



World **Leisure**  
Centre of Excellence  
— @ —  
VANCOUVER ISLAND UNIVERSITY

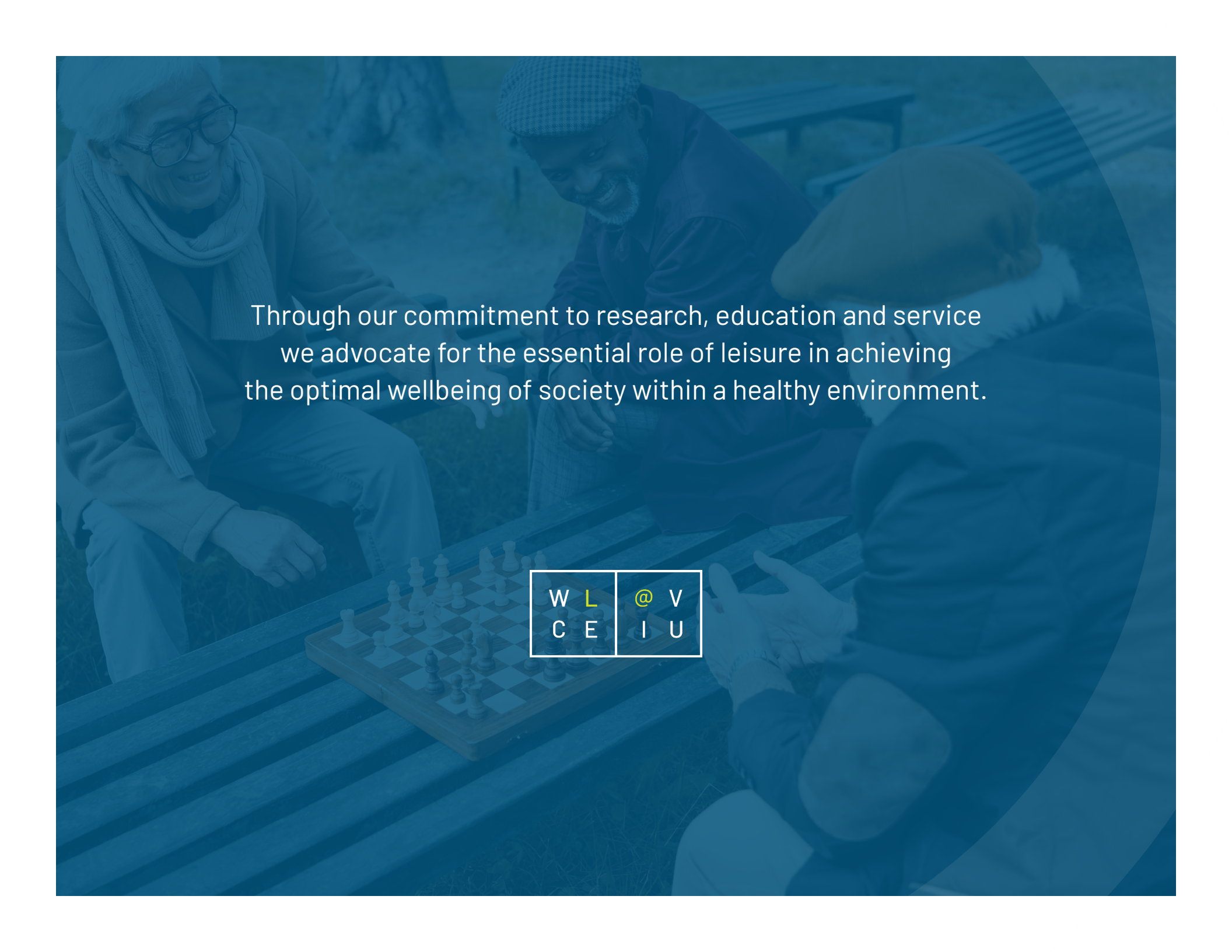
BRAND STANDARDS | **1.0**

# | ACKNOWLEDGMENTS



The WLCE@VIU is located on the traditional unceded territory  
of the Snuneymuxw First Nation.

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Through our commitment to research, education and service we advocate for the essential role of leisure in achieving the optimal wellbeing of society within a healthy environment.

W	L	@	V
C	E	I	U



## VANCOUVER ISLAND UNIVERSITY

Our *Centre of Excellence* is proudly embedded in the **Department of Recreation and Tourism: Faculty of Management at Vancouver Island University (VIU)** in beautiful Nanaimo, B.C. on Canada's westcoast.

