

Our brand

October 2013

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These are the guidelines that will help you bring the NUS brand alive. It's more than a logo, it's a whole new way of telling our story.

We've seen massive changes to the education system and we'll see more. We need to make it clear that NUS understands the realities of student life, that we're passionate about the power of students to drive change.

We're full of energy and authority, speaking with and for **7 million student voices**.

Our old brand just wasn't doing the job any more. From students to politicians, people weren't seeing the breadth and depth of our work. We've got a powerful vision. We want to shape the future of education, for a fairer, prosperous society. We need to inspire more unions, more students and more policy-makers to work with us to make our vision a reality.

So we need to look and sound as inspiring and dynamic as we know we are. We need to make it clear that NUS understands the realities of student life, and that we're passionate about the power of students to drive change. If we use it well, we'll be a force to be reckoned with.

Our key messages

Overall

Creating a fairer, more prosperous society by making sure students can thrive, and actively shape the future of education

What is going on in the world that makes what we do important?

Education is an issue loaded with conflict and debate. And it is students who are bearing the brunt.

What with fees, the emerging global market and fears around employment, students are faced with overwhelming confusion and uncertainty.

What is education even for any more? And who has the power?

Why do we feel that this is important?

Education is the key to a better world – fact.

If education is suffering, society is suffering. If we want a more progressive, developed and prosperous society, we need to act now and do whatever it takes. There is no time to mess around. Everyone's future is at stake.

How are we solving these problems?

For a start we are active. We stop at nothing and we cover all bases, from all angles.

We are informed and smart. Our research influences national campaigns.

Our passion and dedication make us strong and determined and we support activists and strengthen unions by sharing knowledge, skills and experience.

In a world where commercial influence is key, we have built a sustainable student movement with financial viability and clout.

We represent the realities of students' lives, basing what we say on fact. Through practical information and national action, we're making sure students can thrive.

How do we want people to respond?

We want people to be part of it. Education affects everyone.

We want people to speak up and be part of the debate.

Nothing changes if nothing changes. Everyone has a stake in education, so claim it!

Students

Making the political voice of students louder – through collective and democratic representation in order to build a fairer, better education system and a more just world

What is going on in the world that makes what we do important?

Students are the hope for a future in which education is better and more accessible.

Education is **in danger of** being **accessible only to** the highest bidder. Fees, uncertainty and debt are all increasing, while choice, access and student support are decreasing.

Students are being left with very little. But one thing they do have is each other. NUS represents 7 million students. That's 7 million voices.

When loud and determined enough, students have the collective power to **shake things up**.

Students have the power to bring about much-needed change.

Through protest, campaigns and collective action, students **can and do drive change**.

Why do we feel that this is important?

Student power = better education = better society.

It isn't fair or right that education is becoming the property of those with the most money. But students can change this.

Education goes beyond what is learned or taught in the lecture hall. Getting involved with your students' union adds another dimension to your education.

The power students have only increases through collective and democratic representation.

At the level of 7 million student voices, that means big influence.

How are we solving these problems?

We're making sure students can thrive and amplifying their collective voice.

The impact a student can make goes way beyond their students' union building. But it often starts there.

Put simply, NUS champions students to be the change-makers in their own unions, communities and lives.

We represent students nationally. Our support covers every aspect of student life, from student finance to housing and political representation.

NUS is commercially switched-on. Through NUS extra and our commercial partnerships, students' unions are thriving. They are well resourced and they influence big business.

How do we want people to respond?

Students are driving change – and changing society.

Your students' union is loud, but your voice can make it louder.

Your students' union is strong, but your involvement can make it stronger.

By working with your students' union, you can make a difference.

Students can stand up and speak out.

Right now there is a collective movement to shape the future of education – to change the world. Be part of it.

Further education students

Supporting all students to access education, in order to benefit themselves and their community.

What is going on in the world that makes what we do important?

We provide the support you need to access education and live your life.

Students in further education (FE) live busy lives outside of their studies. They might be workers, parents and business owners first and students second.

FE students have a lot to offer the communities they live in – bringing valuable skills and knowledge – but they're often over-shadowed in national debates about students.

There is a definite lack of understanding about the benefits of FE for students and society, leaving it under-valued and stigmatized.

Why do we feel that this is important?

FE colleges serve whole communities.

Entire communities are supported and enhanced by further education.

Higher education students often leave their communities to study at university, but further education students bring immediate benefits to their where they live and work.

How are we solving these problems?

Through progressive approaches to activism, leadership and education policy.

NUS takes further education very seriously. We understand its value and its necessity. So we do everything we can to make sure it gets the support and representation it deserves.

We create and develop leaders in FE students' unions.

We champion all areas of FE education.

We champion new approaches to union development.

We champion new visions around educational thought, practice and structure.

We support and facilitate campaigns relevant to FE.

How do we want people to respond?

Students take many different paths to learning - all are valid, all deserve support.

There is more than one route to education.

Being a student means many things to different people. It's not just three years at university.

Students' unions

Making sure students thrive through their students' union.

What is going on in the world that makes what we do important?

Education is changing and this is directly affecting students' unions.

What are they for? Who are they for?

Students' unions have to keep up. They have to reassess their values and priorities, or be left behind.

Has the current economic climate influenced the way that people view education? Employability is an issue on everybody's minds, and changes to legislation in both further and higher education could have far-reaching effects.

Students are now accessing education in many different ways. Course delivery and provision have changed dramatically and qualifications are becoming more generic.

Students' unions are having to change how they engage with their members, as some people are questioning their value.

Why do we feel that this is important?

Education is the most important thing in a developed society.

Students have a unique perspective on the shape of education today. They are right at the centre of it and are best placed to shape its future. Students' unions have a unique perspective on the needs of students and are well placed to represent their views and opinions.

The students' union has been a major contributor to social change for nearly a century. Its role in shaping people's lives and the nature of education has been drastic.

We cannot lose the students' union. It has the power to change people's lives. That's why we want it to thrive. It must continue to contribute towards shaping the future of education for a better world.

How are we solving these problems?

Collective strength for strong unions.

NUS is strong, and our strength comes from the collective and democratic representation of 7 million students.

Developing activism, campaigning in local unions and training students' union officers and volunteers is moving us towards a future of informed and capable leaders. We are providing society with thinkers, doers and achievers.

Our democracy is inspiring. It is sustainable, and our governance provides a firm foundation on which unions can build solid, successful organisations in their own right.

We help students' unions shape the way in which we support them. We are listening to them and move fast to adapt to support their needs.

How do we want people to respond?

Be clear on what is going on. Students and their unions can come up with solutions to the challenges facing the movement.

Changes to education are a reality and they are not going away. Students and their unions need to understand what is going on so they can know what to do about it.

But the student movement isn't going anywhere either. We want students and their unions to engage and participate in our democracy, events and campaigns.

We want them to understand the reality of the movement. Understanding this means understanding our power, our influence and our vision.

Public policy

Shaping education so that you feel part of a society that values where you are going, not where you've been.

What is going on in the world that makes what we do important?

Education policy is holding society back.

Current policy often ignores fairness and equality. It is driven by two guiding principles: saving money and shrinking government.

And what's worse, making an impact in policy is difficult. The cut and thrust of the political cycle really only leaves room for reaction, rather than making any real changes or lasting impact.

Why do we feel that this is important?

Education is critical to a fair and just society. We need a system that serves all of society and not just certain sections of it.

Education makes society fairer by giving people the ability to forge their own path.

But it's not just about the individual. Education, or lack of it, makes a massive impact on the whole of society. It affects everyone.

Now more than ever, we need to invest in education as a vital tool for a functioning and prosperous society.

Policy decisions made now will have a direct impact on today's students, and students for generations to come.

How are we solving these problems?

We empower students to win the argument of education as a public good, with their peers or national government.

We are committed to working with anyone, on any issue, that threatens the opportunity for students to thrive in education.

Our unique fusion of evidence-based campaigns and student-led democracy gives us unrivalled legitimacy on all the issues affecting students.

We know students. We are students. We are seven million student voices.

How do we want people to respond?

We don't stand against issues from the sidelines. We take centre stage, fighting for a student-led vision of a fairer, more prosperous society.

In making students' lives better today, NUS is creating a fairer education system for the future. And a fairer education system creates a fairer society.

NUS develops pragmatic and principled alternatives. We don't stand against issues from the sideline. We stand for students, by students and with students.

How we describe ourselves

NUS in a sentence (14 words)

NUS champions students to shape the future of education – and create a better world.

NUS in a paragraph (69 words)

NUS champions students to shape the future of education – and create a better world.

We promote, defend and extend student rights. We fight discrimination, isolation and injustice. Through practical information and national action, we make sure students can thrive. We support and strengthen students and their unions. We are informed – developing research that influences national policy. We are active – taking on all the issues that affect students' lives now and in future.

We know students. We are students. We are 7 million student voices.

NUS in a longer description (153 words)

This is NUS

We're championing students to shape the future of education – and create a better world. Education is the defining factor in creating a fairer, more prosperous society, and students are the hope for the future of education.

This is students driving change

We promote, defend and extend student rights. We fight discrimination, isolation and injustice through campaigning and targeted action. We harness the collective power of students through collective and democratic representation.

This is making sure students can thrive

We head up a prosperous and sustainable student movement that means we can give practical information on all the issues that matter to students. The NUS extra card saves students money and brings important commercial influence.

This is representing the realities of students' lives

We bring together evidence-based campaigns and student-led democracy. We represent students' interests nationally and develop research that influences national policy. We take on all the issues that affect students' lives now and in future.

We are the National Union of Students

We know students. We are students. We are 7 million student voices.

Tone of voice

The NUS brand

What NUS should be known for:

Championing students.

What we believe in:

Representing the realities of students' lives.

The power of students to drive change.

What we want:

To shape the future of education to help create a fairer, prosperous society.

What we're doing:

Ensuring students can thrive.

How we act and how we sound: (our style words)

Pragmatically provocative

Insightfully authoritative

Energetically inspiring.

The lasting impression we create:

7 million student voices.

The NUS 'tone of voice'

This is about making sure that everything we say makes an impact.

So that when we're writing for NUS, we actually sound like NUS.

Organisations often give out writing advice: 'be informal', 'use plain English', 'write more like you speak'.

This is different. This is not about writing like *you* speak. This is about writing like *we* speak.

This is writing for NUS.

It's about knowing who we are, who we're talking to, and what we need to say to get through to them.

And then knowing when to stop!

Who we are

Our brand sums up who we are.

We're a loud, proud, dynamic organisation with a serious ambition to shape the future of education.

Our brand is made up of loads of active verbs: *championing, ensuring, representing, shaping*.

We're an organisation on a mission, so we should definitely sound like one.

So this is where we start:

Pragmatically provocative

Insightfully authoritative

Energetically inspiring

How we act and how we sound

Yes, we have lots of different 'audiences'.

Yes, we should think about their different needs before we put pen to paper.

But we don't need one 'informal' voice and another 'official' voice. We are one organisation.

It should always be possible to 'hear' NUS in every piece of writing – whoever wrote it.

We've got a style guide for the technical stuff.

But our 'style' words should be our guide for creating the NUS voice.

Tone of voice

Pragmatically provocative

Direct

Sharp – Plain-speaking – Tough

Daring

Bold – Free – Edgy

Outspoken

Challenging – Questioning – Irreverent

YES!

We've got a vision and we want to make change. *Provocative* is having the courage of our convictions.

It's **direct**, **daring** and **outspoken**. We don't mince words.

There's a seriousness that underlies 'provocative'. It's saying the things that need to be said.

