

Brand Guidelines

Version 1 | September 2026



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Let's get started

The following pages will introduce you to the various elements of the University of the Fraser Valley's brand, visual expression and tone of voice. It will also provide some guiding principles for how these elements work together to create a recognizable look-and-feel that is uniquely UFV.

Brand overview

05 Íyáqáwtxw

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Íyáqáwtxw



Íyáqáwtxw is UFV's coat of arms, gifted to the university by then-Chancellor Shóyshqwelwhet Gwen Point in 2017.

In Halq'eméylem, the language of the Stó:lō peoples, íyáqáwtxw means **"house of transformation."**

It reflects the belief that university should be a place to **learn, grow, and change in ways that matter.**

Íyáqáwtxw holds an important place in UFV's identity and our relationship with the lands and peoples of Stó:lō Téméxw. As our brand evolves, we honour this legacy and the idea of transformation it carries with us into the future.

Brand positioning

Mission

**Engaging learners,
transforming lives,
building community**
yoystexw ye totilthet,
ayeget kw'e shxwaylexws,
thayt kw'e st'elt'elawtexw

Vision

UFV will be known as a **gathering place** for learners, leaders, and seekers. We will pursue diverse **pathways** of scholarship, leading to community connection, reconciliation, and prosperity, locally and beyond.

Values

Integrity | letse o sqwelewel
Inclusivity | lexwsq'eq'ostexw
Community | st'elt'elawtexw
Excellence | ey shxweli

Positioning

**A comfortable
place to be
uncomfortable**

Proof

Community is at the heart of our programs.
We are more flexible, **open** and responsive to our surroundings than our traditional counterparts.
We foster a genuine connection to **Stó:lō Téméxw**, the land that sustains us and to the people that inspire us every day.

Personality

**Spirited
Resourceful
Inquisitive
Empowering**

Logo

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The UFV leaf grows with our new brand, representing the life and natural beauty of Stó:lō Téméxw, the land that nourishes and teaches us.



Five leaves come together to create a sense of community and togetherness, honouring our diverse UFV community who show gratitude and respect for living and working in this territory.



STUDENTS



FACULTY & STAFF



ALUMNI



SUPPORTERS

COMMUNITY PARTNERS



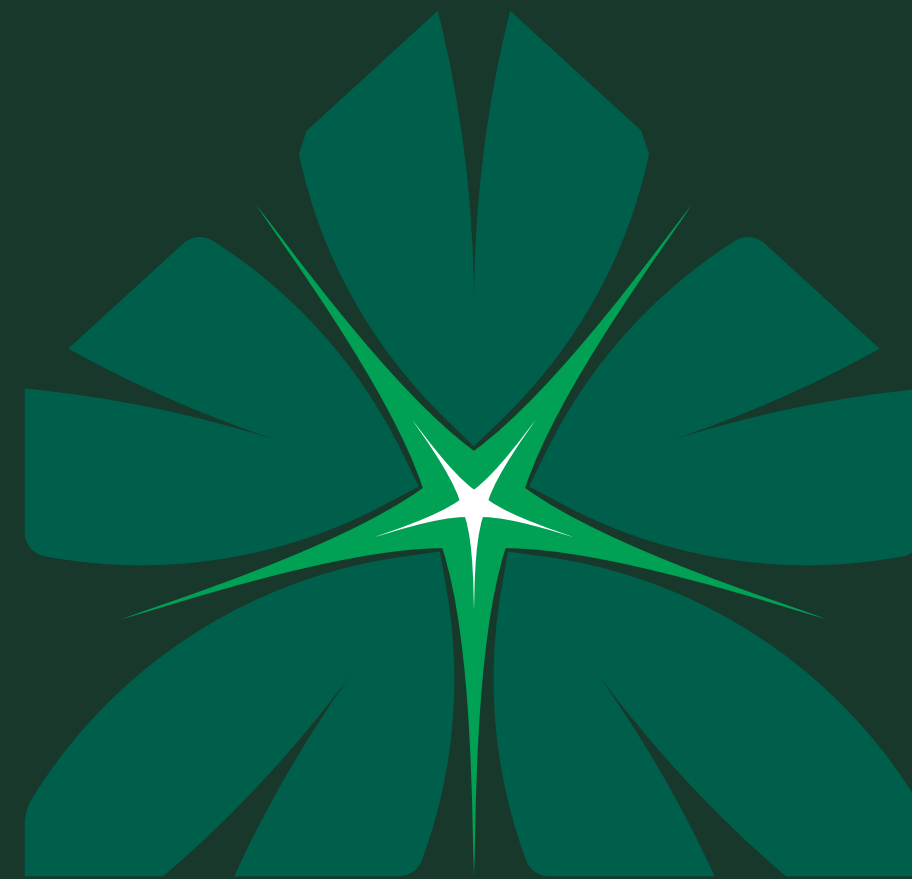
The five leaves create a symbol of growth
for the entire UFV community.



They come together within Íyáqáwtxw — a house of transformation, a place of gathering and comfort.



This is a space where students
can ignite their spark.



This is a space where learners are met by supporters who help them navigate their own path.





UFV

Logo variants

Full-name logo

Use the full-name logo when the University name needs to be spelled out, when the audience may be less familiar with UFV, or for formal applications.



Full-name logo

Logo variants

Acronym logos

The UFV acronym logos should be used wherever familiarity with the University of the Fraser Valley can be assumed or where the logo will be printed in a small format or viewed on phone screens.

Use either the vertical or horizontal variant based on what fits best within the space you are working with.

Use the acronym logos in full-colour whenever possible.



Vertical acronym logo



Horizontal acronym logo

Logo colourways

Full-colour and full-colour with white text

Our preferred primary logo colourways.

White

For use where the full-colour with white text colourway doesn't meet accessibility standards, as well as for monochrome applications.

Black

For use in strictly monochrome applications where brand colours are not possible.



Full-colour



Full-colour with white text



White



Black

Logo usage

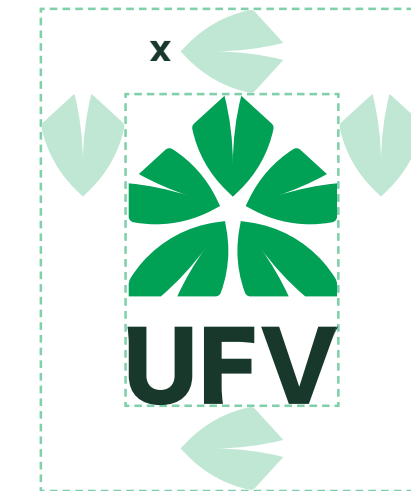
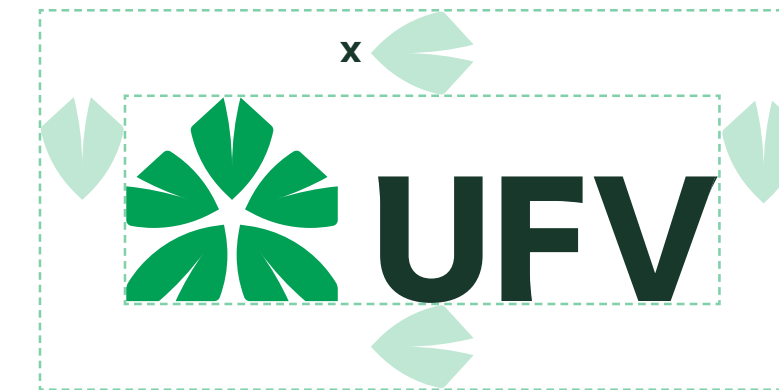
Clear space

All logo variants must have adequate clear space around them for maximum clarity and impact.

The clear space (x) has been defined by the width of the leaf shape at the top of our symbol.

Minimum size

To ensure legibility, our logo must never be reproduced smaller than shown here. Please adhere to the minimum size shown in inches for print, and in pixels for digital applications.



Print: 1.125 inch
Digital: 108 px



Print: 0.75 inch
Digital: 72 px



Print: 0.3 inch
Digital: 30 px

Logo usage

Placement on backgrounds

Here are some examples of effective logo and background pairings.

Dark mode

When using the logo in digital applications, be mindful of dark mode. Deep green elements in the full-colour logo and acronyms will disappear against dark backgrounds.

For applications where dark mode may be applied automatically, such as email signatures and email templates, place the logo on a contrasting white or mushroom holding shape to ensure it remains clear and legible in both light and dark modes.



Colour with white text logo or acronym on deep green background



White logo or acronym on leaf green background



Colour with white text logo or acronym on dark image background



Full-colour logo or acronym on very light image background (equivalent to a maximum 5% grey)



Full-colour logo or acronym on mushroom or white backgrounds



White logo or acronym on dark image background



Colour with white text logo or acronym on dark image background



Contrasting holding shapes ensure legibility on busy backgrounds and in dark mode

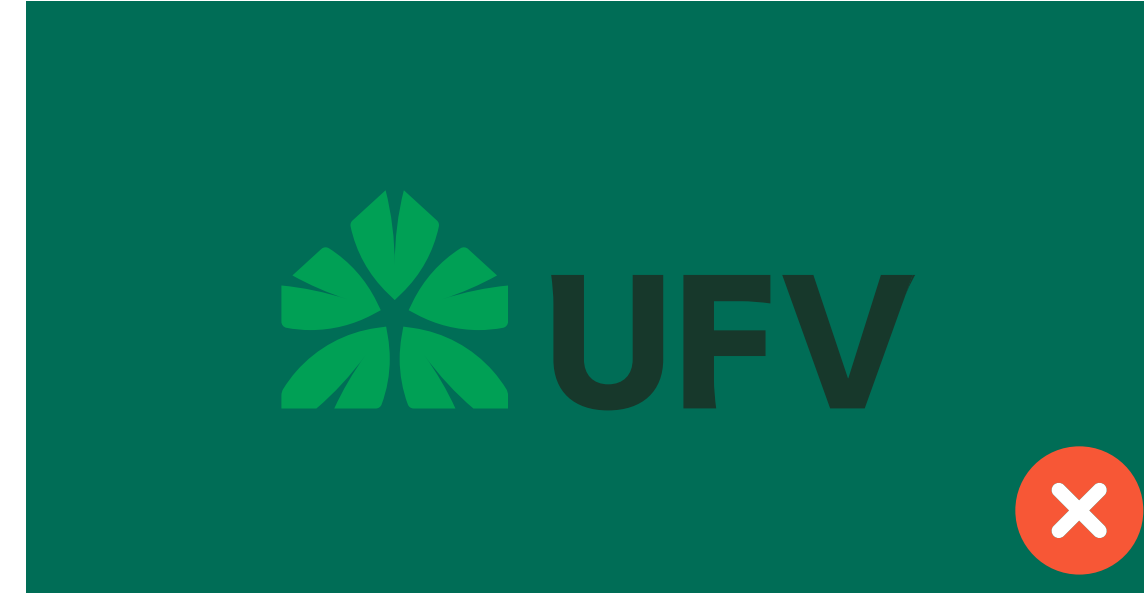
Logo usage

What to avoid

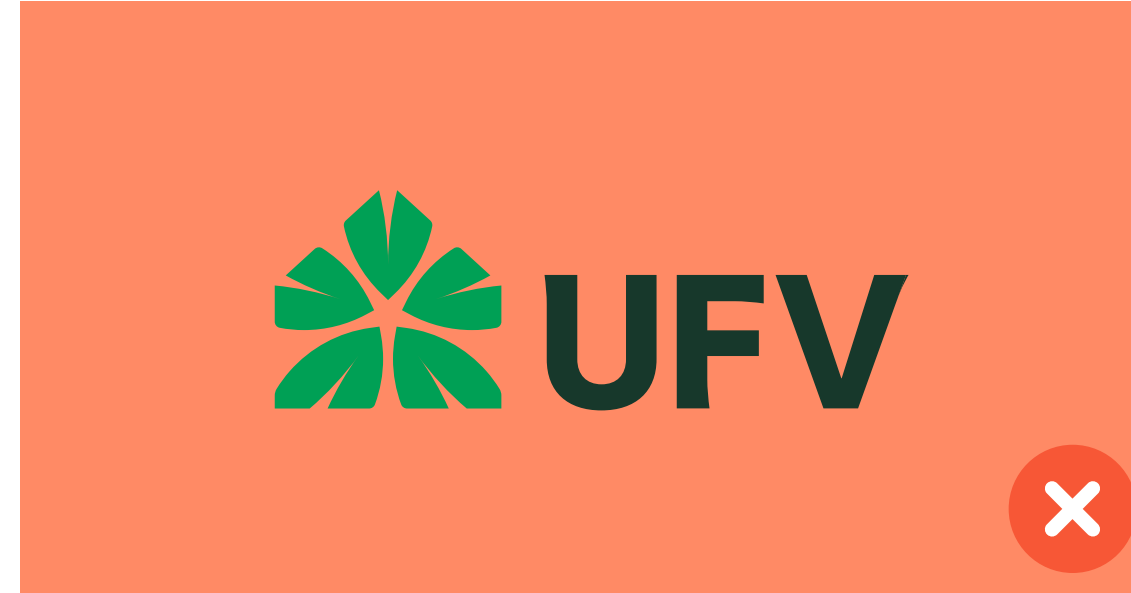
Here are a few examples of things that should be avoided when using our logo.

These rules apply to all variants, not just the ones shown here.

If you're not sure, just ask Marketing and Brand Experience.



Don't use the full-colour logo or acronym on valley green background. Use the white logo instead.



Don't use the full-colour logo or acronym on any of the color pops. Place the logo somewhere else.



Don't use the black logo or acronym when colour printing is available.



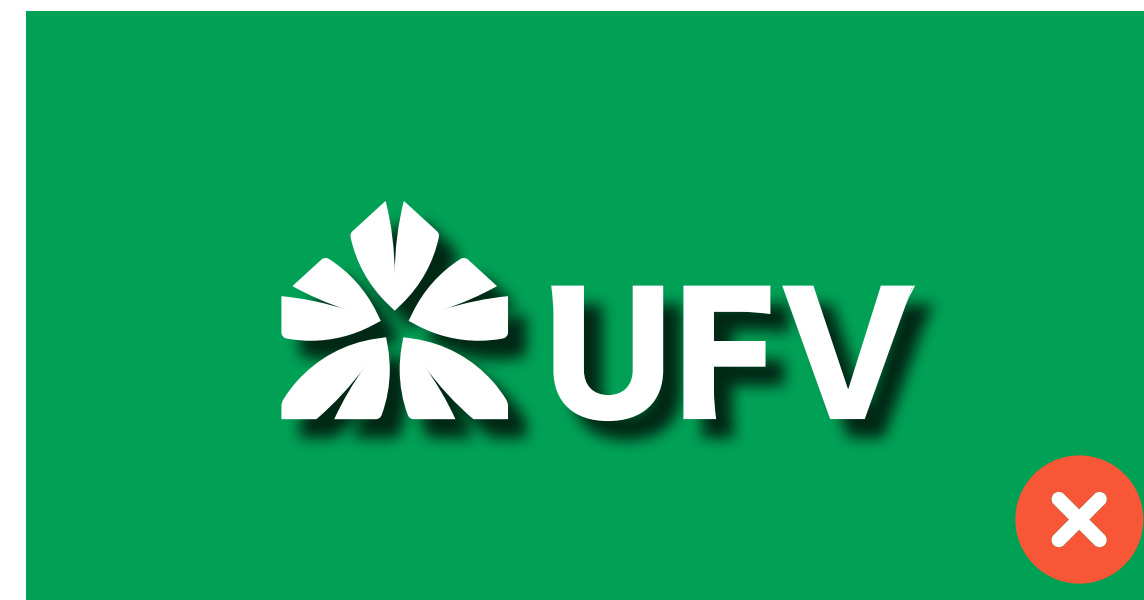
Don't put the full-colour logo or acronym over busy photography or pattern.



Don't change the colour of the logo or acronym.



Don't rotate the logo or acronym.



Don't apply a drop shadow or any other effects to the logo or acronym.



Don't place text too close to the logo or acronym. Protect the integrity of the logo by adhering to clear space guidelines.



Don't alter the proportion of elements within the logo or acronym or distort the logo by stretching or compressing.

Branded lockups

Sometimes, a faculty, department, centre, institute, service, or lab needs its name to appear alongside the UFV brand.

Our branded lockup system provides flexible ways to do this while maintaining a consistent UFV identity across different applications and name lengths.

Choose the lockup based on who needs recognition: your area, the University, or multiple UFV areas working together.

Note: examples of branded lockups and alternative solutions that don't require a lockup are shown on the next page.

Requesting a lockup

Lockups are built on a case-by-case basis and may be requested through the Marketing and Brand Experience intake survey. Approved lockups will be provided in the appropriate colourways and file formats for the intended application.



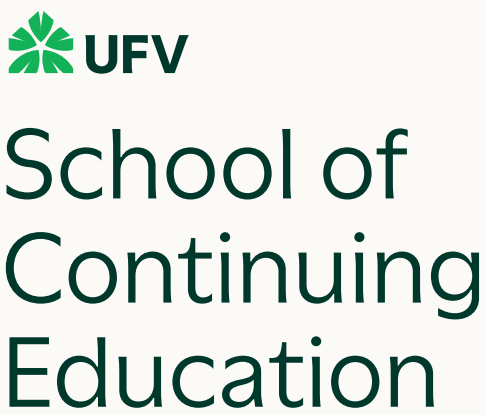
Scan or click the code to initiate your request.

Name-forward acronym lockup

Use this solution when your area needs recognition.

The preferred branded lockup puts your area's name first, with the UFV acronym providing clear brand endorsement.

This flexible format uses three type sizes to accommodate names of different lengths while keeping them legible, even in limited spaces. It can be used alongside the full-name logo without feeling repetitive, or on its own when the audience is already familiar with UFV.



Full-name logo lockup

Use this solution when the university name needs greater recognition.

It is most appropriate lockup for audiences who may be unfamiliar with UFV or if your area is being recognized as a sponsor in an external publication or on a website.

Area names are set at one consistent type size. It may be challenging to accommodate very short or very long names, or names that do not break evenly across two lines. This lockup must be used at a size where the area name remains sufficiently legible.

