



VISUAL IDENTITY GUIDELINES

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Our visual identity helps us stand out in a crowd to say who we really are as the University of the Fraser Valley.

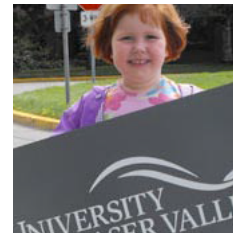
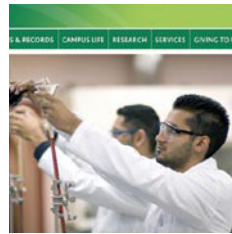
This handbook sets out an easy-to-follow list of standards that should be applied when using the UFV brand. These guidelines should be followed in any type of communication, whether it is the logo, the colours, images, promotions, advertisements, the web or even course descriptions. This handbook applies to anything with the University of the Fraser Valley name on it — internal or external.

UFV's identity standards were developed by the University of the Fraser Valley Marketing & Communications department in consultation with higher education branding experts, Academica Group Inc. They were approved and endorsed by the university's senior leadership team in 2008.

## II. ABOUT THE UNIVERSITY OF THE FRASER VALLEY IDENTITY



The University of the Fraser Valley logo is a reflection of its identity — a nurturing, transformative environment. The shapes and graphics echo the sublime nature of the university's surroundings, as well as our deep roots within the community. The fresh green colours and the open white space add to the nurturing feel, while also communicating a freedom and flexibility to the learning and growth students will encounter during their time here.



The vine changing to a leaf directs the way to a new future, where students will find their way and grow into new careers. The font is timeless and friendly, and reflects UFV's university status with its elegance.

It has a collegial look, with the two colours between the university and the Fraser Valley coming together in harmony to represent our relationship with the community around us.

## Primary & Secondary Logos

The basis of the University of the Fraser Valley's image is the institutional logo has been refined into two categories: the primary logo is the "University of the Fraser Valley" logotype with the vine/leaf symbol graphic, and the secondary logo incorporates the elements of the primary logo, as well as a subheading logotype with the name of the academic school/department

The following sections of this document addresses the proper usage of the primary and secondary logos, including proper applications.

Primary logo



Secondary logo



## Primary Logo — Variations

The primary logo should be used with both corporate colours whenever possible.

When only one colour is available, reproduce the signature in black.

The logo may also be reversed from a solid background colour. The preferred background is one of the two corporate colours or one of the secondary colours (below). The signature should not be reversed out of the non-uniform or photographic background (see page 12).



**Note:** The boxes pictured above are not part of the logo, merely an indication of background colour. It is also permissible to overprint the logo in black on light coloured backgrounds and knock it out of dark colours. If you require clarification or further information, please contact the Marketing & Communications department.

## Institutional Seal

The institutional seal is to be used only for very select purposes, include academic parchments, transcripts, official documentation from the Office of the Registrar, and high end gift items procured through the campus bookstore.

For more information about the institutional seal and its usage guidelines, please contact the Marketing & Communications department.



## Athletics Brand

The visual identity for the Cascades athletics brand uses the same colors as the university master logo (See Primary and Secondary Colours on page 13).

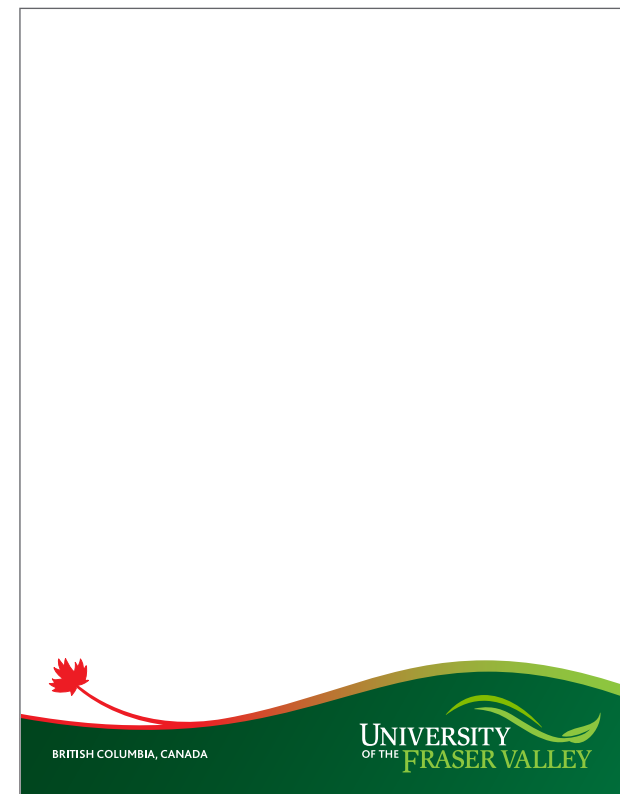
For information on the Cascades logo, including inquiries about retail application, please contact the Marketing & Communications department.





