



HUMBER POLYTECHNIC UNDERGRADUATE ENGINEERING SOCIETY

BRANDING COLOUR GUIDE

JANUARY 2026

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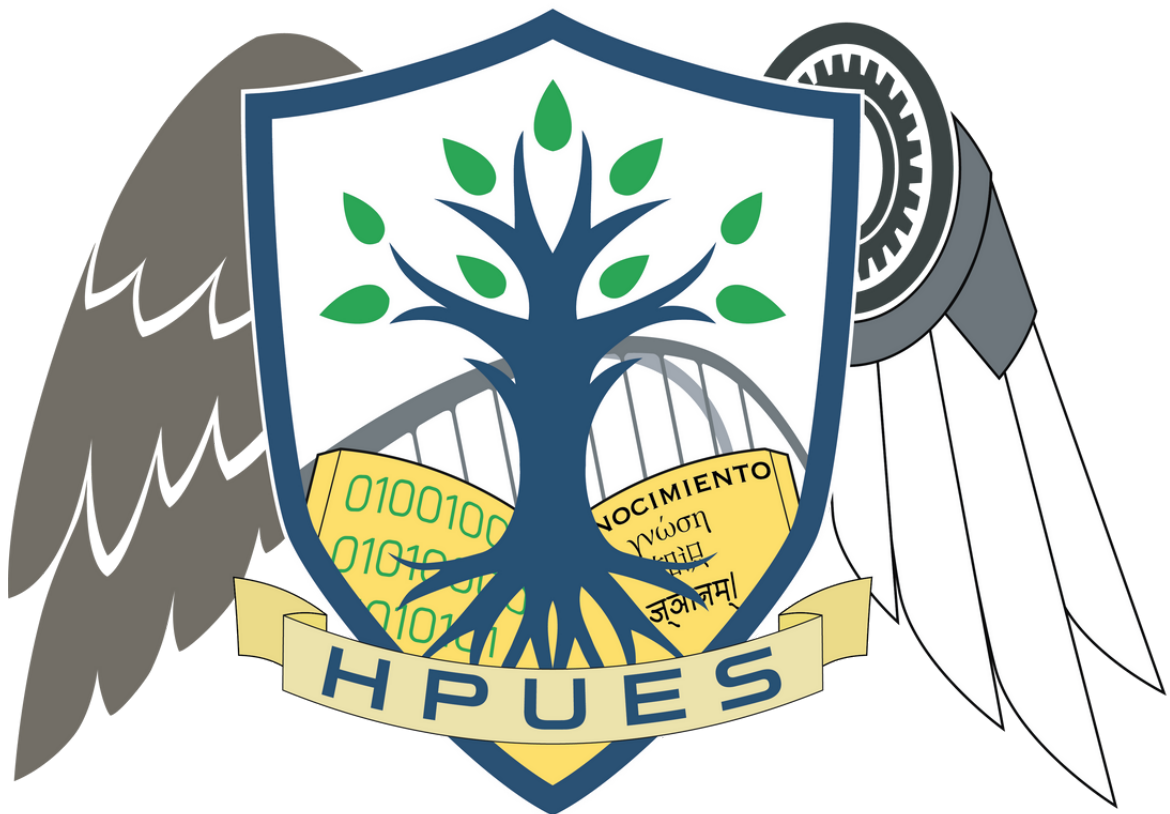
accessibility?

contents

logo

01. format & colours

PRIMARY



HPUES BRAND & COLOUR GUIDE
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MONOCHROME

BLACK

NO BANNER

good
logo
use

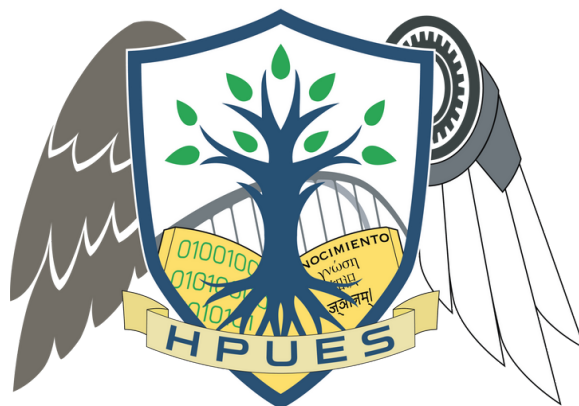
02.

MINIMUM SIZE

The logo should not be present on any document, website, or embed smaller than 1.5 inches in width.



FREE SPACE



The logo should not be covered, overlapped, or be placed in crowded space on a document, website, or embed.

do not...

....alter the logo in **any** way regardless of purpose;

....input into a generative AI model for any purpose;

....separate logo elements, such as wings, shield, etc. from the illustrator file;

additional rules and/or amendments may be added at any time.

03. colour palettes

PRIMARY

The primary HPUES colours will be used as the main brand standard.



SECONDARY



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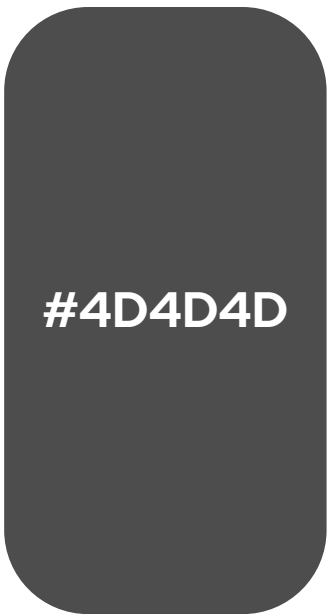
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NEUTRALS

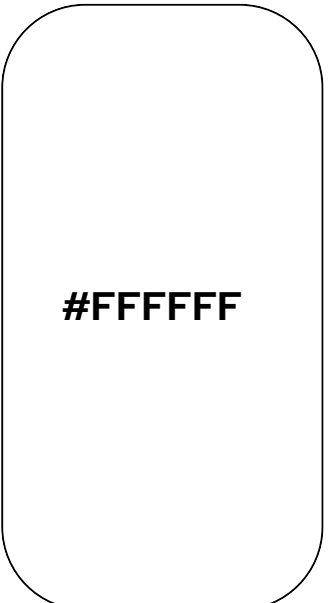
Use for balancing graphics, media, etc.



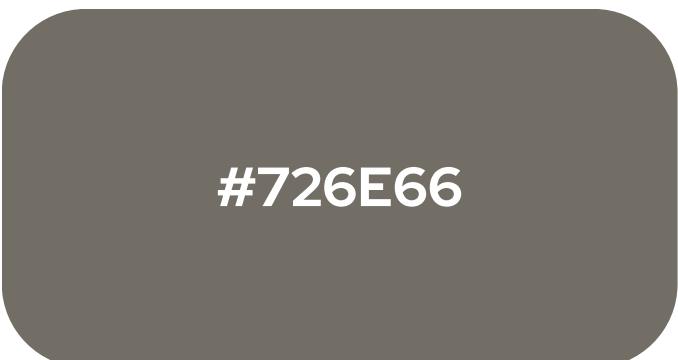
#221E1F



#4D4D4D



#FFFFFF



#726E66



#D9D9D9

04.

font
faces

PRIMARY

Use these for titles, headlines, the “main” idea.

DM Sans Bold DM Sans Bold

DM Sans DM Sans DM Sans DM Sans

SECONDARY

Use for accenting, milder graphics, and subtitles.

PT Sans Bold PT Sans Bold

PT Sans PT Sans PT Sans PT Sans PT Sans

TERTIARY

Use for text, information headers and footers

Red Hat Display Bold

Red Hat Display Red Hat Display