

generationTM conscious



STUDENT MEDIA KIT



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HOW TO USE THIS GUIDE

This guide is intended to provide students with an accessible companion to using our design tools to their full ability.

Whether you're looking for posters, instagram templates, writing guides, or inspo for your own designs, you can find it here!





PART ONE

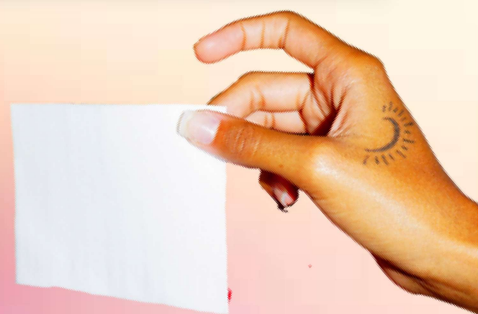
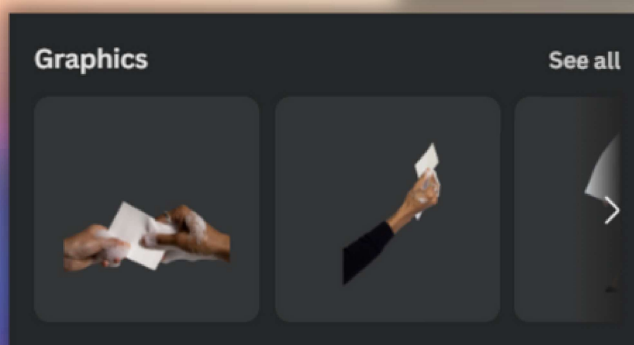
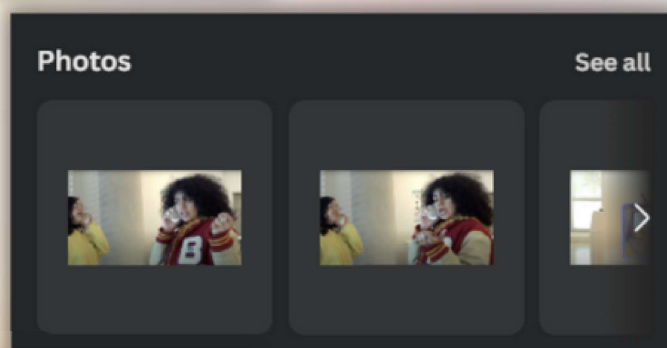
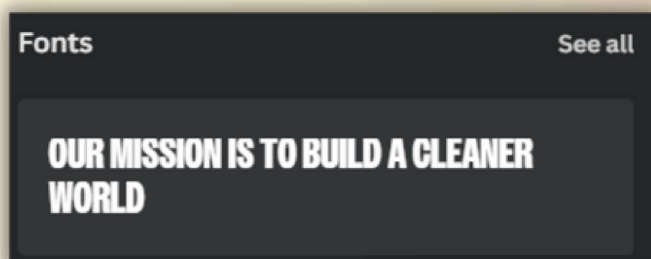
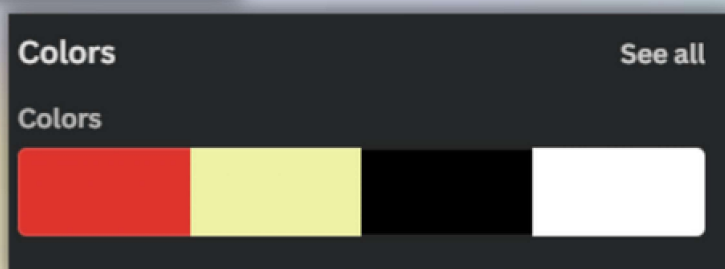
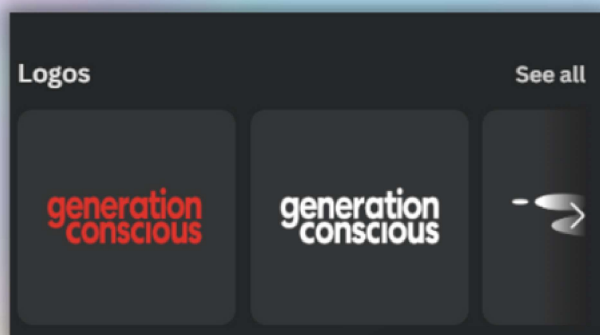
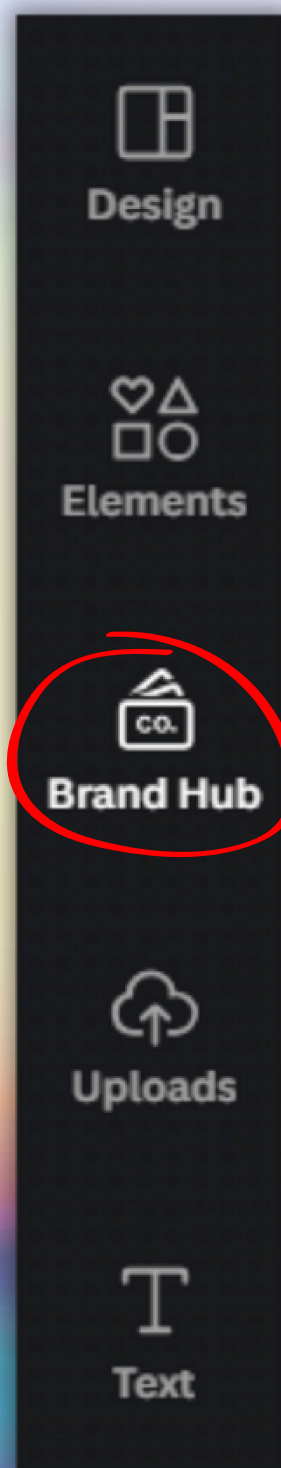
DESIGNING WITH TEMPLATES



