

A new brand identity  
for Bristol SU

# Project Background

Why we need to rebrand and a summary  
of the process leading up to and including  
the initial creative

# What are the problems with our current brand?

- Students don't understand what the SU does
- Poorly organised sub-brand structure means we aren't always getting credit for the services we provide
- Our current brand identity is not able to be used in a consistent and recognisable way

# Highlights from the Strategy

**“Belonging”**

**“Build Communities”**

**“A Powerful Collective”**

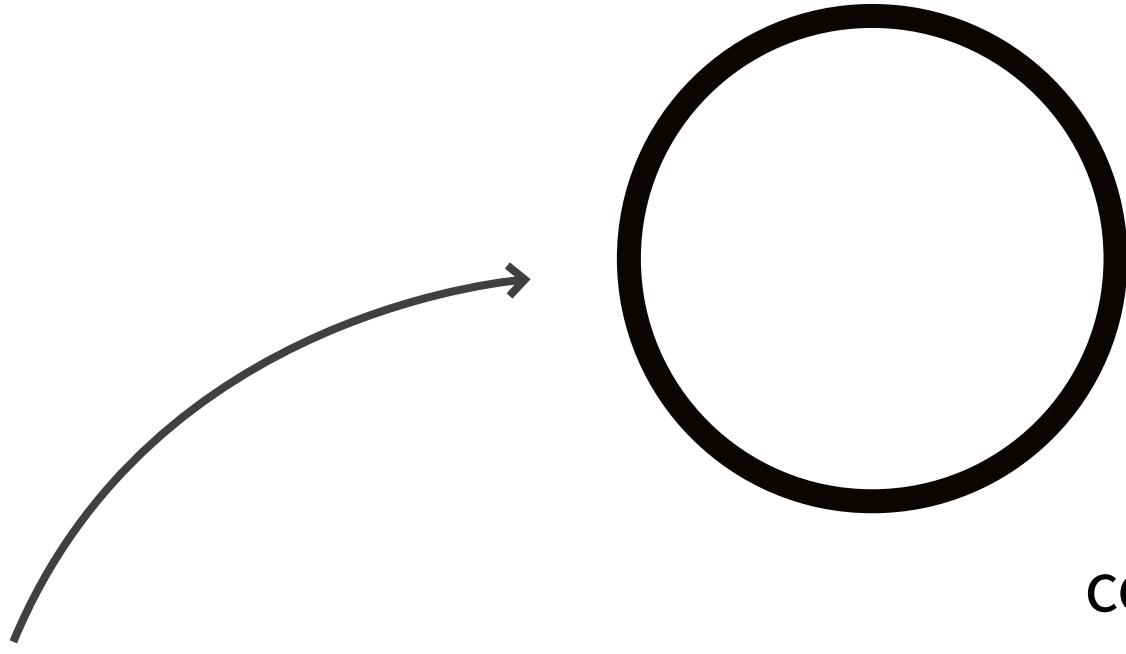
**“Supported and Empowered”**

**“Home from Home”**

**“Inclusive”**

**“Fun”**

**“Hope and Change”**

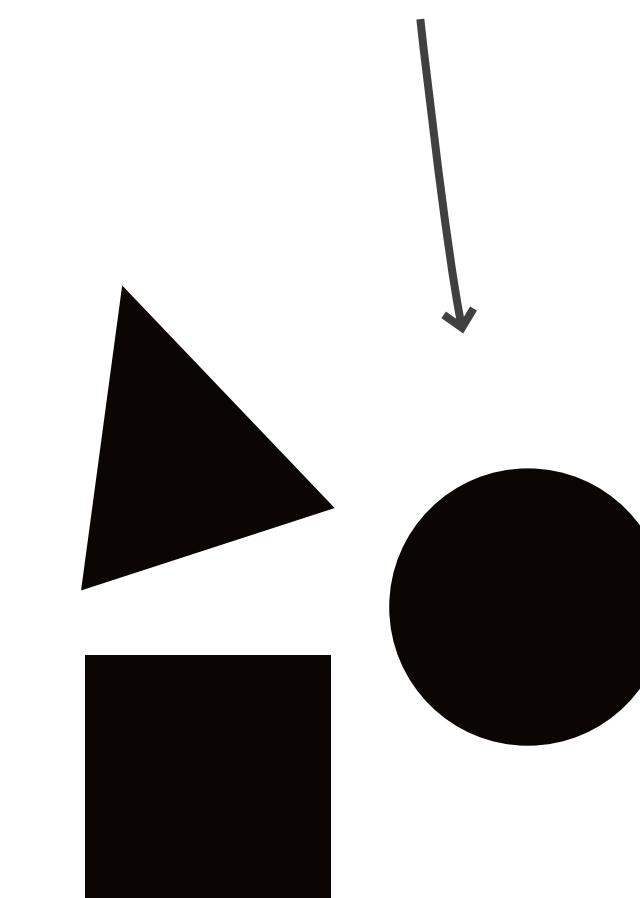
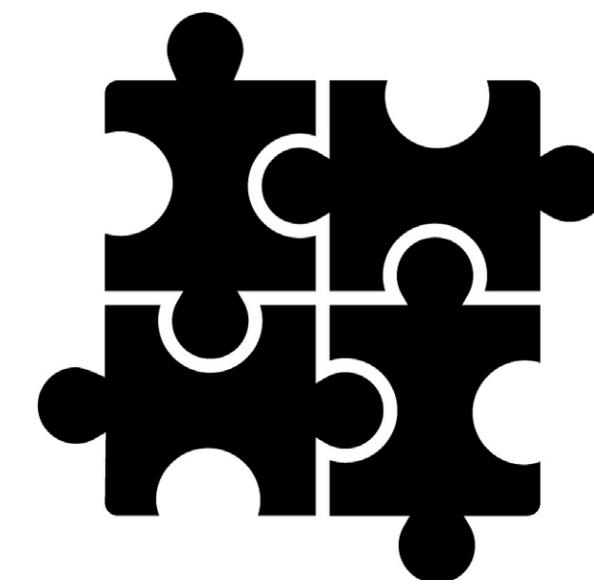
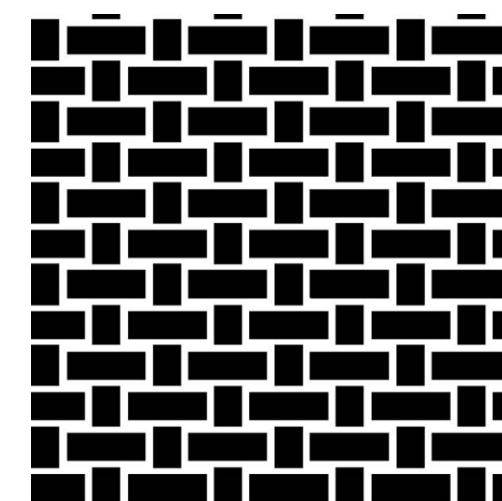


Circles to represent  
community and belonging

# The impact of togetherness

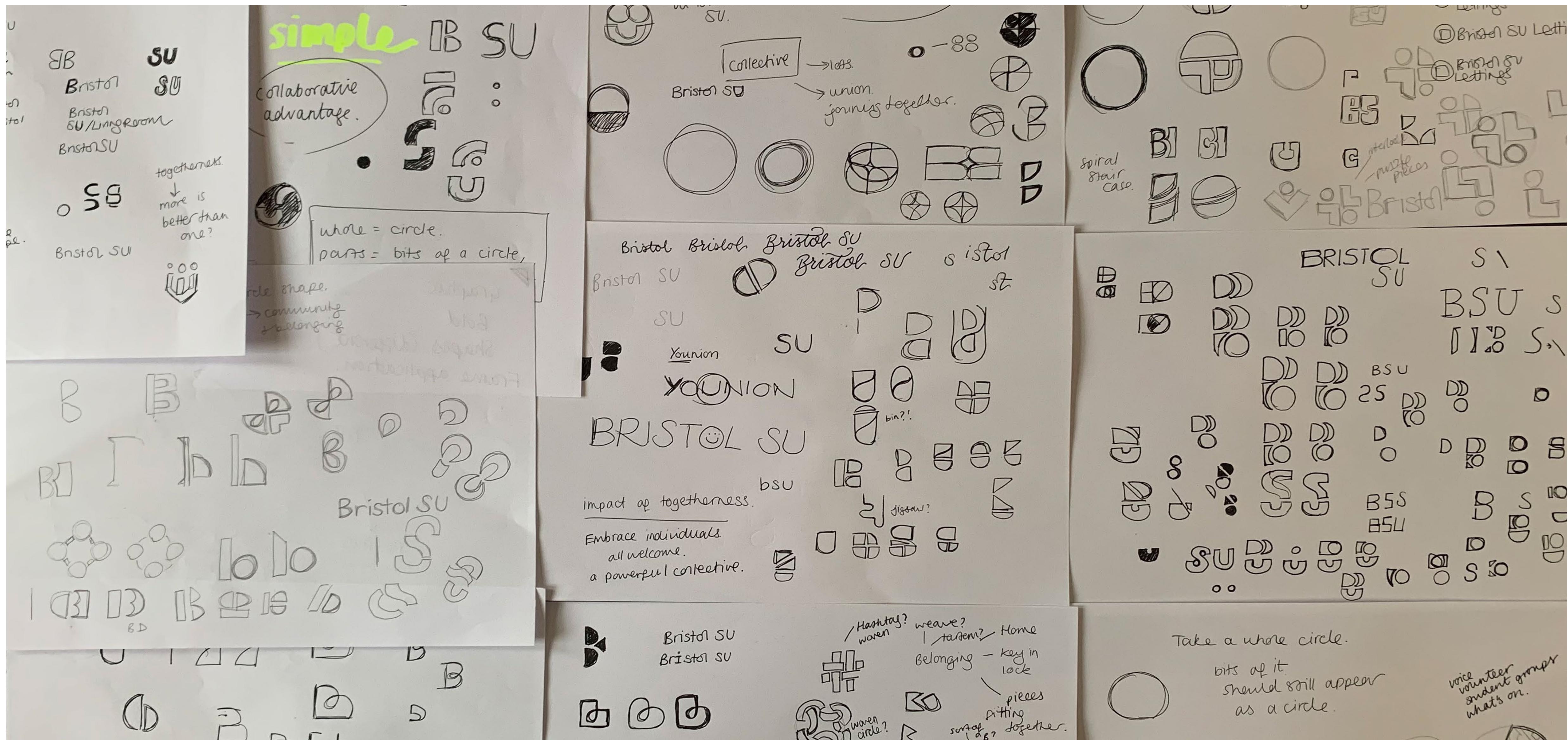
## Greater than the sum of its parts

Smaller pieces fitting  
together into a bigger  
picture (weave/jigsaw)

