

our visual identity

an overview of our key
visual elements





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This document includes guidelines for usage and application examples for our logos, our fonts and our colour palette to ensure that our brand is consistent and instantly recognisable across all of our digital and print channels.



what is a visual identity?

Our visual identity is far more than just our logo. At a glance it makes us instantly recognisable and should evoke emotions in the audience, immediately creating a direct link between who we are, what we do and why we do it.

As with our tone of voice, consistency is key. Our stakeholders should be able to spot us a mile off, whether they've seen a poster, an email or a social media post.

The following pages offer some guidelines on using the key aspects that make up our visual identity including our logo, our colour palette, our typography and use of imagery.



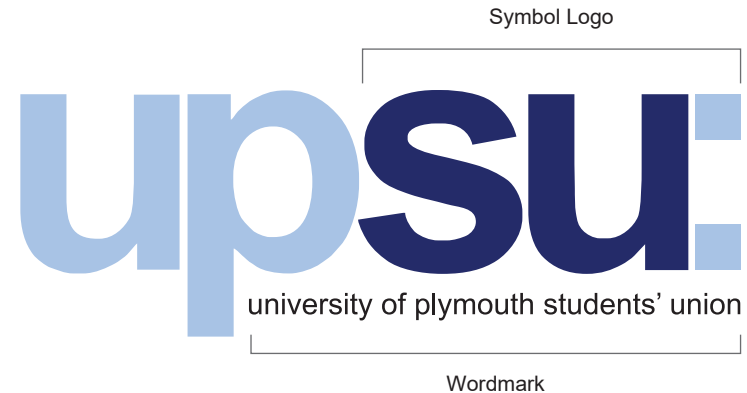
our corporate logo

Our logo is the key visual identifier of our organisation. It forms an integral part of our brand and essentially acts as our signature.

It is vital that we maintain a consistent look throughout all communications and therefore it should not be altered or recreated. It should be immediately identifiable, clean and properly formatted whether being used for web or print.

This logo is to be used in official documentation, certifications of achievement and correspondence with external stakeholders. The use of the full logo adds additional credibility and weight to the audience with its corporate feel.

Always use the master artwork and please do not recreate or change the lock up design. The official logo files can be downloaded from **here**.

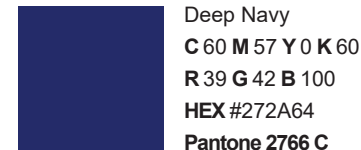


our corporate logo: usage guidelines

colours

As a rule the colour of the corporate logo should not be changed. However, if the logo is to appear on a light (not white) background the full black corporate logo may be used. Similarly if to be used on a dark background the full white corporate logo may be used. The corporate logo colour should never otherwise be altered.

The corporate logo is made up of the two core colours, pale aqua and deep navy. The wordmark is black and the font used throughout the logo is Arial, Regular for the wordmark, Bold for the main body.



size

To maintain legibility, never reproduce the corporate logo with the wordmark at a height smaller than 15mm (for print) or 55 pixels (for screen). If the corporate logo needs to be reproduced smaller than 15mm/55 pixels then the wordmark should be removed as it will no longer be legible.



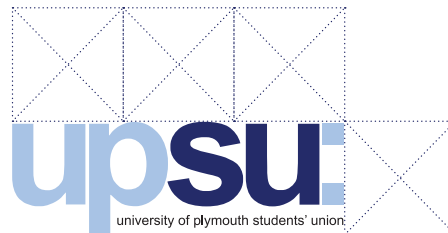
15mm or 55px - Minimum height of corporate logo with wordmark



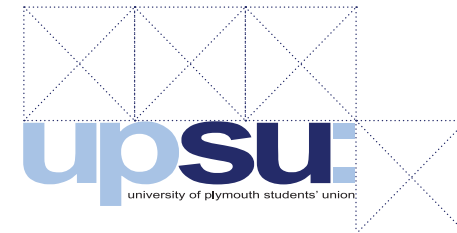
5mm or 15px - Minimum height of corporate logo without wordmark

aspect ratio

The UPSU logos should maintain a consistent aspect ratio of approximately 1:3 - the width of the logo should be three times the height. This ensures that the logo does not become distorted.



