

Haskayne Student Clubs



Graphic Standards Manual

Maintained by:



UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS

Why use the Haskayne Student Clubs logo?

As ambassadors for the Haskayne School of Business, students drive our reputation and the strength of our brand. Student clubs are often Haskayne's most powerful reputation builders of all. The Haskayne Student Clubs (HSC) logo allows you to highlight your affiliation with the Haskayne School of Business.

It is expected that you and your club represent Haskayne with the utmost professionalism at all times. Misuse or misapplication of the Haskayne brand will result in removal of print materials (at the expense of the club involved) as well as potential club consequences.

These guidelines are not intended to limit the creative style of the clubs; there is the ability to implement unique and compelling creative concepts.

Primary Logo Use | Acceptable Variations



Full Colour



Black



Reverse

Logo Use | Colour Information

	Red
CMYK	0/97/100/3
RGB:	214/0/28
HEX:	#CC0000



Logo Use / Clear Space

In order to preserve brand integrity and legibility, if the Black or Reverse White logo (without the red box) is used, the HSC logo must always be surrounded by the specified amount of clearspace. This means that no other elements such as type or graphics may appear anywhere within this space.

The logo should have clear space around it, equal to the width of the word "CLUB" at whatever size the logo is.



Logo Use / Minimum Size

To maintain clarity and readability, the logo must never appear smaller than 1 inch in height. This rule applies to print materials that are 11" x 17" or 8.5" x 11".



Logo Use / Unacceptable examples



Do not stretch horizontally



Do not stretch vertically



Do not tilt



Do not use another typeface

Acceptable usage

The logo may be used in conjunction with other colours as long as it is contrasted correctly to the designer's discretion. The Reverse White HSC logo may be used for print material with a single coloured background (eg. royal blue background). Rules for clear space around the logo must be maintained (see above). The main logo may be used in conjunction with content in the background as long as the original logo (with red box, or the reverse logo with the black box) is used.



Acceptable usage



Acceptable usage



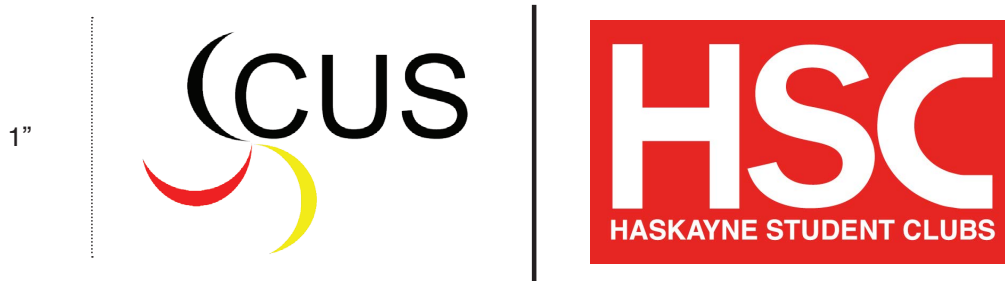
Unacceptable usage

Associated Brands Usage

The Haskayne Student Clubs logo and the individual club logo are always the primary logos and should always have either equal or more prominence than any of the associated brands (ie. sponsors). There are many ways that the HSC logo and other major logos can be displayed together.

Primary Usage

The most preferred way of displaying your club brand and the HSC brand is cobranding the logos together by using a line to separate the two. This would be a minimum of 1 inch on any print advertising, with the individual club logo on the left and the HSC logo on the right of the line. The line between the logos must vertically expand slightly longer than the logos. The colour of the line must be either white or black, depending on the background of the advertisement.



This is the preferred version of logo use. The cobranding logo must appear in the bottom right corner on printed material.

At the very least, there must be a space the size of the “CLUB” text surrounding the logo (approximately a fifth of the horizontal distance of the logo). The vertical length must be a minimum of 1 inch large.

Location of associated logos

Associated brands, such as sponsorship logos, must be as equally or less prominent than the individual club logo and the HSC logo. Associated logos must remain in alignment with the club logo and HSC logo along the bottom of the print material.

