



Brand Standards

April 2022, version 1.07

Updates

What's new in v1.07

Released in April 2022, version 1.07 of the VIU brand standards features updates to make the language more inclusive.

A message from President and Vice-Chancellor Dr. Deborah Saucier

At VIU, we offer students a distinct and exceptional educational experience as outlined in our five-year Strategic Plan, People, Place, Potential. At the centre of our plan are our learners and their educational experience; it also recognizes the important role we play as a regional university. This is reflected in our core commitments to build transformational learning experiences for our learners and our communities alike.

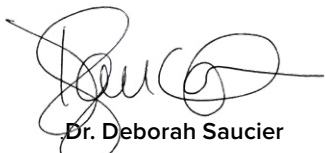
Our brand is a combination of who we are, what we do, and how we perceive ourselves. The VIU visual identity is a critical component of building a great brand. This identity reflects the values and vision of our university and serves as an overarching theme, tying together the many pieces of VIU. It creates a distinct look and feel, allowing people to recognize us at a glance. It also fosters a common pride among employees, students, and community members.

A strong, cohesive brand identity supports our ability to tell VIU's story to a wide variety of stakeholders. For many, our visual identity informs their first impression of VIU. Following the information presented within this document ensures we present our work and organization in a consistent and high-quality way. Our visual identity is only as strong as its application. Please, use it!

The guidelines presented here are just that — guidelines. They provide a framework that can be interpreted in fantastic creative and functional ways but only after their intent and function are understood and mastered. VIU's Brand and Marketing team oversees the brand standards and the incorporated visual identity. If you need help using the brand, they would love to hear from you.

I want to thank the campus-wide community for embracing and following these brand guidelines.

Hay ch qu' sii'em. Thank you.



Dr. Deborah Saucier

President and Vice-Chancellor

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The VIU brand

Vancouver Island University's (VIU) brand is much more than a logo, some colours or a tagline. Ultimately, our brand is our promise, our reputation, how we present ourselves and how we're perceived. It's the emotion sparked in people – students, prospective students, employees, community members; when they think about VIU, what do they feel?

VIU is a values-based institution. Our brand standards are shaped by these values along with the mission and vision as outlined in VIU's *Academic Plan: Access to Excellence*.

Communicating VIU's brand consistently and effectively, in visuals as well as in the messages we share, sets our institution apart from others. It strengthens and increases the brand's equity over time and makes VIU stronger and more unified. Post-secondary education is a highly competitive field locally, nationally and internationally. As we compete to attract students, employees and important partnerships, it is crucial to the institution's long-term success that we present a unified and distinct brand.

It's important to note what happens when we fail to present our brand effectively and consistently. We can confuse the intended audience with mixed messaging, erode trust and undermine the integrity and professionalism of the institution, missing the opportunity to appropriately and effectively present our programs or initiatives.

These standards were developed to help all university employees, and any sanctioned partners, consistently represent VIU in all communications – from marketing and advertising materials, to social media and web content, to face-to-face interactions. Please make time to read and understand them. They will continue to evolve and grow as VIU does.

Questions about the VIU brand? The *Brand and Marketing* department is here to help. Contact us by email at **Brand@viu.ca**.

Thank you for making the VIU brand a priority in your communications.

1. Logo

VIU's logo is all about location. As a special purpose teaching university tasked with serving our local communities, *where we are* contributes heavily to *who we are*. The logo's icon is composed of two parts; the upper half depicts mountains, an ever present part of the landscape of Vancouver Island and coastal British Columbia, while the lower half represents the ocean and morphs into a stylized half maple leaf to represent our connection to Canada. The shades of blue connote creativity, relaxation, dependability, strength and trustworthiness. The icon has come to represent the deep respect for the traditional First Nations lands upon which VIU students, employees and community members gather to learn, teach, research, live and share knowledge.



**VANCOUVER ISLAND
UNIVERSITY**

1.01 Elements

The official VIU logo, our trademarked graphic identifier, is composed of three elements: the icon, the type and the background (or clear space). These three elements form the whole of the logo and have been developed to work together; no element should be altered nor should the icon be used on its own.



1.02 Variants

VIU's logo comes in a variety of styles and arrangements, each with its own application. There are four traits; text, colour, arrangement and appearance, with each having two or three ways it can appear. Every unique combination of traits creates a distinct variant of the logo with specific use restrictions (see *Traits*, below, for details).

1.03 Traits

Text

Full-name

- Has Vancouver Island University spelled out in full
- Used whenever the audience is unlikely to know "VIU" stands for Vancouver Island University and for formal or ceremonial occasions

Initials

- Has the text "VIU" instead of full-name
- Used for audiences familiar with VIU



Full-name



Initials

Colour

Full-colour

- Has colour beyond black and white
- Used for most products that are produced in colour (some exceptions apply, contact [Brand and Marketing](#) for details)

Black and white

- Colour is only black and white
- Used for black and white products

White (not shown)

- Logo is all white with a transparent icon
- Used in special applications only (contact [Brand and Marketing](#) for details)



Full-colour



Black and white

Arrangement

Vertical

- Logo has the icon stacked above the text
- This is the primary arrangement of the logo, used whenever it is feasible

Horizontal

- Logo has icon, contained within a square, placed to the left of the text
- Used only in instances where a vertical logo would be unsuitable



Vertical



Horizontal

Appearance

Standard

- Has colour text and icon on white background
- Used when the surrounding background is white

Reverse

- Has white text and icon on blue or black background
- Appropriate in most applications

Knockout (transparent background) (not shown)

- White, black or blue text and icon on non-standard or non-reverse backgrounds
- See [Logo knockouts](#) for details



Standard



Reverse

1.04 Primary logos

These four versions of the logo are considered the primary logos and should be used whenever possible. Other variants are to be used only when none of the primary options are suitable for a given application.



Not all possible trait combinations exist as approved VIU logos. The full list of official variants is as follows, with the primary logos in **bold**:

- **Full-name, full-colour, vertical, standard**
- **Initials, full-colour, vertical, standard**
- **Full-name, full-colour, vertical, reverse**
- **Initials, full-colour, vertical, reverse**
- Full-name, black and white, vertical, standard
- Initials, black and white, vertical, standard
- Full-name, black and white, vertical, reverse
- Initials, black and white, vertical, reverse
- Full-name, full-colour, horizontal, reverse
- Initials, full-colour, horizontal, reverse
- Full-name, black and white, horizontal, reverse
- Initials, black and white, horizontal, reverse
- Full name, white, horizontal, reverse
- Initials, white, horizontal, reverse

1.05 Primary logo proportions

Proper proportions for the logo depend upon which version is being used. The full-name logo is based on a 1, 2, 3 arrangement (where the height of the text and icon together equal 1x, the height of the background rectangle is twice that at 2x, and the width is 3x). The initials version has a square background, employing a 1, 2, 2 system.



1.06 Minimum sizes

Minimum sizes are specified so that the logo is legible and rendered accurately across a range of media. Different variants of the logo have different minimum sizes. If you are uncertain about the requirements, please contact the [Brand and Marketing](#) department for further information.

For print and physical products (not including apparel)

- Full-name, vertical variants require a minimum *width* of **1.125 (1 1/8) inches**
- Initials, vertical variants require a minimum *width* of **0.875 (7/8) inches**
- Horizontal variants require a minimum *height* of **0.375 (3/8) inches**

For digital uses

- Full-name, vertical variants require a minimum *width* of **100 pixels**
- Initials, vertical variants require a minimum *width* of **70 pixels**
- Horizontal variants require a minimum *height* of **35 pixels**

For apparel

- Full-name, vertical variants require a minimum *width* of **3 inches**
- Initials, vertical variants require a minimum *width* of **2 inches**
- Horizontal variants require a minimum *height* of **0.75 (3/4) inches**

In some cases it may be necessary to use a logo at a size smaller than these minimums. Before doing so, please contact Brand and Marketing for assistance and approval.

1.07 Logo colours

Dark Blue

CMYK: 100, 48, 12, 58

RGB: 0, 59, 92

Hex: 003B5C

Pantone: 302



Bright Blue

CMYK: 100, 13, 1, 2

RGB: 0, 133, 202

Hex: 0085CA

Pantone:
Process Blue



1.08 Type

The logo uses VIU's official type family Proxima Nova in two weights, bold for the text 'Vancouver Island' and semibold for the text 'University'.