Correct aspect ratio



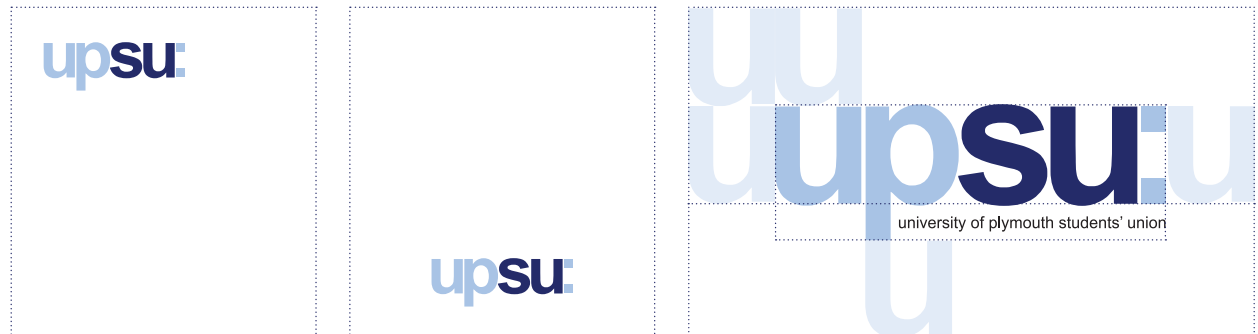
Incorrect aspect ratio

our corporate logo: usage guidelines

positioning

If possible the corporate logo should be positioned in the top left corner of the design, alternatively it can be centralised at the bottom of the page.

There should be adequate clear space surrounding the logo to set it apart from other elements of the design ensuring prominence and legibility. This space should be equal to the width and/or height of the initial “u”.



clothing & uniforms


It's important to ensure that the positioning of the logo on all UPSU branded clothing and uniforms is consistent to keep us looking like members of one big team.

The logo should always be printed or embroidered on to the right side of the chest (as you look at it). For official uniforms, the corporate logo should be used. The wordmark should be removed if being reproduced at a size below 15mm.

Uniforms for casual staff, e.g. student helpers, or for an informal event should use the symbol logo on the right side of the chest with the option of adding the UPSU website in Arial Bold, -50 kerning underneath to act as a signpost to find out more information.



using the corporate logo: application examples




Meeting Minutes

Meeting held on: 25/04/19


Present: AA, BB, CC, DD, EE, FF
Apologies: GG, HH

Minutes	
Item	
Notes	
Updates	



advertise
with us

Varsity: 1st March - 30th June 2019



upsu.com

- Hypertexted Logo on Varsity webpage
- Featured in News Stories on upsu.com during Varsity

social media

- 3 x Facebook post into Varsity Facebook event
- 1 x Facebook posts into UPSU Page to announce your sponsorship
- Tagged into Instagram and Tweets about

the SU app

- Listed as the sponsor on the SU App events for Varsity

upsu:

sales@upsu.com 01752 598250 upsu.com

certificate
of
achievement

THIS IS TO CERTIFY THAT

Student Name

HAS BEEN AWARDED THE

Student Award

STUDENT GROUP

Staff Member

STAFF MEMBER TITLE

Staff Member

STAFF MEMBER TITLE

Thank you for your ongoing commitment to the Students' Union.



internal documents

Internal documents should use the corporate logo in order to illustrate the professional nature of these correspondences between UPSU staff. This includes meeting minutes as above.

external correspondence

When working with or reaching out to external stakeholders the corporate logo should be used, as shown in the Media Pack example above to encourage better recognition of the organisation as a professional environment.

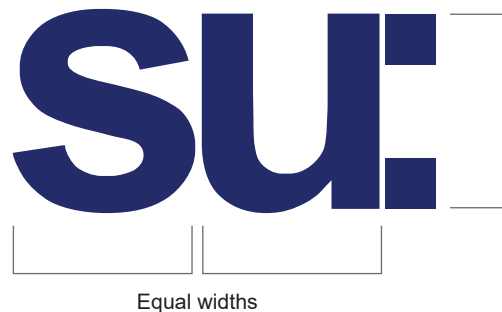
certification

When a student is given recognition of their work by the Students' Union the corporate logo should be used. Using the corporate logo adds greater credibility to the students' achievements in the professional market post-University.

our symbol logo

The symbol logo is a simplified variation of the corporate UPSU logo. It has been simplified to increase accessibility and to create a more informal feel when engaging with the student body.

This logo is to be used on all student-facing promotional materials. This includes promotional print, social media and event promotion. Exceptions include core print, official documentation and certifications. If you're unsure which to use please contact the Communications and Digital team.



Colon
Signifies that there is more information to come and acts as an introduction to the following content.



our symbol: usage guidelines

colour

As with the corporate logo, the colour of the symbol logo should not be altered. The colour of the symbol logo has been simplified to just one of our core colours; navy blue. This colour should be used as a default but black and white may be used to ensure visibility against particularly dark or light (but not white) coloured backgrounds.



Default colour



To be used on light (but not white) backgrounds



White logo to be used against dark backgrounds

positioning

The symbol logo should always be placed in the top left corner of any artwork or documentation.

