



UBC FINANCE CLUB BRAND BOOK



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Hola!

This book is a guide to all the visual elements that make up the UBC Finance Club and National Investment Banking Competition brand. Please have a read before you make any stuff!

Do note that this book is intended for a general audience, and is written in an informal team-centric tone. I don't know your level of experience in design and communication, and therefore may unintentionally come off as patronizing to you. If this is the case, I apologize in advance.

The intent of this book is to highlight and explain key visual rules which are critical to maintaining the consistency and integrity of the UBCFC and NIBC brands. It is important to follow these rules, as the improper integration of our brand not only harms our professionalism and credibility, but also the security of our brand from wannabes and forgers.

- 1 The Logo
- 3 Our Colours
- 4 Our Typeface
- 5 Our Taglines
- 7 Using the Bull Head
- 9 Using Photographs
- 10 Using Graphics
- 11 What NOT To Do

Final Notes

The logo.

THE BULL HAS LONG SYMBOLIZED THE SUCCESS, PROSPERITY, AND OPTIMISM WITHIN A FINANCIAL UP-MARKET, EMBODYING THE VERY ESSENCE OF CAPITALISM. BUILDING ON THIS CENTURY-OLD SYMBOL, OUR LOGO FUSES THICK, LIQUID CURVES WITH TAPERED EDGES, FORMED INTO A BULL-HEAD FIGURE TO CREATE A BOLD, SLEEK, AND MODERN, YET TIMELESS DESIGN --A DESIGN WHICH SEAMLESSLY DRAWS PARALLELS BETWEEN THE IDEALISTIC ALLURE OF A FINANCIAL BULL MARKET WITH THE SUCCESS OF MEMBERS AND ASSOCIATES OF THE UBC FINANCE CLUB.



01 - Print Logos

These logos are designed for clarity in publications such as posters, booklets, etc.

Print logos are dual function and can be used in screen, as well as print situations. However, they lack the visual appeal of screen logos.



1-3 Basic UBCFC Logo
type: print
filename: ubcfcp rint



1-4 Inverted UBCFC Logo
type: print
filename: ubcfcp rintinvert



1-1 Basic Bullhead
type: print
filename: bullheadp rint



1-2 Inverted Bullhead
type: print
filename: bullheadp rintinvert



1-5 Basic NIBComp. Logo
type: print
filename: nibcp rint



1-6 Basic NIBConf. Logo
type: print
filename: nibcfp rint

02 - Screen Logos

These logos are designed for web use to enhance the visual impact of the logo on online mediums

Screen Logos cannot be used for print function, as they do not meet the standards, consistency, and print quality of print logos.

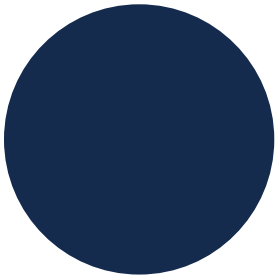


2-1 Gradient UBCFC Logo
type: screen
filename: ubcfcscreen

Gradient Direction: 32 °
From HEX #1B3557
To HEX #54769E

Our colours.

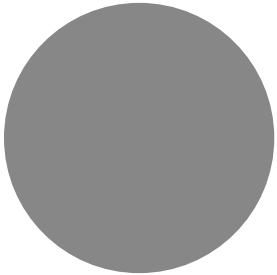
Our colours are what gives us a professional, sharp personality. When used in the correct combinations, it shows that we mean serious business.



Club Navy

Pantone# 289
CMYK 99/82/42/40
RGB 20/43/77
HEX #142B4D

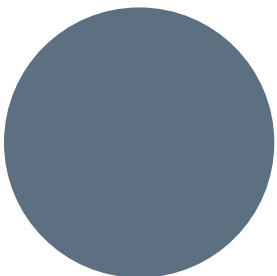
MAIN FINANCE CLUB LOGO
MAIN NIBCOMPETTITION LOGO
DOCUMENT HEADERS
DOCUMENT TITLES
COVER PRIMARY TEXT
BANNER MAIN TEXT
CONTENT-PAGE BACKGROUNDS
BUSINESS CARD NAMES



