UBC wellbeing

UBC Wellbeing

Visual Identity Guidelines

UBC Wellbeing
Visual Identity Guidelines

2017 | VERSION 1.0

UBC Wellbeing
Visual Identity Elements

1.0

The UBC Wellbeing visual identity system distinguishes UBC Wellbeing initiatives and programs while still fitting into the overall UBC Brand. Through consistent use of the graphic marks, colours and photographic styles found in this guide, the UBC Wellbeing initiative will gain recognition and familiarity with students, faculty, staff and community members at UBC.

These guidelines outline the use of these elements in order to communicate across many channels in an engaging and consistent manner. This guide will equip you with the knowledge to execute communications using the UBC Wellbeing visual identity with confidence.
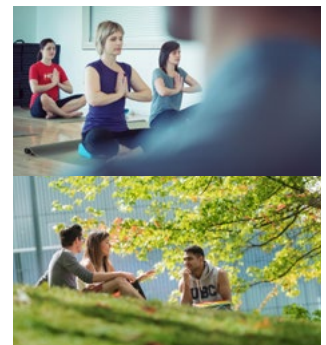
MAIN VISUAL ELEMENTS

MAIN INITIATIVE MARK

COLOUR PALETTE

PHOTOGRAPHIC STYLE AND TREATMENT

1.1

PRIMARY UBC WELLBEING MARKS

The UBC Wellbeing identity is centered by a suite of primary marks that represents the initiative at an institutional level.

These marks should be used on all high level communication materials.

UBC WELLBEING PRIMARY MARK

UBC Wellbeing Primary Mark

The UBC Wellbeing Primary Mark is the main identifying mark and should be used on most applications. Please ensure that the mark is reproduced at a legible size.

The UBC Wellbeing Primary Mark is constructed from multiple elements of UBC's overall brand visual identity. The mark utilizes UBC's letterforms, brand colours (PMS 282 and PMS 298) and primary font (Whitney).

UBC WELLBEING WORDMARK

UBC wellbeing

UBC Wellbeing Wordmark

In instances where the space provided is too small for the primary mark to be legible, or in special occasions when the use of the primary mark would be unsuitable, please use the UBC Wellbeing Wordmark.

CLEAR SPACE AND COLOURS

Clear Space for Primary Mark and Wordmark

To ensure maximum impact of the UBC Wellbeing marks, there should be a minimum clear space around the artwork.

As shown, the clear space around the signatures and logo should be equivalent to or greater than the width of the "U" in UBC (shown as x).
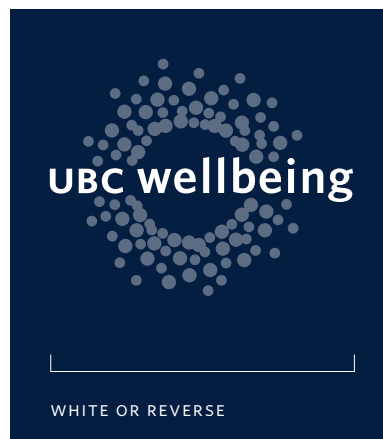
Colour

UBC Wellbeing primary marks are available in full colour, grayscale, and white. Legibility and accessibility should be a strong consideration when choosing which version to use.

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

FULL COLOUR

WHITE OR REVERSE

GRAYSCALE

UBC WELLBEING MARK USAGE

There are many ways to be creative with the visual identity but changing or altering the UBC Wellbeing marks is not one of them.
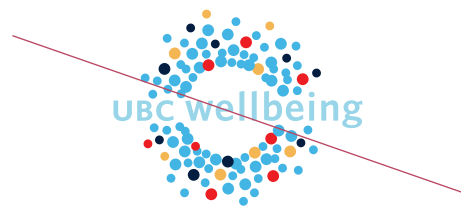
Please review the following to avoid corrupting the UBC Wellbeing mark design.

