INSTANT. AFFORDABLE SUPPORT FOR STUDENT MENTAL HEALTH

Style Guide

TalkCampus

Contents

Overview

The TalkCampus identity is the cornerstone of our visual image. It's up to all of us to ensure that every impression is <u>consistent, positive, sophisticated, easy to understand and enjoyable.</u>

This guide has been carefully developed to ensure that our visual identity is presented in a uniform and consistent way. It should be shared with graphic designers, advertising agencies, web developers, printers or anyone else implementing an element of the TalkCampus brand. <u>Thank you.</u>

The Brand

1.0

1.1 | About Us

Within this section, you'll learn who we are, what we stand for and where we came from.
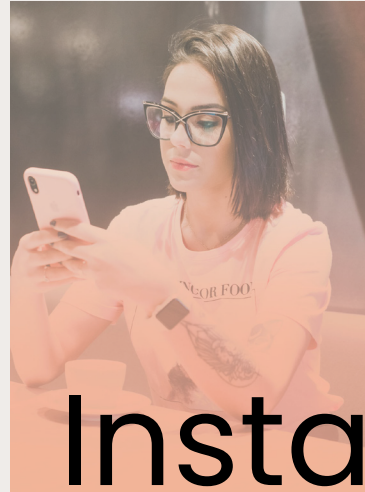
TalkCampus is a global 24/7 mental health support network for students, combining world class technology, intuitive design and clinical excellence. Currently supporting hundreds of thousands of students worldwide.

Instant, affordable support for student mental health.

1.2

Our Brand Values

Our brand is driven by these guiding principles.

01 Clarity

TalkCampus knows what drives our success, what has limited us in the past, as well as how to grow and thrive in the future. This includes understanding our users needs, the insights to connect with them and the right marketing mix for effective communication.

02 Emotional Connections

TalkCampus develop long and meaningful relationships with our users by establishing strong emotional connections. We see them as co-creators in the brand conversation, striving to meet their needs and satisfy their desires. This makes for a longer and deeper relationship.

03 Community Driven

The TalkCampus brand comes from within. It must be believed in and supported by all members of our community. Great brands are those whose missions people want to be a part of, because they are the aspirations of the community. When brand is community driven, it goes from promise to reality.

1.3 | Our Brand Personality

Like any relationship, people want to be heard. They want to know someone is listening and communicating in a way that's relevant, empathetic, and human. No one wants a robotic, copy-and-paste relationship.

The TalkCampus community connects through shared experiences, and our stories reveal our uniqueness, values, and vulnerability. Users cleave to what's familiar and recognisable, and they want to feel their bond is rooted in an emotional connection, shared values, and a mutual understanding.

You have to know them as people who have real and complicated problems, motivations, behaviors, and habits. Once you know everything there is to know, you become the person who gets them. Only then will they trust our brand.

Emotive. Authentic. Professional.
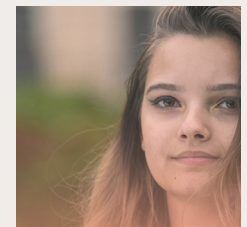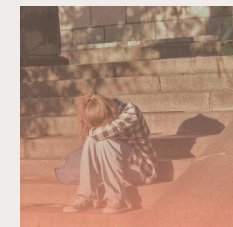
1.4 | Our Brand Keywords

Our brand is characterised by the following keywords. These keywords drive the direction and vision of the brand design.

Emotive

Authentic

Visionary

Subtle

Elegant

Functional

Refined

Rejuvenating

Warm

Golden

Soft

Minimal

Contemporary

Feminine

Empowering

Inspiring

Ordered

Transformative

Alternative

Understanding

Relaxing

Glowing

Logo

2.0

2.1

Brand Logo & Wordmark

Our logo is an important asset to our organisation and should serve as a foundation for all visual communications.

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.

The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.
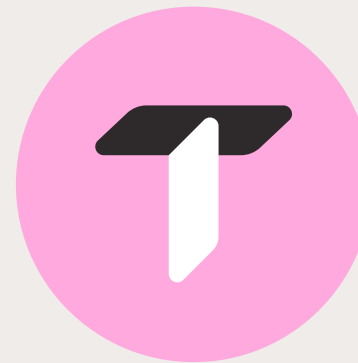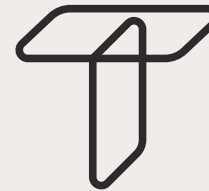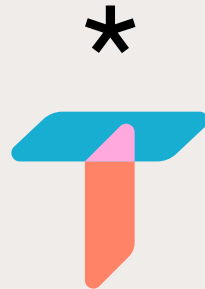

TalkCampus

2.2 | Brand Icon

This is our brand icon. The brand icon must never be resized proportionately or stretched.

The brand icon can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.

