

Branding Guidelines



WATERLOO
ENGINEERING SOCIETY

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Updated: Winter 2020

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Branding Summary

This summary is intended to serve as a brief overview of the Waterloo Engineering Society's Branding Guidelines. For more information, please consult the document below, or contact vpcomm@engsoc.uwaterloo.ca.

All branding by, or on behalf of, the Engineering Society should adhere to these guidelines:

- The Waterloo Engineering Society Logo may be portrayed as just the Emblem, or either of two combinations of the Emblem and the Watermark (2.1 Table 1)
 - If necessary, the Watermark can be made completely black or completely white to increase contrast; otherwise, no element of the Logo should be altered (2.1 Table 3)
- The POETS logo may be either black or white, depending on contrast. The RidgidWare logo should be used in its original colours (2.2)
- Except for RidgidWare, all logos should be placed at the bottom corners of infographics and posters and large enough to be noticeable and legible (2.1.1)
- The official colours and typefaces of the Society are included in Section 3, but they are not required to be used in all creative media; they are more relevant for reports and official documents
- The EngSoc letterhead should only be accessed with permission from the Executive when sending out official communications
- The Engineering Society's Advertising Guidelines are included in Section 4 and are subject to the discretion of the respective VP Communications first, then the entire Engineering Society Executive

1 Background

1.1 Preface

This document provides guidelines and information on how to use the brand of the Waterloo Engineering Society (henceforth referred to as 'EngSoc' or the 'Engineering Society'). This guide outlines the appropriate use of colours, logos, typeface, and voice for EngSoc.

A strong and consistent brand builds identity and trust within the Waterloo community and beyond. Our brand represents our core values as an organization. As such, we have created these guidelines to maintain consistency in our brand across a diverse portfolio.

These branding guidelines are intended for the EngSoc executive, commissioners, directors, and partner organizations. The guide will help communicate our brand in an effective and consistent manner.

1.2 About EngSoc





The Waterloo Engineering Society is the official representative for all undergraduate engineering students at the University of Waterloo. The Waterloo Engineering Society exists to promote a positive undergraduate experience among its members through representation of student opinion as well as support of academic, professional and social needs. Waterloo engineering students alternate between co-op terms and academic terms every four months, so EngSoc is run by two teams of students: Society "A" (A-Soc) and Society "B" (B-Soc). EngSoc as a whole strives to maintain consistency and representation of its constituents.

2 Symbols

2.1 The Logo



The Logo of the Waterloo Engineering Society symbolizes the unity of all the disciplines under the Faculty of Engineering at Waterloo and represents the Society. As such, the logo must be used appropriately at all times. Table 1 below depicts the official versions of the EngSoc Logo, collectively referred to as “the Logo”.

Table 1: The official versions of the Waterloo Engineering Society Logo

Version	Picture Example
Emblem	
Watermark	
Primary Combined Logo	
Secondary Combined Logo	






In some instances, the colouring of the official Watermark may make the Logo difficult to discern from the background. In such instances, either of the variations of the watermark contained in Table 2 below may be used in combination with the Emblem as shown in Table 1 above.

Table 2: Variations of the Waterloo Engineering Society Logo

<u>Variation</u>	<u>Example</u>
Black Watermark	
White Watermark	

Outside of the above variations, altering the Logo can negatively affect the image, reputation, and brand recognition of the Engineering Society. Table 3 below depicts some improper practices to generally avoid when using the Logo. If the execution of one of these practices would benefit the Engineering Society through any form of branding, the responsible designing parties should obtain permission from the respective Vice President Communications, Executive Team, or Advertising Commissioner. Alteration of the Logo without sufficient approval will not be accepted as official representation of the Engineering Society, and such marketing materials may be removed by the Engineering Society Executives.

Table 3: Improper uses of the Waterloo Engineering Society Logo

<u>Improper Practice</u>	<u>Example</u>
Adding effects to the Logo	 WATERLOO ENGINEERING SOCIETY
Changing the colours of the Logo	
Rotating the Logo	 WATERLOO ENGINEERING SOCIETY
Changing the aspect ratio of the Logo	 WATERLOO ENGINEERING SOCIETY
Placing the Logo on a background without sufficient contrast	

2.1.1 Proper Usage and Presentation

The Logo should always be legible and significantly present on a page. When sizing the Logo, ensure that all of the words in the Logo, including those in the Emblem, are easily legible. It is also important that the Logo be easily noticeable, and not too small that it gets lost amongst the other elements of any branded materials.

On posters, infographics, and other marketing materials, the Logo should be placed in one of the bottom corners at the discretion of the artist, and subject to the approval of the respective VP Communications, Advertising Commissioner, or EngSoc Executive.

In reports, the Secondary Combined Logo should be used with titles above and all other information below the logo.

For internal Waterloo Engineering events, the Emblem may be used on its own. When branding materials for non-engineering students and faculty, or for general external use, every attempt should be made to utilize either the Primary or Secondary Combined Logo for increased clarity.





For official letters coming from the EngSoc Executive, the Waterloo Engineering Society letterhead should be used. This letterhead is stored in the EngSoc Box and can be accessed by any of the Executives. This letterhead should only be used for official and general correspondence from the Executive on behalf of the Waterloo Engineering Society.