PLEASE AVOID THE FOLLOWING

Separating or re-arranging elements of the mark

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

Changing colours or adding another colour

The marks should only ever be in the colours that are provided. The circles and type should not change colour.
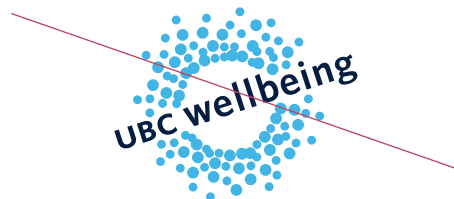

Changing the typeface in the mark

The mark should only ever use the customized Whitney letterforms that are provided.
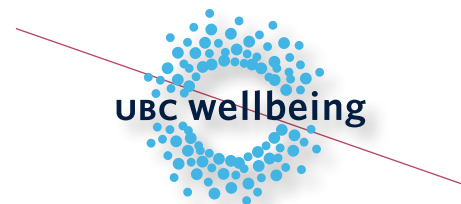

Disproportionately scaling the mark

When changing the size of the mark, keep the dimensions proportional. In most software programs, this is done by holding the "shift" key while resizing the image.

Rotating the mark

The mark should always remain horizontal.

Adding visual effects

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

1.2

UBC WELLBEING PRIORITY AREA MARKS

The UBC Wellbeing initiative concentrates on five priority areas of health and wellbeing promotion. Each of these priority areas has a mark that aim to differentiate targeted promotional activities from each other.

These marks should be used for communication materials that are solely in one priority area. If an initiative comprises of more than one priority area, the main mark should be used.

PRIORITY AREA MARKS

Food and Nutrition Priority Area

UBC wellbeing | food & nutrition

Natural and Built Environments Priority Area

UBC wellbeing | natural & built environments

Inclusion and Connection Priority Area

UBC wellbeing | inclusion & connection

Mental Health and Resilience Priority Area

UBC wellbeing | mental health & resilience

Physical Activity and Sedentary Behaviour Priority Area

UBC wellbeing | physical activity & sedentary behaviour

PRIORITY AREA MARK ELEMENTS

Priority Area Marks with Tags

The primary priority area marks come with a tag that names the specific priority area the mark is attributed to. The marks are useful in alerting the audience to the goals of the priority area that is featured, and should be used if space allows.

Priority Area Marks without Tags

In some cases, the space available will not allow the priority area tag to be a legible size. In these cases, use the priority area mark without a tag.

Colour

Each of the priority areas has been given a specific colour to help differentiate it from other UBC Wellbeing initiatives. For the specific colour mixes, please see the colour section of this guide.

It is important to note that the priority area marks may only be used in full colour. If the application requires a white or grayscale mark, please use the grayscale versions of the primary UBC Wellbeing marks.

1.3   **APPLYING THE UBC WELLBEING MARKS**

While UBC Wellbeing marks help to elevate the presence of wellness initiatives across the UBC community, they may also present design challenges which can result in cluttered and poorly presented communications. When applying a mark to your work, keep it clean, modern and simple wherever possible.

APPLICATION CONSIDERATIONS

Brand Hierarchy

UBC Wellbeing's visual identity system, which has its own internal brand hierarchy, sits within the larger system for UBC. With so many different levels of visual identities, it can be confusing to determine which one takes precedence.

To keep design clear and consistent, the following brand hierarchy should be maintained:

1. UBC Brand visual identity
2. UBC Wellbeing primary visual identity
3. UBC Wellbeing priority area identities

In other words, if presented with a selection of identifying marks, the UBC mark should have visual precedence over any of the UBC Wellbeing marks. In cases where there are several priority area marks, the UBC Wellbeing primary mark should be used instead of all of the priority area marks. The priority area marks should only be used on communication materials where there is focus on one single priority area.
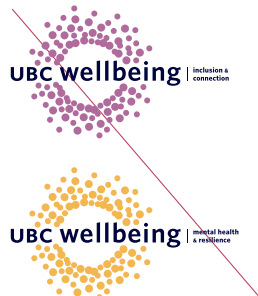
PLEASE DO NOT GIVE THE UBC WELLBEING MARK MORE VISUAL IMPORTANCE THAN A UBC SIGNATURE

WHEN A UBC SIGNATURE AND A WELLBEING MARK APPEAR TOGETHER, THE UBC SIGNATURE TAKES PRECEDENCE

PLEASE DO NOT USE MORE THAN ONE PRIORITY AREA MARK

INSTEAD OF USING MULTIPLE PRIORITY AREA MARKS, USE ONE OF THE UBC WELLBEING PRIMARY MARKS

COLLABORATION MARKS

UBC Wellbeing collaborates with many internal groups across both UBC campuses, and as such, there may be times when the UBC Wellbeing mark needs to appear with other UBC marks.

