



Brand Guidelines

LAST UPDATED DECEMBER 2024

ucanwest.ca

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Our Story

01 DIVERSITY

Diverse student body with 90+ nationalities

02 LOCATION

Two easily accessible campuses in the heart of downtown Vancouver

03 FLEXIBILITY

Flexible study options including online, and or on-campus delivery modes

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 5 STAR RATING

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

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 90 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^wməθk^wəy̓əm (Musqueam), Sḵw̓x̓ wú7mesh (Squamish) and Seí íl wítulh/səlilwətał (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.

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.

PRIMARY 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 proportionally scaled as large as necessary.



50mm / 140px 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. The black and greys which are a modern colours that represents Vancouver's architecture.

These 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 BLACK

PMS NEUTRAL BLACK C
 CMYK 73/67/65/78
 RGB 26/26/26
 HEX #1A1A1A

UCW DARK GRAY

PMS Neutral Black C 80%
 CMYK 71/65/64/68
 RGB 40/40/40
 HEX #282828

UCW DARK GRAY

PMS Neutral Black C 70%
 CMYK 68/61/60/49
 RGB 61/61/61
 HEX #3D3D3D

UCW WHITE

CMYK 0/0/0/0
 RGB 255/255/255
 HEX #FFFFFF

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 primary brand colours.

<p>DARK GREEN</p> <p>CMYK 90/48/58/32 RGB 15/85/86 HEX #0F5556</p>	<p>GREEN</p> <p>CMYK 77/31/64/12 RGB 62/128/107 HEX #3E806B</p>	<p>LIGHT GREEN</p> <p>CMYK 58/0/47/0 RGB 104/196/161 HEX #68C4A1</p>	
<p>DARK BLUE</p> <p>CMYK 99/81/36/25 RGB 21/58/98 HEX #153A62</p>	<p>BLUE</p> <p>CMYK 96/71/7/0 RGB 15/89/159 HEX #0F599F</p>	<p>LIGHT BLUE</p> <p>CMYK 78/27/2/0 RGB 0/149/207 HEX #0095CF</p>	
<p>DARK PURPLE</p> <p>CMYK 78/99/1/0 RGB 96/45/145 HEX #602D91</p>	<p>PURPLE</p> <p>CMYK 21/57/3/0 RGB 198/130/178 HEX #C682B2</p>	<p>LIGHT PURPLE</p> <p>CMYK 4/24/7/0 RGB 239/200/209 HEX #EFC8D1</p>	
<p>YELLOW</p> <p>CMYK 1/29/99/0 RGB 252/156/18 HEX #FCBA12</p>	<p>ORANGE</p> <p>CMYK 0/49/84/0 RGB 246/149/65 HEX #F69541</p>	<p>SALMON PINK</p> <p>CMYK 0/77/50/0 RGB 242/98/104 HEX #F26268</p>	<p>BURGUNDY</p> <p>CMYK 29/100/97/36 RGB 129/21/24 HEX #811518</p>

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.+-*/?;:



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