



BRAND GUIDE

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INTRO

Welcome to the official Brand Guide for RU Student Life! We are excited to kick off a new look that is fresh, funky, and, above all else, that represents our urban and diverse student body here at Ryerson University.

LOGO



The official logo of RU Student Life.

Our logo has been created with flexibility in mind. Available in many colours, the logo can be tailored to our specific needs.

VARIANTS

Our logo is extremely flexible and open to creative alterations - of course, so long as it looks good!



Multicoloured

Our logo can be used with any colour background, as long as the "RU" is still clearly visible.



Grayscale

The logo works quite well in a single colour; ensure that the logo always creates a high contrast to stand out!



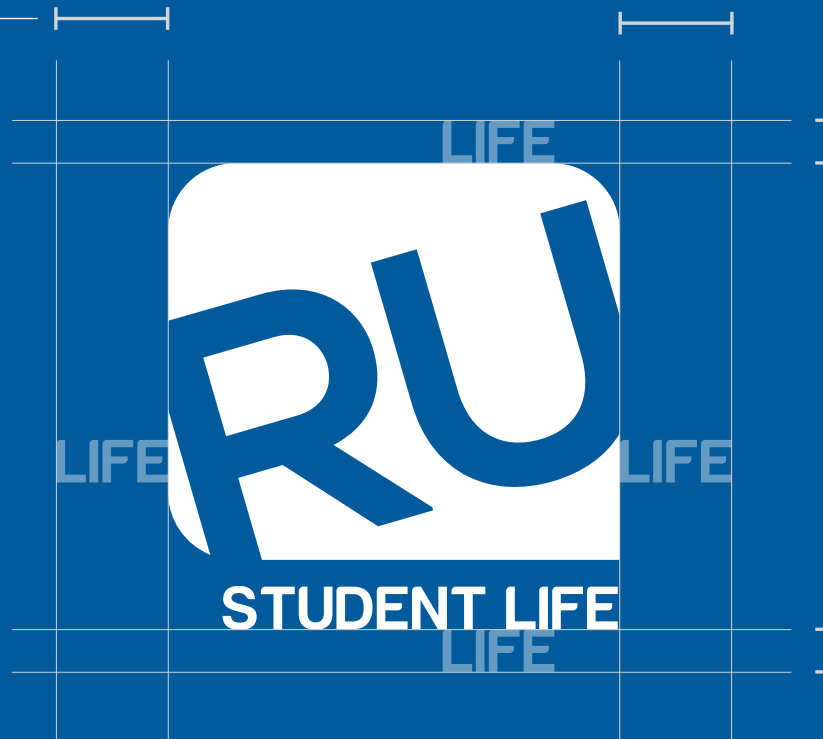
Special Variants

Our logo can also be customized to suit the occasion. This is an example of what the logo could look like on Valentine's Day.

SPACING

Our logo needs a bit of breathing room in order to stand out and keep looking its best. Here are a couple rules of thumb when placing the logo anywhere.

Spacing beside the logo should be equivalent or greater than the width of the word "LIFE"



Spacing above and below the logo should be equivalent or greater than the height of the word "LIFE"

PLACEMENT

The logo should, as much as possible, be placed in the bottom right corner of marketing materials.



Paired with text, the logo can be placed on the LEFT with text to the RIGHT



COLOURS

RU Student Life shares and promotes student voices and experiences as part of the Ryerson community. We use the same colours as the official Ryerson brand to represent our connection to the institution and its goals and values.

Blue
C : 100 R : 0
M : 56 G : 90
Y : 0 B : 156
K : 18
HEX: 005a9c



Gold

C : 0 R : 254
M : 27 G : 190
Y : 100 B : 16
K : 0
HEX: febe10

TYPOGRAPHY

RU Student Life is all about creating and curating content with and for the student body at Ryerson. Keeping this in mind, we have chosen fonts that we think will best communicate our tone and message to our audience.

Aa

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
0123456789
? ! , ; / @ # \$ % & * ()**

NEXA BOLD
HEADINGS

This font should be used for headings, usually in all caps. Never use for body text.

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
0123456789
? ! , ; / @ # \$ % & * ()

NEXA LIGHT
SUBHEADINGS

This font or Roboto Medium should be used for subheadings, usually in all caps. Never use for body text.

TYPOGRAPHY

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
? ! ; / @ # \$ % & * ()

Roboto Medium
Subheadings 2

This font or Nexa Light should be used for subheadings, usually in sentence case. Avoid using for body text.

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
? ! ; / @ # \$ % & * ()

Roboto Light
Body Text

This font should be used for body text, usually in sentence case. Avoid using for headings.

TYPOGRAPHY

PUTTING IT ALL TOGETHER

AN EXAMPLE OF HOW TO USE THE FONTS TOGETHER

Subheading for a New Section

Aboreperi rem ut ut lam aceribusae sandis eum abor modioribus.

Luptam, consequae quo debissi tinvel mi, se nis rempedicium quiam es et voluptatur, sit lacepel is aut rehent ad eum quodian dessequam quam fuga. Ucieni sandes repelit landiaecte veliqui omnihil luptatem none comnisi te quunt eles sitature optis aut ut ilibea sequodi voluptat im dem volorerum fuga. Ature volor adi aut volorecto volupta turerspe eostis apicipi ciendigenis siminis sunt aut eum sedi nihilla nistior epudicidebit desequos illab is re inciis magnis samus velesti andanditia nullut dolorer iossequo iligend itisciat lam ipitatetet dolorit apiendandi dollibus.

In body text, it is completely okay to use Roboto Medium to **create contrast within the text**. This can be for important points, or information you **do not want the reader to miss**.

Yet Another Section

Sed molor solut re nullupt atatese nam, qui dolecte con nis non nossus ea porehendam, ut vent omnis susdae nis reiciis doluptati consequae omnim arciur? Qui que eveni cum ium vellaut labo. Ut res volorionse quam arum est exerit estota perum int erovide voluptias conse occabo. Et preprovit evendigent endae sam venim lab ipient, que dolorpor sam quam ut alit et haruptur similic tem ium aut quam explabo. Inis comnistrum aut ipit plicte volorestiur, consequatia simagnim audandion rehenissendi de coritiis nonsenis eossim volupta nos pedigen imperchicium que nia del idi debis aruptas seratur, optatur mo ium qui ommoloriti dolum, et volo bla dellores repuditatus quam aliqui veliquas quatis doloria volut verum eaqui diasin porro quod ut poribustet fuga. Nam rendunt fugit, simi, quo vel.

CONTACT

Unsure of something or need more information?
Here's who to contact!

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