# THE MATHSOC LOGO
## OFFICIAL USAGE GUIDELINES
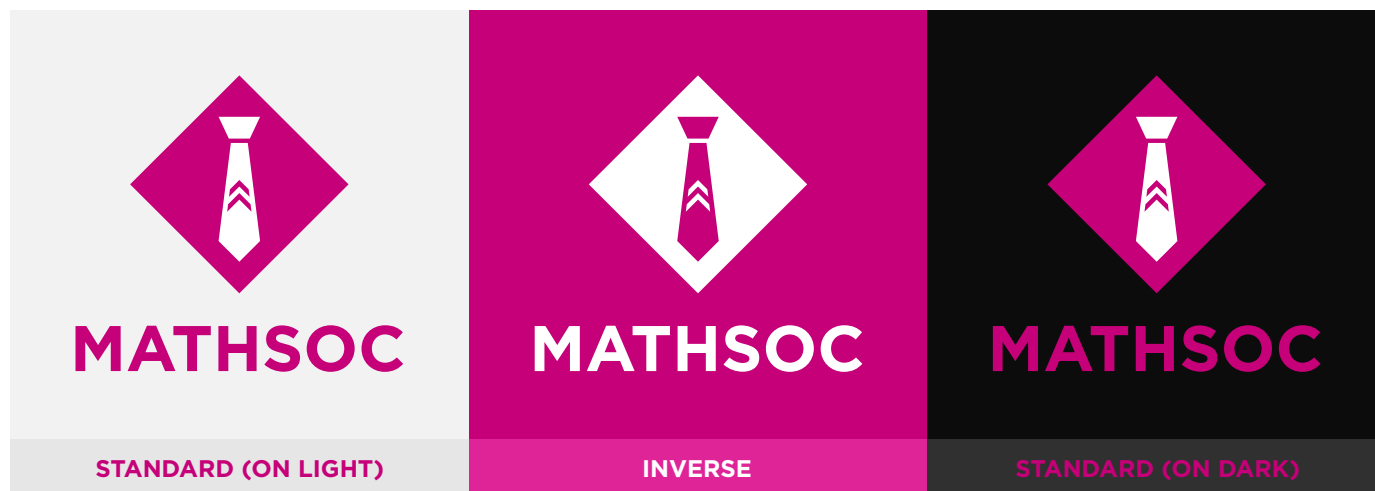
## COLOUR

### SUMMARY

Always use the CMYK files for colour printing and manufacturing, and the RGB ones for digital artwork; never use the K (black) ones for anything but black and white printing.

Don't mess with the colours of the logo, or feature the inverse (white diamond) logo on backgrounds that aren't exactly Math Pink.

The MathSoc logo comes in two stylistic variants, for different backgrounds: the **standard** white-tie-on-pink (left- and right-most, above),  and the **inverse** pink-tie-on-white (middle, below). In nearly all cases, you should use the standard version, which features a white tie on a pink diamond; the only case in which the inverse version should be used is if your intent is to place the logo on a Math Pink background, like in the centre example below.

| STANDARD (ON LIGHT) | INVERSE | STANDARD (ON DARK) |

In addition, each individual logo and lockup graphic comes in several different colour formats for different production contexts: **CMYK assets**, for colour printing; **K** (which means black, or traditionally "key" ink) **assets** for black-and-white printing; and **RGB assets**, for web and other digital-only contexts. Each of these sets is tuned to look best in their respective media and their respective media only — as such, you should always make sure that you're using the correct set of assets for your medium.

For simplicity's sake, this document will only ever use the general term **Math Pink** to refer to the primary shade of pink considered to represent the Mathematics Faculty, as defined by the University of Waterloo's branding guidelines (which can be found here at https://uwaterloo.ca/brand/visual-expression/colour-palette#Math). At the time of this writing, the University's guidelines actually specify two different primary shades of Math Pink: one for use in digital productions (referred to as "Level 4" in their guidelines), and one for use in print (referred to as "Level 3"). It's also worth noting that you should never use the K assets anywhere except for black-and-white printing; if a design featuring the MathSoc logo will ultimately be produced in colour, then the logo should be reproduced in Math Pink and white, without exception.

