

**THE STUDENTS'
UNION**
AT UWE

BRAND GUIDELINES

May 2017 v.1.1

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Introduction

The Students' Union at UWE is a dynamic, creative, student led organisation which requires a confident and recognisable visual identity which strikes a chord with students.

These guidelines will show how to use the brand consistently, whilst aiming to keep our communications fresh and engaging.

Positioning

The Students' Union is an essential membership organisation that represents the needs and interests of every student at UWE.

Our vision for every UWE student is 'ensuring you get the very best out of your time at UWE by encouraging you to Join In, Speak Up and Be More.'

JOIN IN

Supporting and creating a diverse range of communities both on and off campus.

SPEAK UP

Ensuring that we are listening to our students, taking action and affecting change.

BE MORE

Creating opportunities for our students to maximise experiences and development whilst at university.



BRAND VALUES

Values are important beliefs shared by the organisation on what is good and desirable. Just like a person, our values shape our behaviour and personality and serve as guidelines in all situations.

We are:

- Student led
- Inclusive
- Creative and fun
- Open to change
- Relentlessly ambitious

Identity

Master logo

Our logo is an integral part of our identity and needs to be highly visible at all times. It is a signpost for who we are.

The solid red version, shown here, is our master logo, which should be used in most instances.

Our master logo should appear in our red wherever possible. If red is not suitable, it may also appear in black or white.

The logo should never be distorted, stretched, or adapted in any way.

The logo consists of a solid red triangle pointing to the right. Inside the triangle, the text "THE STUDENTS' UNION AT UWE" is written in white, bold, uppercase letters. "THE STUDENTS'" is on the top line, "UNION" is on the second line, and "AT UWE" is on the third line.

**THE STUDENTS'
UNION
AT UWE**

Identity

Secondary logo

For flexibility we also have a secondary logo shown here. This logo may be used when a quieter presence is required.

Our secondary logo should appear in our red wherever possible. If red is not suitable, it may also appear in black or white.

The logo should never be distorted, stretched, or adapted in any way.



THE STUDENTS'
UNION
AT UWE

The secondary logo consists of the text 'THE STUDENTS' UNION AT UWE' in a bold, red, sans-serif font. The text is arranged in three lines: 'THE STUDENTS'' on the top line, 'UNION' on the middle line, and 'AT UWE' on the bottom line. The logo is centered horizontally and is surrounded by four red chevron-like shapes pointing towards it from the corners.

Identity

Sub-brand logos

The Students' Union has many different departments, from support services to activity groups.

These are our sub-brand logos.

Please do not:

- change the colours of our sub-brand logos
- edit any logo to include any other text
- repeat the logo unnecessarily
- use the logo shape to create new logos



Identity

Logo placement

Our logo should always be legible when sitting on top of a colour or image, and should not cover any important parts of images such as foreground faces.

Our logo should not be framed within any other shape.

Good contrast between colour and positioning on top of imagery



Poor contrast and placement of logo

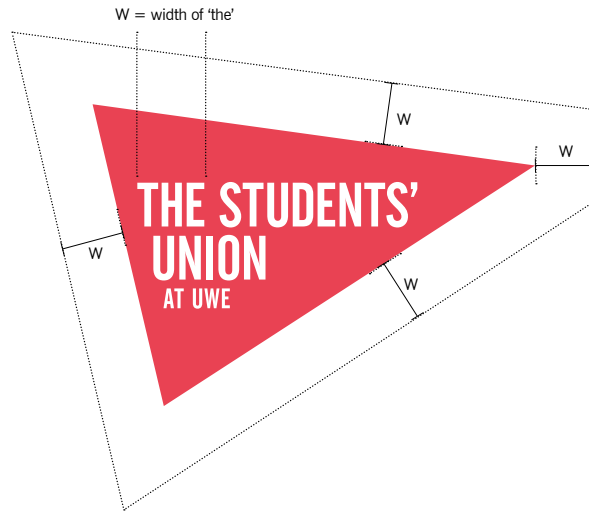


Identity

Logo spacing and size

CLEAR SPACE AROUND OUR LOGOS

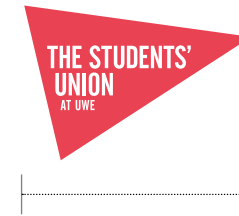
Ensure no other text or imagery gets too close to our logos



