



BRAND GUIDELINES

Land Acknowledgement

Okanagan College respectfully acknowledges that our Penticton, Kelowna and Vernon campuses are located on the traditional and unceded territory of the Syilx Okanagan People, our Salmon Arm campus is located on the traditional and unceded territory of the Secwépemc, and our Revelstoke centre is located on the traditional and unceded territories of the Ktunaxa, Secwépemc, Sinixt and Syilx Okanagan Peoples.

03 Brand Promise



To empower every student, honour each stage of their growth, and foster a learning environment that creates stronger communities in BC and beyond.



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05 Our Purpose

MISSION

We transform lives and communities.

VISION

We inspire and empower individuals and communities to strengthen and sustain the social, economic, environmental, and cultural resiliency of the region for current and future generations through the creation and sharing of knowledge.

VALUES

Students First

Creating meaningful life-long educational opportunities of the highest quality for alumni, current, and future students is at the heart of everything we do.

Community

We are one College. We enthusiastically embrace the opportunity to work with, learn from, and support everyone we encounter collaboratively and collegially.

Respect

We welcome, embrace, and celebrate that which make us unique in creating an environment in which every individual is valued, affirming our commitment to human dignity for all.

Courage

We are courageous in our actions in areas that contribute to positive change in our communities and beyond. We have the courage to be vulnerable. We are truthful, sincere, and act ethically with honesty and fairness.

Relationships

We steward meaningful relationships built on a foundation of reciprocity. We are compassionate, empathic, and care for the holistic well-being of students, employees, community members, and the land.

Distinction

We choose activities in which we can achieve excellence and positively impact society.



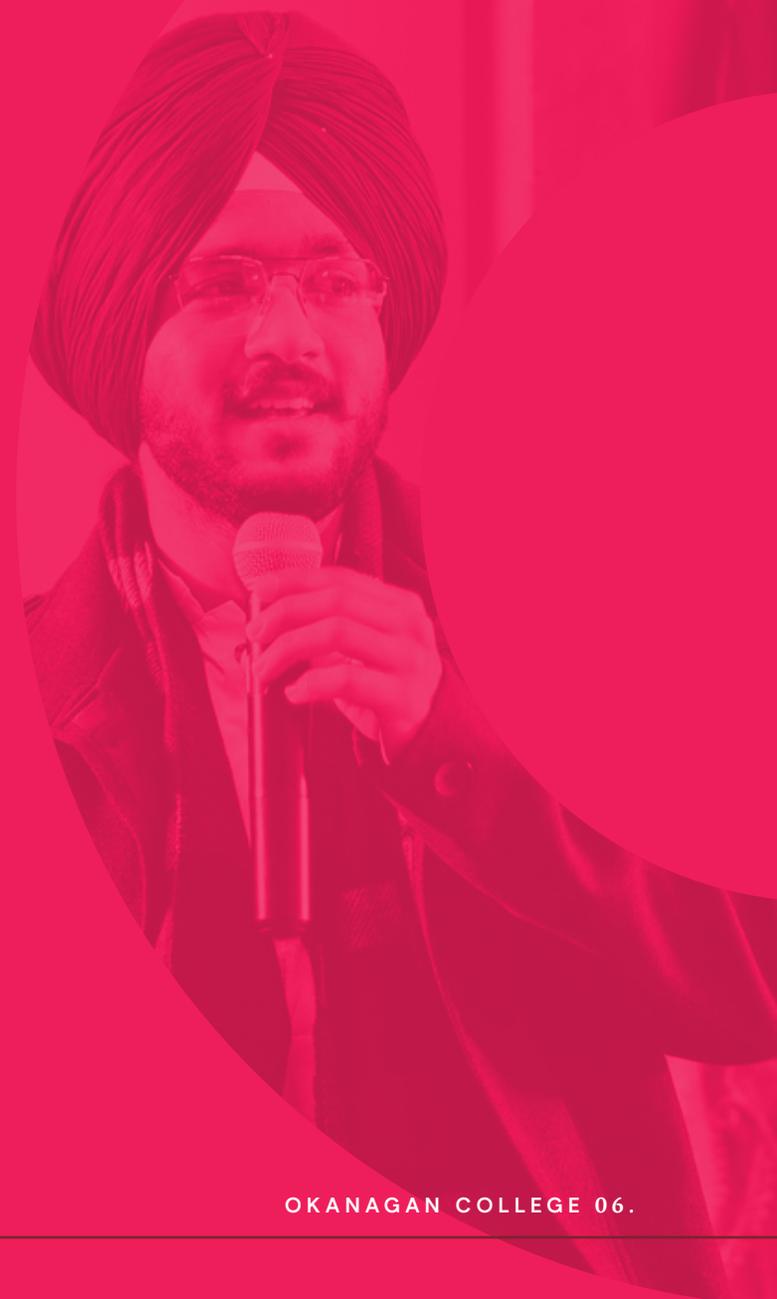
06 Brand Stewardship

We all play a role in keeping Okanagan College's brand strong.

Okanagan College's identity has been written collectively by the OC community and includes our unified identity. Our brand story touches on the people, places, voices, and perspectives that have informed our rich history and ongoing promise to support students in reaching their goals and positively impacting their communities.

