



# **BRANDING GUIDELINES**

**READING UNIVERSITY STUDENTS' UNION**

**2019**





## INTRODUCTION

These guidelines are intended to communicate and regulate the use of the Reading University Students' Union (RUSU) brand identity. This document has been produced specially for members of staff who are required to create day-to-day documents on RUSU's behalf.

These guidelines should be adhered to when creating any documents for RUSU, be they distributed internally or externally.

If you have any queries with regards to these guidelines or would like advice on how to brand your documents please contact [marketing@rusu.co.uk](mailto:marketing@rusu.co.uk)

Please Note: You may be requested to remove and/or correct documents produced that do not adhere to RUSU branding.

# OUR LOGO

Our logo represents our Students' Union nationally and internationally. It therefore represents our reputation, our values and ethos. Consequently, our logo must be treated with the utmost respect and used correctly and consistently.

You must ensure that our logo is clearly legible at all times. Taking care that the context and application of our logo communicates accurately and clearly which organisation a particular communication is from.

There are two versions of our logo that must be used in the correct context. For advice on how to apply our logo, please contact the Marketing Department.



## FULL COLOUR

This version is used on white and light coloured backgrounds



## REVERSE

This version of our logo can be used on dark backgrounds and RUSU Purple.

## LOGO POSITIONING

Our logo must be positioned in the top right hand side of a document wherever possible. The logo can be positioned on the left hand side but only if right hand alignment is not possible. If you require a centre aligned logo this will need to be signed off by the Marketing Department before publishing the document.

## HOW TO USE

Please use the correct size logo for your publication, placing it **optically equal distance** from the top right and top of the document (top right of the document, leaving enough room around so printing doesn't cut it off).

## WHAT NOT TO DO WITH OUR LOGO

Always use original artwork for our logo; never attempt to create your own or to re-draw our logo. If you see our logo being misused, please notify the Marketing Department.



**Do not** alter the proportions of the logo by stretching or squashing the image.



**Do not** change the angle of the logo



**Do not** alter the colours of the logo



**Do not** use the full colour logo on a dark background, use the reversed version.



**Do not** use the reverse logo on a light background, use the full colour version.

## 1) SUB BRANDS

When producing department specific work, please use the appropriate sub brand logo. These logos incorporate an specific colour and the name of the department inside the original logo, linking every department with the main brand whilst still retaining a sense of individuality.

## 2) VENUES

Similar to the sub brands, we also have logos for our venues. These are to be used whenever creating artwork specifically involving one or more of the venues.

These logos also incorporate the main logo however in a slightly different way as shown to the right.

## REVERSE LOGOS

As with the main logo, all of these logos have a reverse for use on dark backgrounds. These logos are only to be used in the colours provided (white & Purple) otherwise this conflicts with the brand and encourages inconsistency.

If you are unsure about which logo to use or you do not have the correct file, please contact the Marketing Department.

1)



2)

**monterey**

**mondial**

**3sixty** **mojos**

# TYPOGRAPHY

In order to have a consistent voice in all communications a set of fonts and weights have been selected to compliment the work that we do and the voice that we want to portray. Only the typefaces and weights that have been selected shall be used. No other substitutions other than the ones shown are acceptable unless first discussed with the Marketing Department.

## FOR TITLES WE USE THIS | OR WE USE THIS

**Proxima Nova Black, 20pt | All Caps | 10 tracking (Marketing)**

*or substitute*

**Arial Black, 20pt | All Caps**

## FOR MAIN HEADING WE USE THIS | OR WE USE THIS

**Proxima Nova Bold, 12pt | All Caps**

*or substitute*

**Arial Bold, 12pt | All Caps**

**For Sub Heading we use this | or we use this**

**Proxima Nova Bold, 10pt**

*or substitute*

**Arial Bold, 9pt**

For paragraph text we use this | or we use this

Proxima Nova Regular, 10pt

*or substitute*

Arial Regular, 9pt

PRIMARY TYPEFACE

## **PROXIMA NOVA**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!£%&@#

ALTERNATE TYPEFACE

## **ARIAL**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!£%&@#

### **PLEASE NOTE**

All text should be aligned left. Justified text (newspaper style) is not permitted under any circumstance.

Only use all caps for the title and main heading, please **do not** use it for any other heading or text.



# TEMPLATES

In order to have a consistent voice in all communications we have devised a set of templates that allow you to easily style word documents to adhere the correct tone and voice.

This is an example of the branded documents we use, setting out the content in a minimal way as to not detract from the message and the keep it both clean and on brand.

For a template, please contact the Marketing Department for more details.

RUSU LOGO



Title

## WELCOME TO READING

If you are a new student, welcome and congratulations on getting into Reading. And for all of you who are returning, welcome back I hope you had a good summer!

University is an exciting part of anyone's life, and a big change for many students. Moving away from home, making new friends, starting new courses can be daunting, but just remember there are thousands of people in the same boat as you and it will all work out fantastically. My advice would be to get involved in as much as you possibly can and enjoy every second of the journey. University is about education, but it's also about the experience, and Reading and RUSU has a great experience to offer.

