

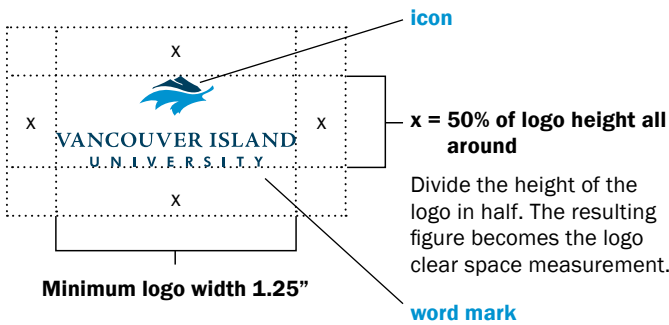
All communications, both print and electronic, published by Vancouver Island University, must prominently display an approved logo.



Official **VIU master logo**, trademarked graphic identifier is comprised of three elements: a graphic referred to as the “blue island,” typographical representation of the University’s name and the background on which these two elements are placed. These three elements form the whole of the logo and were developed to work together; any single element is not intended to be removed from the whole and used on its own.

Minimum logo size and clear space requirements

Give the logo room. Clear space is the area around the logo that is completely free of graphic elements.



Logo Background

The **VIU master logo** is intended for display on a **white background** – size to be dictated by the clear space requirements. The background becomes part of the logo. The icon and word mark **should not be placed on any coloured or patterned background**. The only exception is the printing of the logo on clothing.



Colour Palette

For print:
Dark blue
Pantone 303
or
CMYK 100/11/0/74
For web
Hex # 00384d
or **RGB 0/56/77**



For print:
Lighter blue
Pantone Process Blue
or
CMYK 100/10/0/10
For web
Hex # 0087c0
or **RGB 0/135/192**



Font

Font for VANCOUVER ISLAND – **ADOBE JENSON BOLD**
Font for UNIVERSITY – **FUTURA HEAVY**
Font for sub-brand organizations – **FUTURA HEAVY**

VIU reverse master logo



Minimum logo width 1.25"

Minimum logo size

Size minimums are specified to ensure legibility in various media. The size specifications shown are the minimum allowed for small print ads. There may be situations where the VIU mark will need to appear smaller than the minimum shown here (e.g., lapel pins, pens and pencils, CD spine labels). Contact *Debra Jacklin@viu.ca* for more information.

Sub-brand logos for campuses and VIU organizations. These are provided and authorized by the VIU Communications department:

Sub-brand logos are created for parts of the organization that require some distinction within the Master Logo parameters, such as the Foundation and regional campuses.



Black and white master logo

Official VIU logos **must be printed in colour** – either the two-colour version or the reverse dark blue – **on all publications that are full colour.**

On black and white publications, use the black and white logo or the reverse black logo shown right.



Official logo variations

Use these logos in place of the official master logo when space and medium deem it appropriate.



The abbreviation logo should not be used without the full spelling of **Vancouver Island University** with the exception of on-campus communication.