VISUAL IDENTITY GUIDELINES

UPDATED: JANUARY 13, 2016
**INTRODUCTION**

The best brand identity systems are executed with consistency and adherence to graphic standards. This guide provides UBC Sauder School of Business’ faculty, staff, and students with a set of rules and examples to allow you to produce professional visual communications that ensure our brand is experienced with clarity and integrity by internal and external audiences.

All UBC Sauder marketing and communications materials must be approved by the Marketing & Communications Department. Any logo usage or application not covered in this document must be reviewed and approved by the Marketing & Communications Department prior to publication.

Please direct your requests for approvals or questions related to graphics standards to:
Marketing & Communications Department
HA 456  |  604.822.8436 | marcom@sauder.ubc.ca

**MARKETING & COMMUNICATIONS RESOURCES WEBSITE**

All Marketing & Communications resources, including this document, are available at the Sharepoint website below. Please use your Campus-Wide Login (CWL) to access the site.

https://sauder.share.ubc.ca/marcom

On the website, you can find logo files, branded templates, guidelines, and other resources related to UBC Sauder's brand identity. The site is updated on a regular basis by the Marketing & Communications Department. Please check back regularly for new and updated resources.

**LOGO USAGE PRINCIPLES**

- All marketing and communications materials authored by faculty and staff of the UBC Sauder School of Business must have the UBC Sauder logo, and the Robert H. Lee Graduate School wordmark where applicable. Usage of the UBC Sauder and Robert H. Lee Graduate School identities must follow the rules and examples outlined in this Visual Identity Guidelines document.

- UBC Sauder is the foremost identity in all materials. It should appear in the most prominent logo space or position on a piece of collateral and should receive the most prominent treatment, such as appearing in full colour (in as many instances as possible) and larger in size than any UBC Sauder sub-identities (if any is used).

- If the collateral promotes only graduate programs and/or targets exclusively-graduate program audiences, then the Robert H. Lee (RHL) wordmark is used in conjunction with the UBC Sauder logo. Please refer to the section ‘Robert H. Lee Graduate School Identity’ for guidelines specifically related to the RHL wordmark.

- To continue to establish the connection between UBC and the Sauder School of Business, it is recommended that UBC’s full signature is used in conjunction with the UBC Sauder logo, so long as there is sufficient space for the UBC logo to stand out. Below is a list of UBC Sauder collateral utilizing UBC’s full signature:
  - Letterhead footer
  - Envelope flap
  - Back of business cards
  - Presentation slide footer
  - Inside cover pages or back cover page of printed booklets
  - Website footer
  - E-newsletter/e-blast footer
  - Event poster footer
  - Video or animated banner next-to-closing slate
  - Certificate footer

- The UBC Sauder logo should no longer be used with the “opening worlds” tagline.

Please see examples of logo applications in various collateral in the ‘Logo Applications’ section. For question on any logo usage or application not reflected in the section, please contact Adriana Linoh, Associate Director, Brand and Marketing at adriana.linoh@sauder.ubc.ca or 604.827.3868.
BRAND ELEMENTS

OUR NAME
In 2003, Dr. William L. Sauder made a generous donation to the UBC Faculty of Commerce & Business Administration. In recognition of Dr. Sauder’s generosity, the school has been renamed in his honour. The school’s official name is “UBC Sauder School of Business, University of British Columbia”. Our brand name and the name we most prefer our audiences to use is “UBC Sauder School of Business”. Where brevity is necessary and appropriate, simply “UBC Sauder” may be used.

OUR LOGO: SYMBOL, WORDMARK
The UBC Sauder logo is comprised of a symbol and a wordmark. The symbol is an open door which represents the school’s collegial, welcoming culture where diversity of cultures and perspectives are embraced. Our openness creates an environment that invites exploration, innovation, and opportunities to create, challenge, and transform—as expressed in our brand essence of ‘Transformational Discovery’. The green colour represents the fresh thinking and ever-growing ideas that UBC Sauder constantly nurtures, as well as our West Coast location surrounded by spectacular nature.

