



BRAND GUIDELINES

REV. AUGUST 2024



OVERVIEW

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ABOUT US

VANWEST COLLEGE

We are a Canadian owned college with two locations in Vancouver and Kelowna, British Columbia.

The College is certified by the Private Training Institutions Branch (PTIB) branch of the BC government Ministry of Advanced Education. Certification by PTIB assures clients that VanWest College delivers education and training programs that meet and exceed high quality educational standards and student protection.

 THE NAME **VanWest** SHOULD ALWAYS BE WRITTEN WITH A CAPITAL **V** AND **W**, AS **VanWest**





01

INTRODUCTION

OUR VALUES & VOICE



OUR VISION

To be a leader in the delivery of quality education and training that ensures our students achieve their learning objectives in a safe, inclusive environment that promotes global citizenship.

OUR MISSION

To provide support and excellence in education and training to ensure that students have the best learning experience possible.

OUR VALUES

VISION & MISSION STATEMENT

Everything we do is based on our values.

OUR PURPOSE

VanWest College delivers education and training programs that meet and exceed high quality educational standards and student protection.

Quality Assurance

" VanWest has a proven reputation for quality, student satisfaction, and student success. "

Student Success

" Our students consistently achieve their learning objectives. "

Fun Learning

" Real learning, real experience and real results "

Comprehensive Training

" Our students are prepared for employment in a wide variety of workplaces. "

OUR WRITING STYLE IS

Upbeat
Celebratory
Persuasive

"🌟 Hats off to the accomplished VanWest College graduates—your journey has just begun!

📱 Click the link in our bio to relive the proud moments! 🎓👏"

"Students should consider the hospitality management co-op diploma program at VanWest College for its hands-on approach and industry-focused curriculum 📍.

This program blends theory with practical experience, preparing students for success in hospitality careers 🌟. With courses covering customer service, event planning, and hotel management, along with co-op opportunities, students gain valuable skills and connections"

"Studying at VanWest College together during their summer and winter programs is an excellent choice for families seeking a fun and educational experience. It offers the perfect opportunity for families to bond while improving their English. VanWest provides high-quality instruction from experienced teachers, ensuring that all family members receive top-notch education. 🎒 Beyond the classroom, families can immerse themselves in the local culture through various activities, creating unforgettable memories 🌍"

WRITING STYLE

Our writing style employs positive language such as **accomplished, success, valuable skills and connections** to commend and promote the achievements of VanWest students.

Our tone is also enthusiastic and supportive, aiming to inspire and attract prospective students by highlighting the benefits and opportunities offered by our programs.

Additionally, the use of emojis adds a playful and modern touch, enhancing the overall appeal to a younger audience.

OUR VOICE

KEY PHRASES

A catchphrase serves several important purposes for a brand:

1. Memorability
2. Brand Identity
3. Emotional Connection
4. Consistency
5. Differentiation

It is a powerful tool for brand communication, helping to convey your brand's message, values, and personality in a memorable and impactful way.

Unlock **YOUR**
POTENTIAL

OUR VOICE

OUR AUDIENCE

Our audience includes prospective students interested in developing their English language skills and furthering their education.

Our audience also includes families who are considering educational opportunities together, with a focus on language improvement and cultural immersion.

They may encompass individuals seeking practical skills, career advancement, and personal growth through education and experiential learning.

OUR VOICE IS

Encouraging
Informative

Our voice conveys a sense of pride in the **ACCOMPLISHMENTS** of students and graduates, while also highlighting the **BENEFITS** and **OPPORTUNITIES** available at VanWest College.

It strikes a balance between being **PROFESSIONAL** and **ENGAGING**, with a focus on the **PRACTICAL** aspects of the programs offered and the **EXPERIENCES** students can expect.

