<td>Public Administration</td>
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<td></td>
<td>Social Work</td>
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<tr>
<td>Faculty of Humanities</td>
<td>English</td>
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<td></td>
<td>French</td>
</tr>
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<td></td>
<td>Germanic and Slavic Studies</td>
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<td></td>
<td>Greek and Roman Studies</td>
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<td>Hispanic and Italian Studies</td>
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<td>History</td>
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<td>Linguistics</td>
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<td></td>
<td>Pacific and Asian Studies</td>
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<td></td>
<td>Philosophy</td>
</tr>
<tr>
<td></td>
<td>Women's Studies</td>
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<tr>
<td>Faculty of Law</td>
<td>Law</td>
</tr>
<tr>
<td>EXTENSION</td>
<td>UNIT IDENTIFIER</td>
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<td>---------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
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<tr>
<td>Faculty of Science</td>
<td>- Biochemistry and Microbiology</td>
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<tr>
<td></td>
<td>- Biology</td>
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<td></td>
<td>- Chemistry</td>
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<td></td>
<td>- Earth and Ocean Sciences</td>
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<tr>
<td></td>
<td>- Mathematics and Statistics</td>
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<td></td>
<td>- Physics and Astronomy</td>
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<tr>
<td>Faculty of Social Sciences</td>
<td>- Anthropology</td>
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<td></td>
<td>- Economics</td>
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<td></td>
<td>- Environmental Studies</td>
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<td></td>
<td>- Geography</td>
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<td></td>
<td>- Political Science</td>
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<tr>
<td></td>
<td>- Psychology</td>
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<tr>
<td></td>
<td>- Sociology</td>
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<tr>
<td>Division of Medical Sciences</td>
<td>- Island Medical Program (with reference to UBC)</td>
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<tr>
<td>Division of Continuing Studies</td>
<td>- Arts and Science Programs</td>
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<tr>
<td></td>
<td>- Business, Management and Technology Programs</td>
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<td></td>
<td>- Continuing Studies in Education</td>
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<td></td>
<td>- Cultural Resource Management Program</td>
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<td>- English Language Centre</td>
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<td></td>
<td>- Health Sciences and Public Relations Programs</td>
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<tr>
<td>Research Centres</td>
<td>- BC Institute for Cooperative Studies</td>
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<td>- Centre for Addictions Research BC</td>
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<td></td>
<td>- Centre for Advanced Materials and Related Technology</td>
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<td>- Centre for Asia Pacific Initiatives</td>
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<td></td>
<td>- Centre for Biomedical Research</td>
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<td>- Centre for Community Health Promotion Research</td>
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<td>- Centre for Global Studies</td>
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<td>- Centre for Forest Biology</td>
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<td>- Centre for Studies in Religion and Society</td>
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<td>- Centre for Youth and Society</td>
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<td>- Centre on Aging</td>
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<td>- Institute for Coastal and Oceans Research</td>
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<td>- Institute for Dispute Resolution</td>
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<tr>
<td></td>
<td>- Institute for Integrated Energy Systems</td>
</tr>
<tr>
<td></td>
<td>- Laboratory for Automation, Communications and Information Systems Research</td>
</tr>
</tbody>
</table>

Any groups that are not approved Research Centres fall under the core brand
SUB-BRANDS

Sub-brands are units that provide services outside the realm of core or extension services, and are entitled to use their own unique logo in conjunction with the core logo. Sub-brand examples include:

- Bookstore
- CanAssist
- Finnerty Gardens
- Go West
- Phoenix Theatre
- Science Venture
- Vikes Athletics and Recreation

This poster promoting a show for the Phoenix Theatre uses their own logo in conjunction with the UVic logo to show affiliation with the university.
Spotlight On
TechSpectrum

Inventors Put Their Thinking Caps On

The First IDC Invention Competition is a success!

In this, its inaugural year, the IDC Invention Competition has enticed over 70 inventors across Vancouver Island to submit a range of innovative ideas to stimulate entrepreneurial thinking and provide inventors with a chance to turn their creativity into a commercial reality.

From November 2006 to February 2007, competing students, faculty and staff at the five major universities and colleges on Vancouver Island vied for over $20,000 in cash and prizes. The competition encouraged participants to submit both ideas and inventions as long as they were original and could be developed into a process or an object. These minimal limitations allowed participants to be as creative as possible.

After wading through a wide array of submissions the finalists were announced and honoured during the final awards ceremony in February at the University of Victoria. At the ceremony two grade one classes were showcased, demonstrating that innovation has no age boundaries. The grade school submissions ranged from electronics and robotics to time machines, with the crowd favorite being a shark which could transform...

This newsletter produced by IDC uses only their logo, with the UVic affiliation identified in writing.

APPEALS PROCESS

If you feel that your unit has been incorrectly placed within a particular brand category, appeals can be made to the Executive Council through your unit’s relevant Vice-President.

Independent brands, with functions and identities separate from the university and its core brand, include:

- Innovation and Development Corporation
- Island Pacific Institute Foundation (Dunsmuir)
- Ocean Networks Canada (NEPTUNE/VENUS)
- Pacific Institute for Climate Solutions
- University of Victoria Foundation
- UVic Properties Investments Inc.
- Vancouver Island Technology Park
LOGO USE

CORE BRAND LOGO STANDARDS

The University of Victoria core logo consists of the shield and the wordmark, which should always appear together in one of the combinations outlined below. This is the university’s only logo, and is intended as a visual identifier only, not as a major design element.

