

# ESSS Brand Guidelines

# Overview

This document is designed to provide starting guidelines for ESSS branding, as of January 2021. These design standards apply to documents that include, but are not limited to: weekly newsletters, social media posts, websites, and other promotional materials. The intent is to create better cohesion across all forms of public outreach, providing an enhanced sense of professionalism and approachability with the parties we interact. As the ESSS vision changes over time, these guidelines are subject to change, and as such, should be updated regularly to fit contemporary values of the DSU.

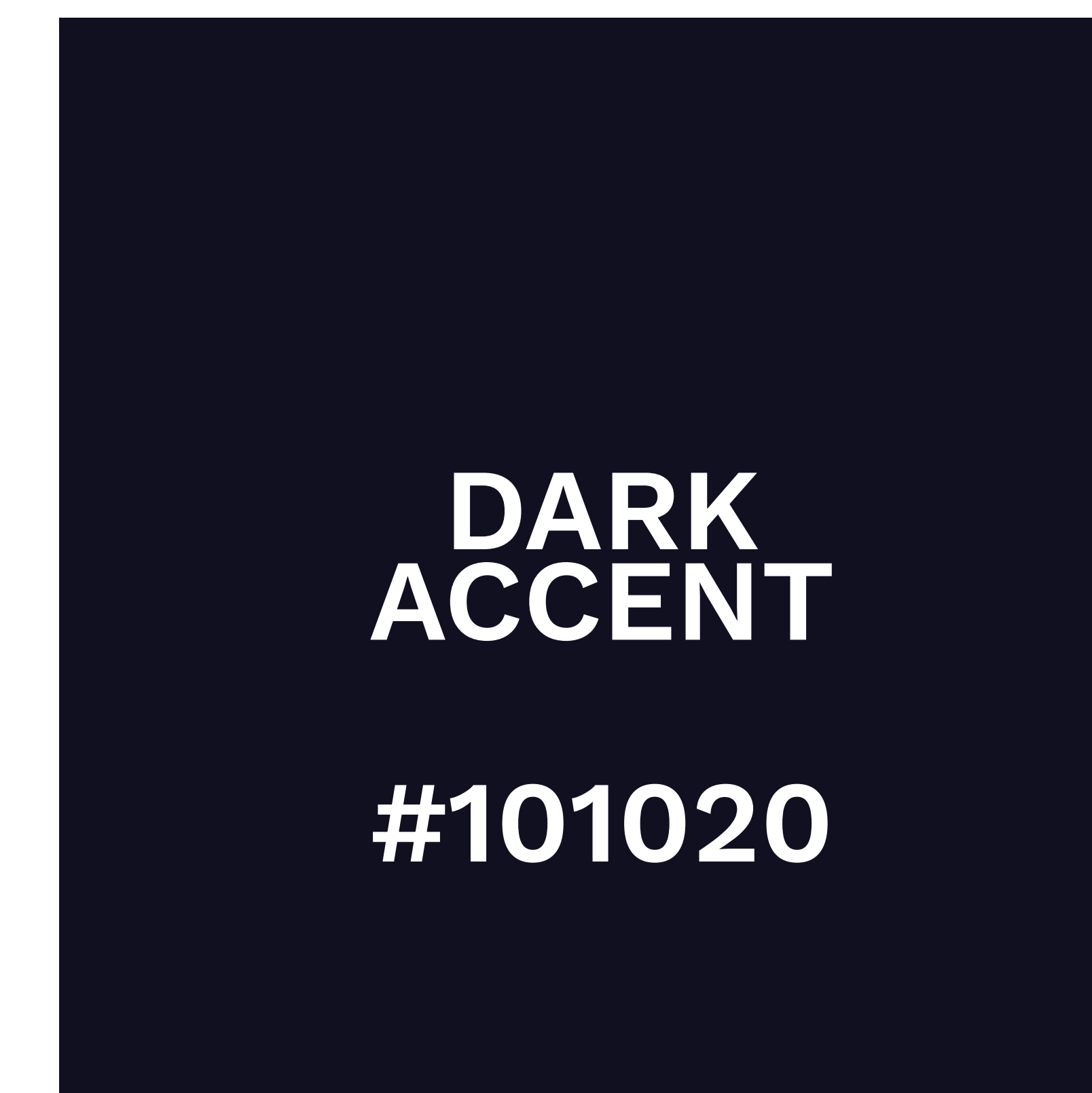
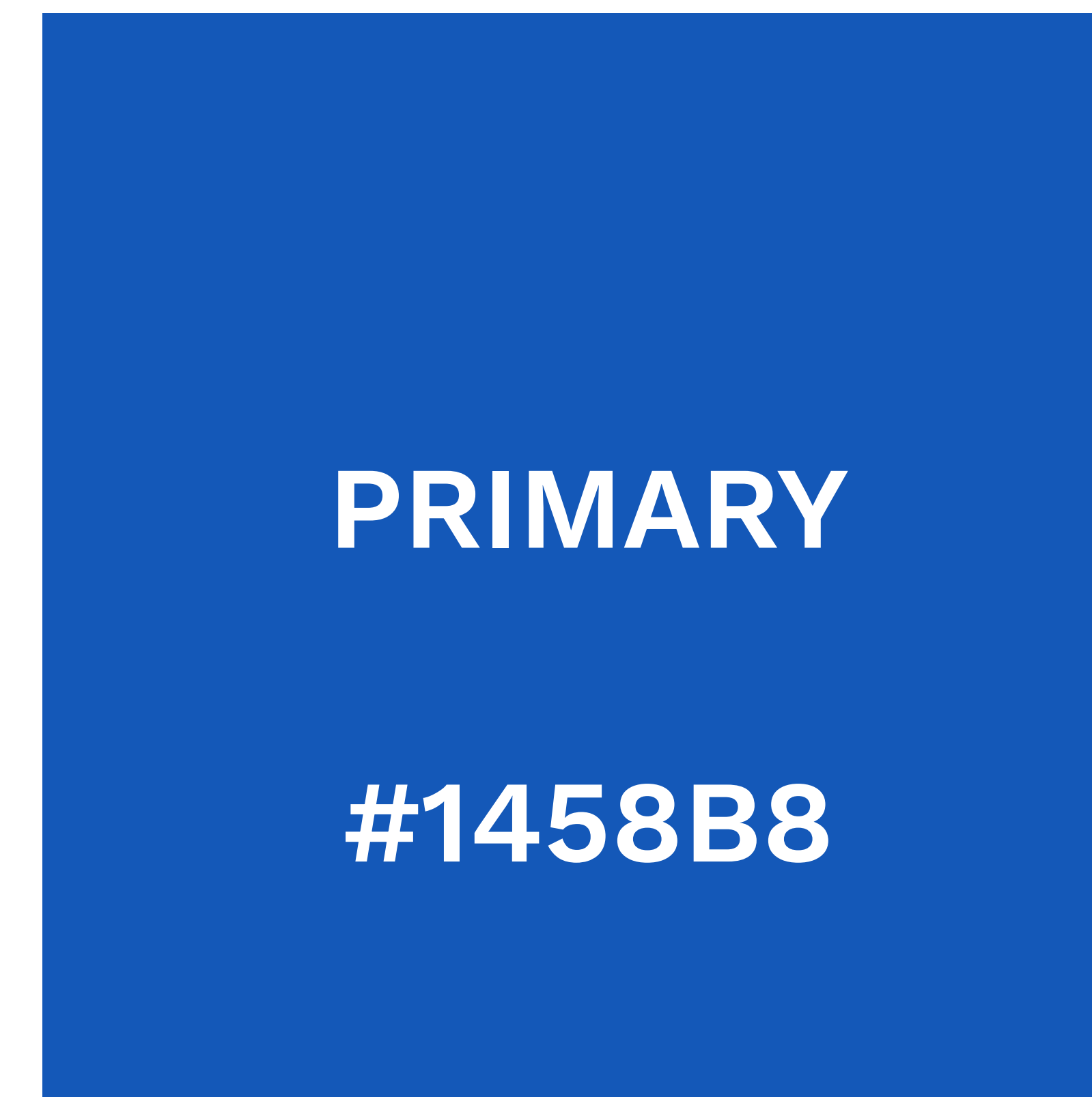
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# Colours