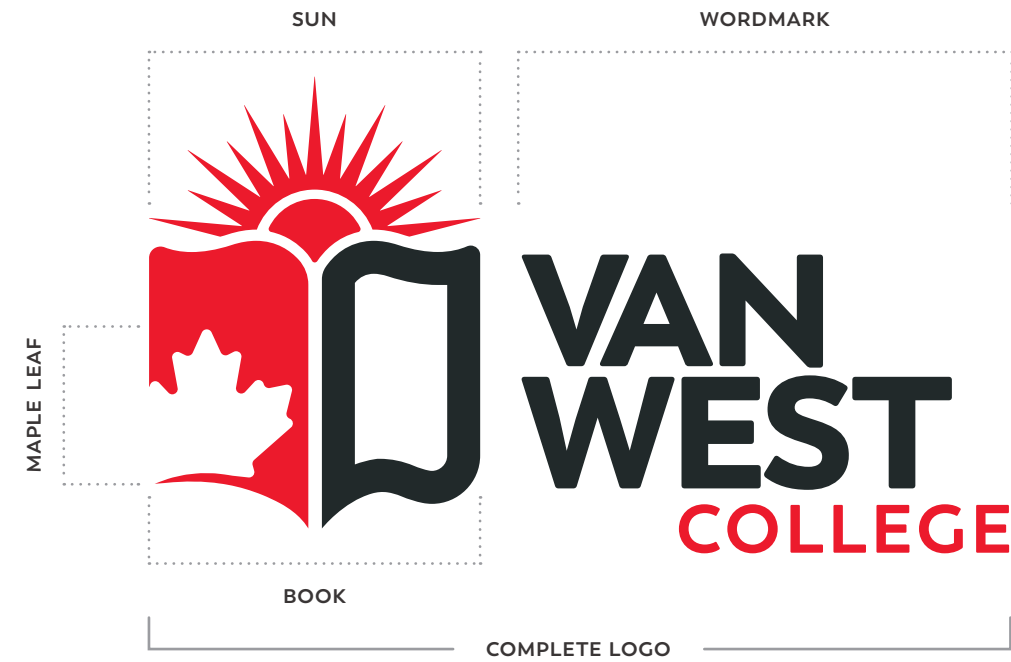
Overall, it aims to **INSPIRE** and **EXCITE** potential students and families about the **POSSIBILITIES** available at the college.



02

LOGO

OUR BRAND



PRIMARY LOGO

CREST & WORDMARK

The VanWest logo reflects all the core elements of our college. The logotype contains three main elements: **the book, the maple leaf, and the sun.** Together, all these elements reflect new life and opportunities, that students and families will have here.

 **THE WORDMARK CANNOT BE USED ALONE.**

PRIMARY LOGO

COLOR OPTIONS

- 1. Maple Red & Graphite Grey over White
- 2. White over Maple Red
- 3. White over Graphite Grey
- 4. Black over White

1



2



3



4



PRIMARY LOGO

APPLICATION

Legibility is most important - choose a logo color that will work best with the design layout and background color.



LOGO VARIATIONS

CENTER-ALIGNED & CAMPUS

Our logo variations (CENTER-ALIGNED AND CAMPUS NAME LOGO) are intended for use in various types of layouts and marketing purposes.

The Campus Name Logo is especially used in banners, backdrops, and marketing materials for global fairs in order to emphasize our campuses.



LOGO VARIATIONS

APPLICATION

Legibility is most important - choose a logo color that will work best with the design layout and background color.



SPECIALIZED LOGOS

VANEXPRESS IELTS PREPARATION (VIP)
& VANCAREER (CO-OP)

VANEXPRESS IELTS PREPARATION (VIP)



SPECIALIZED LOGOS

VANWEST FC
(SOCCER TEAM)

VANCAREER (CO-OP)





03

TYPOGRAPHY

OUR BRAND FONTS



A A a a

BOSTON HEAVY

Thin *Italic*

ExtraLight *Italic*

Light *Italic*

Regular *Italic*

SemiBold *Italic*

Bold *Italic*

Black *Italic*

Heavy *Italic*

BOSTON

PRIMARY BRAND FONT

The Boston Family can be used for Titles / Headings / Subheadings / Body.

Boston is a strong and modern sans-serif. It was carefully hand-picked, and it voices the strength and dedication of our students and staff.

When creating digital or printed marketing material Boston must always be used. This will keep a consistent look throughout all of the VanWest College brand.

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

BOSTON FAMILY

TYPE SAMPLES

The Boston Family can be used for
Titles / Headings / Subheadings /
Body.

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

BOSTON - THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]- _ + ~ ""`

BOSTON - EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]- _ + ~ ""`

BOSTON - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]- _ + ~ ""`

BOSTON - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]- _ + ~ ""`

BOSTON FAMILY

TYPE SAMPLES

The Boston Family can be used for
Titles / Headings / Subheadings /
Body.

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

BOSTON - SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]- _ + ~ ""`

BOSTON - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]- _ + ~ ""`

BOSTON - BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]- _ + ~ ""`

BOSTON - HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]- _ + ~ ""`

BRIGHT FAIRY & BEBAS NEUE

SECONDARY BRAND FONT

Bright Fairy and Bebas Neue can be used for Titles / Headings / Subheadings.

