



BRAND MANUAL

## THE LOGO // GENERAL GUIDELINES

- The logo cannot be redrawn or reset in any other format other than those outlined in this manual.
- However, the logo can appear in a variety of sizes, colours and format, as described.
- Our identity should not usually appear more than once on any single page.
- Any changes within the elements will weaken the visual impact and reduce the effectiveness of our image.

Any departure from these guidelines must be authorised beforehand. The success of our visual identity depends on the accurate and consistent use of our logo and brand.

The UCSA logo provides a clean, strong and easily recognisable brand icon that represents the many aspects of student life UCSA is involved in. The graphic is designed to represent UCSA as the nucleus of student life with its areas of involvement represented by the orbiting components within the molecule.

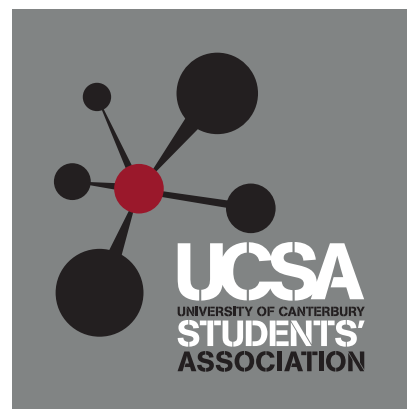
### Version 1:

#### Nucleus + UCSA + University of Canterbury Students Association

**1a. Full colour on white:** this is the master logo for internal and corporate use, stationary, internal communications etc when the logo is to appear in full colour on a white background.

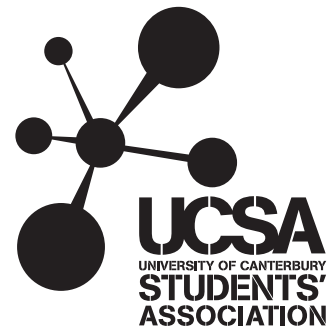


**1b. Full colour on pantone 444 panel:** this is the master logo for internal and corporate use (as above), when the logo is to appear in full colour on any background colour other than white.

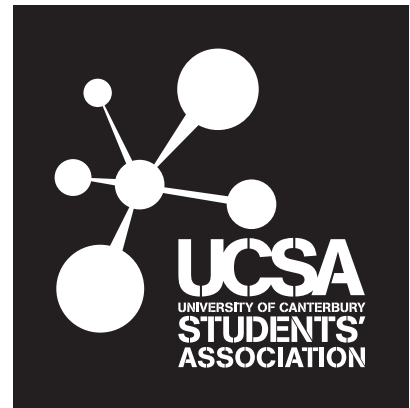


## THE LOGO // GENERAL GUIDELINES

**1c. Single colour on white background:** this is the master logo for internal and corporate use (as above), when the logo is to be printed in a single colour (black preferred) on any light coloured background (white preferred).



**1d. Single colour reversed:** this is the master logo for internal and corporate use (as above), when the logo is to be printed in a single colour (black preferred) in a situation requiring a reversed format logo.



### Version 2:

Nucleus + UCSA + University of Canterbury Students Association Te Pou  
Tuira o te Whare Wananga o Waitaha

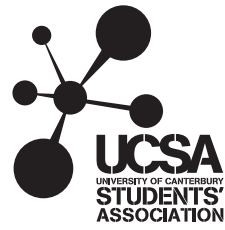
All specs as above. Exact situations for use are to be determined by UCSA



## THE LOGO // MINIMUM SIZE

Minimum sizes have been established to ensure the legibility of our identity is maintained. It must not appear smaller than shown here. When the logo appears at minimum size the type should be converted to solid black (see below).

Minimum sizes printed is approx 28.0mm x 25.0mm.



## THE LOGO // CLEARSPACE

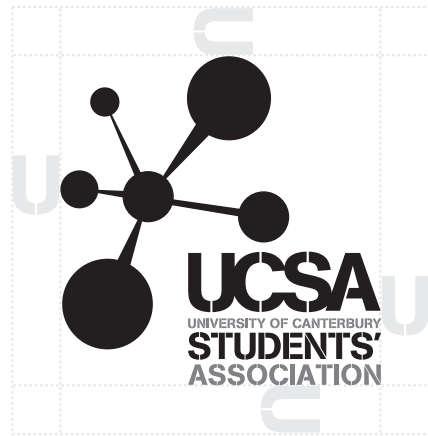
The logo must be surrounded by an area of adequate clear space to ensure maximum impact and clarity. It gives the logo space to breathe, and shouldn't have other text or illustrations intruding into this space.

The clear space has been shown here with a dotted line.

The easiest way to represent this is by using an element from within the identity itself as a measuring device.

The minimum clear space around the logo can be calculated here by using the 'U' from the UCSA logo placed on its side.

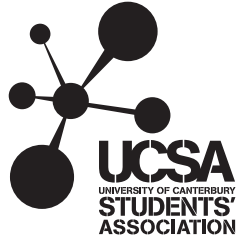
A grey tinted 'U' demonstrates the minimum space that needed on all sides.



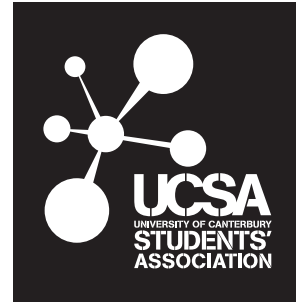
## THE LOGO // BLACK AND WHITE

For black and white reproduction, display all the elements in black. A colour or element cannot simply be removed from the logo.

Wherever possible, the black should appear on a white background and white paper stock, rather than textured or coloured surfaces.



Primary Black UCSA



Reversed UCSA

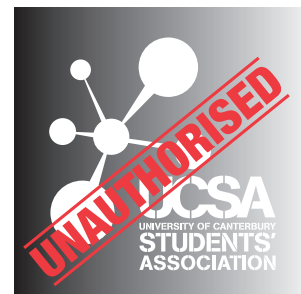
These examples show inappropriate use of the UCSA logo on coloured backgrounds.

Inappropriate usage

N.B. The clear space should accompany the logo on all designs.



Rotated UCSA



Gradient Black UCSA

## THE LOGO // BRAND COLOURS

**Colour is a primary element of the logo 's graphic construction.**

Colours cannot simply be added or substituted and must appear as shown.

Although every attempt has been made to be as accurate as possible in the production of this manual, the exact colours may vary slightly due to print methods, individual screen resolutions etc.

Always consult colour swatches when matching colours.

**A colour palette or colour family has been developed to reflect the look and feel of our brand personality. These colours play a vital part of our visual identity.**

### UCSA PROCESS COLOURS



**UCSA Red:**

Cyan:0 Magenta:91 Yellow:100 Black:23

### UCSA PANTONE COLOURS



**PANTONE 1805**



**UCSA Grey:**

Cyan:15 Magenta:0 Yellow:15 Black:42



**PANTONE 444**



**UCSA Black:**

Cyan:0 Magenta:0 Yellow:0 Black:100



**Solid Black**

## THE LOGO // THE TYPE FACE

Typography communicates a brand's personality. The subtleties between serif and sans serif faces, different weights and style of the lettering all affect the way the brand is perceived in the marketplace.

The way we use type is like the 'voice' in which we speak. The following typefaces have been chosen as they convey our identity and the images we wish to portray. Please keep to the specified font wherever possible, as variations can affect the overall look and feel of the identity.

All type used for UCSA must match the style of the sample alphabets shown below.

### Primary Typeface

#### **AG Book Stencil**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### Secondary Typeface

#### Univers 57 Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