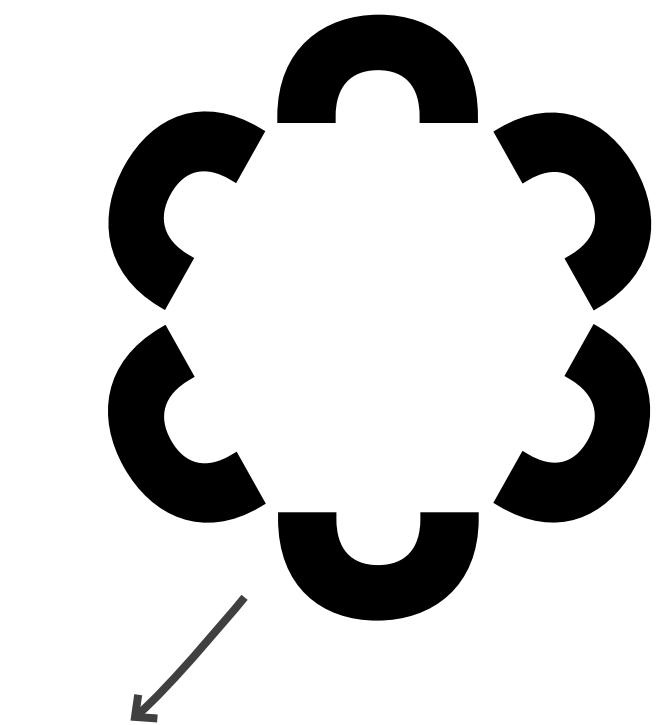


Geometric, abstract  
shapes we can build a  
design system with

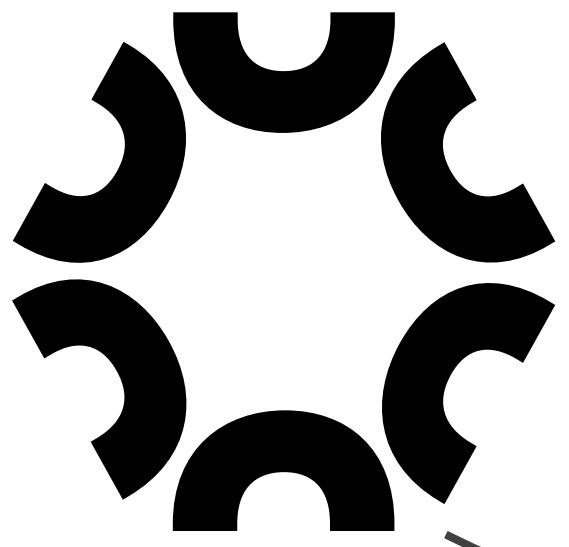
# Initial Sketches



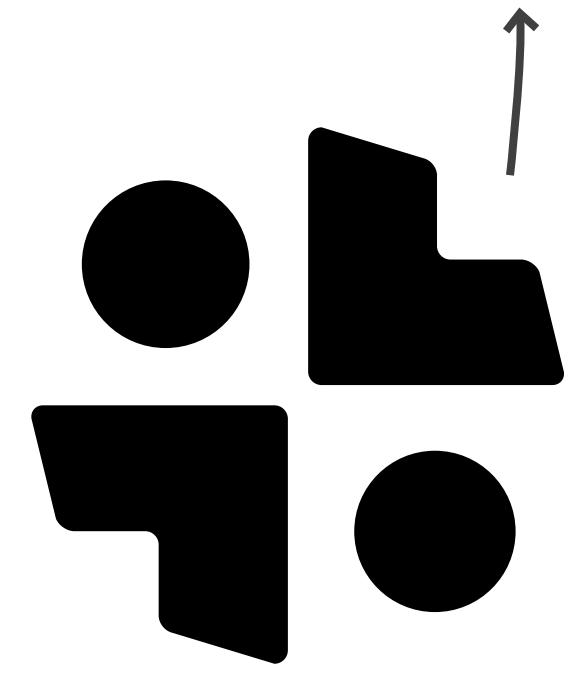
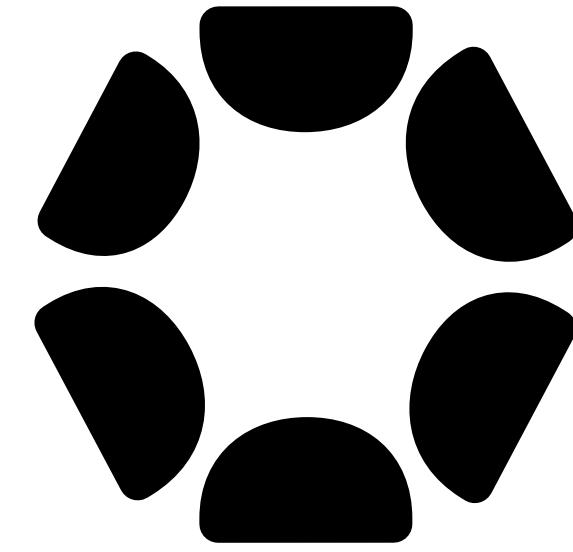
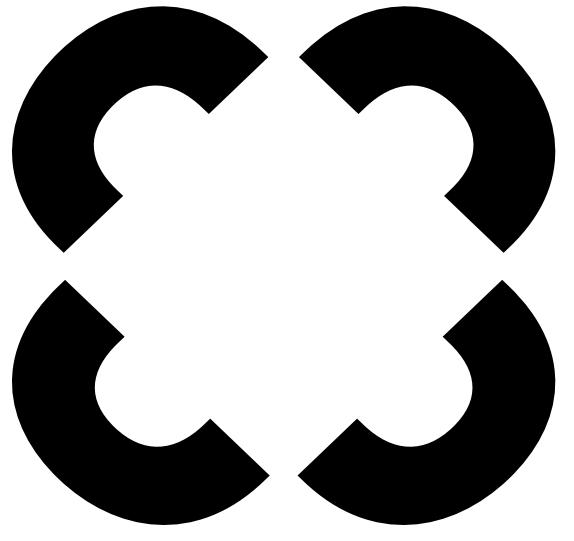
# The ideas that didn't make it



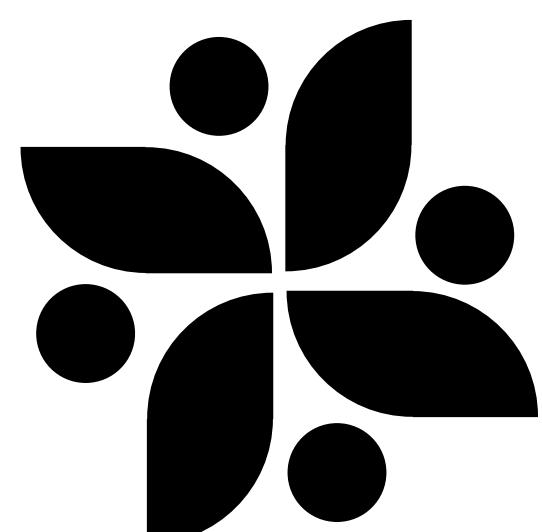
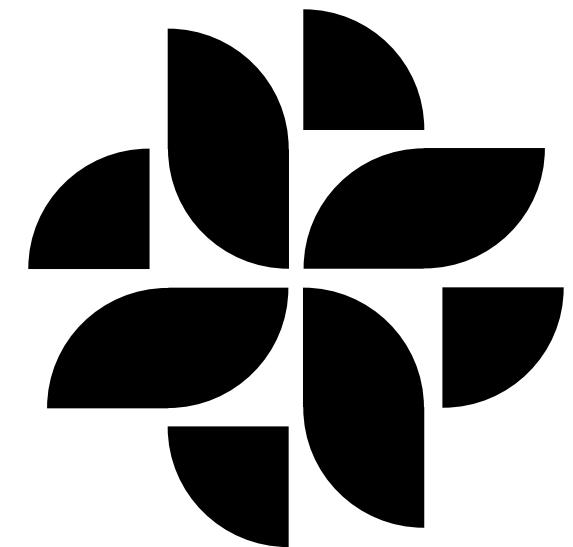
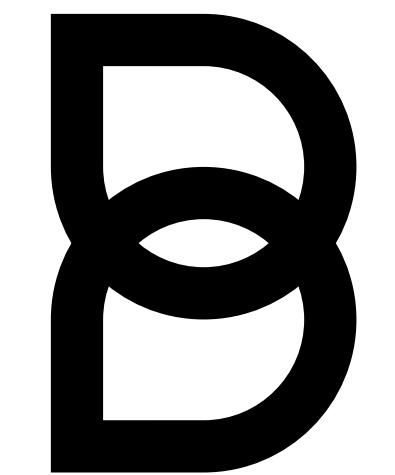
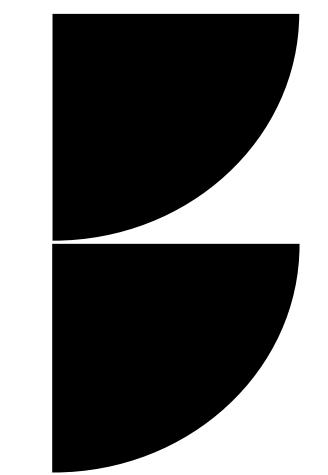
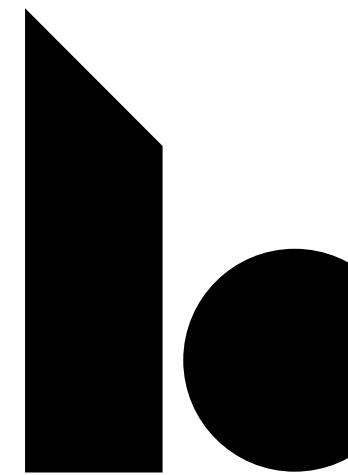
Too much negative space



Looks a bit like Covid??



