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

XXXCape Breton UniversityXXX

XXXCape
Breton
UniversityXXX

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

Background	CBU Wordmark	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 me 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.
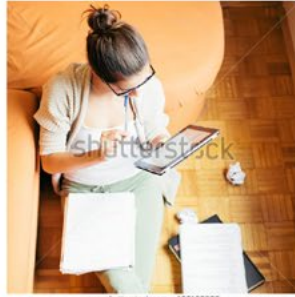
Imagery must be dynamic and show that things are always happening at CBU. Angles should be from the viewpoint of a student, so must be seen in or nearby the action. Not from distance. Eyeline height can be played with to make the shot more dynamic. Use of light should be pure, with good contrast and 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.