



THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

New Branding (lite) Faculty of Land and Food Systems

Presented by Karen Lee and Pia Lim

LFS Communications

May 18, 2022



Land Acknowledgment

We acknowledge UBC Vancouver campus is situated on the traditional, ancestral, and unceded territory of the Musqueam people.

We also recognize the Coast Salish people on whose territory the UBC Dairy Education and Research Centre is situated in Agassiz, B.C. We acknowledge this is the traditional, ancestral and unceded territory of the Pilalt and Sts'ailes tribes, and their descendants who are part of today's local First Nation's communities.



What is a brand?



VS



Why is branding useful?

It makes us relatable.

We create a connection to our audiences through our voice and tone.

It helps us communicate consistently.

We can deliver messages about our people, programs and research consistently in every market, across every platform.

It creates a consistent experience.

Our brand personality helps our prospective audiences know what to expect when interacting with us at every touchpoint.





Brand Value, Purpose, Positioning

Why would someone choose LFS?

Our Vision

Balancing our food system and planetary health to create a better world.

Our Promise

Creating positive change in personal, community and planetary health.

Our Value Proposition

UBC Faculty of Land and Food Systems addresses urgent global issues by combining science and social impact for just and sustainable solutions in agriculture, nutrition, health, food safety and food security.

Brand Purpose

Why are we here?

We believe knowledge, collaboration and care are required to solve the great challenges our people, plants, animals, and planet face.

Our educational programs, research and partnerships respond to a world where changes in climate, land use, and environment demand scientific and compassionate solutions.

How do we operate?

Empowered people are our greatest natural resource in the race to create a sustainable, equitable and healthy world.

We equip passionate, purposeful people with the science, skills and connections to challenge ideas, embrace complexity and change the systems that govern agriculture, food security, nutrition, and animal welfare.

Brand Purpose

What does LFS deliver?

Undergraduate Student Experience

Learning to lead meaningful change.

Students in our programs get **hands-on experience tackling the most urgent and critical issues** in sustainability, climate change, human health, animal welfare, **tracing the complex lines of connectivity between land, food, and society.**

Graduate Student Experience

We educate and train systems thinkers and solution seekers. Our graduate students develop the skills to think creatively, take risks, manage emerging challenges and collaborate with others in the system to lead positive change, and **design preventative strategies that protect the health of people, plants, animals, and our planet.**

Brand Purpose (cont'd)

Research

We advance knowledge to change the systems that change the world. Internationally recognized for research excellence in foundational and applied knowledge, UBC **LFS works with local and global communities, key stakeholders and Indigenous peoples to create new knowledge, innovations, policies and practices for greater equity, food security and sustainability** for our people, plants, animals and environment.

Community

We are a **tight knit community of solution seekers with a passion for health, food, and our environment**. We believe in creating close connections between students, faculty, staff, and alumni, where relationships can blossom, and where support for each other helps us grow into confident, compassionate thinkers who care for each other, and our environment.

Positioning – Key Messages

Prospective Undergraduate and Graduate Students

Our programs and hands-on learning empower students to engage with the challenges our local and global populations face and develop real-world solutions.

Parents of Prospective Undergraduate Students

Our undergraduate degrees give students the hands-on skills, knowledge and readiness to launch diverse professional and research careers that make a better world.

Government

We generate solutions to critical issues facing our food system, human health and the welfare of animals through education, research and community engagement.

Alumni

Our faculty and staff engage with our alumni community to foster career advancement, lifelong learning and connections amongst peers, industry and current students.

Industry

Through innovative partnerships, we put research into action across sectors and connect graduates to careers solving urgent challenges facing the future.

Attributes



Rigorous



Open



Collaborative



Innovative



Proud



Brand building blocks

New Colours – Digital and Print

Colour Palette

Usage

Select the appropriate colour values for your design, depending on the medium (print or digital). Please use PANTONE colours for reference, consistency, and accuracy.

PRIMARY GREEN

The vibrant energy, biology, and evolution of all living things that co-exist in our interconnected system.

SECONDARY/ELECTRIC GREEN

Our drive for innovation that helps shape the future of agriculture.

