

The background image shows a group of students, mostly young women, standing behind a long table outdoors. They are wearing teal-colored t-shirts. On the table, there are several white mugs with a logo, a laptop, and some papers. The students appear to be engaged in a group activity or discussion. The image is overlaid with a semi-transparent teal filter.

THE STYLE GUIDELINES

WASHINGTON UNIVERSITY IN ST. LOUIS
DEPARTMENT OF CAMPUS LIFE

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Our Vision

Campus Life aspires to create:

students becoming better people making better communities

We believe that it is imperative that students discover and define self and community. We are proactive, intentioned, and present as we model the way our students and colleagues.

Our Mission

We carry out our vision by:

empowering students to discover and define themselves and their communities through advising, programs, and resources

We aim to provide advising that is campus-wide, student-centered, has clear expectations, and is accountable. Our programs are data-driven, have applicable assessments, and celebrate the successes of our students. We provide resources that are efficient, connected, and accessible to all students.

Our Brand

“This is your Campus Life”

When we refer to our name, our programs, our initiatives, we use the phrase “this is your ____.”

When we thought about the vision and purpose of Campus Life, we wanted to make sure that in all of our messaging and communication design we put the focus on the students.

“this is your” has a directionality that goes outward from Campus Life to the students. It also puts the ownership of the programs and initiatives Campus Life supports in the hands of the students.





Implementing our Brand

The Campus Life formal logo or informal mark should be placed in a clear, but not obstructive location. Placement in one of the four corners is usually preferred.

In all communication designs, all references to Campus Life and/or Campus Life programs should include the “this is your” branding.

The plural version “these are your” may be used when referring to multiple programs/events/initiatives. For example: “These are your Fraternity & Sorority Values”

No other versions of the phrase can be used without approval from the Executive Director for Campus Life.

For Campus Life projects and initiatives, the phrase “this is your” should be set before the name of the program with the following parameters:

- Font should be Source Sans Pro Semibold italics
- Width should never be longer than the main title. Recommended width is two-thirds of the program title
- Font color should be white or black depending on the background.
- Font should be set to 50% opacity to ensure focus is on the program title

this is your **FIRST WEEK**

Check out the other First 40 events at wugo.wustl.edu



Monday 8/26: Casino Night

Tisch Commons - DUC

7:00PM



Tuesday 8/27: We Sing for Ice Cream

Graham Chapel

7:00PM



Wednesday 8/28: Taste of WashU

Edison Courtyard - DUC

6:00PM



Thursday 8/29: Improv Show

Tisch Commons - DUC

7:00PM



Friday 8/30: DUC N' Donuts

DUC North Entrance

9:00AM



Friday 8/30: SU Activities Fair

Mudd Field

4:30PM



Saturday 8/31: Day on the Loop

South 40 Clocktower

12:00PM



this is your
CAMPUS LIFE



“This is your” is set before the name of the program and opacity set to 50%. The width is also smaller than the program title. This ensures that the focus is on the program, but the design still ties back to the Campus Life branding.

The base of the design is a neutral, white background. This helps ensure that the focus of the design is on the information rather than the background design elements.

The design also relies on photos to help illustrate the information Campus Life is trying to convey to its student audience.

The Campus Life Mark is placed on a simple background in the bottom corner as to not obstruct the design, but ensure that the Campus Life brand is clear and identifiable.

Logos

Logos mark Campus Life's identity

The work that Campus Life engages in is unique in that we act as the support system for the student-driven programs and events that are held everyday at WashU. Our vision is for students to develop their own communities.

Because of this we think it is imperative we develop a distinct presence so that students can clearly recognize the advising, programming, and resources we provide.



Formal Campus Life Logo

The formal Campus Life logo should be used in all formal documentation and publications. It is particularly important to use this logo when the connections between Campus Life and another campus entity such as Student Affairs are being referred to together. Examples include policies, contracts, and external reports.