The exclusion zone between the symbol and the edges of the page should be equal to the height of the symbol logo.



size

The symbol logo should be displayed at no smaller than 5mm in print or 18px digitally. Any smaller and the content becomes irrelevant and lost in the content of the piece and is no longer readable for the user.



Minimum height of symbol logo is 5mm or 18px

sticker

The sticker logo is a variation on the symbol logo designed to ensure visual accessibility when the logo is being used on top of a detailed background such as a photograph. The master artwork of the sticker should always be used instead of recreating using the symbol logo. To request a copy please contact the Communications & Digital team.



Default colour



Black and white



The sticker logo should only be placed in the top left hand corner.

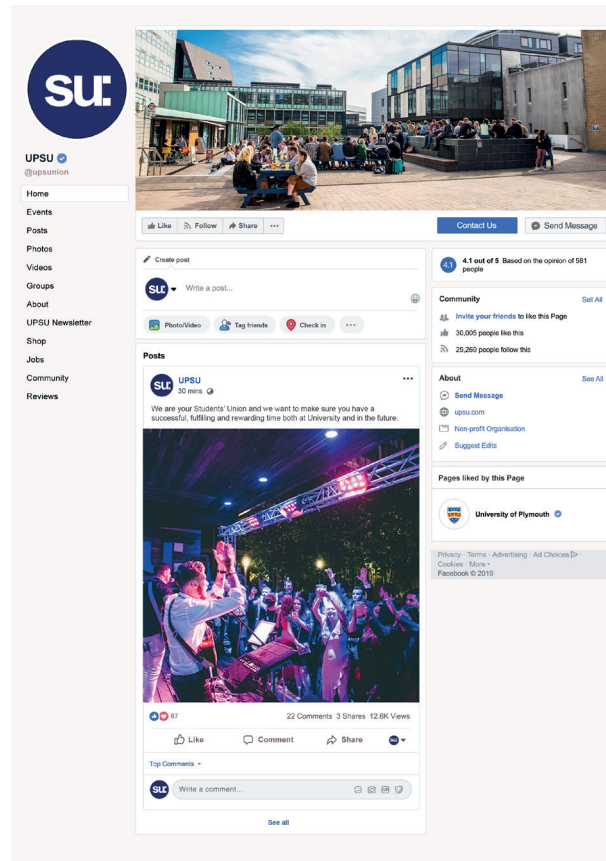
When using against a dark coloured, detailed background a reverse of the default sticker can be used; navy blue on white.

using the symbol logo: application examples



student facing

Some of our offerings, such as club nights, need to be adaptable to offer differentiation in the competitive commercial market. As such the artwork is less rigid and standardised but the symbol logo should still sit in the top left hand corner to add our mark.



social media

Our social media channels are often the first point of interaction that we have with our students. With this in mind, the branding must be consistent to give us a clear identity. The symbol logo should be used as it is more informal and welcoming.

