generate

The Generate Logo consists of the turbine icon, the generate wordmark, and the optional tagline "Student-Led Product Development Studio."
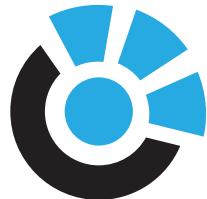
The logo can stand alone as the icon or have the wordmark to the right or below. The tagline, if included goes on the right of the logo, wordmark, and vertical line

The word mark is set in Circular Std. Bold, while the tagline is in Circular Std. Book.

generate | Student-Led Product Development Studio

Icon Wordmark Tagline

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There are a variety of **alternate logos** to be used depending on the context.

Alternate General Logos:

Icon Only
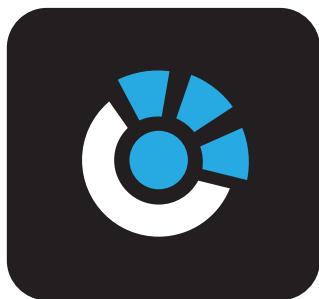
Icon Wordmark Below
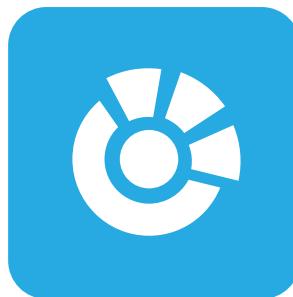
Icon Wordmark Beside

Logos on Different Backgrounds:
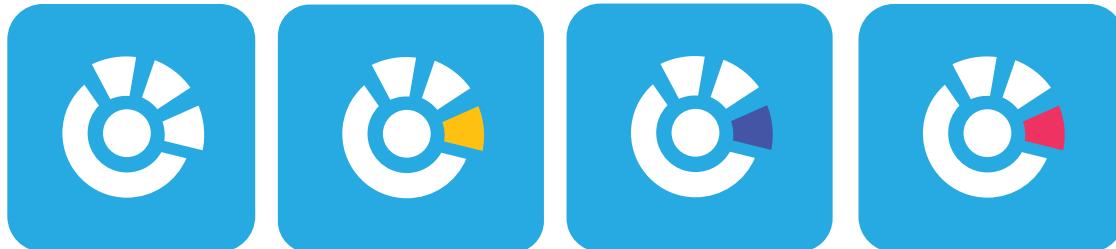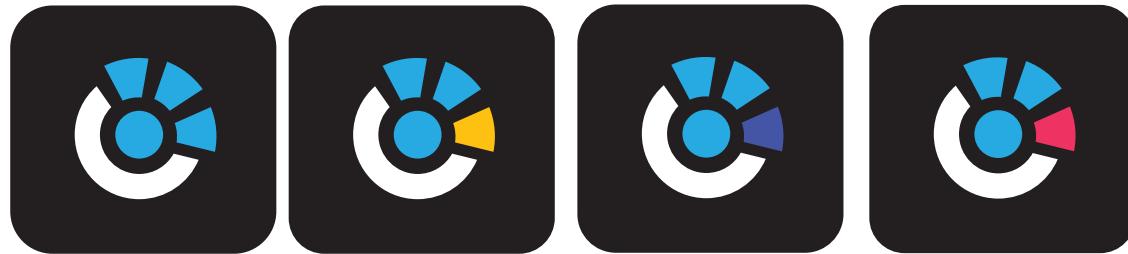
Black Background

Blue Background

The logos can be used on a white, black or blue background. When on a black background the black semi-circle becomes white. when on a blue background the entire icon becomes white. Text also becomes white.

The logos change depending on the program.

General Office Hours Build Studio Events

Yellow is for office hours, purple for build studio, pink for events. The right-most blade is recolored.

Always give the logo plenty of space.

Leave space larger than or equal to the diameter of the center of the icon in every direction.