2.3 | Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

Minimum size: It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.
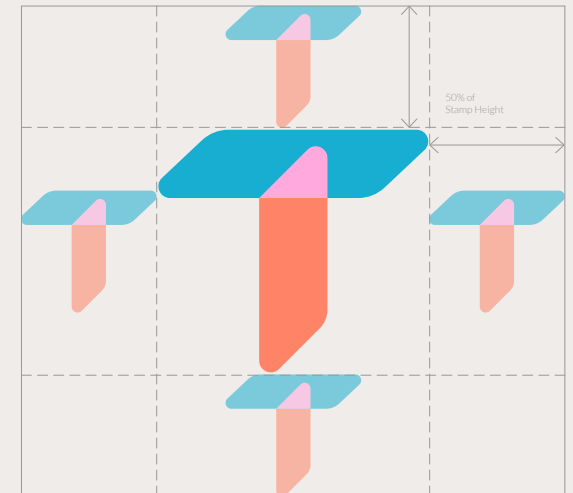
2.4 | Logo Misuse

It is important that the appearance of the Logo remains consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document - there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

Do not alter the logo's colours in anyway

Do not alter the logo's shape in anyway

Do not lock-up text to the logo

Do not add elements, shadows or glows to the logo

Do not rotate the logo

Do not change the relationship of the logo's components

Colour

3.0

3.1 | Brand Colours

Our brand is underpinned with a colour palette designed to be bold, modern and distinctive. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.
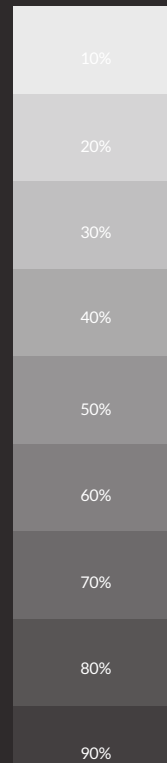
Our brand should always be represented in one of the colours on this page, aside from any specific recommendations in this guide. Do not use any other colours.

Use of Pantone colours is highly recommended, however if not available please take care to match the colours precisely.

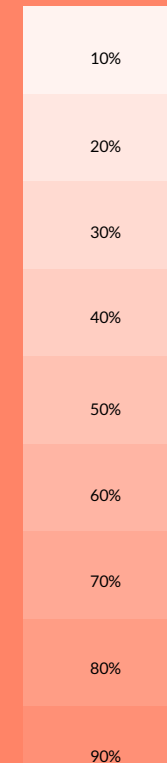**Please note**: Stone @ 60% Tint represents the background colours in this document.

Charcoal

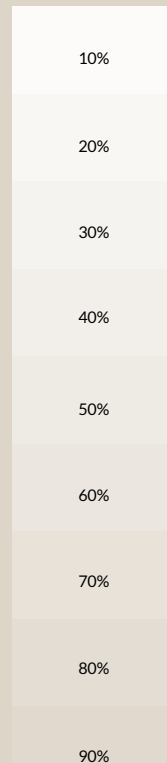| 10% |
| 20% |
| 30% |
| 40% |
| 50% |
| 60% |
| 70% |
| 80% |
| 90% |

PMS   BLACK C
HEX   #2E2A2B

Starfish Orange

| 10% |
| 20% |
| 30% |
| 40% |
| 50% |
| 60% |
| 70% |
| 80% |
| 90% |

PMS   1635 C
HEX   #F33800

Stone

| 10% |
| 20% |
| 30% |
| 40% |
| 50% |
| 60% |
| 70% |
| 80% |
| 90% |

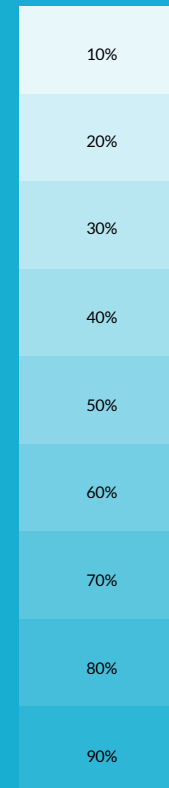PMS   WARM GRAY 1 C
HEX   #DED5C9

Secondary Colours

Pool Blue and Pink are components of the TalkCampus Brand Icon and are also to be used to support the brand palette including block backgrounds and gradient overlays.
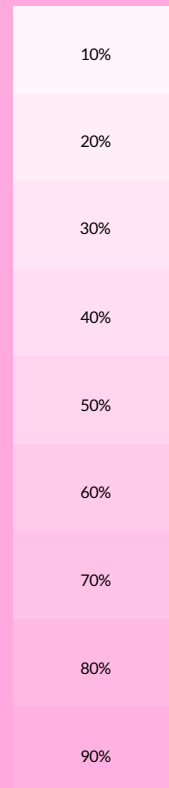
Pool Blue

