

 <b>The University of British Columbia Board of Governors</b>	<b>Policy No.:</b>  <b>94</b>	<b>Approval Date:</b> May 2003  <b>Last Revision:</b>
	<b>Responsible Executive:</b> Vice-President, External and Legal Affairs	
<b>Title:</b>  <p style="text-align: center;"><b>Visual Identity</b></p>		
<b>Background &amp; Purposes:</b>  The University’s visual identity is made up of many elements, including but not limited to its name, typeface, initials, specified colours and logo, as well as their relationship to other visual features in printed and electronic materials.  The appropriate use of these elements enhances the University’s reputation, leverages quick recognition, reduces design costs and inefficiencies, and demonstrates organizational purpose and accountability to diverse University stakeholders. Such use will also enable the University to prevent other parties from trading improperly upon the University’s reputation or infringing upon its marks.		

## 1. General

- 1.1. This policy applies to all academic and administrative units of the University.
- 1.2. This policy applies to:
  - 1.2.1. campus signage, including both facilities identification and way finding signs;
  - 1.2.2. University print advertising;
  - 1.2.3. University web sites and other forms of electronic promotion/communication;
  - 1.2.4. livery for University vehicles;
  - 1.2.5. University business cards, letterhead, and other stationery; and
  - 1.2.6. University brochures and other major publications.
- 1.3. This policy does not affect the administration of the University trade-marks licensing program under [Policy #110: Third Party Use of University Trade Marks](#).
- 1.4. UBC Public Affairs is a general resource on all matters relating to the visual identity of the University and its constituent units and is available for consultation by the academic and administrative units that make up the University.
- 1.5. UBC Public Affairs has the responsibility for creating, coordinating and maintaining a library of guidelines for the form and manner of use of logos, typefaces, marks, graphics and other materials used to support the University’s visual identity (hereinafter referred to as the “[Visual Identity Guidelines](#)”).

- 1.6. UBC Public Affairs will publish the Visual Identity Guidelines from time to time and shall make resource materials, including computer file formats, available on its web site so as to assist and enable the University academic and administrative units to use and apply the Visual Identity Guidelines.
- 1.7. Academic and administrative units shall identify themselves as units of the University on business cards, letterhead, signage, web sites, and similar materials in a manner that is consistent with the Visual Identity Guidelines. The formal name of the University is “The University of British Columbia”. Where existing web sites, signage, livery, stationery, or other inventory are not consistent with the Visual Identity Guidelines, the transition to new, consistent materials will be managed in an orderly and cost-effective manner, such as through planned retirement of existing assets and through depletion of existing stockpiles of consumables. Academic and administrative units should use best efforts to update such materials within two years, or sooner if possible.
- 1.8. Academic and administrative units that wish to deviate from the Visual Identity Guidelines should consult with UBC Public Affairs to ensure that the integrity of the University’s visual identity is maintained. Where the Visual Identity Guidelines do not address the reasonable requirements of an academic or administrative unit for creative, marketing, or other reasons, UBC Public Affairs may allow a deviation or update the Visual Identity Guidelines as appropriate. If a disagreement arises and cannot be resolved informally between the head of an academic or administrative unit and the Director of UBC Public Affairs, either party may refer the disagreement to the Vice-President, External and Legal Affairs, who shall decide the matter.
- 1.9. A Visual Identity Advisory Committee, including both members from the internal University community and external advisors, constituted under the authority of the Vice-President, External and Legal Affairs will provide advice to UBC Public Affairs on the development of and ongoing updates to the Visual Identity Guidelines and will provide advice to the Vice-President, External and Legal Affairs with respect to any disagreements referred to him or her pursuant to the preceding paragraph.