For body copy, please use the Boston fonts.

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

Aa

BRIGHT FAIRY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()[]- _ + ~ " ' "

AA

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()[]- _ + ~ " ' "

EXAMPLES

BRAND FONTS IN USE

Keep layouts simple - less is more!

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

USE DIFFERENT FONTS AND FONT WEIGHTS
TO HIGHLIGHT IMPORTANT WORDS.



OPERATIONS &
SUPPLY CHAIN
MANAGEMENT

CO-OP POST-BACCALAUREATE
DIPLOMA

INTERNATIONAL

**CHINESE
(TRADITIONAL &
SIMPLIFIED)
JAPANESE
KOREAN
THAI**

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

你好

TRADITIONAL & SIMPLIFIED CHINESE

NOTO SANS TRADITIONAL CHINESE

NOTO SANS SIMPLIFIED CHINESE

EXTRALIGHT / THIN / LIGHT / REGULAR / MEDIUM / SEMIBOLD / BOLD / EXTRABOLD / BLACK

VanWest 擁有卓越的聲譽，以優質教學、學生滿意度和學生成功而聞名。

こんにちは、みんな

JAPANESE

NOTO SANS JAPANESE

EXTRALIGHT / THIN / LIGHT / REGULAR / MEDIUM / SEMIBOLD / BOLD / EXTRABOLD / BLACK

VanWestは、教育の質や学生満足度と成功において、定評があります。

안녕하세요

KOREAN

NOTO SANS KOREAN

EXTRALIGHT / THIN / LIGHT / REGULAR / MEDIUM / SEMIBOLD / BOLD / EXTRABOLD / BLACK

VanWest는 품질, 학생 만족도 및 학생 성공에 대한 입증된 명성을 가지고 있습니다.

สวัสดี, ทุกคน

THAI

NOTO SANS THAI

EXTRALIGHT / THIN / LIGHT / REGULAR / MEDIUM / SEMIBOLD / BOLD / EXTRABOLD / BLACK

VanWest มี ชื่อเสียงที่ดี ได้รับการพิสูจน์แล้วในด้านคุณภาพ ความพึงพอใจของนักเรียน และความสำเร็จของนักเรียน

INTERNATIONAL

**PORTUGUESE
SPANISH
TURKISH**

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

OLÁ, PESSOAL

PORTUGUESE

BOSTON

THIN / EXTRALIGHT / LIGHT / REGULAR / SEMIBOLD / BOLD / BLACK / HEAVY

VanWest tem uma reputação comprovada de qualidade, satisfação e sucesso estudantil.

HOLA A TODOS

SPANISH

BOSTON

THIN / EXTRALIGHT / LIGHT / REGULAR / SEMIBOLD / BOLD / BLACK / HEAVY

El texto de relleno será sustituido por el código de caso al guardar el archivo.

MERHABA, HERKES

TURKISH

BOSTON

THIN / EXTRALIGHT / LIGHT / REGULAR / SEMIBOLD / BOLD / BLACK / HEAVY

VanWest, öğrenci memnuniyeti, kalite ve öğrenci başarıları konularında kanıtlanmış bir popüleriteye sahiptir.

ALTERNATIVE FONTS

MICROSOFT PROGRAMS

For programs such as Microsoft Word or PowerPoint, where our official fonts cannot be embedded, please use the alternative fonts:

- Arial
- Tahoma

PLEASE CONTACT design@vanwest.com
IF YOU HAVE ANY QUESTIONS OR CONCERNS.

Aa

ARIAL

Regular *Italic*

Bold *Italic*

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()[]- _+~"

VANWEST has a proven reputation for quality,
student satisfaction, and student success.

ALTERNATIVE FONTS

MICROSOFT PROGRAMS

For programs such as Microsoft Word or PowerPoint, where our official fonts cannot be embedded, please use the alternative fonts:

- Arial
- Tahoma

PLEASE CONTACT design@vanwest.com
IF YOU HAVE ANY QUESTIONS OR CONCERNS.

Aa

TAHOMA

Regular

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()[]- _+~"

VANWEST has a proven reputation for quality,
student satisfaction, and student success.