LOGO FORMATS

STANDARD VERTICAL

Preferred for all applications where logo is centred.

STANDARD HORIZONTAL

Preferred for all applications where logo is not centred, a horizontal format is required, and name prominence is needed.

LOGO SIZE STANDARDS

MINIMUM SIZE

Shield element must never be reproduced at less than 0.375” in height.
LOGO COLOUR STANDARDS

COLOUR TREATMENTS
The logo may be reproduced in full colour, black and white, or reversed out of a solid colour. If reproducing on a colour background, the reverse version is preferred for proper contrast.

LOGO SPACING STANDARDS

MINIMUM CLEAR SPACE
In any format, a rectangular clear space must be left around the logo, where the minimum distance from any logo element is equal to the height of the white bar at the top of the shield.
CORE UNIT LOGO STANDARDS

Core units are entitled to use their name combined with the UVic logo as demonstrated below. Size, colour and spacing standards are the same as for the core logo.

LOGO FORMATS

STANDARD VERTICAL
Preferred for all applications where logo is centred.

STANDARD HORIZONTAL
Preferred for all applications where logo is not centred, a horizontal format is required, and name prominence is needed.
Condensing or expanding the wordmark, or substituting another typeface.

Changing the colour of the logo. Reproducing the logo on a background that does not provide adequate contrast. Reproducing the logo on a background that results in a clash of colours.
CORE BRAND COLOURS

The University of Victoria colours—red, yellow and blue—reflect its history. Red comes from the early affiliation with McGill University in Montreal; yellow and blue recall the later affiliation with the University of British Columbia in Vancouver. These colours are to be used in the trademarks, but are not intended to limit the choice of colours used in communications in general.

Colour specifications are given for full colour printing (CMYK values), for spot colour printing (PANTONE® Colour Matching System numbers), for on-screen applications (RGB colours), and for web applications (Hexadecimal and websafe colours). For accurate colour standards, refer to the current edition of the PANTONE Colour Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

**BLUE**
- Coated: Pantone® 286C
- Uncoated: Pantone® 286U
- CMYK: 100, 60, 0, 6
- RGB: 1, 38, 179
- Hex: #0126B3

**RED**
- Coated: Pantone® 185C
- Uncoated: Pantone® 185U
- CMYK: 0, 91, 76, 0
- RGB: 241, 0, 50
- Hex: #f10032

**YELLOW**
- Coated: Pantone® 123C
- Uncoated: Pantone® 116U
- CMYK: 0, 30, 94, 0
- RGB: 250, 200, 0
- Hex: #fac800

**BLACK**
- Coated: Process Black
- Uncoated: Process Black
- CMYK: 0, 0, 0, 100
- RGB: 0, 0, 0
- Hex: #000000
BRAND EXTENSION LOGO STANDARDS

Brand extension logos consist of the university logo combined with the faculty, department, division or research unit name. The logos are intended as visual identifiers, not as major design elements.

SIGNATURE FORMATS

STANDARD LOGO

In almost all applications, brand extension logos will appear in the vertical format, reversed out in the appropriate faculty colour box or on black as shown. Logos should bleed off the page whenever possible.

DEPARTMENT LOGOS

Departments may substitute their name for the faculty name provided that the material being produced in solely promoting that department. Decisions regarding which logo to use will be left to the discretion of the faculty.

A note on extension logos: Each extension logo has a specific Pantone colour, but because of the way different printers are calibrated and the way colour will show up on different types of paper, the logos won’t always reproduce the exact same colour. The same is true of the way the colour will appear on different computer screens.
EXTENSION LOGO SIZE STANDARDS

MINIMUM SIZE

Shield element in the logo must never be reproduced at less than 0.375” in height.

IMPROPER USE

Placing the colour box logos on a colour background. Always try to use a white background. If a colour background is necessary, use the reverse logo without the colour box.

Condensing or expanding the logo or changing the size of the box.
SPECIAL CIRCUMSTANCES

PROGRAM NAME
Sometimes, an individual program has a need for a logo, such as when sponsoring an event. The program name is written outside the box, below the faculty name. If the faculty has a tagline, the program name replaces it.

HORIZONTAL FORMAT
When only a horizontal layout is available, such as with a banner, a horizontal treatment may be used, with a hairline separating the two wordmarks.

TAGLINES
If a faculty adopts a tagline, it will appear below the colour box, in positive type of the faculty colour.
EXTENSION COLOURS

In recognition of their special status, extensions are entitled to their own consistent tagline line and colour.

Each extension has chosen its own colour to make it distinctive within the university and to allow for individual creativity.

