

Blue Star Welcome Week



Creative Vision and Brand Standards



Creative Vision and Brand Standards

Elements

Chapter Logos and Lockups*



Blue Star Welcome Week official logo (Primary)



Blue Star Welcome Week official logo (Reverse)



Blue Star Welcome Week logo w/year (Primary)



Blue Star Welcome Week logo w/year (Reverse)



Blue Star Welcome Week logo w/dates (Primary)



Blue Star Welcome Week logo w/dates (Reverse)

Design Elements



House with BSF Star Icon color options (Primary)

House with
BSF Star Icon
(Reverse)

*All BSF logo standards ([detailed here](#)) apply to all assets in this vision board.



Creative Vision and Brand Standards

Elements, continued

Color palette



BSF Royal Blue
CMYK: 93, 75, 0, 0
RGB: 37, 85, 166
HEX: 2555A6



BSF Bright Blue
CMYK: 71, 6, 4, 0
RGB: 0, 181, 226
HEX: 00B5E2

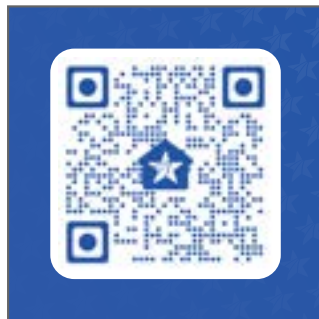


BSF Bright Yellow*
CMYK: 7, 10, 89, 0
RGB: 241, 215, 57
HEX: F1D739

QR Codes*



QR code (Primary)



QR code with rounded corners on bounding box

*All QR codes MUST be created by the Design department

Fonts

Lato Black

Headline

Lato Regular

Body text

Tahu!

*Accent only; use very sparingly

Photography

Bright, warm, vibrant, positive, diverse, high-resolution, well-lit





Creative Vision and Brand Standards

Partner Logo Integration

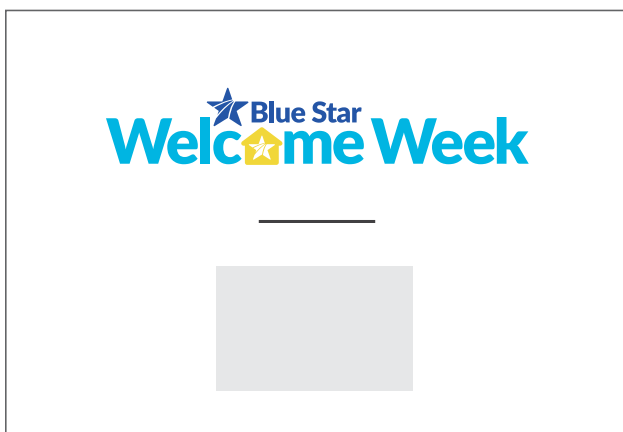
Logo Lockup



Blue Star Welcome Week partner logo lockup template



Blue Star Welcome Week partner logo lockup template (reverse)



Blue Star Welcome Week partner logo lockup template alternate



Blue Star Welcome Week partner logo lockup template alternate (reverse)

*All BSF logo lockup standards ([detailed here](#)) apply to all assets in this vision board.