MINIMUM LOGO SIZE

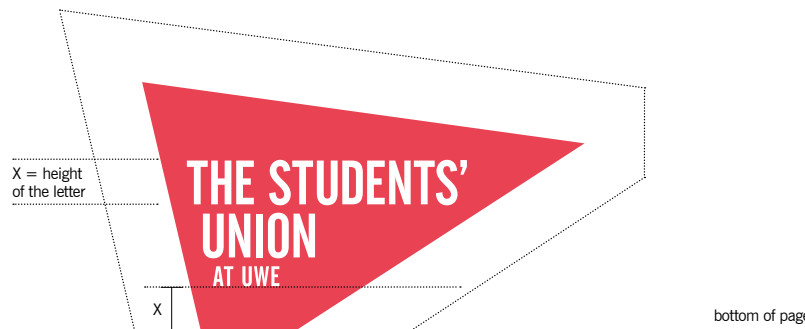
Our logos should never be displayed smaller than:

- 30mm wide for print
- 80px wide online/digital



ANCHORED LOGO SPACING

When our logo is anchored to the bottom of a page, the final line of text within the logo should be the same distance from the bottom of the page as the height of the letters.



Identity

Partnering our logo

SUB-BRAND PARTNERING

When producing artwork for a sub-brand which will be viewed within the UWE context, the sub-brand logo should appear on the design. There is usually no need to also display our primary logo, however this is at the discretion of the designer.

If the artwork will be viewed outside of the UWE context, both sub-brand and primary logos should be displayed.

When both primary and sub-brand logos are displayed, our primary logo should be sized equal to, or larger than the sub-brand logo.

EXTERNAL PARTNERING

Where our logo(s) appears alongside external logos:

- if The Students' Union at UWE is leading the project or design, our logo(s) should appear first
- our logo(s) should be no smaller than the external logo(s)

Colour

Colour palette

Our primary colours are red and black.

The red is intentionally warmer and less primary than the university red.

Primary colours should not be used at lower opacity.

THE STUDENTS' UNION RED

PANTONE 1787

CMYK

RGB

WEB

0

233

#e84253

85

53

57

74

0

RICH BLACK

CMYK

RGB

WEB

75

29

#000000

68

29

67

27

90

Colour

Secondary palette

A select palette of secondary colours are available to help us create varied and interesting content.

If further colours are required, tints of our secondary colours can be used (75%, 50% and 25% work well).

Due to the wide variety of content, events and communications The Students' Union promote, we can't rule out using any other colour, but a primary and secondary palette gives us consistency across much of our communications.

YELLOW	PANTONE 128C	C 0	R 255	Web: #ffe44d	75%
		M 6	G 228		50%
		Y 75	B 77		25%
		K 0			
ORANGE	PANTONE 137C	C 0	R 245	Web: #f58d17	75%
		M 44	G 141		50%
		Y 100	B 23		25%
		K 0			
LIME	PANTONE 366C	C 40	R 148	Web: #adc459	75%
		M 6	G 287		50%
		Y 77	B 84		25%
		K 0			
GREEN	PANTONE 7725C	C 85	R 0	Web: #009a5b	75%
		M 6	G 154		50%
		Y 77	B 91		25%
		K 0			
GREY	PANTONE 438C	C 85	R 64	Web: #40373f	75%
		M 86	G 55		50%
		Y 77	B 63		25%
		K 0			
SKY	PANTONE 7457C	C 30	R 160	Web: #a0d9e0	75%
		M 0	G 217		50%
		Y 9	B 224		25%
		K 0			

Typography

Primary typefaces

Please do not set text
smaller than 6pt.

HEADINGS, SUBHEADINGS AND TITLES

Our headline typeface is Alternate Gothic, a headline font that gives our messaging strength – this should only be used in uppercase.

**ALTERNATE
GOTHIC NO.2**

BODY COPY AND WEB ADDRESSES

For body copy and web addresses use News Gothic BT Roman – this should be used in mixed-case, with the exception of web addresses, where only lowercase should be used.

If a heavier weight is required to accentuate short portions of text, News Gothic BT Bold may be used.

News Gothic
BT Roman

News Gothic
BT Bold

Typography

Secondary typefaces

If Alternate Gothic or News Gothic are not available, our secondary typefaces may be used.

Please do not set text smaller than 6pt.

HEADINGS, SUBHEADINGS AND TITLES

Our secondary headline typeface is Arial Narrow Bold – this should only be used in uppercase.

**ARIAL
NARROW BOLD**

BODY COPY AND WEB ADDRESSES

Our secondary typeface for body copy and web addresses is Arial Regular – this should be used in mixed-case, with the exception of web addresses, where only lowercase should be used.

If a heavier weight is required to accentuate short portions of text, Arial Bold may be used.