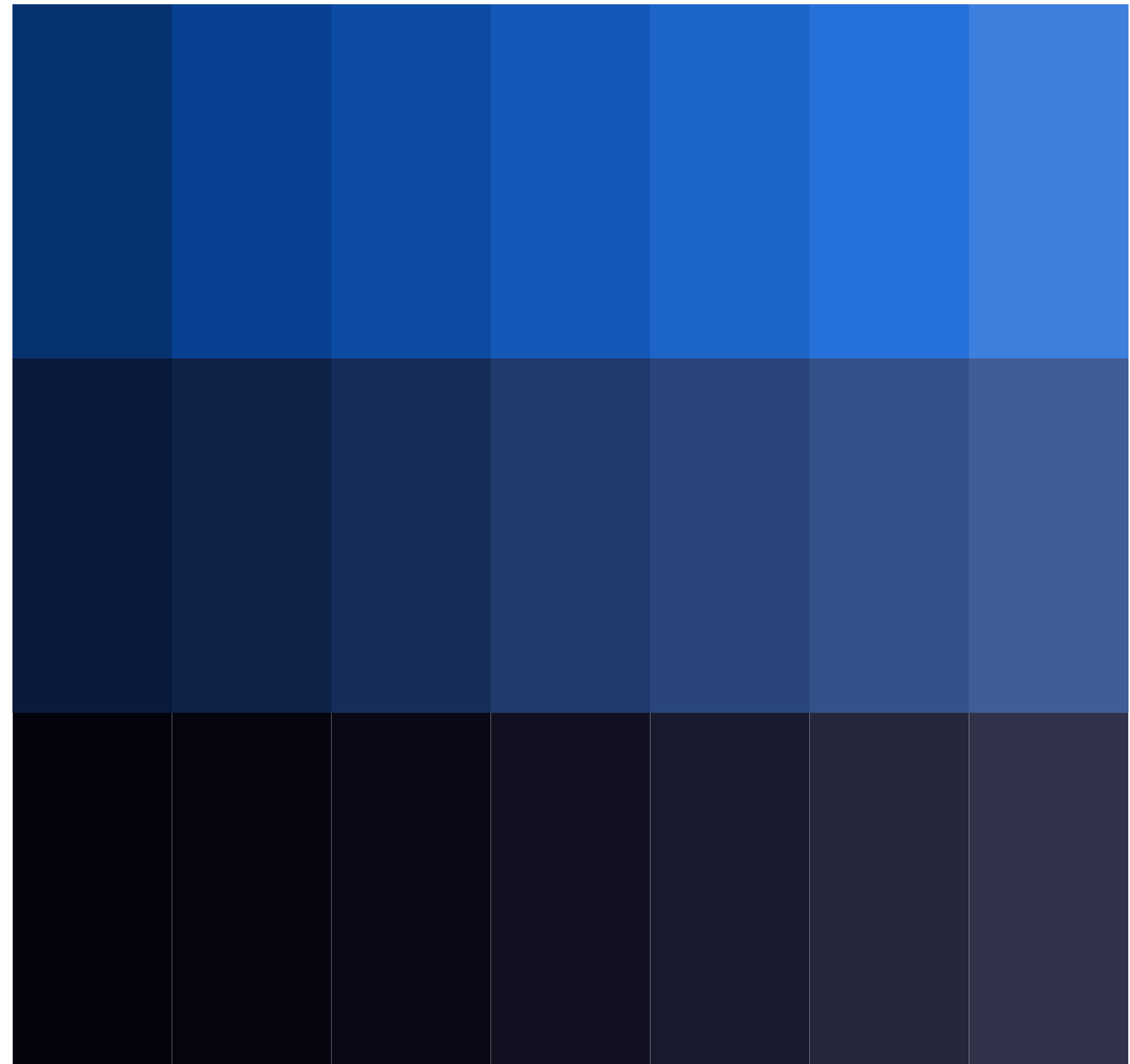
We've opted for a semantic colouring system to simplify the colour palette of our designs, while allowing for increased flexibility. Our main colour is blue, and we've picked swatches that avoid the colours from being too green or too purple.

