



Brand Guideline

Co-op Connection connects students on co-op work terms in the same cities by providing social programming, peer support and information.



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What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of Co-op Connection's brand. With user experience as a top priority, this document takes a more visual and holistic approach to laying out the brand of Co-op Connection, 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 Co-op Connection 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 Co-op Connection, 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 Co-op Connection logo includes four people, to show how co-op connects people. It also includes the WUSA logo to clearly show co-op connection 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 Co-op Connection 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 circle

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

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

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

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



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

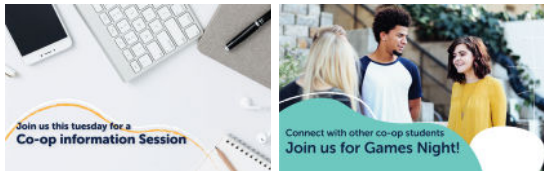


Instagram Story Thumbnails

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



Grid in background - consistent across all services

Add shapes and hand drawn lines.

Photos

Mainly feature computers and desk. Use Candid photos of groups of people.

Avoid covering people's faces with text.



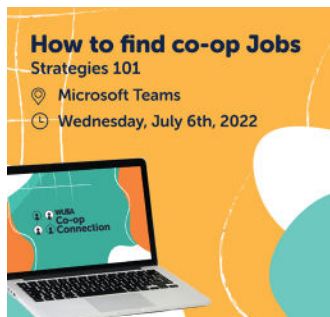
Videos

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 icons, and shapes.

Merchandise

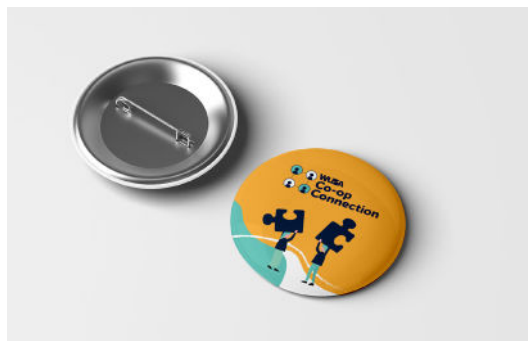


For merchandise use monochromatic logo.

Print



Signage



Miscellaneous

Bookmarks, buttons, etc.

