



WUSA

Women's Centre

Brand Guideline

The Women's Centre aims to provide a female-positive and supportive environment on campus for all women and trans* folks.



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What is this document?

This comprehensive brand guideline booklet will take you on an exciting journey of Women's 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 Women's 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 Women's 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 Women's 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 Women's Centre Includes a purple flower, this symbol is recognized from the previous logo.

It also includes the WUSA logo to clearly show the Women's Centre 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 Women's 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 1/2 the flower

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.

Primary

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

CMYK 0 60 50 0
RGB 255 134 116
HEX #FF8674

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

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

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



Secondary

CMYK 78 100 10 1
RGB 96 45 133
HEX #602D85

Combinations

Use the following combination to ensure enough contrast.



Collaboration

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



Find the common colours between the 2 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

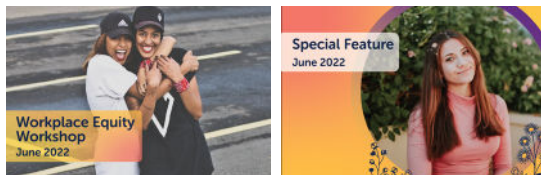


Instagram Story Thumbnails

The icons can be used to create a cohesive account.



Thumbnails



Largely features photographs of people.

Patterns

Grid in background - consistent across all services

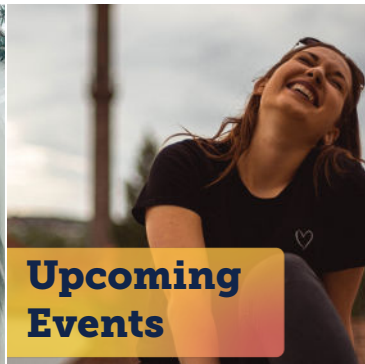
Icons behind circle photos, or repeating icons with colour opacity.



Photos

Spotlights people by using candid 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



Heavy use of photos with people, and colour overlay.

Print



Merchandise



For merchandise use monochromatic logo.

Signage

WUSA Women's Centre

Women's Centre is OPEN!

📍 SLC 3104

🕒 In-Person
Monday-Friday : 12:00 - 4:00PM

📺 Online
Monday-Friday : 4:00 - 6:00PM

The sign features a purple circular graphic containing a photograph of three diverse women smiling. The background is a gradient of yellow and orange with floral illustrations.

WUSA Women's Centre

Want to learn more about women's rights?
VISIT THE WOMEN'S CENTRE TO LEARN MORE!

Scan here to register for peer support!

The sign features a photograph of a woman with curly hair smiling, resting her chin on her hand. The background is yellow with floral illustrations.

Miscellaneous

Bookmarks, buttons, etc.

WUSA Women's Centre

WUSA Women's Centre

🌐 wusa.ca/womens-centre

📘 [/uwuwomenscentre](https://www.facebook.com/wuwomenscentre)

📷 [@wuwomenscentre](https://www.instagram.com/wuwomenscentre)

📍 SLC 3104

QR Code

WUSA Women's Centre

The miscellaneous items include two vertical bookmarks and a button. The bookmarks feature the organization's logo, social media links, a QR code, and a photograph of four diverse women. The button features the organization's logo and a photograph of three diverse women.







