ece

Electrical and
Computer
Engineering

GRAPHIC STANDARDS MANUAL

a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

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SIGNATURE AND LOGO

The ECE Signature and its options, as outlined in this manual, were designed with some flexibility to meet various applications. The entire Signature is made up of the ECE symbol, the "Electrical and Computer Engineering" wordmark and the radiating rays.

The preferred logo is the boundless one, with the rays extending to the ends of the surface. The alternative is a closed box. This can be used in when it is not possible to extend the brand to the edges of the document, or when it is part of a larger structure or design treatment.

Boundless signature
2 colour

WHEN TO USE THIS LOGO: Use this logo when it is the primary focal point of a document, in covers, posters and other imagery with minimal or no copy.

One Colour Versions
The primary, or preferred use of the logo is the 2 colour, boundless image on the previous page. Use these versions when colour restrictions apply.

One colour signature

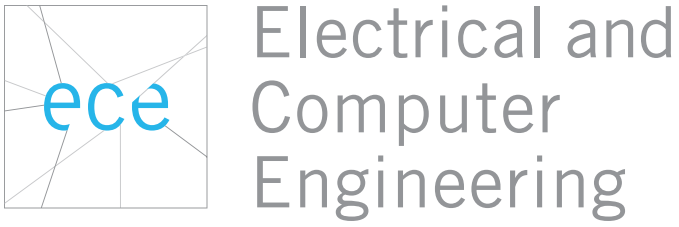
One colour signature reverse

One colour signature ECE blue reverse

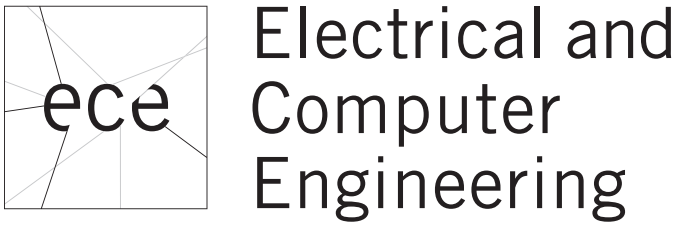
CLOSED BOX LOGO

Use these logos as a sign off to a document, or for identification in areas where it is not possible to extend the logo to the end of the page.

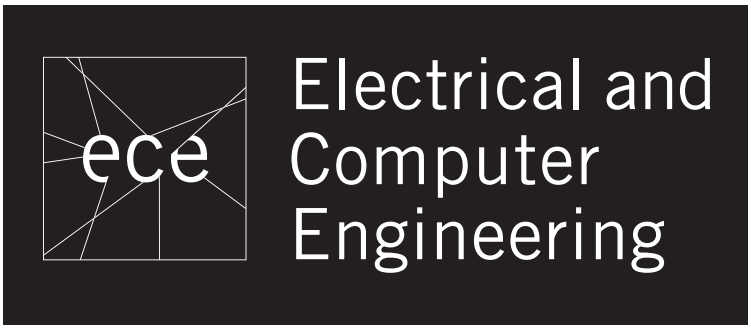
WHEN TO USE THESE LOGOS: For printing in one colour, use the black version. For faxes, etchings in glass, etc. use the one colour version. File names have been noted to insure correct match to digital files.



Horizontal signature
2 colour



Horizontal signature
1 colour (Black)



Horizontal signature
negative

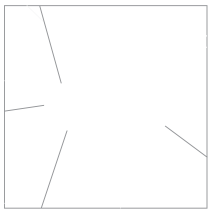
COLOUR PALETTE AND SPECIFICATIONS

The colour palette used by ECE for the signature is based on the print industry standard, the PANTONE MATCHING SYSTEM ®. The ECE colours are Pantone 298 (blue) and shades of black (grey). When limited by technical or budgetary constraints, these colours may be reproduced in CMYK or process colour.

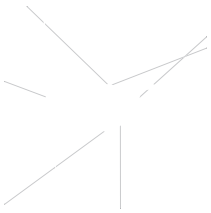
For printing jobs in one PANTONE colour, the logo must print in PMS 298 (blue) or black.

