



Una Mano Amiga  
*Empowering students for success*

# **Brand Style Guide**

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*“The mission of the Peer Mentoring Program, Üna Mano Amiga” (A Helping Hand) is to help Hispanic students achieve their academic goals as well as help new students at Salt Lake Community College in their first steps. We provide students with educational, social and emotional support. We believe that students should mentor other students. With this idea, the student with most experience has the opportunity to guide the new students. We are a community that inspires, gives support and share our experiences as well as information from the different resources that the college offers.”*



Una Mano Amiga  
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### **Name of your group or event**

Una Mano Amiga – Second Anniversary

### **Brand attributes to describe the look and feel of your event**

Don't forget to attend this event at the South City Campus Multipurpose room 1-032 on December 09, 2013 from 3:30 to 7:30 pm. We will be celebrating the Peer Mentoring Program's "Una Mano Amiga" (A Helping Hand) Second Anniversary. We will have the opportunity to celebrate this great event with recognitions, surprises, and prizes. We will also have unique testimonies by our peer mentors' experience of being part of "Una Mano Amiga" and how it has had an impact on their lives, do not miss it!

I look forward in seeing you at this event. See you soon!

### **Contact information for the organization**

#### **Luz Gamarra**

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## Photography



Photo by Una Mano Amiga

Group of Students



Photo by Una Mano Amiga

Group of Students



Photo by Una Mano Amiga

Group of Students



Photo by Una Mano Amiga

Group of Students

While selecting photography it is important to choose images that communicate with the brand. So we choose to use portraits lifestyles to represent the brand. The images that work best for Una Mano Amiga have a clean, natural and modern style.

### Lightening

Ideally the lightening will be a natural neutral light. The images can be reproduced in full color and black and white.

### Lists and Bullets

- The bullet used will be the circle and will be sized no bigger than 10pt.

### Captions

The caption will be used on Horizontal lines above the pictures. In Arial typeface and the average size between 8-9 pt.

### Credits

The credits will be used off the picture, on the right side. In Arial typeface and the average size between 6-7 pt.

### Quotes

*Empowering students for success.* We choose this quote because goes with our mission. And we decide to used in our logo.

## Typefaces, Headings and Subheadings:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910 \$%&()''''

**Arial Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**12345678910\$%&()''''**

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910\$%&()''''

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910\$%&()''''

Body Copy

Web: Average size 10-14

Print: Average size 10 - 16

**Subheadings Copy**

**Web: Average size 10-14**

**Print: Average size 10 - 16**

Subheadings Copy

Web: Average size 10-14

Print: Average size 10 - 16

Body Copy

Web: Average size 10-14

Print: Average size 10 - 16

### Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910 \$%&()''

### Body Copy

Web: Average size 10-14

Print: Average size 10 - 16

### MS Reference Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910 \$%&()''

### Subheadings Copy

Web: Average size 10-14

Print: Average size 10 - 16

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910 \$%&()''

### Subheadings Copy

Web: Average size 10-14

Print: Average size 10 - 16

## The Una Mano Amiga Logo



Use of the logo as cover pictures on web sites.

Size: 4.61– 1.67



Use of the logo for advertisement on webpages.

Size: 3.18 - 1.16



Use of the logo for advertisement on printed paper.

