



BRAND GUIDELINES

Dear reader,

This is your guide to the Associated Students of Stanford University—our story, our purpose, and our style. We've created this brand book for two reasons:

- To tell you who we are, what we do, and why it matters.
- Invite you to become a part of the ASSU story, giving you the tools and inspiration to speak with our voice, embody our look, and keep our message clear, consistent, and impactful.

BRAND FOUNDATIONS

Brand Foundations

Brand strategy is the guiding foundation upon which all other elements are built upon. Our positioning, values, and tone of voice are meant to be for internal-facing usage, while the messaging pillars and elevator pitch are for external use.

Brand Positioning

The ASSU represents the Stanford student body through four branches: legislative (Undergraduate Senate + Graduate Student Council), executive (President + Vice President + cabinet), judicial (Constitutional Council), and financial (Stanford Student Enterprises). The ASSU creates and implements initiatives and funds organizations so that all students are empowered to change the Stanford experience for the better.

Brand Values

ACCESSIBILITY

Our doors and services are open to any and all students and we actively strive to better meet the needs of all groups and communities on campus.

TRANSPARENCY

Our services, methods, leadership, and funds will be clearly communicated and available to all students.

ADVOCACY

We are the bridge between students and university administration, and we make sure our services exist to empower and support students.

EQUITY

We build a more equitable campus through listening to students' needs and championing student-run initiatives that empowers all students to succeed.

GROWTH

We equip students and collective communities to create positive change on campus, and are committed to our own learning and improvement as an organization.

We are...

- Run by students, for students and are powered independently from the university
- Four branches of student government, which include the Undergraduate Senate + Graduate Student Council, Executive + Cabinet, Constitutional Council, and Stanford Student Enterprises

We provide...

- Funding for over five hundred student organizations
- Initiatives on campus that ensure students needs are addressed and voices are heard
- Leadership and government experiences
- Free legal counseling

We believe in...

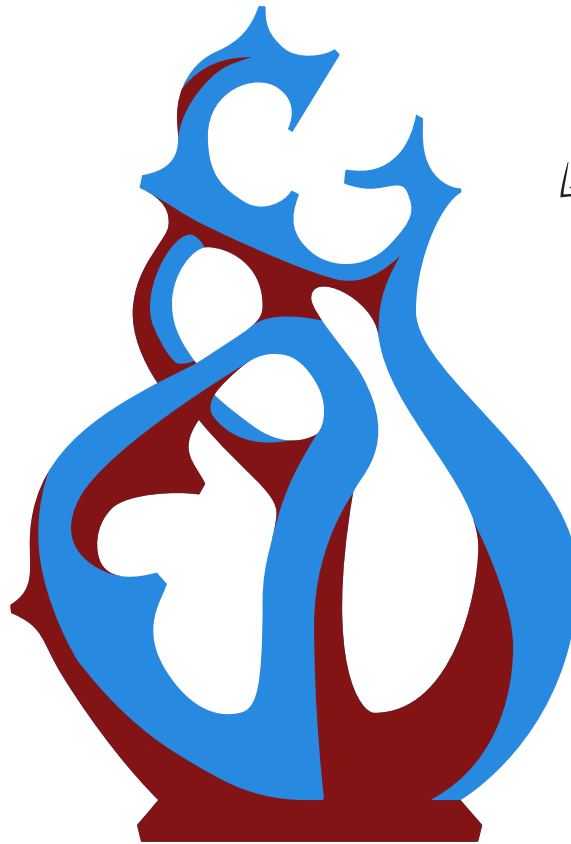
- Building a more equitable campus
- Empowering and equipping students for success
- A transparent student government
- Creating lasting change on campus that betters the experience for all students

Elevator Pitch

What is the ASSU in one sentence?

We are a student-run government empowering and making a lasting impact for the entire student body, inclusive of marginalized communities, through our independence from the University.

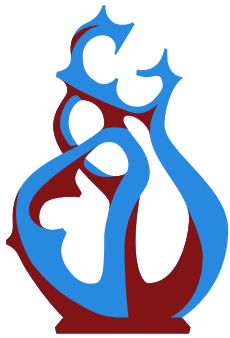
HOW WE LOOK



Our Mark

Based on the famous Claw Fountain, our logo embodies the students our association represents. The Claw is a unifying symbol that connects us as a student body while being distinct from the university administration. Our school's tradition of "fountain hopping" inspired our mark, holding in tension subtle rebellion, approachability, and responsibility.

