

Our Brand Guidelines

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1.0 DEFINING OUR BRAND

- 1.1 Who we are
- 1.2 What we do
- 1.3 What we stand for
- 1.4 Brand idea
- 1.5 Brand identity at a glance



Defining our brand

Who we are

We are a union where everyone can feel they belong. Places to seek support. Communities to find friendship. Regardless of background, interests, or characteristics, we are a Union for all.

A UNION
FOR ALL
STUDENTS

Our vision

The community and voice
of Bristol students

Who we are



Defining our brand

What we do

Our offer is wide-ranging, but everything we do can be broadly categorised into three areas.

1

2

3

Our elected student representatives are **THE VOICE OF THE WHOLE STUDENT BODY**, using insight and research, they campaign and advocate for students' rights and ensure students remain at the heart of everything the University does

Our highly experienced staff and student representatives offer **EXPERT ADVICE, SUPPORT AND INFORMATION** to all students who need it, when they need it, in ways they need it; supporting all aspects of university life

We are **THE HUB OF STUDENT GROUPS, ACTIVITIES, AND EVENTS**; a fun place to make new friends, develop new skills and discover new interests.



Defining our brand

What we stand for

It's not just what we do that matters, it's how we do it. We will reflect what is most important to our students.

Our values are:

- Equality, diversity and inclusion
- Wellbeing
- Community
- Sustainability
- Fun

We are loud and proud about **EQUALITY, DIVERSITY, AND INCLUSION.** We are a Union for all students.

We want our students to thrive, so we support the **WELLBEING** of our students through the services that we offer and the campaigns that we run.

We believe **COMMUNITY** matters; we create a sense of belonging across the student body through our student groups, networks, events, and spaces.

SUSTAINABILITY underpins all that we do; we want our Union, our University, and our planet, to be here for the long term.

We believe opportunities for joy, humour and positivity are important, we want our students to have **FUN** whilst at University.



Defining our brand

Brand idea

We believe great things happen when students come together. Whether they are meeting new friends during Welcome, campaigning for causes they care about, creating change at the University or building communities to share interests and learn new skills.

The impact of togetherness is the idea behind our brand, and a clear, impactful statement which inspires creative ideas.

The impact of **TOGETHERNESS**



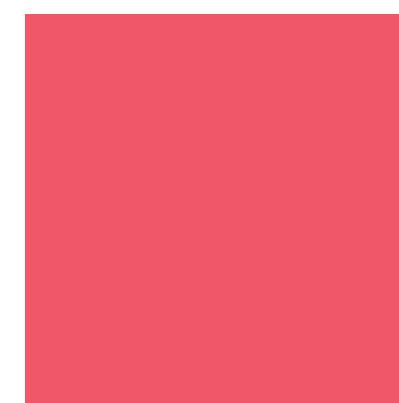
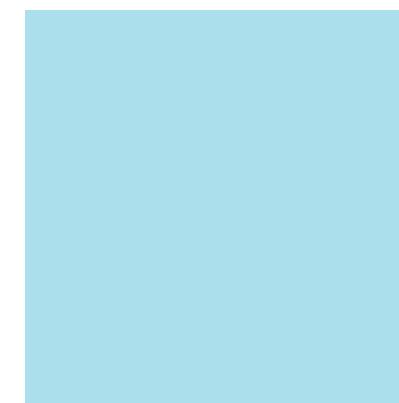
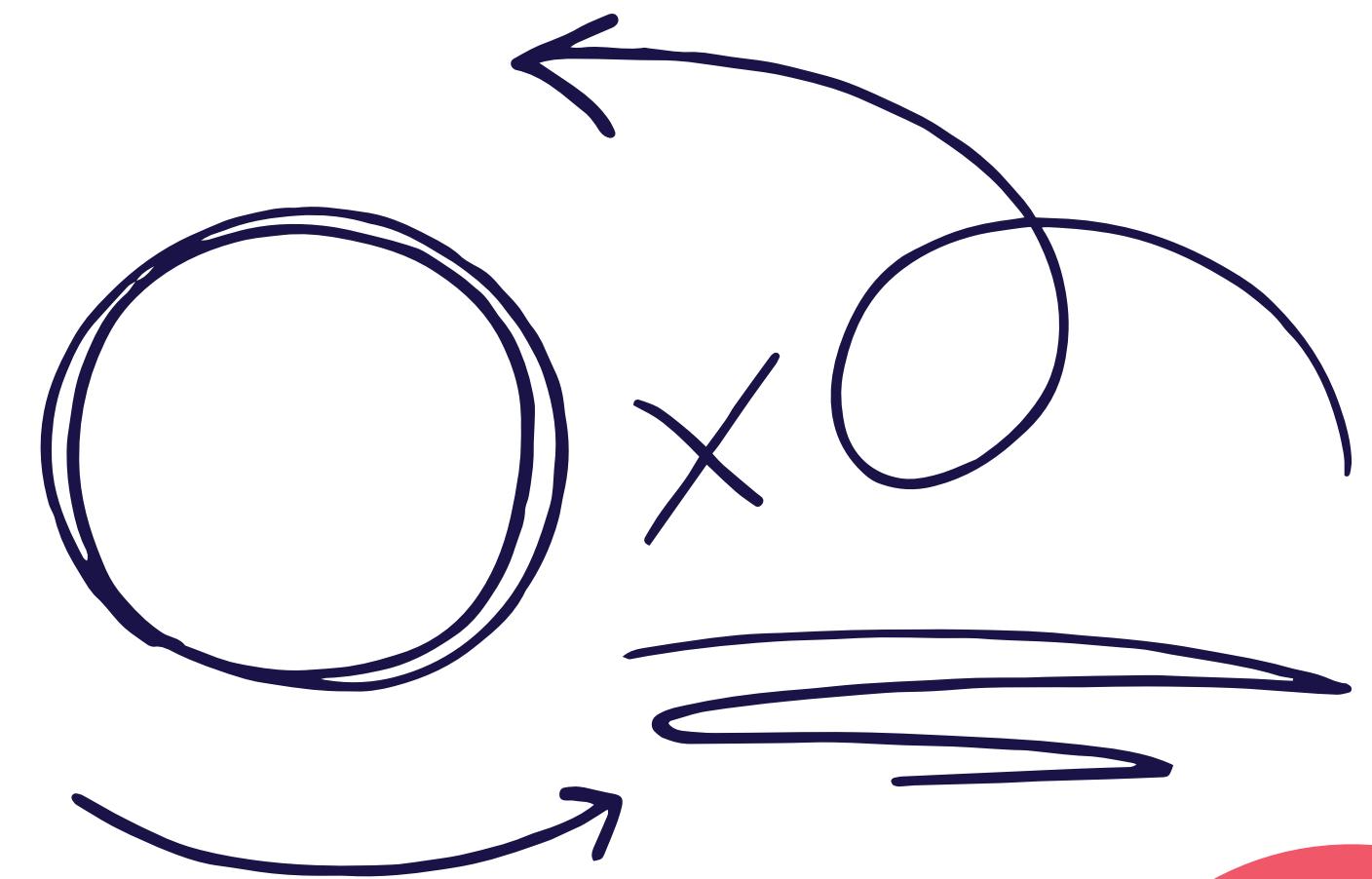
Defining our brand

Our brand identity at a glance

Here are the main elements that make up our visual brand identity.



Bristol SU



Recoleta

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

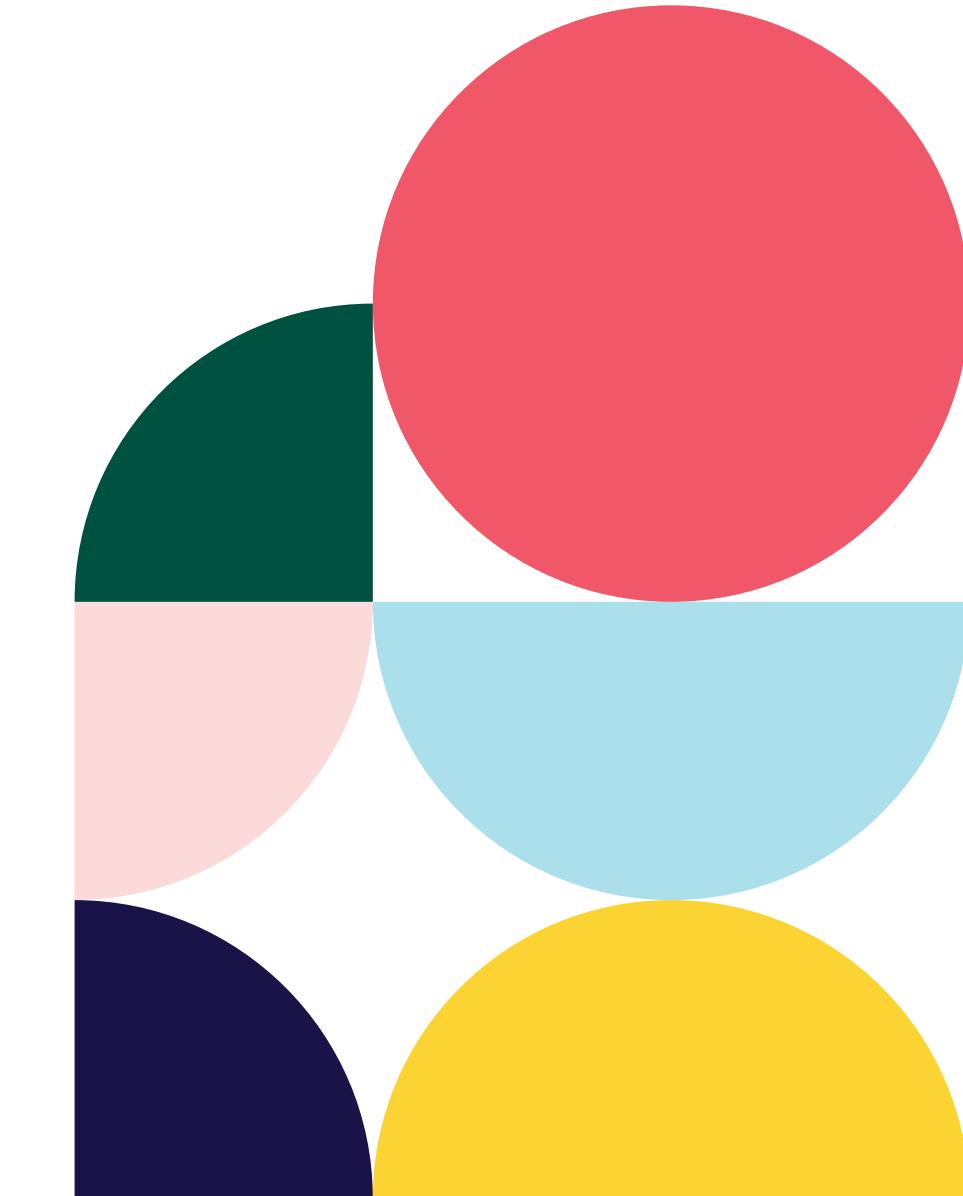
0 1 2 3 4 5 6 7 8 9 (.,;!:£ # % ^ & *)

Source Sans Pro

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 (.,;!:£ # % ^ & *)



2.0 LOGO

- 2.1 Our logo
- 2.2 Colour variations
- 2.3 Symbol
- 2.4 Clear space & size
- 2.5 Placement
- 2.3 Misuse



Logo

Our logo

Our logo is designed to reflect our vision of a Union for all students. It puts students at the heart of our identity and showcases the impact of togetherness.

