

Brand Guide



Basics

All assets are available for download at yourtmsu.ca/brand

Colours

#11259C

#009DFA

#86D0FF

#FFE200

Logo



Use this logo (or its black or white variants) when the words will be legible



This version can be used when it will be printed very small

Fonts



Montserrat ExtraBold

For titles, subtitles, posters, and as our main identifying font



Avenir Book / Black

For body text mainly. Font weights 45 Book and 95 Black

Brand Architecture

	TMSU Branding	Equity Centres	Individual Brands
	<ul style="list-style-type: none"> > Meetings, hiring, and other admin > Elections > Legal Advice > Grad Photos > Tax Clinic > SHIFT Centre* 	<ul style="list-style-type: none"> > BIPOC Students' Collective > Student Access Collective > The Queer Space > Trans Collective > Centre for Women and Trans People 	<ul style="list-style-type: none"> > CopyRITE > Good Food Centre > Centre for Safer Sex and Sexual Violence Support
Fonts	Montserrat ExtraBold Avenir	Montserrat ExtraBold Avenir	Montserrat ExtraBold Avenir
Colours	Main TMSU blues and yellow colour palette	5 jewel tones, each ESC has a monochrome palette	Individual colour palettes
Logos	Uses main TMSU logo only *except SHIFT which has a logo	Logo for usage on icons and signs, wordmark for most uses	Individual logos

Logos

Each logo version has a black and white variant for use when a single colour version is needed.

Full Official Logo



The full official logo should only be used on official notices or communications when necessary.

Primary Logo



Main logo for all designs

Secondary Logo



Variant for small designs

Falcon Logo

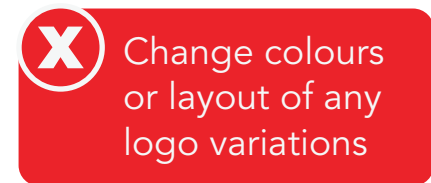


For specific or custom designs

Icon



Logo Do's and Dont's



Colours

Primary TMSU Colours



ESC Colours



CopyRITE



Good Food Centre



C3SVS



Main TMSU

Brand

most designs should be

BOLD ***SLEEK*** simple

General promotions for TMSU and its core services should adhere closely to all brand features like colours and fonts.

Large or special events and campaigns should have their own identity and do not need to feature any brand aspects as a part of the design, but some effort should be made to make it evident it is a TMSU poster or design.

Samples

COME VISIT US



Hours of Operation
MONDAY - FRIDAY
10AM to 5PM

SCC B-03A
55 Gould St. Basement

Menstrual & Hygiene Products

Reserve online and wait to receive a confirmation that your order is ready for pickup at our office

We provide monthly menstrual kit pickups the first week of every month. Kits are pre-made ready for pickup, and we can customize your kit with specific products

SCC 209
55 Gould Street, 2nd Floor



c3svs.ca/hygiene

Academic Advocacy

Get support with all kinds of issues in the classroom and with the university

Appeals

Get help with all the stages of your appeal from our professional academic advocate team.

Unfair Treatment / Discrimination

If you are facing discrimination or other unfair situations that are affecting your academics, our team can support.

Advice and Best Practices

Our website has advice and tips for students to protect their rights in the classroom, and our advocates can advise as well.

Learn more about **YOUR rights** and book with the advocate team today:

yourtmsu.ca/academic-advocacy



Your Students' Union
yourtmsu.ca/academic-advocacy



The 5 A's of Food Security

Accessibility Availability Adequacy Acceptability Agency

Help us squash food insecurity and build a community where everyone's food needs are met



Help Us Squash Food Insecurity
yourtmsu.ca/food

Department

Brands

C3SVS

Logo

The logo features a symbol of two hands representing a promise to the left of the name of the centre



Colours



The colours create a pastel palette to give soft and comfortable vibes in designs. The green is the primary colour to represent C3SVS and the purple and pink can be used to complement it. The purple also serves as the primary colour for SASSL.



