1.0  Introduction

With a vision of living and breathing excellence in sport and active healthy living, Vikes Athletics & Recreation programs contribute significantly to the successful UVic student experience and to the vibrancy of campus life.

The 50th Anniversary celebrations provided the department an opportunity to pause and reflect on the brand identity heading into UVic’s next 50 years. The Vikes Brand Committee along with feedback from our stakeholder groups, affirmed a brand identity that resonates with our stakeholders, representative of our Vision, and flexible in its application.

The aim of the Vikes Athletics and Recreation Graphic Standard Guidelines is to explain and illustrate the proper usage of the University of Victoria Vikes identity elements. It is critical that these guidelines be respected in order to protect the positioning of the University brand while presenting a logical hierarchy and visual relationship between the University identity and the Vikes identity.

The marks in this document are proprietary to the University of Victoria Vikes Athletics and Recreation department. Any third-party usage must be approved by the department.

Guidelines such as these are intended to provide structure and logic for large groups that use the graphic elements. They are living documents and may be revised or re-interpreted should a particular situation warrant it. The University of Victoria reserves the right to adjust these guidelines over time, as common sense and need dictate. If you feel that a particular application requires adjustment of discussion, please contact Robert Mackay, Manager, Vikes Marketing and Engagement — rmackay@uvic.ca or (250) 721-7590.

For more information visit: govikesgo.com/Brand
1.1 The Vikes Brand

The Vikes name and brand stems from when Victoria College first chose the name “Vikings” to represent their school and athletics programs. The name was thought to embody the spirit of passion, triumph and fierceness as well tie in well to the school’s city, Victoria. In a process from 1989-90, the University of Victoria decided to change the name from Vikings (men’s) and Vikettes (women’s) to just Vikes, allowing for an all-encompassing name that has since been used.

TRANSITION PERIOD

All components of these brand guidelines are being phased in to allow the department to use existing stocks of non-compliant material in a cost-effective manner. All marketing and communications material produced as of September 1st, 2013 must adhere to these guidelines.

FUTURE OF THE GUIDELINES

The guidelines will continue to evolve based on feedback from users and new projects that arise. The Vikes branding committee welcomes input from the department in order to make this document more useful. Please forward comments and suggestions to Robert Mackay, Manager, Vikes Marketing and Engagement — rmackay@uvic.ca or (250) 721-7590.

VIKES LOGO EVOLUTION
1.2 Brand Hierarchy

**Primary Brand**

- **Secondary Icons**
- **Department Logo**
- **Uniform Wordmark** (For Athletics use only)

**Programs and Sports Team Logo Examples**

- **Rowing**
- **Basketball**
- **Summer Camps**
- **University of Victoria Rising Stars Field Hockey Program**
- **Vikes Basketball Academy**
2.0 Identity

Using the “Vikes” name
University of Victoria athletics teams - both male and female - compete under the name ‘Vikes’; but any student, employee or alumni of the university can call themselves a Vike.

Pronunciation
‘Vikes’ is pronounced as a shortened form of the word ‘viking’, with the long ‘i’ (eye) sound. A common mistake is to pronounce it “Vicks” similar to our home city Victoria.

Apostrophe
The name does not carry an apostrophe: Vikes
- e.g. Vikes athletic director Clint Hamilton
- e.g. Vikes defender Joe Smith

Apostrophe usage for possessive, plurals and contractions
The following instances are appropriate times to use an apostrophe:
- Possessive when referring to a specific athlete: e.g. “The trophy is that Vikes’ award.”
- Plural possessive when referring to a group of Vikes: e.g. “The Vikes’ six-game winning streak.”
- Contraction of “Vike is” or “Vike has”: e.g. “That Vike’s on a roll.”

Vike vs Vikes
Use the singular form only when referring to a specific individual. Otherwise, it is always plural.
- Vikes Athletics and Recreation not Vike Athletics and Recreation
- Vikes Soccer not Vike Soccer

Exceptions include special events or programs such as Adopt a Vike

University of Victoria
The Vikes always represent the University of Victoria and the varsity teams play in a university league. When using the full reference to the varsity teams, use “the University of Victoria Vikes” rather than “the Victoria Vikes.”