Use this lockup on its own. Pairing it with the UFV full-name logo or other full-name lockups creates unnecessary repetition.



Collaborative lockups

Use this solution when multiple UFV areas need recognition together.

Collaborative lockups bring multiple participating UFV areas together under one brand touchpoint emphasizing partnership.

When a collaboration involves too many participating areas to be represented clearly, use the UFV logo and recognize the participants in body copy instead.

Horizontal collaborative solution for footers



Vertical collaborative solution for sidebars and instances in which equal visual weight is required.



Branded lockups

Select examples and use cases

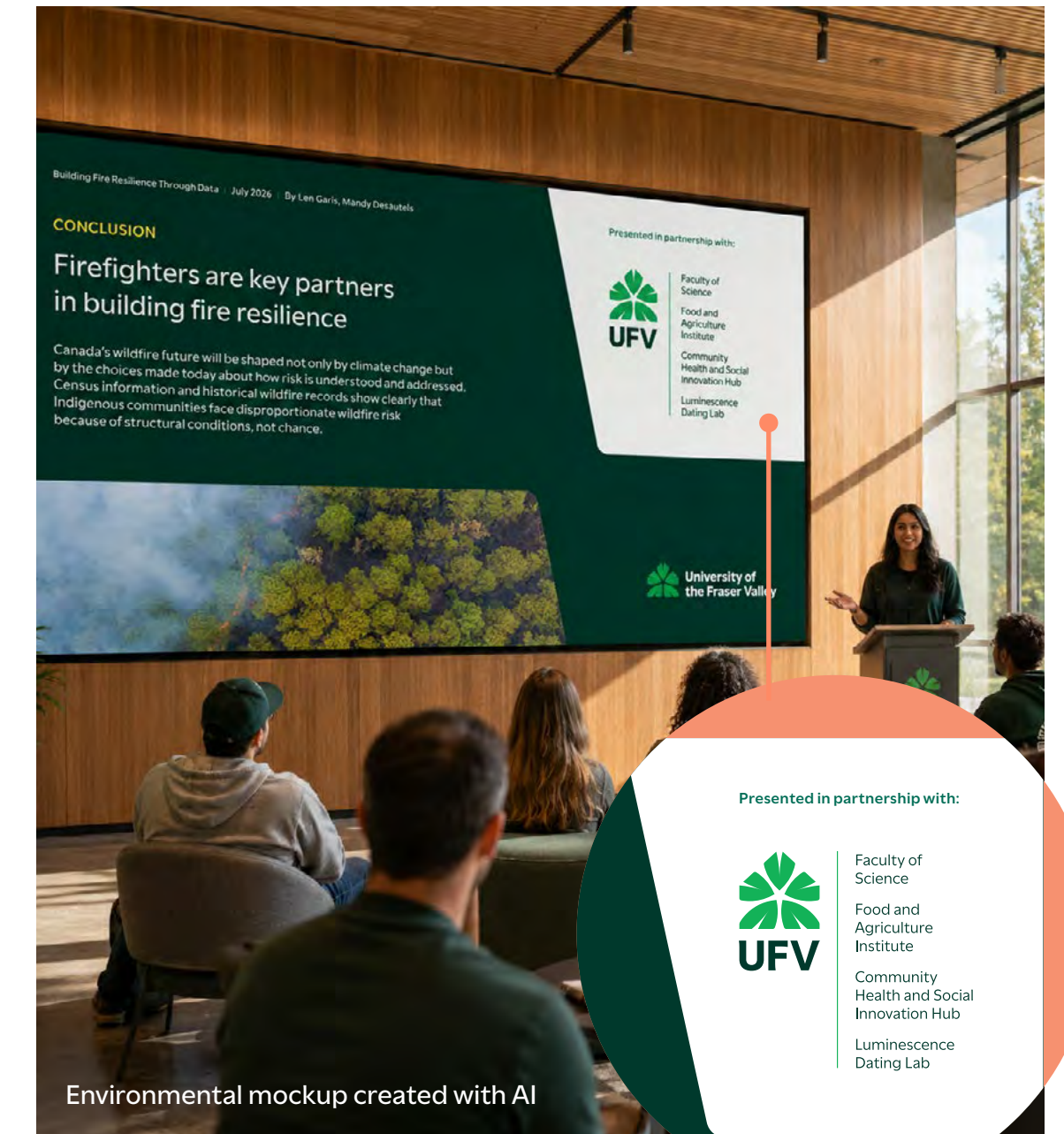
Environmental signage: Use a full-name logo lockup to create a strong first impression while clearly identifying the area within the UFV brand. The larger scale also ensures the area name remains prominent and legible.

Branded apparel: A name-forward lockup gives the area name greater prominence, making it easy to recognize while supporting minimum type size requirements for embroidery and other production methods.

Partnered initiatives: Use a collaborative lockup to recognize multiple UFV areas together. It can sit alongside the full-name logo without unnecessary repetition or visual competition.



Environmental mockup created with AI



Environmental mockup created with AI

You don't always need a lockup

There are many brand-appropriate ways to identify your faculty, department, centre, institute, service, or lab without using a lockup. Lockups are not appropriate for use as social media badges.

Promotional merchandise

Items with challenging imprint areas, such as pens, may require a custom solution beyond the standard lockup system. The Marketing and Brand Experience team can advise and assist with unusual applications.



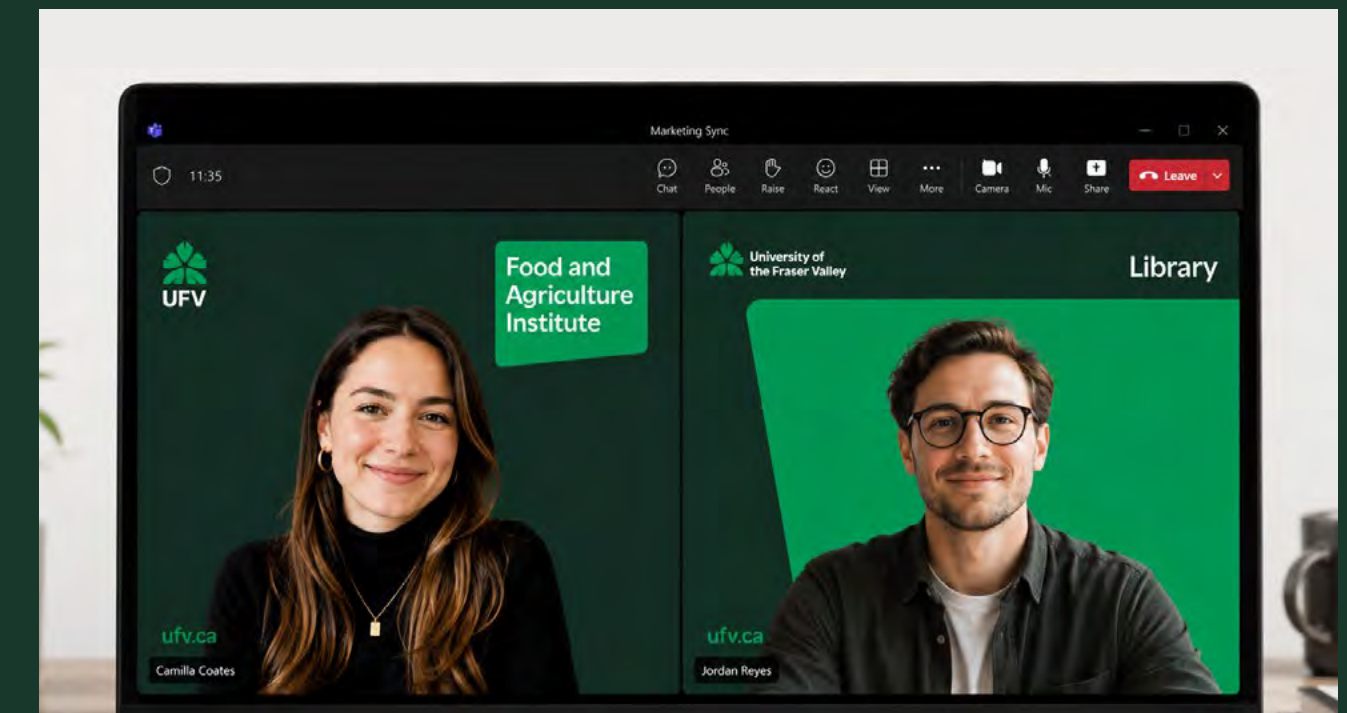
Faculty and service areas on retractable banners



Short area name on a pen



Area name and URL on a tote bag



Zoom background templates with long and short area names (AI mockup)

Colour

- 30 Palette
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Palette

A palette of green tones and mushroom grounds the brand in the Fraser Valley.

Secondary colour pops inspired by our region reflect the idea of sparking transformation — expressing our spirited, resourceful, inquisitive, and empowering personality.

Note: Colour values shown here have been optimized and may vary from Pantone breakdowns.

Deep Green

PMS 3308c
CMYK 88 / 24 / 66 / 74
RGB 23 / 56 / 43
HEX #17382b

Leaf Green

PMS 2257c
CMYK 79 / 0 / 91 / 0
RGB 0 / 160 / 85
HEX #00a055

Mushroom

PMS 9080c (pastels book)
or PMS Warm Grey 1C
if pastels book unavailable
CMYK 3 / 3 / 6 / 2
RGB 246 / 244 / 234
HEX #f6f4ea

Lichen Green

PMS 573c
CMYK 24 / 0 / 11 / 0
RGB 189 / 239 / 221
HEX #bdefdd

Fireweed Purple

PMS 251c
CMYK 10 / 43 / 0 / 0
RGB 237 / 158 / 255
HEX #ed9eff

Salmonberry Orange

PMS 1635c
CMYK 0 / 53 / 55 / 0
RGB 255 / 138 / 101
HEX #ff8a65

Sun Yellow

PMS 128c
CMYK 0 / 7 / 75 / 0
RGB 255 / 225 / 100
HEX #ffe164

Valley Green

PMS 335c
CMYK 100 / 0 / 67 / 17
RGB 0 / 109 / 86
HEX #006d56

Colour science

CMYK

For professional printing

CMYK stands for cyan, magenta, yellow, and black — the four inks used in most commercial and office printing.

Use CMYK values for printed materials such as brochures, posters, reports, and stationery when Pantone spot colours are not being used.

Because CMYK colour is created with ink on paper, results can vary depending on the printer, paper stock, coatings, and printing method. Some bright RGB or Pantone colours cannot be reproduced exactly in CMYK. Colours appear darker in print than they do on screen.

RGB

For digital applications

RGB stands for red, green, and blue — the colours of light used to create colour on screens.

Use RGB values for digital applications such as presentations, video, digital signage, and other screen-based materials.

RGB colours can appear brighter and more vibrant than their printed equivalents. Colour may vary from one screen to another depending on the device, display settings, and calibration.

HEX

For web and digital design

HEX is a six-character code used to specify RGB colours in websites and other digital applications.

Use HEX values when building websites, emails, digital ads, or anywhere a hexadecimal colour value is required.

HEX and RGB describe the same screen-based colour in different formats, so they should produce equivalent results. As with all digital colour, appearance can vary between screens and devices.

Pantone

For precise print colour matching

The Pantone Matching System (PMS) uses standardized, premixed inks to provide consistent colour reproduction in professional printing.

Use Pantone colours when accurate brand colour matching is especially important, such as for signage, merchandise, and other applications printed with spot inks.

Pantone offers the most controlled print reproduction, but colour can still shift depending on the paper stock, coating, and production process.

CMYK, RGB, and Pantone colours are produced in fundamentally different ways, so their equivalents should be considered optimized matches rather than exact conversions. **The table below will display differently depending on whether you view this document on-screen or in print.**

COLOUR	CMYK	RGB + HEX	PANTONE
Deep Green	88 / 24 / 66 / 74	23 / 56 / 43 #17382b	3308 C
Leaf Green	79 / 0 / 91 / 0	0 / 160 / 85 #00a055	2257 C
Mushroom	3 / 3 / 6 / 2	246 / 244 / 234 #f6f4ea	9080 C (pastels book)
Lichen Green	24 / 0 / 11 / 0	189 / 239 / 221 #bdefdd	573 C
Fireweed Purple	10 / 43 / 0 / 0	237 / 158 / 255 #ed9eff	251 C
Salmonberry Orange	0 / 53 / 55 / 0	255 / 138 / 101 #ff8a65	1635 C
Sun Yellow	0 / 7 / 75 / 0	255 / 225 / 100 #ffe164	128 C
Valley Green	100 / 0 / 67 / 17	0 / 109 / 86 #006d56	335 C

Accessibility

The Web Content Accessibility Guidelines (WCAG) set minimum contrast ratios to ensure text and visual elements are readable for people with visual impairments.

To guide you in creating accessible content, we’ve developed a detailed guide shown here, displaying approved colour combinations that meet contrast requirements.

This page shows acceptable colour combinations in our brand. Other colour combinations may pass accessibility, but are not recommended combinations for our brand.

For more information about accessible design at UFV, visit ufv.ca/brand

aa

Meets accessibility standards for small text (under 18 pt or 14 pt bold) and larger.

AA

Meets accessibility standards for large text (over 18 pt or 14 pt bold), as well as icons and essential UI elements.

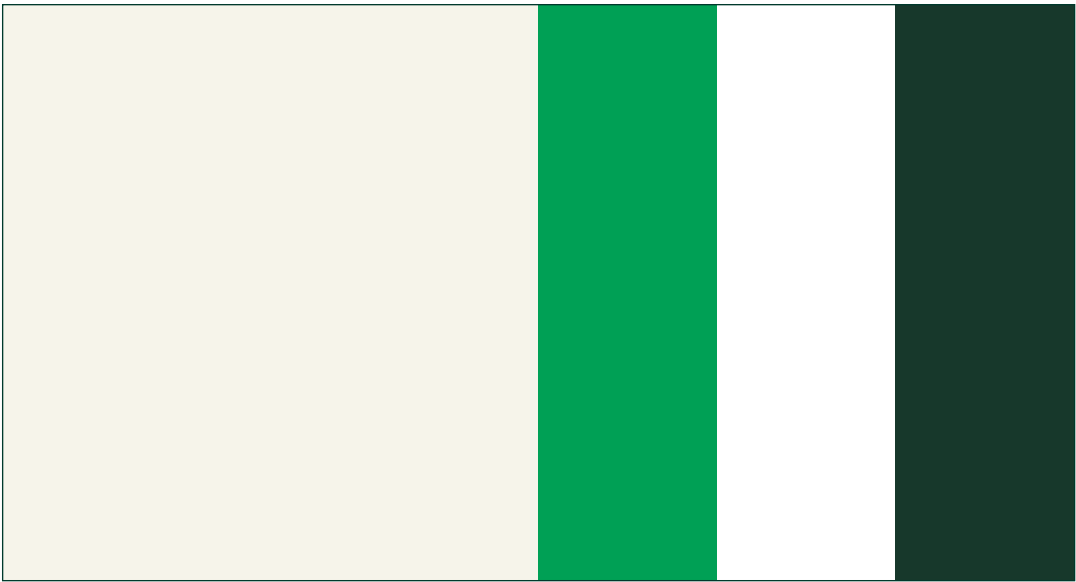
aa Mushroom #f6f4ea	AA Mushroom #f6f4ea	aa Deep Green #17382b	aa Deep Green #17382b
aa White #ffffff	AA White #ffffff	AA Leaf Green #00a055	aa Black #000000
AA Leaf Green #00a055	AA Deep Green #17382b	AA Valley Green #006d56	
aa Lichen Green #bdefdd		aa Black #000000	
AA Fireweed Purple #ed9eff			
AA Salmonberry Orange #ff8a65			
aa Sun Yellow #ffe164			
		aa Deep Green #17382b	aa Deep Green #17382b
		AA Leaf Green #00a055	aa Black #000000
		AA Valley Green #006d56	
		aa Black #000000	
			AA Mushroom #f6f4ea
			AA White #ffffff

Working with colour

Combining colours

The examples on this page show suggested colour combinations and how they can be proportioned across graphic and interior design applications.

The proportions shown are a guide, not an exact formula, and can be adapted to suit the space, application, and design needs.



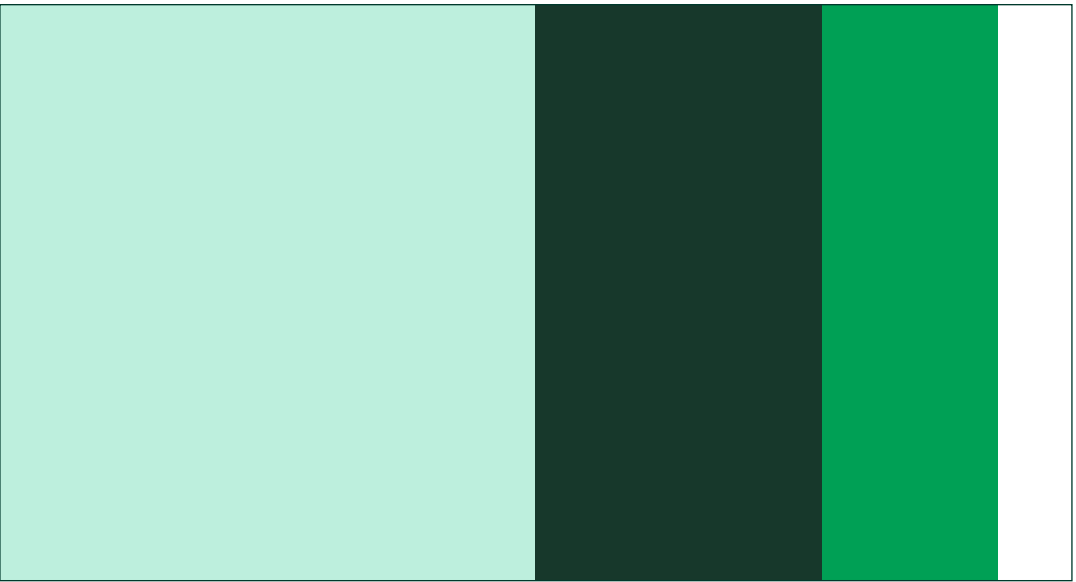
Warm and versatile — mushroom-led

Use mushroom as the dominant colour for a warm, flexible foundation. Add leaf and deep green for contrast and structure, with white to keep the application feeling open.



