



Lassonde Engineering Society

Branding Policy

1. General

- a. Purpose: To ensure consistent imagery for all of the Lassonde Engineering Society's documents and presentations

2. The EngSoc Logo

- a. The Society logo must be used in all matters of governance and official documentation including letterheads, sponsorship documents, and stationary used in communication with the University, the Faculty, and other external bodies
- b. Affiliated club and organizations may only display the Society logo in promotional material if:
 - i. The club or organization receives sponsorship from the Society
 - ii. The club or organization formalizes a partnership with the Society
 - iii. The club or organization has made clear to the Society the media in which the Society logo will be used
- c. The Society reserves the right to prohibit clubs and organizations from using the logo

3. Other Graphics

- a. All official business documents and promotional material pertaining to the Society, including (but not limited to) letterheads, sponsorship documents, and stationary used in communication with the University, the Faculty and other external bodies must adhere to the colour palette provided
- b. All official business documents and promotional material pertaining to the Society, including (but not limited to) letterheads, sponsorship documents, and stationary used in communication with the University, the Faculty, and other external bodies must adhere to the font guidelines provided



4. Documents

- a. All official business documents issued by the Society, both internal and external must use their designated Masthead:

5. External Media

- a. The Society, when deemed adequate by the overseeing bodies, may hire or pay for the artistic services of external persons or bodies. These services can include
 - i. The editing of media, such as audio, video and photo
 - ii. The creation of such media
- b. If external media is to be used by the Society, it will be considered a donation to the Society;
 - i. All contracts signed by the Society must therefore include a full transferral of ownership of the media to the Society
- c. The procurement of external media must be done in compliance with public copyright licenses and their respective laws^[1] when applicable

¹ These public copyright licenses can include (but are not limited to) those under GNU and Creative Commons (CC). They impose restrictions on the permissible uses of the media in question (i.e. for profit, not-for-profit).



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APPENDIX A - LASSONDE ENGINEERING SOCIETY LOGO

1. General



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- The combined (general) logos are pictured above. This logo is a combination of both the graphic and text elements
- The first version (top) omits the “EST. 2011” subtext whilst the second (bottom) includes it

2. Graphic Element



- There are two accepted graphic element variants. The right one pictured includes the subtext “EST. 2011,” whilst the left one omits it



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3. Text Element

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- a. There is only one accepted Society text element, and it is pictured above

4. Acceptable Variants



- a. An example variant (white) of the general logo is pictured above
- b. There are two acceptable variants for each and every element thus outlined. They are the white and black variants, which are to be used situationally to heighten contrast and legibility
- c. The black and white variants are also utilized in this policy. Either variant can and will be strongly recommended in different situations to reduce any ambiguity

5. Impermissible Modifications

- a. The following modifications are not permitted when using designs:
 - i. Modifications of aspect ratio
 - ii. Modifications of colour (i.e. saturation, hue), except for conversion to grayscale
 - iii. Rotations, reflections or distortions of any kind, unless specified otherwise



APPENDIX B - SUBSIDIARY LOGOS

1. General Rules

- a. These stipulations apply to all Society entity logos
- b. The subclauses in *Appendix B, Section 5* also apply to subsidiary logos of the Society
- c. All logos should have black and white variants for contrast accommodation
- d. If the logos include text, they should include variants with and without the textual elements for different purposes, unless otherwise specified
- e. Aspect ratios of 1:1 or similar are strongly recommended. 2:3 should preferably be a maximum bound in any orientation
- f. Logos should be saved and created in file formats that allow for transparency. Moreover, the background of logos should be transparent for adequate use on any background
- g. Logo files should be designed with an initial size of at least 2.25 total pixels^[2] to accommodate for resizing, printing and other artistic manipulations

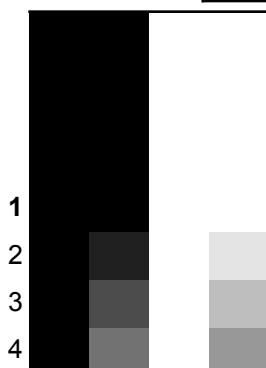
² 'Total pixels' here is referring to the product of the two dimensions. By using this metric, an aspect ratio between 1:1 and 2:3 can be chosen whilst allowing for easy total pixel size calculations. If the total image size is larger than 2,250,000 pixels, the image complies with these standards.