## International Markets

The University of the Fraser Valley International footer lock-up is to be used in promotional applications for the university outside of Canada, not within. The brand is represented by a footer application incorporating the UFV logo with a maple leaf. The leaf addition is not to be altered, in regards to relative size to the master logo, alternative placement around the master logo or the colour of the leaf itself.





## Accessing UFV Logos

For information on accessing UFV logos visit:  
[ufv.ca/marcom/brand](http://ufv.ca/marcom/brand)

If you require a logo please contact Marketing & Communications, making sure to specify the following:

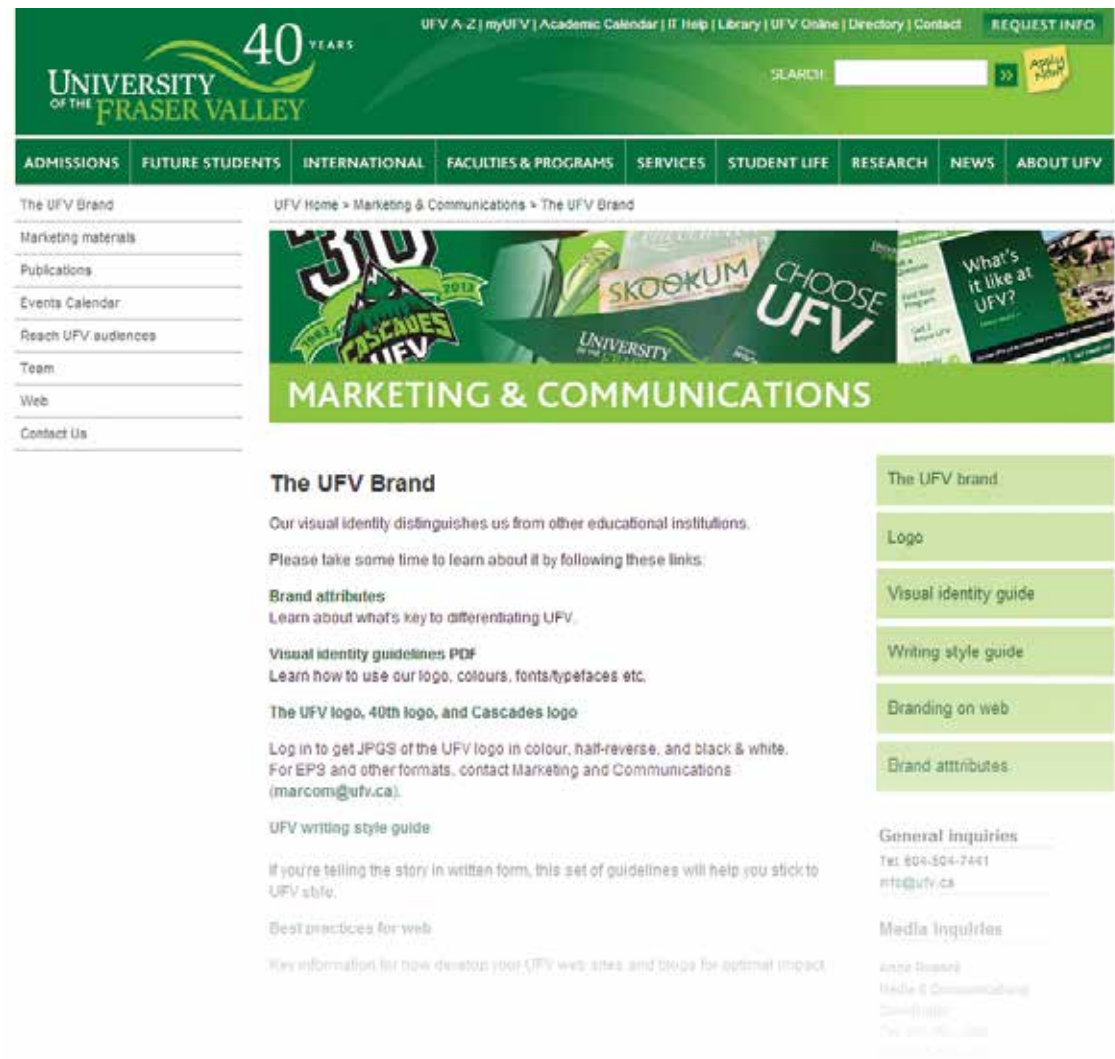
**Colour:** black & white, 2-colour, full colour