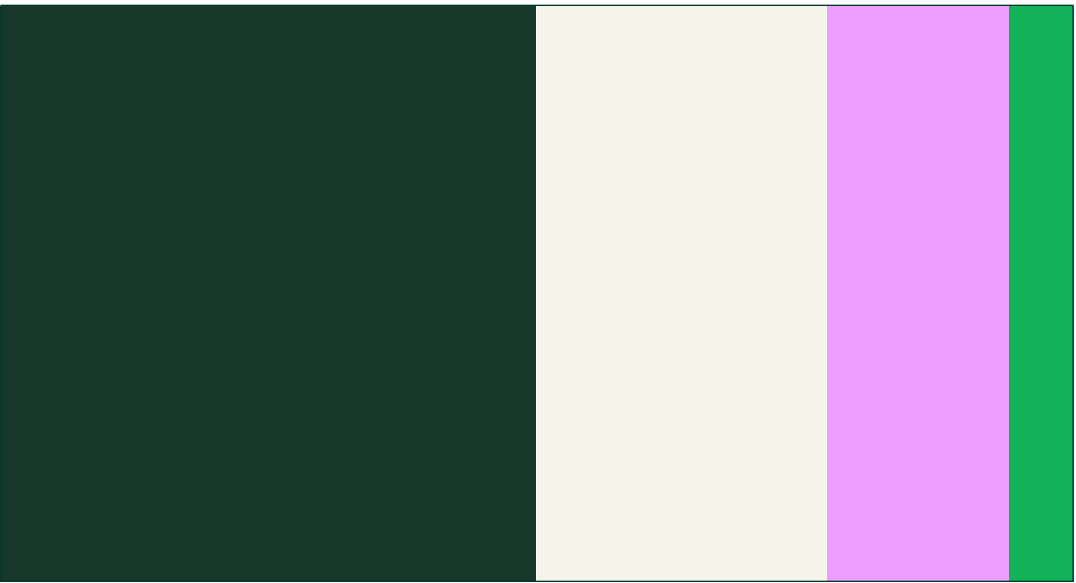
Energetic and grounded — deep + leaf green

Use deep green and leaf green to combine energy with a strong, grounded presence. Add white or lichen green in smaller amounts for contrast and breathing room.



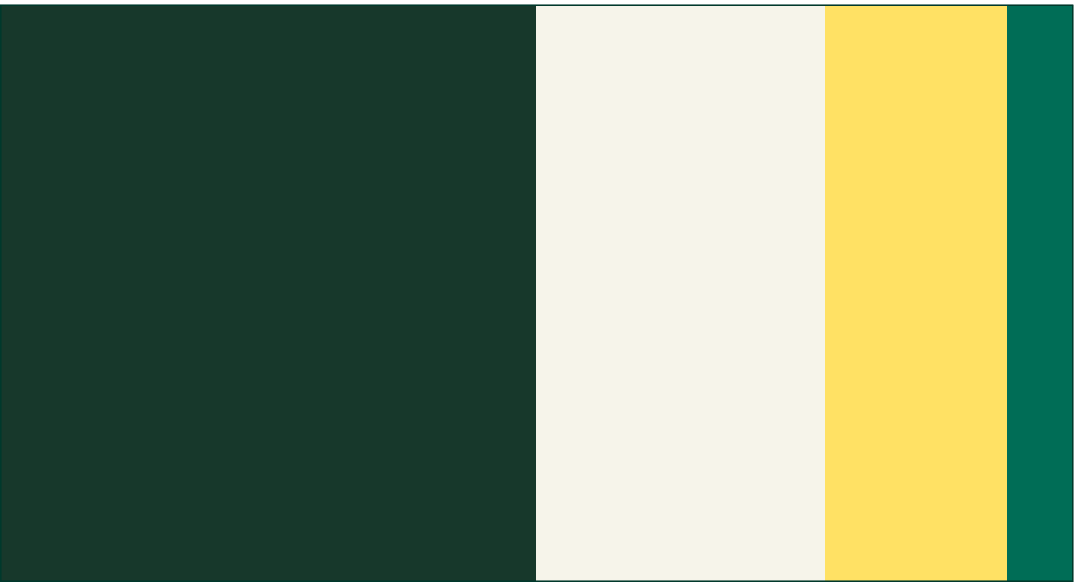
Fresh and confident — lichen-led

Use lichen green prominently for a light, fresh foundation. Balance it with deep green for contrast and add leaf green in a smaller proportion for energy.



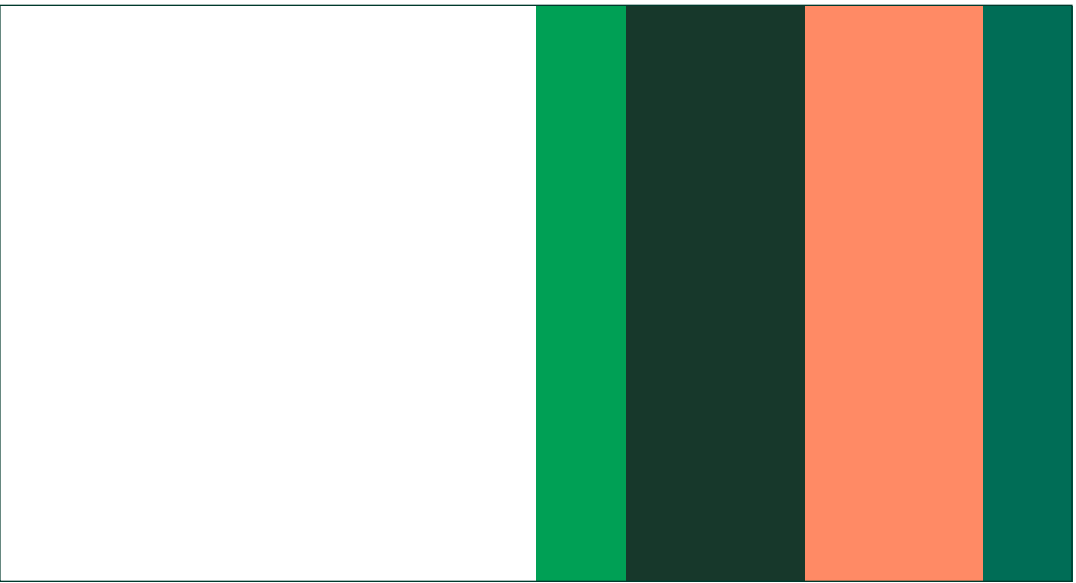
Bold and expressive — deep green-led

Use deep green prominently for a strong, grounded foundation. Add leaf green and a secondary colour, such as fireweed purple, in smaller proportions to introduce energy and personality.



Thoughtful and curious — deep green-led

Use deep green prominently for a strong, grounded foundation. Pair it with mushroom and introduce a secondary colour, such as sun yellow, as a bold point of emphasis.



Bright and energetic — white-led

Use white prominently to create a bright, open foundation. Add primary greens for structure and contrast, with a secondary colour, such as salmonberry orange, for a lively accent.

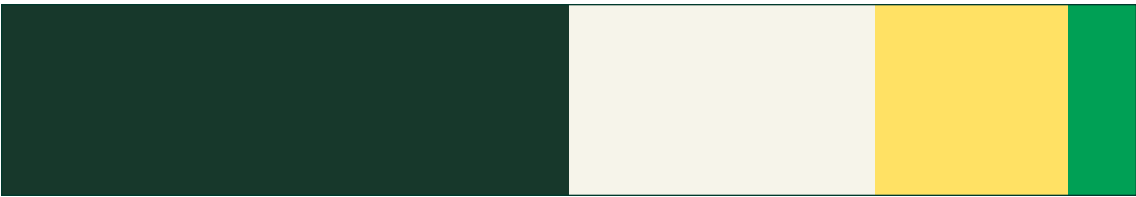
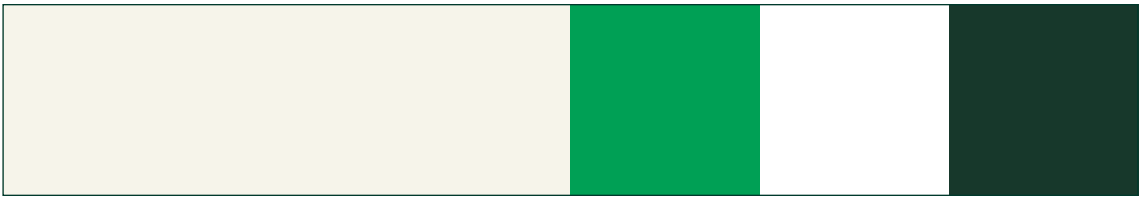
Working with colour

Examples

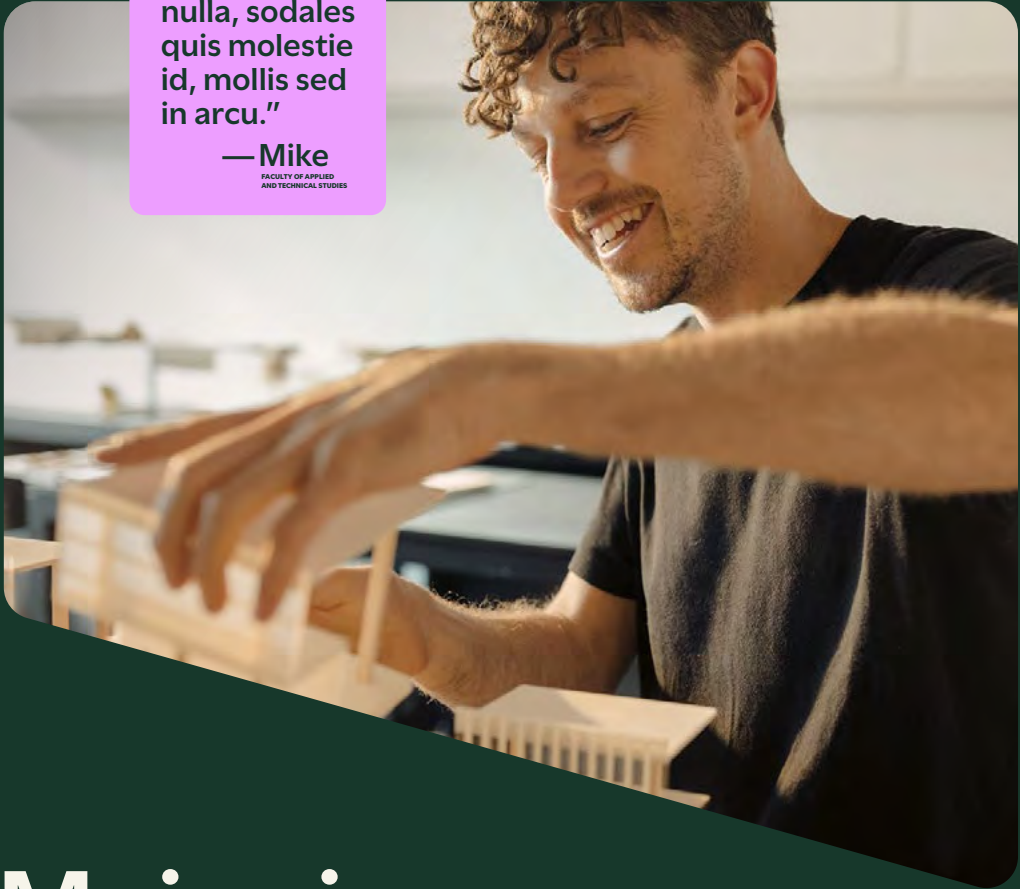
Primary colours dominate.
Secondary colours support.

Feature UFV’s primary palette — our core greens and mushroom — to reinforce brand recognition. Use secondary colour pops as accents to add emphasis, energy, or contrast without overpowering the primary palette.

Remember to take the colours in your photography into account when balancing colour.



“Donec tortor nulla, sodales quis molestie id, mollis sed in arcu.”
— Mike
FACULTY OF APPLIED AND TECHNICAL STUDIES



Major in a better world.

LOREM IPSUM SUBHEADING
Lorem ipsum dolor sit amet, ad minimadipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat wisi enim ad minim veniam, quis nostrud exerci tation. .ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.



Use deep green prominently to create a rich, grounded, and recognizable application. Add secondary colours as accents for energy and emphasis. For longer or smaller areas of copy, use white or mushroom holding shapes for readability.



People-first post-secondary.

LOREM IPSUM SUBHEADING
Lorem ipsum dolor sit amet, ad minimadipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat wisi enim ad minim veniam, quis nostrud exerci tation. .ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam. Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. Consectetur adipiscing elit | UFV.ca



Use mushroom and white to create an open foundation for layouts with more content or longer copy. Use leaf and valley green for copy and headlines, with colour accents drawn from photography where appropriate.

Learn about the world. Feel at home.

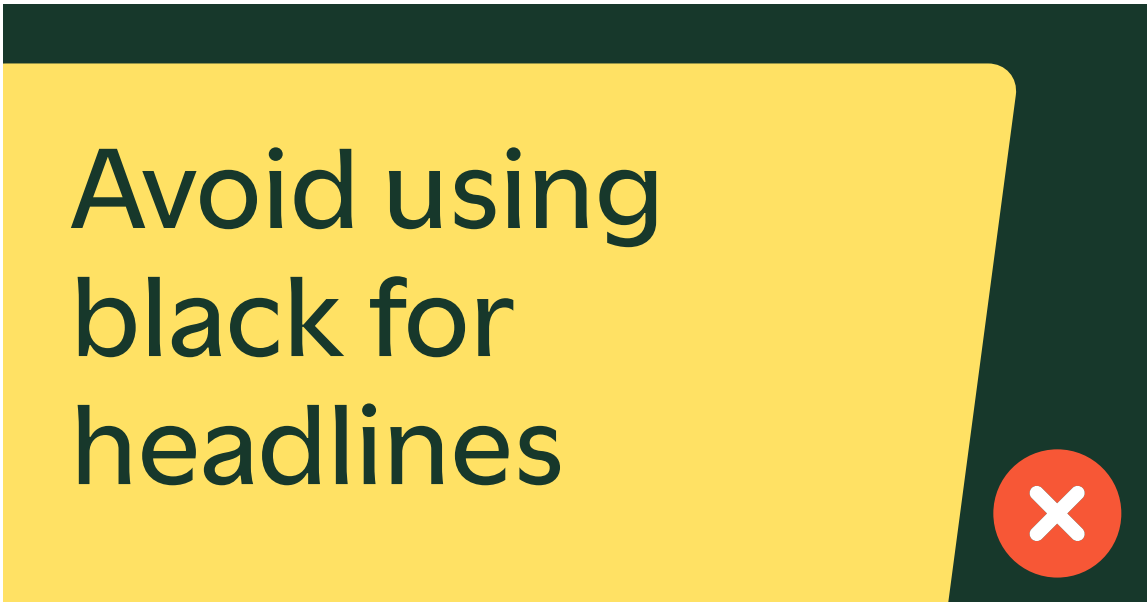




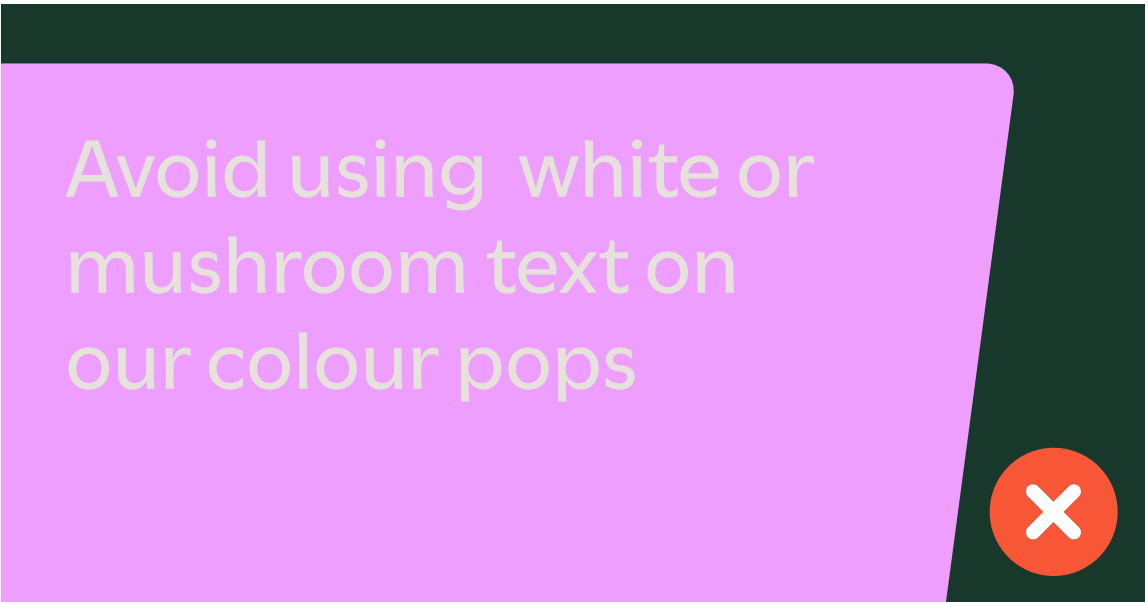
In photography-forward layouts, use secondary colours as accents for graphic devices and points of emphasis. Keep UFV’s primary colours present through photography to maintain a recognizable connection to the brand.

What to avoid

Here are some additional tips on working with our brand palette.



Instead, use deep green.



Use deep green against secondary colours to meet accessibility contrast requirements.



