



## VISUAL IDENTITY AND GRAPHIC STANDARDS GUIDELINES

*people ■ excellence ■ impact*

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UPEI's Visual Identity Policy was endorsed by the Development, Fundraising, and External Relations Committee and approved by the University of Prince Edward Island Board of Governors on October 7, 2025. This *Visual Identity and Graphic Standards Guidelines* document was created to assist members of the University community in the accurate application of UPEI's visual identity consistent with *Visual Identity Policy*.

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The latest version of this document is maintained online at: [\*upei.ca/visualidentityguidelines\*](https://upei.ca/visualidentityguidelines).

Please report any errors or omissions to [\*marketing@upei.ca\*](mailto:marketing@upei.ca). Your suggestions for improvements are welcome.



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## 1 » USING THIS MANUAL

This *Visual Identity and Graphic Standards Guidelines* manual is designed to assist all members of the University of Prince Edward Island community in the appropriate use of UPEI's visual identity/branding elements, and to ensure the successful implementation and ongoing consistency and accuracy of visual identity in all forms of University communication.

This manual provides descriptions and examples of appropriate use of UPEI's visual identity elements. To ensure institutional standards of quality and brand integrity, those responsible for the production of publications or media at UPEI must always apply visual identity guidelines correctly and at every potential point of contact with stakeholders. It is critical that all parts of the organization work together to present a unified and coordinated visual representation of the University. Adherence to standards will support UPEI's mission and strengthen its image.

Materials displaying previous identities should be removed from circulation and/or replaced. You are encouraged to direct any questions, requests for production, or production assistance to Marketing and Production [marketing@upei.ca](mailto:marketing@upei.ca).

If you are viewing the photocopied print version of this document, colour variations will occur. Those viewing this information electronically will also experience colour inconsistencies in the visuals. Pantone reference numbers are included to accurately describe University colours.

A printed version of this document is available online in its entirety at [upei.ca/visualidentityguidelines](http://upei.ca/visualidentityguidelines). In support of campus sustainability efforts, UPEI encourages use of the online version.

## 1.1 WHAT IS A VISUAL IDENTITY?

One of the most important institutional recognition factors and conveyers of brand is visual identity. Developed to represent implicit values, ideas, and even personality, a visual identity system is the result of extensive research, consultation, and planning, and usually consists of a logo and tagline, reinforced by colour schemes and typography, incorporated within a defined graphical presentation. The combination of consistent visual identity and strategic messaging communicates UPEI's value to its audiences. It is critical, therefore, that in our interactions with the public we immediately and consistently convey UPEI's core image or brand.

Elements of visual identity are used in all UPEI communications—from letterhead, business cards, and brochures to websites, signage, and clothing, and even on vehicles. Long-lasting attitudes and opinions are often created by first impressions, in whatever manner those impressions are delivered. And opinions influence action—such as a student choosing to attend UPEI, a talented scholar seeking a faculty position, a foundation awarding a major grant, or an alumna/alumnus endowing a scholarship program. Whenever anyone from UPEI communicates with the University's various audiences, consistent visuals and messaging provide an opportunity to positively influence and reinforce identity and reputation.

In order to present a clear and strong impression, it is necessary to employ guidelines and create standards that unify communications. It's up to everyone—faculty and staff, faculties and schools, departments and units—to support visual identity strategy. By consistent delivery of the University's core messages, we strengthen image, and enhance visibility and reputation for excellence. By presenting the University as a whole, we convey a committed message of concerted and powerful institutional purpose on behalf of our community.

## 1.2 THE ROLE OF MARKETING AND PRODUCTION IN VISUAL IDENTITY

It is crucial that the entire UPEI community champions the University's identity by communicating with all stakeholders in a visually consistent and effective manner. Therefore, all visuals—print and digital (including websites)—generated by, or for, UPEI and its associated centres, institutes, and groups must adhere to the guidelines presented in this document, which are governed by *Visual Identity Policy* (see *Visual Identity Policy*, Appendix D).

Marketing and Production is responsible for creating, preserving, and promoting consistent visual identity “common look and feel” and professional design standards in all areas of communication. Marketing and Production offers professional design services to the campus, manages and monitors the use of visual identity elements within University materials, and creates or approves UPEI's print or digital promotional materials destined for external audiences.

Members of the UPEI community requiring design or production support beyond that available through Marketing and Production should consult with Marketing and Production when planning their print or electronic project to ensure sub-contractor awareness of UPEI's *Visual Identity Policy* and *Guidelines*. Marketing and Production can assist with sub-contracting print, web, or multimedia design or production services ensuring consistent application of visual identity.

The Vice-President, Administration and Finance has delegated responsibility to Financial Services, specifically its Procurement and Accounting units—in their capacities as areas tasked with processing payment—to refuse payment for the design or production of any material or visual in any medium, representing the University or any of its constituents, that has not received approval from the director of Marketing and Production, or designate; or the UPEI Bookstore manager (in the case of merchandise), confirming adherence to *Visual Identity Policy*.

With the support of the Comptroller's Office, and in conjunction with the UPEI Bookstore, Marketing and Production monitors appropriate use of all UPEI trademarks.

Marketing and Production is available to assist all members of the UPEI community with print, web, digital, photographic, and promotional requirements. Please address requests to: [marketing@upei.ca](mailto:marketing@upei.ca).



**Sustainability:** In support of UPEI's efforts to respect and protect the environment, Marketing and Production encourages information distribution via the web. When printing is required, Marketing and Production advocates the use of environmentally friendly inks (soy-based), paper and printing processes and whenever possible buys, or encourages the purchase of FSC ([www.fsc.org](http://www.fsc.org)) certified forest products that support environmentally responsible, socially beneficial, and economically viable management of forests.





## 2 » UNIVERSITY POSITIONING STATEMENT

A positioning statement defines value, focuses message, and expresses brand promise. UPEI's positioning statement (as follows) was developed by UPEI's Task Force on Visual Identity following extensive consultation with the University community. The statement was used as the reference point in the development of UPEI's visual identity.

*Strongly rooted in its Island home on Canada's Atlantic Coast, the University of Prince Edward Island is a community where people make the difference. Committed to discovery through teaching, research, learning, and service in the liberal arts, sciences, and professions, UPEI's people and its strong sense of place create a collaborative environment based on excellence, diversity, and real-world learning. UPEI generates ideas, and opportunities and hosts a world-class resource base within an intimate university environment, resulting in an energy and growth that makes things happen, and with an impact that extends far beyond our shores.*

## 2.1 UPEI TAGLINE—PEOPLE • EXCELLENCE • IMPACT

A tagline is a deliberately developed, oft-repeated phrase associated with an individual, an organization or institution, or a commercial product, that communicates something unique, valuable, and memorable about the brand it represents.

UPEI's tagline "People ▪ Excellence ▪ Impact" is based on, and supports the information provided by the University community during the development of the University's positioning statement and visual identity. Response after response from students, staff, faculty, alumni, partners, donors, and community members reiterated their understanding of UPEI's importance and commitment to people and community, their pride in the University's achievements and ongoing aspiration to achieve excellence on all levels, and their awareness of UPEI's demonstrated success and impact, making a difference here at home, and beyond our shores.

The combination of a tagline with a logo provides a powerful message that communicates a significant amount of information in a few words or little space. By consistent repetition of a tagline with logo, or coat of arms, on UPEI materials, the University reinforces identity and brand promise. Use of the UPEI tagline is encouraged on UPEI materials whenever possible.

UPEI's tagline is most often rendered in Minion Pro Caption Italic and is proportionally associated with its adjacent UPEI logo through careful matching of font size. The font size of the tagline should be the same as that used in the italicized "of" that appears in the wordmark base. The words in the tagline should be separated by squares as shown in the following example.

*people ▪ excellence ▪ impact*

At the discretion of the Marketing and Production design team, the tagline may be adjusted (font and size) to emphasize message, or reinforce a particular design.

From time to time, sub-brand University "slogans" or phrases may be developed in relation to specific campaigns or messaging efforts. Such phrases should not conflict with the primary tagline and should serve to reinforce the overall message. Three recent examples include: "Big Futures Start Here" in reference to a student recruitment campaign, the UPEI trademarked phrase "University Island" in reference to ongoing documentation and demonstration of UPEI's level of learning, research, and service on Prince Edward Island and around the world, and "Panthers for Life"— the tagline of the UPEI Alumni Association.

### 3 » BRAND ARCHITECTURE

In the absence of policy, and over the years, groups on campus—institutes, centres, student organizations, committees and others—have created numerous visual identifiers that have been used in place of, or in association with, previous UPEI logos. This situation creates organizational confusion and dilutes institutional brand.

Consistent visual identity is critical to the success of any complex organization and UPEI recognizes that the problem of multiple existing identifiers must be addressed. UPEI's *Visual Identity Policy*, in conjunction with this *Visual Identity Graphic Standards and Guidelines* manual, provides guidelines to structure adherence to consistent visual identity through the mechanism of brand architecture.

Within specific standards, UPEI's brand architecture establishes four categories of visual fit (core, differentiated/aligned, independent, and student) that position University groups and areas in defined categories. Each category has specific parameters and implementation requirements that determine acceptable identifiers.

If a disagreement arises in relation to an area's placement within brand architecture that cannot be resolved informally between the director of Marketing and Production and the head of the area unit, either party may refer the disagreement to the Vice-President, Administration and Finance who shall decide the matter.

### 3.1 CORE

Almost all members of the UPEI community are considered to be core within UPEI brand architecture and, as such, are defined by core visual identity standards. Core areas include academic faculties, schools, and departments; academic, service, and ancillary support units; units, institutes, and centres established as administrative or service units of the University, (e.g., Webster Academic Services, Math Help Centre); groups or teams, projects, including research projects\*, and committees. These entities reflect core market position and provide services directly to the primary target audiences of UPEI. These areas may not invent their own logos, and are represented exclusively by the UPEI logo or in special instances, the official coat of arms without embellishment or deviation.

Marketing and Production will not accept requests for logo design or development for areas that are considered “core”.

Core areas currently using logos that conflict with *Visual Identity Policy* should consult with Marketing and Production to receive assistance in meeting guidelines.

*Note: Some student organizations with the permission of their dean(s), or with the permission of the Director of Marketing and Production (if the student organization does not report through a faculty), may choose to reflect core visual identity.*

*Note: Core areas may seek assistance from Marketing and Production to create visuals (not logos) that provide a distinctive presentation for specific activities or events.*

*\* Research projects led by UPEI fall under core brand architecture. In research projects shared with other partners, the UPEI component falls under core brand architecture.*

### 3.2 DIFFERENTIATED/ALIGNED

While recognizing that sub-brands and additional logos tend to dilute visual identity, and if used improperly can diminish association with the University, UPEI employs the “differentiated/aligned” category of brand architecture to accommodate a limited number of UPEI entities. The differentiated/aligned category includes approved areas that have a distinct mission and personality, and a differentiated market position. Although they may have some very specific target audiences, crossover remains with core UPEI audiences. They do not operate without connection to the core UPEI brand, and yet they benefit from a clear but closely held differentiation. Examples include the Atlantic Veterinary College, Panther Varsity Sports teams, the UPEI Alumni Association and, in exceptional circumstances—and only if pre-approved by the Vice-President, Administration and Finance during the “Centres” approval processes—officially recognized Centres.

Differentiated/aligned areas have a responsibility to ensure that the University’s reputation is maintained by properly acknowledging their relationship with UPEI in all published material. All differentiated/aligned areas must:

- include the UPEI logo (or coat of arms in approved applications) as a prominent visual identifier on their materials
- use a standardized letterhead
- comply with UPEI visual identity implementation guidelines related to use of their own approved and aligned UPEI trademarked logo.

Differentiated/aligned areas may:

- approach Marketing and Production for assistance with subsidiary logo development if they have received permission, during the UPEI Centres Policy approval process, to pursue a differentiated/aligned UPEI trademarked identity.
- add an approved aligned UPEI trademarked logo (in UPEI colours) to UPEI letterhead and promotional materials in compliance with implementation guidelines.
- use their own tagline in association with their approved logo, if the tagline does not cause confusion, or conflict, with the UPEI tagline (People • Excellence • Impact), which holds precedence.

“Friends of” clubs may approach the Vice-President, Administration and Finance for approval as a differentiated/aligned entity.

### 3.3 INDEPENDENT

Independent entities have a distinct mission and personality, strongly differentiated market position, and their own distinctly different target audience. They operate effectively without direct connection to the core UPEI brand and are often legally incorporated. These entities may cause diffusion of the UPEI brand position if too closely aligned with it. Independents require written approval from the Vice-President, Administration and Finance to use or include the UPEI brand or name on their materials.

Examples include:

UPEI Student Union

Seniors College

Campus Kids Child Care Centre

### 3.4 STUDENTS

Student groups are not “official” UPEI entities, but they are very important members of the University community. When representing the University, they may seek permission to use the name of the University, or the name of faculties or departments of the University, etc.; or University trademarks; or they may wish to create unique identities.

**1. Students who wish to use trademarked University names, or the official name of their faculty, school, department, unit, institute, or centre** (as described under core and differentiated/aligned brand architecture categories) within print or electronic communications or merchandise, are allowed to do so if:

- they receive the permission of their dean, and
- they use text exclusively; i.e., graphic elements or additional logos are not used.

**2. Students who wish to display UPEI trademarks** in conjunction with official names within print or electronic communications or merchandise, may do so if:

- they receive the permission of their dean, and
- they apply trademarks within visual identity guidelines.

Student-run events and activities (e.g., Buddy Program) that wish to display UPEI trademarks may work with Marketing and Production to design a distinctive theme for their event, avoiding the creation of a logo.

UPEI business cards can be created through Marketing and Production for student groups at the request of their dean(s). The word “STUDENT” will be prominently displayed on the front of the card.