Vikes Colours
The Vikes colours are the Vikes blue and gold based on the traditional colours of the University of Victoria:

**VIKES BLUE**
- Process:
  - RGB: C94 M67 Y1 K0
  - Pantone: 2935 C
- Web-safe colour code: #055EAA

**VIKES GOLD**
- Process:
  - RGB: C0 M24 Y 93 K0
  - Pantone: 123 C
- Web-safe colour code: #FFC528

**BLACK**
- Process:
  - RGB: C0 M0 Y0 K100
  - Pantone: Black
- Web-safe colour code: #000000

**GREY**
- Process:
  - RGB: C35 M28 Y29 K0
  - Pantone: None
- Web-safe colour code: #AAAAAA

**WHITE**
- Process:
  - RGB: C0 M0 Y0 K0
  - Pantone: None
- Web-safe colour code: #FFFFFF

Black, white and grey are used as accent colours where necessary, or as a base colour where uniform regulations dictate.
### 2.1 Typography

The Vikes typography follows the similar typography standards to the University of Victoria's standards.

#### MAIN HEADS AND TITLING
Print applications, 50% minimum tint on white, or reverse on colour background.

<table>
<thead>
<tr>
<th>Heads, Short Text, Captions</th>
<th>Myriad Pro Bold Condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not reverse.</td>
<td></td>
</tr>
</tbody>
</table>

#### HEADS, SHORT TEXT, CAPTIONS
Do not reverse.

<table>
<thead>
<tr>
<th>Short and Medium Text Length</th>
<th>Myriad Pro Condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not reverse.</td>
<td></td>
</tr>
</tbody>
</table>

#### ALLOWABLE TEXT SUBSTITUTE
Alternative to Myriad Pro Condensed fonts where needed for legibility.

<table>
<thead>
<tr>
<th>Allowable Text Substitute</th>
<th>Myriad Pro / Myriad Pro Semibold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### LONG TEXT
Recommended for text in longer documents.

<table>
<thead>
<tr>
<th>Long Text</th>
<th>Adobe Garamond Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Minimum Type Size

<table>
<thead>
<tr>
<th>Minimum Type Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADS</td>
</tr>
<tr>
<td>9 pt Myriad Pro for body copy</td>
</tr>
<tr>
<td>BROCHURES</td>
</tr>
<tr>
<td>9 pt Myriad Pro / 10 pt Garamond Pro</td>
</tr>
<tr>
<td>CAPTIONS</td>
</tr>
<tr>
<td>8 pt Myriad</td>
</tr>
</tbody>
</table>

#### Type Colour

<table>
<thead>
<tr>
<th>Type Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>BODY COPY</td>
</tr>
<tr>
<td>Body Copy should be black or if on a dark solid background, white</td>
</tr>
<tr>
<td>LARGER HEADERS</td>
</tr>
<tr>
<td>Larger headers should be minimum</td>
</tr>
</tbody>
</table>

| Body Copy | Large headers |
2.3 Full Vikes Mark

The full Vikes mark is the primary identity mark. All official Athletics and Recreation materials of any kind must use this primary mark. The logo is derived from the retro logo that is still part of the current Vikes identity. It was approved in 2013 in consultation with multiple stakeholder groups on campus and in the surrounding community. It is intended to represent and respect the legacy of excellence of the athletics program at the University of Victoria, as well as promote active, healthy living as per Vikes Athletics and Recreation’s vision, purpose and values.

Redrawing or misusing this mark will result in diluting and weakening the impression of the Vikes identity. Following these guidelines will ensure consistent representation.

Three-colour CMYK (Primary)
Proper Use
The primary Vikes logo needs to be flexible to work in a variety of applications and contexts. This page discusses the acceptable applications of the full graphic, showing how to achieve maximum impact in any situation.

The full, three-colour graphic may be used only on white backgrounds.

The black and white graphic may be used on white or light backgrounds up to the equivalent of a 25% tint of black.

The single-colour, white-only graphic is reserved for applications on solid colours particularly for merchandise and apparel.

The single-colour, black-only graphic is reserved for applications on solid colours particularly for merchandise and apparel.

The two colour, white and gold graphic is reserved only for clothing, merchandise and apparel on dark solid colours.

The University of Victoria Vikes Athletics and Recreation department reserve the right to approve a variance in colour combinations not shown on this page. All requested variances should be submitted with a visual proof to Robert Mackay, Manager, Vikes Marketing and Engagement: rmackay@uvic.ca or (250) 721-7590.
Sizing and protected area
The minimum size for general application is listed below for the Vikes primary mark.

Minimum size
= 2.5 cm or 1 inch high

Protected Area
Departmental Use of Vikes Logo

The following outlines the approved departmental usage and wordmarking associated with the Vikes primary logo. The University of Victoria Vikes Athletics and Recreation Marketing and Engagement Team reserve the right to modify or add the below identifiers upon request. Please contact rmackay@uvic.ca to make a request.

Note: Staff are expected to follow these standards for department clothing orders. If the clothing is to be used for promotional efforts (e.g. t-shirt give-away), the Vikes Nation logo and the ‘V’ with Victoria is the appropriate logo combination.

