

Brand Guide

**QUEEN'S**  
**COMMERCE**  
**SOCIETY**





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# COMSOC MISSION & VISION

## MISSION

To be the most respected and innovative faculty society, while providing ever-increasing opportunities that enable all students to realize their **full potential**.

## VISION

To enhance the Queen's Commerce experience by representing student **interests**, inspiring **leadership**, and empowering students to pursue their **passions**.



# COMSOC VALUES

## In everything we do, we:

Seek **excellence** and foster **innovation**.

Instill **passion** and encourage **initiative**.

Act with **integrity** and **transparency**.

Demonstrate **inclusivity** and **diversity**.

Build **collaborative** relationships.

**Unite** to make a difference in our communities.

Work **together** as students for students.

Involve ourselves for **learning**, **growth**, and **enjoyment**.



# COMSOC OBJECTIVES

## The Queen's Commerce Society Shall:

Represent the interests of Commerce students to the various academic administrations within the University, to other student assemblies within Queen's, and to the community at large;

Provide relevant services to Commerce students and to the Queen's Community;

Provide opportunities for Commerce students to develop a variety of skills through extracurricular involvement;

Provide opportunities for Commerce students to share their passions and inspire others;

Strive to promote and enhance the value of the Queen's Bachelor of Commerce program and Queen's University experience;

Act within the principles of equality, freedom and democracy.



# COMSOC STAKEHOLDERS

## Students

ComSoc's main stakeholder is Commerce students. We aim to engage them in a continuous conversation year round while serving them to enhance their Bachelor of Commerce experience. ComSoc is a critical mediator which Commerce students rely on to provide them with opportunities to learn and grow. In return, ComSoc provides students with a credible platform to do so. Commerce Society is the nucleus of Commerce students' overall experience.

## Alumni

Once they graduate, Alumni remain proud Commerce students who enjoy checking in every so often.

## External Sponsors/Recruiters

ComSoc has deeply rooted connections with corporate partners across Canada which are continually growing and evolving to better meet the needs of students. As a result of their active participation and sponsorship of Commerce Society events and programs, they frequently like to check in see what we're up to in Kingston.

## Parents

For parents looking to check in on what what opportunities are available for their child, or while they are at school, we're a reliable contact point.

## Incoming Students

Prospective students looking to learn more about the Commerce program view ComSoc as a valuable resource detailing the many opportunities available to them at Queen's. It's important to us that these students' initial perception of ComSoc is of a friendly, positive, inclusive and diverse community.

## Professors

Outside of the classroom, Professors often look to the Commerce Society to provide them with opportunities to actively engage with students.

## Greater Queen's Student Community & Students from Other Universities

Both students from other faculties at Queen's, as well as those from other universities turn to ComSoc in order to remain actively informed about opportunities available through ComSoc.

## SSB Staff

As a critical partner, SSB Faculty enjoys checking in on ComSoc. Their support is instrumental to the ComSoc's success.



# COMSOC VOICE & TONE

## VOICE

The ComSoc brand is as diverse as the population of students it represents. We like to call it the “Refined Student Voice”. For us, the Commerce Society is all about speaking to students in a way that they would understand: **positive, professional,** and **informative.**

Anything you say through ComSoc, you’d be comfortable saying to your parents (minus the fact they may not understand all the **#techtalk**). Although we may not refer to ourselves as ‘hip’, the Commerce Society is well versed in everything **social, digital,** and **student-oriented.**

Think of us like the Emoji with the sunglasses on; cool, but not unprofessional. ComSoc voice is infused with a punch of personality like each student it embodies. Afterall, we **work hard** and **play hard.**



# COMSOC LANGUAGE GUIDE

1. When referring to the Commerce Society or ComSoc, the **C** and **S** should always be capitalized.
2. Further, when referencing the Society, only the names: **Queen's Commerce Society**, **Commerce Society** or **ComSoc** should be used.
3. The terms Committee or Association are not interchangeable, use them according to the official status of the organization.
4. On that note, whenever unsure how to reference something, or looking to provide some variance, the term "**organization**" is a great general word which can be used interchangeably across any function.
5. Although we aim to serve Commerce students, the Commerce Society doesn't like excluding anyone. We stay away from exclusionary terms or words, as well as phrases which may be construed as negatively representing other faculties or organizations.
6. The possessive version is the **Commerce Society's**, not Commerce Societies. We're one of a kind, not one of many.



