the UNIVERSITY STUDENTS' COUNCIL of the UNIVERSITY OF WESTERN ONTARIO

VISUAL IDENTITY guide
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The contents of this document are the property of the "The University Students’ Council of the University of Western Ontario (USC). This guide outlines the visual identity guidelines as set forth by the USC, for the USC. The guide within is to be used by USC departments, service managers and committees in the creation and facilitation of promotional campaigns and visual content. The Visual Identity Guide is only to be used by designated agents of the USC and no one else. All rights reserved.
INTRODUCTION

Mission Statement

To enhance the educational experience and quality of life for all undergraduates at Western University by acting as their representatives to the University, London community, and all levels of government; providing cost effective services that meet their needs; and offering programming that enhances intellectual, cultural, and social undergraduate experiences.

Positioning Statement

As the leading undergraduate organization on campus and the most comprehensive student government in Canada, the University Students’ Council focuses on providing recreational programming, leading student advocacy, and offering a vast array of services and operations important to students at Western.


Brand Rationale

The USC’s visual identity not only represents a brand of an organization and the responsibilities of its stakeholders, but also the choices, concerns, desires, personalities, and hobbies of the undergraduate students of Western University. Our identity represents all students who are involved whether politically, recreationally, or educationally, and it both communicates and expresses unity in emotion and strength. Every service, business, and club operated by the USC acts as a conduit for the organization’s mission statement and vision. Our aim is to compliment and enhance every student’s experience, from being welcomed to Western with our renowned Orientation Week, to relying on the convenience of bus passes, to enjoying the University Community Centre, to listening to an award winning radio station, CHRW 94.9 FM, to reading the only daily student newspaper in Canada, The Gazette, and everything in between.

The Guide

The visual communication of the University Students’ Council is the foundation to a stronger platform that encourages student learning and engagement. This cohesive visual identity guide aims to create a unified brand and vision that the undergraduate students of Western University can identify with. It should make the brand relevant and accessible to everyone involved or looking to be a part of the student movement in the Western community. The following pages provide the outline and structure for how the USC positions itself within the Western community and its aim is to create a stable and consistent brand image and representation of the students.
USC LOGOS

University Students’ Council Logo

The USC is represented by a logo that is simple and inclusive. Its use, then, must be tailored to reflect these features in a way that accurately represents its vision, goals, and mandate. There are several acceptable versions of the USC logo that can be applied in special circumstances. The following pages will outline the proper and improper logo usages.

Purple USC Logo

It is essential that the USC logo be used correctly and accurately in order to perpetuate our visual identity. Every time we are presented in USC service or committee, operation, business, and advocacy, the USC logo must be present. The black and white versions of the logo are only acceptable when colour is inappropriate, ineffective, or unflattering. They can be used on apparel, merchandise, tote bags, staff uniforms, etc. The logos without words are only acceptable when the words would not be easily read or printed. In other words, the logo would be less than or equal to three quarters of an inch. In this case, the words must be featured on the same plane or side of the logo.

The USC logo must not appear with a width of less than one inch.

Please allow for buffer space of at least one-seventh the width of the USC Logo. Buffer space to logo ratio should be 1:7.
Watermark

The USC logo without words can be used in isolation as a watermark. This is one of the circumstances in which it is appropriate to use a logo without words. (The official USC logo with words can never be used as a watermark – below are the only acceptable examples of watermark usage. Please note that watermarks usually subtly accent a plain page and do not serve as primary graphics.

Watermark Under Text
Opacity: 10%

Isolated Watermark
Opacity: 25%

Other General Usage
Opacity: 25%

Watermark with buffer

Watermark with text

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
IMPROPER USC LOGO USE

It is vital to ensure that the usage of the logo is never taken advantage of. Deconstructing or manipulating the USC logo or any of its secondary logos is absolutely unacceptable. Always remember to tailor your graphics to incorporate our logos; never tailor a logo to incorporate it into a graphic.

_Do not_:  
1. Cut off  
2. Compress (shorten, widen, stretch, or skew)  
3. Change elements  
4. Separate elements  
5. Change corresponding fonts  
6. Alternate colours  
7. Overlap the logo with other images
1. Cut off
2. Compress
3. Change Elements

4. Separate Elements
5. Change Corresponding Fonts
6. Alternate colors

7. Overlap with other images

The University Students' Council of the University of Western Ontario
COLOURS

The following are the official primary and secondary colours of the University Students’ Council. These colours may be used in conjunction with black and/or white in the creation of visual imagery. Please pay special attention to these values when converting between RGB, CMYK, and Hex values.

