

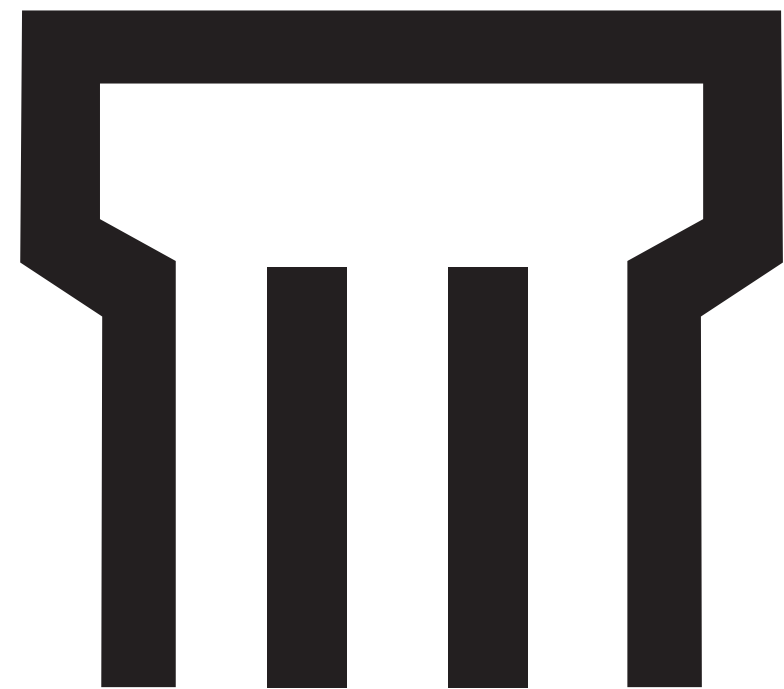
UC Student Government

BRANDING GUIDELINES

2018-2019

STUDENT GOVERNMENT LOGO

Re-Brand 2018



UNIVERSITY OF CINCINNATI
STUDENT GOVERNMENT

Before

Student Government logo prior to 2018 rebrand.