**3. Some student groups, such as societies and clubs, may wish to create their own unique identities.** Students who wish to create unique identities can do so if they:

- do NOT display UPEI trademarks in conjunction with unique identities in the production of print and electronic communications, or merchandise.
- receive the permission of their dean(s) or, in the absence of an affiliation with a faculty, the permission of the manager of the UPEI Bookstore in relation to the production of merchandise.
- follow the name of their society or club with the words “**at**” UPEI or “**at the**” University of Prince Edward Island.

UPEI societies and clubs are strongly encouraged to register with the UPEI Student Union to take advantage of promotional opportunities and support.





## 4 » REGISTERED TRADEMARKS

Trademarks and logos readily identify an institution and ensure consistent and accurate representation in all media (print, digital, signage, merchandise, etc.).

The name “University of Prince Edward Island,” the words “University Island,” the UPEI coat of arms, UPEI logo, flag, the Atlantic Veterinary College logo, UPEI Panthers logo, UPEI Bookstore, and UPEI seal are the property of UPEI and are registered trademarks (see appendix C). Trademarks are protected by trademark law. Any use of the names, logos, seal, in any version, is subject to review and authorization by the Office of the Vice-President, Administration and Finance or its designates: Office of the Comptroller, the UPEI Bookstore (merchandise), or Marketing and Production (*Visual Identity Policy*).

University trademarks are displayed in accordance with visual identity standards and usage guidelines, as institutional identifiers by University entities that are housed at or funded by, or whose funds are administered by, the University. The use of UPEI names, trademarks, logos, and the seal must be protected to ensure they are used appropriately and in a manner that enhances and protects the reputation of the University of Prince Edward Island.

Any unauthorized use of UPEI registered trademarks is prohibited under the *Trademarks Act*.

If you have any questions regarding registered trademarks, or wish to make a request related to use of a UPEI trademark, contact the manager of the UPEI Bookstore, or the director of Marketing and Production or [marketing@upei.ca](mailto:marketing@upei.ca).

## 4.1 RESPONSIBILITY (ARTWORK FOR TRADEMARKS AND IDENTIFIERS)

Marketing and Production has primary responsibility for the integrity of the artwork required to generate all UPEI trademarks and identifiers, and the appropriate and accurate deployment of those images in accordance with visual identity standards and guidelines on all UPEI print (including signage), web, and digital material.

Marketing and Production maintains artwork for all trademarked UPEI logos, as well as for other elements of visual identity. These digital files, in various levels of resolution, acceptable configurations, and a variety of formatting options are available in the Marketing Resource Hub for perusal. An online download centre ([upei.ca/downloads](http://upei.ca/downloads)) is accessible to the UPEI community and external partners. To obtain files, visit the site and follow instructions. For the convenience of the UPEI community, the download site provides images, including templates featuring properly applied and positioned identity elements. If you require a custom template—within allowable guidelines—for a specific need, please request it by contacting [marketing@upei.ca](mailto:marketing@upei.ca).

*Please note: When creating your teaching and presentation materials, please refrain from using low resolution UPEI visual identity images taken from websites.*

### 4.1.1 ADDING THIRD PARTY LOGOS TO UNIVERSITY MATERIALS

Upon occasion the University will find it necessary to include third party (external to the University) logos on University materials. In order to properly present third party logos in conjunction with elements of the UPEI visual identity, Marketing and Production will require information concerning the University's relationship with the third party.

For example, is the relationship considered to be:

- **Accreditation:** UPEI is officially recognized by a third party, and the inclusion of their identifier signifies a benefit to the University.
- **Joint partnership:** an activity jointly managed or led by the University and a partner or partners.
- **Sponsorship:** recognition of a donor or donation in support of an event, or other university activity or project.

Please note:

- Decisions related to inclusion of third party logos will be made on an individual basis.
- Logos must be received from the external organization in vector format.
- External organizations must provide permission for their logos to be used.
- Third party logos will never dominate the University identity.
- In all possible circumstances third party logos will be placed in the footer area of print materials.
- The name of the third party may be substituted for the logo if space constraints dictate.

If events are being jointly led with another organization, the logos of both institutions may be given equal prominence. Neither should dominate.

#### **4.1.2 SUPPLYING UNIVERSITY LOGOS TO EXTERNAL ORGANIZATIONS**

The University recognizes that groups not normally associated with the University could, on occasion, request the use of the University names and logos. This includes, but is not limited to, using logos or names on sponsorship materials, partnered promotional materials, or clothing. An organization, group, or person wishing to display any such UPEI visual identity must request permission and, if given permission, must adhere strictly to UPEI visual identity guidelines. Inappropriate or incorrect use will not be permitted.

For further information about access to digital files, including requests for logos to be provided to outside agencies, contact Marketing and Production at *[marketing@upei.ca](mailto:marketing@upei.ca)*

#### **4.1.3 BRANDING FOR EXTERNAL PARTNERS**

Partner institutions operating under agreements with the University must align their visual identity with Brand Guidelines while maintaining their distinct identity where applicable.

Co-branded materials, including signage, digital assets, and printed publications, must be approved by Marketing and Production to ensure consistency in visual identity representation.

External Partners collaborating with the University must use approved branding templates for joint initiatives to maintain a cohesive institutional image.

UPEI will adhere to signed agreements with External Partners in cases where specific branding obligations are outlined, ensuring compliance with mutually agreed-upon branding requirements.

## 4.2 BOOKSTORE (MERCHANDISE)

The UPEI Bookstore has primary responsibility for ensuring that UPEI trademarks are used only with permission, and appropriately and accurately displayed, on approved merchandise. As an ancillary operation of the University, the UPEI Bookstore should always be given the first opportunity to supply members of the UPEI community with specialty UPEI trademarked merchandise or items. Requests to create custom merchandise should be directed to the manager of the UPEI Bookstore. In the event that the Bookstore cannot supply the item, or cannot supply it at a competitive price, the manager may provide permission for the requestor to have the merchandise produced elsewhere, provided arrangements have been made to ensure that visual identity guidelines are respected, permission for use of trademarks has been obtained, and the University receives the appropriate royalties.

Local and regional printers and fabricators are regularly informed that requests to include UPEI registered trademarks on any materials not requested directly from, or approved by, the UPEI Bookstore or Marketing and Production may be in violation of trademark regulations and must be referred back to the University.

Once a year, the UPEI Bookstore publishes notices in local media stating UPEI's ownership of University symbols and logos, and the University's intent to protect trademarked identifiers. Marketing and Production will advise clients from the University community, who request merchandise design displaying UPEI visual identity or trademarks, of Bookstore requirements in relation to merchandise production. Marketing and Production will confer with the UPEI Bookstore prior to initiating design of any client-requested merchandise (for promotion or potential sale) to ensure that the Bookstore is aware of the design request and that their requirements have been met.

The UPEI Bookstore has been granted leeway in the application of visual identity within the design and production of merchandise (particularly UPEI-branded clothing) for sale within the Bookstore. The Bookstore works closely with Marketing and Production in the creation of artwork for use on merchandise, and respects brand integrity.

## 4.3 FINANCIAL SERVICES (BILLING/PAYMENT, IN-HOUSE PRINTING)

### 4.3.1 PROCUREMENT AND ACCOUNTING

The Vice-President, Administration and Finance has delegated responsibility to Financial Services, specifically its Procurement and Accounting units—in their capacities as areas tasked with processing payment—to refuse to generate purchase orders or authorize payment for the design or production of any material or visual in any medium, representing the University or any of its constituents, that has not received approval from the director of Marketing and Production or designate, or the UPEI Bookstore manager, confirming adherence to *Visual Identity Policy*. Procurement and Accounting will refer requests for items displaying unauthorized identities to their originators with a request that they seek assistance from Marketing and Production.

### 4.3.2 CENTRAL PRINTING

Staff of Central Printing are responsible for assisting clients to align with *Visual Identity Graphic Standards and Guidelines* by ensuring that requests to print non-compliant documents (e.g., those presenting with retired logos, unacceptable executions of current visual identity, and documents intended for external audiences) are referred back to their originators with the request that they seek assistance from Marketing and Production. Marketing and Production will supply Central Printing with a visual identity “quick guide” to assist clients.



## 5 » UNIVERSITY COAT OF ARMS

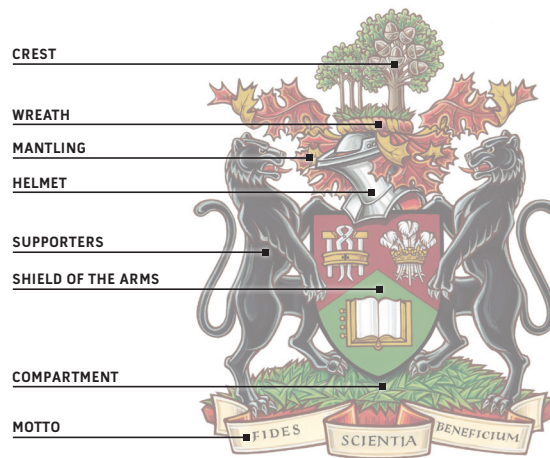
Based on an original concept by David Webber, and incorporating imagery reflective of UPEI's founding institutions—St. Dunstan's University and Prince of Wales College—UPEI's coat of arms was developed over the course of several years through the combined efforts of the University and the Canadian Heraldic Authority (Rideau Hall, Ottawa). UPEI was granted official Armorial Bearings by the Canadian Heraldic Authority on March 15, 2010. Unveiled and presented on Founders' Day, September 24, 2010, the original hand-painted and hand-lettered Grant of Arms (Armorial Bearings) document (which includes our coat of arms, flag, crest, and motto) is held in the University archives. A duplicate document is displayed in the lobby of the Robertson Library. UPEI's coat of arms is a historically relevant representation of our institution—recognizing our founding institutions, demonstrating where we came from and who we have become, and stating, in Latin, “FIDES SCIENTIA BENEFICIUM” our motto expressing UPEI's core values of “Faith, Knowledge, Service”.



## 5.1 COMPONENTS OF A COAT OF ARMS

(courtesy of the Canadian Heraldic Authority)

A coat of arms is centred on a shield and may be displayed with a helmet, mantling, a crest and a motto. A grant of supporters is limited to corporate bodies and to some individuals in specific categories (pictured below, the coat of arms of the University of Prince Edward Island).



## 5.2 DESCRIPTION AND SYMBOLISM

The following paragraphs explain the “Symbolism of the Armorial Bearings of the University of Prince Edward Island” as granted by Claire Boudreau, Chief Herald of Canada, Canadian Heraldic Authority, on March 15, 2010 and entered in Volume V, page 503 of the *Public Register of Arms, Flags and Badges of Canada*.

**Arms (shield):** The shield is divided in two, rust above and green below, by an angled (chevron) line, pointing to the top at the centre. In the top left is a pair of white blacksmith’s tongs flanked by two blacksmith’s hammers, their shafts white and their heads gold. Around the centres of these three vertical items is a gold ring set with one cross. In the top right are three vertical white ostrich feathers with a gold coronet of crosses patee and fleur-de-lis. In the lower part of the shield is an open white book with gold edging and binding.



The technical description of the shield follows (in blazon, the language of heraldry):

*Per chevron Gules and Vert, in dexter chief a pair of blacksmith's tongs Argent between two hammers Or hafted Argent enfiling a ring Or its cross Sable, in sinister chief three feathers Argent enfiling a coronet of crosses pattee and fleur-de-lis Or, in base an open book Argent edged and bound Or.*

The rust, green, and gold colours within the shield are those of the University. The book emphasizes the University's role as an institution of higher learning. The other symbols represent UPEI's founding institutions—St. Dunstan's University and Prince of Wales College. St. Dunstan, the patron of Charlottetown, is also the patron of blacksmiths, and one of his attributes is the blacksmith's tongs, which appeared on the emblem of St. Dunstan's University, and with a blacksmith's hammer in the previous emblem of the University of Prince Edward Island. Here they appear within a bishop's ring. (St. Dunstan was Archbishop of Canterbury.) The coronet with the three feathers is the badge of the heir apparent, who is generally also given the title Prince of Wales. Its use here is by special permission (dated August 7, 2007) of HRH The Prince of Wales (see Appendix I).

**Crest:** The oak tree and oak saplings are from the coat of arms of the province of Prince Edward Island, dating from 1905. They also appear on provincial great seals dating back to 1769.

**Motto:** *FIDES SCIENTIA BENEFICIUM*, Latin for “Faith, Knowledge, Service”.

**Supporters:** The black panthers represent the University's varsity sports teams, the UPEI Panthers. The base on which they stand indicates the campus of the University, set on the distinctive red soil of the province.

**Original concept:** By David Webber, modified by Bruce Patterson, Saint-Laurent Herald, assisted by the heralds of the Canadian Heraldic Authority, in consultation with the University of Prince Edward Island.

**Painter:** Eva Pilar-Cass

**Calligrapher:** Luc Saucie

### 5.3 APPLICATION

An important component of UPEI's visual identity, the coat of arms is displayed with pride by the University. At the discretion of Marketing and Production, it will appear on official documents (e.g., degrees, specified diplomas, and/or certain certificates), during ceremonial occasions (e.g., convocation, presidential installations), and may be approved for specific signage, ceremonial letterhead, and appropriate UPEI publications and merchandise.

