

VISUAL IDENTITY STANDARDS

THE ARTS AND SCIENCE UNDERGRADUATE SOCIETY

ASUS

Philosophy

The Arts and Science Undergraduate Society believes that a strong visual identity plays an essential role in shaping the image of the Society. The ASUS Visual Identity Standards aims to create and maintain a strong, consistent brand that is easily recognizable, thus strengthening our public awareness and brand identity within the Queen's community. With this document, we aim to create a conclusive and straight-foward guide for those who communicate on behalf of the Arts and Science Undergraduate Society.

Thank you for taking your time to read and abide by these guidelines. If you have any questions or concerns regarding the ASUS Visual Identity Standards, please feel free to contact the Marketing Officer at marketing@asus.queensu.ca for more information.

Logo & Crest

ASUS

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



The ASUS crest is to be mainly used in formal ASUS documents. It can be used interchangeably with the ASUS wordmark, however, the wordmark is the preferred logo for marketing and promotional material.

Fonts

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The official font for the Arts and Science Undergraduate Society. This font should be utilized in body text and is the preferred font for all publicly released documents from the Society, across all commissions, offices and services.

Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

A secondary font mainly used in headings and titles.

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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.

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

The official ASUS colours are listed above. Reproduction of the ASUS logo in process or web-based applications must follow the official ASUS colours as listed. 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, all publicly released material created in or in conjunction with the Society must pass through the Marketing Office for approval.

Documents can be sent to the Marketing Officer at marketing@asus.queensu.ca or the Graphic Design Deputy at marketingdeputy@asus.queensu.ca.