This is a voice that can campaign. It asks hard questions, it's not afraid to challenge. It speaks truth to power.

And it gives us **freedom** in our writing – freedom to be funny, to be different, to jump straight in.

NO!

It's not about sex. It's not aggressive, outrageous or insulting for the hell of it.

We're never racist or sexist or rude about people. We're not sarcastic, and we don't – ever – make it personal.

This is *provocative*, not stand-up comedy.

We need to be respectful. If we feel like we've crossed a line, we probably have.

How to write... pragmatically provocative

Write to get a reaction.

You understand both sides of the argument and you're not afraid to show it.

But have an opinion. Argue something.

Invite people to join in, argue back.

Don't be afraid of the 'angry student stereotype', challenge it.

Make a statement. Link it to what you believe about what matters.

You'll take the strength out of your writing if you try to cover all possible angles.

Being respectful doesn't mean writing to please everyone.

Find your main point, and make it – quick.

Look at your first paragraph – why would people read on?

Challenge yourself – could you write shorter, sharper, more direct?

Be ruthless. Stop adding words.

And when you've finished, go back and cut the ones you don't need.

Tone of voice

Insightfully authoritative

Credible

Authentic – Representing the realities of students' lives

Trustworthy

Knowledgeable – Grounded in fact – Full of integrity

Strong

7 million student voices – Relevant – Powerful

YES!

Our authority is grounded in our insight and integrity of purpose.

Authoritative is **credible, trustworthy** and **strong**. So we don't 'um and uh' too much.

We represent the realities of students' lives in all their diversity, brilliance, and numbers.

We don't talk down to students and we don't assume they're all the same.

NUS doesn't *think* about students, we *know* students. We *are* students.

We always sound **confident**, because we base what we say in fact.

NO!

Formal, finger-wagging, distant and pompous – that's not NUS.

Our authority is grounded in our relationship with students and their unions. We can't afford to sound stuffy.

We don't talk about students without bringing in their voices. That's about authenticity.

And we don't say anything about students that we wouldn't say to students. That's about respect.

How to write... insightfully authoritative

Number 1 – *believe in what you're writing*.

Stay in touch with that belief because that is the foundation of your legitimacy.

You're writing for 7 million student voices, remember.

Don't tell me. Show me.

You've made your point. Now back it up with evidence.

Paint a picture – tell a story that brings your argument to life.

Ask yourself – where are the students in this piece?

Deal with the sheer diversity of the people you represent by embracing it.

Anchor what you say in the realities of their lives.

Over time, you'll broaden out the definition of the word 'student' by using it in lots of different contexts.

There's no need to resort to words like 'learners'.

Avoid acronyms where possible. Explain them where they're needed.

And aim to get things like apostrophes in the right place.

There's nothing like bad grammar for undermining authority.

See the NUS house style for help.

Tone of voice

Energetically inspiring

Visionary

Ambitious – Free-thinking – Idealistic

Upbeat

Positive – Invigorating

Motivating

Rallying – Energising – Change-makers

YES!

We're inspiring because of what we believe *about* students.

We're ambitious for them. We know they can be a force for good in the world.

When we say 'students driving change', we mean it! That's the **energy** that comes through all our writing.

So we're **visionary, upbeat, motivating** – looking *forward*, always *positive*, inspiring people to *action*.

NO!

We don't use 'sector language' without explanation.

Few people have ever been inspired by words like 'marketisation'. Phrases like 'student engagement'.

We don't need to adopt other people's language to impress them.

And we don't sit around intellectualising in our writing. Our intelligence and insight lead us to act.

How to write... energetically inspiring

Remember your fundamental belief in the power and potential of students.

Use active, positive language to convey optimism.

Think about structure.

Use short sentences. Link them together. Build rhythm and energy.

Talk less about NUS as an organisation and more about it as a movement.

Show how NUS makes a difference by linking NUS achievements to your ambitions for all students.

Learn how to recognise *empty rhetoric*. And avoid it.

Are you really 'changing lives'? Or are you just 'speechifying'?

Can you back up what you're saying, with evidence or a real story?

Think again about your reason for writing.

What do you want people to think, feel, *do* as a result of what you say? What will move them?

And give yourself a run-up to really high rhetoric.

'Brothers and sisters', 'unity and solidarity'.

This type of language will fall flat if you haven't built rapport and if you overuse it.

Think of it as salt and pepper – a little goes a long way.

Take care with words like 'should'.

Too many in a paragraph and you start to sound preachy.

When you feel a 'should' coming on, get specific. Explain *why* they *should*.

It will give you an opportunity to highlight your inspiring beliefs about students.

Tone of voice

Talking about NUS

As well as talking 'as' NUS, we often need to talk 'about' ourselves. When we do that, we use NUS the first time, and then 'we' and 'our' after that, rather than 'it'.

So we'd say:

'NUS is championing students'

and then

'We're representing the realities of students' lives'.

We don't say:

'The NUS is championing students.'

NUS is an organisation, a movement, a collective force. We don't need to tie ourselves down with the definite article.

Don't be fooled by 'The' at the beginning of a sentence.

'The NUS campaign is making a big impact' is fine because 'the' belongs to the '*campaign*'.

Tone of voice

Pragmatically provocative Insightfully authoritative Energetically inspiring

Our 'tone of voice' is what you get when you write under the influence of these words.

You can dial up or dial down certain characteristics.

You might want to go to a higher rhetorical pitch in a speech than in a tweet, for example. But a tweet can still be inspiring.

You might make fewer jokes in a policy report. But you can still be provocative.

And remember, our authority is based on authenticity and integrity – so when we're writing to get a reaction, we're not writing just to be outrageous.

Get used to reading what you've written out loud. Talk to others about it.

Ask yourself – does it sound like NUS? Why? How have you done it? Make a note.

Judgement is key. Details matter.

And remember, if you write less, people will read more.

Summing up

Pragmatically provocative

Direct

Sharp – Plain-speaking – Tough

Daring

Bold – Free – Edgy

Outspoken

Challenging – Questioning – Irreverent

Insightfully authoritative

Credible

Authentic – Representing the realities of students' lives

Trustworthy

Knowledgeable – Grounded in fact – Full of integrity

Strong

7 million student voices – Relevant – Powerful

Energetically inspiring

Visionary

Ambitious – Free-thinking – Idealistic

Upbeat

Positive – Invigorating

Motivating

Rallying – Energising – Change-makers

Tone of voice

The checklist

1. It's not all about you

It's not about how *you* write; it's about how NUS writes.

2. We are one organisation

It should be possible to hear NUS in every piece of writing, whoever wrote it.

3. If you get lost, remember

Provocative – Be direct, daring and outspoken.

Authoritative – Be credible, trustworthy and strong.

Inspiring – Be visionary, upbeat and motivating.

4. If your copy transforms into a raging, tempestuous sea of overly long, hyperbolic, superfluous rhetoric – just stop.

Get to the point. If you write less, people will read more. Use short sentences. Link them together. Build rhythm and energy. Back up what you say.

5. We're not here to impress

Cut the jargon and sector language. It's not about 'fancy' writing, it's about 'effective' writing.

6. Mind the 'should'

Why should they? Too many 'shoulds' makes you preachy. Use with caution.

7. Don't bother writing about the NUS. It doesn't exist

NUS doesn't need the definitive article.

8. Spelling, grammar and punctuation

Nothing undermines your writing like getting these wrong.

9. Get used to working together

Read what you've written out loud. Talk to others about it. Does it sound like NUS?

10. It's not a straitjacket

There's room for flexibility. Speeches and tweets are different. Allow for these differences. But make sure everything sounds like 'NUS'.

11. If you don't know, don't guess

We have style and brand guides for a reason. Use them. Getting it wrong weakens our message and impact.

12. And finally...

Enjoy yourself. NUS is a passionate organisation. Let this passion shine through your writing.

Helpful documents

NUS Comprehensive Style Guide

A comprehensive document.

No excuses for not knowing when to hyphenate.

Writing for the web – NUS Style Guide

Tips for writing in 45 characters or fewer.

The Guardian style guide – [http://www.guardian.co.uk/ styleguide/page/0,,184844,00.html](http://www.guardian.co.uk/styleguide/page/0,,184844,00.html)

The guide our guide is based on.

If nothing else, remember the principles:
'Comment is free, facts are sacred.'

Our elements

Why do we have a distinctive look and feel?

A coherent brand helps maximise our reputation. That's why the best brands use sensory elements like colour, graphics, voice and sound to create a unique overall appearance that helps define them in our minds.

The more coherently we express these appearances and experiences, the quicker and easier it will be to connect with our audiences. Our brand elements are the foundations of our visual brand. Follow these guidelines carefully and you'll help everyone see just how powerful and memorable our message really is.



national union of students
Logo



Highlight



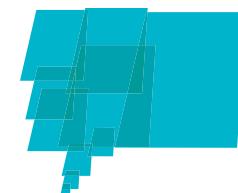
Colour

Adelle Sans Adelle

Typeface



Photography



Illustration



Logo

Our logo lies right at the heart of what we're about. Use it proudly on everything you create.

Always reproduce our logo from a master reference. It's available from us direct at brand@nus.org.uk in the following formats.

EPS/AI

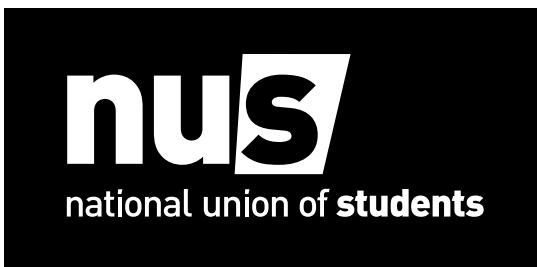
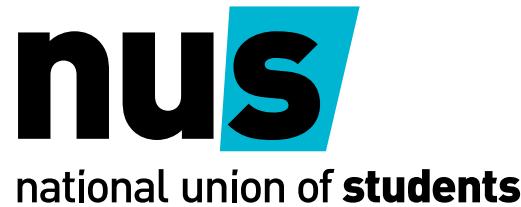
This version works for all professional design software like InDesign, Illustrator and Photoshop. Use it for everything you need professionally produced. This format can be blown up for large applications such as exhibition banners or billboards, without compromising on quality.

JPEG

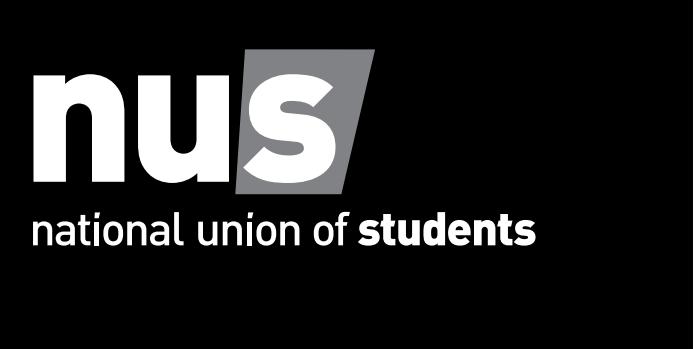
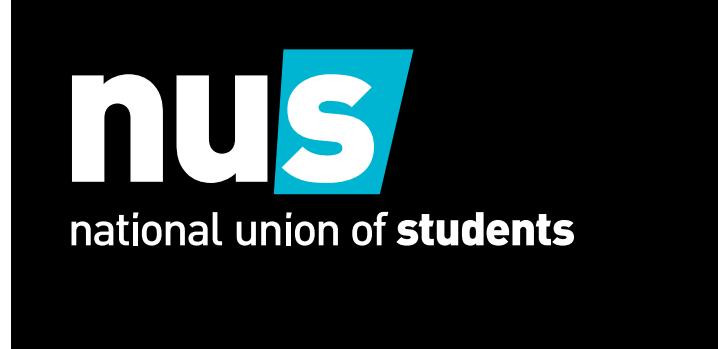
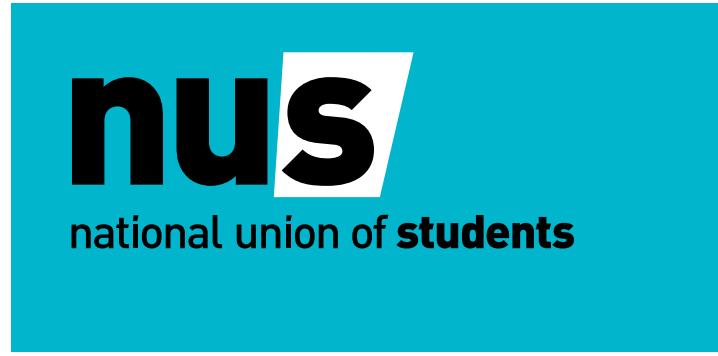
This is compatible for all Microsoft software, such as Word and PowerPoint.

