

VISUAL

SOCIETY

2021 STYLE GUIDE



TABLE OF CONTENTS

VOICE STATEMENT	4
AUDIENCE	5
LOGO	6
COLORS	8
TYPOGRAPHY	10
VISUALS	11
SOCIAL MEDIA	12

This style guide was updated on 5 May 2021

VOICE STATEMENT

We are passionate visual communicators, focused on creating powerful images that share a clear message.

We want to create a space where students can innovate and collaborate on creative projects. All the content we design exists to help students grow in their visual communication skills and progress in their professional development.

We aim to build society unity by providing relevant, educational, and entertaining content to BYU-Idaho students which will inspire them to become more involved with Visual Society.

PRIMARY AUDIENCE

Our primary audience is Visual Communication students at BYU-Idaho. We want to target on-campus students who are currently enrolled in visual-centric classes. These students are generally age 18-28, male and female, and live in Rexburg, Idaho. They have interest and/or experience in at least one visual field such as photography, illustration, branding, drawing, videography, or web design.

SECONDARY AUDIENCE

Our secondary audience includes Communication students outside the visual emphasis, and students in other majors. The largest difference between the primary and secondary audiences in the secondary audience generally isn't enrolled in visual communication classes, but still has interest in gaining skills in a visual field.

PRIMARY LOGO



SECONDARY LOGO



LOGO USAGE GUIDELINES

The logo serves as the primary identifier of Visual Society. The primary logo is used on the website, and the secondary logo is used as a social media profile image.

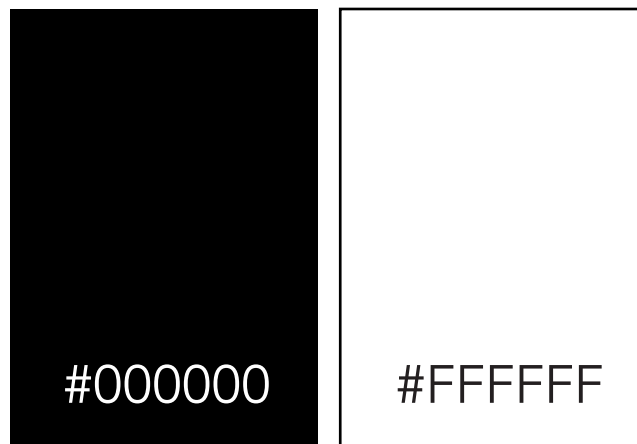
The logo should be placed on all official printed materials distributed by the Visual Society without modification.

The logo is not used in social media posts.

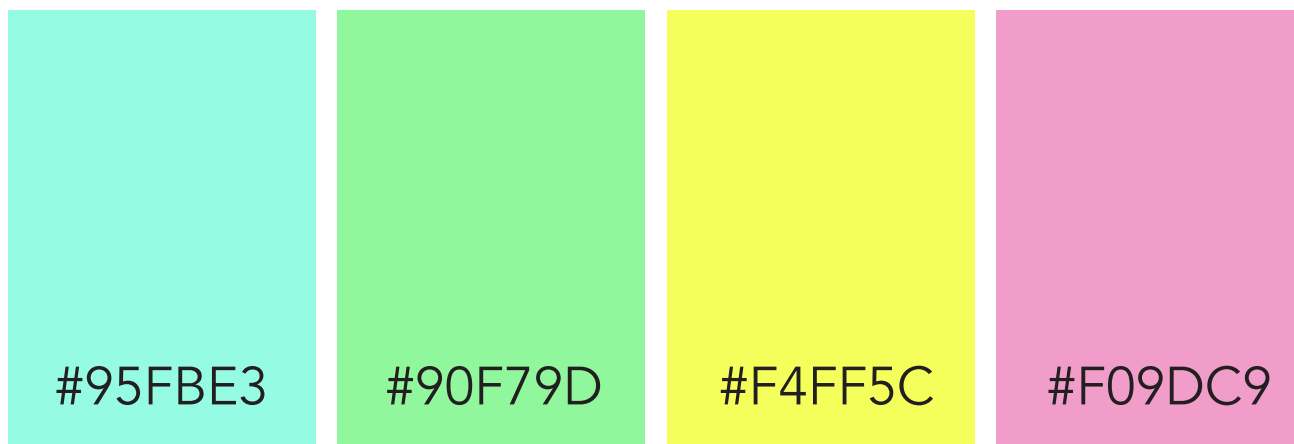
The color of the logo may be altered with approval by the society president for an individual project.

No other alterations or usages are acceptable.

BASE COLORS



ACCENT COLORS



COLOR USAGE GUIDELINES

Black is the base color for most social media content. White is the base color for print materials.

The bright colors displayed are accent colors. They should not be used as the base color, and should generally fill less than 50% of the page.

In most designs only 1-3 accent colors should be used. Avoid using all 4 accent colors at once.

Other colors aren't allowed without approval.

White text should be used for material with a black background. Accent colors can be used for headers but never for body text.

TYPOGRAPHY

Headings:

DIN ALTERNATE BOLD

Body:

Avenir Book

Decorative fonts may be used sparingly for headings.
Other fonts should not be used for body copy.