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Look how nice this is! I can put a whole bunch of text next to the logo and it still stands out.
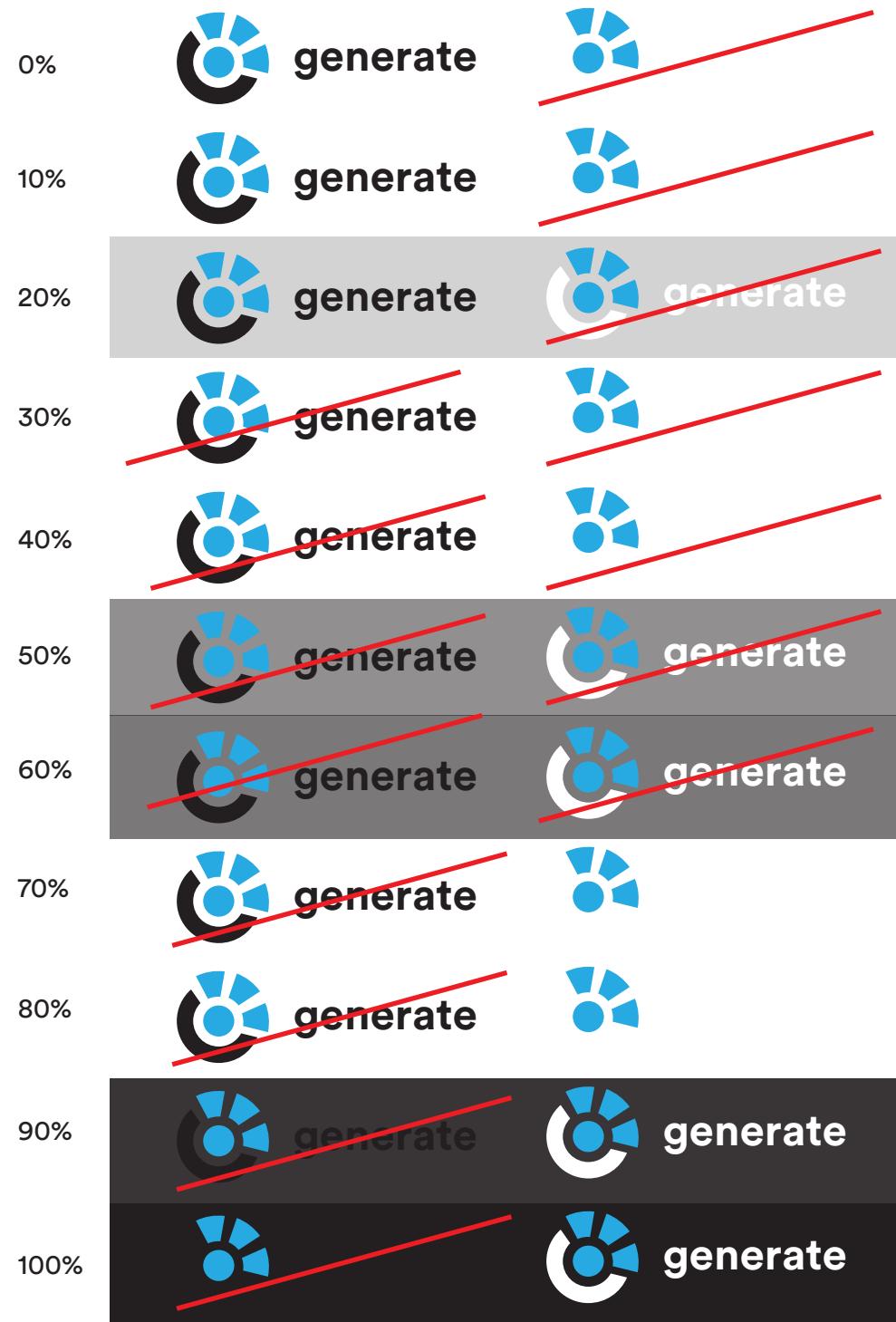
generate | Student-Led Product Development Studio

This should make you extraodinarily uncomfortable. It is awful.

Beware of backgrounds!

If you're putting text on a photo,
put a transparent black square over it
dark enough to make the text pop

Headers are in bold.
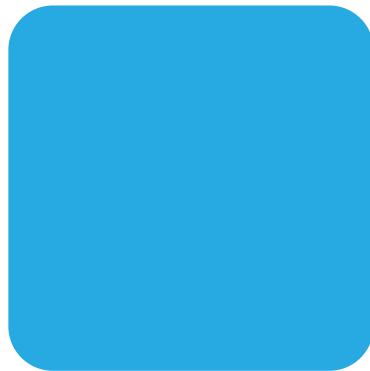
other text is in book.

Aa

all text is in Circular Std.

web-based font: Lato

Generate has one
main color and three
secondary colors.
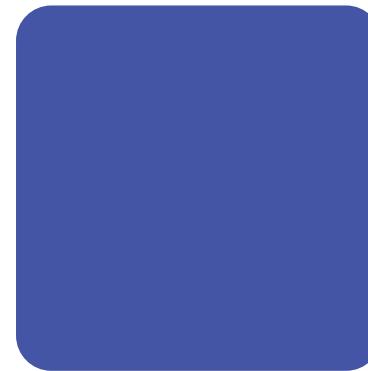
R: 39
G: 170
B: 255

C: 70%
M: 15%
Y: 0%
K: 0%

Hex: #27AAE1

R: 254
G: 193
B: 17

C: 0%
M: 25%
Y: 100%
K: 0%

Hex: #FEC111

R: 69
G: 85
B: 165

C: 84%
M: 76%
Y: 0%
K: 0%

Hex: #4555A5

R: 238
G: 50
B: 97

C: 0%
M: 94%
Y: 47%
K: 0%

Hex: #EE3261

Text on the logo should
only ever be in black or white.