Looks like an angry face if you rotate 45 degrees



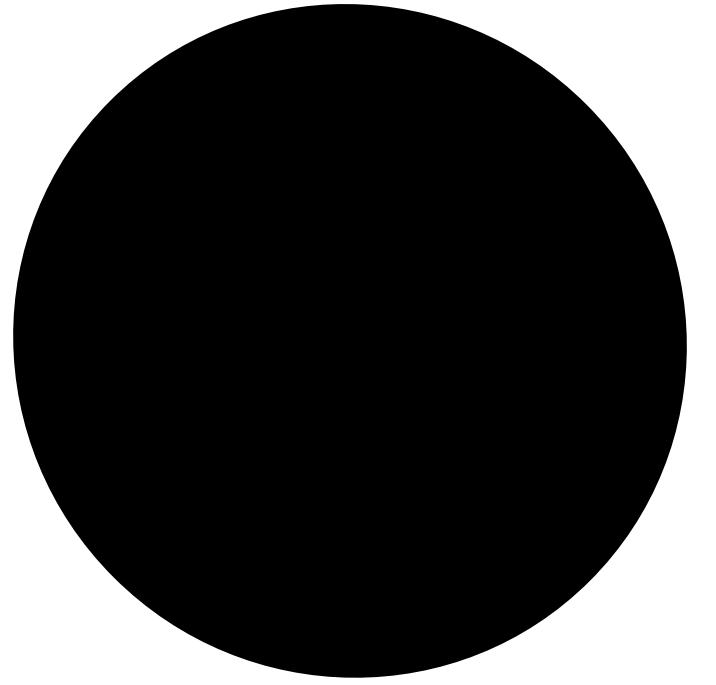
An abstract B form, but we don't abbreviate Bristol SU to BSU

# First logo draft

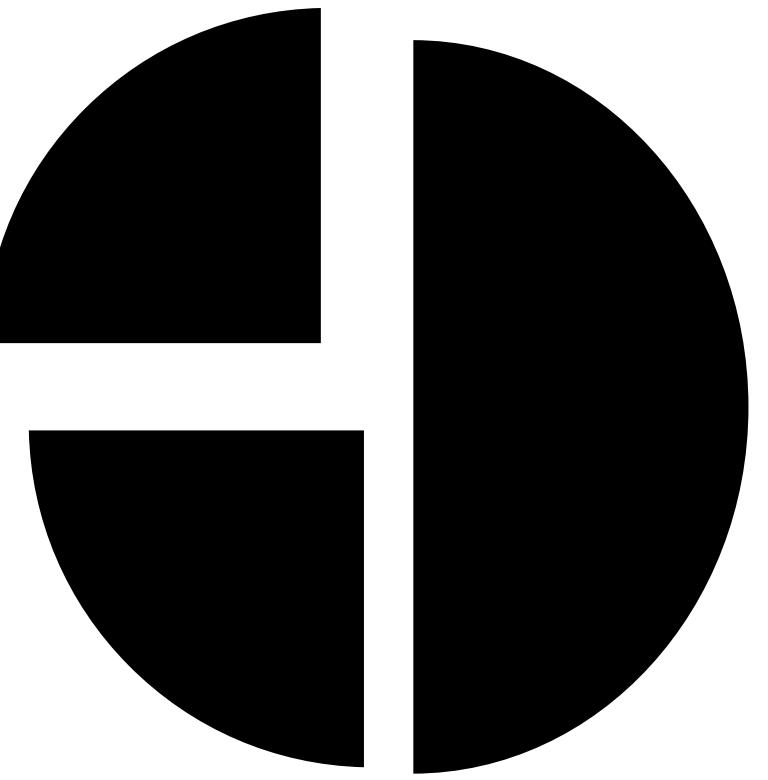
Presented in January to select group of staff