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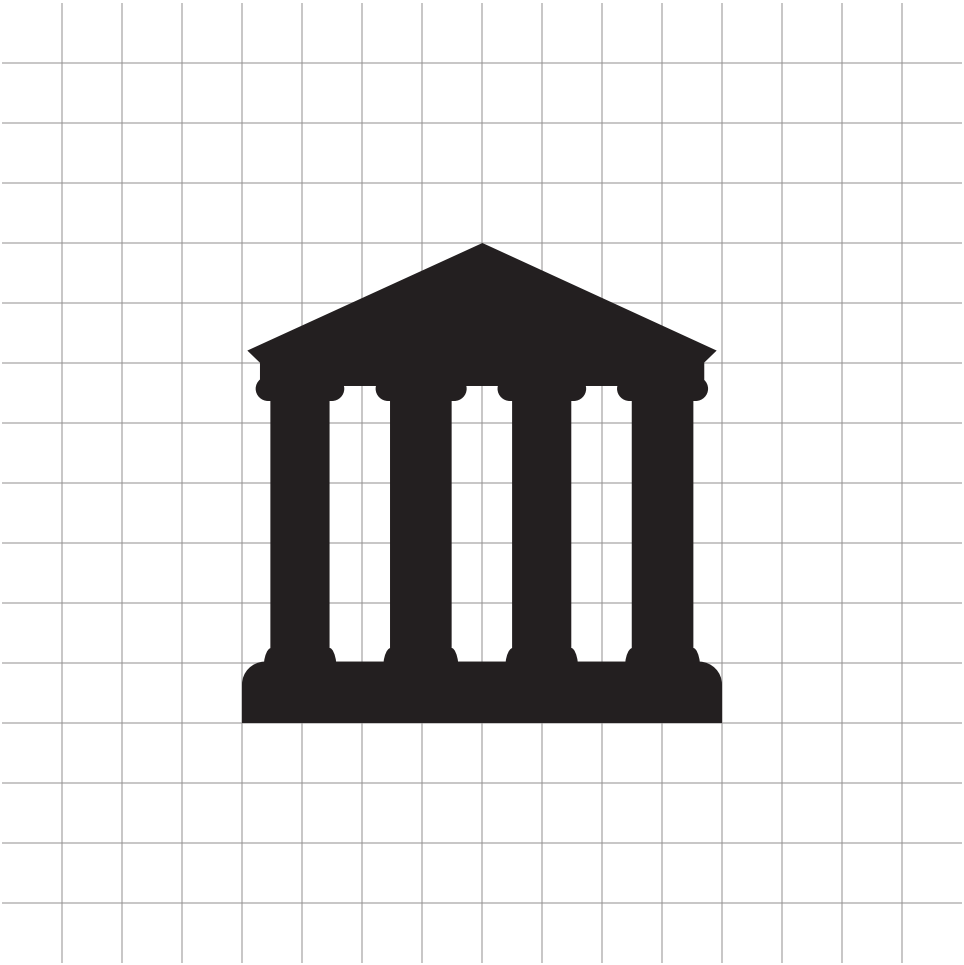
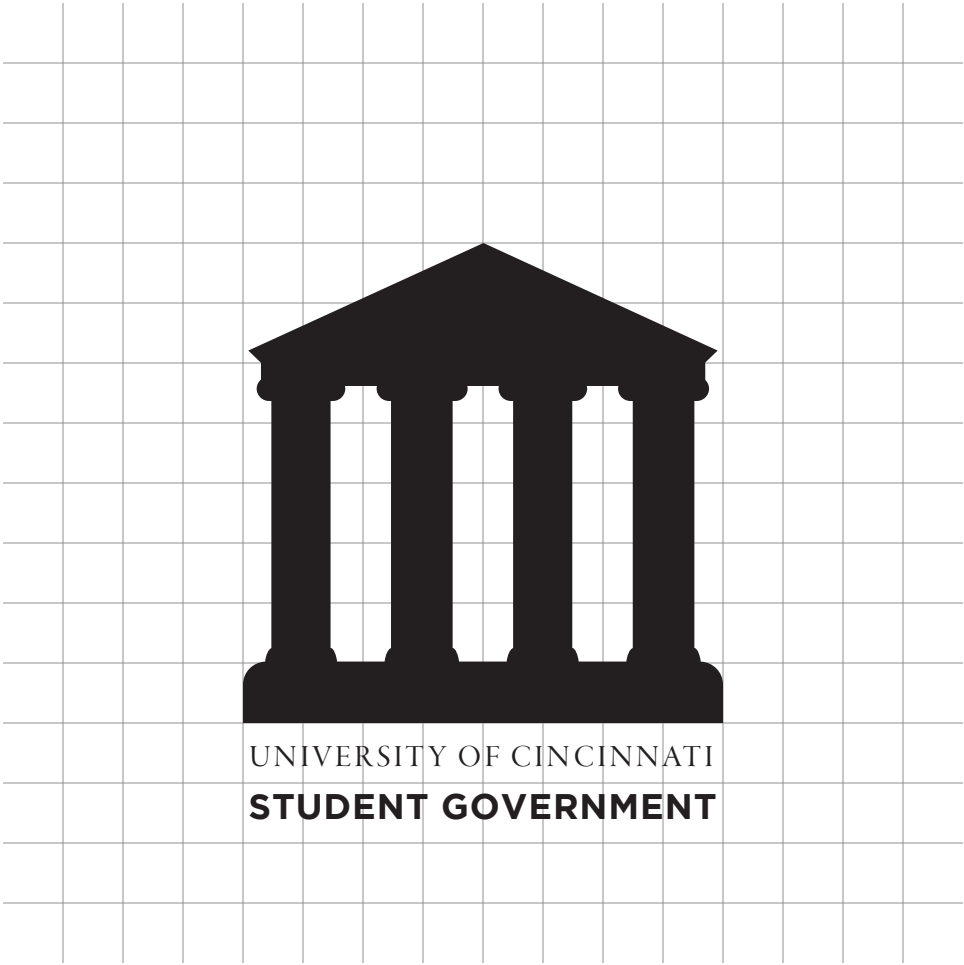
After

The refresh of the Student Government logo is based on the front pillars of the Tangeman University Center. This facility is in the center of campus, and houses the Student Senate meetings.



