



university of victoria
students' society

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TABLE OF CONTENTS

UVSS STORY

- 3) Moodboard
- 4) Visual Identity
- 5) Mission, Vision, Values

LOGO VARIATIONS & USAGE

An introduction to the logo and the do and don't of using it

- 6) Primary and Secondary Logo
- 7) Colour Usage
- 8) Photo Background
- 9) Unacceptable Logo Usage

COLOUR

What colours to use and how to use them

- 10) The Colour Palette

TYPEFACE

Our typefaces and how to use them

- 11) Typeface System
- 12) Web Typeface System
- 13) Typeface Layout
- 14) Typeface Layout Examples

TAGLINE

Our tagline and how to use

- 15) Tagline System
- 16) Photo Background & Unacceptable Tagline Usage

TONE OF VOICE

How we use our tone of the brand

- 17) Tone of Voice and Language explanation

STATIONARY

- 18) The UVSS Stationary

UVSS STORY

All undergraduate students at the University of Victoria are members of the UVic Students' Society (UVSS). Founded in 1964, the UVSS is a social justice based non-profit run by students, it is separate from the University, and it runs a successful social enterprise that includes nine unique businesses. The students' society exists to provide advocacy, representation, services, and events for its members. The UVSS works on issues affecting students, such as post-secondary funding, public transit, sexualized violence, campus sustainability, student employment, and affordable housing.

MOODBOARD



FUN! APPROACHABLE PROFESSIONAL

VISUAL IDENTITY

We often think a visual identity or logo as the brand, but there is much more to it than that. Visual Identity is a brand's main area of focus. It can be broken down into these five categories: 1.) **Personality**, 2.) **Promise**, 3.) **Experience**, 4.) **Differentiation**, & 5.) **Visual Identity**. The Promise category summarizes the UVSS's mandates and promises to its membership.

We are all responsible for maintaining all 5 parts of the brand.

PARTS OF THE BRAND

PERSONALITY:

Our Name
Words (what you say)
Tone (how you say it)
Slogan
Target audience
Passion

PROMISE:

Advocacy
Support
Services
Events
Products/Swag
Food/Drink

EXPERIENCE:

Customer service
Accessibility
Usability
Relationships
Consistency

DIFFERENTIATION:

Mission, Vision & Values
Culture
Brand Image

VISUAL IDENTITY:

Logo
Colours
Website
Ads
Social media
Image style
Typography

MISSION

Our mission is to be a leader in providing high-quality accessible services, advocacy and events that enhance the student experience, and to build a campus community that embodies our values.

VISION

Our vision is to see full student engagement in our core components of advocacy, events, services, businesses and society governance.

VALUES

Our values are what we stand for. They underlie everything that we do and guide how we make decisions, perform our work and work with each other. These values are the primary driving forces behind all that we do:

GOOD GOVERNANCE

We take our responsibility to ensure the long-term stability and health of your students' society very seriously. To us this means ensuring participatory democracy and transparent decision-making, being prudent and judicious with your student fees, and being accountable for our actions.

SERVICE

Service to students is why we exist. Our student-centered approach drives us to provide services that are high-quality, relevant, and meaningful to students. We provide essential services to all members of the UVSS: The extended health and dental plan, the U-PASS, Peer Support Centre, and the Food Bank and Free Store.

EXCELLENCE

We aim to be a leader not just among student societies, but among non-profits – and we pursue this goal through excellence. To us that means driving innovation, promoting a learning culture, investing in our people, and by taking a compassionate approach to everything that we do.

FUN

We value fun in everything that we do. To us that means creativity, passion, spirit, lightheartedness, and not being institutional. Campus should be a fun place to be and students should feel excited and engaged about the work their students' society does.

ENVIRONMENTAL SUSTAINABILITY

We recognize the urgency of the climate crisis and are committed to doing our part. We work to reduce the environmental impact of UVSS operations and support sustainable initiatives that are relevant to students. We strive to be climate justice leaders that set an example for our members, UVic, and the greater community. We recognize that the climate crisis intersects with existing structures of oppression and acknowledge anti-racism and decolonial work as essential components of climate justice.

