



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



*brother 1816 is available on Adobe Fonts.

Fonts - Senate Documents



ASSOCIATED STUDENTS SENATE

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

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



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: Stacked

To be used in instances where logo needs to fit into an even more condensed space.



AS UCSB
Associated Students



AS UCSB
Associated Students



AS UCSB
Associated Students



AS UCSB
Associated Students

Logo Versions: Without Text



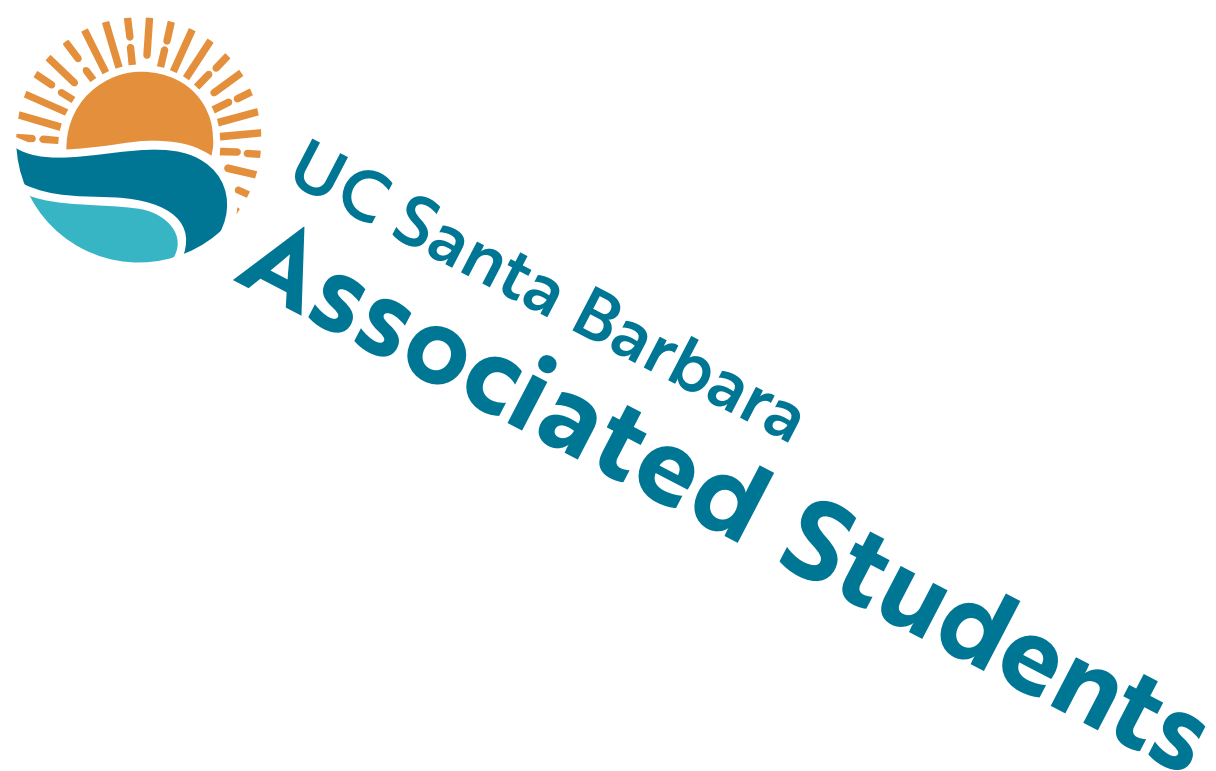
This version of the logo should be used in spaces where no text can physically fit, and for social media (@asucsb profile picture, watermarks on social media posts, etc.).



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 for more info!