

UBC Advertising Templates

February 2014



a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

Communications and Marketing

**“Man must shape his tools
lest they shape him.”**

— Arthur Miller, Playwright

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Background and Objectives

Background

- In the absence of standardized non-recruitment advertising templates and/or guidelines for University print advertising, UBC faculties and units have been left to create their own ads on an ad-hoc basis. There has been little or no consistency with the strategies of UBC brand guidelines and with UBC's overarching story.
- Multiple advertisements from different UBC faculties and units often appear in the same newspaper without any relationship to UBC Brand standards or visual identity system.
- A visual framework for advertising units will help ensure brand consistency, while providing flexible space for unit level messages/copy.

Existing Institutional Advertising

**STUDENTS
NEED
TO FOCUS
LESS**

We're challenging students to think bigger than grades

With an 89% entering average, UBC students are already on par with the world's best. But to get the most out of university, life students need to be good at more than taking tests. So UBC considers more than grades for admission. We look at passions, life experiences and community involvement.

To make real change in a student's life, learning should involve experiences that allow them to take risks, discover diversity, and gain new talents. That's why UBC has employed leading edge teaching practices, fostered an engaged student life and provided connections to top minds, facilities and global networks.

www.ubc.ca

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It's only the beginning

For 100 years the *Vancouver Sun* has reported stories that matter. The *Sun* has chronicled the growth of UBC and the achievements of our students, faculty and alumni—those who have made our university a global institution. And made us proud.

Here's to our future, and the stories to come. www.ubc.ca

- Pierre Berton
- Nicola Cavendish
- Stephen L. Point
- Madeleine Thien
- Jeff Francis
- Beverley McLachlin
- John Turner
- Nazanin Afshin-Jam
- Irving K. Barber
- Michael Smith
- Annamay Pierse
- Rick Hansen

100

**Challenges transcend borders.
Our faculty and their research do, too.**

An open view to the world fundamentally changes the way you think and act. That's why UBC professors are tackling global problems, and receiving international recognition for their contributions. We congratulate three of them: Dr. Julio Montaner, whose HIV/AIDS research has been recognized with the Grand Decoration of Honour for Services to Austria;

Dr. Weihong Song, recipient of China's highest honour for foreign experts – the Friendship Award, for his tireless work to build health research connections between our two countries, and; Dr. Sarah Otto, named a MacArthur Fellow in the USA for her research in evolutionary biology.

www.aplaceofmind.ubc.ca

Dr. Montaner, Head of the Division of AIDS, UBC Faculty of Medicine, and Director of the BC Centre for Excellence in HIV/AIDS
AUSTRIA GRAND DECORATION OF HONOUR

Dr. Weihong Song, Canada Research Chair in Alzheimer's Disease
CHINA FRIENDSHIP AWARD

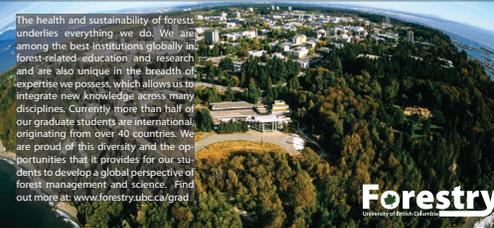
Dr. Otto, Zoology Professor and Director of UBC's Biodiversity Research Centre
USA MACARTHUR FELLOW

a place of mind **UBC** THE UNIVERSITY OF BRITISH COLUMBIA **2011 Times Higher Education Ranking #22**

Existing Unit Advertising

UBC Forestry Graduate Programs:
Advanced training of tomorrow's scientists and leaders

The health and sustainability of forests underlies everything we do. We are among the best institutions globally in forest-related education and research and are also unique in the breadth of expertise we possess, which allows us to integrate new knowledge across many disciplines. Currently more than half of our graduate students are international, originating from over 40 countries. We are proud of this diversity and the opportunities that it provides for our students to develop a global perspective of forest management and science. Find out more at www.forestry.ubc.ca/grad



Forestry
University of British Columbia

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today's graduates for tomorrow's jobs



Faculty of Forestry www.forestry.ubc.ca

discover the exciting range of careers that a forestry degree can lead to

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Come early for your U-Pass

Starting August 25, you can get your U-Pass at UBC Bookstore.

Get it by August 31 to be entered into a draw for a \$100 gift card to the Bookstore.