**Arial
Regular**

**Arial
Bold**

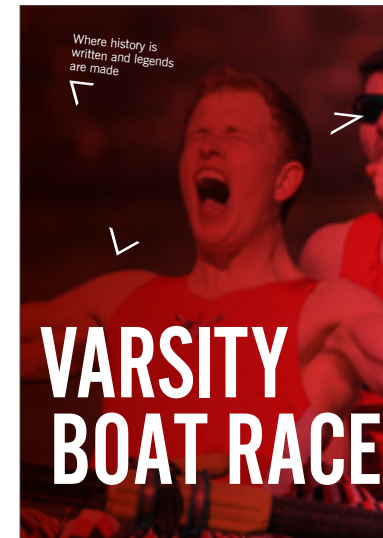
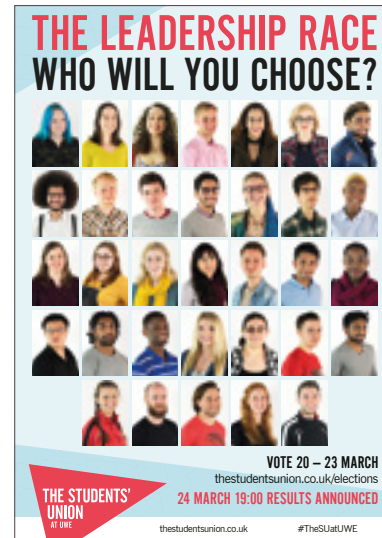
Design

Using the triangle device

The triangle device and its angle provide lots of opportunity when designing communications.

We can be quite flexible to keep it engaging, but still recognisable.

We're also careful not to overuse the triangle in one place, so consider its use each time carefully.



Photography

Guidelines

Photography should reflect our mission, values and personality:

- We're here to make a positive impact on the life of every student at UWE
- We are student led, inclusive, open to change, relentlessly ambitious, creative and fun
- We are supportive, confident, inspiring, positive and approachable



COLOUR

- take full colour only, vibrant shots
- do not apply filters



SIMPLICITY

- simple composition
- undistracting backgrounds



ATMOSPHERE

- capture atmospheres that reflect our values and personality



HEALTHY LIFESTYLE

- do not capture unhealthy behaviour such as smoking
- avoid photographing alcohol where possible



STUDENTS AS OUR FOCUS

- focus on our students rather than buildings, surroundings, objects, etc.



HUMAN MOMENTS

- take candid photographs wherever possible
- capture natural emotion



DIVERSITY

- capture a range of ages, genders and ethnic backgrounds



QUALITY

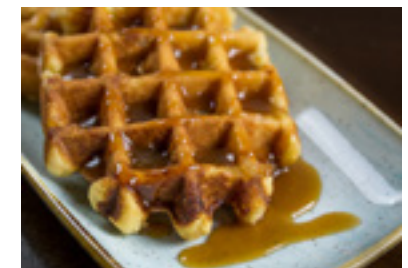
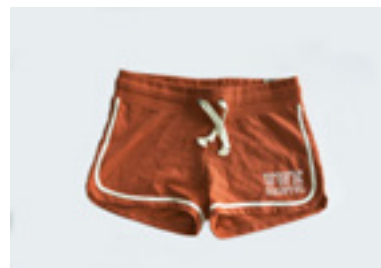
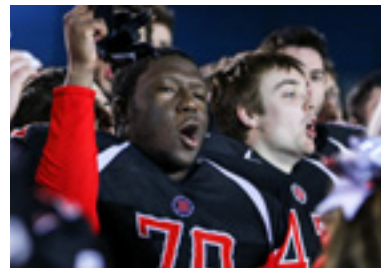
- take large, high quality images
- ensure subjects are well lit and in focus

THE STUDENTS' UNION AT UWE

Photography

Moodboard

Examples of photography which reflects our values and guidelines.



Photography

What to avoid



MONOCHROME/FILTERS

- take full colour only, vibrant shots
- do not apply filters



OBJECTS AS THE FOCUS

- focus on our students rather than buildings, surroundings, objects, etc.



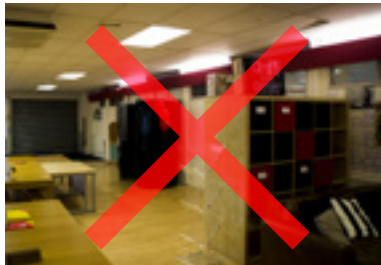
CLUTTERED COMPOSITION

- avoid complicated composition and distracting backgrounds



STAGED PHOTOS

- avoid obviously staged photos and poses
- capture natural emotion



NO ATMOSPHERE

- capture atmospheres that reflect our values and personality



REFLECTIONS

- when taking photographs, take care not to appear in reflections



UNHEALTHY LIFESTYLE

- do not capture unhealthy behaviour such as smoking
- avoid photographing alcohol where possible



POOR QUALITY

- take large, high resolution images
- ensure subjects are well lit and in focus

Photography

Data Protection

The Data Protection Act 1998 affects our use of photography.

When photographing or filming an event, please ensure you gain the relevant permissions from clearly identifiable people.

