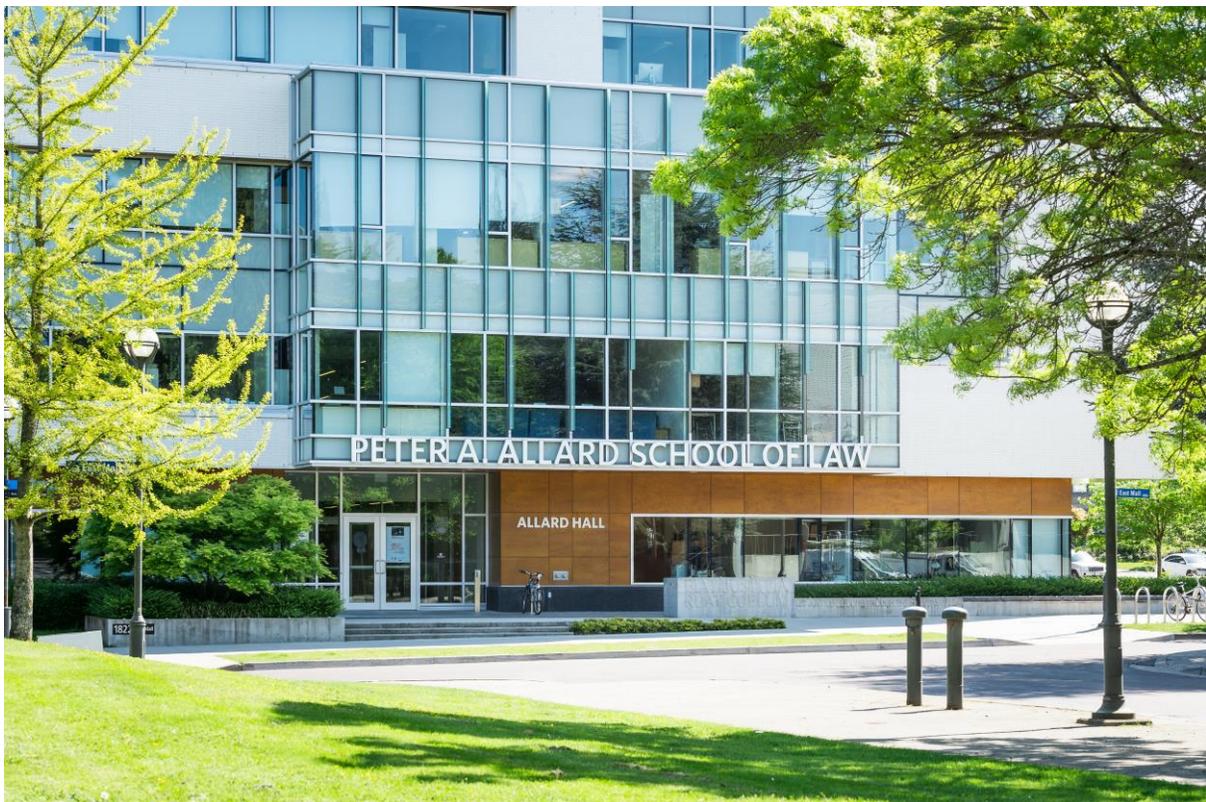




## Peter A. Allard School of Law Branding Standards Manual

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# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## Peter A. Allard School of Law

On January 22, 2015 UBC announced a transformational \$30 million gift from law alumnus Mr. Peter A. Allard, Q.C. In recognition of this gift, UBC renamed the law school the Peter A. Allard School of Law. This branding standards manual outlines guidelines for the application of the new name of the law school.

### TEXT REFERENCES

**The law school's name:** Peter A. Allard School of Law

#### References:

- For formal internal and external documents (e.g. agreements, policies), the law school is referred to as 'the Peter A. Allard School of Law' in the first reference.
- For informal internal and external documents (e.g. agendas, memos), the law school is referred to as 'the Allard School of Law' in the first reference.
- For subsequent references it is appropriate to note:
  - the Faculty
  - or
  - the law school
- When referring to the law school in conjunction with reference to UBC, the Faculty name precedes UBC:
  - Peter A. Allard School of Law (or Allard School of Law) at the University of British Columbia (or UBC)
  - Peter A. Allard School of Law (or Allard School of Law), University of British Columbia (or UBC)
- When faced with spacing constraints on documents, it is appropriate to use 'Allard Law'. For example, in some social media there are character limits.

#### Do not use:

- University of British Columbia's (or UBC's) Peter A. Allard School of Law (or Allard School of Law)
- Just 'school'
- Allard School



# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## LOGO USAGE

Below are guidelines for the application of the three versions of the logo: Formal, Primary, Casual and Short form. Each version has an option to include 'The University of British Columbia' as a signature. Logos are available in the shared drive: <G:\Allard Law Templates and Logos\Allard School of Law Logo Files>. External parties wishing to use the law school's logo are to contact the Faculty's Communications Manager at 604-822-4172.

