



iZone | BraNd *bOok*

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Invaluables

Build to Learn - We believe that sometimes, if not often, you just have to move your body in a way that helps you create. That helps you express your ideas in a way that literally gives them shape, visibility, and the opportunity for others to see and experience them and then....Build - while we can build solo, there's so much to gain from building together through collaboration, which exposes us to new viewpoints and ways of doing things from which to Learn - what works and what can be improved? What can help you and us make a lasting difference?

Play is Powerful - Play is innately human. From our earliest days, we seek out connection, often through play. This can be the flitter of eye movement to coordinate a move or get a rise out of someone. It can facilitate a sharing of positive energy that makes people feel at ease with difficult tasks ahead. It's one of our favorite aspects of our work – getting in touch with the human need to explore through recreation.

Create Cool Experiences - Creating cool experiences is all about diving into opportunities that can shape our lives and how we see things around us. It's a springboard for experiential learning and having agency as individuals.

Make it Happen - At iZone, we are all about making it happen, whatever that thing may be to you. While challenges are always present, we are all about supporting students and the university community so they can make it happen and have a positive impact on their communities. No one needs to sit on the sidelines to address challenges.

Stay Beginners - Perhaps one of the invaluables most closely connecting us with the libraries is the idea that there is always more to learn and do. Intellectual curiosity that can be routinely replenished is what allows us all to stay beginners in our learning journeys. It allows us to question not only ourselves but others to better frame ideas and improve upon them. How might you stay a beginner? Perhaps by coming to iZone for programming as well as speaking with one of our collaborators throughout RCL.

Create Impact - Last, but certainly not least, we help students and members of the university community and beyond, inquire and ideate and iterate on what works in order to ultimately create a positive impact. What does impact look like to you? To us, it's about meeting human needs in a sustainable manner.

Our Logo

The official logo has dark and light versions. Use light backgrounds when using the blue logo and dark backgrounds when using the white version.

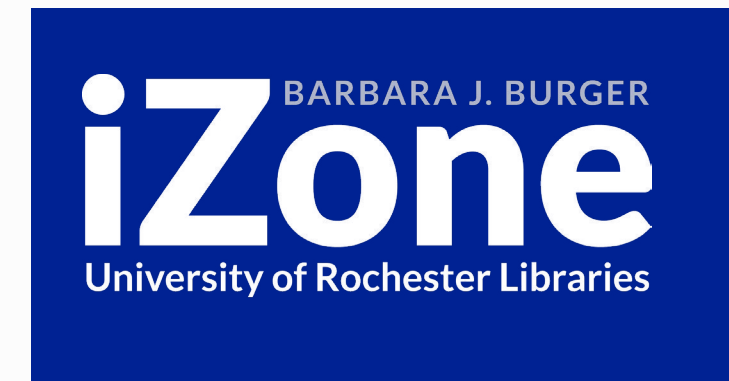
The official logo should be used primarily in three cases: on the physical marketing materials (eg. posters, flyers, brochures, banners, etc), in reports, and next to any collaborators' logos. If we work with another group on something (see co-sponsorship/collaborators example on the right).

Avoid using the official logo on stickers and as the main image in presentations. However you can use doodles of it. See "Unofficial Logo" examples on the right.

Official Logo



Use light backgrounds when using the white version of the logo



Use dark backgrounds when using the white version of the logo

Unofficial Logo examples

An unofficial logo where the word "iZone" is written in a bold, purple sans-serif font.

An unofficial logo where the word "iZone" is written in a light blue, hand-drawn style font, with a lightbulb replacing the dot of the "i".



Co-sponsorship/Collaborators logo example

A co-sponsorship logo example. It shows the official iZone logo on the left, followed by a vertical dashed line, and then the text "Ain Center for ENTREPRENEURSHIP and INNOVATION" on the right. The word "ENTREPRENEURSHIP" is in blue, "and" is in a smaller blue font, and "INNOVATION" is in a larger, bold yellow font. The text "Ain Center for" is in a smaller blue font above "ENTREPRENEURSHIP".

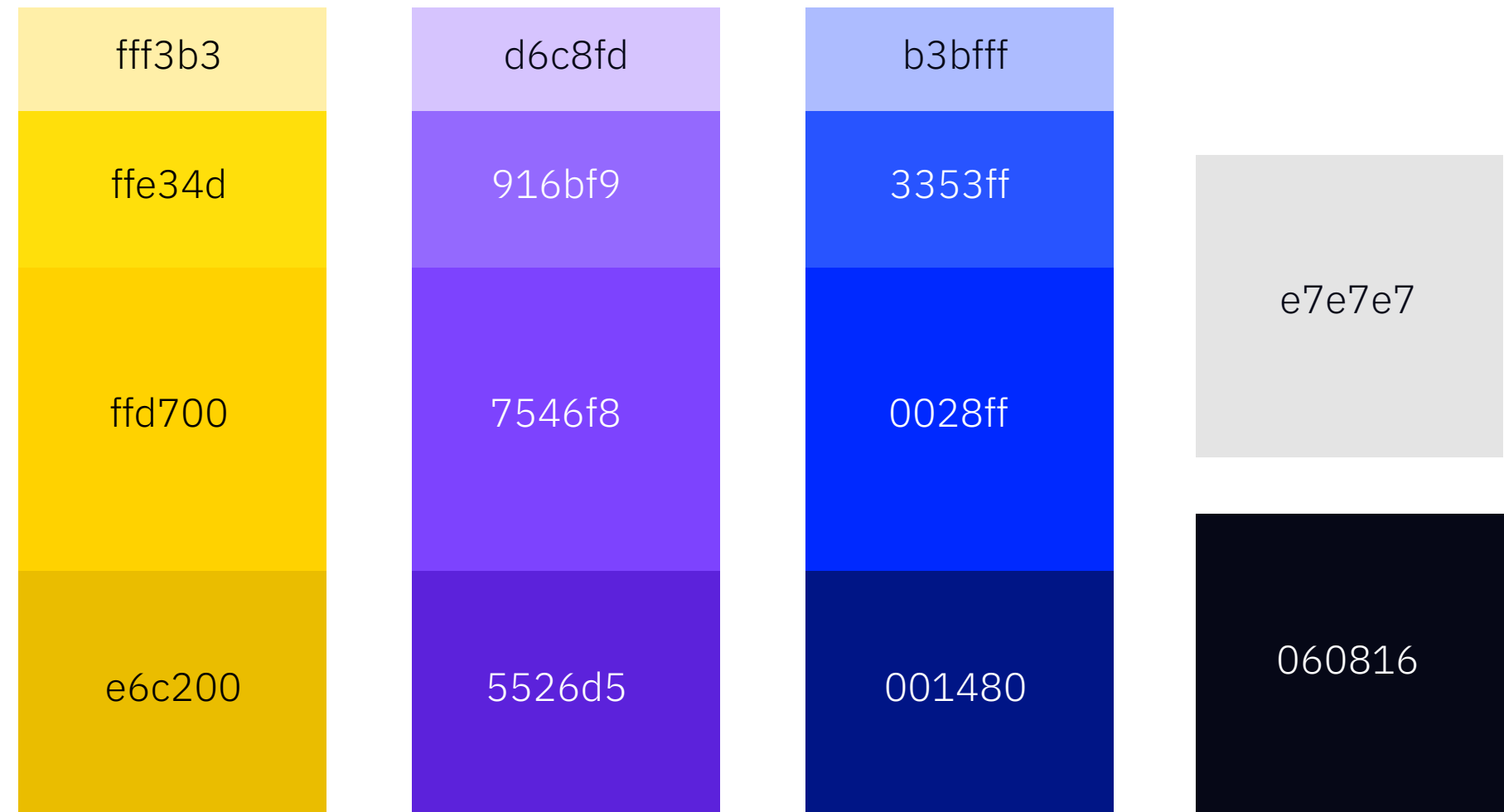
Colors

iZone's primary colors are yellow and purple. Yellow is the color of creativity. It conveys the positive, energetic, and welcoming energy of our team and mission. Purple brings up a feeling of trust and reliability. Purple's rarity also gives it an air of mystery. It's associated with creativity and the realm of fantasy.