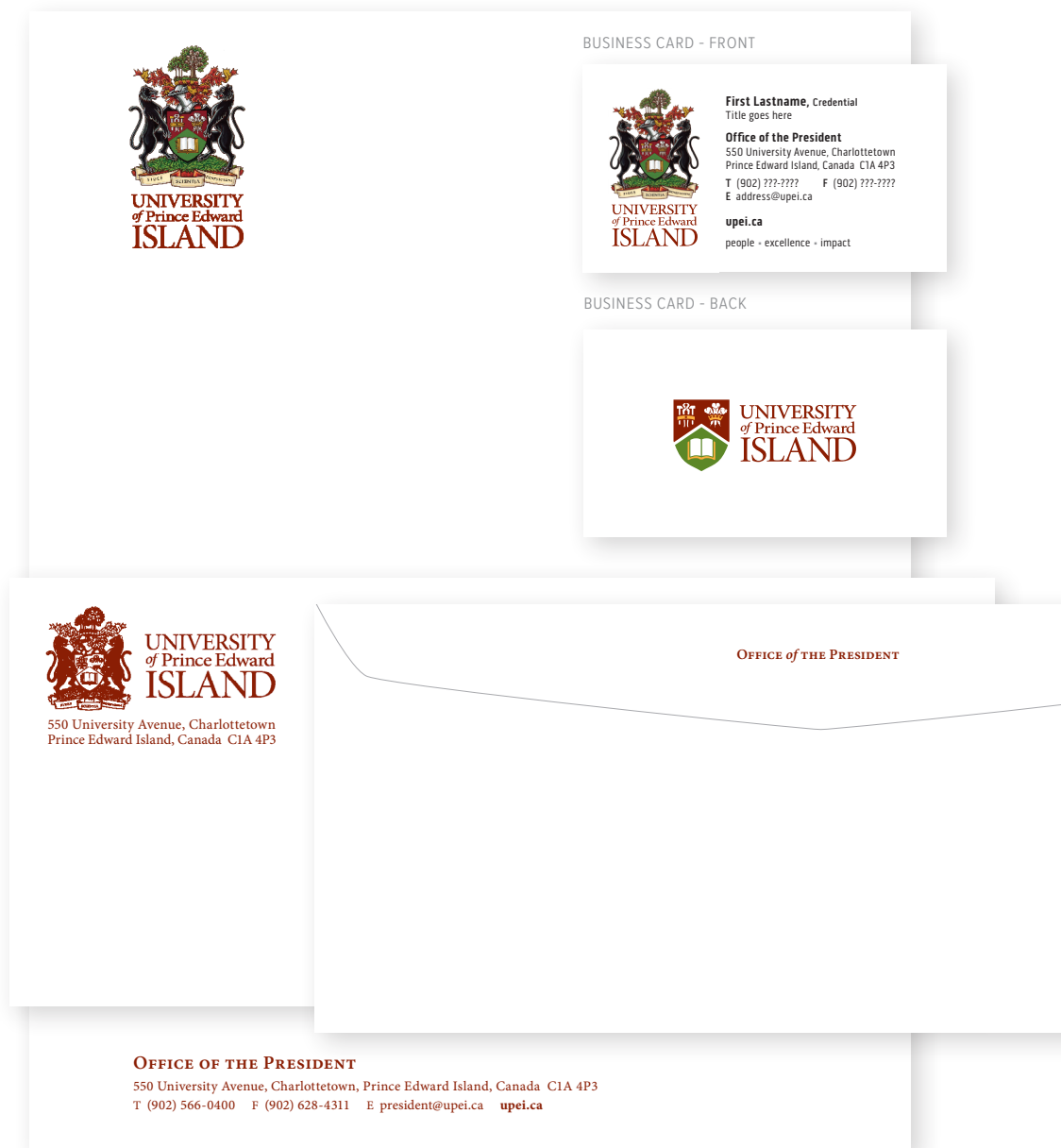
The coat of arms does not replace the UPEI logo, which is the University's primary identifier. As the coat of arms is incorporated into UPEI communications, it will quickly take its rightful place as the most prestigious symbol of UPEI.

Since the coat of arms does not include the name of the University within its artwork, it is important to use it as often as possible in conjunction with the "wordmark base"—the portion of the UPEI logo that was specifically designed to fulfill that purpose. The combination of coat of arms with the name of the University as presented in the wordmark base, integrates identity and strengthens University brand. Use of the coat of arms without the University name is permitted, but should be avoided whenever possible.



As a trademarked symbol of the University, permission must be authorized by the UPEI Bookstore manager for use of the coat of arms on merchandise of any kind.

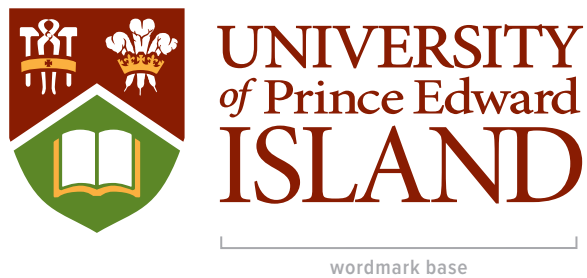
The corporate identity package, as displayed below, is available for use by the Office of the President.





## 6 » CORE VISUAL IDENTIFIER: UPEI LOGO




UPEI's logo was designed following official granting of UPEI's coat of arms, of which the shield is a component, thus integrating all elements of UPEI's visual identity. The logo includes the shield image plus the wordmark base as shown. Whenever possible the wordmark base should be included with the shield image.



## 6.1 COLOUR STANDARD

The University of Prince Edward Island official colours, evident in various combinations in the UPEI flag, coat of arms, and logos, and chosen to represent PEI's red soil and green and gold landscape, are Pantone 1815 (rust), Pantone 576 (green), and Pantone 143 (gold).
















Colour definitions for accurately reproducing the UPEI logo in Pantone, process printing, or web-based applications are listed below.

	<b>PRINT</b> Pantone Matching System	<b>PRINT</b> Four-colour process	<b>DIGITAL</b> Web/Video
	Pantone 1815	0C 90M 100Y 50K	139R 32G 4B
	Pantone 576	49C 0M 100Y 39K	92R 135G 39B
	Pantone 143C Pantone 129U*	0C 35M 85Y 0K	251R 176G 64B

\* C refers to coated paper stock

\* U refers to uncoated paper stock

Standard colour formats of the UPEI logo are available to the campus community at [upei.ca/downloads](http://upei.ca/downloads). Upon request, Marketing and Production can provide the following file formats and colour variations to UPEI staff, faculty, external partners, and associates.

Format	File size	Colour mode	Available colours
EPS	Vector	Four-colour process (CMYK) Pantone (PMS) spot	     
JPEG	300 ppi (print)	RGB (white background)	   
PNG	72 ppi (web)	RGB (transparent background)	    

## A. FULL-COLOUR PROCESS



## B. PANTONE SPOT

In one colour, UPEI's logo may be reproduced in rust, green, or black on backgrounds that provide sufficient contrast to maintain legibility. UPEI gold should not be used due to problems maintaining legibility on light backgrounds.



## C. REVERSE

UPEI's logo can be reversed out of a dark colour or background, if the contrast is sufficient to ensure legibility. This logo version should be requested from Marketing and Production.



## 6.2 SIZE RESTRICTIONS

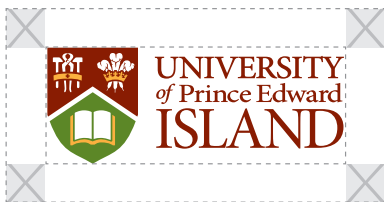
The preferred minimum size allowed for the UPEI logo is 1.5” in width. Reproduction of the logo in smaller sizes reduces both impact and visibility. When working with promotional material and/or merchandise such as pens, pins, etc. where the surface area is small, the logo should appear in one solid colour. Please contact Marketing and Production for assistance when visibility is an issue.



For digital use, the colour version of the logo should never be smaller than 150 pixels wide. On occasions where the minimum size restrictions cannot be observed, the solid rust or black version is recommended. Please contact Marketing and Production for assistance when visibility is an issue.

## 6.3 SURROUNDING CLEAR SPACE

A minimum clear zone should surround the images to protect the integrity of the identity. In addition to the space occupied by the logo, the clear zone includes a distance of X surrounding the shield and wordmark base as indicated below. X represents the height of the letter D in ISLAND. The clear zone is identified by the area indicated by the surrounding grey space. This space must be kept free of additional graphics, typography, competing backgrounds, and should not approach the edge of a document, screen, or monitor.





## 6.4 UNACCEPTABLE EXECUTIONS (EXAMPLES)

Professional visual identity requires consistent use of our core identifiers across all applications. Improperly applied or altered trademarks destroy the integrity of visual identity standards and dilute the professional presentation of UPEI's image. Some examples of unacceptable modifications in shape, proportion, colour, etc. are outlined below.

1. SHIELD\* USED ALONE



2. WORDMARK BASE USED ALONE

UNIVERSITY  
of Prince Edward  
ISLAND

3. CLOSE CROPPED



4. INCORRECT PROPORTIONS



5. SKEWED VERTICALLY



6. SKEWED HORIZONTALLY



7. ROTATED



8. DROP SHADOW



9. FONT SUBSTITUTION



10. CLEAR SPACE IGNORED



11. WATERMARK



12. LOW RESOLUTION WEB FILE



13. COLOUR SUBSTITUTION



16. OUTLINE



17. INSUFFICIENT CONTRAST



18. VISUALLY CONFLICTED



19. MULTI UNIT/DEPARTMENTS



Office of Example

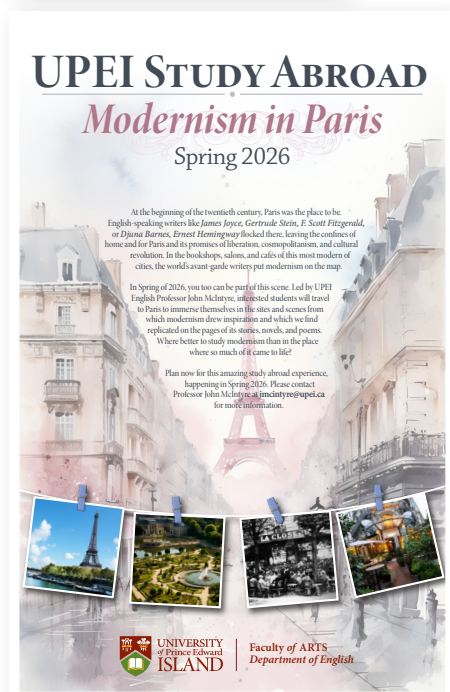
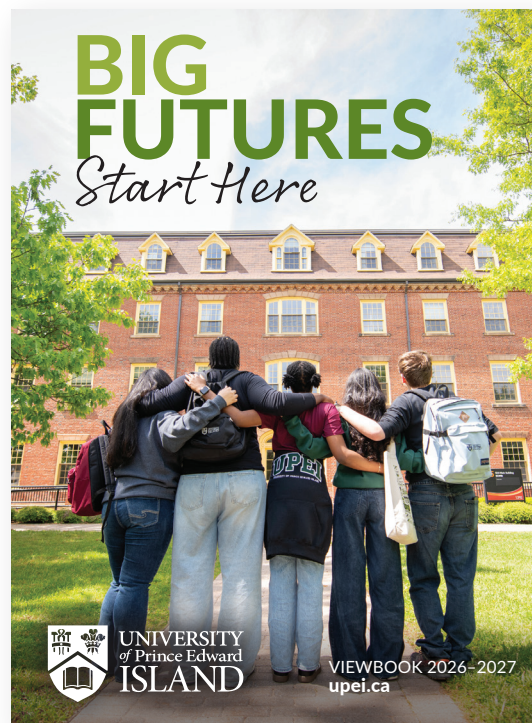
Department  
of Example

*(In these situations, only the UPEI logo should be shown. Text can be added, to signify the offices/units participating, provided it is in line with the surrounding clear space.)*

\*The shield may be used without the wordmark base in some instances, when approved by Marketing and Production.

## 6.5 APPLICATION

Examples of UPEI's logo used on print material and demonstrating consistent visual identity, are shown below:



The core custom corporate package displays the UPEI logo to the upper left of the letterhead and contact information on the bottom of letterhead. The faculty/department name appears on the back flap of envelopes. This style of letterhead and matching envelope is ordered through the UPEI Bookstore. The Bookstore will arrange artwork development through Marketing and Production if necessary.



## 6.6 FLAG

The flag of the University of Prince Edward Island is a trademarked symbol of the University and proudly flies in several locations on the UPEI campus. Flag Policy governs the deployment of the actual flag.

The UPEI flag is described below.

Origins and description: The University flag, included within the Canadian Heraldic Authority's Granting of Arms document, incorporates as its primary visual component the Arms (shield) from within the University's official coat of arms. (The flag design predated the finalization of the overall design of the coat of arms, allowing the UPEI flag to be raised for the first time on July 30, 2009, marking the beginning of Alumni Reunion Weekend 2009.)

The flag is made up of three adjacent colour panels: rust, white, and green. A white central panel displays UPEI's official arms (shield). See shield description section 5.2. To the left of the central panel a solid rust panel (Pantone 1815) represents the soil of PEI, and to the right of the central panel a solid green panel (Pantone 576) represents our verdant landscape, incorporating two of UPEI's three official colours.



The original Grant of Arms (which includes the image of the flag) is held in the Robertson Library archives. A life-size copy of the grant of arms hangs in the entrance to the Robertson Library.

In addition to the above version of the UPEI flag, the UPEI Alumni Association, representing all former and future graduates of UPEI and its founding institutions, has permission to use the flying flag image on alumni materials if they wish.



The UPEI flag in various versions may be used by Marketing and Production on promotional materials that represent the University as a whole and do not, at the discretion of Marketing and Production, conflict with, or cause confusion with the identity of the UPEI Alumni Association.

## 7 » DIFFERENTIATED/ALIGNED VISUAL IDENTIFIERS

Several trademarked differentiated/aligned visual identifiers have been approved for use by specific UPEI areas. These marks may be displayed in addition to “core” UPEI trademarks whenever space allows.

### 7.1 ATLANTIC VETERINARY COLLEGE LOGO



The Atlantic Veterinary College logo was trademarked by the University of Prince Edward Island in 1989. The Atlantic Veterinary College name was chosen, and its logo designed, to represent AVC’s role as the veterinary college of Atlantic Canada. As a highly distributed identifier of UPEI’s Faculty of Veterinary Medicine, the AVC logo is a component of current UPEI visual identity. The Atlantic Veterinary College is considered a “differentiated/aligned” entity (see section 3.2), the only faculty to be so considered, and as such is permitted to use its logo in defined conjunction with the UPEI logo.



