

Logo story

VIU's logo is all about location. The logo's icon comprises two parts; the upper half depicts mountains while the lower half represents the ocean and morphs into a stylized half maple leaf to represent our connection to Canada. 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. The shades of blue connote creativity, relaxation, dependability, strength and trustworthiness.

When to use which version



Standard full-name



Standard initials



Reverse full-name



Reverse initials

Full-name *(Vancouver Island University is 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 internally at VIU and for external audiences who are familiar with VIU

Standard *(has colour text and icon on white background)*

- Used when the surrounding background is white

Reverse *(has white text and icon on blue background)*

- Appropriate in most applications

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



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.

Print and physical products *(not including apparel)*

- Full-name variants require a minimum width of 1.125 (1 1/8) inches
- Initials variants require a minimum width of 0.875 (7/8) inches

For digital uses

- Full-name variants require a minimum width of 100 pixels
- Initials variants require a minimum width of 70 pixels

For apparel

- Full-name variants require a minimum width of 3 inches
- Initials variants require a minimum width of 2 inches

More information

This document provides users with guidelines on how to appropriately use VIU's logo in most instances. However, there may be instances where exceptions need to be made or the information here doesn't pertain to a specific situation. Further and more detailed information about how to correctly use VIU's logo is available in the [VIU Brand Standards](#) document (available on the [VIU MarComm website](#)) or by contacting the Strategic Marketing department at Strategic.Marketing@viu.ca or 250.740.6443.

Do nots



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.