**Use:** print, projection, web

**File format:** eps, ai, jpg, gif, tif, bmp, png, svg, etc.

**Specific size** (if needed): height x width in centimeters or pixels

If you are unsure of your requirements, the Marketing & Communications team would be pleased to help you determine the best file for your purpose. Contact [marcom@ufv.ca](mailto:marcom@ufv.ca).



## Protected Space

There is a specific area around the logo that must be kept clear/blank. This acts as an invisible barrier that is designed for the purpose of ensuring that our logo remains prominent and uncluttered.

## Calculating the Space Around the Logo

To ensure our logo stands out clearly, it must always be framed with an area of unobstructed space. For print applications, this space must be at least small cap height of the name in the signature, shown in the diagram (right) as “X”. For electronic applications, this space must be at least half the small cap height of the name in the signature.



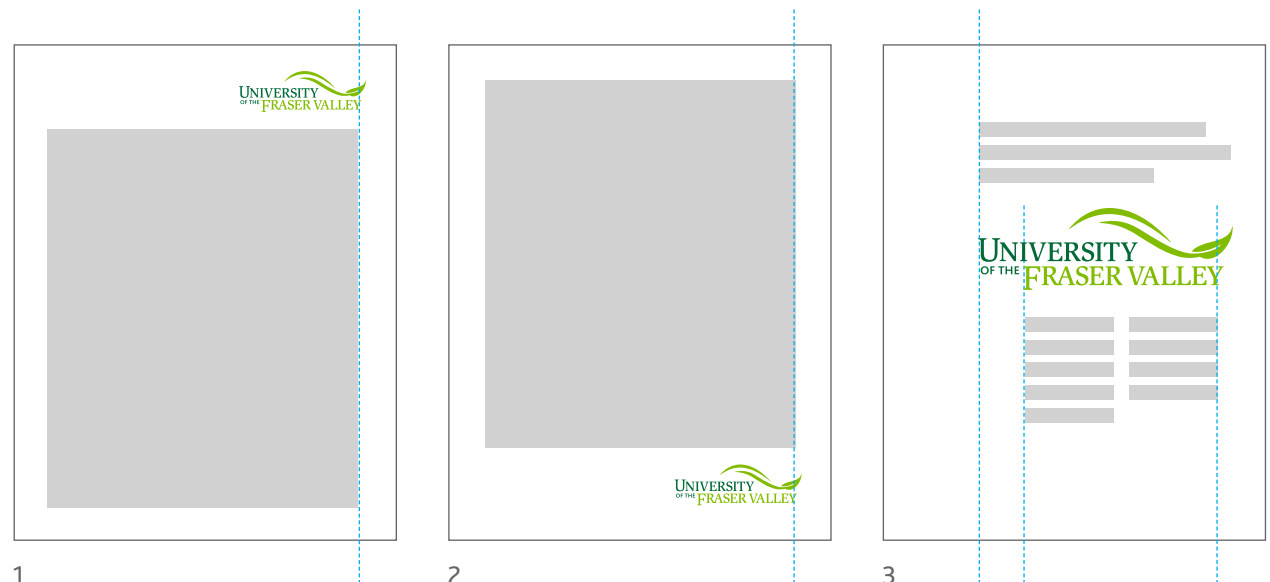
## Logo Position

The UFV logo should ideally always be placed on the top right corner of the document for all stationary and forms (1), and in the bottom right corner for ads (2).