SAUDER GREEN: PMS 368 Green
SAUDER BLUE: PMS 282 Blue

OUR COLOURS: PMS, CMYK, RGB, HEX
UBC Sauder’s primary colours are PMS 368 green and PMS 282 blue, which are the two colours used in our logo and are the dominant colours in our marketing materials. In addition to the green and blue, there are more colours in our colour palette to allow for greater design flexibility. The yellow, light grey, and dark grey can be used as accent colours to enhance aesthetics or readability.

<table>
<thead>
<tr>
<th>BRANDED COLOUR</th>
<th>DESCRIPTION</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAUDER GREEN</td>
<td>PMS 368 Green</td>
<td>65C/0M/100Y/0K</td>
<td>120R/190G/32B</td>
<td>#78BE20</td>
</tr>
<tr>
<td>SAUDER BLUE</td>
<td>PMS 282 Blue</td>
<td>100C/90M/13Y/68K</td>
<td>4R/30G/66B</td>
<td>#041E42</td>
</tr>
<tr>
<td>SAUDER YELLOW</td>
<td>PMS Yellow C</td>
<td>0C/0M/100Y/0K</td>
<td>254R/221G/0B</td>
<td>#FAE100</td>
</tr>
<tr>
<td>SAUDER GREY LIGHT</td>
<td>PMS 428C</td>
<td>28C/14M/17Y/3K</td>
<td>193R/198G/200B</td>
<td>#C1C6C8</td>
</tr>
<tr>
<td>SAUDER GREY DARK</td>
<td>PMS 431C</td>
<td>45C/25M/16Y/59K</td>
<td>91R/103G/112B</td>
<td>#5B6770</td>
</tr>
</tbody>
</table>
OUR TYPOGRAPHY

Institutional Typefaces
The UBC Sauder brand uses the “Whitney” font and “Stag” font as our institutional typefaces. Whitney is used for text while Stag is used for headlines or other display elements. The use of Whitney and Stag for typography is suggested for formal communications where a strong institutional look is required. This would generally include major institutional, national, and international marketing opportunities for the school. To acquire a license for the Whitney or Stag font, please contact Marketing & Communications.

TEXT FONT
WHITNEY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Whitney Light
Nequi ut aspelluptam utem earum dem reces ex eos secusdam harundiscide volore sit ut que explabo rempos et apitistrum quam num rerspel ipiet ea dis aut abre odissuntur? Ma ventumObisit ut apit ipsus aut id

Whitney Bold
Culparup taspere pro enectio taturepre volora nis quaepepli, in perum lab incettemperum quo totatquatio veris sit, ut dent explaborum quamusandi omnis sus iumqui dusda volorepel eos vendereseque nis mil ipic tem volorec

WHITNEY

DISPLAY FONT
STAG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stag Light
Nequi ut aspelluptam utem earum dem reces ex eos secusdam harundiscide volore sit ut que explabo rempos et apitistrum quam num rerspel ipiet ea dis aut abre odissuntur? Ma ventumAb illoritibus coriasped quam,

Stag Semibold
Culparup taspere pro enectio taturepre volora nis quaepepli, in perum lab incettemperum quo totatquatio veris sit, ut dent explaborum quamusandi omnis sus iumqui dusda volorepel eos vendereseque nis mil

Stag Book
Obis eatis ea num facesti animodit velibusda invelestis quam atem alit et et fugiam iuresequas etur, quarem et aceperum fuga. Itaquas neceaqu idempos suntibus moluptatus dQuiae ocuppta ne que lam, quiatur

STAG

General Typography
It would pose a significant challenge to restrict all UBC Sauder marketing materials to proprietary typefaces. For this reason, typography in print materials need not be restricted to use of the Whitney and Stag type families. In general communications, documents or correspondence, it is recommended that Arial be used, or any other sans serif typeface. Examples of where Arial can be used are email message body text, presentation slide body text, letters, etc.
LOGO VERSIONS

The UBC Sauder logo should always appear in its full colour version. The door frame is in green and the door and wordmark are in blue. However, there may be special circumstances where the logo has to appear on a coloured background, in which case:

When the background is light, the logo should appear in the preferred full colour; however, there must be significant contrast between the background and both the blue and green of the logo. Using grey as an example, the background must be no darker than 15% black to use the full colour logo.

