

For use when the Happen logo is being used in context of a headline or the Happen brand has now relevance.

The logo should be situated in either the bottom or top left corner whilst maintaining the minimum logo spacing.

CBU temporary wordmark primary use

# Cape Breton University

CBU temporary wordmark secondary stacked use

# Cape Breton University

Safety areas for  
CBU wordmark



To be used when the logo  
appears large and the  
viewer is close

Cape Breton University  
Happen.

To be used when the logo  
is small or the viewer is  
at distance

Cape Breton University  
Happen.

To be used when  
horizontal space is  
at a premium

Cape  
Breton  
University  
Happen.

The same safety area rules can be applied to these uses of the wordmark with the Happen logo as it is with just the wordmark. This means that an 'x' height taken from the 'H' applied to the extremities with 2 'x' in height and 3 'x' in width.

# Happen brand colours



c2 m31 y96 k0  
r247 g181 b36  
Pantone 143C



c50 m0 y0 k0  
r109 g207 b246  
Pantone 305C



c0 m49 y98 k0  
r247 g181 b36  
Pantone 144C



c70 m21 y2 k0  
r57 g162 b214  
Pantone 279C



c9 m69 y100 k1  
r221 g109 b38  
Pantone 1595C



c86 m48 y0 k0  
r7 g119 b190  
Pantone 660C



c50 m0 y99 k0  
r141 g198 b64  
Pantone 375C



c22 m18 y26 k0  
r200 g196 b184  
Pantone 7534C



c85 m20 y90 k6  
r21 g142 b80  
Pantone 356C



c47 m37 y50 k5  
r140 g141 b126  
Pantone 7536C



c1 m3 y35 k0  
r254 g240 b180  
Pantone 1205C



c70 m67 y64 k74  
r34 g31 b32  
Pantone 7547C



c4 m0 y93 k0  
r251 g238 b35  
Pantone Hexachrome Yellow C



c0 m0 y0 k0  
r255 g255 b255



c2 m15 y100 k0  
r251 g210 b6  
Pantone 116C

Back-ground	CBU Word-mark	Permitted colours for the rest of the design including Happen logo														

High contrast colour scheme for viewing at distance

Low contrast colour scheme for close viewing only

Header font

## **LeanO Sans**

**abcdefghijklmnopqrstuvwxyz1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Body font

## **Univers**

**abcdefghijklmnopqrstuvwxyz1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

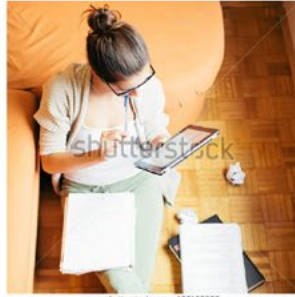
## Lens flare and layout examples



The lens flare can be custom created in Photoshop in an RGB colourspace. It should be used to add a dynamic effect to the piece and gradation to the flat background colour. It can also be used over imagery.

Coloured backgrounds are encouraged, with bold, striking headlines that can incorporate the word Happen. If there is a headline with the Happen logo then the typography should be balanced to not overpower it.

The colour scheme can be modified for desired mood and tone according to the colour table on the previous page of this document. These schemes are marked as high and low contrast depending on the use of the piece.



Imagery must be dynamic and show that things are always happening at CBU. Angles should be from the viewpoint of a student, so must be seen in or nearby the action. Not from distance. Eyeline height can be played with to make the shot more dynamic. Use of light should be pure, with good contrast and formed faces. Candid shots are always preferred. We want the shots to look natural and not in the slightest bit staged. Characters with visual personality are of great interest. Show modern architecture with depth and good use of natural light where possible. Shoot wide so there's options on the crop. For the viewbook spreads, try to use natural architectural elements to split the spread. It could be a column or the corner of a staircase.