04

COLOUR

VANWEST PALETTE



MAPLE RED

DIGITAL RGB / HEX

R 232 G 29 B 44 / #E91D2D

PRINT CMYK

C 2 M 100 Y 93 K 0

PANTONE

PMS 185C



GRAPHITE GREY

DIGITAL RGB / HEX

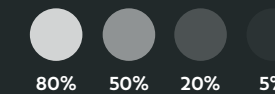
R 33 G 35 B 34 / #212322

PRINT CMYK

C 25 M 0 Y 15 K 95

PANTONE

PMS 419C



PRIMARY COLOURS

PRIMARY COLOURS

The Maple Red (Pantone 185 C) is the main colour for all branding elements.

 EACH BRAND COLOR CAN BE USED AT A PERCENTAGE VALUE OF 100% / 80% / 50% / 20% / 5%

EXTENDED COLOUR PALETTE

VOCATIONAL COLLEGE



EACH BRAND COLOR CAN BE USED AT
A PERCENTAGE VALUE OF
100% / 80% / 50% / 20% / 5%



COMMERCE & MARKETING (BLUE)

DIGITAL RGB / HEX
R 0 G 119 B 175 / #0077AF

PRINT CMYK
C 91 M 28 Y 0 K 21



BUSINESS MANAGEMENT (PURPLE)

DIGITAL RGB / HEX
R 114 G 44 B 140 / #722C8C

PRINT CMYK
C 69 M 100 Y 3 K 0



PROFESSIONAL CUSTOMER SERVICE (ORANGE)

DIGITAL RGB / HEX
R 244 G 121 B 41 / #F47929

PRINT CMYK
C 0 M 65 Y 95 K 0



CROSS- CULTURAL BUSINESS (GREEN)

DIGITAL RGB / HEX
R 104 G 189 B 69 / #68BD45

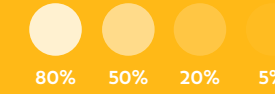
PRINT CMYK
C 63 M 0 Y 100 K 0



HOSPITALITY MANAGEMENT (DARK RED)

DIGITAL RGB / HEX
R 202 G 30 B 45 / #CA1E2D

PRINT CMYK
C 11 M 100 Y 91 K 7



SUPPLY CHAIN MANAGEMENT (GOLD)

DIGITAL RGB / HEX
R 253 G 183 B 26 / #FDB71A

PRINT CMYK
C 0 M 31 Y 98 K 0



EARLY CHILDHOOD EDUCATION (BABY BLUE)

DIGITAL RGB / HEX
R 66 G 193 B 199 / #42C1C7

PRINT CMYK
C 65 M 0 Y 25 K 0

EXTENDED COLOUR PALETTE

ENGLISH PROGRAM (ESL)

 EACH BRAND COLOR CAN BE USED AT
A PERCENTAGE VALUE OF
100% / 80% / 50% / 20% / 5%



GENERAL ENGLISH (DARK GREEN)

DIGITAL RGB / HEX
R 0 G 141 B 76 / #008D4C

PRINT CMYK
C 100 M 22 Y 100 K 0



BUSINESS ENGLISH (INDIGO)

DIGITAL RGB / HEX
R 36 G 55 B 114 / #243772

PRINT CMYK
C 100 M 91 Y 25 K 13



ENGLISH FOR ACADEMIC PURPOSES (ORANGE)

DIGITAL RGB / HEX
R 244 G 121 B 41 / #F47929

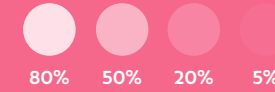
PRINT CMYK
C 0 M 65 Y 95 K 0



VANEXPRESS IELTS (DARK RED)

DIGITAL RGB / HEX
R 202 G 30 B 45 / #CA1E2D

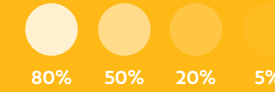
PRINT CMYK
C 11 M 100 Y 91 K 7



FAMILY ENGLISH (PINK)

DIGITAL RGB / HEX
R 241 G 102 B 135 / #F16687

PRINT CMYK
C 0 M 75 Y 25 K 0



YOUTH SUMMER (GOLD)

DIGITAL RGB / HEX
R 253 G 183 B 26 / #FDB71A

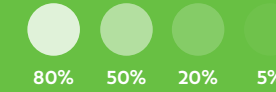
PRINT CMYK
C 0 M 31 Y 98 K 0



YOUTH WINTER (AQUA)

DIGITAL RGB / HEX
R 66 G 193 B 199 / #42C1C7

PRINT CMYK
C 65 M 0 Y 25 K 0



ELECTIVES (GREEN)

