



## BRAND GUIDELINES

DRAFT APRIL 2023

# 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.



# Table of Contents

OUR PURPOSE	05	BRAND VOICE	12	LOGO INTEGRITY	24
BRAND STEWARDSHIP	06	BRAND PERSONALITY	13	COLOUR	26
OUR STORY	08	INDIGENOUS OC	14	TYPOGRAPHY	30
BRAND PLATFORM	09	STANDARDS & PRACTICES	15	PHOTOGRAPHY & VIDEO	35
KEY MESSAGING PILLARS	10	OUR LOGO	16	THE BRAND IN USE	38
ESSENCE	11	BRAND ARCHITECTURE	22		

# 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

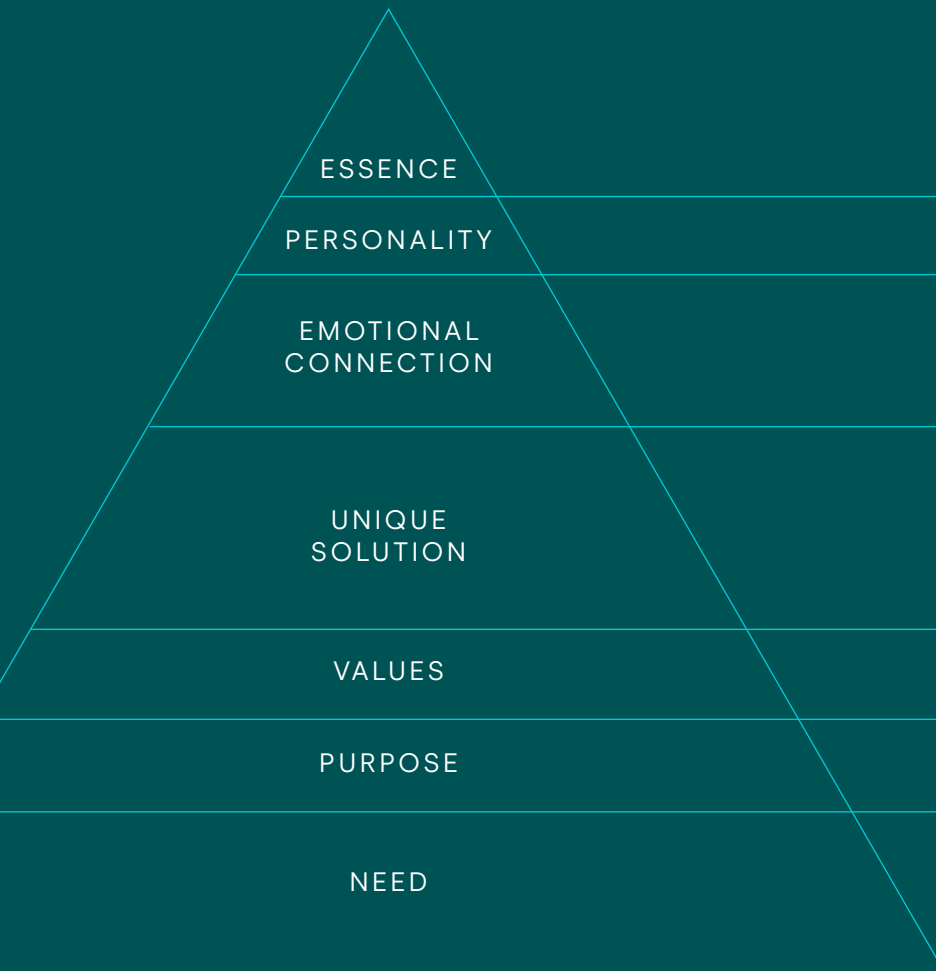


## Personalized learning for community impact.

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 30. 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



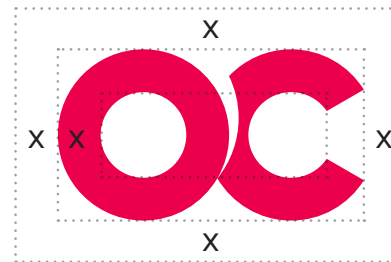
## How to use the OC icon.

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.

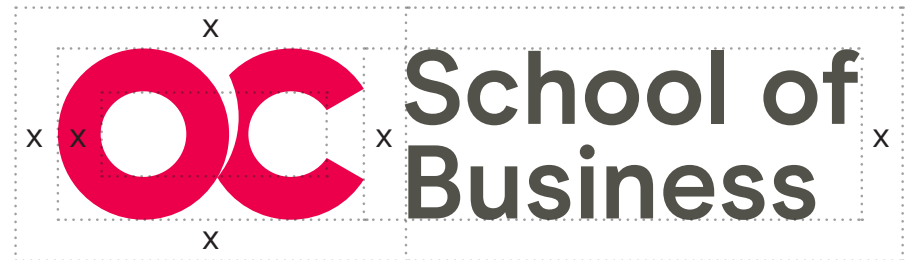
### SPACING:

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 30.

### 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 30.

**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 30. When placed on a coloured background, a reversed all-white version of the logos can be used.