Club Text

Pantone# Cool Grey 9
CMYK 49/41/41/5
RGB 135/135/135
HEX #878787

GRAYSCALE LOGO
TAGLINE TEXT
DOCUMENT BODY TEXT
DOCUMENT SECONDARY TITLES
COVER SECONDARY TEXT
BANNER SECONDARY TEXT
BUSINESS CARD INFO



Conference Teal

Pantone# 5415
CMYK 68/49/37/10
RGB 92/112/130
HEX #5D7181

NIBCONFERENCE LOGO
NIBCONFERENCE BANNER
NIBCONFERENCE EMAILS
NIBCONFERENCE TITLES
ETC.

Our Typeface.

Calibri is is the **only** font we use in all of our print material.

We use Calibri as our typeface because of its elegance, simplicity, and availability. It's a font which is pleasant to read, and has smooth, rounded edges, best fitting our bullhead logo. It's also great for text and headlines alike. The font is used exclusively throughout our brand.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

CALIBRI
FONT WEIGHT: REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

CALIBRI
FONT WEIGHT: BOLD

UBC FINANCE CLUB

UBC FINANCE CLUB LOGO TEXT
FONT SIZE: 60
FONT WEIGHT: BOLD
FONT KERNING: -50

Our Taglines.

These taglines form the message of our brand, and are very important to exhibit. When people think UBC Finance Club, they should be thinking “They’re going to connect me to my future”. Likewise, it should occur to someone joining the National Investment Banking Competition that “WOW. this thing is going to give me nation-wide recognition”.



“Connecting you to your future”

UBC FINANCE CLUB TAGLINE

CAREER NIGHT Find
MOCK INTERVIEWS Secure
COMPANY VISITS Impress
WINE & CHEESE Network with

GENERAL EVENT CATCHPHRASES (OPTIONALLY USED)

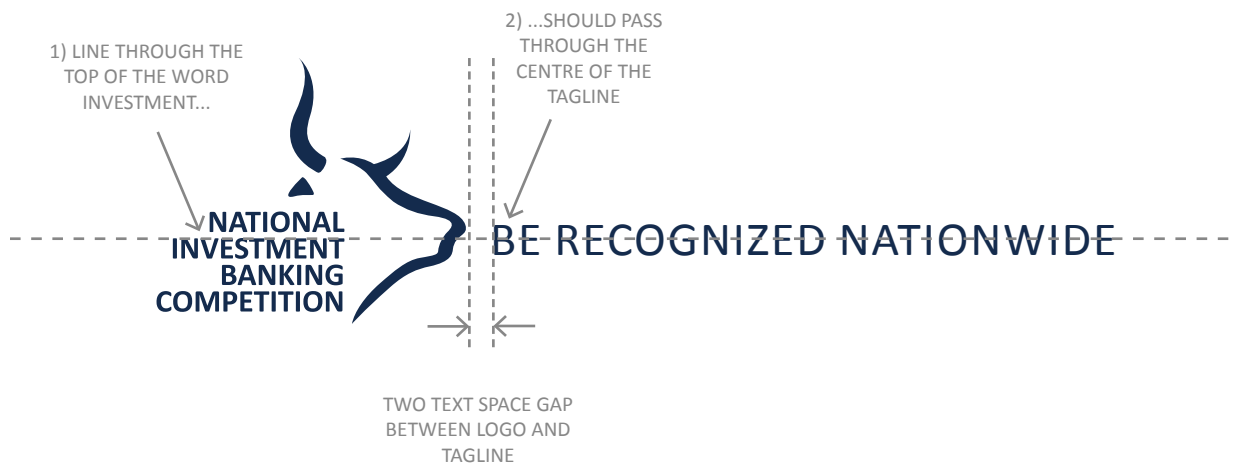
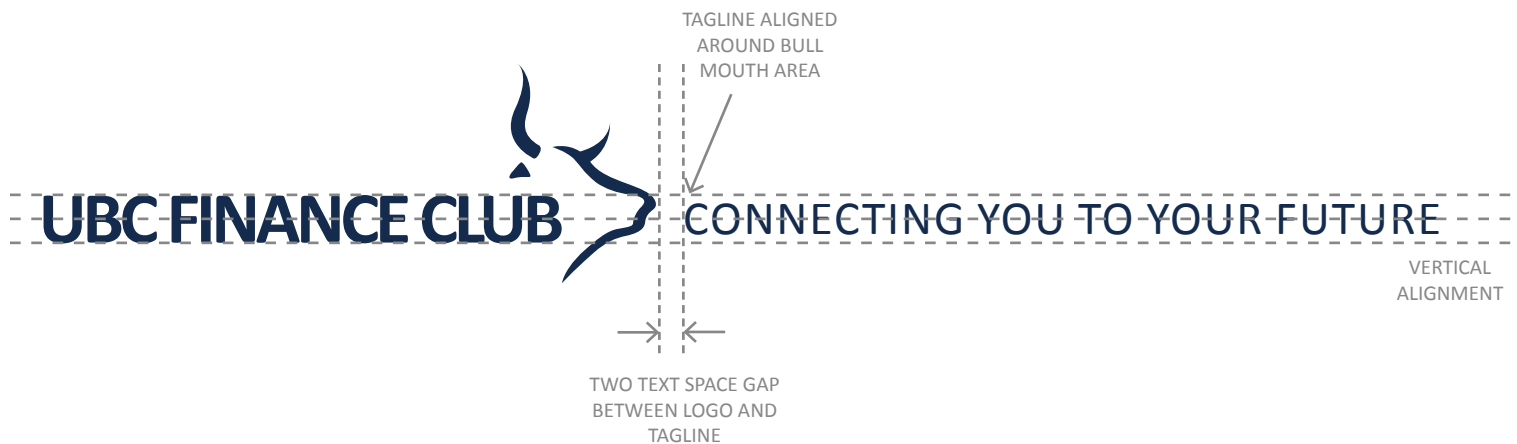
your future

