EMERGE

Brand Guidelines

Created by the
Graphic Design Team

Introduction

What Is This For?

All of us at the graphic design team wanted this year to visually be a culmination of every group's unique take on the EMERGE 2019 theme

The Brand Guideline is a set of instructions and assets that should be used when creating any assets for EMERGE 2019 branded graphics. This does not mean every design must follow every rule, but instead follow enough of them to ensure that every graphic made is recognizable as part of the overall brand. All of the designs that we create will share a common use of design elements.

The Theme of Balance

Balance. This single word is the theme that was decided by a group of the team leads. The word, having several meanings, would be able to be included in every aspect of Emerge in one way or another. It was a fitting theme for us when we began to create a cohesive set of design elements that could be used across multiple events, websites, and print. Not just by making things symmetrical, but also by including every team while still keeping them unique.

The theme of balance is one that resonated with seemingly every single student in one way or another. We all have many aspects of our lives that we try to balance

We hope this brand guideline helps every team to create a united vision of what balance means to each of the groups in EMERGE 2019

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Font Guide

Montserrat
Open Sans Condensed
Open Sans Regular

Open Sans Light

Title
Heading/Subheading
Body/Paragraph

Body/Paragraph

Montserrat
Open Sans Condensed
Open Sans Regular

Open Sans Light

Title
Heading/Subheading
Body/Paragraph

Body/Paragraph

Where They Can Be Found

All of these font files can be found by following:
Emerge Brand Guideline > Assets > Fonts
There's both compressed and uncompressed.

Assets

Fonts

When to Use Them

We don't expect these fonts to be used in every project, for every word. Instead we just hope that groups will favour them when they fit with whatever visuals they are creating.

If there is another font that you would prefer in a design, make sure to include it in the Google Forms, otherwise we will typically default back to this set.
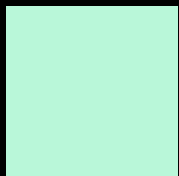
Why These Fonts?

Our choice of these fonts was for the sake of simplicity. We wanted to make sure that we chose fonts that paired well together on any reading surface, whether it was digital or print. These fonts have a high scalability and are easy to customize, making them a great choice when working with the variety of design requests that we will be receiving.
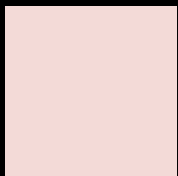
1

Colour Guide

Standard Colours
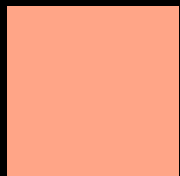
|			
#ffa587	#b9f7d9	#f3dad7	#3aa7ac
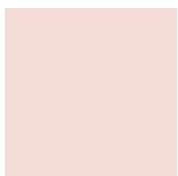
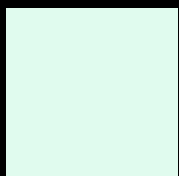|	
#b0d3e1	#cfb7e0

When to Use Them

The standard colours should be used for advertising related to EMERGE 2019 as a whole, certain parts of the EMERGE Magazine, and for the EMERGE Media Awards. Pairs well with both dark and light designs.

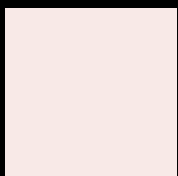The extra colours should only be used for designs with an extraneous need for a variety colours.
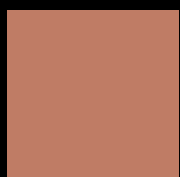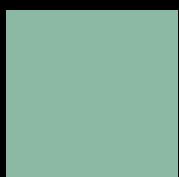
Standard Shading
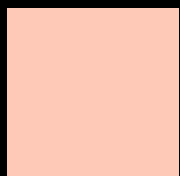
#ffbba5	#e0fbee	#f0c9cf	#89cacd
#bf6b4f	#8bb9a3	#ac7c83	#2c7d81
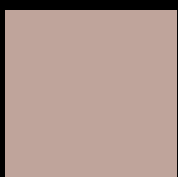
Extra Shading

#d0e5ed	#e2d4ec
#849ea9	#9b89a8

Logos

EMERGE 2019 Logos

EMERGE 2019 is different from any year before ours, and we wanted to reflect that in the logos. Instead of keeping the EMERGE confined to just the lettering, decided to try to create a meaningful design around it. In the theme of EMERGE this year we wanted every group to be a part of the creation process, and we did this by working with every group to create a unique design for each.