Paragraph Text

RUSU is led by your five full-time officers of which I am one. We represent students to the University through the various committees we sit on and run campaigns to create change that matters to you the students. If you have any ideas about how to improve our University then submit them on our online democratic platform Change it, and if your ideas wins the student vote then we will campaign on it. This year we want to get more students active in making change on and off campus. So if you want to be more involved in improving the student experience and the wider world around us then look out for our up and coming elections for the new Student Voice group and course rep elections.

RUSU also gets involved in national political issues such as the new Teaching Excellence framework proposed by the government. We also work with the NUS to produce change on a national level so if you want to get involved feel free to contact me.

RUSU is your Union and your chance to make change, get involved and have RUSU has many services that it provides for students. From an Advice service providing monetary, housing and academic support to the biggest nightclub in Reading. We also have over 150 sports clubs and societies for you to get involved in and if you can't find something you like why not make your own, all you need is 50 signatures and a committee. We also have student run radio, TV and this newspaper. On top of this RUSU has a food shop, commercial outlets within it such as a reliable letting agents, bagel man (who I am sure you will all know by the end of your time in Reading) Korean shop, book shop, hairdressers, mailboxes and Starbucks. Beyond this RUSU has Mojos, which is our very own pub style bar. You can chill out and get affordable food.

some fun. This week will be a mad one. Full of new things, great experiences, and one big learning curve. So enjoy yourself and I hope to meet you all soon.

Bold Paragraph Text

Joe Bloggs  
**RUSU PRESIDENT**

Footer

Reading University Students' Union, PO BOX 230, Whiteknights, Reading, RG6 6AZ  
**Tel** 0118 378 4100 **Fax** 0118 378 4115  
**Email** [enquiries@rusu.co.uk](mailto:enquiries@rusu.co.uk) **Web** [rusu.co.uk/](http://rusu.co.uk/)

# COLOURS

The swatches below show the correct colour breakdowns for each of our brands. Please also note that, because monitors, office printers, office printing environments and materials vary greatly, this PDF can not be used as a visual reference for colour. Colours must adhere to the colour pallet that is provided below. Using other colours is not permitted unless first seeking advice from the Marketing Department.

## PRIMARY COLOURS

<div>RUSU BLACK</div> <div>CMKY: 0 0 0 95 RGB: 46 45 44 HEX: #2D2D2C</div>	<div>RUSU MAIN</div> <div>CMKY: 97 100 7 2 RGB: 56 39 124 HEX: # 37277D</div>	<div>DIVERSITY YELLOW</div> <div>CMKY: 0 30 100 0 RGB: 251 186 0 HEX: #FBB900</div>	<div>WELFARE ORANGE</div> <div>CMKY: 0 77 97 0 RGB: 234 86 22 HEX: #EA5616</div>	<div>ACTIVITIES GREEN</div> <div>CMKY: 71 0 100 2 RGB: 77 171 50 HEX: #4CAB32</div>	<div>EDUCATION BLUE</div> <div>CMKY: 98 26 0 0 RGB 0 134 205 HEX: #0086CD</div>	<div>PRESIDENT RED</div> <div>CMKY: 0 92 52 11 RGB: 212 43 77 HEX: #D32A4D</div>
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# IMAGERY

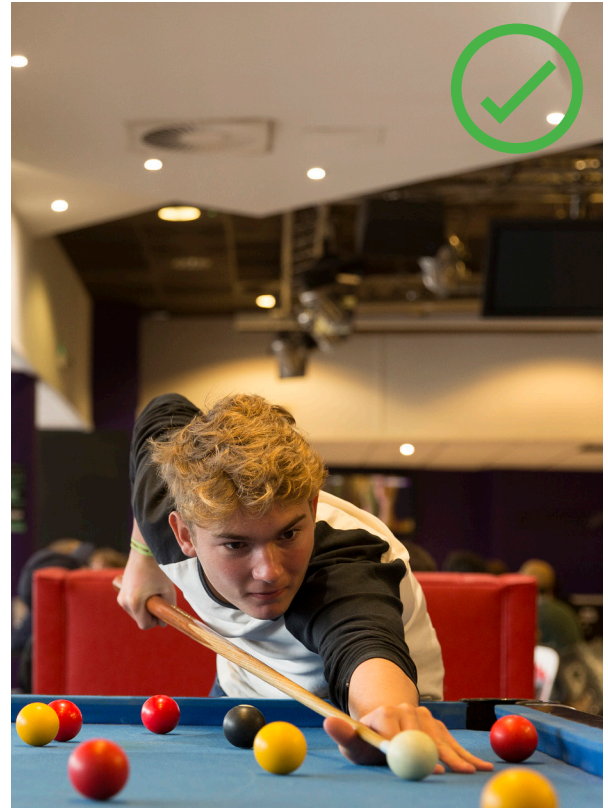
Photography is one of the key ways we communicate our brand. It gives us the ability to communicate our ethos very quickly and simply. We need to make sure we make every image work hard for us.