PNG

Use this format for emails and online.



Single colour



Logo

Our logo is available in a range of colours to ensure it looks great everywhere.

Always try and use the blue or white highlight version of our logo. However, if you can't use colour we've got a greyscale version available.

colour

Pale or white backgrounds
Black type with blue highlight

Mid tone backgrounds
Black type with white highlight

Dark backgrounds
White type with blue highlight

Grayscale – pale or white backgrounds
Black type with grey highlight

Grayscale – dark backgrounds
White type with grey highlight

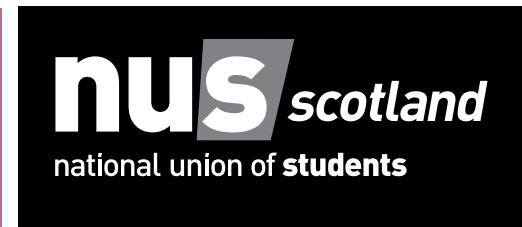
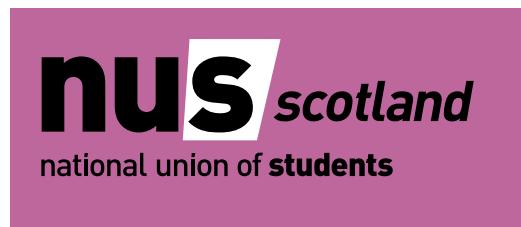
Single colour – dark backgrounds
White type with white highlight

Our logos are available in Pantone, CMYK and RGB colour options.

Please don't change the colours.



Single colour reverse



Logo

Each of our nations has its own distinctive colour.

Heather for NUS Scotland

Pantone 681
C16 M68 Y1 K9
R176 G108 B150

NUS Scotland

NUS Scotland

Black type with heather highlight
Use this on white or pale backgrounds.

NUS Scotland reverse 1

White type with heather highlight
Use this on dark backgrounds.

NUS Scotland reverse 2

Black type with white highlight
Use this on mid tone backgrounds.

colour

Always try and use the heather highlight version of our logo. However, if you can't use colour we've got a greyscale version available.

NUS Scotland grayscale

Black type with grey highlight

NUS Scotland grayscale reverse

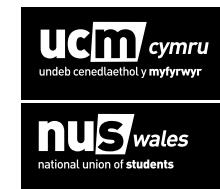
White type with grey highlight

NUS Scotland single colour reverse

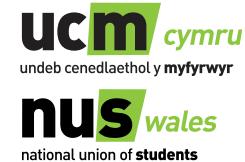
White type with white highlight

Logos are available in Pantone,
CMYK and RGB.

Please don't
change the
colours.



Single colour reverse



Bilingual version



Logo

Each of our nations has its own distinctive colour.

Green for NUS Wales

Pantone 376
C54 Mo Y100 Ko
R132 G189 Bo

NUS Wales

NUS Wales

Black type with green highlight
Use this on white or pale backgrounds.

NUS Wales reverse 1

White type with green highlight
Use this on dark backgrounds.

NUS Wales reverse 2

Black type with white highlight
Use this on mid tone backgrounds.

colour

Always try and use the green highlight version of our logo. However, if you can't use colour we've got a greyscale version available.

NUS Wales grayscale

Black type with grey highlight

NUS Wales grayscale reverse

White type with grey highlight

NUS Wales single colour reverse

White type with white highlight

Logos are available in Pantone, CMYK and RGB.

Please don't change the colours.



Minimum size

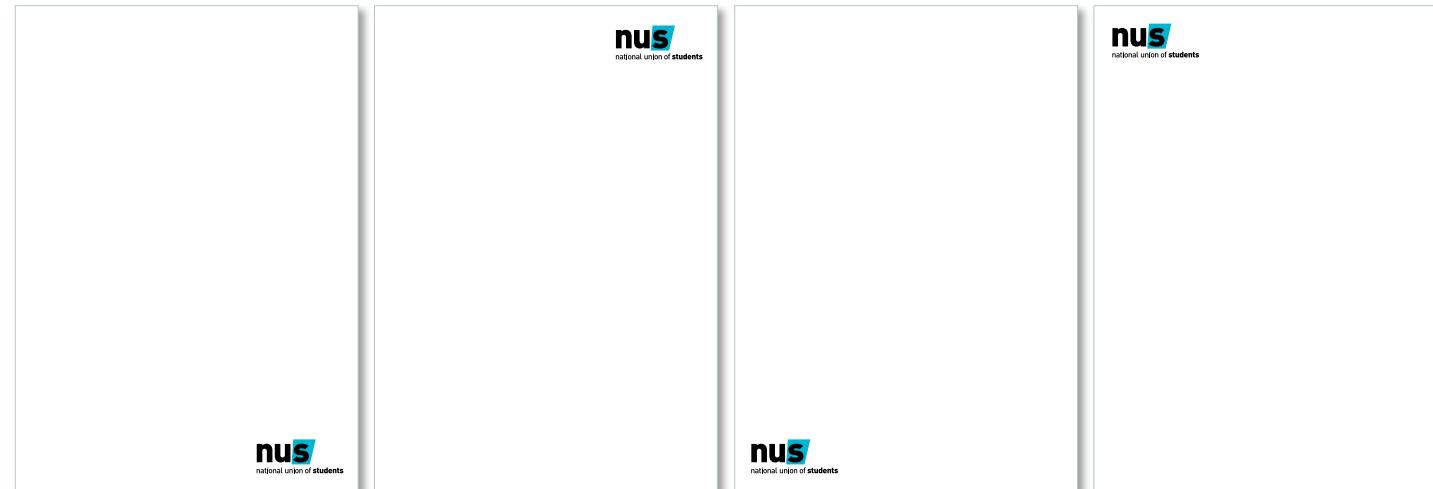


national union of students



Exclusion zone

10mm
(57 pixels)
high



Logo placement

Logo

Consistency in the size of our logo, how it's used and where it's placed are important to ensure our voice is clearly heard.

sizes and placement

Placement

Our logo is designed to occupy any of the four corners of page, screen or environment.

Recommended logo sizes

- A3 - Logo width 68mm
- A4 - Logo width 48mm
- A5 - Logo width 35mm
- DL - Logo width 35mm

Reduce or enlarge our logo proportionately to accommodate alternative sizes.

exclusion zone

Exclusion zone

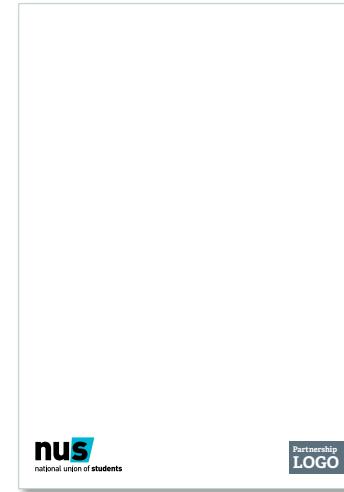
Our logo deserves to stand on its own for maximum visibility and impact. To make sure this happens we need to protect it with an exclusion zone – calculated by the cap height of the 'S' in NUS. Don't crowd the logo, give it sufficient space and don't let any other graphic elements intrude into its exclusion zone.

Minimum size

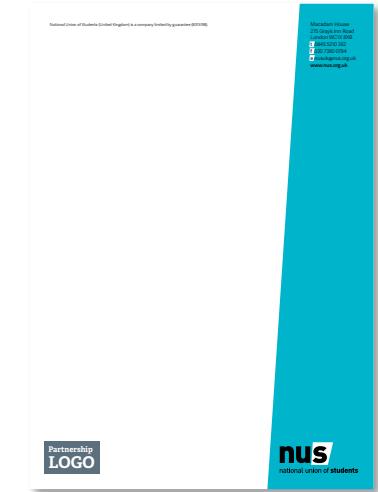
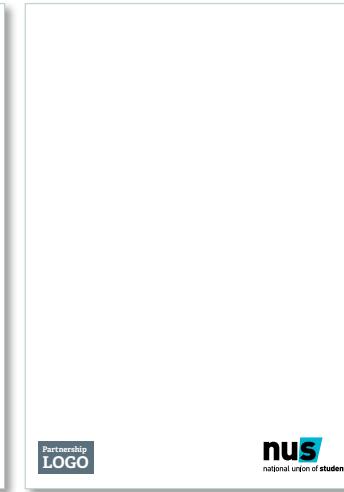
The recommended minimum logo size is 10mm (57 pixels) high.



Partnerships (NUS as the lead organisation)



Partnerships (50:50)



**Accreditation (80:20)
back cover placement only**

Logo

We often work in partnership with other organisations. When negotiating these partnerships we need to clearly visually establish our relationship.

partnerships

Partnerships (NUS as the lead organisation)

Our logo should always have the stronger visual presence.

Partnerships (50:50)

Both logos should have equal presence. On front covers partnership logos can appear in white, black or their own colour, provided this complements the design and print specification. Partnership logos should not dominate our NUS logo. They can be placed at the base of the page (or screen), ranged left or right.

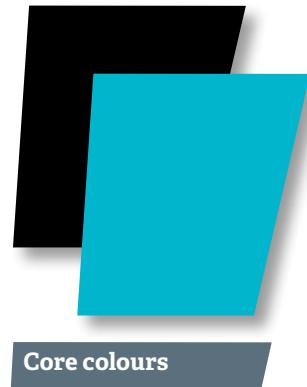
Accreditation (80:20)

This is when NUS is the lead organisation and the partnership organisation is endorsing our initiative. It can appear in white, black or its own colour, provided this complements the design and print specification. It should only appear on the outer back cover at the base of the page, or base of the screen, ranged left or right.

Our logo on other organisation's materials

Our logo should appear in a prominent position and size.

Always ensure our brand guidelines are followed and the correct logo artwork format is supplied.



