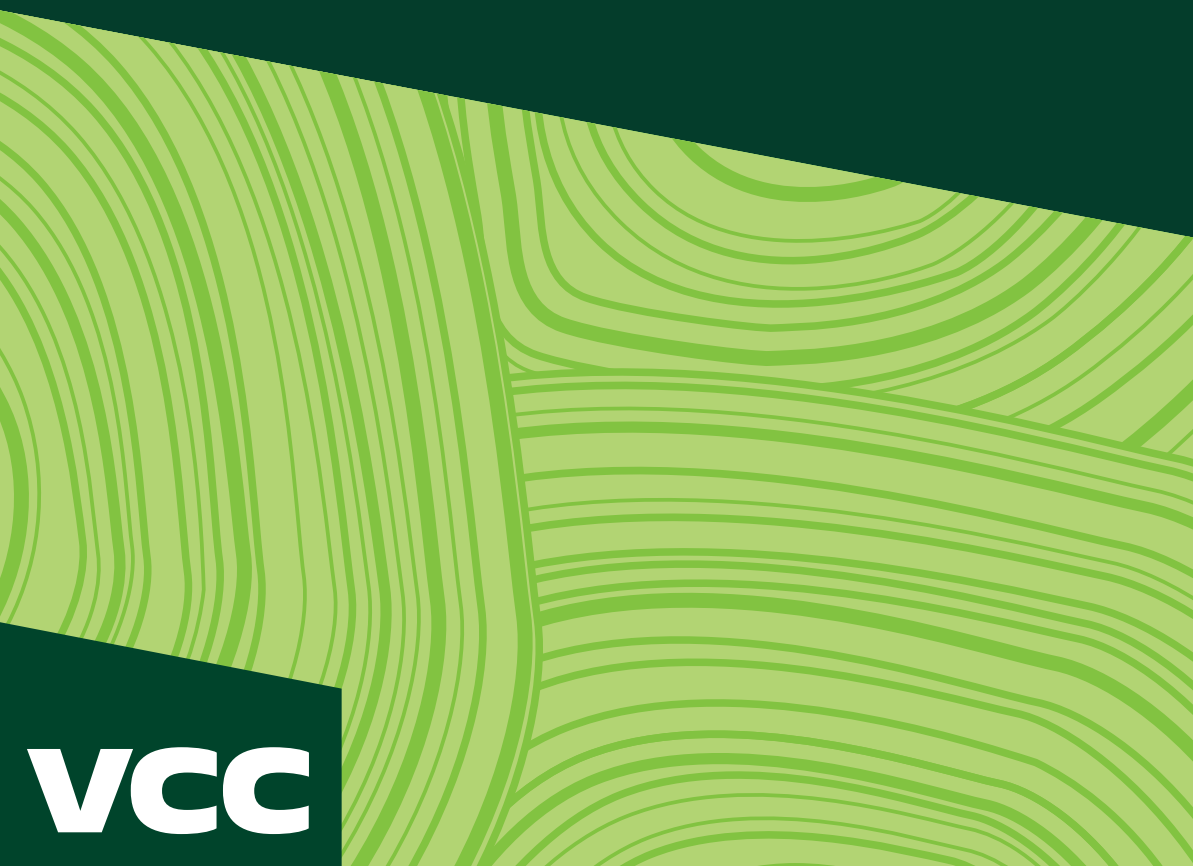


# Brand Guidelines

October 2025



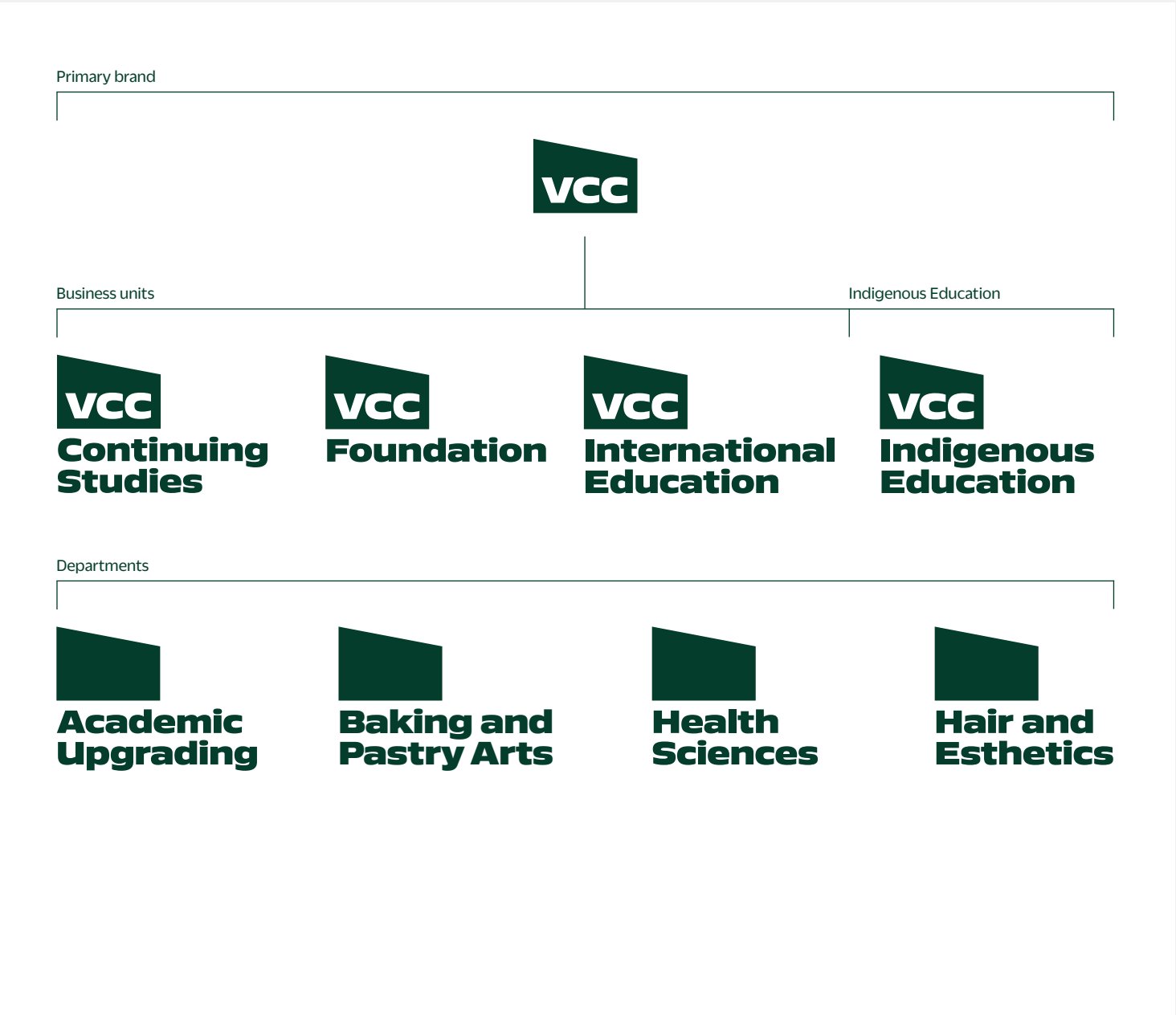
**VCC**

1.0 Who we are

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.