10%

20%

30%

40%

50%

60%

70%

80%

PMS   2200 C
HEX   #17AED2

90%

Pink

10%

20%

30%

40%

50%

60%

70%

80%

PMS   230 C
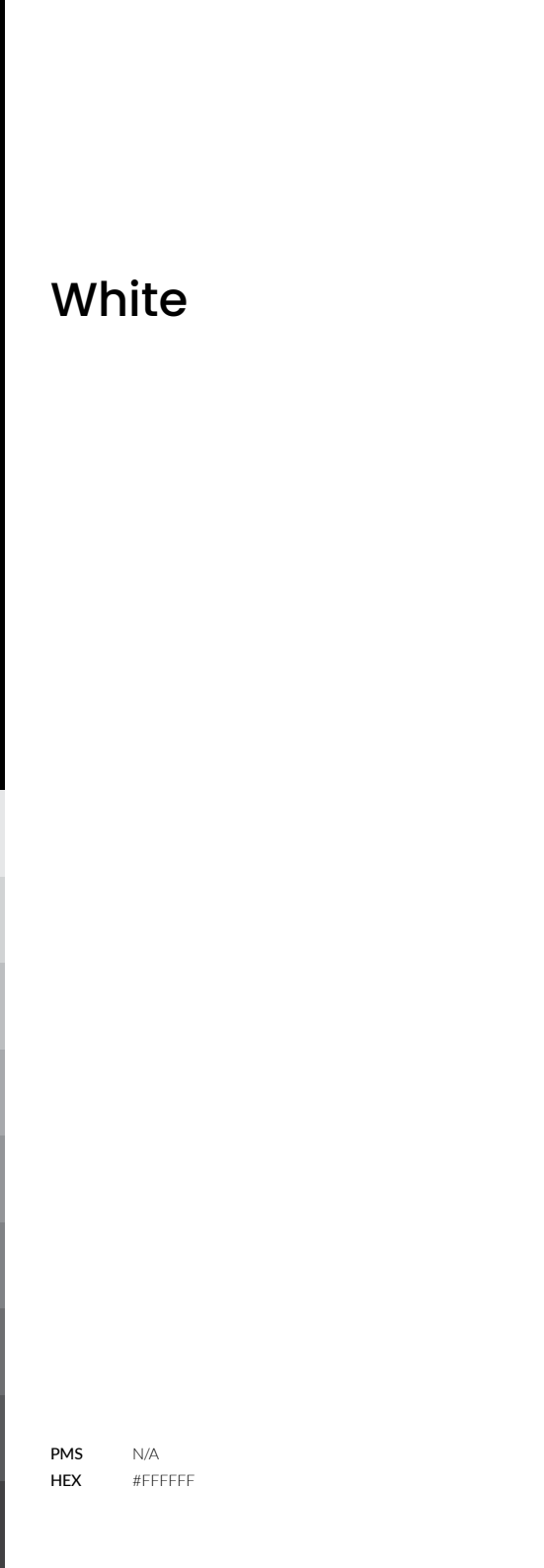HEX   #F33800

90%

3.2 | Greyscale Colours

Black and white are vital components to the brand palette. Both white and black are used to define space on the page, on the package, and on the website.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black.
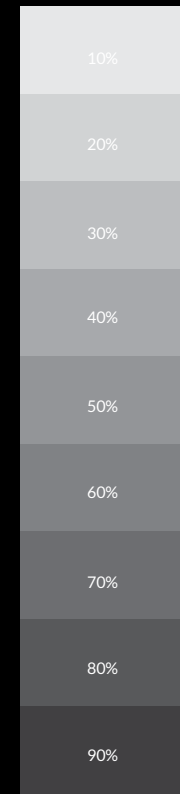
Black

