



BE WELL GUIDELINES

A reference guide to using the university's Be Well branding

INTRODUCTION

These guidelines will tie all initiatives and campaigns under the University of Saskatchewan (USask) wellness strategy together and help people visually recognize our commitment to the health and well-being of the campus community. They will maximize the impact of promotional materials and contribute to a continuing dialogue.

The opportunities provided through the use of the Be Well brand include:

- Communications support
- Promotion of events on:
 - wellness website
 - wellness calendar
 - social media
 - campus screens
 - design support/print
 - YouSask Newsletter
 - PAWS bulletins
- Be Well brand recognition on campus

The Be Well symbol is an extension of the USask wellness strategy and should be used for events and communications that support or align with its goals and outcomes.

USAGE AND CRITERIA

Organizations and groups who wish to use the Be Well symbol and visual identity can request authorization online at wellness.usask.ca or be sent to wellnessresources@usask.ca.

When submitting a request, please demonstrate how the event or communication is directly linked to the USask wellness strategy. In order to be approved, your initiative must meet all of the following criteria:

- Promote or support the health and well-being of all that study or work at USask.
- Connect to one of the three elements of wellness; healthy mind, healthy body or healthy life.
- Target faculty, staff and/or students.
- Link to one of the six strategic areas of focus:
 1. Ensuring a supportive foundation
 2. Fostering a healthy culture and environment
 3. Raising awareness and maintaining healthy behaviours
 4. Identifying risk and responding early
 5. Developing resilience and self-management competencies
 6. Providing services, training and critical support

CHECKLIST ✓

Does this event/initiative support the health and well being of all those who study or work and USask?

Yes No

Which element does it connect to: (check all that apply)

Healthy Mind Healthy Body Healthy Life

Who is the target audience: (check all that apply)

Faculty Staff Students

Which of the following areas of focus does it link to:
(check all that apply)

- Ensuring a supportive foundation
- Fostering a healthy culture and environment
- Raising awareness and maintaining healthy behaviours
- Identifying risk and responding early
- Developing resilience and self-management competencies
- Providing services, training and critical support

BE WELL SYMBOL

The Be Well symbol visually represents the USask wellness strategy. The three elements of the strategy—healthy mind, healthy body and healthy life—are represented in the strokes. The symbol is intended to inspire thoughts of optimism, positivity and growth, and invoke a fun and inviting feeling.



c91 / m33 / y99 / k26
pantone 349 C
r 0 / g 105 / b 55
#006937

BE WELL SYMBOL VERSIONS

The full colour symbol on a white background is the preferred version and should be the first choice when representing Be Well initiatives and campaigns. The alternate versions can be used when necessary depending on the design.

PREFERRED



B&W



REVERSE

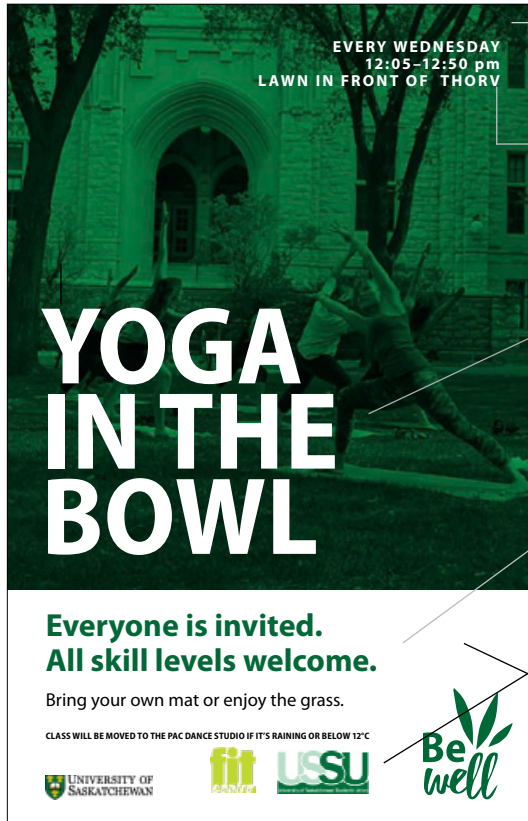


POSTERS/PROMOTIONAL MATERIAL

The Be Well guidelines follow the USask brand. When creating Be Well promotional materials follow the university's Visual Expression Guide and Editorial Style Guide, available at paws.usask.ca/go/communications

The two most recognizable assets of Be Well are the symbol and background gradient. Combining those assets with consistent typography, use of white space and general layout will ensure the material is easily identified.