Our mark can be seen in a variety of ways.



Our logomark

The logomark can be used on its own when there is already other built in context so that the viewer is aware it is connected to the ASSU.



Primary lock-up

Our primary lockup expresses the total brand and should be used when someone is going to be interacting with the ASSU for the first time.

Identity Systems

Our mark can be seen in a variety of ways.



Secondary lock-up

The secondary lockup is our seal and can be used when a smaller mark is needed or to make a document officially ours.

**ASSOCIATED STUDENTS
OF STANFORD UNIVERSITY**

Our wordmark

Our wordmark can be used when space is limited or distractions need to be limited.

Identity Systems

How we look together.

The ASSU and SSE logos are often seen together. Here are a selection of lockups for when both organizations are represented concurrently.

**ASSOCIATED STUDENTS
OF STANFORD UNIVERSITY**

**STANFORD STUDENT
ENTERPRISES**

Wordmark side by side



**ASSOCIATED STUDENTS
OF STANFORD UNIVERSITY**



**STANFORD STUDENT
ENTERPRISES**

Dual primary lockups

Identity Systems

How we look together.

The ASSU and SSE logos are often seen together. Here are a selection of lockups for when both organizations are represented concurrently.

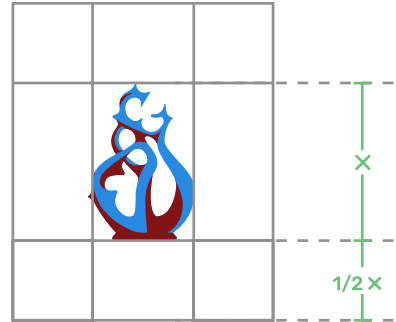
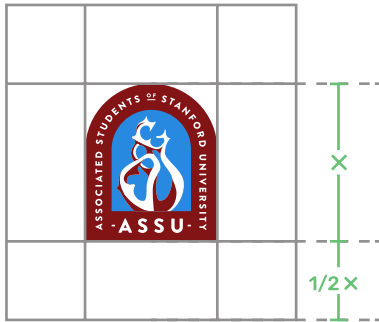
ASSOCIATED STUDENTS
OF STANFORD UNIVERSITY

STANFORD STUDENT
ENTERPRISES

Wordmark stacked



Secondary Lockup Stacked



Give It Space

Our logo looks best when it has space to breathe. The mark can be placed over photography, but when using it along with text blocks or other logos be sure to give it some room to have impact.

Here X is the total height of the logomark.



Here X is the total height of the wordmark.

Minimum Size

The logos lose effectiveness when they are under a certain size. Please keep logos sized above the minimum size for it to have the most impact.



1/4 Inch
18 Pixels



**ASSOCIATED STUDENTS
OF STANFORD UNIVERSITY**



1.5 Inch
108 Pixels

**ASSOCIATED STUDENTS
OF STANFORD UNIVERSITY**



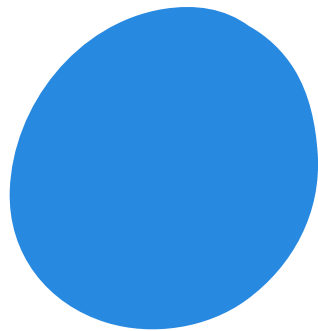
1.25 Inch
90 Pixels



1/2 Inch
36 Pixels

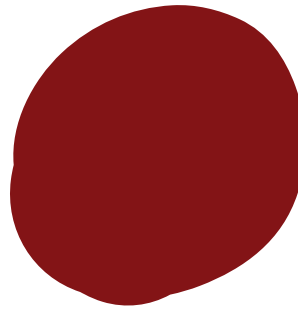
Our Colors

Primary color palette



LAKE BLUE

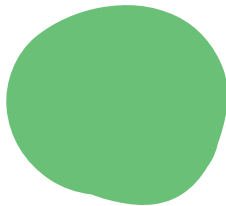
We use an optimistic blue to highlight our independence from the university.



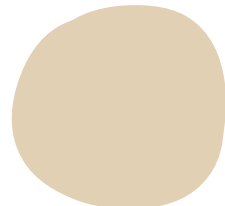
BRICK RED

Both the ASSU and SSE use this foundational color to connect both organizations.