### Formal Logos:

The logos below are to be used on formal internal and external materials (e.g. letterhead, business cards, envelopes, email signatures, e-newsletters, PowerPoints, agreements, policies):



**PETER A. ALLARD  
SCHOOL OF LAW**  
THE UNIVERSITY OF BRITISH COLUMBIA



**PETER A. ALLARD  
SCHOOL OF LAW**

Formal UBC Sig

Formal UBC Shield

### Primary Logos:

The logos below are to be used on informal internal and external materials (e.g. agendas, memos, posters, swag items). This is the primary logo for the law school:



**ALLARD**  
**SCHOOL OF LAW**  
THE UNIVERSITY OF BRITISH COLUMBIA



**ALLARD**  
**SCHOOL OF LAW**

Primary UBC Sig

Primary UBC Shield

### Casual Logos:

The logos below are to be used on informal internal and external materials when faced with spacing constraints on documents (e.g. social media where there are character limits).



**ALLARD LAW**  
THE UNIVERSITY OF BRITISH COLUMBIA



**ALLARD LAW**

Casual UBC Sig

Casual UBC Shield

### Short Logos:

The logos below are to be used at a future point when the law school is known as 'Allard', similar to 'Sauder':



**ALLARD**  
THE UNIVERSITY OF BRITISH COLUMBIA



**ALLARD**

Short UBC Sig

Short UBC Shield



# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## Logo Guidelines:

- Do not crop, reshape, skew or stretch the logo.
- Ensure the logo is large enough to read if it is resized for posters or presentations.
- Ensure there is adequate white space around the logo (it is recommended that the white space be equal to the size of the letters that comprise the logo).
- Do not frame the logo in a box.

Contact the Faculty's Communications Manager at 604-822-4172 for assistance with the application of logos.

## THIRD PARTY LOGO USAGE

The Faculty is often asked by partner institutions to provide the Peter A. Allard School of Law logo for use in promotional/marketing materials. All third party requests must be submitted to the Faculty's Communications Manager for review and approval.

## VISUAL IDENTITY

### Typography:

The Faculty's logo uses the "Whitney Semibold" font, which is the institutional typeface used in all UBC Brand Signatures. When preparing communication materials that include the core UBC Brand elements use Sans Serif e.g. Calibri or Arial font. Learn more here: <http://brand.ubc.ca/about-the-brand/visual-identity-system/typography/>

### Colour:

The primary colour used by the Faculty is the "UBC Blue". The Secondary colour is the "UBC Grey". Learn more here: <http://brand.ubc.ca/about-the-brand/visual-identity-system/colour/>



# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## EMAIL SIGNATURE

To update your email signature in Outlook, visit: <http://office.microsoft.com/en-us/outlook-help/changean-email-signature-HA010156014.aspx>. The template below can be cut and pasted into your signature:

### **Simmi Puri**

Communications Manager  
Peter A. Allard School of Law I <Department>  
The University of British Columbia  
Allard Hall, Room 268  
1822 East Mall | Vancouver, BC Canada V6T 1Z1  
Phone 604 822 4172 | Cell 604 626 1749 | Fax 604 822 4781  
[puri@allard.ubc.ca](mailto:puri@allard.ubc.ca) | [www.allard.ubc.ca](http://www.allard.ubc.ca) | [@AllardLaw](https://twitter.com/AllardLaw)

You can access selected research papers on the Social Science Research Network (SSRN) at: [fill in name] [http://ssrn.com/author \[fill in\]](http://ssrn.com/author [fill in]).



# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## Email Signatures Guidelines:

- First Name Last Name: Arial Bold
- Contact Information: Arial Regular
- For phone numbers refrain from using dashes. Add a +1 before phone numbers if there is frequent contact with international audiences.
- Email, Website and Social Media: Arial Regular. In most email programs these items will hyperlink if a hard return is entered after typing the information. In order to retain formatting, do this “on the side” in your signature workspace and then paste it in. Remember to test hyperlinks. This step requires careful attention in selecting only the characters/spaces that require the hyperlink attribute.
- Social media hyperlinks are not required and may be added at one’s discretion. Limit signatures to a maximum of three social media hyperlinks. Do not include social media icons as it makes the signature long and often displays as an attachment.



