

BRAND.



UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

October
2017

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

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UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

IT REPRESENTS
OUR DEDICATION
TO STUDENTS.



UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

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ABOUT US

UNBSU OBJECTIVES

CLEAR + EFFECTIVE COMMUNICATION

Students must be able to effectively gather relevant information from the Student Union.

QUALITY + RELEVANT PROGRAMMING

Our programming consists of services/events that students will love to be a part of.

BOLD + ACTIVE VOICE

Our voice must be bold and our advocacy must be effective.

OPPORTUNITIES FOR STUDENTS

We constantly seek to grow the UNBSU to provide additional student based opportunities.



BRAND PERSONA



UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

VIBRANT
SIMPLE
FRIENDLY
POWERFUL.

LOGO

PRIMARY LOGO



The full and complete UNB Student Union logo that represents our organizational values and to be used on major branding items.

UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION

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.

CUSTOMCOLOUR



CustomColour is staple feature element of UNB Student Union branding. Designed to bend and customize around our diversity.
See Page 9 for details.

COLOURS

PRIMARY COLOURS



NEW RED
#40a856



NEW BLACK
#0d0d0d

SECONDARY COLOURS



ORANGE.
#e7542b



PINK.
#f43984



TURQUOISE.
#59d9e4



ATRIUM BLUE
#008ccb



**SUBMARINE
YELLOW**
#ffe952



QUAD GREEN
#40a856



SUBMERGED BLUE
#051282



**ROYAL GHANAIAN
PURPLE**
#9d4cd9

“OUR **VIBRANT**
COLOURS
REPRESENT BOTH
THE **DIVERSITY**
OF OUR **STUDENTS**
AND OUR
STRONG UNION.”

- UNBSU EXECUTIVE 2017/18

TYPOGRAPHY

MONTSERRAT

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

This is the new UNBSU.

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CUSTOMCOLOUR

**CUSTOMCOLOUR IS THE OFFICIAL COLOUR
CUSTOMIZATION METHOD USED FOR ALL
UNBSU RELATED DESIGNS.**



SUB-BRANDING

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

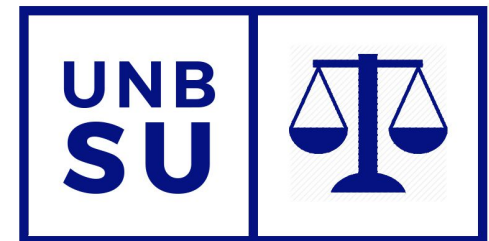
I.E.



SAFERIDE



**DRINK
SMART**



**STUDENT LEGAL
INFORMATION CENTRE**

UNBSU.CA



UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION