University of Northampton
Students' Union

BRAND GUIDE

A HANDY GUIDE
DESIGNED TO HELP YOU
USE THE BRAND ASSETS

THIS IS
OUR LOGO
USE IT WISELY

University of Northampton
Students' Union

Logo variations

University of Northampton
Students' Union

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University of Northampton
Students' Union

Above is the Students' Union logo, the right-hand part is the 'detachable' logo mark. This an be used as a stand alone mark in some situations.

The logo is based around the concept of speech bubbles and also a shape loosely representing a love heart. The logo and brand guide will help you to be bold whilst still keeping to the overall indentity of the Students' Union. This brand guide is here to help and allow you to have fun with the brand.

• Please only use it in the specified colours and variants

• Please do not alter the shape by skewing, stretching or squashing it, this would look terrible

• If you are unsure, the Marketing Team are happy to help

LOGO
SIZING AND SAFE ZONE

It is important that the Students' Union Logo has a clear space around the edges - A safe zone.

The safe zone is created by placing an imaginary 'n' taken from the logo mark at each edge.

Print

The logo size will either be 1/3 or 1/4 of a page for portrait (depending on amount of content on the page) or 1/4 of a landscape page on most occasions. There will be times when the logo will be bigger and smaller. The 'Students' Union' text must be clear at all times.
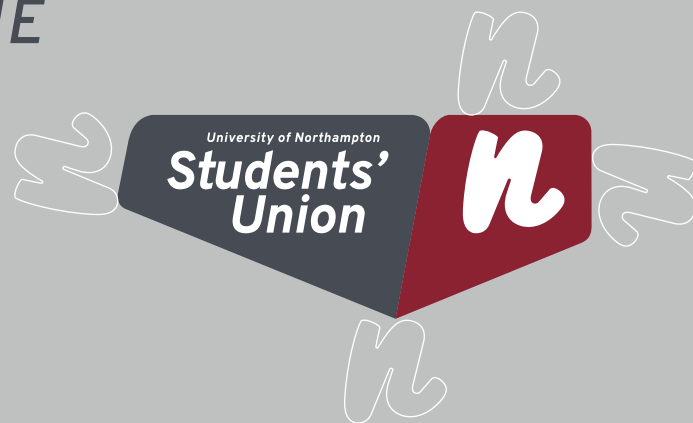
Digital Screens

- Landscape, 1/6 of the width of the screen

- Portrait, 1/4 of the width of the screen

IMPORTANT!
Avoid allowing content to encroach into the safe zone of our logo.

