

Graphic Standards



THE
UNIVERSITY
COLLEGE
OF THE
CARIBOO

President's Message

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This manual is produced for everyone who has occasion to utilize the graphic identity, names, marks, and logos of The University College of the Cariboo.

The graphic identity of the College was re-examined throughout 1990 and 1991, and the results of that process are contained within this manual. With the change to degree granting status, and the addition to the College of university degree programs, it became evident that our image was no longer appropriate. We needed a fresh identity to communicate our new institution and our expanded educational mandate.

Cariboo College has grown and matured. Today it is known as The University College of the Cariboo, a comprehensive teaching-focused institution in the midst of an exciting evolution in post-secondary education. Our new image portrays this new vitality.

The identity of the University College has been approved by the Board of Governors, and the use of our marks is under the auspices of the Board and is administered by the President or his designate. All of the names, marks, and acronyms of the University College are protected – by registration under section IX of the Canadian Copyright Act. They may not be used without our permission, and may not be applied to commercial articles for resale without our approval.

This manual serves as a guideline for the application of our identity. In any situation that is not covered in the manual, or that requires interpretation, I would ask you to contact:

Josh Keller
Public Relations
(604) 828-5008

A. JAMES WRIGHT, PRESIDENT



Shield and Logotype

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The Graphic identity of The University College of the Cariboo is a shield and a logotype.

The shield is composed of a sunrise/sunset representing both the west coast of the country and the rising sun of enlightenment. The mountains are indicative of the terrain of the area. The intersecting lines represent a coming together—of college and university, and of the rivers, highways and railways in our region.

The colors, red and purple reflect the terrain of the area, and a new boldness indicative of this University College.

The Graphic identity is the official mark of the University College, and is to be used on stationery, forms, and official documents of the University College.

Reproducible artwork for the graphic identity is available on request from the Public Relations and Publications Department. Correct colors for reproduction are noted later in the manual.

The informal logo is composed of the shield and the acronym UCC for University College of the Cariboo.

It is to be used only on informal occasions, on clothing, coffee mugs, ashtrays, key chains, and the other items produced by the Bookstore.

It is **not** to be used on stationery, vehicles, or any official representation of the University College.

The informal logo is **not** to be used with the logotype.



Color Variations

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The graphic shield is reproducible in two colors, red and purple; or one color.

It should not be reversed, but should be framed in white line for application on dark colors.



Logo Variations

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The name of the University College in the Graphic identity is set in five lines. This is the preferred line break, however there may be occasions, such as printed forms when this is not feasible.

The only other alternate is two lines of type, centered below the shield. On printed forms and other materials where department identity is to be included, it is permissible to use a flush left, two line version.



Horizontal formats all follow shown setup. The division always appears in Palatino upper and lower case type. The department or division should never appear larger than the logotype.



THE UNIVERSITY COLLEGE
OF THE CARIBOO

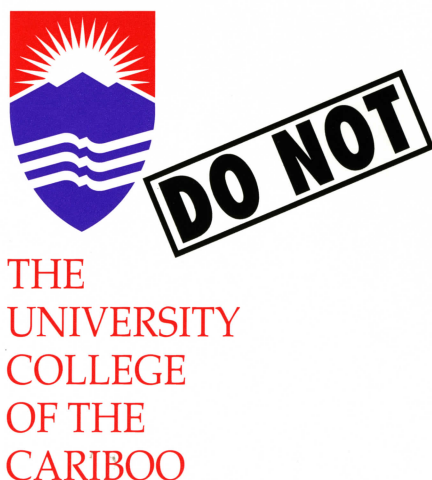
Sciences and Health Sciences Division

Unacceptable Uses

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Care should be taken in the application of the University College logo. Do not change the position of the shield and type. Do not use type with the UCC version of the shield.

Do not change the University College type style or colors. Do not print the University College in white on a dark color. In those situations use "reverse" artwork.



Colors

The school colors are red and purple. The type used in the Graphic identity is grey.