“Be Recognized Nationwide”

NATIONAL INVESTMENT BANKING COMPETITION TAGLINE

There are no formatting specifications for both of our taglines. However, they should be clearly placed, and well seen on posters and banners. Of course, they should be displayed in Calibri font.

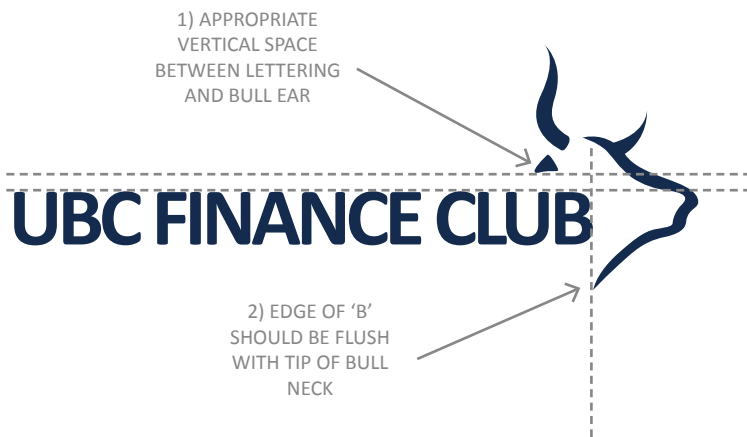
DO NOTE that there are formatting guidelines for integrating the tagline with our logo. Proper spacing and alignment must be adhered to, in order to ensure visual consistency and optimal flow as seen here.



Using the Bull Head.

The bull head can be incorporated into various forms and shapes. Certain critical specifications need to be followed when incorporating the logo into text, as well as into designs. Examples are shown below.

1) THE ANATOMY OF THE UBC FINANCE CLUB LOGO.



2) THE ANATOMY OF THE NIBC LOGO.



