WUSA Glow Centre
Brand Guideline

Glow is the oldest continually-running university-based 2SLGBTQ+ group in Canada.

They provide a wide variety of peer support, social events, advocacy work, and resources for all sexual orientations and gender identities.

WUSA
Glow Centre

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What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of Glow 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 Glow 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 Glow 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 Glow 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 Glow Centre logo includes six squares with colours corresponding to the pride flag. It also includes the WUSA logo to clearly show the Glow Centre is run under WUSA.

Primary

Use whenever possible against light background.

Use against dark background; ensure white borders around the squares to make sure the colours still stand out.

Secondary

Monochrome version 1: to be used primarily for printed merch, where colours are limited. Never use this version in black/navy.

Monochrome version 2: to be used primarily for printed merch, where colours are limited. Use when the logo needs to be dark.

Expanded version: to be used when the logo will take up a larger space, such as merch or banners. Avoid on digital posts.

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

Ensure there is enough empty space surrounding the logo.

x= height of 1 square

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.

Museo Sans Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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.

Aa **900**   Aa **700**   Aa **500**   Aa **300**

Museo Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa **Aa** Aa
900 700 500

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

Can be used as decorative accents.

Colours

Glow is an exception from the other Student-Run Services; their colours consist of the colours from the pride flag as it is an integral part of their identity. Will incorporate WUSA Orange if the graphic is in display amongst other student services or in collaboration with them.

Primary

CMYK	13 100 95 3	
RGB	204 32 43	
HEX	#CC202B	

CMYK	1 74 97 0	
RGB	239 103 38	
HEX	#EF6726	

CMYK	1 18 99 0	
RGB	253 205 13	
HEX	#FDCD0D	

CMYK	61 0 98 0	
RGB	112 189 70	
HEX	#70BD46	

CMYK	86 60 2 0	
RGB	46 105 175	
HEX	#2E69AF	

CMYK	57 87 2 0	
RGB	132 69 151	
HEX	#844597	

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

Secondary

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

Combinations

Use the following combination to ensure enough contrast.

✔ **Accessible**   ✖ **Not Accessible**

| Text | Text |
| Text | Text |

| Text | Text |

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

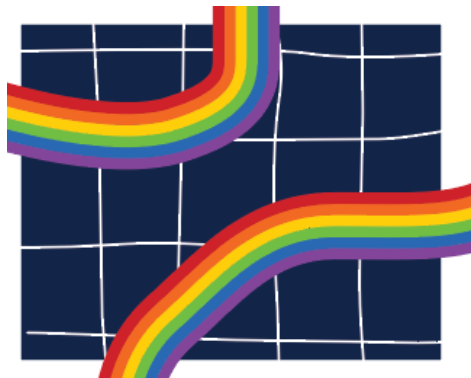Repeating icons in the rainbow colour

Thumbnails

Photography heavy; white text with drop shadow to increase legibility.

Instagram Story Thumbnails

The icons can be used to create a cohesive account.

Patterns

Grid pattern (universal to all services), rainbow motif

Photos

Posed & candid images, including volunteer head shots, members and event 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

Navy blue background to make the colours pop more, with the grid pattern subtly incorporated in the background