Our logo consists of our symbol and our logotype.



Logo

Colour variations

Midnight Blue Logo

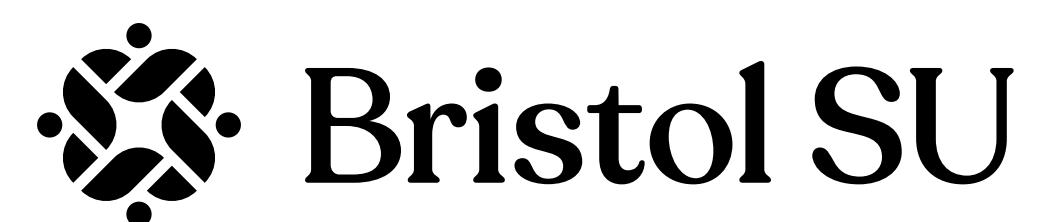
This logo is our go-to version and can be used on the lighter colours from our [brand colour palette](#).

White Logo

This logo can be used on midnight blue and emerald green backgrounds from our colour palette. It can also be used on other dark background colours and photography as long as it is legible.

Black Logo

We strongly prefer to use our Midnight Blue logo on light backgrounds, but the logo is also available in black for when colour isn't an option.



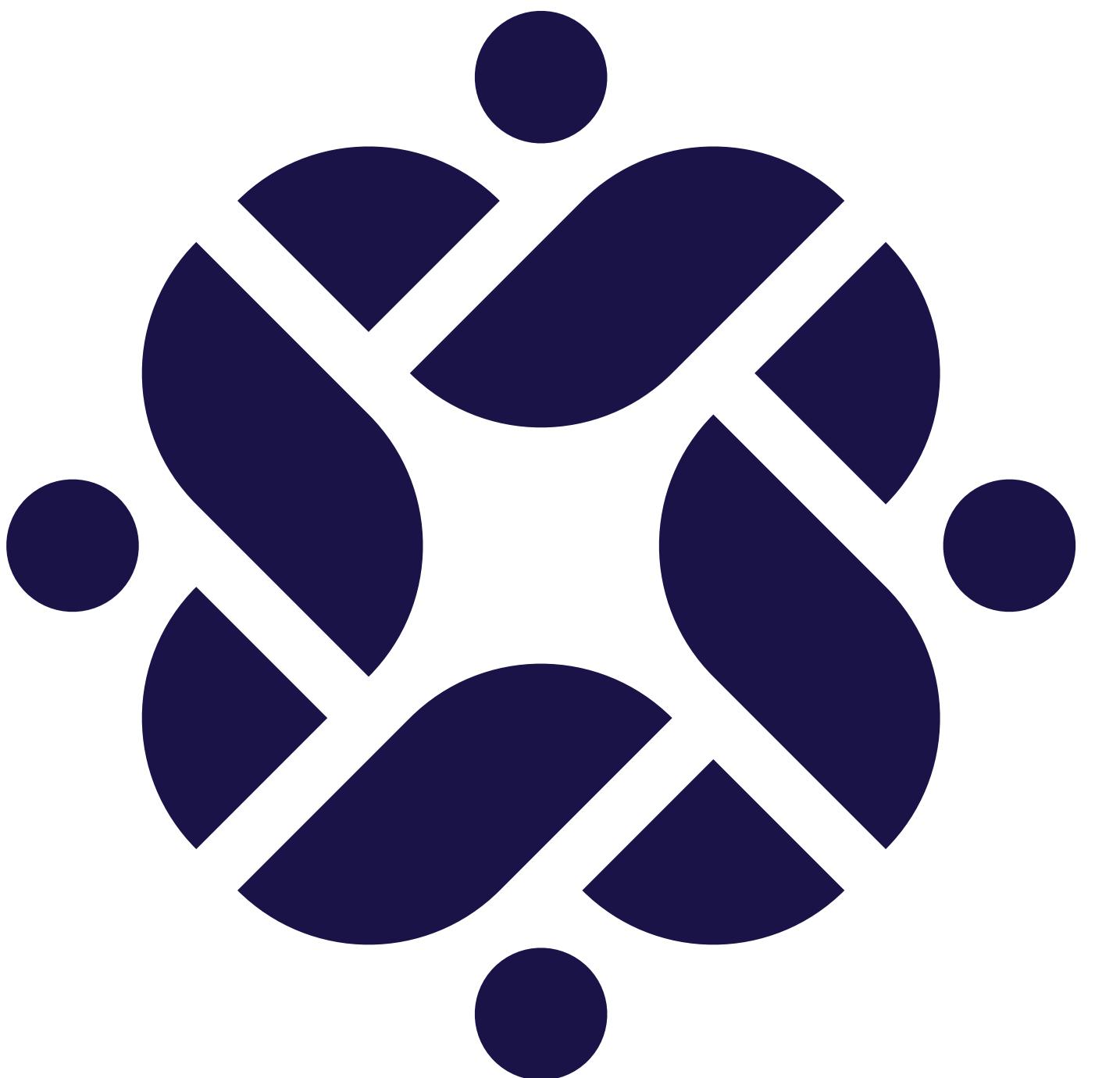
Logo

Symbol

Our symbol can be used alone in certain circumstances, with approval from the Marketing and Comms team.

For example:

- Website favicon
- Social media profile images
- Page footer
- Badges, stickers, patches and other small merchandise items



Example social media profile image



Logo

Clear space & size

Clear Space

To ensure the right amount of breathing space around the logo, leave space equal to one quarter of our symbol (shown right).

Minimum Size

To ensure the logo is legible, it should appear at a minimum height of 7mm printed or 30px digitally.

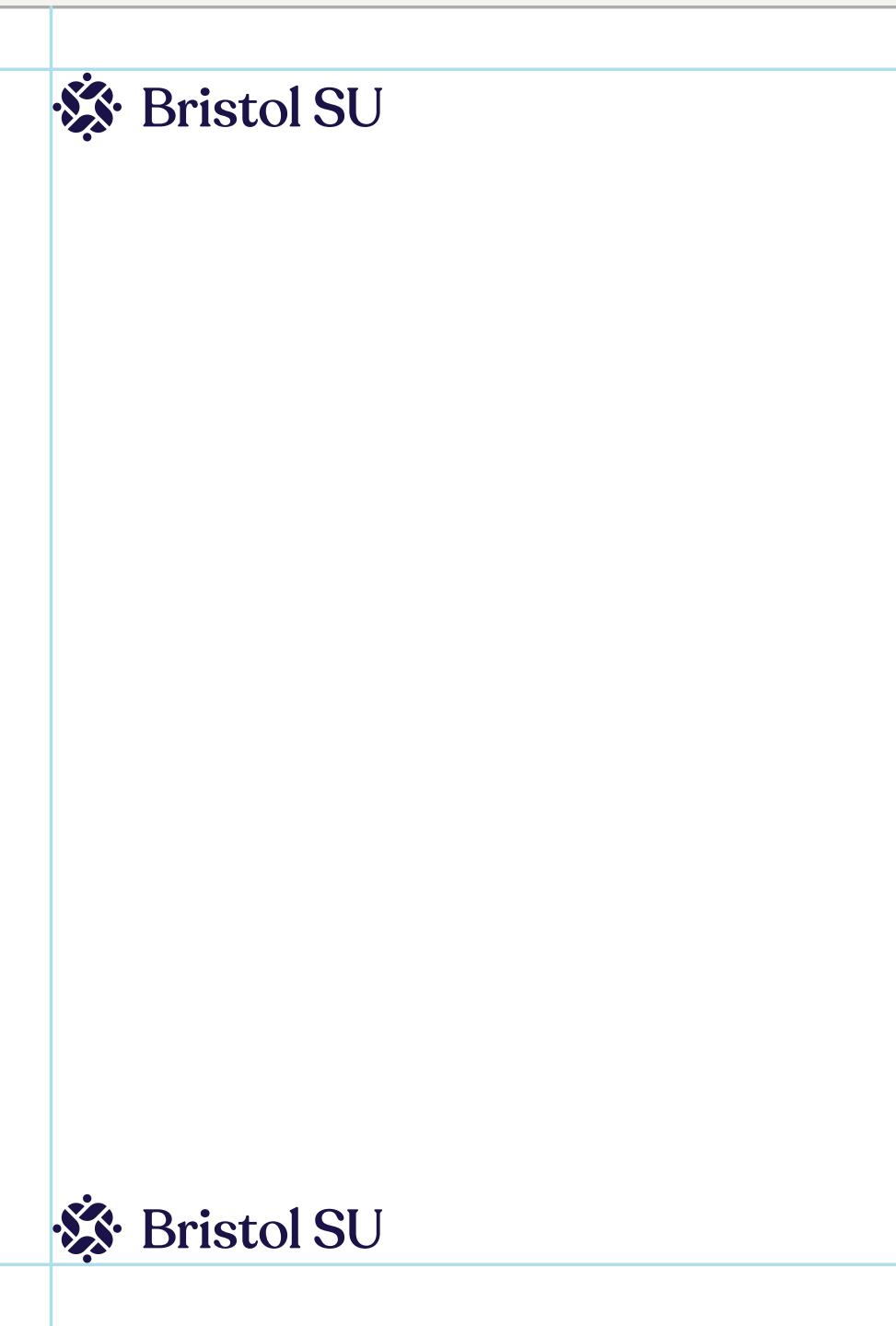
The logo should always appear at a size proportional to the asset being produced.