Our brand architecture



# 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

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

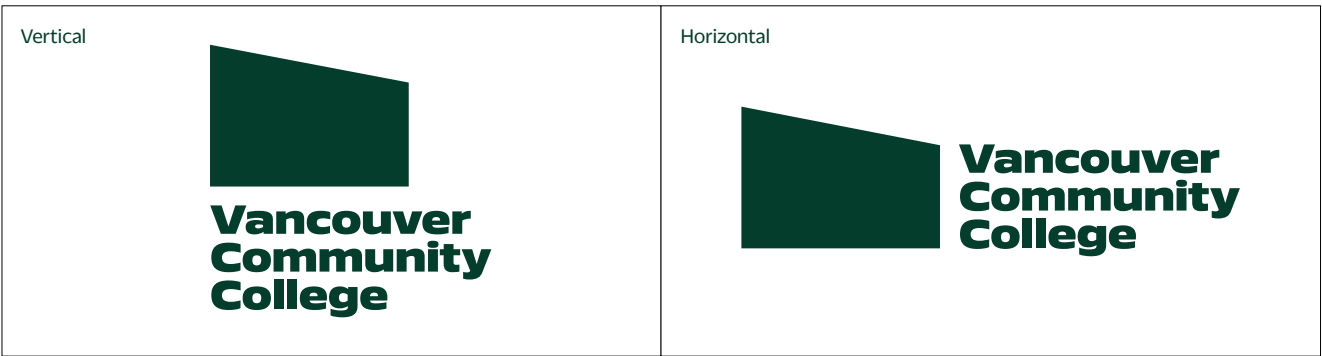
There will be a transitional phase as we adapt our campaign to solely 'VCC'.

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

## 2.1 Logos & marks

### Formal logo

#### Formal logo versions



#### 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.

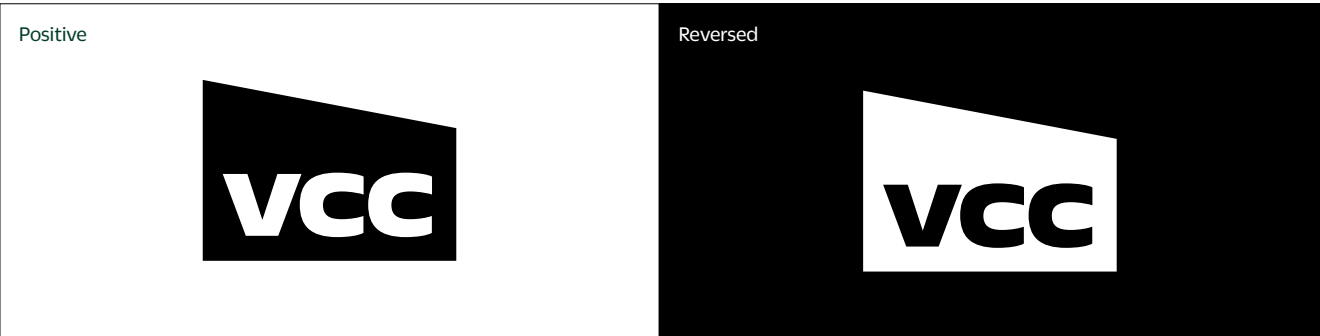
## 2.0 Graphic elements

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.

## 2.1 Logos & marks

Black & white versions

### Black & white primary logo



### Black & white formal logo



## 2.0 Graphic elements

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 interfering and jeopardizing the brand integrity.

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

## 2.1 Logos & marks

### Logo usage

#### 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

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.

## 2.1 Logos & marks

### Logo placement

#### Bottom left corner



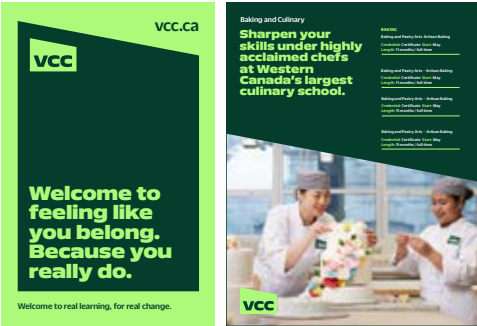
The logo can bleed off the bottom left corner completely or within an inset Longhouse keyline.

#### 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

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.

## 2.1 Logos & marks

### Logo misuse



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

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

## 2.1 Logos & marks

### Logo application misuse



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.



Do not use in a sentence.



Do not add text.



Do not place over busy backgrounds.



Do not knock out the text.



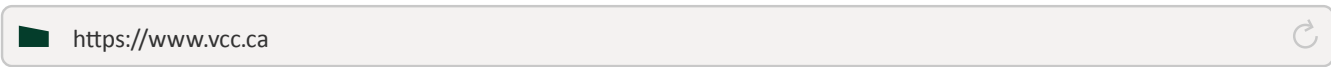
Do not change the transparency.