When used as a positive – the signature should be set in 2 colours. All letterforms should be set with PMS 298 @ 100% opacity. Four spokes and bounding box (if used) should be set at 50% black or 50% opacity. The remaining spokes should be set at 20% black or 20% opacity as shown below.

ece



Electrical and Computer Engineering



PMS 298

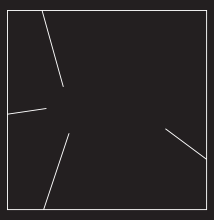
50% Black
or 50% Opacity

20% Black
or 20% opacity

COLOUR PALETTE AND SPECIFICATIONS WHEN USED AS A NEGATIVE

When used as a negative – the signature should be set in two different shades or opacity levels. All letterforms should be set at 100% white or 100% opacity. Four spokes and bounding box (if used) should also be set at 100% white or 100% opacity. The remaining spokes should be set at 20% white or 20% opacity as shown below.

PMS 298



Electrical and Computer Engineering

100% White

20% White
or 20% Opacity

CLOSED LOGO WITH ADDRESS

When using the closed logo with ECE address, follow the type treament as shown below.

Trade Gothic LT STD Bold Condensed No. 20

ELECTRICAL AND COMPUTER ENGINEERING
KAIS 5500 • 2332 MAIN MALL
VANCOUVER • BC • CANADA • V6T 1Z4

Trade Gothic LT STD Condensed No. 18

RESEARCH GROUPS

The research groups identity is an extension of the ECE look, and a family of versions have been created for their use. Research groups should first and foremost be recognized as an entity by the ECE prior to creating a wordmark for themselves. We have created guidelines for implementation, please follow these carefully.

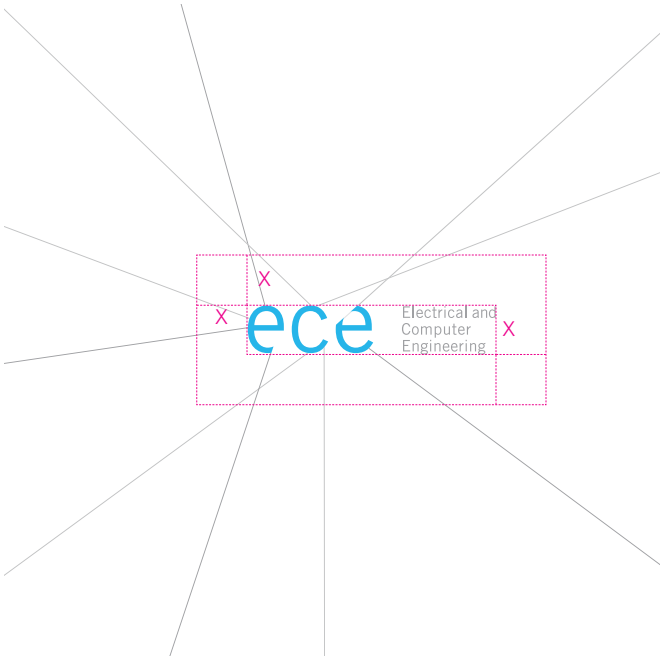
The research group must sit below 'Electrical and Computer Engineering' and set in black when used against a light background. Grey when used against a dark background. The attached spoke must connect with the top left letter of the research group name as shown here. Research group font: *Trade Gothic LT Std. Regular*

When using the closed box logo, the research group must sit to the right of 'Electrical and Computer Engineering' and set in black when used against a light background. Grey when used against a dark background. Research group font: *Trade Gothic LT Std. Regular*

