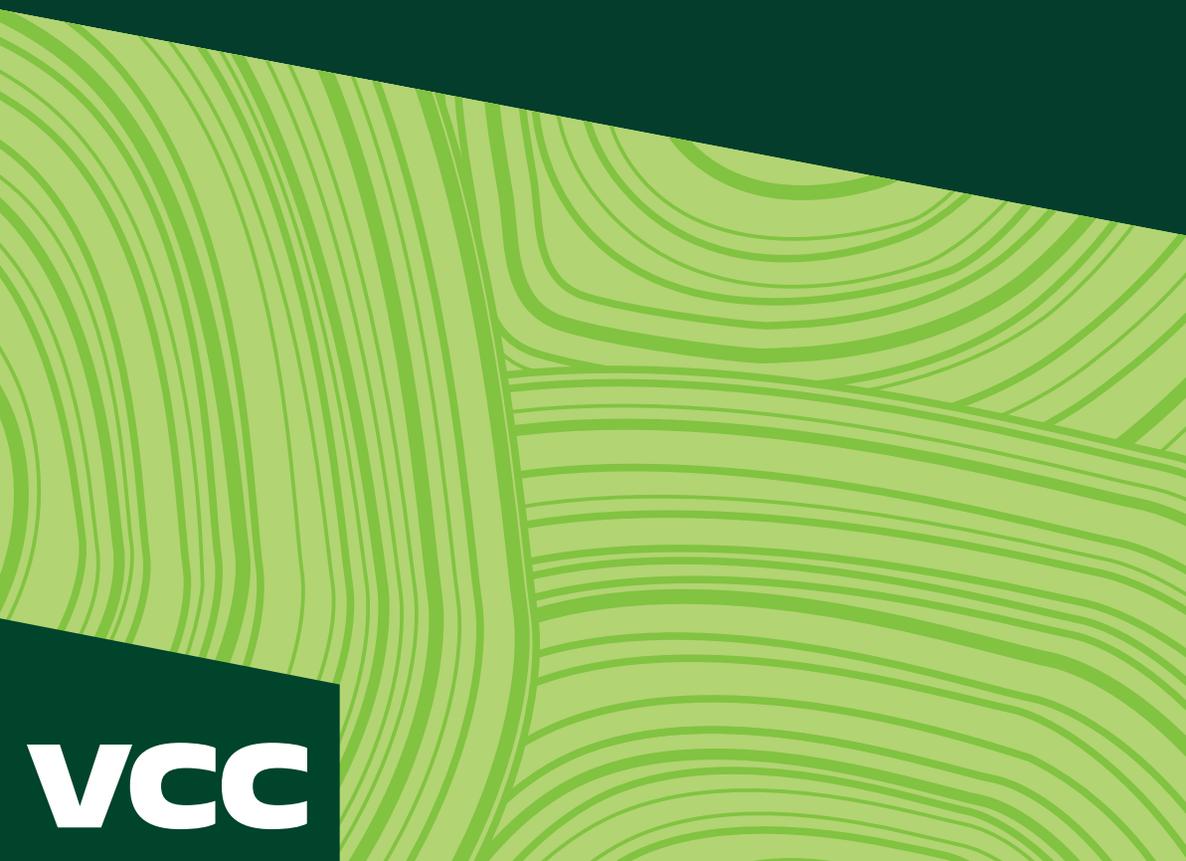# Brand Guidelines

October 2025
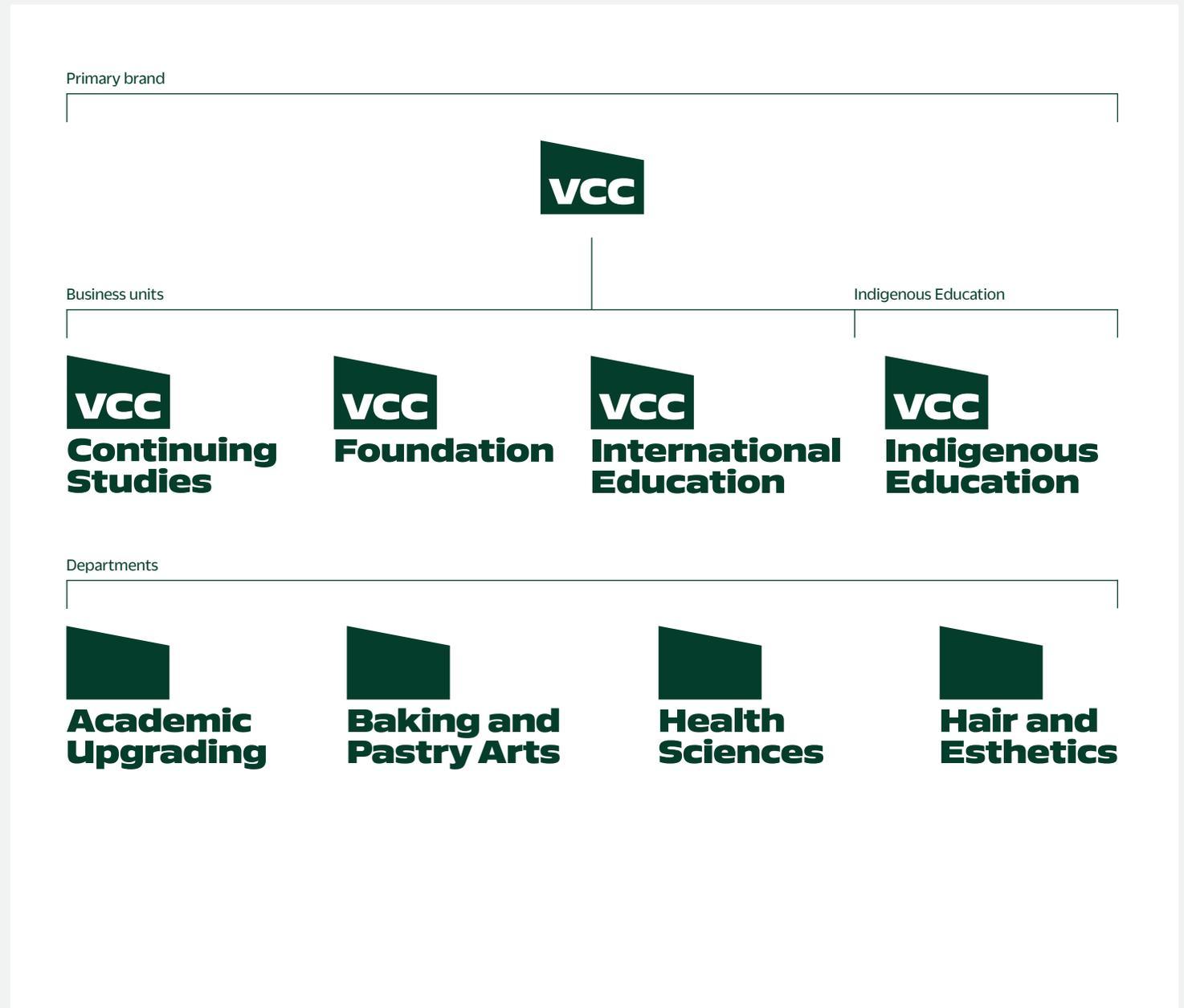
VCC

Our brand architecture

There are a select number of instances where we need to call out different areas of VCC. We use a monolithic brand architecture to represent our primary brand and its units and departments.

There is a different treatment for these entities, as shown opposite. These should only be used in specific situations. Additional entities or versions of these identities must not be created.

Primary brand

VCC

Business units   Indigenous Education

VCC
Continuing Studies

VCC
Foundation

VCC
International Education

VCC
Indigenous Education

Departments

Academic Upgrading

Baking and Pastry Arts

Health Sciences

Hair and Esthetics

Graphic elements

2.0 Graphic elements

Our primary logo, with its unique shape, captures who we are and is an integral element of our brand identity. There are positive and reversed versions for use on different background colours.

The Primary logo is to be present on VCC-branded, internal communications. Examples include:

- Campus signage (internal)
- Cover sheets
- Environmental graphics (internal)
- Info sheets
- Internal events when VCC staff are present: Career fair, Convocation, Student Awards, VCC Day
- Program sheets
- Social media posts
- Solo banners
- Video watermark

Our name in copy

Spell out our name elsewhere on the document when not using the formal logo.

When writing VCC in copy, use sentence case and never use the logo in text.

2.1 Logos & marks
Primary logo

Primary logo versions

Positive	Reversed

Background colours

Light green	White	Dark green	Grey

The positive version is used on light green and white backgrounds.

The reversed version is used on dark green and grey backgrounds.

2.0 Graphic elements

2.1 Logos & marks
Formal logo

The formal VCC logo includes our name spelled out as a continuation of our brand awareness where the acronym would not be familiar or understood. This logo is to be present on all VCC-branded, external-facing corporate communications including:

- AGM and board meeting communications
- Brand advertising & campaigns (animated, digital, OOH, print, video)
- Brochures (external)
- Campus planning
- Campus signage (external)
- Environmental graphics (external)
- External events
- International collateral
- Government documents
- Media releases
- Official graduation documents & certificates
- Partnership collateral
- PowerPoint presentations
- Publications: Community report, Viewbook
- Recruitment collateral
- Shared resource templates
- Sponsorships
- Stationery
- Strategic Innovation Plan collateral
- Videos: Intro and outro. VCC logo in the corner of the remaining video

There will be a transitional phase as we adapt our campaign to solely 'VCC'.

Please consult your Marketing MCO if you want guidance for what logo to use on your collateral.
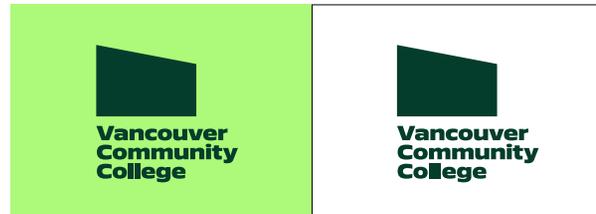
Formal logo versions

Vertical

Horizontal

Colour versions and backgrounds

Vertical

Horizontal

The positive version colourway is used on light green and white backgrounds.

The positive version colourway is used on light green and white backgrounds.

The reversed version colourway is used on dark green and grey backgrounds.

The reversed version colourway is used on dark green and grey backgrounds.

2.0 Graphic elements

2.1 Logos & marks
Black & white versions

The colour versions of our logo should be used whenever colour reproduction is available, both printed and digital. There is a black and white version of our logos for use only when colour output is limited to black and white due to production requirements. Positive black logos take priority.

Black & white primary logo

Positive	Reversed
VCC	VCC

Black & white formal logo

Vertical

Positive	Reversed
Vancouver Community College	Vancouver Community College

Horizontal

Positive	Reversed
Vancouver Community College	Vancouver Community College

2.0 Graphic elements

2.1 Logos & marks
Logo usage

To ensure accessibility and legibility of our logos and formal name, follow these guidelines for clear space and minimum logo size.

Clear space guarantees consistent brand presence on all VCC communications. The empty space around the logo allows it to breathe and prevents elements from interferring and jeopardizing the brand integrity.

Minimum logo sizes maintains consistent legibility and accessibility across all branded applications.

Clear space

Primary logo

The minimum clear space around the logo is equal to the height of the letter V.

Formal logo (horizontal)

The minimum clear space around the logo is equal to the height of the letters V and C combined.

Formal logo (vertical)

The minimum clear space around the logo is equal to the height of the letters V and C combined.

Minimum size

Print: 8 millimeters / 0.45"
Digital: 32 pixels

The minimum reproduction size for the Primary logo in print is 14 mm (0.55 inch) wide, scaled proportionally. The minimum width on screen is 40 pixels.

Print: 25 millimeters / 1"
Digital: 72 pixels

The minimum reproduction size for the Formal horizontal logo in print is 25 mm (1 inch) wide, scaled proportionally. The minimum height on screen is 72 pixels.

