Smith
COMMERCE SOCIETY
SMITH SCHOOL OF BUSINESS

BRAND GUIDE

LAST UPDATED FEBRUARY 2021

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REBRAND GOALS

DEFINING THE KEY FOCUS

There were three words that came to mind when defining the focus of the brand: **legacy, modern and bold.** While these words don't seem related, they are interwoven descriptors that underpin the future of ComSoc. This is because the society has a commitment to both past alumni who identify strongly with the brand and their time at Smith, and the commitment to represent and advocate for current students to continue with to set the national standard as Canada's largest and most successful business student government in Canada.

AN INFLECTION POINT IN COMSOC HISTORY...

LOGO USAGE:

LARGE LOGO:

Use the large logo on document headers, front pages of websites or apps, slide decks and all of the first touch-points that students (especially those external to Smith) have with the commerce society.

MEDIUM LOGO:

This is the main logo of ComSoc as the majority of students refer to it as such. Use it where the large logo is not necessary such as internal doccument headers.

SMALL LOGO:

Use the small logo in small spaces such as the corner of a document. If the background is to bright or distracting use one of the logos with a burgundy, navy or black background. For social media we will be using an adapted version of the burgundy background small logo with a circular background.
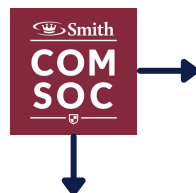
LOGO SPACING:

SPECIFICATIONS

There is no specific spacing requirement in this instance, with one caveat. The only specification here is that the logo can not be too close to the side of a graphic or the bottom corner. Please see the example below to add clarity.

ACCEPTED USEAGE

NOT ACCEPTED USEAGE

EXAMPLE PAGE GRAPHIC

SPECIFICATIONS

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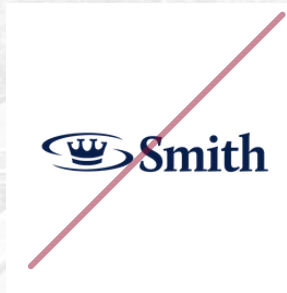
Note even spacing from edge approximately ½ the logo width.

Minimal and uneven spacing from edge

(logo would typically be smaller but has been enlarged for the benefit of the reader)

INCORRECT LOGO USAGE:

LARGE LOGO:

Separate logo from wordmark

Separate wordmark from logo

Any colour other than as outlined on page ___

Any colour other than as outlined on page __

Rotated

Tinting or ghosting

Skew or alter perspective

Typeface substitution

Drop Shadow

Alter proportions of logo and /or wordmark

All of these are incorrect usages of the ComSoc Logo. Due to the trademarked nature of the smith logo which is a significant feature of the trademarked ComSoc logo, both institutions can and will face serious legal repercussions if these essential brand guidelines are not met.

COLOUR PALETTE

PRIMARY COLOURS

Burgundy	Light Burgundy	Navy	Light Grey	Charcol
R: 150 G: 19 B: 51 #961333	R: 149 G: 64 B: 85 #954055	R: 14 G: 29 B: 73 #0e1d49	R: 168 G: 169 B: 173 #a8a9ad	R: 35 G: 31 B: 32 #231f20

SECONDARY COLOURS

Salmon	Light Tiffany	Royal Purple
R: 240 G: 78 B: 93 #f04e5d	R: 154 G: 215 B: 218 #9ad7da	R: 99 G: 53 B: 141 #63358d

Note: that the logo must be in the predefined colour combinations: black, white, or traditional ComSoc burgundy + smith blue. The Smith section of the logo can only be in Smith Blue or Black for legal purposes or the society could face **serious legal repercussions.**

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HEADER FONT: LATO BOLD (ALL CAPITALS)

SUBHEADDING FONT: LATO (ALL CAPITALS)

Regular Font Lato:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

EVENT SPECIFIC BRANDING

HOLIDAY HOPE

Burgundy	Light Burgundy	Light Tiffany
R: 150 G: 19 B: 51 #961333	R: 149 G: 64 B: 85 #954055	R: 154 G: 215 B: 218 #9ad7da

Holiday Hope relies heavily on the blue and burgundy to capture the Winter feel of the event, and to differentiate it from the typical ComSoc feed. Winter focused imagery and elements are essential to the branding of this event, and the typical Smith and Goodes imagery in the background is replaced with typical wintertime imagery.

FONTS

Header font: No. Seven Regular

Light burgundy with grey drop shadow, no spread/blur, 45° angle, no opacity

Header font: No. Seven Regular

White with light burgundy drop shadow, no spread/blur, 45° angle, no opacity

SUBHEADDING FONT: LATO (ALL CAPITALS)

Regular Text Font: Lato

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EVENT SPECIFIC BRANDING

HOLIDAY HOPE CONTINUED: EXAMPLE GRAPHICS