Coloured photographs

Print

Merchandise

Use coloured logo or monochrome logos for merch. Although monochrome logos should be avoided when possible for digital materials, printing merchandise will have limitations with colour.
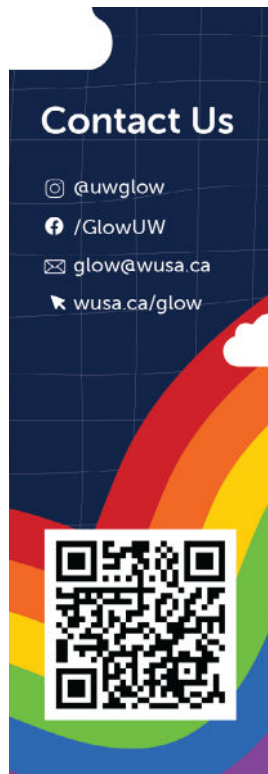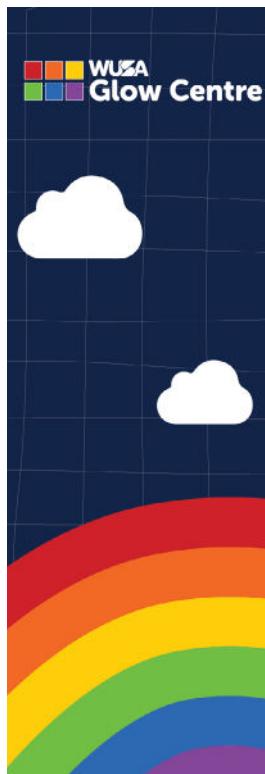