# Symbol Creation Process



**Circle = community**



**Parts of a whole**



**Student**

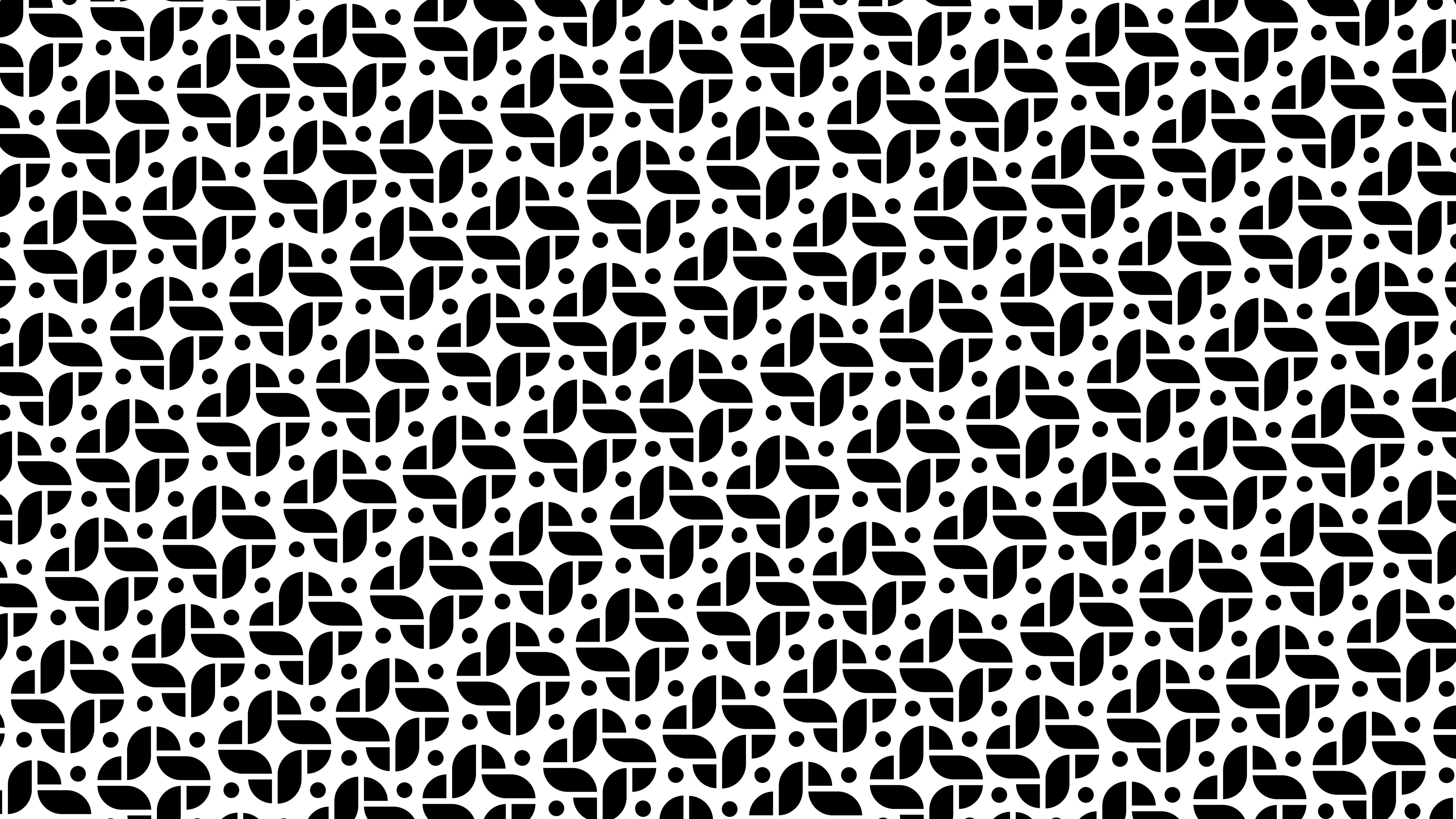
# Symbol Creation Process



**Student**

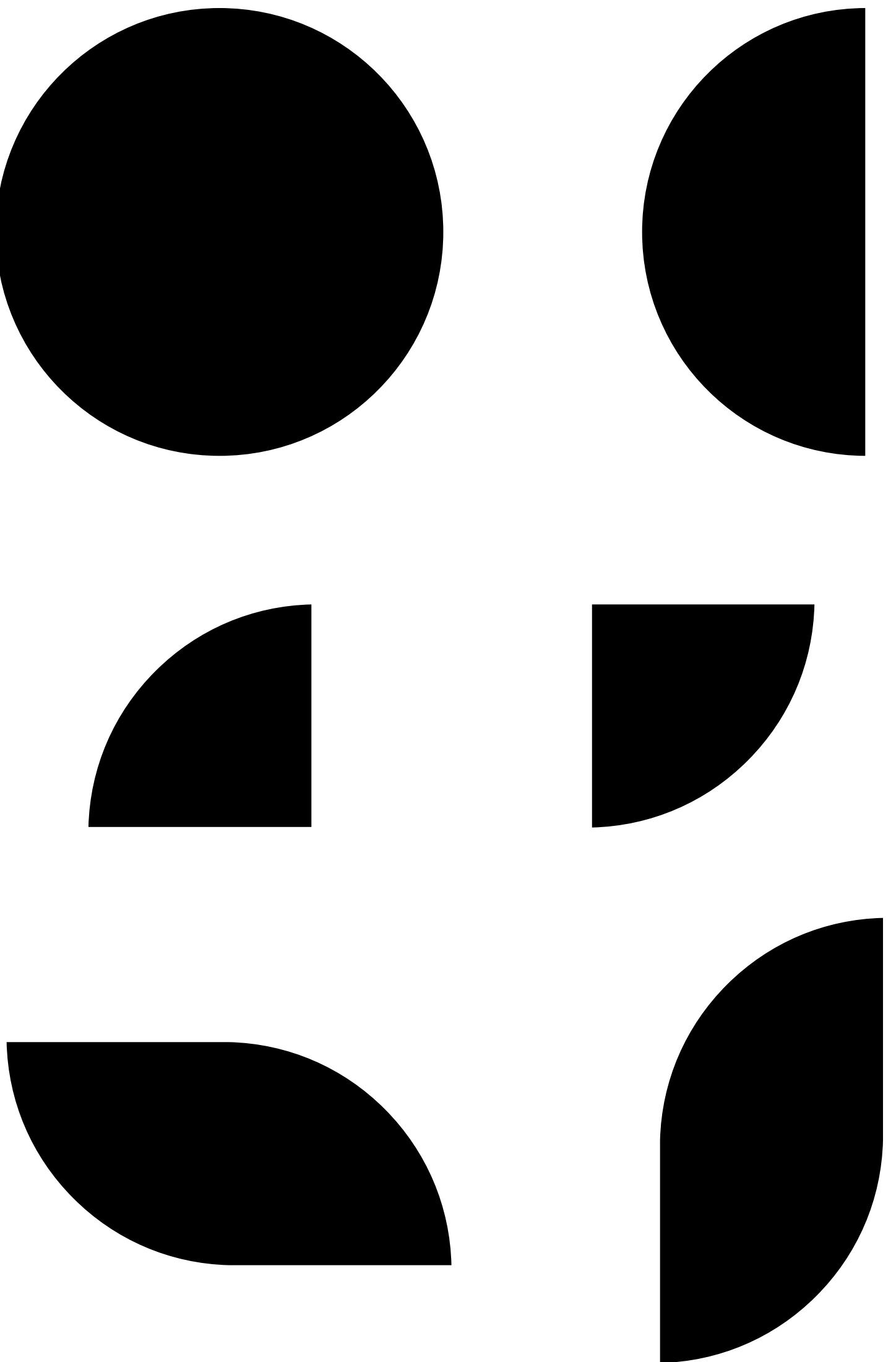
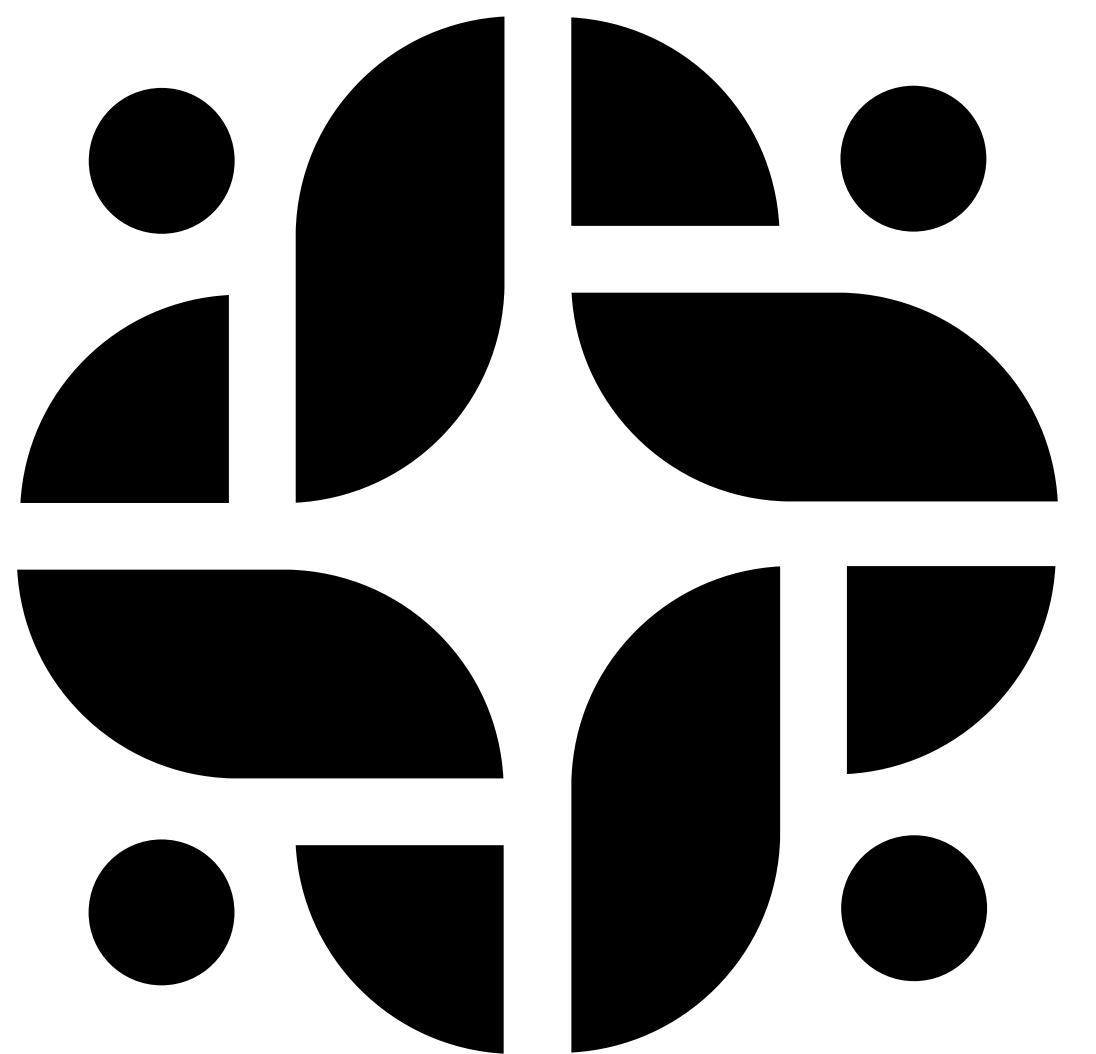


**Student community**



# Brand Elements

- The symbol is made up of shapes which all stem from the original circle. We can use these shapes within our brand identity system to create a cohesive look and feel.



# Creative Development

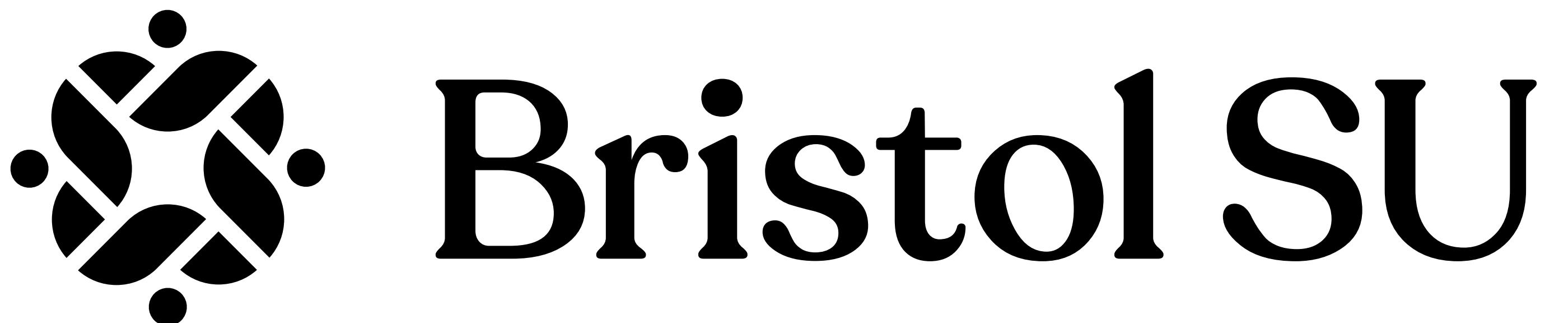
**Refining the logo design and building a  
full visual brand identity**

# Logo Development

- Rotated the symbol 90 degrees so it feels more open and friendly, less blocky or techy. This rotation also highlights “the student”, as the top one is upright.
- Changed the typeface to something more friendly and less corporate