## Logo Alignment

Where possible, align text and graphics to the UFV logotype — to the center upright of the “Y”. This is more applicable to documents on letterhead stationary.

The logo also provides some opportunities for the left text alignment with both the “U” and “F” for report covers and other cases where the logo is used as a key graphical element (3).



### Secondary Logo, Sub-brand Specifications

The modifying tagline should always be vertically positioned at a distance equal to small cap height of the main wordmark and right-aligned with the center upright of the “Y”. Secondary logo masters for all of UFV’s faculties and departments are available from the Marketing and Communications department. Sub-brand logos are carefully crafted using precise typographic specs — do not attempt to simulate a sub-brand using your own type. Contact the Marketing & Communications department if you have any questions.



### Preferred Size

The preferred size for logo-to-letter size paper is approximately 2" wide x 1.375 high.

### Minimum Size

The UFV logo should not be reproduced smaller than the minimum size specified here. This is to preserve the integrity and legibility of the logotype.



### Improper Uses of the University of the Fraser Valley Logo

The following images are examples of the most common errors to be avoided when using any of the UFV logos. Do not do any of the following:



Do not use the signature colour set in combinations other than those indicated in the guidelines.



Do not reproduce the logo in colours other than those dictated by this guide. Do not reverse the logo or imprint it in black on blended backgrounds.





Do not reverse the logo out of light coloured backgrounds or imprint it in black on dark colours.








Do not use the logo on non-uniform backgrounds, whether they be graphic patterns, textures or photographs.

## Corporate Colours

	PANTONE	CMYK	RGB	HEX
	PMS 349	100 / 0 / 91 / 42	0 / 98 / 51	#00703c
	PMS 376	45 / 0 / 100 / 0	118 / 185 / 0	#7cb232

## Secondary Colours

	PANTONE	CMYK	RGB	HEX
	Black	0 / 0 / 0 / 100	35 / 31 / 32	#231f20
	White	0 / 0 / 0 / 0	255 / 255 / 255	#ffffff
	Pantone Cool Gray 10	58 / 48 / 44 / 13	112 / 114 / 118	#707276
	PMS 478	35 / 79 / 81 / 41	114 / 54 / 40	#723628
	PMS 873 (metallic)	N/A	N/A	N/A

**Note:** Secondary colours are provided for specific graphic applications and requirements. Please consult with the Marketing & Communications department before using the colours listed this palette.

### Fonts

The University of the Fraser Valley has two official font families: Bliss and ITC Slimbach.

Each of these fonts can be used individually or in combination in both your printed and electronic materials, documents and templates.

For internal communications, when official fonts are not available, Arial and Times Roman are acceptable substitutes.

If you require the actual font files, please contact the Marketing & Communications department.

#### BLISS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789[(!@#\$\$%&.,;:)]}

#### BLISS ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789[(!@#\$\$%&.,;:)]}*

Bliss Extra Light

Bliss Light

Bliss Medium

Bliss Bold

Bliss Extra Bold

Bliss Heavy

#### ITC SLIMBACH BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789[(!@#\$\$%&.,;:)]}

#### ITC SLIMBACH BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789[(!@#\$\$%&.,;:)]}*

ITC Slimbach Medium

ITC Slimbach Bold

ITC Slimbach Black

## V. VISUAL ELEMENTS OF THE BRAND (Cont'd.)

### What is a supergraphic?

A supergraphic is the symbol within a logo that can be used separately for different types of imaging. For UFV, it is the vine graphic that is part of our logo. It can be superimposed on items such as t-shirts, trucks, mugs, posters, and other things advertising UFV. Where possible, the supergraphic should be accompanied by the full UFV logo.

The supergraphic is intended to be identified with the University of the Fraser Valley as much as possible, and is the best visual representation of our values and attributes aside from the full logo.



The supergraphic must always be produced in one of the sanctioned colours (see Primary and Secondary Colour Palette), and should not be altered in any way in regards to shape or proportions. Portions of the supergraphic may be used, as long as they are not altered in form. For inquiries regarding the use of the supergraphic, contact the Marketing & Communications department.

## What is co-branding?

Co-branding describes a situation where the UFV logo is used in combination with another logo, often a sponsor of an event, or in promotions material.

Other situations include industry relationships, joint marketing, joint awards, or a sanctioned partnership situation. For these situations, there are guidelines to follow in order to maintain the UFV identity.

Contact the Marketing and Communications department for help with co-branding initiatives.

Example of a horizontal placement:



## Co-branding Design Principles — Logo Usage

Best Practices:

- A new logo should not be created using any part of the University of the Fraser Valley logo.
- Protected space and minimum size of the UFV logo must be maintained (see Correct Usage of the University of the Fraser Valley Logos).
- Colour of the UFV logo used will be determined by background colour (see the University of the Fraser Valley Corporate and Secondary Colours).
- Ideally, a horizontal placement is best for two or more logos.

Steps to follow when providing the University of the Fraser Valley logo to your partner:

- Determine what file they require. EPS logo files are available on [ufv.ca](http://ufv.ca); for other file types, contact the Marketing & Communications department.
- Determine the background colour of the marketing piece.
- Download the appropriate logo and send to your partner, along with the document: How to use the UFV logo located on [ufv.ca](http://ufv.ca) — click Logos.
- Request to see a proof (draft) of your marketing piece.
- The Director of Marketing & Communications will gladly review the proof with you.

Example of a vertical placement:

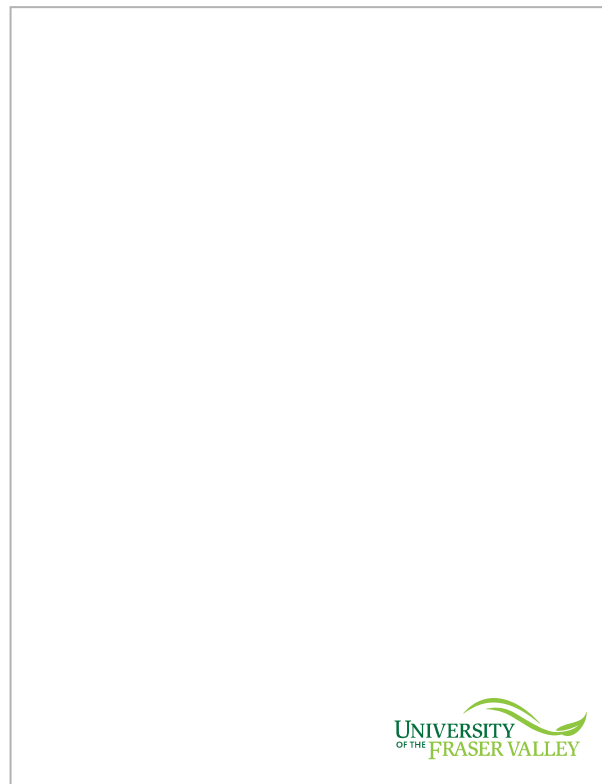




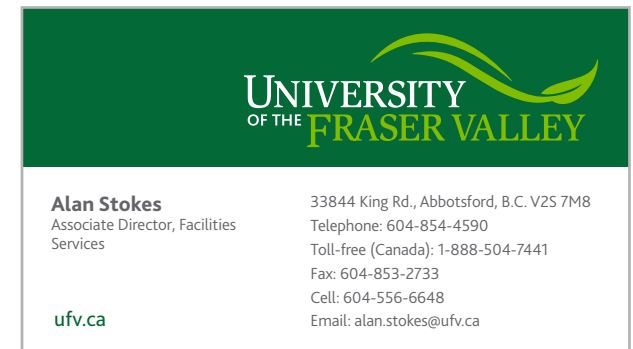
## Stationery



Page 1 letterhead



Page 2 letterhead



Business card

### Looking for letterhead (digital or paper)? Read about it here:

Start with your department area for small amounts of the paper (note there is a page 1 and a page 2, and that they are different). Need a larger supply? Contact Shipping & Receiving

