

# UX WIZARDS<sup>TM</sup>

Brand identity and style guide

LAST REVISED: 05.12.2021

VERSION: 2.0



Our mission is a compass to guide our decisions made in the name of the community. It ensures that every event we hold, every project we start, and every piece of content we create is working toward the same goal in order to best serve our fellow Wizards.

## Who We Are

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UX Wizards is a community of passionate, supportive learners and UX enthusiasts.

Together we host a variety of events each month that include casual hangouts, game nights, and learning events. You can find us active on the UX Wizards MeetUp group, our dedicated Slack, and our hangout Discord.

Membership is completely free! We welcome all that want to participate and join with the intention of making real connections, a willingness to support others, and an interest in learning together.

## Our Mission

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*To provide a variety of opportunities for UX enthusiasts to connect so that they may find support and growth through sharing experiences.*

## Personality

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### Fun & Whimsical

And occasionally nerdy. 🤪 We're unpretentious, playful, and love a good joke or pun.

### Passionate & Excited

We're eager to learn and share knowledge with others.

### Motivated & Scrappy

We're willing to jump in and take risks. You don't need a title to be a leader. We encourage everyone to give it a whirl.

### Empathetic & Approachable

We're understanding and unpretentious. Everyone has a voice here.

### Adventurous & Imaginative

We're interested in all ideas, even if it's just a random thought or a little out of the box.

## Values

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### Friendship

Doing things with friends makes it all that much more fun.

### Curiosity

A passion to learn. There is no such thing as a stupid question.

### Inclusion

All are welcome. People, opinions, backgrounds. All.

### Growth

We're not looking for experts or perfection. We strive for new experiences, never perfection.

### Collaboration

Share knowledge and work together. Learn from others and in return teach others, so we may rise together.

### Initiative

We exist thanks to volunteers that step up and get things done.

# UX Wizards

Our voice is what remains consistent across all the content we create. It should reflect our values and personality and define us easily.

## Reference

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When referring to the group, we use “UX Wizards” for external, public-facing copy.

This may be abbreviated “UXW” in more informal or internal documentation, but should be introduced in parentheses after the full terminology for its first use – e.g. “UX Wizards (UXW) is the bee’s knees!”

We may informally refer to ourselves or other members as Wizards.

## Voice

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We are **friendly** but not inappropriately so.

- Consider others as friends, Wizards, or other familiar names.
- Use conversational and casual language, as if you’ve known them for a while.
- Keep references or innuendos wholesome, relevant, and relatable.

We are **fun** but not juvenile.

- Feature colorful (as in “full of life”) content, whether illustrations, stories, or anecdotes.
- Take advantage of any reason to celebrate events, people, or things.
- Be expressive; use exclamation points, all caps, or emojis when appropriate.
- Make jokes, nerdy references, and get a little punny sometimes.
- Let humor and wit come naturally.
- Use explicit language sparingly and purposefully.

We are always **inviting** but not pushy

- Share activities and events, and extend the invite to all.
- Be approachable, warm, and genuine.
- Be inclusive and refer to the audience mindfully – avoid gender-specific references (e.g. “Hey guys!”).
- Keep interactions guilt-free and allow the viewer space to remain autonomous.

We are **informative** but not pretentious.

- Ask questions and learn; do not assume.
- Offer solutions as personal truths, not universal truths.
- Take the stance of a learner, not an expert.
- Ask permission when appropriate.
- Evaluate your motives before you speak.
- Be helpful in ways that other people value.
- Give advice only when it’s solicited.
- Avoid sounding patronizing or boastful.

# UX Wizards

Our tone changes depending on our message. This should guide you in conveying different attitudes.

## Tone

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Our tone is casual and energetic to express our excitement to our friends. We believe that emotions are infectious, and we want our peers to be as hyped about our content as we are!

Announcements should convey happiness and cheer because we have passion for what we do and are eager for what we have yet to do.

Conversations should be encouraging. We support others and empower them.

Lastly, a lot of what we do together is related to our careers. For any content related to our industry, exercise restraint and use a more professional tone. Strive to be direct and respectful, yet still positive.

## Styling Tips

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Use the **active** voice and **positive** language:

😞 Merlin's beard really impressed the other wizards.

😊 The other wizards were really impressed with Merlin's beard.

