



Logo Usage Guide

Logo Story

Tsimshian artist Glen Wood created the First Nations House of Learning logo. It consists of a human face surrounded by two ravens, which also form the frame of a longhouse. The face is a humanoid with frog-like features and represents First Nations people. The house design represents the university, or “House of Learning,” which is the way some Aboriginal languages refer to schools. The Raven, a symbol of creativity and learning, is also known as a trickster or transformer in many First Nations cultures. As represented here, Raven is transforming the university to reflect First Nations cultures and philosophies, linking the university to First Nations communities.

Usage

The First Nations House of Learning (FNHL) logo is vital to its organizational brand, as it elicits recognition and reputation earned over many years. Moreover, it has come to represent the UBC Longhouse community, which includes Aboriginal students and alumni, as well as staff and faculty from across the campus, and others associated with the university’s Aboriginal community. Furthermore, it not only distinguishes the unit from others at the university, it also allies the organization with the broader Aboriginal community.

For historical reasons, FNHL and its closely associated unit, Xwi7xwa Library, use the logo on a shared basis. For this reason, it is important that the organizational name of each unit is included in every instance of its use. This will avoid confusion about which unit is being represented by the logo.

For reference purposes, here are three ways Xwi7xwa Library uses the logo.



Contact Xwi7xwa Library separately for permission to use the logo in association with its name at xwi7xwa.library@ubc.ca.

External Users

- Contact the FNHL Research and Communications Officer at fnhl.research@ubc.ca (primarily) or the Building Manager at cwasiak@fnhl.longhouse.ubc.ca (secondarily) for permission to use the FNHL logo and to request the appropriate version, e.g. vector, raster, size and/or resolution.

- The FNHL logo should be displayed alongside other logos in an equally prominent manner, as per any partnership or sponsorship arrangement, and subject to the guidelines herein.
- For information materials where no logos are displayed, the correct name to acknowledge is: First Nations House of Learning.
- **IMPORTANT:** Do not list the First Nations House of Learning as the event's location (FNHL administers the First Nations Longhouse). The correct location listing is:

Sty-Wet-Tan Great Hall
First Nations Longhouse

Colour Variations

Colours are generally limited to three variations.

- Red: When only one colour is available, the logo should appear in red.



- Black: When only black is available, the logo appears in 100% black.



- White: When the background is dark, e.g. red, black, or UBC blue (see below), the logo should be reversed out in 100% white. This option is the least preferable choice.



- Exceptions are for materials produced by FNHL, which may use other colours for stylistic purposes.

Colour Palette

The colour palette includes spot colours for paper stocks, custom process breakdowns, (CMYK), RGB equivalents for screen applications, and use in Word, Excel, or Powerpoint, and hexadecimal equivalents for web applications.

Coated	Uncoated	CMYK	RGB	Hexadecimal
PMS Black C	PMS Black	0, 0, 0, 100	0, 0, 0	#000000
PMS 200C	PMS Warm Red	16, 99, 79, 5	196, 36, 59	#C4243B

Typeface, Size & Space

- The font used for “First Nations House of Learning” is Myriad Pro.
- Generally, do not size the logo so small that the legibility of the lettering is compromised, i.e. no less than about 2.5 cm (1 inch). Similarly, ensure the image quality is such that the details of the image and lettering are crisp and clean. When displaying the logo alongside others, be sure the logo is similarly sized, unless it needs to be sized differently for some reason.
- Generally, the space surrounding the logo should be at least half its width to a minimum of 1.25 cm (0.5 inch) on all sides. The objective here is not to overly crowd the logo with other graphic elements and/or text.

Visual Integrity

- The logo elements should not be altered but rather appear as one element. The exception is for materials produced by FNHL, which may use select graphical elements for stylistic purposes.
- Do not incorporate other graphical elements into the logo.

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