AMS Logo Redesign 2013
December 4 Council
Recap of the 3 Logo Design Concepts
· as presented to Council on November 6th, 2013

<table>
<thead>
<tr>
<th>Concept #1</th>
<th>Concept #2</th>
<th>Concept #3</th>
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</thead>
</table>
| ![Concept #1 Logo](image1)  
Student Society of UBC Vancouver | ![Concept #2 Logo](image2)  
Student Society of UBC Vancouver | ![Concept #3 Logo](image3)  
Student Society of UBC Vancouver |
Summary of Focus Group Feedback

- conducted November 22-27, 2013

- retain use of “Vancouver” in title
- keep the new symbol of the sun
- rejection of torch symbol
- rejection of the underlined word “of”
- keep new Lucida “AMS” and Student Society of UBC Vancouver
- retain current AMS Pantone blue and new gold
- keep full, rounded crest
- keep “Est.1915” in crest

Result: concept #2 chosen to be developed further - with modifications
Focus Group Takeaways

- use the rounded shield, with a thicker border than the G+W treatment, yet thinner than presented in concept #2

- retain the newer version of the sun, but reduce the difference between the two varieties of ray length, and increase the distance of white space around inner circle

- slightly decrease size of “Est.1915” to increase focus on “AMS” inside the shield

- retain the current Pantone blue and adopt the new Pantone gold colour as a secondary colour

- adopt the new Lucida typeface as primary family

- retain “Vancouver” in title
Final Concept
Student Society of UBC Vancouver
Varieties of use:

- one-colour and left/right justification styles
Applications

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Kind regards,

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Options for Moving Forward

- keep current AMS logo
- adopt the proposed Glasford & Walker logo
- adopt the redesigned logo presented here