

LOGO GUIDELINES



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

This handbook is designed to simplify the use of the University of the Fraser Valley logo, and sets out an easy-to-follow list of standards to apply when using 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 department in consultation with higher education branding experts, Academica Group Inc. They have the approval of university's senior leadership team.

Should you have any questions about visual identity, please contact us at marcom@ufv.ca.

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The University of the Fraser Valley logos support its identity as 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 at UFV.

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.

The logo 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.

OUR LOGO — THE PRIMARY LOGO

At the root of the University of the Fraser Valley's brand is the institutional logo. The primary logo features the "University of the Fraser Valley" logotype with the vine/leaf symbol graphic.

MINIMUM SIZING, PROTECTED SPACE + PREFERRED PLACEMENT

PREFERRED SIZE

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

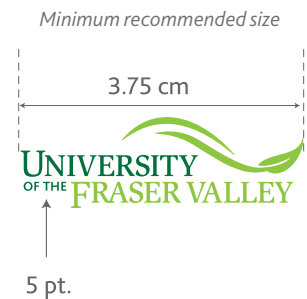


MINIMUM SIZE

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.

PROTECTED SPACE

The minimum protection space required on all sides of the logo is equal to the height of the "V" from the wordmark. This area is to always remain clear of colour (aside from the background), imagery, or other elements.



PLACEMENT

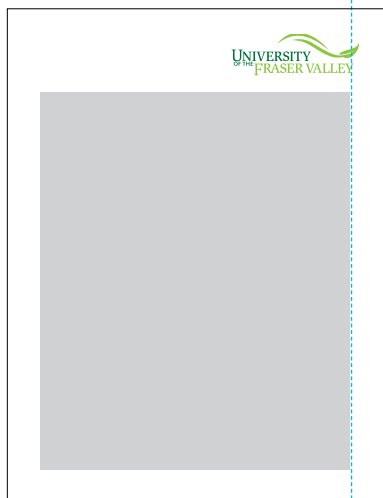
On posters and most marketing materials, the logo should appear in the bottom right corner.

The letterhead features the logo in the top right.

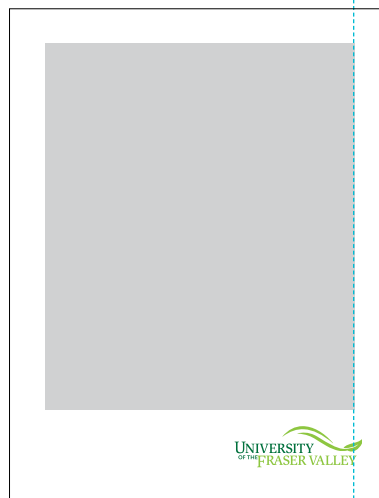
Other placements will vary based on each specific application.



