



university of victoria
students' society

Brand Guidelines

For the University of Victoria Students' Society (UVSS)

TABLE OF CONTENTS

UVSS STORY

An introduction to the UVSS brand personality:

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

LOGO

An introduction to the logo and the Do's and Don't of using them:

- 8) Logo Type - Primary and Secondary logo
- 9) Logo Color & Spacing
- 10) Logo & Photos
- 11) Logo Usage

COLOR

What colors to use and how to use them:

- 12) Color Palette - Primary
- 13) Color Palette - Secondary
- 14 & 15) Color Accessibility Usage

TYPEFACE

Our typefaces and how to use them:

- 16) Typeface - Print
- 17) Typeface - Layout
- 18) Typeface - Web

TAGLINE

Our tagline and how to use it:

- 20) Tagline system
- 21) Tagline - Layout

TONE OF VOICE

How we use our tone of the brand:

- 22) Tone of Voice and Language explanation

STATIONARY

What type of stationary is used within the brand:

- 24) The UVSS Stationary



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.

FUN! APPROACHABLE PROFESSIONAL

UVSS STORY

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 brands 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.**

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

Logos, Colors, Website,
Ads, Social Media,
Image Style,
Typography

UVSS STORY

Mission, Vision, & Values

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:

VALUES

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.

VALUES

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.

VALUES

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.

VALUES

DECOLONIZATION

Our campus resides on the unceded and unsundered land of the Lekwungen people, including the Esquimalt, Songhees, and WSÁNEĆ 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.

VALUES

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 center 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.

VALUES

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.



LOGO

Type

PRIMARY LOGO:

This is the main logo that is 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.

SECONDARY LOGO:

UVSS secondary logo (badge) can be used in replace 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.



MINIMUM SIZE

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

BADGE

(without logo title)



MINIMUM SIZE

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

HORIZONTAL

(web banner and swag, only)



SINGLE COLOR

(Swag use, only)



LOGO

Color & Spacing

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.



LOGO & Photos

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 low contrast between the image and the logo choice
- No need to add a logo if it is represented well in the photo.



ISSUE:

There is a low contrast between the image and the logo choice.



ISSUE:

No need to add a logo if it is represented well in the photo (i.e. on the bag).

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 Logo Color on page 8.)
- g. Do not **add drop shadows** or any other text styles.
- h. Do not **add outlines** or any other text styles.
- i. Do not use a **low resolution** logo.
(Logos are provided by UVSS Art Director (artdir@uvss.ca))

Rule:

- Logos can only be altered with specific permission from the UVSS Art Director (artdir@uvss.ca).



LOGO ADJUSTMENTS TO AVOID:

a.



b.



c.



d.



e.



f.



g.



h.



i.



COLOR

Palette

Primary

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

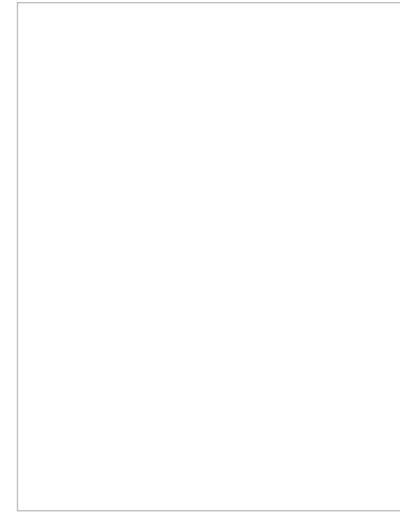
The **PRIMARY COLOR** is a key indicator of the UVSS brand design. Black is often used for typography, while the **SECONDARY COLORS** ([page 12](#)) act as supporting colors that can be used for backgrounds, and additional design elements.

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.