Logo Placement

For many applications, we prefer to use our logo in the bottom left, or top left corner.

Our logo can also be used centrally where appropriate.



Left aligned logo placement



Central logo placement

Logo

Misuse

1. Do not use different colours
2. Do not use on a background without enough contrast
3. Do not stretch or distort
4. Do not alter the proportions of the symbol and logotype
5. Do not crop
6. Do not outline
7. Do not recreate using another typeface
8. Do not rotate



Bristol SU



3.0 TYPOGRAPHY

- 3.1 Headline typeface
- 3.2 Body typeface
- 3.3 Hierarchy

Reco

Typography

Headline typeface

Recoleta is our primary headline typeface. It's open and friendly, with personality. We use three weights of Recoleta — Light, Medium and Bold.

For emphasis and impact, it can be used sparingly in all caps.

Reco- leta

Recoleta Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 (.,:;!@£ # % ^ & *)

Recoleta Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 (.,:;!@£ # % ^ & *)

Recoleta Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 (.,:;!@£ # % ^ & *)



Typography

Body typeface

We use Source Sans Pro for body (paragraph) text. The semibold weight can also be used for headlines. If Source Sans Pro can't be used for any reason (e.g. email), then Arial can be substituted.

Source Sans Pro is freely available to use and download from [Google Fonts](#).

Source Sans Pro has wide language support including most European languages. For CJK languages, we use Source Han Sans.

Source Sans

Source Sans Pro Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 (. , : ; ! @ £ # % ^ & *)

Source Sans Pro Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
*0 1 2 3 4 5 6 7 8 9 (. , : ; ! @ £ # % ^ & *)*

Source Sans Pro Semibold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 (. , : ; ! @ £ # % ^ & *)



Typography

Hierarchy

H1
Recoleta Medium

H2
Recoleta Light

H3
Source Sans Pro Semibold

H4
Source Sans Pro Semibold

P
Source Sans Pro

Pull Quote
Recoleta Light

Attribution
Source Sans Pro Semibold/Italic

A union for all students

The community and voice of Bristol students

Lorem Ipsum

Lorem Ipsum

Everum qui ni ipsaped exereiuntis everfer eratur? Qui recaesto vero quis di officusae doluptaLesequi sinctio. Is essinct urioremo cus magnam ea comnihit liat essimin commolenis quidign iaecti nus. Nimolupidus, coreces mo eos etur, odis atusanimus, quunt recum qui que dolest escium ut est quatem ipsae maximinima ium faccum fugiatquat.

Et, videles enescietur? Quia quament eum quatempos nis ex eum ditionsequi dolore simi, as miliqua eperernatus porum et ut laboree culparum haruptur? Nequi corendaectet offici qui aut aliautriata dolorum ento quae pore sequia simaxim oloreptaquas dentiis et aut et di dis

“ Nuscimillab int. Id ut a volorestis sectatem aut laborem explam doloreius sa

Claire Smith
Bristol SU Union Affairs Officer



4.0 COLOUR

- 4.1 Brand palette
- 4.2 Tints
- 4.3 Colour combinations
- 4.4 Accessibility



Colour

Brand palette

Our brand colour palette is inspired by the city of Bristol. It gives us flexibility to be bright and bold, or more professional when appropriate.

Midnight blue is our primary colour and we have a selection of brighter colours to accent this with.

The warm greys are not intended to be a key part of our colour palette, but can be used for UI elements and backgrounds.

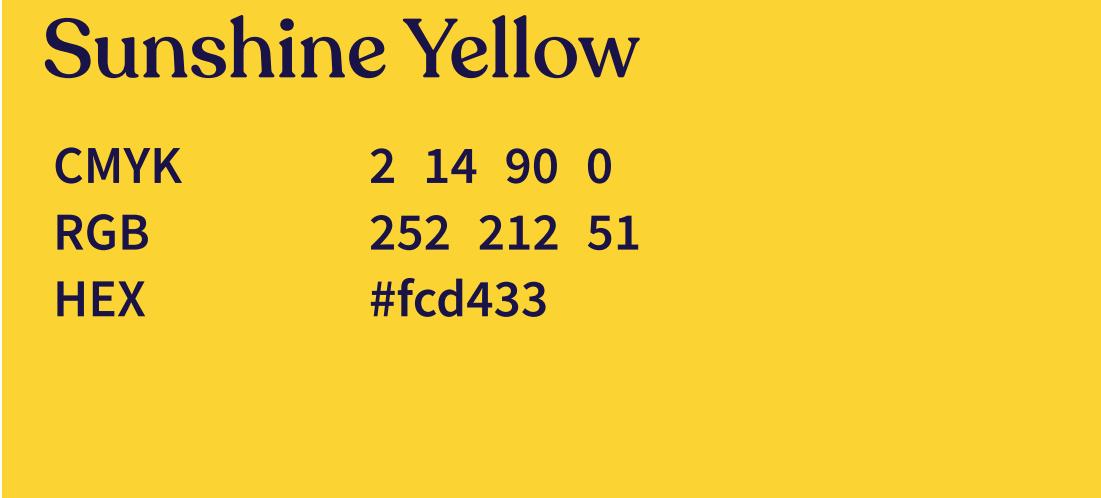
Midnight Blue

CMYK 100 100 34 45
RGB 26 19 71
HEX #1a1347



Sunshine Yellow

CMYK 2 14 90 0
RGB 252 212 51
HEX #fcd433



Warm Grey 01

CMYK 3 2 4 0
RGB 245 243 240
HEX #f5f3f0

Warm Grey 02

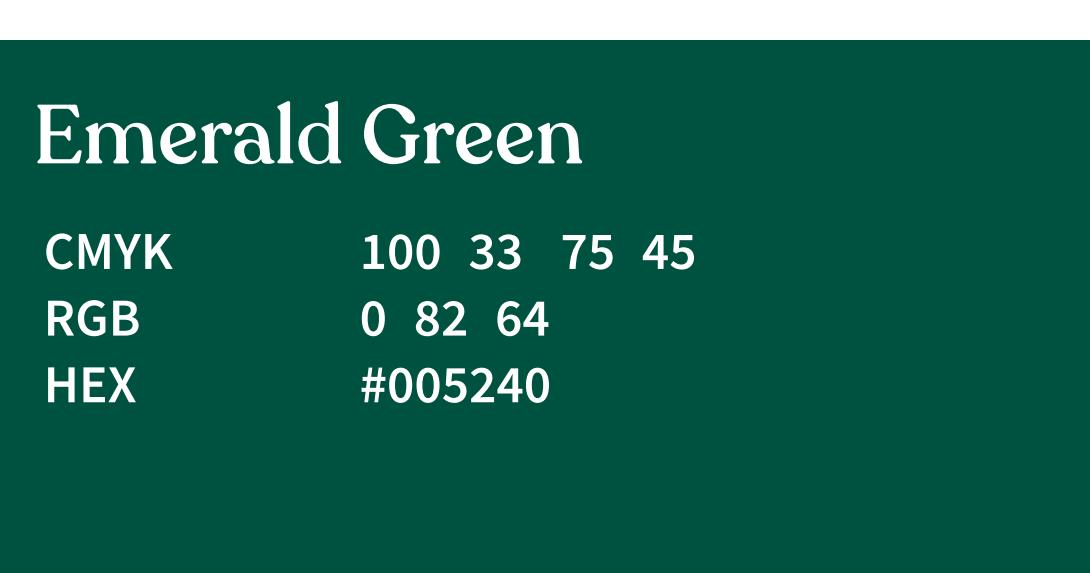
CMYK 13 10 15 0
RGB 219 217 210
HEX #dbd9d2