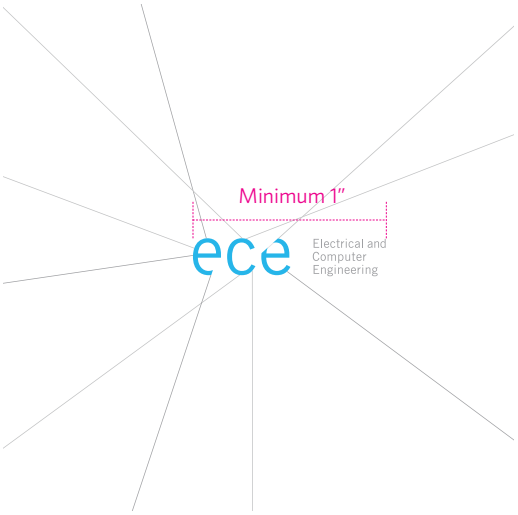
PROTECTED SPACE AND INCORRECT USE

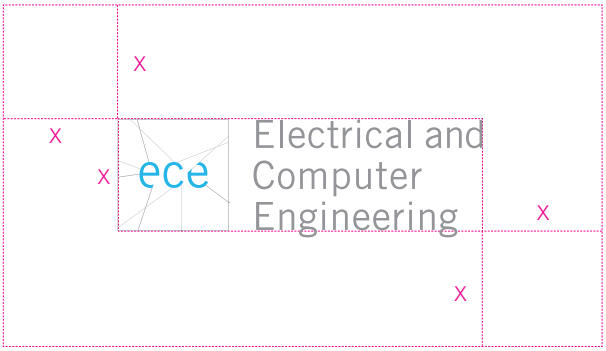
Keeping the logo isolated from other graphic elements and at a particular size helps preserve the clarity of the presentation.

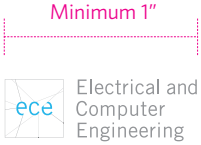
Minimum protected space
A minimum amount of protected space should always surround the logo in order to separate it from headlines, text, imagery and the outer edge of a document. The protected space is defined as 'x' the x-height of the ECE logo, as shown below.



Minimum size
To protect the integrity and clarity of the ECE logo, the logo should be no smaller than one inch wide.





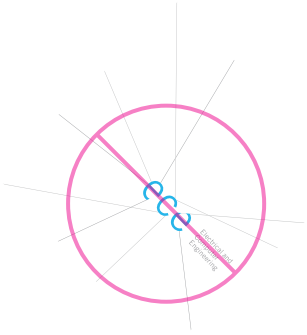


PROTECTED SPACE AND INCORRECT USE

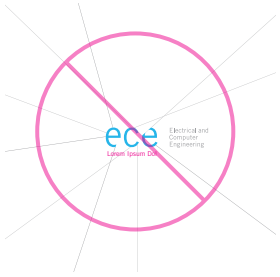
Keeping the logo isolated from other graphic elements and at a particular size helps preserve the clarity of the presentation.

Incorrect Use of the Logo

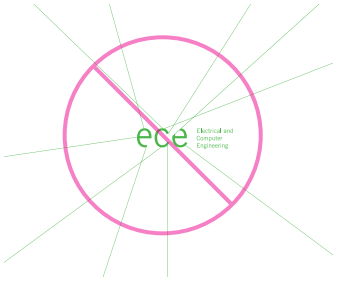
The consistent application of the ECE logo is essential to building and maintaining brand identity. The logo should never be altered or redrawn in any way and only approved digital artwork should be used in documents and on the web. While not an exhaustive list, the examples below illustrate some incorrect uses and deviations to avoid.



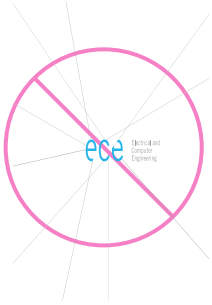
Do not rotate or vertically align the logo.



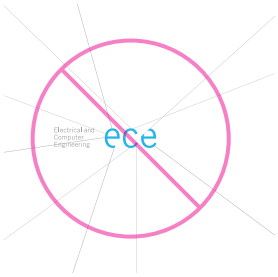
Do not include additional text inside the logo.



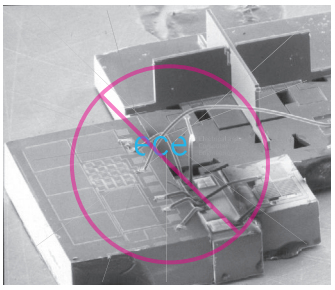
Do not change the colour of the logo.



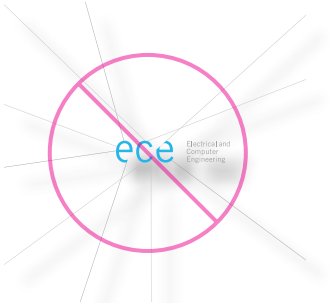
Do not distort or alter the proportions of the logo.