DECOLONIZATION

Our campus resides on the unceded and unsundered land of the Lekwungen people, including the Esquimalt, Songhees, and WSÁNEC Nations. We are committed to holding our institutions accountable to reconciliation and decolonization by challenging systems and practices that oppress Indigenous peoples. We aim to elevate Indigenous voices and perspectives by confronting colonial norms and frameworks. We will continually educate our members, create open dialogue, and take action to dismantle colonial systems. We aim to elevate all First Nation, Inuit and Metis peoples – including but not limited to women, girls and queer/Two-Spirit folks – that continue to experience ongoing systems of oppression that inter-lock with and originate from colonialism, such as racism, sexism, homoantagonism, transantagonism, ableism, and others.

SOCIAL JUSTICE

Whether we are advocating for student issues or putting the profits from our businesses back into services for students, the UVSS works every day to ensure no person is left behind. Promoting social justice means supporting, uplifting and providing services to students and student-led organizations on campus that centre issues of equity; this includes, but is not limited to, confronting racism, sexism, transphobia, homophobia, ableism, colonialism, and all other discriminations and/or systems of oppression. We work with campus and community partners to raise awareness and empower students to create change.

PRIMARY LOGO

This is the main logo that will be used across primary brand applications. This trademark helps audiences to easily identify the UVSS products, web presence, ads and other materials, along with enhancing the professionalism of the brand. It is essential to the success of the brand that the logo will always be applied with care and respect in every application according to these guidelines.



MINIMUM SIZE

The smallest the logo should be represented is 1.25" wide.

SECONDARY LOGO

UVSS secondary logo (badge) can be used in place of the primary logo (but should never be used directly next to the primary logo).

The badge can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the badge could be used as a profile picture on social media since the username will be adjacent to it in plain text.

The UVSS logo can only be used in the **horizontal** format for web banners & swag, if necessary. This is not to be used for regular display purposes.

BADGES

Badge (without logo title)



MINIMUM SIZE

The smallest the Secondary logo should be represented is 0.5" wide.

HORIZONTAL

(Web banner & swag only)



COLOR USAGE

The color usage is fairly minimal for the UVSS. The logo will only be used with a UVSS teal, black and white logo, with a graphic or solid color in the background, when necessary.



CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.



CLEAR SPACE

The minimum clear space is defined as the width of the u (from the logo). This minimum space should be maintained as the logo is proportionally resized.



PHOTO BACKGROUND

There are a couple ways the logo can be used on a photographic background, but each option should be exercised with care. Make sure the logo and the type are not being obstructed by the image.

Place the logo in a horizontal layout space. It is to be displayed in the top or bottom corners of a document.

In most cases, you can use a solid teal, white or black logo on top of a graphic image.

TIPS:

- Photos with **shallow depths-of-field** work best.
- Avoid **busy images** with too much detail (A.).

A.)



UNACCEPTABLE LOGO USAGE

Rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines.

Here are a few examples that should **NEVER** be considered when using the logo:

- A.) Do not **rotate** the logo.
- B.) Do not **stretch or squish** the logo.
- C.) Do not **place elements** in the logo **clear space**.
- D.) Do not **resize** any parts of the logo.
- E.) Do not **rearrange parts** or **create compositions** that are not already provided.
- F.) Do not use **off-brand colors**.
Reference the color usage section (pg.6).
- G.) Do not **add drop shadows** or any other text styles.
- H.) Do not **add outlines** or any other text styles.



COLOR PALETTE

Color is an integral part of brand identity. Consistent use of a color palette will reinforce the cohesiveness of the brand.

The **primary colors are key indicators** of the UVSS brand design. Black is often used for typography while the **secondary colors act as supporting colors** that can be used for backgrounds and design elements.

Other color creatives & elements may be added, as long as the Primary and Secondary color palette is still being incorporated in the creative. Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.