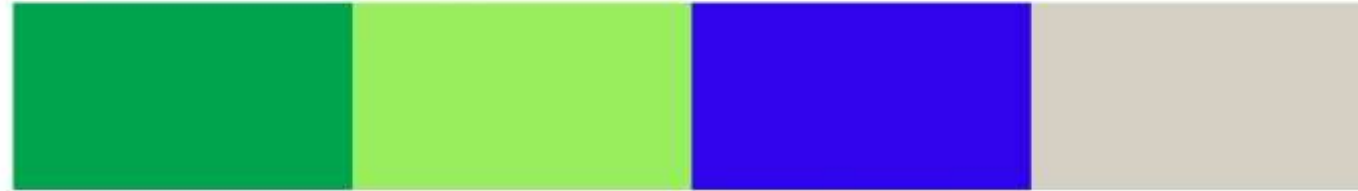
TECHNOLOGY BLUE

Our application of data, technology, and science.

MINERAL SAND

Building on our knowledge and understanding of the natural world.

DIGITAL



PMS 2252

RGB: R0 G167 B74
HEX: #00A74A

Electric Green

RGB: R153 G239 B96
HEX: #99ef60

Technology Blue

RGB: R48 G4 B234
HEX: #3004EA

PMS 7527

RGB: R214 G210 B196
HEX: #D6D2C4

PRINT



PMS 2252

CMYK: C92 M0 Y96 K0

PMS 2297

CMYK: C26 M0 Y95 K0

PMS 2975

CMYK: C37 M0 Y0 K0

PMS 7527

CMYK: C12 M0 Y14 K0

Nature-inspired graphics

Graphic Devices

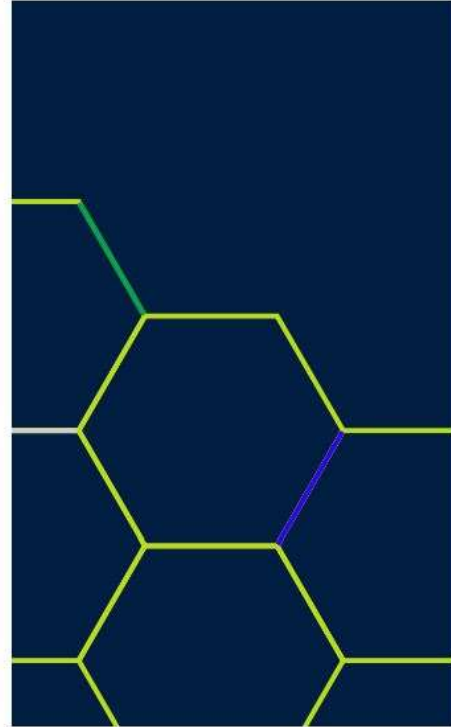
Our System of Nature

The UBC Land and Food Systems' visual system and graphic elements are rooted in the essential building blocks of nature. Our graphic devices include:

- Honeycomb Grid
- Hive Overlay
- The Vector Hive

Our graphic devices illustrate the LFS ecosystem. When seen together, these elements show the strength and impact of our interconnected systems, but can be explored individually like a mighty bee who plays an important role in nature's ecosystem.

Honeycomb Grid



Hive Overlay

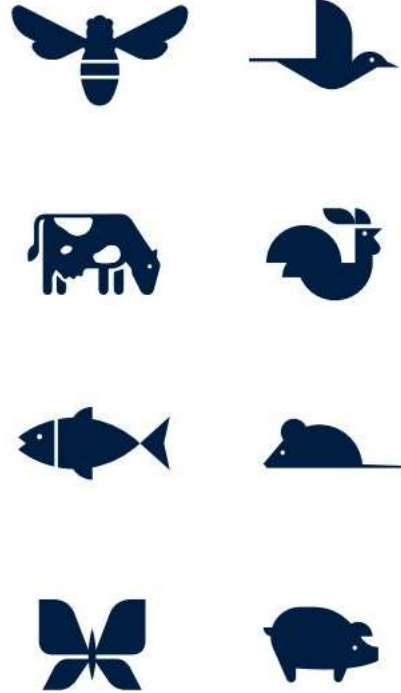


The Vector Hive

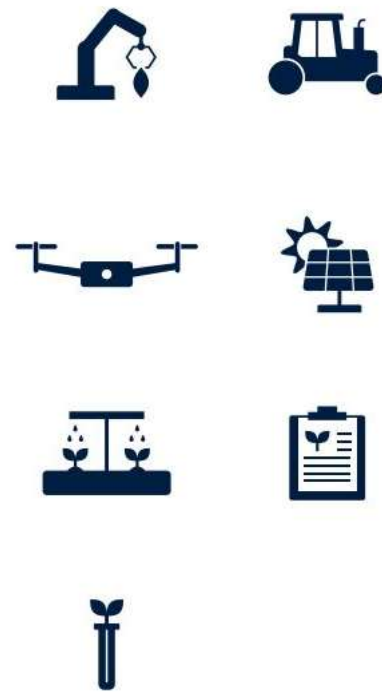


Iconography

Animals



New Agriculture



General



UBC Masterbrand (hence, this is branding lite)

Logos

Overview

Supplied by UBC, the standardized unit signatures identifies the Faculty of Land and Food Systems as being clearly part of UBC without diluting the brand.