**ENGINEERING**
Coated: Pantone® 158C
CMYK: 0, 64, 95, 0
RGB: 227, 114, 34
Hex: #E87511

**LAW**
Coated: Pantone® 5265C
CMYK: 77, 70, 0, 40
RGB: 227, 114, 34
Hex: #E87511

**FINE ARTS**
Coated: Pantone® 341C
CMYK: 100, 0, 125, 87
RGB: 227, 114, 34
Hex: #E87511

**SCIENCE**
Coated: Pantone® 321C
CMYK: 100, 6, 35, 32
RGB: 0, 116, 122
Hex: #007a5e

**EDUCATION**
Coated: Pantone® 648C
CMYK: 100, 71, 9, 54
RGB: 0, 40, 87
Hex: #00305e

**SOCIAL SCIENCES**
Coated: Pantone® 370C
CMYK: 64, 5, 100, 24
RGB: 227, 114, 34
Hex: #E87511

**HUMAN & SOCIAL DEVELOPMENT**
Coated: Pantone® 131C
CMYK: 3, 30, 0, 6
RGB: 206, 142, 0
Hex: #c6930a

**CONTINUING STUDIES**
Coated: Pantone® 5405C
CMYK: 100, 71, 9, 54
RGB: 0, 40, 87
Hex: #00305e

**BUSINESS**
Coated: Pantone® 355C
CMYK: 100, 71, 9, 54
RGB: 227, 114, 34
Hex: #E87511

**HUMANITIES**
Coated: Pantone® 506C
CMYK: 14, 83, 32, 49
RGB: 206, 142, 0
Hex: #c6930a
The extension colour palette has been formulated to complement and support the core identity colour palette as well as promote clear communication for each extension.

Each colour has been chosen to give the relevant faculty its distinctive look and visual personality. These colours have also been chosen for their flexibility and ability to reproduce well in print and electronic publications.

EXTENSION TAGLINES

While the University does not have a tag line, each faculty is entitled to one. This line should be developed as part of an overall branding process in conjunction with the Marketing department. Once developed, it can be used on all publications as a standard line for publications. For instance, Business has approved “The world looks different from here.” This line can be used in conjunction with all Business materials as per typeface guidelines. These lines are not the same as concept lines which represent an individual piece or suite of materials for a particular audience and must be kept separate to avoid confusion.
RESEARCH CENTRE LOGOS

Research Centres are extensions, but their logos are treated the same as core units. Each Research Centre is entitled to use its name combined with the UVic logo as demonstrated below. Size, colour and spacing standards are the same as for the core logo.

LOGO FORMATS

STANDARD VERTICAL
Preferred for all applications where logo is centred.

University of Victoria
Centre for
Biomedical Research

STANDARD HORIZONTAL
Preferred for all applications where logo is not centred, a horizontal format is required, and name prominence is needed.

University of Victoria   Centre for
Biomedical Research

LOGO DOWNLOADS

All core and extension logos are available for download from the Brand Guidelines website at share.uvic.ca/mktg/guidelines. You’ll need a Netlink ID and password to log in to the site. Please see Appendix 1 for information on which logo format will work best for you. Note that for faculties and their departments, only the standard vertical versions of their logos are available for download. If the horizontal version is required, please contact Marketing.

With the exception of aboriginal units on campus, core units and extensions are not permitted to use any logo other than the ones outlined in this document. This will ensure visual consistency and avoid the problem of ‘logo soup’ - a variety of different-looking logos representing one institution.
THE COAT OF ARMS

The formal heraldic Coat of Arms which bears these symbols was registered in 1961 by the College of Arms in London for Victoria College and was later officially recognized for the University of Victoria. The design traces back to 1903, and its elements reflect the university’s history and goals.

Use of the full Coat of Arms is restricted to the Chancellor and Vice-Chancellor/President in the following circumstances:

1. Convocation
2. Greeting of a new Chancellor or President at another university
3. Installation or retirement functions for the Chancellor or Vice-Chancellor/President
4. If the Coat of Arms is required for events not stipulated above, advance permission must be obtained from the University Secretary.

Graphic files required for reproduction are obtainable only through UVic Marketing.
ABORIGINAL LOGOS

Aboriginal units on campus are entitled to use their specially developed logos in conjunction with the core or faculty logo on their materials, such as business cards, letterhead and brochures. The following standards have been developed with input from various Aboriginal groups on campus. On business cards, the logo will appear in the bottom right hand corner, proportionate in weight to the University logo (as seen below). In advertisements, the logo can be used as paragraph indent for body copy. In publications, a full page can be devoted to the logo, including a description of its meaning. Please note that aboriginal logos should be designed by a graphic design professional. Any existing logos should be checked to ensure they are sufficient resolution and quality for printing. Contact Marketing for assistance.
ALUMNI LOGOS

A modification of the UVic logo is available for use in Alumni materials. The use standards that apply to the core logo also apply to the Alumni logo.

LOGO USE BY NON-UVIC ENTITIES

When a non-UVic entity asks for permission to use the UVic logo, there are certain criteria that must be met in order to grant permission.

1. The entity must have a formal partnership, relationship or sponsorship agreement with UVic. Situations where the entity does not meet this criterion, but there is potential value in allowing use of the logo, will be evaluated on a case by case basis. Contact Marketing for assistance.

2. The logo cannot be used in any way that would state or imply an endorsement.

3. The entity must follow the logo use standards outlined in this guide.

4. The UVic logo cannot be combined with any other logo in any way.
## Typography and Layout

Typography is an important element of the UVic look and feel. The typeface chosen to represent the University of Victoria is the Myriad Pro suite. These typefaces are installed by default with most professional distributions of Adobe products including Photoshop, Illustrator, and InDesign. These typefaces must be used for all documents intended for external audiences, as outlined in the table below. For internal use or under circumstances where Myriad Pro is not available, the following table outlines acceptable substitutes.