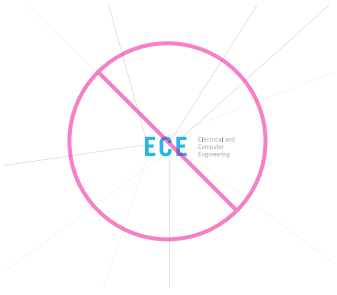
Do not change the configuration.



Do not apply the logo to a background photo with insufficient contrast.



Do not add other elements (like drop shadows) to the logo.



Do not alter or redraw the logo.

TYPOGRAPHY

Heading and Body Copy
The recommended typeface that works well for headlines and body copy is the ***Trade Gothic LT Std*** family. It was chosen to lend a contemporary feel to the university materials while complementing the graphic look of the logo. Use **Arial** if not available.

Trade Gothic LT Std

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%&

Usage: Headlines, Subheads

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%&

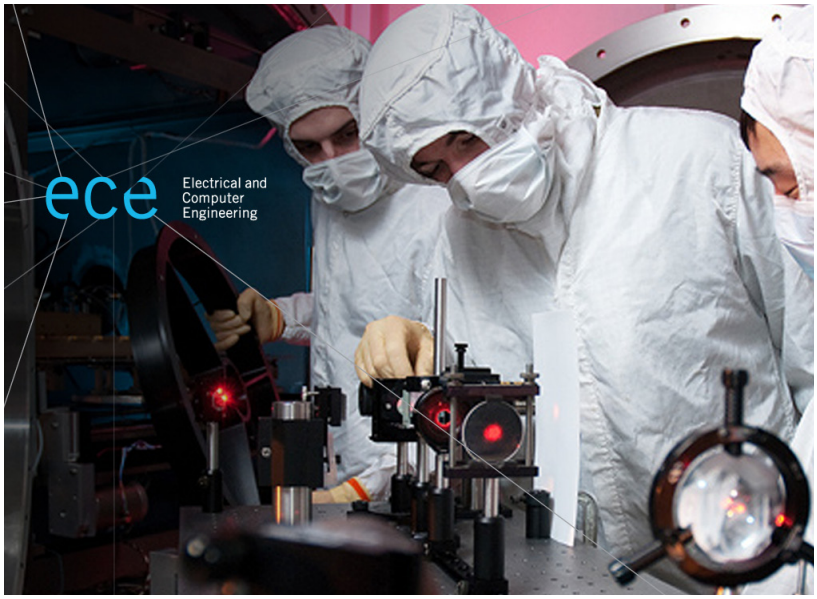
Usage: Body copy

Light

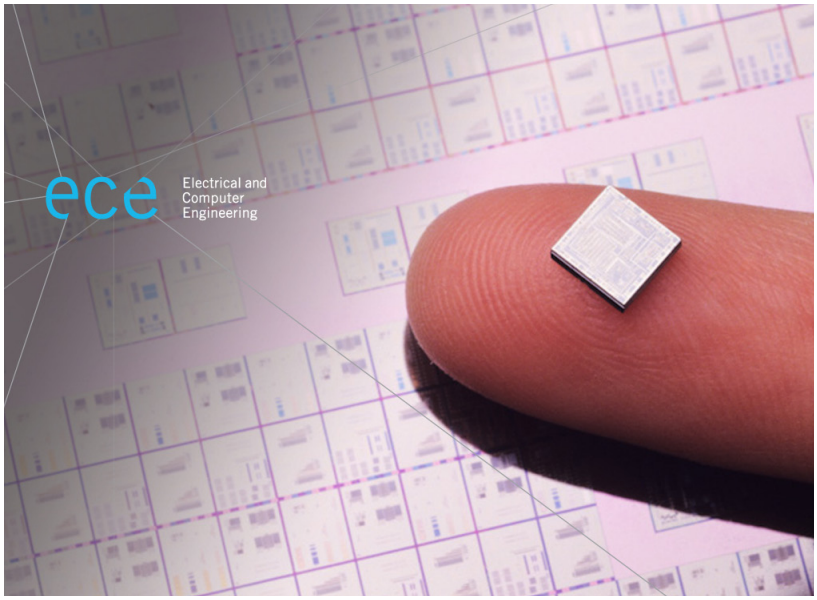
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%&

Usage: Subcopy, Footers

APPLICATIONS: OVER PHOTOGRAPHY



When used over photography, the logo should sit in an area that displays it clearly without any obstructions.