Apart from the aforementioned items, the design of any other document where the Logo may be applicable is up to the discretion of the designer, and subject to the approval of the Engineering Society Executive. Any and all questions, comments, or concerns about the use of the Waterloo Engineering Society Logo can be directed to vpcomm@engsoc.uwaterloo.ca.

2.2 Subsidiary Logos

The Engineering Society owns a number of spaces that are available to students, and which may be involved in EngSoc branding. The official logos for POETS and RidgidWare are included in Table 4 below. All subsidiary logos should be used with sufficient background contrast, and alongside the Waterloo Engineering Society Logo. On posters and infographics the POETS logo should be positioned in one of the bottom corners, and the RidgidWare logo can be treated as a regular graphic.

Table 4: The official logos of POETS and RidgidWare

<u>Logo</u>	<u>Example</u>
White POETS Logo	
Black POETS Logo	
Primary RidgidWare Logo	
Secondary RidgidWare Logo	

3 Styles

In order to maintain brand consistency and improve brand recognition, the Waterloo Engineering Society makes use of specific colours and typefaces. These colours and typefaces do not have to be used in creative media such as posters; they are mainly for official reports and documents.

3.1 Colour Palettes

Tables 5 and 6 below details the applicable codes for the colours contained in the Logo and the Affiliated Logos, as well as the official purple of the Faculty of Engineering at the University of Waterloo. The codes below are for digital colours. The codes needed to achieve these colours in print may require some experimentation to discover.

Table 5: The Waterloo Engineering Society Palette





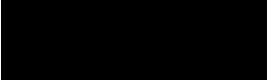


Colour	Hex	RGB	HSB
	#FFB400	(255, 180, 0)	(42, 100, 100, 100)
	#57058B	(87, 5, 139)	(276, 95, 54, 100)
	#CCCCCC	(204, 204, 204)	(0, 0, 80, 100)
	#FFFFFF	(255, 255, 255)	(0, 0, 100, 100)
	#000000	(0, 0, 0)	(0, 0, 0, 100)

Table 6: RidgidWare Palette

Colour	Hex	RGB	HSB
	#E24E25	(227, 78, 37, 100)	(13, 83, 88, 100)
	#26414B	(38, 65, 75, 100)	(196, 49, 29, 100)

	#17989D	(23, 152, 157, 100)	(182, 85, 61, 100)
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3.2 Typefaces

In official reports and communications, certain fonts are easy to read, accessible, and professional. The Engineering Society uses the fonts contained below in Table 7 for these reasons. Depending on the application being used to create documents, some fonts may be unavailable, so there are alternatives available in each of the three major applications commonly used to prepare documents.

Table 7: Waterloo Engineering Society Typefaces

Font	Status	Where Available
Montserrat	Primary	Google Drive
Century Gothic (Montserrat alternative)	Primary	Canva & MS Office
Arial	Alternative	Google Drive & MS Office
PT Sans	Alternative	Google Drive & Canva

Below is an outline of how different formatted fonts may be utilized in official documents.

TITLE | 28pt, Montserrat Extra Bold, Letter-spacing: 150, Uppercase

Header 1 | 16pt, Montserrat Bold, Letter-spacing:150, Sentence case

Header 2 | 14pt, Montserrat Bold, Letter-spacing:150, Sentence case

Body text | 12pt, Montserrat, Sentence case

Caption | 11pt, Montserrat italicized, Sentence case

4 Advertising Guidelines

The following are the general guidelines for advertising done by EngSoc.














- General Marketing Material Requirements:
 - **Must be relevant to Waterloo undergraduate engineering students**
 - Must bear the EngSoc Logo if it is an EngSoc event or service
 - Must bear the POETS Logo if the event is being held in POETS
 - Must be easily legible and use inclusive, non-profane language
 - Must not contain any partisan information or propaganda
 - Society elections are exempt at the discretion of the CRO
 - Must not contain reference to alcohol, drugs, or any illicit substances or activities
 - The following groups are generally prohibited from advertising by EngSoc:
 - WUSA Clubs
 - External companies
 - Non-undergraduate engineering focused groups
 - Posters must be sent to vpcomm@engsoc.uwaterloo.ca or brought into the EngSoc Office (CPH 1327) for approval
 - Posters will be put up by EngSoc staff members; Unapproved posters will be promptly removed
 - LCD Screens and poster boards are primarily reserved for EngSoc and affiliates' initiatives, at the discretion of the Executive
 - All information to be shared through official EngSoc social media and mailing lists will be approved or rejected at the discretion of the Engineering Society Executive

All queries may be directed to vpcomm@engsoc.uwaterloo.ca.

4.1 Accessibility Symbols

When relevant, the following symbols should be incorporated into all marketing materials.

Table 8: Engineering Society Accessibility Symbols Key

SYMBOL	MEANING	SYMBOL	MEANING
	Bright/Strobing Lighting		Alcohol will be present
	Low Energy Required to Participate		Mobility Device Accessible
	High Energy Required to Participate		Sensitive Content - Details can be added to Blank Box (ie: violence. Drugs, sexual content etc)
	Loud noises		Poor Lighting
	Food Available		Moderate/Intense Physical Activity
	Aspect of Event Requires Money		Closed Captioning will be provided
	Accessible to the Visually Impaired	If you have any questions or concerns please do not hesitate to contact the EDI directors vpcomm@engsoc.uwaterloo.ca	