For digital letterhead, visit [ufv.ca/marcom/marketing-materials](http://ufv.ca/marcom/marketing-materials)

### Need business cards?

Visit [ufv.ca/marcom/marketing-materials](http://ufv.ca/marcom/marketing-materials)


to review the ordering process and who your contacts are.

## Electronic Stationery Templates

Download these template files from the web at [ufv.ca/marcom/marketing-materials](http://ufv.ca/marcom/marketing-materials)

### FACSIMILE TRANSMITTAL

33844 King Road  
Abbotsford, BC V2S 7M8  
Tel: 604-504-7441  
Fax: 604-855-7614  
[www.ufv.ca](http://www.ufv.ca)



UNIVERSITY  
OF THE FRASER VALLEY

<b>To:</b> _____	<b>From:</b> _____
<b>Fax:</b> _____	<b>Pages:</b> _____
<b>Phone:</b> _____	<b>Date:</b> _____
<b>Re:</b> _____	<b>cc:</b> _____


☐ Urgent   
 ☐ For Review   
 ☐ Please Comment   
 ☐ Please Reply   
 ☐ Please Recycle

**• Comments:** Select this text and delete it or replace it with your own. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

This transmission is intended solely for the above-named recipient. If it is received in complete or in error, please call 1-888-504-7441. Information in this transmission may be proprietary or confidential.

33844 King Rd., Abbotsford, BC V2S 7M8 • Tel: 604-504-7441 • Fax: 604-855-7614 • Toll-free (in Canada): 1-888-504-7441, local 4321 • [ufv.ca](http://ufv.ca)  
 ABBOTSFORD • CHILLIWACK • MISSION • HOPE • AGASSIZ • CHANDIGARH

### MEMO



UNIVERSITY  
OF THE FRASER VALLEY

**To:** [Click here and type name]

**From:** [Click here and type name]

**CC:** [Click here and type name]

**Date:** 20/10/2008

**Re:** [Click here and type subject]

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**How to Use This Memo Template**

Select text you would like to replace, and type your memo. Use styles such as Heading 1-3 and Body Text in the Style control on the Formatting toolbar. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

### Powerpoint Presentations



**Note:** Branded templates for PowerPoint and most commonly used documents are available for download on the UFV website. Please check [ufv.ca/marcom/marketing-materials](http://ufv.ca/marcom/marketing-materials) to find our most commonly used templates. Can't find what you're looking for? Contact Marketing & Communications at [marcom@ufv.ca](mailto:marcom@ufv.ca)

## Event Banners



## Brochures

### Bachelor of Arts

*"My time at UFV provided an excellent preparation for my present career as a lawyer. The most significant benefit that I received was the one-on-one interaction with many of my professors. UFV's small class sizes created an atmosphere in which it was possible to develop relationships with a number of my professors. The mentoring I received in those relationships was extremely beneficial to me, both in my academic pursuits and professional career."*

—LUKE Zach Art As, Bachelor of Arts with major in history, 1999 graduate

### Arts

#### Bachelor of Arts degree

## Why earn a Bachelor of Arts degree?

UFV's Faculty of Arts offers a BA degree program with a wide variety of majors, extended minors, and minors. Our goal is to help students realize their potential as members of local and global communities, as inheritors of traditions, and as creators of possible futures. Maintaining high academic standards, we offer innovative disciplinary, interdisciplinary, and applied degrees and diplomas, which will prepare you for both continued scholarship and employment.

.....

#### Why st Udy At UFV?

At UFV, we have designed academically challenging programs to meet students' intellectual, artistic, and vocational needs. Our students are engaged in learning that integrates theory and practice and that draws connections between the methods and subject-matter of different disciplines.