EXAMPLE 1 - BULLS KICK ASS PROMOTIONAL:



EXAMPLE 2 - FNIBC WATER BOTTLE

FNIBC MARKETING MATERIAL

Water Bottle

bottle concept:
7.62cm x 20cm
DxH



bottle graphic:
45.6cm x 22cm
WxH

Assume
 $W = (\pi) * (7.6cm^2)$



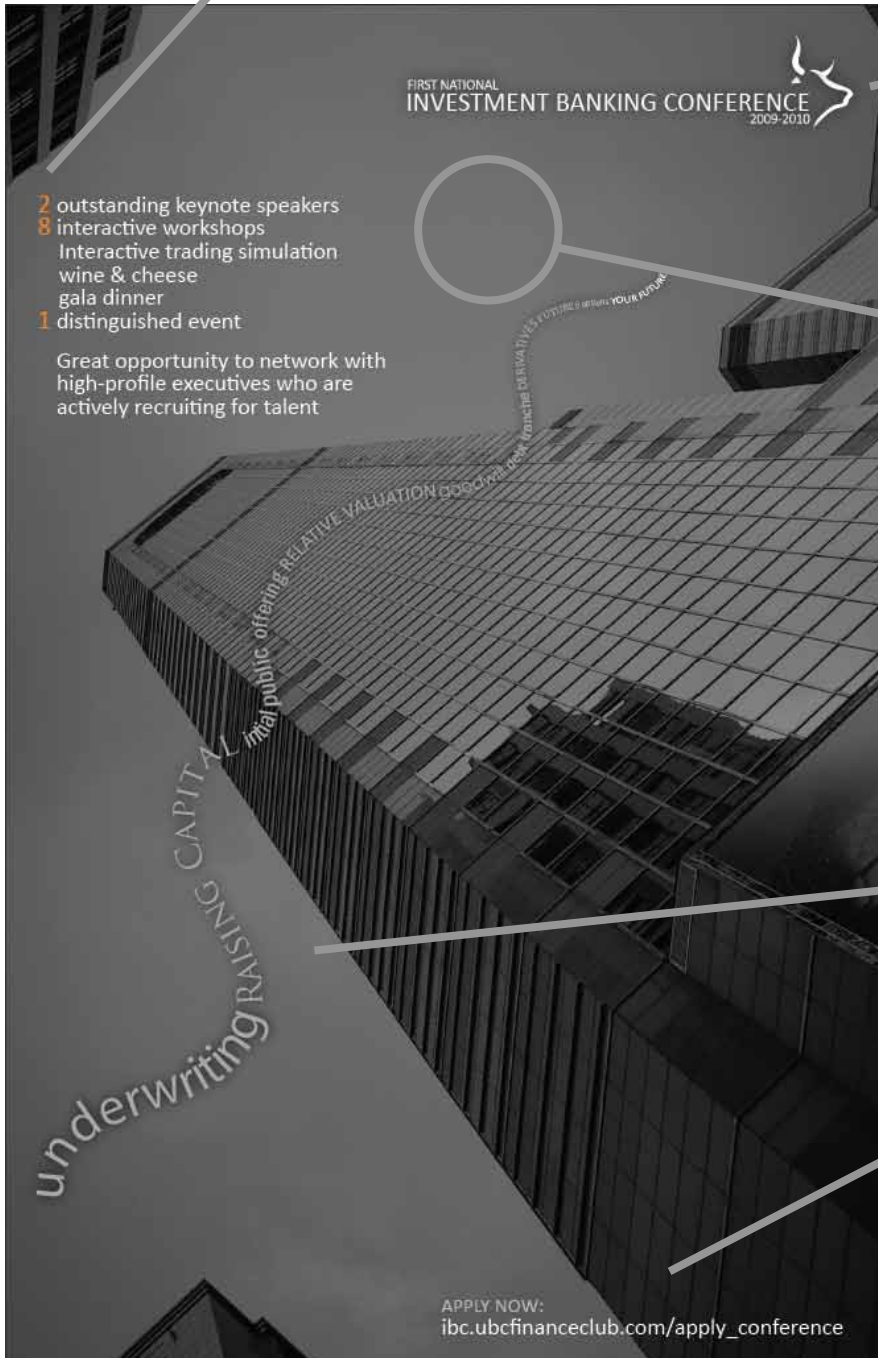
Using photographs.

The use of text in photographs involves precise judgment of uniformity, ambiance, texture and colour. This is left to the eye of the content creator, who must ensure that designs remain tasteful and artful.

The following are guidelines on how to incorporate the logo and text into photographs in a suitable way. It is critical to follow them.