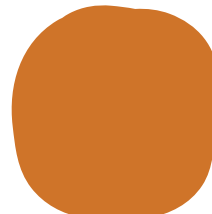
Secondary color palette



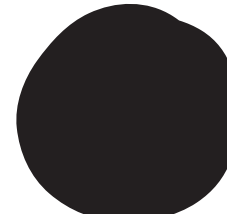
GRASS



SANDSTONE

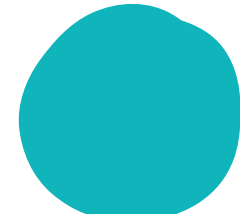


BARK



GRAPHITE

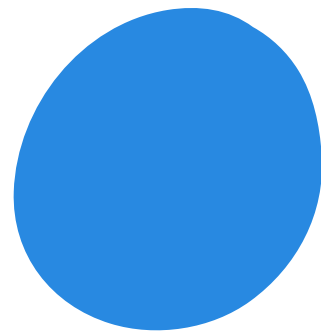
SSE brand color



AQUA

Our Colors

Primary color palette



LAKE BLUE

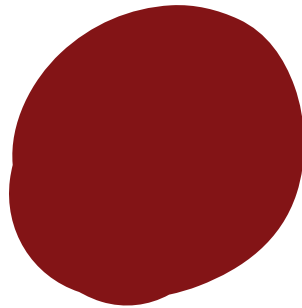
RGB: R40 G137 B225

Uncoated PMS: 306U

Coated PMS: 299C

CMYK: C78 M4 Y3 K2

HEX: #2889e1



BRICK RED

RGB: R131 G20 B22

Uncoated PMS: 7623U

Coated PMS: 7623C

CMYK: C0 M96 Y90 K40

HEX: #831416

Secondary color palette

RGB: R40 G137 B225

Uncoated PMS: 306U

Coated PMS: 306C

CMYK: C74 M0 Y10 K0

HEX: #2889e1



GRASS

RGB: R40 G137 B225

Uncoated PMS: 306U

Coated PMS: 306C

CMYK: C74 M0 Y10 K0

HEX: #2889e1



SANDSTONE

RGB: R40 G137 B225

Uncoated PMS: 306U

Coated PMS: 306C

CMYK: C74 M0 Y10 K0

HEX: #2889e1



BARK

RGB: R40 G137 B225

Uncoated PMS: 306U

Coated PMS: 306C

CMYK: C74 M0 Y10 K0

HEX: #2889e1



GRAPHITE

SSE brand color

RGB: R16 G181 B187

Uncoated PMS: 3252U

Coated PMS: 3252C

CMYK: C54 M0 Y30 K0

HEX: #10b5bb



AQUA

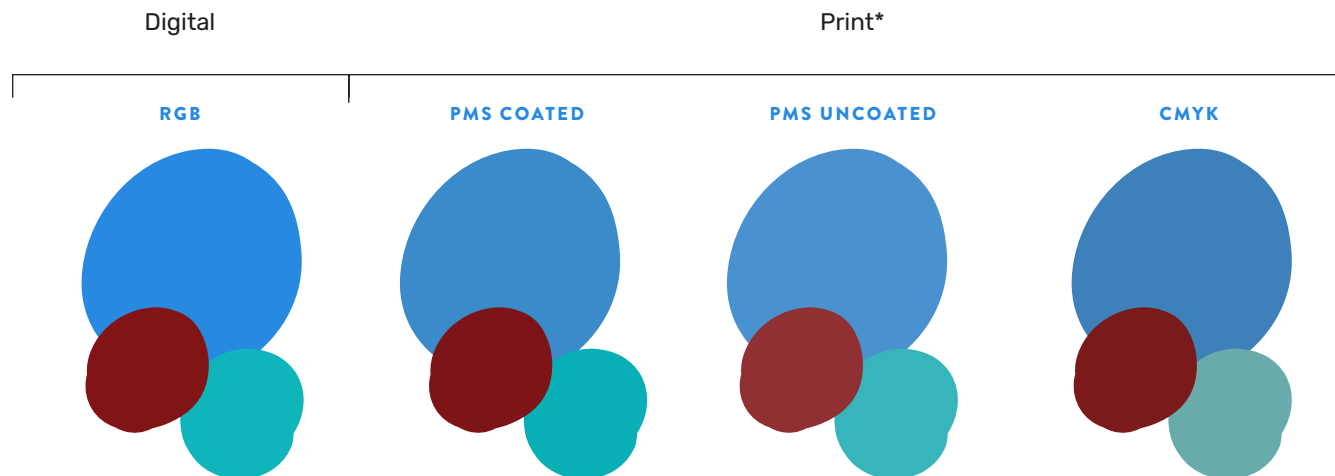
Our Colors

A note about our colors.