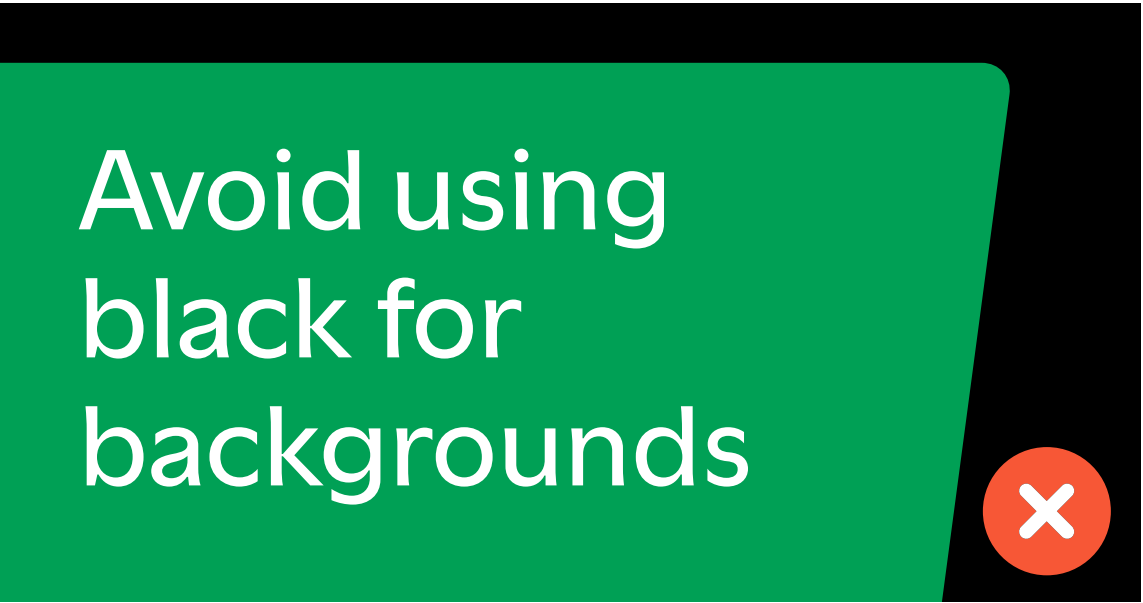
Secondary colour pops should not touch or overlap. UFV logos and acronyms should never be used on them.



Our secondary colour pops should be used in our graphic device shapes, headlines, accents, and in photography.



The leaf green-deep green combination does not meet the minimum contrast requirement for small text.



Instead, use deep green or mushroom from the palette.



This doesn't follow accessibility guidelines. Use deep green, leaf green, or valley green.



Use valley green for supporting copy, including headlines and subheads, for a green tone that passes accessibility standards. It isn't intended for large colour floods.



Especially the colours outside of deep green, leaf green, and mushroom.

Typography

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Primary typeface

Utile is our primary typeface. This modern, organic humanist sans serif features distinctive characters that bring a credible and friendly personality to our brand.

Headlines

Utile Semibold should be used for headlines. Use it at a large scale with the leading set slightly tighter than the type size (e.g., size 100 pt with 93 pt leading). If ascenders and descenders are too close in a headline, re-break or re-write it.

Headlines

Utile
Semibold

UTILE SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz1234567890 !?#&\$%

that you'll use
And friends
you'll never
lose.

where
theory
meets
practi

Body copy

Utile regular is used for body copy between 10 and 12 points with the leading several points more than the type size to improve readability (e.g., size 10 pt with 14 pt leading). For screens, standard body copy typically starts larger at 16 px.

When using white body copy on a dark background, bump up the weight of the font to medium.

Captions

Utile medium is suited for optimum legibility for small text. Minimum text sizes are 8 pt for captions, footnotes, and photo credits and 6 pt as the minimum for “fine print”.

Pull quotes

Utile medium is used primarily for large copy such as pull quotes and lead paragraphs.

Subheads

Utile bold is used for subheads, preheaders, and calls-to-action.

Body copy & subheads

Utile Bold,
Medium,
& Regular

UTILE BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890 !?#&\$%

UTILE MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890 !?#&\$%

UTILE REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890 !?#&\$%

LOREM IPSUM SUBHEAD

Lorem ipsum dolor sit amet, c
sed diam nonummy nibh eu
dolore magna aliquam erat vo
minim veniam, quis nostrud e
suscipit lobortis nisl ut aliquip
consequat. Duis autem vel eu
amet, consectetur adipiscing
nibh e



LOREM IPSUM

Lorem ipsum dolor sit am
nonummy nibh euismod
dolore magna aliquam era

Special characters

Utile contains all the special characters needed for Halq'eméylem, the language of the Stó:lō people. Some characters will need to be typeset manually using glyphs.

Stó:lō language

Halq'eméylem

UTILE SEMI BOLD

AÁaáBbCcch'DdEeéFfGgHhIiJjKkk'LIMmNnOō
oōPpp'Qqq'qw'RrSsTtt'th'tl'ts'UuVvWwXXxxYy
Zz1234567890 !?#&\$%':

UTILE MEDIUM

AÁaáBbCcch'DdEeéFfGgHhIiJjKkk'LIMmNnOō
oōPpp'Qqq'qw'RrSsTtt'th'tl'ts'UuVvWwXXxxYy
Zz1234567890 !?#&\$%':

UTILE REGULAR

AÁaáBbCcch'DdEeéFfGgHhIiJjKkk'LIMmNnOō
oōPpp'Qqq'qw'RrSsTtt'th'tl'ts'UuVvWwXXxxYy
Zz1234567890 !?#&\$%':

ÍYÁQÁWTXW

Halq'eméylem is the upriver d language, spoken by the Stó:lō indigenous peoples of S'ólh Té watershed in southwestern Br Halq'eméylem is a Salishan lan also known as “the river peopl means “river” in Halq'emévler ed endan



Alternative and system default typefaces

When Utile is unavailable (e.g., email signatures), use Verdana as the approved system substitute.

Aptos is also acceptable when working with the Microsoft office suite.

DM Sans is the closest brand match available in the Envoke email communications platform used by UFV.

System font

Verdana

VERDANA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !?#&\$%

VERDANA REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !?#&\$%

People-fi
post-seco

Lorem ipsum dolor sit ame
adipiscing elit, sed diam no
tincidunt ut laoreet dolor
volut



LOREM IPSUM

Lorem ipsum dolor sit
diam nonummy nibh e
tincidunt ut dolore ma

Typesetting sample

Here’s an example of Utile typeset with different levels of hierarchy.

Practise good typographical hierarchy — with clear headlines, subheads, and body copy styles that offer enough variation to be distinct without so much variation that it feels disjointed. Use size and colour as hierarchy tools alongside different typeface styles and weights.

This typesetting example uses:

- 0. Pre-header: Utile Bold, size 37 pt, leading 37 pt, optical kerning, tracking 40
- 1. Heading: Utile Semibold, size 132 pt, leading 122 pt, optical kerning, tracking 0
- 2. Subhead: Utile Bold, size 23 pt, leading 25 pt, optical kerning, tracking 0
- 3. Body copy: Utile Regular, size 19 pt, leading 24 pt, optical kerning, tracking 0
- 4. Quote: Utile Medium, size 33 pt, leading 39.5 pt, optical kerning, tracking 0
- 5. Quote attribution: Utile Bold (name) Utile Medium (title and company), size 20 pt, optical kerning, tracking 0
- 6. Sidebar heading: Utile Medium, size 25 pt, optical kerning, tracking 0
- 7. Sidebar body: Utile Italic, size 20 pt, leading 28 pt, optical kerning, tracking 0
- 8. URL: Utile Bold, size 26 pt, Optical kerning, tracking 0

0 OPTIONAL PRE-HEADER HELPS KEEP HEADLINES SHORT

1 Main headline across multiple lines

2 Lorem ipsum dolor sit amet

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh amet dolor sit coneuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Consectetuer adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

4 “Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla?”

5 – Laura Smith, Job Title, Company

6 Lorem ipsum dolor sit amet?

7 *Cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Exea commodo consequat.*

Iconography

Icons can help people find, understand, and act on information quickly. In the UFV brand, we use them as simple visual cues rather than as illustrations or decorative graphics.

Keep icons simple and subtle

Use icons at a small scale, typically inline with text. Choose the simplest, most familiar symbol that communicates the intended meaning.

Avoid enlarging icons until they become prominent pictograms. Icons should not be used as decorative illustrations, patterns, image frames, or substitutes for photography or other brand elements.

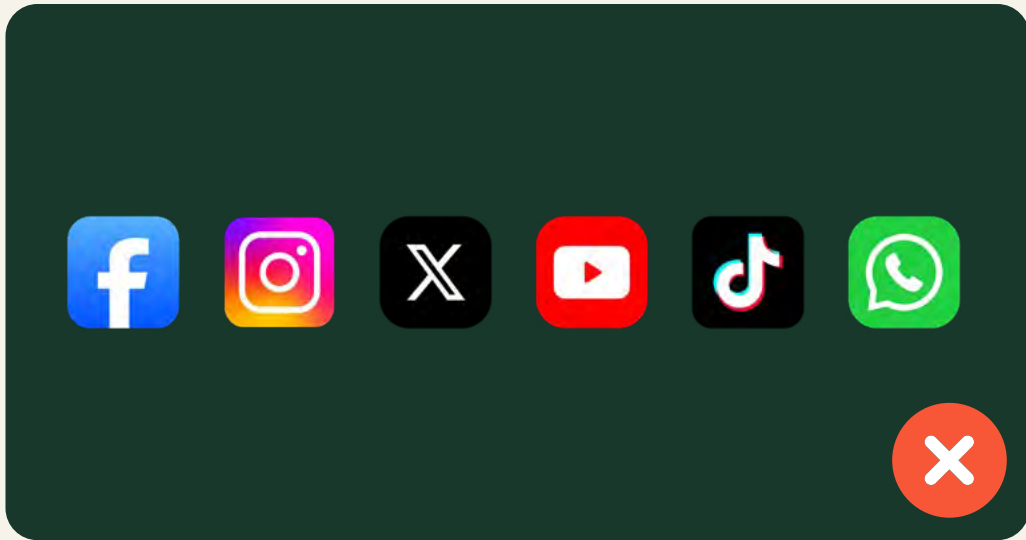
Keep icons purposeful

Use icons to identify actions, reinforce meaning, or make information easier to scan — for example, an arrow beside a link, a calendar beside a date, or a location pin beside an address.

If an icon doesn't make information easier to understand or navigate, you probably don't need it.

Keep icons consistent

Maintain a consistent icon style within each application. Avoid mixing icon libraries within the same piece unless there is a functional reason to do so.



Avoid inheriting the brand colours of social media platforms when using social icons.



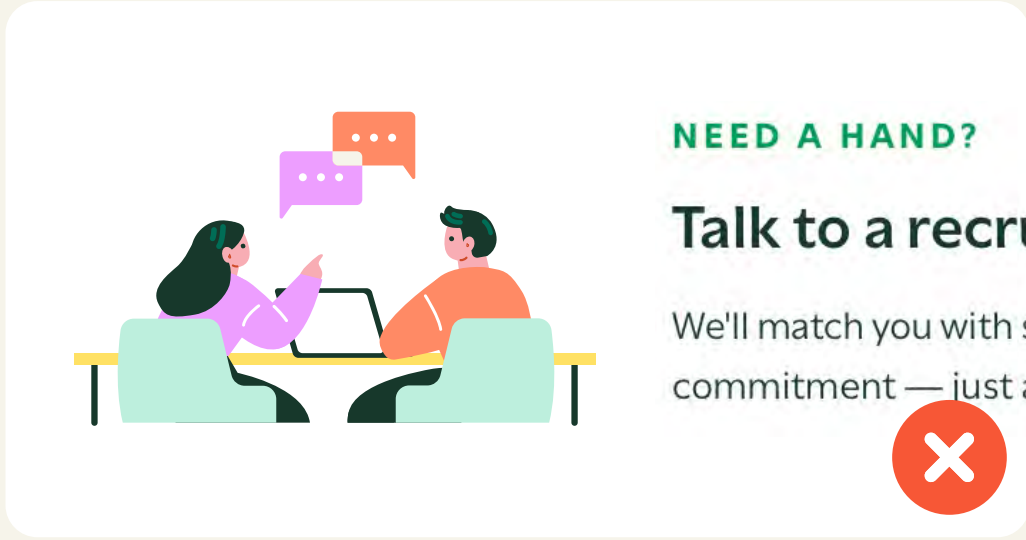
Instead, use simplified, consistent icons in a colour from our own brand palette.



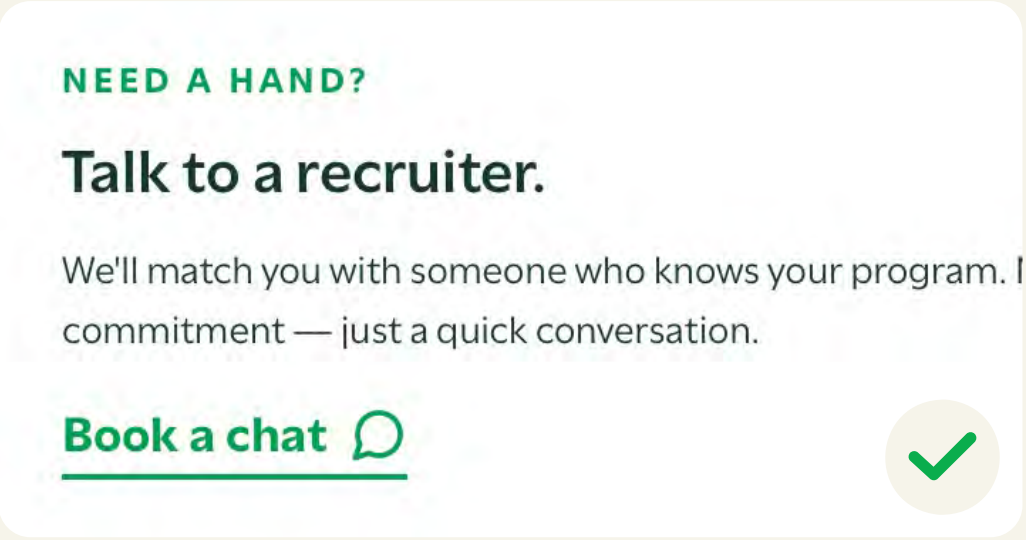
Avoid duotone or multicolour icons, or icon sets that are overly stylized, complex, or constructed with very fine lines.



Instead, stick to simple solid icons or line-style icons with a generous line weight (shown: Font Awesome Classic Solid).



Don't let icons become oversized or stray into illustration territory.



Instead, keep icons simple and small in relation to your type.

Icon libraries

Whenever possible, use icons from an established library rather than drawing or sourcing individual icons from different places. This helps maintain consistent proportions, line weights, and visual character across UFV communications.

Icons from both libraries can be used as font glyphs, downloaded as individual SVG files, or implemented as web fonts for digital applications. Choose the format that best suits the application.

Font Awesome — Classic icon pack

fontawesome.com

Font Awesome icons are used on the UFV website. The large library is suitable for both digital and print applications.

Font Awesome Free includes a selection of openly licensed icons, including social platform logos, that can be used without purchase. Pro icons and styles require an appropriate Font Awesome licence and should only be used where UFV's licence permits.

Google Material Symbols and Icons — Rounded style

fonts.google.com/icons

Google Material Symbols and Icons is a free, open-source icon library available under the Apache 2.0 licence. Icons can be downloaded individually as SVG or PNG files or used as a font in digital and print applications.

Choose an icon weight that complements the weight of the surrounding type.

What to avoid

Use these principles when working with typography to keep communications clear, accessible, and consistent.

PRIMES

"That's what she said"

QUOTATION MARKS

“That’s what she said”

Troubleshooting
Utile quotation marks
in Adobe InDesign

When pasting text into InDesign from other applications, such as Microsoft Word, Teams, or Outlook, single and double quotation marks (‘ ’ and “ ”) may appear as straight quotation marks or primes (' and "). Select the correct glyphs from the Glyphs panel, then use Find/Change to correct all instances throughout the document.

Don't vary the
type size in
a headline

Instead, use colour for emphasis.

Don't mix
weights **within**
a headline

Instead, use colour for emphasis.

Don't use a really,
really long headline
that forces type become
small and lose impact

Try to keep main headlines to 10 words or less.

Don't hyphe-
nate wor-
ds in headlines

Hyphenation impedes legibility and looks awkward in a headline.

Don't make headlines small
in relation to the body copy.

Xeriossed maxim de andi sedicat explatione
ped quam haruntio. Puda consequate earcia
sum quaecusam. Obitatibus magnatus serum.

If there's space to make it bigger, do it, even if it means dropping the headline onto an extra line.

Don't adjust the
tracking drastically
tighter or looser

If your software allows it, kerning (the space between letters) should be set to optical and tracking to 0.

**DON'T SET
HEADLINES
IN ALL CAPS**

Instead, use sentence case — it has more personality and is friendlier than all-caps. It is acceptable to set pre-headers and subheads in all caps.

Don't use
heavy weights

Keep the headline style to Utile Semibold.

Don't set
line spacing
too loose

Set headline spacing tighter than the point size (e.g., 100 pt type should have 93 pt leading. Rewrite or break lines to accommodate ascenders and descenders if necessary.

Graphic devices

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- 48 Examples
- 49 What to avoid

Graphic devices overview

Our graphic device shapes are inspired by diverse pathways and natural organic shapes found in the structure of leaves.

They are purposely abstract so that they may be used in any context for ultimate flexibility.

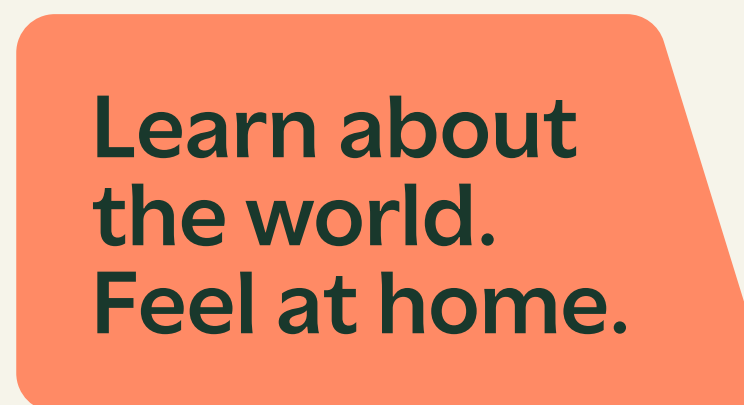
Dimensions

Our shapes can be adapted in width and height, offering variety when working in layouts.