Whenever possible we ensure that our work aligns with the strategic plans of VIU including these key considerations:

- Advance VIU's Indigenous commitments
- Deepen equity, diversity, and inclusion
- Broaden cultural competencies in a global world
- Support the UN Sustainable Development Goals
- Grow to be the region's hub for research and expertise
- Become a leader in learning for new generations



PHOTO: VIU



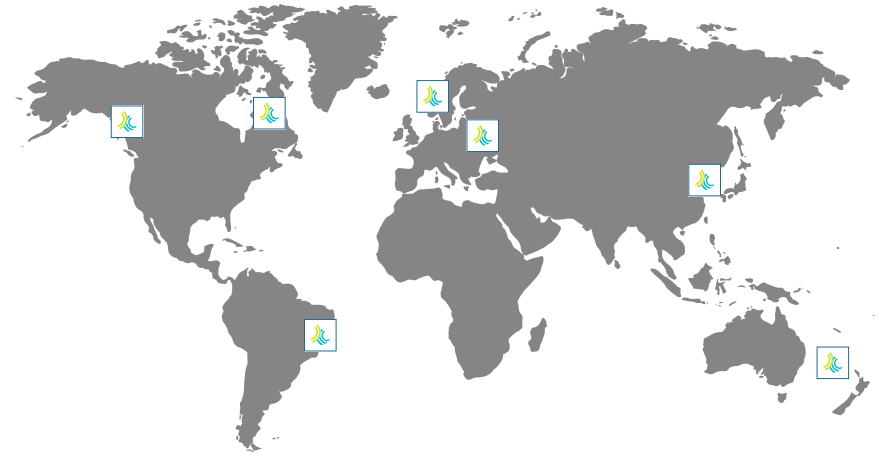
PHOTO: VIU



# THE WLCE | OUR NETWORK

The World Leisure Centre of Excellence (WLCE) is an international graduate/post-graduate network which offers opportunities for colleges and universities to affiliate with the World Leisure Organization to establish and provide graduate educational programs and research centers focused on play, recreation, the arts, culture, sport, festivals and celebrations, health and fitness, travel and tourism with an international dimension.

It gives students, educators, researchers and professionals the chance to participate and contribute to uniquely theme-focused educational endeavors.



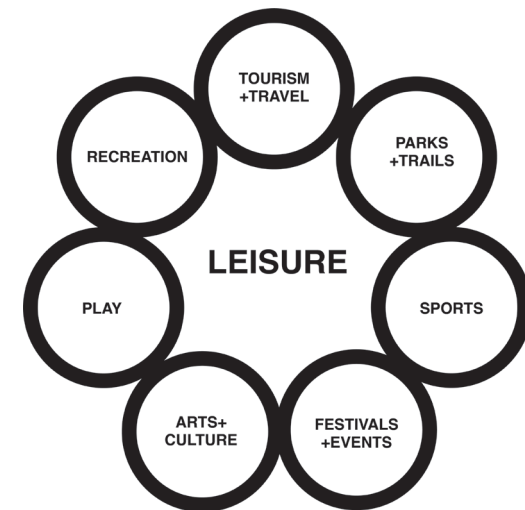
## OUR GLOBAL PARTNERS

- CANADA** | Vancouver Island University
- CANADA** | The Université du Québec à Trois-Rivières
- BRAZIL** | University of Sao Paulo
- NETHERLANDS** | Breda University
- HUNGARY** | University of Pécs
- CHINA** | Zhejiang University
- NEW ZEALAND** | Otago University



WLCE@VIU conceptualizes leisure broadly and focuses on the multidimensions that have the ability to affect, individual health and wellbeing, interpersonal relationships, institutional sustainability, community health and wellbeing, and policy and systems.

We see Leisure as a human experience that occurs within one of seven dimensions, each holding equal significance in its contribution to the composition of leisure. Instead of emphasizing one area over another, each are valued and prioritized relative to the interests of specific Centres, institutions, cultures, national contexts, and individuals.



The 7 Dimensions of Leisure



The WLCE global network's mission to promote leisure activity, research, and outreach is the foundation of the WLCE@VIU; however, our thematic focus is on sustainability and innovation in and through leisure.

