



WUSA

Mates

Brand Guideline

WUSA's one-to-one student peer support program!



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What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of Mates' brand. With user experience as a top priority, this document takes a more visual and holistic approach to laying out the brand of Mates, 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 Mates' 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 Mates, 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 Mates logo includes speech bubbles, a recognizable icon for communication. It also includes the WUSA logo to clearly show Mates 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 Mates colours.

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 1/3 of the speech bubbles

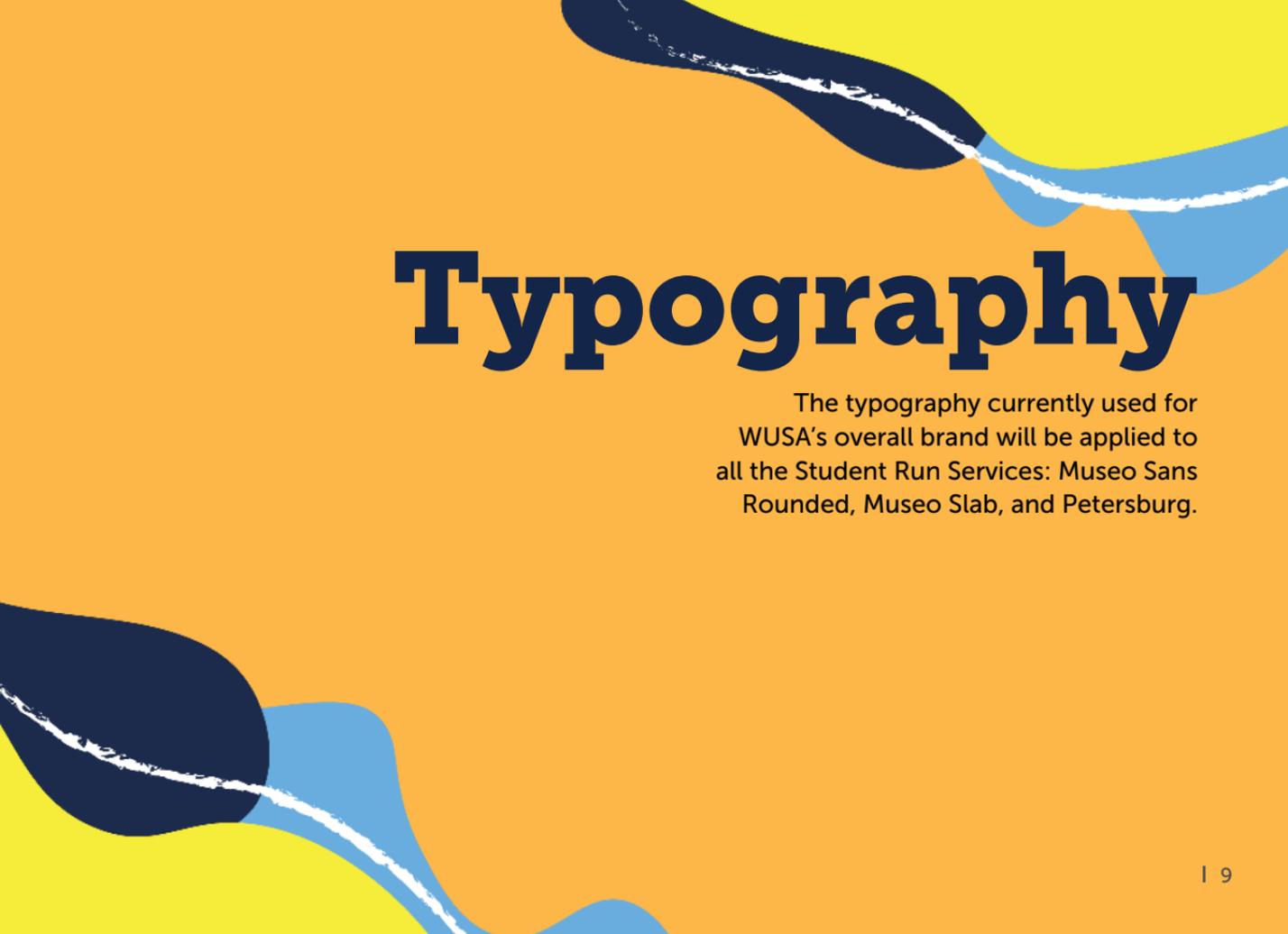
Ensure there is enough empty space surrounding the logo.

