



Brand Guide

October 2016

Intro

These guidelines explain how the elements of the branding of the Simon Fraser Student Society should be used. The logo, the colors, the typeface, etc. all add to our coherent visual style.

For questions about the use of these branding elements or to obtain them in different formats, contact:

Tel. 778 782 6565 - communications@sfss.ca

This version of the branding guidelines was created on October 5th 2016 and replaces any previously created version.

Logo



Colour Logo



Grayscale Logo

Colours



1. Blue - Primary

PANTONE: 114-8C
CMYK: C100 M18 Y0 K47
RGB: R0 G94 B138
WEB: #005e8a



2. Red - Primary

PANTONE: 63-16C
CMYK: C22 M100 Y100 K14
RGB: R174 G34 B36
WEB: #ae2024



3. Yellow - Secondary

PANTONE: 14-8C
CMYK: C0 M36 Y100 K0
RGB: R251 G173 B24
WEB: #fbad18



4. Green - Secondary

PANTONE: 155-16C
CMYK: C52 M34 Y100 K13
RGB: R126 G132 B52
WEB: # 7e8434

Logo - violations



Deconstructing the logo



Resizing elements



Switching the colours



Using other colours

Typography

Dax Pro Bold

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

District Thin

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

District Thin Italic

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

District Book

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

District Book Italic

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

District Bold

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

District Bold Italic

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.