The largest text in any associated logo must not exceed the text of the HSC logo. For example, the MNP text does not exceed the size of the text in the HSC logo.



Sample Logo Use



In order to maintain the integrity of individual club brands and sponsorship brands, there must be sufficient clear space that does not compromise the brands of each club and their respective sponsors. It is to the designers discretion to obey sponsor brand standards. The distance between the edges of the page and the HSC logo must be equal to the width of the word “CLUB” at whatever size the HSC logo is.

In many cases, the background will not adequately suit sponsor and club logos. In this case, a white box that bleeds from the bottom of the page must extend enough clear space from the HSC logo at a minimum width the size of the “CLUB” text at whatever size the HSC logo is.

Alternative brand use with associated brands

An associated brand or an individual club brand may also be alternatively used on the top right hand corner. This style may be used if:

1. The horizontal logo for an individual club is more desirable in the design
2. There is a major sponsor or only one sponsor that is more desirable to place on the top right corner

In order to preserve brand integrity and legibility, the logo on the top right must always be surrounded by the specified amount of clearspace. This means that no other elements such as type or graphics may appear anywhere within this space. The logo should have clear space around it, equal to the width of the word "CLUB" at whatever size the HSC logo is.

When the logo is positioned on a coloured background, there must be a white box around the logo that bleeds off the top of the page.

Any logo, including those on the top right hand side of the page, must still be equally or less prominent than the HSC logo. The largest text may not exceed the size of the text in "HSC."

See the next page for sample logo use.

Restrictions on print materials

No events or activities associated with Haskayne Student Clubs should use alcohol, tobacco, banned substances, or overt sexual imagery as elements of a promotions plans.

Media

All media interaction should be coordinated through the marketing team of the respective club and the Communications department at the Haskayne School of Business.

Usage of the HSC brand with the Haskayne School of Business

Each event or activity will be reviewed on a case by case basis under the discretion of the Undergraduate and Marketing department at the Haskayne School of Business. Programs that are directly affiliated and partnered with the Haskayne School of Business will fall under the Haskayne brand standards (these standards are available on the Haskayne website). Other events that are sponsored by the Haskayne School of Business may be treated as any other sponsor (See Pages 4 and 6). Haskayne logos (for partnered or sponsored events) can be provided by the Haskayne Marketing department by request.


Examples of programs that would fall under the Haskayne brand standards would be: Haskayne Orientation, Business Day, various Academic programs, and Convocation.



Sample Logo Use

- There must be clear space around the top right logo equal to the width of “CLUB” at whatever size the HSC logo is
- The white box bleeds from the top of the page and aligns with the HSC logo
- The top of the logo must be a distance from the top equal to the width of “CLUB” at whatever size the HSC logo is

Poster Examples





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Join the **Ernst & Young** Leadership Program and develop your leadership skills.

Presented by:
The Commerce Undergraduate Society

Take part in 4 interactive sessions in which leaders will present their views on leadership and go through a case analysis and discussion. Perfect your skills by participating in a final case competition in which you can apply your learnings. This program presents an excellent opportunity to learn and network with professional leaders from corporate Calgary.

Applications are due October 5, 2012. Visit www.CUScalgary.ca or the CUS office (SH 199J) for more information.


Make your mark.



Join JDC West Team Haskayne

POSITIONS AVAILABLE IN DEBATE, SPORT, AND SOCIAL
APPLICATIONS ARE DUE SEPTEMBER 18TH
TO APPLY PLEASE VISIT THE CUS OFFICE (SH 199K) OR CUSCALGARY.CA




Hunt For Hunger

The race begins **Saturday, Oct 20, 2012**

Take part in an epic race across the city in support of **Calgary's Inter-Faith Food Bank**. Form teams of 4, dress in awesome costumes and raise money and/or bring canned food items for donation.

For more information or to sign up go to www.CUScalgary.ca
Or visit the CUS office (SH199J). Registration closes Oct 17, 2012.

Brought to you by **The Commerce Undergraduate Society**.





The Haskayne Studnet Club Brand Standards are maintained by the marketing department at the Haskayne School of Business.

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