### Typography Standards for Logos

<table>
<thead>
<tr>
<th>Category</th>
<th>Font Family</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>University of Victoria</strong></td>
<td>Myriad Pro Semi Bold</td>
</tr>
<tr>
<td>Core Brand Logotype</td>
<td></td>
</tr>
<tr>
<td>Use only in black, or reverse on colour background.</td>
<td></td>
</tr>
<tr>
<td>Brand Extension Logotype</td>
<td>Myriad Pro</td>
</tr>
<tr>
<td>Use in black, or reverse on colour background.</td>
<td></td>
</tr>
<tr>
<td>Unit Identifier Titling</td>
<td>Myriad Pro Condensed</td>
</tr>
<tr>
<td>Use only in black, or reverse on colour background to identify units such as departments and programs.</td>
<td></td>
</tr>
<tr>
<td>Extension Positioning Lines</td>
<td>Myriad Pro Semi Bold Condensed</td>
</tr>
<tr>
<td>As a headline, use Myriad Pro Semi Bold Condensed. As a tagline, use Myriad Pro Condensed Italic.</td>
<td></td>
</tr>
<tr>
<td>Myriad Pro Condensed Italic</td>
<td></td>
</tr>
</tbody>
</table>
MAIN HEADS AND TITLING
Print applications, 50% minimum tint on white, or reverse on colour background.

Myriad Pro Bold Condensed
Myriad Pro Semi Bold Condensed

HEADS, SHORT TEXT, CAPTIONS
Do not reverse.

Myriad Pro Condensed

SHORT AND MEDIUM TEXT LENGTH
Do not reverse.

Myriad Pro Light Condensed

ALLOWABLE TEXT SUBSTITUTE
Alternative to Myriad Pro Condensed fonts where needed for legibility.

Myriad Pro / Myriad Pro Light

LONG TEXT
Recommended for text in longer documents.

Adobe Garamond Pro
TYPE COLOUR

BODY COPY
Body copy should be black, or if on a dark solid background, white.

LARGE HEADERS
Large headers should be minimum 50% tint.

TYPOGRAPHY STANDARDS FOR INTERNAL MARKETING/COMMUNICATIONS MATERIALS

ALLOWABLE TEXT SUBSTITUTE
Alternative to Myriad Pro for headers.

ALLOWABLE TEXT SUBSTITUTE
Alternative to Myriad Pro for body copy.
BRAND GUIDELINES

MINIMUM TYPE SIZE

**ADS**
9 pt Myriad Pro for body copy

**BROCHURES**
9 pt Myriad Pro / 10pt Garamond Pro

**CAPTIONS**
8 pt Myriad

ALIGNMENT

Body text should be left-aligned. Advertisements can be fully justified or centred. Headings should be left aligned or centred. Right aligned text should be used sparingly, with creative discretion.

LEADING AND TRACKING

Body copy leading should follow the “typesize plus two” rule. For example, for 12 pt type size, use 14 pt leading. Tracking should not exceed +20 or -10. All caps should be used with discretion.

WHITE SPACE

A significant aspect of the UVic brand is the use of white space, also referred to as negative space. White space is the unmarked space between graphics, text, and any other elements on the page. It is an aesthetic technique used to enhance design, and it is key to producing a visually appealing and readable page. A layout with very little white space can appear cluttered, and can be difficult to read.
HEADLINES

When producing marketing materials that use a thought-provoking headline to accompany an image, the headline should always end in a period, regardless of whether or not it is a full sentence. This is a stylistic requirement.

A NOTE ON AUDIENCE

It is important to remember that the imagery and messaging should always be tailored to your audience. For example, if your audience doesn’t use English as a first language, headlines that play on the English language may not be suitable as they could be lost in translation.

IMAGERY

The image palette is a key element of our brand. The careful selection and application of images plays a significant role in the overall look and feel. The imagery centres on two key elements: icons and photography. The choice of either depends on the material being produced and the audience.

ICONS

Icons are singular images that convey a single-minded thought or message in an intelligent or engaging manner. They are always accompanied by a thought provoking, idea-based headline line which demonstrates intelligence (as developed via focus group testing in late 2005, and confirmed by further testing in spring 2007). Icons are used to express ideas that differentiate the campus from its competitors. Icons can be singular images taken from a pre-existing bank of selections, such as a stock photo site (fig. 1), a purposely-shot photograph cut out from a background (fig. 2) or a combination of West Coast photography and a simple object (fig. 3).

WHEN TO USE ICONS

Icons should be used in advertisements and other materials which require an immediate recognition and response and which need to catch the reader’s attention.
Option One: Experience UVic
- Meet faculty members, staff and alumni
- Explore the student experience
- Discuss academic and career opportunities
- Talk to current students
- Find out what it’s like to study at UVic
- Cost: Free
- Option to stay in an on-campus bedroom for $26/person/night or a four-bedroom apartment for $112/night. Students must be accompanied by a parent or guardian.