Lastly, you should avoid setting the logo against busy backgrounds, or backgrounds that are close to, but not exactly, Math Pink in colour; they tend to make the standard version of the logo look muddy and reduce its recognizability overall, and clash with the Math Pink tie in the inverse version, making it seem out of place.

# THE MATHSOC WORDMARK

## SUMMARY

The wordmark is a part of the MathSoc brand, so don't mess with it, change it, or try to reproduce it yourself; always use the official MathSoc logo assets to keep its appearance consistent across all media.

The logo-only assets (the ones without a wordmark) should only be used in designs that don't feature text: things like graphic T-shirts, stickers, web and app icons. Otherwise, always make sure the wordmark is featured alongside the logo by using a lockup from the official asset pack.

Most of the time, you're going to want to use one of the horizontal lockups; only use the vertical one when MathSoc's involvement is the focus of the document, for example on a poster advertising a MathSoc-hosted event or meeting, but not events hosted by a MathSoc club or affiliate, or that MathSoc is presenting on behalf of someone else.

The MathSoc wordmark is set in uppercase Gotham to fit in with the rest of the university's branding, and is always colour-matched to the diamond base of the MathSoc logo. When using the wordmark alongside the MathSoc logo, be sure to use the **lockups** (the logo assets that already include the wordmark) found in the official asset pack, as they already account for all spacing, typographical, and colour requirements. You should never need — nor should you attempt — to reproduce the wordmark separately of the logo.

In general, the MathSoc wordmark should appear alongside the logo in all officially-sanctioned MathSoc communications. The logo on its own should only be used in graphically-heavy contexts in which any text would disrupt the flow of the work, dramatically increase production costs, or is either discouraged or prohibited altogether — things like novelties (both merchandise and apparel), and digital iconography (website and app icons) for instance. For things like posters, stationery, signs, and business cards, your purposes will be better served by one of the lockups that features the wordmark.

Lastly, only use the vertical lockup in cases where the MathSoc organization itself is the focus of your design, for example if you're making a poster for a MathSoc-centric event like a General Meeting. Most other cases are better handled using one of the horizontal lockups; this is especially true in the case of event posters, where the horizontal "Presented by" and "Affiliated with" lockups clarify MathSoc's relationship to the event.