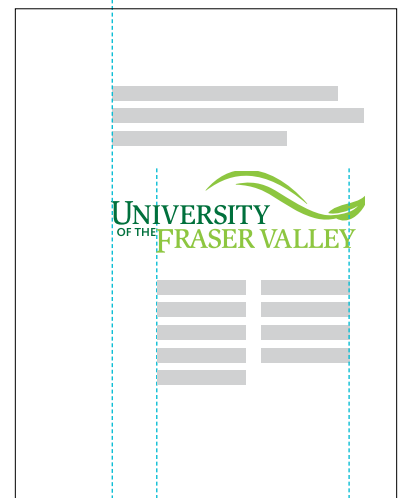
Letterhead

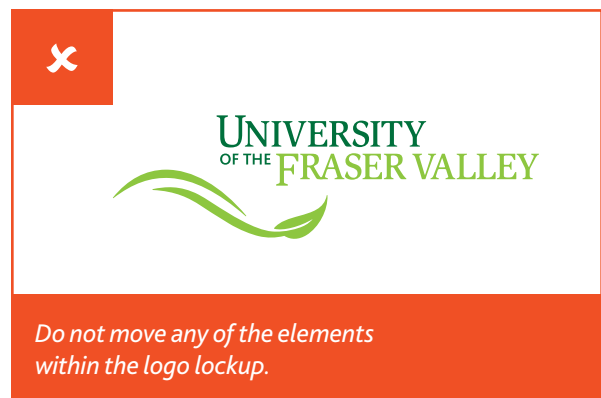
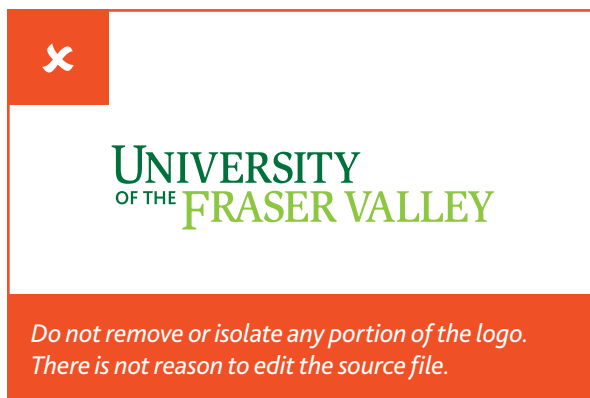
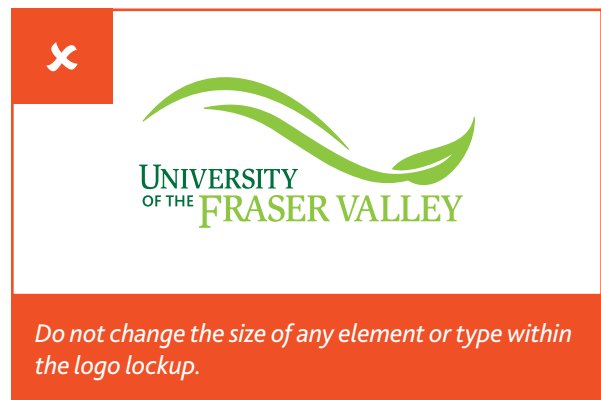
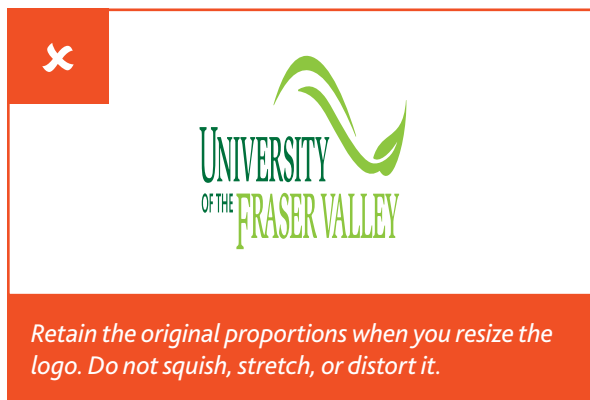


Poster or flyer



Signage





VARIATIONS + FILE TYPES

VARIATIONS

Two-colour variant

The primary logo is dark and light green, and should be used wherever possible on a white background.

Black variant

When colour printing is unavailable, reproduce the logo in black.

Half-reverse and full reverse variants

There are white and white+light green versions of the UFV logo for use on SOLID backgrounds. The sanctioned background is one of the two corporate colours, dark grey, or black.

Use the half-reverse version when colour is available and when the background is dark enough.

Use the full-reverse log for black and white printing or when the background colour is inappropriate for the half-reverse logo.

The logo should not be reversed out of a non-uniform or photographic background (see page 7).

Note: The boxes pictured above right are not part of the logo, merely an indication of background colour. If you require clarification or further information, please contact the Marketing department.

FILE TYPES

Vector files

(files with .eps, .ai, and .pdf file extensions)

An enlargeable logo file format with a transparent background for professional printing. If you are working with a print vendor, or someone has requested your logo, this is the best format to send. This format is suitable for use in large signage and banners.

Raster files

(files with .jpeg, .tif, .gif, and .png file extensions)

Raster files can be low or high resolution but should not be enlarged beyond their original size or a loss of quality will occur. Raster files are suitable for the web and some print applications (MS Word). Gif and PNG formats can be created with transparent backgrounds. Raster files are not appropriate for professional printing.



