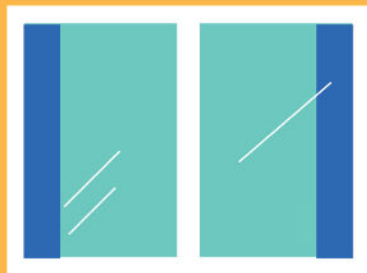
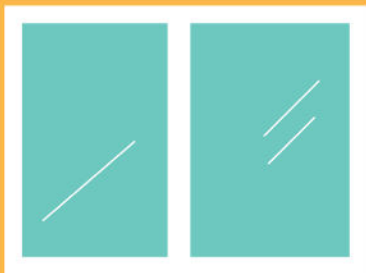
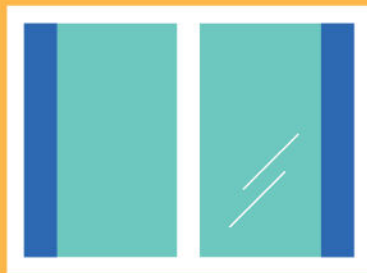
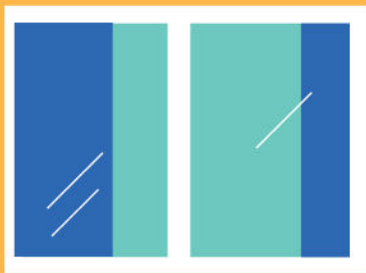
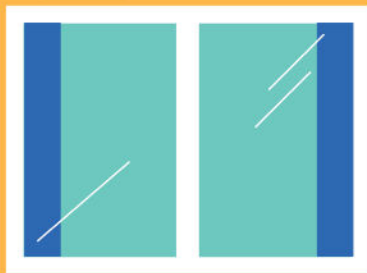




WUSA

Off-Campus
Community

Brand Guideline



A service for all students living off campus, dons are available to help out with adjusting to off-campus living, finding resources, and organizing events to connect students.

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What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of Off Campus Community (OCC)'s brand. With user experience as a top priority, this document takes a more visual and holistic approach to laying out the brand of OCC, 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 OCC'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 OCC, 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 Off-Campus Community logo includes an icon that best represents students living away from campus. It also includes the WUSA logo to clearly show the OCC 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



x= height of building icon

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.

CMYK 85 60 0 0
RGB 46 105 179
HEX #2E69B3

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

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



Combinations

Ensure enough contrast between the text and the background, such as the following:



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
ICSN



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



Thumbnails



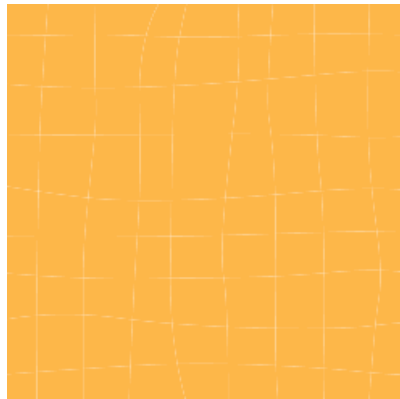
Incorporate icons- avoid covering faces with text.

Instagram Story Thumbnails

The icons can be used to create a cohesive account.



Patterns



Grid patterns
(universal to all
student services)

Photos

Include event photos and groups of people.

Avoid covering people's faces with text.



Videos

Include title card and watermark of the logo throughout the video.



Examples

Social Media



Use grid patterns and incorporate the icons regularly

Mix of photography and graphic elements

Merchandise



Use monochrome logo for merchandise

Print



Miscellaneous