Don't overthink it or you'll overdo it.  
Keep it short and simple (KISS)

Be smart about using **jargon** and **buzzwords**.

Bigger words aren't necessarily better words:  
*Wingardium Leviosa? How about... "levitate"?*

We use **exclamation marks!** But we aim for no more than two in a message. Tempted to use more? Try adding emojis in its stead:

*Okay:* Hey Wizards!! I hope you are having the bestest of days! Don't forget to sign up for the latest event! It's going to be SUPER fun! See you there!!

*Better:* Hey Wizards! I hope you're having a great day. A friendly reminder here to sign up for the latest event. It's going to be super fun! See you there~

**ALL CAPS** are sometimes useful. But more than one short sentence or phrase is probably OVERKILL.

# Logo

Our primary logo combines our brand mark, wizard hat, and the UX WIZARDS text. Wherever possible, we aim to use the primary logo in full-color.

## Primary Logo

The main logo should be used in this form whenever possible. The inverted version features a greater legibility on dark or busy backgrounds.



Primary Logo



Inverted Primary Logo

## Monotone Logos

When our primary or full-color logos aren't an option, use the monotone logo that provides the most contrast.



Monotone Black



Monotone White

# Logo

The circle logo variations are to be used as social media icons and graphics. Word Mark is often incoorporate with graphic and for the banners.

## Circle Logo



## Word Mark

**UX WIZARDS™**

Primary



Secondary

**UX WIZARDS™**

Black



White

## Clearance



# Icon Style

Icon designs are intended to be recognized and communicate immediately.

Our main icons are outlined style which use a clear stroke and the Magician's Cloak navy color.

Icon + light purple circle background is a variation. This background pops and draws extra attention to the icons.



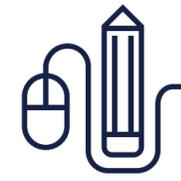
Mixer



Winner



Challenge



Workshop



Co-work



UX Talk



Bookclub



Presentation



Podcast

## With Background



Mixer



Winner



Challenge



Workshop



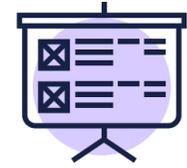
Co-work



UX Talk



Bookclub



Presentation



Podcast

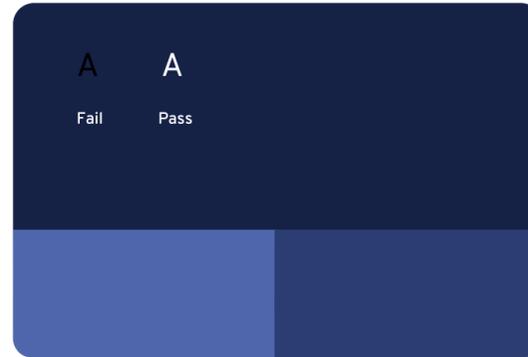
# Colors

Our palette consists of neutral, pleasing tones balanced by vivid and eccentric colors. This color palette has been carefully chosen to provide versatility and function while still providing boundless room for expression.

The flexible and neutral Magician's Cloak, Acid and Merlin's Beard lead the way, providing a well-balanced foundation. They are accompanied by the livelier colors of Steel, Mana, Jinx, and Elixir.

Our brighter colors should be used with restraint and finesse. We want our designs to stand out, but avoid being tacky and distasteful.

