



CAMPUS

Branding Guide

Color Numbers

A7CCD5

8A9094

Font

Gill Sans MT Condensed

QUANTUM

We chose these fonts to convey the sides of our business, Gill Sans is a more common and widely used font.

Gill Sans is recognizable and readable, to show the ease and simplicity of our company.

We mirror our more creative side with Quantum.

Quantum is a hardly used font showing our desire to be different from our Competitors.

Logo



CAMPUS

CAMPUS

Logo

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The campUS logo uses a soft and simplistic color palette to show are attention to even the smallest of detail.

The cuts in the lettering symbolize the streets and walkways of a college campus, to show how connected we are with the community of fresh and pre existing college students that we are marketing to.



The CampUS Symbol resembles a pillar fronted building to show power and style, while also hiding a light blue M in the full logo.

This symbol alone could proudly represent our company, However without the full logo it might not be understood correctly

Company Overview

CampUS is an S-corporation that is located in the town of Cary, Illinois. Founded in September 2018, the team at CampUS sought to provide a fresh take on the daunting college search process.

CampUS has solved the recurring issues that college bound students face on an easy to use website.

CampUS provides an easy user experience and offers resources that help in every step of the way.

The CampUS website offers:

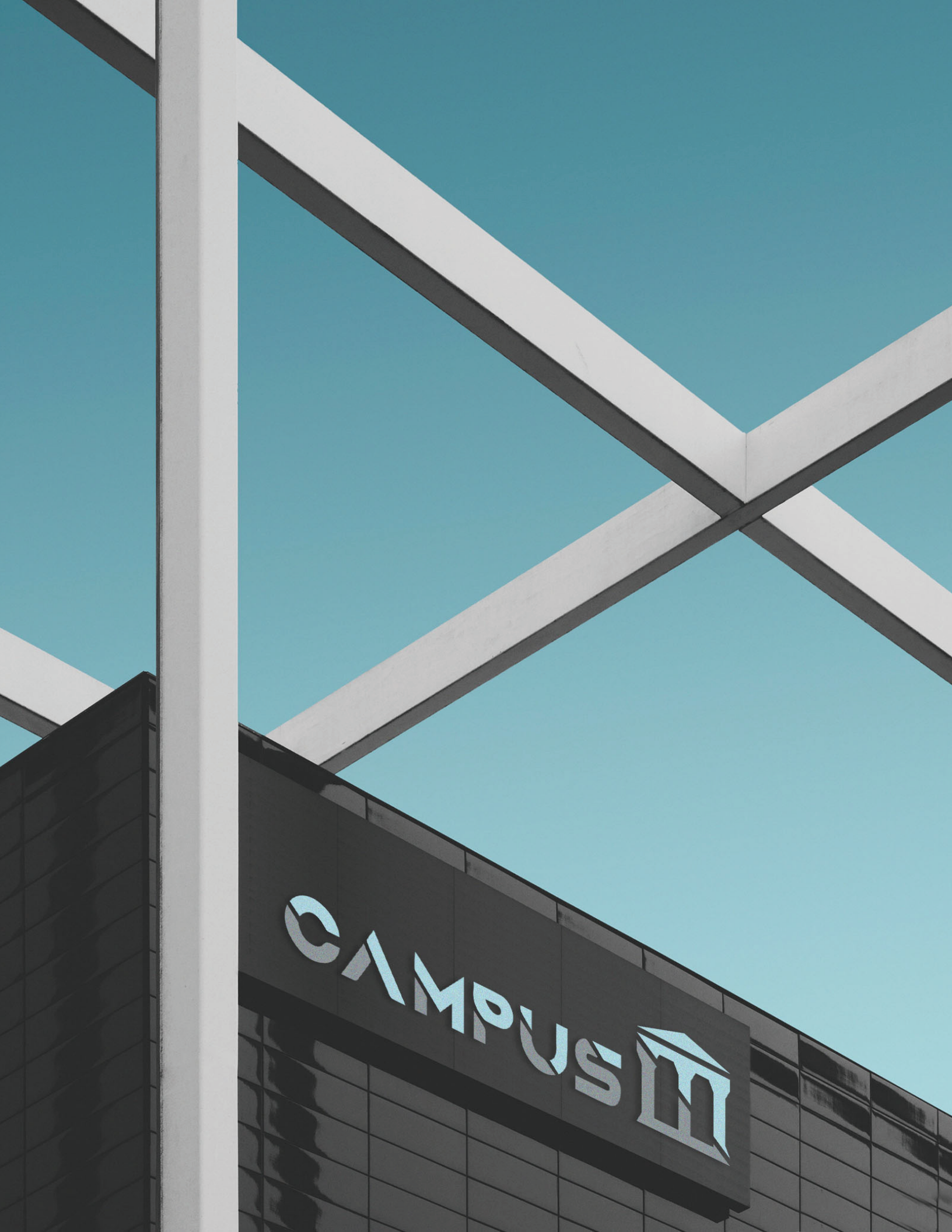
- Virtual tours of the school
- Opportunities to chat with current students.
- Trending products at each individual college.

Knowing what types of dorm decor, clothes, games, and other products to get before you leave will give you the confidence that you will fit into the culture of the school from day one.

Our main objective is to offer an easy, holistic way for students and parents to research and access colleges by eliminating the hassle of time and travel costs.

Our company hopes that future college students find a comfortable and easy way to set in stone a path for their future.



The image features a low-angle shot of a modern building with a dark, textured facade. A large, white, three-dimensional logo is mounted on the building. The logo consists of the word "CAMPUS" in a bold, sans-serif font, followed by a stylized icon of a classical building with three columns. The building is partially obscured by a white structural element on the left and a large, white, X-shaped architectural feature in the upper right. The sky is a clear, bright blue.

CAMPUS III

Business Card



Twitter



@CampUS

Instagram



@CAMPUSVEI