Print: 14 millimeters / 0.55"
Digital: 40 pixels

The minimum reproduction size for the Formal vertical logo in print is 14 mm (0.55 inch) wide, scaled proportionally. The minimum height on screen is 40 pixels.

2.0 Graphic elements

2.1 Logos & marks
Logo placement

There are four primary ways our logo can be placed within a layout: in the bottom left corner, bleeding off the left or bottom edge, inset, or centred.

Our flexible system is meant to give lots of options with logo placement to accommodate different layouts.
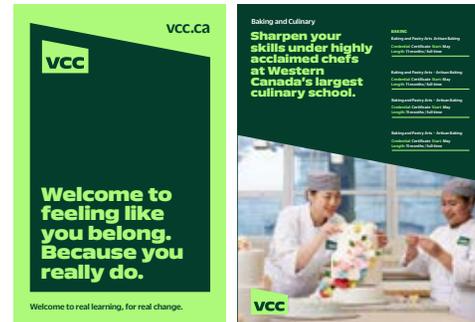
Bottom left corner

The logo can bleed off the bottom left corner completely or within an inset Longhouse keyline.

Left or bottom bleed

The logo can bleed off the left or bottom edge.

Inset

The logo can be inset anywhere except near the top right.

Centred

The logo can be centred on an illustration or within a centred layout.

2.0 Graphic elements

2.1 Logos & marks
Logo misuse

This guide contains rules on how to use the brand identity elements, but it can also be helpful to see how they shouldn't be used.

Please take a moment to look at these examples and ensure we're always presenting our logo consistently.

Do not change the longhouse colour.

Do not change the type colour.

Do not add a stroke.

Do not change the angle.

Do not distort or skew the longhouse.

Do not apply effects.

Do not isolate the text.

Do not rotate.

Do not change the font.

Do not print a web version to avoid pixellation.

Do not replace VCC text.

Do not use outdated logos.

2.0 Graphic elements

2.1 Logos & marks
Logo application misuse

Please take a moment to look at these examples and ensure we're always applying our logo consistently to applications.

Do not use on a non-brand background colour.

Do not use on a colour with low contrast.

Do not put in a shape.

Do not place objects within the safe logo area.

97% satisfied with VCC programs

Do not use in a sentence.

The VCC experience

Do not add text.

Do not place over busy backgrounds.

Do not knock out the text.

Do not change the transparency.

2.0 Graphic elements
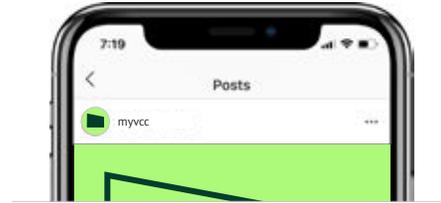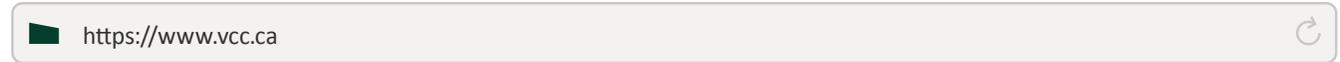
2.1 Logos & marks
Avatars and favicon

A simplified version of our logo with no text can be used in small scale digital applications.

Favicon

https://www.vcc.ca

7:19
Posts
myvcc

Social avatars

Department avatars

VCC
Library

VCC
Learning Centre

VCC
Library

VCC
Learning Centre

Two line long versions

VCC
Teaching, Learning, and Research

VCC
Teaching, Learning, and Research

2.1 Logos & marks
Tagline
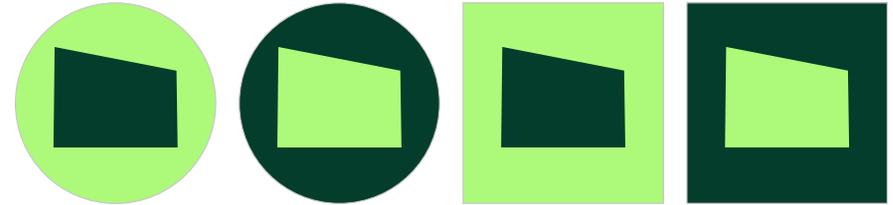
Our tagline tells people who we are and what we stand for.

