



# UC Santa Barbara Associated Students



## Rebranding Guidelines:

## Logos, Fonts, Color Palette, & Allowed Usage

All assets are available for download in the  
[AS Logo Google Drive](#).

# Colors:

**ASUCSB Gold**

**HEX: #f09c3c**

**RGB: 240, 156, 60**

**ASUCSB Teal**

**HEX: #38c2d1**

**RGB: 56, 194, 209**

\*ASUCSB Blue is used for  
in-logo text.

Black (#000000) &  
White (#FFFFFF)  
are also allowed.

**ASUCSB Blue**

**HEX: #0076A1**

**RGB: 0, 118, 161**

# Fonts - Standard Logo Usage

**AS**  **UCSB** → brother 1816 bold  
**Associated Students** → brother 1816 bold

 **UC Santa Barbara** → brother 1816 medium  
**Associated Students** → brother 1816 bold

\*brother 1816 is available on Adobe Fonts.

# Fonts - Senate Documents



## ASSOCIATED STUDENTS SENATE

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University of California, Santa Barbara

### Senate Resolution

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## Senate Resolutions and Bills

Avenir Heavy

Avenir Book

Avenir Black

Avenir Book  
recommended

\*Avenir is available [here](#) on UCSB's Brand Guidelines page as well as through the Google Suite (Docs, Slides, etc).

# Fonts - Senate Documents

## Senate Minutes



UC Santa Barbara  
**Associated Students**

**Senate Agenda**

XX Month, 20XX

Minutes Recorded By:

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Black Full-Text Logo

Avenir Black

Avenir Book

Avenir Book  
recommended

\*All Senate document headers and copy are available in full-color and black in the "AS Logos" Google Drive.

# Fonts - Business Cards

## Front



AS Business Card Designs can be ordered at: [graphics.as.ucsb.edu](http://graphics.as.ucsb.edu)

Full Color  
Abbreviated-Text Logo

\*Information on AS Business Cards can be customized. Talk to an AS Graphic Artist for help.

## Back



**Mary Mapache** (*pronoun/pronoun*)  
AS Position  
AS Entity

(XXX) XXX-XXXX  
email@ucsb.edu

Associated Students  
University Center #2537  
Santa Barbara, CA 93106

Blue Full-Text Logo

Avenir Heavy & Light  
Oblique

Avenir Roman

# Logo Versions: Full Text



UC Santa Barbara  
**Associated Students**



UC Santa Barbara  
**Associated Students**



UC Santa Barbara  
**Associated Students**



UC Santa Barbara  
**Associated Students**

The primary Associated Students logo. This version should be used whenever possible, in full color, white, or ASUCSB Blue.

Black to be used primarily for print. No other colors to be used.

# Logo Versions: Abbreviated Text

To be used in instances where the full-text logo will not fit  
(ex. banners, wristbands, fliers, business cards).





# Logo Versions: Without Text



This version of the logo should be used in spaces where no text can physically fit, and for social media (@asucsb profile picture, watermarks on social media posts, etc.).



# Usage Guidelines

Applicable for all UC Santa Barbara Associated Students Logos (without text, abbreviated text, and full text versions).

**Do Not Rotate Logo**



**Do Not Reconstruct or Reorder Logo**



**Do Not Recolor Logo**



**Do Not Change Font**



**Do Not Outline Logo**



**Do Not Warp Logo**



# Usage Guidelines Continued

Applicable for all UC Santa Barbara Associated Students Logos (without text, abbreviated text, and full text versions).

**Do Not Integrate Logo into Text**



**Do Not Place Text or Images Over Logo**



**Do Not Change Size Relationship**



Questions/Concerns? Check out [as.ucsb.edu](http://as.ucsb.edu) for more info!