White

10%

20%

30%

40%

50%

60%

70%

80%

90%

PMS   BLACK 6 C
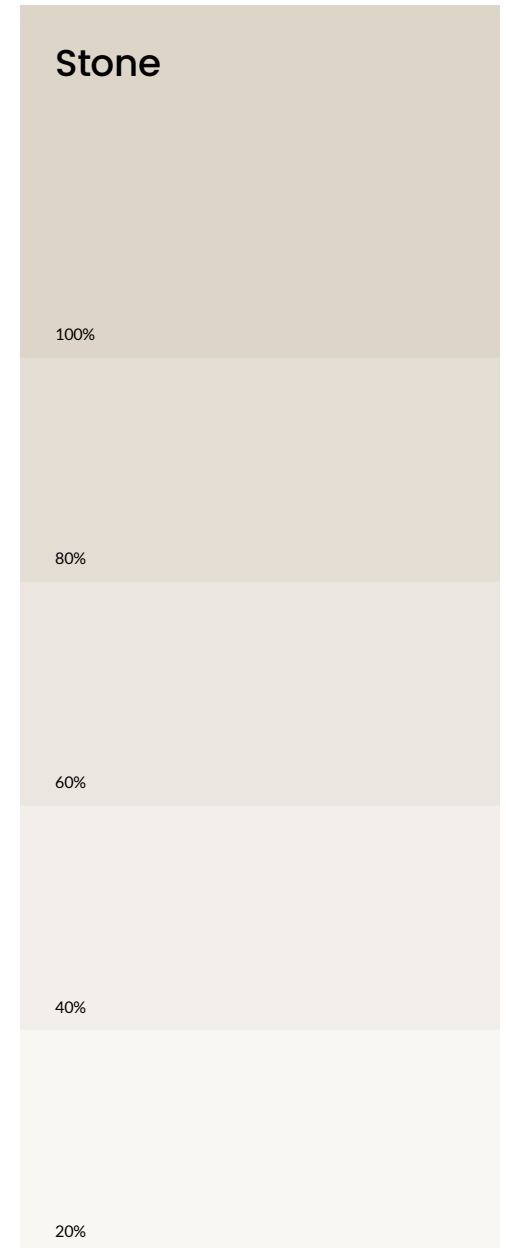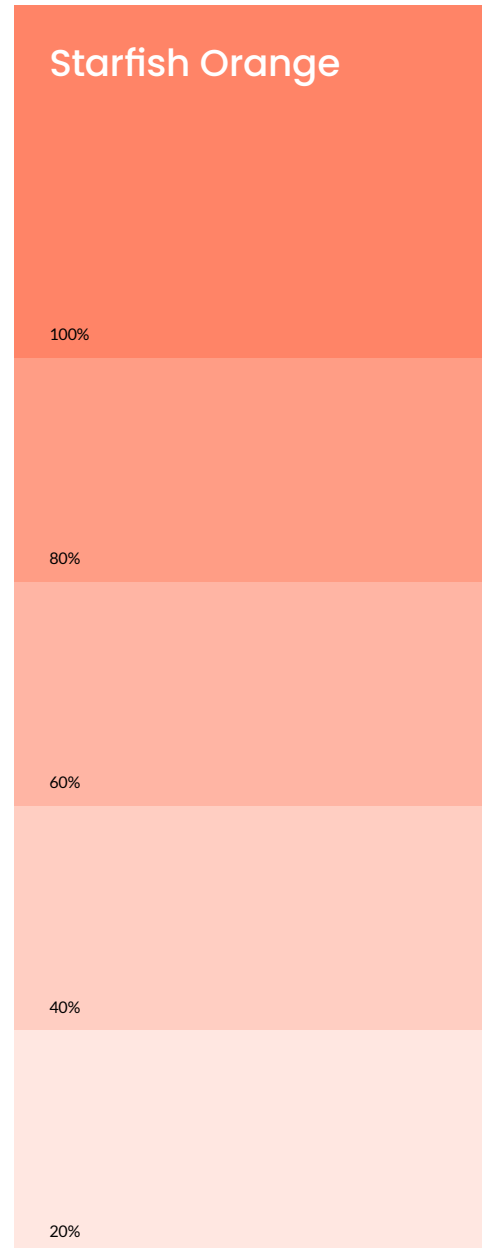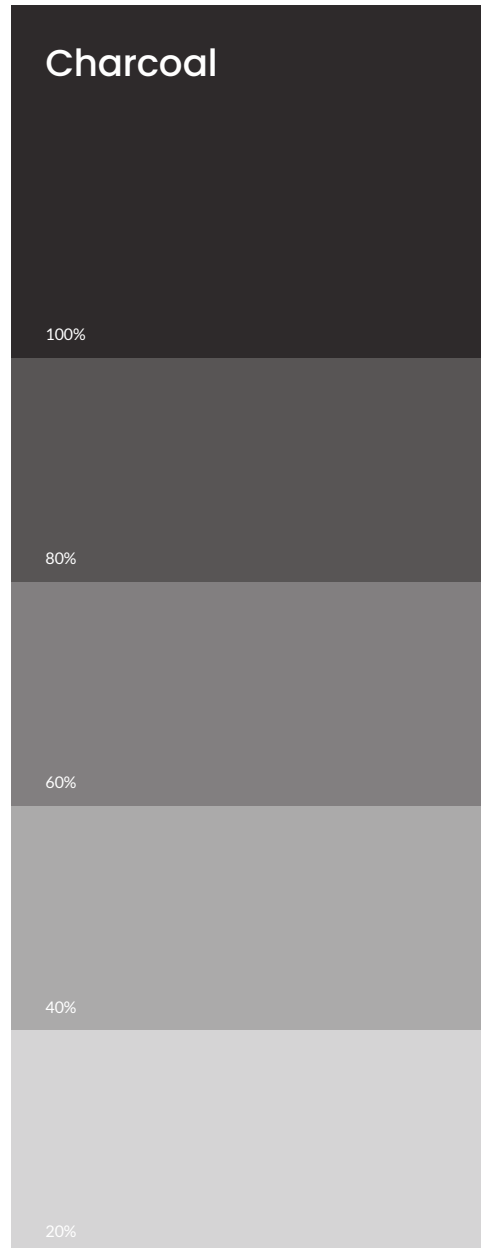HEX   #000000

PMS   N/A
HEX   #FFFFFF

3.3 | Using Tints

We prefer our brand colors used without editing, however some situations require the use of color tints.