STUDENT GOVERNMENT LOGO

Primary + Secondary



Primary Logo

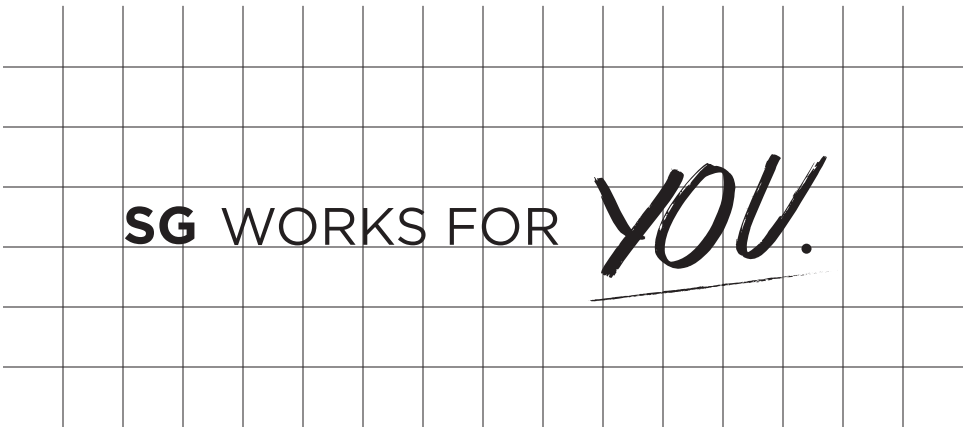
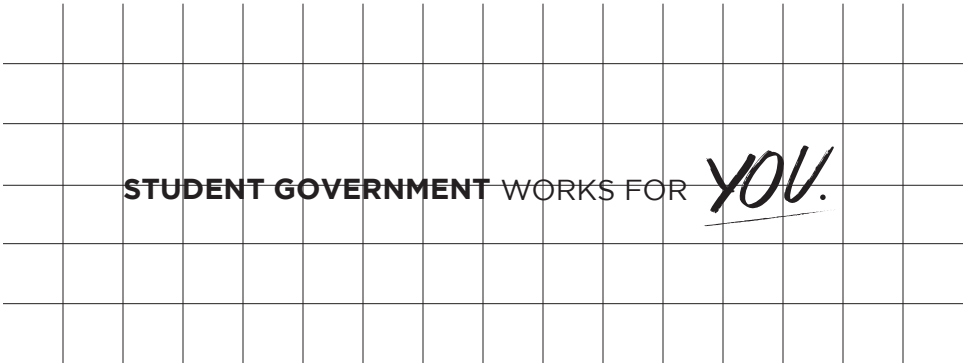
The primary logo includes the TUC icon as well as the logotype spelling out ‘University of Cincinnati’ and ‘Student Government’. Use for all official purposes and external documents. This logo must be used when other official UC logos present.

Secondary Logo

This logo uses only the TUC icon. Can be used in replacement for primary logo for unofficial purposes and internal materials. Cannot be used in conjunction with other official UC logos.

STUDENT GOVERNMENT LOGO

SG Works for You



With Text

Never to be used as replacement for the primary SG logo, but in addition to unless directed otherwise. Use for promotion, social media, spirit wear etc.