Option Two: Destination UVic
- Meet faculty members, staff and alumni
- Get advice on choosing your classes
- Discuss academic and career opportunities
- Talk to current students
- Find out what it’s like to study at UVic
- Cost: $150/person for the regular Destination UVic package; $210/person for the extended whale watching tour option (call 250-472-4144 for details)

Experience UVic | Saturday, May 24, 2008

Watch for information at www.uvic.ca/experience

fig. 1: A folder produced for Human and Social Development, using an icon from a stock photo site

fig. 2: A poster created for Experience UVic using a purpose-shot icon.

fig. 3: The cover of the Preview Student Handbook, using icons and a photo
PHOTOGRAPHY

Photos should be used liberally within marketing/communications materials. All photos should be of high quality (for instance, they should never be out of focus, poorly exposed or be low resolution).

ENVIRONMENT PHOTOS
Conveying a Sense of Place

Illustrating UVic’s spectacular West Coast environment may include nature, campus, and livable community images. Photos must always be authentic and professional quality, with high aesthetic and production values for maximum destination appeal.

fig. 4: An ad running at the Victoria Airport using the campus aerial

fig. 5: Calendar cover using a campus shot

fig. 6: A poster for a recruitment event, showing the campus from Mt. Doug
PEOPLE
Conveying a Sense of Community

People images must tell a story about some key UVic brand component: innovative research, real-life learning, inspired teaching, or UVic’s welcoming and diverse community. People images must be natural looking and authentic. Situational photos will be fresh, well-composed, technically excellent “candids.” Portraiture should be used sparingly to augment the story where needed, and will be studio-style, close-cut images of individuals featured in the text.

All people photos representing campus life must use actual UVic students, faculty or staff as subjects. The mix of images should represent campus diversity in a realistic manner.

People images must not have a clichéd, generic or amateur look, or be used as gratuitous “filler.” When using people as a primary image in an ad or on the cover of a publication, the photo must demonstrate and reinforce the primary message, and a concept line should be used.
FUNCTIONAL
Illustrating Specific Features
Where needed to convey a specific aspect of the message or story, functional images may be used judiciously. These could include images such as events, buildings or other campus facilities, products or items of interest. Unless the photo illustrates the central subject of the communication, functional images should have secondary prominence. They should be professionally shot, and should meet the same technical and quality standards as the other images used. They should always be captioned, unless proximity to text content makes it obvious.

IMAGE GALLERY
If there is a particular image or type of image that you would like to see included in your marketing materials, Photo Services has developed an online image gallery through which users can search and order photos. The image gallery includes environmental, people and functional photos. It is available at web.uvic.ca/photos.
MARKETING PROJECT SERVICE MODEL

Marketing has developed the following service model to assist all units in developing their marketing materials. The services available from the Marketing department range from template downloads to developing strategic marketing plans.

C LEVEL: TEMPLATE SUPPORT

Description: Everyday communication needs that require efficient, minimal cost, templated solutions which are pre-created or can be produced by internal administrative staff.

Services Provided: Pre-created templates developed by Marketing available for download. Technical assistance for templates.

Project examples: Business cards and stationery, internal communications; minor award certificates; internal invitations; small event posters and signage; PowerPoint presentations; other small-scale projects.

Communication objectives: Basic information dissemination or limited promotion of low-profile events or issues.

Budget: Minimal.

Audience: Limited distribution, internal audience or very small external audience.

Priority: Localized; low priority relative to overall university marketing communications objectives.

Required resources: Administrative staff with capabilities in MS Office (Word, PowerPoint, use of templates, and management of small scale communications projects; necessary hardware and software; budget or equipment sufficient for acceptable quality print production; professional-level writing and proofreading capacity; professional quality imagery that meets UVic guidelines (if photography used); UVic MS Office templates and the UVic Style Guide.

C Level projects do not include: Advertising; visual identities; illustration; web; projects requiring graphic design; large scale or high-priority projects requiring sufficient budget and professional communication expertise; or communications aimed at broader external audiences. Clip art, cartoons, or non-templated designs of any kind are not to be used. Any use of images or other copyrighted material must be by express permission, or through purchase of rights.
C LEVEL EXAMPLES

A core brand stationery suite.

An extension stationery suite.

A slide from a templated PowerPoint presentation.
TEMPLATES

Business cards, letterhead, and envelopes have been pre-created and are available through the Printing Services website at http://printstorefront.com/uvic. Any requests for customization of stationery must be directed through Marketing.

Word templates are available for other C Level projects, and are available for download on the Brand Guidelines website at share.uvic.ca/mktg/guidelines. You'll need a Netlink ID and password to log in to the site. The following templates are currently available (each template has been customized with the appropriate core or extension logo):

Internal Posters: To promote events such as a guest speaker or a seminar to an internal audience. The poster comes with a stock photo that can be replaced with something specific to your event.

Minor Award Certificates: To recognize students or staff. Text can be customized.

Internal Invitations: To invite campus members to an event. Text can be customized.

Memos and Faxes: Cover sheets for memos and faxes.

PowerPoint: Various branded slides. Text can be customized, as well as some photos.

Signs: Basic directional signs for events.
B LEVEL: PROFESSIONAL DESIGN SUPPORT

Description: Standardized informational or promotional projects that require cost-effective but high-quality solutions, produced with the assistance of graphic design professionals.