The logotype of the formal Campus Life logo consists of a three-color heraldic shield device and a formal wordmark in black. This logo can be used on any white or light-colored background, or placed over a suitably light-colored area of a photographic background as long as it remains highly legible.

On a dark background, a reverse version of the logo is required, with the wordmark in white. Note that the reverse versions of the logo include a white outline around the three-color shield.

One-color versions of the logo are also available for applications when full-color printing of the logo is not possible.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Full-Color Positive



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Full-Color Reverse



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

One-Color Positive



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

One-Color Reverse

Informal Campus Life Mark

The informal Campus Life mark should be used only in informal external publicity aimed at the student population. Formal documents and policies should utilize the formal Campus Life logo.

The informal Campus Life mark consists of the official WashU shield outline with the Campus Life slogan placed to the right, leaving enough room between the two to ensure separation between the elements.

There are two versions of the mark: a full-length horizontal mark and three-layered mark. Use of either mark is up to the discretion of the designer, but ensure that the entire slogan is clear and readable.

The phrase “this is your” should always be placed above “Campus Life” and in the font Source Sans Pro Semibold Italics at an opacity of 50%. The opacity can be adjusted if necessary for each design. “Campus Life” is always written in Brandon Grotesque Bold.

The outline shield is always a single color. Do not attempt to fill in areas with color or create multi-color variations.



Horizontal Black



Horizontal White



Three-Layered Black



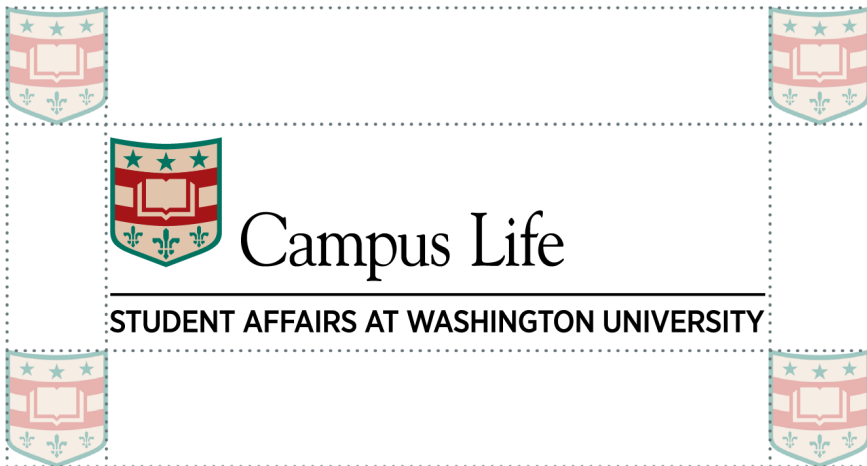
Three-Layered White

How to Use the Logo and the Mark

Official Campus Life Logo

When using the official Campus Life logo, you need to follow the guidelines set by Public Affairs.

This includes making sure that the logo is large enough on your design that all text is readable from afar. The logo should also never appear closer than the height and width of the shield to the edge of the paper or to any other typography or artwork.



Informal Campus Life Mark

Similar to the official Campus Life logo, because the mark utilizes the WashU outlined shield, the guidelines set by Public Affairs should be followed.

This includes making sure that the logo is large enough on your design that all text is readable from afar. The logo should also never appear closer than the height and width of the shield to the edge of the paper or to any other typography or artwork.

