



**WUSA  
ICSN**

**Brand Guideline**

**ICSN strives to make all local, international  
and exchange students feel welcome  
here at the university and the Waterloo  
community.**



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## What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of International Canadian Student Network's brand. With user experience as a top priority, this document takes a more visual and holistic approach to laying out the brand of International Canadian Student Network, 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 International Canadian Student Network'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 International Canadian Student Network, 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!





The International Canadian Student Network logo includes a globe and maple leaf, a recognizable icon for Canada and the world. It also includes the WUSA logo to clearly show International Canadian Student Network is run under WUSA.

## Primary



Used whenever possible against light backgrounds.

## Secondary



Used against dark background.



Monochrome version - use when printing merchandise in 1 colour. Can be in the International Canadian Student Network colours.



Logo with the full name of the service. This can be in the navy, white or other colours of International Canadian Student Network.

## 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

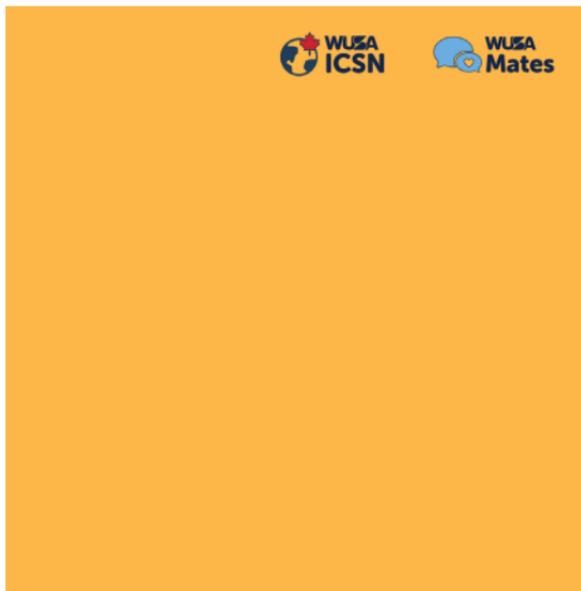


x = height of the leaf

Ensure there is enough empty space surrounding the logo.

## 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.

The background is a solid orange color. In the upper left, a white dashed line curves from the left towards the center. A dark blue airplane is flying from the left towards the right, positioned above the dashed line. Several white, stylized clouds are scattered across the sky. The word "Typography" is written in a large, bold, dark blue serif font, centered horizontally and partially overlapping the dashed line and clouds.

# 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.

## Primary

CMYK 0 31 82 0  
RGB 253 183 73  
HEX #FDB849

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

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

CMYK 0 0 0 0  
RGB 255 255 255  
HEX #FFFFFF



## Secondary

CMYK 13 100 98 4  
RGB 204 33 41  
HEX #CC2129

## Combinations

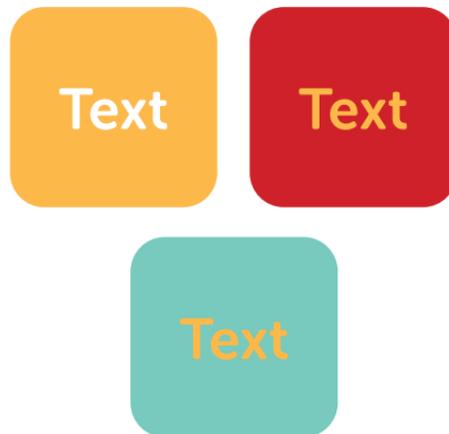
Use the following combination to ensure enough contrast.



Accessible



Not Accessible



## Collaboration

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



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.

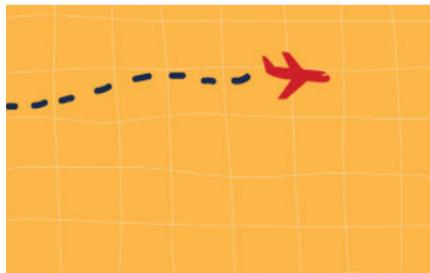


## Thumbnails



Make sure the text is visible. Use shapes or white text with a drop shadow.

## Patterns



Use clouds and airplane icon.

Grid in background - consistent across all services

## Photos

Use photos related to an event.  
Candid photos.



## Videos

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





# Examples

## Social Media



Heavy use of photos to highlight events, and colour overlay.

## Print



## Merchandise



For merchandise use monochromatic logo.

## Signage



## Miscellaneous

Bookmarks, buttons, etc.