Services Provided: Project coordination, copy writing advice, concept development, professional graphic design and print and production management.

Project examples: Rack cards and brochures; info sheets and external flyers; external invitations, event programs and signage; higher profile posters (internal or external); major award certificates; external newsletters; course calendars; higher profile PowerPoints; displays such as pull-up banners; informational advertising.

Communication objectives: Information dissemination and promotion in standardized, templated formats that foster brand consistency through a professional, recognizable look.

Budget: Moderate. Adequate funds are necessary for professional design, photography and quality printing.

Audience: General distribution, internal or external audiences.

Priority: May have high tactical priority. Important to overall university marketing/communications objectives, but more functional than high-profile in nature.

Required resources: Project manager from the faculty or department with capabilities to coordinate planning, internal content development, project administration, and approvals; budget for professional-level writing and proofreading (or internal capacity); budget for professional quality imagery that meets UVic guidelines (if photography used); budget for professional graphic design; budget for quality printing or other production. In addition to design and production services, some types of projects (such as a tactical brochure featuring an icon image) require creative advice, and budget to develop a strong marketing concept for effective communications.

Note on template customization: B Level projects, which are expected to cover a broad range of UVic’s everyday marketing/communications projects, are able to be produced to a good quality level for a moderate cost because they are standardized templates. Customization is limited to content, e.g., headlines, text and photos used. Significant deviation from standard template designs will result in a A Level project designation, requiring additional budget and turnaround time.
Welcome to the University of Victoria Library

McPherson is an engaging place to share, create, and learn. Read and relax in our soft leather chairs, discuss and debate with friends in our study rooms, and take advantage of one of our many computer workstations for individual study. Access our electronic resources from wherever you are.

What can the library do for you?

**RESOURCES**

- **1.9 million books**
- **850,000 journals**
- **72,000 electronic databases**
- **100,000 audiovisual materials**
- **Over 100,000 maps, posters, and exhibits**
- **1000+ databases**
- **500,000+ government documents**

**GOVERNMENT INFORMATION**

- **Library website**
- **Local Newspaper**: The Daily Press
- **Government Publications**
- **Online directories**

**BOOKS ON DEMAND**

You can search our collection online. Your local library has what you need.

**STUDY ROOMS**

There are study rooms and desks located throughout the library. Group or team study desks are available at the Diversity, McPherson, and McQuesten Libraries.

**REFERENCE SERVICES**

Patrons may check out reference materials available in the reference stacks, books, and periodicals of interest to students at home or at work.

**COMPUTERS AND WIRELESS**

Access Wi-Fi throughout the library. Use our wireless workstations to search the library catalog, your courses in the e-reserves, or search the web.

**STUDY ROOMS**

You can reserve a study room online, and bring your own food and drinks.

**LIBRARY TOURS**

Tours are available by appointment. Call 721-8274 for details.

**FAQS**

- How do I search the library catalog?
- How do I find the books I need?
- Can I access online resources off campus?
- Where can I renew my books?
- Can I order books not available at UVic?

**URBAN GREEN**

The McPherson Library is surrounded by natural beauty and is a peaceful place to study.

Questions?

- **Your local library** can help you answer your research questions.
- **Ask a librarian** is available at any time.
- **Effective search strategies** will help you find the information you need.
- **My Library Account** can be created online.
- **Contact information** is available on the library website.

Work smarter, not harder.

The McPherson Library is a service to the Faculty of Science and students. The McPherson Library is open 24 hours. Contact us to schedule a tour or to meet with a librarian.

**Tours**

- Library tours can be arranged for your group.
- Library tours are available for classes.

**Workshops**

- Workshops are available on a variety of topics, such as searching the library catalog, accessing online resources, and other topics.

A brochure created for the Library using a template. Colours, content and photos can be customized.

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Science Alumni Wine Reception

The Dean of Science, Dr. Tom Pedersen, is pleased to invite University of Victoria science alumni in Toronto and surrounding area to a special reception and remarks.

Date: November 26, 2007
Time: 5:30 – 7:30pm
Location: Rooms 401-407
2035 Yonge Street
Toronto, ON

Please RSVP to Christine Roome by November 20, 2007
croome@uvic.ca  250-472-4210

A standardized invite for an event put on by the Faculty of Science.

Graduate Studies in Mechanical Engineering

**Programs**

- **Master of Science**
- **PhD**

**Admission Requirements**

- **Language Proficiency**
- **Undergraduate Record**
- **Statement of Purpose**
- **Letters of Reference**

**Tuition**

- **Domestic**
- **International**

**Financial Support**

- **Scholarships**
- **Research Assistantships**
- **Teaching Assistantships**

**Contact Information**

- **Department of Mechanical Engineering**
- **Office Location**: EOW 2000
- **Department of Mechanical Engineering**
- **http://www.me.uvic.ca/"

An info sheet for Mechanical Engineering using a template designed for all graduate programs.
A LEVEL: STRATEGIC MARKETING AND COMMUNICATIONS SUPPORT

Description: The university’s highest profile, most strategically important projects are designated A Level. They must raise UVic’s reputation, strongly differentiate it from other universities, and help position UVic in the top echelon of Canadian universities. Tactical projects of high importance, such as high profile ads or key marketing pieces, may also fall into this category, whether for the core brand or a brand extension. A Level projects have budgets and timelines that reflect the priority of the initiative and the quality standards expected. They are fully customized, from concept to execution, written and designed within a broader range of creative guidelines that still ensure brand continuity.