**Primary USC Colours**

Pantone 268 C  
R: 79, G: 33, B: 112  
C: 85, M: 98, Y: 0, K: 22  
Hex: #4F2170

**Secondary USC Colours**

Pantone 7446 C  
R: 140, G: 135, B: 193  
C: 27, M: 30, Y: 0, K: 24  
Hex: #8C87C1

Pantone 663 C  
R: 236, G: 236, B: 238  
C: 6, M: 5, Y: 4, K: 0  
Hex: #ECECEE

Pantone 7666 C  
R: 76, G: 76, B: 99  
C: 73, M: 68, Y: 41, K: 25  
Hex: #4C4C63
TYPOGRAPHY

The University Students’ Council utilizes Myriad Pro as its primary official font and Minion Pro as its secondary. These are typically available to use in all software programs and applications.

**Myriad Pro**

Myriad Pro is a humanist sans-serif typeface that reads well in both print and web projects. It maintains clarity at small sizes and is a great option for headlines. This is the primary USC font and should be used for the majority of projects created in relation to the USC. Minimum size for this typeface is 7pt (exception made for photo credits, which should be 4pt).

Regular:
The quick brown fox jumps over the lazy dog.

**Bold:**
The quick brown fox jumps over the lazy dog.

**Bold Italic:**
The quick brown fox jumps over the lazy dog.

**Italic:**
The quick brown fox jumps over the lazy dog.

**Minion Pro**

Minion Pro is a digital serif typeface that compliment Myriad Pro and is suitable for use as body text and/or headlines. Minimum size for this typeface is 8pt.

Regular
The quick brown fox jumps over the lazy dog.

**Bold**
The quick brown fox jumps over the lazy dog.

**Bold Italic**
The quick brown fox jumps over the lazy dog.

**Italic**
The quick brown fox jumps over the lazy dog.

**Typeface Misuse**

Do not under any circumstances adjust the leading (space between lines of text), kerning (space between letters in text), scale horizontally or vertically, or adjust the baseline shift of the font.
IMAGERY

Quality
Depending on the medium, images require a certain resolution to appear clear and defined. All imagery featured in the digital files at the end of this guide must be kept at print quality. As a standard, images require a minimum of 300dpi for printing. As a general guideline, do not feature images pulled from the Internet – not only are they rarely print quality, but they are often copyrighted and will consequently provide extraneous issues to resolve.

Subject Matter
When generating imagery for services or businesses, try to capture a combination of action and non-action photographs. Be sure to always seek verbal permission from those who are being featured in the photographs. We strongly suggest using student volunteers and staff, as opposed to full time staff members when creating graphics targeted towards the student body.

No consumption of alcohol or drug abuse is allowed to be featured in any videos or photographs.

Credit
Be sure to visibly credit the photographer or videographer responsible for capturing your promotional materials. We encourage you to make your work through the USC Communications portfolio, however, if creating the materials yourself, be sure to include the credit on the bottom right corner of the photograph, right-justified in Myriad Pro, size 4pt, and all capital letters or as a subheading of the document/album title. Photo credit should read: “PHOTO C/O NAME LASTNAME”. If you are using the logo of a company or that of the USC, it must be one-tenth the height of the photo’s shortest edge.
All USC stationary must be designed under the supervision of the VP Communications. No other variations or alterations are acceptable to the letterhead, envelope, and business card designs.

Institutional Facsimile Cover Page

TO: ___________________________ FROM: ___________________________
COMPANY: _____________________ TEL: ____________________________
FAX: __________________________ FAX: ____________________________
DATE: __________________________ EMAIL: __________________________

# OF PAGES: _______ (INCLUDING COVER PAGE)

☐ Urgent
☐ For your information
☐ As per your request
☐ As per discussion

MANAGER/SPECIAL REMARKS:

The University Students' Council of the University of Western Ontario
For all printed material that represents the USC or its services, operations, and businesses, it is strongly encouraged that the USC Communications portfolio is the source for design work. The USC has budgets allocated for promotions and the USC Communications Portfolio knows the USC brand the best. If, for some reason, this is not an option, there are certain guidelines that must be adhered to during the design process. In addition to specific typography and colour schemes, a basic knowledge of grids and design principles can help. Please use these pages to gain a general understanding of how posters, brochures, banners, and Powerpoints should be laid out.