① FULL UNIT SIGNATURE

This is the standard signature for the Faculty of Land and Food Systems. Use the unit signature for promotional purposes. In the case of stationery items and website headers or footers, the UBC Signature must be used.

② PROMOTIONAL UNIT SIGNATURE

This unit signature features the faculty name more prominently. We recommend using the promotional unit signature in communications that redirect to the Faculty of Land and Food Systems.

③ NARROW UNIT SIGNATURE

Like the Narrow UBC Signature, this should only be used when there is insufficient space for use of the full or promotional unit signature.

④ UNIT SHORT NAME SIGNATURE

This signature option is less formal and is intended for audiences that already know that UBC stands for "The University of British Columbia," or when used with brand devices which already have the UBC crest in it such as the Publication Bar or the UBC CLF.

①



THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

②



THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

③



THE UNIVERSITY
OF BRITISH COLUMBIA
Faculty of Land
and Food Systems

④

UBC Faculty of Land and Food Systems



UBC Masterbrand typography, LFS colours

Typography

The particular design, spacing and weight of letterforms instantly inform our audiences that what they are reading is from UBC. When representing UBC's Faculty of Land and Food Systems please use the following fonts:

Guardian Egyptian

The Faculty of Land and Food Systems' leading typeface is Guardian Egyptian, a serif font. It works well when used for headlines, pull quotes, or other text items that you would like to call attention to.

Whitney

Whitney is a versatile font that works as well on a wide range of mediums, from large signs to small business cards.

Due to its readability and versatility, Whitney is the recommended font for most UBC applications, including wayfinding, headline, and copy text. As it is the UBC primary typeface, it should be used for all formal communications where a strong institutional (UBC-focused) look is required.

LEADING TYPEFACE

Guardian
Egyptian Light

Usage

- Headings
- Headlines
- Pullquotes

Colours (on White)

- LFS Primary Green (PMS 2252)
- UBC Blue (PMS 282)

SECONDARY TYPEFACE

Whitney
Semibold

Usage

- Headline Emphasis (only when paired with Guardian Egyptian Light)
- Subheadings

Colours (on White)

- UBC Blue (PMS 282)

Whitney
Book

Usage

- Body Text

Colours (on White)

- UBC Blue (PMS 282)

How it can apply to...

Posters



How it can apply to...

Print ads or posters



How it can apply to...

Digital
campaigns



320 X 480



300 X 250



728 X 90

How it can apply to...

Instagram



Title Frame



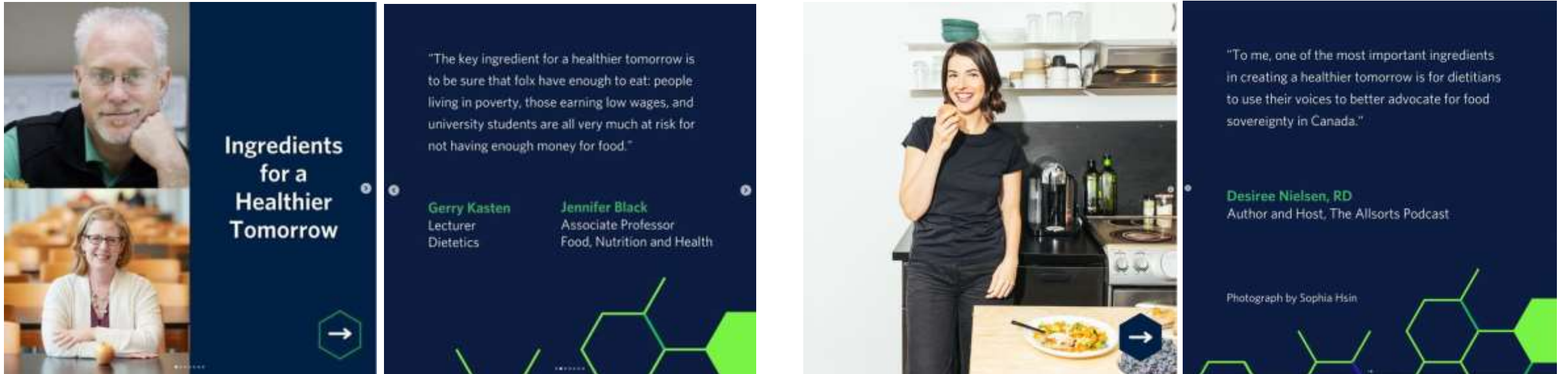
Quote



Call-to-Action

How we applied to...