We offer small class sizes, personal attention, and a student-centred community. Breadth and flexibility characterize our wide range of programs, as does direct relevance to UFV's Fraser Valley region. At the same time, there is an international and cross-cultural focus to much of our teaching and research. But in all that we do, we are guided by a commitment to excellence in teaching and learning.

A UFV BA will prepare you for employment, entrepreneurship, further education, and the social and ethical obligations of citizenship — both locally and globally. In short, it prepares you for life.

*"Whether on stage, online, in a classroom, out doing research in the community, or working halfway around the world, our students learn to change — first themselves, then the world."*

— Dr. Jacqueline Nolte  
Dean of Arts and Applied Arts




### Website

The University of the Fraser Valley website is a major communications tool to promote and inform the public about UFV programs, services, people and events. The Marketing and Communications department is here to assist the faculties and departments in all marketing communications related web matters.

If work is being redone to redevelop the site in your area, please contact the Marketing Communications department to assist you in planning your site.




## Advertising



STUDENT NAME GOES HERE  
Faculty Name, 2010

**S**it adhuc aperiari erroribus cu, no quo augue expetendis, at facer debitis sit. Ex explicari honestatis has, id eum lorem dicat mollis. Et minim partem eos, facilis delicata pri ad, cum at stet quodsi euismod? In tamquam senserit philosophia mei, quo alii voluptua in, natum deterrisset has no. Discere molestie ex ius. Appellatur definitiones id mei, te quo minim errem, et sea sanctus volutpat assueverit. Ut nec nobis dolore timeam, est at vidit inermis officis, omnesque definitionem in vis! Ex dicit ponderum vix, eu sed populo graecis sapientem!

**UNIVERSITY OF THE FRASER VALLEY**  
ufv.ca



## Bachelor of Science in NURSING

UFV's Nursing program is designed to meet the needs of two groups: students who wish to pursue a career in nursing and LPNs who wish to complete a nursing degree. The degree prepares graduates for employment in a variety of health care settings. The program offers instruction in nursing, health sciences, social sciences, and research, and an opportunity for advanced focus in a variety of areas.

Course delivery options are flexible wherever possible and include:

- Independent study
- Lectures & seminars
- Multimedia approaches
- Simulation in labs and tutorials.

ufv.ca/nursing

**UNIVERSITY OF THE FRASER VALLEY**

### Bachelor of Science in NURSING

UFV's Bachelor of Science in Nursing Program offers instruction in nursing, health sciences, social sciences, and research, and an opportunity for advanced focus in a variety of areas. This program is approved by the College of Registered Nurses of B.C. Graduates will be eligible to write registration examinations.

ufv.ca/nursing

**UNIVERSITY OF THE FRASER VALLEY**

### Student Affairs Officer

The University of the Fraser Valley (UFV) enrolls over 10,000 students per year. The Student Affairs Officer works with these students to help them understand their rights and responsibilities under UFV policies, particularly those related to student conduct and academic appeal.

**Check out the details:** Using methods such as mediation or second reader arrangements, you will help resolve appeals and complaints at the informal stage, referring the student on to others when appropriate. You will also be involved in overseeing the formal academic appeal process, ensuring all parties have access to the appropriate documents, and resolving the final appeal. Other duties include investigating appeals, conducting investigations, and maintaining all appeal and conduct files and records.

**About you:** You have a bachelor's degree as well as training in dispute resolution, mediation, problem-solving, and cross-cultural communication.

**About UFV:** UFV is a growing, exciting, and welcoming workplace. Come join 10,000 students and 1,000 employees in our innovative and comprehensive learning environment.

2884-11 Full details at ufv.ca/careers

### Bachelor of Science in NURSING

UFV's Nursing program is designed to meet the needs of two groups: students who wish to pursue a career in nursing and LPNs who wish to complete a nursing degree. The degree prepares graduates for employment in a variety of health care settings. The Nursing program offers instruction in nursing, health sciences, social sciences, and research, and an opportunity for advanced focus in a variety of areas. This program is approved by the College of Registered Nurses of B.C. Graduates will be eligible to write the registration examinations.