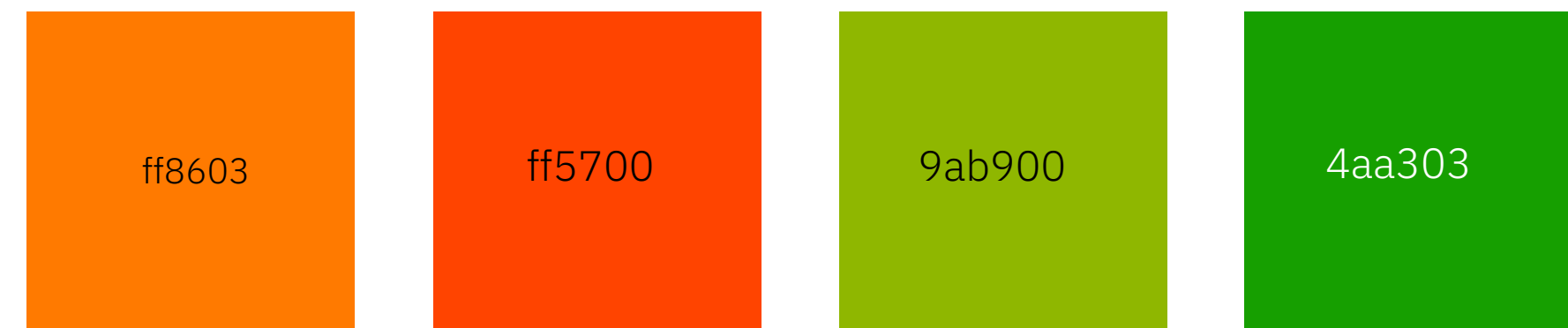
Secondary colors complement the primary ones and can be used for call-to-actions, doodling, posters, social media posts, etc.

Some iZone events have distinct color profiles. Reference our marketing archive (Binder) before starting a design.

Primary Colors



Secondary Colors



Typography

iZone’s primary typeface is IBM Plex.

Use Serif Bold for Headings, Regular Sans, for subheadings, Sans Light for paragraphs, and Serif Medium Italic for dates. Reference the font sizes to the right for printed flyers.

In paragraphs use bold, or doodle underline, to highlight keywords. Never use bold to write full paragraphs.

If IBM Plex Serif or Sans does not fit the tone of the image, substitute for IBM Plex Mono or Doodles (hand writing, not an official font).

IBM Plex Serif: Bold - 60pt

Heading

IBM Plex Sans: Regular - 40pt

Subheading

IBM Plex Serif: Medium Italic - 20pt

January 1, 2023

IBM Plex Sans: Light - 20pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

Photoshop Brushes & Noise

iZone's marketing materials are made in photoshop to maintain a hand drawn look and communicate our inquisitive nature. The main brushes are KYLE Ultimate Charcoal Pencil and Kyle's Paintbox-Guache Round, with line weight variability. All marketing materials should be made using one of these brushes. If using other design programs, incorporate assets made using these brushes or outside assets with a similar aesthetic. Avoid using perfect shapes, except to outline text boxes.

When using the KYLE ultimate charcoal pencil on the Wacom tablet, the maximum thickness of the pen size should be no more than 60px.

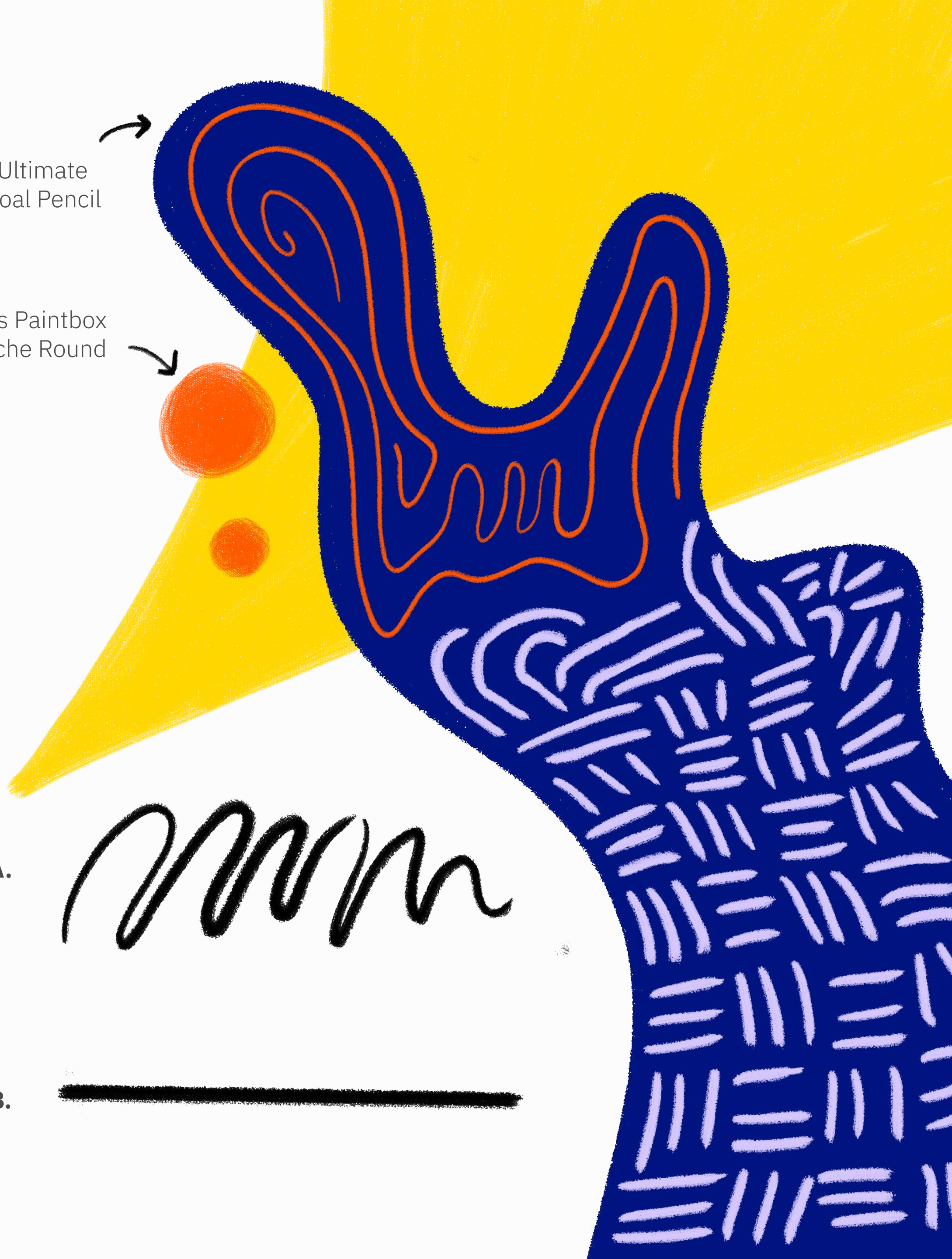
KYLE Ultimate
Charcoal Pencil

Kyle's Paintbox
Guache Round

A.



B.