1.09 Logo knockouts

In some circumstances it may be appropriate to use the icon and text of VIU's logo without the standard white or blue background. This application of the logo requires special consideration and is only permissible on a case-by-case basis with the approval of the [Brand and Marketing](#) department.

Generally, logo knockouts will only be approved:

- if there is a solid rationale for why it is required (personal preference is not considered valid reasoning)
- if other VIU logo options would not be suitable to use instead
- with the use of an initials version of the logo. If the audience is too formal or unfamiliar with VIU for use of an initials version of the logo then more strict branding constraints are required.

1.10 Logo update

In the spring of 2016 VIU launched an updated version of its logo. The new logo features an updated icon and incorporates VIU's typography standards, which were introduced around the same time.

What changed

Typography

The easiest way to tell if you are using the new, updated logo is to examine the text. The new logo uses a sans-serif typeface for all text. The text is larger and bolder than in the previous version.

Icon

The logo's icon also received some revisions. The mountains in the top half were redrawn with mostly straight lines and clearer definition of the mountain's peaks. The bottom half was altered to enhance some of the small details in the points of the leaf.

Other changes

The logo's proportions and presentation were standardized across the full suite of logos for better brand consistency.

Old VIU logo – 2008-2016



Current VIU logo – 2016-present



1. The new fonts are the easiest change to spot
2. The top of the icon is taller, more geometric and the mountain peaks are more separated
3. Changes to the icon make details more clear at small sizes and on digital displays

Why the changes were made

Updates to the logo were made to improve its clarity at small sizes, especially for digital screens; to increase its visual strength so it stands out more when placed adjacent to other logos; and to provide consistency in presentation.

Going forward

All VIU materials must use the current logo. Where there is little or no cost to update materials with the current logo, please do so. (Examples: marketing materials, posters, email signatures, presentations, internal and external documents.) Items featuring the old logo that have significant replacement costs will be updated at their end-of-life or as budgets permit.

1.11 How to get the VIU logo

The VIU logo, along with the VIU Logo Quick Guide, can be downloaded from the VIU website at adm.viu.ca/marcomm/resources. If you have questions about how to use the logo, please contact Brand and Marketing at Brand@viu.ca.

1.12 Dos and do nots

Do:

- Use an initials version of the logo for local area and on-campus applications
- Use a current version of the logo for all new or updated materials
- Contact Brand and Marketing if you have any questions

Do not:



Do not change the colour of any piece of the logo.



Do not squish or stretch the logo in any way.



Do not alter the logo fonts.



Do not add any text to the logo (this includes department names).



Do not modify or replace the logo's icon.



Do not separate the icon from the rest of the logo nor use it on its own.



Do not remove, or make transparent, the logo's background colour.



Do not have other graphics, text or logos overlap the logo's background space.

1.13 Other logos

There are several special case or affiliated logos and graphics incorporated into VIU's brand. They include the following:

Campus logos



VIU Alumni



The High School at VIU



VIU Mariners



ElderCollege



Shq'aphut A Gathering Place



Milner Gardens & Woodland



2. Unit Identifiers

The unit identifier system is used to highlight and recognize specific areas within VIU, such as departments, programs or faculties, in a flexible yet consistent manner within the core branding structure.



**Scholarship, Research,
and Creative Activity**

2.01 Elements

Unit identifiers have two or three distinct elements depending on the version. The standard version has three pieces: the logo, a separator line and an area's or department's name.



1. The standard, initials, vertical logo (with the colour trait varying depending on the application)
2. The separator line
3. An area or department's name

The reverse version has two elements: the logo and the area's or departments name. The separator line is not required here since the logo's background shape is always defined by the blue background square.



1. The reverse, initials, vertical logo (with the colour trait varying depending on the application)
2. An area or department's name

2.02 Area names

Conventions

For consistency in the presentation of department and area names these conventions should be followed:

- Names that include the text *Centre of/for*, *Faculty of*, or *Office of* at the beginning of their name will have that part of their name displayed in small text above the rest of their name (see Faculty of Social Science example above).
- The word *department* is omitted from names whenever possible (e.g.: *Printing and Duplicating* not *Printing and Duplicating Department*).

An exception to this is when the word department is necessary to provide clarity (e.g.: *Theatre Department* instead of just *Theatre* as that could mean the building or a department). Exceptions will be evaluated on a case by case basis by the Brand and Marketing team.

- Abbreviations and initials should be avoided (e.g.: *Masters of Business Administration* not *MBA*).
- Non-Masters programs are not eligible for their own unit identifier.
- Names that include the word *and* should spell out *and* as opposed to using an ampersand (&).

Formatting and presentation

In order to accommodate the large variety of department and area names, there are several different ways the names may appear in a unit identifier. The standard arrangements are:

- One line:

Campus Store

- One line plus small text:

Office of
Future Students

- Two line:

Scholarship, Research,
and Creative Activity

- Two line plus small text:

Centre for
Innovation and
Excellence in Learning

2.03 Variants

Like the VIU logo, unit identifiers come in a number of variations. The unit identifiers have three traits that can change: colour, orientation and appearance (see *Traits* for details).

Contact *Brand and Marketing* to learn which variation may work for your requirements, and request a Unit Identifier designed for your area.

2.04 Traits

Colour

Full-colour

- Features VIU's primary blue and, for some versions, the accent blue as well

Single colour

- The unit identifier is all one colour, typically black or white
- Used only when a full-colour version would be unsuitable

Orientation

Left-hand

- Area's name appears to the left of the VIU logo

Centered

- Area's name appears centered below the VIU logo
- Does not have a separator line, even in the standard version
- Only for use when a left- or right-hand version would be unsuitable

Right-hand

- Area's name appears to the right of the VIU logo

Appearance

Standard

- Features a standard version of VIU initials logo
- Includes a separator line except in the centered version
- Area's name is displayed in the typeface Proxima Nova Medium

Reverse

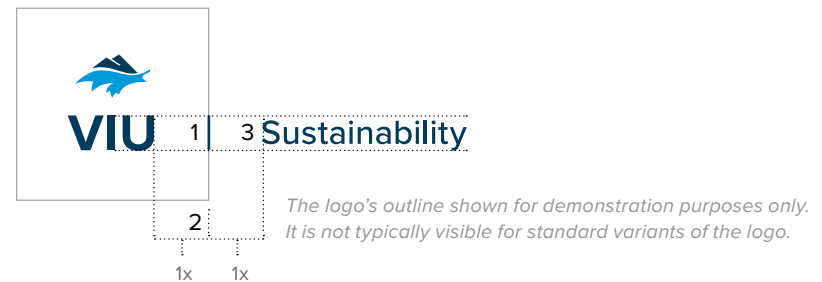
- Features a reverse version of VIU initials logo
- No separator line in any variants
- Area's name is displayed in the typeface Proxima Nova Bold

2.05 Arrangement and layout

The unit identifier layout is based on the proportions of the vertical initials version of VIU's logo. The exact arrangement of the elements of the unit identifiers changes slightly depending on the version.