Filling shapes

Shapes may be filled with colour, copy, or images.

A note on copy within shapes: generally left-align copy blocks in shapes. Hang text from top left corner of shape or centre vertically as needed. The angle of the shape can be adapted to suit the shape of the copy block.



Using graphic devices

These principles can help guide the creation of custom shapes.

Shape corners

Set the rounded corner radius to half the outer margin.

- Shapes on a printed poster with 1 in margins will have a 0.5 in corner radius.
- Shapes in a social post with 60 px margins will have a 30 px corner radius.
- Shapes on a retractable banner with 3 in margins will have 1.5 in rounded corners.

Trust your eye and adjust if the corners look too sharp or too rounded. For small or complex layouts, narrower margins can be used as needed.

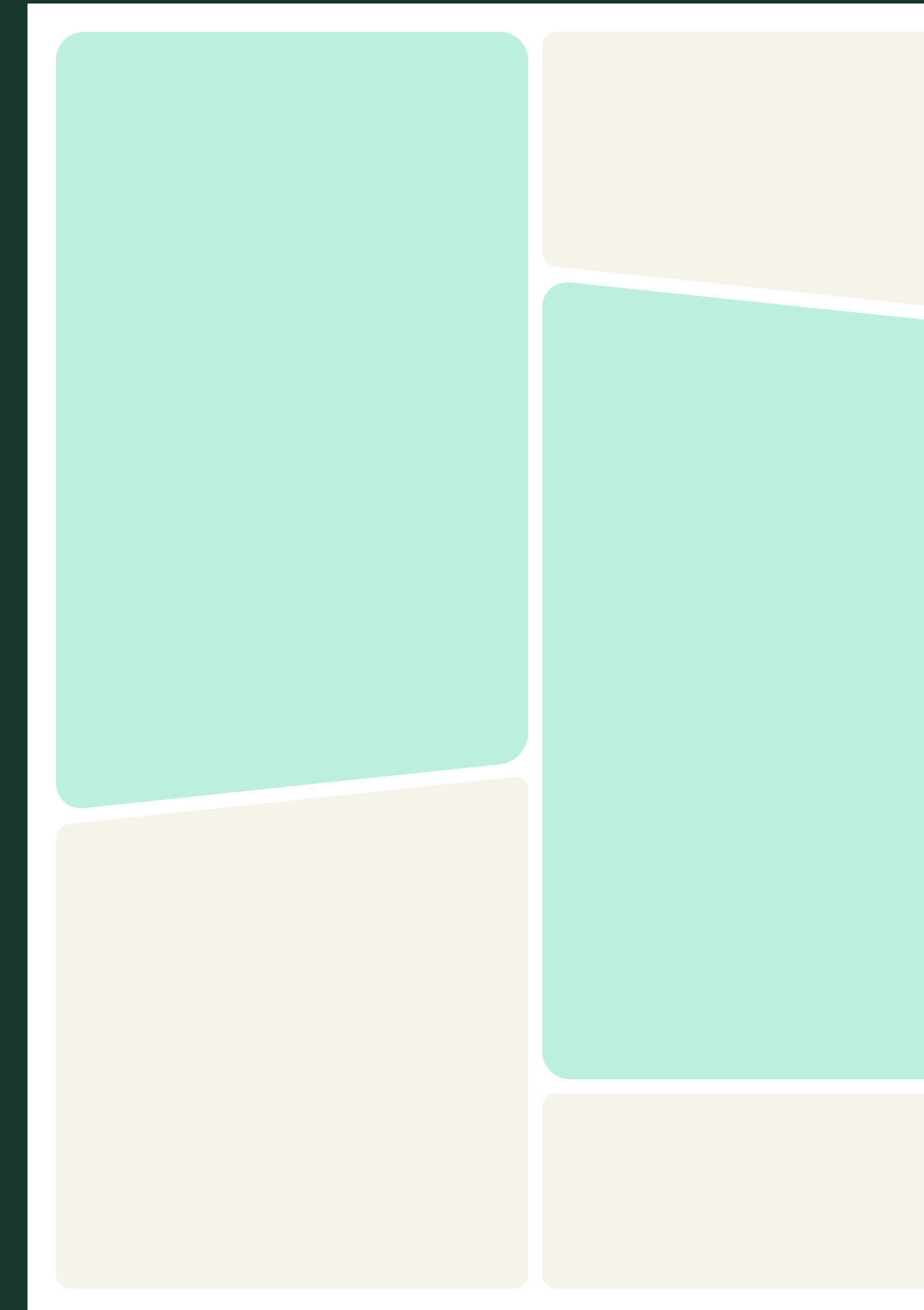
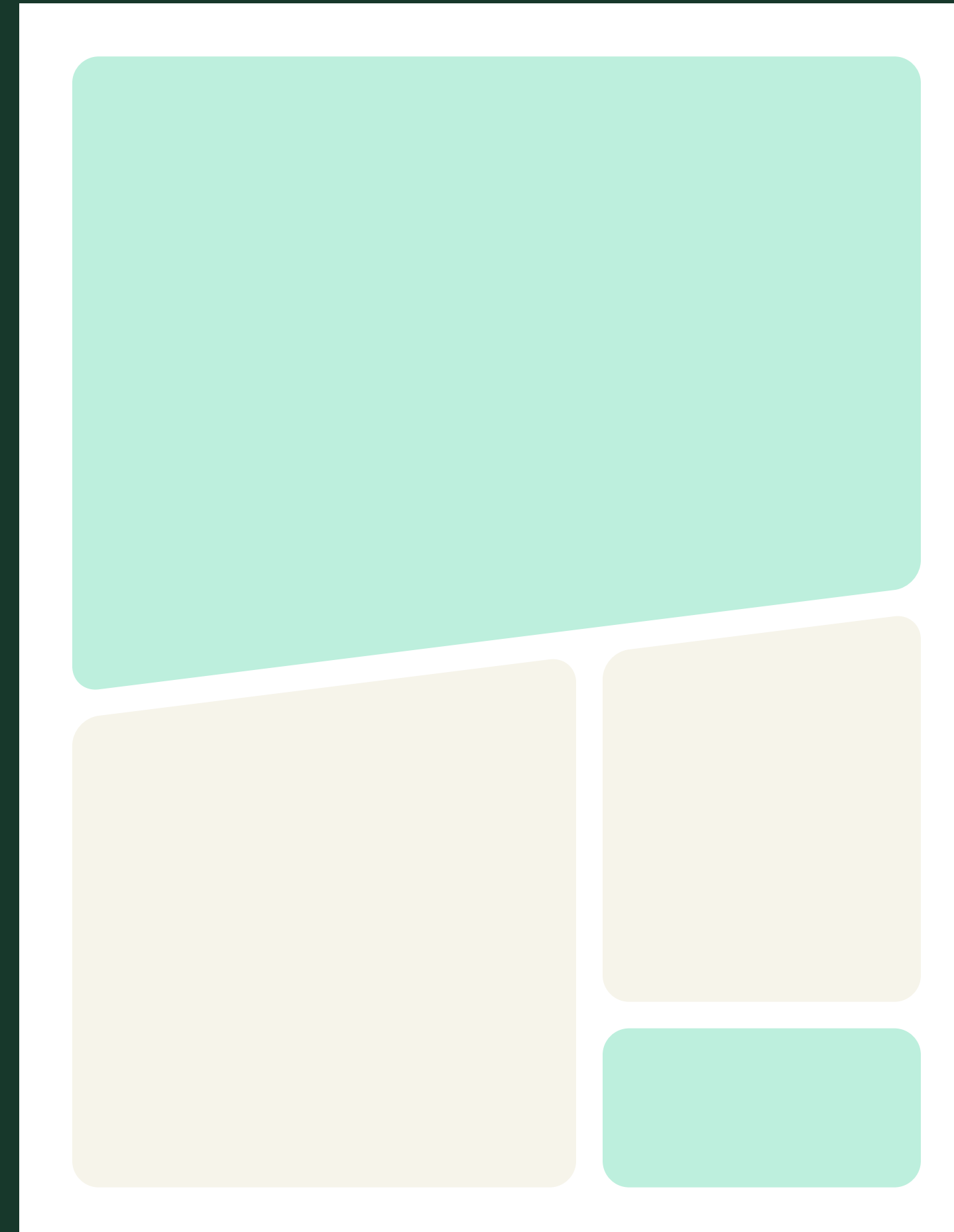
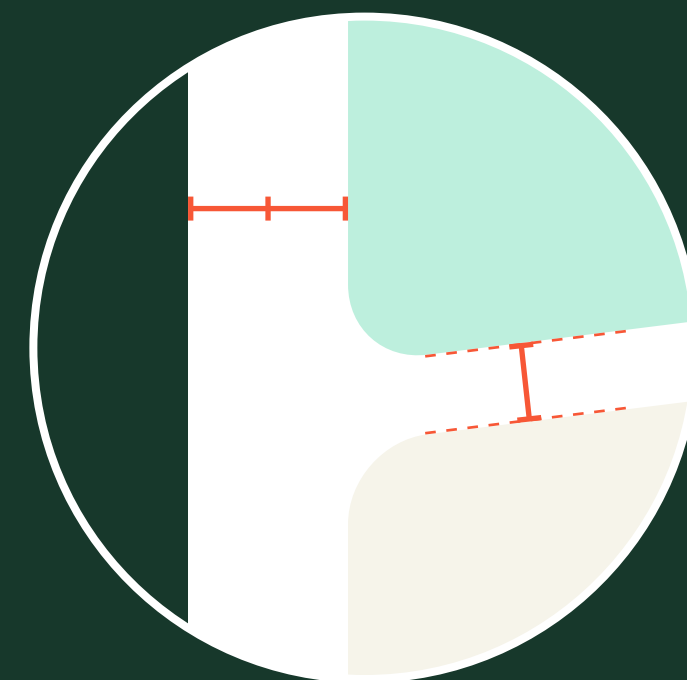
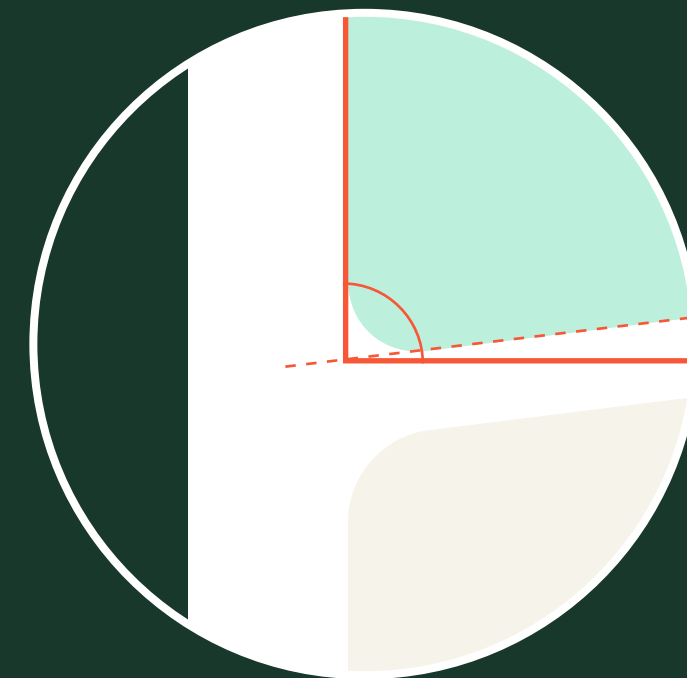
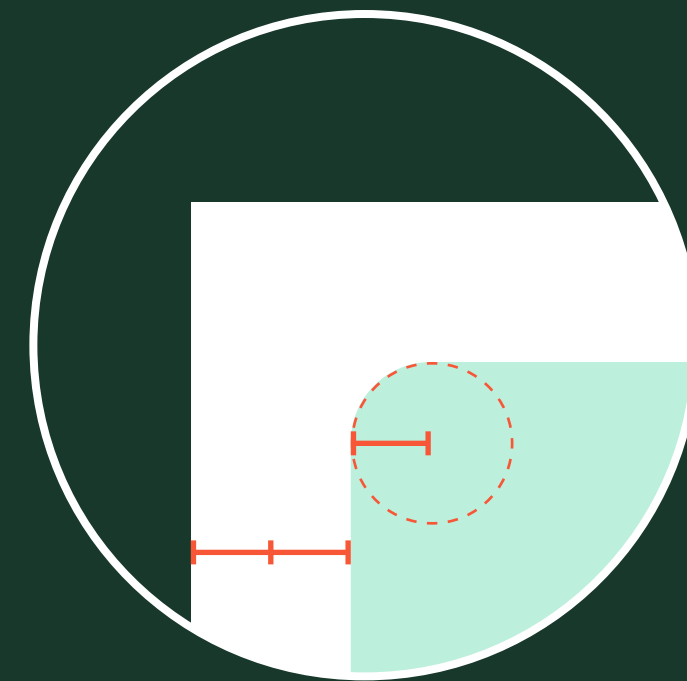
Shape angle

Limit angles to one side per shape in most cases. The angle can be omitted if your software makes it difficult to create.

The angle is flexible and should adapt to the content. An angle between 6 and 12 degrees generally gives the best visual result.

Shape gaps

When using multiple shapes, set the gaps between them to half the outer margin.



Using graphic devices

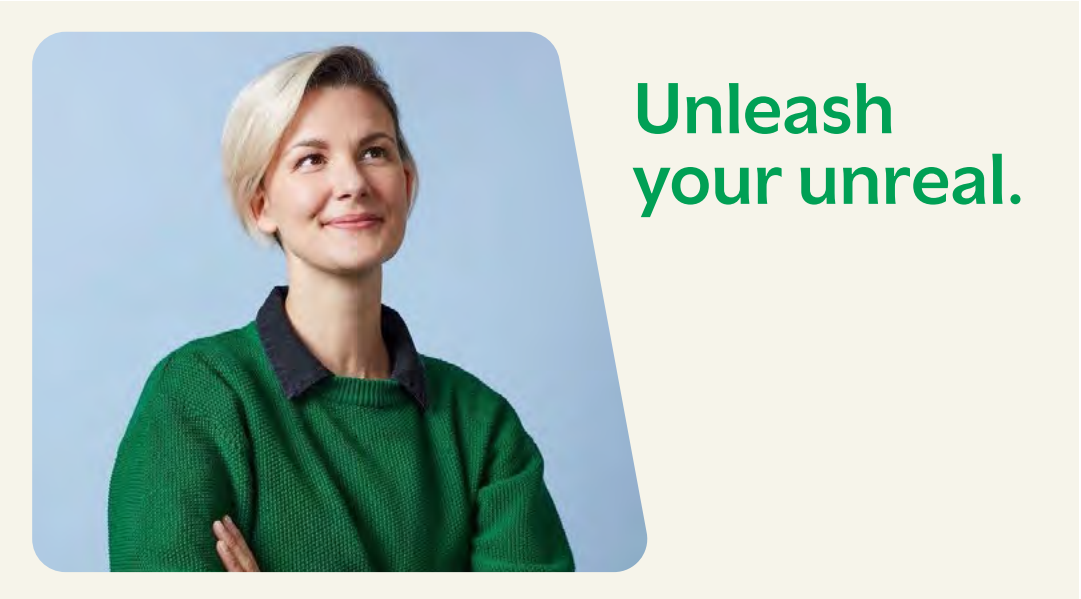
Shape usage is flexible. Shapes can:

- Be small or large
- Be positioned as needed within a layout
- Be rectangular, with no angled side
- Sit within the layout margins or bleed off the edge.

Multiple shapes can be used within a layout. When using more than one shape, maintain consistent visual relationships between them, such as a shared angle.



Graphic device examples



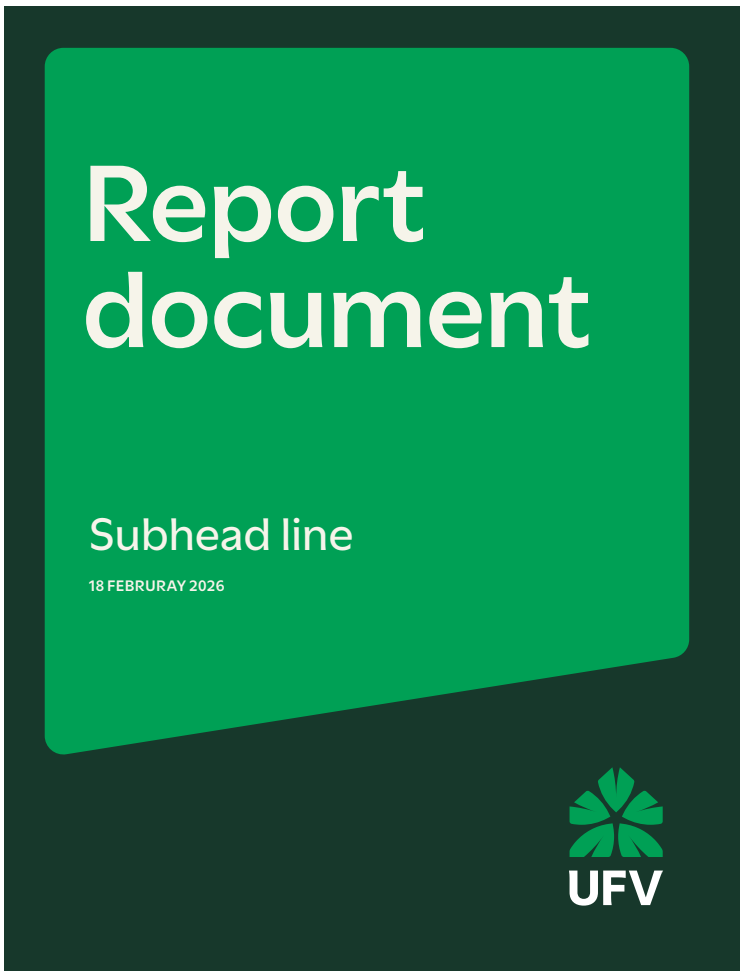
Holding photography
Use shapes to frame photography. Adapt the angled edge to complement the image and composition.



