



CBU 50th Anniversary
Brand Guidelines



Positioning Statement

As we turn 50, we look back at the first chapters of our story. We have grown and evolved into the vibrant institution we are today. We listened to what our island told us it needed from us, and dreamt of what we could be. We recognized that names give things form, and wrote those dreams across the sky.

When we became Cape Breton University we knew our story had reached a turning point. We have declared ourselves both stewards of this place and standard bearers for its future, and believe we are ready to take on whatever it brings.

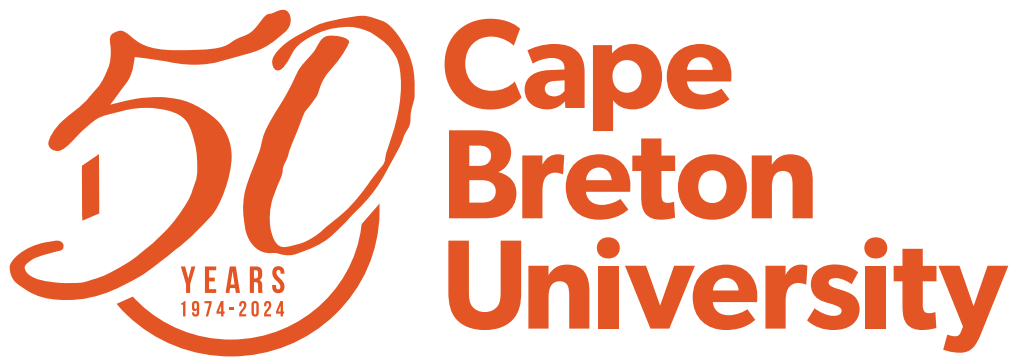
Now we look at the next chapters.

To the next 50 years, and beyond.

To a new dream, one with global scope and scale.

We can count on the wisdom we've gained as we have grown to show us a path that lets the world know who we are and what we have accomplished. We will take our strength, our people, our culture - all so strongly rooted here in Cape Breton, in Unama'ki - and once again share our story with those that come to meet us.

Logomarks / Primary Logomark



Our primary logo is the main visual representation of the **CBU 50th Anniversary** identity.

The primary logo is used in Pantone 166 C.

Logomarks / Primary & Secondary



Primary Identity

This is our primary identity used to visually represent our **CBU 50th Anniversary** identity. Use only supplied files. Do not try to replicate or adjust font size or position.



Secondary Identity

A secondary logomark with our abbreviated name has been developed for specific cases where CBU's full name is not necessary or where the primary identity is already used on another portion of its application.

Usage Guidelines

Logomarks / Reverse options



Reverse

All logomarks may be reversed out using CBU brand colours. The reverse application is a white logomark on either primary or secondary brand colours.

All other brand spatial and composition rules apply when using reverse applications.

Logomarks / Primary with Tagline



Our primary logo may also be used with the tagline “Our past. Our story. Our future.” in applications where the viewing will be of optimal size.

Reversed out version available.



Logomarks / Clearspace



The clearspace is defined by double the cap height of the typography of the logomark.

To ensure the best display of the visual identity, no objects, visuals or typography should infringe upon the clearspace zone.

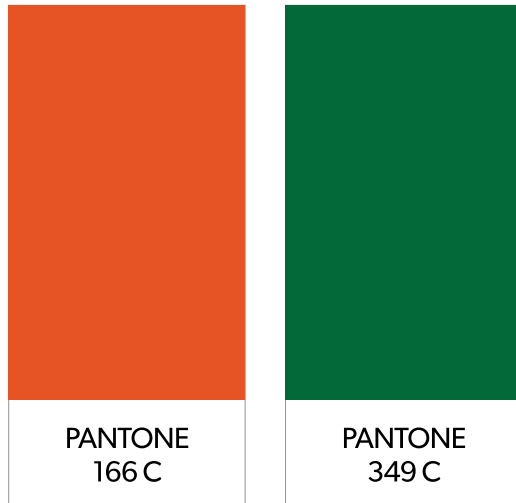
Logomarks / Minimum Size



The minimum size for all logo versions is based on the height of the shield in the logomark. These sizes help maintain the integrity of the logomarks. For primary logo variations, do not reduce the height to less than 10 mm for print or 30 pixels for digital applications.

For secondary logo variations, where possible, do not reduce the height to less than 15 mm for print or 35 pixels for digital applications.

Logomarks / Colour



Our two primary colours are the foundation the **CBU 50th Anniversary** visual identity. They combine an optimistic outlook for the future with a respectful nod to our past.

When required, other colors such as Unama'ki college brand colors may be used so they can be appropriately represented at events, special projects and/or cultural activations.

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