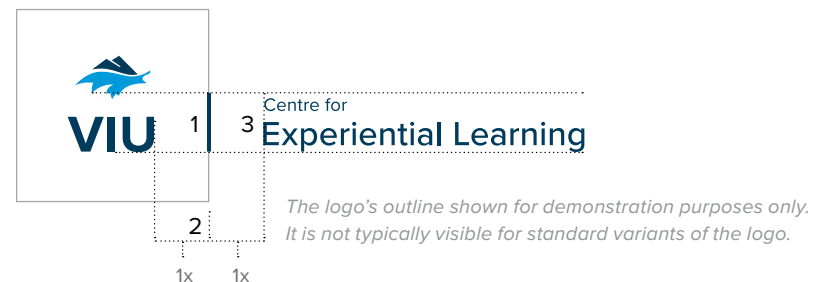
For the standard, one-line version:

1. The separator line extends vertically from the baseline of the "VIU" text in the logo to the top of that text
2. The separator line is horizontally positioned right on the edge of the logo's background space. The width of space between the "VIU" text and the separator line is mirrored between the line and the area's name
3. The area's name is vertically centered along the separator line



For the standard, one-line version with small text:

1. The separator line extends vertically from the baseline of the "VIU" text in the logo to the same vertical location as the second left most point of the leaf part of the logo's icon
2. The separator line is horizontally positioned right on the edge of the logo's background space. The width of space between the "VIU" text and the separator line is mirrored between the line and the area's name
3. The area's name is vertically centered along the separator line



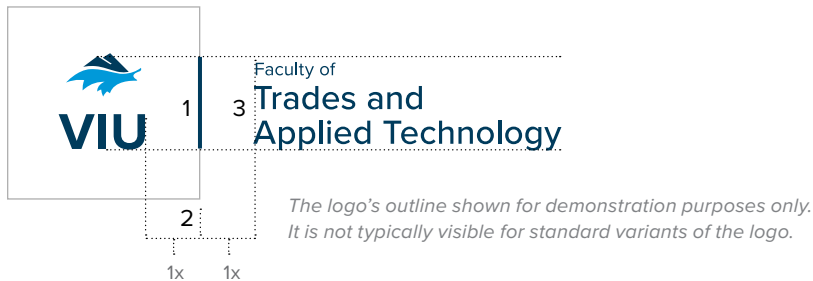
For the standard, two-line version:

1. The separator line extends vertically from the baseline of the “VIU” text in the logo to align with the lower right tip of the icon
2. The separator line is horizontally positioned right on the edge of the logo’s background space. The width of space between the “VIU” text and the separator line is mirrored between the line and the area’s name
3. The area’s name is vertically centered along the separator line



For the standard, two-line version with small text:

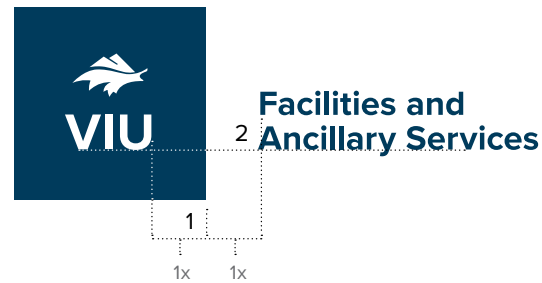
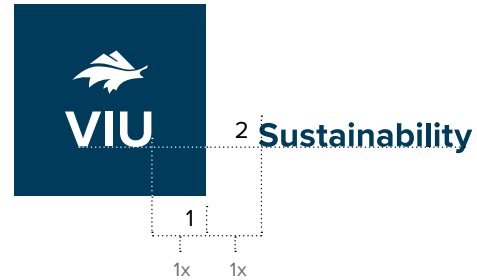
1. The separator line extends vertically from the baseline of the “VIU” text in the logo to the top of the left mountain peak in the logo’s icon
2. The separator line is horizontally positioned right on the edge of the logo’s background space. The width of space between the “VIU” text and the separator line is mirrored between the line and the area’s name
3. The area’s name is vertically centered along the separator line



For all reverse versions (both one- and two-line variants with and without small text):

1. The area’s name is horizontally positioned at an equal distance from the edge of the logo as the “VIU” text is in the opposite direction

2. The area’s name is vertically positioned with the lower line sharing the baseline of the logo’s “VIU” text



For left-hand orientations:

- The same positioning principles apply, just occurring on the opposite side of the logo
- The area’s name will be set with the text flush-right instead of flush-left



For centered orientations:

- These are special case use only. If you believe one is required for your work, please contact [Brand and Marketing](mailto:Brand@viu.ca) at Brand@viu.ca.

2.06 Use examples

Below are a few examples of unit identifiers in use.



Here, a left-hand, standard version of the unit identifier for the Faculty of Education is shown in the footer of a poster.



In this example a right-hand, reverse unit identifier for the Centre for Innovation and Excellence in Learning is shown at the top of a brochure.



Here, a single colour unit identifier for Forestry is displayed on a T-shirt. In some cases, as for some types of apparel, printing is done in only one colour.

2.07 Using the Unit Identifiers

The majority of the time, the only graphic representation that is required to represent the activities of VIU faculties, programs, areas and departments (“units”) in promotional and marketing materials is the primary VIU logo. The University’s brand is the most powerful when all entities within the institution are represented as part of a single, united brand ‘family’.

In some instances, however, units within VIU require graphics to use in situations where it is deemed important to communicate the unit’s identity. To ensure brand consistency when communicating both VIU and the unit, *Brand and Marketing* has developed the Unit Identifier system. The Unit Identifiers help build brand association and visual clarity when used effectively.

Unit Identifiers also serve to replace unauthorized graphics, or unauthorized sub-brands used by some units at VIU.

Unit Identifiers may be used when referencing a VIU faculty, program or area in marketing materials, posters, presentations and some documents. Unit Identifiers should only be used when the audience viewing the material is already familiar with VIU, as per the usage restrictions for the initials version of the logo in section 1.03, *Traits*, on page 3.

If you have questions about how to use the Unit Identifier in your print or digital materials, contact *Brand and Marketing* at Brand@viu.ca

2.08 Getting a Unit Identifier

To request a Unit Identifier, please create a *Job Request*. *Brand and Marketing* will create the artwork for you. Please do not attempt to create a Unit Identifier on your own.

3. Coat of Arms

An important symbol of VIU's history and legacy is its coat of arms. Armorial bearings, such as a coat of arms (sometimes called a crest), are considered honours granted from the Canadian Crown. The Vancouver Island University coat of arms was developed by the Canadian Heraldic Authority originally for Malaspina University-College and was officially adopted on May 20, 1995. The coat of arms is limited to specific formal uses, including formal communications from the President, Chancellor, Senate and Board of Governors.

The coat of arms is used for ceremonial purposes such as convocation, in formal invitations and in authorized commemorative gifts or products.

Use of the coat of arms must be approved by the *Brand and Marketing* department.



4. Seal

The official Vancouver Island University seal features the shield elements from the institutional coat of arms, and is used for the most formal expressions of the university's identity, primarily to authorize parchments awarded to graduates. Due to its nature as an element involved in the formalizing of degree-granting, and as the official identification of the university on contracts and other legal documents, the seal has very limited uses outside of these primary functions. Questions around appropriate use of the seal may be directed to the *Office of the Registrar* or the *Brand and Marketing department*.



5. Paddle graphics

Chief Shawn A-in-chut Atleo gifted each of VIU's three campuses and one centre with a hand-carved First Nations paddle when he was installed as VIU's first Chancellor in September 2008. The yellow cedar paddles were designed and carved by Vancouver Island artist Brian Bob, from the Qwuyutsapulth people, Coast Salish. These paddles are prominently displayed during VIU celebrations and events as a reminder that we are on a journey together at VIU with our communities, our students and our employees.

Use of the paddle as a graphic in VIU materials should be limited to formal or ceremonial purposes, such as convocation. When the paddle graphic is used, it should be accompanied by an explanation on its origin and significance to the institution.



6. Stationery

Use of VIU's stationery package enhances the University's professional image and strengthens the brand. Stationery, both printed and electronic, and business cards are universally used across VIU's campuses.



Firstname Lastname MBA PhD (they/them)
Position Title (maximum one line)
Department/Area Name (maximum one line)

Email: Address@viu.ca
ph: 250.123.4567 local: 6767
fax: 250.123.4567

viu.ca

900 Fifth Street, Nanaimo,
British Columbia, V9R 5S5, Canada



Program Name
Vancouver Island University
900 Fifth Street, Nanaimo, BC, V9R 5S5, Canada

VANCOUVER ISLAND UNIVERSITY
900 Fifth Street, Nanaimo, British Columbia, V9R 5S5, Canada | Ph: 250.753.3245 | viu.ca

6.01 Business cards

VIU's business card is designed as an easy and consistent method for members of the VIU community to share their VIU contact information. The business card is NOT designed or intended to serve as a vehicle to promote the services an area has available. If you require a product to promote events or services, please contact the [Brand and Marketing](#) department to discuss creating a specific product to address your needs.

Business cards can be ordered by contacting [Printing & Duplicating](#) (email: printing@viu.ca, local: 6209)

What information goes on a business card?