UVSS TEAL

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



WHITE

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

COLOR

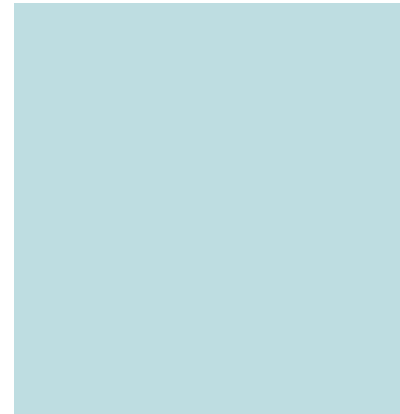
Palette

Secondary



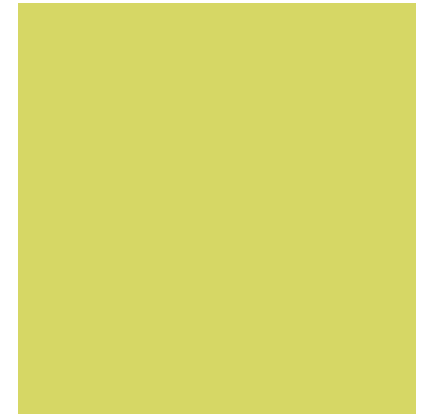
MIDNIGHT GREEN

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



ZIGGURAT

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



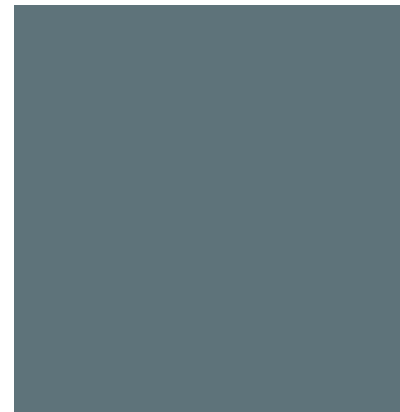
ALFALFA

CMYK: 19, 5, 75, 0
RGB: 214, 215, 102
Pantone: 584 C
d6d766



MAGIC POTION

CMYK: 0, 86, 44, 0
RGB: 255, 72, 103
Pantone: 1785 C
ff4867



NEVADA

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

COLOR

Accessible Usage

Accessible color combinations are crucial because they ensure that information is easily perceivable and usable by everyone.

Ensure that there is a significant contrast between the text and the background to guarantee accessibility for individuals with low vision or color blindness.

	UVSS Teal	Midnight Green	Ziggurat	Nevada	Alfalfa	Magic Potion
Reverse type at 18pt + & 12pt bold	Aa	Aa	Aa	Aa	Aa	Aa
Reverse type at 16pt and below,	Aa	Aa	Aa	Aa	Aa	Aa
16pt and below on a white background	Aa	Aa	Aa	Aa	Aa	Aa
18pt + & 12pt bold on a white background	Aa	Aa	Aa	Aa	Aa	Aa

COLOR

Accessible Usage

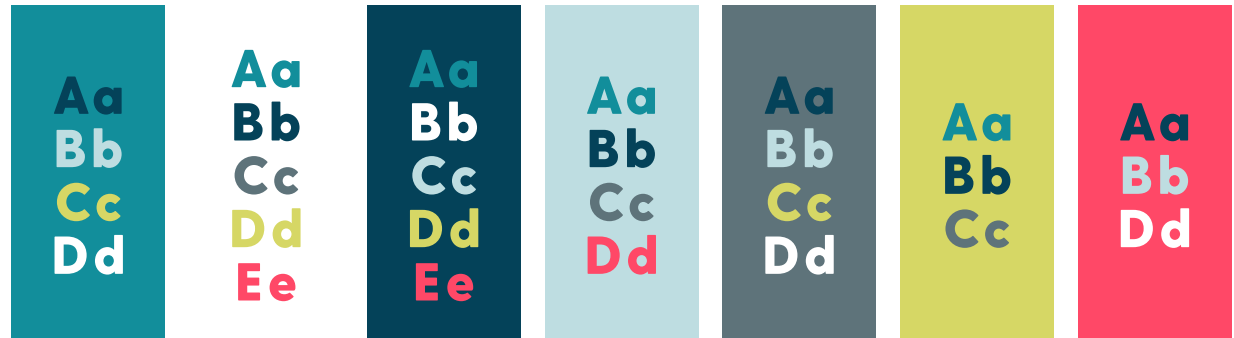
Rules for color combinations are essential for maintaining a brand's identity and consistency across various platforms and materials.

- Brand identity consistency
- Visual cohesion
- Cross-platform compatibility
- Adaptability and scalability

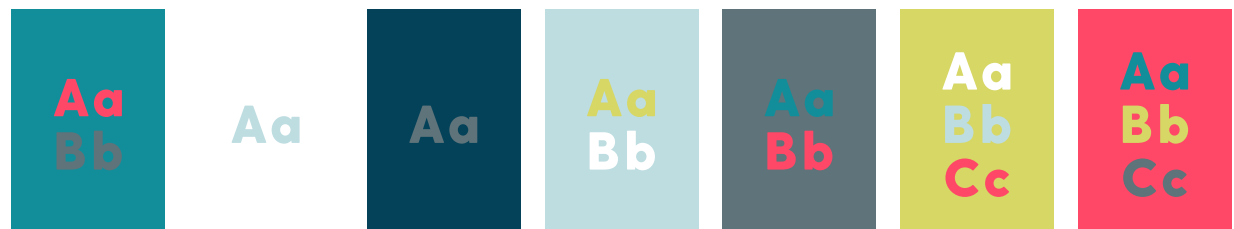
Rules for color combinations safeguard a brand's visual identity, strengthen its presence, and facilitate consumer engagement by ensuring consistent and purposeful use of colors across all brand touchpoints.



