

**BRAND IDENTITY**  
 2023

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JULY 2023

UBC AERODESIGN

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# OLD LOGO

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FONTS **Lato Black**  
**Titillium Web Semibold**

COLOURS ■ #003565  
□ #000000

- PROS
- Clean looking
  - Easily recognizable
  - Unique to Aerodesign team

- CONS
- Not compliant with UBC brand guidelines

## 1. ALIGN WITH UBC BRAND GUIDELINES

- Ensure compliance with UBC brand guidelines
- Avoid blending or interpreting the UBC logo

## 2. UNIQUE DISTINCT WITHIN UBC ENGINEERING DESIGN TEAM CONTEXT

- Create a logo that stands out and does not resemble the shapes and styles of other design team logos within UBC

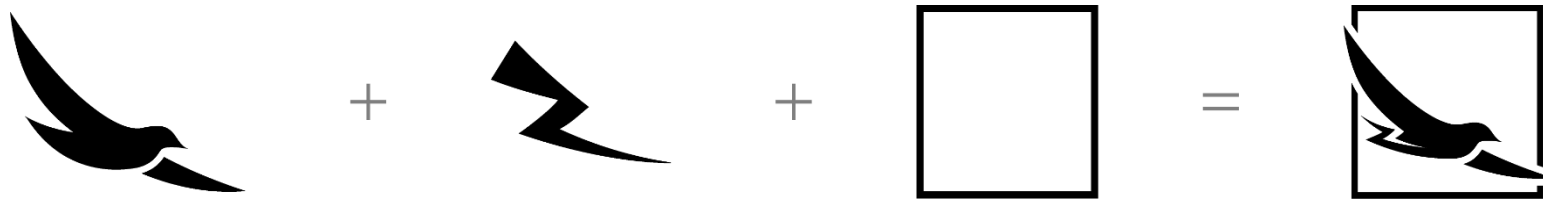
## 3. REFLECT THE TEAM'S AIRCRAFT ASPECT