You will not be mailed a U-Pass so you must pick up your pass in person at UBC Bookstore.



Visit upass.ubc.ca for details.



places shape people, people shape places

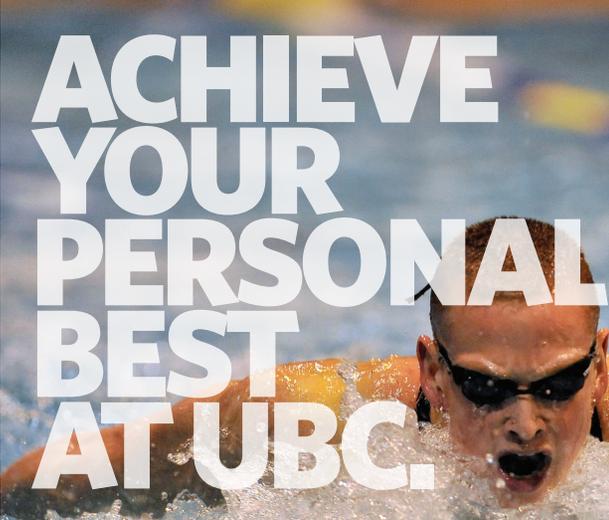
UBC's Campus and Community Planning is creating **lively, vibrant campuses** where people can **connect to ideas, places and each other.**

Sign up for our monthly newsletter or follow us on Twitter and Facebook to find out how you can get involved.

planning.ubc.ca  [@ubc_candcp](https://twitter.com/@ubc_candcp)  facebook.com/ubc.candcp

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ACHIEVE YOUR PERSONAL BEST AT UBC.



More national championships than any other varsity program in Canada in the past 10 years.
13 UBC athletes and alumni at the 2012 Olympic Games. Host to the 2010 Winter Olympics and Paralympics, Davis Cup by BNP Paribas, and the 2014 Special Olympics.
UBC's athletes and facilities are second to none.

www.athletics.ubc.ca

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Shane Loring Photography

UBC Continuing Studies

Discover a world of languages

Courses in 23 languages start in September.

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Existing Unit Advertising

Education

YOUR GUIDE TO EDUCATION OPTIONS

TUESDAY, OCTOBER 16, 2012

INSIDE

CAMPUS COMP
A variety of applied students at UBC

HIGH-TECH HERO
UBC Engineering is serving the common

REVISIONS TO U OF EDUCATION
INCLUDE SOCIAL DIVERSITY AND PERSPECTIVES

Since 2009-10, there has been a decrease of more than 45,000 students in B.C.'s public education system, which now has 534,691 full-time public school students.

The UBC Faculty of Education is a place of mind. One such innovative Education, which is about to celebrate its 100th anniversary.

It brings students from all over the world to UBC. The Faculty of Education at UBC also includes learn people.

UBC St. John's really come in two forms. Culturally, we pride ourselves on being a diverse, community where it

growth, career, changing skills and learning needs. Today's workforce will make sure our students have access to the best.



Dialog and leg applied educati

Learning for every stage

This program

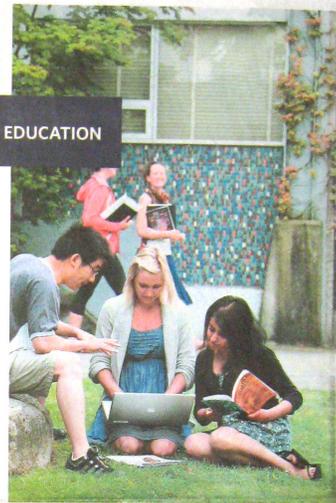
CREATING LEADERS IN EDUCATION

Advance to the next stage of your career with the UBC Faculty of Education. Our diverse, education-focused programs and degrees connect global perspectives with local knowledge and communities.

Work with the world's best and brightest researchers, and grow in areas like special education, curriculum, social justice, educational technology, and indigenous education.

We provide a collaborative, research-intensive environment, complemented by exceptional professional development programs.

Accelerate your career with UBC. Learn more at educ.ubc.ca.



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THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Education

CHALLENGE YOURSELF

Recharge your career with the Department of Educational Studies at UBC. Join K-12 teachers, educational leaders, adult educators, higher education staff, and early childhood educators in an inspiring and challenging learning environment.

