

# Adoption of Official Branding

(By-law No. GB-2023-01)

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A by-law of the Rideau Students' Union respecting the need for a branding framework with respect to how the union identifies itself.

Enacted by the Rideau Students' Union general membership at its meeting of February 21st, 2023.

The Executive of the Rideau Students' Union enacts as follows:

## Part I - Definitions

### Section 1

In this by-law,

**“Colour Palettes”** are a collection or collections of colours, tones, and shades, which are collectively used by the union to brand itself, and represent its identity, excepting for the purpose of differentiating it in a noticeable way; (Palette de Couleurs)

**“Executive Branch”** the Executives of the Union, its Presidents and Vice-Presidents, and its Gubernatorial staff who may from time to time serve; (Branche Exécutive)

**“Formal Logo”** is defined as a logo whose primary purpose is in the context of a formal setting, such as on official documents, seals, or any other situation deemed formal; (Logo Formel)

**“Logo”** is defined as a symbol, emblem, design, or mark used by the union and adopted in its branding to identify itself and differentiate it from other organizations or individuals; (Logo)

**“Leadership”** the Executives of the Union, its Presidents and Vice-Presidents, and its Gubernatorial staff who may from time to time serve; (Direction)

**“Motto”** is a short sentence or phrase which encapsulates the beliefs, ideals, or goals of the union; (Devise)

**“Offices”** are the decision-making or normal operating leadership sub-groups of the union, including sections and ministries of the union whose purpose is to deal with operations of any kind of the union, including administrative, technological, or miscellaneous factors; (Cabinet)

**“Rideau Blue”** refers to the shade of blue identified by hexadecimal colour 0D65FA; (Bleu Rideau)

**“Standard Logo”** is the logo used by the union in its main branding and publicly-facing rapport-building initiatives, for all purposes except those deemed of a formal matter or relating directly and exclusively to the executive branch of the union; (Logo Normal)

**“Union Cerulean”** refers to the shade of blue identified by hexadecimal colour 327AF1; (Céruléenne Union)

**“Union Sky”** refers to the shade of blue identified by hexadecimal colour 72B2FD; (Ciel Union)

**“White”** refers to the shade identified by hexadecimal colour FFFFFFFF; (Blanc)

## **Part II - Interpretation**

### **Section 2**

Except as otherwise indicated, in the event of any conflict between the provisions of this by-law and a provision of another by-law or administrative instrument, the more restrictive provisions shall prevail.

### **Section 3**

Unless otherwise defined, the words and phrases used in this by-law have their normal and ordinary meaning.

### **Section 4**

The headings and subheadings used in this by-law are inserted for convenience of reference only, form no part of this by-law, and shall not affect in any way the meaning or interpretation of the provisions of this by-law.

### **Section 5**

Unless the context requires otherwise, or a number is used to modify the term, references to items in the plural include the singular, and words imparting the feminine gender shall include the masculine.

## **Part III - Branding Palettes**

### **Section 6 - Application**

The Rideau Students' Union's colour palettes may be used by the union, and its representative parties to brand itself and create a clear and concise identity.

As a general guideline, the union should use Rideau blue as its primary colour, and is recommended to accent it with an additional colour, such as white as a contrast, or union cerulean or union sky to compliment.

## **Part IV - Standard Logo**

### **Section 7 - Application**

The Rideau Students' Union's Standard Logo is to be wherever the union wishes to identify themselves in any way, including to recognize the body of members, leadership, or otherwise. This logo can be used to identify or refer to the Rideau Students' Union in any way, and to differentiate it from others, while representing its brand identity at a glance.

The union's logo can be used whenever one wishes to refer to or reference the student union. This is not limited to union membership or any other status. This does not however permit the logo's use in any content deemed as defamation, libel, or slander, or to imitate the union's membership, leadership, or any other body in any way.

The standard logos are attached in full colour format, in its original classic form and in an inverted colour-palette (ANNEX I).

## **Part V - Formal Logo**

### **Section 8 - Application**

The Rideau Students' Union's Formal Logo is to be used in places where the union deems it necessary to not otherwise represent it with the use of its standard logo. This is the case for formal documents, union seals or seals of the union's offices, medals and honours, formal public presentation elements, or other settings deemed applicable by the union's leadership.

The union's logo should not be used by unofficial parties, not by individuals or organizations that do not represent the leadership, collective democratic body, executive branch, or offices of the Rideau Students' Union.

A crest for the Rideau Students' Union should be used when a full format uncondensed logo is necessary.

The integrated motto and organization banderole is recommended in use when locating the same information elsewhere is not possible, or a condensed logo is necessary.

The formal logos are attached in full colour format, as a shield, as a shield with crest, as a shield with banderole, and as a shield with banderole and crest (ANNEX II).

## **Part VI - Motto**

### **Section 9 - Declaration**

The Rideau Students' Union is to adopt an official motto, which may be used in some formal contexts, or when referencing or informing regarding the union.

