

User Experience Club

Branding Guidelines

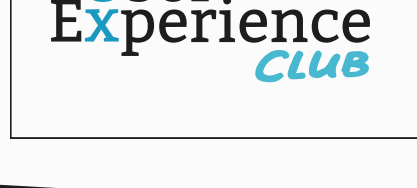
Logo



Icon



Color on White



Black & White



*outlines added to show spacing

Logo Misuse



Do not have both the logo and icon together in the same graphic



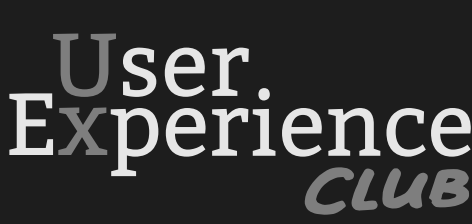
Do not have each character a different color



Do not move the text around while retaining the colors and handwriting



Do not distort the logo in any way

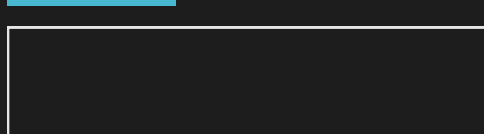


If a different color is used, it must have significant contrast. No gray



Do not invert the color scheme.

Colors



"black" - #1D1D1D



"white" - #E6E6E6



blue - #48B8D0



pink - #F17A9E



green - #B8D77A



yellow - #F6F074

*World Of Color Variants can be used for special cases

Typography

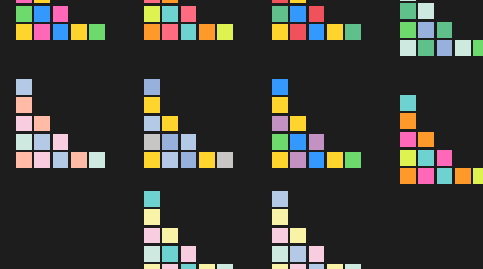
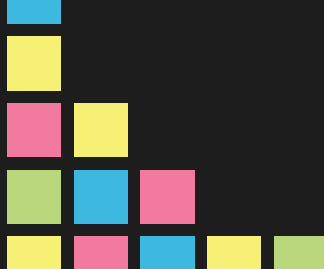
Headers in Bitter Bold

Subtitles in Open Sans SemiBold

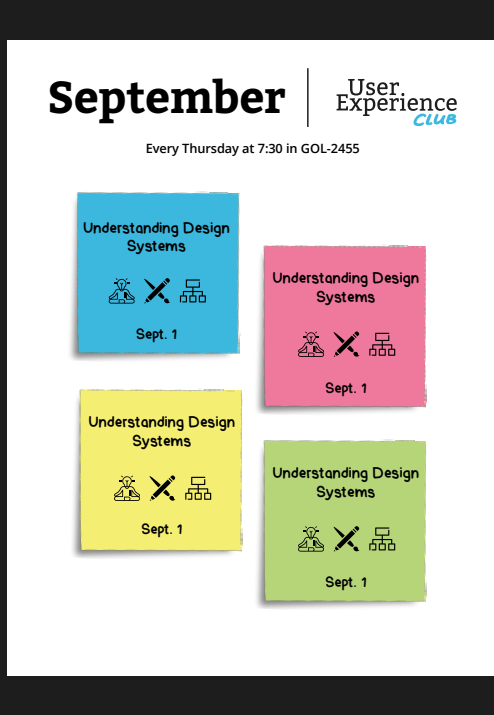
Body Text in Open Sans Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Flair in ldWriteltAll

Post It Curve



Monthly Posters



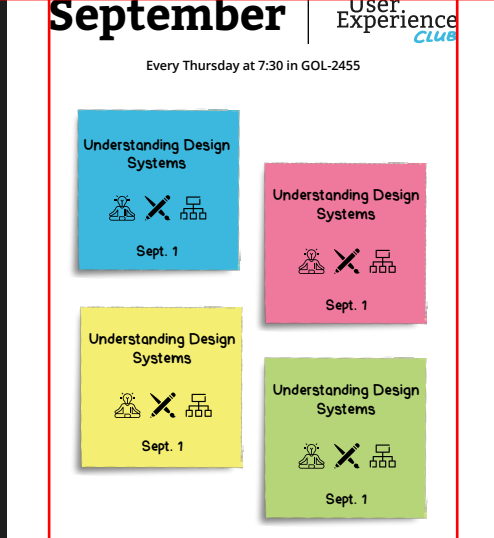
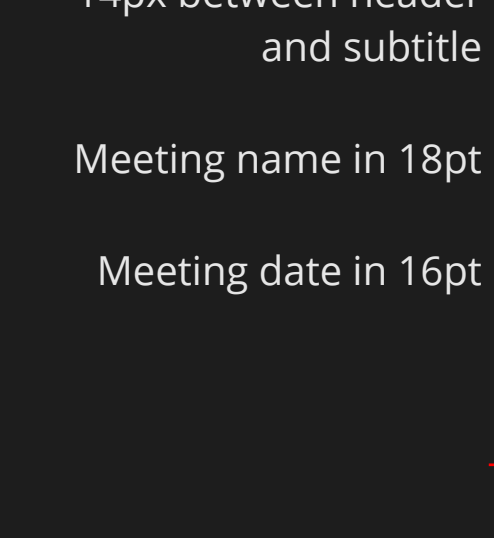
Printed in color on a standard letter sized paper (8.5x11 inches, 612x792 pixels)