- Design the logo in a way that suggests the team's involvement with aircraft

# LOGO COMPOSITION

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# PRIMARY LOGO

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# LOGO VARIATIONS

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WITH TEXT



FULL HORIZONTAL

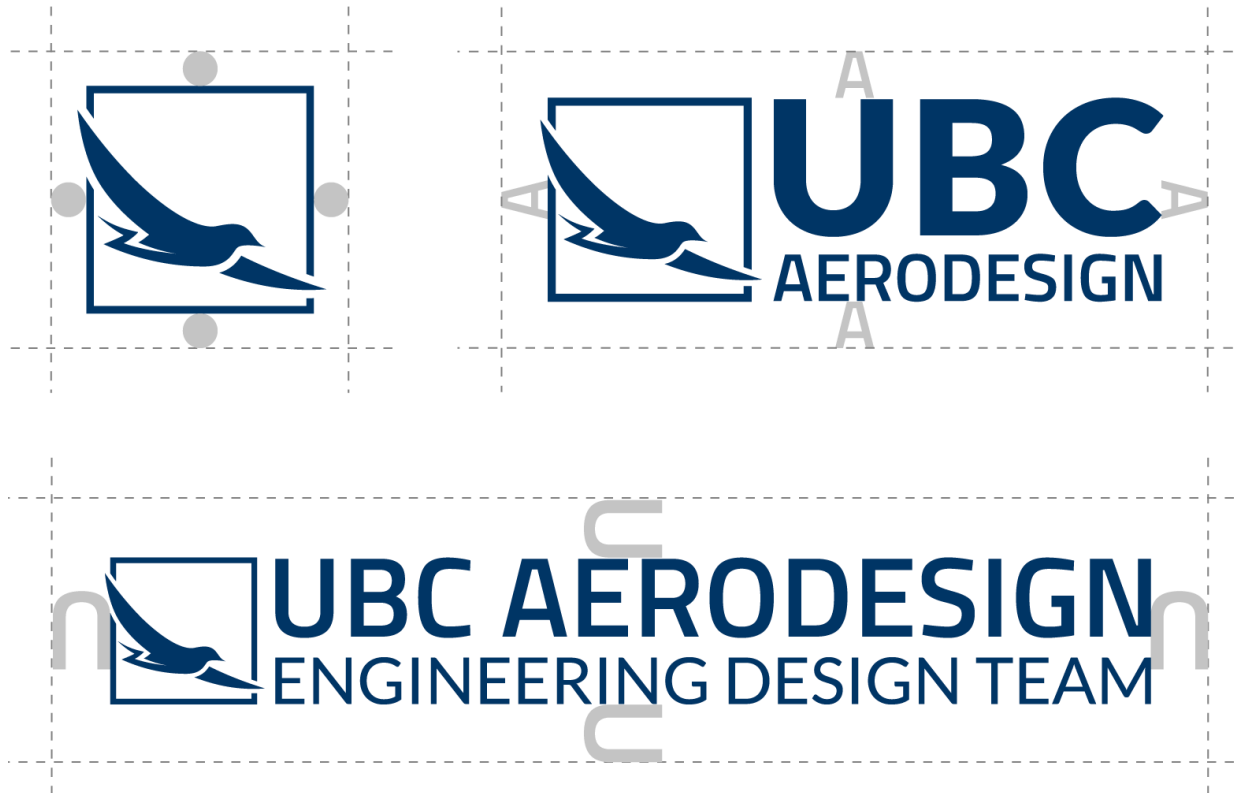


# LOGO IMPLEMENTATION

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## PADDING





# LOGO IMPLEMENTATION

DO NOT



Distort proportions



Crop



Use incorrect colour



Rotate



Have elements within padding



Using light logo on light backgrounds



Commit any atrocity like the above<sup>1</sup>

<sup>1</sup>UBC Engineering Design Teams: Logo Use: Training for Engineering Student Leaders (TESL) 2023.

# FONTS

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## HEADINGS

Font

### Titillium Web SemiBold

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Numbers

0 1 2 3 4 5 6 7 8 9

Special Characters

! ? @ # \$ % ^ & \* ( ) [ ] { } | : ; < > + =

Link

<https://fonts.google.com/specimen/Titillium+Web>

## BODY

Font

### Lato (Regular)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Numbers

0 1 2 3 4 5 6 7 8 9

Special Characters

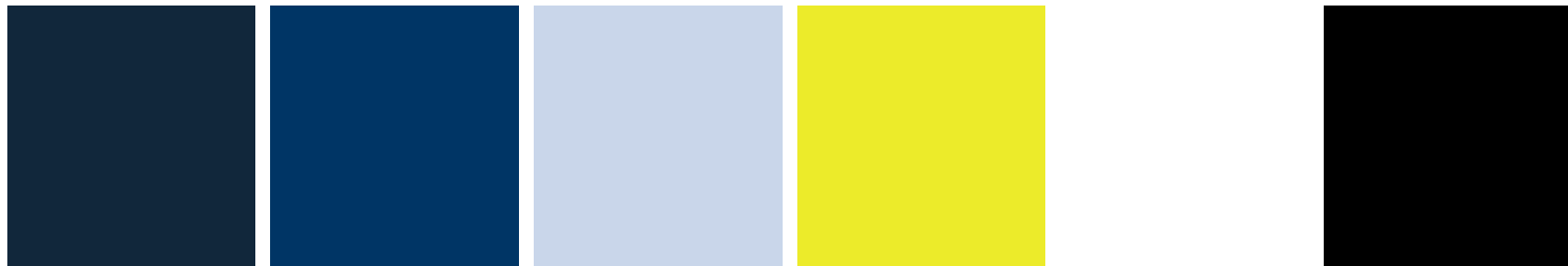
! ? @ # \$ % ^ & \* ( ) [ ] { } | : ; < > + =

Link

<https://fonts.google.com/specimen/Lato>

FALLBACK | Font: Roboto | Link: <https://fonts.google.com/specimen/Roboto>

# COLOUR SCHEME



#11273B

#003565

#C9D6EA

#ECEB2A

#FFFFFF

#000000

Logo

Logo

Backgrounds &  
graphics

Backgrounds &  
graphics

Backgrounds &  
graphics

Emphasis  
graphics

Backgrounds &  
graphics

Text on light  
backgrounds

Emphasis text

Text on dark  
backgrounds

Text on white

**END**