Keep in mind that these colours are to be used for any documents that are primarily ESSS-owned. For any works with a different theme, such as posters for Burnaby Mountain FAS DSU events, it may be more appropriate to pick a different colour scheme.



# Colours

With reference to flexibility, feel free to vary the lightness and saturation of the original colour palette. In the example on the right, every interval to the right has been reduced by 5 saturation points and increased by 5 luminance points. The opposite was done to achieve the colours on the left. Regardless of the publication, it is important to create visual contrast between assets and their background content. Keeping this in mind, it is recommended to use lighter or darker shades of the colour palette depending on the context.



Base Colours

# Fonts

## Poppins

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **Bold**  
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **Semibold**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ Medium  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ Regular  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ Light  
abcdefghijklmnopqrstuvwxyz

## Work Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **Bold**  
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **Semibold**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ Medium  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ Regular  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ Light  
abcdefghijklmnopqrstuvwxyz

All text-based content should use **Poppins Semibold** for headers and titles and Work Sans Regular for paragraph or point-form text. For text content requiring emphasis, bolding is preferred instead of underlining or italics with the use of Work Sans Semibold.

For light text on dark backgrounds, Work Sans Medium can be used in place of Work Sans Regular to account for the perceived decrease in font weighting.

# Fonts

When creating any publication with text content, it is important to keep variation to a minimum. Font weighting and sizes should be kept consistent for headers and body text as to reduce

## Iron Ring Updates

The Iron Ring is a ring worn by Canadian engineers as a symbol and reminder of the obligations and ethics associated with their profession. The ring is presented in a private ceremony called the Calling of an Engineer to engineering graduates. The ESSS manages the registration for Iron Ring for SFU Engineering students. Check out the Iron Ring Updates page for the latest information regarding upcoming and postponed ceremonies.