The standard business card should have:

- an individual's first and last name
- their position at VIU
- which department or area they work in
- a method to contact them (email address or phone number)
- a relevant VIU web address (see note in next column)
- the address of the relevant VIU campus or centre
- VIU's logo

Optionally, the individual's credentials and pronouns can be noted following their name. Additional contact information, up to one email address and two contact numbers (office phone, cell, fax, toll-free, etc.), may also be included on the card.

Business card backs

Approved uses of the back of the business card include:

- translation of contact information into another language
- an area to write details of appointments
- important program accreditation information
- alternative contact information (for employees with multiple positions at VIU)

Other uses for the back may be appropriate in some situations. These will be evaluated by [Brand and Marketing](#) on a case-by-case basis.

** Printing a two-sided business card will increase the production costs.*

Other versions

There are several official versions of business cards for the VIU community:

- one each for the Nanaimo, Cowichan, Powell River and Parksville/Qualicum campuses or centres
- a version for graduate students
- a version sharing the contact information of a department or area instead of an individual

About VIU web addresses

As there is limited space on VIU business cards, we suggest you use your faculty, area or department's web address, if space permits, or simply use **viu.ca**. If your area has a web address that is required on the card, but which exceeds the space allowed for a web address, contact the web department to request an abbreviated URL that is clear and concise for recipients of your card.



The standard template for the VIU Nanaimo business card with margins and logo space indicated via dotted lines.

6.02 Letterhead

Printed letterhead can be ordered by contacting *Printing & Duplicating* (email: printing@viu.ca, local: 6209) while digital versions can be obtained by submitting a *job request* to the *Brand and Marketing* department.

Versions

The letterhead exists in several versions. There are versions for each of the four campuses or centres along with some customized versions for specific areas that require specific, non-standard contact information listed (for example, Advancement and Alumni Relations requires their charitable organization number shown).

For most departments and purposes the generic version for your specific campus should be appropriate. If you feel you require a unique version, please contact the *Brand and Marketing* department to discuss this.

Set up

The letterhead is set up with standard one-inch margins on all four sides. In the upper right corner a portion of the VIU logo does extend beyond the margins into the content space. Effort must be taken to ensure no type or images collide with the logo here.

Dos and do nots

Do:

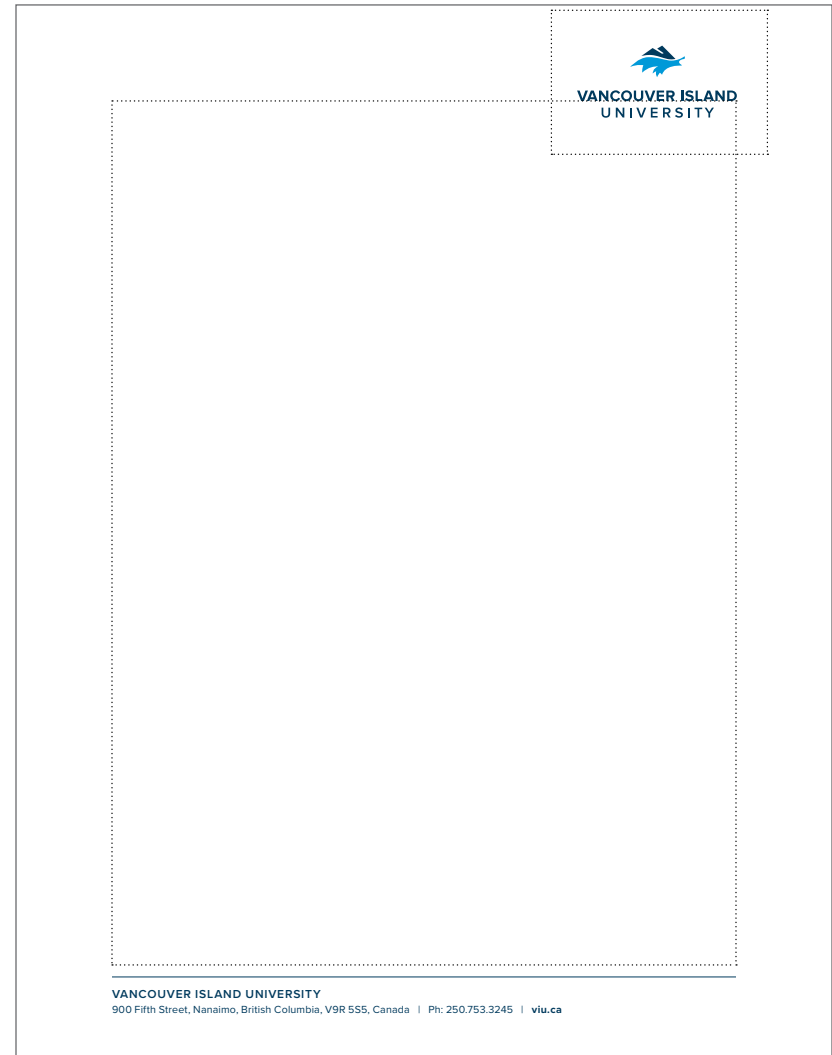
- Create a PDF of correspondence drafted on VIU letterhead before sending
- Ask questions if you're uncertain about the uses for VIU letterhead

Do not:

- Provide Microsoft Word copies of the digital letterhead to anyone who is not a VIU employee

Questions?

If you're unsure about the appropriate way to use the letterhead contact *Brand and Marketing* at Brand@viu.ca.



The standard template for the VIU Nanaimo letterhead. The logo background and one-inch margins are shown via dotted lines. Note that the logo extends beyond the margins and care must be taken to ensure that content in that area does not overlap the logo's background area.

6.03 Envelopes

Printed envelopes can be ordered by contacting the [Printing & Duplicating](#) department (email: printing@viu.ca, local: 6209).

Versions

VIU envelopes are available in several versions. There are versions for each of VIU's four campuses or centres, in the most frequently ordered sizes.

Non-standard sizes can be created upon request.

Set up

Envelopes are available in the most commonly used standard size.

Standardly available sizes are:

- A2 – 4.375" x 5.75" (4³/₈ x 5³/₄ inches)
- No. 9 – 3.875" x 8.875" (5⁷/₈ x 8⁷/₈ inches)
- No. 10 – 4.125" x 9.5" (4¹/₈ x 9¹/₂ inches)
- No. 11 – 4.5" x 10.375" (4¹/₂ x 8³/₈ inches)
- 9 x 12 inches
- 10 x 13 inches

The printed area on envelopes requires a minimum margin of 0.25" (1/4 inches) on all four sides.

Dos and do nots

Do:

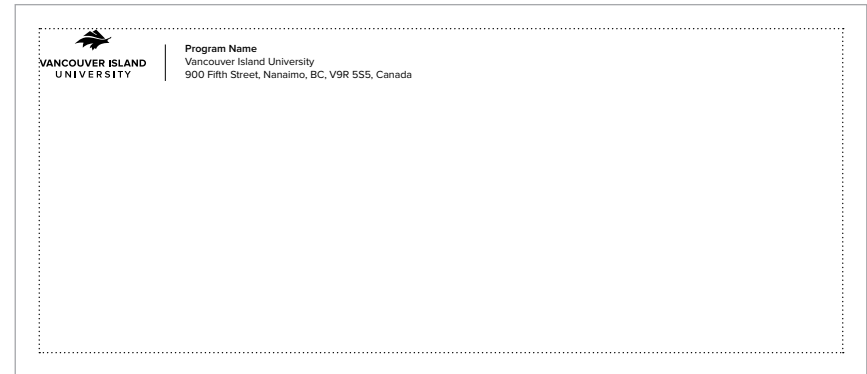
- Ask questions if you're uncertain about anything regarding envelopes

Do not:

- Create your own envelope labels with a different layout than presented here

Questions?

If you're unsure about how to get or appropriately use VIU envelopes, contact [Brand and Marketing](#) at Brand@viu.ca.



The No. 11 envelope template for the Nanaimo Campus.

