

Brand

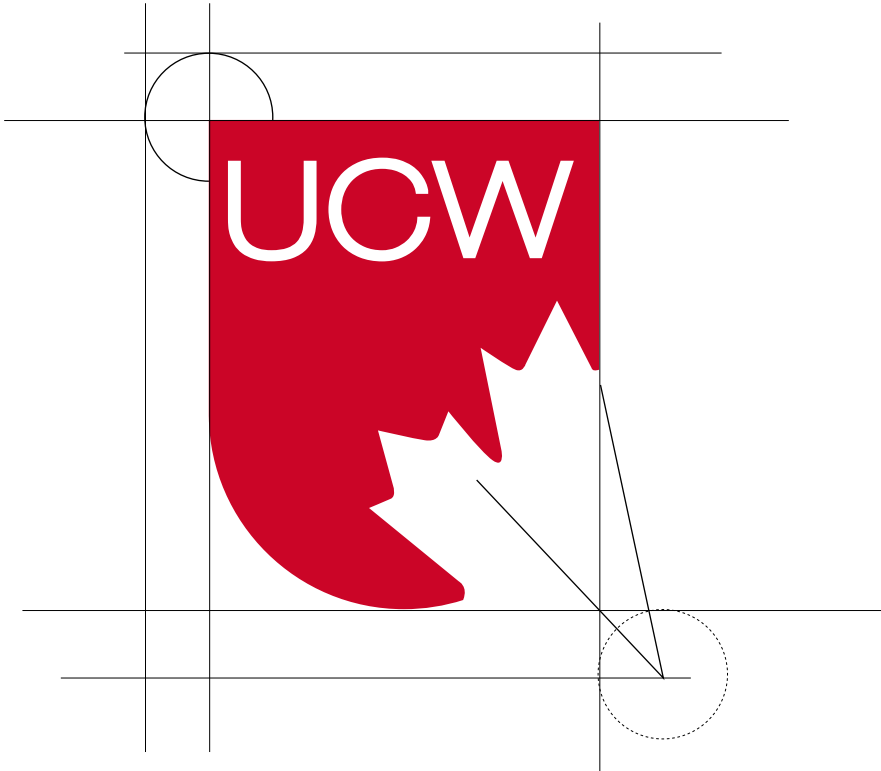
Guidelines

UNIVERSITY CANADA WEST

UCW



Contents



Our Story



Brand Logo



Colours



Typography

01

Our Story



About the Brand

University Canada West (UCW) was founded in 2004 by Dr. David Strong, an accomplished academic and distinguished scientist who served as president of the University of Victoria for more than a decade. Dr. Strong had the vision to create an independent, accessible university with a practical focus and an emphasis on teaching excellence.

Today, UCW has positioned itself as an innovative business and technology-oriented, teaching-focused institution in Vancouver, offering undergraduate and graduate degrees for domestic and international students. The University is a dynamic and growing institution defined by its close connections to the business community and a commitment to outstanding student services.

We remain committed to Dr. Strong's original vision of a university with a practical focus. Our faculty have a combination of academic knowledge and real workplace experience. They foster a learning environment that combines interdisciplinary study and critical thinking with keen analysis, problem-solving and collaboration to produce leadership-ready graduates.

With a growing student population that spans more than 100 countries, UCW aims to celebrate its diversity and promote a culture of inclusion. Our students come first in everything we do – our faculty and staff are accessible and approachable, and we strive to offer an exceptional student experience.

We acknowledge that the territories on which UCW and its campuses are situated are the traditional, ancestral and unceded territories of the x^mməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish) and Səl̓ílwítulh (Tsleil-Waututh) Nations. We thank them for having cared for this land since time immemorial, honour their graciousness to the students who seek knowledge here, and iterate our dedication to valuing the ongoing contributions of Indigenous peoples and communities.

01

QUALITY EDUCATION

Professors with real-world business experience combined with a strong academic background

02

5 STAR RATING

Rated as a 5 Star institution by the QS Stars higher education rating system

03

DIVERSITY

Diverse student body with 100+ nationalities

04

CAREER READINESS

Fully engaged Career Development Centre with student-centred activities and events

05

AFFORDABILITY

Variety of scholarships, bursaries and grants to make a UCW post-secondary education more affordable for students

06

LOCATION

Two easily accessible campuses in the heart of downtown Vancouver

02 Brand Logo

Our Logo

PRIMARY LOGO

The UCW logo is composed of a shield icon and a logo typeset. This is our main logo, which is used across all corporate pieces, advertising and promotional materials.

SECONDARY LOGO

This design is more simplified and flexible to use when scaling to smaller artwork sizes.

PRIMARY LOGO



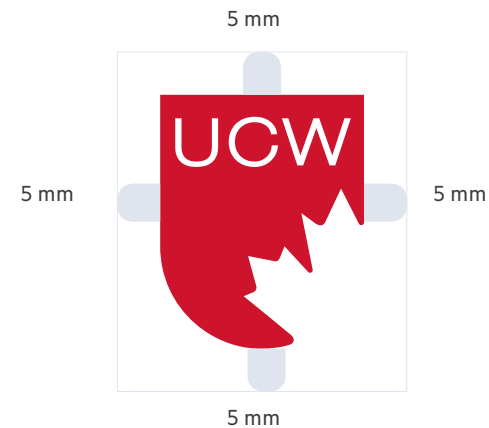
SECONDARY LOGO



Exclusion Area

Exclusion area is what we call the clear space surrounding the logo. Try to keep enough distance from any other graphic elements to ensure that the logo appears distinctly in any environment.