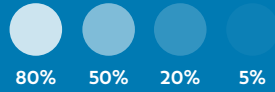
DIGITAL RGB / HEX
R 104 G 189 B 69 / #68BD45

PRINT CMYK
C 63 M 0 Y 100 K 0

COLOUR PAIRING

BETTER TOGETHER

 EACH BRAND COLOR CAN BE USED AT A PERCENTAGE VALUE OF 100% / 80% / 50% / 20% / 5%



COMMERCE & MARKETING (BLUE)

DIGITAL RGB / HEX
R 0 G 119 B 175 / #0077AF

PRINT CMYK
C 91 M 28 Y 0 K 21



BUSINESS MANAGEMENT (PURPLE)

DIGITAL RGB / HEX
R 114 G 44 B 140 / #722C8C

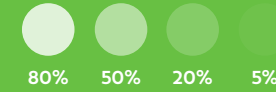
PRINT CMYK
C 69 M 100 Y 3 K 0



PROFESSIONAL CUSTOMER SERVICE (ORANGE)

DIGITAL RGB / HEX
R 244 G 121 B 41 / #F47929

PRINT CMYK
C 0 M 65 Y 95 K 0



CROSS-CULTURAL BUSINESS (GREEN)

DIGITAL RGB / HEX
R 104 G 189 B 69 / #68BD45

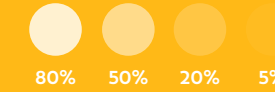
PRINT CMYK
C 63 M 0 Y 100 K 0



HOSPITALITY MANAGEMENT (DARK RED)

DIGITAL RGB / HEX
R 202 G 30 B 45 / #CA1E2D

PRINT CMYK
C 11 M 100 Y 91 K 7



SUPPLY CHAIN MANAGEMENT (GOLD)

DIGITAL RGB / HEX
R 253 G 183 B 26 / #FDB71A

PRINT CMYK
C 0 M 31 Y 98 K 0



EARLY CHILDHOOD EDUCATION (BABY BLUE)

DIGITAL RGB / HEX
R 66 G 193 B 199 / #42C1C7

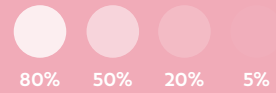
PRINT CMYK
C 65 M 0 Y 25 K 0



OCEAN BLUE

DIGITAL RGB / HEX
R 139 G 210 B 206 / #8BD2CE

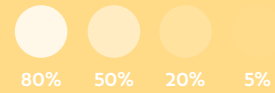
PRINT CMYK
C 44 M 0 Y 22 K 0



DUSTY PINK

DIGITAL RGB / HEX
R 234 G 168 B 180 / #EAA8B4

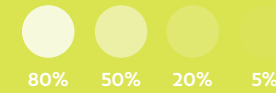
PRINT CMYK
C 5 M 40 Y 15 K 0



BEIGE ORANGE

DIGITAL RGB / HEX
R 255 G 216 B 134 / #FFD886

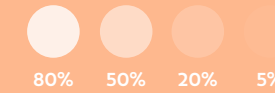
PRINT CMYK
C 0 M 15 Y 55 K 0



LIME

DIGITAL RGB / HEX
R 213 G 224 B 77 / #D5E04D

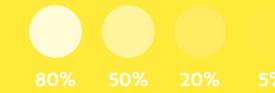
PRINT CMYK
C 20 M 0 Y 85 K 0



LIGHT CORAL

DIGITAL RGB / HEX
R 250 G 181 B 140 / #FAB58C

PRINT CMYK
C 0 M 34 Y 45 K 0



SUNSHINE

DIGITAL RGB / HEX
R 255 G 229 B 53 / #FFE535

PRINT CMYK
C 0 M 6 Y 88 K 0



TEAL

DIGITAL RGB / HEX
R 6 G 128 B 134 / #068086

PRINT CMYK
C 86 M 33 Y 45 K 7

EXAMPLES BRAND COLORS IN USE

COMMERCE & MARKETING CO-OP DIPLOMA

Who doesn't dream of the glamorous world of business and great salaries? You can be a job applicant in the business and marketing sector. It's important to have a co-op diploma to be successful in this sector. It's important to have a co-op diploma to be successful in this sector.

INCREASED OPPORTUNITY
Get ahead in your career with a co-op diploma. It's important to have a co-op diploma to be successful in this sector.

THE LEADER
Be the best in your field. It's important to have a co-op diploma to be successful in this sector.

