Brand Guidelines
When students thrive, everyone wins. Our university is smarter; the learning deeper, the discoveries richer. When their needs are met, tomorrow’s leaders can focus on what they do best: creating a better future for us all.

That’s why we’re here: to be of service to students. We serve the full picture of student life. We make it safer, healthier, affordable and accessible. More fun, more social and more fulfilling. We build community and help others find their people. We make a big university feel small: a place where we all belong.

We do more than most will ever know, but that’s how it should be. Not all needs are the same. Where some see a campus, we see human beings with diverse backgrounds and different priorities. One thing never changes, though: if you’re a student, you’re one of us and we’re here for you.

We show up; we speak up: the collective voice of students. The more of us who engage, the louder our voice and the greater our impact will be. We’re student led, student focused and always Students First.
Logo
Elements & Versions

The sun is and always has been a core element of the UBC logo and the previous AMS logos. Its inclusion retains the historical link between UBC and the student organization - especially when the logo appears on collateral that leaves or is external to the campus. A symbol of warmth, growth, and authority, it aligns with the core values of the AMS. Our wordmark appears in lowercase, as the rounded nature of the letter forms help position the organization as friendly, inclusive, and inviting.

Our logo can be set horizontally or vertically, whichever works best with your design. It can also appear in blue or white, whichever is most clear on your background colour or design.
Size & Space

We like our logo to be easy to read. Keep the size legible and always give it breathing room. How much space does the logo need, exactly? Half the height of the sunburst icon, on every side.

**Watch the Details**

1. Don’t squish or skew our logo.
2. Don’t place our logo on a cluttered background.
Colour Palette
Our palette of colours are inspired by the traits we aim to be. The hues of blue allude to trust, and captivate feelings of loyalty, responsibility, and integrity. The powerful and energetic red motivates us to take action and empower our students.
Typography
Our Favourite Fonts

Our headline typeface, Syne Bold, is a bold geometric sans serif. Its wide width gives it added personality. Supporting this typeface is Proxima Nova, which can be utilised for subheads and body copy. The many weights and styles of Proxima Nova offer legibility and flexibility. *(Open Sans can substitute Proxima Nova, but every effort should be made to source Proxima Nova first.)*

We don’t use serif fonts often, but sometimes we use Space Mono as an accent font. The nerdy charm and awkwardness of this typeface perfectly reflects the honesty of the AMS and the reality of student life.

Syne Bold, Space Mono and Open Sans are available from Google Fonts. Proxima Nova is available from the web and Adobe Fonts.

Syne Bold

Proxima Nova
Proxima Nova Regular
*Proxima Nova Italic*
Proxima Nova Semibold
*Proxima Nova Semibold Italic*
Proxima Nova Bold
*Proxima Nova Bold Italic*

*(Open Sans can substitute if Proxima Nova is not available on your computer)*

Space Mono
Advocacy with attitude.

Campus life.

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Photography
Our photography captures an unfiltered view of student life. Photographs may use one of two techniques: natural tones with subtle contrast or flash photography with harsh highlights and shadows. This range will provide a balance of professionalism and authenticity.
Graphic Elements
Iconography

As a supporting graphic element, icons can be included that support the messaging of a particular execution. Stick to using flat icons with a clean and minimal design.

thenounproject.com

Vector icons that are free to use if the creator is attributed.
Boxes and lines can be used to structure and divide content, creating spaces for headlines, subheads, and supporting copy.

Photography may be used inside a frame, or as a background.

Emphasis can be added through the addition of a dimensional inset frame; this technique is helpful to draw attention to photography or headline blocks.
Applications
NEVER WALK ALONE

Home is where the safe walk is.

Get home with a greater sense of security.

ams
ams.ubc.ca
If ramen is your bread & butter, we can help.

ams.ubc.ca
FORGET B.

Get from A to A+ with UPass

ams.ubc.ca
Win a whole semester’s worth of coffee.

How to enter?

Nulla sollicitudin turpis id lacus, non maximus mollis. Mauris vehicula semper nisl, et bibes ex ultrices.

ams.ubc.ca
Win a whole semester’s worth of pizza.

How to enter:
Nullam sollicitudin turpis id lorem maximus mollis. Mauris vehicula semper nisl, et nibus ex ultric.

#studentsfirst

Subcams

ams.ubc.ca
If you ever have any questions, just ask:

COMMUNICATIONS@AMS.UBC.CA