## SUSTAINABILITY

Advocating for the essential role of well-designed, positive leisure in addressing complex social and ecological challenges, influencing and monitoring new models and approaches to enhance sustainability, and exploring how the leisure industry can be more sustainable.

## INNOVATION

Rethinking social, political, and economic systems by creating a culture of innovation and collaboration where the ideas of those with diverse voices, worldviews, and lived experiences emerge and flourish. Reimagining the role of leisure and leisure service providers in addressing complex social, economic, and ecological challenges.





## Leisure is a fundamental human right.

**We see the WLCE@VIU becoming a recognized global leader in leisure education and scholarship resulting in positive change.**

### We Believe

Equity deserving citizens have the right to dignity and autonomy when accessing leisure services.

Embracing diverse world views and sources of knowledge is essential for solving complex social problems.

Systems level changes are required to ensure that all people have access to safe and inclusive experiences that occur in healthy environments.

Our scholarship, education, and service activities must be founded in principles of reconciliation, equity, diversity, and inclusion.







Whether we are speaking to a class of students, presenting at a conference or engaging in community outreach we align to qualities and practices that facilitate establishing meaningful connections and effectively promote our work.

When we speak we are:

**Informed**  
**Inclusive**  
**Respectful**  
**Professional**  
**Understandable**  
**Encouraging**  
**Enthusiastic**  
**Scholarly**  
**Engaging**  
**Positive**  
**Honest**  
**Fun**





An important element of our work is engaging in active listening with those who have the most potential to inform our decisions and be affected by our actions.

By actively engaging with and attentively listening to these individuals, groups and cultures, we gain valuable insights, perspectives, and feedback that influence our decision-making, ultimately leading to more impactful and effective outcomes of our work.

When we listen we are:

**Empathetic**  
**Open-minded**  
**Encouraging**  
**Responsive**  
**Respectful**  
**Inclusive**  
**Attentive**  
**Patient**  
**Curious**  
**Quiet**





As part of our mandate to promote the wellbeing of society we hold the fundamental belief that every individual deserves to be treated with respect and inclusiveness, regardless of their race, religion, ethnicity, age, sexual orientation, gender identity, or expression.

We actively support the LGBTQ+ community by fostering an environment where diversity is celebrated, and where everyone can bring their authentic selves to the places they learn, work and play.



PHOTO: VIU





We work alongside and collaborate with Indigenous Peoples and communities locally and across the globe.

Therefore an essential element in our activities and communications is being inclusive and respectful of Indigenous protocols, culture, communities, and peoples; past and present.



PHOTO: VIU



BRAND VISUALS



Our visual tone is designed to align to and support our verbal tone and therefore shares many of the same attributes.

Visually we are:

**Positive**  
**Engaging**  
**Professional**  
**Approachable**  
**Unambiguous**  
**Energetic**  
**Bright**  
**Unique**  
**Playful**  
**Bold**





Colours are an excellent way of communicating our positive personality and create an easily recognizable identity.

The blue and green combination are symbolic of our location on Vancouver Island and the shore of the Salish Sea - Areas of special importance to us, where we work, live and play.

## NOTES

Display the green on top or to the left and the blue following below or to the right side to reflect the primary logo design.

Restrict large background floods to our primary blue or white.

Be sure to use appropriate CMYK and RGB codes relative to print or web applications.

## SALISH SEA BLUE

PANTONE 111-15C  
HEX: 00557f  
CMYK: 84/ 29/ 0/ 50  
RGB: 0/ 85/ 127

## CEDAR BUD GREEN

PANTONE 163-8C  
HEX: #d0dd28  
CMYK: 23/ 0/ 100/ 0  
RGB: 208/ 221/ 40

## ISLAND SKY BLUE

PANTONE 121-6C  
HEX: 00bdcd  
CMYK: 72/ 0/ 21/ 0  
RGB: 0/ 189/ 205

## FOG BANK GRAY

Instead of black, choose a cool gray for elements such as type or graphic lines.



# WLCE@VIU | WORDMARK

Our wordmark is meant highlight our focus on Leisure and our pride in being located @ Vancouver Island University

The highlighting of *Leisure* draws attention to its priority in our mission and work.

## NOTES

Only use the marks provided in our brand package.

When typing out our name be sure to set it in **Barlow** Medium.

In our lock-ups *Vancouver Island University* is set in their own brand font **Proxima**.