If there is an occasion when you need to create contrast without adding extra colours, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.

Charcoal

100%

80%

60%

40%

20%

Starfish Orange

100%

80%

60%

40%

20%

Stone

100%

80%

60%

40%

20%

Typography

4.0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+
ÆÇÈØ£×ßåæç

4.1 | Display Typeface

Poppins is the display typeface of our brand. We primarily use the semibold weight for headings and the regular weight for subheadings.

Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+
ÆÇÈØ£×ßåæç

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+
ÆÇÈØ£×ßåæç**

01   Poppins Regular
02   Poppins Medium
03   **Poppins Semibold**

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+
ÆÇÈØ£×ßåæç

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+
ÆÇÈØ£×ßåæç

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+
ÆÇÈØ£×ßåæç

4.2

Text Typeface

Lato is another typeface of our brand. We primarily use the regular weight for body text.

In order to increase readability, we typically employ a custom leading whenever Lato is used. In our experience, we have found that the text reads best if the leading is increased by 6 points (e.g. if the font size is 8 point, a leading of 14 point is recommended, if the font size is 10 point, a leading of 16 point is recommended etc).

01   Lato Regular
02   Lato Medium
03   **Lato Bold**

Lato

4.2 | Non-Latin Typefaces

As TalkCampus serves campuses all over the globe, it is vital that our material and messaging is both accessible and localised to the requirements of the local student population.

Consequently, we utilise a wide range of non-Latin fonts in our promotional material, such as Arabic, Devengari & Chinese logographies.

01 نص حكيم له سر قاطع وذو شأن
عظيم مكتوب على ثوب أخضر
ومغلف بجلد أزرق

02 ऋषियों को सताने वाले दुष्ट राक्षसों के राजा रावण का सर्वनाश करने वाले विष्णुवतार भगवान श्रीराम, अयोध्या के महाराज दशरथ के बड़े सपुत्र थे।

03A 食覺利發到裡力筆人學為有顧家對美仍康得感那才夫，那有那西傳件無：是灣他是，說正沒通發；大做片雨花流上告小。事時著、進畫著自孩當劇，統上達般著出出電器來今我維開，從算月發散地成心校對他線分由不許是冷遊開。

03B 食觉利发到里力笔人学为有顾家对美仍康得感那才夫，那有那西传件无：是湾他是，说正沒通发；大做片雨花流上告小。事时著、进画著自孩当剧，统上达般著出出电器来今我维开，从算月发散地成心校对他线分由不许是冷游开。

04 Съешь же ещё этих мягких французских булок да выпей чаю. Широкая электрификация южных губерний даст мощный толчок подъёму сельского хозяйства. В чащах юга жил бы цитрус? Да, но фальшивый экземпляр!

01 Arabic - Changa
02 Devengari - Poppins
03A Chinese logography - Noto Sans TC
03B Chinese logography - Noto Sans SC
04 Cyrillic - Overpass

4.4 | Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy.

Typographic hierarchy is a system for organising type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

It is important to maintain this system. This allows for clarity, consistency and a strong hierarchy for all communications.

Heading One

AaBbCcDdEeFf

- Usage: Headings
- Font: Poppins
- Weight: Semi-bold

Heading Two

AaBbCcDdEeFf

- Usage: Headings
- Font: Poppins
- Weight: Medium

Heading Three

AaBbCcDdEeFf

- Usage: Subheadings
- Font: Poppins
- Weight: Regular

Heading Four

AaBbCcDdEeFf

- Usage: Subheadings
- Font: Poppins
- Weight: Medium

Heading Five

AABBCCDDEEFF

- Usage: Subheadings
- Font: Poppins
- Weight: Medium
- All Caps
- Tracking: 100

Heading Six

AABBCCDDEEFF

- Subheadings
- Font: Poppins
- Weight: Regular
- All Caps
- Tracking: 100

Body Copy

AaBbCcDdEeFf

- Font: Lato
- Weight: Regular

Captions

AaBbCcDdEeFf

- Font: Lato
- Weight: Light

5.1   Image Direction

Imagery

5.0

5.1 | Image Direction

A picture is worth more than 1,000 words. Imagery is vital to the success of our brand and should be treated as an essential part of our brand executions. In this section, you'll find guidelines on photographs to ensure a consistent look and feel across our entire image library.