Secondary colors
have 3 options.
Variations are to
be used to set a
certain tone.

R: 249
G: 160
B: 27

C: 0%
M: 43%
Y: 100%
K: 0%

Hex: #F9A01B

R: 40
G: 49
B: 111
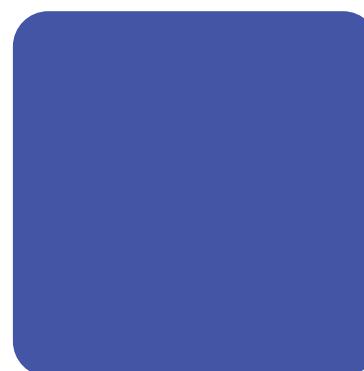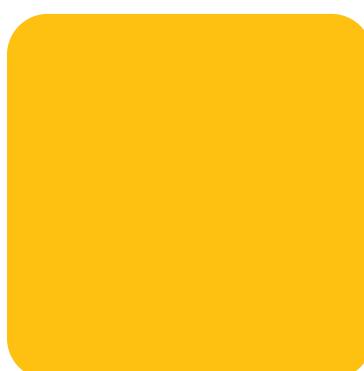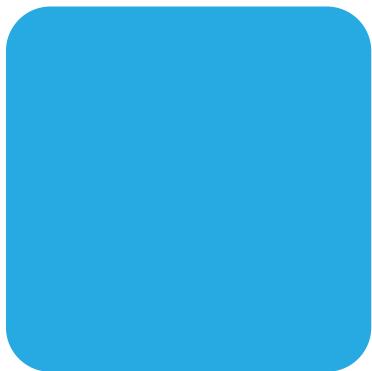
C: 100%
M: 95%
Y: 26%
K: 13%