# CLEAR SPACE

**SUMMARY**

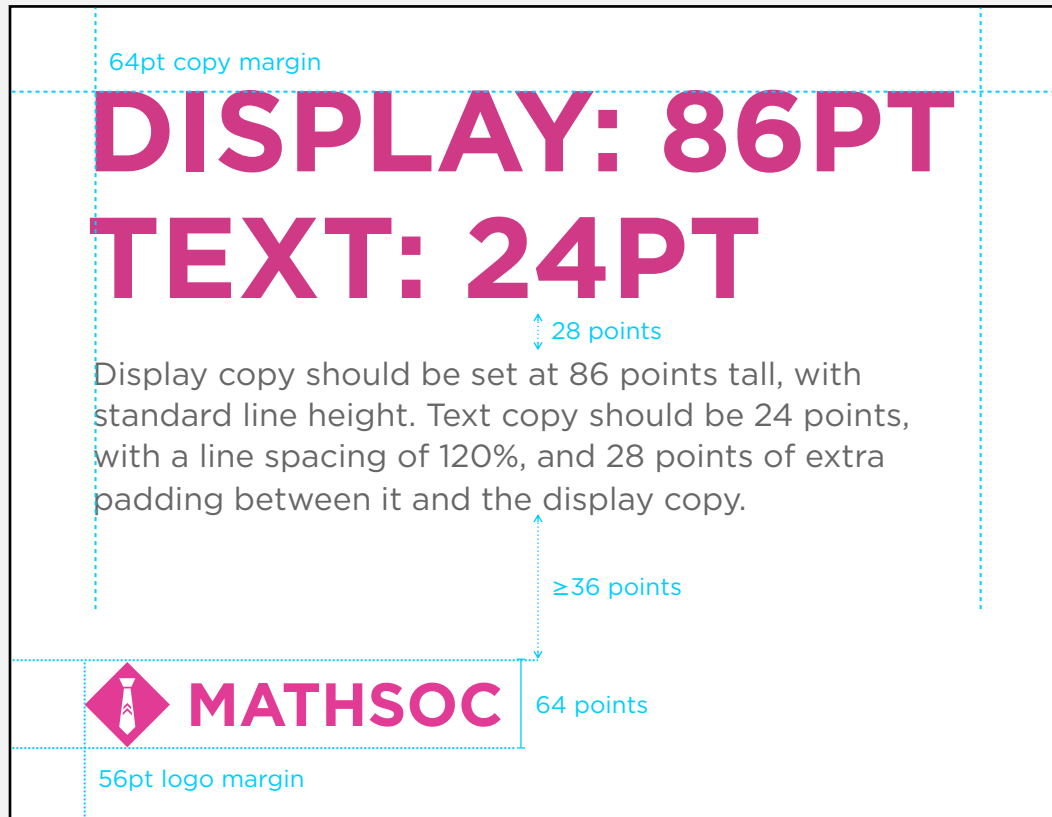Always leave this much space around the logo and wordmark:
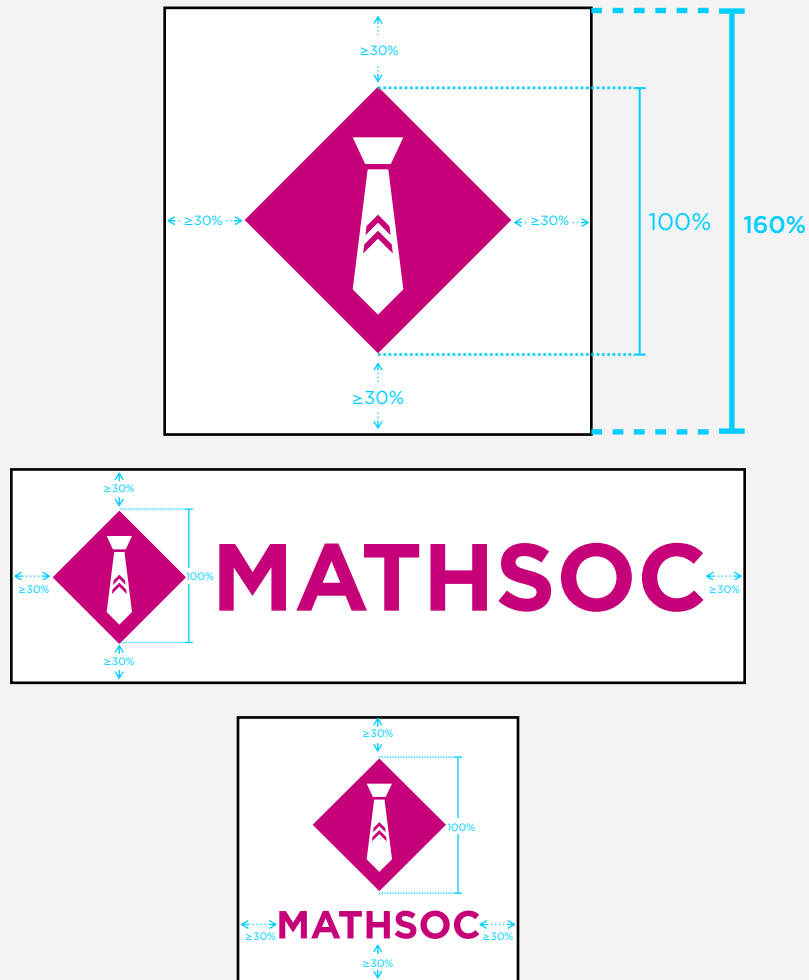
When using the MathSoc logo, make sure you leave <u>at least</u> 30% of the height of the logo as clear space around both the logo and wordmark. For example, if you make the logo 10cm tall, there should be at least 3cm of padding around the logo and wordmark on all sides, meaning you'd need a 16cm square or larger to contain both the logo, and its clear space.