PROFESSIONAL
Get ahead in your career with a co-op diploma. It's important to have a co-op diploma to be successful in this sector.

ACADEMIC
Get ahead in your career with a co-op diploma. It's important to have a co-op diploma to be successful in this sector.

ADDITIONAL REQUIREMENTS
Get ahead in your career with a co-op diploma. It's important to have a co-op diploma to be successful in this sector.

PROGRAM SCHEDULE

Year	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 1	English 10	Math 10	Business 10	Marketing 10	Co-op 10	Co-op 10
Year 2	English 11	Math 11	Business 11	Marketing 11	Co-op 11	Co-op 11
Year 3	English 12	Math 12	Business 12	Marketing 12	Co-op 12	Co-op 12

POTENTIAL CAREER OPPORTUNITIES

- Marketing Assistant
- Advertising Assistant
- Public Relations Assistant
- Business Development Representative
- Sales Representative
- Customer Service Representative
- Event Planning Assistant
- Project Management Assistant
- Human Resources Assistant
- Administrative Assistant
- Business Analyst
- Operations Assistant
- Quality Control Assistant
- Production Assistant
- Warehouse Assistant
- Inventory Control Assistant
- Logistics Assistant
- Supply Chain Assistant
- Procurement Assistant
- Contract Management Assistant
- Compliance Assistant
- Risk Management Assistant
- Insurance Assistant
- Investment Assistant
- Financial Planning Assistant
- Accounting Assistant
- Tax Assistant
- Legal Assistant
- Paralegal Assistant
- Notary Assistant
- Real Estate Assistant
- Insurance Assistant
- Investment Assistant
- Financial Planning Assistant
- Accounting Assistant
- Tax Assistant
- Legal Assistant
- Paralegal Assistant
- Notary Assistant
- Real Estate Assistant

VOCATIONAL COLLEGE PROGRAMS COURSE DELIVERY SEQUENCE

The grid details the following programs and their course sequences:

- Business Administration:** English 10, Math 10, Business 10, Marketing 10, Co-op 10, English 11, Math 11, Business 11, Marketing 11, Co-op 11, English 12, Math 12, Business 12, Marketing 12, Co-op 12.
- Marketing:** English 10, Math 10, Business 10, Marketing 10, Co-op 10, English 11, Math 11, Business 11, Marketing 11, Co-op 11, English 12, Math 12, Business 12, Marketing 12, Co-op 12.
- Customer Service:** English 10, Math 10, Business 10, Marketing 10, Co-op 10, English 11, Math 11, Business 11, Marketing 11, Co-op 11, English 12, Math 12, Business 12, Marketing 12, Co-op 12.
- Other Programs:** Similar structures for various other vocational programs.

Winter Camp 2024

ENGLISH FOR YOUTH

YOUTH STUDENTS AT VANWEST COLLEGE WILL STUDY ENGLISH BASED ON CURRENT TOPICS THROUGH COMMUNICATIVE LANGUAGE STUDY. STUDENTS WILL DEVELOP THEIR LANGUAGE SKILLS THROUGH WRITING, SPEAKING, READING AND LISTENING THROUGH PROJECT BASED LEARNING AND PRONOUN, AND ENVIRONMENTAL DEVELOPMENT.

DATE: JANUARY 8 - FEBRUARY 7, 2024

CLASS	LEARNING OBJECTIVES	MORE THAN LEARNING
High School English	Develop listening and speaking skills. Use English grammar in daily life. Write a letter for a friend.	Develop confidence in English. Develop a positive attitude towards learning. Develop a positive attitude towards learning.

TIME	MONDAY - FRIDAY	SATURDAY	SUNDAY
9:00 - 10:00	General English	10:00 - 11:00	Self-Development
10:00 - 11:00	General English	11:00 - 12:00	Self-Development
11:00 - 12:00	General English	12:00 - 1:00	Self-Development
12:00 - 1:00	General English	1:00 - 2:00	Self-Development

Summer Camp 2024

ENGLISH FOR YOUTH

YOUTH STUDENTS AT VANWEST COLLEGE WILL STUDY ENGLISH BASED ON CURRENT TOPICS THROUGH COMMUNICATIVE LANGUAGE STUDY. STUDENTS WILL DEVELOP THEIR LANGUAGE SKILLS THROUGH WRITING, SPEAKING, READING AND LISTENING THROUGH PROJECT BASED LEARNING AND PRONOUN, AND ENVIRONMENTAL DEVELOPMENT.