The clear space around the logo is measured using the height of the capital U from the logo — this clear space scales proportionally with the logo.



Minimum Size

The smallest permitted use of the logo must be strictly adhered to. The minimum size of the logo, as illustrated on the right, has been established for maximum legibility and consistency of usage.

Where the logo is used at a small size, spot colour is preferred over process to maintain crisp edges.

There is no maximum size limit, but discretion should be used when sizing the logo. It should never be the most dominant element on the page, but instead, should live comfortably and clearly as an identifying mark.



Using the proper vector files, the logo can be proportionately scaled as large as necessary.



50mm / 140px wide



10mm / 28px wide

Logo Usage

The provided EPS files are Illustrator CC format and are cross-platform compatible. UCW will always supply EPS files unless a different format has been specifically requested. If larger JPG or TIFF files are required, please contact the Marketing department at marketing@ucanwest.ca.

The logo must not be redrawn or altered in any way. It must only be reproduced from supplied files. Do not reproduce the logo in any colour, other than specified.

RULES OF USE:

- ❶ **DO NOT** skew, stretch or bend the logo
- ❷ **DO NOT** rotate the logo
- ❸ **DO NOT** use drop shadow or other visual effects
- ❹ **DO NOT** use any other non-brand colours
- ❺ **DO NOT** reposition crest
- ❻ **DO NOT** use low-resolution artwork



Logo Usage for Different Applications

On images or coloured backgrounds, there are two versions of the UCW logo that can be used.

The one colour reversed logo, or the full colour reversed logo.

The black version of the UCW logo can be used for single colour documents or single colour printing jobs.



03

Colours

Primary Colour Palette

The colours of our brand palette contribute to the cohesive and harmonious presentation of our brand identity across all materials. Used consistently and imaginatively, colour helps to create brand relevance, differentiation and awareness, in addition to evoking a powerful emotional response.

UCW Red is our leading brand colour. A nod to Canadian heritage, UCW Red also stands for prosperity, passion and ambition. We also use dark grey, a modern colour that represents Vancouver's architecture, and a steel blue colour, which represents the body of water surrounding Vancouver.

These three colours form our primary colour palette. We also have a secondary colour palette to support these core brand colours.

UCW RED

PMS	186
CMYK	12/100/91/3
RGB	207/32/47
HEX	#CF202F

UCW DARK GREY

PMS	532
CMYK	80/73/53/60
RGB	36/39/53
HEX	#242735

UCW STEEL GREY

PMS	5425
CMYK	56/36/24/1
RGB	123/146/169
HEX	#7B92A9

Secondary Colour Palette

We have created a secondary colour palette to support our core brand colours. These colours represent our heritage, inclusivity, culture and surroundings, the nature and architecture of Vancouver.

These colours can be used in addition to the three core brand colours.

DARK GREEN

PMS 7476
CMYK 90/48/58/33
RGB 15/85/86
HEX #0F5556

GREEN

PMS 625
CMYK 77/31/34/12
RGB 62/128/107
HEX #3E806B

LIGHT GREEN

PMS 338
CMYK 58/0/47/0
RGB 104/196/161
HEX #68C4A1

DARK BLUE

PMS 534
CMYK 100/82/36/25
RGB 21/58/98
HEX #153A62

BLUE

PMS 7685
CMYK 96/71/7/1
RGB 15/89/159
HEX #0F599F

LIGHT BLUE

PMS 7689
CMYK 78/28/2/0
RGB 0/148/207
HEX #0095CF

GOLD

PMS 7409
CMYK 2/29/100/0
RGB 248/184/24
HEX #F8B818

LIGHT GOLD

PMS 150
CMYK 0/35/72/0
RGB 255/179/90
HEX #FFB35A

PINK

PMS 709
CMYK 0/77/55/0
RGB 241/98/104
HEX #F26268

LIGHT PINK

PMS 196
CMYK 4/24/8/0
RGB 237/199/208
HEX #EDC7D0

04

Typography

Primary Typeface

Metric is our primary corporate typeface and is recommended for use in the production of all typeset items such as literature, advertising and campus signage.

Metric comes in seven weights with matching italics.

If Metric is not available you can substitute it with Arimo Google font or Arial.

Metric

Aa

Metric Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.+*/?;

Metric Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.+*/?;

Metric Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.+*/?;

Metric Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.+*/?;

Metric Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.+*/?;

Metric Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.+*/?;

Metric Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.+*/?;

Secondary Typeface

Hey August

Hey August is our secondary typeface and maybe used as an accent for more expressive moments.

Should only be used for one or two words.

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

0 1 2 3 4 5 6 7 8 9 . + - * / ? : ;

GoWest!
University Canada West





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