CopyRITE

Logo

The logo uses a representation of a roll of paper forming an underline and making the C look like the copyright symbol at the same time



Colours



Red is the primary colour used to identify CopyRITE in designs, with red and white being used often to emphasize and make the designs more bold



Good Food Centre

Logo

The logo features a symbol of two hands representing a promise to the left of the name of the centre



The
**Good Food
Centre**



The
**Good Food
Centre**



The
**Good Food
Centre**

Colours



Equity Centre Brands

General ESC Branding

Each equity centre has its own colours, logo, and wordmark. When designs are being made that will feature all 5 centres, the TMSU light blue colour should be used in the design as the main brand device.

This wouldn't apply to standalone campaigns or events, which can have their own mini "brands".

DisOrientation for example, can have its own identity and not use the light blue at all, but a poster hanging in the ESC Lounge would use the light blue.

The logos are meant to be used sparingly, with the colours and wordmarks being the main brand devices for each centre.

Access Collective



**Student
Access
Collective**

Logo

The logo features the nearly universal symbol on smartphones and other computers for accessibility settings in an orange rounded square, with the name written to the right of it

Usage Guidelines

The logo should be used when it can be fully and properly featured in the design, not as the footer or corner logo of a design. The wordmark and colours should be used as the main brand device.

**Student
Access
Collective**

**Student
Access
Collective**

**Student
Access
Collective**

Wordmarks

The wordmarks should be used in the order of priority from top to bottom as shown above

BIPOC Collective



**BIPOC
Students'
Collective**

Logo

The logo features five different coloured hands raising up together beside the name of the centre written to the right of it

Usage Guidelines

The logo should be used when it can be fully and properly featured in the design, not as the footer or corner logo of a design. The wordmark and colours should be used as the main brand device.

**BIPOC
Students'
Collective**

**BIPOC
Students'
Collective**

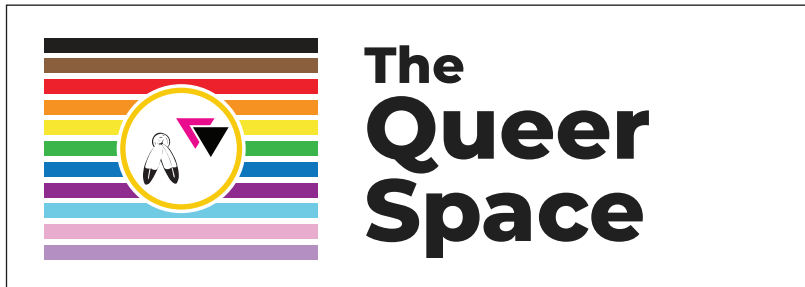
**BIPOC
Students'
Collective**

Wordmarks

The wordmarks should be used in the order of priority from top to bottom as shown above



The Queer Space



Logo

The logo has a background of stripes making a version of the pride flag, with the black, brown, and trans colours included. With a symbol representing 2-Spirit people and a pink triangle in a yellow ring representing intersex people

Usage Guidelines

The logo should be used when it can be fully and properly featured in the design, not as the footer or corner logo of a design. The wordmark and colours should be used as the main brand device.

The
Queer
Space

The
Queer
Space

The
Queer
Space

Wordmarks

The wordmarks should be used in the order of priority from top to bottom as shown above



Women & Trans



Logo

The logo features simply the international symbol for women to the left of the name of the centre written out

Usage Guidelines

The logo should be used when it can be fully and properly featured in the design, not as the footer or corner logo of a design. The wordmark and colours should be used as the main brand device.

The Centre for
**Women &
Trans People**

The Centre for
**Women &
Trans People**

The Centre for
**Women &
Trans People**

Wordmarks

The wordmarks should be used in the order of priority from top to bottom as shown above



Trans Collective



**The
Trans
Collective**

Logo

The logo is a square with a gradient of the trans flag colours, with a knocked-out silhouette of an asterisk, slightly going beyond the bounds of the square, to represent going outside the “box” of traditional gender roles

Usage Guidelines

The logo should be used when it can be fully and properly featured in the design, not as the footer or corner logo of a design. The wordmark and colours should be used as the main brand device.

**The
Trans
Collective**

**The
Trans
Collective**

**The
Trans
Collective**

Wordmarks

The wordmarks should be used in the order of priority from top to bottom as shown above