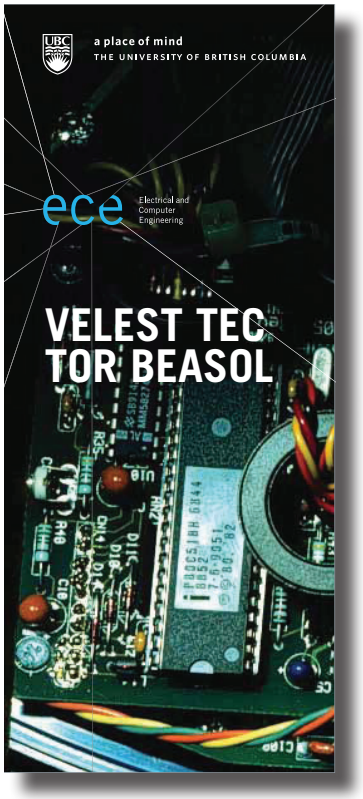
If the photograph has a light background then a dark gradient may be applied beneath the logo to help it stand out as shown in this example.

APPLICATIONS: PUBLICATIONS

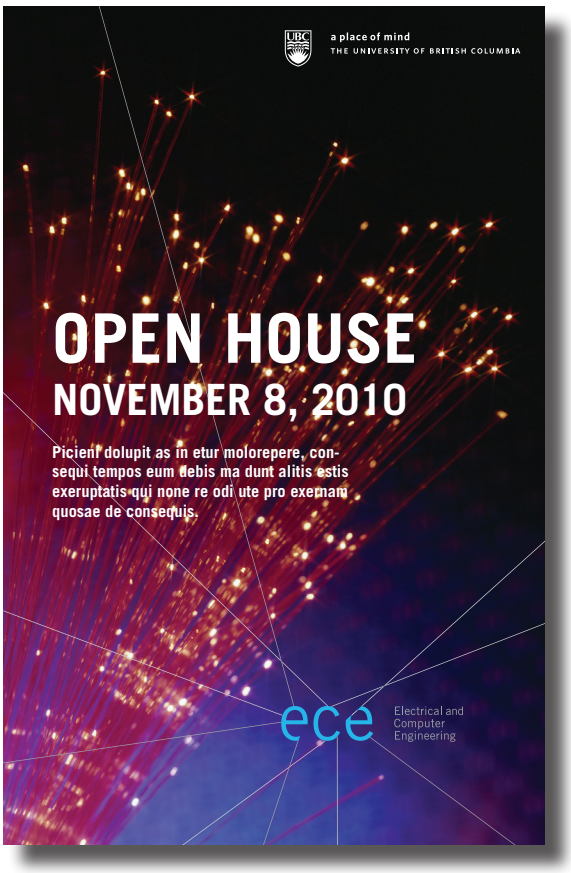
IMPORTANT: For all printed materials, the height of the ECE logo should approximate the height of the UBC crest. The UBC crest and ECE logo should always appear together as shown in the following examples and configurations.

When applying the UBC Publication Banner, the preferred colour for the banner is Pantone 5415 (official UBC blue-grey) or its CMYK equivalent. A maximum 80% opacity can be applied to reveal the image underneath.

APPLICATIONS: BROCHURES/POSTERS



Rack Brochure



Open House Poster

Research Group Poster

Note: Headlines and body copy for posters and brochures should be set using the typface: *Trade Gothic LT STD*. Headlines should be set in ALL CAPS.

Either official UBC Pantone Blue 648 or Pantone 5415 are permissible to use for the bottom bar for research posters. Type for research group should be set in: *Trade Gothic LT STD* or Arial if unavailable. Both the UBC logo and ECE closed box logo should always be displayed as shown in the example.

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