When the background is black or dark, the logo reverses to white.

When only one colour is available for use, the entire logo appears in either white or 100% black. For dark backgrounds the white logo is used, and for light backgrounds the 100% black logo is used.
**PROTECTIVE SPACE**

The minimum protective space is equal to the distance between the top and the bottom of the letters in the words UBC Sauder. To protect it from visual interference this space is required around all sides of the logo, including background field edges, trim, and rules.

**MINIMUM SIZE**

In order to maintain the legibility and integrity of the UBC Sauder logo, it must never appear smaller than 2.4 cm in width.

**INCORRECT USE**

Adaptations of the UBC Sauder logo are not permitted under any circumstance, unless approved by Marketing & Communications. Do not change the colours or typeface, distort/move/remove elements of the logo, scale disproportionately or apply a colour screen over the logo.
ROBERT H. LEE GRADUATE SCHOOL IDENTITY

THE GRADUATE SCHOOL NAME
In recognition of a generous contribution made by Dr. Robert H. Lee in 2005, the graduate program office at UBC Sauder was renamed the Robert H. Lee Graduate School. The official name of the graduate school is “Robert H. Lee Graduate School, UBC Sauder School of Business, University of British Columbia”. Where brevity is necessary and appropriate, simply “Robert H. Lee Graduate School” may be used.

THE WORDMARK
The Robert H. Lee Graduate School wordmark is typeset in the Whitney font. A vertical line on the left of the wordmark provides a visual anchor to help the identity stand out. The wordmark is in the same blue colour as in the UBC Sauder wordmark, signifying the institutional connection between the graduate school to the UBC Sauder School of Business. The name “Robert H. Lee” is emphasized in larger, bolder font and is followed by “Graduate School” underneath in smaller type.

USAGE PRINCIPLES
• The Robert H. Lee wordmark is used in conjunction with the UBC Sauder logo in collateral that promotes only graduate programs and/or targets exclusively-graduate program audiences.
• The usage of the RHL wordmark is also extended to Dean’s Office and DAE communications. If a communication is authored by these offices, then the RHL wordmark is used in conjunction with the UBC Sauder logo. RHL placement/sizing/relative proportions must follow provided guidelines.
• The RHL wordmark should always appear on the same page as the UBC Sauder logo. In some exceptional cases, a lock-up version that joins UBC Sauder and RHL may be used. Examples of these cases are:
  • Sponsorship communications where only one sponsor logo can be accommodated.
  • Branded merchandise or swag where only one area of artwork is available or when the imprint area is extremely small such as on pens, key chains, USB keys, etc.

SIZE RELATIONSHIP WITH UBC SAUDER
To ensure the balance between the two logos, they must be sized consistently according to the guidelines shown below. The total height of the UBC Sauder logo starting from the bottom of the “School of Business” wordmark to the top edge of the type must be kept equal to the total height of the graduate school wordmark starting from the bottom end of the vertical line to its top end.

DISTANCE OF SEPARATION BETWEEN LOGOS
The minimum distance between the UBC Sauder logo and the RHL wordmark is the width of three doors.
JOINT LOGO
As outlined under “Usage Principles”, there are exceptional cases where a joint logo may be used. The joint logo below should be treated as one, whole graphic.