PHOTOGRAPHY CONSENT

If you are taking images at an event attended by large crowds, such as a Varsity event or the Freshers' Fair, this is regarded as a public area so you do not need to get the permission of everyone in a crowd shot.

Where close ups are taken or people are clearly identifiable, verbal or written consent should be gained.

USING OLDER PHOTOS

Photographs taken prior to September 2016, may not have the appropriate permissions.

Please only use these images if they were taken at events attended by large crowds, where no person or group of people is in the foreground or clearly identifiable.

Photography

Watermarks

When uploading to social media, the following watermarks should be applied:

- our primary logo (lower left corner)
- space in the lower right corner may occasionally be used for promotion relating to The Students' Union

When uploading to Flickr, or for any other uses, images must be free of watermarks.

APPLYING WATERMARKS

- create a grid, with gridlines every 5%
- do not place any watermarks in the outermost grid spaces
- within its grid area, position each watermark as close to the edges of the image as possible (watermarks should be exactly 5% from the edges of the image)
- watermarks may be full colour, however single colour is preferred
- set the opacity of all watermarks to 70%



Landscape photographs

- The Students' Union logo must proportionally fit within 3x3 grid spaces (15% height x 15% width)
- The Students' Union promotion must proportionally fit within 3x4 (HxW) grid spaces (15% height x 20% width)

Portrait photographs

- The Students' Union logo must proportionally fit within 2x4 (HxW) grid spaces (10% height x 20% width)
- The Students' Union promotion must proportionally fit within 2x6 (HxW) grid spaces (10% height x 30% width)

Photography

Uploading to Flickr

UPLOADING TO FLICKR

1. Before uploading photos, please check if an album for the event/subject already exists.
 - If there is an existing album, please add your photos to this album
 - If there isn't an existing album for the event/subject, please create a new album (naming format: 'Event name, year')
2. Replace all image titles with the event name and year
3. Add the photographer's name to the description of all photos
4. Add relevant tags so photos appear in search results (e.g. Accommodation, Fair, Housing, Lettings, Frenchay, 2017, Advice, Event, UWE, Bristol)
5. The photos can now be uploaded

Remember – all photos uploaded to Flickr should be high resolution, full colour images, without filters or watermarks.

Please contact Marketing if you require access to our Flickr account.

Illustration

Guidelines

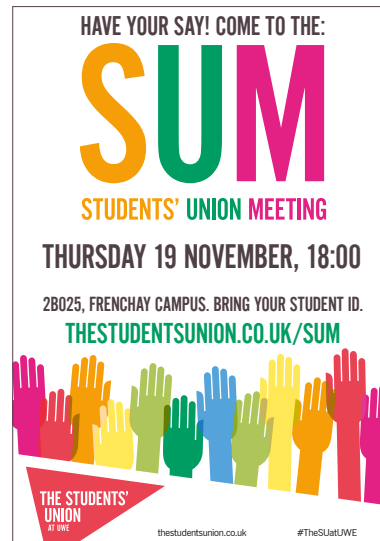
Whilst we primarily use photography, there will be situations where illustration is more suitable.

For example:

- maps
- infographics
- patterns
- when a suitable photograph is not available

ILLUSTRATION

Illustrations must be simple and clear. Please use flat colours or gradients. Whilst colours from our palette should be used primarily, other colours may be used if required.



ICONS

We are subscribed to **Icons8** which has over 37,000 flat icons available to download.

To ensure a consistent aesthetic, use filled icons from the 'iOS 10' collection, displayed in a single, flat colour from our palette.

Please contact Marketing if you require access to Icons8.

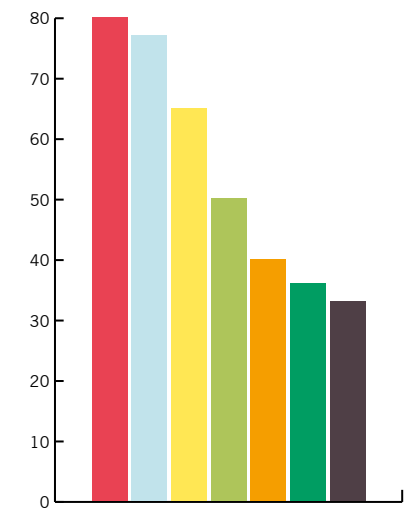
When embedding icons on our website, please use filled icons from **Font Awesome**.



CHARTS AND GRAPHS

Always use colour indicators from our palette, so that our graphics remain distinct and recognisable.

Separate similar colours for legibility.



Resources

CONTACT US

If you have any questions, please contact Marketing:

– 0117 32 83493

– sumarketing@uwe.ac.uk

AVAILABLE ASSETS

You can access a range of brand assets including logos, stationery and templates by visiting:

thestudentsunion.co.uk/brand