Warm Grey 03

CMYK 13 10 15 25
RGB 173 173 168
HEX #adada8

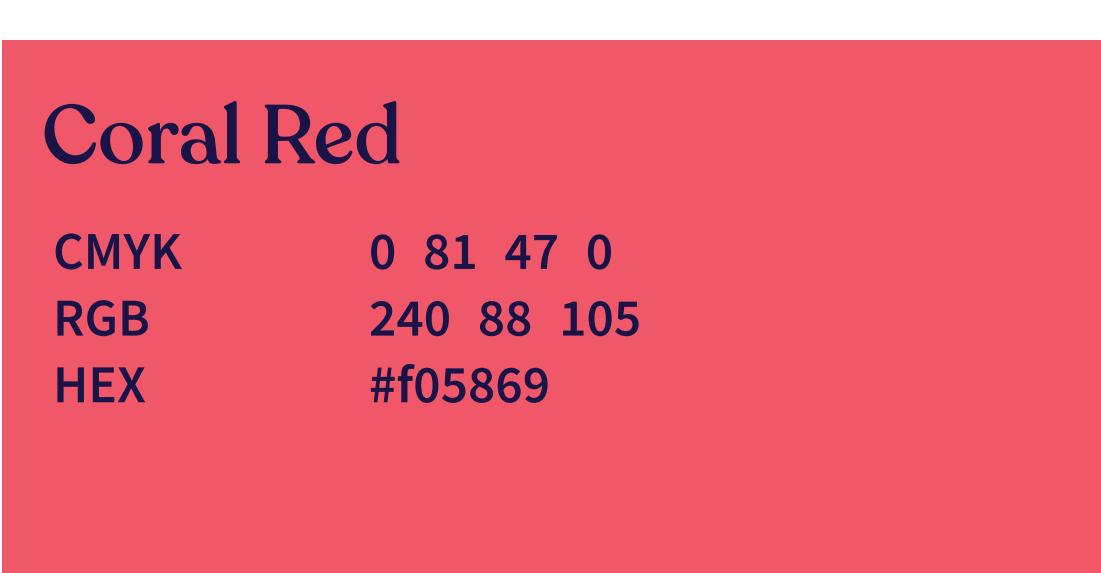
Emerald Green

CMYK 100 33 75 45
RGB 0 82 64
HEX #005240



Coral Red

CMYK 0 81 47 0
RGB 240 88 105
HEX #f05869



Warm Black

CMYK 2 14 90 0
RGB 252 212 51
HEX #0c0603

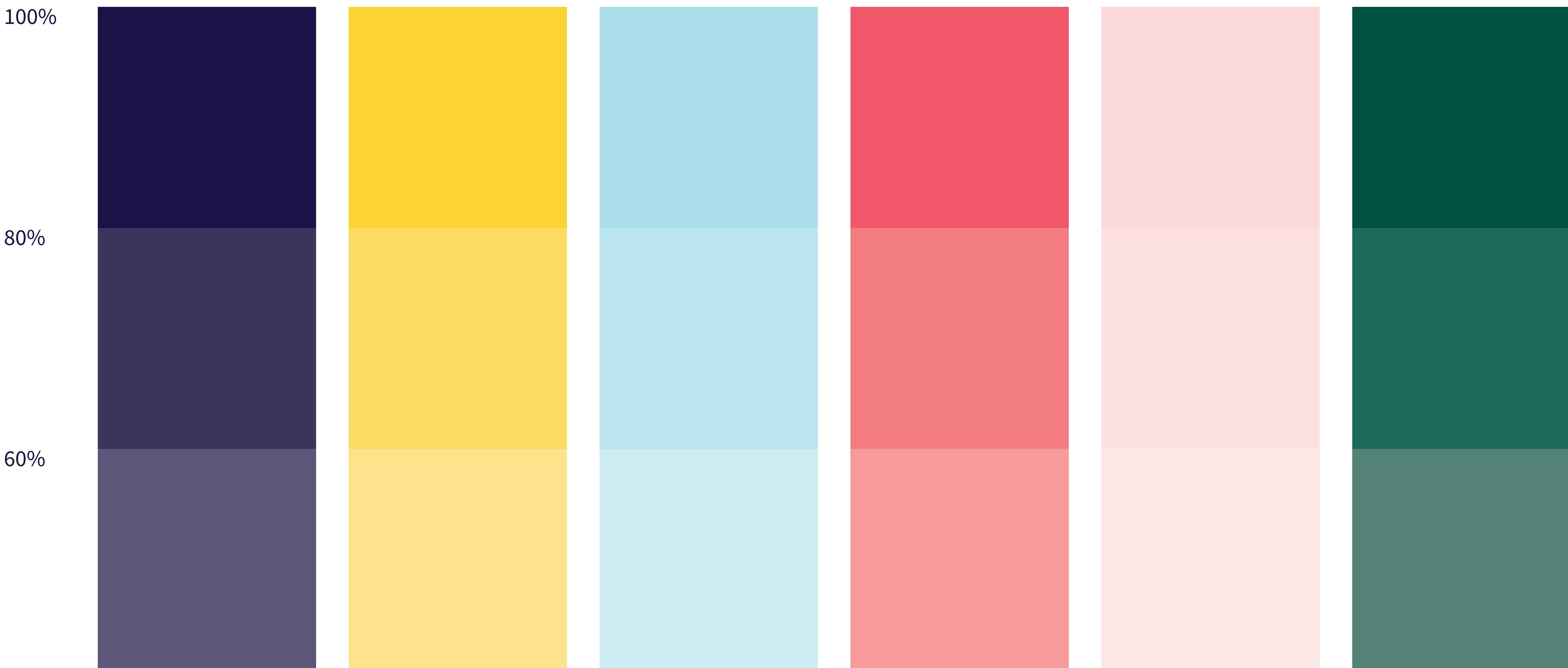


Colour

Tints

You can use these tints to add depth and texture to a design that already features the corresponding base colour. Don't use tints independently.

We use tints at 80% and 60%.

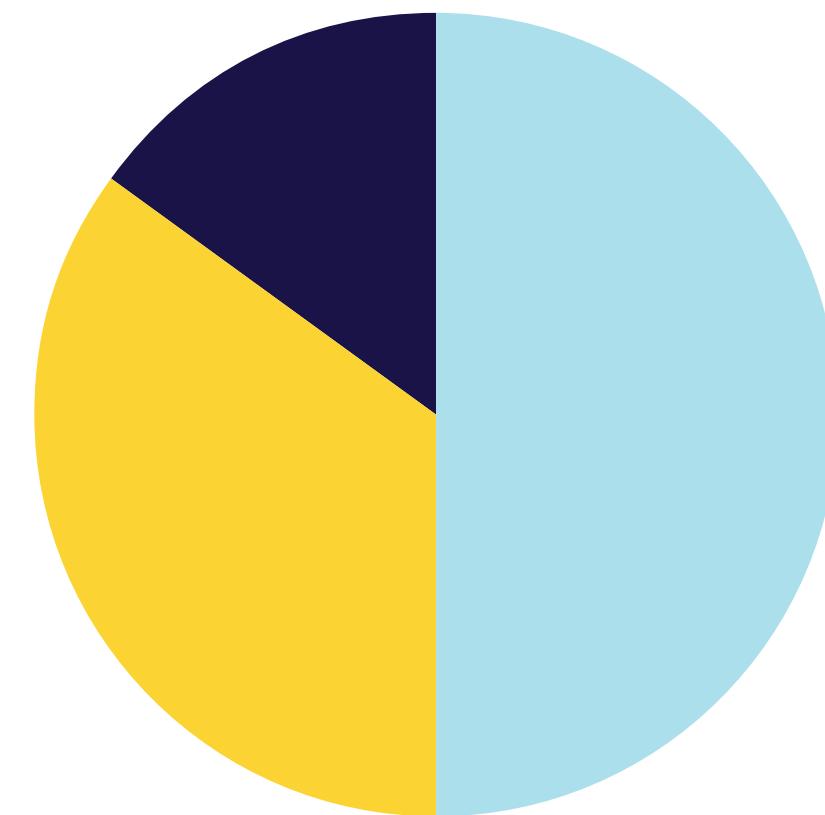
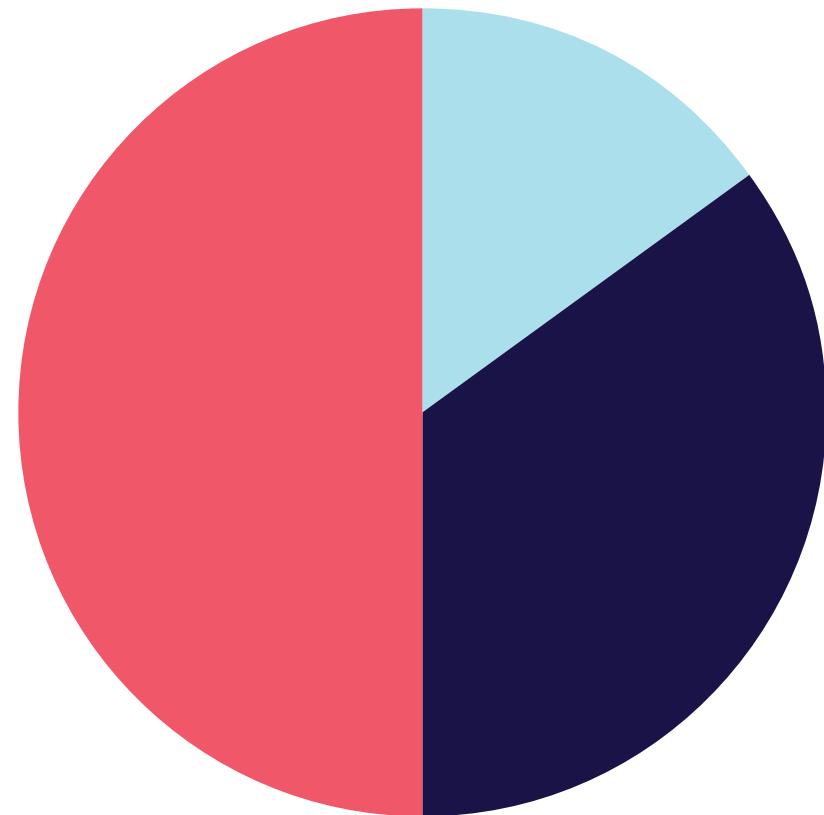
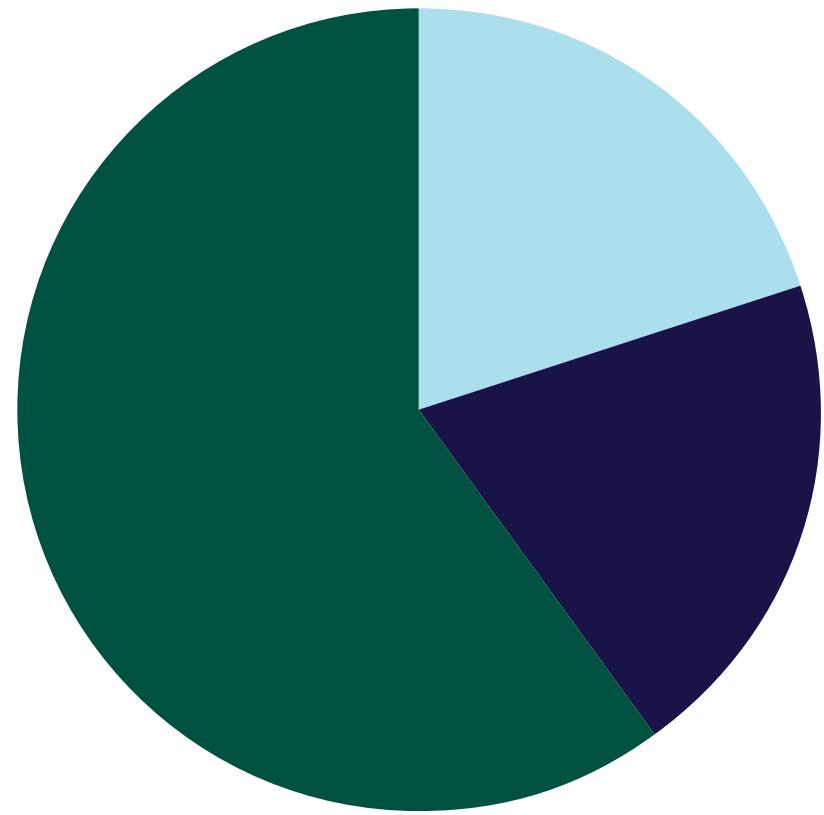
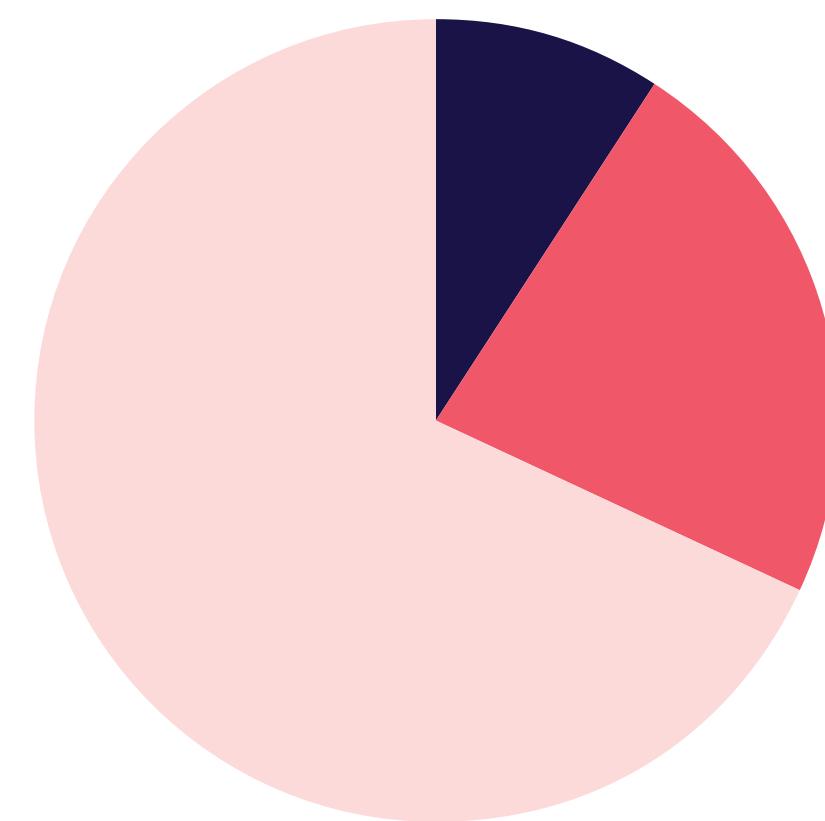
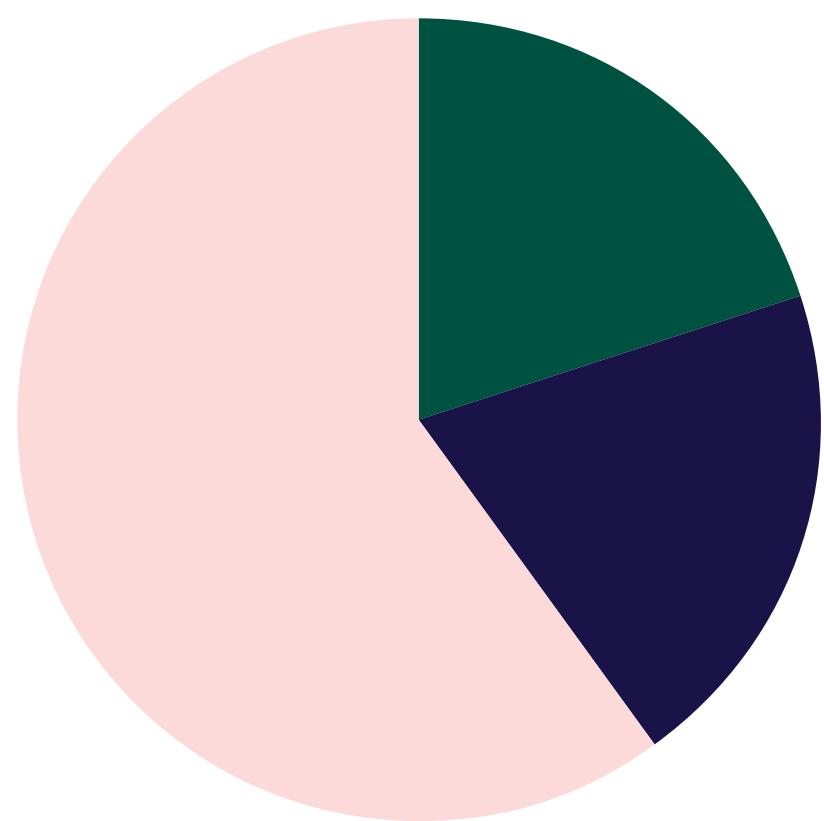


