RESIDENCE LIFE

BRAND GUIDELINES

LOGO

When possible, use the primary logo only unless there is a reason for using
the secondary logo as explained below.

Always use the original file provided as a .jpg, .png, .eps or .ai file.

Please do not type the RESIDENCE LIFE text out yourself when using
the logo, as it has been adjusted slightly for optimal logo use.

LOGO VARIATIONS:

RESIDENCE LIFE

Primary logo for use on
white or bright backgrounds
or images.

RESIDENCE LIFE **RESIDENCE LIFE**

Primary logo (black letters or cut out letter – *marked here in Pink*)
for use on coloured or black backgrounds or images.

UBCO RESIDENCE LIFE **UBC RESIDENCE LIFE**

Secondary logo for
adding location **only**.

RESIDENCE LIFE

Secondary logo for use
on white background **only**.

COLOUR PALETTE

Several colour options to pick from for the variety of different use.
Please use the colour codes listed below or use the specific coloured logo
from the brand assets folder.

PRIMARY COLOURS:

RESIDENCE LIFE

C / M / Y / K 60/60/60/100
R/G/B   0/0/0
HEX   #000000

RESIDENCE LIFE

C / M / Y / K 0/0/0/0
R/G/B   255/255/255
HEX   #ffffff

SECONDARY COLOURS:

RESIDENCE LIFE

C / M / Y / K 100/90/13/68
R/G/B   12/35/68
HEX   #002145

RESIDENCE LIFE

C / M / Y / K 75/10/50/0
R/G/B   86/167/150
HEX   #56a796

RESIDENCE LIFE

C / M / Y / K 100/68/4/0
R/G/B   0/93/166
HEX   #005da6

RESIDENCE LIFE

C / M / Y / K 60/40/0/0
R/G/B   105/144/237
HEX   #6990ed

RESIDENCE LIFE

C / M / Y / K 80/12/1/0
R/G/B   0/168/225
HEX   #00a8e1

RESIDENCE LIFE

C / M / Y / K 0 /60/40/0
R/G/B   244/133/128
HEX   #f48580

RESIDENCE LIFE

C / M / Y / K 5/25/100/0
R/G/B   224/188/71
HEX   #e0bc47

LOGO USAGE

When using the logo, always keep white space or breathing space around all sides of it to create a perfect distance.
A good way to measure, is to take a square in the size of the letter 'R+E' from the logo. Keep at least that amount of space around all sides of word.

LOGO BREATHING SPACE & MINIMUM SIZE:

RESIDENCE LIFE

RESIDENCE LIFE
min. 0.5" in height

THE FOLLOWING ARE EXAMPLES OF WAYS TO NOT USE THE LOGO:

> a grey version of the logo

> change the angle or use the logo sideways

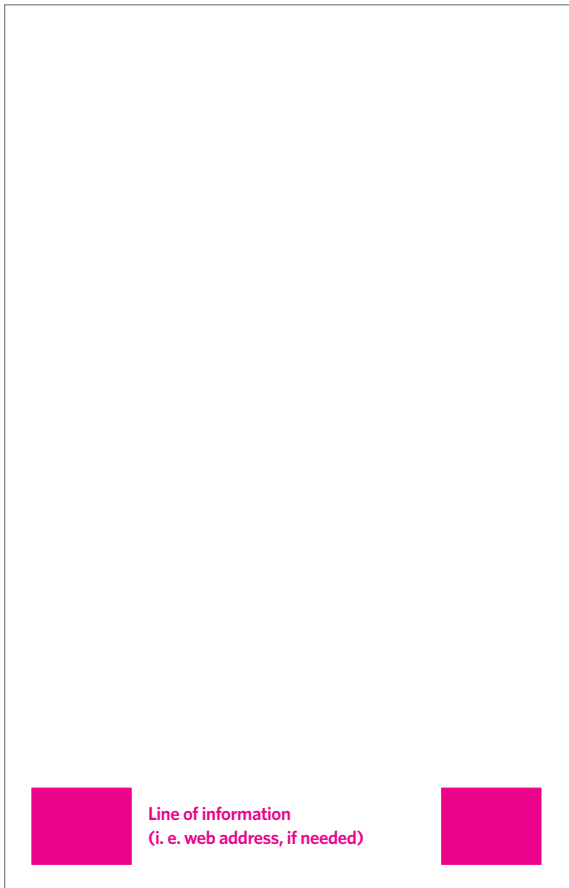> compress the logos height or length

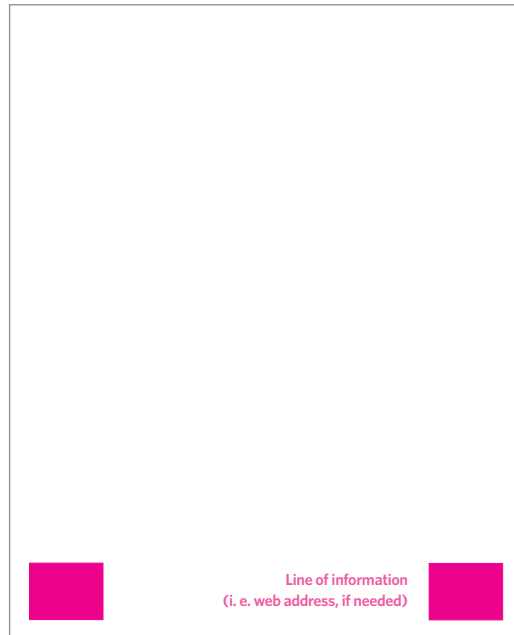> stretch the logos height or length

LAYOUT

Please follow the recommended rules on size of the logo and where to place the logo as listed below:

Keep enough space at the very bottom of each poster to have enough room for the logo and more information, such as web address, etc. Place the logo either on the bottom left **or** right corner (marked in Magenta).

Line of information
(i. e. web address, if needed)

Letter – 8.5" x 11"

Line of information
(i. e. web address, if needed)

Tabloid – 11" x 17"

To guarantee legibility of the logo, please use a size within the given range for print deliverables such as posters:

Minimum size:

1"

RESIDENCE LIFE

0.8"

Maximum size:

1.5"

RESIDENCE LIFE

1.2"