

**UNBSU**  
***CAMPUS EVENTS***

**BRAND.**



**OUR BRAND**  
IS MUCH  
MORE THAN  
**JUST A**  
**LOGO...**



**IT REPRESENTS**  
**OUR COMMITMENT TO**  
**THE STUDENT**  
**EXPERIENCE.**



# **ABOUT US**

## **UNBSU OBJECTIVES**

**CLEAR + EFFECTIVE  
COMMUNICATION**

**QUALITY + RELEVANT  
PROGRAMMING**

**BOLD + ACTIVE  
VOICE**

**OPPORTUNITIES  
FOR STUDENTS**



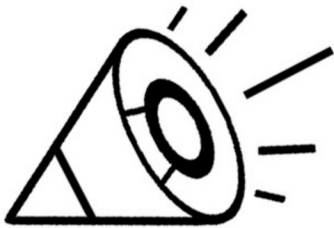
# LOGO

## PRIMARY LOGO



The full and complete UNBSU Campus Events logo represents our brand's values and is to be used on major branding items.

## SHORTFORM LOGO



An official abbreviated logo for use in marketing designs that require simplicity.

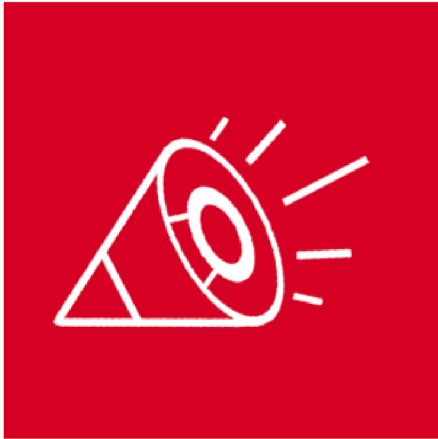
## WORDMARK



Our text branding served to complement and support areas of UNBSU Campus Events branding where a full logo may not be the most appropriate.

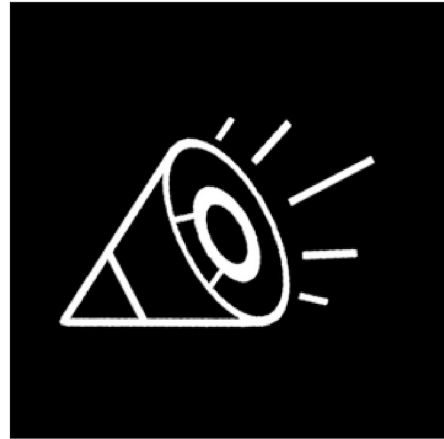
# COLOURS

## PRIMARY COLOURS



**BRICK RED**

#d60025



**BLAST-OFF BLACK**

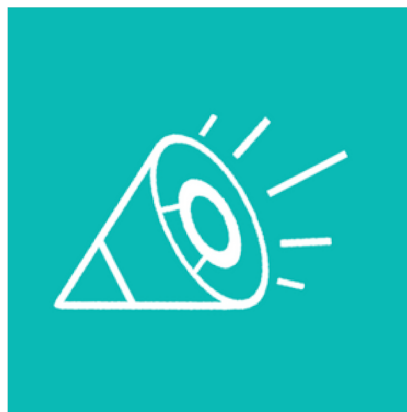
#0d0d0d

## SECONDARY COLOURS



**ROWDY  
RASPBERRY**

#FF1C64



**CARNIVAL  
CYAN**

#0ABAB5



**LILAC  
BREEZE**

#9D4CD9



# TYPOGRAPHY

## LIBRE FRANKLIN

*LIBRE FRANKLIN* IS BOLD, EDGY,  
CLEAR, AND FUN, AND IS  
**REPRESENTATIVE OF THE  
*STUDENT EXPERIENCE.***

We use *ITALICS* often to  
highlight our programming.

**This is UNBSU Campus Events.**

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*This is UNBSU Campus Events.*

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**This is UNBSU Campus Events.**

*This is UNBSU Campus Events.*

**This is UNBSU Campus Events.**

# SUB-BRANDING

CAMPUS EVENTS SUB-BRANDING  
USES THE VARIOUS COLOURED  
VERSIONS OF OUR LOGOS

## PRIMARY LOGO



## SHORTFORM LOGO

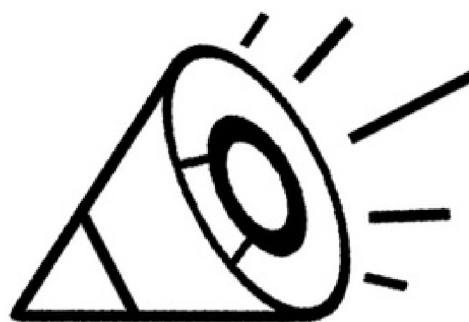


## BLOCK





[unbsu.ca/  
campusevents](https://unbsu.ca/campusevents)



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***CAMPUS EVENTS***