Vibrant palette



Pantone 3125
C84 Mo Y18 Ko
Ro G174 B199



Pantone
Rhodamine Red
C9 M87 Yo Ko
R225 Go B152



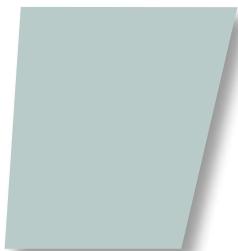
Pantone 3965
C7 Mo Y100 Ko
R238 G220 Bo



Pantone 376
C54 Mo Y100 Ko
R132 G189 Bo



Pantone 513
C53 M99 Yo Ko
R147 G50 B142



Pantone 5517
C20 M4 Y13 K10
R177 G192 B188

Core colours



Pantone 315
C100 M12 Y21 K44
Ro G103 B127



Pantone 235
C20 M100 Y11 K41
R132 G11 B85



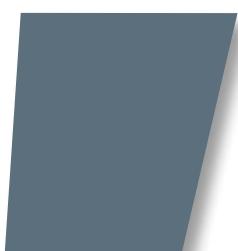
Pantone 137
Co M41 Y100 Ko
R255 G163 Bo



Pantone 3305
C92 M25 Y70 K68
Ro G78 B66



Pantone 2617
C84 M99 Yo K12
R71 G10 B104



Pantone 7545
C58 M32 Y18 K54
R66 G85 B99

Colour

Our core colours are blue (Pantone 3125) and black. Use them proudly to help make our message stand out from the crowd.

palette

Above you can see the 11 colours we use to support our core colours. You can use them to add variety and signpost key information on our communications.

You can use each colour in a complementary pair with dark and vibrant tones.

We believe less is more when it comes to colour. Always make sure your chosen colour combinations are balanced and work in harmony with each other.

The colours above are equivalent to the Pantone colour values shown in the table. You can find the standards for each in the current edition of the Pantone Colour Formula Guide. For four-colour process printing, refer to the CMYK values.

For on-screen and web use like PowerPoint, video and online, refer to the RGB values. You might find variations in colour – but try to match our NUS colour palette as closely as possible.

Remember that printers may have their own values and formulas for matching Pantone colours in four-colour process, but the goal should always be to match the Pantone standard of the NUS colour palette. Colour variations may also show up on-screen as a result of different screen calibrations and or software applications.

Adelle Sans

Adelle Sans Thin

Adelle Sans Light

Adelle Sans Regular

Adelle Sans Semi Bold

Adelle Sans Bold

Adelle Sans Extra Bold

Adelle Sans Heavy

students
driving
change

students
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students
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Adelle

Adelle Thin

Adelle Light

Adelle Regular

Adelle Semi Bold

Adelle Bold

Adelle Extra Bold

Adelle Heavy

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**students
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change**

Typefaces

Fonts matter. The right typeface lets us clearly express our personality through the words we use even when other elements are absent.

We've chosen two main typefaces Adelle and Adelle Sans.

Adelle

Adelle Sans

We've chosen both of these as our primary typeface because they're flexible and have bags of personality. We've optimised them to work well everywhere. You can used them in a variety of weights, from Light to Heavy.

Buy the Adelle family at:
www.type-together.com
www.myfonts.com

Verdana

You've probably come across this font in Microsoft Office. Verdana is only used for our internal communications – like emails, PowerPoint presentations or Word documents.

**students
driving
change**

Verdana

Students driving change

Students driving change

Students driving change

Typefaces

Our typefaces Adelle and Adelle Sans have been chosen for their flexibility.

It's really important we don't muddle our message by using different typefaces. However, with a little imagination you can add personality to your text while keeping our brand consistent.

graphic styles

These graphic versions can be used for campaigns and initiatives that require a differentiating personality and tone.

Feel free to use the graphic versions above when you need to try something a little different. The examples shown help to illustrate the potential – from a simple outline to a hand sketched or silkscreened effect.

Never distort, stretch or condense the recognisable shape of our typefaces.



Portraits

Environments

Details

Photography

A great photo can do the work of a thousand words.

Our guide images are here to help you tell our stories effectively in pictures. They work as a distinctive family of images. Use them as a guide to composition, angles and perspective.

Our styles are:

Portraits with perspectives

Environments with off-beat and aerial angles

Details with original and insightful angles

We use photography to communicate and promote our values and the diversity, energy and personality of what we do. Authentic and visually compelling imagery helps us connect with the viewer. On the other hand, gratuitous and inappropriate use of imagery can be detrimental.

Our visual style has a strong sense of perspective and direction. All our imagery must have a definite object, relationship or event, which captures the viewer's attention. Try to highlight the key moments that dramatise a story and never use images that look static or staged. Only use images that are relevant and add value.

Before a shoot, ensure your photographer is familiar with our brand style and understands the messages you want to deliver. Plan ahead and make sure everything is sorted out before you get started. So, if you are shooting on location, visit the location beforehand. If this is not possible make sure everyone has a visual reference.

Think about ways you can make elements within the image chime with our core colours. You could tie in anything, from a model's t-shirt to the colour of a banner in the background.

Always consider where the final images may be used. For instance, the background may need clear space for titles, copy and our logo.

Always follow our model release procedure and ensure the content doesn't pander to gender or racial stereotypes, offend or alienate viewers.

Images must be 300dpi for print and 72dpi for web and screen.

Accessibility

Accessibility isn't just about type size. Clear space, uncluttered design, good navigation, colour contrast, line feed and alignment are all equally important.

You should aim to make our communications available to as many people as possible, while balancing this with the need to be effective, powerful and visually stimulating.

Type size

We recommend a minimum size of 10pt for body copy.

Capital letters

Copy is generally set in upper and lowercase. Setting text in large amounts of capital letters can be harder to read than lowercase letters. Using capital letters for headings and emphasising single words is acceptable.

Italics

These should be treated in a similar way to capital letters. Some audiences can find them difficult to read so they should be used minimally. Using bold copy, our highlight or a strong colour to add emphasis is a good alternative.

Leading

Leading (or linefeed) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of two point sizes larger than the type size (for 10pt text, 12pt leading). However, larger leading is recommended.

Word spacing

Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text onto a line. This should be avoided as too little or too much space can make text illegible. As a general rule never track type less than -3 pt or more than +3 pt.

Alignment

Left-aligned body copy with a ragged right-hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

Hyphenation

By default hyphenation is automatically turned on. Ensure that any text set does not have hyphenation turned on.

Contrast

There should always be high tonal contrast between the text and the background. Contrast is greatest when dark colours are combined with very pale colours or white.

Reversing out copy

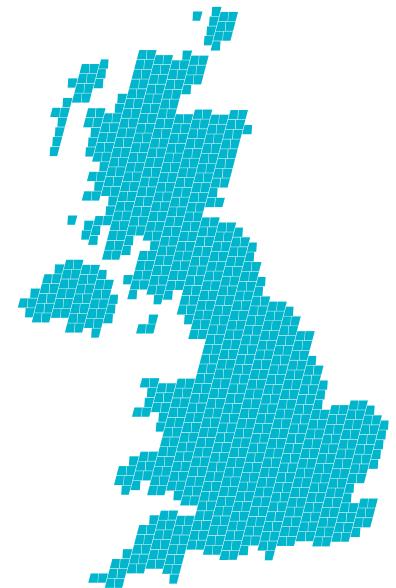
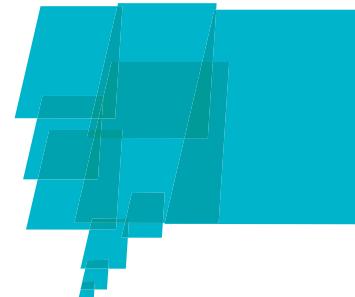
The background colour should be as dark as possible. Attention should be paid to type size and very light weights of type to ensure copy is always legible.

Copywriting

Copy must be engaging, informative and concise. Choose the right tone of voice and avoid writing long headings that lack impact. Well crafted copy and clear, effective, modern design allows us to engage with our target audiences.

Our highlight

students driving change



Our highlight

Our highlight helps everyone recognise our brand. Because it's so versatile, it lets us customise our communications and create a unique look across everything we do.

You can use our highlight to create compelling, visually powerful communications without photos or other graphics. In short, it's central to our brand personality.

Our highlight can be used individually, layered, cropped, rotated or combined to produce unique illustrations and icons.

Need some inspiration? Look at how we've used it on pages 28-39.

Our highlight is available in the following file formats:

EPS/AI

This is compatible for all design programmes: InDesign, Illustrator and Photoshop.

JPEG

This is compatible for all Microsoft® programmes, such as Word and PowerPoint.

PNG

Use this format for web based media.

Always retain the distinctive angles of our highlight.

**students
driving
change**

**"students
driving
change"**

**students
driving
change**

**students
driving
change**

**students
driving
change**

**students
driving
change**

**students
driving
change ...**

Our highlight

typography

You can use our highlight to emphasise a single word or letter – or underline and punctuate your messages.

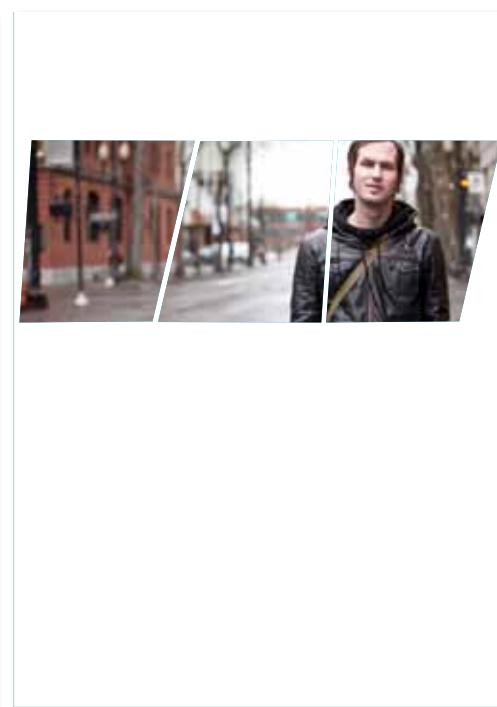
If you need to elongate the highlight to emphasise a word or phrase, always retain its distinct angles.



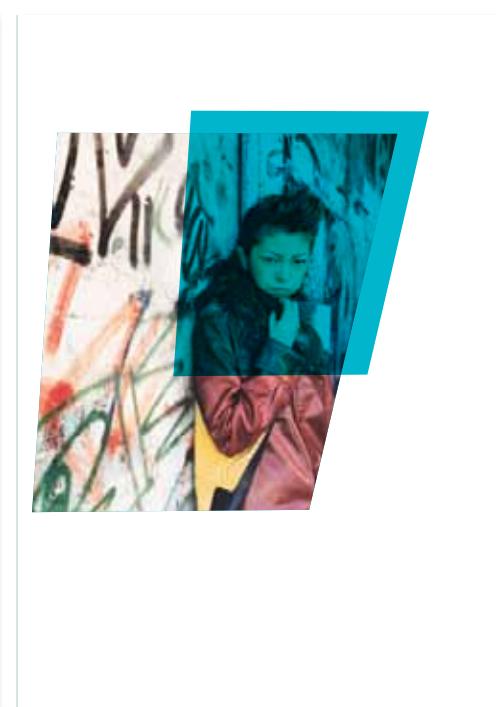
Cropped



Layered



Multiple



Overlay

Our highlight

Images should always interact with our highlight. Use it to hold images, create perspective and highlight details.

images

Our highlight must always be recognisable so please don't distort the structure or distinctive angles.

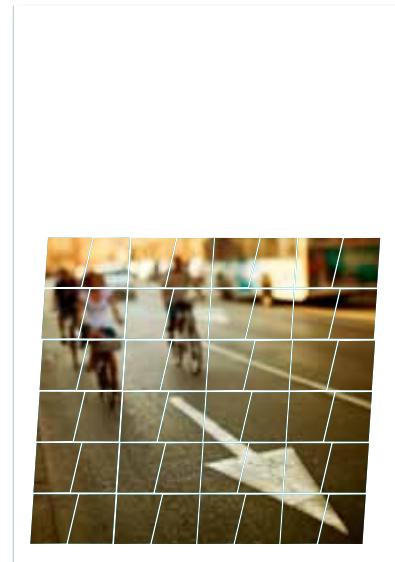
Need some inspiration? Look at how we've used it on page 32.



Text box with drop shadow



Frame



Grid



Translucent text box



Layered overlay



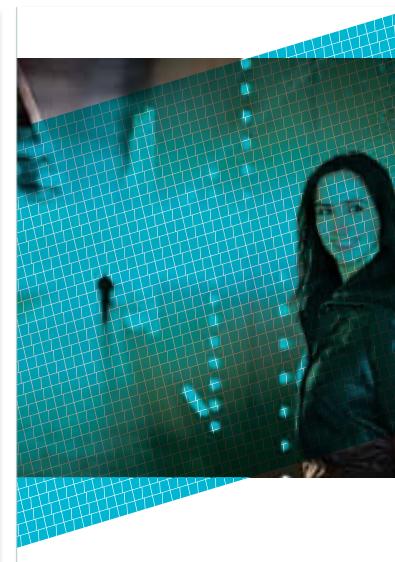
Overlay



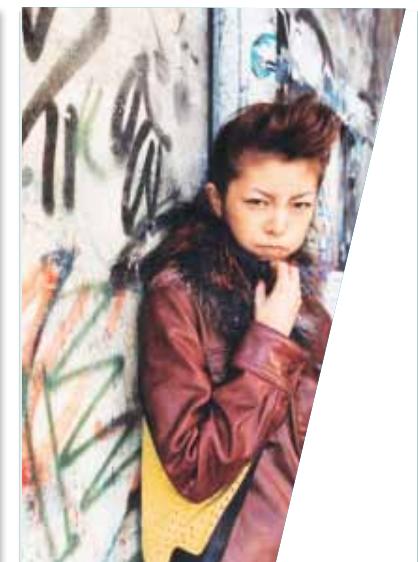
Multiple overlays cropped



Multiple overlays



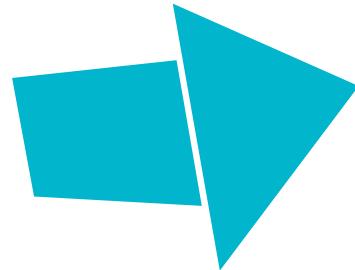
Angled grid



Cropped



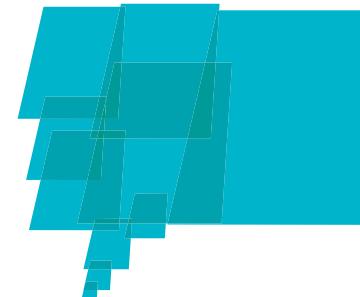
The grid



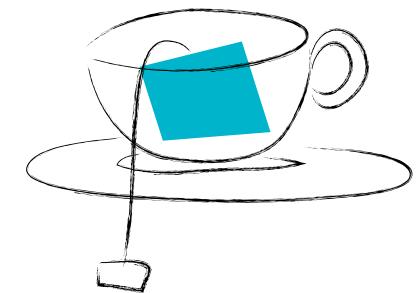
Icons



Bitmap



Layered



Hand crafted

Our highlight

We've created a distinctive range of five illustration styles for you to use across all your communications.

The grid

Icons

Bitmap

Layered

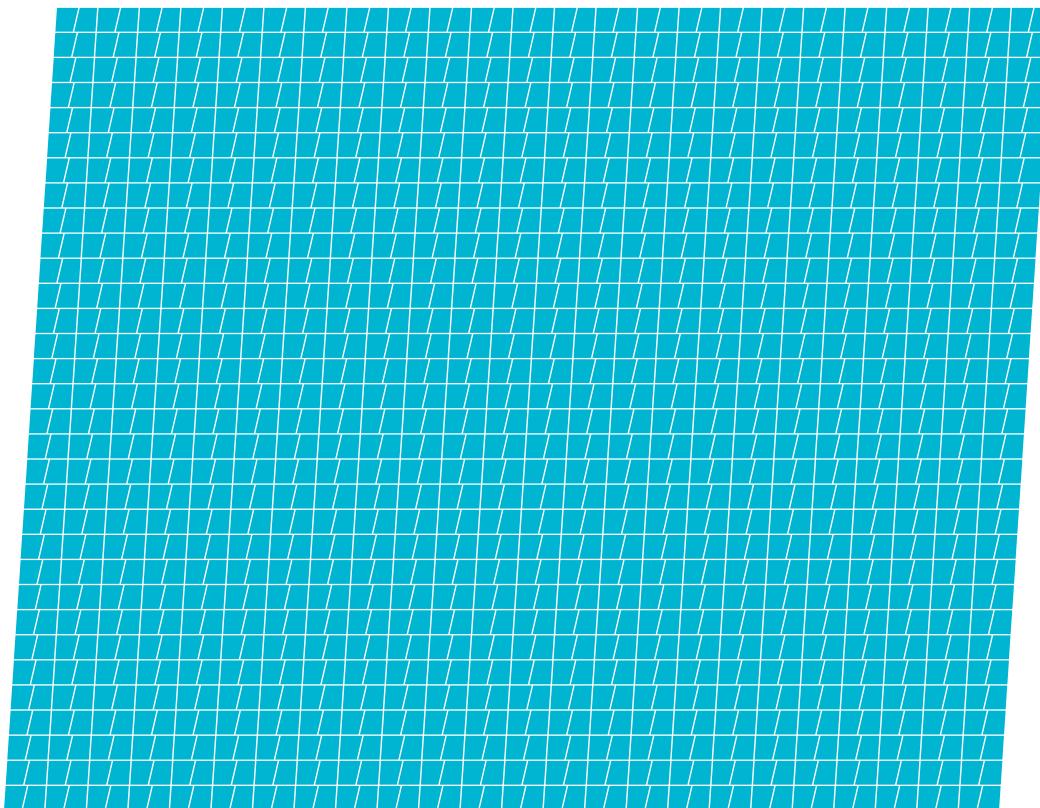
Hand crafted

illustration

Each style has a different tone, but they're all inspired by our highlight.

This approach gives you the flexibility to tailor your communications for different people and places, while retaining our distinctive NUS personality.

Please don't invent any new illustration styles.



Our highlight

We've put our highlight into a versatile grid.

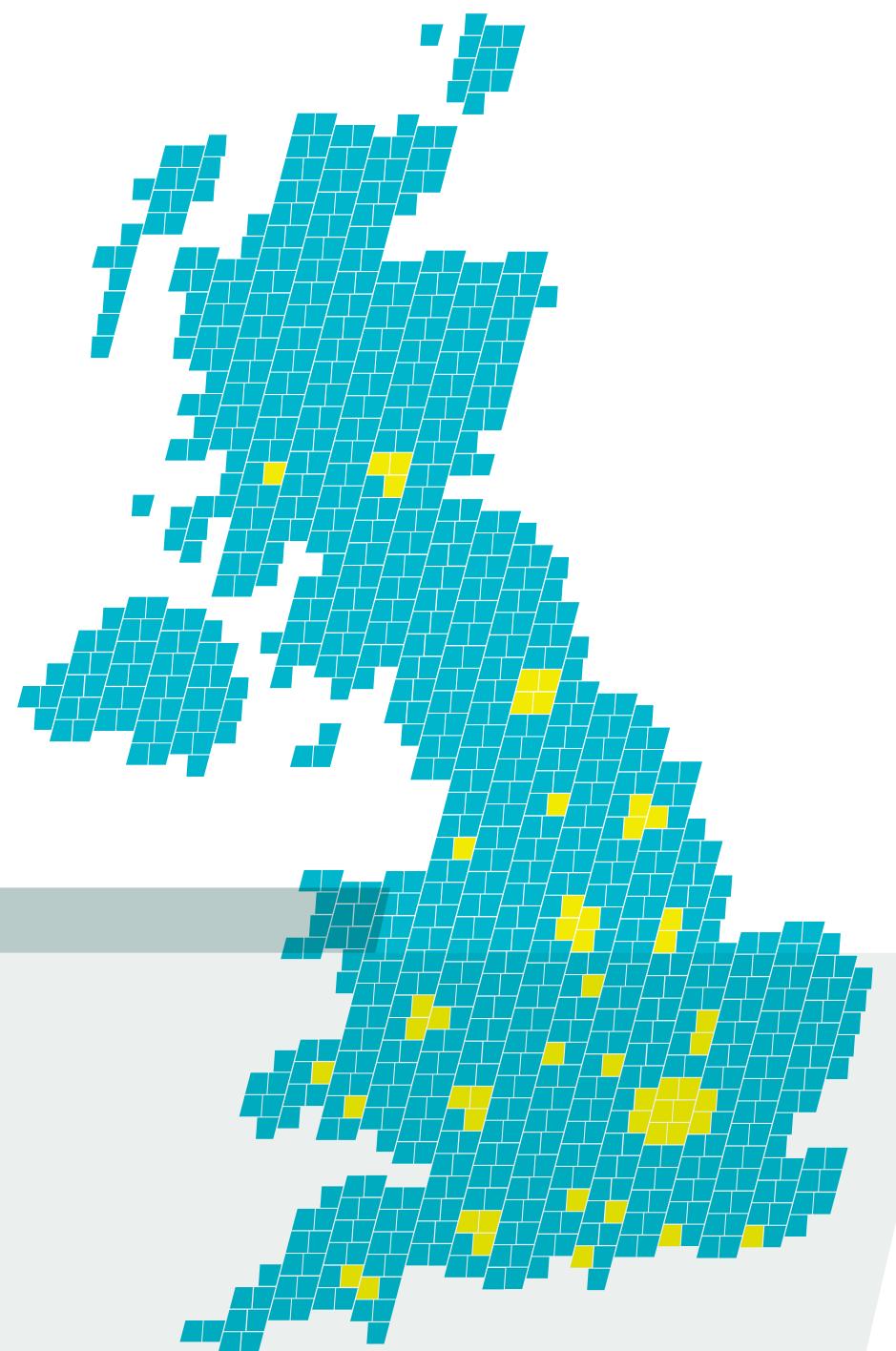
It can add structure to a page or screen, add texture to an environment and help you create illustrations.

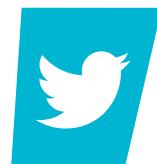
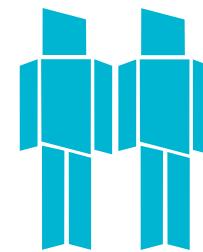
illustration

grid

Artwork

The grid is available as a vector eps file.





Our highlight

We've got a palette of icons ready for you to use on your communications. Our icon style is based on the angles within our highlight.

Formats

Ai

Jpeg

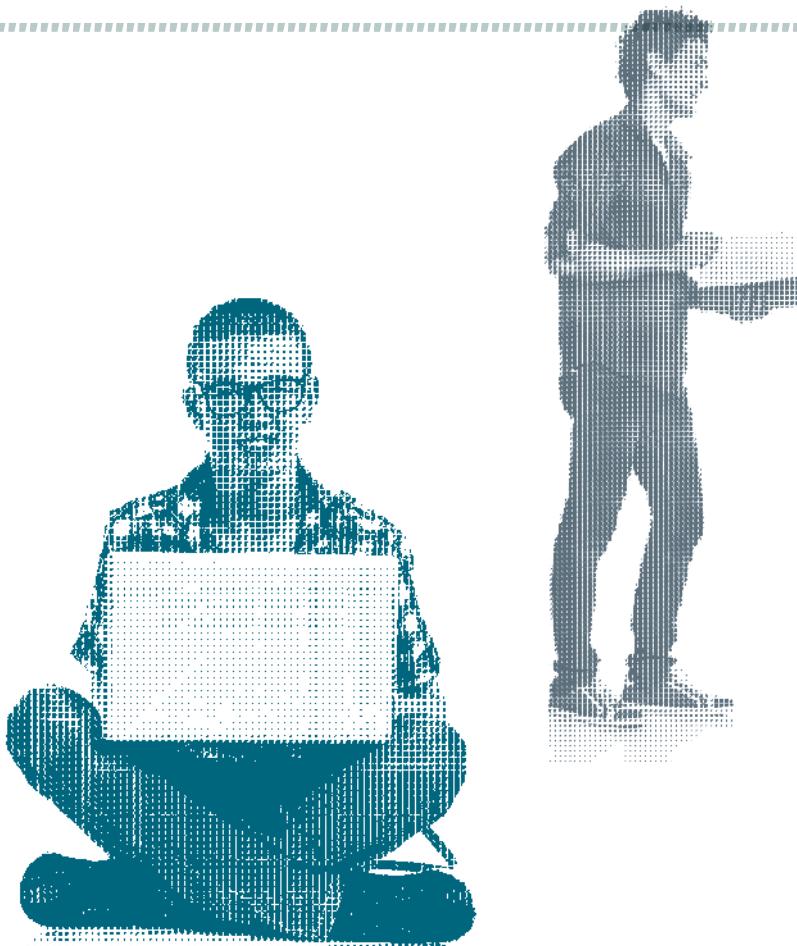
illustration

If you are creating a new icon always ensure they follow our existing brand style. Our icons are based on the highlight and its recognisable angles. They can appear in any colour from our palette.

icons

Approval

Please ask us for approval for all new icons. You can reach us at brand@nus.org.uk



Our highlight

Our bitmap illustration uses the highlight to create a distinctive image style.

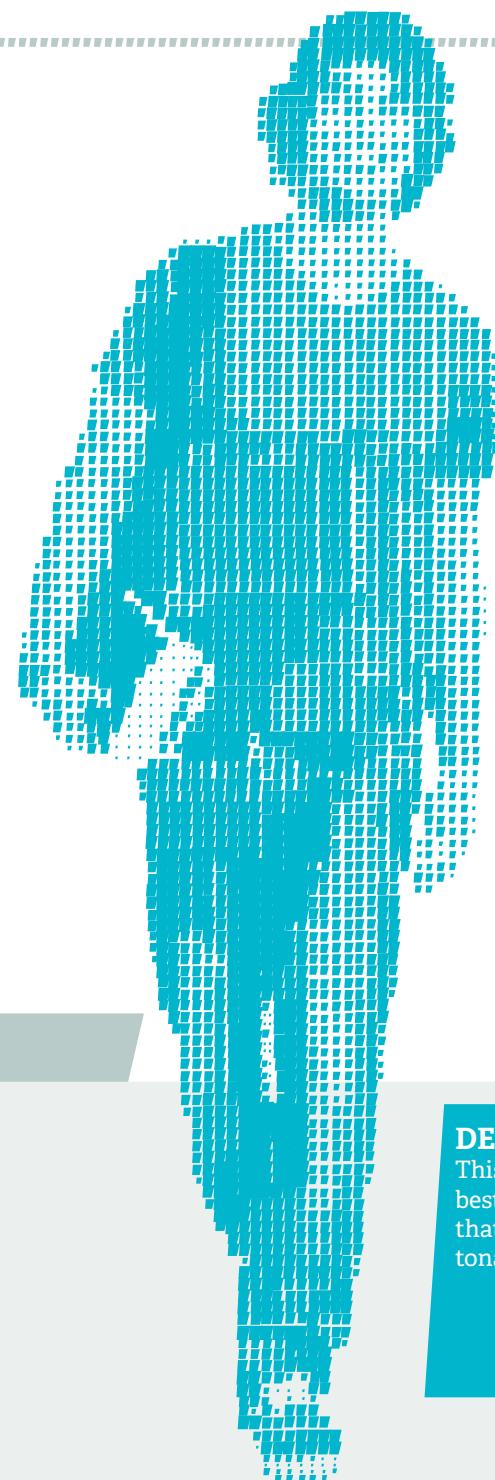
It works more effectively for images of people placed on a clear background.

illustration

Want to use this effect? Follow our step-by-step guide on the next page. You'll need Illustrator and Photoshop installed to achieve it.

Our illustrations can appear in any colour from the NUS palette.

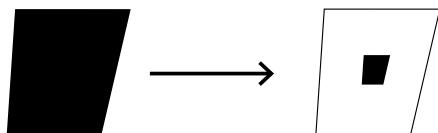
bitmap



DESIGN TIP
This style works best on images that have a strong tonal contrast.

1

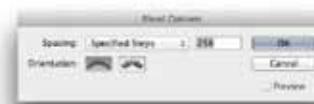
In Adobe Illustrator use a black NUS icon (sized at approx 10x10mm). Next duplicate the icon and size it at 25% of the large shape and place it in the centre. Make the larger shape white.

**2**

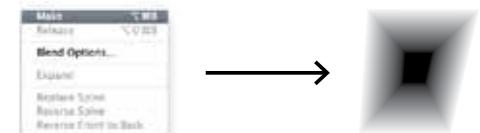
Next go to the menu bar and click Object, Blend then Blend options.

**3**

In the dialogue box select Specified Steps from the drop down and enter 256, click OK.

**4**

Select the two icons and go to the menu bar and click Object, Blend then Make. This will give you a shape to create your bitmap image. Select and copy this shape and open Adobe Photoshop.

**5**

In Photoshop paste your icon shape into a document sized at approx 10x10mm. Select the canvas area and from the Edit menu, click copy.

**6**

From the Edit menu select Define Pattern and name your pattern.

**7**

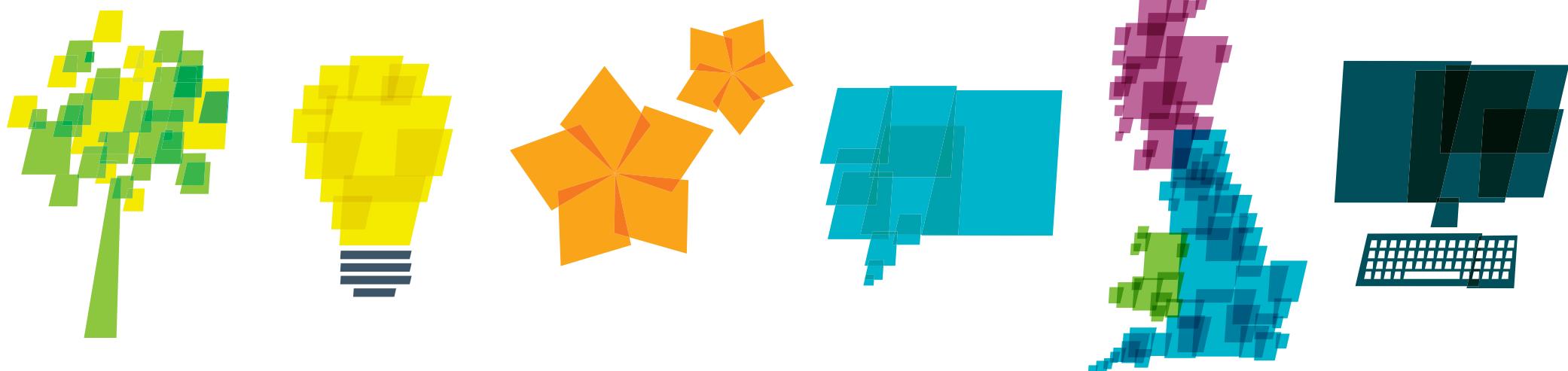
Next open an image that has a white background and select Image, Grayscale image. Next select Image menu, Mode and click Bitmap.

**8**

In the dialogue box under Method select Custom Pattern from the drop-down box, here you can select your pattern. Set Output to between 400 and 2400dpi (different values will determine the size of the pattern shapes).

To adjust your image colour select Image, Mode, Grayscale. Then Image, Mode, Duotone. In the dialogue box you can input a Pantone from our palette to apply to your image.





Our highlight

Our layered illustration style uses the highlight to create a more energised personality.

Each illustration is created from multiple individual highlights layered onto each other to build texture and perspective.

illustration

Sometimes you might need to stretch the highlight to create a small part of your illustration – the trunk of a tree or the base of a light bulb, for instance. When you do this, always retain its recognisable angles.

If you are creating new illustrations always ensure they follow our existing brand style. Illustrations can appear in any colour from our palette.

layered

Advice and guidance

If you need to commission new illustrations, or have any questions, please contact us at brand@nus.org.uk



Our highlight

Our hand crafted illustration style uses the highlight to create a more personalised approach.

Each illustration is created from our layered or individual highlight and brought to life with a sketched line drawing style.

illustration

If you need to elongate the highlight to create a small part of your illustration (as shown above) always retain its recognisable angles.

If you are creating new illustrations always ensure they follow our existing brand style. Illustrations can appear in any colour from our palette.

hand crafted

Advice and guidance
If you need to commission new illustrations, or have any questions, please contact us at brand@nus.org.uk

Initiatives

Sub brands

Events

Initiatives

Why do we have a look and feel? The best brands have an appearance, tone of voice, colours, materials, sound and other sensory elements that help define them in our minds.

The more coherent these appearances and experiences, the quicker and easier it will be to connect with our audiences.

the rules

Before you create a new initiative brand, talk to the brand team first. You can then use the guidelines in these pages to help you develop its identity. We've created four levels for initiatives, products, brands and events.

Sometimes, new initiative brands are created unnecessarily. This can be time-consuming and expensive, plus a mass of different logos can just create confusion and weaken the wider NUS brand.

Before you begin, ask yourself the following questions:

Why do you need a product brand?

Is your product or service significantly different from others on offer, or is it generic?

Would clear signposting be more effective?

However, the key question is...

Does your product have unique benefits above and beyond those given by the backing of the NUS brand?

If the answer is **NO** follow NUS level one.

If the answer is **YES** follow NUS level three.

**Level
1**

**Level
2**

**Level
3**

**Level
4**

Signposting

These initiative logos are signposts for our audiences. Our NUS brand is dominant as we make the greatest contribution to the equity of these initiatives.

Level 1 initiatives are created from a template style. They follow our look and feel exactly, they use our logo typeface, colour and the name appears in a consistent size and relationship to our logo. The product, initiative or descriptor directly benefits from the reputation of the NUS.

Just follow the guidance on page 42.

NUS events and conferences

Event and conference logos follow our distinctive angled style. They use our typeface, colours from our palette and the name appears in a consistent size and relationship to our logo. A logo template helps ensures all NUS events and conferences are consistently promoted and visually connected.

Just follow the guidance on page 43.

NUS driven brands

Sometimes initiative brands need to change the focus from NUS to the product. NUS driven brands reflect our look and feel, but with some distinctive elements – including a unique name and symbol or holding device based on our highlight. There should never be any doubt that this is an NUS brand even though the focus is on the product itself.

NUS driven brands must be supported by the presence of the core logo.

Just follow the guidance on page 44.

Stand alone brands

Occasionally a stand alone brand, where there is no clear visual connection to the NUS brand, will be requested. If so you'll need to present a clear case as to why it doesn't reference NUS. After all, if the NUS logo would harm the project's success, why are we funding or supporting it?

The choices we make can have a long-term impact on the value we derive from them, and on the value of our NUS brand. At best, we might fail to maximise value from this venture, and at worst we might undermine our NUS brand reputation.

Approval must be obtained from the brand team before developing and commissioning.