Colour

Combinations

Our colour palette can be used in various combinations.

Midnight blue should feature in all colour palettes. Some suggested colour combinations are on the right, and take a look at the [application examples](#) for further guidance.



Colour Accessibility

Our colour palette has been created with high contrast, accessible combinations in mind. The chart shows accessible combinations according to the Web Content Accessibility Guidelines (WCAG):

- ✓ AAA, pass (7+)
- ✓ AA, pass (4.5+)
- ✓ AA, pass, large text only (3+)
- ✗ Does not pass

Midnight Blue	Aa	Aa	Aa	Aa	Aa	Aa
Sunshine Yellow	Aa	Aa	Aa	Aa	Aa	Aa
Sky Blue	Aa	Aa	Aa	Aa	Aa	Aa
Coral Red	Aa	Aa	Aa	Aa	Aa	Aa
Living Room Pink	Aa	Aa	Aa	Aa	Aa	Aa
Emerald Green	Aa	Aa	Aa	Aa	Aa	Aa

The chart displays color accessibility combinations for six colors: Midnight Blue, Sunshine Yellow, Sky Blue, Coral Red, Living Room Pink, and Emerald Green. Each color is paired with six different text colors (Aa) to show the WCAG compliance level. A diagonal line from top-left to bottom-right indicates that the color of the background row and the text color of the column intersecting it both pass the WCAG test. The numbers in the cells represent the WCAG score.

	Midnight Blue	Sunshine Yellow	Sky Blue	Coral Red	Living Room Pink	Emerald Green
Midnight Blue	✓ 11.89	✓ 13.18	✓ 5.13	✓ 13.18	✗ 1.86	
Sunshine Yellow	✓ 11.89	✗ 1.01	✗ 2.32	✗ 1.11	✓ 6.40	
Sky Blue	✓ 11.81	✗ 1.01	✗ 2.30	✗ 1.12	✓ 6.36	
Coral Red	✓ 5.13	✗ 2.32	✗ 2.30	✗ 2.57	✗ 2.76	
Living Room Pink	✓ 13.18	✗ 1.11	✗ 1.12	✗ 2.57	✓ 7.09	
Emerald Green	✗ 1.86	✓ 6.40	✓ 7.09	✗ 2.76	✓ 7.09	



5.0 ICONS & ILLUSTRATIONS

- 5.1 Geometric shapes
- 5.2 Pattern
- 5.3 Scribbles
- 5.4 Functional icons



Icons & Illustrations

Geometric shapes

Our logo is made up of a series of geometric shapes, and we can use these shapes as part of creative design work to reinforce our brand.

You can see example usage of these shapes in the [application section](#) of these guidelines.



Icons & Illustrations

Scribbles

We use sketchy, handdrawn marks to accent our designs. These can all be used to add personality and emphasis.

These marks shouldn't be perfect — wobbly lines are good! We have a selection as part of our brand toolkit and they are all scanned from real drawings.

If you're using multiple scribbles on one design, make sure they have a similar line weight.

These marks can be used in any colour from our colour palette and can be animated for digital use.