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.



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.

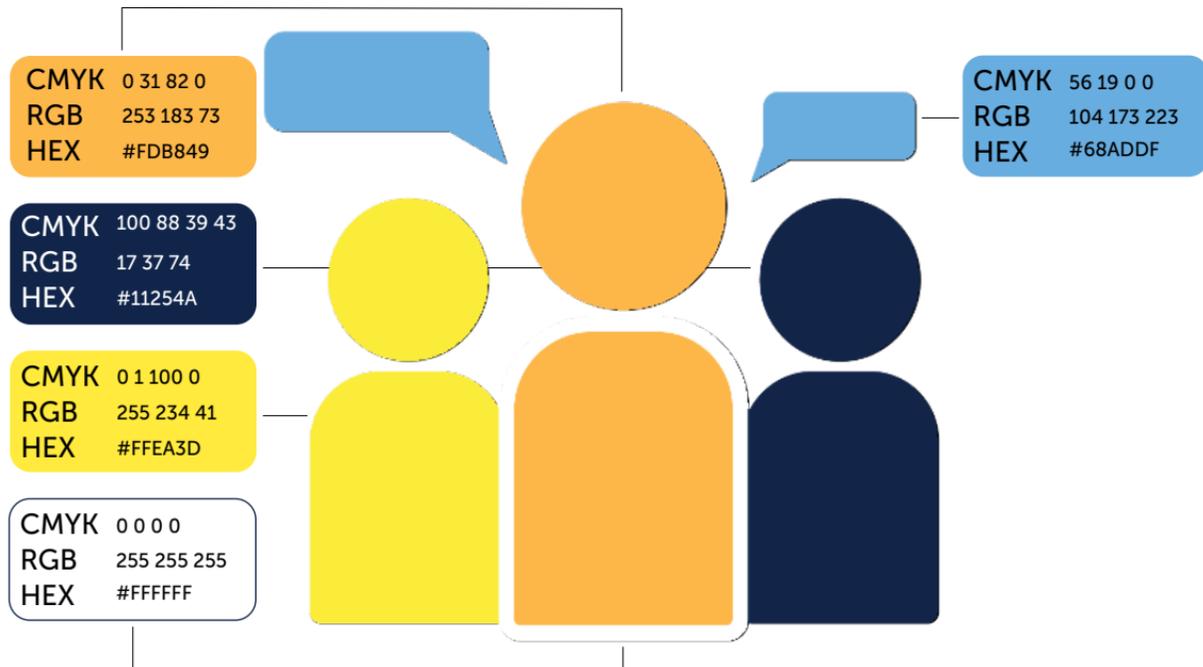
Can be used as decorative accents.

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

Secondary

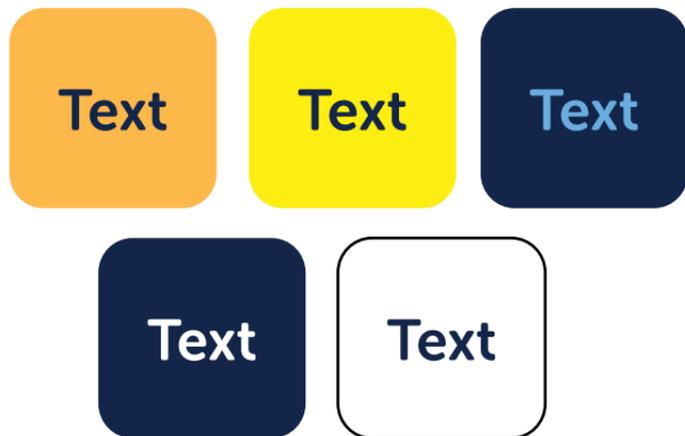


Combinations

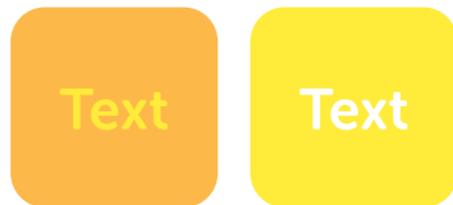
Use the following combination to ensure enough contrast.



