

FACULTY OF MEDICINE 75TH ANNIVERSARY SIGNIFIER

Purpose

To commemorate the 75th anniversary of the Faculty of Medicine, the following signifier (emblem) is now available to use to help celebrate the occasion and recognize excellence in medical education, research and innovation at UBC.

The signifier, which is available in a variety of formats, can be applied to a wide range of assets, including banners, memorabilia, letterhead, and even your email signature.

For high-impact projects that require a more detailed design, please connect with the Office of Creative & Communications for design guidance: digitalcomms.med@ubc.ca

Download

The signifier is available in a variety of formats (see pages 2 and 3 for further details) and can be downloaded via MedNet from the Communications page.

mednet.med.ubc.ca/resources/communications/templates/anniversary-signifier/

GUIDELINES

Alteration

Designed to ensure compliance with UBC brand policies and guidelines, the signifier must remain unaltered in all applications.

Clear Space

To ensure maximum impact of the UBC Faculty of Medicine signifier, there should be a minimum clear space around the artwork. This space should be equivalent to or greater than 25% of the signifier width.

Colours

The signifier is available in standard (white background) and reverse (blue background). The standard version should be used on light colour backgrounds, while the reverse version should be used on very dark backgrounds.

The signifier is available for print projects in CMYK (Cyan, Magenta, Yellow, and Key/Black) and for web, video or other on-screen projects RGB (Red, Green, and Blue).

The colour of the signifier must not be altered in any application.

Timeframe

The use of the signifier ends December 31, 2025.

For further information, please contact digitalcomms.med@ubc.ca

1. UBC Crest Baseline

The crest at the base is ideal for projects without other UBC branding.

1950
2025

UBC FACULTY OF MEDICINE
75 YEARS OF EXCELLENCE
ACROSS BRITISH COLUMBIA



1950
2025

UBC FACULTY OF MEDICINE
75 YEARS OF EXCELLENCE
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2. Inset UBC Crest

The crest within the "0" works well for large formats like banners or posters, where there is ample, clear space to view the crest.

1950
2025

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1950
2025

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3. Crestless

Consider using this version when the UBC crest is already present elsewhere to avoid visual repetition.

1950
2025

75 YEARS OF EXCELLENCE
ACROSS BRITISH COLUMBIA

1950
2025

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4. Compact Brand Design

Consider using this version for a clean and professional look with minimal text. Ideal for email signatures and small-scale headers.



5. Extended Brand Design

Consider using this version for a more detailed branding presence with both the standard Faculty of Medicine unit signature and signifier combined. Suitable for large headers and detailed reports where a comprehensive logo format is needed.



EMAIL SIGNATURE

The signifier is available for use as an email signature. Please use the file named 75thAnniversary_EmailSignature to ensure uniformity across all Faculty of Medicine email signatures.

Please note: To maintain the integrity of the signifier when applied in an email signature, always download the email signature file from MedNet; never copy the image from another person's email signature.

[Your Name] (Pronouns)

[Your Title]

[Department | Division]

[Your Organization] | [Building Name] | [Location or Territory Acknowledgment]

[Street Address] | [City, Province/State] | [Postal/ZIP Code]

Phone: [Your Phone Number]

Email: [Your Email Address]

Land acknowledgement.



1950
2025

FACULTY OF MEDICINE
75 YEARS OF EXCELLENCE
ACROSS BRITISH COLUMBIA

To add the signifier to your email signature in the Outlook app:

1. Download the 75th Anniversary Email Signature file.
2. In your Outlook app or browser, open a New Email.
3. Select Signature, and click Edit Signatures... to open the Signatures editor.
4. Select an existing signature and click Edit, or create a new one by clicking +
5. In the edit signature window, click Pictures and browse for the file:
75thAnniversary_EmailSignature. Select the file and click Insert.
6. Ensure the image is below your signature text. Do not alter the size of the image.
7. Click OK to save your new signature.

Please note: On high pixel density screens (including some Mac laptop or iPad screens), the email signature signifier may appear slightly less clear. This is a known limitation when using Outlook on higher-resolution screens. The signifier will appear clear on the majority of displays.

For further information or questions about the signifier guidelines, please contact digitalcomms.med@ubc.ca.