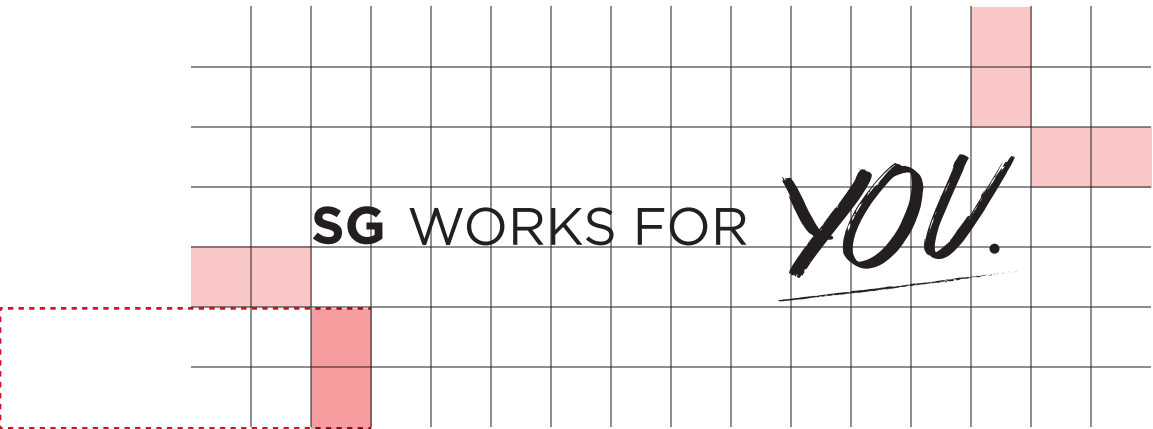
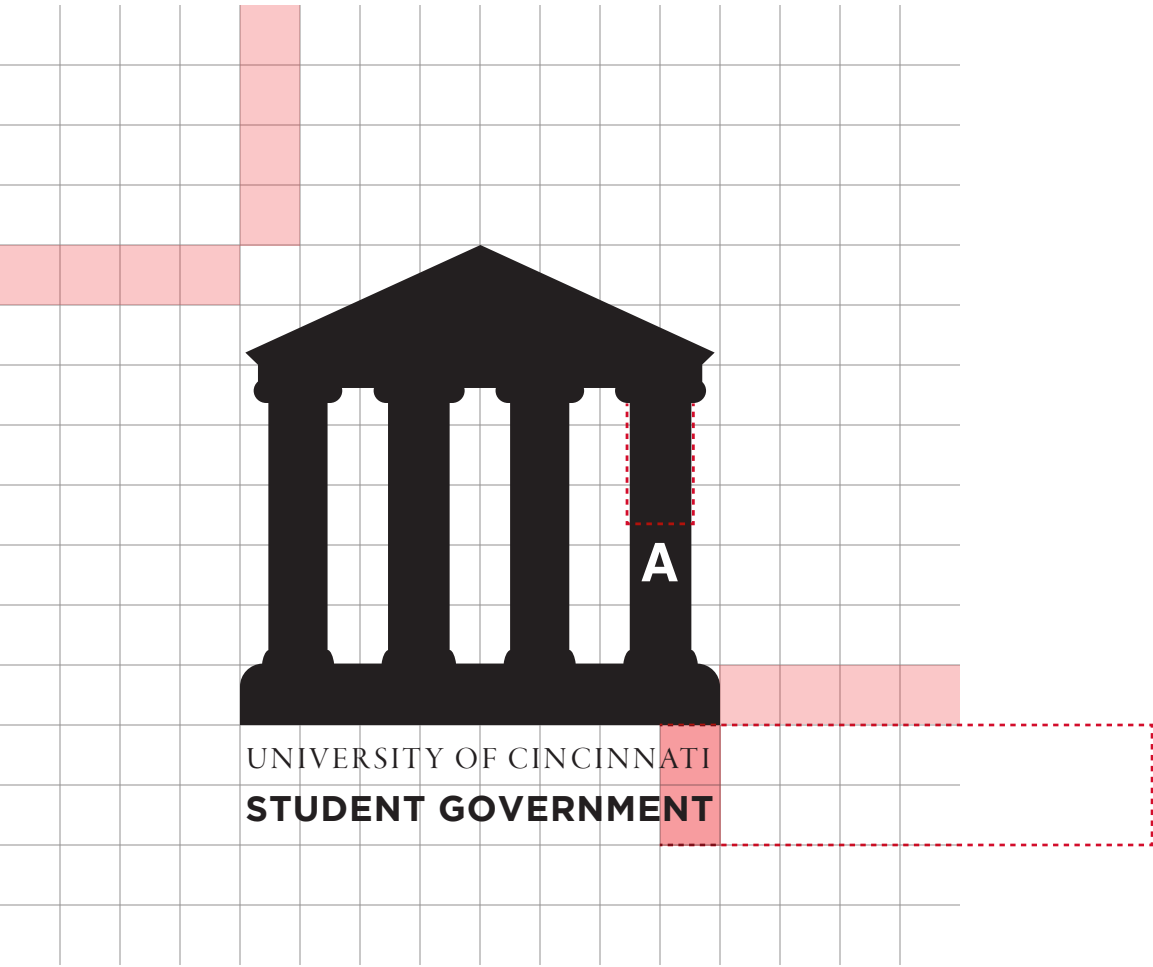


With Icon

Never to be used as replacement for the primary SG logo. Use sparingly, for promotion, social media, spirit wear etc.

