

Commerce Undergraduate Society

visual identity guidelines



commerce
undergraduate
society

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The Commerce Undergraduate Society (CUS) Visual Identity Guidelines serves two main purposes:

- To establish the design specifications and standards for the consistent, accurate application of the logo's and their supporting elements.
- To itemize the instructions for specification, printing and stamping of items branded with CUS.

The logo and its elements must be reproduced only in its formats which are displayed in these guidelines. Under no circumstance may the logo be modified in any way.

Situations may occur when an item will be introduced for which there is no precedent within these guidelines. Please observe the basic principles we have established; this will ensure all material remains true to the spirit of the design style shown in these guidelines.

If you are unsure of reproduction methods, please contact the CUS VP Marketing.

Vice President, Marketing
Commerce Undergraduate Society

Email: vpmarketing@cus.sauder.ubc.ca

the logo

The corporate logo is our signature and our voice. This version of the logo is used as the brand communications signature of both the main organization (CUS) as well as all subsidiary organizations (Services Council) and appears on all promotional material, merchandise, corporate stationary as well as in corporate image or public service campaigns. Every element of the logo other than the text has been custom drawn and must not be altered in any way. The colors have been carefully chosen and must never be changed, nor should their positions in relation to each other. In the color section of these guidelines is a full list of acceptable reproduction methods.

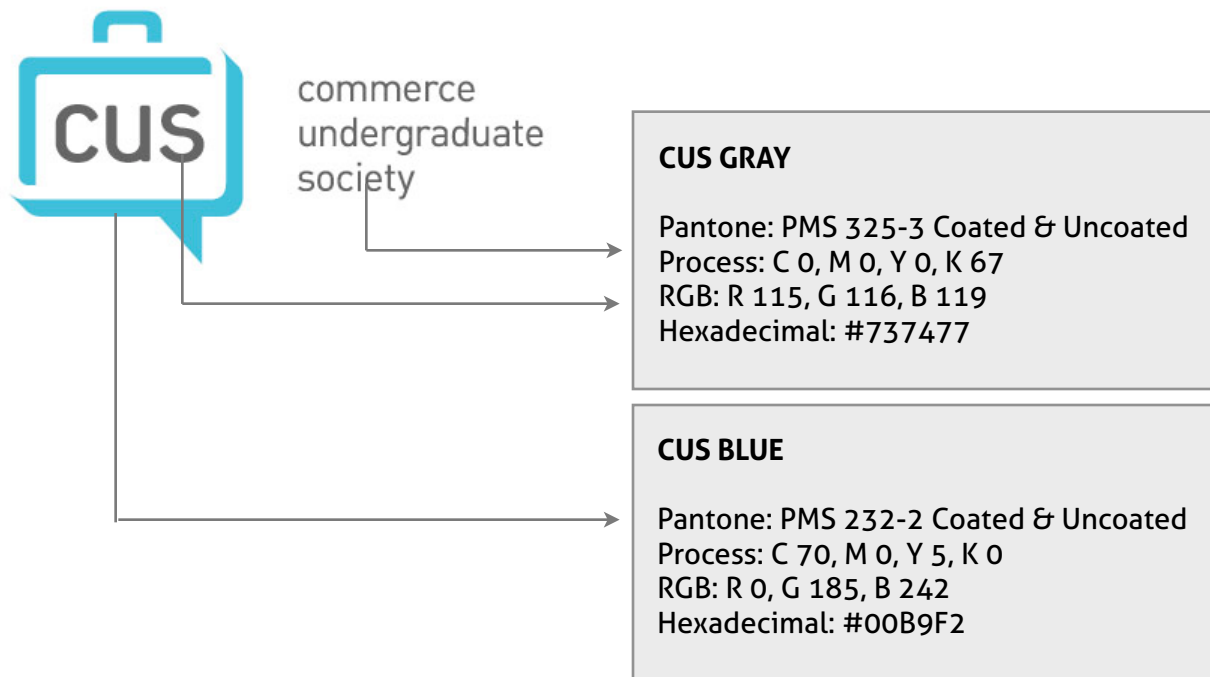


CUS Corporate Logo

the brand colours

When reproducing the CUS logo, only the approved colours may be used. Care should be taken when using the CUS colours. Issues such as print colour limitations, artwork format or medium logo presentation should be taken into account.