Colour use:

When using colour with black and white photographs, make sure you stick to shades of our Club Navy, or its complementing orange.



Logo placement:

When placing logo, always be sure to find a uniform place to put it. If atop a gradient, or colors are clashing with the logo, always use a drop shadow of appropriate dimensions.

Decontrast/darken images:

The image used in this poster was darkened and decontrasted to allow for improved text visibility.

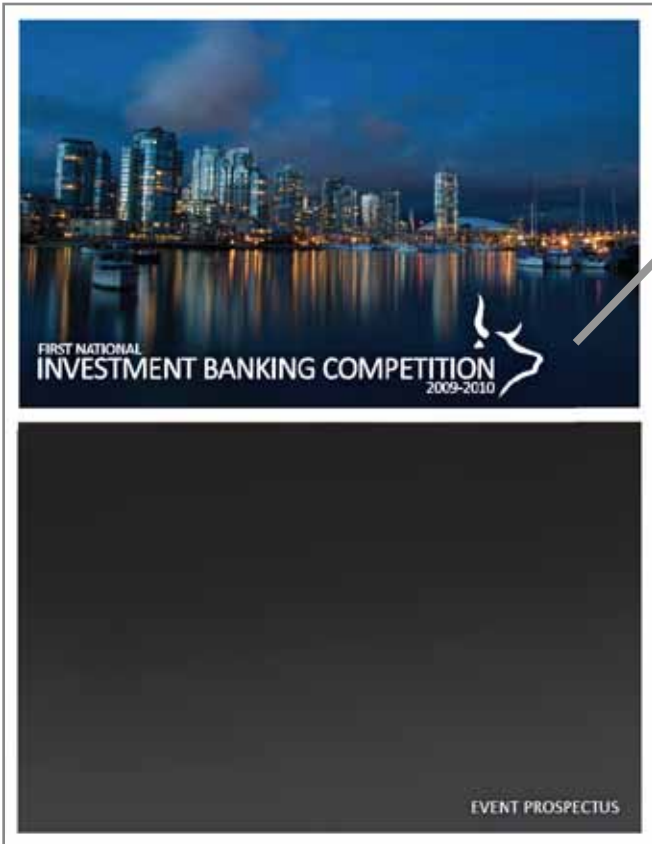
This was performed by placing a 50% opacity black layer on top of the original image, increasing the brightness of the image, and decreasing the contrast.

Typographic effects:

Aesthetic typography can be used on top of photographs without formatting guidelines. Be creative.

Text placement:

When placing content text, ensure that there is sufficient contrast between the text and the background behind the text. This is not only for legibility, but ties into the UBCFC brand image, which emphasizes simplicity to convey meaningful messages.



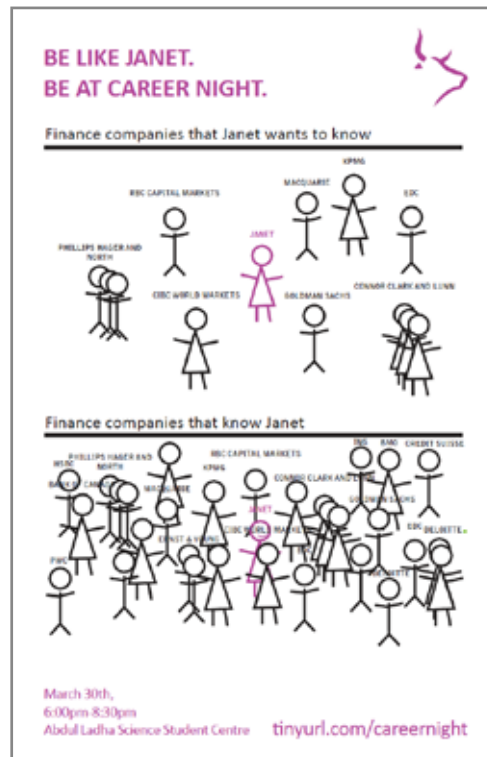
Logo placement:
Always use a white logo when placing on a colored background.

NIBC Event Prospectus
type: print
filename: 2010ibcprospectus.pdf

Using graphics.