Our Master's and Doctoral programs focus on educational leadership, policy and equity, and community-engaged scholarship. We're known for our great teaching, collaborative environment, and internationally respected scholars, and our students come from all over the world to learn.

Admission deadlines are December 2012 and February 2013. Learn more at edst.educ.ubc.ca/vs



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Faculty of Education

EDST

DEPARTMENT of
Educational Studies

TARGETED EDUCATION

Reaching potential Children improve their cognitive skills

Girls' school, reading program get results

The all-girls school **Colton House** was founded by Jesse Colton in 1846 to give girls equal opportunities.

The School of Engineering at UBC's Okanagan campus is a premier destination for exceptional engineering education and research. It's a dynamic environment for finding creative engineering solutions that positively impact the community and the world.

- Interactive and innovative learning environment
- New labs and state-of-the-art equipment
- World-class research and teaching faculty
- Undergraduate research opportunities
- Fully-accredited programs in Civil, Mechanical, and Electrical engineering

To learn more about the newest engineering school in Canada, visit www.ubc.ca/okanagan/engineering 250.803.8723 • engineering@okanagan.ubc.ca

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A UBC Degree In The Okanagan
www.ubc.ca/okanagan/management

UBC's Faculty of Management creates tomorrow's leaders. The Master of Management, a core program, provides education for recent and non-recent graduates. You'll gain management skills you'll need to succeed and kick start your transformation at the university's beautiful Okanagan Campus.

Contact Daphne Ann, Master of Management Program Coordinator
Daphne.Ann@ubc.ca Tel: 250 827 9544

Innovative entrepreneurship starts at UBC's Faculty of Management. Learn the formula for success by studying with students enrolled in the Bachelor of Management program.

Contact Jennifer Heath, Education Advisor
Jennifer.Heath@ubc.ca Tel: 250 827 9604

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THE UNIVERSITY OF BRITISH COLUMBIA

A Two Year Degree for University Grads

Bachelor of Computer Science

...into the future of computing!

Fit your past... www.bcs-ics.cs.ubc.ca

Department of Computer Science
BCS-info@cs.ubc.ca
Contact Giuliana: 604-822-2213

Application Deadline: March 15, 2013
APPLY NOW

Project Objectives

- 1.** Give UBC faculties and units the print ad tools they need to deliver their messages to their audiences.
- 2.** Strengthen brand consistency by developing print advertising templates that meet UBC Brand standards.
- 3.** Design standard advertising templates that will enhance the reputation of the university.

The Creative Concept

The Concept: UBC is a collective

A collective of faculties. A collective of thinkers. A collective of minds. Like a strong ecosystem, there is a truly symbiotic relationship between the individuals within UBC and the University community. Faculty, staff and students play an important role in making UBC a place where great minds come together to do inspiring things.

The Ad Bar Design

The concept of UBC as a collective comes to life visually through differently shaded building blocks that represent the diversity of the University. Thin lines represent the many individuals who come together within a single unit. Together these elements show the strength, solidarity and leadership that UBC possesses across countless specialties.

