UX WIZARDS™

Brand identity and style guide

LAST REVISED: 05.12.2021

VERSION: 2.0

🪄 UX Wizards

Our mission is a compass to guide our decisions made in the name of the community. It ensures that every event we hold, every project we start, and every piece of content we create is working toward the same goal in order to best serve our fellow Wizards.

Who We Are

UX Wizards is a community of passionate, supportive learners and UX enthusiasts.

Together we host a variety of events each month that include casual hangouts, game nights, and learning events. You can find us active on the UX Wizards MeetUp group, our dedicated Slack, and our hangout Discord.

Membership is completely free! We welcome all that want to participate and join with the intention of making real connections, a willingness to support others, and an interest in learning together.

Our Mission

To provide a variety of opportunities for UX enthusiasts to connect so that they may find support and growth through sharing experiences.

🪄 UX Wizards

Personality

Fun & Whimsical
And occasionally nerdy. 🤓 We're unpretentious, playful, and love a good joke or pun.

Passionate & Excited
We're eager to learn and share knowledge with others.

Motivated & Scrappy
We're willing to jump in and take risks. You don't need a title to be a leader. We encourage everyone to give it a whirl.

Empathetic & Approachable
We're understanding and unpretentious. Everyone has a voice here.

Adventurous & Imaginative
We're interested in all ideas, even if it's just a random thought or a little out of the box.

Values

Friendship
Doing things with friends makes it all that much more fun.

Curiosity
A passion to learn. There is no such thing as a stupid question.

Inclusion
All are welcome. People, opinions, backgrounds. All.

Growth
We're not looking for experts or perfection. We strive for new experiences, never perfection.

Collaboration
Share knowledge and work together. Learn from others and in return teach others, so we may rise together.

Initiative
We exist thanks to volunteers that step up and get things done.

UX Wizards

Our voice is what remains consistent across all the content we create. It should reflect our values and personality and define us easily.

Reference

When referring to the group, we use "UX Wizards" for external, public-facing copy.

This may be abbreviated "UXW" in more informal or internal documentation, but should be introduced in parentheses after the full terminology for its first use — e.g. "UX Wizards (UXW) is the bee's knees!"

We may informally refer to ourselves or other members as Wizards.

Voice

We are **friendly** but not inappropriately so.
- Consider others as friends, Wizards, or other familiar names.
- Use conversational and casual language, as if you've known them for a while.
- Keep references or innuendos wholesome, relevant, and relatable.

We are **fun** but not juvenile.
- Feature colorful (as in "full of life") content, whether illustrations, stories, or anecdotes.
- Take advantage of any reason to celebrate events, people, or things.
- Be expressive; use exclamation points, all caps, or emojis when appropriate.
- Make jokes, nerdy references, and get a little punny sometimes.
- Let humor and wit come naturally.
- Use explicit language sparingly and purposefully.

We are always **inviting** but not pushy
- Share activities and events, and extend the invite to all.
- Be approachable, warm, and genuine.
- Be inclusive and refer to the audience mindfully — avoid gender-specific references (e.g. "Hey guys!").
- Keep interactions guilt-free and allow the viewer space to remain autonomous.

We are **informative** but not pretentious.
- Ask questions and learn; do not assume.
- Offer solutions as personal truths, not universal truths.
- Take the stance of a learner, not an expert.
- Ask permission when appropriate.
- Evaluate your motives before you speak.
- Be helpful in ways that other people value.
- Give advice only when it's solicited.
- Avoid sounding patronizing or boastful.

UX Wizards

Our tone changes depending on our message. This should guide you in conveying different attitudes.

Tone

Our tone is casual and energetic to express our excitement to our friends. We believe that emotions are infectious, and we want our peers to be as hyped about our content as we are!

Announcements should convey happiness and cheer because we have passion for what we do and are eager for what we have yet to do.

Conversations should be encouraging. We support others and empower them.

Lastly, a lot of what we do together is related to our careers. For any content related to our industry, exercise restraint and use a more professional tone. Strive to be direct and respectful, yet still positive.

Styling Tips

Use the **active** voice and **positive** language:

🙁 Merlin's beard really impressed the other wizards.