Assets

↳ Logos

- Standard
- ConNext
- MentalHealth
- LawAndWomen
- YogaAndPaws
- BrandAmbassadors
- MediaAwards

Standard Logo
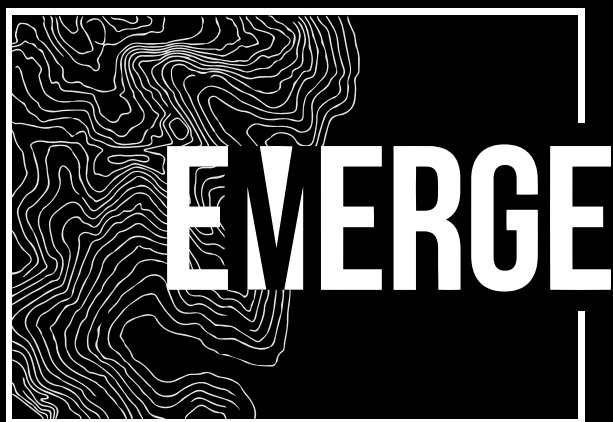
EMERGE

📁 Standard

↳ 🖼️ emergeStandard_Dark.jpg

↳ 🖼️ emergeStandard_Dark.png

↳ 🖼️ emergeStandard_Dark.svg

↳ 🖼️ emergeStandard_Light.jpg

↳ 🖼️ emergeStandard_Light.png

↳ 🖼️ emergeStandard_Light.svg

Who Is It For?

The Standard EMERGE logo will be used by the majority of teams in EMERGE as a way to unite them. These teams are:

- The print magazine,
- The EMERGE Media Awards
- The multimedia teams
- The video teams
- The majority of EMERGE related social media graphics.

Each of the events hosted this year have their own unique version of the EMERGE logo, as a way to give them a sense of independance while still remaining on brand to the larger project. They can be found on the following pages. All logos come in black and white in JPEG, PNG & SVG.

Logos

ConNext Logo
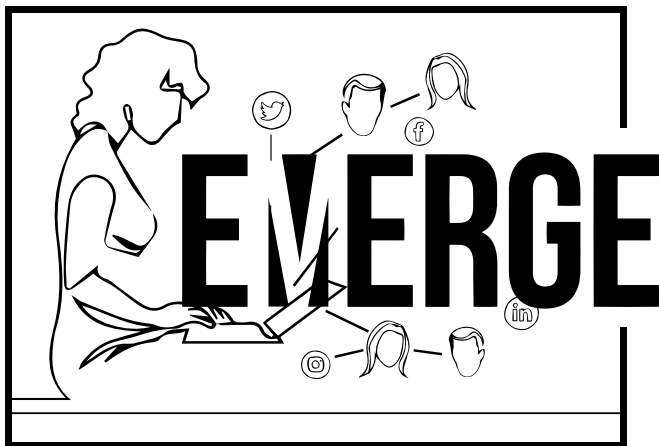
The ConNext logo is of a student networking on her laptop across a variety of social media.
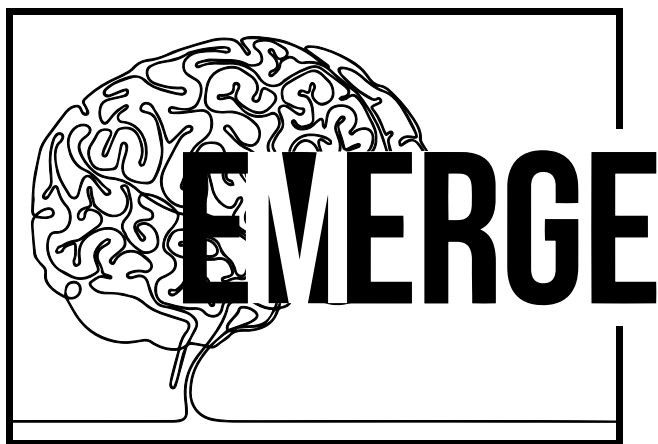
📁 Logos
↳ 📁 ConNext
  ↳ 🖼️ emergeConNext_Dark
  ↳ 🖼️ emergeConNext_Light

Above the Stigma Logo

The logo for Above the Stigma is of a brain. It is a simple, but effective way to represent mental health.