Like all trademarked UPEI identifiers, use of the AVC logo is governed by visual identity guidelines.

### 7.1.1 COLOUR STANDARD










The University of Prince Edward Island official colours, chosen to represent PEI's red soil and green and gold landscape, are Pantone 1815 (rust), Pantone 576 (green), and Pantone 143 (gold). Colour definitions for accurately reproducing the AVC logo in Pantone, process printing, or web-based applications are listed below.

	PRINT Pantone Matching System	PRINT Four-colour process	DIGITAL Web/Video
	Pantone 576	49C 0M 100Y 39K	92R 135G 39B
	Pantone 1815	0C 90M 100Y 50K	139R 32G 4B

\* C refers to coated paper stock      \* U refers to uncoated paper stock

Standard colour formats of the AVC logo are available to the campus community at [upei.ca/downloads](http://upei.ca/downloads). Upon request, Marketing and Production can provide the following file formats and colour variations to UPEI staff, faculty, external partners, and associates.

#### AVC LOGO

Format	File size	Colour mode	Available colours
EPS	Vector	Four-colour process (CMYK) Pantone (PMS) spot	   
JPEG	300 ppi (print)	RGB (white background)	 
PNG	72 ppi (web)	RGB (transparent background)	  

The AVC logo is most often rendered in UPEI green (Pantone 576), but may be reproduced in rust (Pantone 1815), black, or white on backgrounds that provide sufficient contrast to maintain legibility.





### 7.1.2 APPLICATION

The AVC logo must always be accompanied by the UPEI logo and be viewed on the same page/surface. The University and AVC have a logo lockup that should be used together for any print and social media content as shown below.



When the Atlantic Veterinary College name appears in a title, it should be followed or preceded by the full name of the University, separated only by a comma or hard return.

The AVC corporate package displayed below provides an example of how approved differentiated/aligned trademarks are positioned on letterhead, business cards, and envelopes. Such trademarks must present in UPEI rust, or green, or in black. On letterhead, the aligned/ differentiated trademark appears on the lower left. This package is ordered through the UPEI Bookstore. Approved Centres requesting use of a differentiated/aligned trademark on their corporate packages must receive permission to trademark such a logo during the approval process (see Centres Policy). Marketing and Production will then assist with trademark development and registration.





## 7.2 UPEI PANTHERS LOGO

The panther is UPEI's official athletic mascot, and the UPEI trademarked panther head logo is the representative image of the UPEI varsity sports teams. Like all trademarked UPEI logos, use of the Panther logo is governed by UPEI trademark guidelines.

Student and alumni affinity to this logo is significant, and it is occasionally approved for limited use outside Athletics and Recreation. In all such instances, the permission of the director of Athletics and Recreation must be obtained, in addition to the regular approval processes.



The panther head logo is highly recognizable on campus, but when displayed beyond PEI without text and out of context, the connection to UPEI and the UPEI Panthers is lost. To reinforce the University name and the varsity identity, a more definitive version of the UPEI Panthers logo was designed by Marketing and Production. This logo has since become the official identity of UPEI Panthers varsity athletics and club sports. Requests for use of this logo should be directed to Marketing and Production.



Brand architecture has been developed for the various uses of the Panthers logo within Athletics and Recreation materials (see below). The UPEI Panthers logo must be used in all situations as the word “panthers” is lost without it. Exeptions are rare but usually made for unique requests with UPEI athletic team clothing.



### 7.2.1 COLOUR STANDARD

The preferred version of the primary UPEI Panthers logo is displayed in two colours: black and Pantone 576 (green), but may be reproduced in one colour or reversed on backgrounds that provide sufficient contrast to maintain legibility. The integrity of this logo is maintained when the letters (UPEI) are darker or more prominent than the outline.



#### ONE COLOUR

In one colour, the UPEI Panthers logo may be reproduced in Pantone 576 (green) or black.



#### REVERSE

This version should never appear on a Pantone 576 (green) background.



#### D. LINE ART

This version of the Panthers logo should only be used when tints and screens are not possible or permitted, e.g., during engraving, stamping, or when a foil application is required.



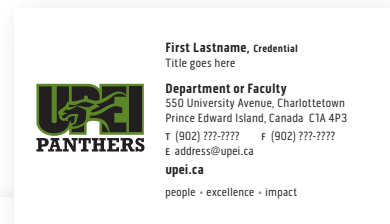
### 7.2.2 APPLICATION

As with the AVC logo, the UPEI Panthers logo must be accompanied by the UPEI logo, if possible placed on the same page/surface. See examples below:

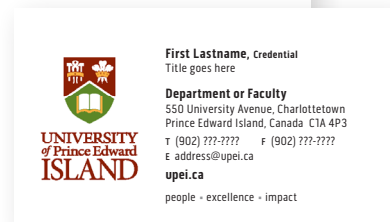


Similar to the AVC example, UPEI Athletics and Recreation’s corporate package uses a registered trademark on its letterhead. Athletics and Recreation staff, including varsity coaches, have permission to use this trademark on their business cards. Alternatively, they may continue to use “core” identity on their cards.

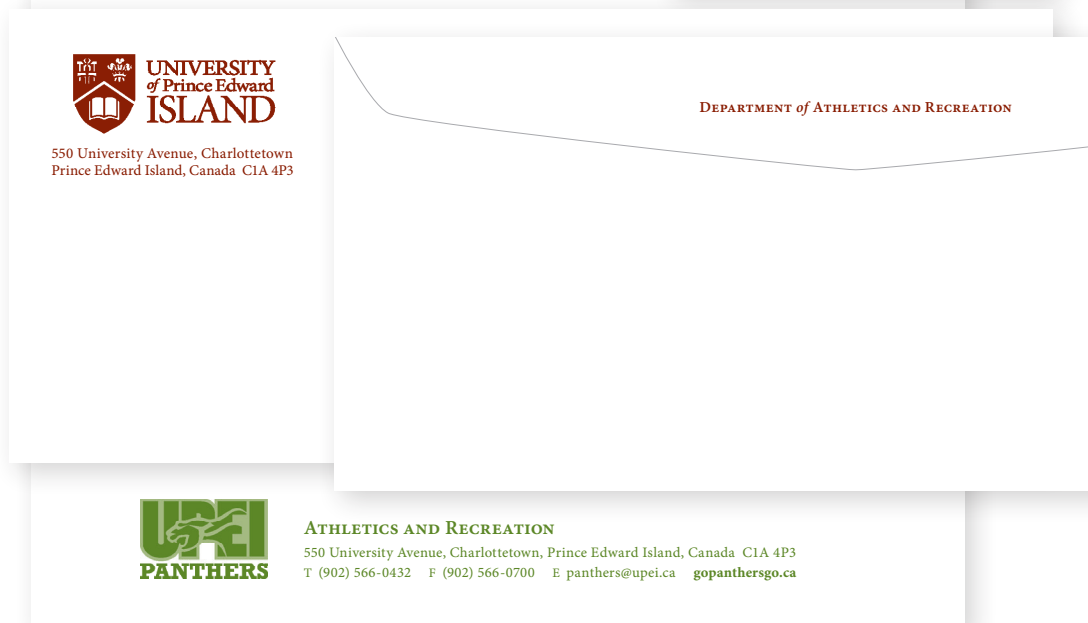
BUSINESS CARD - FRONT



BUSINESS CARD - FRONT



BUSINESS CARD - BACK



### 7.3 UPEI BOOKSTORE

The UPEI Bookstore is a key retail and service point on campus, offering course materials, branded merchandise, and apparel that showcase the University's identity. The UPEI Bookstore Logo is a registered trademark of the University of Prince Edward Island and represents the retail extension of the UPEI brand. As with all UPEI trademarked logos, use of the Bookstore Logo is governed by UPEI trademark guidelines.

The Bookstore Logo reinforces the University's visual identity while distinguishing the retail environment from academic and administrative units. The logo combines the UPEI wordmark with graphic elements that align with the University's primary colour palette and typography standards, ensuring visual consistency across campus materials and merchandise.



Because of its strong connection to official UPEI branding, the Bookstore Logo may not be reproduced, altered, or distributed without prior permission. Any request for use—especially for vendor or promotional purposes—must be directed to the Manager of the Bookstore and approved through Marketing and Production.



Like all trademarked UPEI identifiers, use of the Bookstore logo is governed by visual identity guidelines. Requests for use of this logo should be directed to Marketing and Production.









### 7.3.1 COLOUR STANDARD

The Official Bookstore primarily focuses on the use of University colour Pantone 576C (Green) and black. Because the palette uses and complements UPEI brand colours, it successfully falls under our over-arching brand guidelines. Colour definitions for accurately reproducing the Bookstore's logo in Pantone, process printing, or web-based applications are listed below.

	PRINT Pantone Matching System	PRINT Four-colour process	DIGITAL Web/Video
	Pantone 576	49C 0M 100Y 39K	92R 135G 39B
	Black	0C 0M 0Y 100K	0R 0G 0B
* C refers to coated paper stock		* U refers to uncoated paper stock	

Upon request, Marketing and Production can provide the following file formats and colour variations to UPEI staff, faculty, external partners, and associates.

#### BOOKSTORE WORDMARK

Format	File size	Colour mode	Available colours
EPS	Vector	Four-colour process (CMYK) Pantone (PMS) spot	  
JPEG	300 ppi (print)	RGB (white background)	 
PNG	72 ppi (web)	RGB (transparent background)	  

The Bookstore logo is rendered in UPEI green (Pantone 576) and black or white on backgrounds that provide sufficient contrast to maintain legibility.

**UPEI**  
**BOOKSTORE**

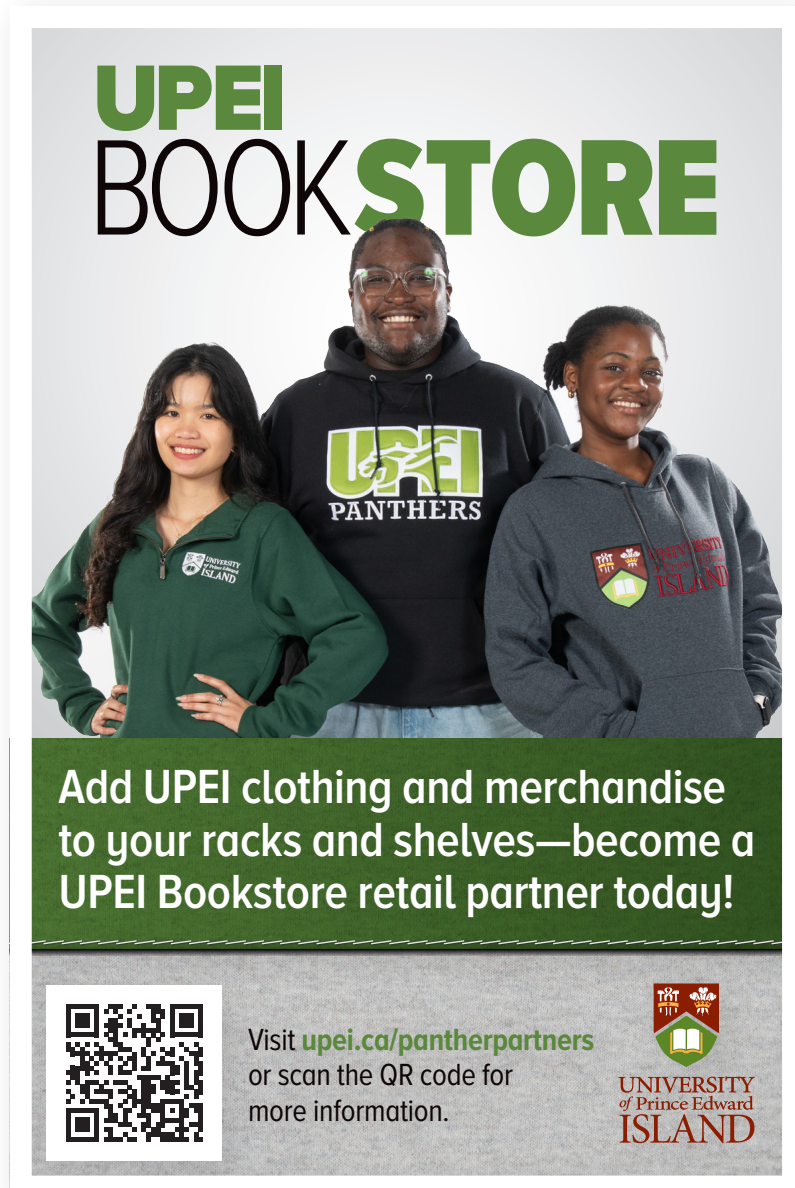


**UPEI**  
**BOOKSTORE**



### 7.3.2 APPLICATION

As with the previous logos, the UPEI Bookstore must be accompanied by the UPEI logo, if possible placed on the same page/surface. See example below:









## 8 » RECOMMENDED FONT

UPEI's primary typeface is Minion Pro.

*Released in 2000, Minion Pro is an OpenType update of the 1990 Adobe Original Minion typeface created by Robert Slimbach. Minion Pro is based on Minion MM, but with redesigns that include slight changes to the selection of instances, and also alterations of font metrics.*

*Minion is inspired by classical, old-style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Created primarily for text setting, Minion combines the aesthetic and functional qualities that make text type highly readable with the versatility of digital technology. The Minion family contains black weight, display, and swash fonts, expert sets, and a full range of ornaments, for uses that range from limited-edition books and newsletters to signage and packaging.*

### MINION PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Pro is used in UPEI's logo, tagline, corporate identity, signage, and in many of UPEI's promotional materials. Consistent use of a distinct typeface family contributes to the impact and external recognition of communications materials.