or
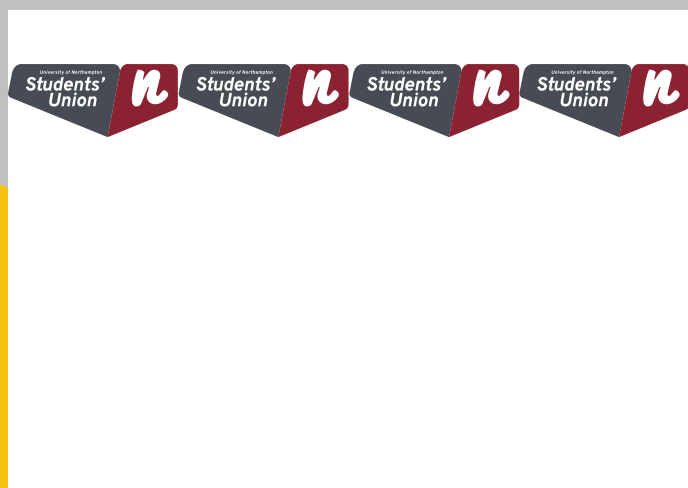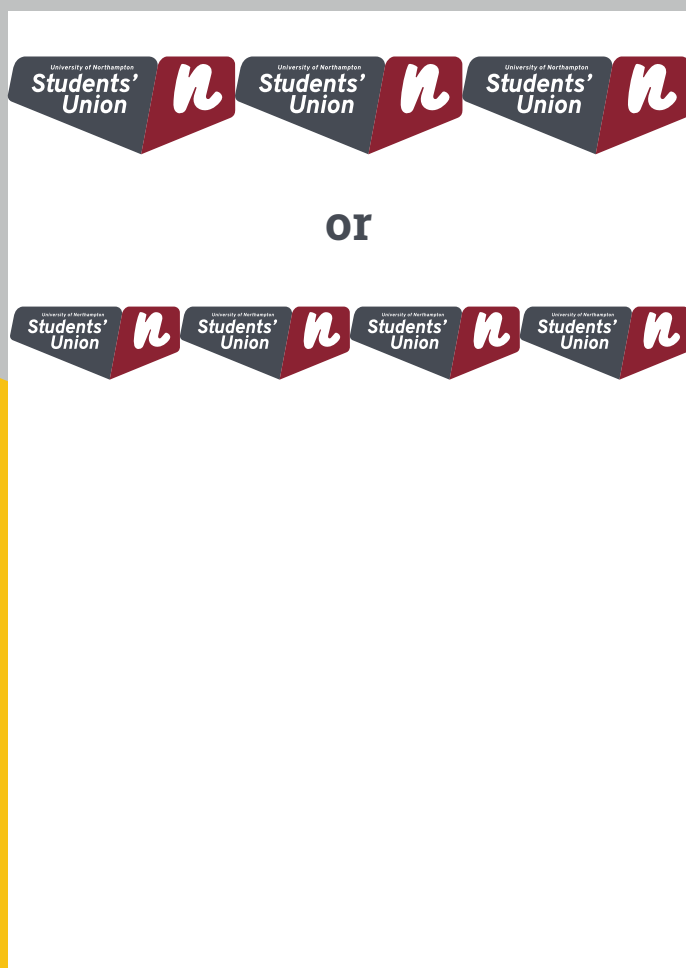
LOGO
PLACEMENT

As a rule the Students' Union logo will always be placed at the top right-hand corner of the page.

However, the logo features a logo mark. The logo mark can be used alone in certain situations and doesn't need to be placed at top right. It can be placed centre and also bottom left.

The logo mark usage can also be used in the following ways; animation, digital signage, photo overlay and social media. Please speak to the Marketing Team if you are unsure as to when use the logo mark.

The Students' Union Logo Mark

COLOURS

OUR MAIN COLOURS

These are our 3 principal colours of the brand, these colours can be used alone, however, we strongly recommend using these colours with the supporting colours, as this can create striking results. Mix and match and see.

Maroon
Pantone
202 C

C 29.09
M 97.71
Y 66.61
K 33.84

R 138
G 36
B 50

Pantone
Cool Grey
3 C

C 23.84
M 18.42
Y 19.32
K 1.36

R 202
G 200
B 200

Pantone
Cool Gray
10 CP

C 40
M 30
Y 20
K 66

R 59
G 60
B 67

OUR SUPPORTING COLOURS

Pink
Pantone
206 UP

C 0
M 98
Y 51
K 2

R 231
G 31
B 88

Green
Pantone
3288 UP

C 94
M 4
Y 65
K 5

R 0
G 157
B 125

Blue
Pantone
301 UP

C 100
M 30
Y 2
K 25

R 0
G 110
B 164

Orange
Pantone
179 UP

C 1
M 75
Y 87
K 2

R 232
G 99
B 53

Purple
Pantone
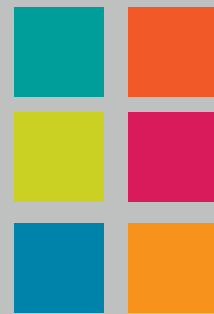7663 UP

C 62
M 86
Y 5
K 0

R 123
G 71
B 149

Yellow
Pantone
7549 CP

C 0
M 22
Y 100
K 2

R 249
G 194
B 10

Use the above supporting colours along with our main colours to create bold and eye-catching layouts. Take a look at our sub-brand pages for suggested colour combinations.