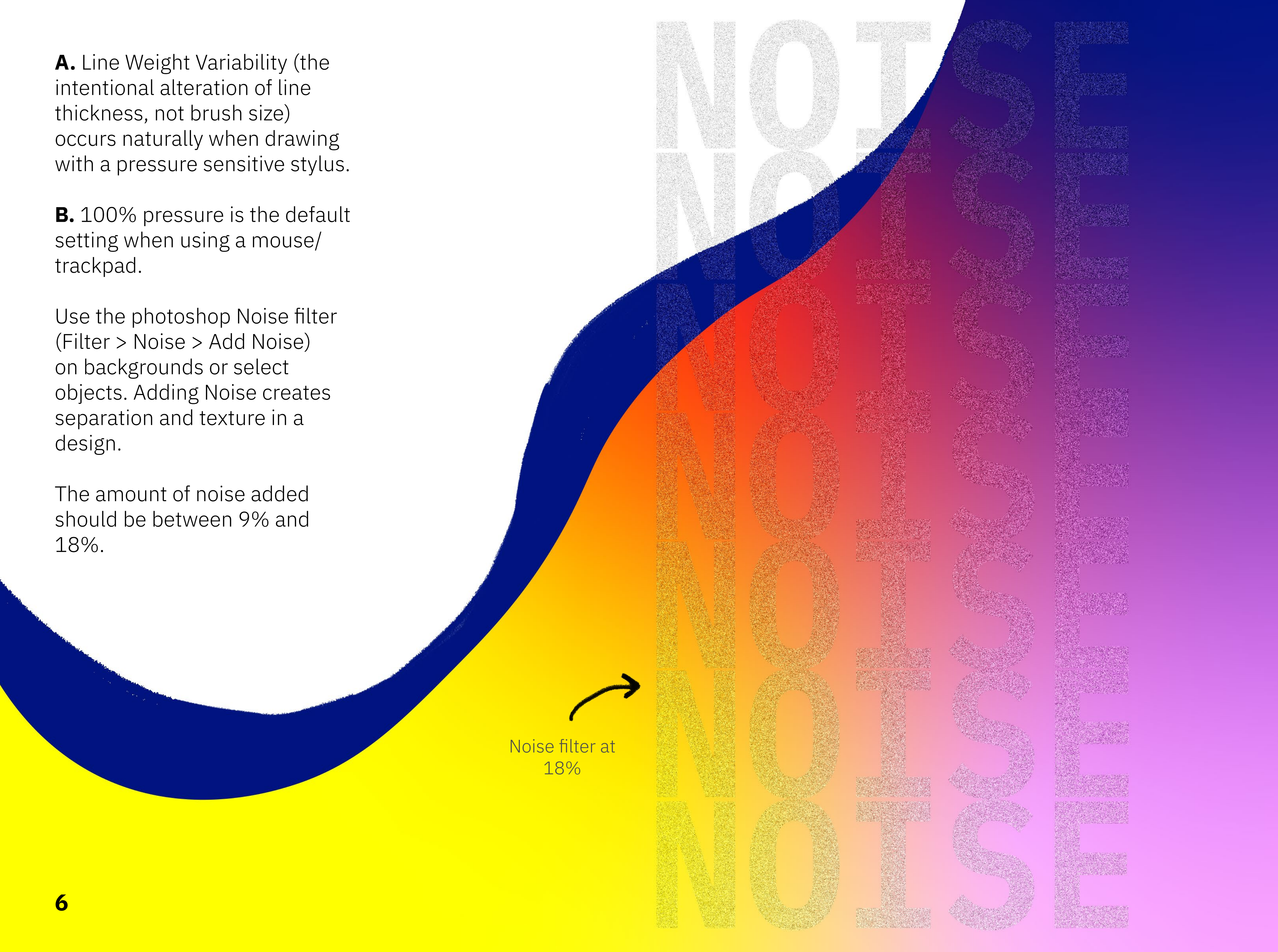
A. Line Weight Variability (the intentional alteration of line thickness, not brush size) occurs naturally when drawing with a pressure sensitive stylus.

B. 100% pressure is the default setting when using a mouse/trackpad.

Use the photoshop Noise filter (Filter > Noise > Add Noise) on backgrounds or select objects. Adding Noise creates separation and texture in a design.

The amount of noise added should be between 9% and 18%.

Noise filter at
18%

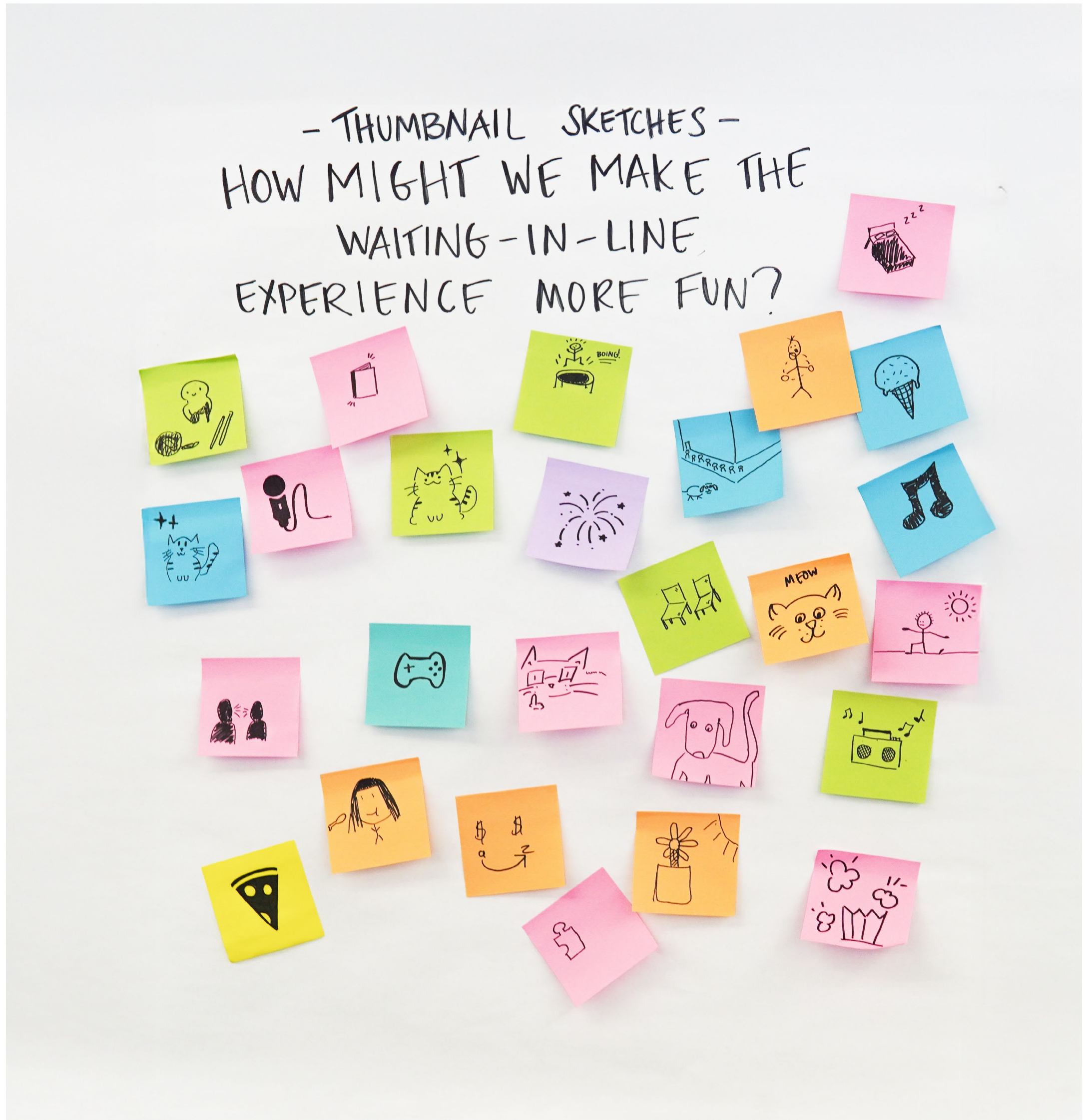
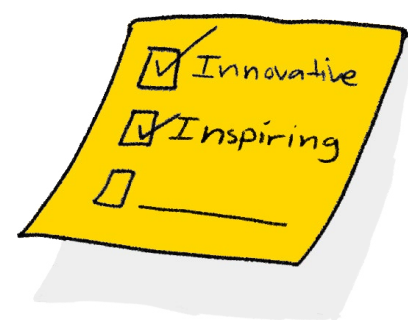


Doodling

We're all about the doodle. It represents so much of what we hope to accomplish—accessibility, prototyping, utility, problem-solving, communication, and fun!

Anyone can doodle, so we invite our campus to join our staff in representing the iZone brand through casual, low-commitment drawing.

Doodling text can replace most parts of a design, such as the date, title, or call to action (i.e. RSVP), except sentences. Doodles must be legible (confirm with others) and occupy a minority of the text.



Mascots

Cosmo is iZone's adventurous groundhog astronaut. He loves to travel across galaxies, make strong connections, and bring big ideas to Earth. Functional teams may have their own internal mascot.