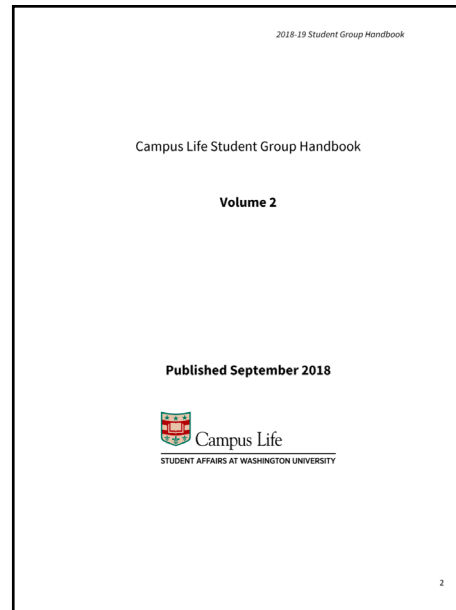


When to Use the Logo vs. the Mark

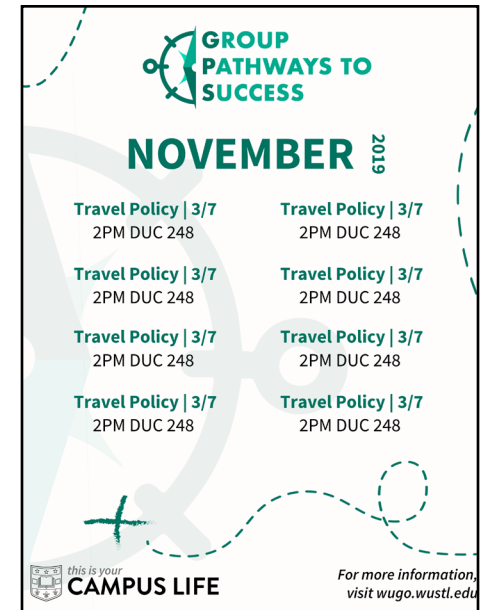
The formal Campus Life logo should always be used in all formal documentation coming out of Campus Life. This includes contracts, policies, formal policies, etc. The logo should also be used whenever there is co-branding with other University departments. Public Affairs has specific rules for co-department branding that are detailed on page 16.

The informal Campus Life mark can be used on all non-formal documentation and designs that are aimed at the student body. This can include event posters, informal presentations, and social media posts. The mark should never be used in documents aimed at University departments, the logo should be used instead.

If you do not know whether the logo or mark is appropriate for your design, utilize the formal logo to ensure that your design follows Public Affairs guidelines. You can also reach out to the Executive Director for Campus Life.



The official student group handbook should have the Campus Life logo as it is a formal policy document.



The GPS Calendar can have the Campus Life mark as it is aimed primarily at the student body and is not a formal document.



Incorrect Logo Usage

All Campus Life logos must be reproduced from the approved artwork and can never be altered. This is especially true for the official WashU logo as it contains the official WashU logo and follows the University template. The following page showcases examples of unapproved uses.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Do not use the shield or typography separately.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Do not reposition the shield or typography.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Do not re-size the shield or typography.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Do not substitute a different font.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Do not add drop shadows or other effects.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Do not produce the logo in alternate colors.



Campus Life

Do not crop the logo.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

Do not add elements to the logo that attempts to create a new mark.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

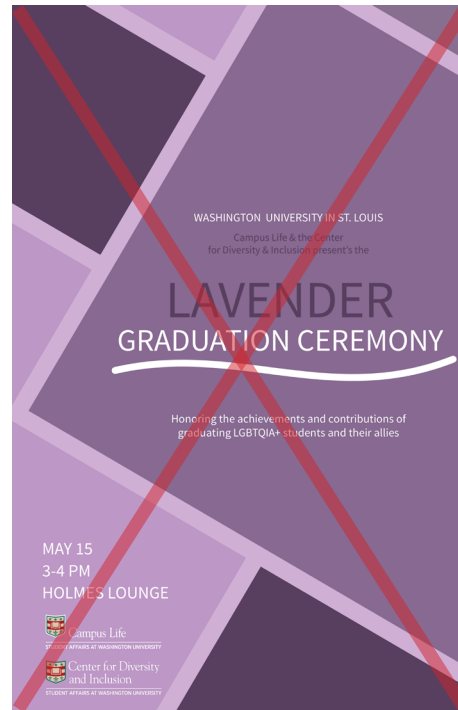
Do not change the logo proportions

Co-Branding

When events or initiatives are sponsored by multiple groups or University departments, it is important that you utilize these co-branding rules to ensure that there is succinct and accurate branding of each party.

