



How we look.

BRAND GUIDELINES

VERSION 1.0

SIMPLICITY IS THE
ULTIMATE FORM OF
SOPHISTICATION.

Leonardo da Vinci

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

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What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.

Why use these guidelines

The Canadian Association of Business Students needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of CABS.

This document is available to download at:
cabsonline.ca/en/brandguide

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realising the design with new techniques. It is a distinctive mark and brand that seeks to present CABS as a forward-thinking, professional organisation.

Construction

The graphic element is constructed using the organization's initials and the iconic maple leaf.

The leaf is framed in by two elements that invoke the ethos of the Canadian flag, while also closing the front end of the logo.

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organisation.

Colour Treatment

There are two preferred full-colour options shown here. The first version of the logo should be used whenever possible.

THE LOGO, delightful am I not.

01



02



01

This is the original version of the logo and is the preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

02

This is the alternate colour version of the logo.

EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all our company logos is based on the dimensions of the central circle in the logo graphic. With all logos, a clear-space of the of one circle must be maintained on all sides. When our corporate colour is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



MINIMUM SIZE, bigger is better.

Stacked logos must not be reproduced at a size smaller than 19mm in height.

Landscape logos must not be reproduced at a size smaller than 15mm in height.



19mm min.

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

01



02 If you have to...

If it's unavoidable to sit the logo on a colour or a photo, use the negative logo.

02



03 Not right

Do not rotate the logo.

03



04 Colour clash

Do not place the logo on the wrong colours.

05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

**SAY HELLO TO EVERYONE
IN THE FAMILY.** IF YOU CAN'T
FIND IT HERE, WE DON'T
WANT YOU TO USE IT.

The CABS logo exists in two colours, white, and transparent. While the dark blue option is the preferred logo, use of either the colour logos should be determined according to their suitability for the layout.

Correct Versions



OUR COLOURS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate colour palette includes a dark blue and a white. These are represented in CMYK, RGB, and hex. The secondary colours are a lighter blue, and the same white listed in as primary.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK colour process. Equivalent colours can be composed using the RGB and HEX references included when the logo is to used digitally.

Colour Palette // Primary

These are our corporate primary colours for our logo, text and headers.



cmyk 98 : 68 : 27 : 10
rgb 0 : 83 : 127
hex # 00537F



pantone N/A
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # FFFFFFFF

Colour Palette // Secondary

These are secondary colours for backgrounds and supporting graphics.



cmyk 70 : 22 : 0 : 0
rgb 54 : 160 : 217
hex # 36A0D9



pantone N/A
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # FFFFFFFF

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. [Print.](#)

Our corporate typeface is Constantia. This full font family comes in a range of weights to suit a multitude of purposes. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. [Online.](#)

When technology allows for it, Constantia should be used in any web applications.

Typography. [Style.](#)

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalisation should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Helvetica // Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Helvetica // **Bold**

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Constantia // Regular

THAT'S JUST FOR STARTERS... HERE IS A FEW MORE THINGS YOU SHOULD KNOW.

Brand Design Style

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting colour use to our corporate palette will serve to strengthen our brand message.

Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.

Photographic Style

As an overall theme for the photographic style of our brand, we suggest that photography be medium contrast black and white, so as to strengthen a classic, emotive approach to supporting visuals. As an alternative, a single colour can be used from within the corporate palette as a replacement for white within the image, creating a understated duotone look.

All photography used must be of high quality regardless of whether they are black and white or colour. Images need to be clean, crisp, in focus and contain subject matter relevant to our organisation. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

Website

It is suggested that Our Company website use a light blue or white background, with light blue/dark blue supporting graphics, black text, and generous amounts of white space. Doing so will ensure consistency across Our Company brand online.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower Our Company logo.

04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

Give it your best shot...

The Canadian Association of Business Students

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[Web](http://www.cabsonline.ca). www.cabsonline.ca



www.cabsonline.ca