

The background is a solid blue color with a large, dark blue diagonal stripe running from the top-left towards the bottom-right. This stripe is composed of several overlapping geometric shapes, creating a sense of depth and movement. A white rectangular box is positioned horizontally across the middle of the image, containing the text 'The Cube Brand'.

The Cube Brand

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Brand Vision



Logos

Primary Logo

The primary wordmark of the Computer Science Student Society is the following, in the “Science Blue” colour scheme.

The wordmark 'The Cube' in a bold, sans-serif font, colored in a vibrant blue.

Secondary Logos

The Cube wordmark can also be used in a variety of colours, as defined below. Whenever possible, use the Primary Logo colour scheme in order to keep the brand unified.

Faculty Colours

The wordmark 'The Cube' in a bold, sans-serif font, colored in a deep purple.

“Arts” Purple

The wordmark 'The Cube' in a bold, sans-serif font, colored in a dark grey.

“Commerce” Grey

Other Colours

The wordmark 'The Cube' in a bold, sans-serif font, colored in a light blue.

Aqua

The wordmark 'The Cube' in a bold, sans-serif font, colored in a vibrant green.

Green

The wordmark 'The Cube' in a bold, sans-serif font, colored in a bright orange.

Orange

The wordmark 'The Cube' in a bold, sans-serif font, colored in a deep red.

Red

For more information about the colour schemes defined in this section, please read the section titled “Colour Schemes”.

Alternate Logos

If the normal logo does not fit into the design because of the background, you may use the alternate logos provided below.

Monochrome

If you are dealing with a monochrome print, please use one of these two logos to represent the Computer Science Student Society.



White (Dark Background)

If you are dealing with a dark background, you can use one of the following two logos.



One-Colour

You can use any of the CSSS wordmarks in a single colour. The colour must be the darkest of the four in the colour scheme selected.



URL

If you would like to refer to the CSSS website at thecube.ca, please use the following logo, which includes the Cube wordmark.



Group / Division Logos

A specific group or division of the Computer Science Student Society may be identified by their own derivative of the Primary Logo. These specialty logos have been divided into four groups.

021 Lounge

The Cube Lounge

CSSS Events

The Cube Events

CSSS Services

The Cube Services

The Cube Constitution

The Cube Elections

The Cube Network

The Cube Website

CSSS Executive

The Cube Executive

The Cube President

The Cube Administration

The Cube Communications

The Cube External

The Cube Internal

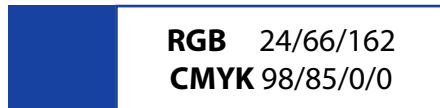
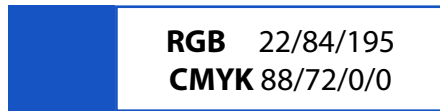
The Cube Social

The Cube Volunteering

Colour Schemes

Each scheme consists of 4 different colours. Listed below are the colours in both RGB and CMYK.

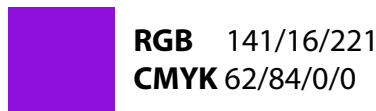
"Science" Blue



Aqua



"Arts" Purple



Green



Red



"Commerce" Grey



Orange



Fonts

The brand consists of two fonts; one for headlines and advertising, and the other for general text.

Headlines: Stratum I

Stratum I is used for headlines and major advertising and branding documents. Most are in Stratum I Black, with a negative tracking (ranging from -40 to -60, depending on font size).

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

General: Myriad Pro

Myriad Pro is used for general text within documents. There are no acceptable substitutes for this font.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Bold

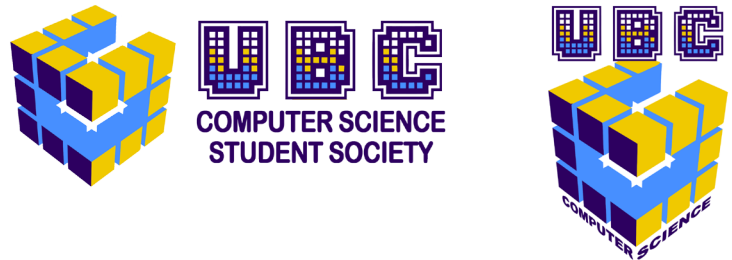
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Previous Brands

The following previous brands are deprecated and, as such, should not be used to depict the Computer Science Student Society or any services and events provided by the society.

Original Logo

The original logo. Found with side or wrapped lettering. This was used prior to 2010.