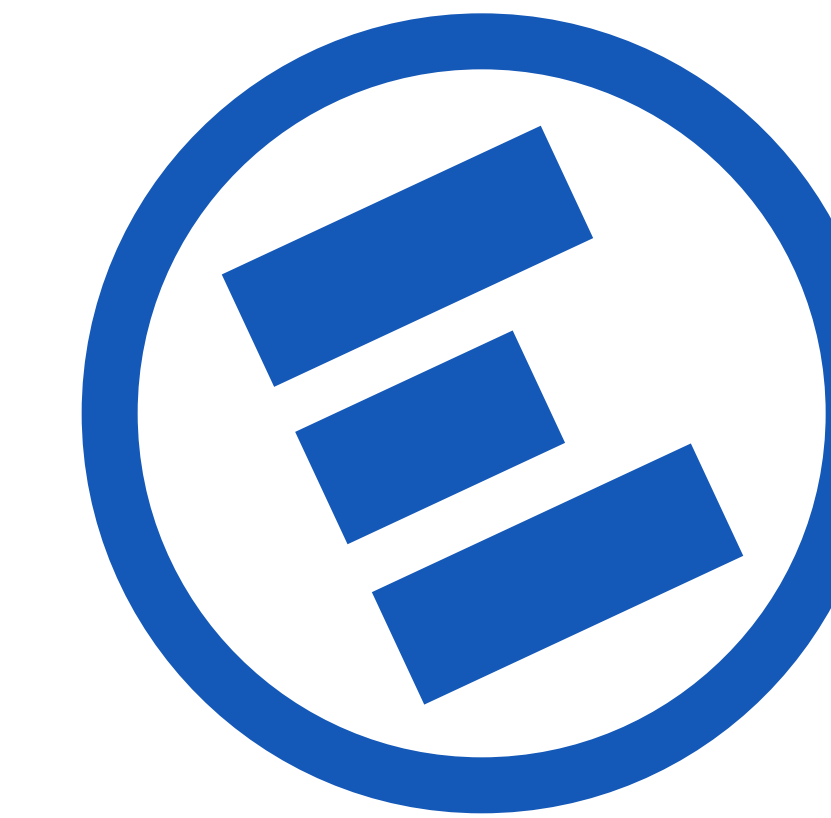
Poppins Semibold  
112pt, Primary

Work Sans Regular  
56pt, Dark Accent

# Logo and Iconography