## Primary

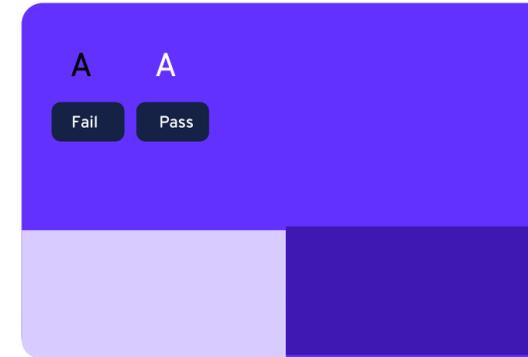


### Magician's Cloak

HEX: #152145

RGB: 21, 33, 69

CMYK: 19, 14, 0, 73

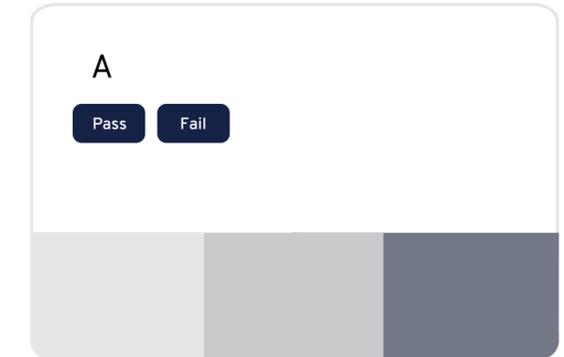


### Acid

HEX: #6331FD

RGB: 99, 49, 253

CMYK: 60, 80, 0, 1



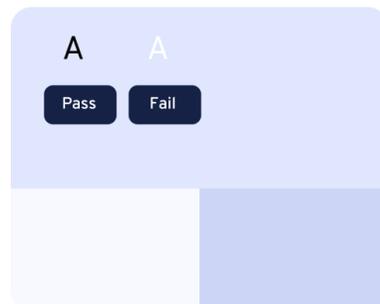
### Merlin's Beard

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

## Secondary

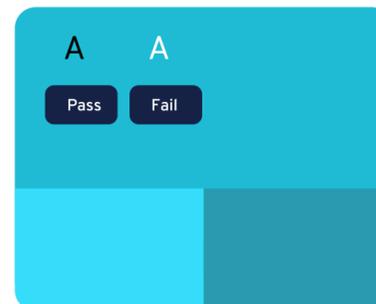


### Steel

HEX: #E0E6FD

RGB: 224, 230, 253

CMYK: 11, 9, 0, 1



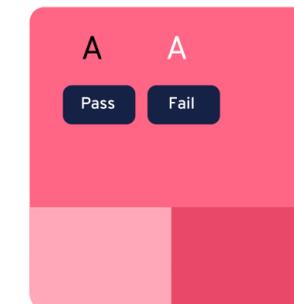
### Mana

HEX: #00BBD6

RGB: 0, 187, 214

CMYK: 84, 11, 0, 16

## Accent

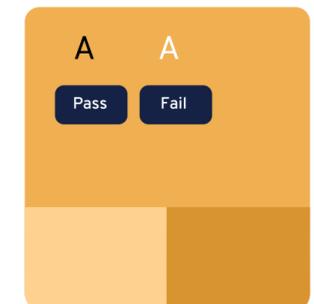


### Jinx

HEX: #FF6584

RGB: 255, 101, 132

CMYK: 0, 60, 48, 0



### Elixir

HEX: #F0B052

RGB: 240, 176, 82

CMYK: 0, 25, 62, 6

# Typography

Inspired by the typeface used in road signage all around America, Overpass represents the UX Wizards' ever-expanding reach.

## The Typeface

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Aa

## Overpass

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

~%!@#\$%^&\*-\_+=[]{}()|\/<>“”„;:?

**To download:**

<https://fonts.google.com/specimen/Overpass>

# A Typography

## How to Use It

BASES 16px | 14px | 12px

The scale is absolute, but the font-weight and styling are simply guidelines. Headings can be selected from the scale as necessary, but hierarchy must be consistent across each medium.

## Scale

54px | 3.375em  
Black

36px | 2.25em  
Black

27px | 1.75em  
Bold

24px | 1.5em  
Regular

21px | 1.313em  
Regular

16px | 1em  
Bold

16px | 1em  
Regular

14px | 0.875em  
Regular

12px | 0.75em  
Regular

# Heading 1

## Heading 2

### Heading 3

#### Heading 4

##### Heading 5

**Body Bold**

Body

Meta

LABEL

# A Typography

## Guidelines

### Leading

Ideally, body type should have a line-height of at least 125% of the font size. For example, this paragraph is set in 14pt with a line-height of 24.

### Character length

Limit line length of body text to between 50-75 characters for better readability.

### Accessibility

Accessibility comes first. Type colors should meet the WCAG 2.0 standard for contrast (See Color Contrast pg. 6 for more information).

## Example of Usage

H1

# Design Meets Magic

H2

## The UX Wizards are here.

PARAGRAPH

We're looking for designers of all levels to come on board. Ready to work your wizardry?

BUTTON

JOIN OUR TEAM