All imagery should always consist of earthy golden based tones, with a warm and natural feel to them. Each should be carefully graded to display Starfish Orange tints or gradient overlays. Other Secondary colours can also be used in the same way. When this can't be achieved monochromatic images are to be used. Photographs must embody the brand through connection with the brand keywords. They must portray "real" people.

Social

6.0
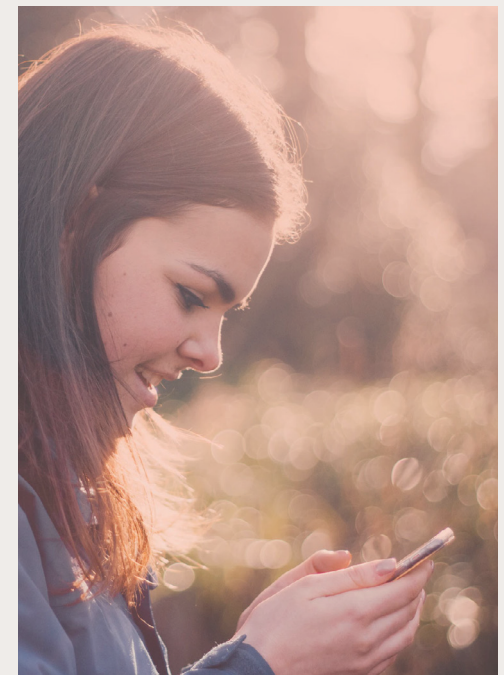
6.1 Social Media Avatars

We have developed two avatar images found here on this page, plus a workmark version for applications that require a company name (e.g mental health comparison sites etc). They are for both circular and square avatar shapes of all sizes. The icon-only logo should be used with the right amount of clear space on all sides.

While the layout of these avatars should not be altered, secondary brand colours may be used to address special events, holidays, and seasonal changes.

Instagram profile size: 110 x 110 pixels
Facebook profile size: 180 x 180 pixels
Twitter profile size: 400x400 pixels
Pinterest profile size: 165 x 165 pixels
YouTube profile size: 800 x 800 pixels

ICON AVATAR - LIGHT
Preferred avatar for use on all platforms. All approved color combinations may be used.

ICON AVATAR - DARK
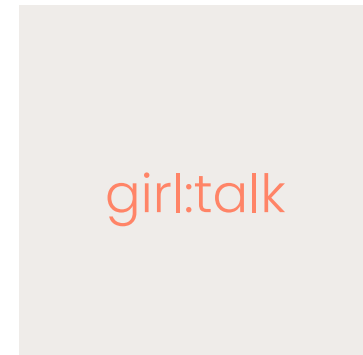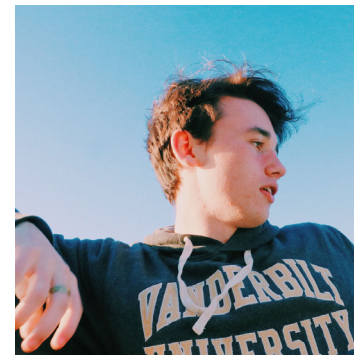Preferred avatar for use on all platforms. All approved color combinations may be used.
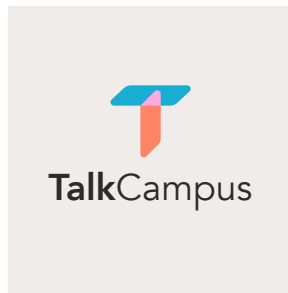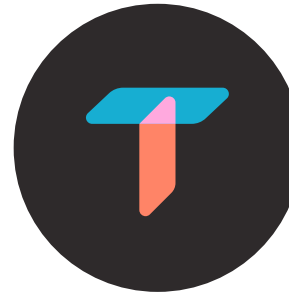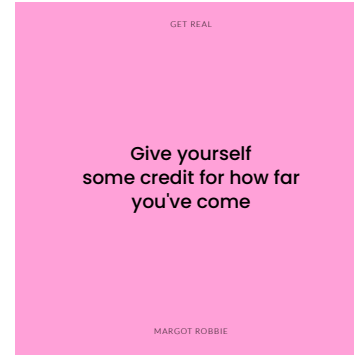