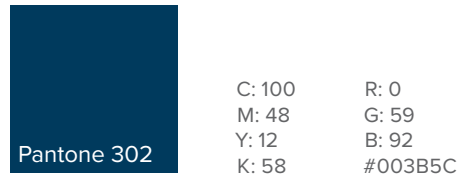
7. Colours

The use of standardized colours for the brand provides consistency and recognizability. VIU's primary colour is Pantone 302. This is complemented by a suite of supporting and accent colours selected to pair well with the primary colour and provide vibrance and flexibility without compromising consistency.



7.01 Primary colour

Pantone 302 is the main colour in VIU's logo and the dominant brand colour. It forms a key visual piece of VIU's identity. It should be featured prominently in materials whenever feasible.



7.02 Secondary colour

Pantone Process Blue is the second colour in VIU's logo. It serves a similar role as the other accent colours (see section 7.04 *Accent and neutral colours*) but is given greater prominence and priority.



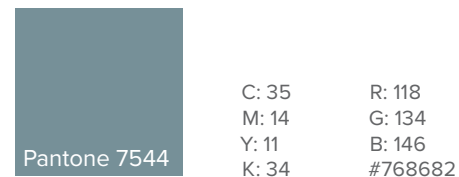
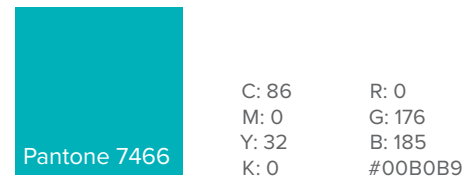
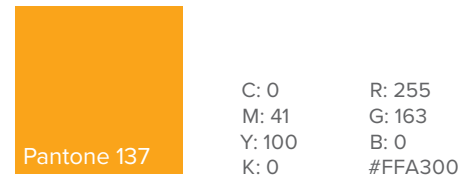
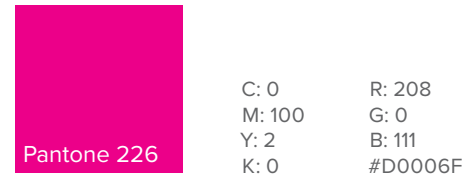
7.03 A note about red

In most cases, the use of red colours should be avoided on VIU materials. Primarily, this is because many reds clash with other colours in the VIU palette. Reds do not pair well with the blues in VIU's logo, particularly with the Pantone Process Blue in the standard versions of the logo.

If you believe you have a need to include red on your materials, please consult with the *Brand and Marketing* department.

7.04 Accent and neutral colours

The accent and neutral colours are selected to pair with, not replace, the primary brand colour, Pantone 302. These bold and vibrant colours add energy and life to the palette, which is balanced by a neutral grey.



8. Typography

VIU's official typeface is Proxima Nova. It has an honest and straightforward tone that is neutral without being clinical and is authoritative without being impersonal. The result is an appearance that is friendly without being too folksy and confident without being aloof. Additionally, this font is very easy to read, and features a robust suite of weights, glyphs, widths and alternatives, making it well suited for the many uses required by a large institution.

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

8.01 Typography

Proxima Nova is VIU's official font family. It is an extensive suite of typefaces with a character set suitable for multi-language support. It offers flexibility for a wide variety of uses while maintaining a consistent and recognizable look and feel.

Proxima Nova - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Proxima Nova comes in eight weights:

Thin
Light
Regular
Medium
Semibold
Bold
Extra Bold
Black

Each weight also has an italic version:

Thin italic
Light italic
Regular italic
Medium italic
Semibold italic
Bold italic
Extra Bold italic
Black italic

For instances where space is limited and text is plentiful, Proxima Nova also has a Condensed and Extra Condensed variant.

Proxima Nova
Proxima Nova Condensed
Proxima Nova Extra Condensed

The Proxima Nova type family is also available in an Alternative style which features some modified letter shapes (notice the lower case a, l and y in the examples below)

Proxima Nova

Amazingly few discotheques provide jukeboxes

Proxima Nova Alternative

Amazingly few discotheques provide jukeboxes

Acquiring Proxima Nova

Proxima Nova can be purchased online through many font retailers including:

- [fontspring.com](https://www.fontspring.com)
- [myfonts.com](https://www.myfonts.com)
- [fontshop.com](https://www.fontshop.com)

If your area is interested in purchasing a license for Proxima Nova and would like some assistance sorting through the numerous options, please contact [Brand and Marketing at Brand@viu.ca](mailto:Brand@viu.ca).

Note: Copies of typefaces cannot be shared with other users as this would be a breach of the license agreement.

Dos and do nots

Do

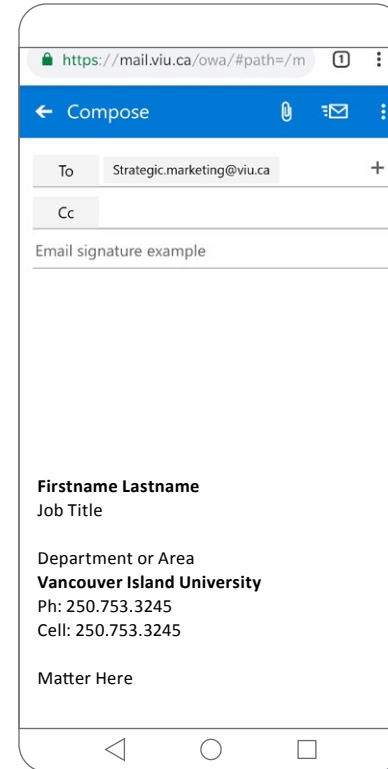
- use Proxima Nova as the typeface on external or public facing VIU materials
- contact the [Brand and Marketing](mailto:Brand@viu.ca) department with any questions about VIU brand typography

Do not

- use the Condensed version if the regular version of Proxima Nova would work instead nor the Extra Condensed version if the Condensed would work in its place
- incorporate accent or display fonts into VIU materials without a valid reason (personal preference is not considered a valid reason)

9. Email signatures

The consistent use of common email signatures by VIU employees presents a professional image for the University and reinforces the brand.



9.01 Email signatures

Every communication from VIU should reflect the brand – including the emails you send. The following guidelines for email signatures will ensure the VIU brand is clearly and consistently conveyed in your communications.

Required:

1. Your first and last names
2. Your position or title
3. Your department or area within VIU
4. The university's name, spelled out in full
5. The VIU site you're located at if not Nanaimo (e.g. Cowichan, Parksville, Qualicum, Powell River, Deep Bay Marine Field Station, Milner Gardens, etc.)
6. Your VIU phone number if you have one

Optional:

- Your credentials following your name (e.g., MSc, PhD)
- Your physical location (building and room number)
- Additional contact information such as cell number, email address, fax number (only if this is a preferred or frequent method of communication)
- Social media accounts (do not use images or icons) with either addresses specific to your department or area, or VIU's main social media addresses:
 - › Facebook: viuniversity
 - › Twitter: viuniversity
 - › Instagram: viuniversity
- VIU logo. We recommend against including logos. However, if you do include a logo, make sure it is a VIU initials version and the file is smaller than 10 KB in size. Email optimized logos can be found on the [Brand and Marketing website](#).
- VIU's tagline, *Matter Here*
- Your pronouns (e.g., they/them, she/her, he/him) may be added in parentheses following your name and credentials.
- VIU Indigenous territorial recognition. We encourage you to recognize territory in a way that feels comfortable and natural to you. As guidance, here is a recognition that includes all of the traditional territories that VIU has campuses and facilities on: *The VIU community acknowledges and thanks the Snuneymuxw, Quw'utsun, Tla'amin, Snaw-naw-as and Qualicum First Nations on whose traditional lands we teach, learn, research, live and share knowledge.*

Avoid:

- Using images or graphics in signatures as they appear as attachments and can confuse the recipient, delay the email, clog recipients' inboxes, and can be blocked by certain systems or load incorrectly to display something other than what you intended.
- Including quotes or sayings. While these may be positive messages, they reflect your personal views and may not represent the official position of the University. If used, they can be misinterpreted by recipients as being "official" VIU communication.

Technical considerations for email signatures

- First and last names and Vancouver Island University should be in bold type.
- All other type is regular, without italics.
- Text should all be either black or VIU's dark blue (#003B5C)
- The font should be 11 points in size and sans-serif (Outlook's default font, Calibri, is appropriate).
- Contents of the signature should be grouped together as follows:
 - › Name and position
 - › Location and contact info — department, location, phone/fax number(s)
 - › Social media accounts
 - › Tagline
- A single line space should be used to separate groups of information.