Do not change the colour of the logo

a, c + e — the user has changed the logo colour to light green from the original dark and light green combo

b + d — the user has changed the logo colour to dark green from the original dark and light green combo

f — the user has changed the logo colour to a non-sanctioned colour.

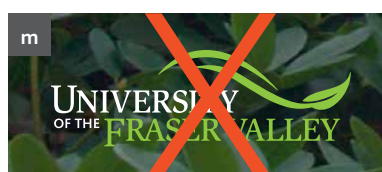
g — the wrong elements of the half-reverse logo have been converted to white. please use the logo as is, there is no need to edit the source file.

h — the half-reverse logo should not contain any dark green.

Maintain appropriate contrast with solid backgrounds

Do not reverse the logo out of light coloured backgrounds (i) or imprint it in black on dark colours (j). Do not use the half reverse logo on colours aside from dark green & dark grey/black (k).

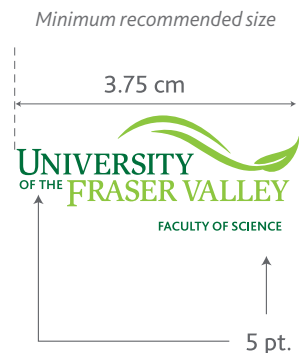
Do not place the logo on top of photos or textured backgrounds (l, m + n).



SUB-BRAND LOGO SPECIFICATIONS

SECONDARY LOGOS

Secondary logos, known as “Sub-brands” incorporate all the elements of the primary logo, as well as a subheading logotype with the name of your academic school/department.



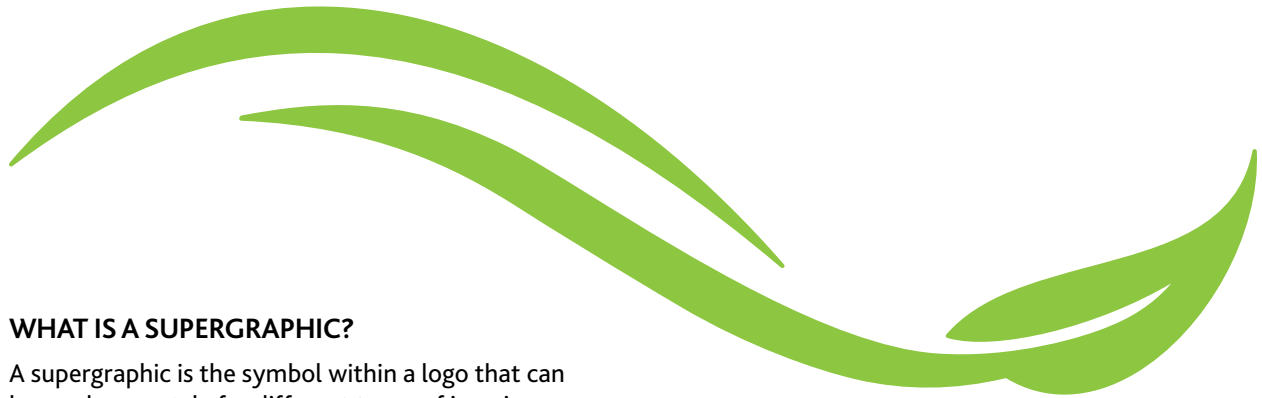
The modifying tagline should always be vertically positioned at a distance equal to small cap height of the main wordmark and right-aligned with the centre upright of the “Y”.

Sub-brand logos are carefully crafted using precise typographic specs — do not attempt to simulate a sub-brand using your own typography (*seen, left*).

Sub-brands are available in the same colour variations and file formats as the primary UFV logo.

Sub-brand logo masters for all UFV’s faculties, departments, and centres are available from the University Relations department. **Email marcom@ufv.ca if you need a sub-brand logo.**





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. Designers have superimposed it on items such as t-shirts, vehicles, mugs, posters, and other things advertising the university.