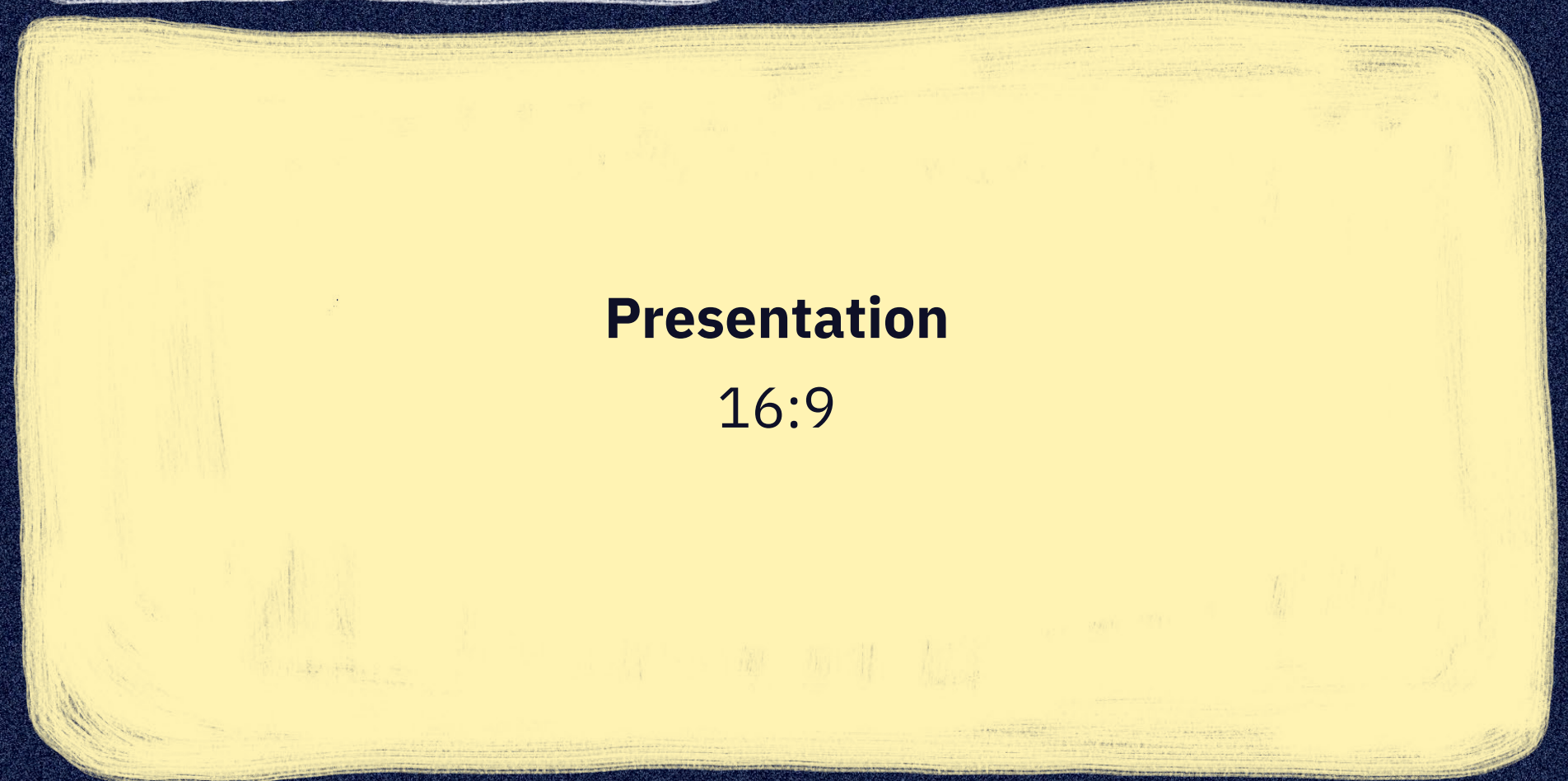
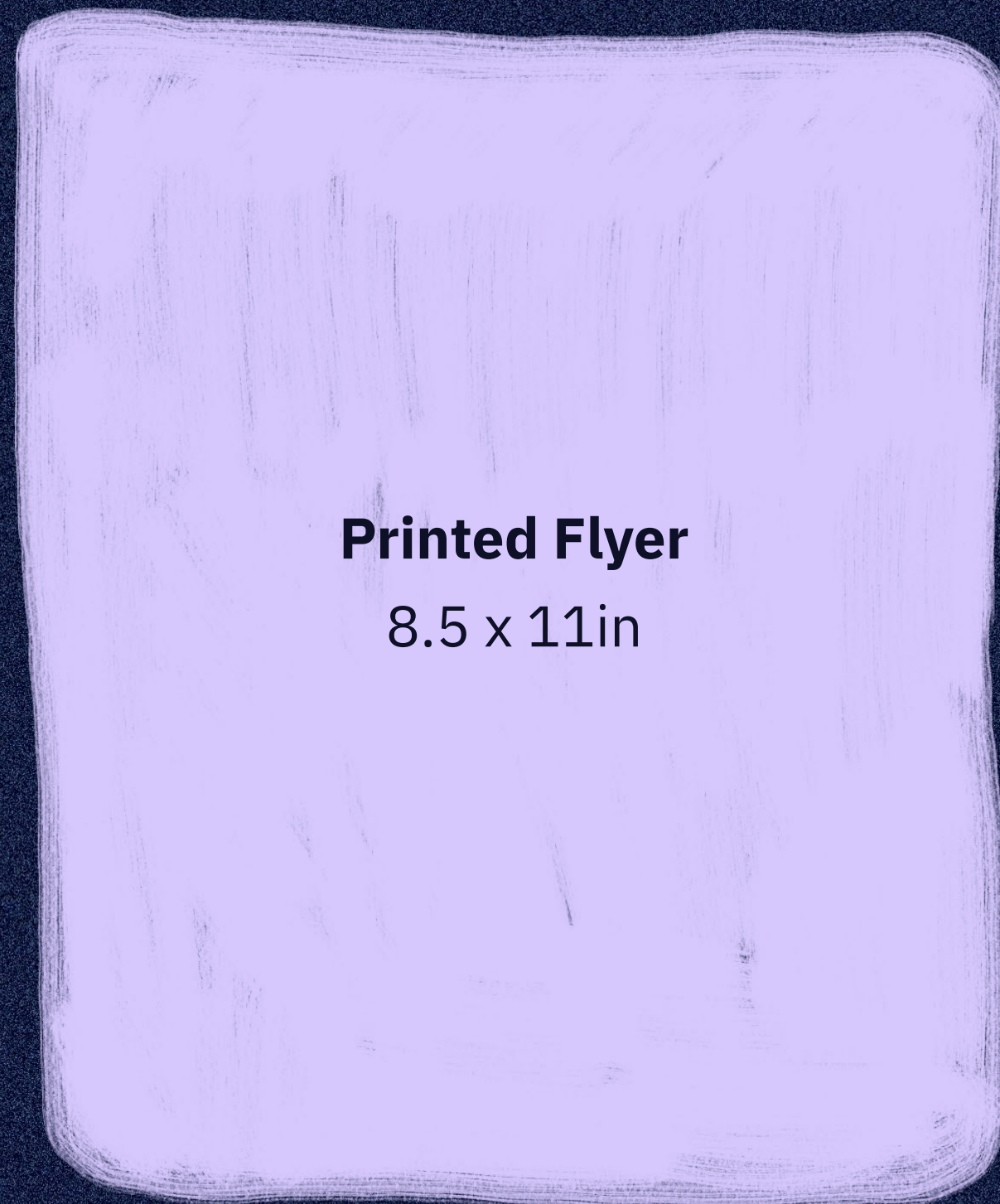
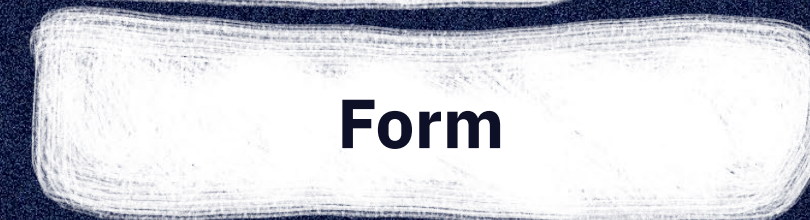
The main goal of the mascots is to highlight the adventurous and curious spirit of iZone's mission and help tell brand stories. These are "unofficial" mascots that can't compete with Rocky, so don't use Mascots on event posters, formal materials, and flyers.

Use mascots primarily on internal facing materials, such as a class worksheets, as well as the newsletter cover image, hiring posts, and stickers.



Dimensions

Refer to the marketing template in Adobe for more detailed information on image requirements (resolution, max file size, etc.).



Lightroom Preset

Before posting any photo, post-edit them with a lightroom preset called **iZone preset**. It can be found and downloaded inside the Marketing folder in Box. (Marketing > Social Media > Lightroom Preset > iZone preset.xmp)

The present is not perfect for every photo. Take care to adjust the exposure, temperature, and white levels. For those with darker skin tones, or when there is bad lighting, a mask may be needed to reduce orange tones when using the filter.