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.

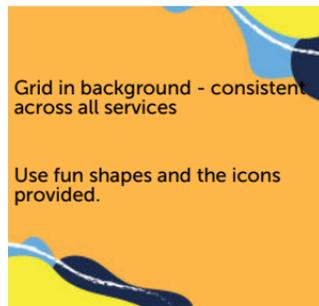


Thumbnails



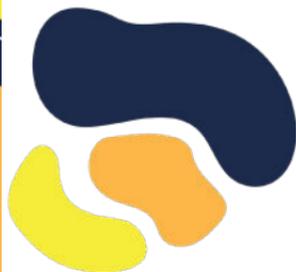
Largely features photographs of people.

Patterns



Grid in background - consistent across all services

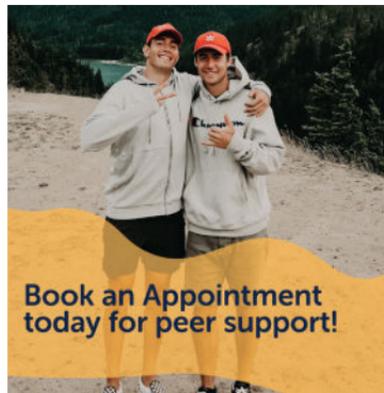
Use fun shapes and the icons provided.



Photos

Spotlights people by using candid 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

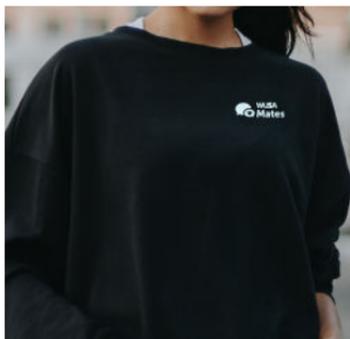


Heavy use of photos with people, and colour overlay.

Print



Merchandise



For merchandise use monochromatic logo.

Signage



**Mates is
OPEN!**

📍 SLC 3221

🕒 Monday and Wednesday : 2:00 - 4:00PM
Tuesday and Thursday : 6:00 - 8:00PM
Friday - Sunday : Closed

Online Appointments
Monday - Friday : 4:30 - 9:30PM

**WUSA
Mates**

The signage features a bright orange background with a white grid pattern. On the right side, there is a photograph of two young men, one with his arm around the other's shoulder. The WUSA Mates logo is positioned in the bottom right corner.



Need support?

**Book an appointment
with Mates for peer
support!**

📍 SLC 3221

🕒 Monday and Wednesday : 2:00 - 4:00PM
Tuesday and Thursday : 6:00 - 8:00PM
Friday - Sunday : Closed

Online Appointments
Monday - Friday : 4:30 - 9:30PM

**WUSA
Mates**

Scan here to register for peer support!

The signage features a bright orange background with a white grid pattern. On the right side, there is a photograph of a young man and woman embracing. A large QR code is located on the left side. The WUSA Mates logo is in the top right corner.

Miscellaneous Bookmarks, buttons, etc.



**WUSA
Mates**

wusa.ca/mates

[/wumates](https://www.facebook.com/wumates)

[@uwmates](https://www.instagram.com/uwmates)

📍 SLC 3102

WUSA
University of Utah
Wellness Center

The miscellaneous items include a bookmark with the WUSA Mates logo and a list of social media links (website, Facebook, Instagram, location) and a QR code. Below the bookmark is a photograph of three people interacting. At the bottom is the WUSA logo.