## BRAND ASSET PACKAGE

If you would like to receive our brand package which includes all nessesary fonts and logos you may require in formats suited for various medias reach out to us at [WLCE@viu.ca](mailto:WLCE@viu.ca)



World Leisure  
Centre of Excellence

@

VANCOUVER ISLAND  
UNIVERSITY







Our chosen typeface is **Barlow**. Its a highly readable and functional typeface. Its subtle rounded edges communicate in a friendly manner with a slight tech feel as a nod to our theme of Innovation.

The family is large providing weights, glyphs and alternatives for all typographic requirements.

The complete family is available in our brand package.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmnop  
qrstuvwxyz**

**1234567890**

PRIORITIZE READABILITY.

## **TITLES CAN BE BOLD OR MEDIUM** **This is a Medium Subheading**

### **This is a Medium Paragraph Heading**

This is a paragraph in light. Optae num fugit quia-  
tem porporectas molorrum lam aute mi, tempori onsequi iderit  
pratum faci beaquuntis ea nossedipsame dere, sin conem  
ne nonseque alit duciur?

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**“This pull quote is in Barlow Bold!”**

Quatecta voluent, ullamus presto velitate net esciis ex east facerio  
aut hillorerita voluptas ea sus dolento.

NOTE: If your reading this you’re probably a designer who knows how to set type correctly and work with the various brand assets we provide effectively and respectfully. We trust ya. If you do have questions dont hesitate to get in touch. We’d be happy to help. [WLCE@viu.ca](mailto:WLCE@viu.ca)



## WLCE@VIU | LOGOMARK



Our logo is symbolic of the collaboration, inclusivity, unity and support the WLCE practices everyday in our mission and activities.

The green represents Vancouver Island and its connection to the Salish Sea (Blue). The dynamic and energized style evokes movement and energy - key elements in many leisure activities.

### BRAND ASSET PACKAGE

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# WLCE@VIU | MARK VARIATIONS



Its a beautifully diverse world out there. So in our brand package we provide all the alignments and colour combinations you may need when using our lock-ups.

Formats such as jpg, png and svg are organized into *On Dark* and *On Light*. Referring to the ground they will be placed upon.

We've also created some basic guidelines for using our marks so we look and read great.

### BRAND ASSET PACKAGE

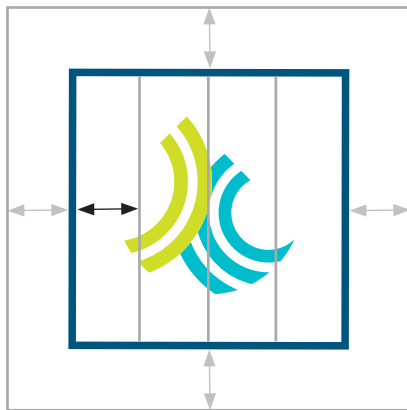
If you would like to receive our brand package which includes all nessesary fonts and logos you may require in formats suited for various medias reach out to us at [WLCE@viu.ca](mailto:WLCE@viu.ca)





When applying our marks in various medias, spaces and presentations be sure to respect the space around each, giving the room required to be visible and effective communicators.

1.



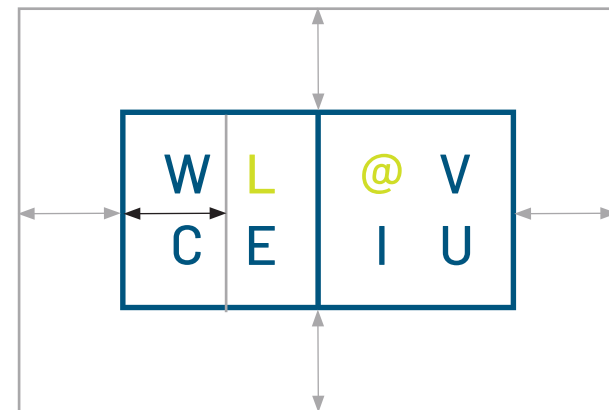
**Figure 1.** Safe Space is equal to one quarter width of the logo box.

2.



**Figure 2.** Safe space is equal to one half of the square surrounding the top logo box.

3.



**Figure 3.** Safe space is equal to one half of one of the squares.



# WLCE@VIU | RESPECT THE BRAND

When working our brand elements please be sure to respect the guidelines set out in this document so that we always look the way we were intended.