📁 Logos
📁 AboveTheStigma
  ↳ 🖼️ emergeAbove_Dark
  ↳ 🖼️ emergeAbove_Light

Through Media to Justice Logo

Through Media to Justice's logo is of a scale, one of the most popular symbols of justice and the law

📁 Logos
📁 MediaToJustice
  ↳ 🖼️ emergeJustice_Dark
  ↳ 🖼️ emergeJustice_Light

Logos

Yoga & Paws for a Cause Logo

The ConNext logo is of a student networking on her laptop across a variety of social media.

📁 Logos
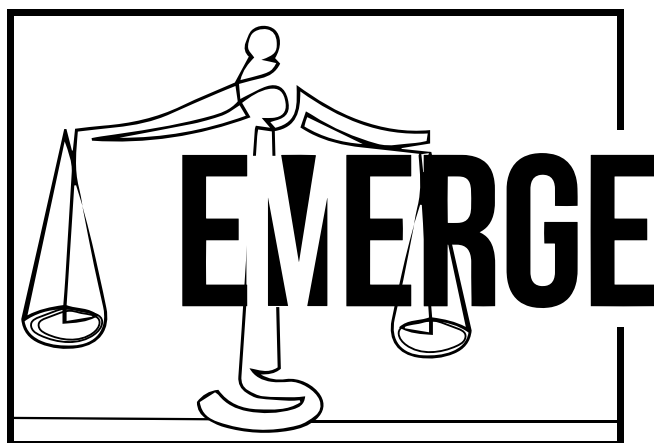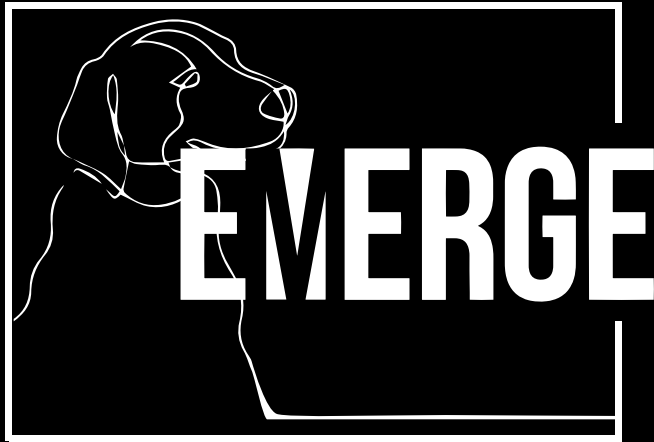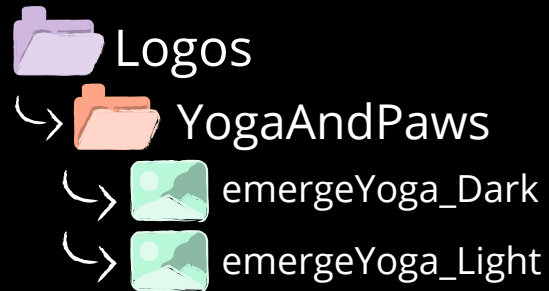↪ 📁 YogaAndPaws
↪ 🖼 emergeYoga_Dark
↪ 🖼 emergeYoga_Light

Brand Ambassadors Logo

The logo for Above the Stigma is of a brain. It is a simple, but effective way to represent mental health.

📁 Logos
↪ 📁 BrandAmbassadors
↪ 🖼 emergeBrand_Dark
↪ 🖼 emergeBrand_Light
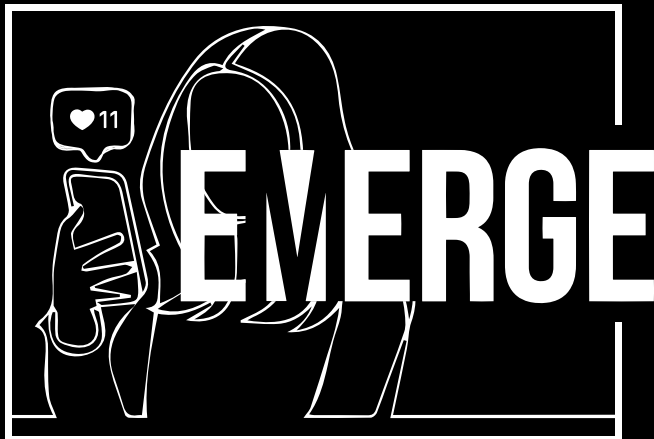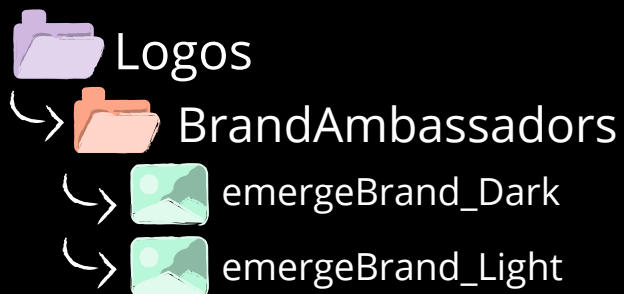
EMERGE Media Awards