Email signature examples

Minimum signature:

Firstname Lastname
Position Title

Department Name
Vancouver Island University
Ph: 250.753.3245

Includes just the required information:

- First and lastname
- Position at VIU
- Department name
- The name of the university, spelled out in full
- Your VIU phone number (if available)

Email signature examples (continued)

Maximum signature:

Firstname Lastname PhD (they/them)

Position Title

Department Name

Vancouver Island University

Cowichan Campus

Building 700, Room 100

Ph: 250.753.3245

Cell: 250.753.3245

Fax: 250.753.3245

Facebook: viuniversity

Instagram: @viuniversity

Twitter: @viuniversity

Matter Here

*The VIU community acknowledges
and thanks the Snuneymuxw,
Quw'utsun, Tla'amin, Snaw-naw-as
and Qualicum First Nations on whose
traditional lands we teach, learn,
research, live and share knowledge.*

Includes the required information:

- First and lastname
- Position at VIU
- Department name
- The name of the university, spelled out in full
- Specific VIU location (if not the Nanaimo campus)
- VIU phone number (if available)

With the optional information added:

- Credentials
- Pronouns
- Build and room numbers
- Multiple phone and fax numbers
- Social media accounts
- VIU's tagline
- Indigenous territorial recognition

10. Tagline

A tagline is a short, impactful phrase that conveys a key piece of a brand. The use of the tagline is intended to be a memorable way to summarize the brand's core values, message or promise.

Matter Here

10.01 VIU's tagline is "Matter Here"

The tagline, particularly in reference to prospective and current students, reflects the passion for and commitment to helping individual students reach their goals, overcome challenges and barriers, access services and supports to aid in their success, and find the inspiration they need to succeed.

The tagline means that VIU is a place where every individual is important and can find a sense of belonging and community. It means that our priorities are focused on the needs of students and ensuring their educational experience is of the highest quality, and that employees have a happy, healthy, balanced workplace. It means that when you join the VIU community — whether as a student or as an employee — your success, experience, goals and challenges matter here.

And finally, VIU's tagline reflects the respect for diversity and inclusion across the institution.

How to use the tagline

The tagline may be used in a wide variety of materials and situations. If you are unsure about appropriateness of its use, contact Brand@viu.ca.

When creating materials, use only the primary tagline and avoid using retired taglines such as:

- Explore, Discover, Excel
- Enjoy the Journey
- Love Where You Learn*

The use of multiple taglines sends a confusing message to the audience, and dilutes the impact of the primary tagline.

* *International Education continues to use the tagline, "Love Where You Learn" in limited materials due to the difficulty in translating the phrase "Matter Here" for some audiences.*



An example of VIU's tagline in use.

11. Photography

Photos can be an effective method of expressing the brand and communicating with your audience. Images let us show, rather than tell, what VIU is like. At their best, they show context, location, and real people doing real things. They let us bring VIU to the viewer wherever they may be.



11.01 Image guidelines

Photography is a powerful tool for visual storytelling and brand building. When representing VIU in photos, our focus is to showcase our beautiful locations, highlight VIU's community and convey an authentic depiction of the student experience.

Photos should

- capture moments where the subject is engaged in what is happening rather than a typical smile-for-the-camera type of shot. Showing genuine moments will have more impact than a staged photo.
- include people whenever appropriate. A shot of our campus is great, but a shot of our campus full of life and activity is better.
- show the setting. Our spaces are an important part of who we are. They show not just what is happening but where it is happening and provide authenticity and context for the viewer.
- use natural looking light (artificial light may be used to simulate natural light).
- be technically sound. This means the image is well lit, in focus, balanced, composed adequately, has a resolution appropriate for its use and has subject matter suitable for its context.

Additional considerations

Make sure the photo is appropriate for its intended use. For example, if the photo is for a narrow horizontal web banner, the image needs to be suitable for that type of cropping, or if the photo is intended for a printed ad, it needs to be high resolution and may require large amounts of negative space to accommodate text and branding.

When photographing people

- avoid single-colour outfits, especially black (unless they are uniforms required for a program)
- avoid clothing with lots of small stripes or elaborate patterns
- avoid anything with a prominent, non-VIU logo on it
- avoid photos where proper safety procedures are not being followed.

All photos used for marketing and promotional purposes require that all the prominent, identifiable people within the photo have signed a waiver granting VIU permission to use the photography.

Avoid the use of stock photography whenever possible.

11.02 Photo selection

There are a number of considerations that go into choosing a photo that not only suits the goal of your project, but which also reflects the high standard of the brand.

Ideal images

- Faculty and students working together
- Classes or field schools being held outdoors
- Students studying or taking part in campus life
- Students in and around Nanaimo or our other campuses and locations
- Diverse groups of students working together

Images to avoid

- People gathered in a grip-and-grin photo, where they are standing holding a cheque, plaque, award etc.
- Something that looks too much like a stock photo
- Anything with technical issues such as:
 - › poor lighting or exposure
 - › an out-of-focus subject
 - › pixelation or low resolution
 - › compression artefacts (these are common in low quality JPG files)
 - › improper white balancing
 - › poor cropping of a person or object

11.03 Photo examples

Ideal types of photos



This photo feels authentic, it shows students engaged in learning with their professor, it has strong composition and solid technical execution.



In this image the composition and lighting are engaging. The photo feels warm, real and positive. It give the viewer a sense of being on stage at convocation.



In this example, the setting and people combine to set a really warm and inviting tone. It feels real rather than staged. The image could be improved slightly if the subjects' feet weren't cut off but it's not enough of an issue to negate the positive aspects of the image..



Here, students are shown actively learning. You can see context of a busy art studio but the focus remains on the people.

Types of photos to avoid



While the subject of this photo looks happy and friendly, she's in a static pose looking into the camera in a generic setting that provides no additional context or information for the viewer.



This image has lighting and exposure problems. The highlights are blown out and the subject's faces are obscured in heavy shadows.



This photo is of VIU people in a VIU space. However, it appears staged and too similar to stock photography. What's happening is fairly vague, the image is very bright and very white, and the setting is generic. This image doesn't feel totally authentic and provides the viewer with minimal info about what it's like at VIU.



There are many issues with this photo, including a lack of focus in the composition, poor colour and exposure and compression artefacts. The photo is poor quality and does not appear professional. Images like this should not be used in VIU materials.

12. Videography

Video can be a powerful and effective way to share your message and the VIU brand. Video is particularly important when sharing messages with prospective students. With more than 3 billion searches on YouTube each month, and with 54 per cent of people aged 20 and under visiting YouTube multiple times a day, video can be a powerful way to reach young people with information about VIU programs, events and activities.



12.01 Video guidelines

Videos for Vancouver Island University must reflect VIU's brand and be consistent with the style of other VIU products and publications.

Opening title slide

There is no need to include an opening title slide. Simply start the video.

End title slide

VIU videos conclude with an official VIU logo, using the full-name version. Include a call to action and a web address below the logo, for example: "For more information, visit **viu.ca/history**". Be sure to leave adequate space around the logo (in accordance with VIU [logo guidelines](#)).

Interviews

Interviews with VIU students, faculty and staff are more effective than content that doesn't include these voices. Focus on student voices as much as possible, especially the impact VIU has on student lives.

Quality

All VIU videos must be HD 1920 x 1080. This requirement should not be an issue because even smartphones shoot excellent quality HD video now. Use a microphone whenever possible. Bad audio makes for a bad video. Avoid shooting in areas with a lot of background noise.

Length

Keep videos around two minutes or less in length, except under exceptional circumstances where a longer video is necessary.

Focus

When talking to students, staff or faculty about their VIU experiences, focus on the great things they are learning and doing and, most importantly, the impact of those things. How do those things make them feel? Videos that focus on impact and emotions are more powerful than videos that focus on information. Grab the attention of your audience with powerful interviews, then direct them to your website for more information.