DATE: JULY 2 - AUGUST 9, 2024

CLASS	LEARNING OBJECTIVES	MORE THAN LEARNING
High School English	Develop listening and speaking skills. Use English grammar in daily life. Write a letter for a friend.	Develop confidence in English. Develop a positive attitude towards learning. Develop a positive attitude towards learning.

High School Preparation

EXPECT SUCCESS. IMAGINE GREATNESS.

BY JOINING VANWEST COLLEGE'S HIGH SCHOOL PREPARATION PROGRAM, STUDENTS WILL BUILD THEIR ACADEMIC SKILLS AND TRAINING TO BE READY FOR THE FUTURE.

DATE: JUNE 3 - AUGUST 31, 2024

CLASS	LEARNING OBJECTIVES	MORE THAN LEARNING
High School English	Develop listening and speaking skills. Use English grammar in daily life. Write a letter for a friend.	Develop confidence in English. Develop a positive attitude towards learning. Develop a positive attitude towards learning.

TIME	MONDAY - FRIDAY	SATURDAY	SUNDAY
9:00 - 10:00	ENGLISH FOR ACADEMIC IN HIGH SCHOOL	10:00 - 11:00	HIGH SCHOOL PREPARATION
10:00 - 11:00	ENGLISH FOR ACADEMIC IN HIGH SCHOOL	11:00 - 12:00	HIGH SCHOOL PREPARATION
11:00 - 12:00	ENGLISH FOR ACADEMIC IN HIGH SCHOOL	12:00 - 1:00	HIGH SCHOOL PREPARATION
12:00 - 1:00	ENGLISH FOR ACADEMIC IN HIGH SCHOOL	1:00 - 2:00	HIGH SCHOOL PREPARATION

PROFESSIONAL CUSTOMER SERVICE CO-OP DIPLOMA

PROGRAM SCHEDULE

Year	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 1	English 10	Math 10	Business 10	Marketing 10	Co-op 10	Co-op 10
Year 2	English 11	Math 11	Business 11	Marketing 11	Co-op 11	Co-op 11
Year 3	English 12	Math 12	Business 12	Marketing 12	Co-op 12	Co-op 12

POTENTIAL CAREER OPPORTUNITIES

- Customer Service Representative
- Sales Representative
- Product Demonstrator
- Retail Assistant
- Warehouse Assistant
- Inventory Control Assistant
- Logistics Assistant
- Supply Chain Assistant
- Procurement Assistant
- Contract Management Assistant
- Compliance Assistant
- Risk Management Assistant
- Insurance Assistant
- Investment Assistant
- Financial Planning Assistant
- Accounting Assistant
- Tax Assistant
- Legal Assistant
- Paralegal Assistant
- Notary Assistant
- Real Estate Assistant



05

ELEMENTS

VANWEST PALETTE



SHAPE OF 2024



BRAND ELEMENTS

SHAPES & ICONS

Shapes and icons enhance the communication of information, create visual interest, and add interactivity.

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

BRAND ELEMENTS

TEXTURE & PATTERN

The VanWest pattern gives our designs dimension - especially in digital formats.

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com



BRAND ELEMENTS

TEXTURE & PATTERN

The textures create a natural ambiance and add depth to our designs, particularly in digital formats. Adjusting the opacity of the texture or background color can give a more subtle and organic appearance. These textures are meant for enhancing background hues and design compositions.

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com

PAPER STYLE TEXTURE	GRUNGE STYLE TEXTURE	DOTTED TEXTURE	GRAIN STYLE TEXTURE
TEXTURE LAYER ARRANGE IT TO BACK	TEXTURE LAYER ARRANGE IT TO BACK	TEXTURE LAYER ARRANGE IT TO BACK	TEXTURE LAYER ARRANGE IT TO BACK
RECOMMENDED BLEND MODE: MULTIPLY	RECOMMENDED BLEND MODE: OVERLAY	RECOMMENDED BLEND MODE: SCREEN	RECOMMENDED BLEND MODE: HARD LIGHT