The campus community is encouraged to use the Minion typeface whenever possible. Marketing and Production will use complementary typefaces in various promotional materials, depending upon the target audience(s). Alternate typefaces regularly employed by Marketing and Production include: Proxima Nova (for contact information on promotional material and business cards), Chaparral Pro, and Waters Titling MM (for donor plaque titles).

Many people on campus use third-party design tools like Canva or Figma. These programs are popular, but they do not provide access to the University's licensed fonts and are not supported by Marketing and Production. If you need guidance or suitable font alternatives, the Marketing and Production team are happy to help.



## 9 » IMPLEMENTATION: PRINT COMMUNICATIONS

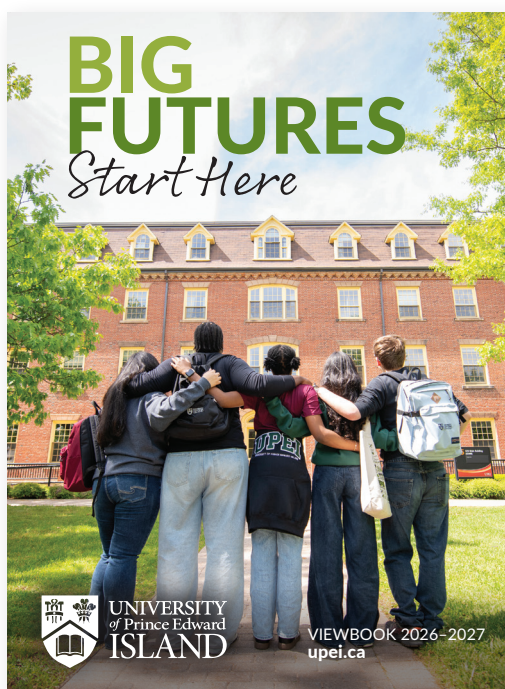
As component parts of a consistent visual identity combine in a structured manner across print communications, representing all areas of our complex organization, the University is able to consolidate message, strengthen brand recognition, and leverage reputation.

### 9.1 PROMOTIONAL MATERIALS

Marketing and Production creates all manner of print promotional materials that display UPEI's visual identity—ads, posters, brochures, flyers, banners, viewbooks, newsletters, and magazines, to name just a few. These UPEI print materials are highly recognizable to our various audiences through the consistent presentation and repetition of the University's visual identity.

If you require production of print promotional materials, please contact Marketing and Production early in the planning stage. The department will work with you to determine marketing needs and assist in finding the best way to reach your target audience(s).

In addition to singular promotional efforts, the University regularly conducts advertising campaigns—rolled out over time, and often over multiple channels (print, web, video, social media)—to promote its offerings to specific audiences, e.g., a recruitment campaign targeting prospective students, and/or a fundraising campaign reaching out to potential donors. These promotional efforts often demonstrate a specific “campaign” look that is created within visual identity guidelines to enhance reputation through repetition of a compelling message and visual.



## 9.2 STATIONERY/CORPORATE IDENTITY PACKAGE

The creation of UPEI's visual identity involved a significant investment of time, resources, and energy. Research, consultation, discussion, design, standards and policy development, fabrication/production, support, and implementation has occurred over several years.

To protect and steward such an investment, it is important to respect that identity. The successful maintenance of a "corporate identity package" depends on the precise application of: UPEI logo, typeface, colour, placement, size (design elements), materials (paper stock), orientation (business cards), and letter placement. All artwork for UPEI letterhead, envelopes, and business cards is created by Marketing and Production. Card-sized items that don't follow this format, that could be used as, or confused with, business cards, will not be produced.

### Business cards

Order online at [upei.ca/businesscards](http://upei.ca/businesscards)

All business cards are preprinted with the UPEI logo on the back. The primary and preferred identifier on the front of UPEI business cards is the UPEI logo. A second option permits approved and trademarked differentiated/aligned logos presented in UPEI colour(s). Only one graphic identifier is permitted on the front of UPEI business cards. Cards are available to the following constituents: members of the Board of Governors; current administration, faculty, and staff; chancellors, presidents, and professors emeriti; retired faculty and staff, founders, and student groups who have received the permission of their dean or deans. In the case of students, founders, and retired faculty and staff, the words STUDENT, FOUNDER, or RETIRED will be printed in capital letters on the front of the applicable cards. Those holding no current affiliation with the University may request cards with their current address replacing the UPEI address. Those currently affiliated will use their UPEI address. Other groups requesting cards should contact [marketing@upei.ca](mailto:marketing@upei.ca).

### Letterhead

Letterhead is ordered through the UPEI Bookstore. The Bookstore stocks a supply of generic UPEI letterhead and blank follow sheets.

### # 10 (Business) Envelopes

Envelopes are ordered through the UPEI Bookstore. The Bookstore maintains a supply of generic UPEI envelopes. If overprinting of a custom address is required and the artwork to produce the overprint is not on file with the printer, or requires changes, the Bookstore will contact Marketing and Production to request revised or new artwork.

### 9.2.1 GENERIC CORPORATE PACKAGE

UPEI's generic and least expensive letterhead, follow sheets, and matching envelopes are available to any member of the UPEI community for purchase directly from preprinted stock held at the UPEI Bookstore. Matching business cards are ordered at [upei.ca/businesscards](http://upei.ca/businesscards). Note, card backs are preprinted with the UPEI logo.



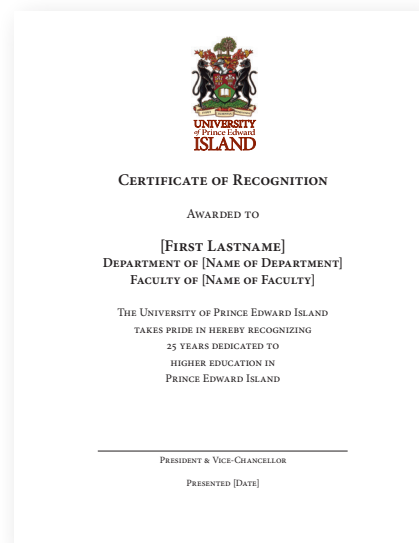
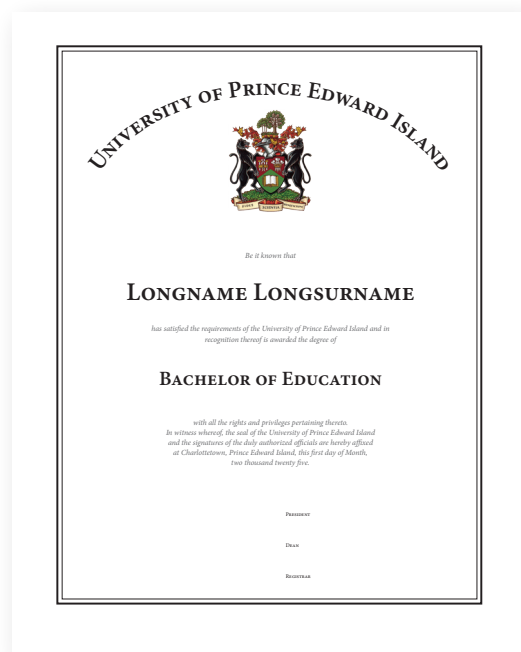
## 9.2.2 LETTERHEAD OVERPRINTING SPECIFICATIONS

The illustration below provides specifications for the proper alignment of text on generic UPEI letterhead. This letterhead uses default 1" left and right margins.



### 9.3 DIPLOMAS AND CERTIFICATES

The illustrations below demonstrate diplomas, degrees, and certificates in various sizes and aspects, showing appropriate use of the official coat of arms and the UPEI logo. Degrees/diplomas/certificates signed by the President should display the coat of arms. All others should use the logo. Marketing and Production strongly encourages the University community to request certificate production through Marketing and Production to ensure that certificates display the level of quality and institutional brand consistency that would be expected of an item honouring recipient achievement.



## 9.4 MERCHANDISE

The UPEI Bookstore is the University's supplier of UPEI-branded materials for conferences or events, office or school supplies, gifts, clothing, and more. The Bookstore offers custom ordering for embroidery, engraving, screen printing, embossing, foil stamping, and other print processes.

As an ancillary operation of the University, the UPEI Bookstore receives first opportunity to supply members of the UPEI community with specialty UPEI-trademarked merchandise or items. All requests to create such merchandise should be directed to the manager of the UPEI Bookstore. In the event that the Bookstore cannot supply the item, or cannot supply it at a competitive price, the manager will provide permission for the requestor to have the merchandise produced elsewhere, provided arrangements have been made to ensure that the University receives the appropriate royalties.

The UPEI Bookstore has been granted leeway in the application of visual identity within the design and production of merchandise (particularly UPEI branded clothing) for sale within the Bookstore. The Bookstore works closely with Marketing and Production to create artwork for use on merchandise and understands the necessity of respecting brand integrity.

Some examples of merchandise displaying UPEI trademarks:





## 9.5 VEHICLES

All requests for vehicle livery should be directed to Facilities Management. Facilities will look after fabrication specifications and ordering, and will refer the design component of the request to Marketing and Production. Marketing and Production will ensure the design meets legibility standards and visual identity requirements.



## 9.6 SIGNAGE

UPEI's Facilities Management processes requests for permanent campus signage. Such signage involves both fabrication and installation, and usually requires structural expertise. Clients should discuss their signage needs and specifications directly with Facilities, who will contact Marketing and Production if artwork is necessary. Marketing and Production will ensure coherence to visual identity standards.

Temporary signage (e.g., banners that will be removed following an event, pop-up displays, etc.) may be ordered through Marketing and Production without involving Facilities Management.

### 9.6.1 WAYFINDING

UPEI installed standardized external wayfinding in 2009. All updated campus entrance and exit signage, individual signs identifying UPEI buildings, and directional signage around UPEI's Perimeter Road will include UPEI's current brand identifiers.



## 9.6.2 DONOR RECOGNITION (BUILDING EXTERIORS)

Since March 2009, exterior building naming has been standardized through typeface, material, and size. Individual letters are fabricated using Minion Pro Semibold Caption (Small Caps) in a flat-cut brushed aluminum finish with a fixed letter height. Named building signage installed before this date has been grandfathered until maintenance or replacement is required.

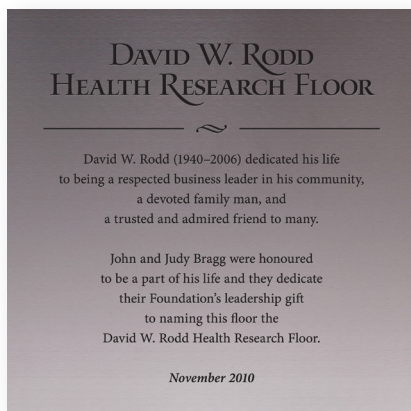
# BILL AND DENISE ANDREW HALL

# CHI-WAN YOUNG SPORTS CENTRE



## 9.6.3 DONOR RECOGNITION (INTERIOR NAMED SPACES)

Standardized brushed aluminum donor recognition plaques installed since 2008 display the typefaces Waters Titling MM, with Minion Pro for body copy.





## 10 » IMPLEMENTATION: WEB COMMUNICATIONS

UPEI's websites at [upei.ca](http://upei.ca), (and [upei.com](http://upei.com)) are content-managed Drupal content management system (CMS). As the primary online presence of UPEI, it is critical that [upei.ca](http://upei.ca) maintain consistent brand presentation across all subsites.

The UPEI branded site theme (the layout of the content on the screen) is maintained by Marketing and Production with a tiered visual organization. Content providers are responsible for the accuracy and maintenance of their content. They are also responsible for respecting and honouring copyright law related to the placement of all content, including visuals.

### 10.1 VISUAL IDENTITY ON UPEI.CA

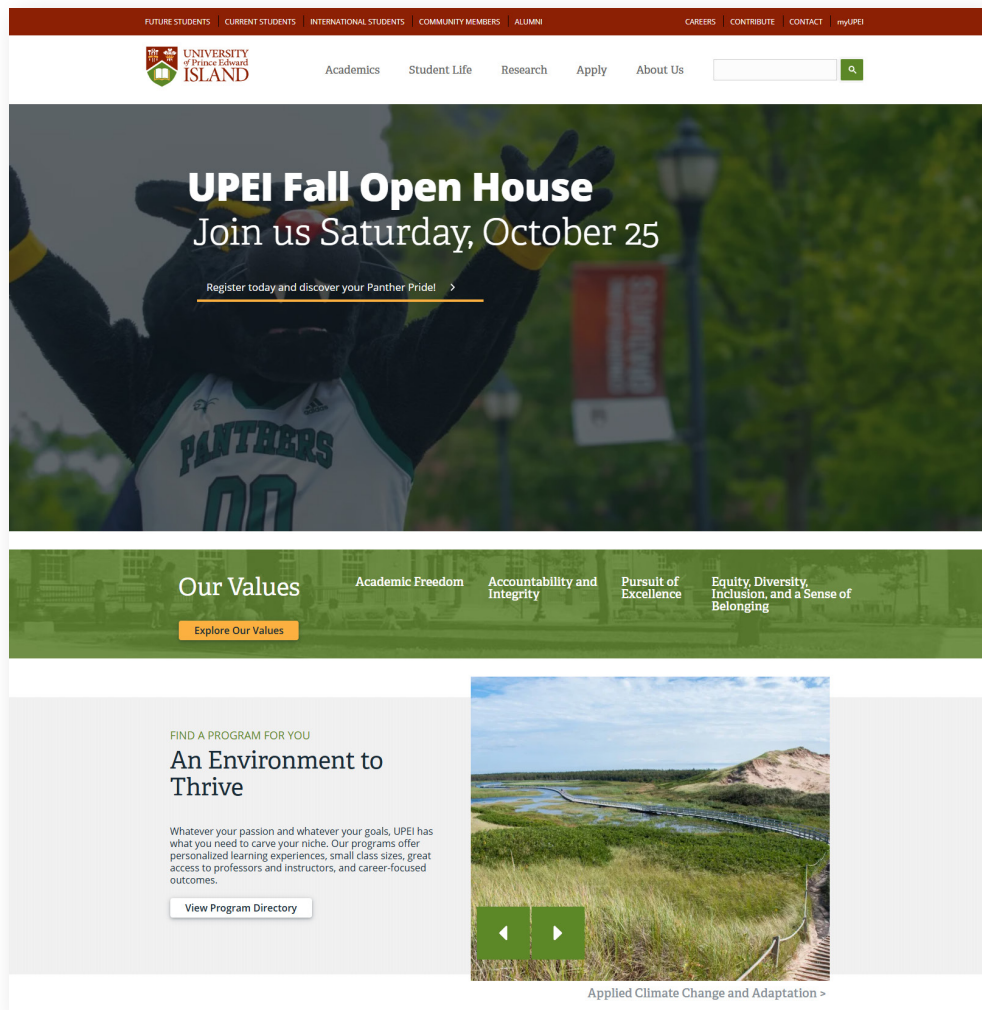
For legibility purposes, and in specific applications, UPEI employs the UPEI logo—a component of the UPEI coat of arms—as the primary online identifier. The shield is used as the favicon (short for favourites icon), displayed at the start of UPEI's URL in the address bar of most browsers viewing [upei.ca](http://upei.ca). The shield was chosen for this specific purpose (instead of the coat of arms) for its distinctiveness and legibility in applications with limited pixel availability.