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ufv.ca/nursing

**UNIVERSITY OF THE FRASER VALLEY**

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ufv.ca/nursing

**UNIVERSITY OF THE FRASER VALLEY**



## Print Templates

Using templates is one of the best ways to leverage the credibility and recognition of the UFV brand to your advantage - and save time. UFV branded templates for flyers, posters, presentations, reports, letterhead and faximemo covers are available here for UFV faculty and staff.



## Web Templates

Use the Web Publishing Kit Web (links to many more) to create more web pages for your UFV website.

Posters

Reports



## UFV Poster Templates

### Style 1



11x17" Poster (landscape)

Features: one large image

Course version: Poster-Style1-Landscape-Course-2013.docx

Event version: Poster-Style1-Landscape-Event-2013.docx



11x17" Poster (portrait)

Features: one large image

Course version: Poster-Style1-Portrait-Course-2013.docx

Event version: Poster-Style1-Portrait-Event-2013.docx

## Posters and Templates

To assist departments in creating well marketing materials such as branded posters, reports, fliers, and presentations, Marcom has made many premade MSWord compatible templates available as a part of their website for download.

Download them at [ufv.ca/marcom/marketing-materials/templates](http://ufv.ca/marcom/marketing-materials/templates).

Posters

Reports

Stationery

Presentations

Flyers

### General inquiries

Tel: 604-504-7441

[info@ufv.ca](mailto:info@ufv.ca)

### Media inquiries

Anne Russell

Media & Communications

Coordinator

Tel: 604-795-2826

Cell: 604-795-3799

[anne.russell@ufv.ca](mailto:anne.russell@ufv.ca)

Revised: 2013



UFV-branded merchandise is available through the campus bookstore, at [ufv.ca/bookstore](http://ufv.ca/bookstore).

Doing a small run of merchandise on your own and are concerned about artwork or colour-matching? Please contact Marketing & Communications at [marcom@ufv.ca](mailto:marcom@ufv.ca) for assistance.



### Promotional Items

There may be occasions where you will want to use UFV promotional items, like those seen on this page, as gifts or prizes. These items must always have the correct logo and/or logo with supergraphic so that the university identity is displayed correctly and consistently.

#### BEST PRACTICES

##### Logo Size and Spacing

- In all cases, the logo size must be in proportion to the intended item for branding.
- UFV logos and supergraphics must never be distorted or altered in any way.
- Protected space must be maintained around the UFV logo.
- Minimum size of the UFV logo must be maintained.
- Do not add any additional text to the logo graphics (e.g. event name or slogan)

##### Variations on Logo Style

The campus bookstore will also sell promotional items that reflect the common collegiate style of using the UFV acronym in block letters.



### Signage

University of the Fraser Valley Brand Standards and logo usage applies to all corporate signage

#### TYPES OF SIGNAGE

- Poster
- Booth
- Event Marketing
- Wall mount
- Facilities
- Trucks/cars
- External Signage



#### LOGO USAGE

The following are basic design principles to adhere to when using the University of the Fraser Valley logo for any type of signage:

**Protected Space:** Protected space must be maintained around the UFV logo.

**Minimum Size:** Minimum size of the UFV logo must be maintained in all cases.

**Re-sizing:** When re-sizing the logo in a word processing application for your signage, please remember to hold the < SHIFT > key down while expanding or contracting the logo. This will ensure the proportions are maintained and the logo is not distorted in any way.

**Logo Colour:** The background colour of the signage will dictate the appropriate UFV logo to use.

**Note:** Some signage may require the logo to be placed on an unusual background: eg. metal, wood, glass. Please contact the Director of Marketing & Communications in these situations.

**Typography:** Signage must be produced using the University of the Fraser Valley fonts (see page 14 of this guide).

# THE MARKETING & COMMUNICATIONS TEAM

## **Marketing & Communications department**

Abbotsford: B310

Chilliwack: A3409/11

Tel: 604-504-7441, local 4713

Email: [marcom@ufv.ca](mailto:marcom@ufv.ca)

Visit [ufv.ca/marcom](http://ufv.ca/marcom) for complete information on the University of the Fraser Valley visual identity guidelines.