Full, three-colour

Single black, single white or two colour
Incorrect reproduction or application

The following illustrate incorrect usage of the primary Vikes mark. To avoid these incorrect uses, always reproduce the mark from official electronic artwork.
3.0 Secondary Marks

The below secondary marks to be used as outlined below.

Two-Colour CMYK (Secondary Mark)

One-Colour CMYK (Secondary Mark)

Two-Colour CMYK (Secondary Mark)

Blue

White

Gold

Gold

Blue

The Vikes Nation (no swoosh) logo is the approved secondary logo for the department. This is to be used on all internal and external promotional materials (advertising, signage, digital, etc) except clothing. The Vikes Nation logo (swoosh) and the 'V' with Victoria is the appropriate logo combination for NIKE branded clothing.
3.1 Approved Logo Variations and Program

The below variations and examples of exceptions that are already pre-approved for Vikes programs and special events. The Vikes branding committee reserve the right to vary the Vikes logo and secondary marks for special events such as the annual Shoot for the Cure, Thunderfest or junior programs such as Vikes Basketball Academy and Thunder Squad. Any other changes or variations must be submitted and approved by the Vikes Marketing and Engagement Team. Some examples of pre-approved logos are shown below:
3.2 Third Party Logos

The UVic Vikes Athletics and Recreation logo, which is made up of the helmet, Vikes graphic and words “University of Victoria” is a property to the University of Victoria Vikes Athletics and Recreation. As such, it is only to be used by official university departments, teams and programs under Athletics and Recreation.

In order to provide student groups more flexibility and to make it clear that they are not formally representing the UVic Vikes, it is asked that they not use the Vikes primary mark in their name or on their materials or website. An exception to this includes the approved sport clubs.

In lieu of using the name Vikes primary mark, it is suggested that student groups use the name “Vikes” before or after their name. The student group or club name should never include the use of the primary mark (three-colour logo with helmet and the word Vikes). The following examples illustrate this:

- Vikes Student Group ✔
- Vikes Student Club ✔
- ✔
- ×

Clothing and merchandise using the Vikes primary mark needs to be approved by the UVic Vikes marketing or communications officer. Your cooperation is greatly appreciated. For a full list of approved sports clubs please contact:

Robert Mackay, Manager, Vikes Marketing and Engagement rmackay@uvic.ca or (250) 721-7590.

VIKES NATION Logo

The Vikes Nation logo was developed in 2013 as a Vikes brand initiative. The logo was developed in partnership with Nike and T. Litzen Sports Ltd. The use of this logo on any clothing or merchandise must be on approved Nike and T. Litzen Sports Ltd. apparel and all artwork must be approved via the Vikes Marketing and Engagement Team.
4.0 Uniforms, jerseys and team clothing

The following jersey standards apply to all programs within UVic Vikes Athletics and Recreation. Teams are encouraged to work collaboratively with Vikes Athletics and Recreation in their jersey design approval process. All new jersey and apparel designs must be approved by the Director of Athletics and Recreation or designate.

Primary Colours
In recognition of the fact that teams generally need a light uniform and dark uniform (for distinction at home and away games), the preferred based for these jerseys should be white (light) and blue (dark). Regardless of the base colour, the University of Victoria Vikes colours of blue and gold must always be key elements of the design. White and black are permitted as accent colours, while navy is a suitable choice for apparel colour.

Primary Logo
The default is to use the full-colour primary Vikes logo in a place of prominence on the uniform, ideally on centre or left chest. Where this is not permitted, the Vikes wordmark or secondary elements may be used.

Note: Where international competition regulations stipulate the colours of uniforms and these colours are not complementary to the Vikes colour palette, use the single-colour (black or white) versions, as most appropriate. This may also be applied at the discretion of the Director of Athletics and Recreation or designate.

Secondary Elements
A university identifier element must always be present on jerseys, apparel or uniforms, be it the full Vikes mark or through the use of a secondary element such as the helmet, V or wordmark.

Numbers
Number size and placement should reflect the regulations of each sport. However, the typography should reflect the Vikes Athletics official numerical typeface.

Player names
Where possible, player names (if included on jerseys) should be rendered in the same typography as the numbers, allowing for appropriate spacing to be clearly visible.

Wording
‘Vikes’ or ‘Victoria’ are the preferred feature wording for home and away jerseys.

Team Clothing and Apparel
Vikes team clothing should always incorporate blue and gold as primary colours. Black, white, grey or navy can be used as base colours as well. The logo on the team clothing should be either the primary Vikes logo or the Vikes logo with wordmarking as a team specifier.
4.0 Uniform and jersey wordmark

The below wordmarking is to be used for athletics jerseys and uniforms only.

ABCDEFGHijklmn
OPQRSTUVWXYZ

123456789