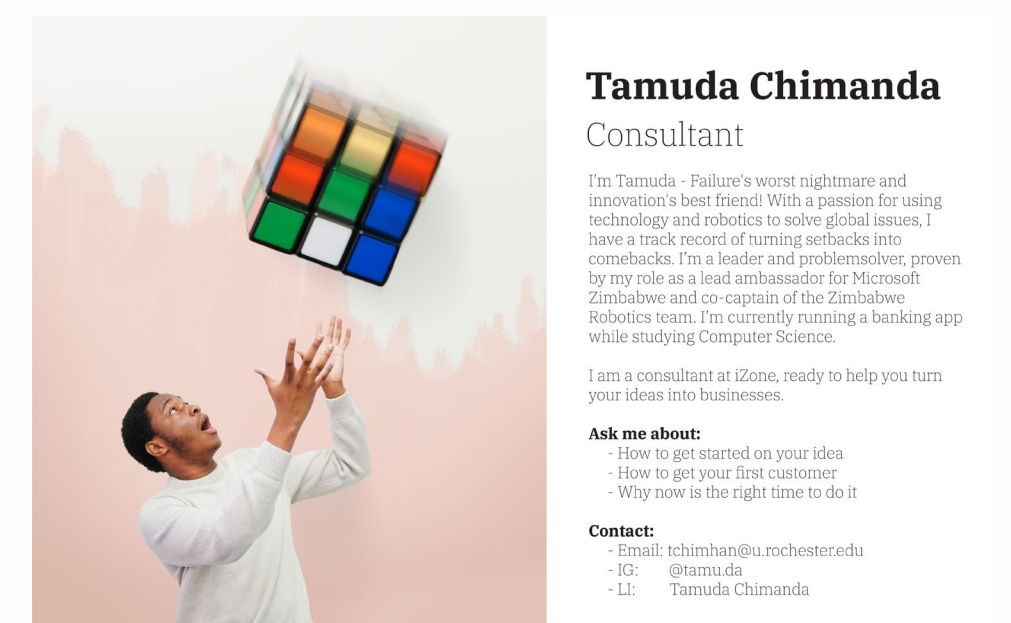
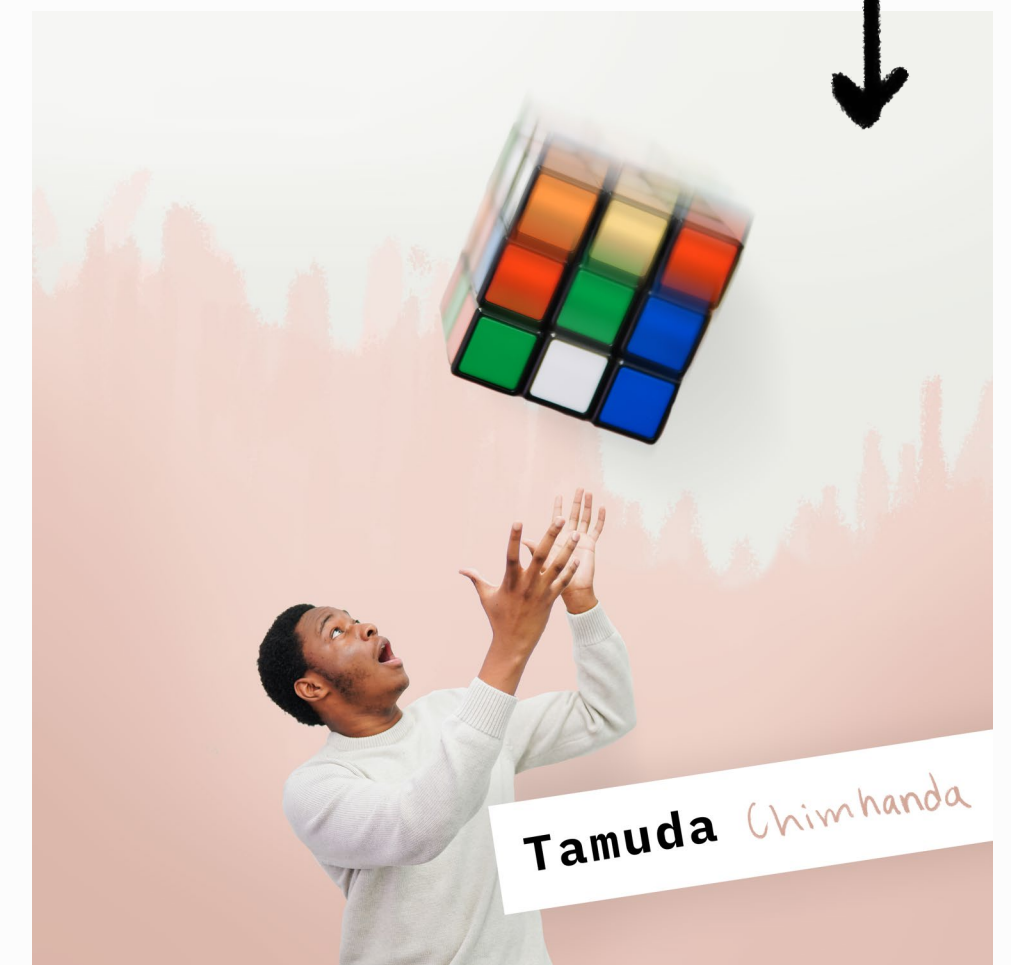
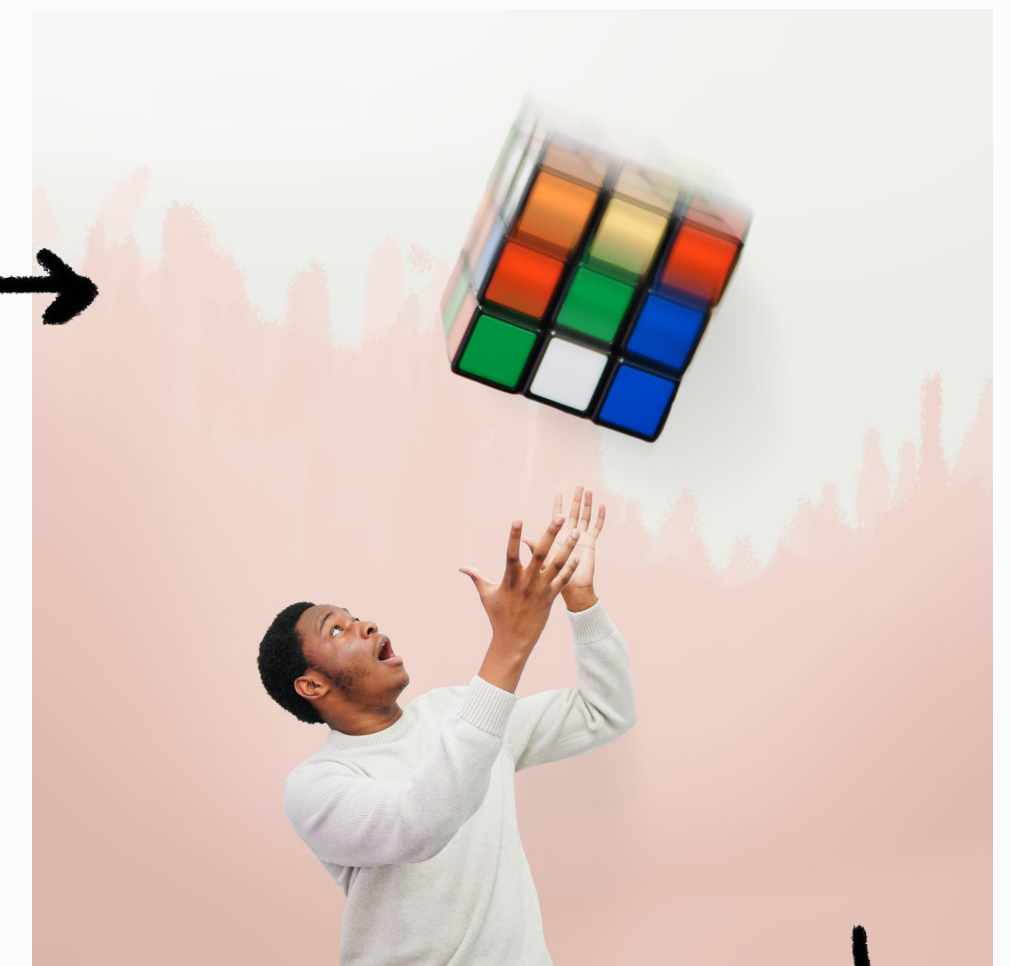


Profile Cards

Profile cards for iZone employees appear on our website, social media, and in our newsletter. Employees pose with their desired props (real or imagined) and a scribbled color background is added. Props have included books, animals, items of cultural significance, and games; they tell viewers more about our personalities and personal values.

