



Mechatronic Systems Engineering
Student Society

BRAND GUIDELINE

Revision	Details	Author	Approved Date
00	First Iteration	BRR	

1 — INTRODUCTION

The Mechatronic Systems Engineering Student Society (MSESS) is established to serve and represent the interests of its members to the School of Mechatronic Systems Engineering (MSE), throughout Simon Fraser University, and beyond to industry and other engineering societies. If your declared major is in MSE, or you're taking any engineering course in Surrey, then you are automatically a member of the MSESS.

The MSESS, run entirely by students, promotes school spirit and fosters community building by providing opportunities for you to interact with fellow students, faculty, staff and industry. Social events take place throughout the year, and the Student Society also organizes career fairs and sends members to conferences including the Western Engineering Competition and the Canadian Engineering Competition.

USING THIS DOCUMENT

The branding guide is established to provide a fundamental and defined identity to the MSESS to foster the engineering culture in a coordinated and recognizable manner. The document will outline the principles behind the MSESS identity, main logo, coat of arms, colour palettes and best practices.

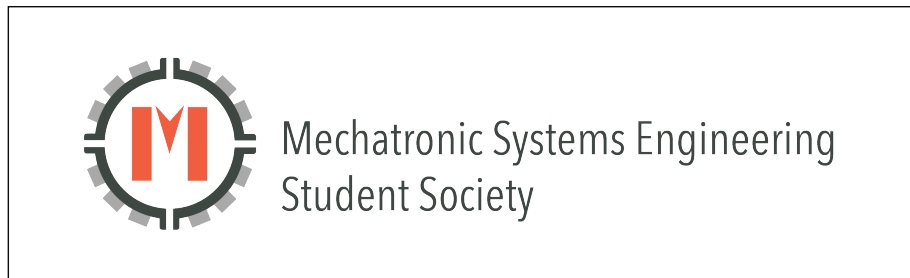
In defining the branding guide and standard practices, visual communication and identity will be established relative to the MSESS and the SFU Surrey engineering community. Visual recognition under a unified brand system will strengthen recognition within the community and provide students with merchandise which will be recognizable in the future.

BRIEF HISTORY OF THE BRAND

The main MSESS logo is a long standing identification symbol for the MSESS which has been used in identifiable MSESS documents and forms of communication. Letter type and standard ratios have yet to be defined which subsequently led to an under defined identity for the MSESS.

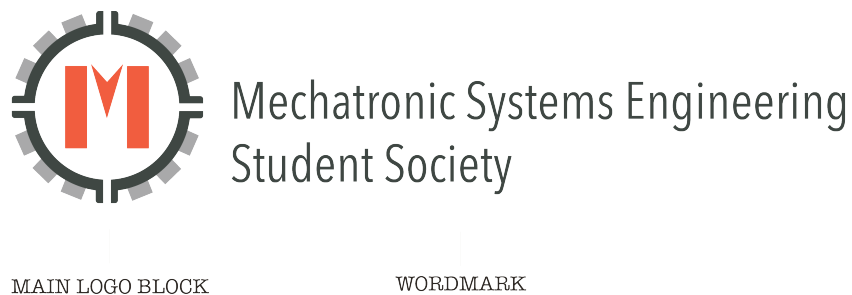
Establishing this document, we present the Main Logo along with the font and letter type for the associated wording in common use, along with the defined colour palettes, and the newly established coat of arms.

2 - MAIN LOGO



The main logo is the long standing symbol of identification associated with MSESS. The centralized M, representing Mechatronics is concentrically surrounded with a unique gearing system.

MAIN LOGO COMPOSITION



The main logo block is composed of the main logo block and the accompanying wordmark forming the complete logo lock up. The main logo block may be implemented individually without the wordmark accompanying the logo, however must be used with respect to the best practices defined in this document.

MAIN LOGO BLOCK



The main logo block is identified with the signature orange M surrounded with the graphical grey gear design. The symbol has and can be used standalone without the wordmark identified in the complete logo composition.

Main Logo Block Colour Palette:

Component	Colour Code
Concentric M Letter	PANTONE 171 C (PANTONE+ Solid Coated)
Dark Gray Gear Ring Graphic	PANTONE 446 C (PANTONE+ Solid Coated)
Gray Gear Teeth	PANTONE Cool Gray 6 C (PANTONE+ Solid Coated)

The colour palette should not be deviated from in any instance. If the use is not suitable for the colour palette, monotone full black or full white should be used accordingly as shown below.



WORDMARK

Mechatronic Systems Engineering Student Society

The word marking is a simplistic sans serif type font which sharply and legibly defines the MESS to the right of the main logo block in the complete logo composition. The type is aligned left and vertically bottom aligned with the logo. In the full colour way, the colour of the font is PANTONE 446 C. When full colour way of the logo composition is not used, similar to the main logo block, plain black or white may be used accordingly matching the main logo block.

Font Details	
Font Family	Avenir Next Condensed
Font Type	Regular

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3 - MESS COAT OF ARMS

To be announced.

4 – MSESS COLOUR PALETTE

The colour palette defined is carefully selected to be used as conventional colours for MSESS documents, logos, and merchandise.

PRIMARY



PANTONE 171 C
Primary MESS Orange



PANTONE 446 C
Primary Dark Gray



PANTONE Cool Gray 6 C
Primary Light Gray

SECONDARY



PANTONE Neutral Black C
Secondary Black



PANTONE 2748 C
Secondary Blue