Icons & Illustration

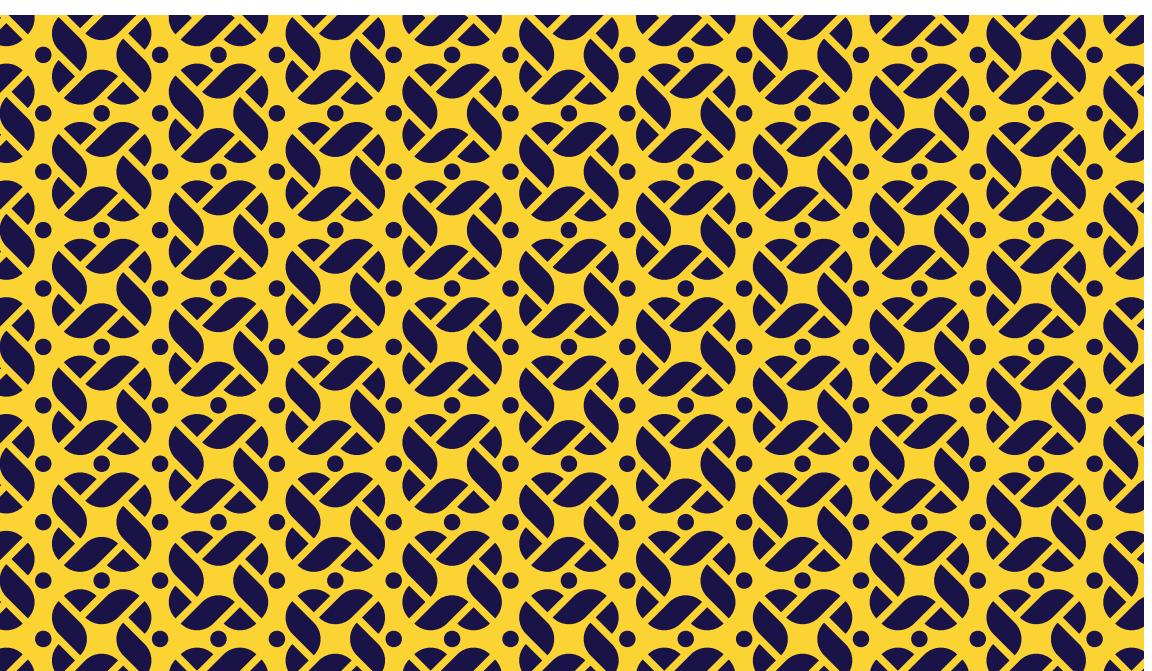
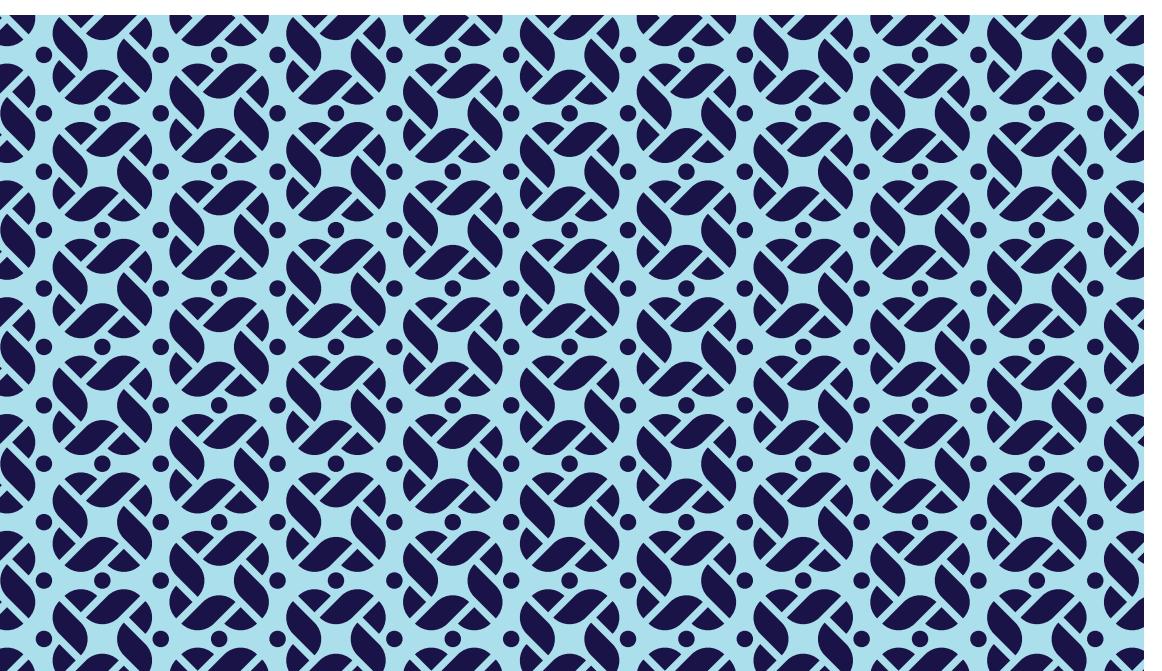
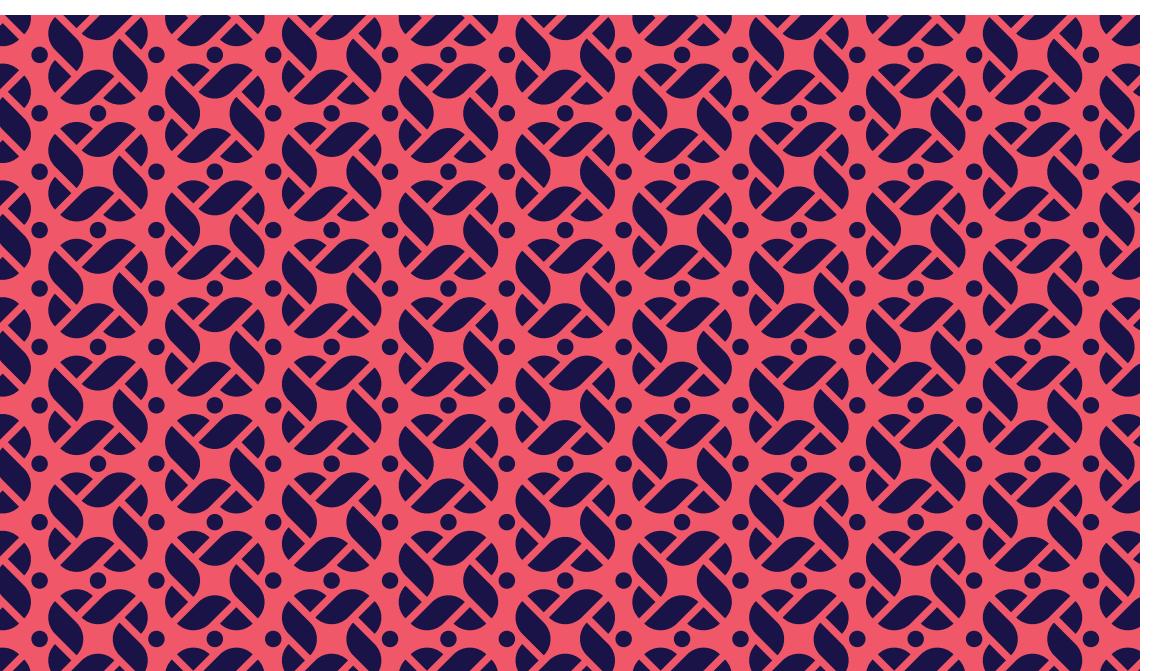
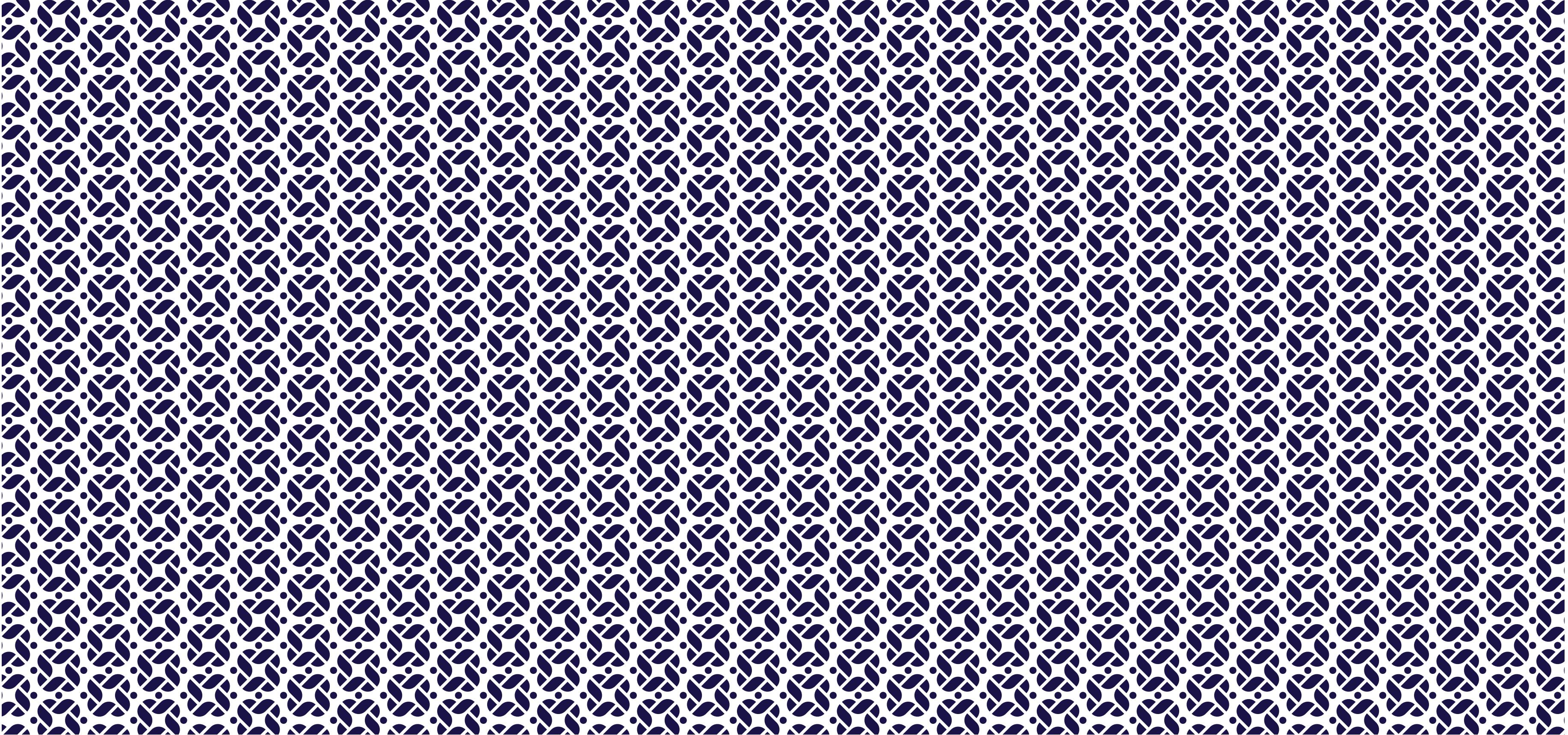
Pattern

The symbol from our logo can be tessellated to make a pattern. This reinforces the brand idea of the impact of togetherness.

This pattern can appear in any of the colours from our palette, including tints.

Some example usages could be:

- Wallpaper
- Printed endpapers
- Holding graphics
- Screensavers
- Loading animations



Icons & Illustration

Functional icons

These are primarily for user interface (UI) use and are simple icons designed to help users navigate our website and other digital platforms.



6.0 PHOTOGRAPHY

- 6.1 Three principles
- 6.2 Things to avoid
- 6.3 Photo treatments



Photography

Three principles

Together

Our brand is all about the impact of togetherness, so we like to show students in groups, rather than individuals or photos without students. Often small groups of 3–5 students works best.



Authentic

We want photos to look natural, authentic and representative of the Bristol student experience. Use our [photo library](#) to source images.



Diverse

Our imagery needs to reflect our diverse student body.



Photography

Things to avoid

Black and White/Grayscale

Unless approved by the marketing and comms team, please avoid black and white photography.



Avoid: Black and White Photography

Bad Stock Photography

We try and avoid stock photography where we can as we prefer an authentic look and feel. Where stock photography is unavoidable, choose imagery which looks as natural as possible — no cheesy posing!



Avoid: Cheesy Stock Photography

Blurry or Pixellated

We want our imagery to be high quality, so take care to avoid blurry or pixellated photos.