This brand guide will help clearly convey our brand elements correctly and consistently. Along with our brand identity, logos, typography, and colour will help communicate our brand effectively.

Using the OC brand and visual identity? Please contact College Relations to discuss design applications and new initiatives. By working together, we will build and protect our brand integrity today and into the future.



07 Brand Stewardship

Be a Brand Ambassador

All members of the OC community can play an active role in brand stewardship through clear, positive, authentic communication about Okanagan College in every interaction at OC and in the community.

You are our brand storytellers. Help us continue to strengthen and unify Okanagan College's brand. You can inspire more people to join the OC community by learning and being able to speak to the following brand story and essence.

The pages that follow outline different ways to talk about OC, and to communicate our brand - who we are and what we do - in a way that is aligned to our Vision, Mission and Values, and Inspire strategic plan.

08 Our Story

Who We Are

At Okanagan College, we are committed to inspiring future leaders and making positive impacts, both locally and around the world. We aren't afraid to lead because we know that by empowering individuals, we can transform lives and communities for the better. Our agility and resilience in the face of challenges and ever-changing circumstances is what has fueled our passion for learning for more than 60 years.

The time for OC is now. We work closely with industries and surrounding communities to provide relevant, accessible education and training that is in-demand in the workforce and beyond. We take this responsibility seriously and in stride – excited by what's next.



We never waver in showing up.

We inspire and are inspired by our learners.

We always encourage collaboration over division.

We learn, adapt, and move forward as the journey unfolds.

We are where your tomorrow starts.

09 Brand Platform

Something More

At Okanagan College, we are committed to inspiring future leaders. We focus on what's possible for each student and believe that their empowerment will inevitably benefit those around them. Every individual that is instilled with the skills to take their workplace by storm is another crucial piece in building stronger, happier, and more resilient communities across the globe.

The brand platform is our “North Star” or “Big Idea.” It is the feeling members of the OC community say they want our brand and visual identity to communicate to others, whether they are future students, alumni, donors, or people learning about OC for the first time. The Brand Platform is our emotional connection and how we build connection to our audience.

10 Key Messaging Pillars

01. Students First

Our dedication to student success is at the core of everything we do. Though success is different for each person, we are dedicated to supporting you inside and outside of the classroom. Whether that's through learning opportunities in the workplace, instruction in the classroom, or one-on-one support and follow-up, our objective is student success. From local efforts to global impact, we know you're ready to make your mark.

02. We Are All OC

We believe that diversity makes us stronger. We celebrate and welcome all people, perspectives and experiences through events, course offerings, and campus life. Our commitment to reconciliation with Indigenous Peoples, equity, diversity, inclusion, social justice, and accessibility are foundational in everything we do.

03. Future Ready

Whether you come to OC to pivot your career, expand your expertise, or find your first start in the professional world, we will help you focus on what's next. We are inspired by your potential and possibility. We seek out new ideas and opportunities through innovative partnerships, technologies, and fresh perspectives.

04. Community Matters

Since contributing to community development and developing future community leaders is vital to our mission, we need to showcase the value of being a contributing member. Creating a welcoming and collaborative environment that extends to a 'campus of everywhere' is an essential part of our impact.