Hex: #28316F

R: 160
G: 28
B: 63

C: 26%
M: 100%
Y: 68%
K: 18%

Hex: #A01C3F

R: 255
G: 236
B: 178

C: 1%
M: 5%
Y: 35%
K: 0%

Hex: #FFECB2

R: 188
G: 202
B: 232

C: 24%
M: 15%
Y: 0%
K: 0%

Hex: #BCCAE8
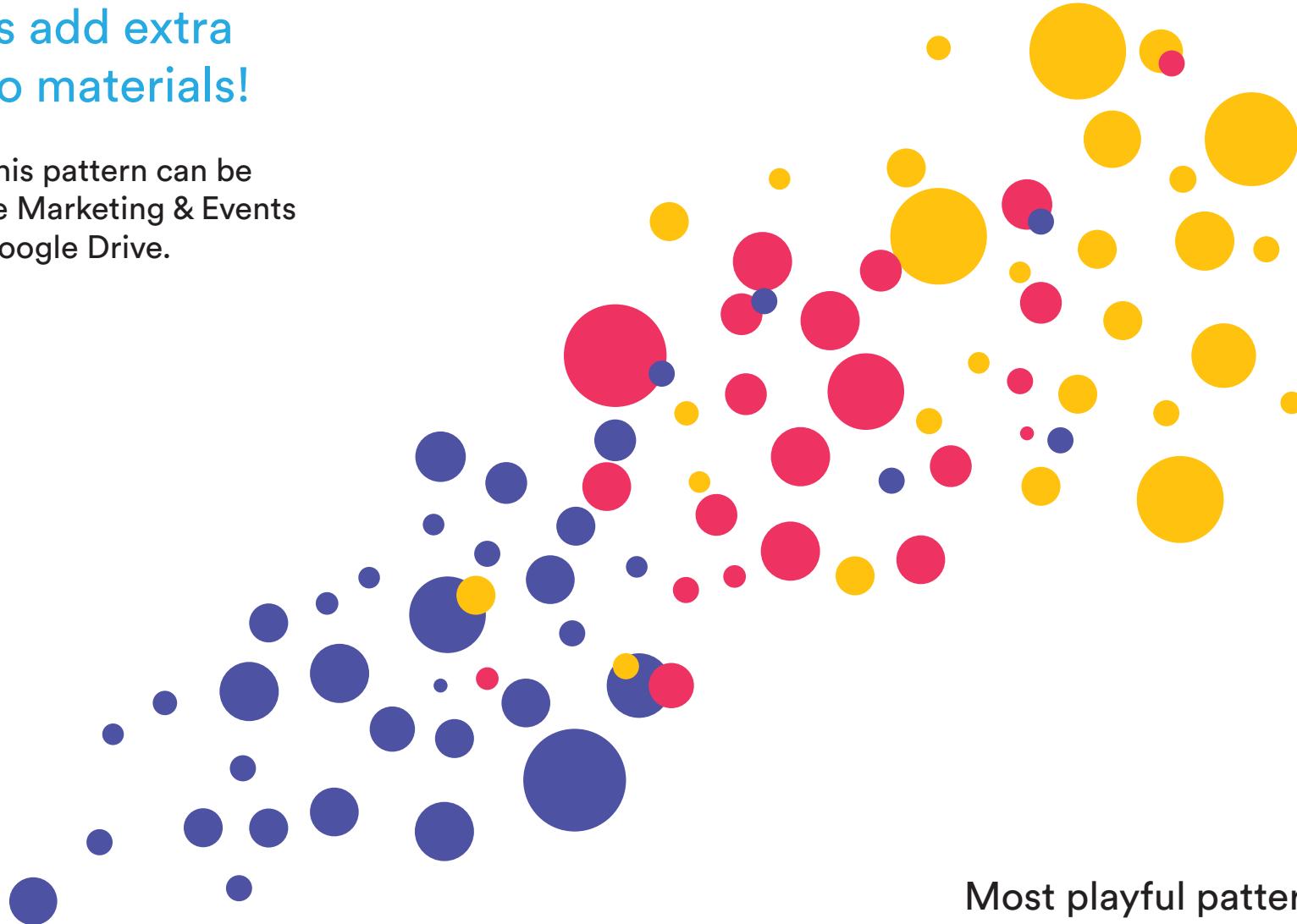
R: 249
G: 200
B: 217

C: 0%
M: 27%
Y: 2%
K: 0%

Hex: #F9C8D9

Patterns add extra spunk to materials!

A copy of this pattern can be found in the Marketing & Events folder on Google Drive.

Most playful pattern. Should be used within Northeastern in order to be attention catching

Theme Colors Polka Dots

Purpose

Reputation

Generate's brand is intertwined with many other organizations (Sherman Center, Mosaic, Northeastern), and our image reflects upon all of their brands as well. Keeping a strong reputation not just help our relationships with our followers, but also those organizations.

Organization

These guidelines should make it easy to ensure that what is being posted aligns with Generate's goals. If there is ever a time when a question isn't answered by these guidelines, consider making an addition to this document with a clarification.

Recognition

These guidelines should help explain how Generate's brand can be promoted across a variety of different online platforms. They should be a resource when developing content for Generate

Do

Promote Mosaic Events

There are tons of events happening within mosaic and around Northeastern. Help promote these events over social media if they are relevant for our followers.

Promote Our Clients

Many of our clients are doing awesome things, which means that they make the news! If this happens congratulate the venture and share it with our community.

Promote Us

We have so much going on each semester, between recruitment, client selection, build studio, events, office hours, etc. All of these are great content to help get our audience to get involved offline.

Do

Schedule Ahead

Whenever possible schedule multiple posts to be published once all design assets are acquired.

Highlight Our People

And our people do awesome things. If one team member accomplishes something notable, particularly in the engineering field, let our followers know

Share Awesome Stuff

relevant external articles about innovative technology and new ideas are always great to share.

Use Your Personal Accounts

We encourage you to share our content on your personal accounts to help get the word out about Generate! Please refrain from doing any of the "What Not"s when commenting on Generate accounts or referencing Generate in your posts

Avoid

It is easy for an issue to turn controversial online. In order to minimize the likelihood of this, there are some things to follow if things online turn ugly. Please notify the Marketing Director immediately if any of these situations arise.

Individuals

If an individual begins to incite negativity in regards to Generate, apologize and politely attempt to resolve the situation in private (via private message or email). Refer them to the Marketing Director for any private communication.

Crises

If Generate is involved with any public crises (any story that paints Generate in a negative light) do not post anything in reference to the crisis. Inform the Marketing Director, and they will work with the Management team to determine how to respond.

Avoid

Disasters

After large scale disasters (storms, crime, etc.) many people and companies post condolences online. Please consult the Marketing Director and have the post copy approved by the Marketing Director before posting this.

No-Nos

Generate does NOT comment on any political issues, university issues (on campus protests, etc), or take stands on social issues. Please refrain from posting about any of the categories above.

Events

Private or Social events should not be promoted publicly online. Ensure that any of these type of events are shared as private online