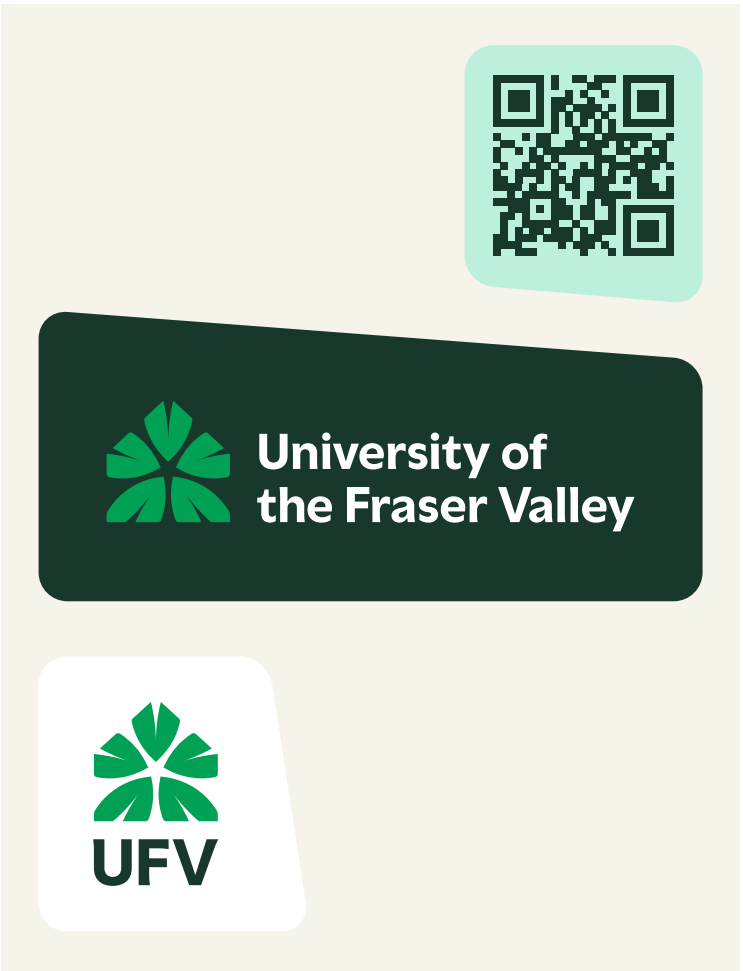
Holding copy
Use shapes to hold copy, add emphasis, and introduce a pop of colour over photography or within a layout.



Overlapping shapes
Overlap shapes to create space for supporting content such as captions, labels, or pull quotes.



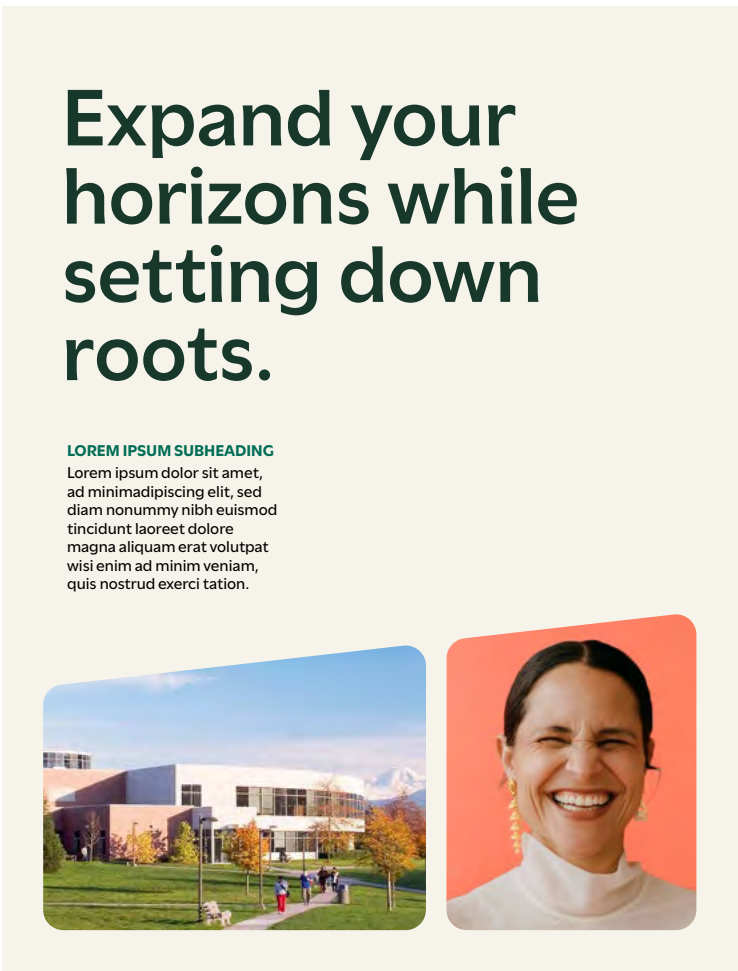
Content containers
Use large shapes to hold content and create bold areas of brand colour.



Logos and QR codes
Use shapes to hold logos, QR codes, and other small brand elements.



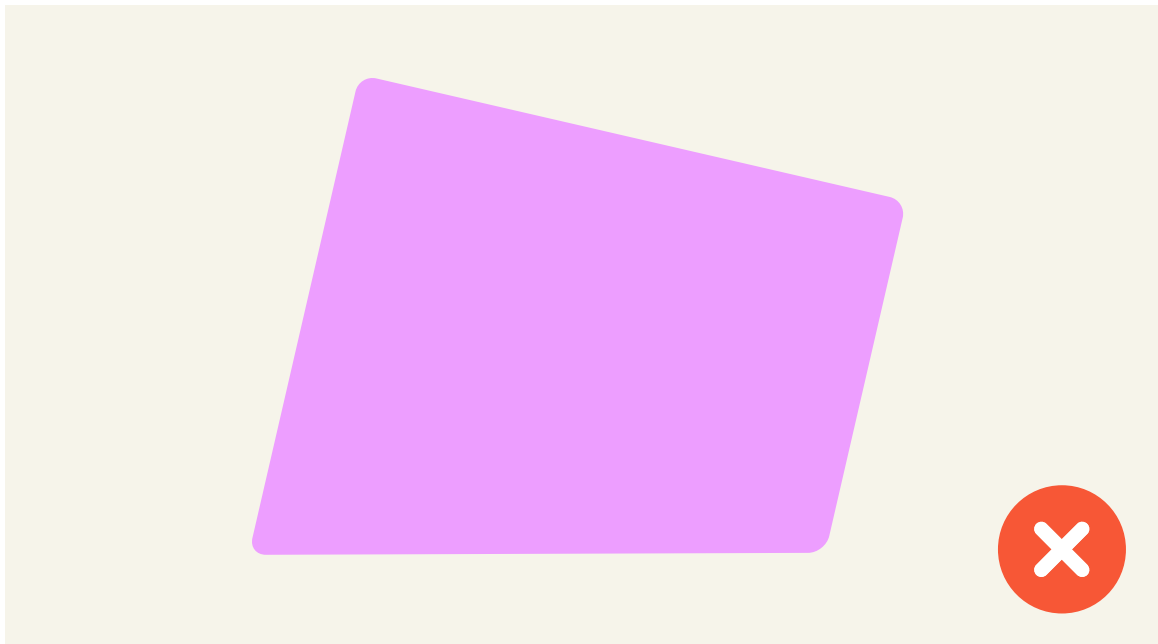
Bleeding off the edge
Extend shapes beyond the edge of a layout to create movement and allow photography or other elements to break the frame.



Using multiple shapes
Combine multiple shapes within a layout, keeping angles consistent to create cohesion.

What to avoid

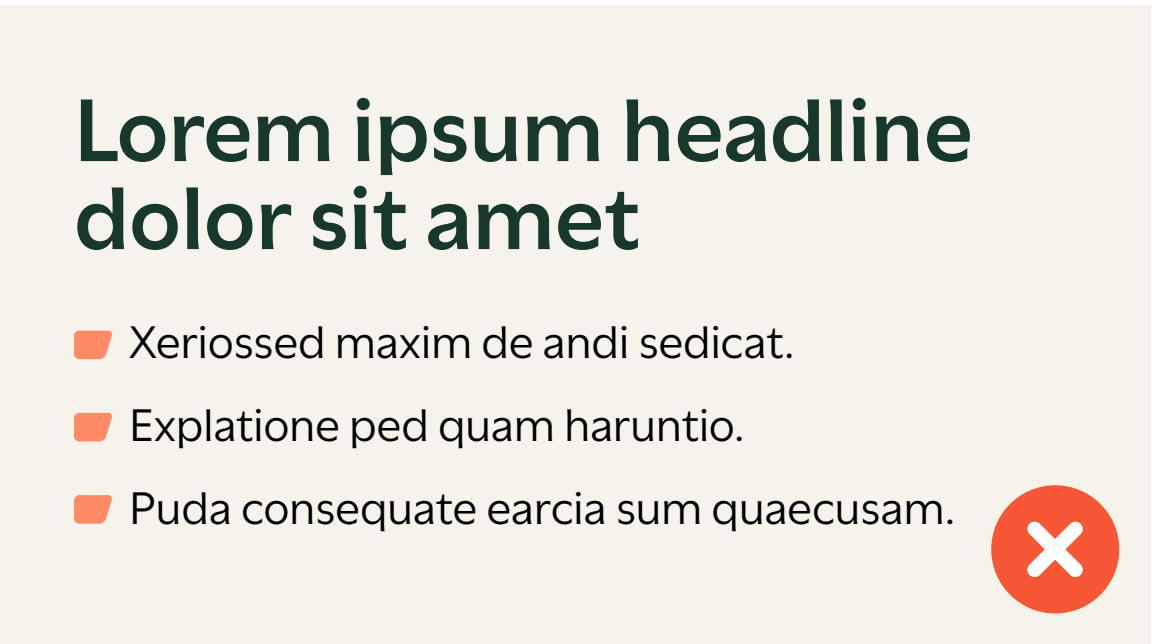
Here are some additional tips on working with our shapes.



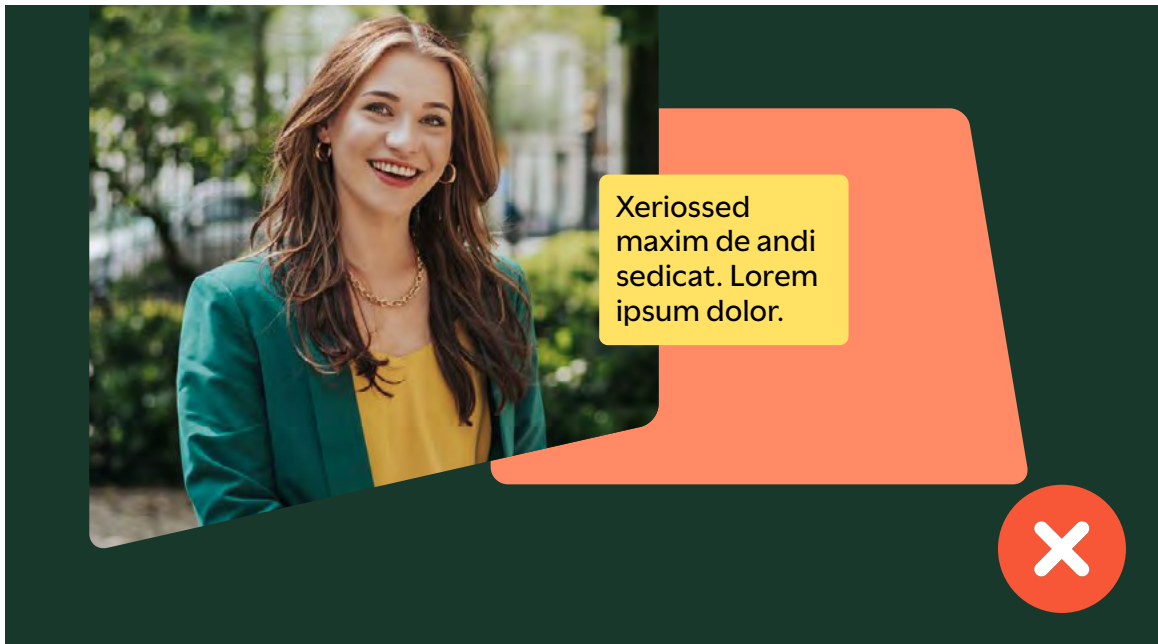
Don't rotate shapes at intervals other than 90°. Keep to one angled side in most cases.



Don't make the corner radii too small (left) and pointed or too large (right) and rounded.



Don't make the shapes too small. They should never be used as icons or bullets.



Don't overlap too many shapes together — one overlap max. If using a complex shape, pair it with a simpler one.



Don't make the angled side too sharp. A 6° to 12° angle looks best.



Don't overlap copy with shapes. Keep it completely inside or outside the shape.

Photography

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- 54 Studio
- 55 What to avoid

Overview

Photography plays a central role in expressing who we are. Grounded in people and place, our imagery reflects our home on Stó:lō Téméxw and honours the territory that sustains us. It speaks to our deep connection to the land, while also reflecting our commitment to students, faculty, staff, supporters, and the broader community that shapes UFV.

To guide image selection and creation, we've organized photography into two core themes — people and place. Together, these themes help ensure our imagery feels authentic to the UFV brand: warm, grounded, transformational, and connected.

A complementary studio style further supports the creation of people-forward photography that feels intentional and cohesive.

People



Place



People

We champion human moments and interaction, showing the strength of relationships at UFV. Our people are driven, active, and ambitious — engaging with their work and one another. We're not afraid to show the lighter, friendlier side of our personality.

Style Checklist

- Warm tones
- Natural light
- Shallow depth of field
- Soft shadows
- Sense of contrast

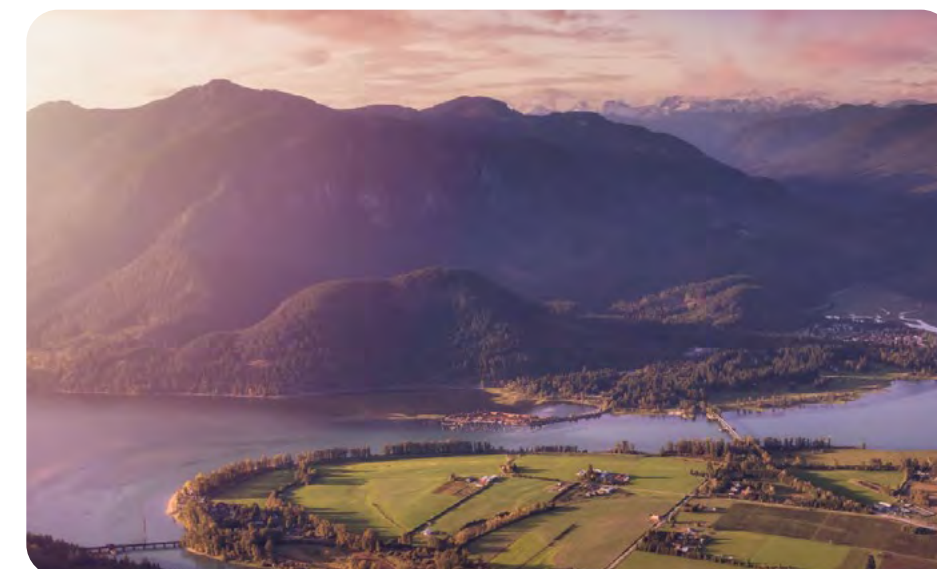
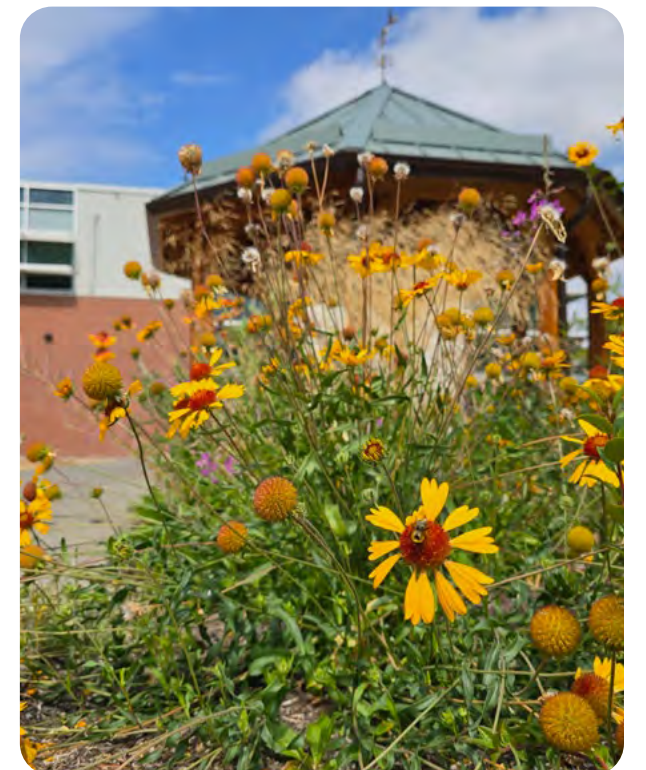
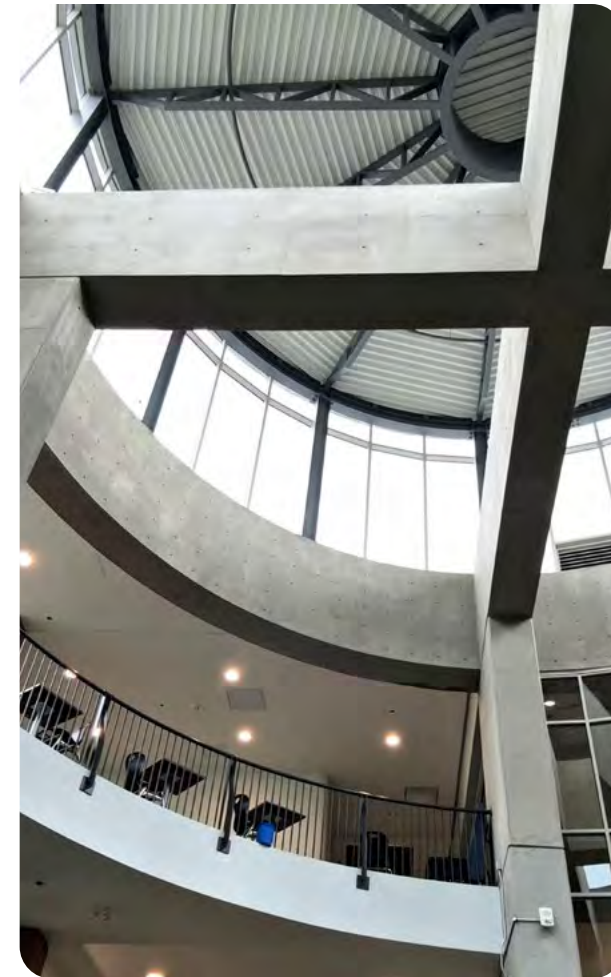


Place

Our photography also conveys a strong sense of place on campus, in the city, and in the awe-inspiring natural surroundings of the Fraser Valley (Stó:lō Téméxw). People are featured interacting and working in these grounding places.