11 Essence

Transforming Together

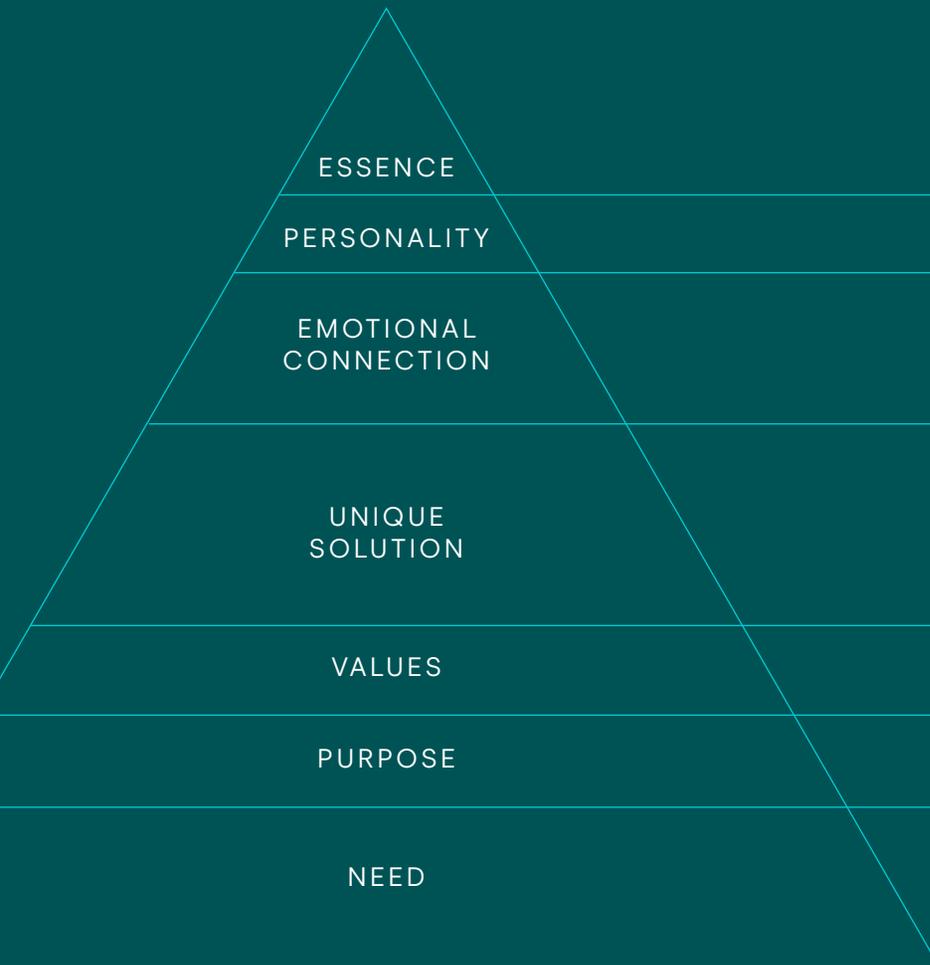


Personalized learning for community impact.

When it comes to education, one size rarely fits all. That's why Okanagan College puts students first, through offering different, flexible, and accessible learning options to minimize the conventional barriers to post-secondary. We partner with community members to ensure the education and training we deliver is relevant to employers and benefits communities across the region and globe. Indigenous community members and allies lead the way in building a stronger OC, aiding in our unwavering commitment to diversity, inclusion, equity, and social justice. Students learn from experienced instructional staff in class sizes optimal for building relationships instead of fading into the background.

Whether you come to Okanagan College to pivot your career, expand your expertise, or to find your first start in the professional world, we'll honour your potential at every step. From local efforts to global impact, we know you're ready to make your mark.

12 Brand Pyramid



Transforming Together

Innovative, Experienced, Bold, Real, Inclusive, Curious

Being a student at OC means being a part of a lifelong community that helps me achieve my individual goals and contribute to a collective good.

A leading BC post-secondary institution, Okanagan College provides hands-on learning through an accessible, quality education designed to fit your lifestyle. Our wide range of flexible and innovative programs are designed to meet the unique needs of the communities and people we serve. Okanagan College is your partner in lifelong learning.

Students First / Community / Respect / Courage / Relationships / Distinction

We transform lives and communities.

There is a knowledge and skills gap between my current state and where I want to be. I want to learn in a place where I trust the institution and its quality, and where I am supported in my goals of growing in my understanding and pursuing my passions.

13 Brand Voice

How Does Okanagan College Sound?

Welcoming & Authentic

We want everyone to feel welcomed at OC, and that's why we are all committed to creating learning environments that are supportive of each learner's unique pathway. We value authenticity, we aim to be clear, and above all - we care about each other. Some post-secondary institutions can feel intimidating. We want to feel inviting. We show respect for every individual who comes to us, and we help them find their place in our community.



14 Brand Personality

Innovative

MEANING...

Forward-thinking
Optimistic
Thoughtful
Experimental

AND NOT...

Callous
Narcissistic
Dominating
Exclusive

Real

MEANING...

Straightforward
Honest
Unique
Fresh

AND NOT...

Obnoxious
Unprofessional
Inappropriate
Glib

Experienced

MEANING...

Insightful
Skilled
Patient
Knowledgeable

AND NOT...

Demeaning
Arrogant
Ego-driven
Controlling

Inclusive

MEANING...

Accessible
Adaptable
Welcoming
Empathetic

AND NOT...

Disingenuous
Pretentious
Elitist
Performative

Bold

MEANING...

Relevant
Brave
Creative
Confident

AND NOT...

Rude
Extreme
Insensitive
Alienating

Curious

MEANING...

Open
Respectful
Passionate
Committed

AND NOT...

Rude
Reckless
Pedantic
Invasive

15 Indigenous OC

Okanagan College recognizes that as an institution, we are part of the educational and social fabric of the region, and that we have both the opportunity and responsibility to support and empower OC learners and employees to be positive agents of dialogue, knowledge sharing and change.

Our mission is to transform lives and communities. It is the people of Okanagan College who bring this mission to life, and who have the ability and the agency to do so for the betterment of our world. We recognize that this mission cannot be fully achieved without strong commitment to – and action toward – reconciliation.

Read OC's full commitment to reconciliation:
<https://www.okanagan.bc.ca/commitment-to-reconciliation>



16 Standards & Practices

Know Your Audience

Students

Future Students

Team Members

Alumni

Donors

Community

Writing Standards

Canadian Press Style

Clear and concise sentences

An active voice

No jargon, acronyms, and cliches

Use “Okanagan College” and “OC”
- never “OkCollege” or “OKC”



01. OUR LOGO

18 Our Logo



Our logo is a symbol of who we are.

The OC icon mimics a viewfinder or a way finder, elements that are used to find your path.

Two circles represent a meeting of the minds.

The thick/thin separation between “O” and “C” shows momentum and speaks to the learning journey.



19 Logo Formats



Use Cases

The Okanagan College logo is evolving to reflect how we have grown and changed as an institution, while still retaining a strong tie to our history through the cherry red colour. For all new applications, this logo should be used. The primary logo is intended for all public-facing communications. The secondary logo provides a more condensed (vertical) option, and the tertiary logo offers a red-dot logo to support the transition between the original visual identity and the updated format.

