CAMPUS
BY ASPEN PROPERTIES

BRAND GUIDE

CAMPUS

We are a community for small businesses and entrepreneurs to work, meet, and play. Our shared spaces offer an unparalleled suite of uncommon amenities and the opportunity to connect and collaborate with Calgary and Edmonton's local leaders, innovators and change-makers.

STACKED

PRIMARY LOGO

The stacked logo is the primary logo for the Campus brand and is to be used in most cases. In the event that the stacked logo does not fit the size or orientation of the layout, one of the following variations may be used.

CAMPUS

WORDMARK

TEXT-ONLY LOGO

The wordmark is to be used when the size or orientation of the layout requires a horizontal logo. If possible, the logomark should also be placed somewhere within the design.

Example: Horizontal banner ad.

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LOGOS

CO-BRANDED LOGO

The Stacked ASP logo is to be used in cases where the purpose of the placement is to promote the Aspen Properties brand alongside the Campus brand.

Example: co-branded brochure.

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BRAND ICON

The logomark should be used only in cases where either the full logo or wordmark are also visible within the layout. The logomark may be used on it's own when appropriate.

Example: second page of a brochure, or secondary page of a the website.

CAMPUS

EXCLUSION ZONE

Clear space should surround the logo on all sides, so that no type, design, or other elements encroach on the logo. Please allow for the height of a the teal "C" of clear space around the logo.

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CAMPUS

TYPEFACE

COCOGOOSE PRO REGULAR

The primary typeface for the Campus brand is Cocogoose. The font can be used for headings and call-out text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;:!?$%&*-=+

FUTURA PT

The tertiary typeface for the Campus brand is Futura PT. The font can be used for subheadings and call-out text. Tracking of +40 is recommended.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;:!?$%&*-=+

GEOMETRIA

The secondary typeface for the Campus brand is Geometria. The font can be used for headings and call-out text. Tracking of +40 is recommended.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;:!?$%&*-=+

ARIAL REGULAR

The primary body typeface for the Campus brand is Arial. Arial is to be used for all body copy and supporting text. Regular tracking is recommended.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ,.;:!?@$%&*-=+

CAMPUS BLUE	**C**100 **M**46 **Y**38 **K**13 **R**0 **G**101 **B**128	**HEX:** 006580 **Pantone:** 315 C
BLACK	**C**0 **M**0 **Y**0 **K**100 **R**0 **G**0 **B**0	**HEX:** 000000 **Pantone:** Black C
CAMPUS DARK GRAY	**C**0 **M**0 **Y**0 **K**80 **R**88 **G**89 **B**91	**HEX:** 58595B **Pantone:** Black C at 80%
CAMPUS COOL GRAY	**C**0 **M**0 **Y**0 **K**42 **R**163 **G**165 **B**168	**HEX:** A3A5A8 **Pantone:** Black C at 42%
ASPEN GOLD	**C**29 **M**48 **Y**100 **K**9 **R**174 **G**127 **B**44	**HEX:** AE7F2C **Pantone:** 1255 CP

COLOUR PALETTE

Campus Blue is the primary brand colour and should be present on all Campus branded material *(with the exception of black and white print)*. Black, the secondary colour, is best used for headings and subheadings. Campus Dark Gray, Cool Gray and Aspen Gold are tertiary colours which can be used sparingly to complement the primary and secondary colour. Pantone versions of the colour will be used in off-set ink printing, while CMYK versions re for process printing; RGB and HEX are for web and other screen-only applications.

