

**THE STUDENTS' UNION AT UWE**  
**BRAND GUIDELINES**

Version 1  
December 2015

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

# POSITIONING

## THE STUDENTS' UNION AT UWE

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.'

What we do:

# Join In, Speak Up, Be More

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

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

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

# IDENTITY

## THE STUDENTS' UNION AT UWE

### Our logomark

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

Never change the colour or fonts other than the examples shown in these guidelines, distort, stretch, or adapt our logomark in any way.

This solid red version is the primary logo.

An outlined version is also available for flexibility.



## THE STUDENTS' UNION AT UWE

### Outline vs solid

As well the main solid logo we also use a pointed outlined version shown here.

They should only appear in our red, black or white.



## THE STUDENTS' UNION AT UWE

### Using the logo effectively

It's your choice which version of the logo you use, but make sure it's legible when sitting on top of a colour or image, and it doesn't cover any important parts of images such as foreground faces.

Where our logo appears with other logos, ours should always appear first and be no smaller than those they are placed next to (internal design may vary relating to external businesses).

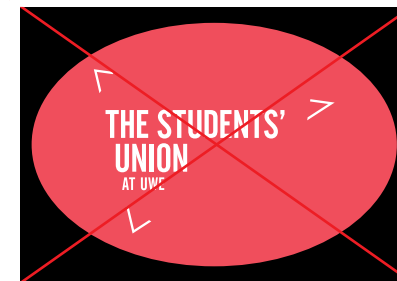
Good contrast between colour and positioning on top of imagery



Poor contrast and disruptive placement of logomark



Do not place the logo within any other shape





## Logo – clear space and minimum size

Where our logo appears next to other logos, our logo should appear first and be no smaller than logos that they are placed next to (internal design – may vary relating to external businesses).

### Use in print



30mm wide minimum

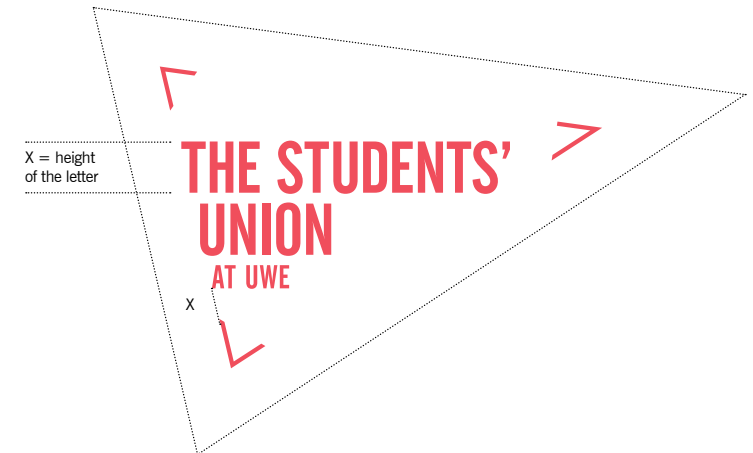
### Use in digital



80px wide minimum

### Clear space around the logomark

Ensure no other text or imagery gets too close to our logo mark



# SUB BRANDS

## THE STUDENTS' UNION AT UWE

### A family of marks

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

These are our sub-brand logos.

Aside from these examples:

- **do not** edit any logo to include any other text
- **do not** repeat the logo unnecessarily
- **do not** use the logo shape to create new logos

~~Black Minority  
Ethnic Officer  
(Voluntary)~~

**ADVICE CENTRE**  
THE STUDENTS'  
UNION

**STUDENT  
LETTINGS**   
THE STUDENTS'  
UNION

**JOBSHOP**   
THE STUDENTS'  
UNION

**STUDENT REPS**  
AT UWE

**REPRESENTATION**  
THE STUDENTS'  
UNION

**VOLUNTEERING**  
THE STUDENTS'  
UNION

**OPPORTUNITIES**  
THE STUDENTS'  
UNION

**THE GREEN  
TEAM**  
THE STUDENTS'  
UNION

**OFF THE WALL**   
THE STUDENTS'  
UNION

**LOYALTY  
POINTS**  
AT UWE

**SHOP**  
THE STUDENTS'  
UNION

**TEAMUWE**

**COLOUR**

## THE STUDENTS' UNION AT UWE

### Colour palette

Our primary colours are red and black.

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

## THE STUDENTS' UNION RED

PANTONE 1787

CMYK

RGB

WEB

0  
85  
57  
0

233  
53  
74

#e84253

## RICH BLACK

CMYK

RGB

WEB

75  
68  
67  
90

29  
29  
27

#000000

## Secondary palette

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

A note about other colours – due to the wide variety of content, events and communications The Students' Union will need, we can't rule out using any other colour, but a primary and secondary palette gives us consistency across much of our communications.