This motto is to read as follows;

- a. Discipuli pro crastinum melium

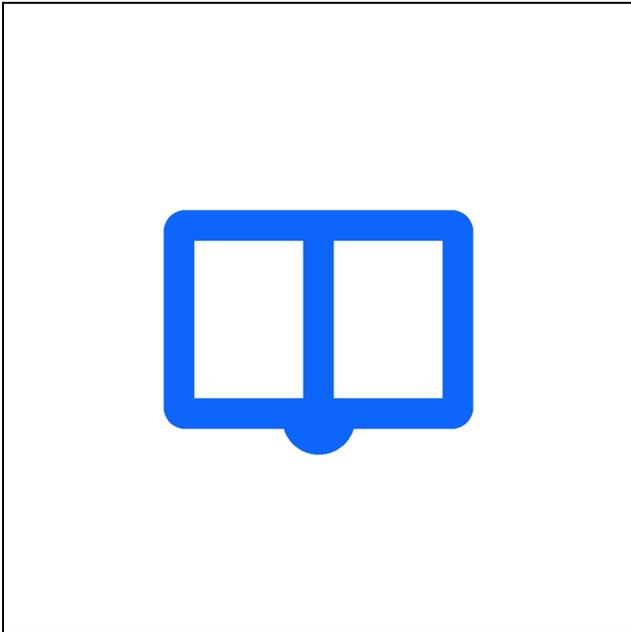
Which translates in Latin, to

- b. Students for a better tomorrow

# Annex I

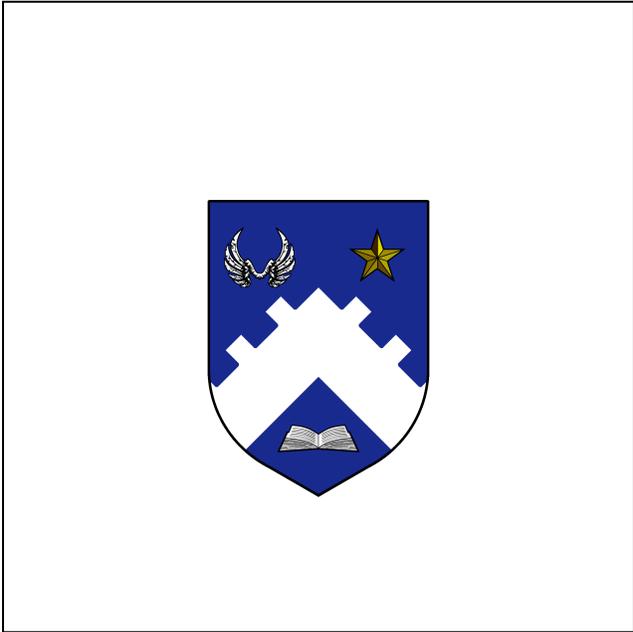


(Figure 1) Standard Logo, Classic

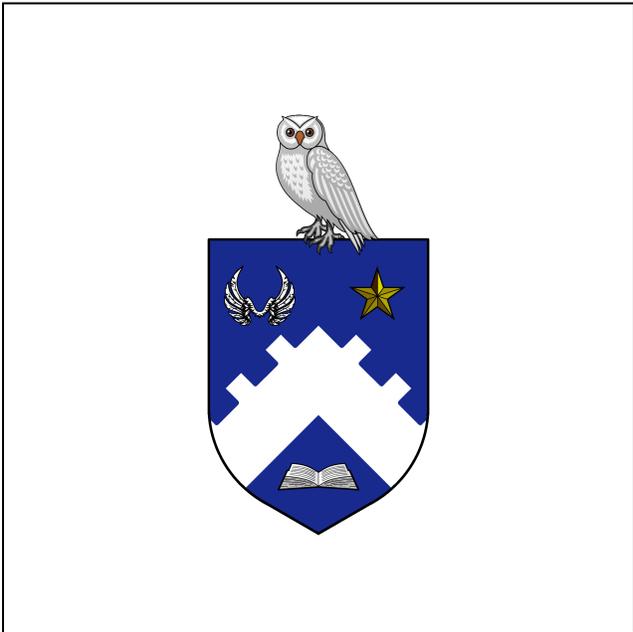


(Figure 2) Standard Logo, Inverted

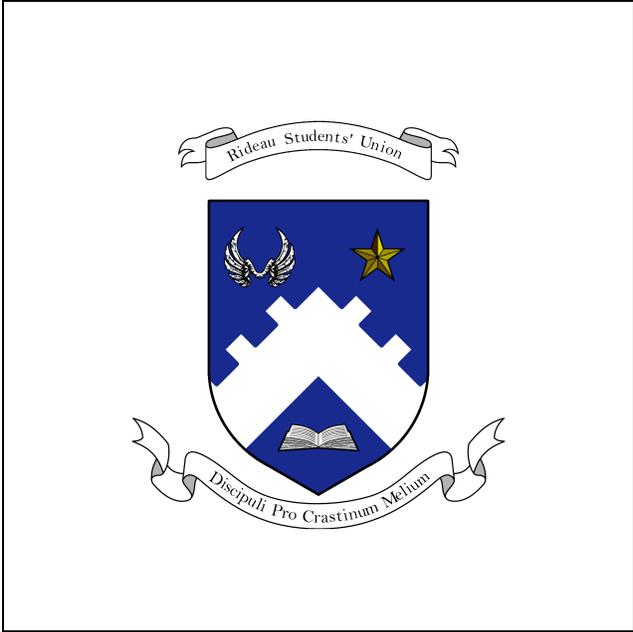
# Annex II



(Figure 1) Formal Logo, Shield



(Figure 2) Formal Logo, Shield with Crest



(Figure 3) Formal Logo, Shield with Banderole



(Figure 4) Formal Logo, Shield with Banderole and Crest