Instagram - March '22 Nutrition Month awareness campaign



How it can apply to...


Merchandise






**Tools and templates
for you**

New
floor
banners

A photograph showing two individuals in a field of pink flowers. One person is holding a tall, silver sensor device, and the other is looking up at it. The background is a vast field of similar flowers under a clear sky.

 THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

WHERE SCIENCE MEETS SOCIAL IMPACT

The Faculty of Land and Food Systems is a recognized leader in sustainable agriculture; food, nutrition and health; and food safety and quality.

landfood.ubc.ca

 THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

WE ARE A FACULTY OF CHANGE MAKERS

The Faculty of Land and Food Systems offers top-tier education and research programs for those who strive to create a better world.

landfood.ubc.ca

A photograph of a female scientist in a white lab coat and glasses, looking through a microscope in a laboratory setting. The background is slightly blurred, showing other lab equipment.

 THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

Graduate Certificate in Aquaculture

A photograph of a woman in a black wetsuit holding a large, fresh salmon. She is standing outdoors near a rocky shore with a body of water in the background. The photo is credited to 'PHOTO CREDIT: Atlantic Sapphire'.

Prepare yourself for an exciting career in the world's fastest-growing food production sector.

Learn from industry professionals and academics who bring expertise in fish health, nutrition, seafood processing, production systems and ecological sustainability.

landfood.ubc.ca/certificate

 THE UNIVERSITY OF BRITISH COLUMBIA



Micro-certificate in Food Safety Management

A photograph of two people in a food processing facility. They are wearing white lab coats and hairnets. One person is holding a tablet, and they appear to be inspecting or discussing something on the production line. There are yellow crates and equipment visible.

Online, flexible training provides you with job-ready skills needed in the food and beverage sector.

Learn about food safety management:

- Food science fundamentals
- Food safety principles, laws and regulations
- Internal audit training

landfood.ubc.ca/certificate

Digital signage – three templates available as PowerPoint slides

Resume Webinar for Prospective Dietetics Students

Rob Kim, Career Strategist

May 5, 2:30 - 3:30pm

bit.ly/resumewebinardietetics



 THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

INFORMATION SESSION

Graduate Certificate in Aquaculture

Monday, May 2
10 - 11am



aqua.landfood.ubc.ca

 THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

NEW COURSE – FNH 414 22W TERM 1 Sustainability & the Food Industry

Explore food production based on sustainability principles

- Understanding the food industry's impact on the environment & health
- Calculate the carbon/ecological footprint of a given food facility
- Develop mitigation strategies

Pre-reqs:
FNH 309 or FNH 313 or instructor permission

Contact:
Alberto Mendoza-Galina
agalina@mail.ubc.ca

 THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Land and Food Systems

PowerPoint slides

Cover and Divider Slides



Content Slides



Feature Slides



Icons

Animals



New Agriculture



General



Posters (11" x 17"): Canva Pro – overview session to come

The University of Western Australia
Faculty of Law and Food Systems

The Science Behind the Perfect Potato Chip

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Tuesday, May 16
2 - 3pm
MCML 350



The University of Western Australia
Faculty of Law and Food Systems

The Science Behind the Perfect Potato Chip

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Tuesday, May 16
2 - 3pm
MCML 350


Register at bit.ly/potatochips

The University of Western Australia
Faculty of Law and Food Systems

PLACEHOLDERPLACEHOLDERPL PLACEHOLDER

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Date
Time
Location



Register at bit.ly/potatochips

The University of Western Australia
Faculty of Law and Food Systems

The Science Behind the Perfect Potato Chip

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Tuesday, May 16
2 - 3pm
MCML 350