PRIMARY LOGO



SECONDARY LOGO



TERTIARY LOGO



ICON



Please contact College Relations if you are creating materials that will carry the OC logo, to discuss the best option for your particular needs.



20 Looking Back



Original OC Logo Formats

Below is the Okanagan College logo, established in 2005. This logo is included here to identify it and its elements as acceptable on existing or older collateral. If you are creating new material, please contact College Relations to discuss most appropriate logo use for the application in question.

PRIMARY LOGO



21 Logo Colours



How colour should be used with our logo.

The logo should only appear in the approved format and colours. Whenever possible, the logo should appear in its primary colours: Cherry and Cabernet as defined on page 37. Whenever the logo is placed on a darker background, the logo may be used in white to ensure legibility. When a colour version of the logo is not a possibility because of printing restraints, a grayscale version of the logo may also be used.



22 Logo Integrity



Maintain Clear Space

Always maintain the minimum clear space around the logo to preserve its integrity, maintain visual clarity, and provide maximum impact. Use the first “O” in Okanagan as a spacing guide to ensure that other graphic elements are not too close.

LOGO



23 Icon Use



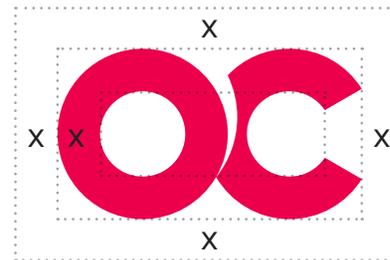
How to use the OC icon.

The OC icon may be used in situations where the full Okanagan College logo is already in use. Examples include wayfinding on campus, on the Okanagan College social media accounts and most importantly to title departments and portfolios. The icon can also be used as a graphic asset to hold photography and to create visual interest on marketing materials. Please contact College Relations if you are considering using the OC icon to discuss the best options available.

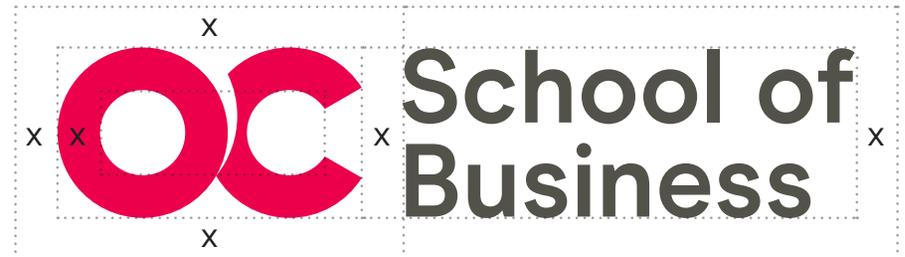
SPACING:

When using the OC icon, use the stroke width of the letters as a guide for clear space. When pairing with additional text, such as program and department names, use this guide to maintain consistency as seen on the right. The font used is Modern Era Bold in the colour Charcoal as referenced on Page 37.

ICON SPACING GUIDE



ICON WITH TEXT



24 Brand Architecture



Branding Throughout the Institution

Brand consistency is critical to our success. To establish a strong brand architecture, OC will follow these guidelines.

Our Parent Brand is our main landmark that will be used on student and public-facing publications, both digital and print.

Departments and Portfolio names will use the OC icon instead of the full logo. The structure and spacing is outlined on Page 23.

Wayfinding throughout the OC campus and student facing departments are treated consistently. As new, on-campus fixed signage is developed, we will use the font Modern Era Bold in the colour Cabernet as referenced on page 37.

Endorsed Brands will use the OC icon. See Page 24 for a more thorough explanation.



PARENT BRAND



DEPARTMENTS/PORTFOLIOS



WAYFINDING

**Student
Recruitment**

**Financial
Aid**

ENDORSED



25 Endorsed & Co-Branding



Endorsed Brands

Endorsed branding should be used for Okanagan College initiatives that have independent branding when there is a need to ensure clarity that OC is associated with a brand (examples of this are the Infusions Restaurant and Spa Training Centre). When using the icon to endorse brands, a charcoal version of the icon may also be used.

ENDORSED



Co-Branding

Co-Branding is utilized when there are multiple brands that partner up as part of a strategic alliance. The following example should be used when the communication requires equal importance between Okanagan College and the partnered brand. Okanagan College should be shown first in all instances and a line is used to separate the two organizations.

CO-BRANDED



26 Logo Integrity

The brand identity should never be altered, warped, covered, stretched or placed in a different colour format than specified in these guidelines.

Do not:

1. Place on coloured backgrounds that lack contrast.
2. Apply a drop shadow.
3. Change or otherwise recreate the type or artwork. Only use the verified versions.
4. Place on distracting or busy backgrounds.
5. Apply a gradient or otherwise change the colour to a colour not included on page 21.
6. Distort or warp the word mark in any way.
7. Rotate.
8. Apply outlines.



27 60th Anniversary Logo



Celebrating 60 years of Okanagan College

To celebrate the 60 years milestone in 2023, we have designed a 60th anniversary logo. This logo can be used to represent Okanagan College throughout 2023 and on any merchandise or presentations made to celebrate the event. This logo can be used as an example of how to create future anniversary logos for the college.

