



Brand guidelines
KUextra

Brand guidelines

KUextra

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Brand

Brand
KUextra

Kuextra will promote extracurricular activities to students with the view of helping them develop into successful, well-rounded graduates through participation in these activities.

The branding wants to convey the idea of person/ star by transforming "x" embedded on "extra". Extra is a keyword as it expresses the main meaning of the brand.

Logo



Word mark



Brand position and size

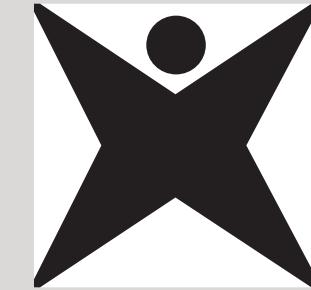
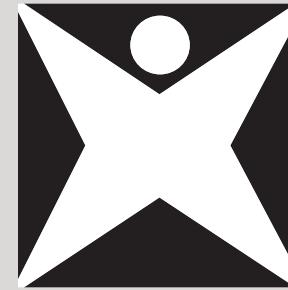
KUextra

Formats

Horizontal formats



Vertical formats

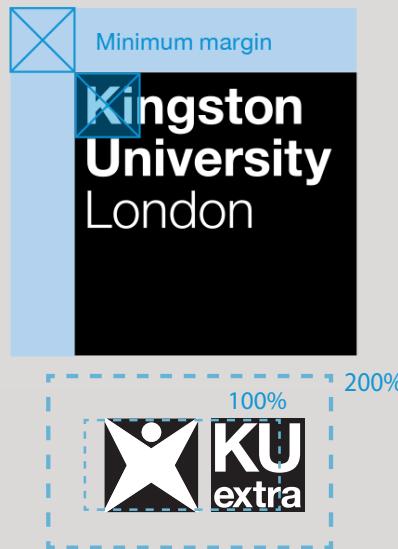


Brand position and size

KUextra

KUextra size should appear with the KU logo (66% of width).

Logo with other logos and graphic elements,
maintain a safety space that equals 200% the size of the square around the logo.



Brand position and size

KUextra

YOU DO NOT

- Rotate the mark or alter its positioning in relation to the branding name
- Change the colour on the logo to anything other than the ones listed in this manual.
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Use old versions or any other marks or logos to represent our brand



Faculty and schools **KUextra**

How KU extra icon could appear in its own right, or when applied to KU faculties.