THE COLOUR WHEEL

The Colour Wheel

Opposites often attract as you can see. Try using contrasting colours in your designs, laying them on a grey background will really bring out the colours.

Have fun, but try and not to have too many different colours in your design, this could be too distracting.

TYPOGRAPHY

DISPLAY
DISPLAY SUB-HEADER

Body Title

This is body text. Me nonsedis ma doloreris as veliber chilit adignam ipsum que debita con remporempor si ilignis cidebis niendis ea cus. Elescil illupta cus, ad eos aspide nihit quo tem num issitas sum dolorum eossintionet eturis dolupta spidest.

Overpass is the typeface used for display/headline as well as the dsiplay sub-header. It is bold and clear and really emphasises titles.

Display = Overpass Bold (All caps)
Size
72pt - Leading 60pt - Tracking 50
60pt - Leading 50pt - Tracking 50
48pt - Leading 42pt - Tracking 50

Display Sub-header = Overpass SemiBold Italic (All caps)
Size
36pt - Leading 36pt - Tracking 50
24pt - Leading 24pt - Tracking 50

Roboto Slab is the typeface used for our body copy and body titles. It is versatile and has character, it works well for digital applications.

Body Title = Roboto Slab Bold (Title Case)
Size
18pt - Leading 18pt
14pt - Leading 14pt

Body Text = Roboto Slab Light (Sentence Case)
Size
14pt - Leading 14pt
12pt - Leading 13pt
10pt - Leading 11pt - Tracking -25 (feel free to use bold to highlight words)

It will be rare that text will need to be smaller than 10pt, if you are unsure please ask the marketing team.

- Body copy must be in either Cool Grey 11 CP (or as close to depending on the program you are using) or white on a coloured background

- Try not to use any automatic or default colour (black)

- Please do not hyphenate words over 2 lines, keep to a single line

- Only use left or right align for body copy, avoid using justify, this can lead to some terrible results

- Feel free to left, right or centre align display text

- Experiment with the angles given later in this guide with the display text

- If you can't alter the leading and tracking on the software you are using, **don't worry**

TYPOGRAPHY

DISPLAY/HEADLINE
TEXT COLOURS

There are nine colours for you to choose - from, try using headlines on coloured backgrounds, these can lead to some great results. The you can colour codes in the colour page.

- **Where possible, make use of the appropriate brand colours**
- **Try not to use any automatic or default colour (black)**

THIS IS A TITLE
YOUR TITLE SHOULD JUMP OUT

BE BOLD
PLAY AROUND AND SEE WHAT WORKS

MAKE IT SEEN
HAVE FUN

SUB-BRANDS

University of Northampton
Students' Union
Sabbatical Officers

University of Northampton
Students' Union
Executive Officers

University of Northampton
Students' Union
Societies

University of Northampton
Students' Union
Advice

University of Northampton
Students' Union
Volunteering

University of Northampton
Students' Union
Academic Advocates

These are the sub-brands, each have their own dedicated principal colour. This colour will become key to helping with recognition, it gives each department their own identity whilst still remaining a part of the Union's overall brand.

Each sub-brand has their own logo mark that can be used to lay over photos and used in social media. The logo mark is the distinguishing feature for the sub-brand.

- The sub-brand logo must be place top right of the page.
- Only the logo mark can be placed in the centre or bottom left depending it's usage.
- Each sub-brand has their own set of supporting colours and colour combinations to use.

Advice Colours

■	Pink Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88
■	Blue Pantone 299 UP	C 69 M 10 Y 0 K 0	R 53 G 176 B 230
■	Pantone Cool Gray 10 CP	C 40 M 30 Y 20 K 60	R 59 G 60 B 67
■	Yellow Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88

Principal Colour

Supporting Colours

There are also variants of the sub-brand logo mark in Cool Gray 10 CP and white that can be used.