For designs that require co-branding of two or more university units, the “one-logo” rule applies. Use the highest-level logo that applies to all entities and list the separate units in ordinary type.

For example: if the Center for Diversity and Inclusion and Campus Life are co-sponsoring an event, the Student Affairs logo should be used as it encompasses both departments. “Center for Diversity and Inclusion” and “Campus Life” should then be listed below the logo.



Incorrect: Because both the CDI and Campus Life are both under the Student Affairs division, the umbrella logo should be used rather than the separate entities' logos.



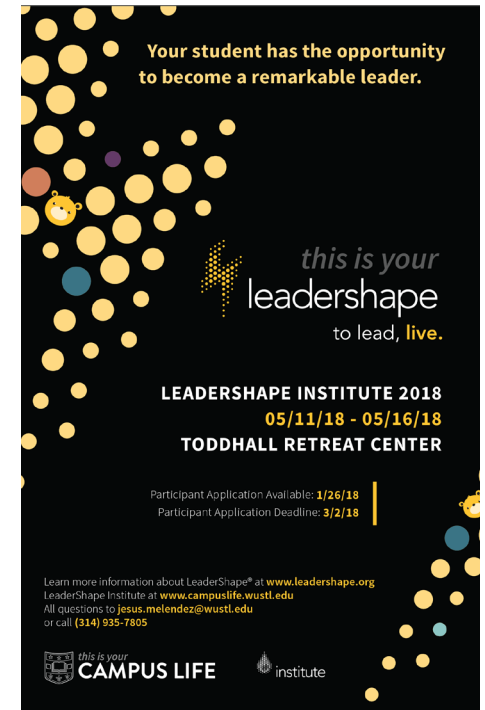
Correct: This version has the umbrella Student Affairs logo and lists the two separate entities sponsoring the event above the main title.

For events that are co-sponsored by Campus Life and non-University departments such as a student group or non-WashU entity, each logo should be placed separately in the design.

Each logo should have enough space between them to ensure that there is a clear distinction between sponsors.



Incorrect: The two logos at the bottom of the design are too close together.



Correct: This version provides enough space between logos so that there is a clear distinction between the two sponsors.



Colors

Colors create a consistent identity

It is important that Campus Life's identity is instantly recognizable in all of our communication and designs. An important aspect in accomplishing that is the colors we choose.

When designing for the web or other electronic media, use these RGB or Hex values. For print, use the appropriate CMYK or spot color, depending on the print specifications for your final output. Do not use "automatic" formula conversions such as converting spot color to process within a graphics program or converting a print formula to a web formula. These will not produce accurate color matches.

Primary Design Palette

We have chosen green as the primary color palette for our communication design. This allows us to uphold our own Campus Life identity while also falling in line with WashU's overall design guidelines.



PMS 342
CMYK 100, 0, 60, 40
RGB 0, 115, 96
HEX #007360

Accent Colors

The WashU red can be used with discretion as an accent color in page design. It should not generally be used directly adjacent to green. Equal combinations of red and green together can be visually challenging.