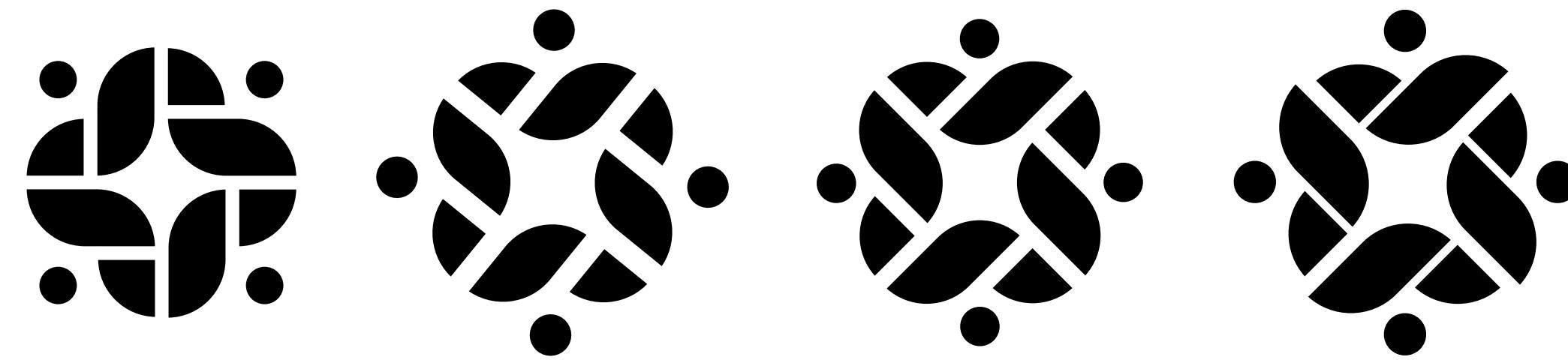
**Version 1**



**Version 2**

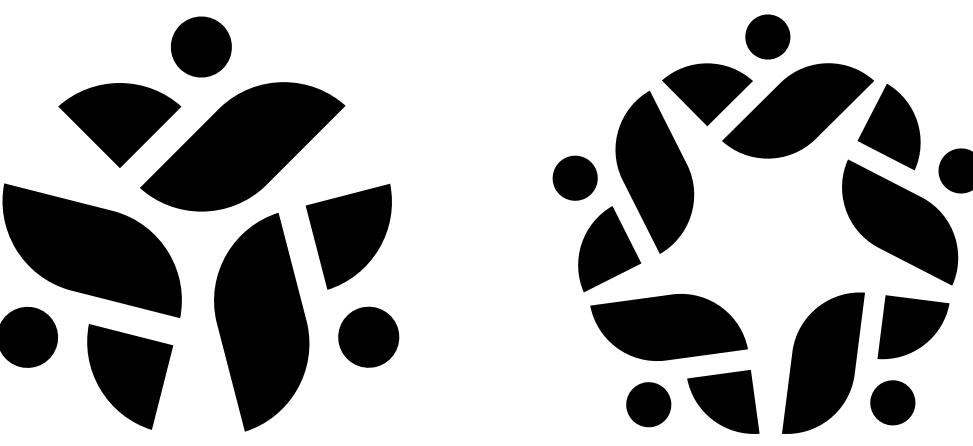
# Symbol Development

- Exploring other options and the reasons why they don't work



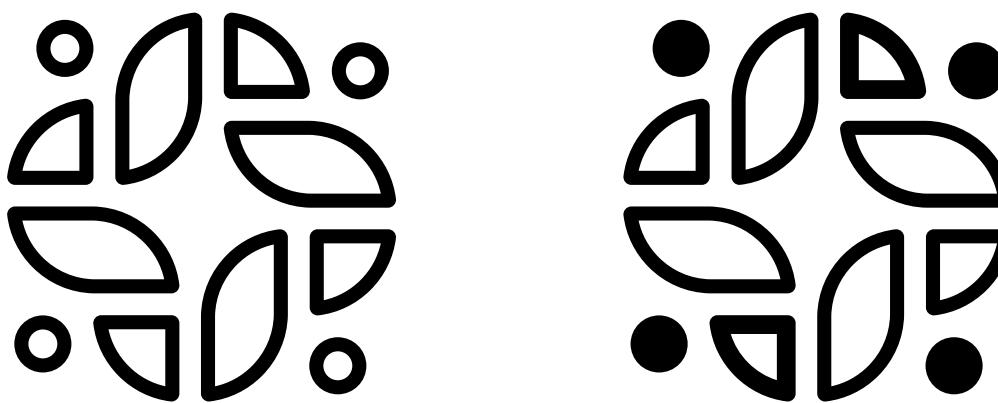
## Number of students?

- Needs to be 4 for the geometry to work and to keep the woven look



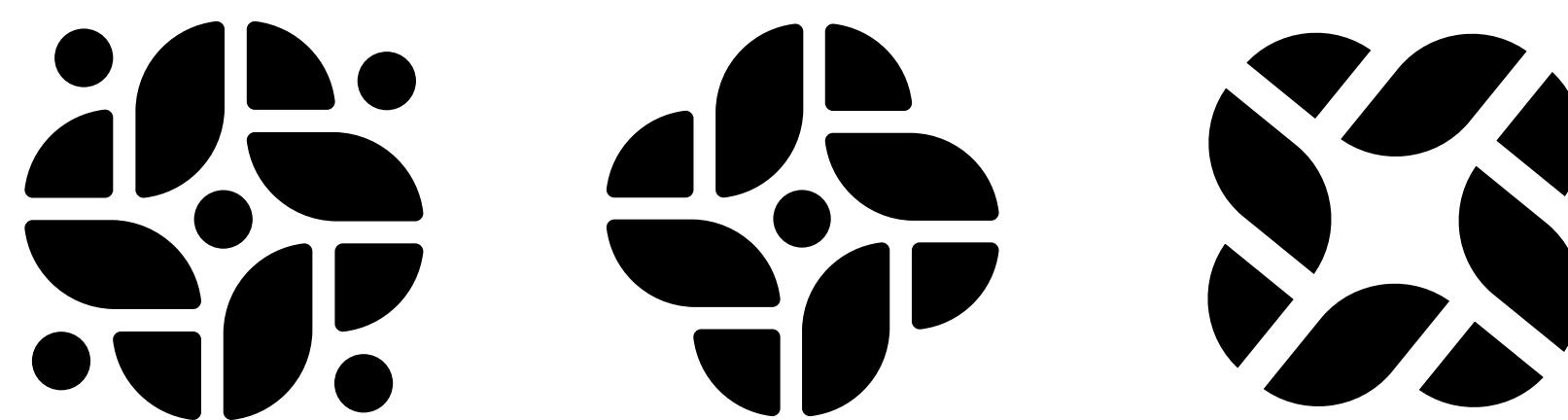
## Gap Size?

- Slightly larger than original version so it scales down better, but not so large that the elements are too distant. Gap size needs to be consistent throughout symbol for geometry



## Outlines?

- Loses weave concept and becomes too busy/doesn't scale down well

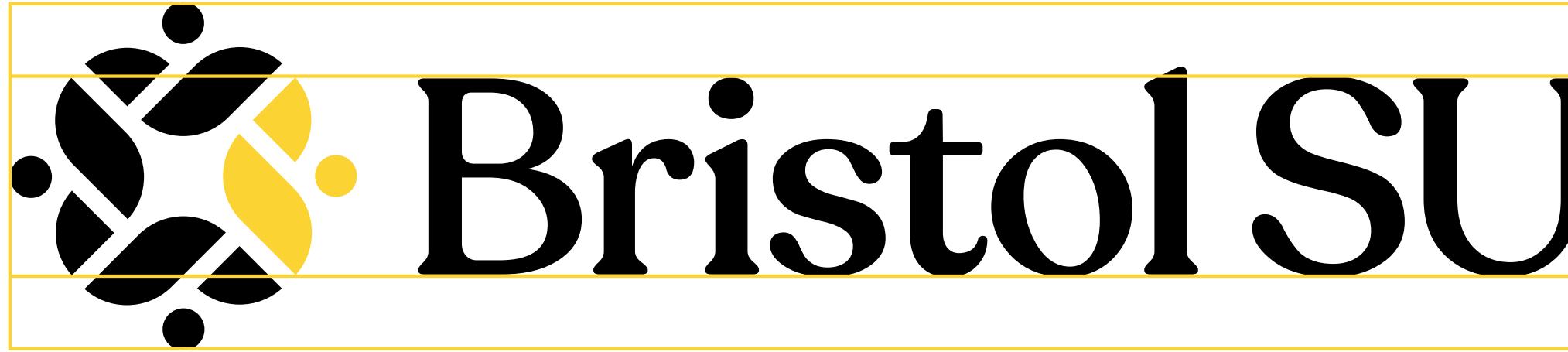


## Other layouts?

- Loses student concept

# Relationship between symbol and typography

- Exploring the size relationship between the symbol and the typography. I have kept the symbol the same size on all these examples for reference



## Smallest Text Version

The height of the B is the same width as the student. It also gives us space to move Bristol SU higher up and put a sub-brand name beneath. This measurement is also very close to the “Golden Ratio” which is a mathematical way of creating well balanced designs.



## Middle Version

The height of the B is equal to the corners of the top and bottom students. Proportionally, this works well too, but it does start to make the rectangle shape of the overall logo wider which isn't ideal.



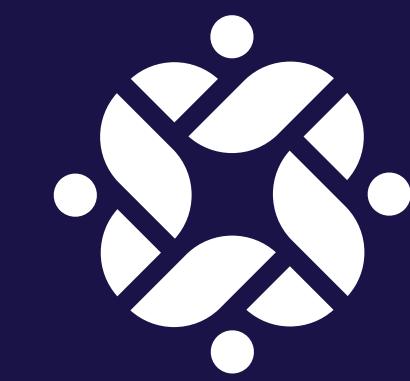
## Largest Text Version

The height of the B is the same height as the symbol (excluding the heads). The overall logo becomes a very long rectangle in shape which is trickier to use (particularly in combination with UoB logo). Proportionally the text just looks too large.





Bristol SU



Bristol SU



Bristol SU



Bristol SU



# Colour Palette

Designed to be bright and colourful, but with a much tighter range than our current palette. Using colours meaningful to Bristol and in our existing spaces which we know students love.