Our colors can become less bright depending on which printing method is chosen.

Because of printing limitations, we don't recommend printing large areas of the Lake Blue or Aqua using a CMYK method.

If a large area of the Lake Blue or Aqua color is desired, such as for business cards or posters, we recommend using the Pantone (PMS) colors provided.



*This illustrates an approximation of colors when printed. Please use the colors provided on page 20 when selecting the correct color

Brandon Grotesque



This typeface represents who we are: bold, modern, and fresh, while being friendly and approachable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*

Rubik



Our secondary typography is no-nonsense that allows for readability on screen and print.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*

Do Nots

Changing any presentation can erode the strength and consistency of our visual identity.



Do not use a new typeface locked up with the logo.



Do not switch the logo and wordmark between the ASSU and SSE.



Do not replace text in logos.



Do not use off brand colors.



Do not use RGB Colors for print or visa versa.



Do not stretch or condense logos or typefaces.



Do not rotate the logo.



Do not replace the logo with anything.



Do not crowd logos.

Photography and Illustration Moodboard

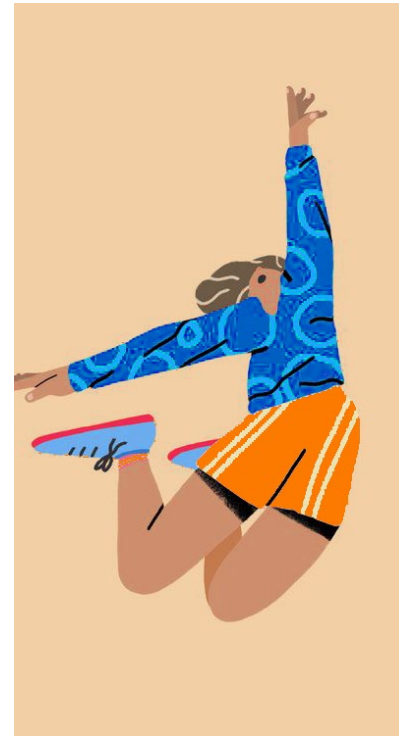


Photography

We want to show the personalities and the liveliness of the students we represent by keeping it casual and fun.

Illustration

Organic, loose, and energetic lines and colors to show the empathetic, human-centered values of the ASSU.



Examples



SOCIAL MEDIA MARKETING GUIDELINES

Social Media Objectives

Share your brand story with your audience.

Grow a loyal brand following and community.

Showcase your visual brand aesthetic.

Encourage your audience to take action.

Share your brand story with your audience.

- Use the brand strategy guidelines to make sure that your brand is articulated correctly on social media platforms.

Captions, bios, and other content should all align with the established Tone of Voice.

- Align your social media calendar with your overall marketing calendar.

Your marketing goals should include goals for social media performance.

Showcase your visual brand aesthetic.

- Build opportunities through visual storytelling to get your brand's mission and values across.

Feature student stories, experiment with different mediums (infographics, videos, motion graphics).

- Social media is highly visual, and the best performing posts are the ones that take up the most real estate.
- Use created templates for creating a fluid visual experience.

Grow a loyal brand following and community.

- Social media platforms are a two-way street, and an opportunity to listen to and dialogue with your audience.

Use this to your advantage—what are key issues that you can successfully address on social media vs. other digital platforms (like email newsletters)?

How does social media exist within the universe of your other marketing touchpoints?

- Cultivate growth through regular engagements and interactions.

Aim to have a set schedule of how often and when you will be posting.

Encourage your audience to take action.

- Strategize what type of action you want your audience to take, and determine which channel is best for that specific message.

Consider which actions are more mobile-friendly vs. desktop-friendly.

- Avoid making call-to-actions too salesy, instead create a balance of content that feels authentic and encouraging.

Create posts that are valuable to your audience—what will they most want to know, and what will they be most likely to take action on?

