AMS Logo Redesign 2013
Assignment Parameters

- in 2011 Glasford & Walker developed a new AMS logo
- this logo has not been implemented
- an in-depth look into our options was requested
- three options for moving forward will be presented
- feedback can be passed along to the focus group
Current AMS Logo and the 2011 Glasfurd & Walker rebrand.
Survey & Council Focus Group Results

Surveys were sent to:
- a cross section of students, 293 responded
- all internal staff, 41 responded

A 7-member focus group was appointed and provided feedback
Our Rebranding Objectives

· retain the shield but modify to be more engaging/fun
· keep “Est.1915” and move into dimensions of shield
· use full title “Student Society of UBC Vancouver”
· keep underlined “of” to add an element of interest and visually break-up “Student Society” block of text
· keep “ams” in lower-case and choose a more suitable (and economical) serif typeface
· review the use of Pantones 541C and 874C
Concept #1
Varieties of use:
one-colour and justification options
Concept #2
Varieties of use:
one-colour and justification options
Concept #3
ams
EST. 1915

Student Society of UBC Vancouver
Varieties of use:
one-colour and justification options
Feedback

Feedback can be directed towards members of the Focus Group:

Caroline Wong
Matthew Duguay
Lauren Telford
Armin Rezaiean-Asel
Cole Leonoff
Aaron Bailey
Sean Gallagher