PMS 200
CMYK 0, 100, 59, 24
RGB 165, 20, 23
HEX #a51417



PMS Cool Gray 3
CMYK 20, 17, 17, 0
RGB 200, 200, 200
HEX #c8c8c8



PMS Cool Gray 11
CMYK 59, 41, 42, 15
RGB 108, 115, 11
HEX #6c7373

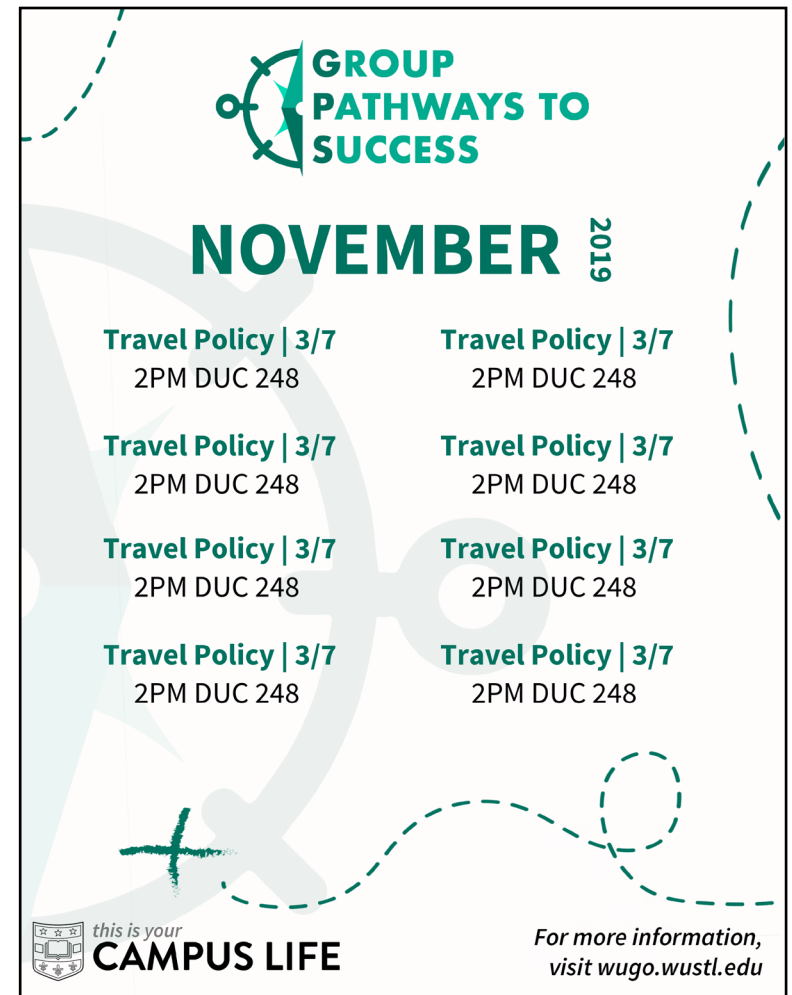
Color Guidelines

We want to make sure that the Campus Life brand is attractive to the current student body, but also flexible to maintain the identity of all of our program's individual identities. We also want to ensure students can tie our events back to WashU.

In order to do that, all Campus Life designs and communications should all have a majority neutral base, usually white or black. This ensures that all colors that are placed on the design are emphasized and are distinct.

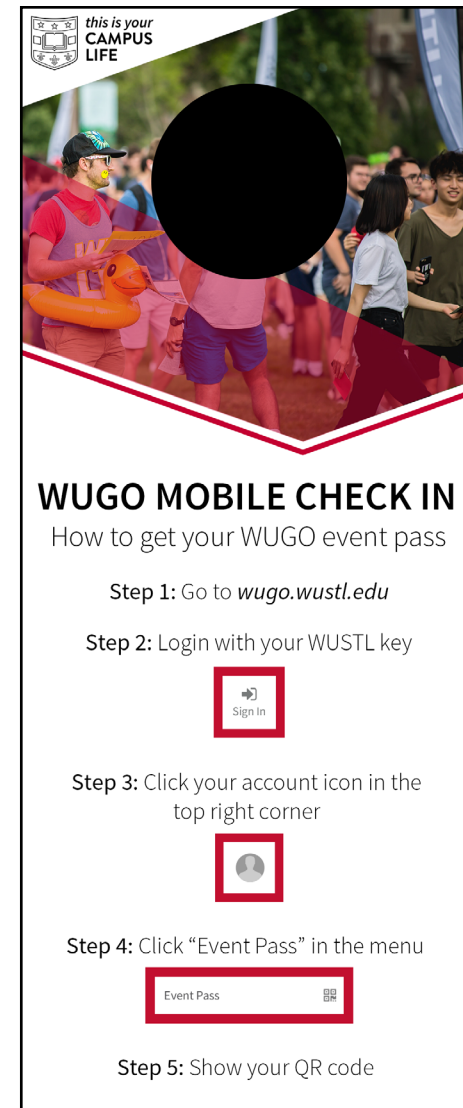
Major colors of the design should be the official WashU green. Other accent colors should only be used when there are secondary elements of a design. The accent colors can be used for major design elements when there is an alternative version of the design made, for example for a multiple-poster campaign or a two-sided flyer.