The tagline appears in either primary or secondary lockups. The primary lockups are preferred and should be used as a sign-off in layouts. The secondary versions should be used as a larger headline or graphic device.

The tagline does not lockup with the VCC logo.

Primary tagline versions

The primary tagline versions should be used in most instances as a sign-off.

The primary tagline versions are set in Duplicate Sans Medium with kerning set to metrics and tracking to 2. Leading is set to 110% of the type size.

Single line

Welcome to real learning, for real change.

Double line – left-aligned

Welcome to real learning, for real change.

Double line – centered

Welcome to real learning, for real change.

The primary tagline can also be centered but this should only be done in a centered layout. Left alignment is preferred.

Secondary tagline versions

The secondary tagline versions should be used as a large headline or graphic device. The secondary tagline is locked up with a Longhouse icon above it.

The secondary tagline versions are set in Aero Heavy with kerning set to optical and tracking to 0. Leading is set to 110% of the type size.

Double line – centered

Welcome to real learning, for real change.

Triple line – centered

Welcome to real learning, for real change.

Usage examples

2.0 Graphic elements

2.1 Logos & marks
Business units

There are fixed logo versions for our three business units in vertical and horizontal formats. These business units have been identified as requiring this visual treatment. Do not develop versions of this mark to represent other aspects or groups of the college.

Vertical

Horizontal

Colour versions and backgrounds

Vertical

The positive version colourway is used on light green and white backgrounds.

The reversed version colourway is used on dark green and grey backgrounds.

Horizontal

The positive version colourway is used on light green and white backgrounds.

The reversed version colourway is used on dark green and grey backgrounds.

2.0 Graphic elements

2.1 Logos & marks
Indigenous Education

There are fixed logo versions for Indigenous Education in vertical and horizontal formats. This program has been identified as requiring this visual treatment. Do not develop versions of this mark to represent other aspects or groups of the college.

Logo versions

Vertical	Horizontal

Colour versions and backgrounds

Vertical

The positive version colourway is used on light green and white backgrounds.

Horizontal

The positive version colourway is used on light green and white backgrounds.

The reversed version colourway is used on dark green and grey backgrounds.

The reversed version colourway is used on dark green and grey backgrounds.

2.0 Graphic elements

2.1 Logos & marks
Program areas overview

There are fixed logo versions for our program areas in vertical and horizontal formats. These program areas have been identified as requiring this visual treatment. Do not develop versions of this mark to represent other aspects or groups of the college.

The Program logos can be present on program-specific merchandise, clothing, and uniforms.

Contact marketing@vcc.ca for questions regarding school or department use.

Logo versions

Vertical

Academic Upgrading

Horizontal

Academic Upgrading

Colour versions and backgrounds

Vertical

The positive version colourway is used on light green and white backgrounds.

The reversed version colourway is used on dark green and grey backgrounds.

Horizontal

The positive version colourway is used on light green and white backgrounds.

The reversed version colourway is used on dark green and grey backgrounds.

2.0 Graphic elements

2.1 Logos & marks
Program area logos

Shown opposite are examples of approved program area and school name logos in vertical and horizontal formats.

Contact marketing@vcc.ca for assistance.

Vertical versions

Academic Upgrading

Business

Culinary Arts

English as a Second Language

Hair and Esthetics

Health Sciences

Hospitality

Human and Family Services

Instructor Training

Music and Dance

Sign Language

Students with Disabilities

Technology

Transportation Trades

University Transfer

Youth Train in Trades

Horizontal versions

Academic Upgrading

Culinary Arts

Business

English as a Second Language

Hair and Esthetics

Human and Family Services

Health Sciences

Hospitality

Instructor Training

Music and Dance

Sign Language

Students with Disabilities

Technology

Transportation Trades

University Transfer

Youth Train in Trades

Vancouver
Community
College