Colour Combinations

ADVICE

Societies Colours

■	Blue Pantone 301 UP	C 100 M 30 Y 2 K 24	R 0 G 110 B 164

Principal Colour

■	Green Pantone 3288 UP	C 94 M 4 Y 65 K 0	R 0 G 157 B 125
■	Pantone Cool Gray 10 CP	C 40 M 30 Y 20 K 60	R 59 G 60 B 67
■	Yellow Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88

Supporting Colours
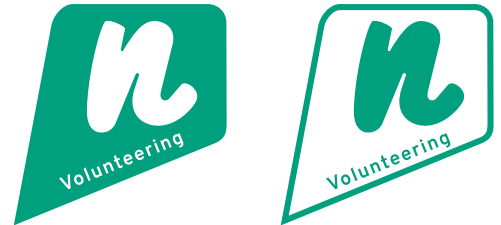
There are also variants of the sub-brand logo mark in Cool Gray 10 CP and white that can be used.

Colour Combinations

SOCIETIES

Volunteering Colours

■	Blue Pantone 301 UP	C 100 M 30 Y 2 K 24	R 0 G 110 B 164
■	Maroon Pantone 202 C	C 29.09 M 97.71 Y 66.61 K 33.84	R 138 G 36 B 50
■	Blue Pantone 299 UP	C 69 M 10 Y 0 K 0	R 53 G 176 B 230
■	Yellow Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88

Principal Colour

Supporting Colours

University of Northampton
**Students'
Union**

Volunteering

There are also variants of the sub-brand logo mark in Cool Gray 10 CP and white that can be used.

Colour Combinations
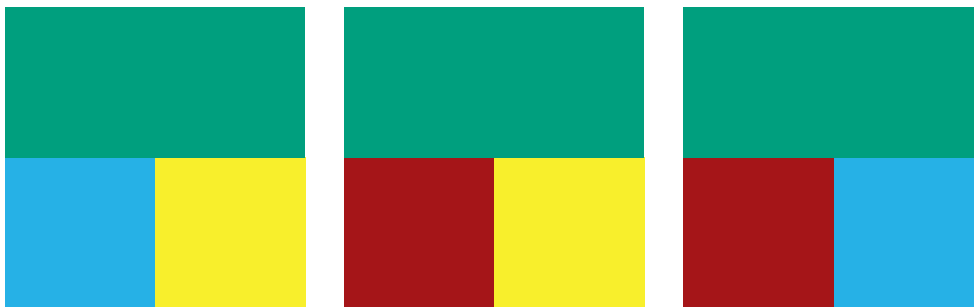
VOLUNTEERING

Sabbatical Officer Colours

■	Purple Pantone 7663 UP	C 62 M 86 Y 5 K 0	R 123 G 71 B 149	Principal Colour
■	Pink Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88	
■	Pantone Cool Gray 3 C	C 23.84 M 18.42 Y 19.32 K 1.36	R 202 G 200 B 200	Supporting Colours
■	Yellow Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88	

University of Northampton
Students' Union

n
Sabbatical Officers

n *n*
Sabbatical Officers Sabbatical Officers

There are also variants of the sub-brand logo mark in Cool Gray 10 CP and white that can be used.

Colour Combinations

SABBATICAL OFFICERS

Executive Officer Colours

■ Purple	Purple Pantone 7663 UP	C 62 M 86 Y 5 K 0	R 123 G 71 B 149	— Principal Colour

Colour swatch	Name	CMYK	RGB
Purple	Purple Pantone 7663 UP	C 62 M 86 Y 5 K 0	R 123 G 71 B 149
Orange	Orange Pantone 179 UP	C 1 M 75 Y 87 K 2	R 53 G 176 B 230
Cool Gray	Pantone Cool Gray 10 CP	C 40 M 30 Y 20 K 60	R 59 G 60 B 67
Yellow	Yellow Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88

Principal Colour

Supporting Colours

University of Northampton
Students' Union
n Executive Officers

n Executive Officers   *n* Executive Officers

There are also variants of the sub-brand logo mark in Cool Gray 10 CP and white that can be used.