## There are two things to remember and maintain when creating documents for RUSU:

- Only use high quality photographs
- Do not use any clip art or illustrations unless first cleared with the Marketing Department
- Only use images supplied by reputable sources and copyright holders
- Do not download images from the internet or Google's image search unless they are as stated above (Reputable/copyright holders)



Blurry, overexposed & poor image content.



Clear, good colour balance & good image content

# DIGITAL & PRINT DESIGNS

## Minimal illustrations

Our chosen style for illustrations is minimal. This is because it is a popular modern design approach that is used with large well established brands.

## Large use of iconography (symbols)

This relates to the minimal illustrations we use. Accompanying type with these icons helps to communicate the subject more clearly and can often help when language barriers are a problem.

## Colours made up of palette

When picking the colours, always refer to the colour palette as this keeps the artwork connected with our brand.

## Lots of typography

Typography is the key feature of all our artwork and has to be correct. Please refer to our typography guidelines if you are unsure.

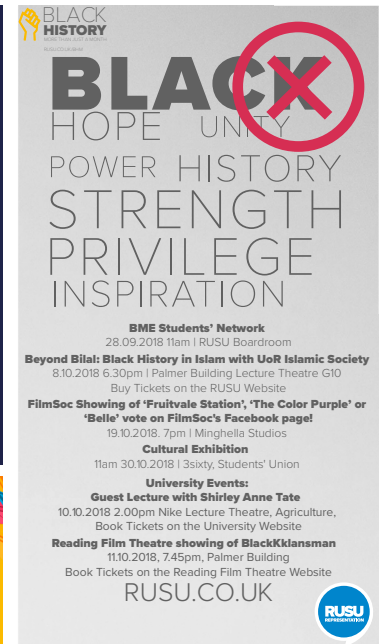
## Only high quality images

Images aren't used particularly often in our artwork because of how they clash with the design. It is recommended that if you use images they bleed off the page.

If you are unsure about any of these processes, consult the marketing department for further information.



Even distribution of text, white space & correct logo placement



Poor text placement, overcrowded & incorrect logo placement

## OTHER PRODUCTS

All other products should go through the Marketing Department to ensure quality control & correct branding. These can be ordered through Marketing or you can request a member of Marketing to view the product before you order.

All products **MUST** contain the RUSU logo or the specific sub-brand logo of your department. They can also contain other logos specific to a certain department or campaign and appear in that colour, for example light blue for Course Reps.

Colours of products must be either department specific or generic RUSU purple. No other colours should be used unless first cleared with the Marketing Department. We are aware that suppliers cannot always colour match perfectly so we ask that it is requested to be not too far from the originaly proposed colour. An example of this being when requesting RUSU purple products it is better to get it in purple than dark blue.



**Front**



**Back**

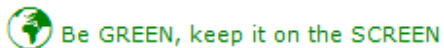
# EMAIL SIGNATURE

Joe Bloggs  
**Designer**

Mon - Fri  
9am - 5pm



0118 378 4100



Placed in the same location as the previous logo, this logo is almost exclusively used as an email signature. It may also be seen occasionally throughout RUSU however this will have been approved at senior management level.

DO NOT use this logo unless permission has first been given by the Marketing Department. If you see being used and are unsure whether it correctly belongs there please contact the Marketing Department with photographic evidence if possible.

## BUSINESS CARDS

For all business cards, please contact the marketing department to discuss the best method.

This is required because of the small amount of information that is present on business cards. Because we have created varying styles and large quantities of all for different departments, we can help create the most fitting design with the correct amount of information.



# LANGUAGE

It is important to refer to the different departments and venues within RUSU by their full branded names. For example:

Correct: **Reading University Students' Union** or **RUSU**

Incorrect: Reading University Students Union, Reading Uni SU, Reading SU, R.U.S.U.

Correct: **3sixty**

Incorrect: 3Sixty, 3SIXTY, 360, Three60, Club 360

Correct: **Mondial**

Incorrect: Cafe Mondial, RUSU Cafe

Correct: **Mojos**

Incorrect: Mojo's, RUSU Bar, Mojo's Bar & Kitchen



## **HELP & ASSISTANCE**

All logos and copies of up to date brand guidelines can be requested from the Marketing Department.

If you have inquiries, please ask a member of the Marketing Department who will be more than happy to help guide you through this document.

If you require a document to be branded by the Marketing Department please complete and submit an Artwork Request Form, attaching all required text in a Microsoft Word document and upload it to the system or email [marketing@rusu.co.uk](mailto:marketing@rusu.co.uk).

Important: A minimum lead time of four weeks (or twenty working days) is required on all submitted artwork requests. Please bear in mind that complex or multi-page projects may require longer lead times for both designing and printing. We cannot guarantee deadlines will be met for late projects, particularly at peak times.

## **COPYRIGHT**

All logos, images and designs shown throughout are property of Reading University Students' Union.

If you require anything shown in this document please contact the marketing department.

## **CONTACT**

For any enquiries please contact [marketing@rusu.co.uk](mailto:marketing@rusu.co.uk).