🙂 The other wizards were really impressed with Merlin's beard.

Don't overthink it or you'll overdo it.
Keep it short and simple (KISS)

Be smart about using **jargon** and **buzzwords**.

Bigger words aren't necessarily better words: *Wingardium Leviosa? How about… "levitate"?*

We use **exclamation marks**! But we aim for no more than two in a message. Tempted to use more? Try adding emojis in its stead:

Okay: Hey Wizards!! I hope you are having the bestest of days! Don't forget to sign up for the latest event! It's going to be SUPER fun! See you there!!

Better: Hey Wizards! I hope you're having a great day. A friendly reminder here to sign up for the latest event. It's going to be super fun! See you there~

ALL CAPS are sometimes useful. But more than one short sentence or phrase is probably OVERKILL.

Logo

Our primary logo combines our brand mark, wizard hat, and the UX WIZARDS text. Wherever possible, we aim to use the primary logo in full-color.

Primary Logo

The main logo should be used in this form whenever possible. The inverted version features a greater legibility on dark or busy backgrounds.

Primary Logo

Inverted Primary Logo

Monotone Logos

When our primary or full-color logos aren't an option, use the monotone logo that provides the most contrast.

Monotone Black

Monotone White

Logo

The circle logo variations are to be used as social media icons and graphics. Word Mark is often incoorporate with graphic and for the banners.

Circle Logo

Word Mark

UX WIZARDS™

UX WIZARDS™

Primary

Secondary

UX WIZARDS™

UX WIZARDS™

Black

White

Clearance

Icon Style

Icon designs are intended to be recognized and communicate immediately.

Our main icons are outlined style which use a clear stroke and the Magician's Cloak navy color.

Icon + light purple circle background is a variation. This background pops and draws extra attention to the icons.
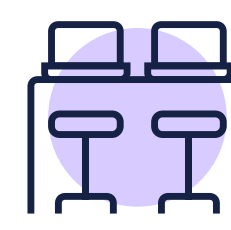
Mixer

Winner
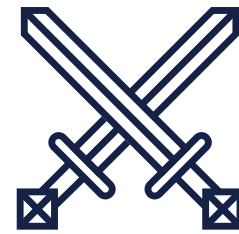
Challenge
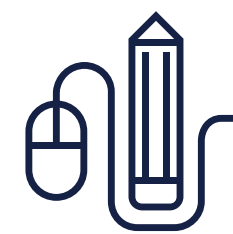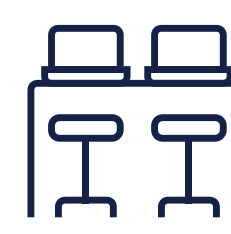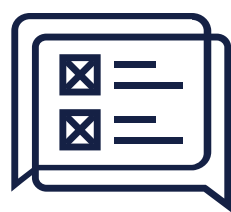
Workshop

Co-work
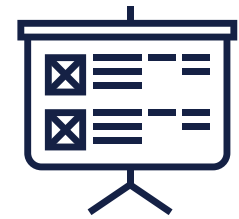
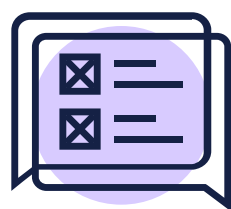UX Talk

Bookclub
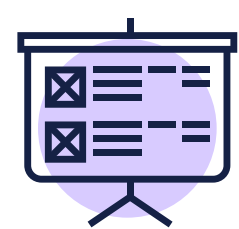
Presentation

Podcast

With Background

Mixer

Winner
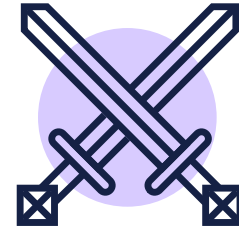
Challenge
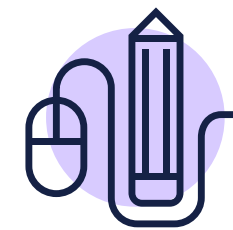
Workshop

Co-work

UX Talk

Bookclub

Presentation

Podcast

Colors

Our palette consists of neutral, pleasing tones balanced by vivid and eccentric colors. This color palette has been carefully chosen to provide versatility and function while still providing boundless room for expression.

