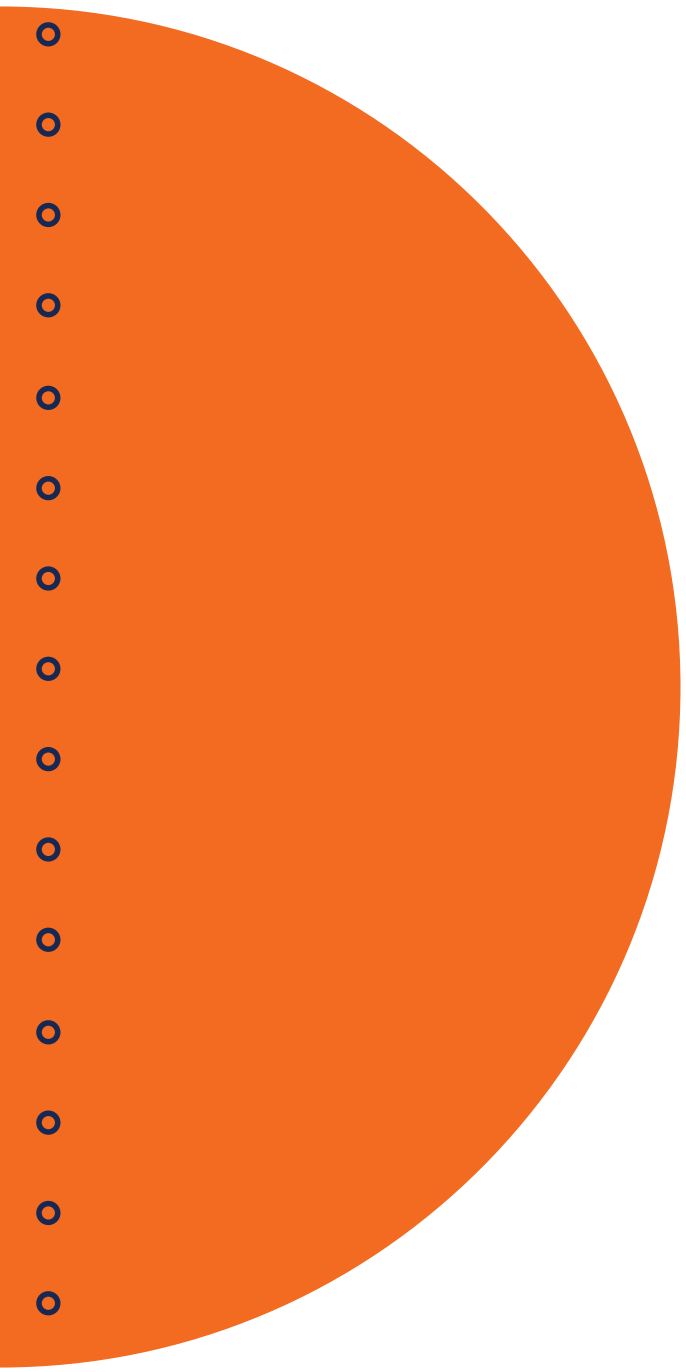

COMPSOC

IDENTITY STYLEGUIDE

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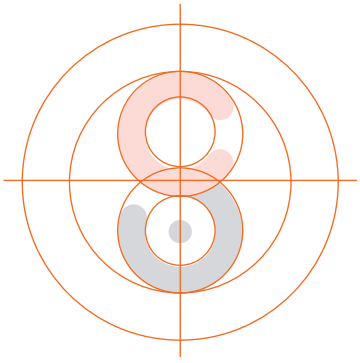
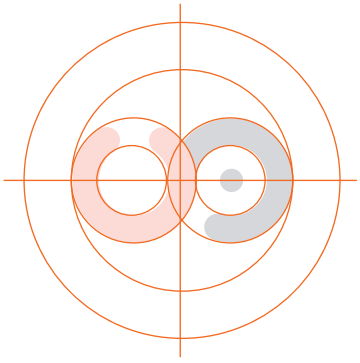
University of Canterbury
Computer Society

IDEA GENERATION
& LOGO DEVELOPMENT





LOGO VARIATIONS
& COLOUR PALETTE

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/with Logotype & Icon & Tagline

PANTONE 1505C
C0 M72 Y100 K0
R235 G98 B9
#EB6109

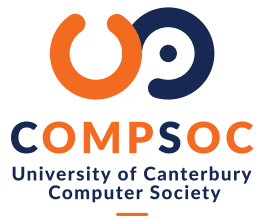
PANTONE295C
C100 M89 Y36 K35
R31 G42 B81
#1E2950