Profile cards include (Top to Bottom Layer):

- Text Box with First Name and Last name
- Text box Shadow (soft edge)
- Doodle
- Person
- Person's shadow (soft edge)
- Background Color + tints (lighter top and center, darker bottom edges)
- Wall (off white)



yaaaaay!



Copywriting & Tone

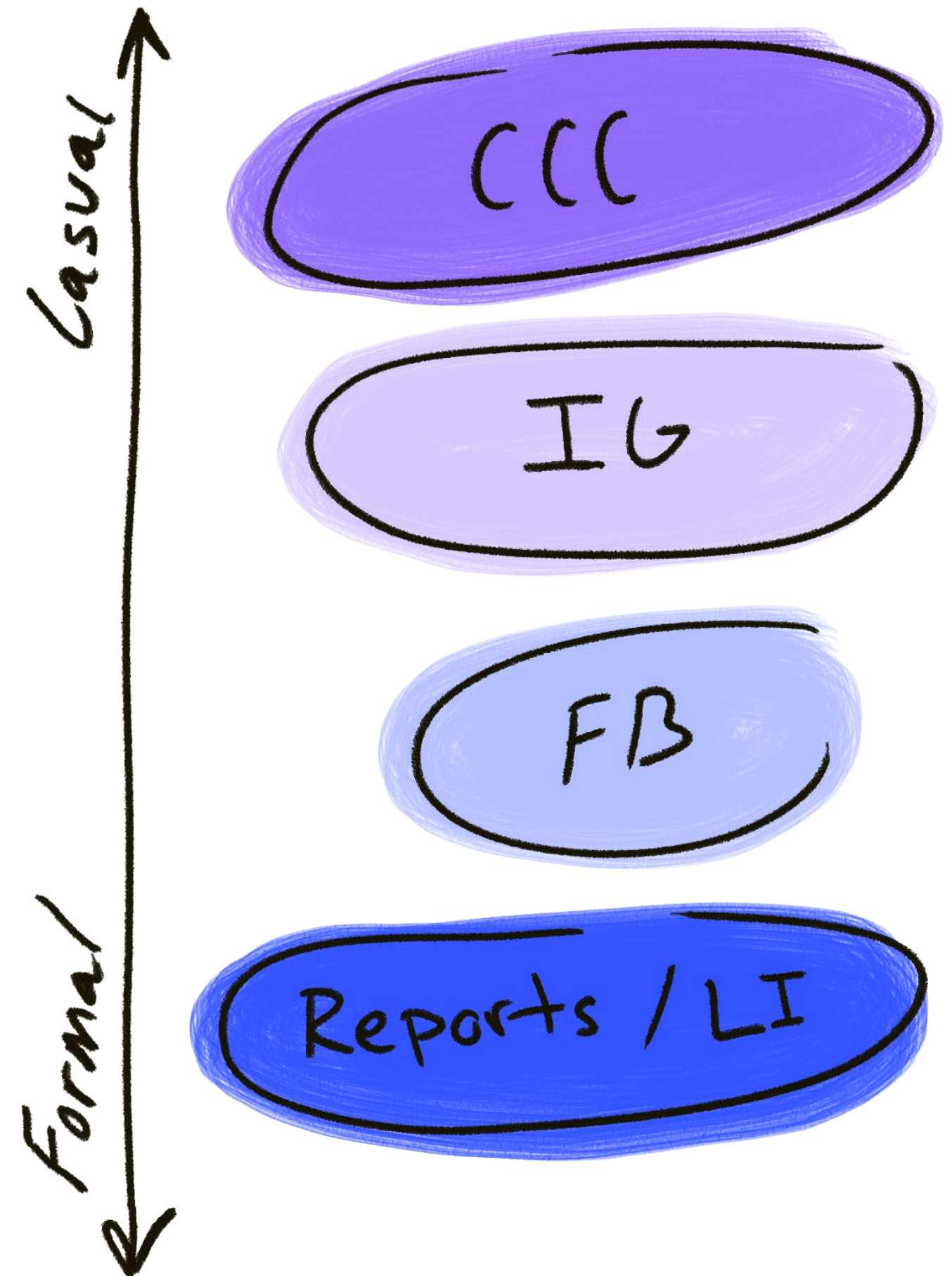
iZone has four main digital communication channels.

Facebook & LinkedIn are for professional posts about iZone's services, resources, and activities that take place in iZone. Some examples of types of posts include: consulting workshops and sessions, trainings or conferences that our staff attend, and Make It Happen Prize winners. Do not use slang or emojis. Tag people in images by name when possible.

Instagram can include many of the more formal posts from Facebook and LinkedIn but will also have fun and playful content, such as a silly video about a team meeting or a Groundhog Day post featuring Cosmo. Instagram is also where we do most of our interacting with other accounts—such as sharing an event happening in iZone's space but run by another group or sharing a good opportunity posted by another UR organization. Include emojis and tag accounts when possible.

CCC is used to register event attendees, obtain participant data, and qualify events for cross campus promotion (ie. weekend highlights) and the medallion program. All events and programs must be shared on CCC.

Refer to the iZone Marketing Checklist for a comprehensive list of marketing channels and procedures.



Newsletter: The Wormhole

Our monthly newsletter, “the wormhole,” stylized in all lowercase, is a great way to connect with our audience. The goal is to offer a digestible and useful email—not too long but filled with information. Mailchimp is our email marketing platform.

Newsletter Norms:

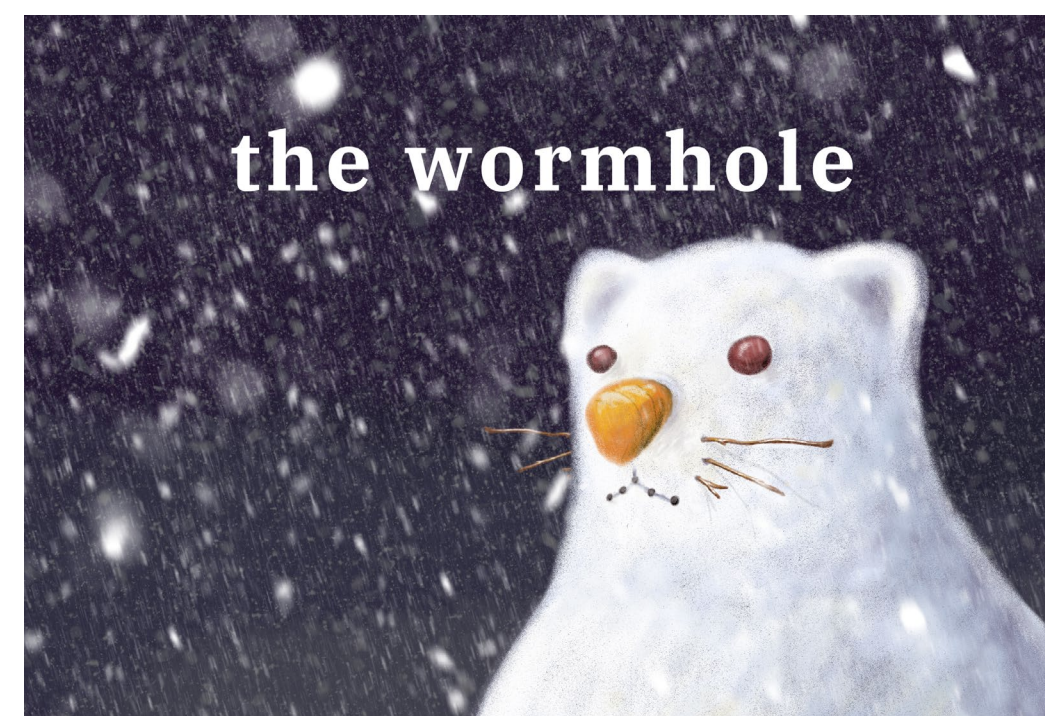
- Save the Date: Short hooks at the top of the newsletter to notify readers of upcoming events in advance of marketing.
- Action Items, like fully introducing events with their flyers and RSVP forms, go at the front of the newsletter. The closer to the end a section is, the less it will be viewed.
- Each year, we lose $\frac{1}{4}$ of our audience as students graduate, so we are always looking for creative opportunities for new subscribers to join the list.
- The Newsletter Header goes at the top and is designed based on the month. Consider the season and upcoming holidays. Take the change to branch out with this image, and refer to the newsletter header template in adobe.