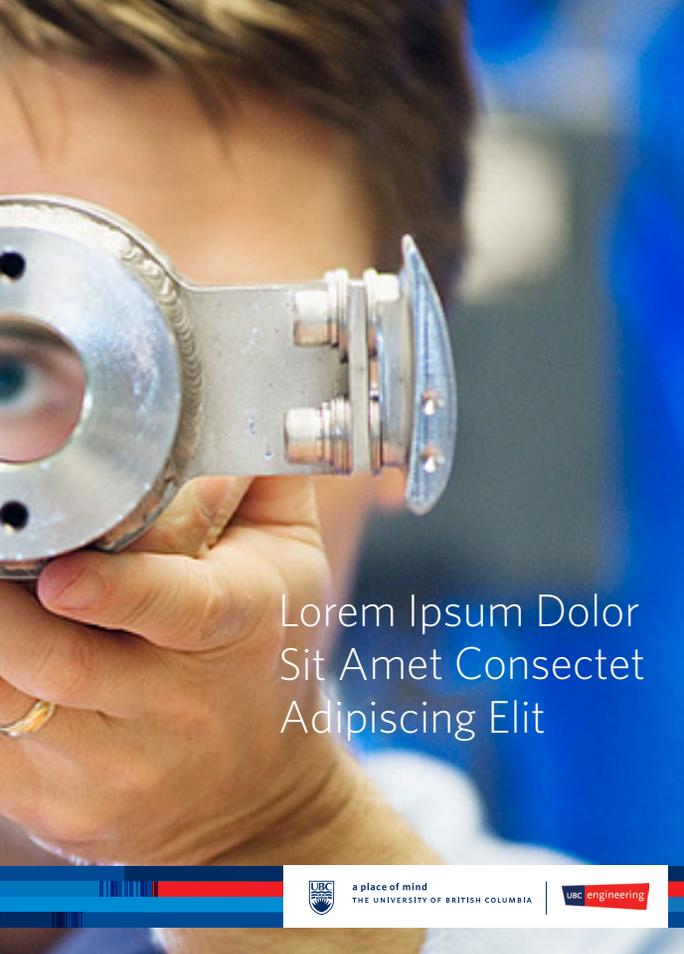
UBC Brand Ad Bar: Full Colour



UBC Brand Ad Bar: Grayscale

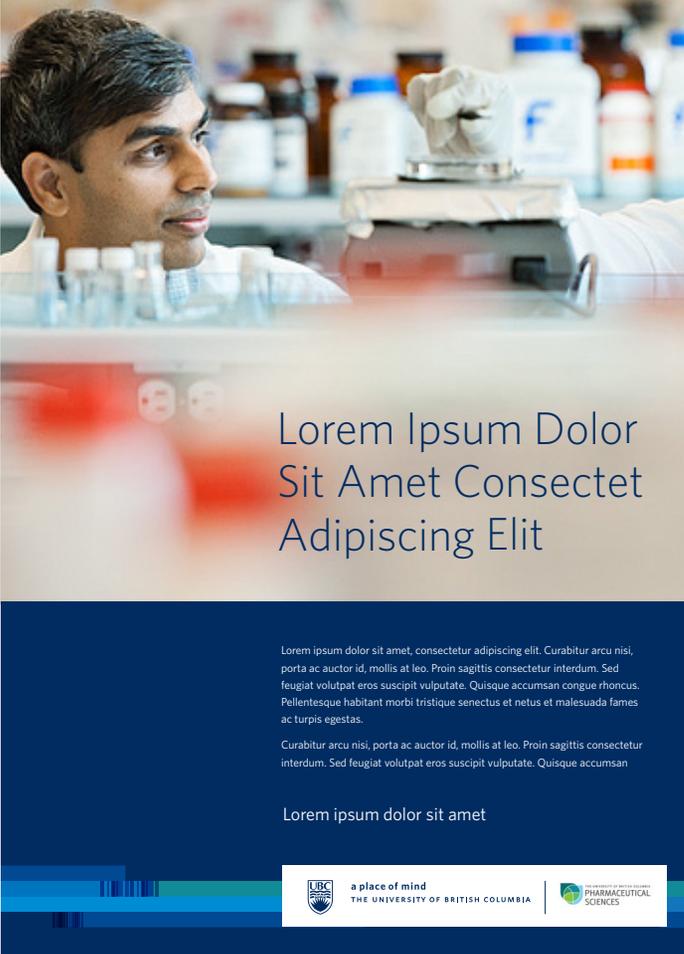


Ad Format Examples



>Lorem Ipsum Dolor
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THE UNIVERSITY OF BRITISH COLUMBIA | 



>Lorem Ipsum Dolor
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>Lorem ipsum dolor sit amet

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The Guidelines

UBC Brand Ad Bar (Reverse Versions)

The UBC Brand Unit Signatures are designed for identifying faculties and units. The Full Signature Ad Bar or Unit Promotional Signature Ad bar are the preferred formats. A format has also been created for partners and faculties or units that use a unique logo/wordmark.

UBC Brand Ad Bar: Full Signature



UBC Brand Ad Bar: Unit Promotional Signature



UBC Brand Ad Bar: Full Signature with Sub-Identity



UBC Brand Ad Bar (Positive Versions)

UBC Brand Ad Bar: Full Signature



UBC Brand Ad Bar: Unit Promotional Signature



UBC Brand Ad Bar: Full Signature with Unit Sub-Identity or Partner Logo



UBC Brand Ad Bar (Positive Versions with Colour)

The colour of a designated building block can be customized to match the identity of the faculty or unit represented in the ad.