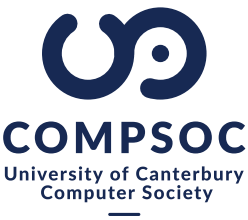
COMPSOC

/with Logotype & Icon

/Icon by itself

/Alternative Colour Backagound





TYPOGRAPHY & LAYOUTS

/Primary Typography

Lato Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz:;''{}[]|\!@#$%^&*()_+~<>,.?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz:;''{}[]|\!@#$%^&()_+~<>,.?/*

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/Secondary Typography

Georgia Font Family

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz:;''{}[]|\!@#$%^&()_+~<>,.?/*

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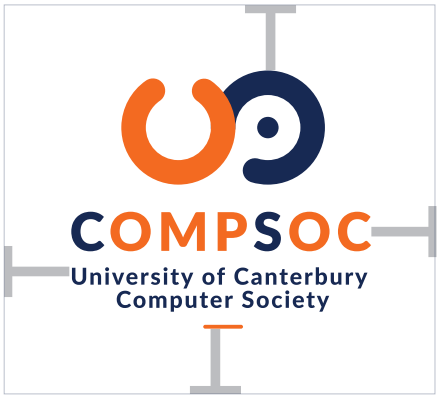
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz:;''{}[]|\!@#$%^&*()_+~<>,.?/

LOGO SIZE
& SPACING APPLICATION

/The logo must have a reasonable amount of space surrounding it. Do not place text or images within the border indicated by the 'T'.



Lato_Medium
34 pt

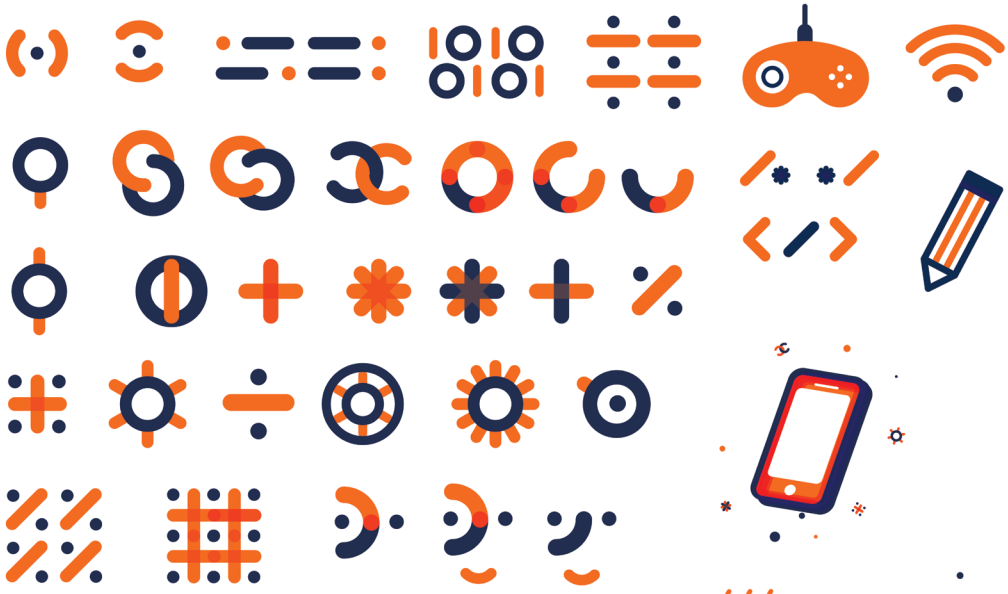
/In order for the logo to remain legible, it should never be applied placed in a document at a smaller size than recommended here.

/Icon & Logotype & Tagline minimum size
23.72mm x20.4mm

/Icon & Logotype minimum size
12mm x8.1mm

/Icon minimum size
6.7mm x 4mm

DESIGN ELEMENTS & ASSETS



ABOUT ABOUT ABOUT

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COMPUTER SOCIETY

2003 2015

. COMPUTER SOCIETY .

“ *The art challenges the technology, and the technology inspires the art.* ”
– John Lasseter (Director)

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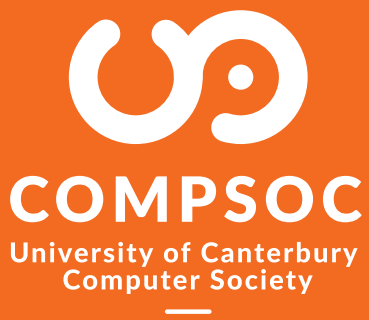
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