The EMERGE Media Awards has a different layout than the rest, however keeps the same theme

📁 Logos
📁 MediaAwards
↪ 🖼 emergeAwards_Dark
↪ 🖼 emergeAwards_Light
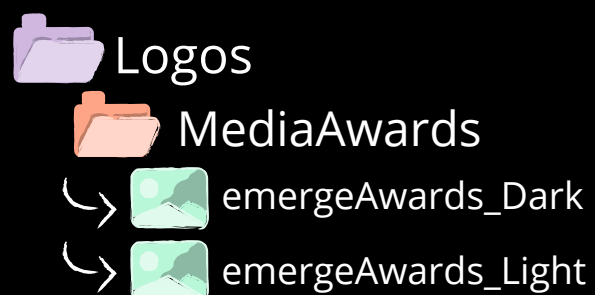
Icons

These icons have all been created for EMERGE 2019, and are copyright free (exception of social media). They come in every colour triad in the colour guide, as well as black and white versions. If you need any icons that are not found here created in a similar style request them. They can all be found in JPEG, PNG & SVG in:
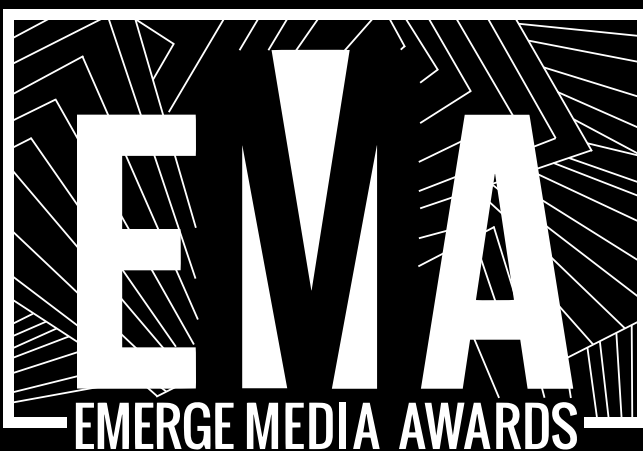
Assets