## 02. COLOUR



**SKY**

**LAVENDER**



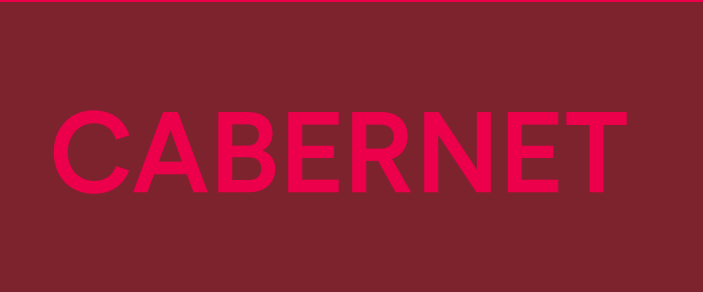
**LILAC**



**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

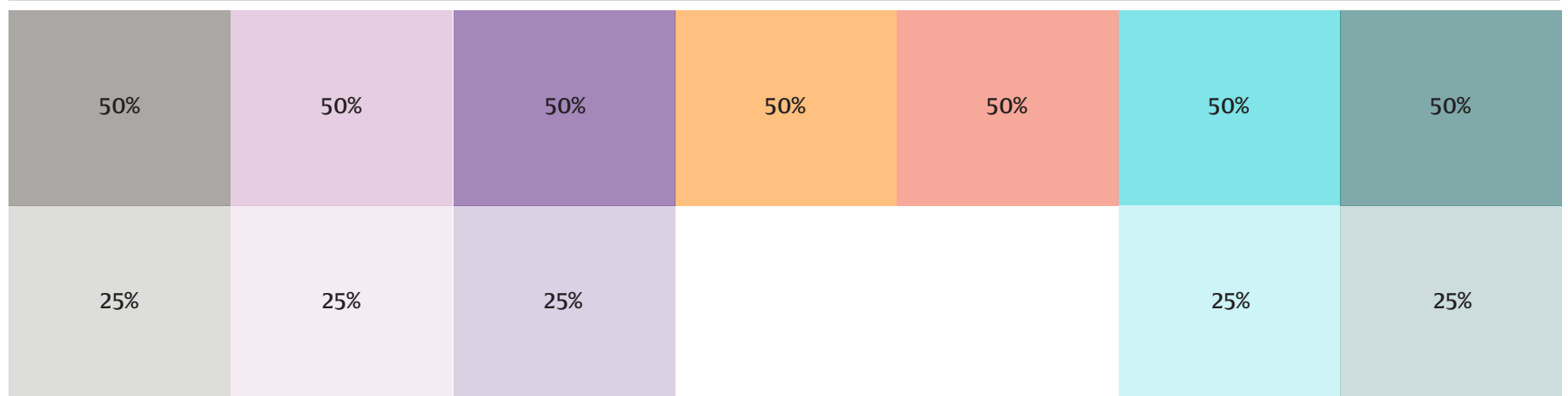
## Tertiary Colours

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

# 35 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

## 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](http://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 image is framed by a large cyan circle. The background behind her is slightly blurred, showing what appears to be a wooden structure.

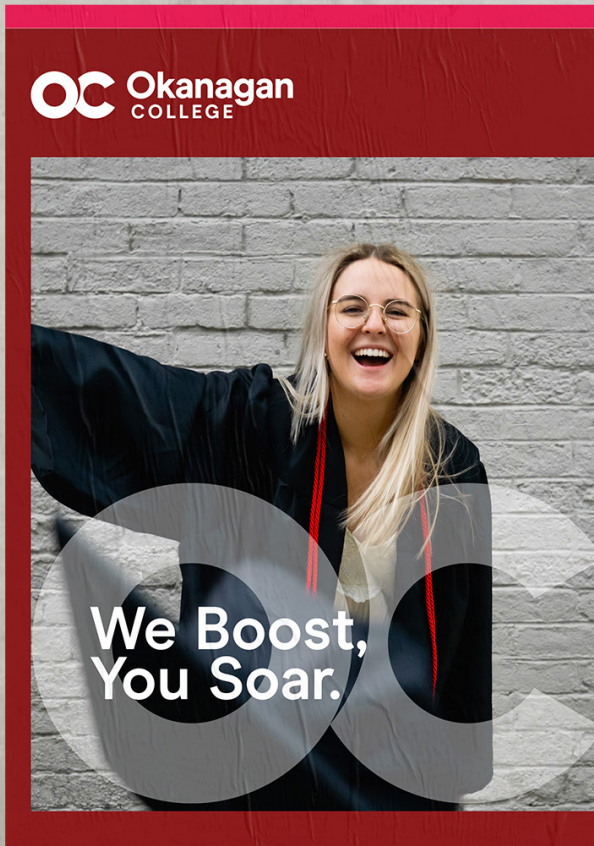
## 04. THE BRAND *IN USE*



# 42 Signage



# 43 Posters



# 44 Stationery



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.

Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a ccumsan quis quis nibh.

Sincerely,

**Allen Carter**  
co-founder

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

**OC**  
Penticton  
Kelowna  
Vernon  
Salmon Arm



315 Flatbush Ave  
Brooklyn, NY 11217, US  
(912) 555-1234



# 46 Social



okanagacollege

Follow

Message



1,772 posts

8,783 followers

746 following

Okanagan College

Start here, take your education anywhere. 🇨🇦

Tag 📍 with #OkanaganCollege

News, updates & FAQs 🗨️

[linktr.ee/okanagacollege](https://linktr.ee/okanagacollege)



okanagacollegebusiness

Follow

Message



304 posts

1,372 followers

321 following

OC School of Business

Education

One of Canada's best intercollegiate Business Schools.

Real OC business students, real experiences.

[linktr.ee/ocbusiness](https://linktr.ee/ocbusiness)



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](https://www.okanagan.bc.ca/college-relations/social-media-at-okanagan-college)



# 47 Apparel



# Thank You

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

CONTACT COLLEGE RELATIONS AT  
[collegerelations@okanagan.bc.ca](mailto:collegerelations@okanagan.bc.ca)