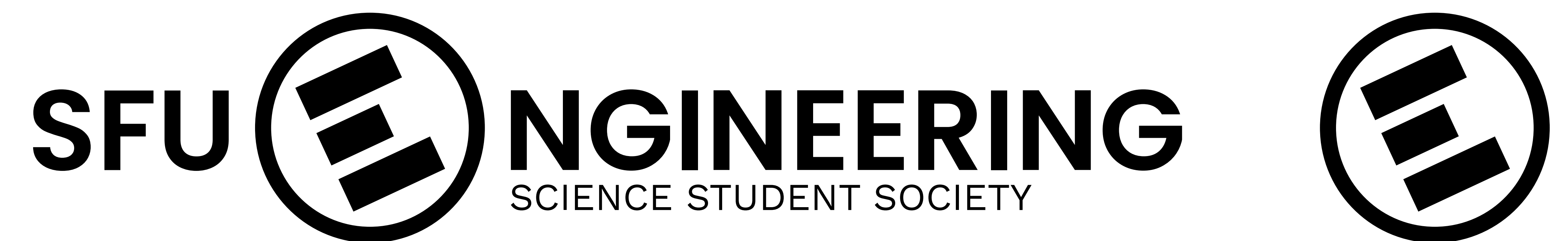
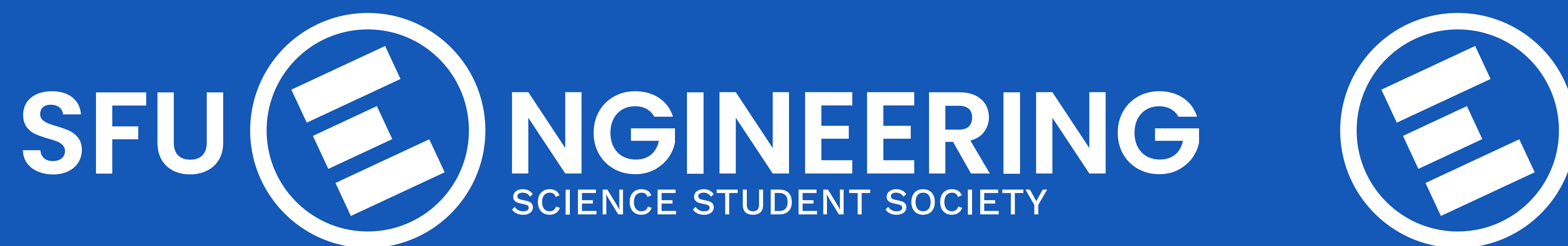


Fullsize Logo (Text Logo)



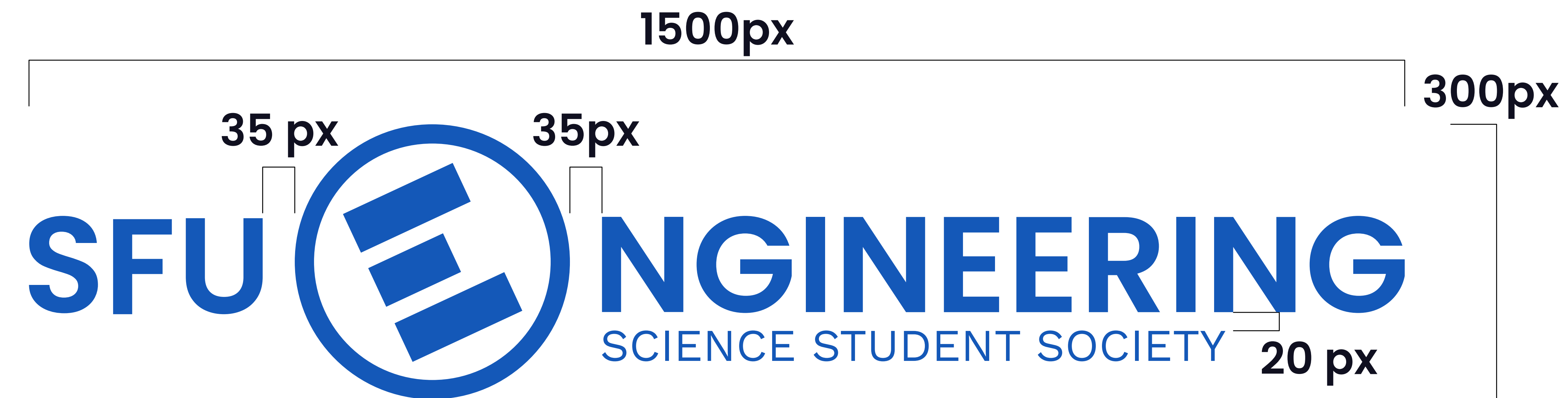
The E (Icon)

