



**UNIVERSITY OF NEW BRUNSWICK**  
**STUDENT UNION**

**BRAND**  
**BOOK.**

**OUR BRAND**

**IS MUCH  
MORE THAN**

**JUST A  
LOGO...**

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**IT REPRESENTS**  
**OUR DEDICATION**  
**TO OUR**  
**STUDENTS.**



**UNIVERSITY OF NEW BRUNSWICK**  
**STUDENT UNION**

**VIBRANT.**

**SIMPLE.**

**FRIENDLY.**

**POWERFUL.**

# LOGO

## PRIMARY LOGO



**UNIVERSITY OF NEW BRUNSWICK**  
**STUDENT UNION**

The full and complete UNB Student Union logo represents our organizational 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

**UNIVERSITY OF NEW BRUNSWICK**  
**STUDENT UNION**

Our text branding served to complement and support areas of UNB Student Union branding where a full logo may not be the most appropriate.

# COLOURS

## PRIMARY COLOURS



**BRICK RED**  
#d60025



**BLAST-OFF BLACK**  
#0d0d0d

## SECONDARY COLOURS



**POLICY PINK**  
#f43984



**PUMPKIN  
SACRIFICE**  
#e7542b



**DANDELIONS  
IN THE QUAD**  
#ffe952



**GRASSY HILL**  
#40a856



**ATRIUM BLUE**  
#59d9e4



**BOOKSALE BLUE**  
#008ccb



**WOLASTOQ  
WATERS**  
#051282



**LILAC BREEZE**  
#9d4cd9

# TYPOGRAPHY

## MONTSERRAT

MONTSERRAT IS PROFESSIONAL,  
*YET EDGY* AND ALSO  
**REPRESENTS THE UNION.**

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# SUB-BRANDING

**UNBSU SUB-BRANDING WILL FOLLOW A UNIFIED, SQUARE-BASED APPROACH.**



**ACE**



**STUDENT LEGAL**  
INFORMATION CENTRE



**PAPERTRAIL**



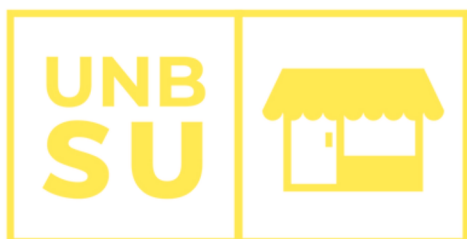
**FOOD**



**HEALTH & DENTAL**  
INSURANCE



**BIKE CO-OP**



**WELCOME CENTRE**



**SAFERIDE**



**unbsu.ca**



**UNIVERSITY OF NEW BRUNSWICK**  
**STUDENT UNION**