Green and red should be used sparingly together in the same design. Juxtaposed green and red can be difficult to distinguish, and so we use the combination in very specific occasions.





In this door decal design, the front has a base of white to ensure that the color accents are distinct and stand out. The major color used in this design is green, but not such much so that it dominates the design. The focus of the design should be the information being conveyed, not the colors being used.



For the back of the door decal, red is used as the main color to ensure that the two sides are easily distinguishable from each other. Red should only be used as the main design color when there is already an alternative green design.



Typography

Typefaces give words a tone of voice

The font chosen for a design plays an integral role in our identity as Campus Life. It is important that our communication is consistent in meaning, appearance, and tone of voice. All of these are affected by the typeface used in designs.

We do not use a single official font because no singular font could express all of the different meanings and messages we try to communicate. Instead we rely on three main fonts that help to establish the Campus Life branding.

When choosing a font for your design, choose one that fits the personality and messaging of your design.

slab serif font

Rockwell

Rockwell was designed in 1934 by Frank Hinman Pierpont and published by the Monotype Foundry. It is based upon several earlier geometric typefaces from the early 20th century, including Litho Antique distributed by a St. Louis type foundry. Slab serif fonts retain a bold, nostalgic and somewhat casual air, recalling their original use on posters and handbills. Today, this mono-weighted face is well suited to headlines and other display applications that require a confident tone. It should not be used for body text.

Rockwell is included with many desktop publishing licenses (Microsoft Office), or is available to purchase in both web and desktop versions.

It should only be used for headers of a design and never for the body copy.

Rockwell Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rockwell Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Rockwell Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Rockwell Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

sans serif font

Source Sans Pro

Source Sans is characterized by an open, upright design that is neutral and friendly. It draws inspiration from the clarity of American gothic typeface designs, but it has been simplified and enhanced to create a pleasant reading experience in both long passages and short text strings. It is optimized for both print and web applications and is highly legible at all sizes.

It is a free, open-source font, making it easily downloadable without license restrictions.

This font can be used for both headers and body copy. Utilize the different weights to clearly separate headers from body copy. Use Regular, Light, and Extra Light for body copy and subheaders. Use Semibold, Bold, and Black for headers.

In cases where it is not possible or practical to use Source Sans Pro, these fonts may be substituted:

- Open Sans
- Calibri
- Arial

Source Sans Pro Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Extra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

script font

Hestina

Hestina is a stunning bold brush type, digitally perfected and smoothed all around.

This font must be downloaded from the Campus Life Box Folder for department usage.

It should only be used for headers of a design and never for the body copy.

Hestina Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

When to Use Each Font

It is important that you know each font's use case. This helps ensure that the look and style of Campus Life's designs and communication is consistent across events and initiatives.

Rockwell

Rockwell should only be used for headers and titles of events. Because of its bold weight and large footprint, it should never be used for the body copy (paragraph text) of a design.

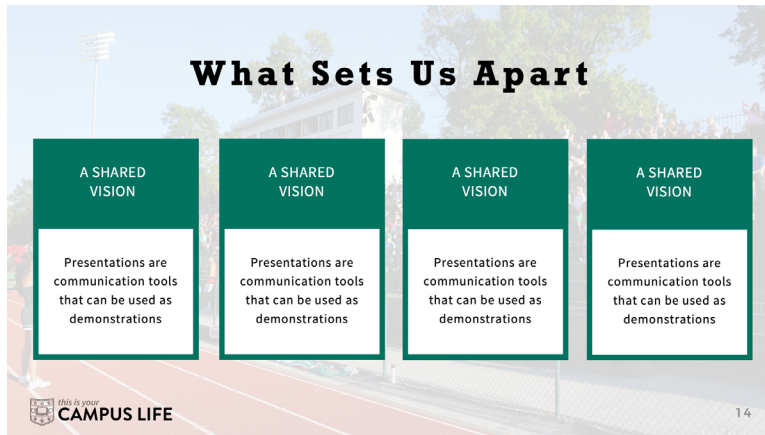
Hestina

Like Rockwell, Hestina should only be used for headers and titles of events. You should never use Hestina in all capital letters as it eliminates the connection between letters. The only exception to this is when using "WashU." A custom version of this phrase is available on Box and on Canva for usage.