All of the official MathSoc brand assets include this clear space in their sizes by default, so if you stick to the bounding boxes provided by those image files, you won't run into any issues. While it may seem counterintuitive at times to make the logo smaller than it can be, leaving that extra negative space around it makes it easier for the reader to focus on (or, when necessary, ignore) it, improving both brand clarity and readability. In essence: a little breathing room can go a long way.

# SIGNAGE

64pt copy margin

## DISPLAY: 86PT TEXT: 24PT

28 points

Display copy should be set at 86 points tall, with standard line height. Text copy should be 24 points, with a line spacing of 120%, and 28 points of extra padding between it and the display copy.

≥36 points

**MATHSOC**

64 points

56pt logo margin

MathSoc's signage is designed to be simple, but informative. Signs use a two-tiered information structure to make the messages they convey quick to understand on a first read, and quicker to recall afterward.

All copy should be set with standard tracking (spacing between characters), and should be inset exactly 64 points from the top, left, and right edges of the page. The standard horizontal MathSoc lockup should always appear in the lower-left corner of the sign at 64 points tall, placed 56 points from its bottom and left sides, to optically align it with the 64 point margin for copy.

**Display copy** (the sign's "title" text) should be brief, to the point, and ideally no more than two lines long. Aim for wording that gets your message across succinctly, or that can at least easily jog the memory of someone who's read the sign before. Display copy should be set in Gotham Bold at 86 points tall, in Math Pink, with standard tracking and line height.

**Text copy** (the sign's "body" text), meanwhile, should be more detailed, and use proper sentence structure. Again, while readers should be able to immediately understand (or at least recall) the sign's meaning at a glance, the text copy can be used convey and clarify the sign's intended message in more detail. Aim for wording that is clear, but concise, . It should be set in Gotham Book at 24 points tall, in 60% grey (where 100% grey is solid black), with standard tracking, a line height of 120%, and should be padded with 28 points of extra space between it and the display copy, and at least 36 points of extra space between it and the MathSoc lockup. Under no circumstances should the display copy or the text copy appear below the top of the logo.

# WORST PRACTICES

As is common with most branding guidelines, it's generally recommended that you <u>don't</u> alter, edit, stretch, skew, distort, recolour, add borders to, or really make any modifications to the official MathSoc logo assets when using them. Doing so dilutes the MathSoc brand, and can make the MathSoc organization look disorganized and unprofessional as a result. Instead, make sure you always follow the colouring and clear-space guidelines outlined in this document. This keeps the MathSoc brand consistent and professional-looking, no matter where you use it.

Below are some examples of what not do to when using the MathSoc logo, brief explanations of why these use cases are less than ideal for a strong brand, and how to avoid/rectify them:

**PROBLEM**
The lack of contrast between the background colour and logo results in the logo looking muddy. In addition, while the background is pink, it's not one of the shades used by the university to represent the Math Faculty.

**SOLUTION**
Change the background colour to "Math Pink Level 1", as defined by the university's branding guidelines, to increase contrast and align Mathsoc with the rest of the university's branding.

**PROBLEM**
The inverse logo is being used against a background that is pink, but not Math Pink.

**SOLUTION**
Since the inverse logo is being used, we change the background colour to "Math Pink Level 3" (for print) or "Math Pink Level 4" (for digital).

**PROBLEM**
The inverse logo is being used against a dark background that is not pink, Math Pink or otherwise.

**SOLUTION**
Use the standard version of the logo instead of the inverse.

We could also change the background colour to Math Pink, as we did in the above example.

**PROBLEM**
The logo has been stretched to cover as much of its background as possible, resulting in a cramped and cluttered design.

**SOLUTION**
Reduce the size of the logo to incorporate the required clear space.

**PROBLEM**
The Mathsoc wordmark has been recreated using a typeface other than Gotham, and is set in lowercase type.

**SOLUTION**
Use the official, unmodified Mathsoc logo assets that feature the correct wordmark, instead of attempting to replicate it.

**PROBLEM**
The colour of the Mathsoc wordmark does not match that of the logo.

**SOLUTION**
Use a single, unmodified Mathsoc logo asset, featuring the colour-matched logo and wordmark, and avoid splicing different versions of the logo together.