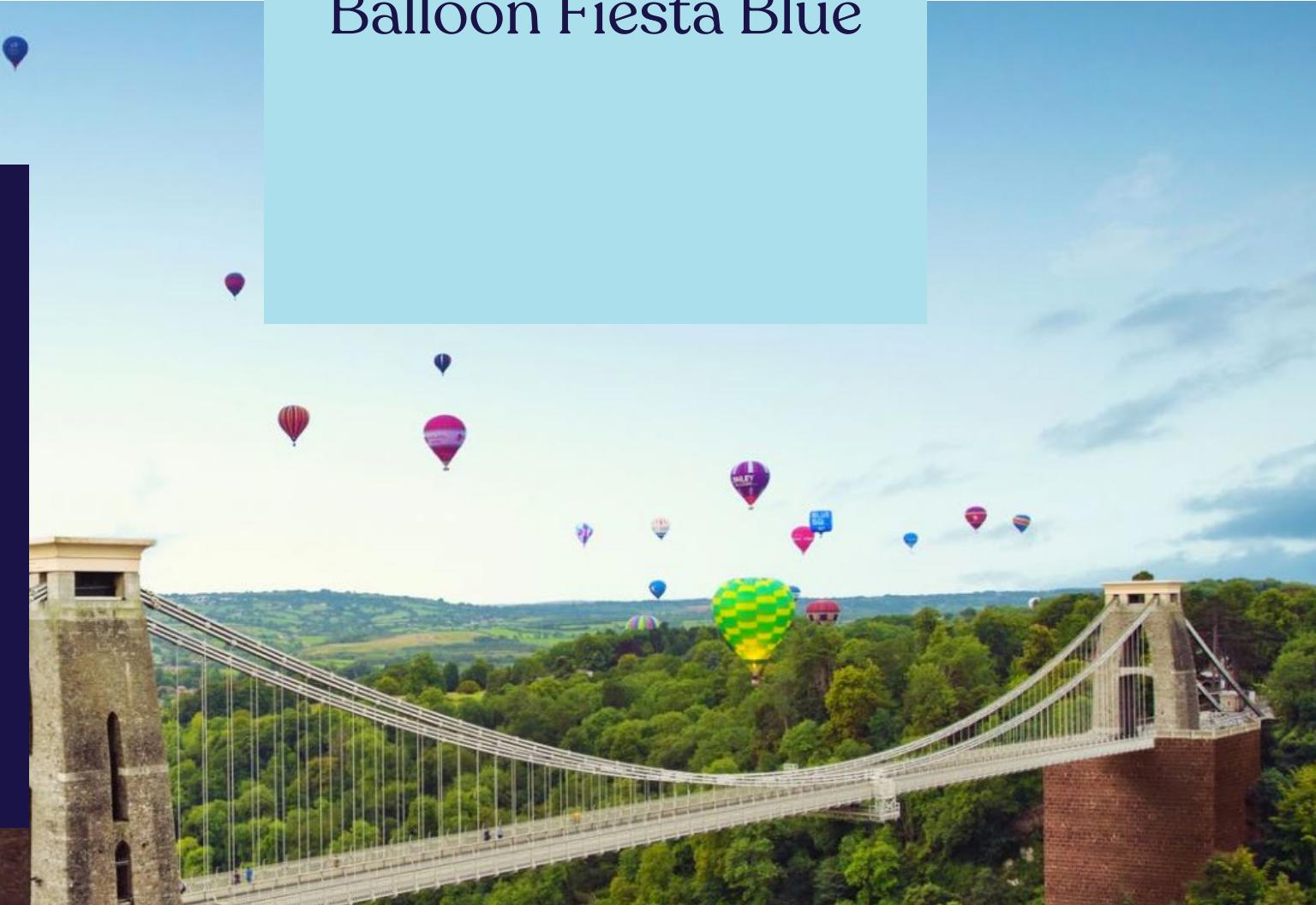


Harbourside at  
Night Navy



Street Art Yellow

Balloon Fiesta Blue



Living Room Green



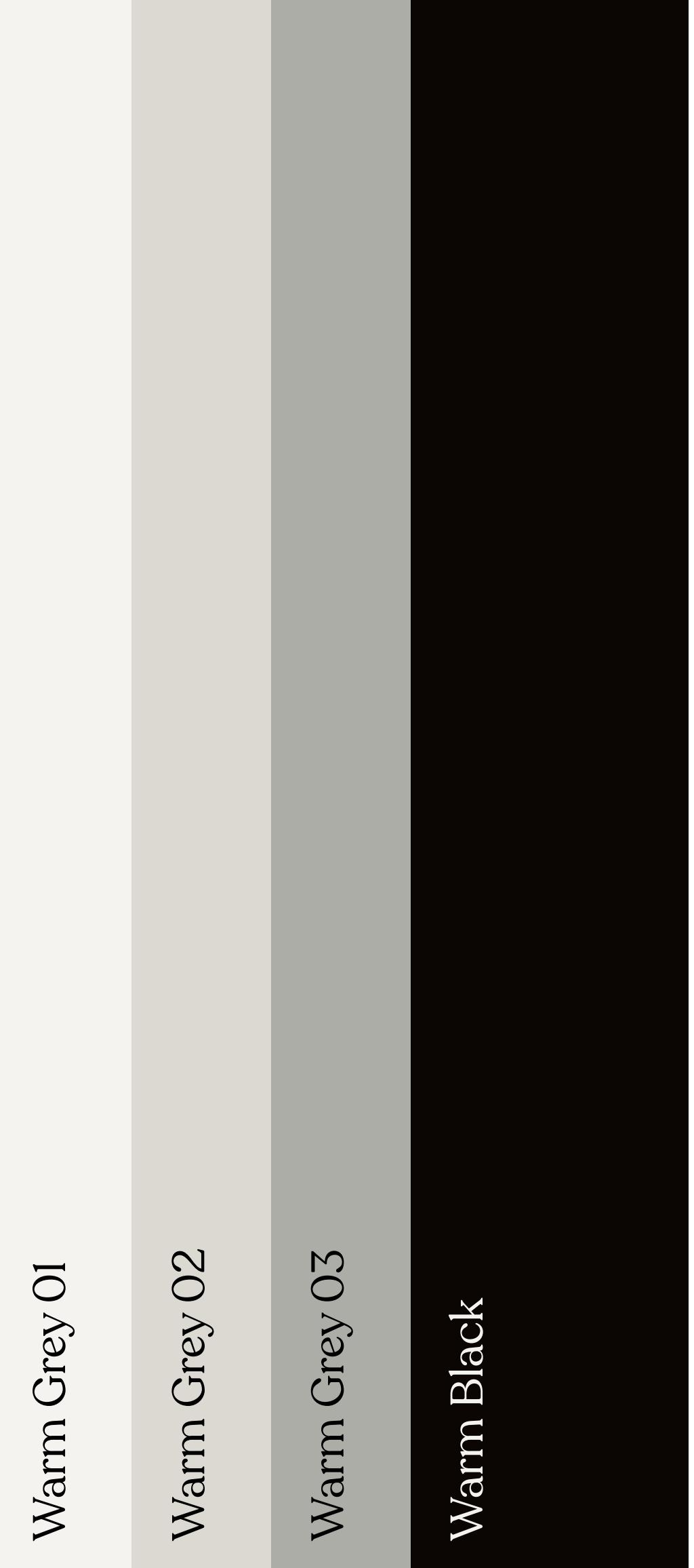
Living Room Pink



Painted House Coral

# Colour Palette

Greys and Black primarily for UI use  
(web, apps etc.)



# Accessibility

## Colour Palette

- The colour palette allows us to meet WCAG contrast ratio requirements (web accessibility).
- This also means that the colour palette performs well when viewed by someone with colour blindness.

## Body Font

- The font Source Sans Pro was originally designed for interface use so it's a great choice for digital and has letterforms which are great for readability.



## WCAG contrast ratio results

Colour blindness simulator of left image  
for most common type of colour blindness  
(deutanomaly – green weak)

Source Sans Pro – I1l (proposed new body font)

Century Gothic - I1l (our current body font)

Arial – I1l (standard web sans-serif)

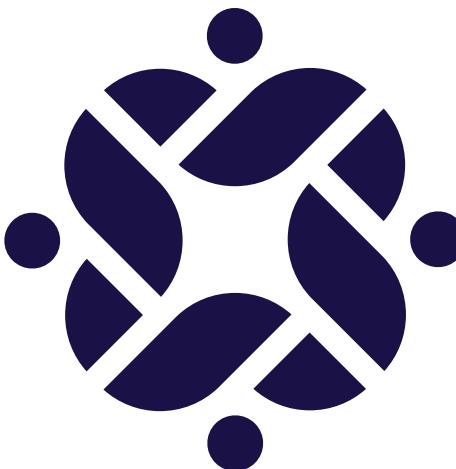
Gill Sans - III (old UBU brand body font)

# Sub-Brands

Using a branded house architecture to increase  
brand recognition and understanding of what  
Bristol SU does

# Sub-brand examples

- Demonstrating that the brand will work with the “branded house” sub-brand architecture.
- Keeping the symbol a constant across the sub-brands to increase brand recognition.



Bristol SU  
Advertising



Bristol SU  
Lettings



Bristol SU  
Shop

# Sub-brand examples (Networks)

- Networks are not sub-brands in the same way as lettings or the shop, so the logo treatment is different.
- The problem we have with Networks currently is many refer to themselves as University of Bristol networks and repeatedly fail to use Bristol SU branding, so we are not getting the credit for facilitating and supporting these Networks.
- Networks currently each have their own logo icons. This approach removes the individual logo icons, ensures Networks look different to societies/clubs and keeps Bristol SU central to their messaging.