Services Provided: Project management, strategic planning, market research, copy writing services, concept development, professional graphic design, print and production management and project evaluation.

Examples: Major publications such as the Annual Review; key marketing materials such as Admissions Preview Handbook; all high-profile media campaigns or major announcement ads; invitations, posters, programs or signage for major announcements or events; folders, calendars or other major print collateral; all broadcast (radio and TV) or video production; high-profile presentations and materials; all visual identities.

Communication objectives: A variety of tactical objectives may be served, including important institutional priorities such as student recruitment. All projects at this level share the strategic objective of positioning UVic with key audiences.

Budget: Moderate to high. Adequate funds are necessary for professional planning, advice, concepts, writing, design, photography and high quality printing. While not every A Level project will be a marquee piece with a large budget, all must be highly professional and creatively distinctive.

Audience: Broad or highly targeted distribution that includes key external audiences.

Priority: Very important to overall university reputation and marketing/communications objectives, and may have high tactical value.

Required resources: Project manager from the faculty or department with capabilities to coordinate planning, participate in content development, and expedite project administration and approvals; budget for a full professional team of marketing communicators, creatives and producers; budget for professional quality imagery that meets UVic guidelines (if photography used); budget for top quality printing or other production. A Level projects also require adequate schedules, and should be planned well in advance of delivery deadlines.
Thank you from the bottom of the deep blue sea.

NEPTUNE, Canada’s first regional cabled ocean observatory, will be the world’s first operational system. It will provide data, images, and videos from the ocean floor, allowing researchers to study phenomena such as earthquakes and tsunamis. The observatory will be located off the coast of British Columbia, and will be accessible to scientists from around the world. The observatory will be funded through a partnership between the federal government and the University of Victoria.

A one time ad in the Globe and Mail to announce funding for the NEPTUNE project.

University of Victoria staff will be in Calgary on Thursday, February 7 to give you and your parents an introduction to our university. The event will begin at 6:30 p.m., and the program will end at 8:30 p.m. to give you time to learn about UVic at the event.

To find out more about the University of Victoria, visit www.uvic.ca/gradstudies.

University of Victoria
Faculty of Graduate Studies
PO Box 3025 STN CSC
Victoria British Columbia
Canada V8W 3P2
Phone: +1(250) 721-7970
Fax: +1(250) 721-8957
E-mail: fgsecrec@uvic.ca
www.uvic.ca/gradstudies

A poster from a campaign developed to attract students in Calgary to an information session about UVic.

The cover and inside of a folder developed for Graduate Studies.
ASSESSING YOUR PROJECT LEVEL

If you’re unsure what service level your project falls under, answering the following questions may help:

**Who is your audience?** If it’s a small group of internal people, then it’s probably a C level project. If it’s a larger group of internal people or an external audience, it’s B level. If it’s a massive external audience or a key external audience, then it’s an A level.

**What is your objective?** If it’s information dissemination, then it’s C or B level. If it’s of strategic importance to UVic, such as student recruitment, then it’s probably an A level.

**Visual Identity?** Does it require developing a visual identity for a unit or a campaign? If so, then it’s an A level project.

**Templates Available?** Are their Word templates available? If so, then it’s a C level project. Anything else is a B level or A level.

**Advertising?** Is your project an advertisement? If so, then it’s either B or A level.

APPROVALS PROCESS

C Level projects can be created by internal staff through the use of a template, and only require the approval of the department. B Level projects must be created by a graphic design professional. A Level Projects must be created by a graphic design professional and require the approval of Marketing and/or Communications as appropriate, as they have significant strategic scope. Certain A Level projects that have significant public scope or sensitivity may require the approval of the relevant VP, VP External Relations or Executive Council.

Marketing (721-8843 or mktg@uvic.ca) should be consulted when the primary audience is prospective students, current students, faculty, staff, or alumni, or when the project involves strategic alliance partners or business operations.

UVic Communications (721-7636 or ucom@uvic.ca) should be consulted in advance on any projects that relate to the external positioning of research activities, that involve public announcements, or that are targeted to audiences such as government representatives, media, community leaders, decision-makers or the general community. Communications should also be consulted on university-wide initiatives aimed at the internal community and that relate to the university’s major brand components.
The two departments work closely together and often collaborate. Please feel free to contact either Marketing or Communications if you’re unsure about which one has the approval responsibility for your particular project.

OUTSIDE CONTRACTORS

In cases where Marketing does not have the capacity or the resources to handle a project internally, the university has agreements with a stable of external organizations. Before approaching an external organization for marketing, design or photography services, please contact the Marketing department. If it’s determined that an external organization can best handle the project, Marketing will suggest an organization from the existing stable, and if required will act as an intermediary.

OTHER APPLICATIONS (SIGNAGE AND MERCHANDISE)

Signage

All new signage must follow brand guidelines. Permanent signage is approved and created through Facilities Management. Temporary signage, such as event signage, can be created through the Marketing department.