Please follow these guides when creating a partnership mark that includes UBC Wellbeing.

COLLABORATION MARK DESIGN CONSIDERATIONS

General Rules

When creating a collaboration mark, it is ideal to use the UBC Wellbeing primary wordmark, as this will create a cleaner logo lock up.

Collaboration: Full Unit Signature

When the collaboration is with a specific UBC faculty, department or unit, separate their unit signature and the UBC Wellbeing wordmark with a vertical line with the space of the width of three-quarters of the UBC crest on either side. The height of the "UBC" letterforms in the UBC Wellbeing wordmark should be equivalent to two-fifths of the width of the UBC crest.

THE UNIVERSITY OF BRITISH COLUMBIA
Equity and Inclusion Office

UBC wellbeing

Collaboration: Promotional Unit Signature

If using a Promotional Unit Signature, continue to separate the logos with a vertical line with the space of the width of three-quarters of the UBC crest on either side. The height of the "UBC" letterforms in the UBC Wellbeing wordmark should be equivalent to the cap height of the unit name.

THE UNIVERSITY OF BRITISH COLUMBIA
Equity and Inclusion Office

UBC wellbeing

Collaboration: Other UBC Theme Wordmark

When the collaboration is with another UBC initiative that has its own wordmark (ex. UBC Sustainability), ensure that the size of the "UBC" in each word mark is equal. Separate the wordmarks with a vertical line with a space of 1.5 widths of the "U" on either side.

UBC sustainability | **UBC wellbeing**

Collaboration: Other Internal Partner Logos

When the collaboration is with a partner that has its own logo, ensure that the size of the UBC Wellbeing wordmark is of equal visual weight as the other logo. Vertically centre the UBC Wellbeing mark in the centre of the other mark. Separate the marks with a vertical line with a space of 1.5 widths of the "U" on either side.

Collaboration: External Partners

When the collaboration is with an external partner, the only UBC identifier that should be used is the UBC Full Signature. The UBC Wellbeing mark should not be used. For guidelines on how to create a partner logo with the UBC Full Signature, please refer to the UBC Brand Visual Identity Guide.

USE WITH UBC PUBLICATION BARS

At UBC, if you are planning to publish brochures, reports or other print communication materials, you will need to use the UBC publication bar.

The UBC Wellbeing brand can be used with the publication bar in ways to keep the integrity of both the UBC and Wellbeing brand.

UBC PUBLICATION BAR CONSIDERATIONS

General Rules

When creating a cover for a printed piece at UBC, the UBC publication bar must be used. The bars are available for download on brand.ubc.ca, and are available in blue, black and white. Publication bars are usually placed at the bottom of a cover.
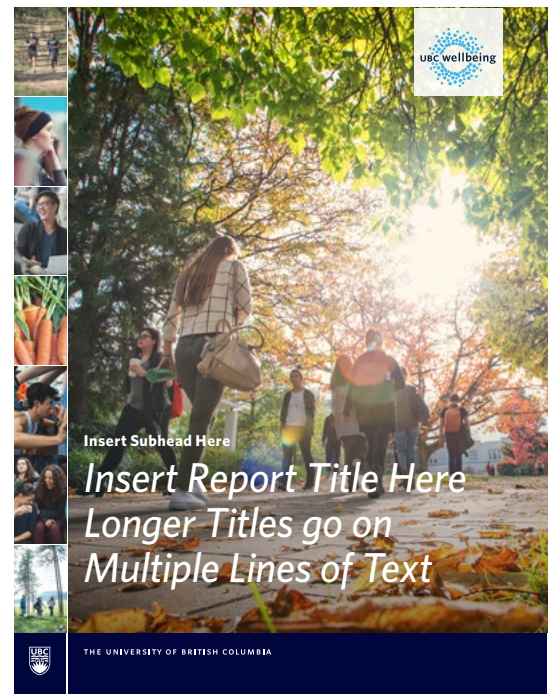
The UBC Wellness mark can be place on the cover near the top. This ensures that there is visual space between the UBC crest and the UBC Wellness mark.

If the UBC Wellness mark is going on top of a photograph or solid colour, a white box can be placed behind the mark to ensure that the mark is legible.

The UBC Wellness mark or wordmark should not ever be placed inside the publication bar.

