CMU Chinese Student Association Branding Guidelines

1. Branding (Logo and Wordmarks)

Primary (Preferred Version)

Secondary/Stacked Version (Use this version when there is space restriction)

2. Logo (Without Wordmarks)

Primary Logo

All the branding and logo veriations can be downloaded from the Google Drive: 15-16 Chinese Student Association --> Creative Director --> Branding

3. Typeface

ABCDEFGHIJKLMNOPQRS
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
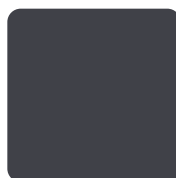
The free font set of "Garamond" can be downloaded at: http://www.fontpalace.com/font-details/Garamond/

4. Color

| #C0392B | #D1404A | #404148 | #BDC3C7 | #ECF0F1 |