Past header for November
(Noise in Background)



Past header for June
(Noise in Sand)



Past header for January
(Noise in Background)

Data Analytics

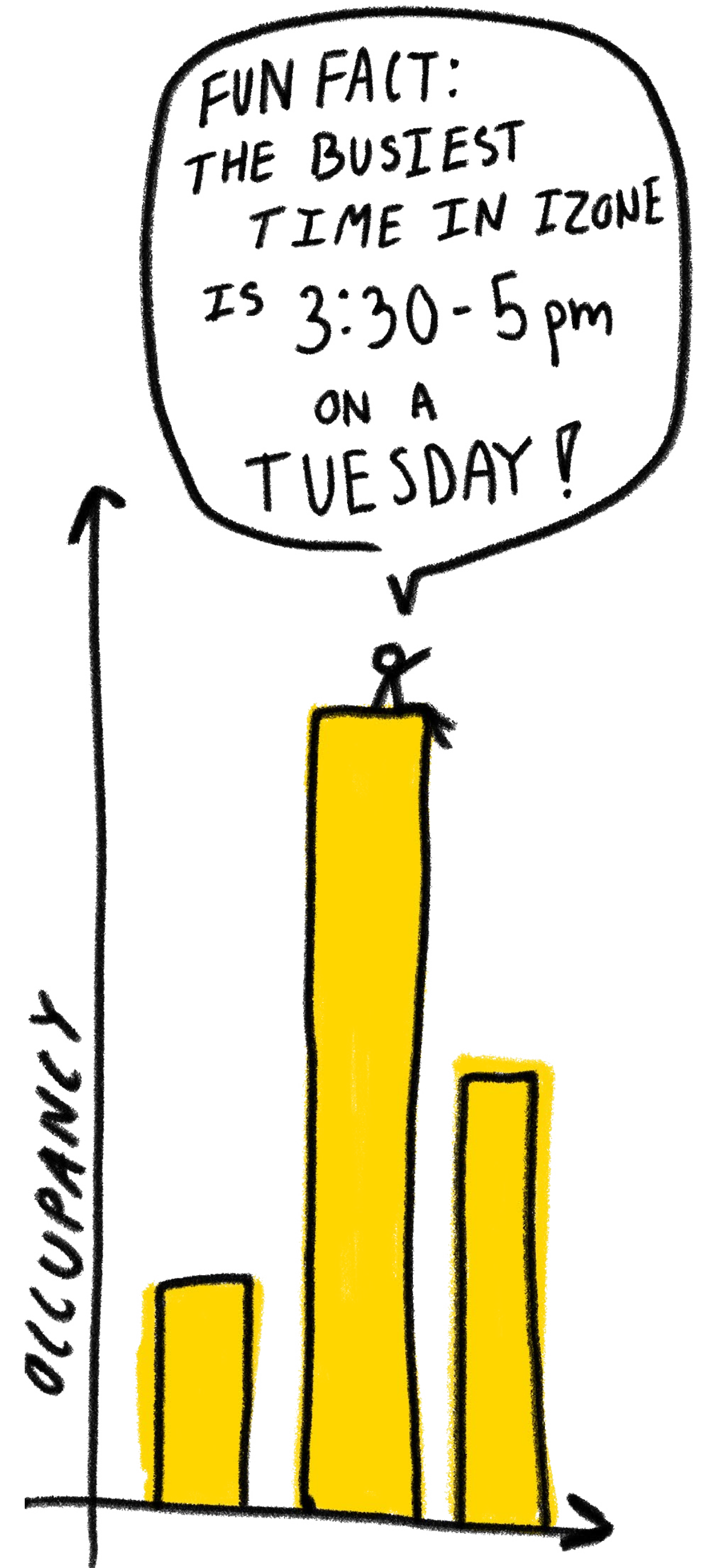
iZone uses data analytics to monitor marketing efforts, survey responses, space usage, and other data-driven initiatives to (be ever better, but reword for iZone). Data analysis helps us spot trends, evaluate outcomes, and support marketing decisions with evidence rather than guesswork.

iZone gets data from Meta Business Suite, Occuspace, CCC, RSVP Form and Event Feedback. Data collection is not intuitive for most, so make sure to collaborate with the entire team, reviewing and giving feedback on surveys and forms to streamline the data collection process.

We collect qualitative feedback (such as people's thoughts, experiences, and opinions about iZone and its events) through rating scales and open-ended survey questions and techniques like sentiment analysis and keyword extraction.

Best Practices:

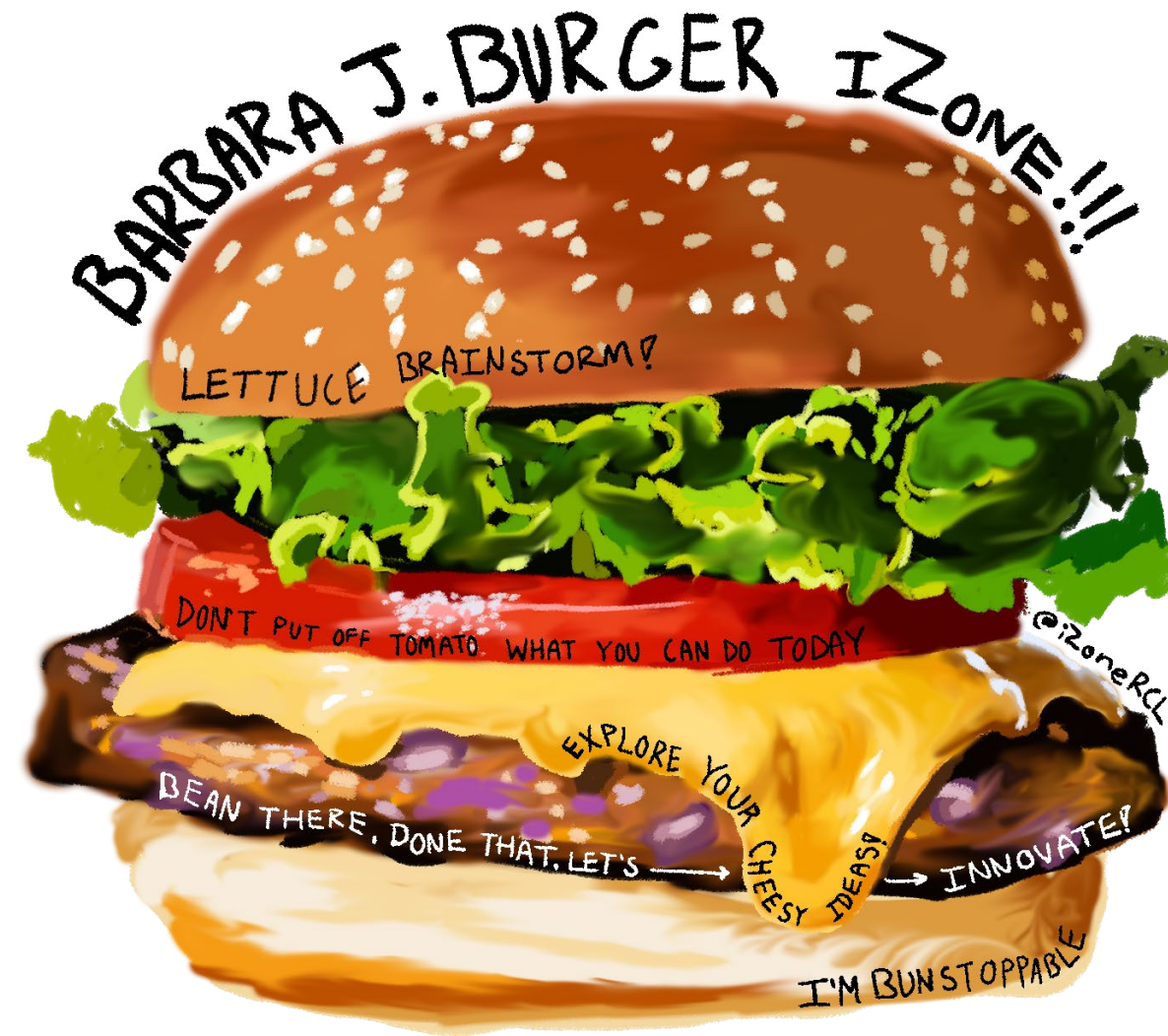
- Utilize Excel, Power BI, and/or Tableau to clean, analyze, and visualize data.
- Depending on the goal and audience, findings can be presented through dashboards (frequent use), written reports (interdepartmental communication), or presentation decks (iZone staff).
- Design charts with the audience in mind and keep things simple.
- Stick to iZone's color palette and typography for consistency in branding.
- Track key metrics in engagement, growth, and performance.