Shooting

Avoid "talking head" videos where the entire video features someone talking to the camera. Complement your video interviews with B roll – engaging secondary footage that relates to the interview and makes the video more visually interesting. Videos with engaging interviews and visually interesting B roll will get more views, likes and overall engagement.

Location

One of VIU's strengths is our beautiful campus and location. Take advantage of that when appropriate. Using footage from field trips and other off-campus outings is engaging for your audience and in-line with VIU's brand.

Waivers

Participants in your videos must sign waivers (available on the [VIU Marketing and Communications Resources webpage](#)). Make sure to follow all legal guidelines. Do not film minors without permission from their parent or legal guardian.

12.02

Preparing for video

Video is a popular and highly consumed medium for sending out a message. Before you begin a video project, and to ensure the process runs smoothly if your project proceeds, you should be able to answer these eight questions:

1. Is video the best choice?

Video projects take a lot of time to be done correctly. Is video the most efficient and effective way to get your message across? Would your purpose be better suited by an advertising campaign or a social media post?

2. Who's your audience?

There's a big difference between how you communicate with senior government officials and teenagers. Ask yourself: who are you trying to talk to? Be as specific as you can be.

3. What's the purpose?

There's a reason you'd like this created. What are you trying to achieve?

4. How will it be distributed?

A video project is pointless if no one sees it. How are you going to get it in front of your audience after it's completed? Do you have a plan to distribute it? Do you have a budget to support reaching your targeted online audience?

5. Do you have volunteers?

A video requires student and faculty volunteers. Do you have students and faculty who are willing (and who have ample time) to be in the video? Are they willing to sign release forms to be in the video?

6. Do you have interesting visuals?

An effective video requires strong interviews plus as many great visuals/ action shots as possible. What exciting visuals can be captured easily for the video?

7. Who is the decision maker?

Someone should be in charge of the project. When choices or approvals are required, who's calling the shots?

8. Is there a specific date or event this is required for?

Not all deadlines are created equal. If this is required for a specific time, when is it and why?

If you have questions about video production, contact [Brand and Marketing](#) at Brand@viu.ca, or local 6342.

Visit [VIU's YouTube page](#) to view examples of videos on a variety of topics.

13. Social media

Social media is a powerful tool for sharing VIU news, stories, events and other information. Following best practices and guidelines for the appropriate use of social platforms will support the VIU brand and help faculties, programs, departments and areas engage with the audiences they wish to reach.



13.01 Getting started

The first question to ask when you are considering creating a social media presence for your department, program or initiative at VIU is whether you have the resources and time to do so successfully. A poorly run or rarely updated account is much worse than not having one at all. Your social media page will be your online representation (along with your website) and you should make sure you have the tools in place to represent yourself well. Note also that the Communications team is happy to help you in an advisory role, but does not have the capacity to run your page for you.

If your mind is made up and you're ready to get started, contact [Brand and Marketing at Brand@viu.ca](mailto:Brand@viu.ca) to discuss branding guidelines and training.

To help you build a successful social media platform, here are some helpful tips and best practices to get you on your way.

13.02 Social media basics

Once you've decided to launch a VIU social media presence, you need to decide which social media platforms to use.

VIU focuses its social media efforts on Facebook, Instagram, Twitter, YouTube and Snapchat. We would suggest focusing on Facebook, Twitter and Instagram to start. Depending on the amount of resources you have dedicated, you might want to start with one platform and then expand from there. Each platform has its own strengths and limitations:

1. **Facebook** has a diverse audience, allows for longer-form content, and is a great place for strong visuals and engaging posts.
2. **Twitter** is effective in communicating with your audience quickly and immediately and for posting links to stories, events and important information.
3. **Instagram** is a visual platform that is extremely effective for programs/ departments that have strong visuals to share.

When creating your new social media account, you will need to dedicate someone (or several people) in your area as account administrators. They will be in charge of posting and answering questions. We always suggest having more than one person as administrator and ensure that login credentials are shared among your team to ensure that access to the page is never lost or delayed.

13.03 Success

To have a successful social media presence, you need a strong, long-term strategy on how the page will be run (whose job it will be, who is responsible for what), and what kind of content you will publish (events, success stories, deadlines, photos, videos). Content should be focused on the audience you want to reach with your posts. Ask yourself: Is your audience prospective students or current students (possibly both) and what things do each of these groups care about and want to see on your page?

Very rarely are social media pages instant successes. It takes a long time to build an audience.

For inspiration, check out other university social media pages and look at what they do well.

13.04 Best practices

Here are some best practices to follow while acting as administrator for a social media page. Following these guidelines will help you increase your followers and engagement.

Be authentic

The golden rule of social media is to be authentic, real and honest. Use casual, simple language (rather than overly academic) and make your posts and interactions more like a conversation among friends. Be transparent about your role at VIU and represent yourself the way you would in the classroom or on campus. When you make mistakes, just admit them, correct them and move on. Answer questions to the best of your ability or direct people to the person who can answer the question best.

Common sense

Making choices on social media is no different than making choices when sending an email to a student, speaking in front of a classroom or conversing with people face-to-face. If something would be considered inappropriate or offensive offline, it is definitely the same online (possibly worse). If you aren't sure if you should post something that might be considered inappropriate, don't. It's always better to be safe than sorry.

Interactions

Engaging with your followers is the most important thing you can do on a social media platform. How you do so will represent your department and the University. In all interactions, be professional, courteous, kind and helpful.

Sometimes, people will post complaints or issues to your page. Don't delete negative comments or criticisms, as long as they don't single out individuals, incorporate hate speech in any way or don't appear to be trolling your page (posting just to be hateful and get a reaction). Any other criticisms should be replied to. Critical comments are an opportunity to correct a problem or give an explanation where one is possible. No matter what, don't lose your temper or reply in an angry/negative way. The best way to deal with critical comments is to be helpful and kind. If you can take that interaction offline by suggesting a phone call, email or an in-person conversation, that is ideal. Always proceed with caution – do not get involved in every discussion. Sometimes, not saying anything (but still closely monitoring the discussion) is the best course of action.

If comments single out individuals or groups, incorporate hate speech or spam your page (with items for sale or other information unrelated to VIU), feel free to delete them. If you aren't sure how to deal with a critical comment or interaction, please contact us. We are happy to help.

Regular posting

Nothing kills a social media presence faster than pages with no updates. If you were looking up a program at a university and saw they hadn't updated their Facebook page in two years, you might immediately form an opinion about that program. Update regularly. VIU's main Facebook page posts 3-6 times a week every week. A smaller department page should strive to post at least once a week. In the summer, when things are much quieter, content can be found in the form of relatable links, articles and photos. Regular posting is key to a growing and engaged audience. Give your audience all the sunlight you can and watch them grow with you.

Formatting

Use link shorteners to keep your social media posts looking clean and tidy (and to save space). Sites like bitly.com (which we often use) will shrink your long URLs into something smaller and cleaner looking.

A long URL like this:

<https://www.youtube.com/watch?v=DTy9f44Yye8&feature=youtu.be>

Looks better when shortened to this:

<http://bit.ly/2HrTssY>

After writing a post, double check for typos. When your post goes live, check it again to ensure there are no mistakes and all links you post are correct.

Photos and video

Nothing drives engagement more than great photos and videos. When posting to either Facebook or Twitter, always include a photo. Posts with photos receive twice as much engagement as those without. Whenever possible, include a photo with your post, even if it is a generic photo of the university. Short videos will also be very popular, so look for someone in your department who has skills in shooting and editing video or find the necessary training. Reposting photos and videos from VIU's main social media accounts is encouraged.

(For more information on choosing photos and video for your social feeds, see the [Photography](#) section on [page 27](#), and [Videography](#) section on [page 31](#).)

Diversity of posts

Ensure you publish a diverse selection of posts. A diverse page that provides all kinds of information (news, events, success stories, photos, videos, articles) will inspire more engagement than if you use your page only to post one kind of content (events listings, for example). Mix it up and give your audience lots of reasons to engage with your page.

Track your results

Facebook and Twitter have extensive analytics that will show you who is following your page and which posts are getting the most engagement. Use that information to guide your social media plan going forward.