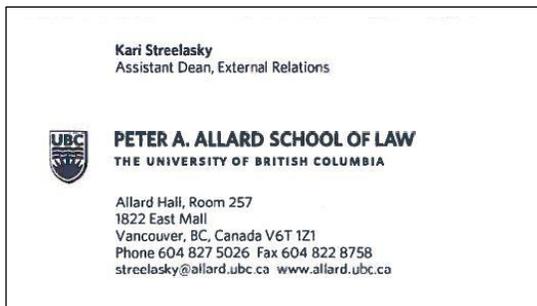
# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## STATIONERY (Letterhead, business cards and envelopes)

Letterhead, business cards and envelopes can all be ordered through the Faculty's reception desk ([reception@allard.ubc.ca](mailto:reception@allard.ubc.ca)). The Peter A. Allard School of Law, along with other Faculties and departments across campus, order stationery through Xerox Global Services (XGS).

### Sample of Business Card format:



### Sample of letterhead format:



**PETER A. ALLARD  
SCHOOL OF LAW**  
THE UNIVERSITY OF BRITISH COLUMBIA

Allard Hall  
1822 East Mall  
Vancouver, BC Canada V6T 1Z1

Phone 604 822 3151  
Fax 604 822 8108  
[www.allard.ubc.ca](http://www.allard.ubc.ca)

Digital letterhead (for sending letters electronically) is available in the shared drive: <G:\Allard Law Templates and Logos\Allard School of Law Logo Files>



# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## CO-BRANDING: Research Centres/Programs

### Email Signature:

See example on page 5.

### Text References:

When referring to a research centre/program, here is an example: The Centre for Feminist Legal Studies at the Peter A. Allard School of Law. This format can be used in first reference. For subsequent references, it is acceptable to use the research centre/program's abbreviated form if one is available or "the Centre" or "the Project."

- Centre for Business Law (CBL)
- Centre for Law and the Environment (CLE)
- Centre for Asian Legal Studies (CALs)
- Centre for Feminist Legal Studies (CFLS)
- UBC Innocence Project at the Allard School of Law

### Stationery:

There are opportunities for customization on certain stationery items to include both a research centre/program logo and Faculty logo. Learn more by [visiting the UBC Supply Management website](#).

Here is an example of official letterhead that includes a research centre/program reference and logo:

#### Header:

	<b>PETER A. ALLARD SCHOOL OF LAW</b> <small>THE UNIVERSITY OF BRITISH COLUMBIA</small>	Allard Hall <Research Centre/Program or Department > 1822 East Mall Vancouver, BC Canada V6T 1Z1
		Phone 604 822 3151 Fax 604 822 8108 <a href="http://www.allard.ubc.ca">www.allard.ubc.ca</a>

#### Footer:

<b>CENTRE FOR BUSINESS LAW</b>
------------------------------------



# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## Electronic Newsletter:

The Faculty logo is displayed at the top and the research centre/program’s name in the subhead. If the research centre/program has its own logo, it can be included in the footer. Example:

	<b>PETER A. ALLARD SCHOOL OF LAW</b> THE UNIVERSITY OF BRITISH COLUMBIA
<b>The Centre for Business Law</b>	
<newsletter content>	
<b>CENTRE FOR BUSINESS LAW</b>	Peter A. Allard School of Law Centre for Business Law The University of British Columbia Allard Hall, 1822 East Mall Vancouver, BC V6T 1Z1

Learn more about how to display a research centre/program’s logo with the Faculty logo by contacting the Faculty’s Communications Manager at 604-822-4172.

## CO-BRANDING: Departments

### Email Signature:

See example on page 5.

### Text References:

When referring to a department, here is an example: The Career Services Office at the Peter A. Allard School of Law. This format can be used in the first reference. For subsequent references, it is acceptable to use the department’s abbreviated form if one is available.

- Career Services Office (CSO)
- J.D. Admissions
- Indigenous Legal Studies Program (ILSP)
- Alumni Relations
- Graduate Program



# PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

## Logo Usage:

Logos that include the “Peter A. Allard School of Law” have been created for the following departments: J.D. Admissions, Career Services, Indigenous Legal Studies, Alumni Relations and the Graduate Program. Department logos may be used on stationery (see example on page 7). If space does not allow for the use of this logo, contact the Faculty’s Communications Manager to discuss alternative solutions.

Example:



**PETER A. ALLARD SCHOOL OF LAW**  

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**J. D. ADMISSIONS**

## Stationery:

See example on page 7.

## SWAG

The Faculty has branded promotional items (pens, umbrellas, tote bags, USB sticks and water bottles) available for purchase. For more information, contact the Faculty’s Communications Manager at 604-822-4172.

The Faculty’s Communications Manager must review and sign off on logo placement for all swag items.

PowerPoint templates and posters are available in the shared drive: <G:\Allard Law Templates and Logos>

- For PowerPoint: <G:\Allard Law Templates and Logos\PowerPoint Templates>
- For Posters: <G:\Allard Law Templates and Logos\Poster Templates>