Size: 1.95 - 0.71



## Use of the logo in blue and yellow

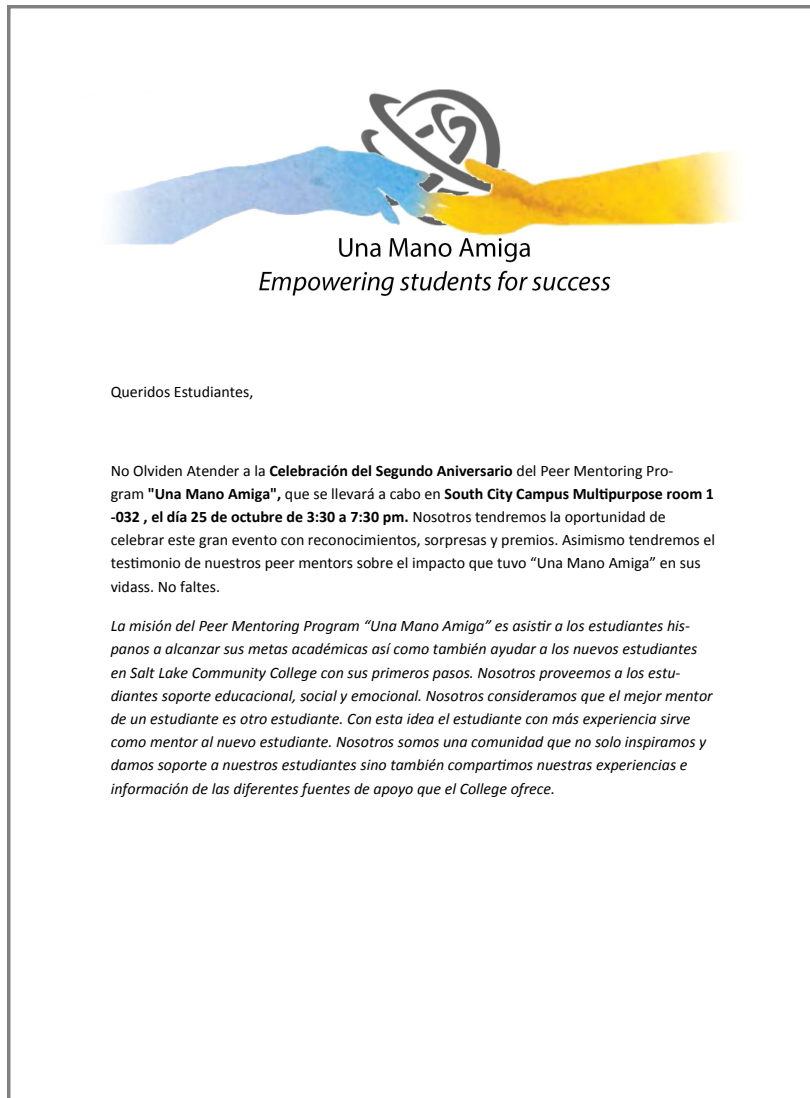


Prize boxes

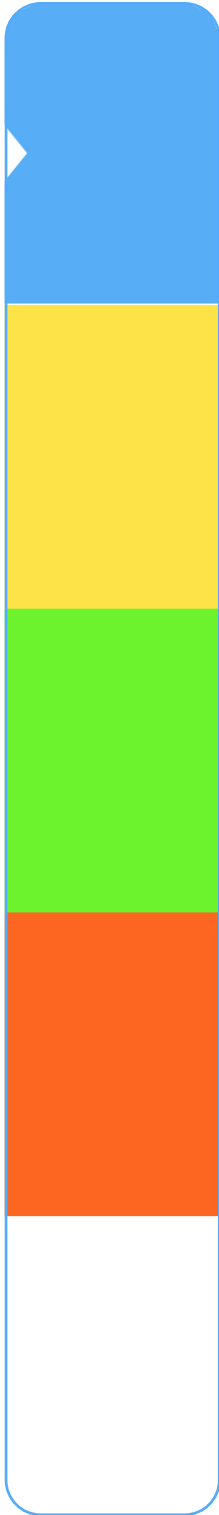
Arrow to direct people to events



## Use of the logo on letters



## Color Palette



### Primary Colors

CMYK	67	32	0	2
▼ RGB	83	171	250	
LAB	68	-2	-47	
HSB	208	67	98	
HEX	53ABFA			

CMYK	0	10	80	0
RGB	255	229	51	
LAB	91	-8	82	
HSB	52	80	100	
HEX	FFE533			

### Secondary Colors

CMYK	58	0	100	4
RGB	102	245	0	
LAB	86	-71	82	
HSB	95	100	96	
HEX	66F500			

CMYK	0	60	100	0
RGB	255	102	0	
LAB	62	55	71	
HSB	24	100	100	
HEX	FF6600			

CMYK	0	0	0	0
RGB	255	255	255	
LAB	100	0	0	
HSB	0	0	100	
HEX	FFFFFF			