

# UNIVERSITY OF PRINCE EDWARD ISLAND VISUAL IDENTITY/BRAND STYLE GUIDE

UPEI's logos and Coat of Arms are trademarked. Unauthorized use of these trademarks is prohibited.

## UPEI'S PRIMARY VISUAL IDENTIFIER

The UPEI logo, seen below, became available following official granting of UPEI's coat of arms, of which the shield is a component. The logo includes the shield image plus the wordmark base, and cannot be modified in any way.



## OTHER UPEI TRADEMARKS



UPEI WORDMARK



ATLANTIC VETERINARY COLLEGE

For use on AVC materials



COAT OF ARMS

For use only on official ceremonial or presidential materials



UPEI PANTHERS

For use on UPEI Athletics and Recreation materials

## UPEI TAGLINE

UPEI's tagline "people • excellence • impact" is based on, and supports the University's positioning statement and visual identity. By consistent repetition of a tagline, the University reinforces identity and brand promise. Most often rendered in the font, Minion Pro Caption Italic, it is proportionally associated with the logo through careful matching of font size.

*people • excellence • impact*

## INTEGRITY AND LEGIBILITY

The University trademarks must be displayed correctly to support UPEI's mission and strengthen its image.

### » COLOUR STANDARDS

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). One-colour logos can be reproduced in rust, green, black, or white on backgrounds that provide sufficient contrast to maintain legibility.

### » LOGO SIZE RESTRICTIONS

For print, the minimum size is 1.5" wide. For digital use, the colour version of the logo should never be smaller than 150 pixels wide. Reproduction of the logo in smaller sizes reduces both impact and visibility.



### » SURROUNDING CLEAR SPACE

A minimum clear space must be kept free of additional images, logos, type, competing backgrounds, and should not approach the edge of a document or monitor. The clear space represents the height of the letter D in ISLAND.