Stickers

Stickers help enhance our brand presence and awareness across campus and beyond. We usually derive stickers from past event poster designs, posts, and mascots. Don't use the official logo on the stickers, instead doodle the iZone Instagram handle (@iZoneRCL).

Design stickers to be evergreen (usable at any future time). Remove dates or times. The most popular stickers are cute, unique, and avoid the official UR color scheme (yellow and navy).



Die Cut

To make this sticker evergreen, remove the date and have "ESCAPE" and "ROOM" be the only text.



Sticker Sheet
(All attached to the same backing, peel away individual ones)



Archive

iZone opened in 2018, and our brand identity has changed and evolved since then. We maintain a printed archive of marketing materials (currently in a white binder) to:

1. Develop a well of reference for inspiration; visit the archive before starting a design, or when you are stuck.
2. Critique and reflect on work.
3. Maintain cohesion on recurring event marketing.
4. Onboard new team members on what ideas, events, and services have occurred in the past.
5. See designs, at scale, on paper, as they would be around campus.

At the end of each semester, ensure that the Archive is updated.

~2018



~2020



~2022



~2025



Flexibility

There will be instances when it is better to ignore the brand book in order to better convey information, fit the tone of an event, or work with other university offices (such as advancement). When considering deviation from the brand book, ask the following:

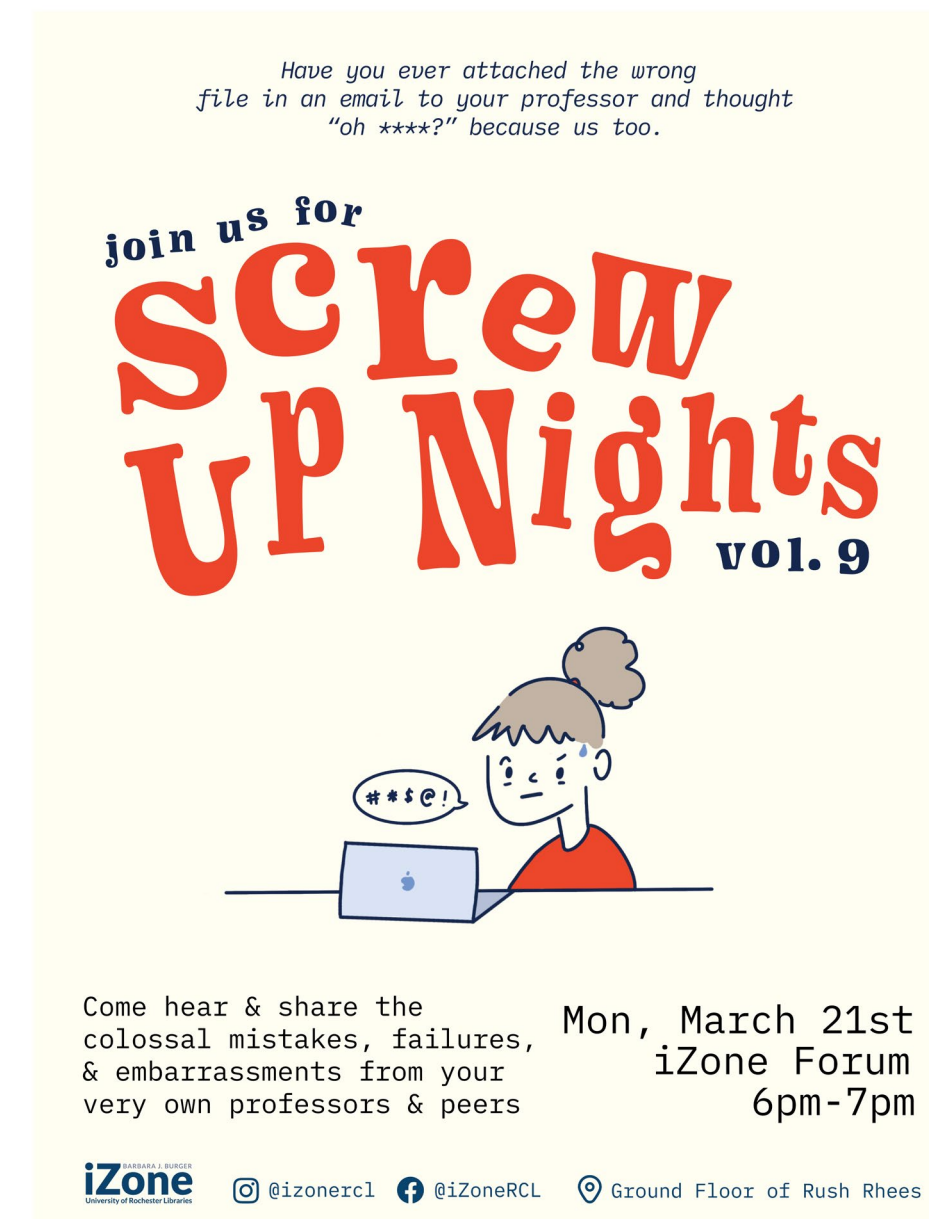
Will deviating make the product better?

Does it still feel like iZone?

Could you argue the reason for the change?

Are you taking the easy path or the best path?

For instances of deviation (good and bad) from iZone's past and current brand book, see iZone's marketing archive.



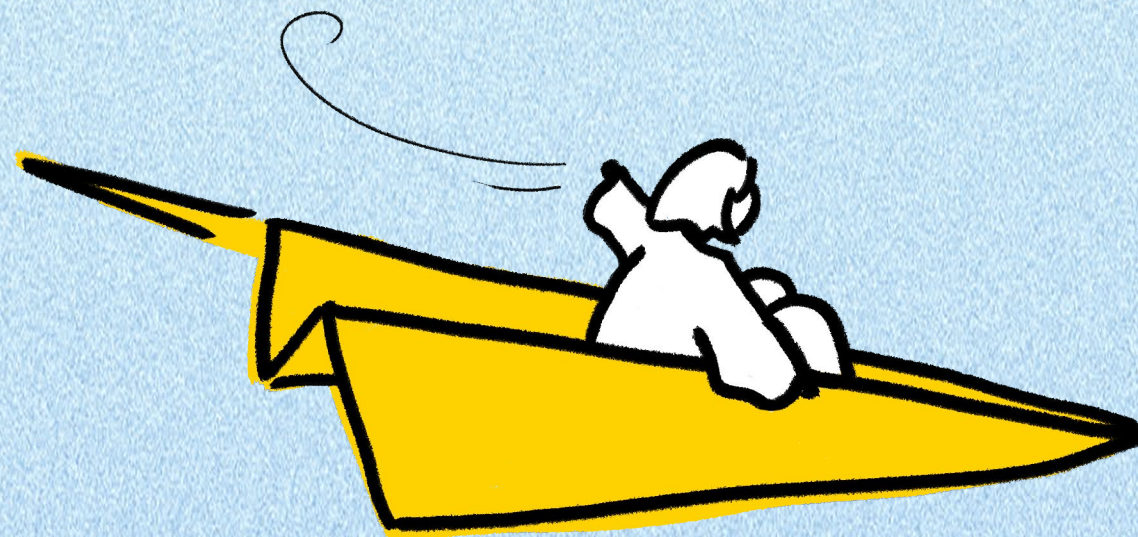
Example: Screw Up Night(s)

Both of these posters deviate in different ways from the Brand Book.

(Left) Title font is different. However, the “wonkyness” helps translate the theme of the event. Based on current guidelines, the image would be drawn in photoshop rather than illustrator.

(Right) Red is not a key color in the brand book. However, invoking the “red planet” ties to the theme of astronomical failures, and the color is visually bold and eye catching on the printed flyer.

Thank
You!



iZone Brand Book
Published: May 2025
Tamuda Chimhanda