Avoid: Blurry Photography



Avoid: Pixellated Imagery



Photography

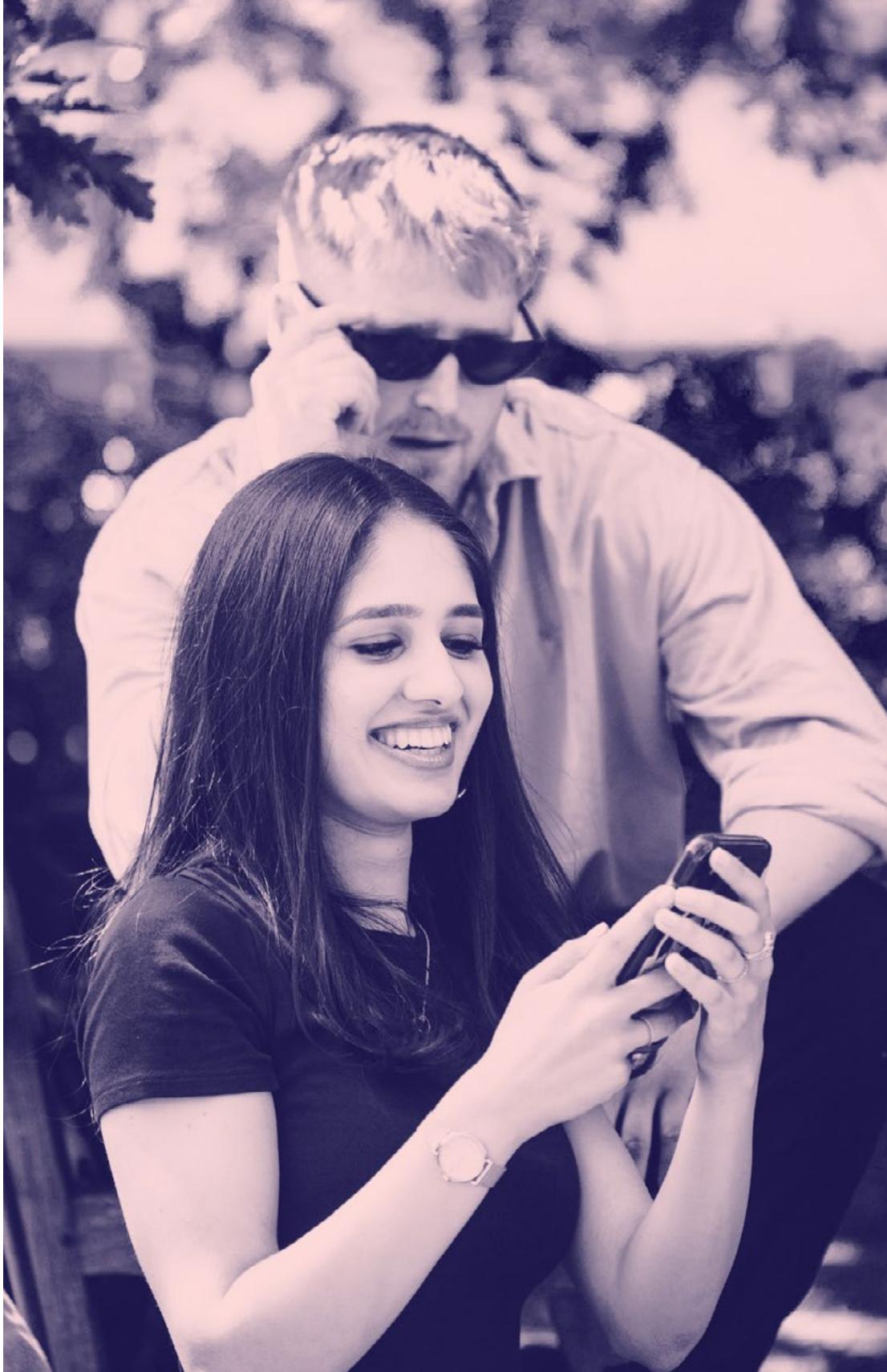
Photo treatments

Duotone

This is a playful photo treatment which is useful for uniting different imagery.

Use midnight blue in combination with one of the other colours from our brand colour palette to create this imagery.

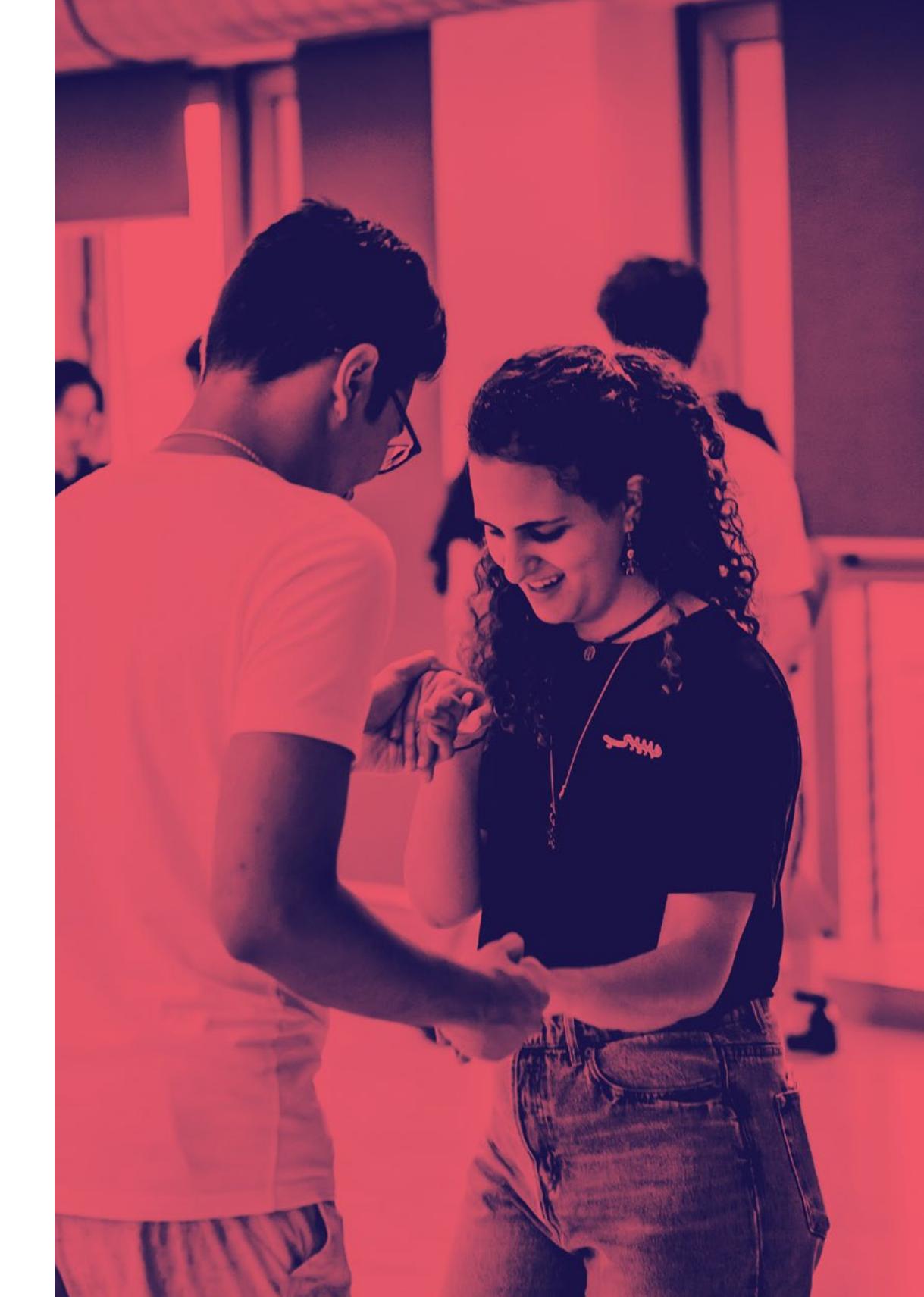
Duotone is best used when you're using the image as a decoration, rather than a key part of your communication.



Midnight Blue and Living Room Pink



Midnight Blue and Sky Blue



Midnight blue and Coral Red



7.0 TONE OF VOICE

- 7.1 At a glance
- 7.2 Before and after
- 7.3 Consistency checklist

CONVERSATIONAL

SIMPLE

INCLUSIVE

FUN



Tone of Voice

At a glance

What do we mean by ‘tone of voice’?

In a nutshell, tone of voice is our personality reflected through language. If we’re talking consistently, students will recognise us and develop a strong sense of who we are and what we do.

Our tone of voice can be summarised in just four words: conversational, simple, inclusive, fun.

CONVERSATIONAL
SIMPLE
INCLUSIVE
FUN



Tone of Voice

At a glance

CONVERSATIONAL

We want to engage with students on their level, this means using everyday language and avoiding formal interactions (think ‘hi’ not ‘dear’). Adopting a friendly and welcome tone shows our students that we’re human beings (not robots!).

SIMPLE

Our students come from all over the world and they’re busy, so we need to keep our communication with them simple and to the point. We want to make it as easy (and painless) as possible for students to get the information they need. So, when writing, try to avoid overly-complex language and jargon.

INCLUSIVE

Our student community is diverse, global and vibrant and we’re proud of this. Therefore, our language should always be inclusive, and this means following our accessibility guidelines.

FUN

We take what we do seriously, but we don’t want to sound serious all the time. We want our students to have fun, and this should translate into our communication with them. Where appropriate, we should make use of humour by injecting a little bit of cheekiness into our communications.



Tone of Voice

Consistency checklist

General

- Avoid jargon, unnecessary abbreviations or acronyms
- Avoid writing in all caps - we don't want to shout at our students, no matter how exciting or important the topic may seem
- Make use of contractions (We've, we'll, it's) where possible to keep the tone conversational

Writing about Bristol SU

- Keep your language simple and concise (imagine your audience have never heard of Bristol SU)
- Bristol SU should always be capitalised
- The phrase Students' Union should always have an apostrophe after 'students'
- We should refer to ourselves as Bristol SU or Bristol Students' Union. Never BSU.
- When referring to any of our spaces, brands or services, always include a reference to Bristol SU (e.g., 'Bristol SU Living Room', not 'the Living Room')
- Pronouns: always use 'we' when responding as Bristol SU, never 'I' and always use 'they' as a standard when referring to other people
- Student Groups is the collective term we use for societies, sports clubs and volunteering projects. You should never write student groups and one of these sub-groups.



Tone of Voice

Consistency checklist

Dates, times, numbers and pricing

- When writing a time always use the 24hr clock (09:00 not 9am)
- When writing dates always use 23 June or 04 July rather than 23rd June or 4th July and include the weekday where appropriate (e.g., Monday 04 July)
- If you're writing a full date, use format 08.09.18 not 08/09/18 or 8/9/18.
- Pricing formats should be £3 or £5.50 not £3.00, £3:00 or £5:50p.
- Write numbers one to ten as words. Write numbers from 11 onwards as figures.

Digital

- Emojis: All skin colours should be the default yellow, unless used for a relevant campaign e.g., Black History Month
- Don't put www at the start of web addresses.
- Where possible, weblinks should be embedded within text that describes the destination (e.g., 'see the Bristol SU website for more information' instead of 'click here')
- All links should be underlined and in a colour that is significantly different to the body text (as demonstrated in the example above)



Tone of Voice

Before and after

Back for the fourth year running, the International Food Festival is a great collaboration with student societies to bring you a fantastic array of delicacies.