COLOUR COMBINATIONS TO USE:



COLOR COMBINATIONS TO NOT USE:



TYPEFACE

Print

To introduce the brand values of medium and typography. The importance of readability, presentation, and the editor. 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.

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

Greycliff CF, Heavy and *Futura PT, Bold* are simple & clean sans serif typefaces. They work well as a display and header font style. These are the main typeface used consistently for the UVSS. *Greycliff CF, Medium* and *Futura PT, Book* are used for body type style (ie. SUB Deal Book copy, announcement documents, fine print etc).

GREYCLIFF CF:

fonts.adobe.com/fonts/greycliff-cf

FUTURA PT:

fonts.adobe.com/fonts/futura-pt

Connect with the UVSS Art Director, (artdir@uvss.ca) for typeface files.

H1: PRIMARY HEADLINE TYPEFACE

Aa

GREYCLIFF CF: HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

H2: SECONDARY HEADLINE TYPEFACE

Aa

FUTURA PT: BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY 1: PRIMARY BODY TYPEFACE

Bb

GREYCLIFF CF: MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY 2: SECONDARY BODY TYPEFACE

Dd

FUTURA PT: BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPEFACE

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 are 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

H1

BODY 2

BODY 1

OUTREACH AND UNIVERSITY RELATIONS

LANE O'HARA COOKE

Director of Outreach & University Relations

It has been the honour of my life to serve as your Director of Outreach & University Relations this past year. As I finish this term I reflect on my time on the UVSS Board of Directors. For the past two years, I have had the privilege of advocating for students as the Gender Empowerment Centre Representative, Interim Director of Finance and Operations, and finally as the Director of Outreach and University Relations. Some of the highlights from this term include: introducing the branding of Students Unite, passing our referendum question with record turnout, and building solidarity across our campus and with student unions across Canada.

I am proud of what we have been able to accomplish together and am looking forward to seeing this continue with the incoming Director of Outreach and University Relations. I feel at peace making my exit knowing the student union is in good hands. Onwards!

CHAIRPERSON

Every building, service, or student support in the UVSS started with someone advocating for it. Each of these initiatives required years of work from one Board to another, with people thinking and setting goals beyond just their year. These large goals, like expanding the SUB, restructuring a department, or developing and carrying out a big advocacy campaign, are rarely completed during one Board year. It's a relay race, not a sprint, but it's also an obstacle course. To work this way requires changes to the workplace culture and starts with the Board. This change often begins with a governance review followed by new training, and then restructuring where needed. It also relies on senior management and staff to keep important historical and institutional knowledge that's then transferred to the new Board every year. In our case, having people re-run and serve for more than a year made it easier for the new board to continue the work and complete these goals. We had more retained knowledge and experience which allowed us to complete goals set by our predecessors. With the incoming Board having many returning members, now is the time for the Student Union to unite and think big.

Last year, during Board Orientation, we had important training on strategic planning from long-time political organizer, Sonia Theroux, who helped us think about where the UVSS was now and where we think it needs to be. From this, we planned and carried out changing our student outreach with social media to personalize us, inform members about what we were doing, and unite students on issues important to them. And, we were very successful in getting student attention. It resulted in higher event attendance and record voter turnout for the election and referendum. Those wins will allow UVSS and the Board to build on our work. Going forward, future strategic plans will be developed by the Board with the help of our Executive Director and we encourage everyone to think long term.

BUILDING SOLIDARITY AMONGST STUDENT LEADERS ACROSS THE NATION

One of the great things about going to the Student Union Development Summit (SUDS) was building solidarity with other student unions throughout BC and the country. The conference allowed us to find similar values, discuss plans of action, and continue the work of our predecessors all to help students like you! We are so immensely grateful we got to meet the Executive at the University of Alberta Students' Union.

The UVSS Campaigns portfolio fostered new relationships at SUDS that have been crucial for her lobbying wins throughout the term. It opened the door to advocating on behalf of over 100,000 students to the provincial government has moved things along with the provincial housing plan - which includes funding for new post-secondary housing - and also allowed us to take the next step in sexualized and gender-based violence prevention - which if all goes smoothly will result in a new action plan for post-secondary institutions in a year! These developments wouldn't be possible without the support of other student unions, and students like yourself!