STUDENT GOVERNMENT LOGO

Safe Space



Primary Logo

The logo should always be surrounded by safe space that is the 4x the width of a single pillar (A), with the exception of the 2 lines of text. The logotype should take up exactly half of the safe space right below the icon. This leaves 2 pillars width (B) of safe space below the text. This applies to any other logos, graphics, edges and cut marks.

SG Works for You

Both of the SG Works for You logos should always be surrounded by safe space that is the width of the logotype (B) in the primary logo. This applies to any other logos, graphics, edges and cut marks.

STUDENT GOVERNMENT LOGO

Color Palette



White

The primary logo in white can be featured on either a black or red background, and vice versa.

Black

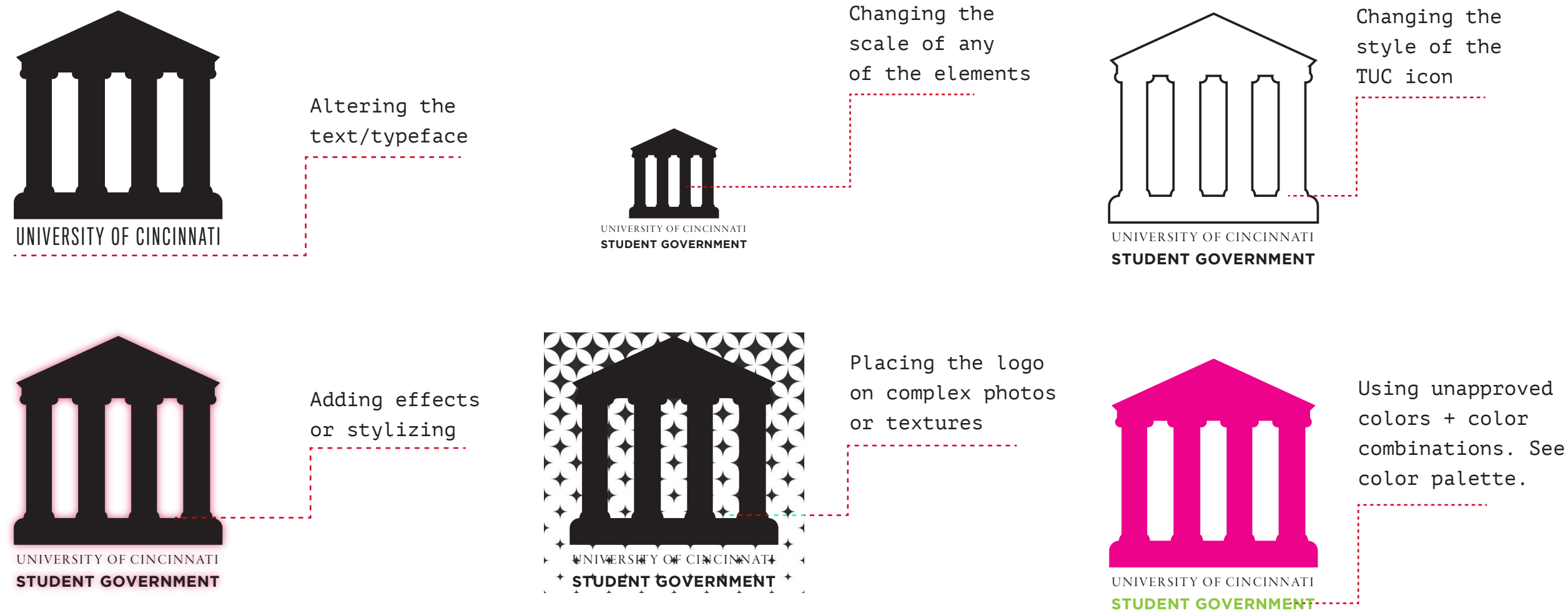
The primary logo in black can only be used on a white background, and vice versa. Never used with used with red.