HORIZONTAL LOGO



VERTICAL LOGO



COLOUR USE: The logos can be used in our three primary colours: Cherry, Cabernet and Charcoal as defined on Page 37. When placed on a coloured background, a reversed all-white version of the logos can be used.





02. InspirED Portfolio





InspirED's Continuing Studies and Corporate Training Portfolio

InspirED provides short courses, certificates, micro creds, professional development and lifelong learning options. The brand has clear visual ties to the OC brand, but will be used as a co-brand with the main OC logo only when we want it to be made clear that it is a part of the College.

The form of 'ed' is visually aligned with the OC logo which references a viewfinder or a way finder, elements that are used to find your path.

The thick/thin separation between "e" and "d" shows momentum and speaks to the learning journey.

The word 'inspired' in a lowercase, sans-serif font. The letters 'in', 'sp', and 'ir' are in a dark teal color, while the letters 'e' and 'd' are in a lighter cyan color. The 'e' and 'd' are connected, with a thin gap between them.

Phonetically our portfolio can be pronounced (**in-spire-ed**). In the logo, colour is used to emphasize the "Inspire" and the "Ed" components, however in regular text the portfolio can be referred to as "InspirED." This helps readers recognize the word as a proper noun in plain text, and makes it more legible.



Defining the Portfolios

To create distinction between the two InspirED portfolios there are two separate logos that can be used as outlined below. These logos can be used to create clarity both internally and externally on how InspirED fits without the broader OC brand.

CONTINUING STUDIES & CORPORATE TRAINING

inspired
Continuing Studies
& Corporate Training

TRADES CONTINUING STUDIES

inspired
Trades Continuing
Studies

31 Logo Integrity



Maintain Clear Space

Always maintain the minimum clear space around the logo to preserve its integrity, maintain visual clarity, and provide maximum impact. Use the “e” in InspirED as a spacing guide to ensure that other graphic elements are not too close.

LOGO



32 InspirED Logo Colours



How colour should be used with the InspirED logo.

The logo should only appear in the approved format and colours. Whenever possible, the logo should appear in its primary colours: Sky and Lake as defined on page 33 and 37. When a colour version of the logo is not a possibility because of printing restraints, a grayscale version of the logo may also be used.

inspired

inspired

inspired

inspired

inspired



A distinct palette

The InspirED palette is influenced by the agriculture and natural surroundings of the Okanagan Valley and taken from the broader Okanagan College brand as outlined on page 37. It is important to maintain a consistent appearance and reproduction of the InspirED colours across all forms of visual communication. Using colours consistently will strengthen our brand recognition, create impact and distinguish our message.