Much love and thanks to all the student leaders creating positive change for campuses across the country. We are stronger when we work together.

POLICY WORK

As chair of the Policy Development Committee, I oversaw the updating of multiple policies. This included expanding our Conflict of Interest guidelines on Board members who worked for UVic, increasing the total hours of paid training incoming Lead Directors received, and several important housekeeping updates.

11



H2 & H1

BODY 2

TYPEFACE

Web

Where it's not possible to use the brand's main typeface, Open Sans should be employed. Similar spacing treatments should be used when setting type online, though we recognize that sometimes exact type setting is a challenge. Proper line spacing and leading will be key in maintaining a consistent visual style across all media.

Review how these typefaces are to be used on the UVSS webpages, here:

www.uvss.ca/webtypeface

OPEN SANS:

fonts.google.com/specimen/Open+Sans

HEADING 1: Display Typeface

DISPLAY

OPEN SANS - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADING 3: Sub Heading Typeface

Sub Heading

OPEN SANS - SEMIBOLD

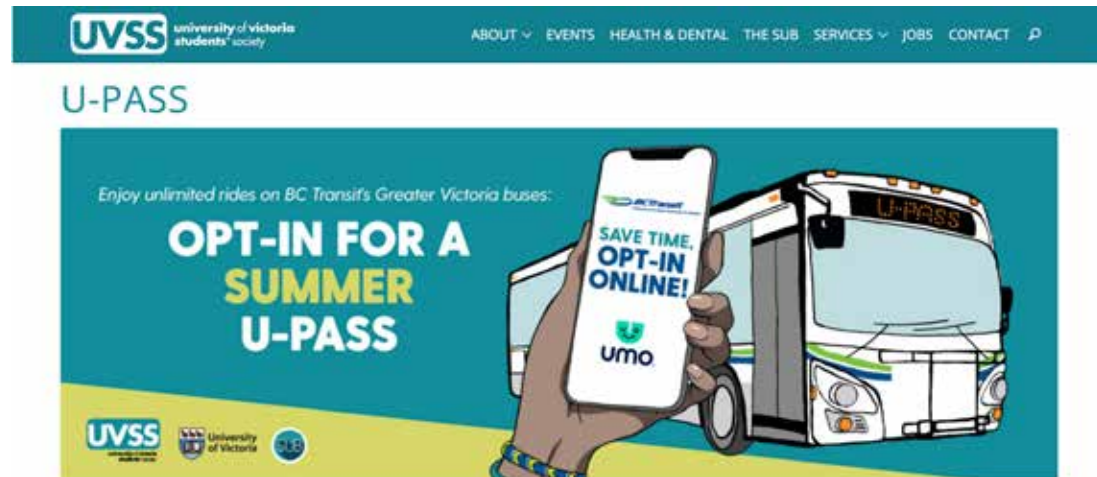
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PARAGRAPH: Body Typeface

Body

OPEN SANS - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



HEADING 1

UNDERGRADUATE U-PASS (BUS PASS) INFO

HEADING 3

No fuss, just hop on with U-Pass!

PARAGRAPH

If you're taking at least one on-campus course, the U-Pass fee of \$81 is automatically added to your tuition, and you're set to enjoy unlimited rides on BC Transit's Greater Victoria buses for four months.



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 B2 Futura PT 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.

Run by students, for students.

Run by students, for students.

Run by students, for students.

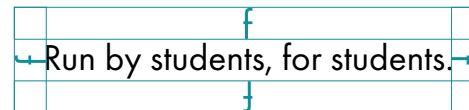
CLEAR SPACE

Review section **a.** below

Run by students, for students.

MINIMUM SIZE

The smallest the tagline should be represented is 8pt.



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.

Run by students, for students.

TAGLINE

Layout

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.