Report Cover Templates

UBC Wellbeing has several report cover template options available for use. The templates are created for use in Adobe InDesign, and they incorporate the UBC publication bar and primary UBC Wellbeing mark. Please contact a member of the UBC Wellbeing team for the files.
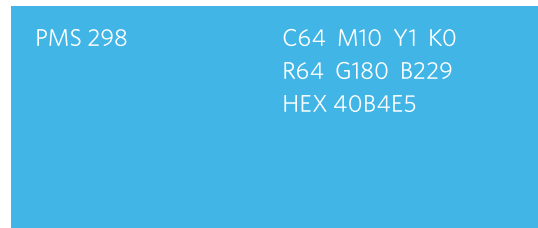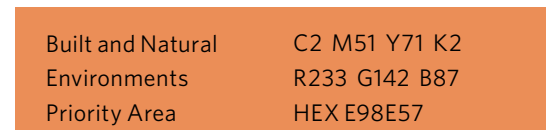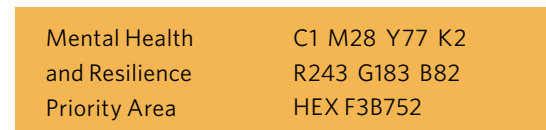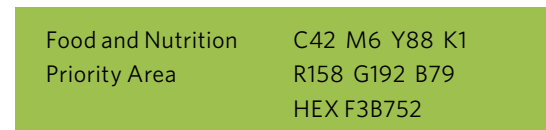
1.4

UBC WELLBEING COLOURS

Colour is a central part of the UBC Wellbeing identity. The primary colours communicate an affiliation to the university.

The priority area colours bring vibrancy and diversity to the palette, and help to identity focused campaigns and communication efforts.

PRIMARY UBC WELLBEING COLOURS

UBC Blue PMS 282	C100 M90 Y13 K68 R12 G35 B68 HEX 002145
PMS 298	C64 M10 Y1 K0 R64 G180 B229 HEX 40B4E5
White	C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFF

PRIORITY AREA COLOURS

Physical Activity Priority Area	C80 M8 Y43 K5 R0 G162 B154 HEX 00A29A
Food and Nutrition Priority Area	C42 M6 Y88 K1 R158 G192 B79 HEX F3B752
Mental Health and Resilience Priority Area	C1 M28 Y77 K2 R243 G183 B82 HEX F3B752
Built and Natural Environments Priority Area	C2 M51 Y71 K2 R233 G142 B87 HEX E98E57
Inclusion and Connection Priority Area	C30 M67 Y9 K2 R176 G107 B157 HEX B06B9D

UBC Wellbeing Colours

Our primary colours are UBC Blue (PMS 282), PMS 298 and white. The priority area colours may be used to highlight specific initiatives that fall under those priority areas, but ideally should always be used in conjunction with the primary colours.

PANTONE® is the property of Pantone LLC. The colors and CMYK breakdowns shown on this page and throughout this manual have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards.

COLOUR, LEGIBILITY AND ACCESSIBILITY

It is important that all audiences can access information with ease, including those with vision impairments. Legibility should be a strong consideration when using UBC Wellbeing colours. To enhance legibility, ensure that there is significant contrast between the foreground and background colours.

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

If designing for the web, colour choices for text should meet AAA web accessibility standards. (Please use this tool to see if your design meets these accessibility standards.)

To achieve this standard, some of the UBC Wellbeing colours will need to be adjusted when used as a text colour. Below is a suggested guideline for text colour choices.

TEXT COLOUR SUGGESTION FOR WEBSITES

USE THESE COLOURS FOR USING BLACK TEXT ON A COLOURED BACKGROUND

USE THESE COLOURS FOR USING COLOURED TEXT ON A WHITE BACKGROUND

Colour name	RGB / HEX	Colour name	RGB / HEX
Wellbeing Primary Colour	R64 G180 B229 HEX 40B4E5	Wellbeing Primary Colour	R12 G35 B68 HEX 002145
Physical Activity	R0 G184 B154 HEX 00B8AF	Physical Activity	R0 G123 B117 HEX 007B75
Food and Nutrition	R158 G192 B79 HEX 9EC04F	Food and Nutrition	R93 G123 B10 HEX 5D800A
Mental Health and Resilience	R240 G177 B73 HEX F0B149	Mental Health and Resilience	R157 G108 B0 HEX 9D6C00
Built and Natural Environments	R224 G136 B84 HEX E08854	Built and Natural Environments	R195 G74 B2 HEX C34A02
Inclusion and Connection	R203 G121 B199 HEX CB79C7	Inclusion and Connection	R129 G63 B115 HEX 813F73

