BRAND GUIDELINES

SEPTEMBER 2024

COMPUTER SCIENCE STUDENTS ASSOCIATIONS

Logo versions and Background details

This CSSA's transparent background logo is the default style. Should always be used on a very light background, preferably white.

This version of the logo must only be printed and used on a solid colored dark background that provides sufficient contrast for clarity and eligibility.

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Incorrect uses of logo

Bellow are the examples that is prohibited in usage of CSSA's logo:

Adding <u>any</u> effects (re-color, distortion, lighting, etc.)

Changing/adding elements

Distracting background

Logo Clear Space / Minimum Size

Logo clear space should be a minimum of 10% of the logo's height around all sides.
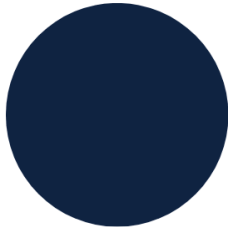

Minimum Size

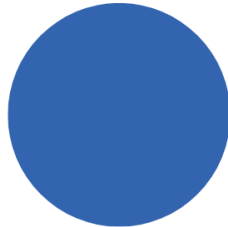The minimum size for the logo is a height of one inch.
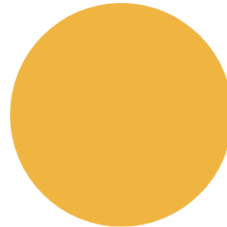
Colour Palette

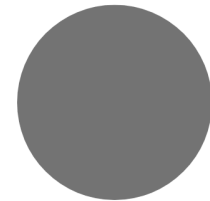The main color palette consists of the following colors. They can be seen in the logo.

#112445   **#3465B2**   **#F2B843**   **#DAD4CD**
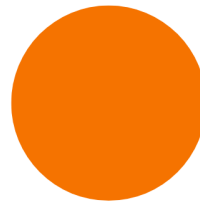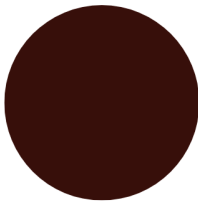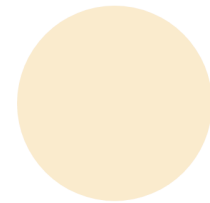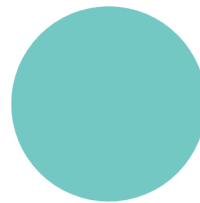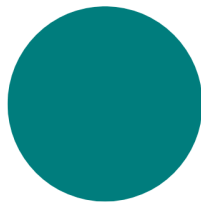
Variations (slightly changing saturation, lightness, etc.) on these colors can be used. Alternatively, the following colors may be used for designs.
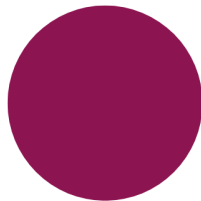
Again, variations on these colors can be used. Ultimately, cooler colors should be favored. Warm colors are generally reserved for accents.

Typography

Typography should be kept consistent across documents. Using Archivo Black for titles and headings and Canva Sans for body text and subtexts.

Titles - Archivo Black

Letter Spacing: 0
Line Spacing: 1.14

Body Text - Canva Sans

Letter Spacing: -10
Line Spacing: 1.4

Subtext- Canva Sans

Letter Spacing: -35
Line Spacing: 1.5