Source Sans Pro

Because of its many weights, Source Sans Pro can be used in almost every use case. Use the Semibold, Bold, and Black weights for headers and titles. Make sure that the most important header has the heaviest weight.

For body copy and subheaders, use Extra Light, Light, and Regular weights. When using this font for subheaders, considering using the italics weight to differentiate it from other headers.



Here Rockwell is used as the main header of the design. Source Sans Pro Regular is used as the subheaders and body copy.



Hestina is used as the main header. Source Sans Pro Bold is used as a subheader. Source Sans Pro Regular is used as the body copy.



Here is an example of where the main header is not at the top. Hestina is used as the main header. Source Sans Pro Bold is used as the subheader above the main title. Source Sans Pro Light is used as the lowest sub header below the main title.



Templates

Ideas to jumpstart your own designs

Here you can find a few examples of basic design templates you can use as the start of your own individual designs.

Most of the designs shown are for official documentation such as policies and letterhead. Designs for individual events, initiatives, or projects can have their own unique design as long as they follow the Campus Life branding guidelines detailed on page 8.

All other designs should follow the overall style guidelines laid out on page 20.

Official Campus Life Letterhead

This is the official Campus Life letterhead that should be used in all formal messaging.

The body of the letter should be written in the font Source Sans Pro Regular at a font size of 10.

A digital version with an editable textbox containing pre-formatted text can be found on the Campus Life Canva account. Blank digital versions can be found on the Campus Life Box folder.

Whenever a physical letter is being sent using the official Campus Life letterhead, pre-printed letterhead should be used rather than printing using the digital template.

The green left border is 2.5 inches in width. To print on physical letterhead, open a blank word document and adjust the left boarder to at least 3 inches.



August 14, 2019

Mandy Curtis
Department of Campus Life
mandy.curtis@wustl.edu
(314) 935-3443

Dear Mandy,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt

Sincerely,

Rory Mather
Supreme Overlord of Campus Life

Film Policy for Washington University in St. Louis

Policy 1

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Policy 2

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Policy 3

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non num-

Campus Life Policy and Contract Template

This is the official Campus Life template that should be used for all department policies and contracts. This specific footer utilizes the official Campus Life logo and provides key information outside vendors would need to contact the office.

A blank digital version can be found on the Campus Life Canva account as well as the Campus Life Box folder.

Page number are not included in the template, so for multi-page documents be sure to add them in the footer of your document.



Campus Life

STUDENT AFFAIRS AT WASHINGTON UNIVERSITY

1

1 Brookings Dr. CB 1068
St. Louis, MO 63130
(314) 935-3443

students.wustl.edu | wugo.wustl.edu

Informal Campus Life Footer

For all informal documentation that does not require the official Campus Life logo, you can use this template.

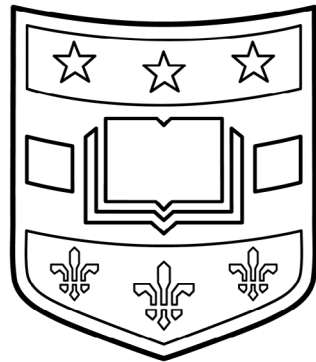
Examples of appropriate uses include:

- DUC Door Signs
- Meeting Agendas
- Single-Use Posters



this is your
CAMPUS LIFE

students.wustl.edu | wugo.wustl.edu | su.wustl.edu | DUC 160/270



this is your
CAMPUS
LIFE