

# UBC Brand Map

brand.ubc.ca



## UBC Story

The University of British Columbia is a global centre for research and teaching, consistently ranked among the 25 best public universities in the world. Since 1915, UBC's West Coast spirit has embraced innovation and challenged the status quo. UBC's learning environments create unparalleled opportunities for students to reach their highest potential. At UBC, bold thinking is given a place to develop into ideas that can change the world.

### ATTRIBUTES

Open, Bold, Inspiring  
Globally connected

## Elements

### UBC SIGNATURES

#### UBC FULL SIGNATURE



#### UBC BASIC SIGNATURE



#### LOGO



#### TAGLINE

**a place of mind**

#### WORDMARK

**THE UNIVERSITY OF BRITISH COLUMBIA**

### SIGNATURE CLEAR SPACE



### UBC BRAND UNIT SIGNATURE



**a place of mind**  
**THE UNIVERSITY OF BRITISH COLUMBIA**

**Faculty School or College**  
Department Name

## UBC Brand Resources

### TYPOGRAPHY WHITNEY BRAND.UBC.CA

# Az

### COLOUR

PMS 282  
C100 M90 Y13 K68  
R12 G35 B68  
HEX #002145

PMS 5415  
C42 M8 Y0 K40  
R94 G134 B159  
HEX #5E869F

WHITE

PMS 5405

PMS 5415

PMS 5425

PMS 5435

PMS 5445