1.5

FONTS

The UBC brand has a well-defined typographic style that helps audiences to recognize communications that come from the university. To capitalize on this established recognition, and to help associate UBC Wellbeing with the university, all UBC Wellbeing communications should adopt the UBC typographic style. For more information, please refer to the UBC Brand Visual Identity Guide.

PRIMARY FONT

Whitney

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

Whitney is available to all faculty and unit communicators in desktop format at no cost. It is also available through a web license for use on sites that use the UBC Common Look and Feel (CLF).

AaBbCc123   Whitney Light
AaBbCc123   Whitney Book
AaBbCc123   Whitney Medium
AaBbCc123   Whitney Semibold
AaBbCc123   Whitney Bold
AaBbCc123   Whitney Black

SECONDARY FONT

Guardian Egyptian

Guardian Egyptian, a serif font, can be used as an accompanying font to Whitney. Please note that for formal communications, Whitney should be the primary font, with Guardian Egyptian used as an accent font.

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

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

1.6

PHOTOGRAPHY

Photographs can inspire viewers to think, question and learn about wellbeing, and as such, are an important element of the UBC Wellbeing identity.

The use of modern and fresh images that centre on people at the university will draw in audiences and help communicate UBC Wellbeing's central messages.

PHOTOGRAPHY STYLE

Subject Matter

UBC Wellbeing photographs should be focused on people. Aim for images of individuals or groups of people enjoying a wellbeing activity within a UBC environment. Examples include students cooking in a residence kitchen or staff doing yoga outside. Whenever possible, use natural environments as a backdrop for photos Try to avoid using images that show only an object or an indoor environment, such as a photo of running shoes or an empty gym.

Photographic Style

Images should follow the UBC photography style, which is outlined in detail in the Brand Photography Guide.

In short, photography should capture genuine moments wrapped in natural light. Use a shallow depth of field to help draw focus to the person or group. The environment should help demonstrate how the person belongs to the UBC community. The tonality should feel modern, fresh and open.

Resources

Please note that UBC Brand style photos are available at no cost on UBC's Communication and Marketing Flickr site. Many of these images contain wellbeing activities and would be appropriate additions to communication materials.

PHOTOGRAPHY TREATMENTS

Priority Area Colour Duotones

If desired, a duotone treatment can be applied to a photograph in one of the priority area colours to help further identify a communication piece to a wellbeing priority area.

Duotone actions for Photoshop are available by request. Please note that some adjustments to an image's contrast level may need to be made prior to applying a duotone to ensure that the photograph does not become 'muddy'.

Resources

UBC has many useful resources to assist you with both your Wellbeing initiatives and your communications needs.

WELLBEING RESOURCES

UBC Wellbeing Website

UBC Wellbeing's website is an informative and inspirational place to find everything to do with wellbeing on our campuses. Find action frameworks, events, workshops, stories and anything else that you may need.

▪ UBC Wellbeing

UBC BRAND RESOURCES

UBC Brand Site

The UBC Brand site offers comprehensive information about all elements of the UBC Brand, including visual identity, writing, web, social media and photography.

▪ UBC Brand Site

UBC Visual Identity Guidelines

Find detailed information about UBC's signatures, colours, typography styles, and brand applications in this guide.

▪ UBC Visual Identity Guidelines

PHOTOGRAPHY RESOURCES

UBC Brand Photography Library

UBC Communications and Marketing's Flickr photo library is an invaluable resource with hundreds of on-brand photographs available for non-commercial use.

▪ UBC Photography Library on Flickr

Consent To Use Of Image Form

If shooting your own photos, this consent to use of image form needs to be completed by all involved before the image can be published.

▪ Consent to Use Image Form

Contact The UBC Photographer

If you need additional images, UBC's Communications and Marketing offers the UBC community high quality photography at very reasonable rates. For inquiries regarding photography services and rates, please contact:
Paul Joseph
604 822 4775
paul.h.joseph@ubc.ca