Join us for food from...
Japanese Society
Thai Society
Mexican Culture Society
Spanish Society
Pakistan Society
Indonesian Society
Sri Lankan Society
UoB BanglaSoc
Filipino Society
Bristol Chinese Society
African Caribbean Society (ACS)
Bristol Tamil Soc

Do you love international food?

Prepare yourself for a taste extravaganza!

This year's International Food Festival is brought to you by students from our global community, with each student society offering a taste from around the world.



Before

After



Tone of Voice

Before and after

The biggest event to kick start your University year. Join us on the Downs for your chance to meet everyone from Bristol SU, sign up to every sports club and society you want, and get involved in all kinds of initiatives. You'll meet loads of people, see lots of amazing acts on our event stages, and you'll get tonnes of freebies too. And even better, it's free!

Please note you'll need your University Card or an acceptance letter to get in so make sure you have yours with you!

More Information:
For more information check out the Official Welcome Week Facebook group

Or find us on the Official Welcome Week website



Start your University year the right way and join us for the biggest (FREE) event of Welcome week!

We'll bring the sports clubs, societies and initiatives. You bring yourself and your University Card (or an acceptance letter) to the Downs, where you can sign up and get involved with anything that takes your fancy.

Get ready to meet lots of people, enjoy the amazing acts on our events stages and grab all the freebies you can get your hands on.

Before

After

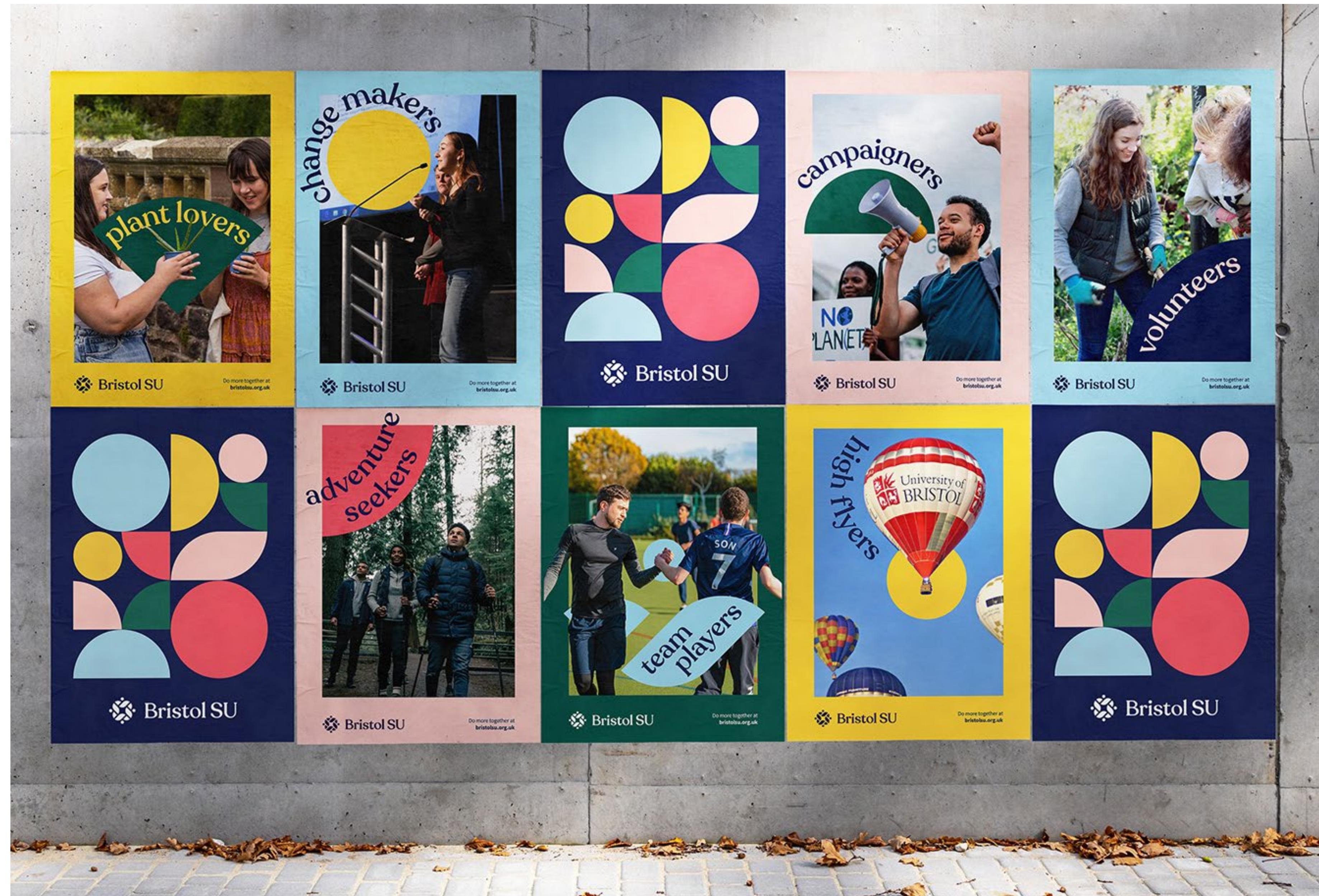


8.0 IN APPLICATION

- 8.1 Posters
- 8.2 Digital Graphics
- 8.3 Stickers

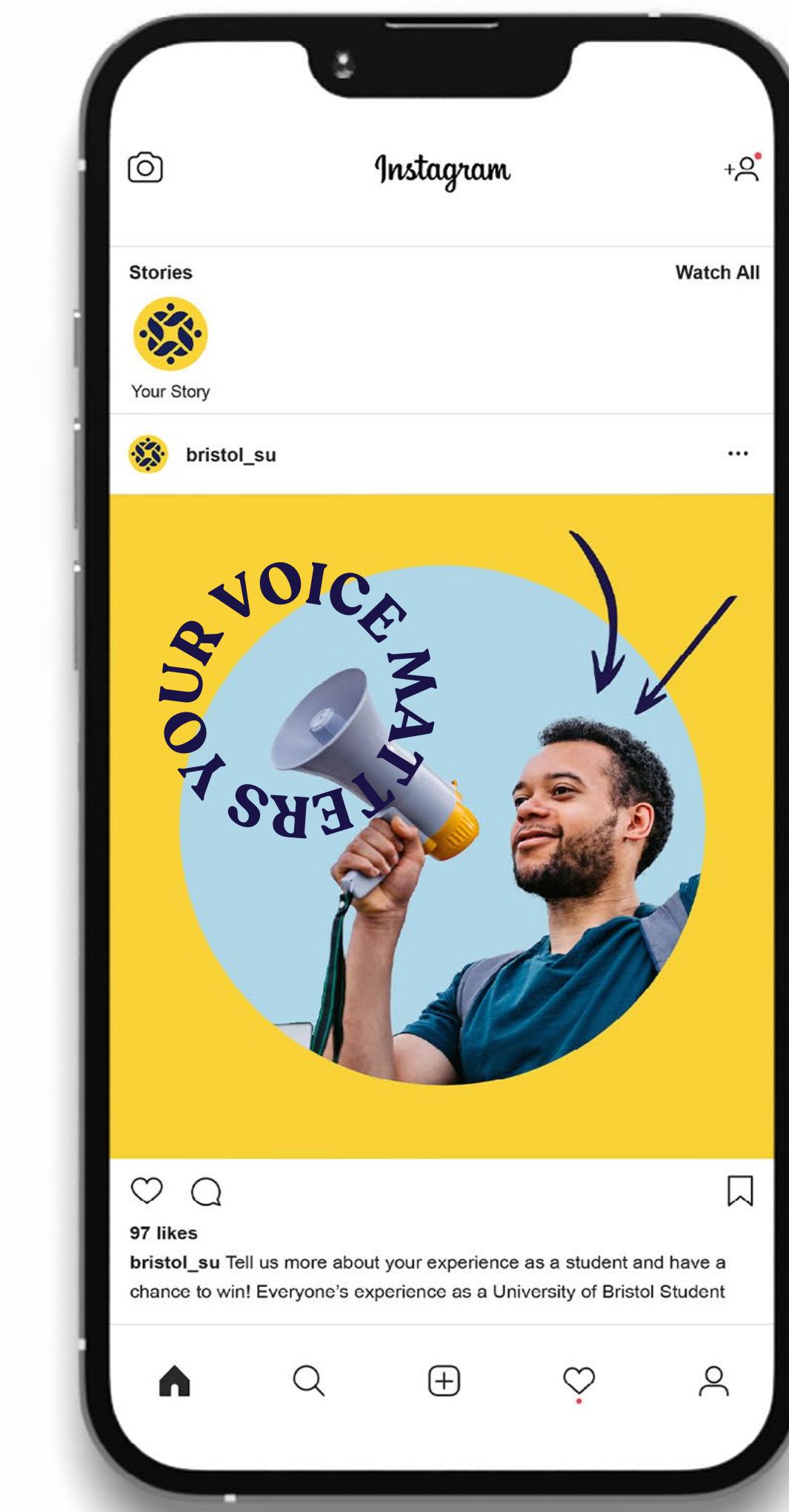
In Application

Posters



In Application

Digital graphics



In Application

Stickers



9.0 RESOURCES

- 9.1 Assets
- 9.2 Checklist



Resources

Assets

Brand Toolkit

Bristol SU staff can access a toolkit of assets, including logos and Microsoft templates on the [staff Intranet](#).

Canva

For Bristol SU staff and student leaders, we have a Canva enterprise subscription with a variety of pre-branded templates available. If you're not sure if you have access, please email bristolsu-marketing@bristol.ac.uk

Photo and Video Library

We use Filecamp to store our [photos](#) and video. All Bristol SU staff and Network committee members are welcome to request an account to browse and download imagery for their own communications.

We can provide access to our photo and video library for external users on request. Please email bristolsu-marketing@bristol.ac.uk and let us know what you're looking for.



Resources

Checklist

We know there's a lot of detail in these guidelines, so here's a checklist of key things to remember for everything you create.

- 1 You've used the correct logo files
- 2 There is clear space around the logo, and it is visible and legible over the background
- 3 Only colours from our brand palette are used and colour combinations are accessible
- 4 Only our brand fonts are used (Recoleta or Source Sans Pro)
- 5 Fonts are used in correct hierarchy and at appropriate sizes
- 6 Photography is high quality and not pixellated, blurry or stretched
- 7 There is plenty of clear space and your design feels balanced
- 8 Your copy has an appropriate tone of voice