The flexible and neutral Magician's Cloak, Acid and Merlin's Beard lead the way, providing a well-balanced foundation. They are accompanied by the livelier colors of Steel, Mana, Jinx, and Elixir.

Our brighter colors should be used with restraint and finesse. We want our designs to stand out, but avoid being tacky and distasteful.
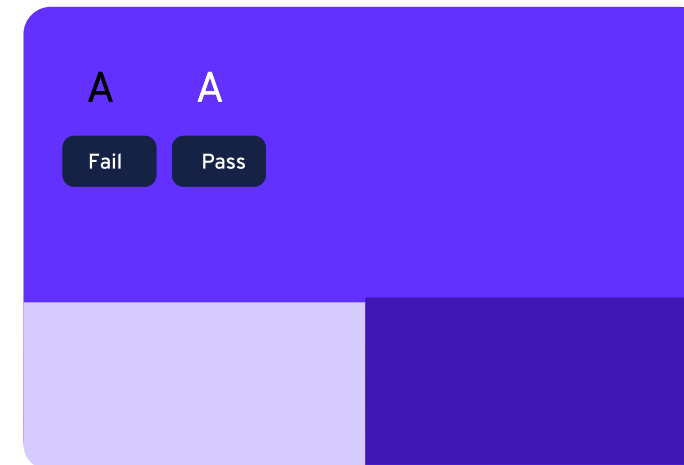
Primary
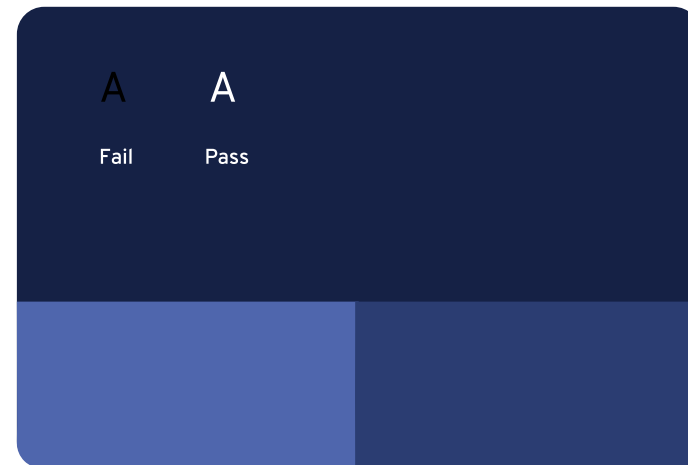
Magician's Cloak
HEX: #152145
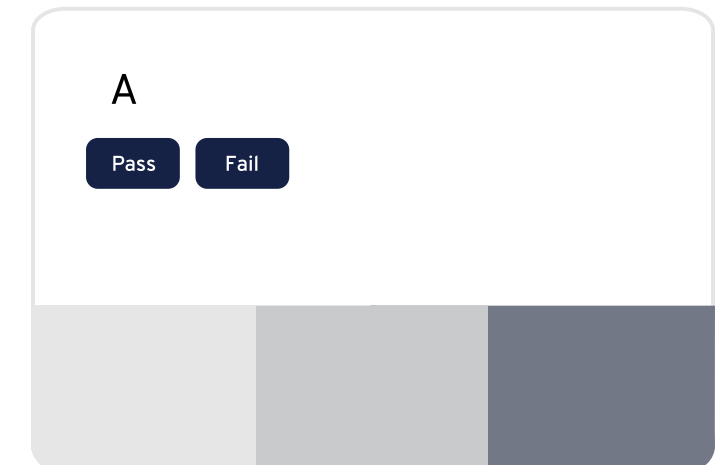RGB: 21, 33, 69
CMYK: 19, 14, 0, 73

Acid
HEX: #6331FD
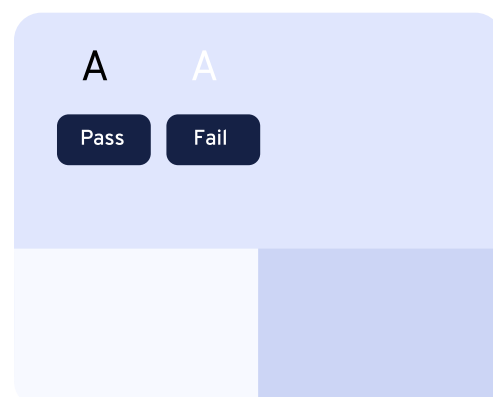RGB: 99, 49, 253
CMYK: 60, 80, 0, 1