InspirED PRIMARY COLOURS

Sky

PANTONE 319 C
CMYK 60/0/16/0
HEX 2ECDDC
RGB 46/205/220

Lake

PANTONE 323 C
CMYK 100/0/41/51
HEX 005F63
RGB 0/95/99

InspirED SECONDARY COLOURS

Peach

PANTONE 7417 C
CMYK 0/82/82/0
HEX E14F3D
RGB 225/79/61

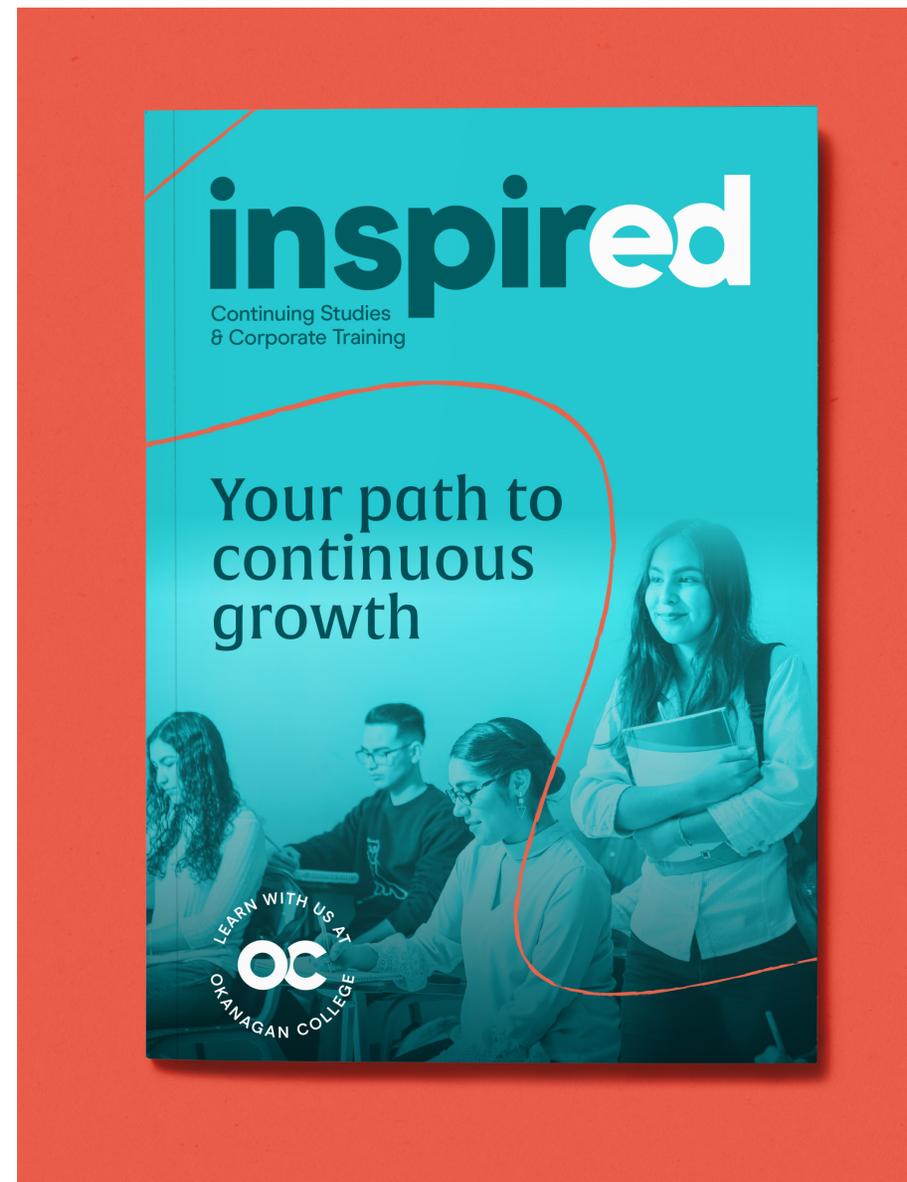
34 Learn with Us badge



Learn with us at Okanagan College

A secondary brand stamp has been created so that we can clearly show that InspirED is an OC initiative when needed.

The badge should primarily be used in the OC brand colours, cabernet and cherry. It can also be used in white to increase legibility or in black when colour is not an option.





03. COLOUR

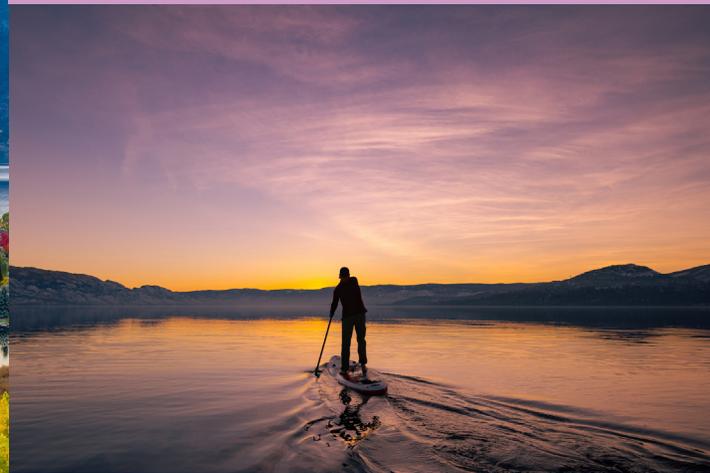


SKY

LAVENDER



LILAC



SUNSET



CHERRY



CABERNET



LAKE



PEACH



Colour is integral to our story.

The Okanagan College palette is inspired by the agriculture and natural surroundings of the Okanagan Valley. It is important to maintain a consistent appearance and reproduction of the Okanagan College colours across all forms of visual communication. Using colours consistently will strengthen our brand recognition, create impact and distinguish our message.