## PLEASE AVOID:

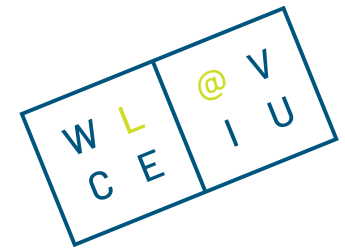
Stretching or reshape the logo

Overlapping frames

Placing assets at odd angles

Recoloring the logo

Use a font other than Barlow for our name



World Leisure  
Centre of Excellence





Imagery is a key part of successfully communicating who we are and what we do. Effective imagery informs our audience and enriches our message.

We use it to communicate our personality and highlight our team and the people in our neighborhood we engage and collaborate with. Imagery also helps promote events and activities we are a part of.

## Imagery should come across as:

- Genuine and Authentic
- Informative and Relevant
- Engaging and Inclusive
- Legible and Good Quality





When creating or curating images for use in marketing or communication documents please keep a few basic guidelines in mind.

## GOOD PRACTICES

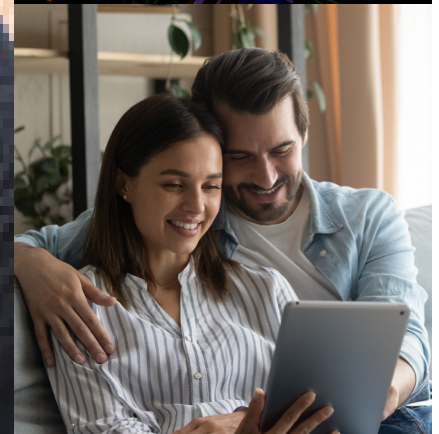
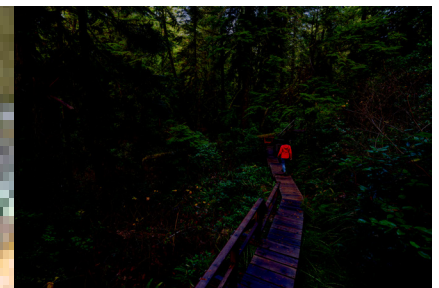
1. **Be respectful** - Get permissions and credits where required.
2. **Use quality resolution** relative to the format. (print v web).
3. **Show real people doing real things in real places** - Include team, partners and community members at events, in class, in discussions, participating in leisure, etc...
4. **Represent our diversity and be inclusive** of all members of our team and community.
5. **Original photos are best.** Stock images can work if they are well curated to align with the guidelines found here.
6. Ensure the **subject matter is relevant** to the topic.
7. When using **low opacity logo overlays** keep them subdued and crop them in such a way that the top horizontal of the logo is not visible. The mark should sweep in from above, allowing it to express the most energy.

## AVOID

1. **Poor quality** - any technical issue that affects an image quality such as: Blur, poorly lit, random cropping, warping etc...
2. **Images that are too "set-up"** or posed, contrived. Keep it real.
3. Showing people, places or events **without permission.**
4. **Cliches and stereotypes** or subject matter that doesn't align with our message and mission.
5. Showing **unsafe behavior.**



PHOTO: VIU





**WLCE@VIU** | WE LOOK GOOD TOGETHER

As we are aligned strategically we have also designed this brand to align visually with the University that we call home; VIU.

Whenever you are including visual references to Vancouver Island University be sure respect their brand standards.

VIU's Brand Standards are available on their website at [viu.ca](http://viu.ca)



**VANCOUVER ISLAND  
UNIVERSITY**





**WLCE@VIU** | PROFESSIONAL

A crucial facet of our educational initiatives revolves around the organization, leadership, and active participation in school, network, and industry events.

Whenever we have the opportunity to visually represent ourselves, our foremost objective is to ensure the effective communicate of our message. Doing so via high quality and clearly understandable ways not only communicates our professionalism and leadership but also reinforces our identity.





One of the most cherished aspects of leisure is the joy it brings. With this in mind, we intentionally designed the brand visuals to resonate a fun and playful spirit.

This more relaxed and fun approach to the brand works well when we are engaging in outreach at various events within our network and community. The energetic visuals align with our overarching mission - promoting societal health and well-being through leisure.





**THANK YOU.**

For more information on our work or to receive a brand package get in touch at:

World Leisure Centre of Excellence, Vancouver Island University  
900 – Fifth Street, Nanaimo, BC, CA, V9R 5S5

[WLCE@viu.ca](mailto:WLCE@viu.ca) | [WLCE.ca](http://WLCE.ca)