Red

The primary logo on a red background can only be used in white, and vice versa. Never used with black.

STUDENT GOVERNMENT LOGO

Misuse

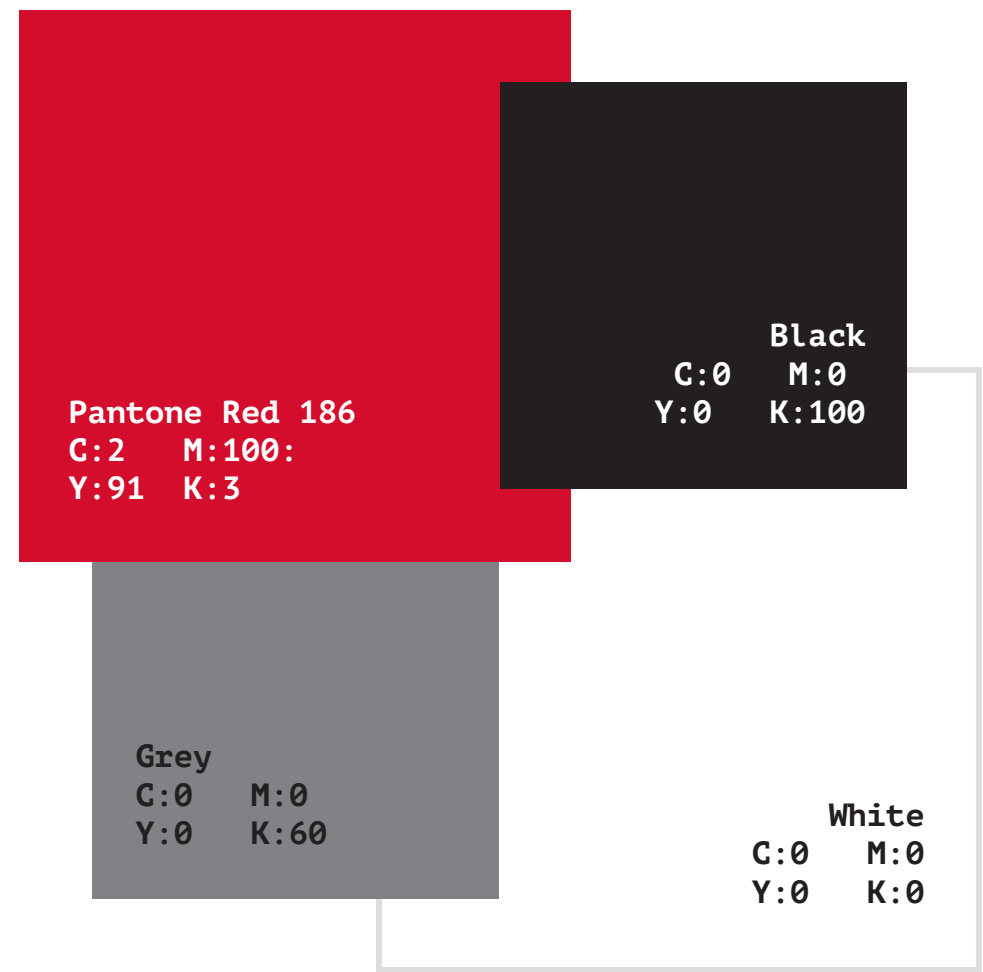


Misusing the Logo

Using the student government logo in any of the above ways will result in a request for it to be removed. See the color palette for a more in depth description of colors.

BRAND ARCHITECTURE

Color + Typefaces



Color

The primary logo includes the TUC icon as well as the logotype spelling out ‘University of Cincinnati’ and ‘Student Government’. Use for all official purposes and external documents. This logo must be used when other official UC logos present.

Header

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Sub-header + Body

Garamond Premier Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond Premier Pro Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond Premier Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typefaces

To coincide with the logo and SG brand, use the typeface Gotham paired with Garamond Preimier Pro on any SG related materials and documents.



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