Illustrator template



Initiatives

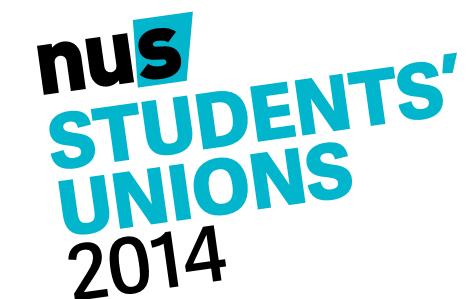
level 1

Our level 1 style clearly signposts the initiatives for our audiences and benefits from a strong connection to our core logo.

To ensure consistency, please use our templates. New logos can also be commissioned from our brand team at brand@nus.org.uk



Illustrator template



Initiatives

Our level 2 style consistently promotes our conferences and events whilst providing a strong connection to our core brand.

To ensure consistency, please use our templates. New logos can also be commissioned from our brand team at brand@nus.org.uk

level 2

events and conferences

Events and conferences can appear in any colour from our palette.



**QUALITY
MATTERS**

Initiatives

Our level 3 style allows our initiatives to have their own personality whilst still retaining strong visual links to the core brand.

There should never be any doubt that this is an NUS brand even though the focus is on the product itself.



**Investing in
Scotland's Future**



**yes to
nus**

level 3

Level 3 logos can only be created from the elements within our visual brand.

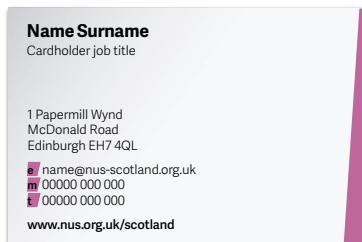
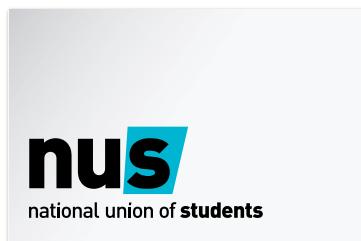
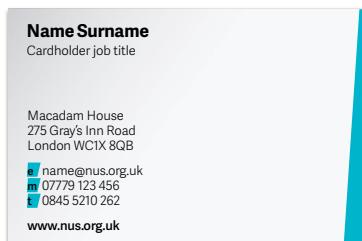
They can use either of our brand typefaces (Adelle and Adelle Sans) in an appropriate weight in upper or lowercase and use any colour from our palette.

You can incorporate our highlight into the logo as a typographic detail or holding device.

NUS level 3 logos must be supported by the presence of the core logo within the same visual space.

Please don't add any off-brand elements or icons.

Applications



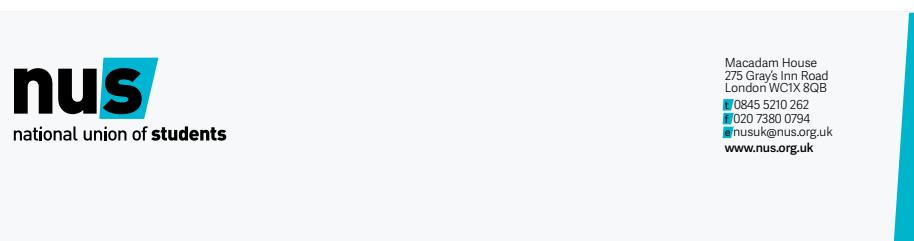
Stationery

Our stationery has a consistent design for the layout, colour and typed letter.

Templates are available for the regions, NUS Wales and NUS Scotland.

Our typed letters use Verdana.

Please contact the brand team for stationery artwork and Word templates. You can reach us at brand@nus.org.uk



Lily Stevenson
10 High Cross
St Columb Major
Cornwall
TR7 2AR

28 September 2014

Dear Lily

Writing a letter? We've got a consistent design for the layout, colour and font you use.

This letter is typed in Verdana 9 point for a reason. This isn't about whether you like or loathe the typeface, it's about keeping things consistent and coherent. By doing this we will make our brand stronger and we'll make our voice even louder. We'll also stop wasting time on things that don't need changing. We can focus all our efforts on what really counts!

We've seen massive changes to the education system and we'll see more. We need to make it clear that NUS understands the realities of student life, that we're passionate about the power of students to drive change. We're full of energy and authority, speaking with and for 7 million student voices.

Our old brand just wasn't doing the job any more. From students to politicians, people weren't seeing the breadth and depth of our work. We've got a powerful vision. We want to shape the future of education, for a fairer, prosperous society. We need to inspire more unions, more students, more policy-makers to work with us to make our vision a reality. So we need to look and sound as inspiring and dynamic as we know we are.

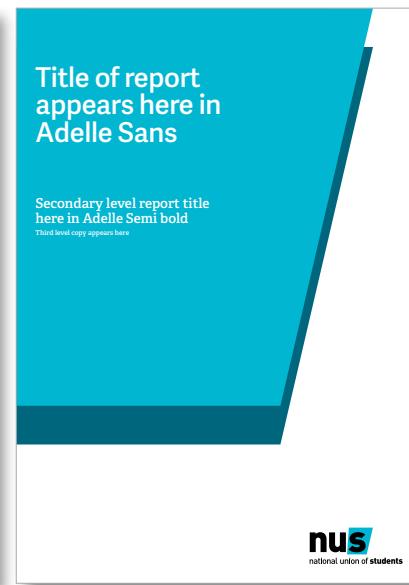
Brand is a tool that helps you get what you want. If we use it well, we'll be a force to be reckoned with.

Yours sincerely

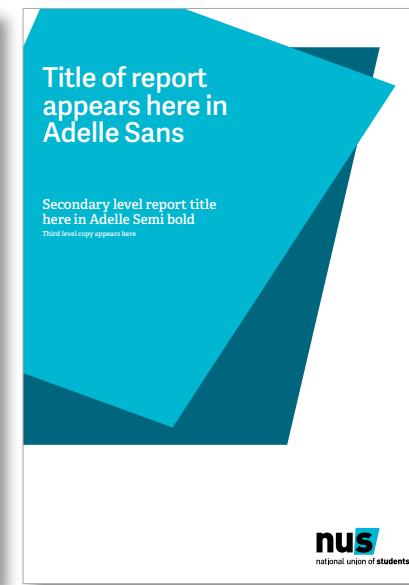
Spencer du Bois



Template 1



Template 2



Template 3



Reports

Our reports have a consistent look and feel. You can choose any of our three cover designs. And each template has the option of four different colour combinations.

covers

Please contact the brand team for report templates. You can reach us at brand@nus.org.uk

Formats

Indesign
Word



Research reports

We've created a consistent style for our research reports.

Each cover has an angled area for images and a set position for headings. Choose any colour from our palette.

covers

Templates are available from the NUS brand team brand@nus.org.uk

Formats

InDesign

Action safe zone

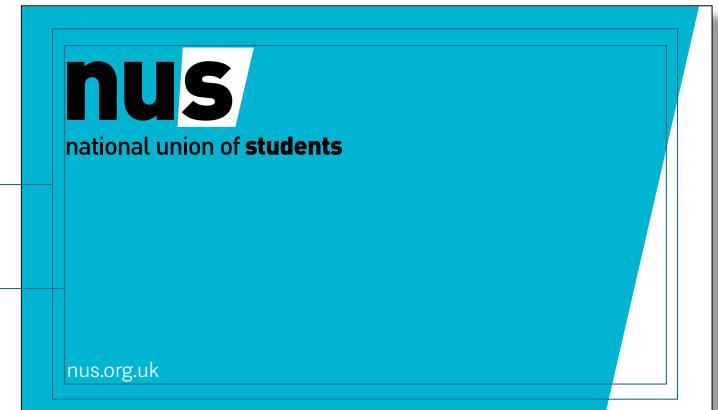
Title safe zone



Intro position

Action safe zone

Title safe zone



Closing position

Video

All of our videos should begin and end strongly with our brand.

end frames

To ensure everyone can see the logo it must be surrounded with a minimum amount of clear space.

Safe zones

It's important to keep the logo and any copy within 'action safe' and 'title safe' areas of the screen. The 'action safe' area is where all significant action takes place. The 'title safe' area is where all the important information must be put to ensure people can see it on the majority of screens.

Please don't put captions, titles or credits in the outer border around the video, as they may not display on all screens.

Typeface

Use our typeface to clearly deliver our titles, messages and contact details without over-the-top or distracting effects.

Toni Pearce

NUS President

Toni Pearce

NUS President

Toni Pearce

NUS President

Caption bar examples

Video

captioning

Caption boxes are a great way to inject our brand into videos.

Angles from our highlight are used to create distinctive boxes, suitable for all backgrounds.

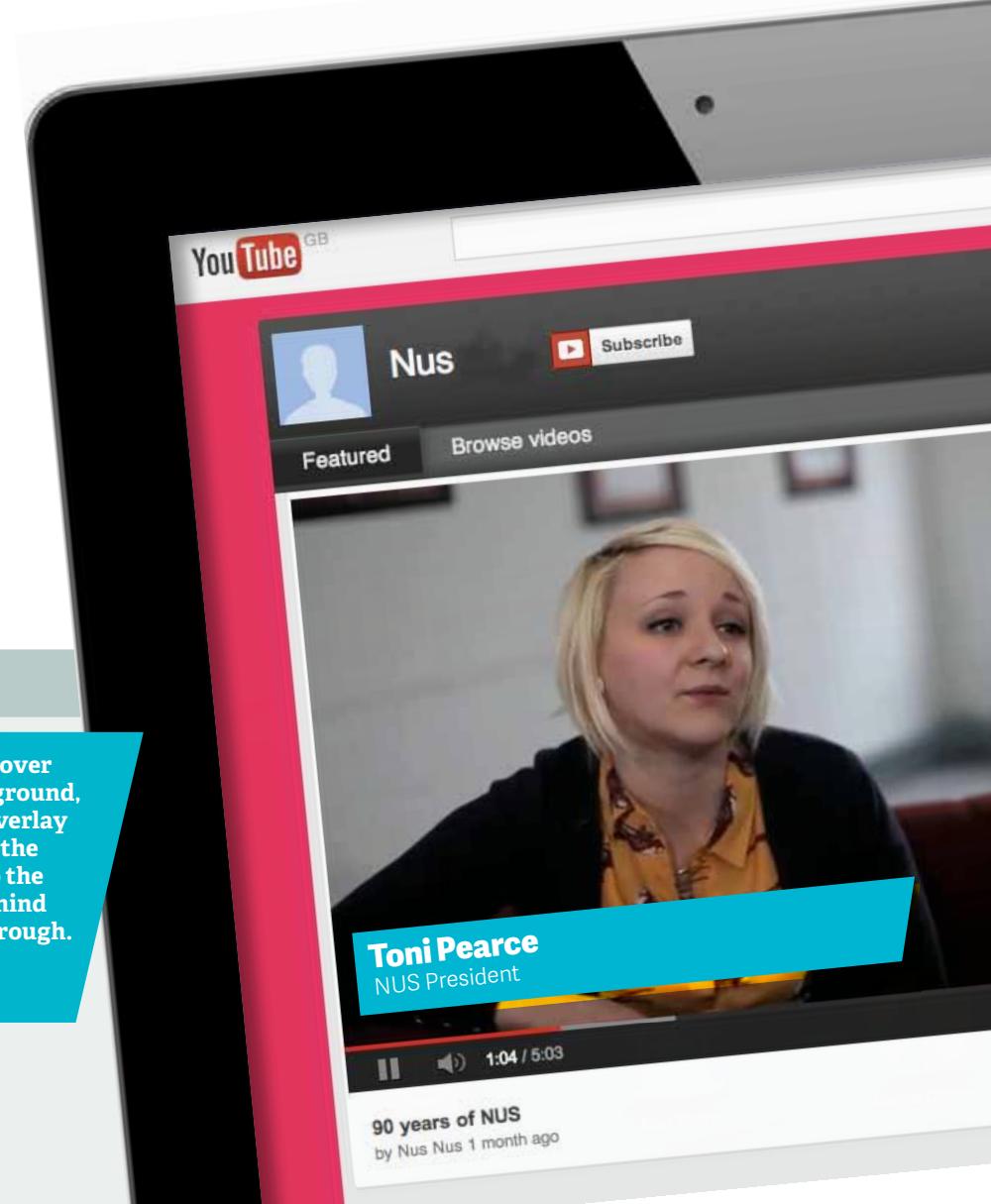
Typeface

Use Adelle Sans Extra Bold for the name or title. Adelle Sans Light is used at a smaller size for all other copy. The recommended minimum copy size is 30 pixels or 31pt at 72dpi.

