

Mount Royal University

Public Relations First-Generation University-Student Network (PR FUN)

Visual Identity Brand Guide



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About Us

MRU
PR FUN

MRU PR FUN...

*(Mount Royal Public Relations
First-Generation University Students Network)*

is dedicated to empowering first-generation university students as they begin their academic journey.

Our mission is to provide comprehensive resources, guidance, and support to help first-generation university students navigate the challenges of university life.

We understand the unique challenges first-generation students face and aim to reduce these by offering internal and external support.

From orientation to graduation, our network takes an extensive approach to ensure students have the tools to thrive and succeed.

Our services encompass a wide range of support, including mentorship, academic assistance, cultural guidance, emotional support, advising, and networking opportunities.

With MRU PR FUN, first-generation students can thrive and create a positive university experience.

Mission

To provide resources, guidance and support to help first-generation university students navigate university life, and to elevate their university life.

Values

We look to create positive change and overcoming barriers that impact first-generation university students.

We recognize and amplify the strengths of our students.

Vision

“To ensure each first-generation university student has a positive and successful experience that broadens their horizons and equips them with lifelong skills”

Brand Promise

Support first-generation university students navigating their new stage of life while also providing skills to succeed in their future.

Brand Pillars

A diagram showing five pillars supporting a structure. Each pillar is a light blue rounded rectangle with a small square base. The pillars are arranged in a row, with the first and last pillars partially cut off by the edges of the frame. The text for each pillar is centered within its respective rectangle.

Provide support for students

Be driven by results

Deliver quality workshops and resources

Be community driven

Brand Voice

- 
- A dark blue speech bubble with a tail pointing towards the bottom left corner. Inside the bubble is a list of five brand voice attributes, arranged in two columns. The text is white and uses a sans-serif font.
- Approachable
 - Resourceful
 - Responsive
 - Supportive
 - Professional

Colours



#0E7ECC

#B7BDCA

#73768D

#343557

Typefaces



Primary Typeface

Avenir Next

is a professional, clean, sans-serif typeface that meets MRU PR FUN's visual communication goals and principles. It should be used for MRU PR FUN brand materials and publications as the main header and body typeface.

Logo Typeface

Kanit

is a flexible, unique, sans-serif font with a bit of personality and good bold readability. It should be used within the MRU PR FUN brand logo, as well as title text for brand materials and publications.

Avenir Next

MRU PR FUN - Bold

MRU PR FUN - Regular

MRU PR FUN - Italic

Kanit

MRU PR FUN – Bold

MRU PR FUN – Semibold

MRU PR FUN – Regular

MRU PR FUN – ExtraLight

Logo



Primary Logos



**PUBLIC RELATIONS
FIRST-GENERATION
UNIVERSITY-STUDENT
NETWORK**



**PUBLIC RELATIONS
FIRST-GENERATION
UNIVERSITY-STUDENT
NETWORK**



Secondary Logos



**PUBLIC RELATIONS
FIRST-GENERATION
UNIVERSITY-STUDENT
NETWORK**



**PUBLIC RELATIONS
FIRST-GENERATION
UNIVERSITY-STUDENT
NETWORK**



**PUBLIC RELATIONS
FIRST-GENERATION
UNIVERSITY-STUDENT
NETWORK**

Logo Usage



Logo Spacing

Make sure logo is at least x1 of its own width as space from any other element.

For digital use, if space is tight, make sure to leave at least x0.5 of the logo's own width as space from any other element.



Incorrect



Correct

Logo Overlap

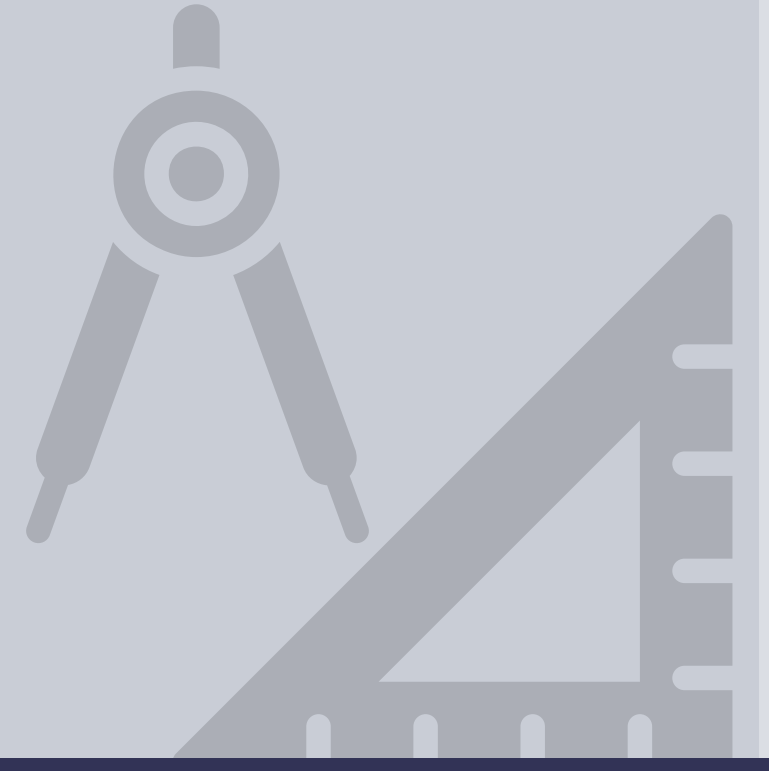
Never allow other text or visual elements that aren't part of the logo to overlap or cover any part of the logo itself.

This obscures the main identifying component of the brand from a viewer.



Incorrect

Design Principles



Inclusive design

All students should feel welcome to participate within MRU PR FUN. Our organization places a heavy emphasis on inclusion and making university life feel less intimidating, especially for first-generation students; the visual identity representing the organization and this brand guide should match these values accordingly.

Responsible design

Our organization is professional and responsible. The visual feel of all creative materials and deliverables should match this feeling and present the organization as professional and reputable to potential students and volunteers.

Design that supports a positive message

Positivity and student recognition are very important values for MRU PR FUN. Prioritizing information layout and presentation to help facilitate messages and themes of positivity within the organization is paramount.

Information-first design

Keep visual and textual communication balanced, placing an emphasis on information before style, while having all creative visuals and publication materials closely match the visual identity of MRU PR FUN described within this brand guide.

Empathetic and human-centred design

Our organization places importance on being a dependable, understandable, and supportive group for all first-generation university students; design principles and elements should be created with this in mind.

Future-proof design

Like every brand, MRU PR FUN should be constantly evolving and changing to reflect the needs of our users. The design and layout of this brand guide and other visuals should be portable and future-proof, allowing for changes and reconsiderations at any point in the future.

Hierarchical design

The information in any MRU PR FUN publication should be presented in an organized, clean, and hierarchical manner, to help comprehension and facilitation of information by those who require it.

Accessible design

As with anything under the knife of Information Design, the branding and creatives associated with MRU PR FUN should be, first and foremost, accessible to all, regardless of privilege, disabilities or impairments.



Icons used courtesy of
The Noun Project:

"Measuring tools" by Vectors Point
"paint bucket" by Saepul Nahwan
"Human" by Teuku Syahrizal