In the ongoing redesign of UPEI websites, the UPEI logo will always appear as the dominant visual identifier on UPEI websites, and should be presented in positive form, in colour, with rust text, and on a clean white background. Ideal placement is the upper left-hand corner. Requirements and exclusions for logo usage, as elaborated in section 6, apply to display on the web. This includes the proper display of the logo in conjunction with differentiated/aligned logos.

## 10.2 UNIVERSITY WEBSITE

The UPEI website often provides users with their first experience UPEI's brand identity. The UPEI shield wordmark and institutional colours are used throughout.



### 10.3 WEBSITE DISCLAIMER

The material on the UPEI website is available solely for the purpose of providing information. Although every effort is made to ensure that information presented on the University of Prince Edward Island website (upei.ca) is accurate at the time of creation and/or modification, the University cannot guarantee the currency, completeness, or accuracy of web-delivered information and shall not be held responsible for errors.

Content ownership is distributed on upei.ca. Opinions expressed on such web pages are strictly those of the content provider. Images or videos posted to websites hosted on University servers are the responsibility of the content provider(s).

Copyright related to the work of others must be respected. Signed permissions should be obtained from people featured in images or videos created by site owners prior to the posting of any visual. The University reserves the right to remove or alter inaccurate or unsuitable content at any time and without notice. The University accepts no liability for any loss or damage suffered through reliance by viewers on information made available via the website.

The upei.ca site links to a number of external websites. UPEI is not responsible for monitoring, approving, or recommending the content of external sites.

Unless otherwise indicated, material on the University of Prince Edward Island site is subject to copyright under Canadian law, and through international treaties, applicable law in other countries. Material and/or images presented on this site may not be copied or reproduced for commercial purposes without the written permission of UPEI. Where the University chooses to release its copyright under license, the preferred license will be Attribution-NonCommercial-ShareAlike as indicated by the use of the (CC BY-NC-SA) and detailed at <https://creativecommons.org/licenses/by-nc-sa/3.0/>.

UPEI upholds the rights of copyright owners. If you conclude that materials or images constituting copyright infringement are available on the UPEI website, please report the issue by contacting [marketing@upei.ca](mailto:marketing@upei.ca).

UPEI endeavours to deliver its sites without interruption; however, it will not be responsible for temporary unavailability due to technical or other issues. Members of the University community who provide information to UPEI sites are required to abide by all relevant UPEI policies.

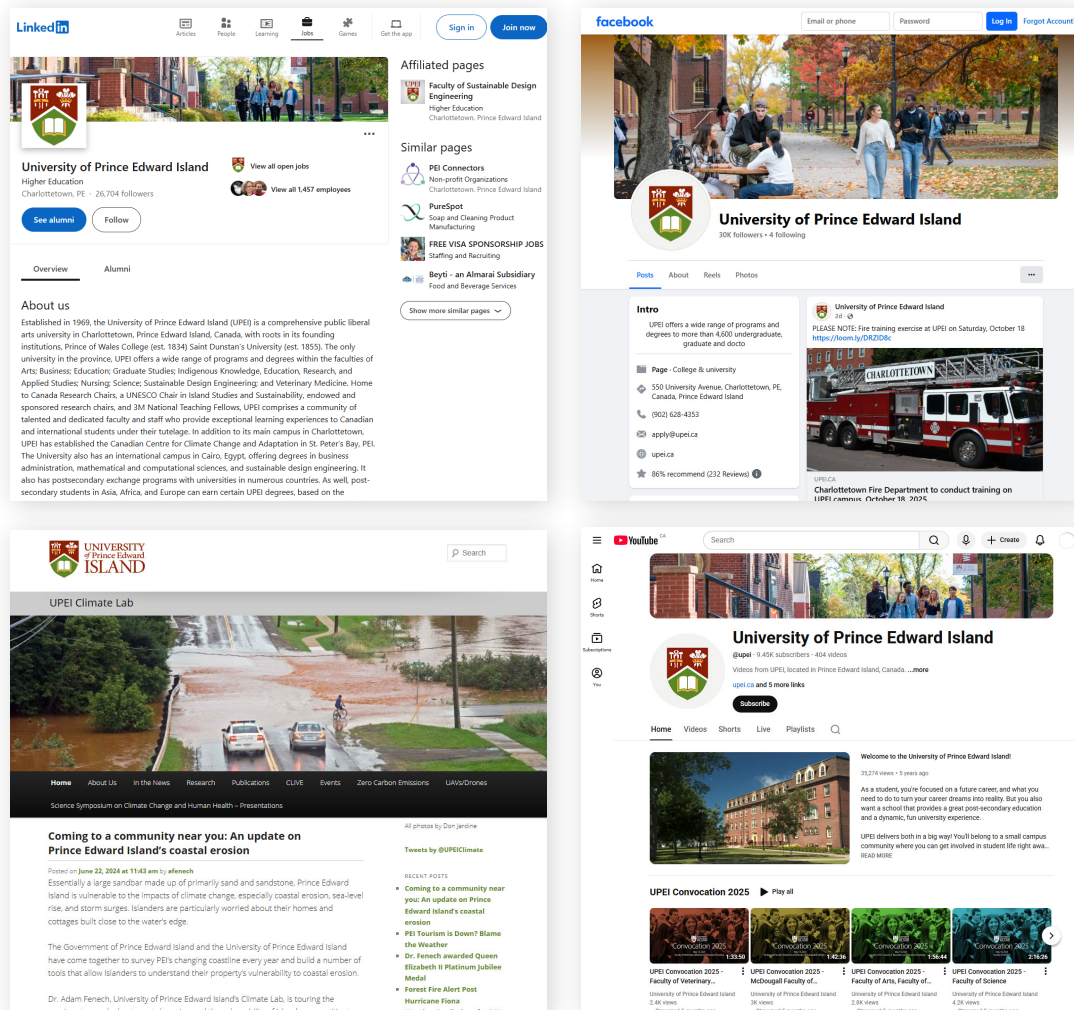


## 10.4 UPEI WEB PRESENCE EXTERNAL TO UPEI.CA

All members of the UPEI community with a web presence (e.g., weblogs, blogs, websites) hosted on- or off-campus that represent areas of the University housed or funded by, or having funds administered by the University, have a right and a responsibility to reflect UPEI's visual identity as outlined in this document. This includes any representative UPEI presence on web-platforms such as Twitter, Facebook, YouTube, and WordPress.

UPEI's logo (avatar) is often used to identify UPEI online. Any site using this avatar should ensure appropriate use of this visual, including alignment with other UPEI trademarks.

Marketing and Production is aware that situations will arise (e.g., research issues) that may require some adjustment in the application of these "web presence" guidelines. Please contact UPEI's Marketing and Production Director for consultation, advice, and assistance.





## 10.5 COMMERCIALS AND VIDEOS

Videos and commercials promoting UPEI follow visual identity guidelines. Most official UPEI video content is produced by Marketing and Production. If Marketing and Production is unable to provide video production, approval must be sought from the director of Marketing and Production prior to the hiring of an external production contractor. Once engaged, the contractor will be briefed on visual identity guidelines, and the final product reviewed by Marketing and Production for quality assurance, content accuracy, and adherence to standards, before the video is released, or the contractor paid.

Music used in video production must be original, have copyright permission, or comply with licensing. Most videos are posted to the University's YouTube account, <https://youtube.com/UofPEI>. Sample styles can be found there. Departments should contact Marketing and Production and consider adding video to UPEI's YouTube account before creating a separate account.



## 11 » PHOTOGRAPHY

### 11.1 SERVICES AND STANDARDS

The photography unit of Marketing and Production is located on level 200 of the Atlantic Veterinary College and is responsible for coordinating and producing a wide variety of high-quality photographic images for the University of Prince Edward Island including:

- documentation of all campus news and events e.g.: varsity sports, ceremonies (Convocation, Founders' Day, Deans' Honours and Awards), openings, announcements, presentations, and donor recognitions
- building construction, exterior and interior architectural photos
- portraits of faculty, staff, students
- studio photography of products, and portraits of faculty, staff, students
- promotional photography of the UPEI campus and/or members of the campus community for brochures, magazines, reports, posters, campaigns, web
- limited scanning and restoration of old images.

Requests for scheduling or appointments for documentary, portrait, construction, event, news, studio, or restoration, should be made directly to:

*<https://www.upei.ca/communications/photography-and-video>.*

Marketing and Production's photographers work collaboratively with the design team to carefully plan and execute shoots for UPEI recruitment and marketing materials. Images captured by UPEI photographers distinguish UPEI's marketing materials, and make a significant contribution to brand development and reputation. Use of stock photography should be avoided if possible.

Requests for photo shoots intended to provide imagery for use in print marketing materials or websites should be directed to *[marketing@upei.ca](mailto:marketing@upei.ca)*.

## 11.2 MEDIA AUTHORIZATION/RELEASE FROM LIABILITY

Marketing and Production respects the privacy of individuals and requires its designers, videographers, web developers, and photographers to obtain signed media authorization permissions from persons who are asked, or offer, to appear in promotional or marketing materials for the University. Photos submitted to the department for publication should also be accompanied by a signed permission form (photographer and subject) before being used for publication purposes.

Members of the campus community who host events or summer camps (athletic, second language, etc.) and who anticipate photo opportunities or who book shoots to obtain images to promote future camps, should arrange for Release From Liability forms to be signed by attendees during the registration process. Those hosting camps for participants under the age of 18 should ensure that parents or guardians sign on behalf of minors.

Copies of the Media Authorization/Release From Liability form are available to members of the University community upon request by contacting [marketing@upei.ca](mailto:marketing@upei.ca). Please note: Marketing and Production is not responsible for actions or issues arising out of the use of this form by others.

## 12 » DOWNLOAD CENTRE

Marketing and Production maintains the website [upei.ca/downloads](http://upei.ca/downloads) to provide the campus community, as well as exterior suppliers and partners, access to digital files in several formats.

Examples of files that are available to download for print and web applications include:

- UPEI logo
- Atlantic Veterinary College logo
- UPEI Panthers logo
- UPEI campus map
- PowerPoint templates
- Digital letterhead
- Visual Identity Quick Guide
- Media authorization/Release from liability (model release) form
- Link to building names
- Link to named areas
- UPEI email signature

If you require further support, or need written permission to use UPEI trademarks, please contact [marketing@upei.ca](mailto:marketing@upei.ca).



## APPENDICES

### A CAMPUS MAPS

#### UPEI 3D CAMPUS MAP

Editorial and artwork updates by Marketing and Production.



## UPEI 2D CAMPUS MAP

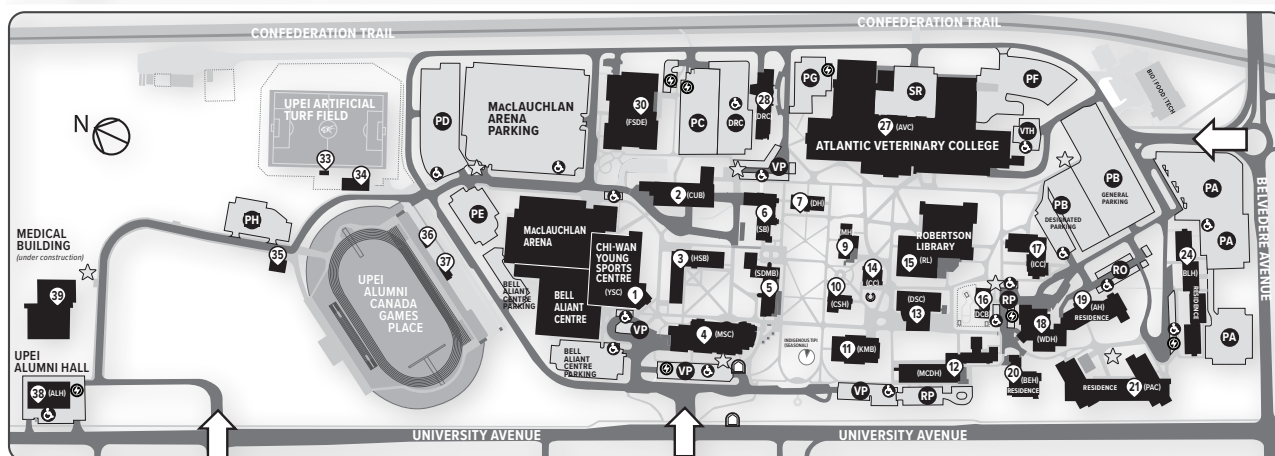
UPEI's "master" 2D campus map is displayed below, and the most-up-to-date version is available as a pdf on the download centre at [upei.ca/downloads](http://upei.ca/downloads). If you require a version with adjustments included for specific purposes (e.g., an area of campus highlighted), please contact [marketing@upei.ca](mailto:marketing@upei.ca) for assistance.