Merchandise

The design of merchandise, such as clothing and gift items, falls under the management of the UVic Bookstore. Use of the UVic logo requires a license and must follow brand guidelines. The following section outlines the licensing process.
TRADEMARKS, COPYRIGHTS AND LICENSING

These brand guidelines have been developed for the exclusive use of the University of Victoria and its suppliers or licensees—such as designers, printers, manufacturers and media—authorized by the university to apply the trademarks to materials.

The trademarks, graphics and other creative products in these files are original work, and have not been intentionally copied from other existing work, excepting those marks already owned or trademarked by the University of Victoria. Any similarities between these creative products and other works is purely coincidental. Typography incorporated into the signatures was created using copyrighted fonts under non-exclusive license. Copyright to the work herein belongs to the University of Victoria.

Brand elements contained in these Brand Guidelines—including the words “University of Victoria” “UVic”, the Coat of Arms, all versions of the shield, and all versions of the signatures incorporating the words and designs—are trademarks of the University of Victoria and are registered or protected under the Trademark Act. Reproduction of these elements is prohibited, except by license or express permission of the University of Victoria and in accordance with guidelines and graphic standards issued by the University of Victoria.

When reproduced, trademarks should bear the TM mark except on University stationery, university advertising or print materials, and where the design makes the inclusion of the mark impractical.

Trademark use and licensing of the University of Victoria trademarks is regulated by the Office of the VPFO under Policy #1740. All commercial use of the University trademarks including university clubs, teams and organizations require a license. The primary purpose is to protect the name of the university and limit legal liabilities associated with questionable goods and practices. The licensing program ensures an approval process that verifies that products meet standards of quality and tastefulness. An added benefit of the licensing program is that it allows the university to promote itself and earn royalty revenue on its trademarks.

Enquiries regarding commercial use of the trademarks under license should be directed to the Trademarks Licensing Officer, who is located within the University of Victoria Bookstore at (250) 721-8320. All commercial use of the university trademarks and logos are subject to the approval of the Trademarks Licensing Officer.

University clubs, teams and organizations internal to the university require a license. Items that use the trademarks and are for internal use and not being sold may have the royalties waived. The approvals process must still be followed to ensure proper use of the trademarks. Items that are for resale will have royalties applied.

Commercial uses whereby outside commercial entities manufacture or sell products bearing the university marks will require a license and royalties will be paid. A licensing package detailing the approval and reporting process is available. Individuals and businesses producing products must either obtain a license or make use of a licensed manufacturer. A list of licensed manufacturers is available from the bookstore.
APPENDIX 1: LOGO USE TIPS

The university logo and extension logos are available for download in several file formats:

**EPS:** A high-resolution format used in professional design programs. Most often requested and accepted by print companies. Most computers and most versions of Microsoft Office will not support this format, but some will. We recommend testing for quality before using this method.

**JPG:** For use in emails and Microsoft Office programs. Use the RGB versions for Microsoft Office.

To ensure proper quality, it is important that logos are downloaded from the Brand Guidelines website, rather than copying them or clicking ‘save image as’. All logos downloaded from this site will be of high enough resolution for their given purpose. To ensure that the logo will be of high enough quality in your materials, zoom in on your screen to 400%. If the logo is still crisp and not fuzzy, it is fine to use.
APPENDIX 2: IMAGE RESOLUTION TIPS

TERMS

**Pixel**: A block of colour (short for “picture element”). Pixels are not a standard size. They are inextricably tied to resolution. If you increase the resolution to make the pixels 3 times denser, the print size becomes 3 times smaller. Think ratio.

**Pixel dimensions**: Total number of pixels expressed in height and width. For example 1000x1600. On a PC, right click on the file and choose ‘Properties’ to view the pixel dimensions. On a Mac, click on your file and hit “Command I”

**Resolution**: Density of pixels in terms of units per inch. (72 dpi = 72 pixels per inch).

**PPI**: Pixels per inch

**DPI**: Technically “dots per inch” but has been adopted to mean “pixels per inch”

![Extreme close-up of pixels](image-url)
IS THIS PICTURE OKAY FOR PRINT?

Suitability of digital photos

How can you tell if your digital photo is okay for publication?

1. Check the file size. If it’s more than 500k, that’s a good start.
   If it’s less than 100k, it’s not okay.

2. If it’s more than 100k, you can now check the pixel dimensions (see above). The minimum should be 1000 pixels in either dimension.

Downloading photos off the web

As a general rule, you should not download photos off the web if you plan to print them, as they are far too small. Web photos are saved at a lower resolution than needed for print.

Exceptions: If the enlarged photo is on a “downloads” page specially designed for downloading high resolution images. If the enlarged photo fills your monitor and doesn’t look fuzzy. Your browser might be set to shrink large pictures so they fill the monitor. If you see this happen, you can be certain the photo is of high quality and suitable for print.

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72 dpi = 72 pixels in one inch

300 dpi = 300 pixels in one inch
APPENDIX 3: WEBSITES

The design and development of all official UVic websites (such as faculty, department and unit websites) is subject to the guidelines and direction of the University Web Services Committee, and should be coordinated through the University’s Web Initiatives office. For more information about redesigning a website to university standards, please contact webcoor@uvic.ca.