VIU Brand Standards – **Logo Usage Quick Guide**

All communications, both print and electronic, published by VIU, must prominently display an approved logo.
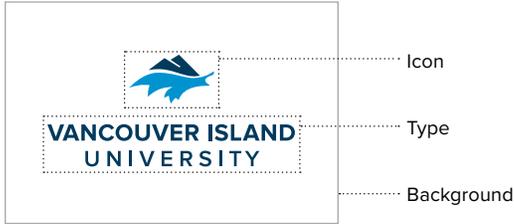
The official VIU logo, our trademarked graphic identifier, is composed of three elements: the icon, the type, and the background (or clearspace). These three elements form the whole of the logo and have been developed to work together; no single element should be removed nor used on its own.

Icon

Type

Background

Variations

Several official variants of the logo exist; these include full-name, initials, vertical, horizontal, standard, reverse, colour, and black and white versions.

The vertical versions are to be used whenever possible with horizontal versions serving as an alternative in cases where the vertical version will not work.
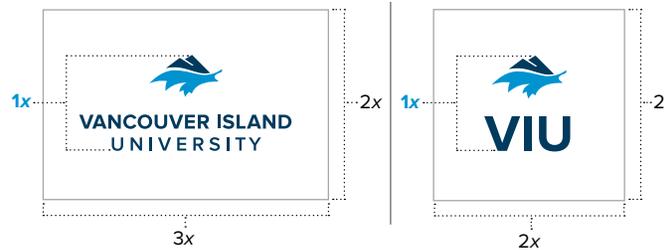
Samples of logo variations

Additionally there are logo versions that feature specific area or department names. These are referred to as sub-brand logos. For further information about these please refer to the *Sub-Brand Logo Architecture Quick Guide*.

Proportions

Proper proportions for the logo depend upon which version is being used. The full-name logo is based on a 1, 2, 3 arrangement (where the height of the text and icon together equal $1x$, the height of the background rectangle is twice that at $2x$, and the width is $3x$). The initials version employs a 1, 2, 2 system (see below).

$1x$ — VANCOUVER ISLAND UNIVERSITY — $2x$ $1x$ — VIU — $2x$

$3x$ $2x$

Minimum Sizes

Minimum logo size are specified to ensure legibility across a range of media.

Minimum 1.125" (1 ⅛")   Minimum 0.875" (⅞")

For instances where the minimum sized logo is still too large (pens, lanyards, book spines etc.), there is a specialized, small version of the logo available through the *Strategic Marketing* department.

Placement Considerations

Logo versions with a white background are only for use in areas or materials where the existing background is also white. If the logo is being placed in a non-white area then a VIU logo with a blue or black background is to be used.

Black and white logo versions are, with a few exceptions, only for use in black and white media.

Colours

Dark Blue
CMYK: 100, 48, 12, 58
RGB: 0, 59, 92
Hex: 003B5C
Pantone: 302

Lighter Blue
CMYK: 100, 13, 1, 2
RGB: 0, 133, 202
Hex: 0085CA
Pantone:
Process Blue

Typefaces

Typeface for VANCOUVER ISLAND:
Proxima Nova Bold

Typeface for UNIVERSITY:
Proxima Nove Semibold

Dos and Do Nots

DO:

• Use the initials logo for local area and on-campus publications.

• Contact Strategic Marketing if you have questions.

DO NOT:

• Alter the logo in any way.

• Squish or stretch the logo.

• Use the icon on its own.

Questions?

If you're unsure about the appropriate way to use a logo in a specific situation please contact either Matt (Matthew.Jamont@viu.ca, local 6388) or Shari (Shari.BishopBowes@viu.ca, local 6443), in VIU's *Strategic Marketing* department, for further information.