UNIVERSITY  
of Prince Edward  
ISLAND

## UNIVERSITY OF PRINCE EDWARD ISLAND » CAMPUS MAP

550 University Avenue, Charlottetown, Prince Edward Island, Canada C1A 4P3 [upei.ca](http://upei.ca)



### UPEI CAMPUS BUILDINGS

1 CHI-WAN YOUNG SPORTS CENTRE (YSC)	19 BILL AND DENISE ANDREW HALL (AH) (RESIDENCE)
2 CENTRAL UTILITY BUILDING (CUB)	20 BERNARDINE HALL (BEH) (RESIDENCE)
3 HEALTH SCIENCES BUILDING (HSB)	21 PERFORMING ARTS CENTRE (PAC) (RESIDENCE)
4 W.A. MURPHY STUDENT CENTRE (MSC)	24 BLANCHARD HALL (BLH) (RESIDENCE)
5 SDU MAIN BUILDING (SOMB)	27 ATLANTIC VETERINARY COLLEGE (AVC)
6 STEEL BUILDING (SB)	28 REGIS AND JOAN DUFFY RESEARCH CENTRE
7 DALTON HALL (DH)	30 FACULTY OF SUSTAINABLE DESIGN ENGINEERING BUILDING (FSDE)
9 MEMORIAL HALL (MH)	33 ARTIFICIAL TURF FIELD ANNOUNCER BUILDING
10 CASS SCIENCE HALL (CSH)	34 CLUBHOUSE
11 KELLEY MEMORIAL BUILDING (KMB)	35 ALUMNI CANADA GAMES PLACE STORAGE BUILDING
12 DON AND MARION MCDUGALL HALL (MCDH)	36 ALUMNI CANADA GAMES PLACE ANNOUNCER BUILDING
13 DUFFY SCIENCE CENTRE (DSC)	37 ALUMNI CANADA GAMES PLACE VIP BUILDING
14 CHAPLAINCY CENTRE (CC)	38 UPEI ALUMNI HALL (ALH)
15 ROBERTSON LIBRARY (RL)	39 MEDICAL BUILDING (under construction)
16 DAYCARE BUILDING (DCB)	
17 K.C. IRVING CHEMISTRY CENTRE (ICC)	
18 WANDA WYATT DINING HALL (WDH)	

### UPEI PARKING

PA GENERAL (OVERNIGHT DURING WINTER MONTHS)
PB GENERAL AND DESIGNATED
PC DESIGNATED
PD GENERAL
PE GENERAL
PF DESIGNATED
PG DESIGNATED
PH GENERAL
VTH VETERINARY TEACHING HOSPITAL CLIENTS ONLY
RO RESIDENCE PARKING PERMIT HOLDERS ONLY
VP VISITOR METERED (UPEI parking permit not required)
RP RESERVED PARKING PERMIT HOLDERS ONLY
SR SHIPPING AND RECEIVING
DRC DUFFY RESEARCH CENTRE PARKING

	ACCESSIBLE PARKING
	BUS SHELTER
	CAMPUS ENTRANCE
	EMERGENCY CALL STATION
	EV CHARGER

	BUILDING		BUILDING NUMBER		BUILDING NAME ABBREVIATION		PARKING LOT		PARKING LOT DESIGNATIONS
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## B MEDIA AUTHORIZATION/RELEASE FROM LIABILITY (MODEL RELEASE FORM)



### MEDIA AUTHORIZATION RELEASE FROM LIABILITY

I, \_\_\_\_\_ hereby authorize the University of Prince Edward Island, hereafter referred to as "the University", and \_\_\_\_\_ acting as the University's photographers, videographers, or digital media producers, to take photographs and/or videos of me, and/or to record audio of my voice and statements, described as follows \_\_\_\_\_ for use in print, multimedia presentations, television/radio commercials, and/or web/digital promotional materials for the University of Prince Edward Island.

I authorize the University to use, at its sole discretion, the images or audio captured with my permission, for commercial/promotional purposes in the broadest sense, including third-party use as deemed appropriate by the University. I understand and agree that the University will choose which, if any, photos, audio or video recordings that will be published in whole or in part and agree that editing of my image or voice may be necessary in preparing materials for production. I understand that images or voice recordings are the property of the University and are not available to me for commercial use. The University is not obligated to provide copies of photographic images to individuals photographed. Photos will not be released prior to the publication or release date of images destined for University promotional material. I understand and agree to allow photos to remain in the UPEI stock photo library for possible future use by the University.

I hereby release the University from any and all claims, demands, actions, causes of action (including invasion of privacy), and/or liability howsoever arising out of: the use of the images (photograph, print, video, web), or audio, hereby authorized to be taken or recorded; and/or arising out of any part of the planning, or during the process, or after acquiring the images, video, or audio including travel to and/or from on- and off-campus locations.

Also, in the publication via any media, of the aforementioned materials in which I appear or am featured, I give my permission to use: (please initial one of the following options)

\_\_\_\_\_ my first and last name; or \_\_\_\_\_ my first name only; or \_\_\_\_\_ my name is not to be published.

Dated at \_\_\_\_\_, this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_

Signature \_\_\_\_\_

Witness (or legal guardian, if the signatory is under 18 years) \_\_\_\_\_

Mailing address \_\_\_\_\_




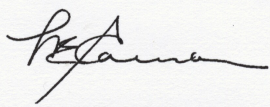

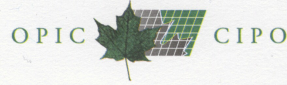
Telephone number \_\_\_\_\_ Email address \_\_\_\_\_

Student/staff number if applicable \_\_\_\_\_ Program and Year \_\_\_\_\_

If you wish to add any restrictions of use regarding photos, video, or audio, please do so here:

\_\_\_\_\_

C REGISTERED TRADEMARKS CURRENTLY IN USE (CERTIFICATES)

 <p><b>Office de la propriété intellectuelle du Canada</b></p> <p>Un organisme d'Industrie Canada</p>	<p><b>Canadian Intellectual Property Office</b></p> <p>An Agency of Industry Canada</p>	
<h2 style="font-family: cursive;">Certificat</h2>	<h2 style="font-family: cursive;">Certificate</h2>	
<p>Il est par la présente certifié que, dans le Journal des marques de commerce daté du 23 mars 2011, le registraire des marques de commerce a donné un avis public, à la demande du gouverneur général, en vertu de l'alinéa 9(1)(n.1) de la <i>Loi sur les marques de commerce</i>, des armoiries reproduites ci-après, octroyées, enregistrées ou agréées pour l'emploi par le récipiendaire identifié ci-dessous.</p>		<p>This is to certify that in the Trade-marks Journal dated March 23, 2011, the Registrar of Trade-marks gave public notice, at the request of the Governor General, under paragraph 9(1)(n.1) of the <i>Trade-marks Act</i>, of the grant, recording or approval of the armorial bearings shown below, for use by the recipient identified below.</p>
		
<p>Numéro de dossier File Number</p> <p>Réceptiendaire Recipient</p>	<p><b>920749</b></p> <p>University of Prince Edward Island</p>	
		
<p>Registraire des marques de commerce Registrar of Trade-marks <small>(CIPO 196)12-06</small></p>		
		



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Office de la propriété  
intellectuelle du Canada

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### CANADIAN TRADE-MARK DATA

\*\*\* Note : Data on trade-marks is shown in the official language in which it was submitted

The database was last updated on: 2004-08-31

**APPLICATION NUMBER:** 0904056

**Section 9 (1)(n)(iii)**

**STATUS:**

**FILED:**

**ADVERTISED:**

**REGISTRANT:**

ATLANTIC VETERINARY COLLEGE OF THE  
UNIVERSITY OF PRINCE EDWARD ISLAND  
550 UNIVERSITY AVENUE,  
CHARLOTTETOWN,  
C1A 4P3  
PRINCE EDWARD ISLAND

**REPRESENTATIVE FOR SERVICE:**

RIDOUT & MAYBEE LLP  
19TH FLOOR  
150 METCALFE STREET  
OTTAWA  
ONTARIO K2P 1P1

**PROHIBITED MARK:**



**MARK DESCRIPTIVE REFERENCE:**

**AVC & DESIGN**

ADVERTISED  
1989-11-07  
1990-01-24

<http://strategis.ic.gc.ca/SSG/0904/trdp090405600e.html>

9/8/2004



Office de la propriété  
intellectuelle  
du Canada

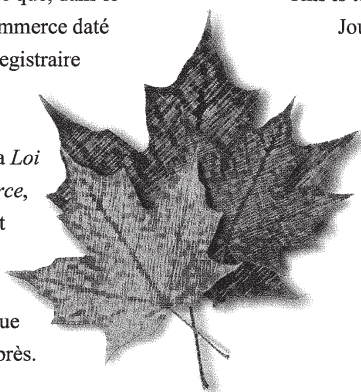
Un organisme  
d'Industrie Canada

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

## Certificat

Il est par la présente certifié que, dans le  
Journal des marques de commerce daté  
du 20 septembre 2006, le registraire  
des marques de commerce  
a donné, en vertu du  
sous-alinéa 9(1)(n)(ii) de la *Loi  
sur les marques de commerce*,  
un avis public d'adoption et  
emploi par le demandeur  
identifié ci-dessous  
de l'insigne, écusson, marque  
ou emblème reproduit ci-après.



Numéro de dossier  
File Number

**917634**

Demandeur  
Requesting Party

University of Prince Edward Island

Registraire des marques de commerce  
Registrar of Trade-marks

Canada

## Certificate

This is to certify that in the Trade-marks  
Journal dated September 20, 2006,  
the Registrar of Trade-marks  
gave public notice under  
subparagraph 9(1)(n)(ii)  
of the *Trade-marks Act*  
of the adoption  
and use by the  
requesting party  
identified below of the badge,  
crest, emblem or mark  
shown below.

OPIC  CIPO





Office de la propriété  
intellectuelle  
du Canada

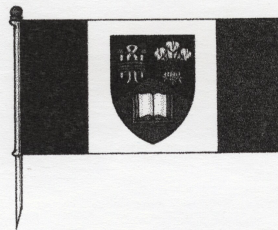
Un organisme  
d'Industrie Canada

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

## Certificat

Il est par la présente certifié que, dans le Journal des marques de commerce daté du 16 mars 2011, le registraire des marques de commerce a donné un avis public, à la demande du gouverneur général, en vertu de l'alinéa 9(1)(n.1) de la *Loi sur les marques de commerce*, des armoiries reproduites ci-après, octroyées, enregistrées ou agréées pour l'emploi par le récipiendaire identifié ci-dessous.



Numéro de dossier  
File Number  
Récipiendaire  
Recipient

**920752**

University of Prince Edward Island

Registraire des marques de commerce  
Registrar of Trade-marks

(CIPO 196)08-07

Canada

## Certificate

This is to certify that in the Trade-marks Journal dated March 16, 2011, the Registrar of Trade-marks gave public notice, at the request of the Governor General, under paragraph 9(1)(n.1) of the *Trade-marks Act*, of the grant, recording or approval of the armorial bearings shown below, for use by the recipient identified below.

OPIC  CIPO

## D VISUAL IDENTITY POLICY

University of Prince Edward Island	Policy No. govbrdgnl0015	Revision No. 1
Policy Title: Visual Identity Policy		Page 1 of 3
Creation Date: December 1, 2011	Version Date: October 7, 2025	Review Date: October 2030
Policy Approval Authority: Board of Governors	Designated Executive Officer(s): President	WWW Access: Yes

### 1. Purpose

- 1.1. The purpose of this policy is to commit the University to a cohesive and professional visual identity that reflects its values, strengthens its reputation, provides efficiencies across the University, and ensures consistent brand communication across all platforms.
- 1.2. Establish a framework for the correct and consistent use of the University's brand elements and trademarks.
- 1.3. Protect and regulate the University's visual identity.
- 1.4. Establish quality standards for all branded materials.
- 1.5. Ensure the use of sustainable and inclusive branding practices.

### 2. Scope

- 2.1. This policy applies to all University Members and to External Partners engaged in work related to the University.

### 3. Definitions

- 3.1. **Brand Element** means the University's names, logos, identifiers, wordmarks, typography, colors, photography, and any associated templates or guidelines.
- 3.2. **Brand Guidelines** means the official resource defining appropriate use of UPEI's brand elements.
- 3.3. **Digital Assets** means websites, social media accounts, software applications, and online content featuring University branding.
- 3.4. **External Partners** include partner institutions and organizations, contractors, suppliers, and agents collaborating with or representing the University in any capacity.
- 3.5. **Identifier** means logos or marks approved for specific faculties, units, or initiatives.
- 3.6. **Logo** means the official visual marks representing the University.

<b>Policy Title:</b> Visual Identity Policy	<b>Policy No.</b> <b>Page 2 of 3</b>
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- 3.7. **Marketing and Production** means the Marketing and Production Unit within the University's Department of Marketing and Communications.
- 3.8. **UPEI Brand** means The University's unique and emotive value proposition, its commitment to academic excellence, research, and service, rooted in its history and achievements.
- 3.9. **University Community** means the staff, faculty, and students of UPEI.
- 3.10. **University-branded materials**, include but are not limited to:
  - 3.10.1. Printed and digital advertising.
  - 3.10.2. Identity packages and stationery (e.g., letterhead, business cards, envelopes).
  - 3.10.3. Websites, software applications, and social media accounts.
  - 3.10.4. Signage, wayfinding systems, and vehicle branding.
  - 3.10.5. Donor recognition signage.
- 3.11. **Visual Identity** means the structured and consistent Brand elements that visually distinguish the University from other institutions, including official logos, colors, and typography. It refers to how the University is recognized visually and projected on campus and externally through the consistent design and application of visuals, distinguishing it from other institutions.
- 3.12. **Wordmark** means the standardized graphic representation of the University's name used for visual identification.

