

**VISUAL
IDENTITY
STANDARDS —
GOVERNANCE OFFICE**

Philosophy

A strong visual identity plays an essential role in shaping the image of the The Arts and Science Undergraduate Society (ASUS). The ASUS Governance Office — Visual Identity Standards aims to create and maintain a strong, consistent brand that is easily recognizable as an office within the Society, strengthening our public awareness and brand identity within the Queen's University community. With these guidelines, we aim to create a conclusive and straight-forward manual for those who communicate on behalf of the ASUS Governance Office.

Thank you for taking the time to read and abide by these guidelines. If you have any questions or concerns regarding the ASUS Governance Office — Visual Identity Standards, please contact the **Governance Officer** at **governance@asus.queensu.ca** for more information.

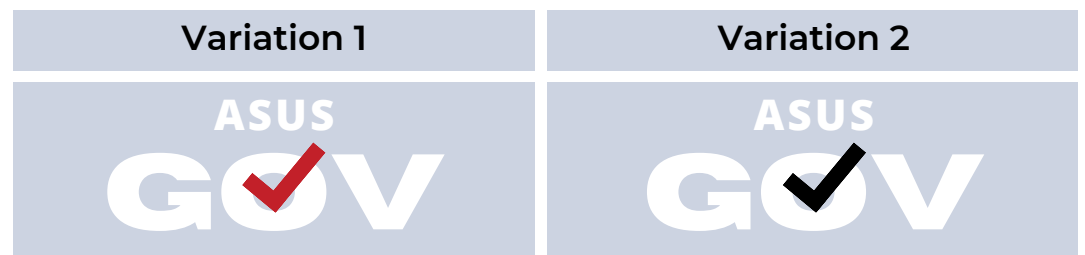
Logo

The Office's wordmark is to be used in all Governance publications and marketing material. The wordmark must be in one of the official ASUS colours: the ASUS red, white or black.

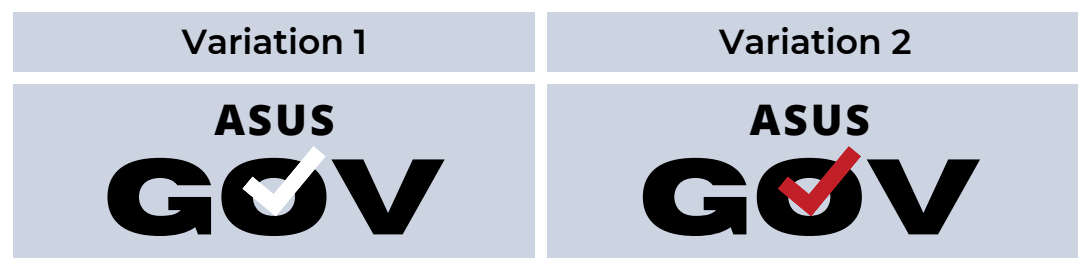
The text and the checkmark are to be two different colours. For example, a red checkmark can be paired with white or black text, but not with red text.

Variations

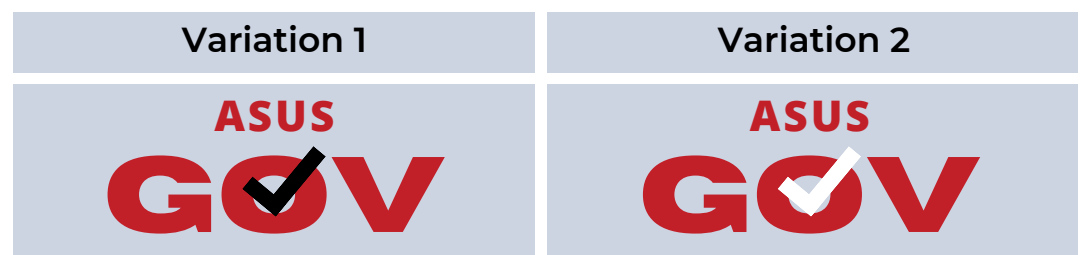
The ASUS White



The ASUS Black



The ASUS Red



Fonts

Since the Office operates within ASUS, Governance will maintain the uses and functionalities of the ASUS fonts.

Open Sans

The official font for ASUS should be utilized in body text and is the preferred font for all publicly released documents.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Montserrat

A secondary font mainly used in headings and titles.



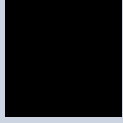
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Raleway

A tertiary font found in the official Society crest and that can be used in subheadings, subtitles, captions, footers and/or other areas that may require supporting text.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Colours

	CMYK (PRINT)	RGB (DIGITAL)	HEX (DIGITAL)
	16C 100M 96Y 7K	194R 32G 41B	#C22029
	0C 0M 0Y 0K	255R 255G 255B	#FFFFFF
	75C 68M 67Y 90K	0R 0G 0B	#000000

Reproduction of the Office logo in process or web-based applications must follow the official ASUS colours. Individuals are encouraged to primarily use these colours in ASUS publications and visuals.

Approval

In order to maintain a strong and consistent visual identity throughout the Arts and Science Undergraduate Society Governance Office, all publicly released material created in or in conjunction with the Society must pass through the Governance Office for approval. Documents can be sent to the **Deputy Governance Officer** at deputygovernance@asus.queensu.ca.

THE ARTS AND SCIENCE UNDERGRADUATE SOCIETY