→ **Icons**

→ **Black**

→ **Orange**

→ **Green**

→ **Brown**

→ **Cyan**

→ **Blue**

→ **Purple**

→ **White**
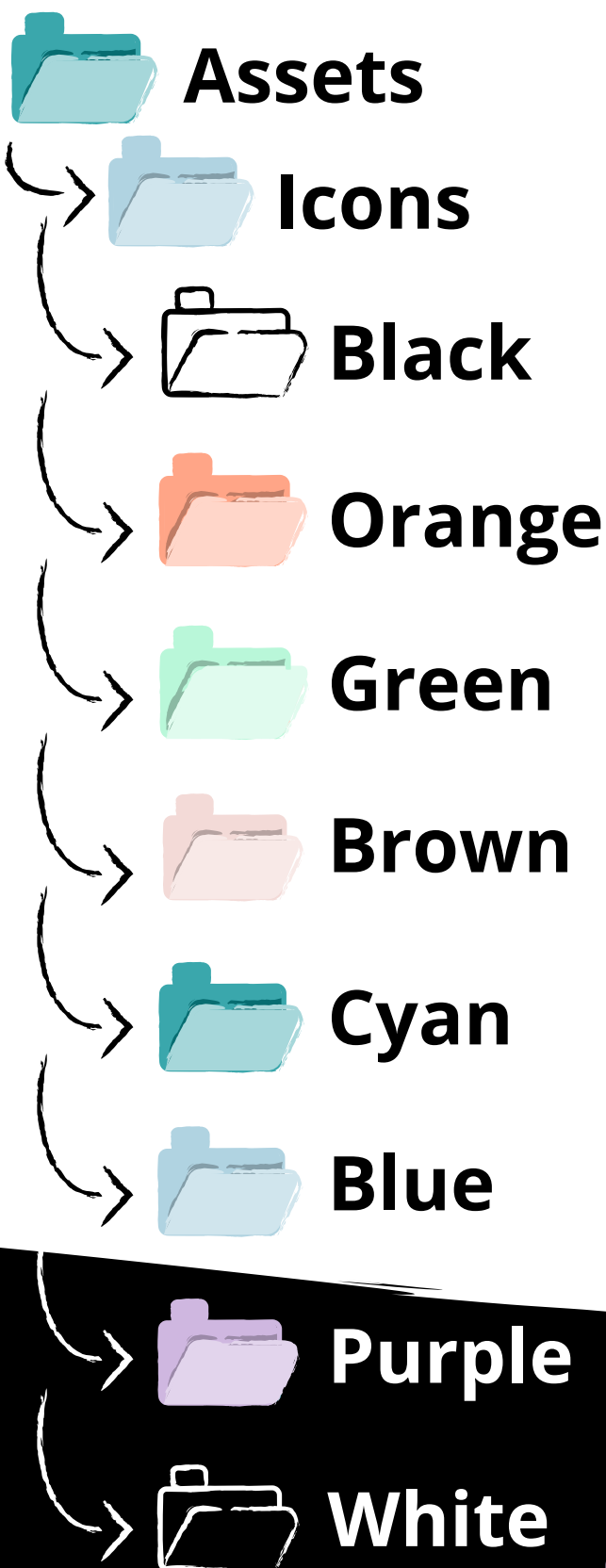
Paint Drops

What Are They?

These vector shapes are made to look like paint drops on a canvas that have had time to spread. They help to add pops of colour or bring balance to a composition. Pairs well with the topographical vectors on the next page in order to highlight important sections of whatever design is being created.

Feel free to create your own, or use the shapes below. They will all be in PNG & SVG format in:
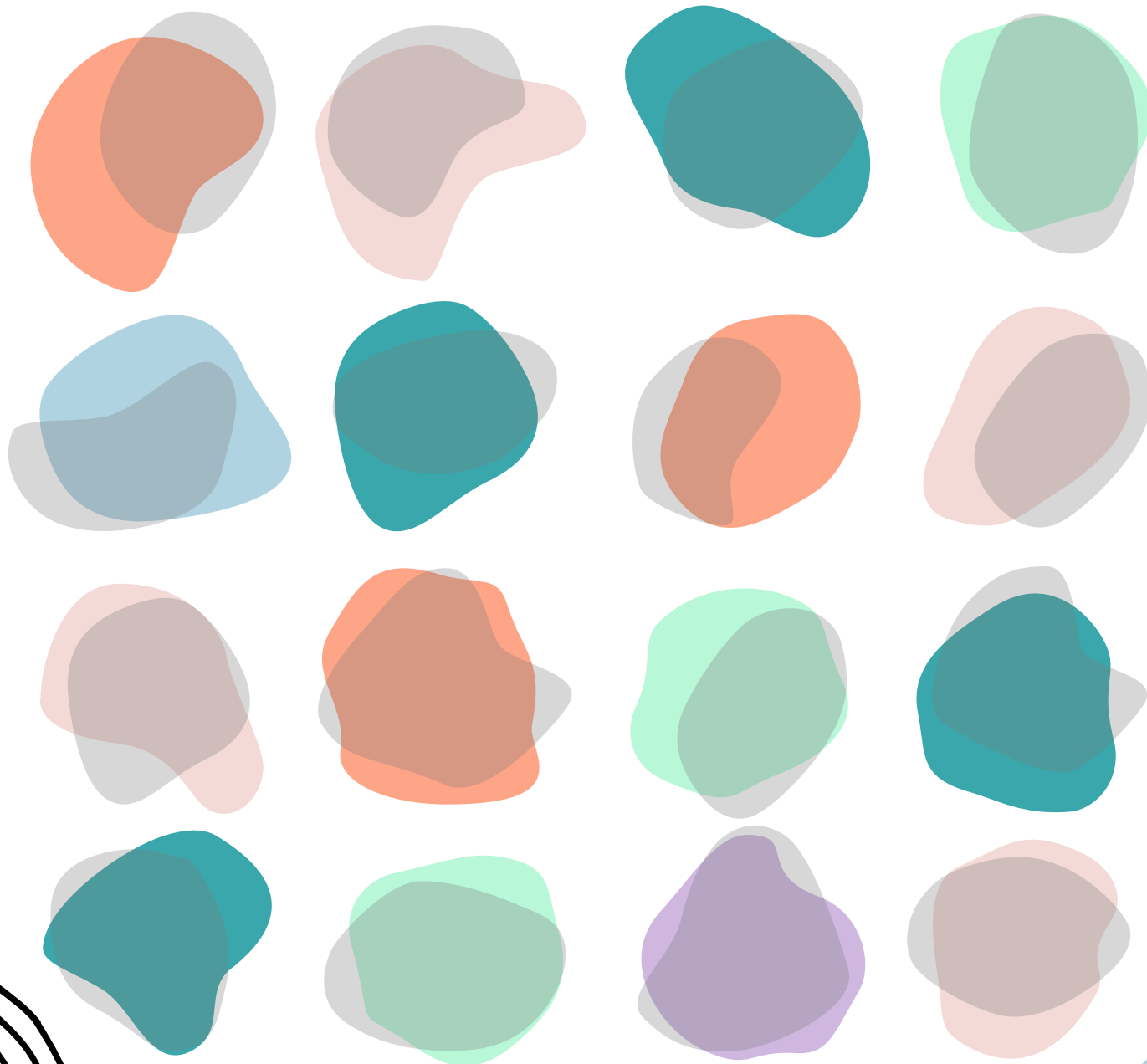
📁 Assets