Graphic panel

You can create this panel by overlapping any palette colour with our yellow. Remember that legibility is key when producing captions – always choose a top colour that's suitable for the background and allows viewers to read the text clearly.

If visible over the background, use the overlay effect on the yellow so the image behind shows through.



1

Black logotype appears

**2**

Highlight swipes in

**3**

Highlight fully visible

**4**

Name style fades in

**5**

Fully visible logo



Video

We can bring our logo to life on screen by using a simple animation of our highlight.

animation

Bring our logo to life on screen by using a simple animation of our highlight.

Above you can see the different stages in animating our logo. The animation can be used at the beginning and end of our videos, on our website or it can be embedded into our on-screen applications.

It lasts 3-6 seconds.

Please don't use any other animation style. Overly elaborate effects, such as dissolves and flips, will detract from the impact of our logo.

vision. We want to see...
We need to inspire more unions, more students,
us to make our vision a reality. So we need to look and sound as inspiring as
dynamic as we know we are.

Brand is a tool that helps you get what you want. If we use it well, we'll be a
force to be reckoned with.

Many thanks,
Dave

Dave Gilmore
Communications Engagement Manager

 07811 370589

 0845 5210 262

NUS HQ, Macadam House, 275 Gray's Inn Road, London WC1X 8QB



nus
national union of **students**

NUS Email Disclaimer: Please visit the following web link for NUS email disclaimer www.nus.org.uk/nus-email-disclaimer

Email

Email signatures not only provide accessible contact points, they also reinforce our brand every time we hit 'send'.

Templates are available for NUS Wales and NUS Scotland.

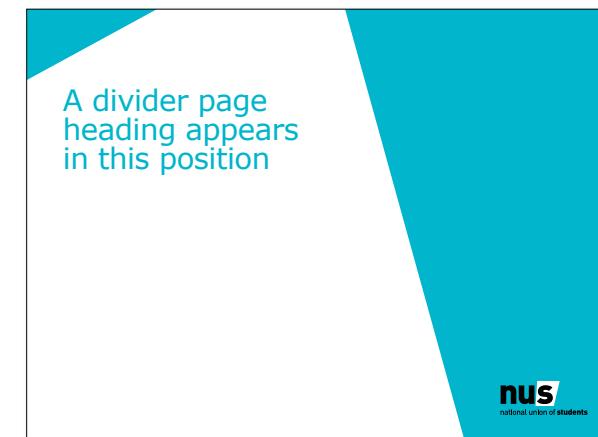
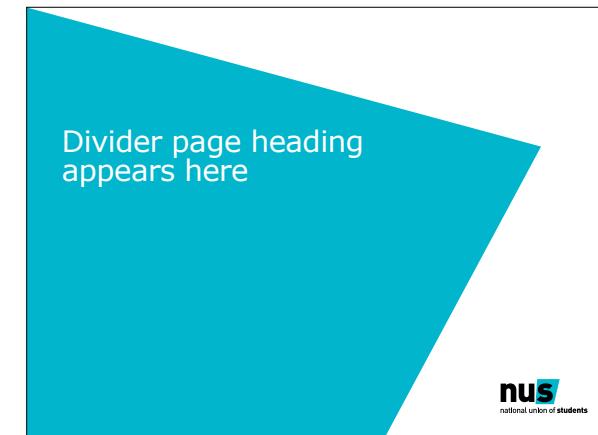
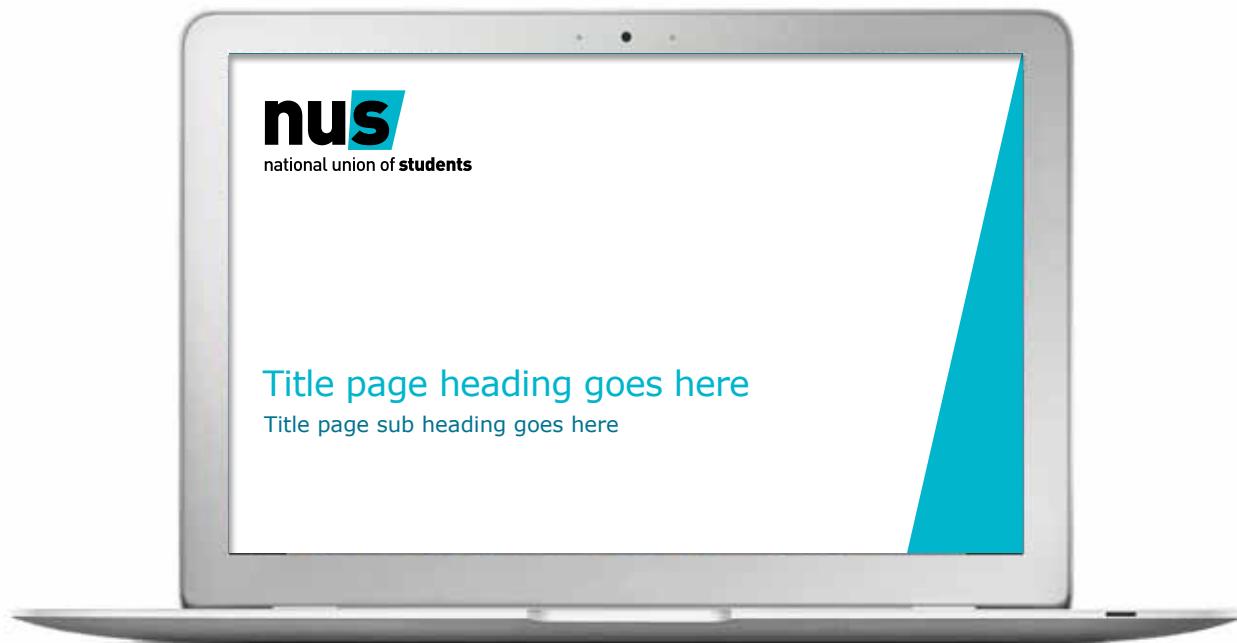
signature

Our email signature templates have a consistent design for the layout, colour and copy, which you can then customize with your individual details.

Every email you send from your NUS account should have your email signature embedded in it.

Please contact the brand team for templates. You can reach us at brand@nus.org.uk

Please do not add
any other text or
imagery to your
email template.



PowerPoint

Our PowerPoint templates are clear and simple, allowing our brand to support the message in your presentation.

Our PowerPoint templates have a consistent design for the layout, colour and copy of all title and text slides. There are two layout options for divider slides.

Clip-art and animations should be avoided.

Please use Verdana as the typeface for all slides.

Please contact the brand team for templates. You can reach us at brand@nus.org.uk

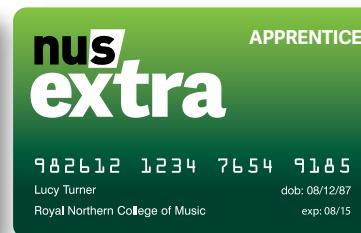
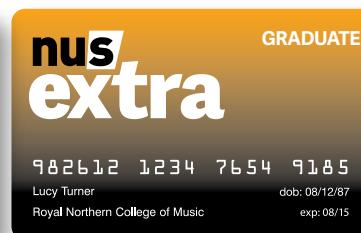
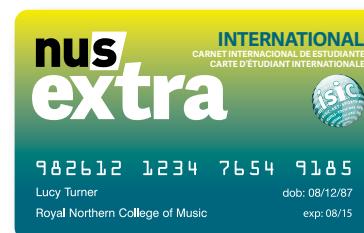
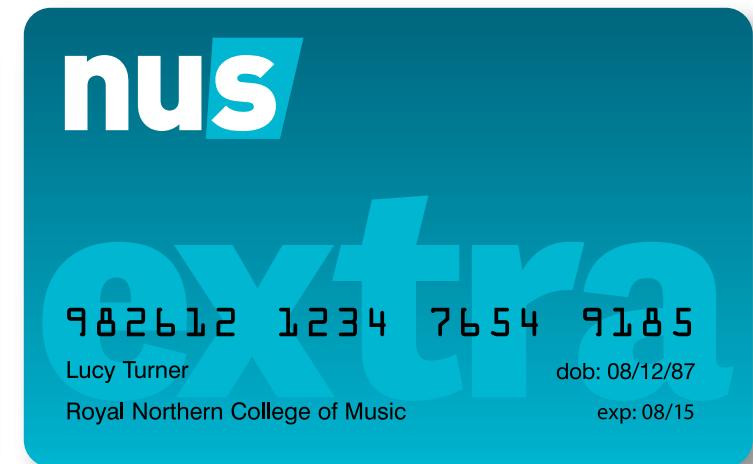
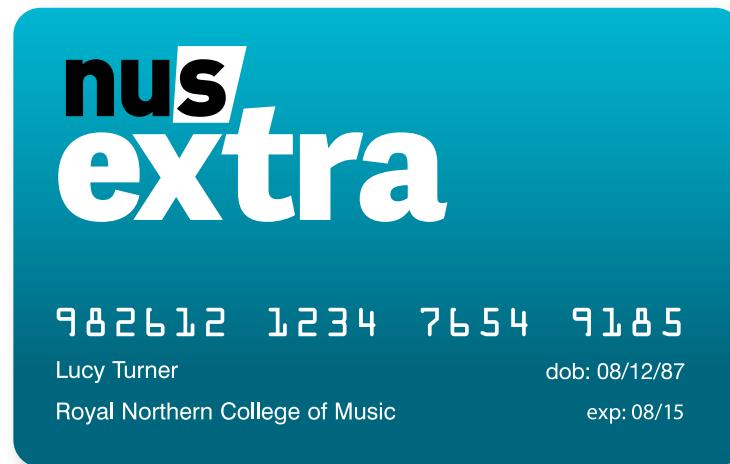
Text page heading will go here

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- Bullet point 1
- Bullet point 2
- Bullet point 3
- Bullet point 4
- Bullet point 5



**nus
extra**



NUS extra

NUS extra is one of our most high profile products, so it's important it always chimes with our core brand.

NUS extra uses all the elements from our core brand – colour, typography and the highlight.

the card

The extra name adopts our level 3 initiative logo style. The discount cards follow a consistent style and use our colour palette to differentiate.

**£12 for
12 months
of savings**

The essential student discount card



nus extra
982612 1234 7654 9185
Lucy Turner
Royal Northern College of Music
dob: 08/10/87
exp: 08/13

Visit nus.org.uk
Can you afford not to?

nus extra

**£12 for
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Can you afford not to?

nus extra

NUS extra

These leaflet examples show how the elements of our brand language can be used to effectively promote the NUS extra card.

promotional

NUS extra materials might feature a student in our portrait style, create a dynamic graphic with our highlight or bring the card's benefits to life using our illustration style.

Keep it simple. Promotional materials should be eye-catching and have a clear call to action.

Further information

Need guidance, advice or some templates? You can reach us at
brand@nus.org.uk