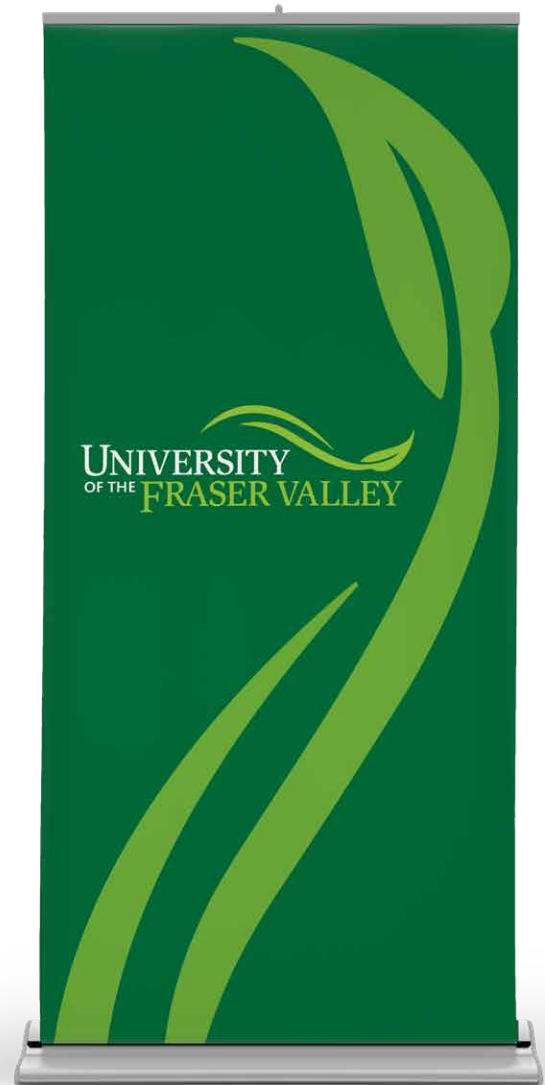
The supergraphic is the best visual representation of our values and attributes aside from the full logo.

Where possible, the supergraphic must be accompanied by the full UFV logo.

The supergraphic must always appear in one of the primary sanctioned colours or black, 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 any form. Manipulation of the supergraphic by non-designers is not advisable.

The tip of the leaf may be used as a stand-alone graphic element on signs and displays at the discretion of a senior graphic designer or the director of marketing.

For inquiries regarding the use of the supergraphic, contact marcom@ufv.ca.



INSTITUTIONAL SEAL/CREST

INSTITUTIONAL SEAL/CREST

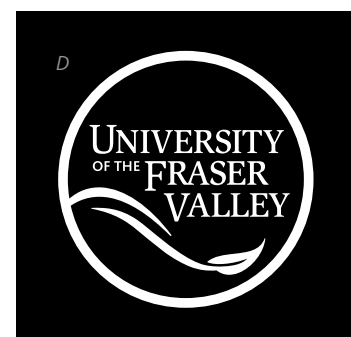
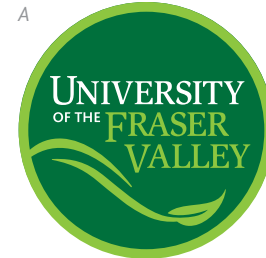
The UFV Institutional crest is official and ceremonial in nature and should be used in limited instances such as high importance special events collateral (convocation), official documents (parchments or awards), and merchandise. Do not use it in more casual contexts where the full primary logo is the option of choice.

A — 2-colour variant (for white or dark green backgrounds)

B1 & B2 — Copper “metallic” in foil, metallic ink, or CMYK printing

C — Black variant (for use in black and white printing)

D — Full reverse variant (for use on black backgrounds)



UFV COAT OF ARMS



UFV's coat of arms features symbols of Stó:lō culture, local wildlife, and elements of the Fraser Valley landscape.

Officially granted by the Canadian Heraldic Authority under the authority of the Governor General of Canada, a coat of arms is a form of personal or corporate identification, like a logo or wordmark, but it is designed to be timeless and symbolic.