PRIMARY

UVSS TEAL

CMYK: 82, 27, 36, 2
 RGB: 18, 142, 155
 Pantone: 7711 C
 # 128e9b

PRIMARY

WHITE

CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 # ffffff

SECONDARY

MIDNIGHT GREEN

CMYK: 97, 68, 45, 33
 RGB: 4, 66, 89
 Pantone: 2182 C
 # 044259

NEVADA

CMYK: 66, 45, 43, 12
 RGB: 94, 115, 122
 Pantone: 4187 C
 # 5e737a

ZIGGURAT

CMYK: 24, 3, 10, 0
 RGB: 190, 221, 225
 Pantone: 628 C
 # bedde1

PRINT TYPEFACE SYSTEM

A place to introduce the brand values of medium and typography. The importance of readability, presentation, the editor and quality.

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and clean feel of the brand, and should be used across all print and web applications.

LINK:

fonts.adobe.com/fonts/futura-pt

fonts.adobe.com/fonts/greycliff-cf

The UVSS has one primary typeface (H1) and three secondary typefaces (H2, Body 1, Body 2). Each has a variety of weights and characters for maximum versatility.

Futura is a simple & clean sans serif. It works well as a display and header font style. This is the main typeface used consistently for the UVSS. Greycliff is used for body type style (ie. Handbook interior, announcement documents, fine print etc).

PRIMARY HEADLINE TYPEFACES

H1, Primary Headline Typeface

FUTURA - BOLD

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

10pt | MINIMUM SIZE

H2, Secondary Body Typeface

FUTURA - BOOK

Bb ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

8pt | MINIMUM SIZE

PRIMARY BODY TYPEFACES

BODY 1, Primary Headline Body Typeface

GREYCLIFF - BOLD

Cc ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

12pt | MINIMUM SIZE
16pt | MAXIMUM SIZE

BODY 2, Secondary Body Typeface

GREYCLIFF - REGULAR

Dd ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

6pt | MINIMUM SIZE
12pt | MAXIMUM SIZE

WEB TYPEFACE SYSTEM

(A.) Web font sizes - simpler with a wider scale. Minimum size is 13pixels/ 0.813em for descriptions and footers. Display is used in hero sections.

LINK:

fonts.google.com/specimen/Open+Sans

H3, Primary Headline Typeface

OPEN SANS - BOLD

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body 3, Secondary Body Typeface

OPEN SANS - REGULAR

Bb ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

A.) WEB TYPE SCALE

1 Display 36px/ 2.25em
Heroes

2 Header 22px/ 1.375em
Section Headers

3 Title 16px/ 1em
Station Titles

4 Minimum 13px/ 0.813em
Title Description

LAYOUTS

Typography is an important part of our brand toolkit; it helps to set the voice of our brand. It is also very flexible to accommodate different types of messages and to remain fresh and dynamic across all brand touch points.

Here is a range of typographic layout examples that demonstrate this flexibility and provide inspiration for different types of layouts.

Typographic layouts should feel clean and bold. It is important to set a strong grid to help provide structure and balance, but use the grid in a flexible manner to create clear and effective layouts.

H1 Headline

H2 Headline

BODY
Body Copy

H1 Headline

BODY 1
Body Headline

BODY 2
Body Copy

H1 Headline

H2 Headline

LAYOUT EXAMPLES

H1 Headline — **SUB BUSINESS SURVEY**

BODY 1 Body Headline — **Fill out our SUB business survey to enter to WIN a \$100 prepaid Mastercard!**

H1 Headline — **uvss.ca/feedback**

H1 Headline — **UVSS RECYCLING DAY**

H2 Headline — **APRIL 21ST, 12-4PM**

BODY 2 Body Copy — **Outside the SUB**

BODY 2 Body Copy — **Run by students, for students.**

BODY 2 Body Copy — **UVSS.CA/EVENTS**

H2 & H1 Headline — **WE'RE HIRING!**

H2 Headline — **Member Outreach & Communications Officer**

BODY 2 Body Copy — **University of Victoria Students' Society**

TAGLINE

The tagline is designed to provide further definition of the UVSS representation. A tagline can also be a way of furthering the value of the UVSS and provide an additional persuasive push. It can be an integral part of your logo design or a separate element to be used within further branding.