PRIMARY COLOURS

Cherry
PANTONE 1925 C
CMYK 0/100/52/0
HEX E10054
RGB 225/0/84

Cabernet
PANTONE 188 C
CMYK 5/96/56/54
HEX 782434
RGB 120/36/52

Charcoal
PANTONE 418 C
CMYK 59/48/58/44
HEX 50534C
RGB 80/83/76

SECONDARY COLOURS

Lilac
PANTONE 251 C
CMYK 13/42/0/0
HEX DE9CEE
RGB 222/156/238

Lavender
PANTONE 2607 C
CMYK 85/100/0/13
HEX 50037F
RGB 80/3/127

Sunset
PANTONE 151 C
CMYK 0/54/100/0
HEX FF8204
RGB 255/130/4

Peach
PANTONE 7417 C
CMYK 0/82/82/0
HEX E14F3D
RGB 225/79/61

Sky
PANTONE 319 C
CMYK 60/0/16/0
HEX 2ECDDC
RGB 46/205/220

Lake
PANTONE 323 C
CMYK 100/0/41/51
HEX 005F63
RGB 0/95/99

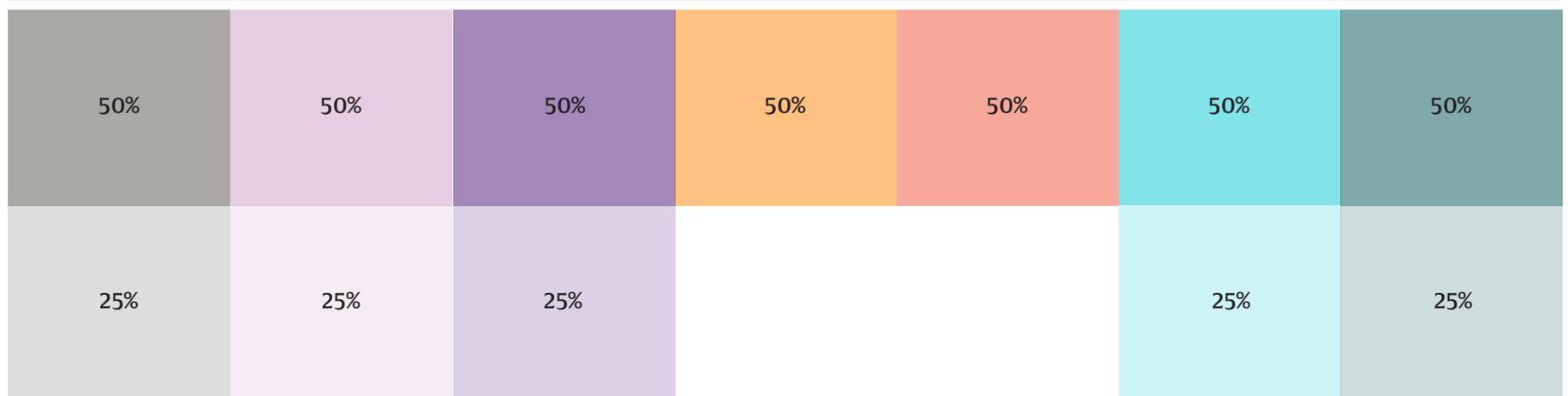
Tertiary Colours

Our tertiary palette includes tints of the secondary brand colours that may be used as assisting elements such as in photography lighting and filters.

SECONDARY COLOURS



TERTIARY COLOURS





03. TYPOGRAPHY

Primary Font

A corporate font is a critical brand asset that visually ties all of your external communications and messaging together. It expresses the brand personality, supports legibility and ensures consistency across the organization. Modern Era is the primary font used in the word “Okanagan” in our logo, and reflects our clear and authentic communication style.

APPLIES TO: This font will be used by College Relations in designed collateral, OC templates and key brand assets. This font is for use in designed materials. For information about approved fonts for reports, presentations, letters, etc., see “Type Alternatives” on page 35-36

PRIMARY

Modern Era

Modern Era Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Modern Era Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Modern Era Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Modern Era Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Modern Era Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Modern Era Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOOGLE ALTERNATIVE

Poppins
<https://fonts.google.com/specimen/Poppins>

Poppins

Poppins Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font

Alverata is the secondary font used for the brand and comes in a range of widths that provide flexibility for various communications while maintaining consistency. It can be used in designed collateral, headers, subtitles, large body copy, callouts, as well as small print that may be harder to read. This font is for use in designed materials. For information about approved fonts for reports, presentations, letters, etc., see “Type Alternatives” on page 36.

SECONDARY

Alverata

Alverata Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alverata Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alverata Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alverata Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alverata Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alverata Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOOGLE ALTERNATIVE

Noto Serif

<https://fonts.google.com/noto/specimen/Noto+Serif>

Noto Serif

Noto Serif Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Serif Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

42 Typography in Use

Brand Fonts in Use

Throughout this document and below, you will see the brand fonts in use. In order to create a strong visual heirarchy between headlines, subheadlines and body copy we recommend using both Modern Era and Alverata.

EXAMPLES OF HEIRARCHY

This is a Headline

This is a Subheadline

This is body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

BUTTON

This is a Headline

This is a Subheadline

This is body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

BUTTON

Microsoft & Windows Alternatives

Avenir Next is the alternative font for Modern Era and comes in a range of widths and heights that provide flexibility for internal communication. Cambria is our serif font alternative for Alverata. Avenir Next and Cambria are pre-installed on all Microsoft programs providing flexibility for students and staff to use in reports, presentations, letters, etc. Adhering to these Type Alternatives maintains brand consistency.

MICROSOFT ALTERNATIVE FONT FOR MODERN ERA

Avenir Next

Avenir Next Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MICROSOFT ALTERNATIVE FONT FOR ALVERATA

Cambria

Cambria Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



04. PHOTOGRAPHY & VIDEO

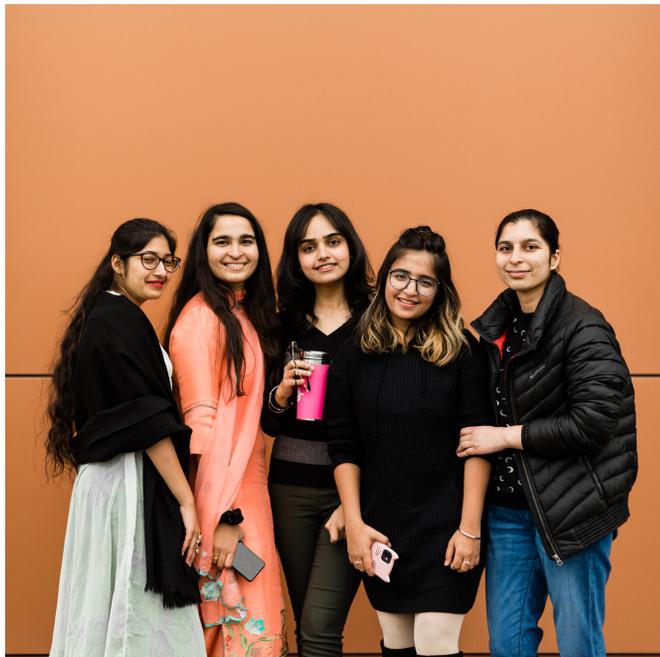
46 Photography & Video



The look and feel of our imagery.