Now you can freely edit your template, without affecting the original!

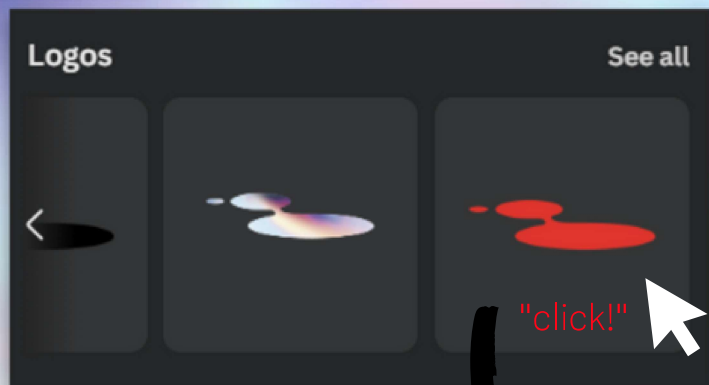
1. To access all our design assets, click on **Brand Hub** on the left column.

2. This will open up our **Brand Kit**, complete with logos, fonts, colors, graphics, and images you can use in your design.

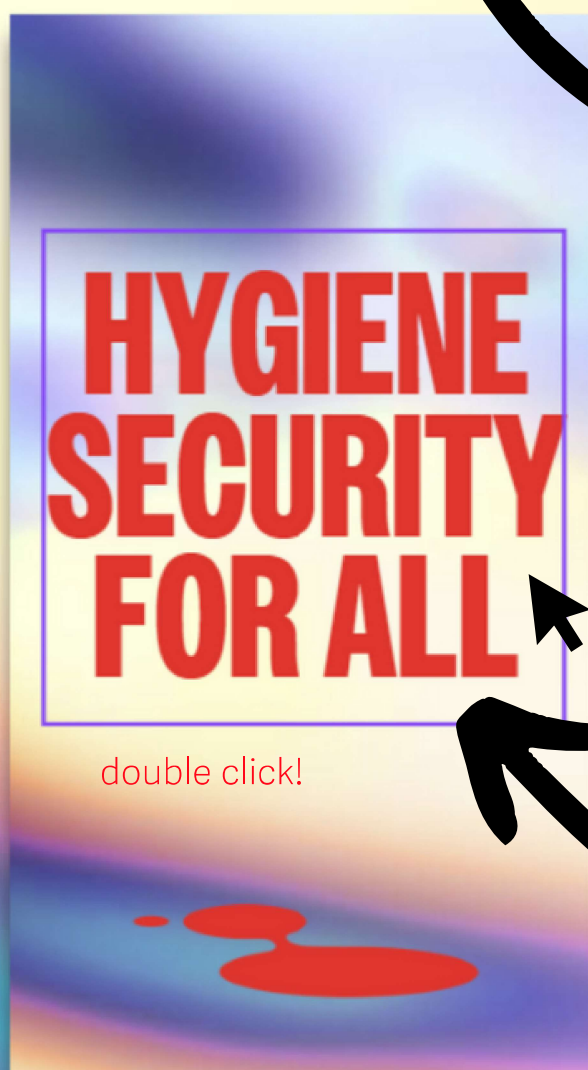


ACCESSING ASSETS

3. Simply click on an asset in the **Brand Hub** to add it to your design.



PROTIP: you can drag the dots and bars to resize your graphic.