EXAMPLES BRAND ELEMENTS IN USE

CO-OP WORKSHOP

JOB SEARCH TECHNIQUES

THU, JUNE 20 @ 1 - 2 PM
VANWEST COMPUTER LAB

REGISTER AT <https://shorturl.net/ijmB1>



CO-OP WORKSHOP

PROFESSIONAL EMAIL WRITING

TUE, MAY 21 @ 1 - 2 PM
VANWEST COMPUTER LAB

REGISTER AT <https://shorturl.net/gCW47>



CO-OP WORKSHOP

INTERVIEW SKILLS

THU, APR 25 @ 1 - 2 PM
VANWEST COMPUTER LAB

REGISTER AT <https://shorturl.net/wTKTU>



#VANWEST
#VANWESTCOLLEGE



VANWEST

EMPOWER YOUR JOURNEY

36

- 100% GUARANTEED PAID CO-OP**
Paid co-op placement from 300+ partner companies.
- EXCLUSIVE VANWEST EVENTS**
VanWest Hiring Fairs / Info Sessions / On-campus Workshops.
- EARN MONEY WHILE STUDYING**
Work full-time during the co-op terms and part-time during the study terms.
- GRADUATE WITH CONFIDENCE**
Gain the practical job-ready skills that today's employers are looking for.

START HERE GO FURTHER

A CANADIAN OWNED COLLEGE WITH TWO LOCATIONS IN VANCOUVER AND KELOWNA, BRITISH COLUMBIA.

- QUALITY ASSURANCE**
Supported by a proven reputation for quality, student satisfaction, and student success.
- STUDENT SUPPORT & SUCCESS**
Our highly-trained academic advisors are here to ensure the learning objectives.
- PROFESSIONAL INSTRUCTORS**
Our students will learn from qualified instructors with industry expertise and professional designations.





06

PHOTOGRAPHY

CAPTURING MOMENTS



STAFF HEADSHOT



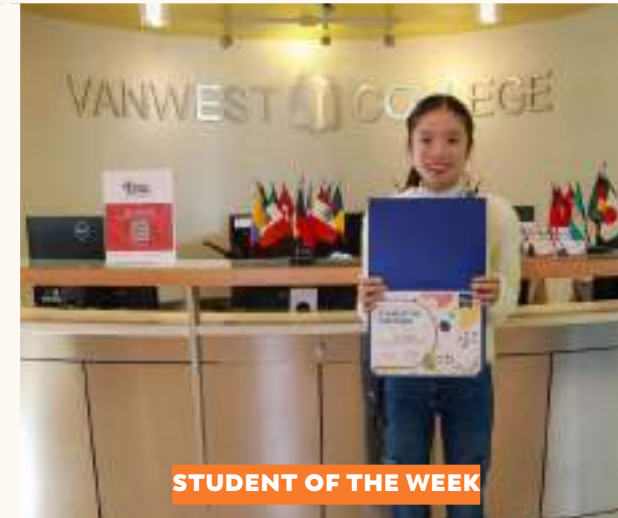
CAMPUS



STUDENT HOUSING



GRAD



STUDENT OF THE WEEK



CO-OP STUDENT PROFILE



INDOOR ACTIVITY



OUTDOOR ACTIVITY



KIDS/YOUTH





07

BRAND APPLICATION

MAKE IT LIVE!



APPLICATION EXAMPLES

STATIONERY: ECO BAGS

In this section we demonstrate the application of VanWest's visual identity across various platforms. Consistently applying the brand enhances its effectiveness.



APPLICATION EXAMPLES

STATIONERY:
HOODIES & SHIRTS



APPLICATION EXAMPLES

STATIONERY:
NOTEPAD &
WIRELESS CHARGERS

APPLICATION EXAMPLES

CAMPUS:
WELCOME SIGNS &
OFFICE GLASS WALLS



APPLICATION EXAMPLES

MASCOTS: OLLIE & BUCKY

Adventurous **OLLIE** the Otter &
Hardworking **BUCKY** the Beaver!

The stickers can be used on
Instagram Story - just search for
#vanwestcollege

Check out our **GIPHY** for more!

GIPHY: <https://giphy.com/vanwestcollege>



APPLICATION EXAMPLES

MARKETING FAIRS: BANNERS & BACKDROPS & TABLECLOTH



APPLICATION EXAMPLES

DIGITAL PLATFORM



APPLICATION EXAMPLES

ZOOM BACKGROUNDS



APPLICATION EXAMPLES

DOCUMENT TEMPLATES: POWERPOINT

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com



APPLICATION EXAMPLES

DOCUMENT TEMPLATES:

LETTERHEADS /
 HANDBOOKS

TO DOWNLOAD: PLEASE CONTACT
design@vanwest.com



APPLICATION EXAMPLES

DOCUMENT TEMPLATES:

BUSINESS CARDS /
 EMAIL SIGNATURE