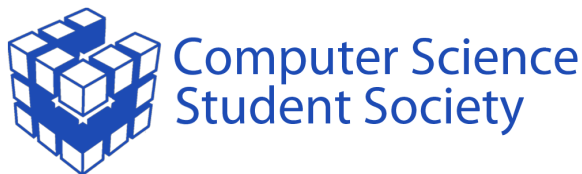
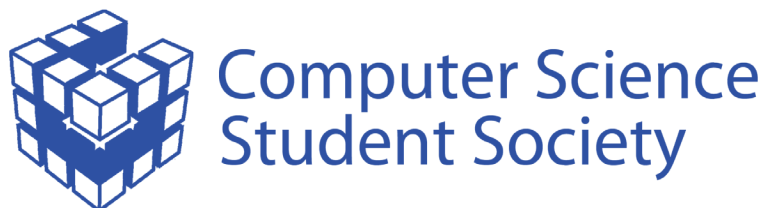
2010 Logo

The original logo with an updated Myriad Pro font face, used in the 2010-2011 school year.



2011 Logo and Brand

The 2011 logo in a single colour, along with the associated *We are Comp Sci* brand, used in term one of 2011.



We are Comp Sci.

X139 - 2366 Main Mall, Vancouver, BC, V6T 1Z4
T: 604-822-3386 E: info@thecube.ca W: <http://thecube.ca>

2012 Brand

The updated brand was used in early 2012, before the release of the new brand on March 1st.



We are Comp Sci.

Additionally, any colours or logo elements used by these previous brands should not be used, and should be replaced by elements provided in this branding document.

Brand Examples

Here are some examples of the Computer Science Student Society brand.

021 Door Sign

To the right is the proposed draft for the 021 lounge sign, found outside the room.



Letterhead

When sending a letter from the CSSS, you must use the attached letterhead.



Page Span

On any signs or posters, please use either the wordmark, or, preferably, the attached span.



Attached to this brand guidelines document are some examples of the brand. Please base all documents created using this brand on the attached pages.

February 21, 2010

John Smith

123 Apple St
Vancouver, BC
A1B 2C3

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In lobortis diam nec justo dignissim imperdiet. Curabitur massa purus, adipiscing vel vulputate vulputate, cursus nec eros. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras et justo sem. Nulla facilisi. Nunc ut magna tortor. Quisque ac erat et lectus vulputate vehicula nec at libero. Sed dictum pellentesque est, ac vehicula diam condimentum vel. Donec tellus neque, varius sed ultricies at, adipiscing eu lacus. Aenean mi elit, fringilla at gravida ut, varius in felis.

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Aenean dictum quam id quam iaculis ullamcorper quis sed arcu. Aliquam laoreet tellus at sapien commodo at rhoncus diam rhoncus. Duis malesuada nisl nisl. Phasellus tempor tempor metus sit amet vestibulum. Etiam et tortor quis lacus feugiat dignissim a ac nulla. Donec auctor porta tristique.

Ut dapibus aliquam mauris. Etiam suscipit suscipit blandit. Donec quis orci nibh, et hendrerit sem. Praesent porttitor venenatis adipiscing. Cras interdum iaculis consequat. Quisque vulputate justo malesuada eros sagittis vestibulum. In hendrerit tristique euismod. Integer consequat dapibus rhoncus. Donec convallis gravida est molestie egestas. Nulla nunc tellus, sodales in congue a, tristique vel est. Praesent cursus nunc et mauris iaculis eget hendrerit lorem molestie.

Sincerely,
Vlad Zaharia

Price List



Snacks

Fruit to Go	\$0.25	Granola (Chewy, Trail Mix)	\$0.50
Rice Krispies Square		Famous Amos Cookies	
Fruit Gummies		Popcorn	
Oatmeal		Chips	
Gum	\$0.75	Wine Gums	\$1.00
Fruit Source		Clif Bar	
Mentos		Skittles	
Premium Chocolate <i>Lindt, Ferrero Rocher, Kinder Bueno</i>	\$1.25	Nuts	
Bowl of Noodles		Chocolate	
Beef Jerky		Tuna SnackKit	\$1.50



Drinks



Please recycle your containers.
Bins are available outside.

Tea	\$0.25	Bottled Water	\$0.50
Hot Chocolate		Soft Drink Cans	
Perrier	\$1.00	Juice Box	\$1.25
V8		Gatorade	
Tassimo Coffee		Vitamin Water	\$1.75
Red Rave		Starbucks Frappucino	\$2.00



Hot Meals



Cover food while microwaving.
A plastic cover is available.

Wonton Soup	\$0.50	Pizza Pops (2-pack)	\$1.25
Breakfast Sandwich	\$1.00	Chicken Pot Pie	\$1.50
Edamame		Rice Bowl	\$3.00
Wonton Soup	\$2.00	Chicken Marinara	

The Cube

We're BBQing!

Where? 021.

When? 12PM

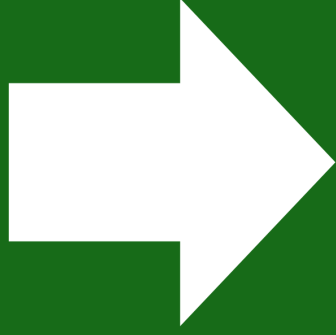
**Join us for our
first day in 021!**

The Cube

**ICICS
021**

Metal

Please wash
after using.



Plastic

Please throw
out after using.



The Cube Lounge

**ICIS
021**