- Whenever possible always reproduce the logo using the Pantone color reproduction method.
- When printing the logo in colour publications the CMYK specified colors should be used.



grayscale and reverse logos

When placing the logo on dark or coloured backgrounds, it may be necessary or preferred to apply the grayscale or reversed version of the logo. The version selected must provide sufficient contrast against the background in order to maintain a strong presence of the logo. The grayscale and reverse logos must follow the same guidelines that apply to the colour logo.



Reverse logo on dark green background



Grayscale logo on light green background



Reverse logo on dark gray background



Grayscale logo on light gray background

logo clear space

For the logo to appear in its optimum format, there must be an area around it that remains clear of any graphic, pictorial or illustrative elements. With this in mind, a clear space around has been set that no other elements may encroach upon. The simple and consistent application of the CUS logo is of the utmost importance. As a general rule, the logo is to be used as a subtle, premium branding device.

The minimum clear space around the logo is equal to the distance between the top and bottom of the letters "CUS" in the CUS logo.



sizes and orientation

In keeping the logo relatively small, the logo needs to be a sufficient size to reproduce accurately. Therefore, a minimum size for all print applications of the logo is 1.0" wide CUS corporate logo with text.



The CUS logo must always appear in horizontal (landscape) orientation and may not be rotated.



brand typefaces

Any promotions, graphic design material, corporate materials, should use the official CUS typeface.

The corporate font for the CUS is Aller

For those without access to design facilities and where font licensing is not feasible, Calibri can be used as an alternative to Aller. The Calibri typeface is available in most word processing applications.

**Aller Bold
should be
used for all
headlines.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz**

Aller Light
should be
used for all
body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

examples of reproduction errors

The CUS logo must not be altered, modified or reconstructed in any way. It must not be recreated using a substitute font. When resized, the logo must maintain its original proportion. Exceptions may be made only by the Marketing Commission of the CUS.

Do not alter the logo by condensing or expanding it



Do not change the color of any part of the logo. The only permitted colours are defined in “brand colours” and “grayscale and reverse logos”











Do not change the sizes or relative proportions of the CUS logo.



co-branding and multiple logos

The CUS logo must appear on all marketing materials created by CUS organizations. However, other logo including the Sauder School of Business and UBC must occasionally co-exist with the CUS logo. In this case, all of the Visual Identity Guidelines for UBC, Sauder, and CUS, must be strictly followed.

The following chart indicates which logos must be used in the scenario listed:

	CUS	Sauder	UBC
Shown to <u>Sauder Undergrads Only</u>			
Shown to all staff, faculty, administration, and students of <u>Sauder</u>			
Shown to people within UBC			
Shown externally (delegates, companies, professionals etc.)			

use of brand by CUS and externals

The CUS logo is mainly created for the use by CUS organizations and subsidiaries. However, occasionally the CUS logo may be used by external organizations, including sponsors, partners, and those who are sponsored by the CUS. In this case, the visual identity guidelines must be followed, with the following exceptions:

- The use of the Sauder logo and UBC logo is optional even if your situation matches the scenarios stated in this document
- The use of the CUS logo must not imply that the organization is a subsidiary, or belongs to the CUS in any way.

The CUS brand is primarily used by students. In the situation where marketing materials are promoting a prominent student run event that is seen by externals, please indicate clearly in your text and major headings that the event is organized by students, “presented by” students, or is student-run.

conclusion

The CUS brand is a precious and powerful item that we must protect. By following the Visual Identity Guidelines, we are able to provide consistency between subsidiaries and utilize the power and prestige of the CUS brand effectively.

If you see the CUS brand misused, please contact the Marketing Commission of the CUS immediately.

This is your brand. Please don't abuse it.

Contact Information:

Vice-President, Marketing
Commerce Undergraduate Society

Email Contact
vpmarketing@cus.sauder.ubc.ca

CUS Website
<http://www.cusonline.ca>

Internal Operations Website (CUS iOps):
<http://internal.cusonline.ca>

Prepared by Johnny Lee,
CUS VP Marketing 2009-2010

Email: johnny.lee@alumni.ubc.ca

The latest version of the CUS V.I.G. (Visual Identity Guidelines) can be found at <http://internal.cusonline.ca>