INCORRECT USE
Do not alter the size relationship of the elements or scale it disproportionately.
LOGO APPLICATIONS

The following application examples are provided to show the ideal sizing, placement, and formatting of the UBC Sauder logo in various collateral. The treatments shown here are chosen to give our logo the best appearance on various media, layouts, and among design elements. In producing your own collateral, please review these examples thoroughly and follow the logo sizing, placement, and formatting from examples that are most similar to your collateral in dimension and layout. All collateral must be approved by the Marketing & Communications Department prior to distributing or printing.

LOGO APPLICATIONS - PRINT

Investors’ Report

Annual Report
The full-time UBC MBA is the only Canadian MBA program with a mandatory Global Immersion Experience. Every candidate travels abroad to solve business problems for local organizations, giving them valuable consulting experience in a global context. Discover where the UBC MBA could take you at saunderchallenge.com/mba.
Dear Mr. Doe,

Re: Subject Line

January 1, 2014
Mr. John Doe
123 ABC Avenue.
Vancouver, V1V 1V1

Volut ut lande nit, conseque nateniaepero estrum laut omnimet odicatquiam quodipsa quia dis.

Optatumquae volo denihil lorrorum fugit veriaspita prempor uptati dolupta temperruptae peligen deserar port velitium net optatiqu iatis rempero oditatium ra cum et que incilor mo tem exparar alit officius ut velertimum eum liquunt ex et fugiat voluptae. Itatur milli volori quissum ad quam fugiam asim evel int.

Kind regards,

Mr. John Doe
LOGO APPLICATIONS - BANNERS
LOGO APPLICATIONS - POWERPOINT

LOGO APPLICATIONS - EMAIL SIGNATURES

John Smith
Professor, UBC Sauder School of Business

University of British Columbia | Vancouver Campus
2053 Main Mall | Vancouver, BC | Canada V6T 1Z2
phone 604.822.8000 | fax 604.822.8000
john.smith@sauder.ubc.ca | www.sauder.ubc.ca
@UBCSauderSchool | www.facebook.com/sauderschool

John Smith
Manager, Robert H. Lee Graduate School
UBC Sauder School of Business

University of British Columbia | Vancouver Campus
2053 Main Mall | Vancouver, BC | Canada V6T 1Z2
phone 604.822.8000 | fax 604.822.8000
john.smith@sauder.ubc.ca | www.sauder.ubc.ca
@UBCSauderSchool | www.facebook.com/sauderschool
LOGO APPLICATIONS - ONLINE ADVERTISING

We take global education seriously. Find out how seriously

Begin your international career with the UBC MBA. Accept the challenge
First round applications due November 2

And it all starts here in Vancouver. Find out how
LOGO APPLICATIONS - WEB

UBC Sauder School of Business

MBA Programs
Full-Time MBA
Part-Time MBA
International MBA
Executive MBA
Dual MBA/ID

Make an impact

Our MBA Programs
If you’re looking for a world-class MBA program that will give you the skills and confidence to navigate the world stage you’ve come to the right place. The Robert H. Lee Graduate School at the Sauder School of Business offers a wide range of options, including our reimagined UBC MBA program, which is consistently ranked in the world’s top 100. You can also study for an International MBA, an Executive MBA or a number of combined programs.

Full-Time MBA
Part-Time MBA
International MBA

UBC is ranked among the top 100 programs in the world.

The UBC MBA ranked 3rd among top Canadian schools to make the top 100.

Challenge your boundaries
Watch how UBC MBA students gain international perspective through the Global Immersion Experience in Chile.

The UBC MBA experience
The 16-month, full-time MBA program at the University of British Columbia’s Sauder School of Business empowers candidates to embrace challenge and change their lives and businesses for the better. Embedded in the strategy is a CEO graduate move onto leadership positions in Vancouver and around the world, realizing their personal and professional potential.

As the only Canadian MBA program with a mandatory Global Immersion Experience (GIE), each of our full-time MBA candidates spend 2 weeks abroad, getting the opportunity to consult on business problems for local organizations. They begin preparing for the experience on campus before they depart, designing briefs and doing research. It’s an invaluable experience that helps students understand the cultural implications of business decisions and adapting to different ways of doing things.