



-ESSS Style Guide 2025-

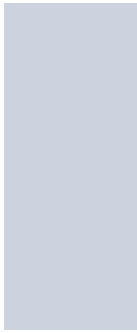
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DESCRIPTION

This style guide should be used for creating graphics on Canva for the ESSS Instagram page. This guide will cover both the physical appearance and the language/tone that should be used for public media.

COLOUR PALLET

Start with these colours; others may be applied as needed.

<u>HEX:</u>	#203a6c	#ccd3de	#8494ae	#434656	#384f75	#fff7d6
<u>Possible other colour palette:</u>						

FONT SUGGESTIONS

Headings	
<u>Fonts</u> • Klein (Casual) • Zuume Rough Bold (Formal) <u>Usages</u> • Announcements • Main Titles • Headdings	<u>Samples</u> Klein Regular Klein Thin Klein Bold Klein Black ZUUME ROUGH BOLD

Body	
<u>Fonts</u> • Klein (Casual) • Poppins (Formal) <u>Usages</u> • Text • descriptions • captions • information	<u>Samples</u> Klein Regular Klein Thin Klein Bold Klein Black Poppins THin Poppins Extra Light Poppins Light Poppins Regular Poppins Medium Poppins SemiBold Poppins Bold Poppins ExtraBold Poppins Black

LOGO AND BANNERS

The ESSS logos below are transparent PNGs on different backgrounds. Use this as a reference to make the best choice of logo.

Universal Icon	White Icon	Blue Icon

White Banner	Blue Banner + white background	Blue Banner

INSTAGRAM POST GUIDELINES

Post Layout

- Use a square format
- Keep layouts clean and balanced with a clear visual hierarchy (large headings followed by body text)
- Limit to a maximum of 5-6 colours (if possible)
- Use the primary colour for backgrounds and the secondary colour for text or highlights
- Avoid bright or busy backgrounds; if used, apply transparency

Caption Style

- Tone:
 - Friendly and engaging. Aim to connect with students and encourage interaction.
- Format:
 - Start with a catchy hook
 - Avoid paragraphs
 - Use minimal emojis to enhance the message
- Suggested Hashtags:
 - #SFUESSS, #sfuengineers, #SFU, #Engineers

In-post Text Usage

- Use one font for body text; titles may use a different font
- Align text left or center for readability
- Avoid large blocks of text in the post—detailed information should go in the caption

Event Promotions

- Always include the event date (year optional); do not state only the day of the week
- Specify the time in a 12-hour format (e.g., 12:00 PM – 1:30 PM)

Image Usage

- Use high-quality images relevant to the posts.
- Incorporate the logo subtly in images when appropriate

Video Usage

- Use a cover image
- Apply a frame in #5271ff (for dark videos, use #203a6c)

Collaborations

- Tag partners starting from the bottom left, moving right without overlap
- Tag collaborators in the caption the first time they are mentioned

Tips

- Maintain the same font, colours, and overall style across posts
- Encourage followers to interact with posts (e.g., ask questions)
- Highlight member achievements, upcoming events, and engineering tips
- Share behind-the-scenes glimpses of meetings or events

**This document was created & last updated on 7/30/2025 - Kayla Lee*