GRAPHIC ELEMENTS

OUTLINE

TRANSPARENT OVERLAY
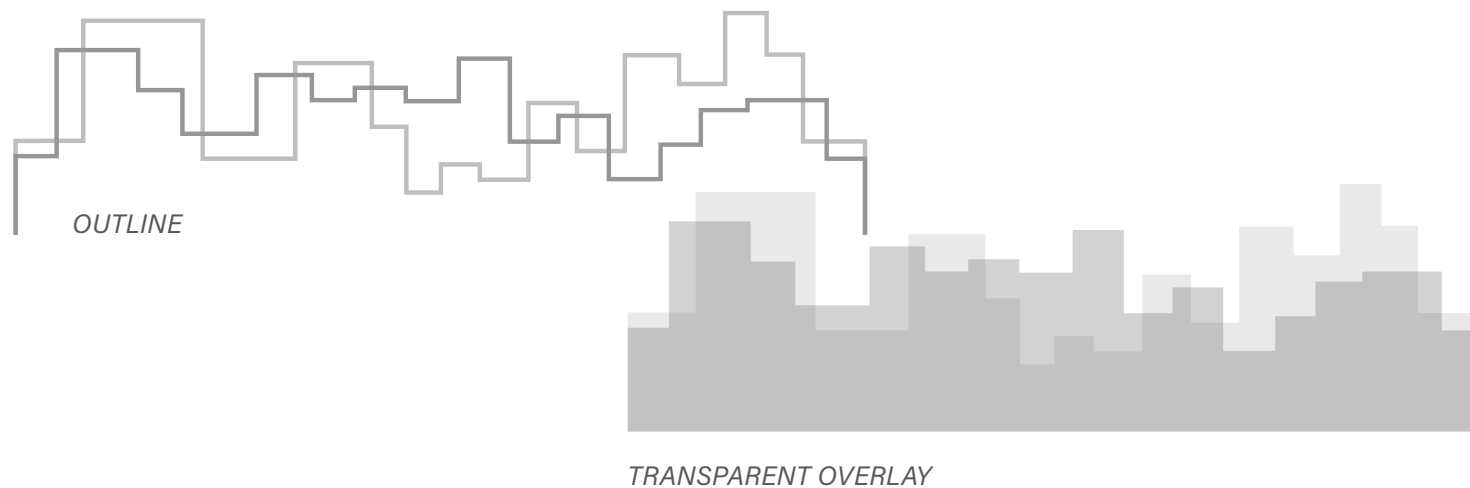
CAMPUS SKYLINE

The Campus Skyline graphic element can be used to complement a layout in conjunction with the rest of the brand elements (logo, typeface, and colour palette). It can be used either in an outlined or transparent overlay format.

MEMO

Good morning,

Lorem ipsum dolor sit amet, vel at facer convenire. Movet menandri qui an. In sit placerat qualisque, iuvaret aliquando pertinacia no eam. An quod mnesarchum pro. Ad nam iudicabit reprehendunt signiferumque. At ius fugit melius omnium, ea viris pertinax antiopam qui.

Viris denique sed ex, quo et illud eirmod accumsan, vix diam tation nominavi id. Ius ne idque contentiones, in eos nemore conceptam, sit solum utroque epicuri in.

Atomorum cotidieque at his, sed civibus theophrastus in, mel eu docendi lucilius. Purto melius debitis ex ius, ad cum solet semper vulputate. Mel id ceteros tractatos. Nusquam accusata nominati has et, sea amet minim rationibus id, essent delenit qui an.

Sincerely,

Name
Title
Phone Number
Email
Campus Inc.

CAMPUS

Date

Name
Title
Address
City, Province

Attention:

Re: Subject

Dear X,

Lorem ipsum dolor sit amet, vel at facer convenire. Movet menandri qui an. In sit placerat qualisque, iuvaret aliquando pertinacia no eam. An quod mnesarchum pro. Ad nam iudicabit reprehendunt signiferumque. At ius fugit melius omnium, ea viris pertinax antiopam qui.

Viris denique sed ex, quo et illud eirmod accumsan, vix diam tation nominavi id. Ius ne idque contentiones, in eos nemore conceptam, sit solum utroque epicuri in.

Atomorum cotidieque at his, sed civibus theophrastus in, mel eu docendi lucilius. Purto melius debitis ex ius, ad cum solet semper vulputate. Mel id ceteros tractatos. Nusquam accusata nominati has et, sea amet minim rationibus id, essent delenit qui an.

Sincerely,

Name
Title
Phone Number
Email
Campus Inc.

CAMPUS

1510, 150 – 9ᵗʰ Ave SW, Calgary Alberta T2P 3H9 | 403.216.5696 | kdekun@aspenproperties.ca

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Presentation Title

Subtitle Here

CONTENT STYLE

+ Phone numbers are delineated by periods

+ Plus glyphs are to be used for bullet points

+ When referring to any Aspen property, do not use dashes or ordinal indicators (ex. 5th)

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Spring 2020