Social Media Logo Usage Guidelines

Make sure our brand looks the best it can be on social media platforms, prioritizing readability. File sizes for Facebook, LinkedIn, and Twitter should be saved as JPG or PNG.

*Please note that social media dimensions frequently change.

Social Media Logo Usage Guidelines

Facebook

Profile Photo

180 x 180

Cover Photo

820 x 312

Shared Image (Timeline)

1200 x 630

Shared Image (Newsfeed)

1200 x 630

Shared Link (Timeline)

1200 x 628

Shared Link (Newsfeed)

1200 x 628

Highlighted Image

1200 x 717

Event Image

1920 x 1080

Twitter

Profile Photo

400 x 400

Header Photo

1500 x 500

In-Stream Photo

506 x 253

LinkedIn

Personal Profile Image

400 x 400

Personal Background Image

1584 x 396

Company Logo Image

300 x 300

Square Logo

60 x 60

Company Cover Image

1536 x 768

Banner Image

646 x 220

Hero Photo

1536 x 768

Shared Link

1104 x 736

Shared Image

1104 x 736

Company Photos

900 x 600

Social Media Lockups



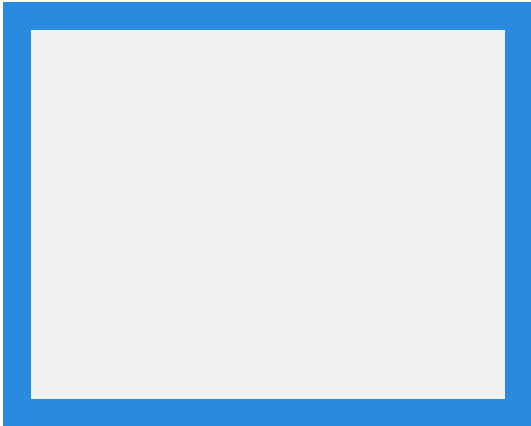
Social media images should always use the mark without including any text or wordmark.



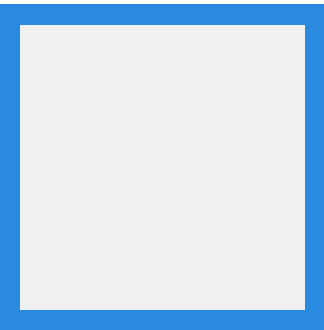
Social Media Examples



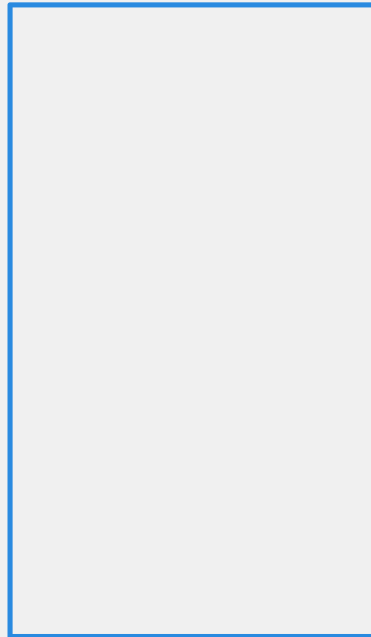
Associated Students of Stanford University
1min



assu



assu



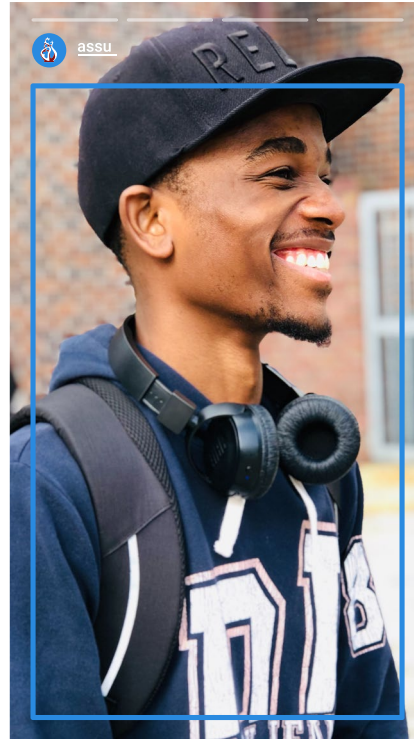
Social Media Examples



Associated Students of Stanford University
1min



assu



THANK YOU