Merlin's Beard
HEX: #FFFFFF
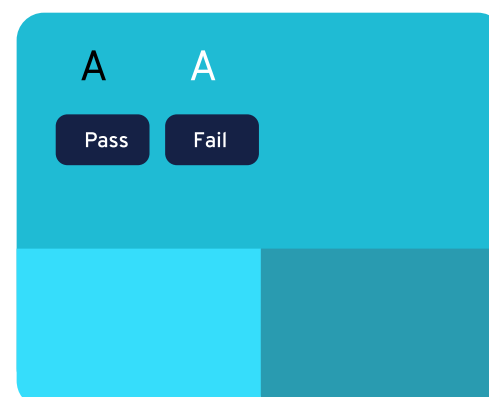RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Secondary

Steel
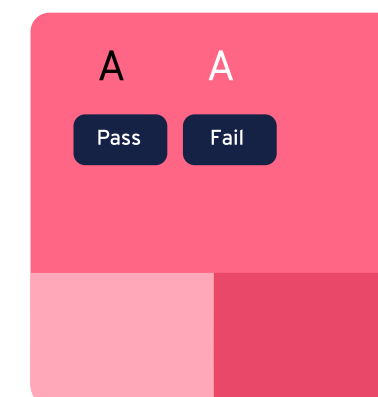HEX: #E0E6FD
RGB: 224, 230, 253
CMYK: 11, 9, 0, 1

Mana
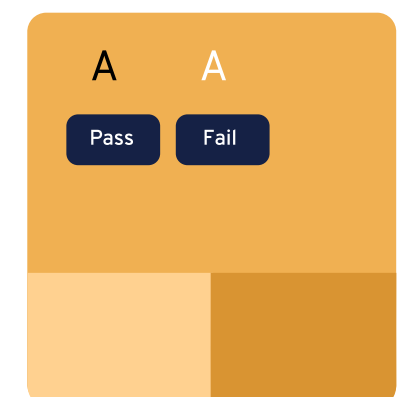HEX: #00BBD6
RGB: 0, 187, 214
CMYK: 84, 11, 0, 16

Accent

Jinx
HEX: #FF6584
RGB: 255, 101, 132
CMYK: 0, 60, 48, 0

Elixir
HEX: #F0B052
RGB: 240, 176, 82
CMYK: 0, 25, 62, 6

Typography

Inspired by the typeface used in road signage all around America, Overpass represents the UX Wizards' ever-expanding reach.

The Typeface

Aa

Overpass

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
~%!@#$%^&*-_=+[]{}()|\/<>""",.;:?

To download:

https://fonts.google.com/specimen/Overpass

A Typography

How to Use It

16px │ 14px │ 12px

The scale is absolute, but the font-weight and styling are simply guidelines.Headings can be selected from the scale as necessary, but hierarchy must be consistent across each medium.

Scale

54px │ 3.375em
Black

Heading 1

36px │ 2.25em
Black

Heading 2

27px │ 1.75em
Bold

Heading 3

24px │ 1.5em
Regular

Heading 4

21px │ 1.313em
Regular

Heading 5

16px │ 1em
Bold

Body Bold

16px │ 1em
Regular

Body

14px │ 0.875em
Regular

Meta

12px │ 0.75em
Regular

LABEL

Typography

Guidelines

Leading

Ideally, body type should have a line-height of at least 125% of the font size. For example, this paragraph is set in 14pt with a line-height of 24.

Character length

Limit line length of body text to between 50-75 characters for better readability.

Accessibility

Accessibility comes first. Type colors should meet the WCAG 2.0 standard for contrast (See Color Contrast pg. 6 for more information).

Example of Usage

H1 **Design Meets Magic**

H2 **The UX Wizards are here.**

PARAGRAPH We're looking for designers of all levels to come on board. Ready to work your wizardry?

BUTTON JOIN OUR TEAM