



**WUSA
RAISE**

Brand Guideline



RAISE serves to address racism and xenophobia on the University of Waterloo campus through education, advocacy, peer support and community building.

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What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of Racial Advocacy for Inclusion, Solidarity, and Equity (RAISE)'s brand. With user experience as a top priority, this document takes a more visual and holistic approach to laying out the brand of RAISE, 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 RAISE'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 RAISE, 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 icon represents unity, solidarity, and support which aligns with RAISE's three pillars: education & advocacy, support, and community building. It also includes the WUSA logo to clearly show RAISE is run under WUSA.

Primary



■ Use whenever possible against light background.

Secondary



■ Expanded version

Secondary



■ Light version: to be used against dark background.



■ Monochrome version: to be used primarily for printed merch, where colours are limited. Can be in any of the brand 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

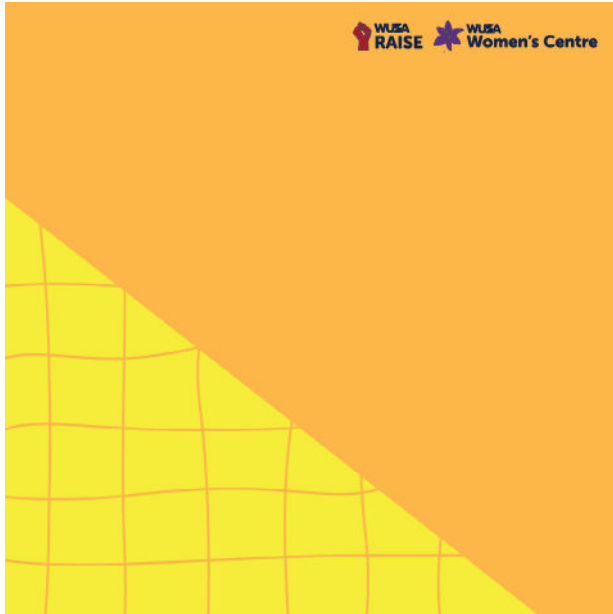


Ensure there is enough empty space surrounding the logo.

x= height of the icon

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

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

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

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

Secondary

CMYK 24 100 85 19
RGB 164 30 47
HEX #A41E2F



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



Themes around amplifying voices, mentorship, support, and community. Icons will be seldom used- will focus heavily on photography

Thumbnails



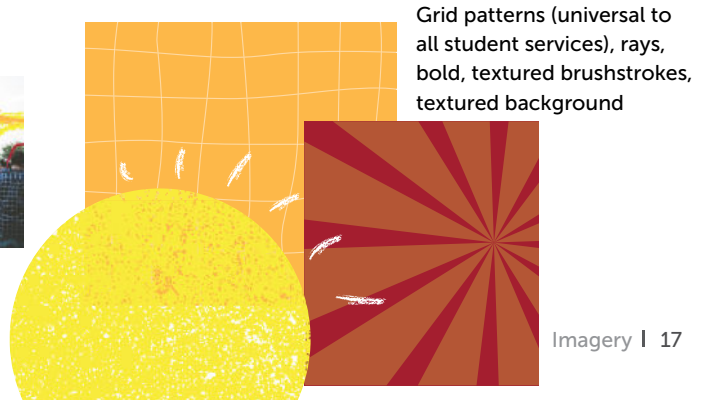
Asymmetrical and dynamic

Instagram Story Thumbnails

The icons can be used to create a cohesive account.



Patterns

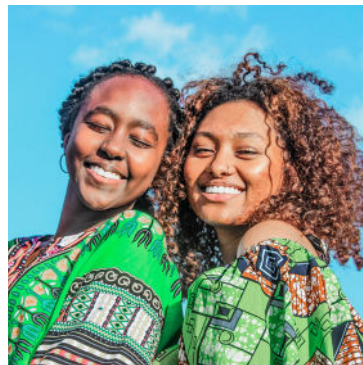


Grid patterns (universal to all student services), rays, bold, textured brushstrokes, textured background

Photos

Primarily photos of people—candid photos from events, volunteer/staff spotlights, group photos.

Avoid covering people's faces with text.



Videos

Include title card and a logo watermark throughout the video.



Examples

Social Media



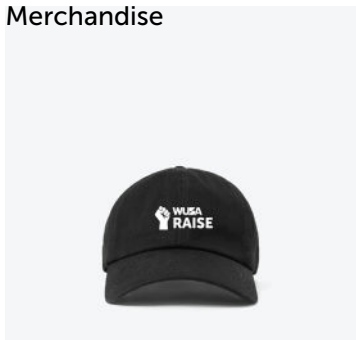
Textured background and grid pattern incorporated into the design

Rotated text to create asymmetry, use bold lines to create emphasis

Print



Merchandise



Use monochrome logo for printed merchandise

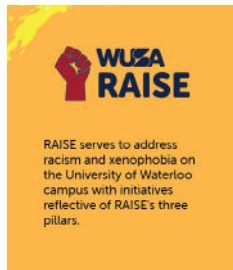
Signage



Mix of typography,
primarily photo-based
designs



Miscellaneous



Education & Advocacy

- Showcase of artwork from POC artists
- Support a library collection filled with works that discuss marginalization/racism
- Seek partnerships to provide learning opportunities

Peer-to-Peer Support

- Provide accessible and considerate peer support to UWaterloo students

Community Building

- Organize social events to cultivate both an uplifting and united community.