**Bristol SU**  
International Students Network



**Bristol SU**  
LGBT+ Network



**Bristol SU**  
Sustainability Network

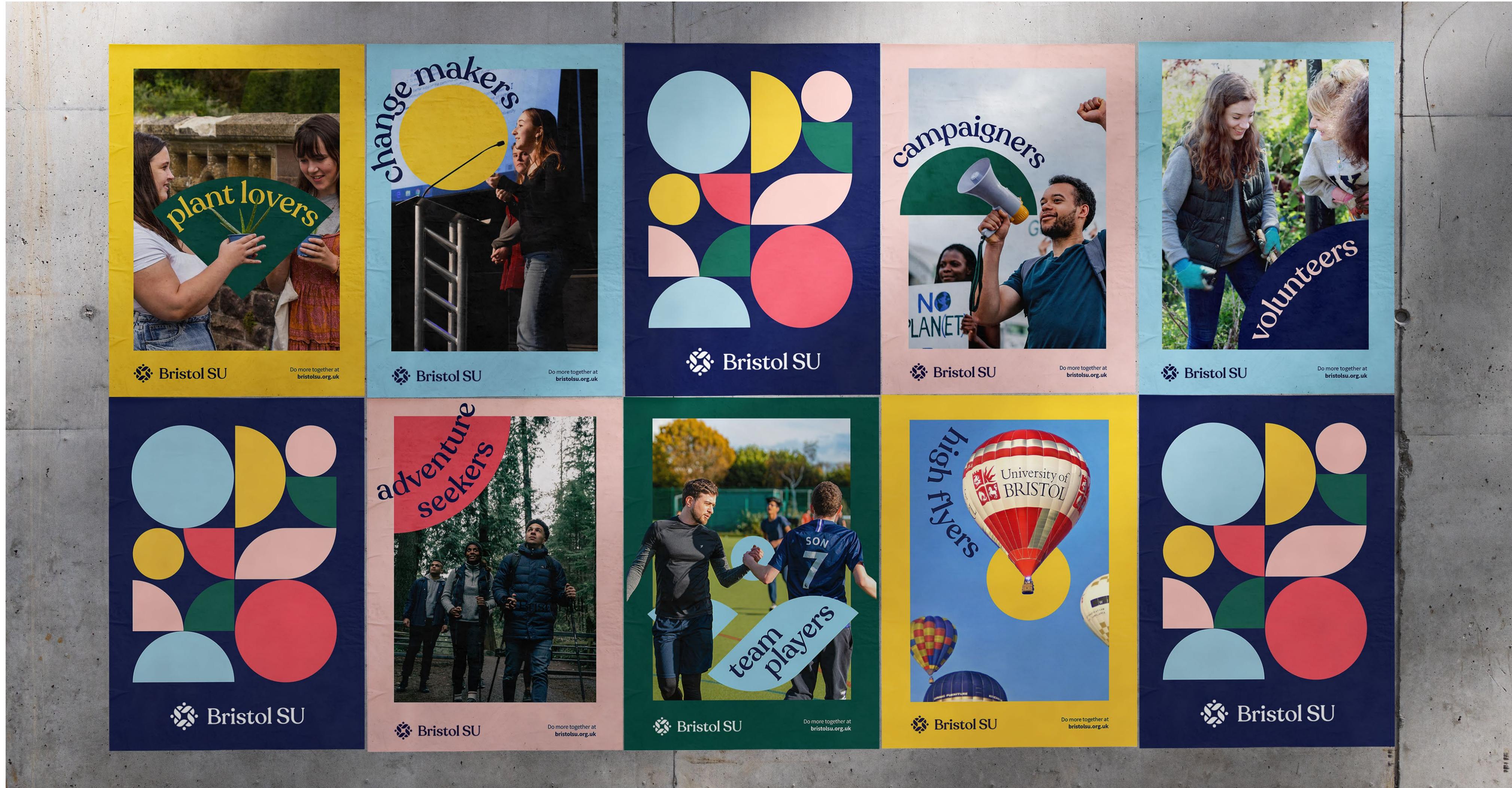
# The brand in action

**Demonstrating that our new brand can  
work across all our touchpoints (there's a lot!)**

Note, these are just examples rather than finished assets

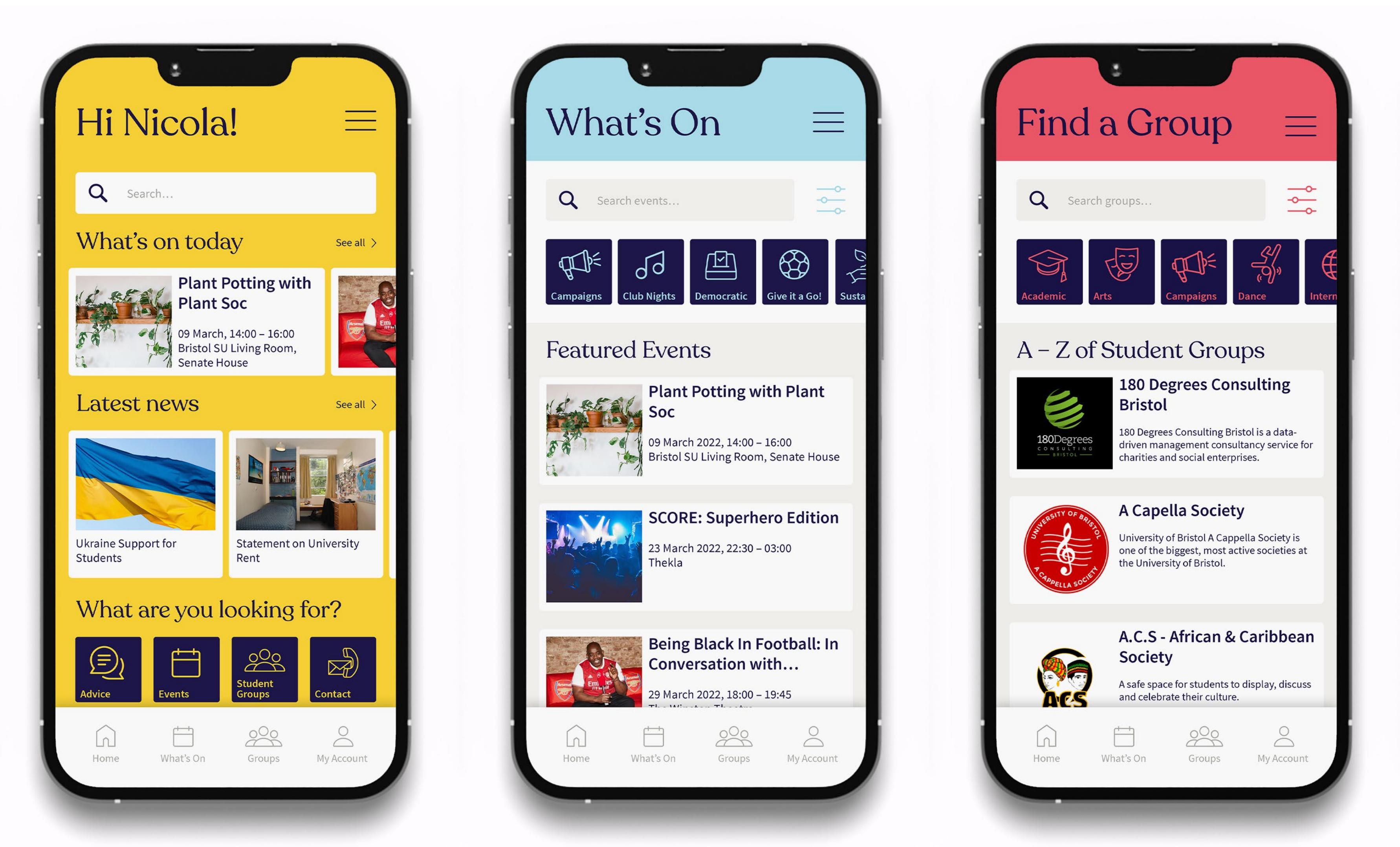
# Poster Examples

- Purpose: brand messaging (we offer something for every student and all the activities are better together → Bristol SU facilitate communities and connection).



# Bristol SU App Example

- Purpose: to demonstrate that the brand can work in a modern and accessible way for digital use, and with a focus on user experience



# Business Card Examples

- Purpose: to demonstrate that the brand can work on print media



Back



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Richmond Building, 105 Queens Road, Bristol, BS8 1LN

