

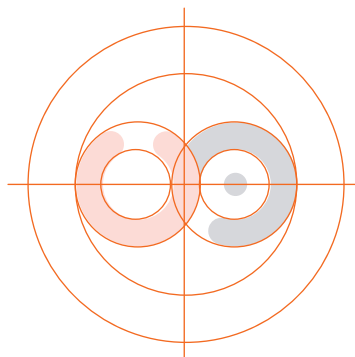
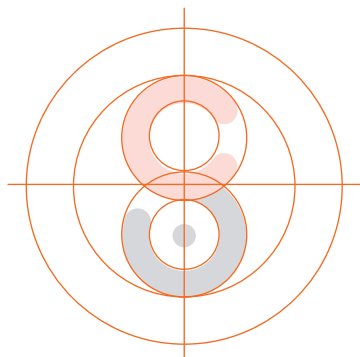


COMPSOC

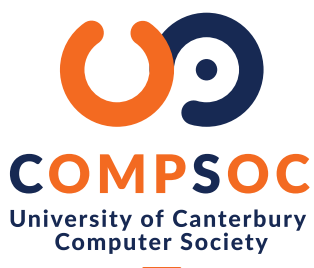
University of Canterbury
Computer Society



IDEA GENERATION & LOGO DEVELOPMENT



LOGO VARIATIONS & COLOUR PALETTE



/with Logotype & Icon & Tagline



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



PANTONE 295C
C100 M89 Y36 K35
R31 G42 B81
#1E2950

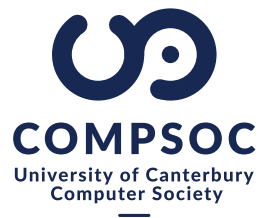
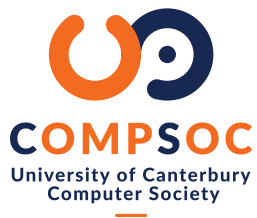


/with Logotype & Icon



/Icon by itself

/Alternative Colour Backagound



TYPOGRAPHY & LAYOUTS

/Primary Typography

Lato Font Family

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

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

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

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

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

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

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

/Secondary Typography

Georgia Font Family

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

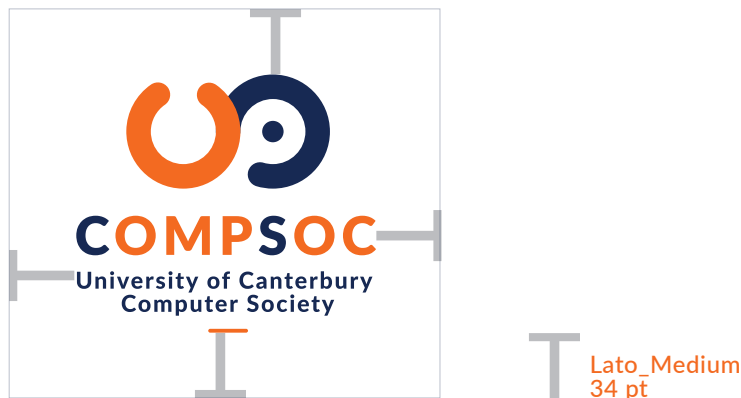
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz; "{}[]\!@#\$\$%^&*()_+~<>,.?/

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

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'.



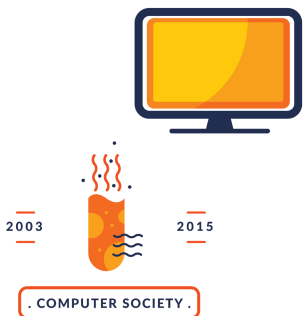
/In order for the logo to remain legible, it should never be applied placed in a document at a smaller size than recommended here.



DESIGN ELEMENTS
& ASSETS



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



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and the technology inspires the art. ”
- John Lasseter (Director)





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