Haiti Poster
type: print
filename: haitiposter.pdf



Haiti Poster
type: print
filename: haitiposter.pdf

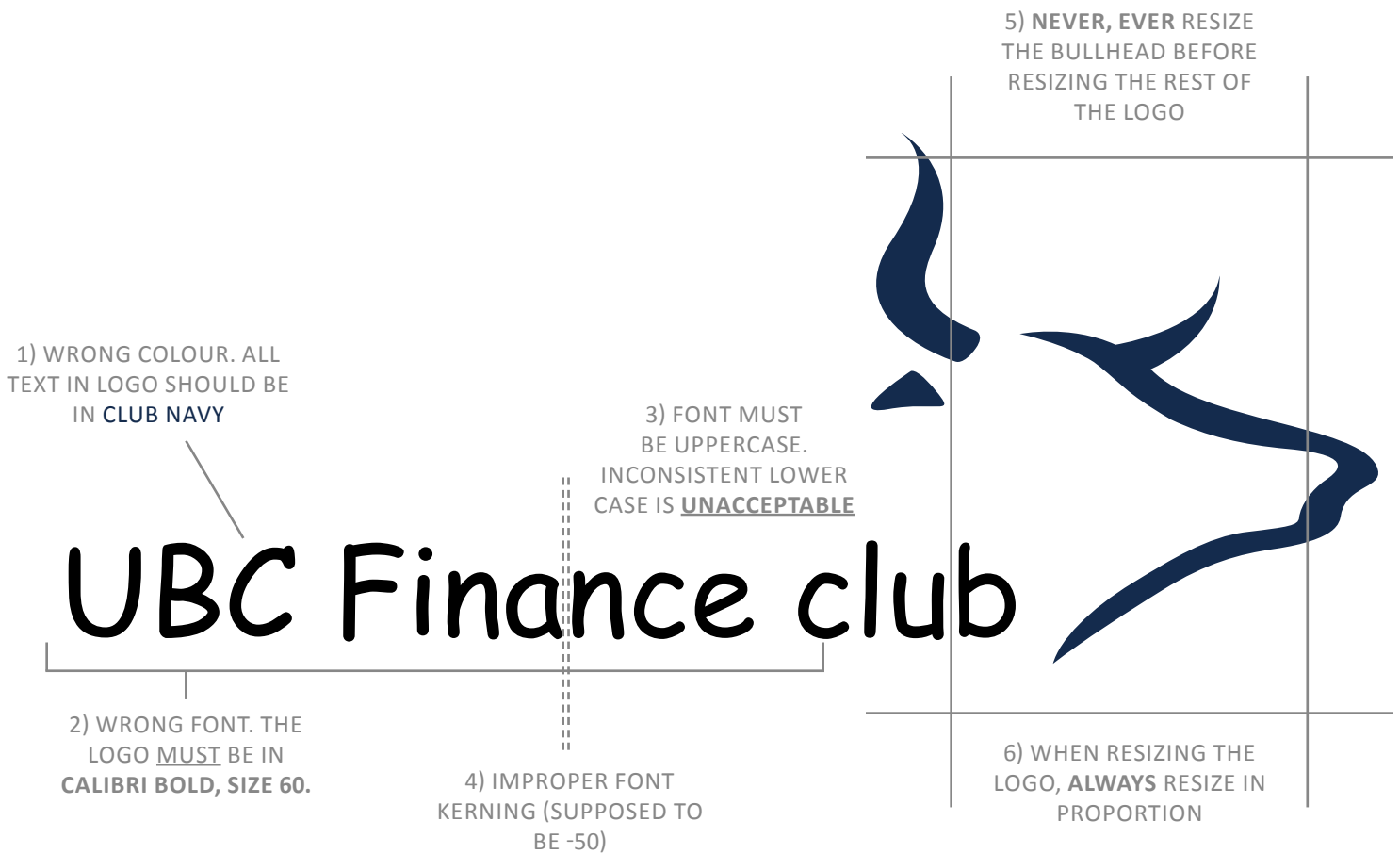
The logo is very versatile, can be incorporated into a variety of styles, colours, and graphics.