↳ 📁 Textures

↳ 📁 Paint Drops

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Topography

Why Topography?

The topographical vectors were chosen as a subtle background pattern to help give texture to certain graphic designs. It helps give the idea of balance with its light linework. Feel free to create your own or use these vector graphics, found in:

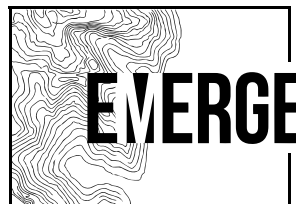📁 Assets

↪ 📁 Textures

↪ 📁 Topography

Do's & Don'ts

How to Use Everything

EMERGE Title Subheading

DO - Make sure to use light assets or fonts on top of dark colours in order to ensure visibility.
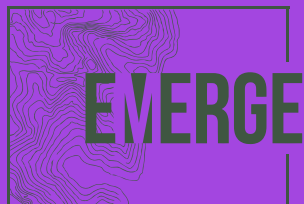
Acceptable ✓

EMERGE Title Subheading

DO - Make sure to use dark assets or fonts on top light colours in order to ensure visibility.

Acceptable ✓

EMERGE Title Subheading

DON'T - Use colours that are not part of the colour guide

Not Acceptable ✗

EMERGE Title Subheading

DON'T - Use light coloured assets/fonts on top of light backgrounds

Not Acceptable ✗
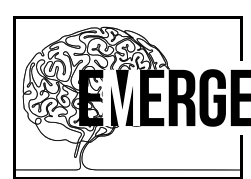
EMERGE Media Awards · **EMA** EMERGE MEDIA AWARDS

DON'T - Use fonts that are not part of the guidelines for any EMERGE branded material

Not Acceptable ✗

ConNext Networking · **EMERGE**

DON'T - Use the wrong logo in the design you are making

Not Acceptable ✗

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Contact Us
Google Forms and Contact Information

William Currie - Team Lead

Responsible for managing design requests and brand guidelines. Contact me for any questions or concerns
Phone - 705-719-8309
Email - william.c.currie@gmail.com
Facebook - https://www.facebook.com/will.currie.127

Design Requests - Google Forms

Use for any design requests you have. Fill in with as much information as you can. Only one design request. Designs must be requested at least five days before they are due

https://goo.gl/forms/BqaGKrG8HVmYiptG2

Brand Guidelines - Online Version

An online asset library of everything you see in this booklet. Contains exports of every asset and working file, all easily accessible within a Google Drive

https://drive.google.com/drive/folders/12gGHqfNypuR2-Q1AmGC9FttspSGFitOe?usp=sharing