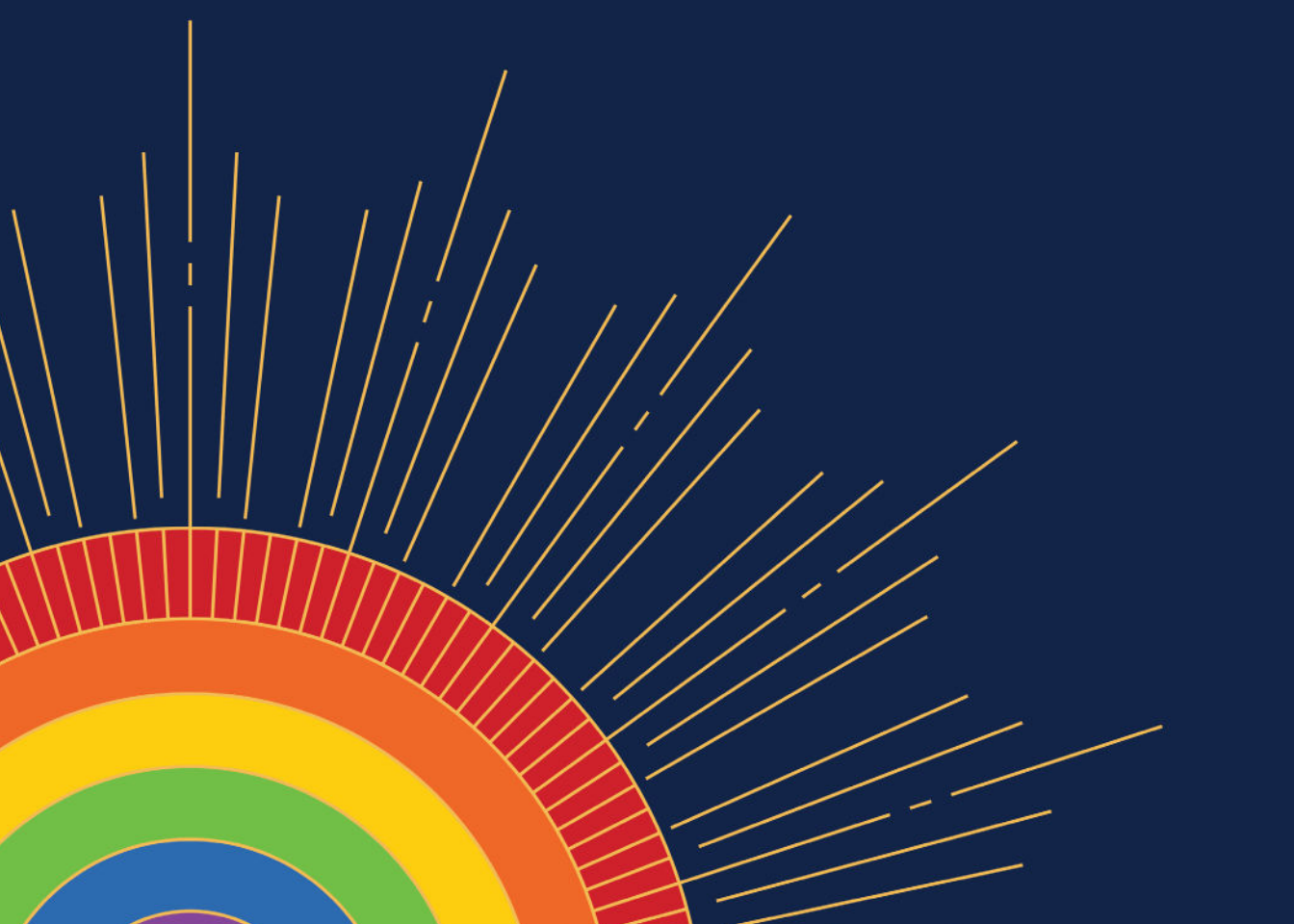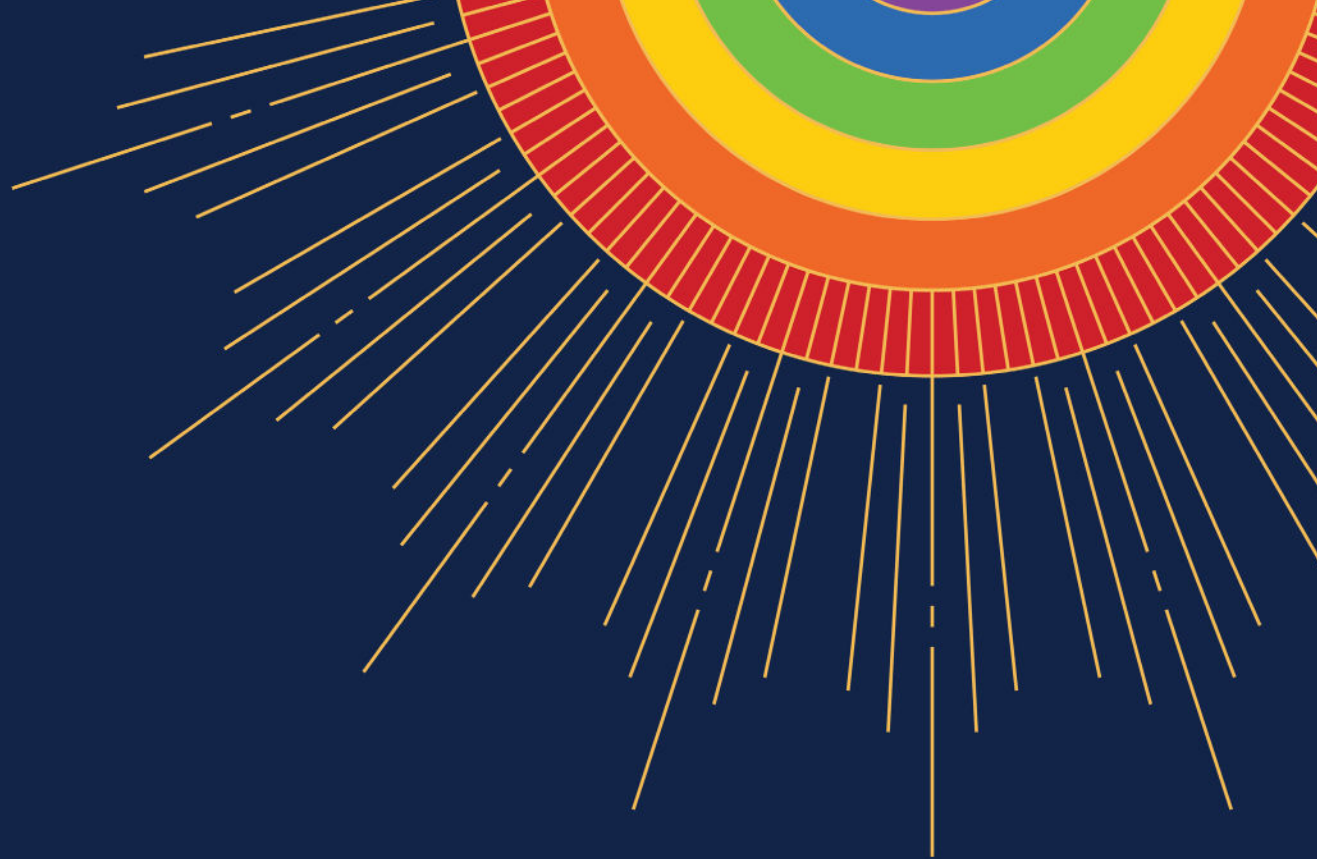
When printing on light fabric, have the square outlines instead of solid colours (can potentially be coloured in for event t-shirts)

Miscellaneous

Glow Centre

Contact Us

@uwglow

/GlowUW

glow@wusa.ca

wusa.ca/glow