



MOUNT ALLISON STUDENTS' UNION

BRAND GUIDELINES

MASU LOGO FORMATS



FULL FORMAT

Logo including 'MOUNT ALLISON STUDENTS' UNION' extension. Intended for use on major MASU marketing materials. ie: Letterhead, business cards, invoices, etc.



SECONDARY FORMAT

Logo excluding 'MOUNT ALLISON STUDENTS' UNION' extension. To be used where other branding elements already feature the logo with the 'MOUNT ALLISON STUDENTS' UNION' extension.



KNOCKOUT

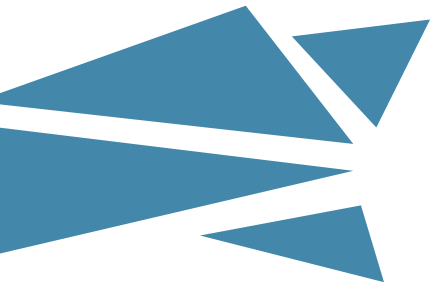
When applying the logo to solid background the MASU knockout version will be applied. To keep brand consistency the MASU knockout logo is not to be applied to colors outside of the MASU brand or complicated background images.



BLACK & WHITE

When printing the MASU logo in a black and white document a 100% black color profile is applied.





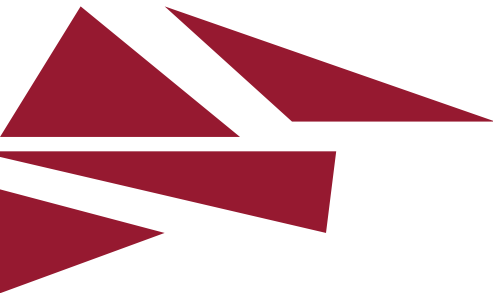
MASU BLUE

| | | | | | |
|----------|----|----------|-----|--------------|--------|
| C | 75 | R | 67 | HEX # | 418AAC |
| M | 36 | G | 136 | | |
| Y | 21 | B | 170 | | |
| K | 1 | | | | |



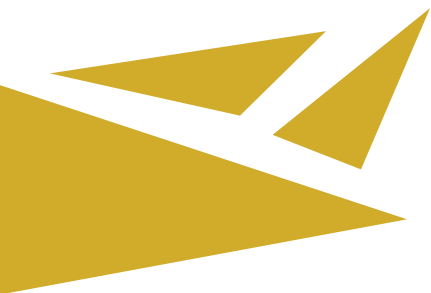
MASU ORANGE

| | | | | | |
|----------|-----|----------|-----|--------------|--------|
| C | 13 | R | 216 | HEX # | D98528 |
| M | 55 | G | 132 | | |
| Y | 100 | B | 40 | | |
| K | 1 | | | | |



MASU RED

| | | | | | |
|----------|-----|----------|-----|--------------|--------|
| C | 26 | R | 150 | HEX # | 961A31 |
| M | 100 | G | 25 | | |
| Y | 78 | B | 49 | | |
| K | 25 | | | | |



MASU YELLOW

| | | | | | |
|----------|-----|----------|-----|--------------|--------|
| C | 20 | R | 210 | HEX # | D2AD2A |
| M | 30 | G | 172 | | |
| Y | 100 | B | 43 | | |
| K | 0 | | | | |



COLOR PALETTE

AA

NOVECENTO WIDE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

AA

NOVECENTO WIDE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

MASU FONT

The MASU logo font is from the 'Novecento Wide' font family which features two weights - medium and bold. Novecento Wide is an all capitals, strong, clean, bold, modern font that reads well at large headline sizes as well as smaller body copy. This font should not be substituted in any instance with regard to the logo. Since this font is displayed in all capitals for larger lengths of body copy it is recommended to use Helvetica Neue Regular or Arial.



EXCLUSION ZONES

The 'exclusion zone' is the clear area that surrounds the MASU logo.

To ensure your logo remains clear and has maximum impact, nothing should ever appear inside the exclusion zone. To maintain brand integrity we suggest you always follow this guideline when possible.

The exclusion zone is determined by the height of the triangle to the far right of the logo. Exclusion zones are determined by a defined ratio instead of a measure to keep exclusion zones consistent when scaling the logo.



DESIGN ELEMENTS

The triangular geometric shapes come together as diverse welcoming colours are able to be broken apart to form simple and attractive design elements for print.

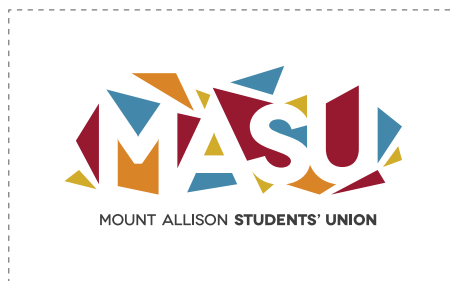
It is recommended for consistency with your brand and audience to stay within the MASU brand color palette and to avoid substituting these colors with any outside colors. It is also best to keep things as clean and clear as possible and never have any colors cross over one another or intersect each other.

DO'S AND DON'TS

You wouldn't mix rainbow suspenders with a striped shirt would you? Maybe you would - but let's consider how we should apply the MASU logo. Consistency for your audience is important and this logo can't defend itself if used incorrectly. Here are some tips to help keep things consistent.

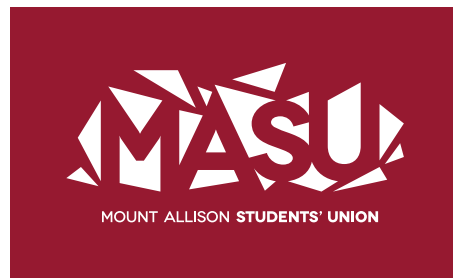
1. SPACE AROUND THE LOGO

Please keep clear space around the MASU logo when possible keeping the provided exclusion zones in mind.



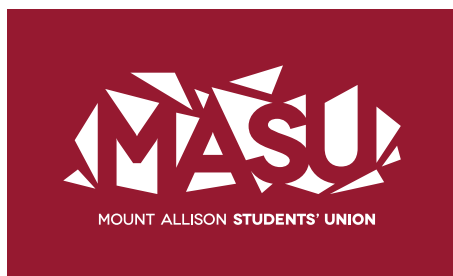
2. PROPER KNOCKOUTS

When the MASU logo cannot be placed against a white background it is recommended to place the logo in its knockout format against one of the brand colors.



3. CODE RED (OR GREEN!)

Avoid sitting the logo atop any color that isn't a part of the MASU color palette.



4. USE OF BACKGROUND IMAGES

Avoid using the knockout version of the MASU logo against backgrounds that are too light or cluttered. This will create a visually challenging environment to your audience.



5. NO ROTATIONS, STRETCHING OR SKEWING

Do not rotate, skew or stretch the MASU logo for any reason.



6. EMBELLISHMENTS

Please do not apply any additional graphic components such as drop shadows or glows.



7. FONT SUBSTITUTION

Please do not apply replace any fonts featured within the MASU logo for any reason.





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