# COMSOC LEXICON

**Society:** the Queen's Commerce Society, the acronym of which is "ComSoc".

**Executive:** the Executive of the Society which includes the President of the Society, VP of Student Affairs of the Society, and the VP of Operations of the Society. "Executive" can also be used to describe a group of individuals organizing and leading a conference, or those on a committee or in an association.

**Position holder:** the holder of any position within ComSoc.

**Assembly:** A bi-weekly meeting held by ComSoc to discuss and solve important Commerce student issues within the Society. Every other week assembly members, which includes the Commissioners, elected officials, and Officers, gather to actively listen, discuss and create change within ComSoc. Even if you are not a member, anyone from the Commerce community is invited to attend as a member at large in order to listen to discussions and actively learn from the work of one's fellow students.



# COMSOC LEXICON CONTINUED

**Association:** Internal committee which acts as a liaison between Commerce students and a respective industry. Their purpose is to provide opportunities to inform and educate students about the respective field, while also engaging students in events to improve soft skills and build connections.

**Business:** student-run groups who provide services to external clients as well as real-world training, experience, and opportunities to its members with the intention of making a profit.

**Committee:** a group organized to provide opportunities to improve the student experience for Commerce students.

**Conference:** an annual event organized and operated by an executive team with the purpose of educating undergraduate students from Queen's as well as other universities. These events provide students with exposure to real-world opportunities.

**Society Member:** a voting member of ComSoc who holds a position, attends the Commerce Society's meetings, can speak for or against motions, can move or second motions, and can actively participate or gain admission to ComSoc's events or programs.



# COMSOC LOGOS

## ACCEPTED



Lettering and Logo should always be traditional ComSoc colours, with transparent background. A white Logo should be used in the case of a busy background.

## NOT ACCEPTED



Inverted ComSoc colours, or random matching of traditional ComSoc Colours. Using Colours in the Lettering or Background that are from the extended palette, and anything beyond. Using patterns, and colours outside the traditional 3.



# COMSOC FONTS

## **Aa** INDUSTRI Bold

This font is ideal for headings and titles in professional settings.

## **Aa** DIN Regular

This font is ideal for body paragraphs. It's clean and versatile - perfect for any ComSoc documents.

## **Aa** DIN Medium

Sometimes you may need to **emphasize** a point, much like what's been done throughout this entire brandbook. Use this font for subheadings, or for anything else that requires attention - but not as much as the title.

## *Aa* No. Seven Regular

This font is perfect for titles that need some flair. Do NOT use them in a professional setting. Limit the usage for ComSoc-specific campaigns such as 'Calling All Frosh'.



# COMSOC COLOURS

## TRADITIONAL COMSOC COLOURS



**Maroon**  
#7b2120

**Black**  
#000000

**White**  
#ffffff

## EXTENDED COLOUR PALETTE



**Cinnabar**  
#ec3b41

**Porsche**  
#eda561

**Gulf Stream**  
#89b2ac

**Wattle**  
#d1de3f

**Eastern Blue**  
#25acbc



# THE BRAND IN ACTION: RECENT WORK

**CALLING ALL**  
*Fresh*

**ANA LOPEZ**

1<sup>st</sup> INTERN, QIAA  
DELEGATE, QWIL

2<sup>nd</sup> EXTERNAL LIAISON, ETC  
LOWER AMS REP, COMSOC

3<sup>rd</sup> UPPER AMS REP, COMSOC  
COMPETITOR RECRUITING OFFICER,  
I.C.B.C.

4<sup>th</sup> PRESIDENT, COMSOC



**COMSOC**  
*Appreciation Week* March 28<sup>th</sup> - April 1<sup>st</sup>

Mix-it-Up Monday  
Tasty Tuesday  
COMM-Down Wednesday  
Professor Thursday  
Commerce has ❤️ Friday



Queen's Commerce Society Assembly: 11/29/2015

**MOTIONS**

Upper AMS Representative Election

QMA Ratification

Executive Restructuring

QACE Probation Status