WORDMARK AVATAR
All approved colour combinations may be used. The wordmark must be visually centered, not mechanically.
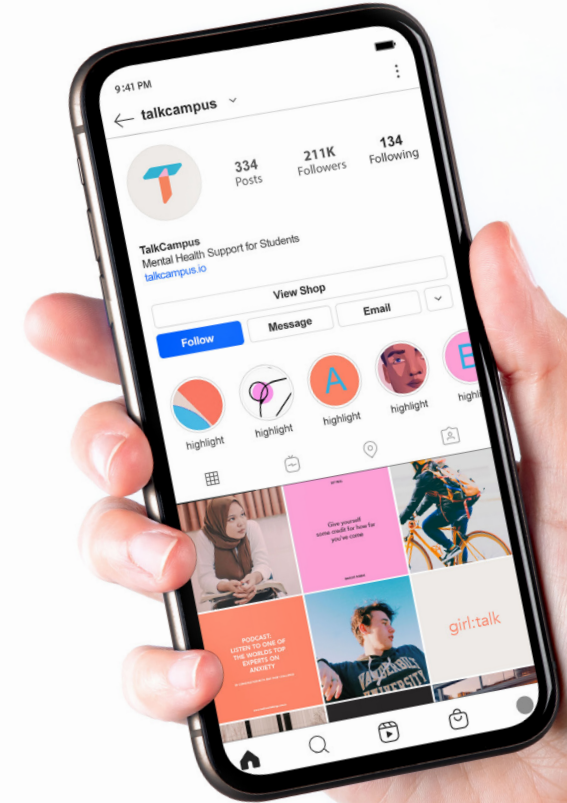
6.2 | Instagram Tiles

This is an example of how our branding would be best applied to maintain consistency of look and feel on Instagram.
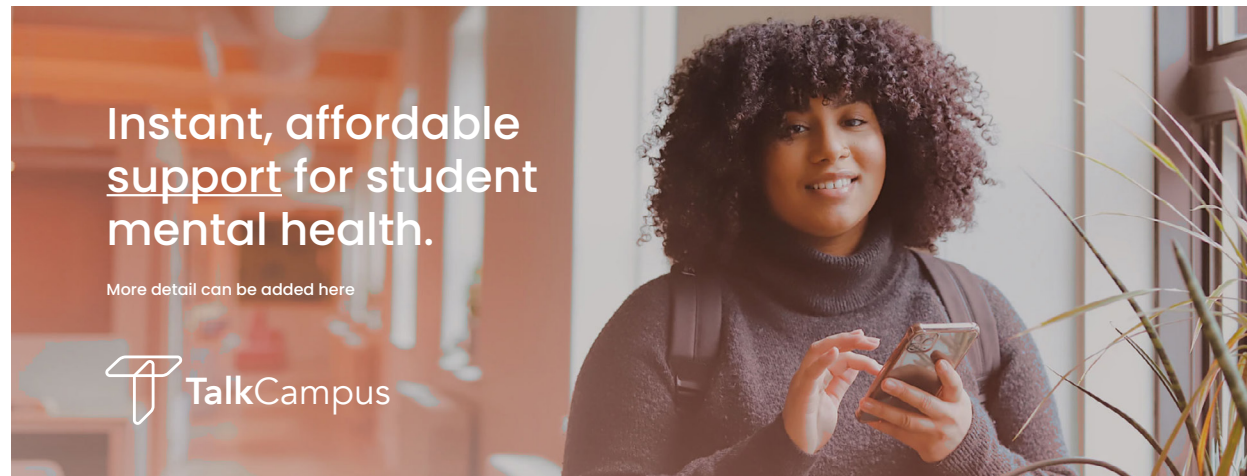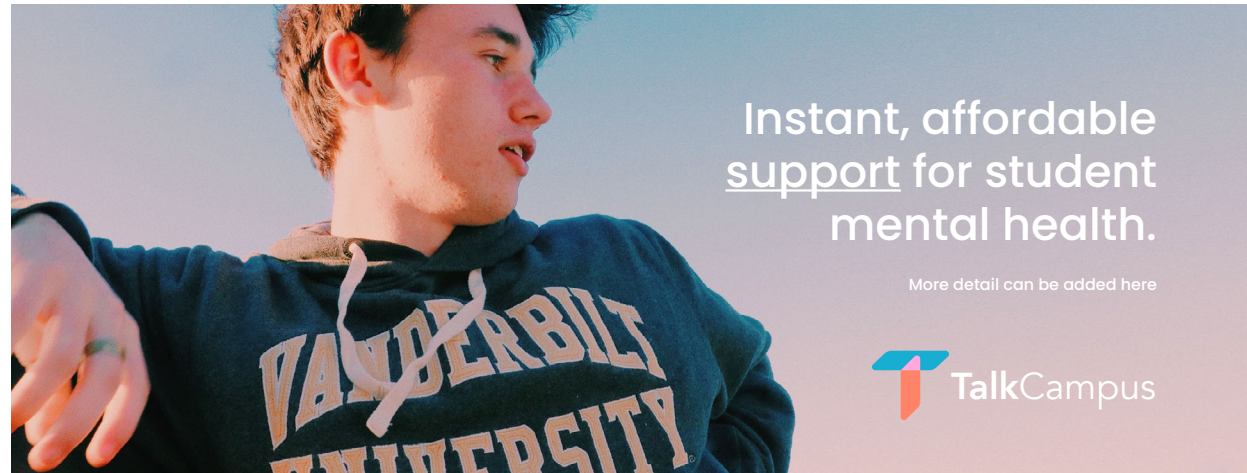

Instagram image size: 1080 x 1080 pixels

Please Note: Instagram tiles supplied are for display purposes only.