**Posters**

All posters must be approved by InPrint before they can be posted on campus. Posters provide specific details about a targeted event or program and usually include:

- Imagery (Ex. Photos)
- Size (11 inches x 17 inches)
- Message (key points of relevant information)
- Logos (USC and secondary logos)

There are lots of different variations that can be used for poster design but the logos must always be positioned at the bottom of the poster.

**Facebook Cover Photos**

Facebook cover photos provide specific details about a targeted event or program and usually include:

- Imagery (Ex. Photos)
- Size (851 pixels wide x 315 pixels tall)
- Message (key points of relevant information)
- Logos (USC and secondary logos)

There are many different variations that can be used for facebook cover photo design but the logos must always be positioned on the right side of the cover photo. Be sure to not put any relevant information outside of the zone in which a profile icon will be placed. Profile icon cut-out: 168 pixels wide by 103 pixels tall, spaced 24 pixels from the left edge of the cover photo.
PRESENTATION

Brochures
This medium provides more thorough information that outlines the event or program in detail. Be sure to include an appropriate balance of both images and text, so as to not overwhelm readers. Keep the style consistent by using the same font, heading style, and format throughout the brochure. Be sure to include the USC logo beside the business or service logo on the bottom of either the front or back of your publication.

Banners
Banners should display a small amount of key information that will stay relevant over a long period of time. Images that are used should be in high definition in order to attract targeted audiences.

Powerpoint
The following Powerpoint template is strongly recommended during visual presentations as a secondary aid to deliver your message. Powerpoints should contain bullet points of the key ideas you are trying to communicate and should not be crowded with text. You should focus on delivering most of the content verbally, with the Powerpoint as a supplementary medium.

Reports
This medium provides more thorough information that outlines a proposal to council, administration or other parties the USC engages with in detail. Keep the style consistent by using the same font, heading style, and format throughout the report. Be sure to use the official USC report template.

Email Signatures
Email signatures are to be in Myriad Pro font and no larger than 11pt. Logos are to be no larger than 4 lines.

Name | Job Title | University Students’ Council
University Community Centre, Room Number | London, On N6A 3K7
westernusc.ca | @western_usc or twitter handle of operation/service you work at | Phone number

To enhance the educational experience and quality of life for all undergraduates at Western University.

[Insert USC logo] [Also, insert operation logo if applicable]
APPAREL & MERCHANDISE

All USC staff uniforms are required to have the legal USC logo appear on the left side of the chest. Any changes or alternative text/images must be first discussed with the Vice President Communications. If additional logos must be added, you must consult with the Vice President Communications on the placement of that logo. All USC printed clothing must go through The Purple Store.

Services and businesses often produce merchandise in order to help promote themselves or an event they are affiliated with. In these cases, both the USC logo and service logo must equally represented on all merchandise.

The following list is a suggestion of apparel and merchandise that can be used for promotions and/or uniforms:

<table>
<thead>
<tr>
<th>T-Shirt</th>
<th>Umbrella</th>
<th>Tote bag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long-Sleeve Shirt</td>
<td>Refillable Mug</td>
<td>Lanyard</td>
</tr>
<tr>
<td>Cardigan</td>
<td>Keychain</td>
<td>Laptop Decal</td>
</tr>
<tr>
<td>Sweatshirt</td>
<td>Pen</td>
<td>Sticker</td>
</tr>
<tr>
<td>Sweatpants</td>
<td>Card</td>
<td>Magnet</td>
</tr>
<tr>
<td>Shorts</td>
<td>Notebook</td>
<td>Temporary Tattoos</td>
</tr>
<tr>
<td>Hat</td>
<td>Agenda</td>
<td>Sunglasses</td>
</tr>
</tbody>
</table>
CONTACT

For design and printing questions, including the creation of posters, brochures, banners, and all other promotional materials, please contact the VP Communications.

*Vice President Communications*
usccomm@westernusc.ca
(519) 661 – 2111 ext. 82618