



**WUSA**  
**Food Support**  
**Service**

# **Brand Guideline**



**A confidential service providing assistance and food hampers** to members of the UWaterloo community experiencing food insecurity.



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## What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of Food Support Services (FSS)'s brand. With user experience as a top priority, this document takes a more visual and holistic approach to laying out the brand of FSS, and in doing so includes dedicated sections for brand elements such as imagery, typography, and logos to name a few. In addition, this document includes a section with examples of brand application to better help users visualize the brand in real world applications.

## Who is this for?

This brand guidelines document is primarily for graphic designers to understand FSS's brand and use this information to design creative marketing collateral that follow design principles and best practices. Furthermore, this document can also be used by Service Coordinators and Service Executives to understand the brand identity of FSS, and all the visual elements that it encompasses. Finally, this document serves as a fun and engaging reference guide for any student or staff interested in learning more about the service's brand and the story behind it!



# Logo

The FSS logo includes an icon consisting of some of the items the service offers to the Waterloo students. It also includes the WUSA logo to clearly show the FSS is run under WUSA.

## Primary



Use whenever possible against light background.

## Secondary



Light version: to be used against dark background.



Monochrome version: to be used primarily for printed merch, where colours are limited.

## Improper Usage

Please do not use the logo in the following manner:



Do not skew/ stretch.



Do not change the colours.



Do not rotate.



Do not add extra elements.



Do not modify the type.



Do not outline/ add shadows.

## Clear Space



Ensure there is enough empty space surrounding the logo.

x= height of bag

## Collaboration

When creating materials for events held with another service, use the logo in the following manner.



Side by side; ensure they are the same size.

# Typography

The typography currently used for WUSA's overall brand will be applied to all the Student Run Services: Museo Sans Rounded, Museo Slab, and Petersburg.

Primary

# Museo Sans Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Aa** Aa Aa Aa  
900 700 500 300



A modern and clean sans serif font that is slightly rounded to give an approachable slightly casual feel. Comes in different weightings to allow various emphasis as needed.

## Secondary

# Museo Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Aa**   **Aa**   **Aa**  
900   700   500

# Petersburg

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Aa**   ***Aa***   Aa   *Aa*  
Bold   *Bold italic*   Regular   *Italic*

A modern serif font that can be used when we want something slightly more formal. Comes in different weightings to allow various emphasis as needed.

Can be used as decorative accents.

# Colours

WUSA orange is the universal colour across all Student-run Services, which represents warmth, community, and support. Colours from the WUSA brand are then used in combination to make a complete palette.

CMYK 0 31 82 0  
RGB 253 183 73  
HEX #FDB749

CMYK 49 0 28 0  
RGB 106 216 197  
HEX #6AD8C5

CMYK 100 88 39 43  
RGB 17 37 74  
HEX #11254A

CMYK 0 1 100 0  
RGB 255 234 41  
HEX #FFEA3D

## Combinations

Use the following combination to ensure enough contrast.



Accessible



Not Accessible



## Collaboration

When creating materials for events held with another service, use the colours in the following manner.



**WUSA**  
Off-Campus  
Community



**WUSA**  
Food Support  
Service



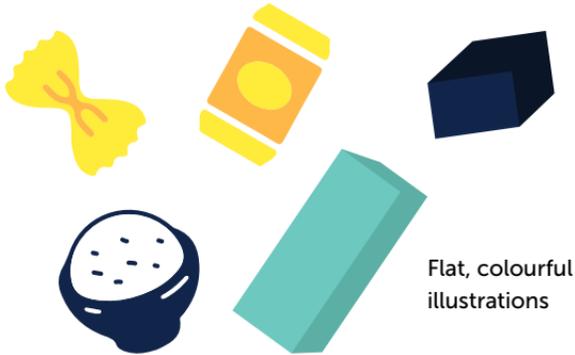
Find the common colours between the two services and make that the dominant colour palette.

Any unique colours between the two will be used as accent colours.

# Imagery

The visual assets including icons, photography style, patterns, and video elements.

## Icons



## Instagram Story Thumbnails

The icons can be used to create a cohesive account.

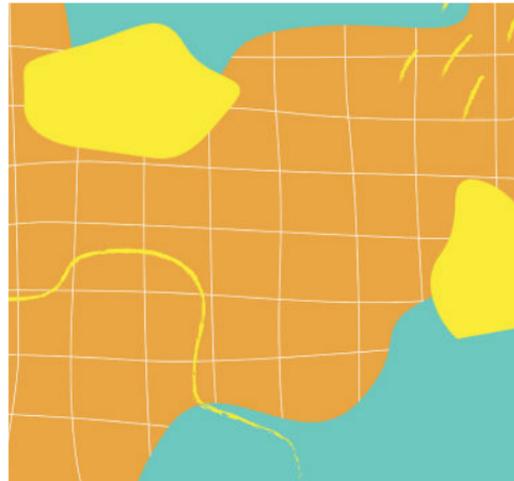


## Thumbnails



Handdrawn lines and blobs accenting photographs

## Patterns



Grid pattern (universal to all services), coloured blobs, textured lines/handdrawn patterns

## Photos

Product photos, volunteer photos, office photos.

Avoid covering people's faces with text.



## Videos

Include features like title card at the beginning of the video, and logo watermark throughout the video.



# Examples

## Social Media



Use textured brushes to add lines, use grid in the background, keep it bright and colourful

Use a mix of illustrations and photographs

## Print



Merchandise



Monochrome logo for printed merchandises



## Signage



## Miscellaneous