Text should never have a stroke (outline) or
noticeable drop shadow.

Most materials should include minimal text and use visuals
to communicate a message.

PHOTOGRAPHY

All photography should be the work of BYU-Idaho students. You may only use photos you've taken yourself, unless you have written approval from the original photographer and the society president.

No stock photography may be used.

Photos should be clean and professional in nature, and must align with the BYU-Idaho Honor Code.

GRAPHICS

All graphics must be the original work of the BYU-Idaho student responsible for creating it.

Brand colors must be used in each design. Additional colors may be used with the approval of the society president.

Graphics should be 2D vector illustrations. Avoid thin strokes (outlines) and excessive text.

SOCIAL MEDIA DESIGN

Social media posts should be created in 1080x1350 (4x5) for both Instagram and Facebook, following the template displayed on the following page.

Do not place a filter on any images.

Posts with multiple images are encouraged. These should include elements that connect one image to the next, so they appear continuous.

SOCIAL MEDIA PRACTICES

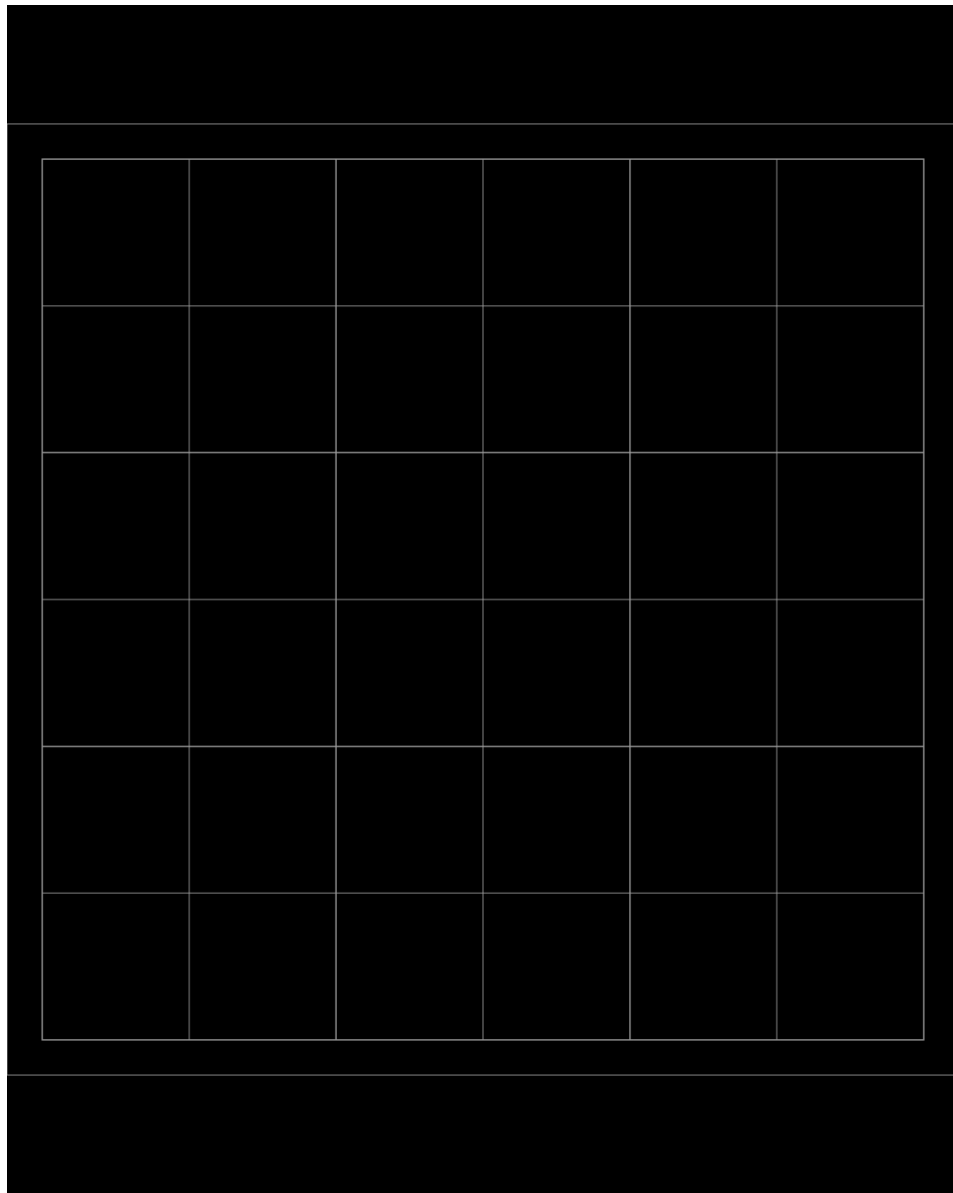
Always include a photo of the student in a student feature and tag them in the post.

Post captions should be between 75-200 words and include 2-3 short paragraphs.

Tag @adobestudents in student posts.

Always include relevant 5-10 hashtags.

SOCIAL MEDIA TEMPLATE



[Download the template here](#)