Icon



Icon +
Unified



Icon +
KSA



Icon +
Arts and
Social
Sciences



Icon +
Kingston
Business
School



Icon +
Health, Social
Care and
Education



Icon +
Science,
Engineering
and Computing



Icon



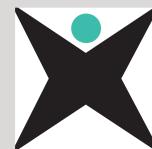
Icon +
Unified



Icon +
KSA



Icon +
Arts and
Social
Sciences



Icon +
Kingston
Business
School



Icon +
Health, Social
Care and
Education



Icon +
Science,
Engineering
and Computing

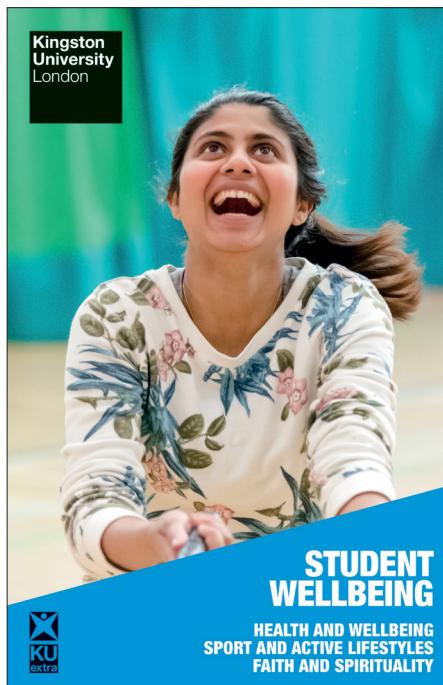
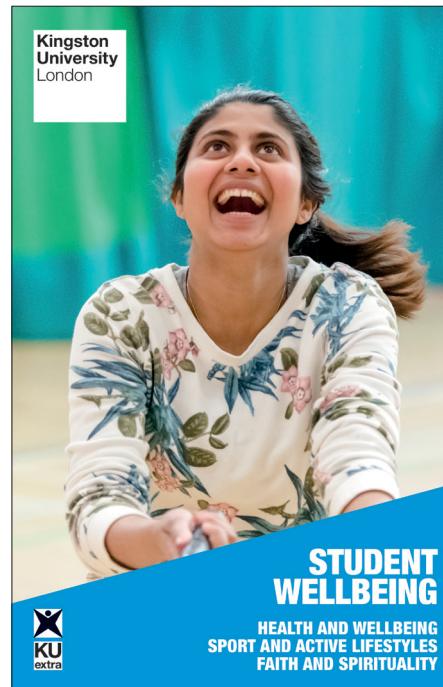
Use in print **KUextra**

Use in print.

You can show the KU logo and graphic together, but sometimes it may be necessary/preferable to separate them.

You can also mix and match the colours of the KU logo and the graphic

Also, the bottom designs show occasions where instead of black and white, it may be more interesting to show the background image/colour



Brand Tools

Color

KUextra

KU extra appears with the primary palette color for Kingston University

Print	Digital
C 0	#ffffff
M 0	R 255
Y 0	G 255
K 0	B 255

Black

Print	Digital
Pantone Black U	#000000
C 40	R 0
M 40	G 0
Y 40	B 0
K 100	

White

Color

KUextra

Blue is the main University colour.



Print

Pantone 2925
C 85
M 24
Y 0
K 0

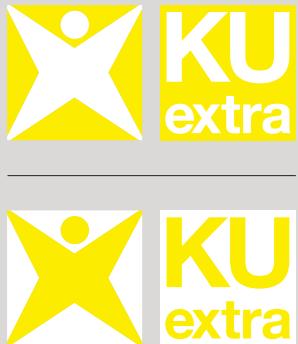
Digital

#0092D4
R 0
G 146
B 212

Color

KUextra

Color Kingston School of Art



Print

Pantone 803
C 0
M 0
Y 100
K 0

Digital

#FFED00
R 255
G 237
B 0

Color

KUextra

Color Business School



Print

Pantone 319
C 68
M 0
Y 41
K 0

Digital

#45B8A9
R 69
G 184
B 169

Color
KUextra

Color Faculty of **Social Sciences**



Print

Pantone 123
C 0
M 48
Y 100
K 0

Digital

#F8971D
R 248
G 151
B 29

Color
KUextra

Color Faculty of **Faculty of Health,
Social Care and Education**



Print

Pantone 375
C 66
M 0
Y 100
K 0

Digital

#62B22F
R 98
G 178
B 47

Color
KUextra

Color Faculty of **Science, Engineering
and Computing**



Print

Pantone 265
C 50
M 76
Y 0
K 0

Digital

#95549C
R 149
G 84
B 15



Kingston University uses **Helvetica Neue**.
KUextra reinsurance main branding style.

The primary font for body copy is Helvetica
Neue Regular.

The even letter spacing of this font makes it
better suited to dyslexic readers.

Confidence

Consistency

Clarity

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Web

Arial if Helvetica Neue is not available.

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Avatar
KUextra



**Undergraduate?
Graduating 2019?
Take the Kingston
Student Survey**

Kingston University researchers warn young people to adopt cautious approach to alcohol as study finds they struggle to detect strength of drinks

Timetable
in 6 days

Digital Studio Practice (CI7810...
Tuesday at 10:00 - 13:00)

Transport

IT Support

OSIS

Tell Us

Library

Maps

Key Info

Find

Jobs

Union

KUextra