#### 4. Authority

- 4.1. This Policy is enacted by the President of the University under section 28, paragraph (3) of the University Act, as the General Administrator of the University.
- 4.2. The overall authority for the implementation and administration of this Policy rests with the President.

#### 5. Policy

- 5.1. All University-branded materials must adhere to the Brand Guidelines. This includes correct use of the University's names, trademarks, logos, colours, typography, and visual identifiers across all platforms.
- 5.2. All who use or generate University Branded material must ensure that those materials adhere to the Visual Identity. University Members and External Partners must seek the permission of Marketing and Production for any exceptions or custom applications of the visual identity.

<b>Policy Title:</b> Visual Identity Policy	<b>Policy No.</b> <b>Page 3 of 3</b>
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- 5.3. Marketing and Production is responsible for formulating and recommending the Brand Guidelines to the President, supporting University units, and ensuring brand consistency across digital, print, signage, merchandise, and co-branded initiatives.
- 5.4. Compliance with this policy ensures visual cohesion, supports brand integrity, and protects the reputation of the University.
- 5.5. Failure to adhere to this Policy or to the approved Brand Guidelines may result in corrective action. First-time or minor infractions will be addressed through guidance and support from Marketing and Production. Repeated or significant violations may result in temporary or permanent restrictions on access to branding tools and assets, including design templates, official marks, and web/social content platforms. In cases of persistent non-compliance, Marketing and Production may escalate the matter to the appropriate supervisor, administrative office (e.g., Human Resources, Student Affairs), or governing committee, as applicable. Any branded materials produced in violation of this Policy may be withdrawn, revised, or restricted from distribution. Marketing and Production is available to provide training and support to assist in understanding and applying the University's visual identity standards.
- 5.6. Marketing and Production must review and approve all University-branded materials prior to publication or distribution.

## **6. Delegation of Authority**

- 6.1. The President may enact Procedures to give effect to this Policy, to namely:
  - 6.1.1. Establish Brand Guidelines.
  - 6.1.2. Define and prescribe the use of Brand elements.

## **7. Review**

- 7.1. The President will review this policy every five (5) years or as circumstances dictate and bring to the *Development, Fundraising and External Relations Committee* of the Board of Governors resulting recommendations to amend the policy.

## **8. Related Policies**

- 8.1. Procurement Policy
- 8.2. Student Code of Conduct
- 8.3. Commercial Enterprises Operating On Campus
- 8.4. Event Management Policy



## **E BUILDING NAMES AND ABBREVIATIONS**

*(Abbreviations effective September 2012)*

It is critical to represent the names of our buildings and named areas accurately. Our buildings reflect our history and many of UPEI's buildings are named in honour of a donor or educator. We respect their memory and their support to UPEI by ensuring proper recognition. The following list should be used to check the accuracy of written representation of the names of all UPEI buildings and named areas:

### **BUILDINGS:**

Atlantic Veterinary College (AVC)  
Bernardine Hall (BEH)  
Bill and Denise Andrew Hall (AH)  
Blanchard Hall (BLH)  
Cass Science Hall (CSH)  
Central Utility Building (CUB)  
Chaplaincy Centre (CC)  
Chi-Wan Young Sports Centre (YSC)  
Dalton Hall (DH)  
Daycare Building (DCB)  
Don and Marion McDougall Hall (MCDH)  
Duffy Science Centre (DSC)  
Faculty of Medicine and Health Sciences Centre  
Faculty of Sustainable Design Engineering Building (FSDE)  
Health Sciences Building (HSB)  
K.C. Irving Chemistry Centre (ICC)  
Kelley Memorial Building (KMB)  
Memorial Hall (MH)  
Performing Arts Centre and Residence (PAC)  
Regis and Joan Duffy Research Centre (DRC)  
Robertson Library (RL)  
SDU Main Building (SDMB)  
Steel Building (SB)  
UPEI Alumni Canada Games Place  
UPEI Alumni Hall (ALH)  
UPEI Faculty of Medicine and Health Sciences Centre  
W.A. Murphy Student Centre (MSC)  
Wanda Wyatt Dining Hall (WDH)

## **F      NAMED AREAS**

### **ATLANTIC VETERINARY COLLEGE**

Sir James Dunn Animal Welfare Centre  
1039 South    Doug Riley Family Consultation Room  
McCain Foundation Learning Commons  
Sobey Lecture Theatre  
Sandra and Arthur Irving Community Practice Clinic

### **CARI COMPLEX**

MacLauchlan Arena

### **CASS BUILDING** *(Named for Father Frederick Cass, the first priest to teach chemistry at SDU)*

1st floor      Reverend A. Charles MacDonald  
Rm 101 - Harold Crabtree Foundation  
Rm 105 - Lafarge Canada Inc.  
2nd floor      Reverend George A. MacDonald  
Rm 201 - The Sobey Foundation (Lounge)  
Rm 203 - Imasco Limited (Classroom)  
Rm 206, 207, 208 - Coles Associates Ltd. Architects & Engineers  
3rd floor      Reverend Dr. Edmund Roche  
Rm 301 - The Bank of Nova Scotia  
Rm 304 - Dominion of Canada General Insurance Company  
Rm 305 - Seaman's Beverages (plaque removed)  
Rm 309 - Johnson Inc.  
Rm 312 - Rothmans, Benson & Hedges Inc.  
4th floor      Reverend Dr. Richard Ellsworth  
Rm 401 - PEI Mutual Insurance Company  
Rm 405 - Wallace & Sally Rodd  
Rm 406 - Coca-Cola Foundation  
Rm 407 - Ambrose Kwok-Yau Lee  
Rm 408 - Albert M. Ferris  
Rm 409 - National Bank  
Rm 410 - The Mutual Group  
Rm 411 - Insurance Company of PEI  
Rm 412 - London Life  
Rm 413 - Alan K. Scales  
Rm 414 - Zellers  
Rm 415 - Maritime Electric Ltd.

**CHI-WAN YOUNG SPORTS CENTRE**

Gym sect. 1	Prince of Wales College
Gym sect. 2	St. Dunstan's University
Gym sect. 3	UPEI
Rm 200	Wilbur & Gladys Bennett Conference Room
Rm 212	Mickey Place Classroom
Rm 213	Hall of Fame

**DALTON HALL**

In foyer	Print/story of Sir Charles Dalton
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**DON AND MARION McDOUGALL HALL**

Exterior	Adolph "Dolph" Scully Gathering Place
1st Floor	(Student Lounge - Rm 109) - 371 Lounge Rm 111 - Rossiter Business Society Office (Formerly Rm 234)
2nd Floor	Rm 227 - Harry E. Snow Boardroom Rm 231 - Albert M. Ferris Executive Boardroom Rm 241 - Yousef Hashmi & Julie Scales Breakout Room Rm 242 - Alex H. MacKinnon Auditorium Rm 243 - David and Doris Scales Family Lecture Theatre Rm 245 - Ernst & Young Breakout Room Rm 246 - Hennessey MacDonald Lecture Theatre Rm 248 - Schurman Market Square Hostetter Center for Enterprise & Entrepreneurship Louis W. MacEachern Market Street
3rd Floor	Rm 318 - Vector Atlantic Boardroom (Formerly The Atlantic Turbines Boardroom) Rm 329 - Grant Thornton Lecture Theatre

**DUFFY SCIENCE CENTRE** *(Named for Dr. St. Clair Duffy)***HEALTH SCIENCES BUILDING**

Ground level	Denise (Klarenbach) Andrew Atrium
Ground level	Eileen McMillan Fulford Lecture Room
Second floor	Dr. Vera E. Dewar Learning Resource Centre
3rd floor	PEI Mutual Insurance Company Inc. Conference Room

**INH-REGIS AND JOAN DUFFY RESEARCH CENTRE**

**K.C. IRVING CHEMISTRY BUILDING** (*Dedicated to Kenneth Colin Irving by the Irving Foundation*)

1st Floor	Rm 101 - Manulife Financial
	Rm 104 - Wanda Wyatt Lecture Theatre
	Rm 111 - Wanda Wyatt
	Rm 128 - Island Tel
2nd Floor	Science teachers of Prince of Wales College
	Rm 200 - Canadian Pacific Charitable Foundation - Canadian Pacific Hotels - The Prince Edward
	Rm 203 - Curran & Briggs Ltd.
	Rm 208 - John Bassett in honour of Catherine Callbeck
	Rm 209 - Sun Life Assurance Co.
	Rm 210 - Petro Canada
	Rm 211 - Island Fertilizers Ltd.
	Rm 212 - Fitzgerald and Snow Ltd.
	Rm 213 - Doane Raymond (Grant Thornton Growth)
	Rm 214 - J. Armand DesRoches
	Rm 217 - Diagnostic Chemicals Limited
	Rm 220 - Windsor Foundation - Chemistry Research Laboratory
	Rm 226 - ACOA - Canadian Foundation for Innovation - Foundation J.-Louis Lévesque
	Rm 229 - The Windsor Foundation
	Rm 231 - The McCain Foundation
	Rm 232 - Canadian Imperial Bank of Commerce

**KELLEY BUILDING** (*Named for Bishop Francis Clement Kelley*)

**MAIN BUILDING**

Rm 20	The Sisters of St. Martha
Rm 30	Seaman's Beverages
Rm 40	Frank Johnson
Rm 101	"Faculty Lounge" donated by Nabisco Brands Ltd.
Rm 120	Moosehead Breweries
Rm 130	Maritime Electric Co. Ltd.
Rm 211	Doane Raymond (Grant Thornton - Charlottetown)
Rm 220	The Student Union
Rm 227	Economics Student Lounge
Rm 237	The Guardian and The Evening Patriot

Rm 239	English Student Lounge
Rm 301	Esso Petroleum Canada
Rm 311	William Wedlock
Rm 320	The Scales Family
Rm 327	Roy & Roger Birt and Families
Rm 340	(Classroom)
Rm 401	Political Science/Philosophy Student Lounge
Rm 411	(Seminar Room)
Rm 420	National Bank of Canada

#### **MEMORIAL HALL**

#### **PLAZAS/OUTDOOR SPACES**

SBA - Scully outdoor seating area: plaque installed  
 Student Centre - Dr. Peter Meincke Plaza  
 Steele/Main - Dr. Willy Eliot Plaza  
 Clock area - Dr. Ronald Baker Plaza  
 Robertson Library - Dr. Elizabeth Epperley Plaza

#### **RESEARCH COMPLEX**

Ground level David W. Rodd Health Research Floor

#### **ROBERTSON LIBRARY** *(Named for Dr. Samuel Napier Robertson)*

Webster Teaching and Learning Centre

#### **STEEL BUILDING** *(Dr. G. Douglas Steel, former Principal of Prince of Wales College)*

On exterior of building: Dr. Thomas Foley - bronzed plaque

#### **STUDENT RESIDENCES**

Blanchard Hall - named for Dr. J. Henri Blanchard  
 Bernardine Hall - named for Bishop Angus Bernard MacEachern  
 Bill & Denise Andrew Hall

#### **UPEI ALUMNI CANADA GAMES PLACE**

A.J. MacAdam Field (field inside track)

**W.A. MURPHY STUDENT CENTRE** (*Student Centre named for W.A. Murphy*)

Plaque for W.A. (Bill) Murphy in front entrance

Hearth in Student Lounge donated by Peake and McInnis

Student Day Lounge - Credit Unions of PEI

Coffee Kiosk - J.T. Mickey's Place

Student Health Centre - Plaque recognizing the Windsor Foundation's contribution

Rm 110          McMillan Hall

**WANDA WYATT DINING HALL** (*Building is named in honour of Wanda Wyatt*)

*Last updated: 3/26/2012*

## G DEPARTMENTAL NAMES

Academic Support Services	Student Culture and Community Standards
Accessibility Services	Teaching and Learning Centre
Ancillary Services	Faculty of Veterinary Medicine
Athletics and Recreation	Animal Resources
Catherine Callbeck Centre for Entrepreneurship	Biomedical Sciences
Comptroller	Companion Animals
Continuing Education and Professional Development	Dean's Office
Contracts and Insurance	Diagnostic Services
Counselling Services	Emergency Clinic
Development and Alumni Engagement	Health Management
Equity, Diversity, Inclusion, and Human Rights	Pathology and Microbiology
Facilities Management	Veterinary Teaching Hospital
Financial Services	Faculty of Arts
Health, Safety, and Environment	Economics
Human Resources	English
IT Systems and Services	History
Maintenance	Modern Languages
Marketing and Communications	Music
Office of the Associate Vice-President, Students	Philosophy
Office of the Chief Information Officer	Political Science
Office of the President	Psychology
Office of the Vice-President, Academic and Research	Religious Studies
Office of the Vice-President, Administration and Finance	Sociology and Anthropology
Office of the Vice-President, People and Culture	Faculty of Education
Procurement Services	Faculty of Graduate Studies
Registrar	Graduate Studies
Robertson Library	Research Services
Security Services	Faculty of Indigenous Knowledge, Education, Research, and Applied Studies
Sexual Violence Prevention and Response	McDougall Faculty of Business

Faculty of Medicine

Health and Wellness Centre

Faculty of Nursing

Faculty of Science

Applied Human Sciences

Biology

Chemistry

Physics

School of Climate Change and Adaptation

School of Mathematical and Computational Sciences

Faculty of Sustainable Design Engineering



**H LETTER OF CONSENT (CLARENCE HOUSE)**

Use of the Prince of Wales three ostrich feather badge and motto within the University's coat of arms.