2.0 Graphic elements

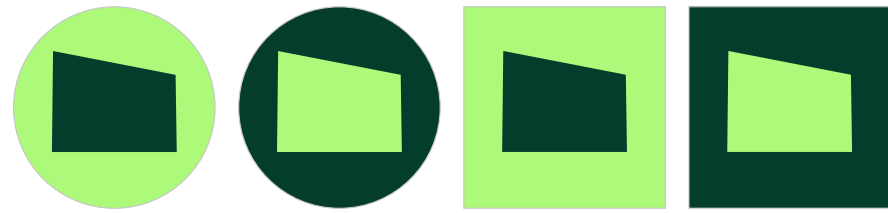
A simplified version of our logo with no text can be used in small scale digital applications.

2.1 Logos & marks  
Avatars and favicon


Favicon



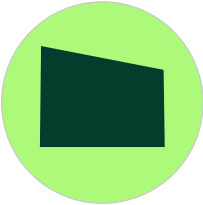
Social avatars



Department avatars



Two line long versions



## 2.0 Graphic elements

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.

## 2.1 Logos & marks

### Tagline

#### 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.

#### Usage examples



#### 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



##### Triple line – centered



## 2.0 Graphic elements

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.

## 2.1 Logos & marks

### Business units

#### Vertical



#### Horizontal

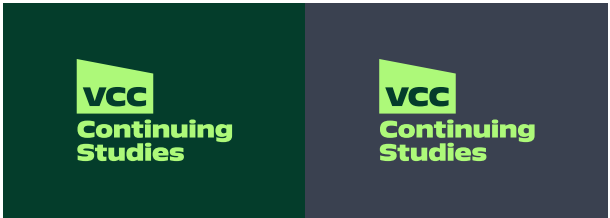


#### Colour versions and backgrounds

##### 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.

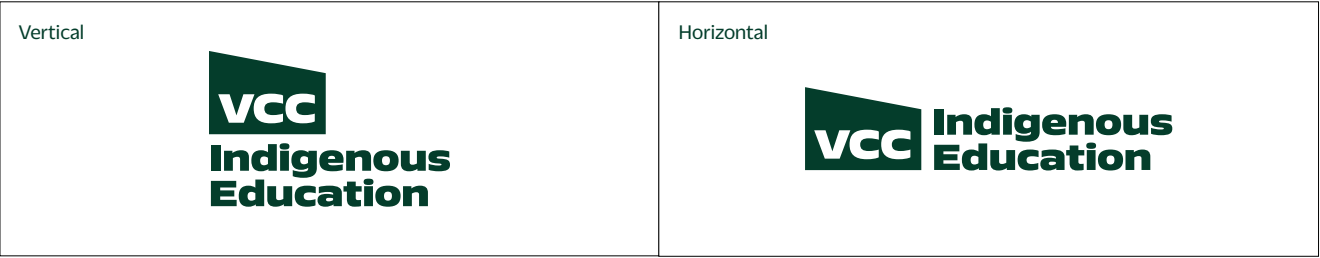
## 2.0 Graphic elements

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.

## 2.1 Logos & marks

### Indigenous Education

#### Logo versions



#### Colour versions and backgrounds



## 2.0 Graphic elements

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](mailto:marketing@vcc.ca) for questions regarding school or department use.

## 2.1 Logos & marks

### Program areas overview

#### Logo versions

Vertical



Horizontal

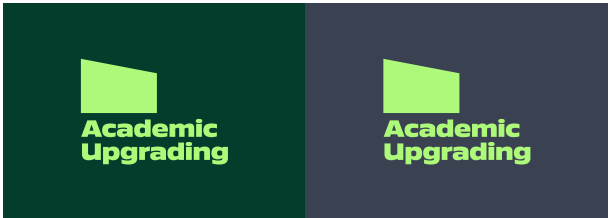


#### Colour versions and backgrounds

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

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

Contact [marketing@vcc.ca](mailto:marketing@vcc.ca) for assistance.

## 2.1 Logos & marks

### Program area logos

#### Vertical versions



#### Horizontal versions





For more info about our look and feel, and how to best use it, please email [marketing@vcc.ca](mailto:marketing@vcc.ca)