<b>YELLOW</b>	PANTONE 128C	CMYK	0 6 75 0	RGB	255 228 77	WEB  #ffe44d
<b>ORANGE</b>	PANTONE 137C	CMYK	0 44 100 0	RGB	245 141 23	WEB  #f58d17
<b>LIME</b>	PANTONE 366C	CMYK	40 6 77 0	RGB	148 287 84	WEB  #adc459
<b>GREEN</b>	PANTONE 7725C	CMYK	85 6 77 0	RGB	0 154 91	WEB  #009a5b
<b>GREY</b>	PANTONE 438C	CMYK	85 86 77 0	RGB	64 55 63	WEB  #40373f
<b>SKY</b>	PANTONE 7457C	CMYK	30 0 9 0	RGB	160 217 224	WEB  #a0d9e0

# TYPOGRAPHY

## Typography

Our primary typeface is Alternate Gothic, a strong headline font that gives our messaging strength which should be used in uppercase.

For body copy use News Gothic, good for legibility at small sizes with a wide range of weights.

If Alternate Gothic or News Gothic is not available:

- for headings and titles use Arial Narrow Bold in uppercase
- for body copy use Arial Regular

Do not set text smaller than 6pt (font size).

Headings and titles  
– use in UPPERCASE

**ALTERNATE  
GOTHIC NO.2**

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SECONDARY: If Alternate Gothic or News Gothic is not available

**ARIAL  
NARROW BOLD**

General text (body copy)

News Gothic  
BT Roman

Arial  
Regular



# USING THE TRIANGULAR SHAPE TO CREATE DESIGN

## THE STUDENTS' UNION AT UWE

Using the triangle device to create design

The triangle device and its angle provides 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.



# HOW WE COMMUNICATE

## Using our name

How to talk about ourselves and what we do consistently.

### Our name

Externally, we describe ourselves as

## The Students' Union at UWE

Or if used in context or internally use

## The Students' Union

(make sure the following are capitalised T, S and U, n.b. the apostrophe, s')

### Exceptions when using our name:

- Handles for Facebook and Twitter  
e.g. @TheSUatUWE
- Twitter Posts

Where Character count is limited/restricted:

- You can use #TheSUatUWE  
or The SU.
- e.g. Come down to The SU at Frenchay  
for... or Come down to #TheSUatUWE,  
Frenchay...

### Don't when using our name

Do not use any of the following:

- The Union
- Union
- Student Union
- The Student Union
- SU
- UWE SU
- UWESU
- UWE Students' Union
- UWE Student Union

Do not refer to us as new, as this only applies to Frenchay, this isolates campuses and we still have the F block shop. We are established now.

Therefore, do not write in any communication:

- the new Students' Union
- new Students' Union building
- new Union

Explaining our services

The Students' Union bars at UWE

The Students' Union bar at... (campus name)...

The Students' Union... (service name) at UWE/(campus name)...

The Students' Union shop at UWE

The Students' Union office at UWE

The Students' Union Advice Centre at UWE

The Students' Union JobShop at UWE

This can be shortened when character count or space is limited:

The SU bar... (campus name)...

## Digital Communication

Remain consistent across all digital platforms, this includes hashtags and handles.

### Hashtags

These appear below as they should be written, i.e capitalisation

#TheSUatUWE

#SUesday

#LoveGlenside

#ThinkGreenBeGreat

#UWEFreshers

#TeamUWE

#UWEBristol

#UWE

#EmbraceTheRivalry

### URLs

Do not use http:// or www. on any communication

e.g. [www.facebook.com/thesuatuwe](http://www.facebook.com/thesuatuwe)  
please use [facebook.com/thesuatuwe](https://facebook.com/thesuatuwe)

Write in all uppercase or lowercase, do not use a combination of the two.

## Digital Communication

### Email footers

All text should be in black colour (optional to use The Students' Union red), font Arial and should follow the below order of information.

Full name

Job title

The Students' Union at UWE

t: Phone number (in full – not just your extension)

w: Website

Address (optional)

Relevant social media/web handles or icons

Logomark (optional)

### Example

Catherine Daveridge  
Marketing and Communications Coordinator

The Students' Union at UWE  
t: 0117 32 8xxxx  
w: thestudentsunion.co.uk



## General Communication

Useful information to keep our communications across print, digital and spoken word consistent.

### Apostrophes

Please check the correct use of punctuation, for example Freshers/Freshers'.

### Numbers

Use a comma when stating over 1,000.

### Time

Please use a 24 hour clock, e.g. 18:00  
Therefore, no am or pm.

### Date

Day (optional) Date Month Year (optional)  
– i.e Saturday 24 October 2015.

When space or character count is restricted, you can shorten the month to Oct, Nov, or 24.11.15.

Do not use a date suffix i.e 24th, 1st, 2nd, 3rd.

### Price

Decimals are not needed unless price include pence, i.e £2.99, £2 not £2.00.

### Text and spoken word

Please be careful when using the name UWE when talking about The Students' Union at UWE and UWE Bristol.

Do not use text slang.

To check grammar or spelling please take a look at Collins Dictionary and The Guardian.

### Social Media for Presidents and Officers

Job title for Presidents and Officers on Twitter:

*I am The Students' Union VP Sports and Health at UWE*

Regular use of social media is important, at least one post a day to engage with students.

No personal accounts will be shared or used within communication or promotion. They are separate, keep professional.

### Imagery

Make sure all photos are added to a Flickr album with tags and photo credit.



## Available assets

Any questions please contact Marketing: 0117 32 83493. You can access a range of brand assets including logos, stationery artwork and templates by visiting

[thestudentsunion.co.uk/brand](http://thestudentsunion.co.uk/brand)