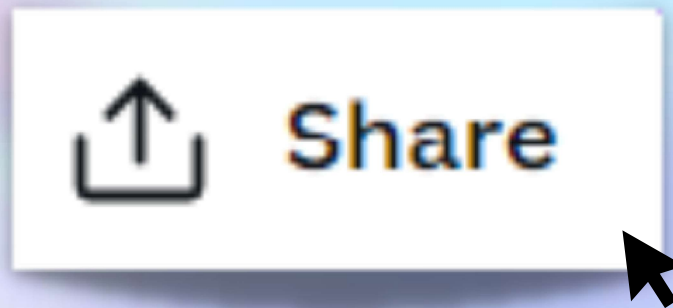


double click!

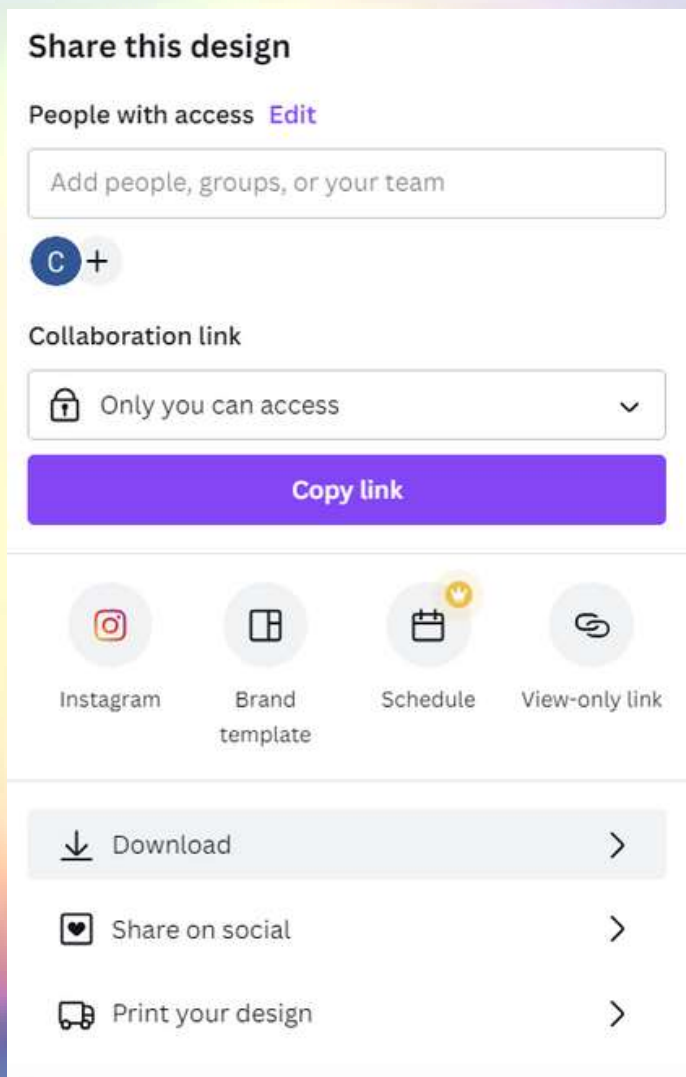
4. All text in the templates can be changed. **Double click** in a text box to edit.

EDITING TEMPLATES

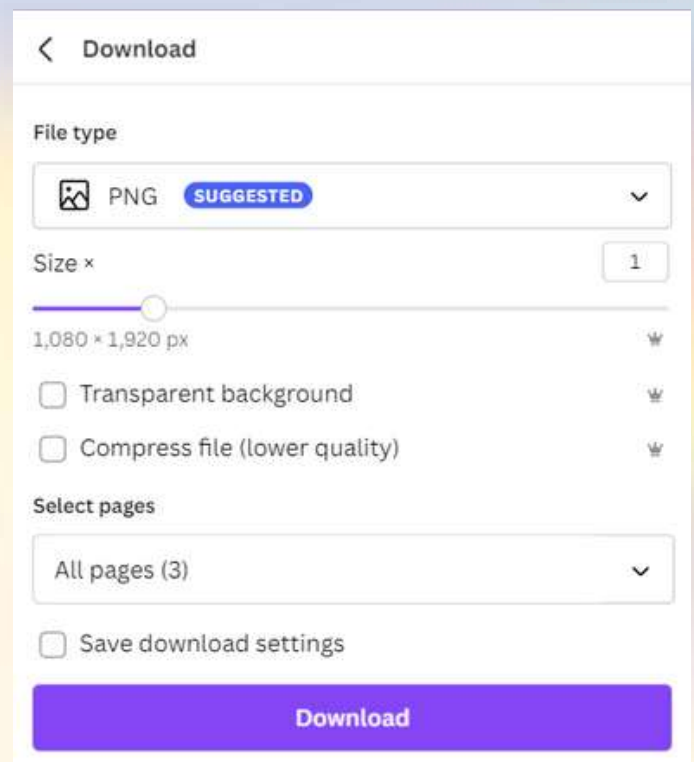
1. When your design is complete, click **Share** in the upper right.