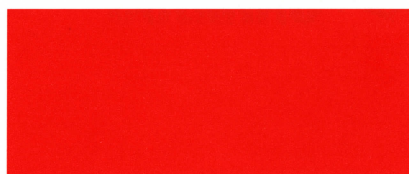
The colors may be achieved through four color reproduction, or by use of the correct match with the specified color numbers

of the Pantone Matching System. It is important that these colors be matched. Substitute shades may not be used without approval, and then only when limitations of materials (shades of leather for example) cannot be surmounted.



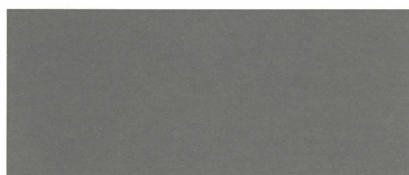
Pantone Purple 266

Process Mix
100% magenta
70% cyan



Pantone Red 032

Process Mix
100% magenta
100% yellow



Pantone Cool Gray 9

Process Mix
65% black

Typography

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The University College's type font is Palatino, created by the renowned European type designer Hermann Zapf to embody the best traits of early Renaissance and modern 20th century typeface designs. Palatino combines a very distinct modern flavor with a calligraphic influence from its 16th century heritage.

Palatino is licensed by the International Typeface Corporation.

Body copy, signage, and other text can be set in either Palatino, or in Helvetica.

Under no circumstances should the name of the University College be set in Helvetica. Don't try to set type yourself. Consult the Public Relations and Publications Department.

Palatino Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

\$123456789&?!\\

Helvetica Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

\$123456789&?!\\

Stationery

The basic stationery items of the University College are outlined below, and may be ordered

through the Purchasing Department. Individual department or program identification is not permitted on official stationery unless approved by the Office of the President.

Type and logo 1/2" from side, 3/4" from top. Logo is 1 1/2" in height. Type is 8/9 pt helvetica condensed



900 College Drive
P.O. Box 3010
Kamloops, BC
V2C 5N3
Facsimile (604) 374-0000
Telephone (604) 374-0123

SAMPLE

Type and logo 3/8" from side, 1/4" from top. Logo is 1 1/2" in height. Type is 8/9 pt helvetica condensed with title in bold.

1 3/4"



Josh Keller
Public Relations Officer

900 College Drive
P.O. Box 3010
Kamloops, BC
V2C 5N3
Facsimile (604) 374-0000
Telephone (604) 374-0123

1/4"

Type and logo 1/2" from side, 1/2" from top. Logo is 1 1/2" in height. Type is 8/9 pt helvetica condensed



900 College Drive
P.O. Box 3010
Kamloops, BC
V2C 5N3

Memos, Notes, etc.

University College memo pads (full, 1/2 and 1/4 size) are illustrated. News release and other special letterheads would be handled similarly. All such materials are designed and developed by the Public Relations and Publications Department, and most standardized formats can be ordered with Department

or Program Identity included. All requests for the design of any printed material using the University College identity are to go to the Public Relations and Publications Department. Quantities of all standard stationery items are ordered through the Purchasing Department.

MEMO



THE
UNIVERSITY
COLLEGE
OF THE
CARIBOO

Office of the
President

A. James Wright

MEMO



THE
UNIVERSITY
COLLEGE
OF THE
CARIBOO

Office of the
President

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NOTES



THE
UNIVERSITY
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OF THE
CARIBOO

SAMPLE

Ad Layouts

The University College normally issues two types of ads – personnel ads and program ads. The preferred layout for each will be distinct, and revised annually according to needs.

All requests for advertising (except personnel ads) are directed to the Public Relations and Publications Department.

ST. JOHN AMBULANCE

FIRST AID SYMPOSIUM '92

SATURDAY, FEBRUARY 22, 1992

W.C.B INDUSTRIAL FIRST AID WORKSHOP
TRIAGE AND DISASTER WORKSHOP
LAKER

8:30 am to 4:30 pm
\$40.00 (lunch included)
First Aid Displays
Door Prizes



THE UNIVERSITY COLLEGE
OF THE CARIBOO

PUBLIC SERVICES LIBRARIAN WILLIAMS LAKE CAMPUS

THE POSITION

The successful candidate will be responsible for supervision of clerical staff; library instruction and reference service to students and faculty; class orientations; database searches and collection development. The librarian will work closely with Library staff at the Kamloops campus to develop programs and provide resources and services in the College region. Regular evening shifts and travel to other centres in the region are required.