Post-its can be rearranged from month to month as long as there is clear reading order.

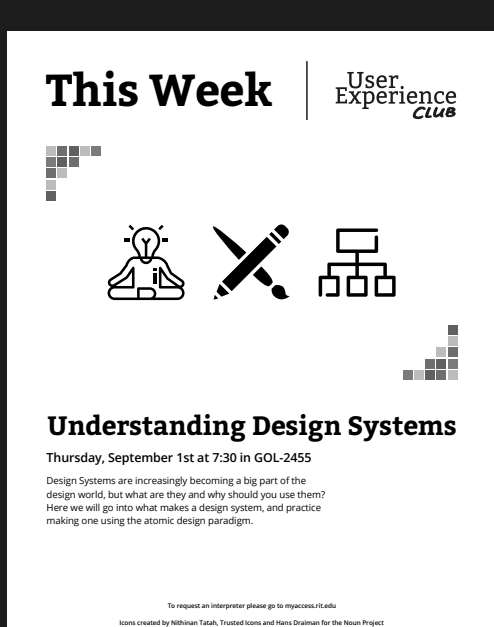
Each post-it includes the title, icons, and date of the meeting.

Only use the standard color set for the posters. Using the World of Color results in hard to read color combinations.

Physical Weekly Posters



Online Weekly Posters

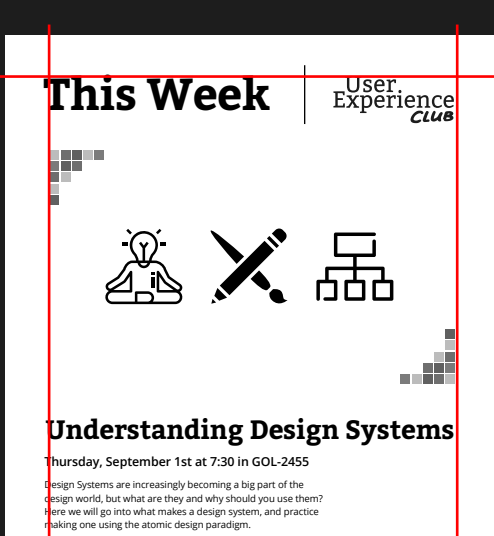


Printed in black and white on a standard letter sized paper (8.5x11 inches)

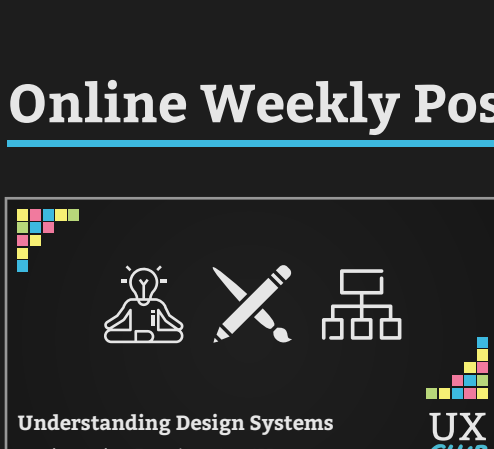
Icons are found on www.thenounproject.com and are to represent the meeting in some way.

Must include the title, date and time as well as the description of the meeting.

All weekly posters must have an updated footer containing the names of the people who created the icons used for the poster.

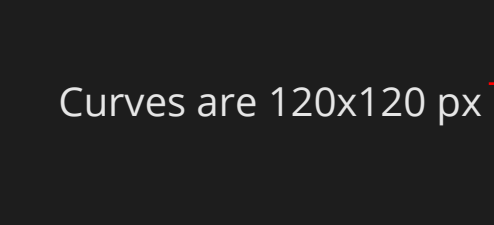


Online Weekly Posters



Full Color Design, size to match Facebook event banners of 960x540 pixels.

Overall layout of the design should remain the same, with just the content changing.



Curves are 120x120 px

Heading text is 40pt
Subtitle text is 30pt

20px Margins

Icons fit inside 155px boxes

10 px in-between lines of text