2. Select **Download**



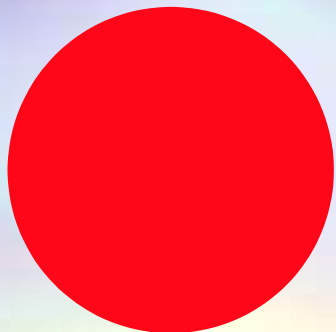
3. Select **Download** again.



Your design will now be saved to your computer or mobile device, where you can share!

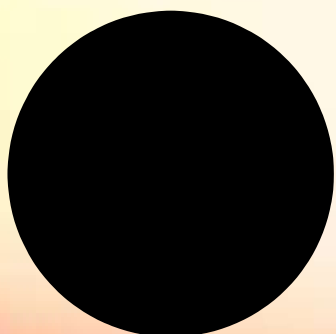
SAVING AND EXPORTING

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PART TWO

BRAND IDENTITY





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The Wordmark and Logo work best when balancing compositions. They should not appear locked up instead set evenly from one another other on the opposite end of a composition or layout.



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*AT LEAST ONE OF THESE TWO
BRAND MARKS SHOULD BE PRESENT
ON EXTERNAL COMMUNICATIONS.
DO NOT STRETCH.
MAINTAIN ORIGINAL
PROPORTIONS.

*THE WORDMARK IS MEANT TO BE
USED AS A GRAPHIC AND NEVER TO
BE TYPED OUT IN ANY FONT
UNLESS IT IS PART OF A SENTENCE.
DO NOT STRETCH.
MAINTAIN ORIGINAL
PROPORTIONS.

LOGO SPACING

SUNRI
HEX #EFF39ALSAB. 94, -12,
41CMYK.
8, 0, S 409L, 10D COATED
PANTONE. YELLOW
0131 C

OBVI
WHITE HEX.
#FFFFFF

OBVI
BLACK HEX.
#000000

BIG RED

HEX. #FF0719LAB. 55, 81, 63CMYK. 0,
99.14, 96.52, 0 SOLID COATED
PANTONE. 185 C

NOTE: Both #HEX and LAB
colors must be adjusted to
achieve the brightest red. *In
the case that some programs
do not support LAB colors
please refer to the #HEX code.



Gradients should
always be cropped or
zoomed in
and never used in their
entirety within a single
asset.

COLORS

Owners X Narrow. Black
Treatment Applied*
*Treatment Is further
explained In style guide
powerpoint in "Media
Kit" folder

Adelle
Sans
Regular

Adelle
Sans
Thin

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

TITLES ALL
CAPS

While body copy and
longer format reading text
appears in sentence case.

Text should be left justified
with 80-85% leading (line
spacing).

TITLES ALL
CAPS

While body copy and longer
format reading text
appears in sentence case.

Text should be left justified
with 80-85% leading (line
spacing).

FONTS

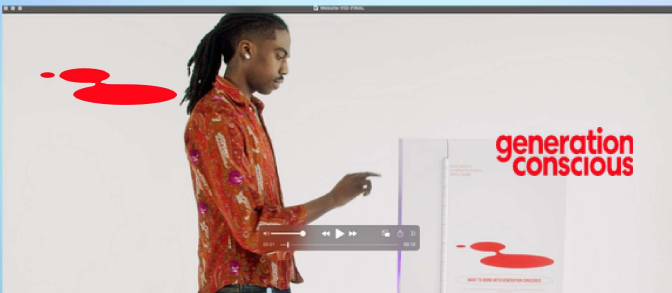
All video assets using graphics should begin with the wordmark present in the layout.



Example:
Opening
Sequence



Example:
Closing
Sequence



Example:
Opening
Sequence



Example:
Closing
Sequence

All video assets, including the animated wordmarks, can be found in the [Media Kit](#) under [Video Assets](#).

VIDEO INTRO/OUTRO