QUALIFICATIONS

- MLS degree, plus relevant College Library experience
- Supervisory experience preferred

SALARY

\$37,732 to \$55,981

STARTING

As soon as position is available

Forward resumé with 3 references and formal verification of education level to: Ms. Irene Bazell, Personnel Officer
Please quote Competition#91-101 on all resúmes and correspondence.
Closing date for application is December 13, 1991



THE UNIVERSITY COLLEGE
OF THE CARIBOO

Human Resources Division
Box 3010, Kamloops, B.C. V2C 5N3
an equal opportunity employer

Certificates

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The University College issues Certificates, Diplomas, and Recognition Awards.

Although we use the informal name of The University College of the Cariboo, it will be necessary

for some awards to be sealed with our legal name, Cariboo College. The identification on the face of these awards will continue to be The University College of the Cariboo.



THE UNIVERSITY COLLEGE OF THE CARIBOO

*The Department of Business
is pleased to present
this award to*

SAMPLE

*for achievement
in the
Accounting Program*



Publications

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While not all possible layouts of publications can be covered by a manual, a couple of the more familiar are shown below. They should serve as guidelines for similar publications.

All requests for the design and development of any publication using the University College identity are to be directed to the Public Relations and Publications Department.

RESPIRATORY THERAPY

SAMPLE



THE UNIVERSITY COLLEGE
OF THE CARIBOO

MICRO COMPUTERS IN BUSINESS

SAMPLE



THE UNIVERSITY COLLEGE
OF THE CARIBOO

Athletic Team Logo

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The official name of the varsity teams of The University College of the Cariboo is Sun Demons. Their official identity, as shown below, is to be used on uniforms, correspondence, and programs.

The Sun Demon graphic is the official identification of the Department of Athletics of the

University College. It identifies all varsity teams and has been registered with the Athletic Association.

The Sun Demon graphic is to be used only with the permission of the Department of Public Relations or the Department of Athletics.