Style Checklist

- Warm tones
- Natural light
- Shallow depth of field
- Soft shadows
- Sense of contrast



Studio

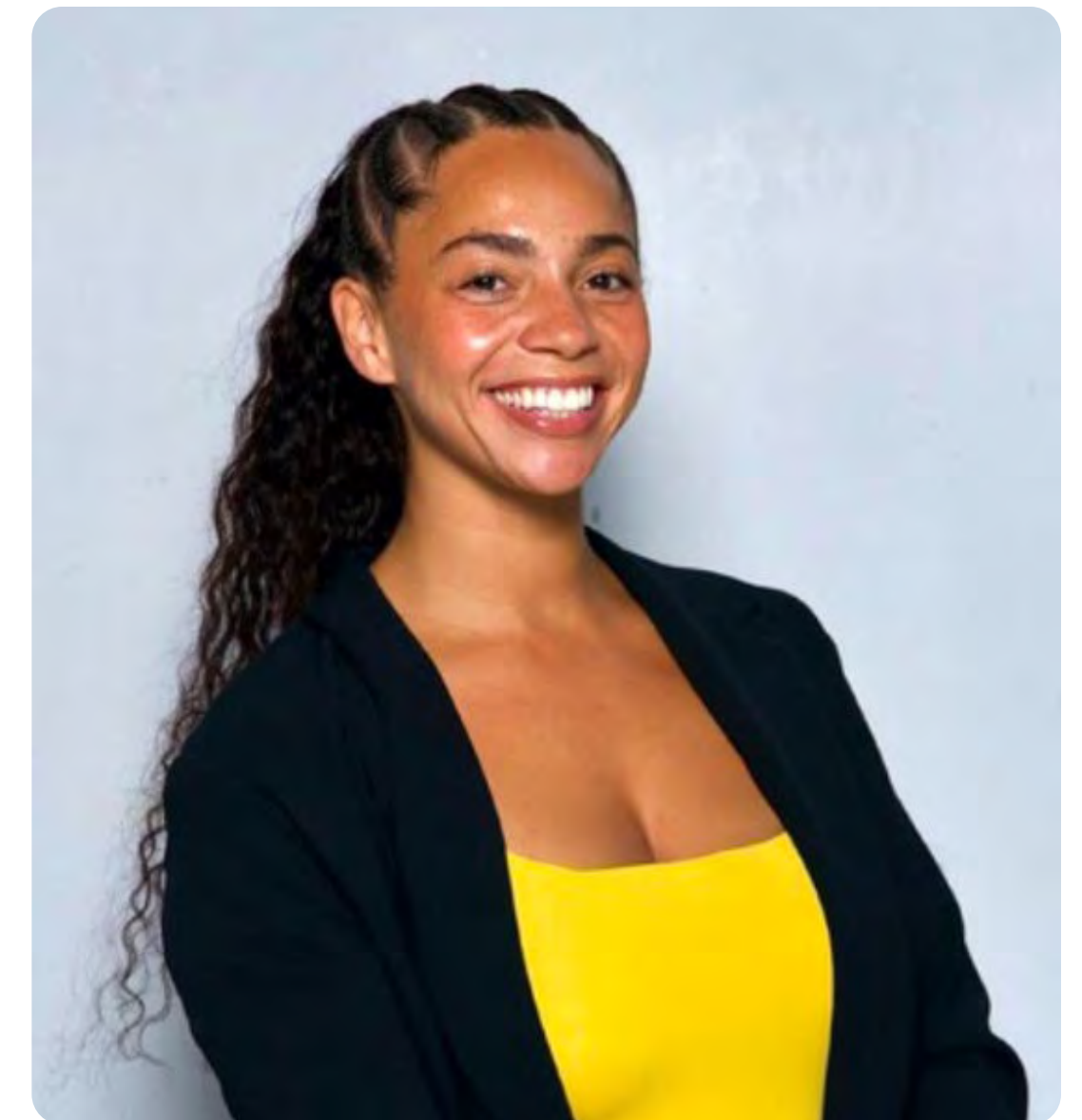
When a studio shoot is possible and appropriate, it offers an opportunity to bring the UFV brand into the environment through backdrops, wardrobe, and other considered touches of colour.

Encourage people to express themselves authentically and show different sides of their personality. Aim for images that feel spirited, inquisitive, and empowering, capturing the individuality and warmth of the UFV community.

Style Checklist

- Warm brand colours incorporated into backdrops and wardrobe, or added in post-production
- Shallow depth of field
- Soft shadows
- Strong contrast

With thanks to our student models and staff and faculty photographers.



What to avoid

Keep these considerations in mind when selecting, cropping, and working with photography and other imagery to ensure a consistent and authentic UFV brand.



Crop with care. Don't crop out important parts of an image, and be mindful when cropping people and bodies.



Maintain contrast. When placing images in branded shapes, ensure there is enough contrast between the image and its background so the shape remains distinct.



Keep the focus clear. Avoid images that are overly busy or lack a clear focal point.



Avoid AI-generated imagery. Don't use images with artificial-looking people, environments, or details. When using generative tools to expand or adapt original photography, review the results carefully for inaccuracies or AI-generated artifacts.



Be discerning with stock photography. Don't use inauthentic images or locations that are clearly not our campuses or communities. When original photography isn't available, choose quality stock that captures natural expressions, interactions, and moments.



Avoid photo-illustration. Don't use heavily composited, manipulated, or conceptual imagery that blurs the line between photography and illustration. Original illustration and artwork may be used when showcasing UFV artists, but are not part of our core brand expression.

Ceremonial applications

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- 59 Ceremonial palette
- 60 Ceremonial typeface
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Overview

Ceremonial applications at the University of the Fraser Valley represent our highest level of institutional prestige. As a refined extension of our master brand, the ceremonial visual system adopts an elevated, minimalist aesthetic to convey gravity and tradition.

Use of any of these elements must be approved by the President's office. Contact marcom@ufv.ca for more information.

Íyáqáwtxw: UFV's coat of arms and ceremonial seal

UFV's coat of arms, Íyáqáwtxw, 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.

Íyáqáwtxw — in Halq'eméylem, the language of the Stó:lō peoples, íyáqáwtxw means “house of transformation.” It reflects UFV as a place to learn, grow, and change in ways that matter.

Blue herons — the First Peoples’ symbol 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 — a symbol 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 with approval from UFV’s Secretariat and is limited to specific formal uses:

- Collateral for ceremonial events of 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



UFV coat of arms

This graphic should only be used on light backgrounds (white or mushroom).



The UFV ceremonial seal

This seal is designed for single-colour use, as well as for embossing and foil stamping (below). It may include the university name, as shown above, or appear without type in layouts that also feature the full-name logo.



Ceremonial palette

The ceremonial palette is a limited selection from the brand palette, giving it a more formal feeling.

Reference the appropriate accessibility combinations of these colours on page 32.

Note: Colour values shown here have been optimized and may vary from Pantone breakdowns.

Deep Green

PMS 3308c
CMYK 88 / 24 / 66 / 74
RGB 23 / 56 / 43
HEX #17382b

Valley Green

PMS 335c
CMYK 100 / 0 / 67 / 17
RGB 0 / 109 / 86
HEX #006d56

Mushroom

PMS 9080c (pastels book)
CMYK 3 / 3 / 6 / 2
RGB 246 / 244 / 234
HEX #f6f4ea

Leaf Green

PMS 2257c
CMYK 79 / 0 / 91 / 0
RGB 0 / 160 / 85
HEX #00a055

White

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff

Silver

PMS 877c (Metallics book)

Ceremonial typeface

Larken is the primary ceremonial typeface. It complements our brand typeface, Utile, while having an elevated formal feeling for ceremonial applications.

Larken regular or bold should be used for headlines.

Larken Italic and medium italic should be used for subheads, captions, and pull copy.

Utile regular should be used for body and other secondary support copy as needed.

Larken is reserved for ceremonial use and is not available for distribution under UFV’s licence. Contact marcom@ufv.ca for more information.

Headlines & subheads

Larken

HEADLINES & CALL-OUTS – LARKEN REGULAR & BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890 !?#&\$%
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890 !?#&\$%

SUBHEADS & CAPTIONS – LARKEN ITALIC & MEDIUM ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890 !?#&\$%
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890 !?#&\$%

Default typeface

When Larken is unavailable (e.g., live web text, email signatures, internal PowerPoint presentations, Envoke emails), use Georgia as the approved system substitute.

System font

Georgia

GEORGIA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !?#&\$%

GEORGIA REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !?#&\$%

People-first
post-second

Lorem ipsum dolor sit amet, con
sed diam nonummy nibh euism
dolor magna aliquam erat vol
pateat



Lorem ipsum

Lorem ipsum dolor sit am
nonummy nibh euismod
dolore magna aliquam er

Ceremonial brand examples



Tone of voice

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Overview

Voice and tone

Our voice is the consistent, recognizable way we communicate. It reflects who we are and gives our brand its personality.

Our tone is how that voice adapts to the audience, message, and moment. UFV is many things at once — we are the house of transformation, after all. We can be solid yet fluid. Practical, but still imaginative. Our tone allows us to dial different qualities up or down depending on what the situation calls for, giving us the flexibility to lean into different qualities while always sounding like UFV.

Why it's important

Voice and tone bring our positioning, proof, and personality together. They guide how we show up for our community and help us choose words that reflect our values.

The words we use shape how people experience UFV. Used thoughtfully, they make our ideas clear, meaningful, and worth sharing.

How we sound

Spirited

Playful
Unconventional

Resourceful

Helpful
Practical

Inquisitive

Conversational
Thought-provoking

Empowering

Confident

How does spirited sound?

Playful

How playful comes to life:

Use humour

Humour is a powerful tool that can help us feel more human, memorable, and full of life. Our flavour of funny is playful and clever — not sarcastic or goofy. One tried-and-true way of finding the funny is the rule of threes. If you're listing a few things, try making the third thing something similar, but a little unexpected. Lean into different traits when it makes sense.

Example:

Our student mentorship program just matched its 500th mentee. Here's to building connections, shaping futures, and the cake our mentorship coordinator Sue brought in today to celebrate.

Another way to add some levity is through exaggeration and/or poking a little fun at ourselves.

Example:

If you hear hollering from our CERA Lab, don't be alarmed. We secured funding for three new research projects next semester and we're just a little excited. Stay tuned for updates.

Share anecdotes

Personalize copy by adding in short, relevant stories.

Example:

*Join the UFV team
Find a career with interesting challenges, a supportive culture, and opportunities to learn and grow. That, plus a pretty fun team. Just ask us about the time we all dressed up as our teenage selves for Halloween.*

Use familiar phrases

Drop in words and phrases that are commonly used in conversation.

Example:

If you've never played pickleball before — no worries. Our drop-in games at the North Gym are beginner friendly. Now let's play some pickle.

Unconventional

How unconventional comes to life:

Use unexpected language

Swapping out common verbs for more energetic ones, twisting familiar phrases, or creating imagery are just a few ways you can freshen up your writing.

Example:

*Once a Cascade, always a Cascade.
Since 2001, the UFV Alumni Association has been rallying graduates, forging connections, and shining a spotlight on your success. We're here to keep you plugged into the UFV network — so your experience here can keep paying off.*

Use relatable analogies

Real-world comparisons can make the writing more vibrant and unique.

Example:

Learning a new skill is like planting a tree — it takes time, but the results are worth it.

How does resourceful sound?

Helpful

How helpful comes to life:

Show empathy

Think about the audience’s perspective and experience. We can help make them feel seen by acknowledging how they may be feeling.

Example:

Going back to school can feel overwhelming, but you’re not alone. Just ask thousands of other UFV continuing education students.

Be solution-oriented

Suggest solutions that they can put into action and share links to resources whenever possible.

Example:

Financial support
Bursaries. Loans. Awards. Not sure where to begin? See our breakdown of tuition aid below or make an appointment to chat with an advisor here.

Practical

How practical comes to life:

Concrete language

Being specific makes the content feel more relevant to our audience, so use clear examples rather than broad or abstract statements.

Example:

Abstract:
“Your work shapes the future of education.”

Concrete:
“Instructors like you give students the skills to launch their careers.”

Simplify your structure

Use bullet points, headings, and white space to add clarity, and avoid lengthy paragraphs when possible.

Example:

Library Resources
Libraries aren’t just for books — although we have lots of those too. Drop by to access:

- *Journal articles (in print and online)*
- *Research guides & databases*
- *Course reserve materials*
- *Streaming videos & DVDs*

How does inquisitive sound?

Conversational

How conversational comes to life:

A more personal POV

Speaking in third person — referring to ourselves as UFV — is often necessary. But sometimes it can feel impersonal. Try the collective first-person “we” and “us” to remind our audience that we’re people too.

Example:

We’re so grateful for donors like you.

Be informal

Using simpler words makes us more accessible. Think of it as not quite as casual as texting your best friend, but much more relaxed than a legal proceeding.

Example:

Formal:

It is imperative that you attend UFV’s orientation.

Informal:

You don’t want to miss orientation day.

Avoid jargon

Choose words that are more accessible to a general audience, rather than insider phrases.

Example:

Jargony:

“To ensure strategic alignment with our long-term vision, we are refining our governance framework to enhance accountability and decision-making processes.”

Conversational:

“To stay on track with our long-term goals, we’re improving our decision-making process to be clearer and more effective.”

Thought-provoking

How thought-provoking comes to life:

Pose rhetorical or reflective questions

Adding in a question that doesn’t need an answer can spark a little curiosity.

Example:

What’s stopping you from taking the next step?

Address the reader directly

Speaking to our audience as though it’s just you and one other person helps the reader imagine things more clearly for themselves. You can do this by using the second-person “you”, and helping situate them in a relevant scenario.

Example:

Picture this: you, walking across the stage at convocation.

How does empowering sound?

Confident

How confident comes to life:

Use active voice

Active voice is when the subject (that's the student in the example below) of a sentence is the one doing the action. Writing this way helps us sound clearer and more direct — which makes us sound more confident.

Example:

Passive:

The report was written by the student.

Active:

The student wrote the report.

Use encouraging calls-to-action

A call-to-action is a great way to make our confidence contagious. Try using conversational phrases that energize our audience to take action.

Example:

Let's get started.

Let's do this.

Go for it.

Make your move.

Keep it short and punchy

If you can say it in fewer words — do it.

Example:

Original:

At UFV, your success is what matters most — in class, on campus, and after you graduate. Our small class sizes mean you get more individual attention and one-on-one time with your instructors. We're here for you outside of class, too, whether you need academic advice, counselling, career guidance, assignment help, or a sympathetic ear.

New:

Your success is what matters most. From small class sizes to career guidance, we're here to get you the support you need.

Voice checklist

As you review your writing, ask yourself:

Is it resourceful?

Is it empathetic and solution-oriented?

Is it simple and using plain language?

Is it spirited?

Could it use some levity with playful language or a fun anecdote?

Is the language unexpected?

Is it inquisitive?

Could it ask a thought-provoking question?

Does it address the reader directly?

Is it empowering?

Is it celebratory and inclusive?

Does it sound confident and punchy?

Could it use a call-to-action?

The UFV brand experience

This is your place. A space to challenge ideas, push boundaries, and step outside your comfort zone.

Here, learning goes beyond lectures and textbooks. It's about **transformation**. It's about the moments that shape you — the risks you take, the connections you make, the discoveries that **change everything**.

What happens when we learn together? We lift each other up. We turn learning into **possibility**, passion into **purpose**, and ambition into **impact**.

UFV is more than a university. We're a **gathering place** for learners, leaders, and seekers. A place where diverse perspectives meet, changemaking takes root, reconciliation begins, and possibilities are as endless as the mountain ranges that surround us.

Your path is yours to define. Your future is yours to build. And no matter where you go, this **community** goes with you.

This is your place. **This is UFV.**

Sample lines

Here are some sample lines that bring our tone of voice to life:

Practical courses. Powerful experiences.

A proud history of looking to the future.

Major in a better world.

We'll push you. But we'll also catch you.

Face the unfamiliar.

Learn about the world. Feel at home.

A steady place for changing minds.

Relationship-based. Future-focused.

People-first post-secondary.

Learning that lifts everyone up.

Tight-knit community. Wide open spaces.

Technical tips

Sentence variation

Mixing up your sentence length adds rhythm to a paragraph and keeps readers engaged. Keep some super short. Then, layer them in with some that are a bit longer. And so on.

Oxford commas

If it makes the sentence clearer, use them.

Spaces around em dashes

Em dashes are great for adding emphasis — leave a space on each side.

Punctuation in headlines

Add punctuation in headlines or subheads only if needed for clarity or to break up two separate sentences.

Emojis

Only use emojis when creating social media content, and limit the amount you use per post — just one should be enough. Keep the emoji within the same theme as the content.