Be creative!

What NOT to do.

Here are some examples of how NOT to use our logo, text, and graphics. Doing so will harm our brand consistency, and professionalism. Use your common sense and design judgment to ensure the brand carries on as closely and consistently as possible. Remember, YOU are the expert.

1) A SLAUGHTERED LOGO



2) REDNECK USE OF TEXT, GRAPHICS, AND OUR LOGO

1) AVOID USING STOCK IMAGES. EVERYBODY USES THEM. THEY ARE BORING, AND TURN POSTERS INTO WALLFLOWERS. YOU DIFFERENTIATE UBCFC BY NOT USING THEM

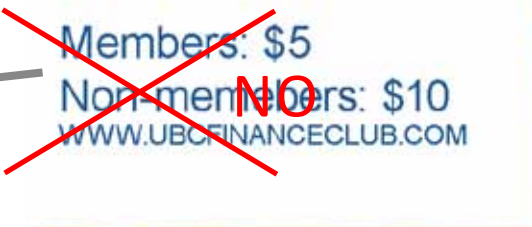
2) AVOID USING TEXT ON DETAILED IMAGES. THEY DON'T SHOW UP CLEARLY

3) TEXT SHOULD BE IN CALIBRI (UNLESS IT'S TYPOGRAPHIC, OR PART OF THE DESIGN).

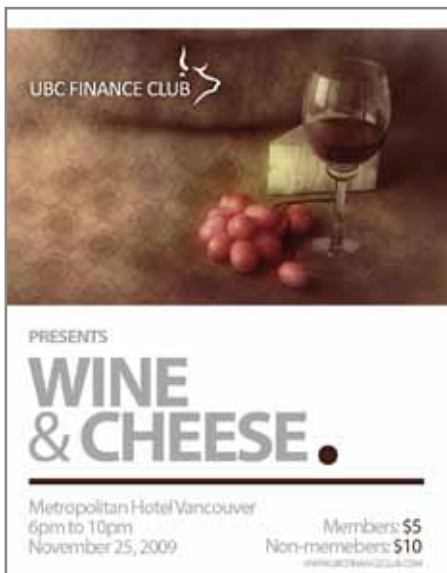
4) IF TEXT IS PLACED ON AN IMAGE, IT SHOULD BE WHITE OR BLACK

5) WHEN ON WHITE BACKGROUND, TEXT SHOULD ALWAYS BE "CLUB TEXT" COLOR, (UNLESS IT'S PART OF THE DESIGN)

6) IF PLACED ON AN IMAGE, THE FINANCE CLUB LOGO **MUST** BE ENTIRELY WHITE



7) AVOID USING CHEESY GRADIENTS FOR VISUAL EFFECTS. THE UBCFC BRAND IS NOT FLASHY. NOR DOES IT TRY TO BE.



EXAMPLE OF A TASTEFUL (BUT NOT PERFECT) POSTER.

Wine & Cheese
type: print
filename: wnc2.pdf

Final notes.

I hope this brandbook has provided you with the tools to provide the UBC Finance Club with excellent marketing materials in the upcoming year. The visual brand of the UBC Finance Club is built upon a set of three principles: **simplicity, elegance, and conciseness**. By adhering to these principles, the messages imbued in all marketing elements are designed to be conveyed with minimal resistance, and maximum clarity. Please note that this book only provides you with the tools to maintain a strong visual identity. Of equal importance in establishing a strong brand is a set of strong messages. Formation of these messages is entirely up to your judgment. Most importantly, an effective marketing strategy must involve strong operational proficiency to put things into motion. A good marketing director will know how to tie these visual, operational, and informational aspects together into a single cohesive marketing regime.

While I understand that the UBC Finance Club will continue to evolve, it is my wish that you use the contents of this book as a starting point to develop a marketing strategy that aligns with the organization's goals and ideals, whatever they may be in the future. Good luck, and remember - **never subscribe to convention**.

A handwritten signature in dark ink, appearing to read 'Vincent Chan', with a long horizontal flourish extending to the right.

VINCENT CHAN,
09-10 OUTGOING VP MARKETING
UBC FINANCE CLUB