Colour Combinations

EXECUTIVE OFFICERS

Academic Advocates

	Orange Pantone 179 UP	C 1 M 75 Y 87 K 2	R 230 G 90 B 42
	Blue Pantone 299 UP	C 69 M 10 Y 0 K 0	R 53 G 176 B 230
	Pantone Cool Gray 3 C	C 23.84 M 18.42 Y 19.32 K 1.36	R 202 G 200 B 200
	Yellow Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88

Principal Colour

Supporting Colours

There are also variants of the sub-brand logo mark in Cool Gray 10 CP and white that can be used.

Colour Combinations

ACADEMIC
ADVOCATES

EXAMPLES

Example 1

TIP
Sometimes a simple use of colour to place text over can be effective.

University of Northampton
Students' Union

SOCIETY & VOLUNTEERING AWARDS
2018

Example 2

University of Northampton
Students' Union

Advice

PLEASE CONTACT:
email@northampton.ac.uk or by telephone

Example 3

TIP
Mixing photographs, colour blocks and angles can be striking.

University of Northampton
Students' Union

Academic Advocates

ACADEMIC ADVOCATES
TRAINING GUIDE 2017/2018

ACADEMIC ADVOCATES

Example 4

University of Northampton
**Students'
Union**

n

Volunteering

TIP
If you have a large amount of text in your display/title, then try highlighting it with a colour text holder like below.

PROJECTS 2018
A-Z GUIDE OF VOLUNTEERING OPPORTUNITIES

Example 4

University of Northampton
**Students'
Union**

Executive Officers

TIP
Using contrasting colours can work,
yellow and purple are opposite
each other on the colour wheel but
complement each other.

Example 4

University of Northampton
Students'
Union

n

Sabbatical Officers

TIP
Sometimes less is more, a simple use
of colour can work.

Example 5

University of Northampton
Students'
Union

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FRESHERS
GUIDE 2018

TIP
Mixing colours, angles and text can
make excellent front covers if you don't
have a suitable photograph to use.

ANGLES

158°

22°

77°

The angles above feature in our logo and logo marks. Have fun using them, there can be some great outcomes made with colour and angles, try angling display text too to add impact.

IMPORTANT
Please stick to the angles above. Too many conflicting angles can look messy.

TIP
Angles can be an effective way to lead the viewer to important text or graphical elements.

TEXT HOLDERS

Simple graphical elements that text is placed on or in. In our brand we only use blocks of colour to hold text when applying a text holder.

TEXT HOLDER EXAMPLE

- Text holders can highlight titles really well

- Use them to make text more visible on photographs

- Make sure all the text fits in the textholder with a good amount of space around

Blocks of colour can be used to place either display text or body text on. The colour blocks can feature the angles specified or they can simply be a square or a rectangle.

We do ask that you only use the principal colours or the supporting colours, if you are uncertain please ask the Marketing Team.

- Please ensure that the text can be read clearly on the colour you are overlaying it on

- Please do not lower the opacity of the blocks of colour any lower than 90%, the colours have been selected to be bold and reflect our brand

- Do not use gradients, let our colours jump out

PHOTOGRAPHS

We like photographs

Here at the Students' Union we like to use photographs and especially if they are of our students, their lives and activities.

- Make sure they are of a high resolution or they cannot and will not be used

- Avoid altering, applying filters etc unless the filter or editing is specific to the content

- Use stock images sparingly, these are often not a true representation of our sudents and the Students' Union. Only use when the context is clear

- Ensure any text used on a photo is clear and readible (use a text holder if necessary)

- Please make sure the main subject of the photo is clear

- Avoid using ambiguous photos, the photo has to be relevant

- If in doubt, do not use the photo or ask for guidance

DESIGNS FROM THIRD PARTIES

Things to Remember!

We understand that there will be times when third parties will be creating collateral for the Students' Union. With this in mind third parties should always ensure that the collateral produced should:

- Have the correct logo and logo placement, including the Safe Zone
- Make sure the Students' Union logo is clear and of a high resolution
- Never alter or distort the logo in any way and only use in the logo in the variations provided
- Make sure collateral reflects the brand and it's values
- Never infringe on copyright laws
- Use the priciple colours and supporting colours where ever possible

If in doubt please contact the Students' Union marketing team.