



Title:	VISUAL IDENTITY GUIDELINES
Audience:	All Faculty of Medicine members
Purpose:	To guide Faculty of Medicine units in their use of the UBC and Faculty of Medicine name, typeface, initials, specified colours and logo, as well as their relationship to other visual features in printed and electronic materials.
Contact:	Dean’s Office Communications

It is important that Faculty of Medicine units, while maintaining their separate identities, forge a connection with the overall Faculty identity, and with that of the University. This can be achieved in part by creating a unified “look” for the Faculty, adhering to guidelines for the University and Faculty visual identity in communications materials as explained below.

UBC Visual Identity Policy

In May 2003, UBC’s Board of Governors approved a [Visual Identity Policy \(Policy #94\)](#), meant to guide UBC units in their use of the University’s name, typeface, initials, specified colours and logo, as well as their relationship to other visual features in printed and electronic materials. The appropriate use of these elements enhances the University’s reputation, leverages quick recognition, reduces design costs and inefficiencies, and demonstrates organizational purpose and accountability to diverse University stakeholders.

The policy applies to:

- campus signage
- University print advertising
- University websites and other forms of electronic promotion/communication
- livery for university vehicles
- University business cards, letterhead, and other stationery
- University brochures and other publications

The Visual Identity Policy and Guidelines for its application are administered and maintained by UBC Communications & Marketing.

When using the UBC brand signatures/logos, the UBC Visual Identity Policy and Guidelines must be followed. See the UBC Brand website to download logos: <http://brand.ubc.ca/downloads/ubc-signatures-logos/>.



Faculty of Medicine Visual Identity Guidelines

Faculty of Medicine Communications follows the Visual Identity Policy set out by UBC Communications & Marketing.

Either the UBC brand signature (full or basic) or the [Faculty of Medicine unit signature](#) should be used in all official Faculty of Medicine communication materials. You do not need to use both.

The name of the “Faculty of Medicine” must be included on all official communication materials produced by a Faculty of Medicine department, school, centre, institute and Dean’s Office unit including: stationery, business cards, websites, publications, signage, advertisements, and presentation and display materials.

Note: The Faculty of Medicine is working with the UBC Communications & Marketing to develop templates that support our partner relationships.

Before finalizing your communication materials, it is recommended that you consult a member of the [Communications Group](#).

Faculty of Medicine Crest: The Faculty of Medicine Crest consists of a shield within which is a stylized book containing the Latin words “Tuum Est” and a snake entwined around a staff (the ‘rod of Asclepius,’ a traditional symbol of medicine) both on a background of stylized wave and sun graphics. The use of this Crest should be discussed with a member of the Communications Group. Generally, the Crest is to be used for specific ceremonial or commemorative purposes such as:

- degrees
- convocation
- diplomas
- certificates
- commemorative building plaques
- formal personal invitations
- formal recognition gifts and collateral materials

Department/School/Centre/Institute Logos

Each department, school, centre and institute within the Faculty of Medicine may have created its own logo.

As the University and Faculty continue to promote a common visual identity, it is important to include the appropriate University and/or Faculty signatures on all publications. Design elements for a department may incorporate a departmental logo in a slightly more prominent position, together with the Faculty and/or University signatures. Contact a member of the Communications Group for more assistance.



Partner Logos

In certain situations, other logos are to be used with UBC/UBC Faculty of Medicine and departmental/school/centre identities. For advice, please consult with the Communications Group.

Affiliated Universities Involved with the Distributed Medical Program

The Faculty's Distributed MD Undergraduate Program is facilitated by its affiliations with the University of Victoria (UVic) and the University of Northern BC (UNBC). Through these affiliations, the UBC Faculty of Medicine may have restricted use of/access to these universities' logos. Please contact the Communications Group if you need to use these universities' logos.

Like UBC, UVic and UNBC have graphic standards and visual identity policies governing use of their logos and symbols. These can be found at:

- UVic: www.uvic.ca/graphicstandards
- UNBC: www.unbc.ca/communications

Health Authorities

The Faculty of Medicine has formal agreements with the provincial health authorities and the Ministry of Health Services and often represents this relationship through visual media. Please contact the Communications Group if you need to use visual identity elements from the health authorities (and corresponding clinical academic campus or affiliated regional centre):

- Fraser Health
- Interior Health
- Northern Health
- Vancouver Coastal Health
- Vancouver Island Health Authority
- Provincial Health Services Authority

Templates & Logos

For details about how to apply the visual identity guidelines and brand signatures to communication materials such as publications, stationery items and signage, see the [Templates & Logos](#) section of MedNet.

Contact Information

For questions regarding use of logos and the Faculty's visual identity guidelines, contact the [Communications Team](#).