UBC Brand Ad Bar: Full Signature



UBC Brand Ad Bar: Unit Promotional Signature

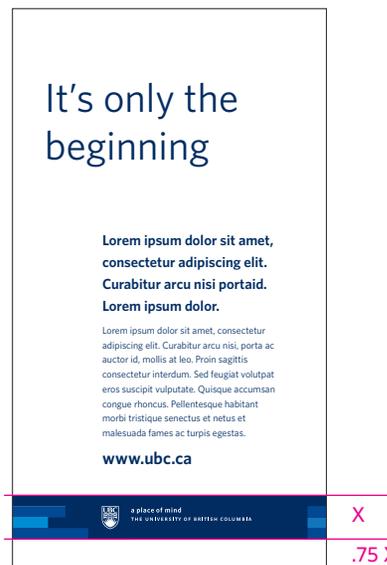


UBC Brand Ad Bar: Full Signature with Unit Sub-Identity or Partner Logo



Advertising Bar Placement

The UBC Brand Ad Bar should always be placed three quarters of its height away from the bottom of the page regardless of the size of the ad. UBC Brand Advertising Bars are available for download at brand.ubc.ca/downloads/AdBars.



Ad Formats

Lorem Ipsum Dolor
Sit Amet Consectet
Adipiscing Elit

Lorem Ipsum Dolor
Sit Amet Consectet
Adipiscing Elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur arcu nisi, porta ac auctor id, mollis at leo. Proin sagittis consectetur interdum. Sed feugiat volutpat eros suscipit vulputate. Quisque accumsan congue rhoncus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Curabitur arcu nisi, porta ac auctor id, mollis at leo. Proin sagittis consectetur interdum. Sed feugiat volutpat eros suscipit vulputate. Quisque accumsan congue rhoncus. Pellentesque habitant morbi tristique

Lorem ipsum dolor sit amet

Ad Grid

The grid helps organize information and graphic elements in a rational composition.



Ad Format Typographic Formatting

Copy elements should be left aligned to the signature block in the UBC Brand Bar.



UBC Forestry
Graduate Programs:
Advanced training for
tomorrow's scientists
and leaders

Lorem ipsum dolor sit amet, consectetur adipiscing
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dolor sit amet, consectetur adipiscing elit.

www.forestry.ubc.ca

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UBC Brand Elements

UBC Full Signature



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UBC Promotional Signature



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Ceremonies and Events Office

UBC Institutional Typeface

Whitney Medium

Whitney Medium Italic

Whitney Medium

Whitney Medium Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Bold

Whitney Bold Italic

Whitney Black

Whitney Black Italic

UBC Colours



Typography

Whitney is the institutional typeface used in all UBC Brand Advertising.

Whitney Book in sentence case is recommended for ad headlines and Book or Medium for body copy.

Whitney SemiBold can be used in subheads.

Headline

Lorem ipsum dolor
sit amet consectetur
adipiscing elit

Whitney Book Sentence Case

Leading = Type size x 116%

e.g. 33pt x 116% = 38pt leading

Subhead & Body Copy

Lorem ipsum dolor ————— Whitney Semi Bold

Sit amet consectetur adipiscing elit.
Curabitur arcu nisi, porta ac auctor id,
mollis at leo. Proin sagittis consec-
tetur interdum. Sed feugiat volutpat
eros suscipit vulputate. Quisque ac-
cumsan congue rhoncus. Pellentesque
habitant morbi tristique senectus et
netus et malesuada fames.

Subhead: Whitney Semi Bold

Body Copy: Whitney Book or Medium

Leading = Type size x 150%

e.g. 8pt x 150% = 12pt leading

Photography: People

Photography of people should catch genuine moments wrapped in natural light. Use a shallow depth of field to help draw focus to the subject and suggest an honest sense of belonging within the UBC community. The tonality should feel bold and open.



Photography: Study

When photographing work and study, the focus should be on the actions of the people involved. The situations should capture subjects doing what they do best within their working environments. Every photo should express the passion, dedication and expertise of UBC faculty, staff and students.



Photography: Place

Photography has the power to move and inspire us. Whenever practical, projects should incorporate images of UBC's campus and environs. Use low angle building shots and feature wide landscapes and plenty of big sky to suggest an inspiring place where open thinking can change the world.



Thank you.



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