UFV Motto: IYAQÁWTXW

In Halq'eméylem, the language of the Stó:lō First Nations, IYAQÁWTXW means house of transformation, symbolizing transformation of character and intellect.

Blue herons

The First Peoples' symbols of inquisitiveness, determination, and excellent judgment. Sighting a heron before a hunt promised victory. This parallels the search for knowledge at UFV.

The sturgeon

A symbol of abundance and a source of life in the Fraser River (symbolized by the green and white undulating stripes). These represent UFV as a source of knowledge and vitality.

The hummingbird

Representative of joy, resilience, agility, and the ability to travel great distances, the hummingbird mirrors UFV's mandate to provide lasting knowledge, to respond to the community, to endure over time, and to transfer knowledge.

The coat of arms may only be used only with approval from UFV's secretariat and is limited to specific formal uses:

- Collateral for ceremonial events of great institutional importance such as installations, convocation, anniversary events.
- Electronic graphics for formal communications of the President, Senate, Chancellor, and/or the Board of Governors.
- Degree and certificate parchments.
- Parchment frames and folders.
- A special line of high-end commemorative gifts sold exclusively by the UFV Bookstore.

Learn more at ufv.ca/about/coat-of-arms.



ACRONYM LOGO + SOCIAL MEDIA BRANDING

ACRONYM LOGO

The acronym logo was developed primarily for use online and on merchandise. As such, it should not replace the primary logo on the vast majority of materials.

Use of the acronym logo is permissible as follows:

- Online in social media, advertising, or other online icon applications where using the full logo results in it being too small, or illegible in the space provided.
- Decorative or temporary signage, such as lamp standard banners or highway billboards. Permanent signage such as building signs should use the full logo whenever possible.
- Merchandise such as promotional swag, clothing, and bags.
- Advertising where the full logo would be too small and when the full name of the institution is included in ad copy.

Do not use the acronym logo on internal and external marketing materials where the full logo has been used previously or can be used successfully. Acronym logo should never replace official sub-brands.

The acronym logo may not be altered.



SOCIAL MEDIA BRANDING

Use the Acronym logo to identify the University in profile pictures on social media channels.



Request social media badges for individual departments by emailing marcom@ufv.ca.

Do not use your social media badge on printed promotional items. The resolution is not high enough for this application.



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 promotional 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 University Relations for help with co-branding initiatives.

Co-branding design principles — logo usage best practices

- Do not create a new logo using any part of the University of the Fraser Valley logo
- Maintain protected space and minimum size of the UFV logo must be maintained (see page 4)
- Use the UFV logo colour variant most suitable for your background colour (see page 6)
- Ideally, a horizontal placement (not stacked) is best for two or more logos.
- Place the UFV brand in the lower right. Other logos, should be to the left of the UFV logo or above it.
- The UFV logo should be the largest, with the co-appearing logos smaller than the UFV logo.

Requests for UFV logos for co-branding

If you need to send a logo to a co-branding partner, please confirm partnership with and connect your contact with the University of the Fraser Valley Marketing department by emailing marcom@ufv.ca. We will work with them to:

- Determine what file they require.
- Download the appropriate logo along with guidelines for use.
- Request to see a proof (draft) of collateral that will feature our logo.



WHY DO CENTRES AND INSTITUTES GET THEIR OWN BRANDS?

UFV Centres and Institutes have unique brand properties when they:

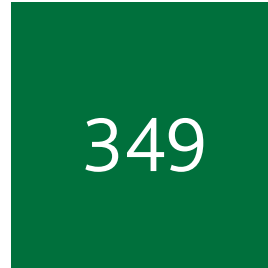
- are governed by an outside board;
- serve as a network for community partnership;
- house a research chair;
- or are accountable to separate revenue streams: funding from donors or government entities.

Centre and Institute branding should always be accompanied by the University of the Fraser Valley logo.

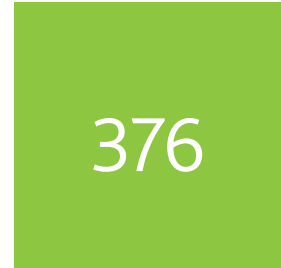
The creation of a new centre or institute sub-brand is at the discretion of the marketing department.