Semicolons

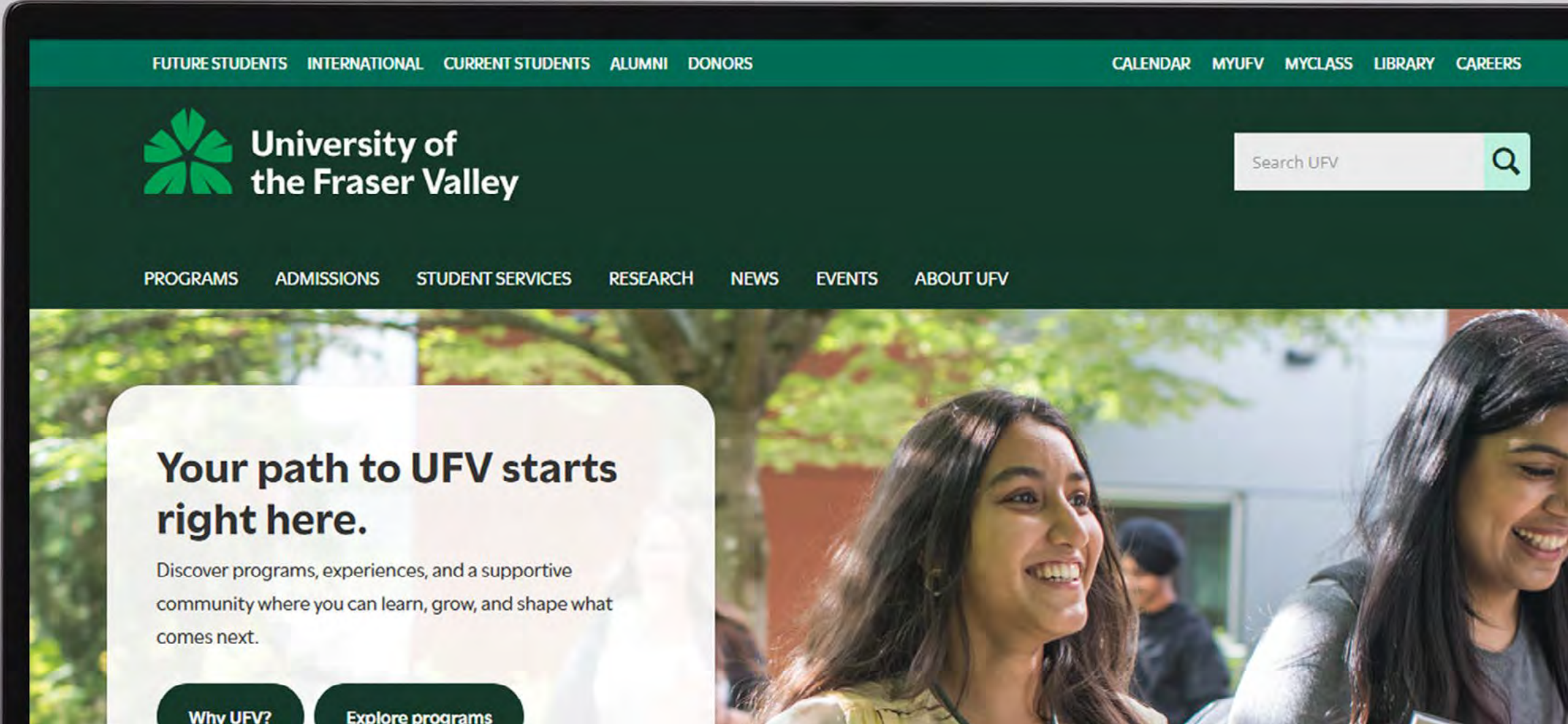
Breaking the sentence into two separate ones can make a paragraph more readable — and avoids the common (and confusing) misuse of semicolons.

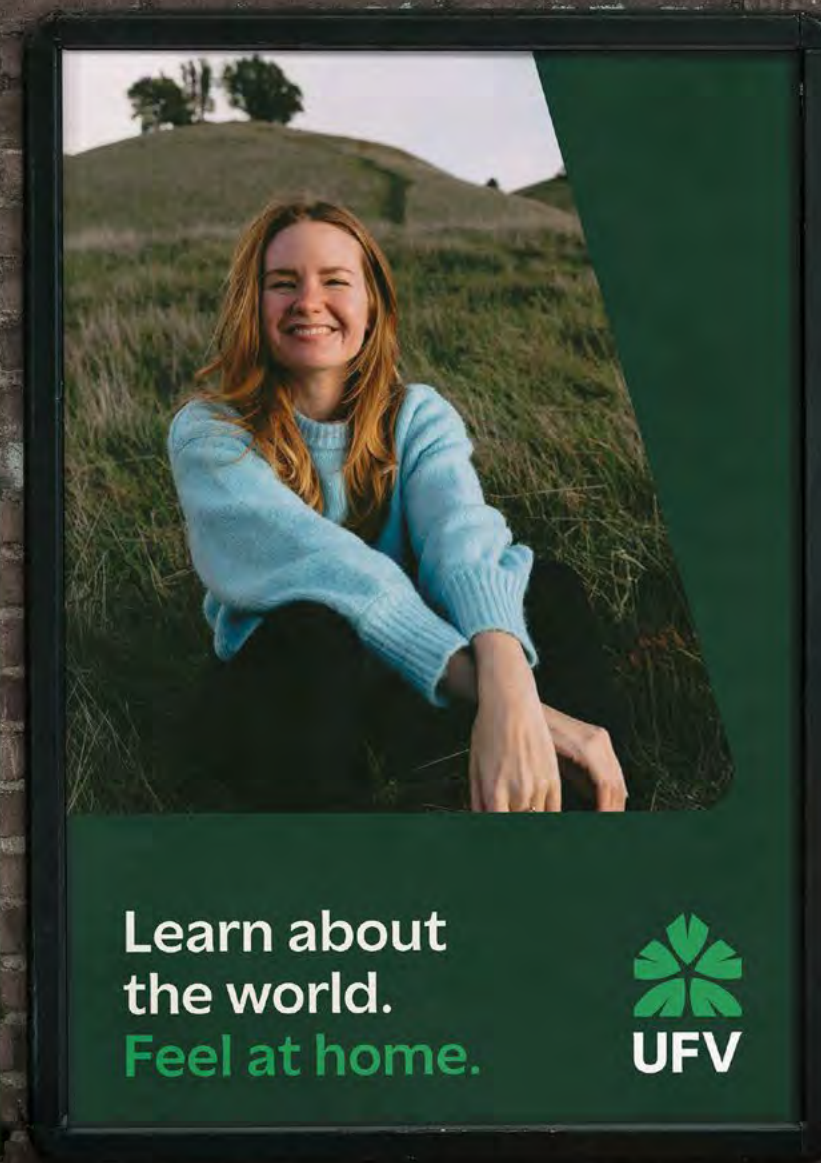
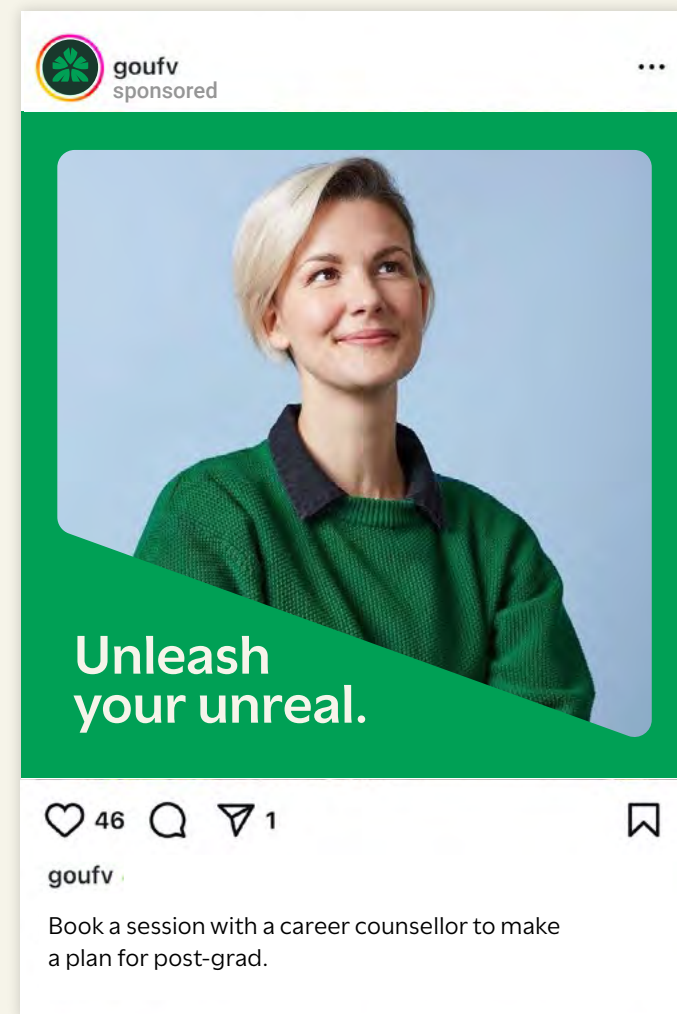
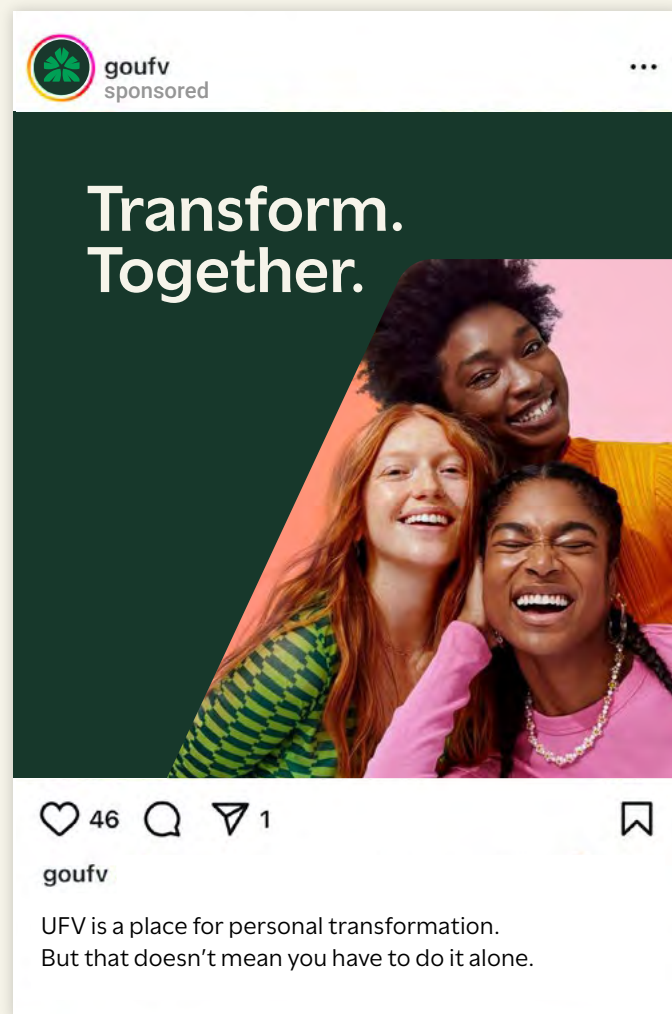
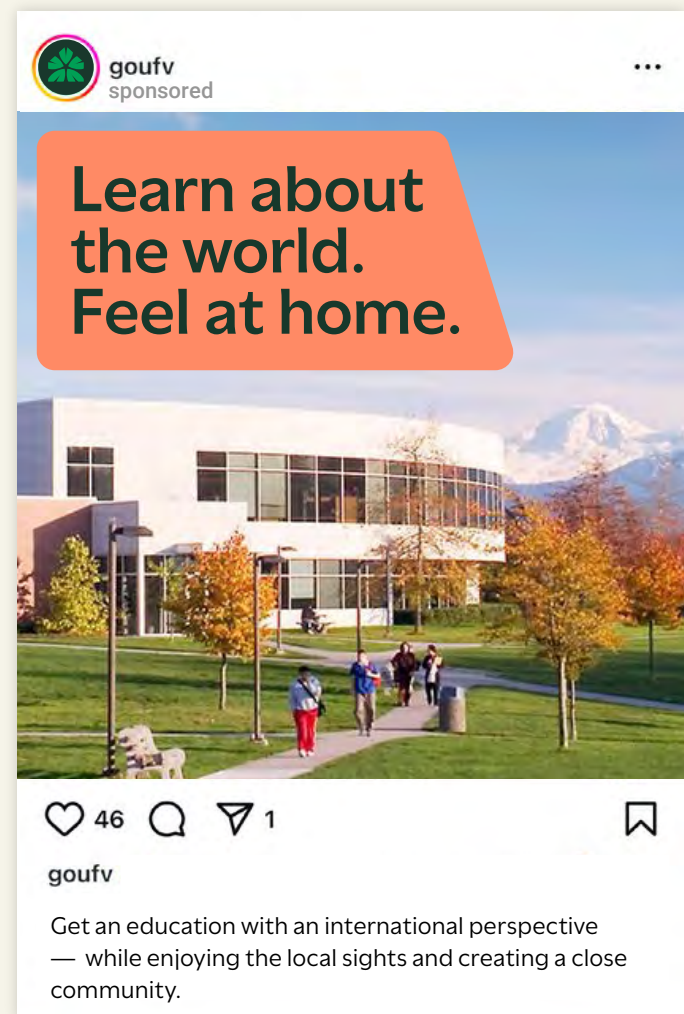
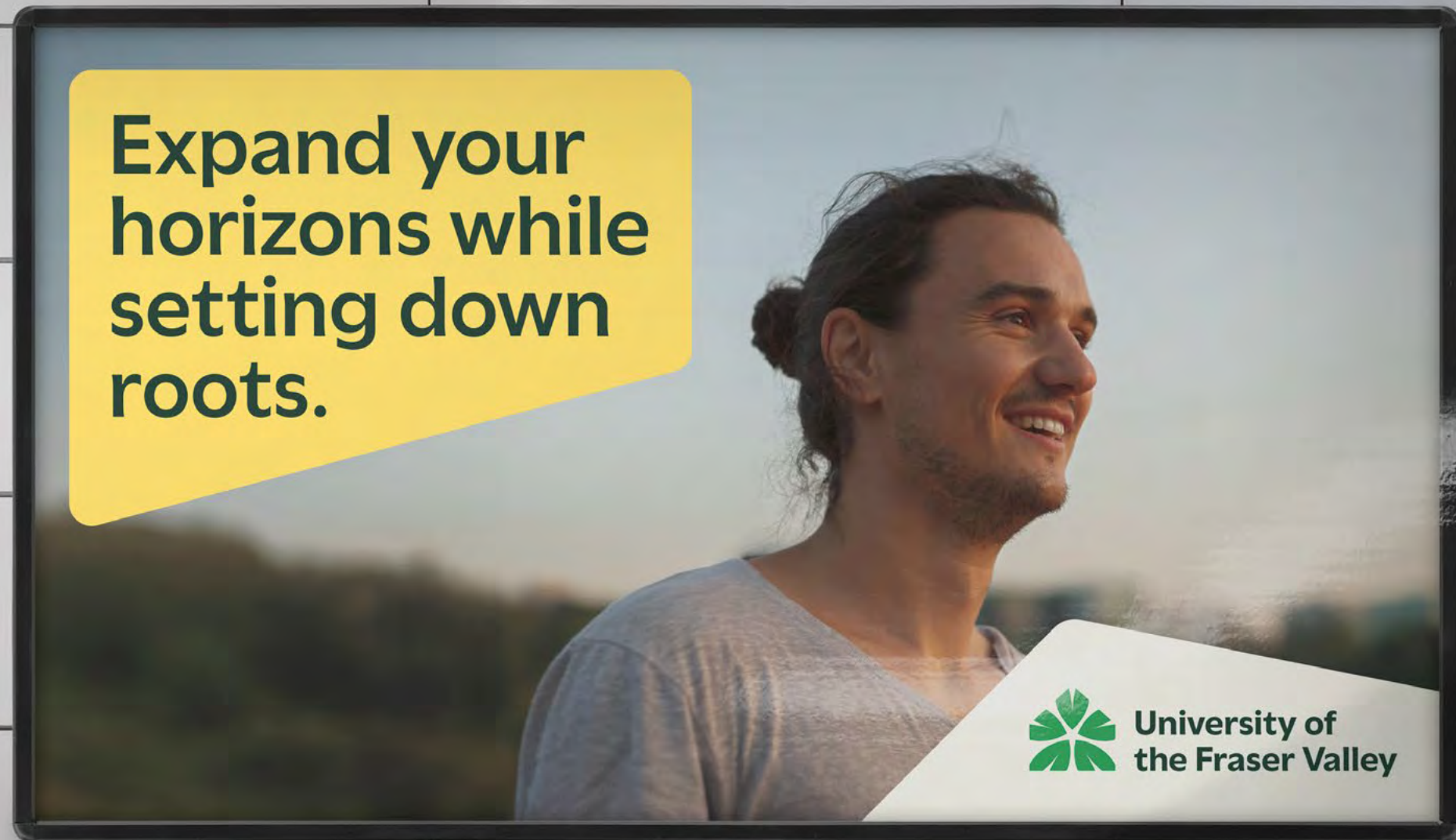
Exclamation points

Now and then, the occasion will be exciting enough for an exclamation point. But most of the time, it's better to inject enthusiasm into the sentence with energetic words. If you need to add an exclamation point, keep it to just one.

Refer to the Writing Style Guide at ufv.ca/brand for official writing standards.

Brand examples







Presentation title

18 MAY 2026





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A steady place for changing minds.





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Subsection

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Contact

UFV's Brand Standards are maintained by the Marketing and Brand Experience team. While the core elements are Board-approved, applications and design opportunities will continue to evolve as we put the brand into practice and learn what works across different contexts.

This guide will be updated as new needs, examples, and best practices emerge. If you spot something that needs clarification or correction, or have a suggestion that could make the guide more useful, please contact Marketing and Brand Experience. Feedback will be considered within the broader brand strategy and governance framework.



Have questions about using the University of the Fraser Valley brand? Get in touch.

Marketing & Brand Experience
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