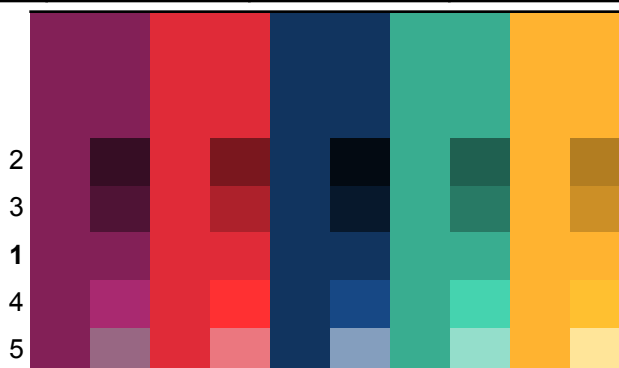
APPENDIX C - OTHER GRAPHICS

1. Colour Standards

	Black	White	Purple	Red	Blue	Teal	Yellow
1	R: 0 G: 0 B: 0 H: #000000	R: 255 G: 255 B: 255 H: #FFFFFF	R: 131 G: 32 B: 87 H: #832057	R: 224 G: 43 B: 56 H: #E02B38	R: 17 G: 52 B: 95 H: #11345F	R: 57 G: 173 B: 144 H: #39AD90	R: 255 G: 179 B: 48 H: #FFB330
2	R: 32 G: 32 B: 32 H: #202020	R: 228 G: 228 B: 228 H: #E4E4E4	R: 54 G: 13 B: 36 H: #360D24	R: 122 G: 23 B: 30 H: #7A171E	R: 3 G: 10 B: 18 H: #030A12	R: 31 G: 96 B: 80 H: #1F6050	R: 178 G: 125 B: 33 H: #B27D21
3	R: 76 G: 76 B: 76 H: #4C4C4C	R: 190 G: 190 B: 190 H: #BEBEBE	R: 79 G: 19 B: 53 H: #4F1335	R: 173 G: 33 B: 43 H: #AD212B	R: 7 G: 24 B: 44 H: #07182C	R: 40 G: 122 B: 101 H: #287A65	R: 204 G: 143 B: 38 H: #CC8F26
4	R: 114 G: 114 B: 114 H: #727272	R: 152 G: 152 B: 152 H: #989898	R: 169 G: 41 B: 112 H: #A92970	R: 255 G: 48 B: 50 H: #FF3032	R: 23 G: 72 B: 133 H: #174885	R: 69 G: 211 B: 175 H: #45D3AF	R: 255 G: 192 B: 48 H: #FFC030
5			R: 152 G: 103 B: 131 H: #986783	R: 235 G: 119 B: 127 H: #EB777F	R: 132 G: 158 B: 190 H: #849EBE	R: 148 G: 222 B: 203 H: #94DECB	R: 255 G: 229 B: 153 H: #FFE599



Group 1



Group 2



- a. For designs using group 1 colours as backdrops with the Lassonde Engineering Society logo or text superimposed, it should satisfy these requirements, unless specified otherwise
 - i. If the backdrop is a black from any swatch, the design should use white accompanying text or logo work
 - ii. If the backdrop is a white from any swatch, the design should use black accompanying text or logo work
- b. For designs using group 2 colours as backdrops with the Lassonde Engineering Society logo or text superimposed, it should satisfy these requirements, unless specified otherwise
 - i. If the backdrop is a 1 2 or 3 swatch colour, the design should use white accompanying text or logo work
 - ii. If the backdrop is a 4 swatch colour, the design can use either white or black accompanying text or logo work
 - iii. If the backdrop is a 5 swatch colour, the design should use black accompanying text or logo work

2. Fonts

- a. For a serif font, *IBM Plex Serif* (Regular 400) font should be used ([Download Link](#))^[3]
 - i. As an alternative, *EB Garamond* (Regular 400) can be utilized in its place ([Download Link](#))
- b. For a sans-serif font, *IBM Plex Sans* (Regular 400) is preferred ([Download Link](#))
 - i. As an alternative, *Actor* (Regular 400) can be utilized in its place ([Download Link](#))

³ For all font downloads, it is recommended that one download the entire families. In the case that this may not be desirable, the recommended style is included in parentheses after the font names.