BRAND COLOURS

PRIMARY COLOURS



PMS **349**
CMYK **100 / 0 / 91 / 42**
RGB **0 / 112 / 60**
HEX **#00703C**

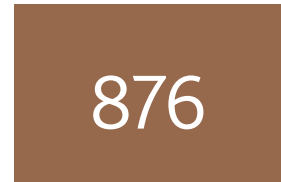


PMS **376**
CMYK **50 / 0 / 100 / 0**
RGB **140 / 198 / 63**
HEX **#8DC63F**

SECONDARY + SUPPORTING COLOURS



PMS **Cool Gray 10**
CMYK **0 / 2 / 0 / 60**
RGB **128 / 127 / 131**
HEX **#807F83**



PMS **876 (Metallic)**
CMYK **34 / 57 / 73 / 17**
RGB **152 / 105 / 76**
HEX **#98694C**

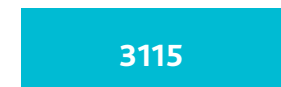
TERTIARY COLOURS



PMS **Process Yellow**
CMYK **0 / 0 / 100 / 0**
RGB **255 / 242 / 0**
HEX **#fff200**



PMS **166**
CMYK **0 / 64 / 100 / 0**
RGB **244 / 123 / 32**
HEX **#F47B20**



PMS **3115**
CMYK **74 / 0 / 17 / 0**
RGB **0 / 187 / 211**
HEX **#00BBD3**



PMS **137**
CMYK **0 / 35 / 90 / 0**
RGB **255 / 242 / 0**
HEX **#FBB034**



PMS **710**
CMYK **3 / 91 / 65 / 0**
RGB **231 / 62 / 81**
HEX **#E73E51**



PMS **350**
CMYK **79 / 43 / 84 / 42**
RGB **43 / 81 / 52**
HEX **#2B5134**



PMS **478**
CMYK **40 / 86 / 100 / 30**
RGB **124 / 53 / 32**
HEX **#7C3520**

Secondary and Tertiary colours should only be used as accents and should not be used independently without primary colours.

The University of the Fraser Valley has two official typefaces:

A SANS SERIF TYPEFACE...

Use this typeface for most print and electronic materials, documents, and templates. It is highly legible at all sizes and suitable for all applications.

Bliss Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 {[(!@#\$%&.,:)]}

Bliss Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 {[(!@#\$%&.,:)]}*

Bliss Extra Light/Extra Light Italic

Bliss Light/Light Italic

Bliss Medium/Medium Italic

Bliss Bold/Bold Italic

Bliss Extra Bold/Extra Bold Italic

Bliss Heavy/Heavy Italic

ALTERNATIVE SANS SERIFS

When official fonts are not available, the following are acceptable substitutes:

Roboto thin/*thin italic*, light/*light italic*, regular/*italic*, medium/*medium italic*, bold/*bold italic*, black/*black italic*

Open Sans light/*light italic*, regular/*italic*, semibold/*semibold italic*, bold/*bold italic*, extrabold/*extrabold italic*

Calibri light/*light italic*, regular/*italic*, bold/*bold italic*

Helvetica/*italic*, **Helvetica Bold/bold italic**

Arial regular/*italic*, bold/*bold italic*

AND A SERIF TYPEFACE.

Use this typeface sparingly for small amounts of text (headlines) and “fancier” applications (elegant invitations, etc.).

Playfair Display Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 {[(!@#\$%&.,:)]}

Playfair Display Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 {[(!@#\$%&.,:)]}*

Playfair Display Bold / Bold Italic

Playfair Display Black / Black Italic

ALTERNATIVE SERIFS

When official fonts are not available, the following are acceptable substitutes for Playfair:

Adobe Caslon regular/*italic*, semibold/*semibold italic*, bold/*bold italic*

Times New Roman regular/*italic*, bold/*bold italic*

Learn more and download resources at
[**ufv.ca/university-relations/marcom/**](http://ufv.ca/university-relations/marcom/)