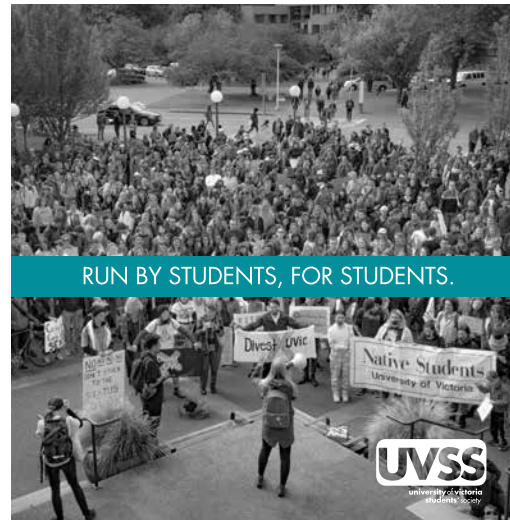
TIPS:

- Place in a horizontal layout space.
- Center if it is a main display.
- Center at the bottom of a document as a secondary voice.
- Use a UVSS brand color background over top of detail photo backgrounds.
- Photos with shallow depths-of-field work best.

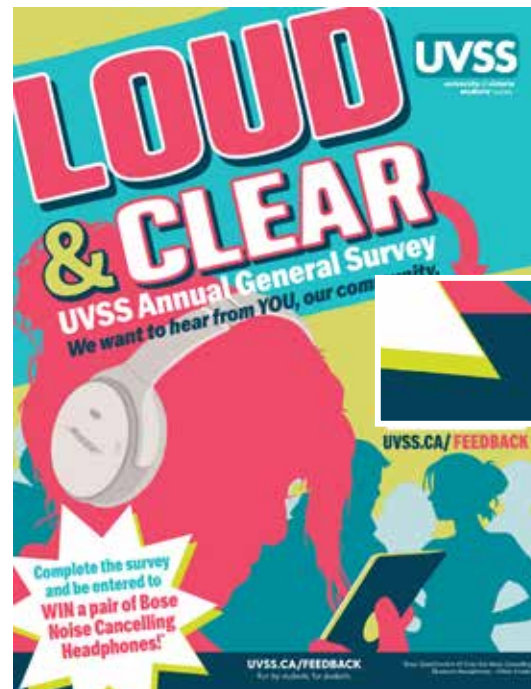
Rules are necessary for maintaining the integrity of the band. Don't compromise the overall look of the tagline by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations.

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 (Refer to page 20).
- Do not **change** or **mix the typestyles**.
- Do not **rotate** the tagline.



Centered, main display, teal background, sentence structure.



MIN/MAX TYPOGRAPHY SIZE

11x17" Poster: 14pt max, 8pt min

8.5x11" Poster: 10pt max, 8pt 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

- Communication style may change based on the situation or interaction, but should always remain professional.
- Consistent, clear language should always be prioritized
- Avoid using “the membership” - we have “members”
- We are “the UVSS” or “the Board,” not “the Society”
- Avoid goofy

Student Union Building

Run by students, for students



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.**

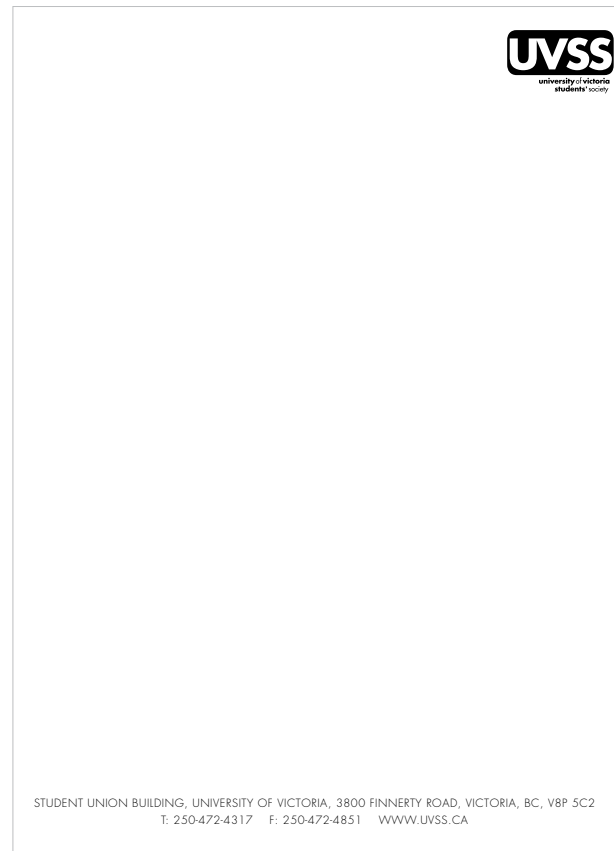
To order business cards, please contact the UVSS Graphics Department and provide the following:

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

UVSS BUSINESS CARD

Size: 3.5"W x 2"H

Material: Topcoat Dull 111# C



UVSS LETTERHEAD

Size: 8.5"W x 11"H

Material: Regular printer paper