The tagline uses the **typeface H2 Futura Book** and is represented using a sentence structure.

Using the tagline reinforces The UVSS brand personality - Casual, conversational, positive, enthusiastic, respectful, gender neutral, inclusive, supportive and professional - in print materials, on banners and in online communications. The tagline works well as a sign-off on the back of print materials such as brochures, reports, invitations and publications.

The tagline can be used with **any color**, but the tagline is to only be displayed as one color. [\(View Unacceptable Tagline Usage pg.15\)](#)

Run by students, for students.

Run by students, for students.

Run by students, for students.

Run by students, for students.

CLEAR SPACE

Review section **A.)** below

MINIMUM SIZE

The smallest the tagline should be represented is 8pt.

A.)

Run by students, for students.

Run by students, for students.

CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the tagline. This space isolates the mark from any competing graphic elements like logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space is defined as the height of the f (from the tagline). This minimum space should be maintained as the tagline is proportionally resized.

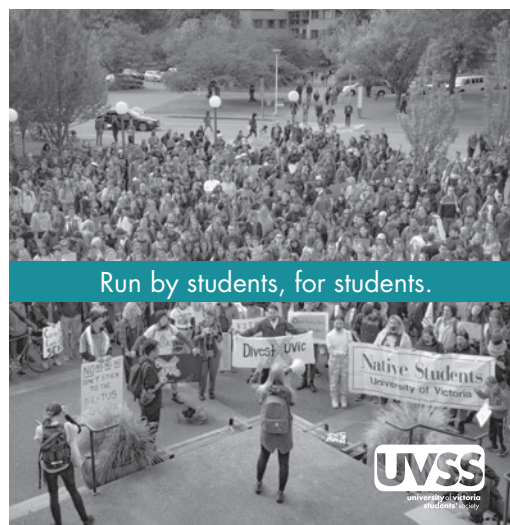
PHOTO BACKGROUND

There are a couple ways the tagline can be used on a photographic background, but each option should be exercised with care. Making sure the type is not being obstructed by the image.

TIPS:

- place in a horizontal layout space.
- **center** if it is a main display (A.).
- **center at the bottom** of a document as a secondary voice (B.)
- Use a teal background over top of detail photo backgrounds (A.)
- Photos with shallow depths-of-field work best.

A.)



Centered, main display, teal background, sentence structure.

UNACCEPTABLE TAGLINE USAGE

Rules are necessary for maintaining the integrity of the band. Don't compromise the overall look of the tagline by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations.

Here are a few examples that should **NEVER** be considered when using the tagline:

- Do not **break** the tagline.
- Do not use **more than one color** on the tagline
- Do not **place elements** in the clear space.
- Do not **change** or **mix** the **types** styles.
- Do not **rotate** the tagline.

B.)



MIN/MAX TYPOGRAPHY SIZE

11" x 17" Poster: 14pt max/min
8.5" x 11" Poster: 10pt max/min

TONE OF VOICE

The UVSS tone of voice and language reflects the **brand personality**, which helps connect with the audience and influence how people perceive our messaging.

TONE

Casual, conversational, positive, enthusiastic, respectful, gender neutral, inclusive, supportive and professional.

LANGUAGE

- Avoid using “the membership” - we have “members”
- We are “the UVSS” or “the Board,” not “the Society”
- Avoid goofy

STATIONARY

Consistent and coordinated use of UVSS identity elements on stationery is a vital part of preserving and enhancing the value of the UVSS Brand.

The UVSS has one official administrative format for letterhead and business cards. It's easy to access. And it's simple to implement. **Do not attempt to create, design or print stationery products.**

To order business cards, please contact the UVSS Graphics Department and provide the following:

- First & last name
- Position title
- Preferred pronouns
- Telephone number
- Email address

UVSS BUSINESS CARD: FRONT

Size: 3.5" w x 2" h

Material: topkote 111lb dull cover



UVSS BUSINESS CARD: BACK

Size: 3.5" w x 2" h

Material: topkote 111lb dull cover



UVSS LETTERHEAD

Size: 8.5" w x 11" h

Material: regular printer paper

