

# BRAND GUIDES

## AT A GLANCE FOR SOCIETIES

### IMPORTANT

The words 'Students' Union' in the logo **must** be **clear** at all times.

Above is the Societies logo, the right-hand section in blue is the 'detachable' logo mark. The logo mark can be used alone in some situations, such as; placing over photographs, social media posts and social media profiles. In most cases the full logo will be used and placed at the top right-hand of the page or layout. Please refer to the main Brand Guides for examples of the use of the logo marks.

The logo is based around the concept of speech bubbles and also a shape loosely representing a love heart. The logo and brand guides will help you to be bold whilst still keeping to the overall identity 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 provided
- 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

### It is important that the Students' Union Logo has clear space around the edges 'Safe Zone.'

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


The logo size will either be 1/3 or 1/4 of page width for portrait (depending on amount of content on the page) or 1/4 of a landscape page on most occasions.

Safe Zone





Logo mark variations in principle colour blue. There are other variants of the sub-brand logo mark in Cool Gray 10 CP and white that can be used.

# COLOURS


	Blue Pantone 301 UP	C 100 M 30 Y 2 K 24	R 0 G 110 B 164
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Societies' Principal Colour

	Green Pantone 3288 UP	C 94 M 4 Y 65 K 0	R 0 G 157 B 125
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	Pantone Cool Gray 10 CP	C 40 M 30 Y 20 K 60	R 59 G 60 B 67
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Supporting Colours

	Yellow Pantone 206 UP	C 0 M 98 Y 51 K 2	R 231 G 31 B 88
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Suggested Colour Combinations



# TYPOGRAPHY

Example

## DISPLAY

### DISPLAY SUB-HEADER

#### Body Title

This is body text. EVEL ENECEPRO MOLUM CONSERN ATATIO DENTI CONSEQUI UT ET VOLORIONE VOLUPTIS A PE LAM LACCUSAM ESSIT FUGA. UT QUODIT UT ADI ACCUPTATUR AUT EXPLIGNAM UNDAE QUIA QUUNTE NIS ARUNT ANDISIMUS NUM QUIA DUCIISQUAM HICIENDAMUS ULLAUT ACIATQUAM AUT IS DIONET AUT ET VENDEST ORAESTI CUS RATE VOLUPTA TINVELLUPPIN CON PA DOLUPTUR, QUOSTIB ERIBUS, NIHIT ET RESTRUPTIS DOLORPORIORA

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 36p - Tracking 50\*

24pt - Leading 24pt - Tracking 50\*

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)

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

\*Leading is the term for line spacing and tracking is letter spacing in words.

## Display/headline Text Colours

This can be in the society's principle colour or any of society supporting colours.

- Try not to use the automatic or the default colour (black)
- White can also be used for display text



## TEXT HOLDERS

- Simple graphical elements that text is placed on or in
- The text holders can be used to place either display text or body text on
- 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

TEXT HOLDER  
EXAMPLE

## ANGLES

22°

77°



Have fun using them, there can be some great results made with colour and angles, try angling display text too to add impact. Please refer to the main Brand Guides for examples of the use of angles.

### IMPORTANT

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

**THIS GUIDE IS DESIGNED TO HELP**

If you need any more advice, then please contact [su.societies@northampton.ac.uk](mailto:su.societies@northampton.ac.uk)