BRAND GUIDE

April 2022

**simon fraser
student society**

Intro

These guidelines explain how the branding elements of the Simon Fraser Student Society should be used. The logo, the colors, advertising, 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.

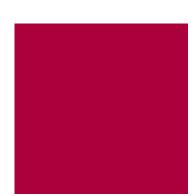# Logo

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

Changing the colour

Typography

Dax Pro Bold

Working together to improve the student experience

Working together to improve the student experience

Open Sans Light

Working together to improve the student experience

Working together to improve the student experience

Open Sans Light Italic

Working together to improve the student experience

Working together to improve the student experience

Open Sans Regular

Working together to improve the student experience

Working together to improve the student experience

Open Sans Regular Italic

Working together to improve the student experience

Working together to improve the student experience

Open Sans Semi-Bold

Working together to improve the student experience

Working together to improve the student experience

Open Sans Semi-Bold Italic

Working together to improve the student experience

Working together to improve the student experience

Open Sans Bold

Working together to improve the student experience

Working together to improve the student experience

Open Sans Bold Italic

Working together to improve the student experience

Working together to improve the student experience

Printing Guidelines

What do I need to consider before I print?

1. Check Content:

    A. **<u>Alcohol Policy:</u>** Please ensure that your material does not include images or references to alcohol as per SFU's advertising policy below:
<u>4.3 Advertising</u>

    a. All advertising by or on behalf of Licensed Establishments anywhere on campus must conform to the Act and Regulations and all applicable University policies, rules and regulations.

    b. The following restrictions apply to the advertising in non-licensed areas of events to be held in Licensed Establishments.

        i. Advertising of events must be responsible, in good taste, and will not promote alcohol as the focus of the event.

        ii. Alternatives to alcohol will be offered and featured equally with liquor.

        iii. Printed advertising for liquor will not be allowed.

        iv. Brewery/distiller sponsorship of alcohol awareness and education is permitted as long as the University retains editorial control

        v. Permanent signage reflecting brewery/distiller advertising is prohibited.

        vi. Brewery/distiller sponsorship with respect to the announcement of events via posters, T-shirts, balloons, and other accessories related to the event is not permitted.

        vii. Brewery/distiller sponsorship of activities such as "Player of the Game" is not allowed.

        viii. The blatant promotion of alcohol as the focus of an event is prohibited. Terms such as "bash," "drunk," "kegger," "wipeout," etc., are not permitted. Mention of alcohol on such materials shall be restricted to the information that the event is licensed.

    ix. Acceptable use of advertising of liquor within the Student Residences is set out in the "SFU Residence and Housing Policy on Alcohol Use and Function Responsibility." Wherever conflict may arise between the SFU Residence and Housing Policy on Alcohol Use and Function Responsibility and this Policy, this Policy shall prevail.

    x. Subject to section 4.3 (b)(xi), an advertisement or other promotion of an SOL event must not indicate that liquor will be sold or served.

    xi. Where an SOL event is a "Public Special Occasion" (as defined in the Regulation) at which a number of manufacturers of wine, beer or other liquor are conducting tastings at one location, the event organizer may advertise the name of the event followed by the names of the participating liquor manufacturers.

B. **Cannabis and Tobacco Policy:** Please ensure that your material does not include images or references to cannabis or tobacco as per SFU's advertising policy GP16 – Advertising, Selling or Smoking on campus. Keep in mind:

    I. Printed/electronic advertising or promoting cannabis and tobacco usage (including reference or mention to it) will not be allowed.
- Promotional material for an event cannot indicate that these substances will be sold at the event.

    II. Sponsorships with groups affiliated with cannabis or tobacco usage is not permitted.

C. **Bilingual:** Material printed in any language other than English must include the literal English translation on the same page/item.

D. **Hate Speech/ Offensive Content:** Hate speech of any kind will not be permitted on promotional material.

Posters with a mention of character accusation, defamation, bullying, obscene or otherwise offensive language or content will not be tolerated. The content of all advertising must comply with all appropriate codes of practice and policies of Simon Fraser University. Examples of offensive content includes, but is not limited to, any mention or reference to targeting a particular student or student group and/or promoting violence or encouragement of activities that could endanger the safety or well- being of others.

Posters with mention of a public figure or speaker contradicting equality, diversity and anti-bullying behaviour will also be removed on sight and the event will be subject to investigation.

E. **Gender Inclusivity:** Shifting to gender-inclusive language respects and acknowledges the gender identities of all people and removes assumption. We invite you to use inclusive language in your posters and events ex. "everyone" or "folks" instead of "girls and guys." Avoid making assumptions by not addressing individuals with gendered titles "sir" and "ma'am." Provide opportunities for people to specify preferred pronouns before and during the event (ex. name tags that include pronouns).

Gender is a social and cultural construct; and it refers to a societal role, not one's assigned sex. Avoid the use of combination forms he/she, as well as the use of pronouns he/him/his. Instead, use plural nouns or pronouns (they, them, or their) If your event includes all genders, use "all genders welcome!"

2. Sponsorship:

The main overall theme of the advertising material must centre on the event/group and those responsible for the organization of the event/service (the SFSS). Any sponsors must occupy a place of secondary importance on the advertisement, and must be a subsidiary feature.

Currently, any sponsors used on posters are up for revisions. If the sponsors do not align with SFSS values, you be asked to remove them from your marketing materials.

NOTE: Clubs and Student Unions are not allowed to enter into contractual agreements, unless they are approved by the SFSS

Misuse of Logo or SFSS Branding

If you are a club or student unions using the logo on promotional materials that are in violation of the Simon Fraser Student Society's fundamental values (Inclusivity, Integrity, Empowerment, Advocacy, and Community), these guidelines, or if your materials do not follow the guidelines mentioned above, your posters will be removed on sight, you will be a) directed to remove all related promotional material within the 24 hours of notice, and b) subject to suspension until the issue is resolved.

How do I Submit my Print Order?

Process in review.

Use of SFSS Branding by External Groups and Members Not Involved in Clubs or Student Unions

If you are not a part of an SFSS club, student union, or department you are not authorized to use the SFSS logo (or mention the SFSS) on your promotional materials without prior approval. If you would like to use the SFSS logo on your documents, make a request to the SFSS Communications Coordinator, and the team will review the documents and get back to you.

NOTE: If you use the logo without prior approval, your materials will be removed on sight, you will be asked to remove any additional the material, and SFU Security will be informed.