Our imagery as an organization is tied to people and their learning journey. We aim to show real people engaging in real tasks, engaging in community. Our image and video selections should feel warm and authentic, a vision of our dream for what the world could be. We want to inspire with every image we use. Stock photography should be used sparingly and only in cases where OC imagery or custom-built graphics do not exist or are not appropriate.

Our photography and videography should never feel over-posed or perfect – it must speak to our work and relate to the message we are communicating in a meaningful and honest way.



Do's and Don'ts for Our Imagery

Below is a list of “do’s” and “don’ts” to guide you when selecting imagery for Okanagan College collateral. Not all images and videos will check off every point, but it is ideal to stay within an acceptable range that visually aligns to this criteria across all communications.



Do's

HOPEFUL / ENERGETIC

CURRENT / RELEVANT

REAL-LIFE / SINCERE

BALANCED & NATURAL LIGHTING

REFLECT DIVERSITY OF OUR COMMUNITY

REFLECT COMMITMENT TO HEALTH & SAFETY

ENSURE YOU HAVE PHOTO CONSENT:
www.okanagan.bc.ca/photoconsent

Don'ts

UNPROFESSIONAL

INSINCERE EXPRESSIONS

OBVIOUSLY STAGED

PUBLISH PHOTOS WITHOUT CONSENT

If you have questions or need to source appropriate photography for your project, or if you would like to request training on DSRL or cell phone photography for OC, please contact College Relations.

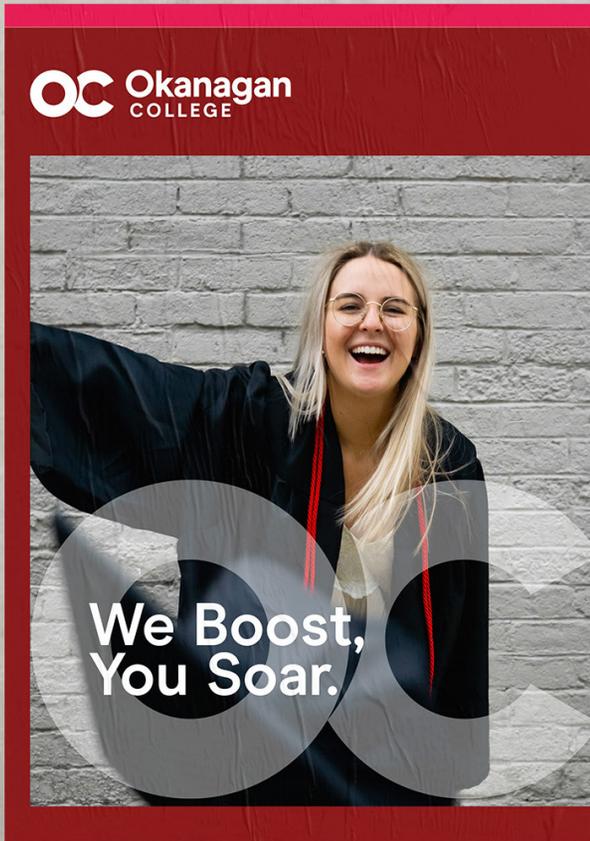
A smiling woman with dark hair, wearing a black puffer jacket, is shown from the chest up. She is looking towards the camera and has her right hand extended forward. The background is slightly blurred, showing what appears to be a wooden structure. The image is framed by large, overlapping teal circles.

04. THE BRAND *IN USE*

49 Signage



50 Posters





Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

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Sincerely,

Allen Carter
co-founder

T: (912) 555-1234
M: +1-202-555-0184
E: allen@brandminute.com

OC
Penticton
Kelowna
Vernon
Salmon Arm



52 Email Signatures



Jane Smith
DIRECTOR OF ACADEMICS



PHONE: 234.456.7891
CELL: 891.123.4567
okanagancollege.com

Jane Smith
PROFESSOR OF ECONOMICS



PHONE: 234.456.7891
CELL: 891.123.4567
okanagancollege.com

A NOTE ON STYLING: For OC email signatures use the font Arial to ensure web-safe and email-safe display on all major email providers like Outlook, Gmail, and Apple Mail. Create heirarchy using different weights and sizes of the font.

53 Social



okanagacollege

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8,783 followers

746 following

Okanagan College

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Tag 📍 with #OkanaganCollege

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okanagacollegebusiness

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Message



304 posts

1,372 followers

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Education

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Review the Social Media at Okanagan College page for resources, guidelines, policy and best practices:

www.okanagan.bc.ca/college-relations/social-media-at-okanagan-college





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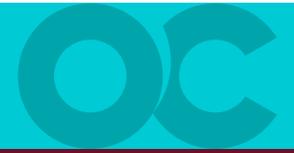
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Thank You

Questions on how to use the
Okanagan College brand and
brand guidelines?

CONTACT COLLEGE RELATIONS AT
collegerelations@okanagan.bc.ca