Fronts



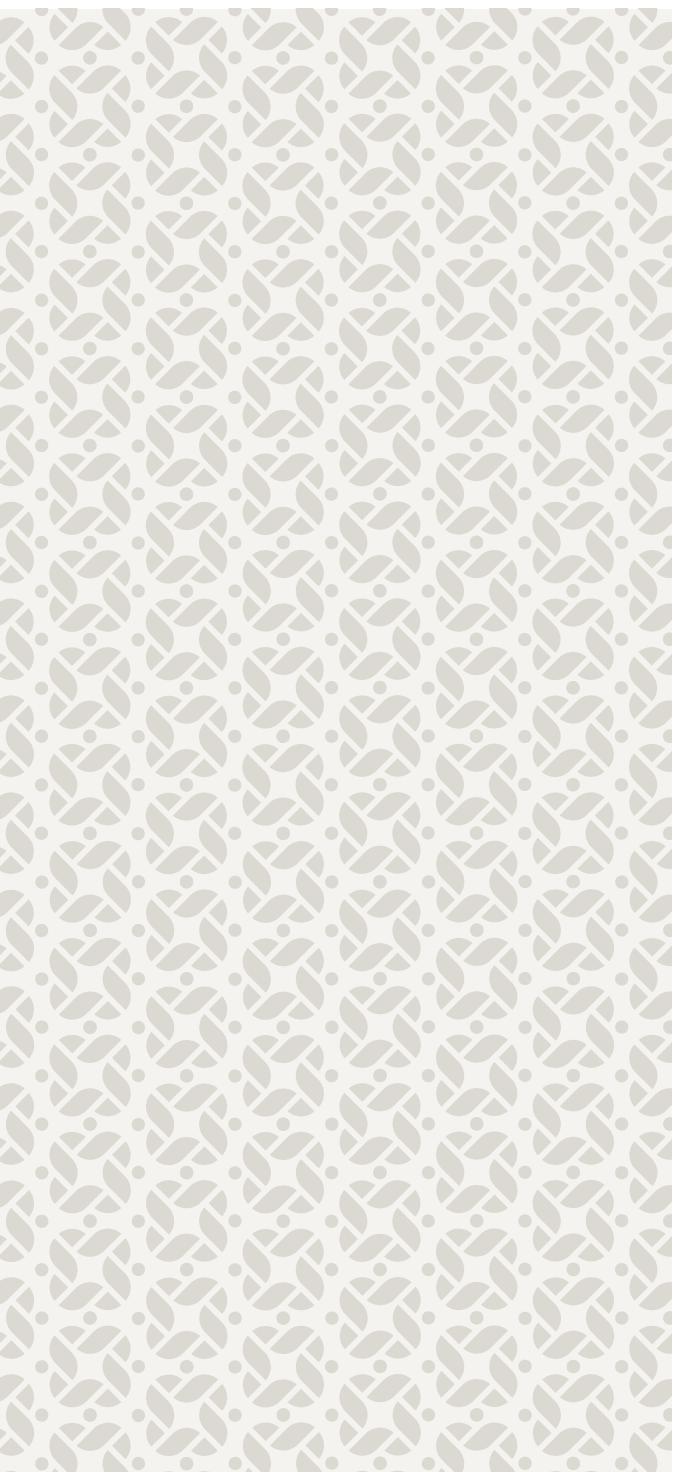
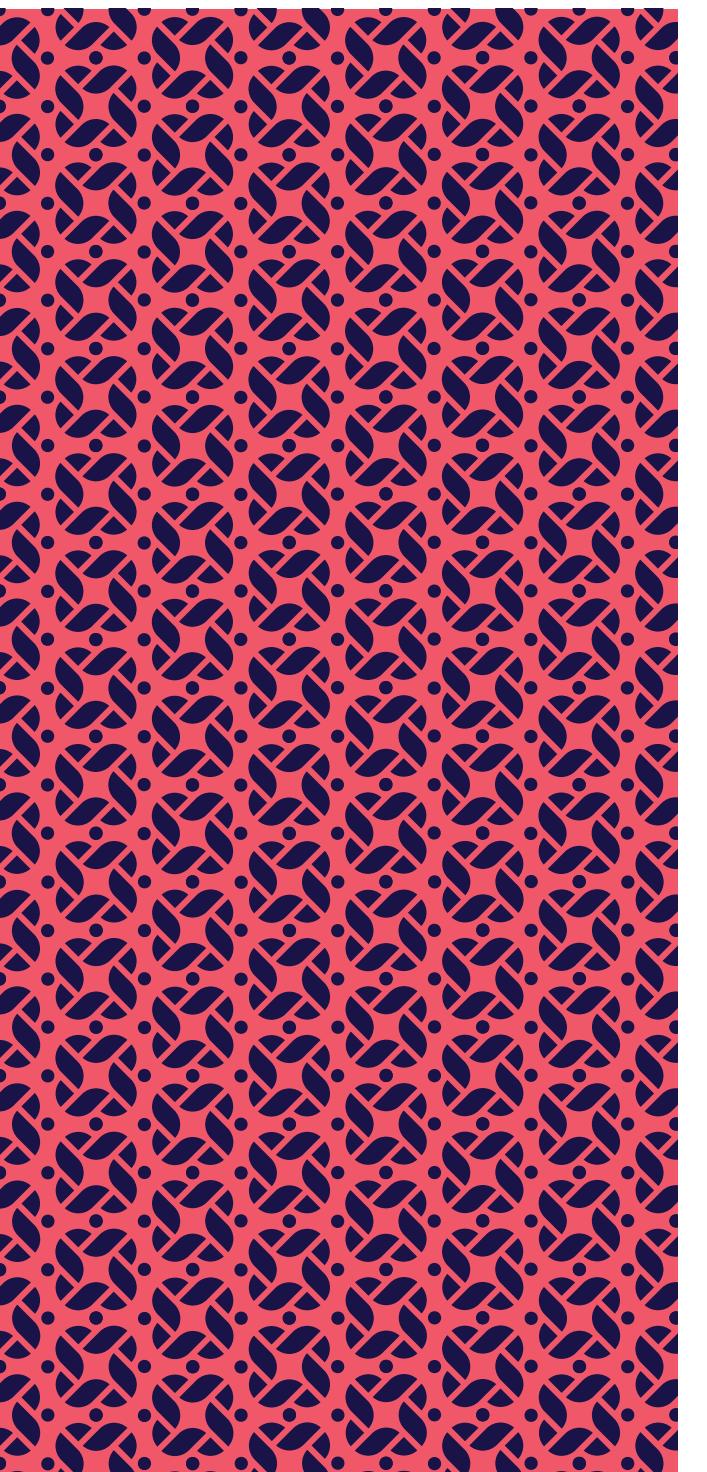
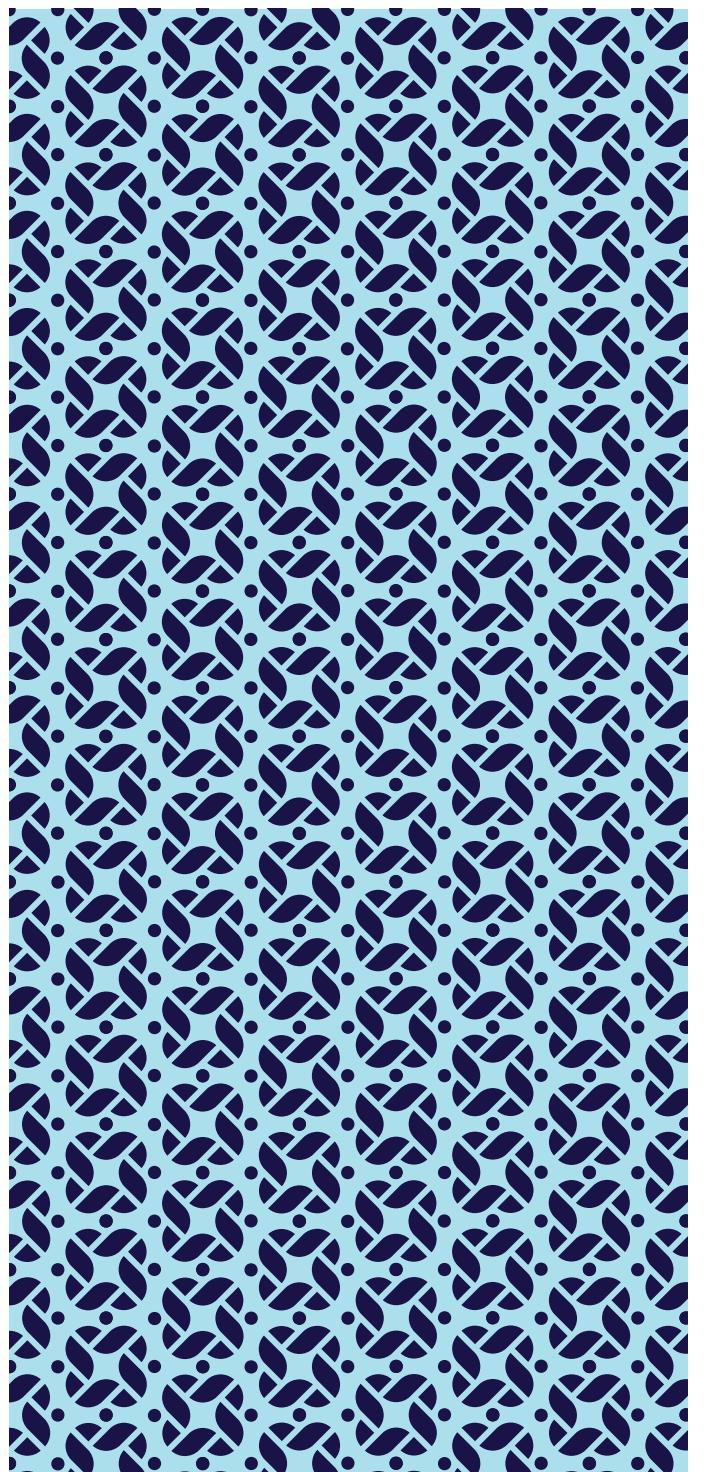
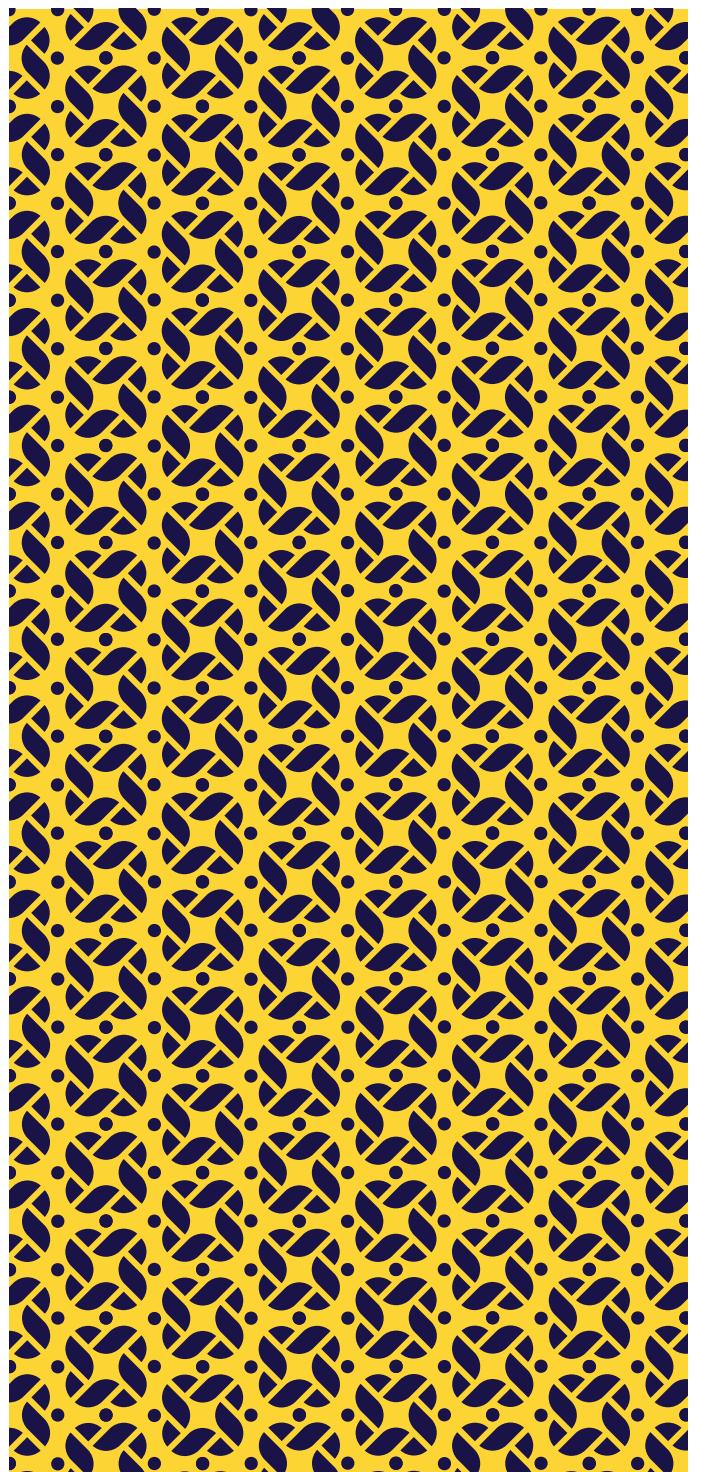
# Symbol Examples

- Occasionally it will be appropriate to use the symbol on its own. The symbol is a simple, recognisable icon that works well on a variety of touchpoints.



# Pattern Examples

- The tessellated pattern of the symbol could have uses for things like our spaces, as endpaper type designs and for backgrounds and screen savers.



# How we compare to other SUs

Even though they are not our direct  
competitors, it's a useful comparison exercise

# The SU logo landscape

- I created this slide as part of my brand analysis last year to show how our current logo fits within the SU sector
- At the time, I noted our logo was exceptional for being a logo of an object (i.e. a balloon) rather than anything abstract, and for having a tagline (the best student life).
- This also demonstrates that the balloon icon is too detailed for logo usage



# The SU logo landscape

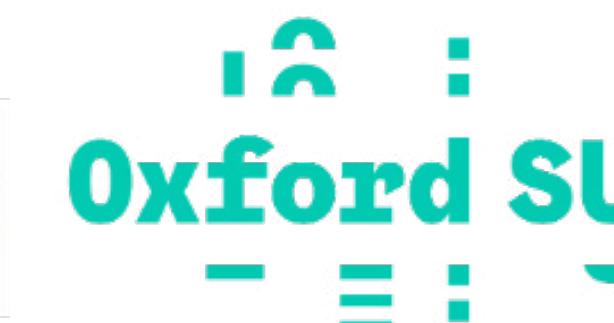
The same logo selection, but with the proposed new logo.



Cardiff Students' Union  
Undeb Myfyrwyr Caerdydd



UNIVERSITY OF EXETER  
**STUDENTS GUILD**



# SUs to watch

The following six SUs have been identified as “competitors”. This slide shows how we compare with just them.

- Cardiff Students’ Union
- Liverpool Guild of Students
- Newcastle University Students’ Union
- Sheffield Students’ Union
- University of Exeter Students Guild
- Warwick SU



Liverpool  
Guild of  
Students



UNIVERSITY OF EXETER  
**STUDENTS  
GUILD**