bit.ly/potatochips



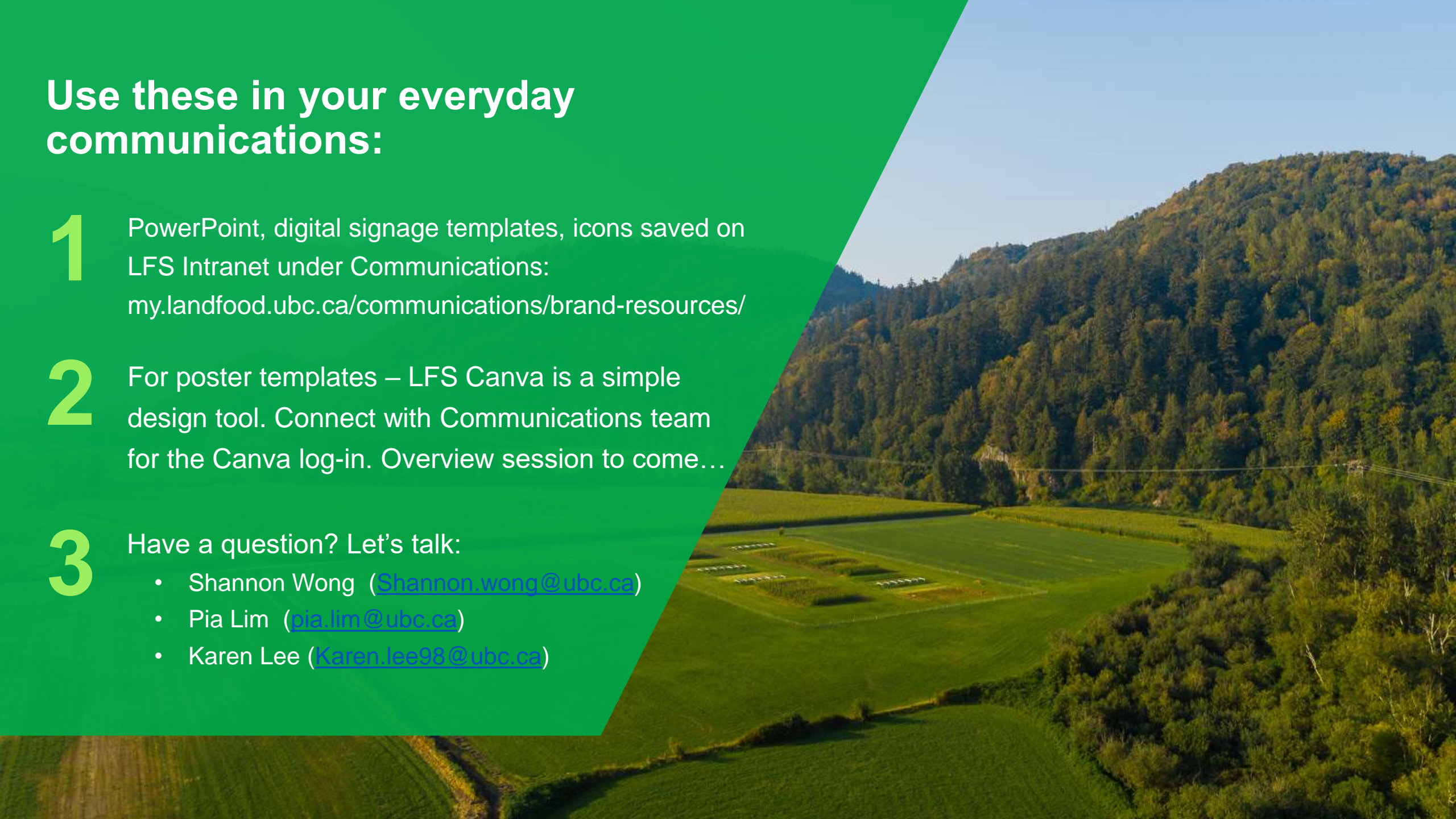
Use these in your everyday communications:

1 PowerPoint, digital signage templates, icons saved on LFS Intranet under Communications:
my.landfood.ubc.ca/communications/brand-resources/

2 For poster templates – LFS Canva is a simple design tool. Connect with Communications team for the Canva log-in. Overview session to come...

3 Have a question? Let's talk:

- Shannon Wong (Shannon.wong@ubc.ca)
- Pia Lim (pia.lim@ubc.ca)
- Karen Lee (Karen.lee98@ubc.ca)



Communications team's next steps:

- 1 Re-design merchandise, current digital and print pieces (summer, ongoing)
- 2 Update recruitment materials in collaboration with Student Services & LFS photo bank of images (summer)
- 3 Tag line – explore new tag line with student focus group (Grounded in Science, Global in Scope)
- 4 ReachOut magazine – facelift (2022 fall)
- 5 Land and Food Systems website renewal (2023)





Thank you