Naming your page

Always name your social media page beginning with "VIU" in caps, followed by your program, department or area, possibly abbreviated. Here are examples:

- VIUEnglish
- VIUNursing
- VIUMCP (Masters in Community Planning)

Keeping a consistent format for all VIU page names helps identify your page as an official VIU social media page.

13.05 Evaluate

Social media best practices and strategies change all the time, and you should be prepared to evaluate the work you've done annually or more frequently to determine what changes you can make to keep up with a constantly shifting landscape. Do you need to post more or less? What was your most engaging content and how can you increase that kind of content going forward?

13.06 Social media icons

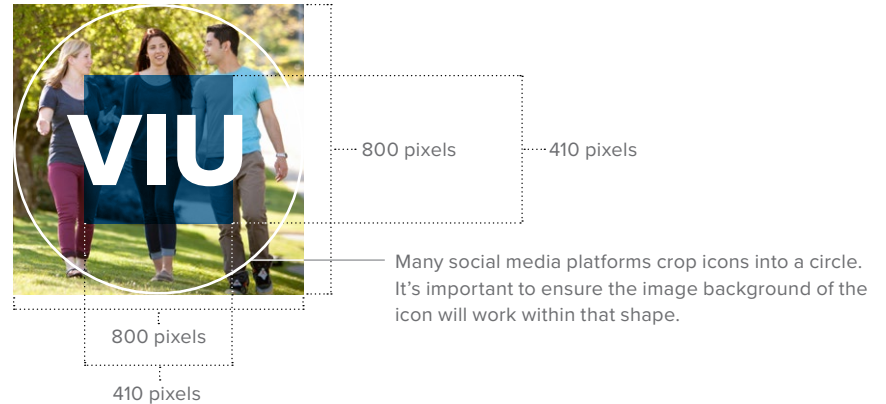
Social media icons serve as a quick visual reference to help users identify content from your account in their feeds. The icons always appear in close proximity to your account's title and therefore do not need to feature that information. An icon is not intended to serve as a logo and should not be used for anything other than this specific social media purpose.

VIU communications on social platforms like Facebook, Twitter and Instagram offer an opportunity to present a unified brand. The use of consistent social media icons across all VIU social media pages helps strengthen our brand, provide a clear connection to VIU, and increase engagement with social media audiences.

As the use of the VIU logo as a social media image is reserved for only the main VIU and VIU News & Events accounts, a new solution for use by VIU program areas, departments and faculties was required. The following social media icon system will help VIU social media pages retain a unique identity, and maintain a connection to the brand.

Technical specifications

To ensure that the imagery works across a variety of platforms, the default size for the social media icon is 800 by 800 pixels. Centered in the frame is VIU, in the brand font Proxima Nova Extra Bold, 290 point. The blue square behind the text contains two layers set to the blending modes Colour and Multiply at 100% and 65% opacity, respectively. These elements should stay consistent and not be modified or changed.

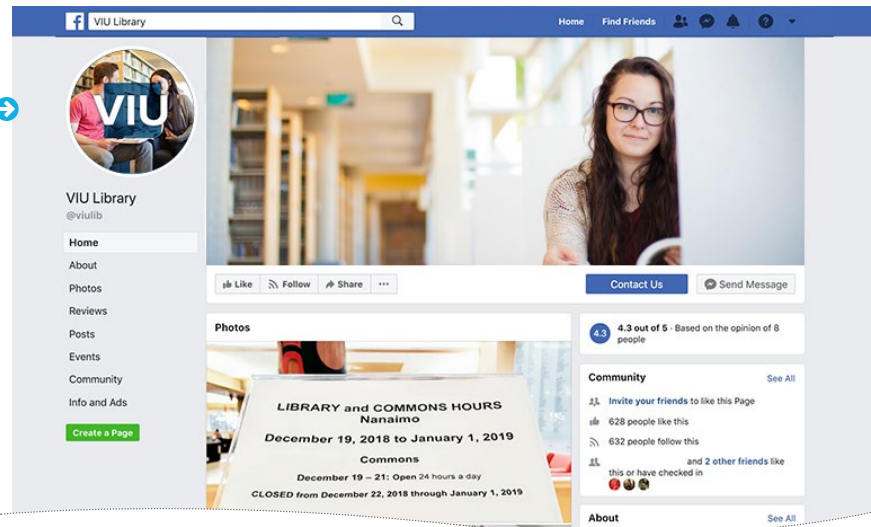


When choosing photos for the background, try to pick an image that represents your area or department. See the [Photography](#) section (section 11) regarding photo selection. Do not use the VIU logo, or icon in the background image. It's important to stay consistent, so please use the same social media icon and image across all social media accounts managed by your department or area.

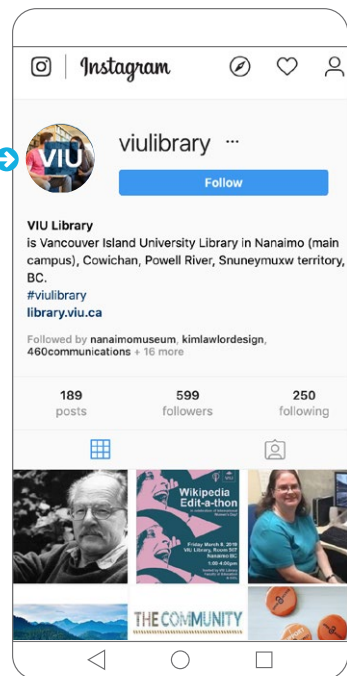
The social media icons presented here are designed for the current (as of May 2019) specifications for Facebook, Twitter and Instagram. This framework may change or require adjustment as social media platforms change and evolve.

There are some instances where a different solution for a social media icon may be required. Contact [Brand and Marketing](#) to ensure your social icon meets VIU's brand standards. Social icons that fall outside this new system will be assessed and granted approval on a case by case basis.

Examples of social media icons in use

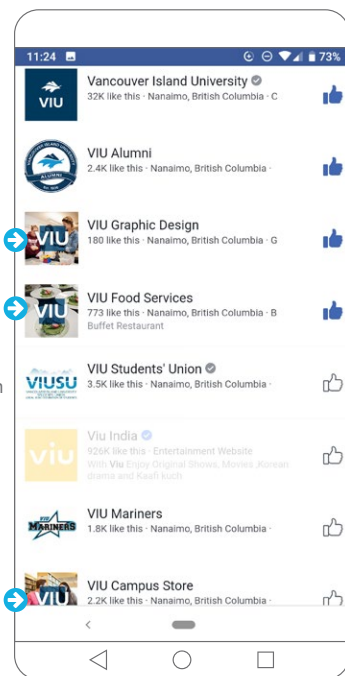


Here, a possible icon for the VIU Library is shown in context on Facebook on a desktop computer.



Left: a possible icon for the VIU Library is shown on Instagram on a mobile device

Right: The new social media icon style is shown for several VIU accounts in Facebook search results on a mobile device. Also shown are the VIU main account as well as the Alumni, Students' Union and Mariners' accounts that each have separate branding.



How do I get a social media icon?

To get a social media icon for the VIU social media page representing your program area, department or faculty, contact [Brand and Marketing](#) for more information or complete a [Job Request](#). If you require assistance with sourcing an image to use in your icon, or have suggestions, please include these in the job request.

13.07 Personal accounts

The line between professional and personal social media usage can be easily blurred. Be conscious about mixing your personal and professional social media accounts. Be aware of keeping your own opinions separate from the professional account you administer. Everyone is responsible for what they say online in the same way they are responsible in person. The [VIU Employee Code of Conduct](#) still applies for what you do online.

13.08 Questions?

For help with getting started or enhancing your social media efforts, please contact [Brand and Marketing](#) at Brand@viu.ca. We can meet with you or your employees and help with training or creating long-term social media strategies.

The VIU brand – what’s next?

The Vancouver Island University brand continues to evolve as the institution grows and changes. The Brand Standards presented in this document have been developed to support our University in presenting unified, professional and consistent communications.

VIU’s *Brand and Marketing* department is here to support VIU’s brand and the community behind it. We welcome all questions and feedback, and ideas to improve and support appropriate brand use across the institution.

It is anticipated that additions will be made to the VIU Brand Standards in future phases, with opportunities for input from the VIU community.