POSTER OPTION 1



BACKGROUND

- Use the gradient as an overlay—set the blend mode to multiply in effects—on a greyscale photo.

DATE AND TIME

- Place the date and time in the top right corner if the design allows for it.

HEADING

- Use Myriad Pro Bold Semi-Condensed, left aligned and all caps.
- Place the main headline in the bottom left corner of the image—this should be the only text covering the photo.
- Use equal spacing on the left and bottom edges of the text box.

DESCRIPTION

- Use Myriad Pro Regular, 70% black and left aligned.
- Place additional information in the white space below the image.

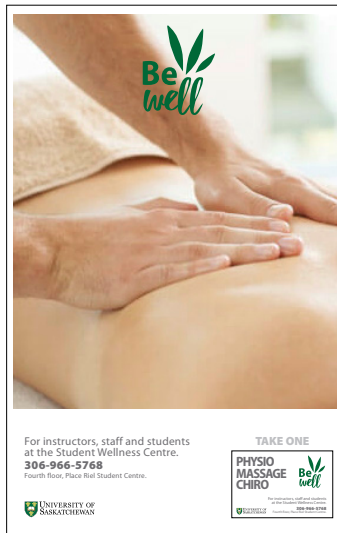
LOGOS

- Use the preferred Be Well symbol in the bottom right corner and the department or USask logo in the bottom left corner.
- Line up additional logos along the bottom, from left to right, if there are multiple departments or external partners.

WHITE SPACE

- Use between 1/4 to 1/5 of the overall design as white space.

POSTER OPTION 2



BE WELL SYMBOL

In this example the bottom right corner is used for a tear slip so the Be Well symbol was placed in the top centre.

- Use the version of the symbol that will show up the best on your design.
- Don't overpower the design by making the symbol too large, use negative or white space to make it stand out.

TV SCREENS



CAMPAIGN OR INFORMATIONAL POSTERS/ PROMOTIONAL MATERIALS

This simple and inviting design can be used for campaigns such as wellness tips.

***All ongoing campaigns should be approved by the Internal Communications team prior to launch and use of the brand.**

INFORMATIONAL PROMOTION



USASK OR DEPARTMENT LOGO

BACKGROUND

- Use the gradient as a solid background.

ICON OR IMAGERY

- Use an icon or image that easily identifies the subject from a distance.

HEADING

- Play on the Be Well theme for your headlines, i.e. "Sleep Well, Eat Well."
- Use Myriad Pro Bold Semi-Condensed.

CONTENT

- Ensure the description is concise yet informative, link to a website where appropriate.
- Use Myriad Pro Regular.

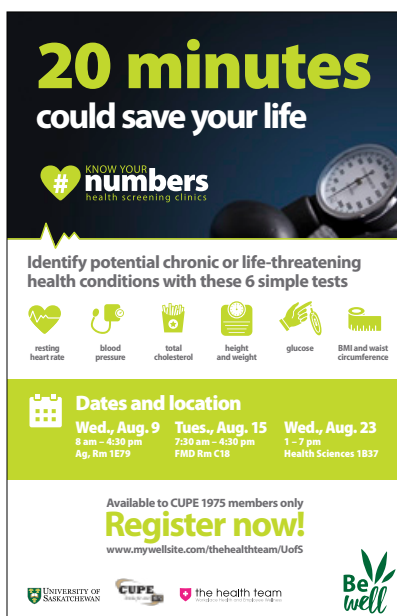
BE WELL SYMBOL

- Use the version of the symbol that will show up the best on your design.
- Don't overpower the design by making the logo too large, use negative or white space to make it stand out.

CO-BRANDING

Existing campaigns or events that already have an established look and feel can still use the Be Well symbol where appropriate.

***Be Well is not to be considered a sponsor so it must be separate from any sponsor lists.**



BE WELL LOGO

- Added to the existing poster.
- Separated from any sponsor logos.

SOCIAL MEDIA

SOCIAL MEDIA PROMOTION



BACKGROUND

- Use the gradient as a solid background or as an overlay.

BE WELL SYMBOL

- Place symbol in a bottom corner.
- Use the version of the symbol that will show up the best on your design.


#usaskbewell

HASHTAGS

- Please use #usaskbewell.

CONTACT INFORMATION

 wellnessresources@usask.ca

 wellness.usask.ca