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: #fbd18

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.