



THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Education



PDCE

Professional Development & Community Engagement

Brand Guidelines

Developed August 2018

INTRODUCTION

Professional Development and Community Engagement (PDCE) is a service unit within UBC's Faculty of Education.

We work with the academic departments within the Faculty, as well as school districts across the province, to build programming to support the professional development of all types of educators across British Columbia and Canada.

This guide has been developed to ensure a look and feel that reflects the goals and mission of the unit. Over time this brand should become easily recognizable and associated with PDCE, which is an essential part of ongoing communication and marketing of this unit.

If you have any questions about this guide, or require any support in building materials that follow these guidelines, please do not hesitate to reach out:

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OUR PILLARS

The pillars that ground the work done at PDCE are: **Inclusivity, Accessibility, Indigeneity.**

Inclusivity

Equity and Diversity are important to academic success and student well-being. Professional Development and Community Engagement provides inclusion and social justice-oriented programs that inspire a culture of belonging and respect for all. We support the development of educational programs and pedagogies that include people of all abilities and recognize that inclusive communities enrich the lives of all citizens.

Accessibility

We recognize that to create inclusive environments our programs and services need to be accessible to those with disabilities. Our staff have taken leadership roles in researching and implementing ways to enhance web usability for learners of all abilities. We are committed to continually improving the accessibility of our programs whether it is through online mediums or our in-person, face-to-face programming.

Indigeneity

We recognize and acknowledge that we learn and work on the unceded territory of the x^wməθk^wəyəm (Musqueam) people. Our students, staff and faculty benefit from the rich history and learnings shared by local Knowledge Keepers.

Professional Development and Community Engagement provides programs and resources that support and develop Indigenous worldviews and perspectives through innovative teaching, research and community connections. We are inspired by regional First Nations leadership to transform educational paradigms through Indigenous practices, vision and content.

WHO WE ARE

New language has been developed to describe what PDCE does with a focus on:

Cultivate. Collaborate. Communicate.

PDCE: Engaged learning for student success.

Cultivate.

Definition: Develop/improve by education.

Everything we offer is founded in the knowledge of UBC experts. We are driven by research and work to enhance education using research-based methods. But we also know not everyone wants to be an academic. So we offer a variety of education options: master's, diplomas, certificates, courses, institutes, open learning and more. Our offerings endeavour to be accessible so that anyone who wants to participate is able to do so.

Collaborate.

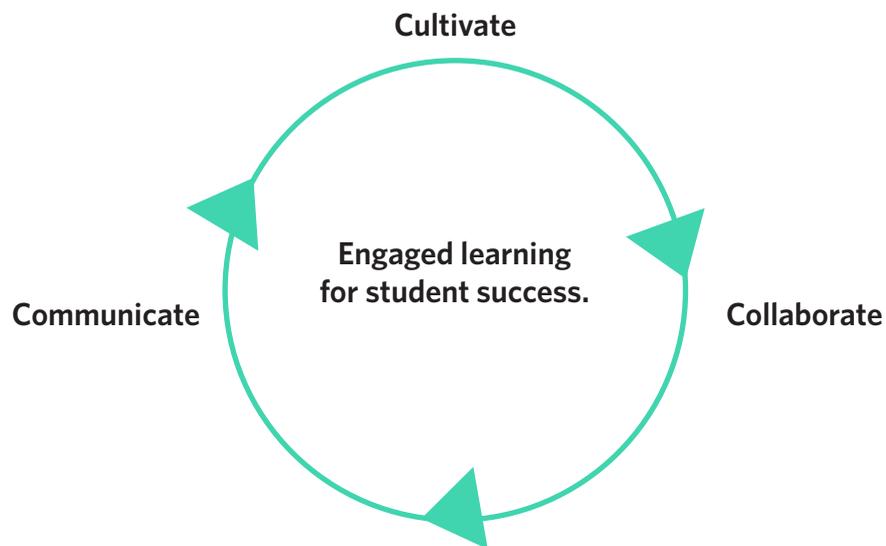
Definition: To work with one another.

We are part of a community working to support students. This community includes you, whether you are a teacher, parent, family member, senior administrator, school counselor, teacher candidate, alumni or so many more. We work best when we work together.

Communicate.

Definition: To impart knowledge.

One of our goals is to facilitate the sharing of knowledge and experience from all facets. We value all expertise equally, including research, hands-on teaching, and child-care/parenting. We want to ensure a network of individuals come together to find the best ways to support and engage students.



Content should focus on speaking directly to the core audience of PDCE's services and avoid use of internal jargon. All content should follow UBC voice, tone and style guidelines, which can be found at brand.ubc.ca. There is also an Indigenous Language guide to use when appropriate: assets.brand.ubc.ca/downloads/ubc_indigenous_peoples_language_guide.pdf

COLOURS

The primary colours for PDCE are PMS 3385 teal and PMS 282 blue, which should be the dominant colours used across all platforms representing PDCE. The rest are secondary colours (PMS 323 secondary teal, PMS 7404 yellow, PMS 2935 bright blue, and PMS 2975 light blue) which may be used as accent colours or to enhance readability or aesthetics.