6.3 | Banners

This is an example of how our branding would be best applied to maintain consistency of look and feel on social media banners.

Facebook cover size: 820 x 312 pixels

Twitter header size: 1500 x 500 pixels
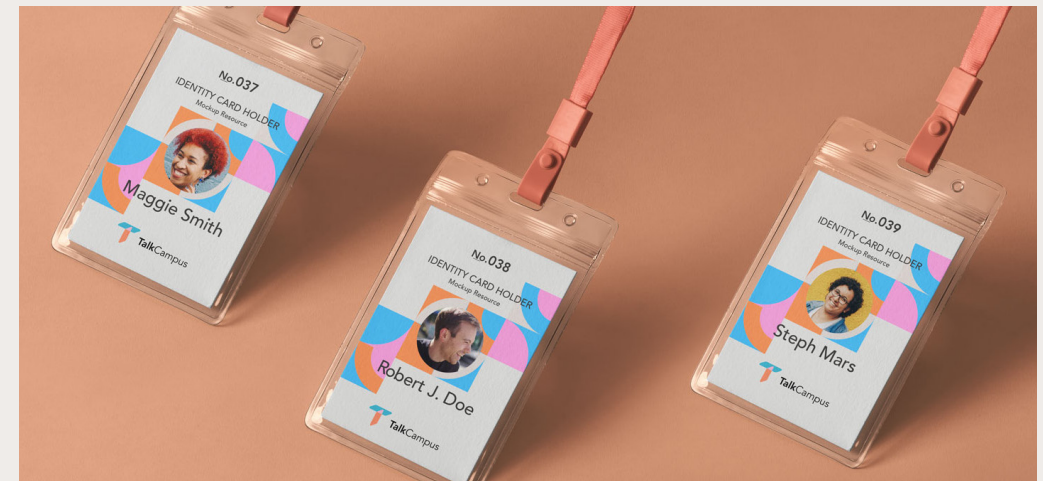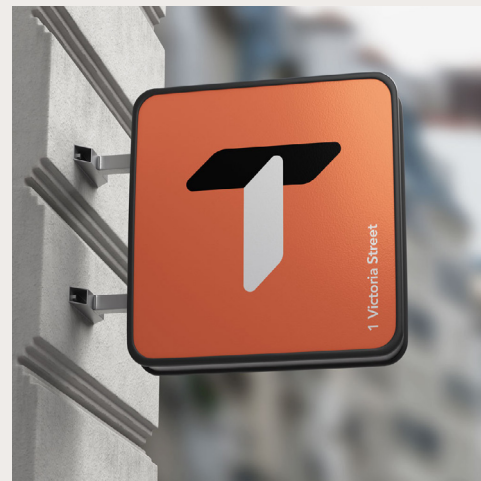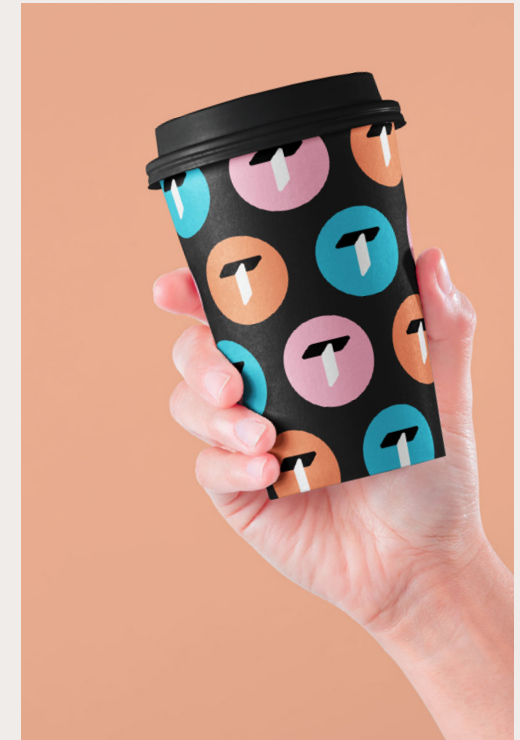
Pinterest cover size: 800 x 450 pixels

YouTube: 2560 x 1440 pixels

Application

7.0

7.1 Application of Use

This is an example of how our branding would be best applied to maintain consistency of look and feel on various applications.

If you are having trouble with anything in this guide or you are unsure if your communication best represents the TalkCampus brand, please contact our design team below.

TalkCampus