In this update to the Text Logo and the Icon, the font in the Text Logo has been updated to match the new Poppins-Work Sans pairing and the spacing in the 'E' has been increased. This gives us a less cramped visual. For branding requiring more contrast, the logos will be readily available for repurposing in black and white.



You may notice that in the white variant of the Text Logo, the smaller font's weight has been increased from Work Sans Regular to Work Sans Medium.

# Logo and Iconography



Example Dimensions with 64pt text reference

General dimensions for the Text Logo have been updated and documented to allow for easier replicability and future iterations of the design. The Fullsize Logo and the Icon will be stored as SVGs, since non-vector art is subject to loss in quality.

It is recommended to include at least once instance of the Logo on any promotional material. In most cases, it may be more appropriate to use the Icon because of its smaller form factor, while the Fullsize logo can be used in any contexts where readability of the associated text is guaranteed.



# Discord

Discord is a particularly unique platform because of the way that publications are formatted for announcements.

Discord uses markdown text formatting, which when used effectively, can increase the appeal of our announcements. In short, bolded text is preferred over underline-only or italics-only text. Announcements should be checked thoroughly before posting to reduce the chance of missing information. They should also include a visual or link to the relevant content whenever appropriate.



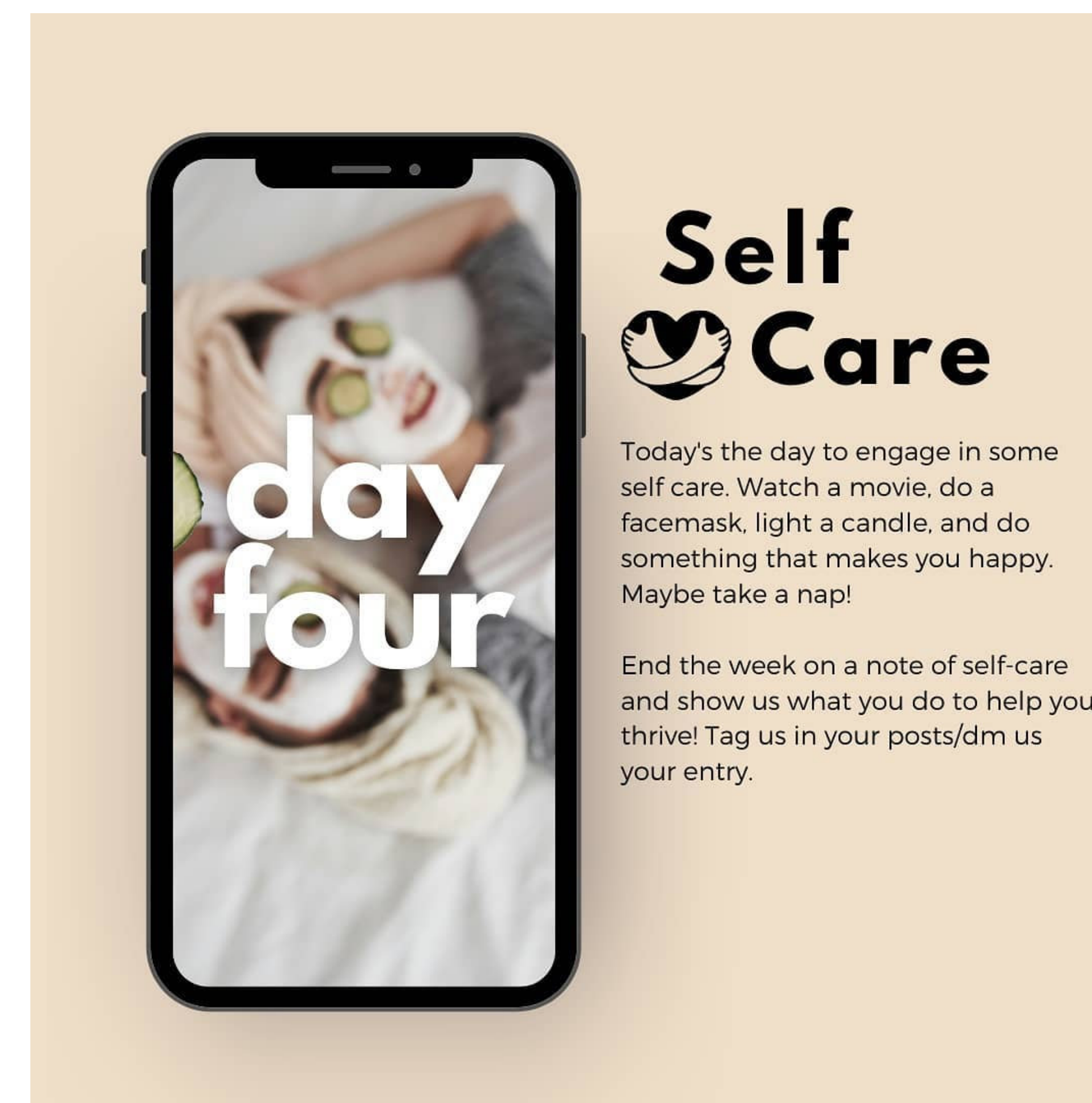
Example Caption:

Midterms stressing you out? Or are you just missing the Halloween Feeling? Trick or treat yourself to **Trick or Treat: Discord Edition!**

Instead of catching corona and cavities, we're rekindling the community and the spooky vibes through Trick or Treating on the SSSS Discord! Join us on **October 31st, 7-9pm** with your friends and follow a trick or treat leader to knock on the doors of DSUs like ESSS and exciting clubs like SFU Esports! We also have an exclusive, one-of-a-kind Discord role to give to EVERYONE who attends! If you're interested, sign up here because **spots are LIMITED**. Be sure to dress up if you can because right after, we'll be throwing our Halloween Party in the SSSS server!

# Instagram, Facebook, and Twitter

For these social media outlets, we'd like to switch to posts in square format for consistency across all platforms. Throughout the 2021 Spring semester and onwards, general post templates will be made to suit the ESSS brand. These templates can be altered as needed, giving us a more consistent aesthetic in our social media.



Using WIE and UBC Engineering as examples, we can extrapolate the following ideas:

- Keep text content to a minimum: generally anything that people would be a hassle for people to read in the caption
- Use background accent shapes in moderation. Visual cues should guide the audience to focal points.
- Be intentional with posts. There should be clear motivation and a desired outcome for everything.
- Establish a general aesthetic across the entire platform and stick to it. For multi-organization collaborations, it may be appropriate to create designs specific to the ESSS.

# Future Work

The following information applies to any promotional materials that fall outside of the range of social media, such as slideshow presentations and the newsletter.

Templates will be made as soon as branding guidelines are finalized, as to allow anyone in future generations of ESSS to pick up from where we've started in our design journey.

For those interested in assisting with graphic design for ESSS, production of the following items is to begin as of mid-Spring 2021:

- Portable Banner
- Powerpoint Presentation Template
- Newsletter Refresh
- Brochures
- Forms and general administrative documents
- Posters
- Postcards