<p>PDCE Teal Pantone: 3385</p> <p>C62 M0 Y45 K0 R71 G215 B172 HEX 47d7ac</p>	<p>UBC Blue Pantone: 282</p> <p>C100 M90 Y13 K68 R12 G35 B68 HEX 002145</p>		
<p>Secondary Teal Pantone: 323</p> <p>C78 M0 Y21 K60 R22 G100 B79 HEX 16644F</p>	<p>Yellow Pantone: 7404</p> <p>C4 M10 Y87 K0 R246 G216 B60 HEX f7d93d</p>	<p>Bright Blue Pantone: 2935</p> <p>C100 M68 Y4 K0 R0 G85 B183 HEX 0055B7</p>	<p>Light Blue Pantone: 2975</p> <p>C38 M2 Y5 K0 R151 G212 B233 HEX 97D4E9</p>

Restrictions on Use for Accessibility

In order to ensure our content is accessible, there are a few restrictions on the use of our brand colours:

- The primary teal colour cannot be used as a font colour if the background is either white or yellow, and the text is 14 pt or smaller for print, and <h3> or smaller for web.
- The secondary teal colour should ONLY be used in the above-mentioned situations, and only if the background is white. If the background is yellow, a black or UBC blue font should be used.
- A white font colour cannot be used if the background is primary teal or yellow. It may be used with the secondary teal background.

IMAGES

PDCE relies heavily on stock images for a variety of reasons. To ensure a cohesive look, certain qualities need to be reflected in stock images. These same qualities are to be applied if a photo shoot were to be organized to source new, one-of-a-kind images for PDCE. If photos are being taken at events, the following qualities are not required.

Desired Qualities:

- Model should rarely, if ever, be looking directly at the camera.
- Avoid overly posed photos especially with clichés like a thumbs up, high-five, handshake, or person pointing at a computer.
- Not all stock images are good quality. Make sure they are focused properly and are not too bright or dark.
- Avoid photos with a white or transparent background. Images should have a background, and designs where images with a transparent background are placed on a new background should be avoided.
- Photos should appear candid.
- Photos should have diverse models. Consider gender, race, ability, age. Do not use stereotypes to reflect diversity.

Examples of Images:

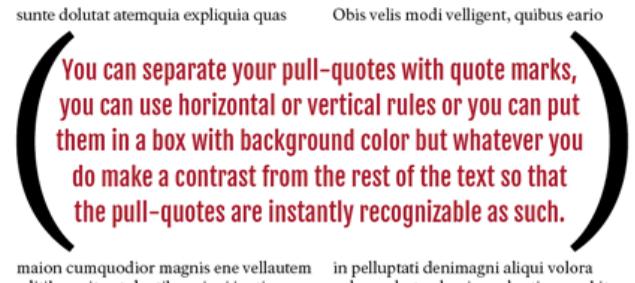


SHAPES

To reflect the ongoing and collaborative nature of PDCE (as discussed further in “Content”) a **circle** will be part of the ongoing look and feel of the PDCE brand.

Examples of how to use circles:

- Pictures can be framed in a circles as opposed to a usual square or rectangle;
- Use of circle bullet points (as used here);
- Pull quotes could be highlighted by being within a circle, such as:



Circles do not need to be used at the exclusion of other shapes and should not be overused. They should be used consistently across all platforms and mediums, but can be subtle in their use.

LOGOS

There are four versions of the PDCE logo, as shown below. All are available in UBC blue, black or white with transparent backgrounds

Primary Logos



These logos should be used on all applications. Please ensure that the logo is reproduced at a legible size.

In instances where the space provided is too small for the primary logo, or in other special cases where the primary logos would not be appropriate, use one of the secondary logos.

Secondary Logos



This version should only be used when there are space restrictions.

UBC Professional Development & Community Engagement

This version should be limited in use, for less formal collateral, and where there is certainty that the audience knows UBC stands for University of British Columbia.

Space & Altering Logos

There should be adequate space around each logo. This has been built into the logo files and should not be altered.

No other aspects of the logo should be altered such as colour, rotation of logo, addition of visual effects, etc.

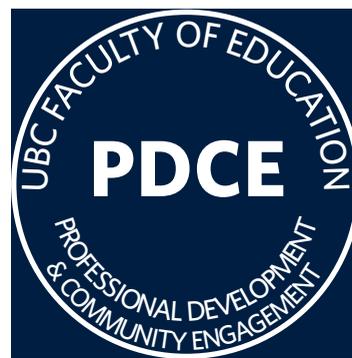
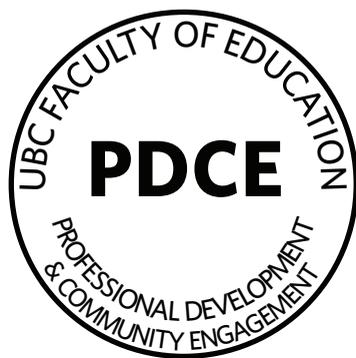
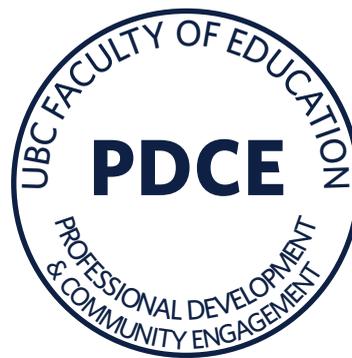
STAMP

A PDCE stamp has been developed as a creative way to brand certain materials.

The stamp does not replace the formal logo and should be used only in less formal mediums such as:

- Social media;
- PDCE website;
- Collateral that already uses a formal logo.

The word mark is available in PDCE teal, UBC blue, black, or white with a transparent background.



TYPOGRAPHY

Font

The UBC brand font Whitney will be used as the PDCE font, detailed below in a 14 point font.

Whitney Light

Whitney Light Italic

Whitney Book

Whitney Book Italic

Whitney Medium

Whitney Medium Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Bold

Whitney Bold Italic

Whitney Black

Whitney Black Italic

You can request fonts from UBC here: brand.ubc.ca/font-request-form

If Whitney font is not available, please use Arial.

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