

FIFTY YEARS FORWARD >

UFV.CA/50





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A design system has been meticulously crafted to commemorate our 50th anniversary: marrying line drawings and typography with our legacy color palette and logos, all under the resonant tagline, “fifty years forward.”

At the heart of this system lies the unbreaking line, symbolizing our journey—a thread woven into the intricate tapestry of our future.

The design explorations in this presentation showcase how the 50th design system can manifest across various applications. They are not final assets for approval.

The unbreaking line serves as a bridge between our past, present, and future, allowing us to illustrate our impact and accentuate key milestones.

In digital and animation application, this thread becomes dynamic, connecting historical artifacts to our contemporary narrative, guiding viewers on an immersive storytelling journey.

With the unbreaking line, we possess the freedom to narrate our story boundlessly. Our alumni illustrators, designers, and voice actors will continually explore how this design system can enrich our digital, video, and print collateral moving forward.

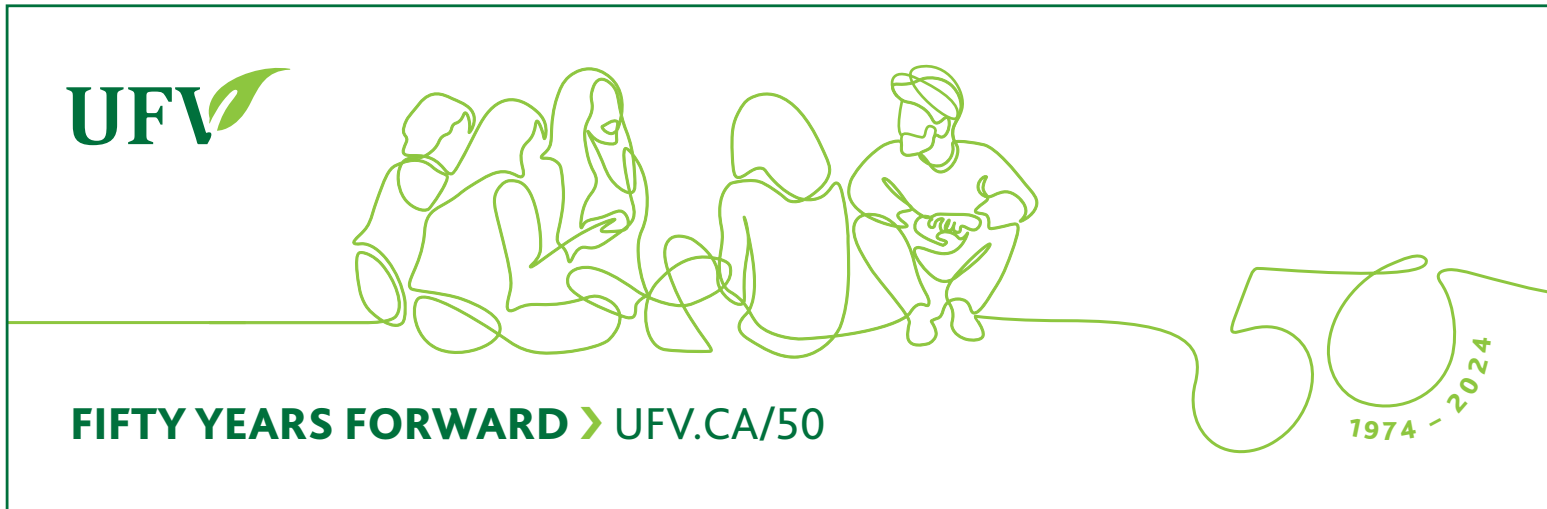
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50TH RETRACTABLE BANNER











YOU'RE INVITED

This is placeholder text. Do not proofread. It will be replaced by program details.

Saturday, [Fake Date], 2024

6:00 PM onwards

Prestigious Hall of Wisdom, UFV Campus

PROGRAM HIGHLIGHTS

Agenda items
listed here
that entice and engage
our audiences

A final call to action will go here, asking our audiences to visit our website for additional information and to RSVP.

A message of gratitude and celebration goes here.

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SAVE THE DATE

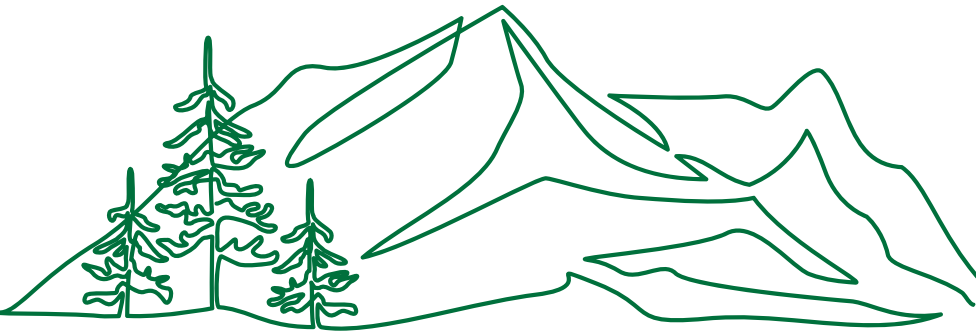
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Fifty Years Forward ›

You're invited to the launch of
UFV's 50th Anniversary

Our remarkable journey from Fraser Valley College to
University of the Fraser Valley has been inspired by the
community spirit of people like you.

Let's celebrate our past, present, and future together.