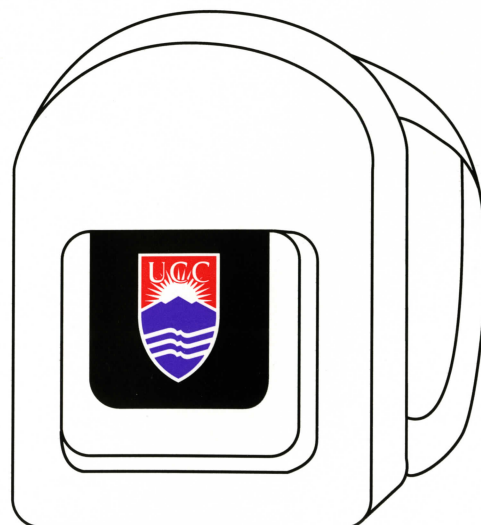


Book Store

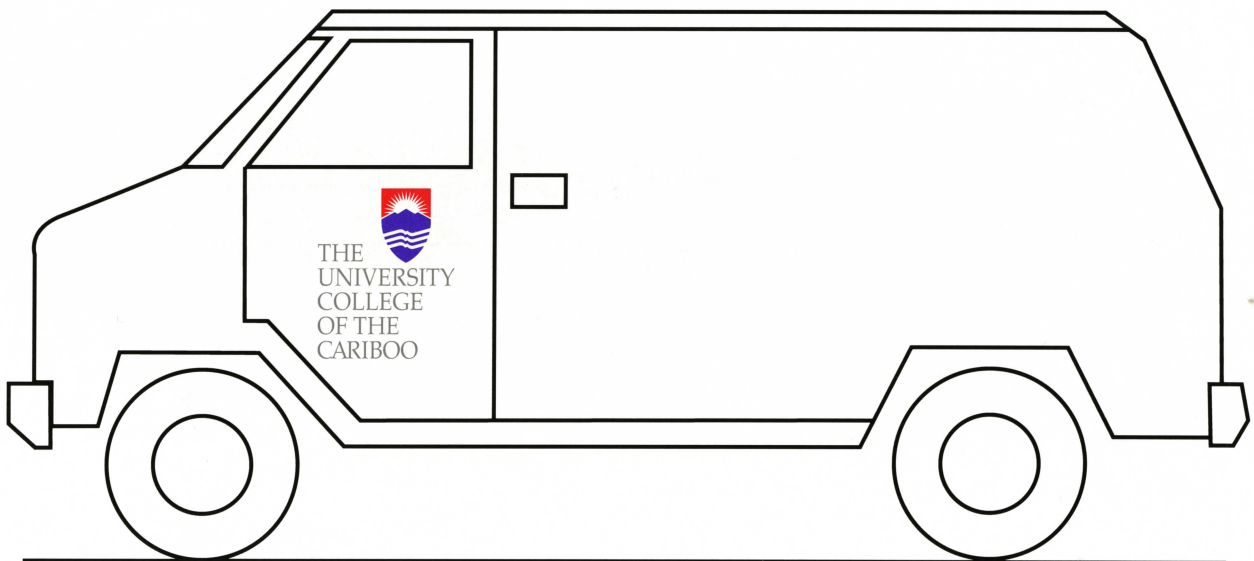
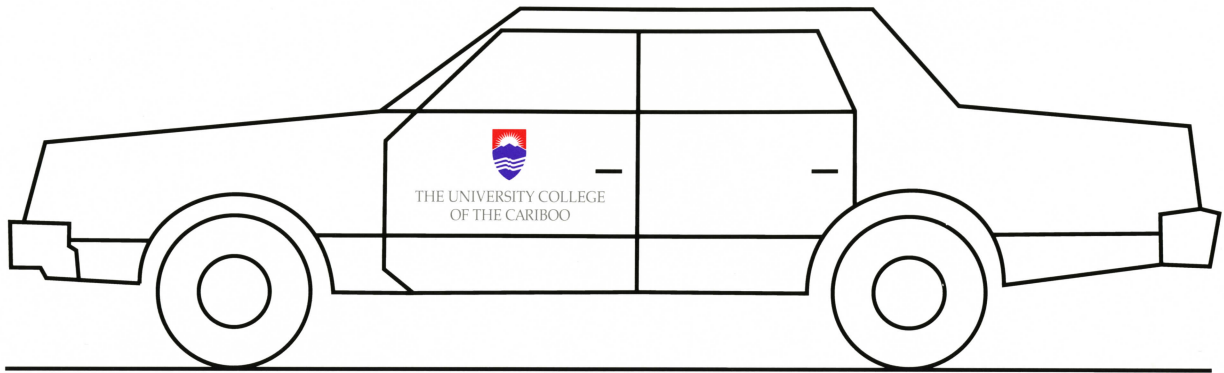
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SAMPLE



Vehicles



Signage

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When designing signs, use either the horizontal or vertical version of the University College logo, as appropriate to the layout


of the sign. Do not use the UCC and shield on signs. Always use the full name of the University College.



Camera Ready Reproductions

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For Printing on Dark or Coloured Backgrounds




**THE
UNIVERSITY
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CARIBOO**

Sunset Section
Pantone Red 032
Process
100% Magenta
100% Yellow

Mountain Section
Pantone
Purple 266
Process
100% Magenta
70% Cyan

Type
Pantone
Cool Gray 9
Process
65% Black




**THE
UNIVERSITY
COLLEGE
OF THE
CARIBOO**

Outline, Waves, Sun, and Type print white as shown

Sunset Section
Pantone
Red 032
Process
100% Magenta
100% Yellow

Mountain Section
Pantone
Purple 266
Process
100% Magenta
70% Cyan




**THE
UNIVERSITY
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OF THE
CARIBOO**

Sunset Section
Pantone Red 032
Process
100% Magenta
100% Yellow

Mountain Section
Pantone
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**THE
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Sunset Section
Pantone Red 032
Process 100% Magenta, 100% Yellow

Mountain Section
Pantone Purple 266
Process 100% Magenta, 70% Cyan

Type
Pantone Cool Gray 9
Process 65% Black



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Outline, Waves, Sun, and Type print white as shown

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Mountain Section
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Process
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70% Cyan



THE UNIVERSITY COLLEGE
OF THE CARIBOO

Public Relations & Publications Department
PO Box 3010, Kamloops, British Columbia
V2C 5N3 (604)828-5000