3. Video Call Backgrounds

- a. General purpose Society video call backgrounds must use an accepted hexadecimal or RGB code for the colour of the backdrop. The colour of the text and logo must be in high contrast with the backdrop
- b. If text and logo elements are to be utilized, their positioning should be maintained as follows:
 - i. Any graphical elements and logos must be minimum of 5% of the total dimension (e.g. 5% of the height from the top and bottom) away from the edges of the background
 - ii. All logo and text elements, if separate, must be placed in the corners of the background, unless the combined logo is used
 - iii. If the combined logo is used, it must be placed in the corners of the background, or the middle. If placed in the middle, it must be centred



APPENDIX D - DOCUMENTS

1. Mastheads

- a. An internal use document masthead has the following properties:
 - i. The Society graphic element with subtext (*Appendix B, Section 2*)
 - ii. The Society text element (*Appendix B, Section 3*)
 - iii. The title of the document
 - iv. The author of the document
 - v. The date of publication (*Y/M/D*)

An example of an internal document masthead is pictured below



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Title

Author

Date

- b. An external use document masthead has the following properties:
 - i. The Society graphic element with subtext (*Appendix B, Section 2*)
 - ii. The Society text element (*Appendix B, Section 3*)
 - iii. The title of the document
 - iv. The author of the document
 - v. The date of publication (*Y/M/D*)



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An example of an external document masthead is pictured below



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Telephone Number
Fax Number
Email Address
Website Address

Title

Author

Date

- c. A governing document masthead has the following properties:
- i. The Society graphic element with subtext (*Appendix B, Section 2*)
 - ii. The Society text element (*Appendix B, Section 3*)
 - iii. 'The Lassonde Engineering Society'
 - iv. The title of the governing document
 - v. The last revision date (*Y/M/D*)

An example governing document masthead is pictured below



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2. Presentations

- a. General purpose Society slide presentations should follow the following guidelines:
- i. Images that are not translucent should have a border weight of at least 3 px
 - ii. Fonting should remain consistent throughout



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- iii. There should be adequate spacing between images and text elements. A minimum of a tenth of the image dimension should be allotted
 - iv. Text boxes should not be superimposed on images. If they do, the visible text portions should follow the previous clause
 - v. Text, theme and background colour palettes should provide contrast for readability.
 - vi. The use of solid colours that do not fit the colour standards (*Appendix C*) should be strongly discouraged
 - vii. Background colours should only take on white, or black, according to the same stipulations outlined in *Appendix C, Section 1, Clauses A and B*
 - viii. Image subtitles or description blocks should be italicized and adequately spaced from the image. It is recommended that these texts be a font size smaller

A link to an adequate powerpoint template is linked here.

[Lassonde Engineering Society Slides Template](#)

3. Style Guide

- a. The following Society document style and layout stipulations apply to all documents, including governing documents, unless specified otherwise
- b. Society document style should follow the following guidelines:
 - i. As previously stated, the fonts should abide by the stipulations in *Appendix C, Section 2*
 - ii. Recommended fonts and their alternate fonts must not be used together in the same document
 - iii. With regards to the *Oxford comma*, its use must remain consistent throughout the document. Any other similar literary or linguistic conventions shall also remain consistent, in-line with the author's choice
 - iv. Any terms that allude to a brand, company, organization, course, product, term or any other subject that is not obvious to the reader should be italicized. This includes internal references to other sections or documents



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1. If these terms are defined at the onset of the document, then their italicization becomes optional
 - v. Terms of little obviousness to the reader should be defined near the beginning of the document
 - c. Society document layout should follow the following guidelines:
 - i. Sections and appendices must be separated by a page break.^[4] If a section is split across two pages, then a page break can be used after the section
 - d. Society governing document style and layout should follow that:
 - i. Clauses do not end in periods. They may end in colons (:), semicolons (;) or commas (,). If this is not implemented, the previous standard of consistency applies
 - ii. Section headers should be bolded
 - e. Document Numbering
 - i. Appendices should be labeled with uppercase Latin letters (A-Z), in alphabetical order
 - ii. Sections should be enumerated with Arabic numerals (1-9) in numeric order
 - iii. Clauses should be ordered with lowercase Latin letters (a-z)
 - iv. Subclauses should be ordered using lowercase Roman numerals (i-ix)
 - v. Any further sub-denominations are at the discretion of the author
 - vi. Figures shall be referred to by their parent sections. For example, the second image in section 2 would be *Fig. 2.2*

4. E-mails

- a. Society emails should include the following:
 - i. A deliberate and separated greeting at the beginning
 - ii. A deliberate and separated signoff at the end
 - iii. A professional signature block from the sending party should be included after the signoff. This should at least include:
 1. Name and position on separate lines
 2. 'Lassonde Engineering Society'

⁴ In *Docs* and other text editors, the shortcut for this is **ctrl+enter**.