

The Students' Union has had its own, overarching identity for many years, in the form of the flame logotype. And while the SU consists of a number of business and services, each of which has its individual identity, the key element of the SU brand is its logo.

Adopted in June 1999, and inspired by the famous fire pit in the Students' Union Building, the flame logo symbolizes the warmth and energy of the SU as an organization, and of the people we represent.

Recently, the SU logotype underwent some minor revisions as we updated it to make it work better in environments such as the web, and to make it more adaptable for print as well. As a result, we thought this would be a good time to look at providing updated guidelines for how the logo is used.

DESIGN STANDARDS GUIDE

STUDENTS' UNION MARKETING DEPARTMENT



Students' Union Design Standards

This Identity Guide is designed to fulfill a number of roles:

- to formalize the colours, fonts and different layout options for the logo
- to indicate when and how the logo is to be used
- to introduce a new graphical element that will be used to support the logo

Consistent adherence to the principles shown in the guide will help to maintain the strength and impact of the Visual Identity both within and beyond the University community.

FONT: TRAJAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 123456789&0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 123456789&0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 123456789&0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 123456789&0

SPHINX OF BLACK QUARTZ,
JUDGE MY VOW

LOGO VARIATIONS:

The Students' Union logo has a number of variants designed to accommodate the different contexts in which it will be used. The three main variants of the logo are:



Each variant shown above has been further varied into the following five visual formats:



THE SU STAMP:

The SU Stamp will be used on printed collateral and other promotional pieces to reinforce the fact that specific businesses and services are operated by the SU.








Students' Union Design Standards

Together with our building, the SU logo is the most obvious representation of our organization, our people, and ultimately our brand. As such, it is important that the logo is used consistently and in the proper forms. While the majority of printed material is produced by The Studio in the Marketing and Communications department, we recognize that on occasions, individual departments and subunits may generate their own material.

This Guide is for you!

COLOURS:

When using the University of Alberta Students' Union logo in any version, adherence to the precise Pantone colour percentages is critical. The following are the colours used in the Students' Union logo:

Pantone Process Black		C=0 M=0 Y=0 K=100
Pantone 116		C=0 M=15 Y=94 K=0
Pantone 342		C=100 M=0 Y=69 K=43
Grayscale Version of 116		C=0 M=0 Y=0 K=20
Grayscale Version of 342		C=0 M=0 Y=0 K=80

LOGO VARIATIONS:

A key mandate of the Marketing and Communications department's Studio is to help the various SU businesses and services promote their work with professional marketing strategies... and graphic design. In the context of the SU Identity, a key element of our work is maintaining the integrity of the SU brand.

That simple statement covers a lot of work, and because we cannot do all of the design work for the Students' Union, we thought we would make it easier by providing some rules about what not to do!

- do not alter the colours of the logo
- do not skew, stretch or otherwise distort the logo
- do not add drop shadows to the logo
- do not place the logo on busy backgrounds



As you can see, these are fairly obvious rules. Because the logo is such a key representative of the SU, and what it does, it is crucial that you adhere to these simple rules and to the guidelines on the previous page.

But as you may know, we are really quite flexible: for example, we often use the flame by itself, because close up it is an extremely effective image that is still very emblematic of the SU. So if there's a special way you think the SU identity could be used, come and talk to us. We won't promise to implement it, but we'll definitely listen.