WUSA
Bike Centre

# Brand Guideline

**WUSA's do-it-yourself bike repair shop!**
Find tools, used parts, and fluids for free.

WUSA Bike Centre

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## What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of Bike Centre's brand. With user experience as a top priority, this document takes a more visual and holistic approach to laying out the brand of Bike Centre, 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 Bike Centre'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 Bike Centre, 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 Bike Centre logo includes a bike wheel, a recognizable icon associated with the service. It also includes the WUSA logo to clearly show the Bike Centre is run under WUSA.

## Primary

Use whenever possible against light background.

## Secondary

Use against dark background; make sure the circle in the middle is still filled.

Monochrome version- use when printing merchandise in 1 colour. Can be in any of the Bike Centre 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.

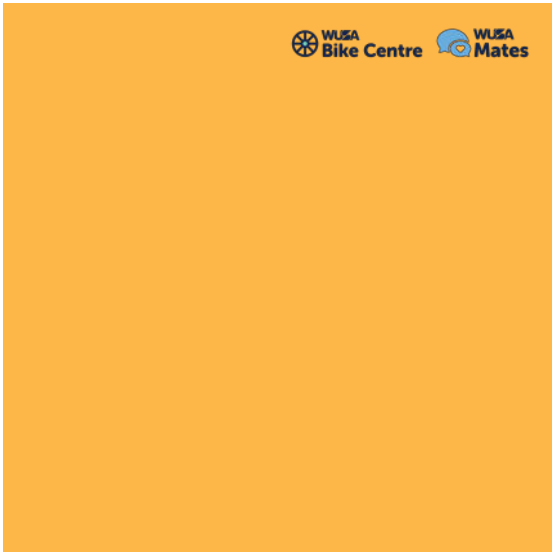
## Clear Space

x= height of the 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** **900**
**Aa** **700**
Aa 500
Aa 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** **900**
**Aa** 700
Aa 500

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.

# Petersburg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

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 #FDB749

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

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

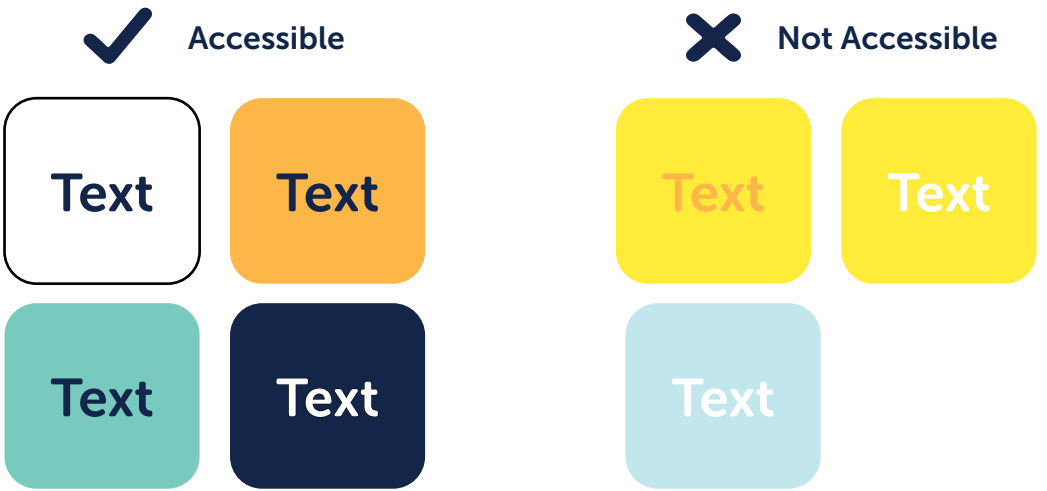
CMYK 0 1 100 0
RGB 255 234 41
HEX #FFEA3D

## Secondary

CMYK 23 0 6 0
RGB 192 230 236
HEX #C0E6EC

## Combinations

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



## Collaboration

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

WUSA Bike Centre

WUSA Off-Campus Community

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

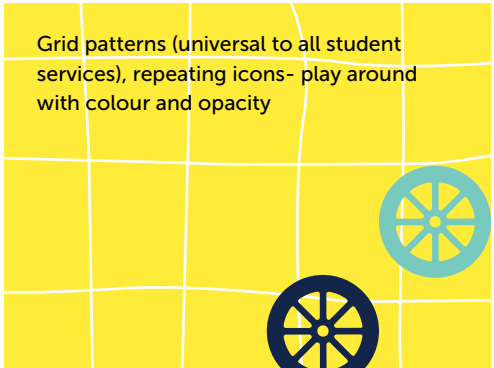
The icons can be used to create a visually cohesive account.

## Thumbnails

Photography-heavy with colour overlay

## Patterns

Grid patterns (universal to all student services), repeating icons- play around with colour and opacity



## Photos

Spotlight community by showing groups of people and bikes.

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 colour overlay

## Print

## Merchandise

Use of monochrome logos for merch

## Signage

Use icons/ vector illustrations for variety

## Miscellaneous

Bookmarks, buttons, etc.

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