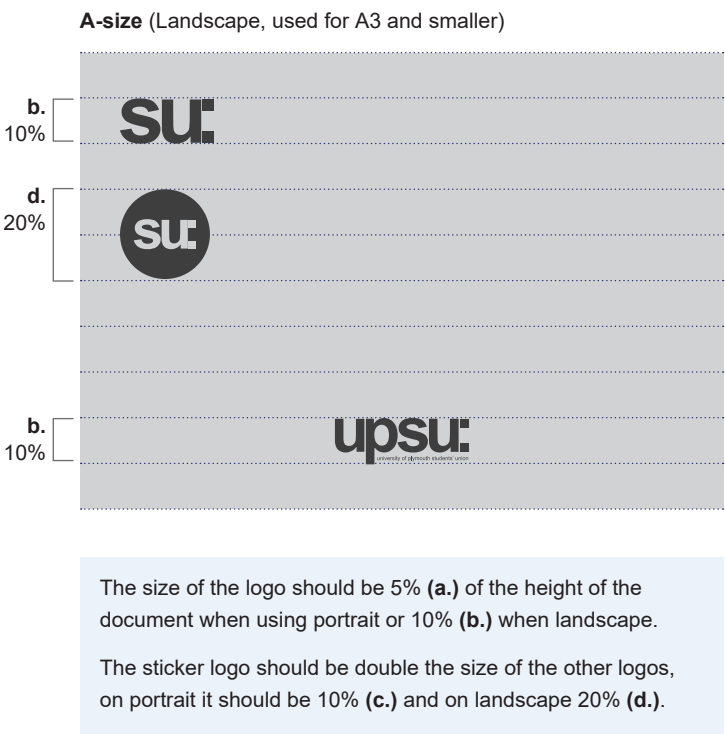
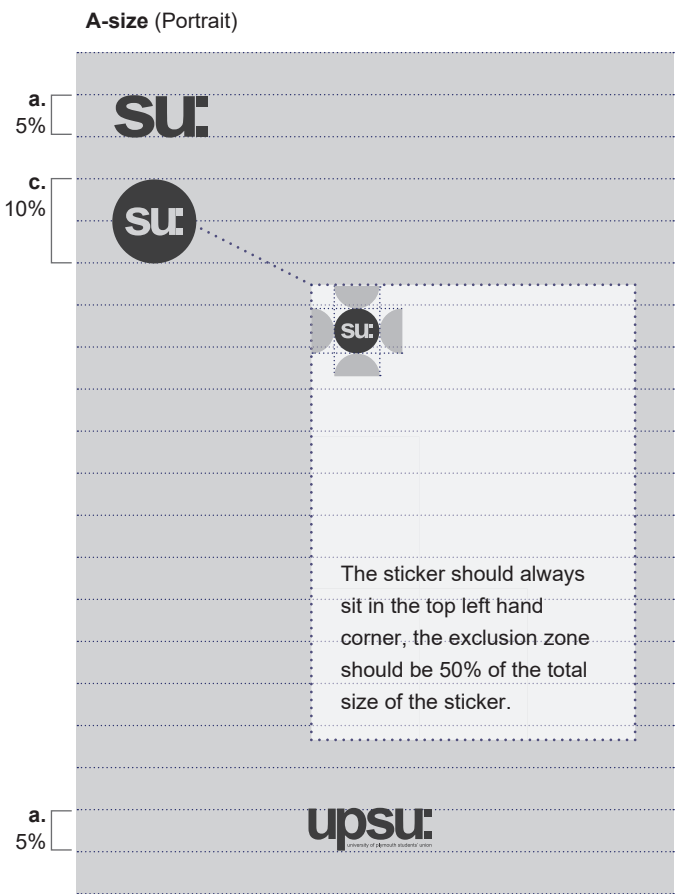


sticker symbol logo

The sticker symbol offers clarity against a busy background. As above, by putting a darker circular background behind the symbol it makes the logo stand out and increases readability. The sticker should only be circular in shape.

our logo: scale

When using either the symbol or corporate logo it's important to ensure that it's at the correct scale for the artwork or document. If it's too small it'll be lost and we want to be proud putting our name to the content. If the logo's too large it can overpower the key message.



Measuring the logos



When measuring the corporate logo for scale the measurement should be the full height of the “p”.

Size Chart

a-size	symbol	corporate	sticker
A6*	10mm (P) 7.5mm (L)	10mm (P) 7.5mm (L)	20mm (P) 15mm (L)
A5	10mm (P) 7.5mm (L)	10mm (P) 7.5mm (L)	20mm (P) 15mm (L)
A4	15mm (P) 10mm (L)	15mm (P) 10mm (L)	30mm (P) 20mm (L)
A3	20mm (P) 15mm (L)	20mm (P) 15mm (L)	40mm (P) 30mm (L)
A2	30mm (P)	30mm (P)	60mm (P)
A1	40mm (P)	40mm (P)	80mm (P)
A0	60mm (P)	60mm (P)	120mm (P)

*This is the minimum size to display the logos before the text becomes unreadable.

our logo: incorrect usage



don't distort or rotate

If you need to resize the logo, ensure that the width and height are altered in direct proportion to avoid distorting the shape of the logo.



don't recolour

The UPSU corporate and symbol logos should never be recoloured. Check the usage guidelines and colour sections of this document for guidance.



don't rotate

Neither logos should ever be rotated or appear at an angle, they should be the correct way up and perpendicular to the edges of the page.



don't embellish

The logos should appear as flat coloured images without any additions or effects including, but not limited to: drop shadow, embossing, outer glow etc.



don't rearrange

Never rearrange individual elements of the logo. The logo should only ever appear in one format as detailed in the guideline sections of this document.



don't recreate

Don't attempt to remake the logo, if you need a copy get in touch with the Communications & Digital team or download a copy [here](#).

our logo: dual branding

We are proud to collaborate with a wide range of external parties on a variety of different projects all year round.

When dual branding is required on promotional materials each logo should be placed side by side horizontally with a separating line equidistant between each logo. The line should have a weight of 0.75pt and be either black or white depending on the background.

Neither logo should have prominence over the other and should be sized as equally as possible. Occasionally multiple logos will need to be displayed, for example Varsity - in this case all logos should be aligned and follow the same lock up principles as shown to the right.

upsu:



UNIVERSITY OF
PLYMOUTH

SU:



upsu:



All separating lines should be the same height and the logos should be centralised horizontally. The corporate logo should be roughly 1/3rd the height of the line, the symbol 2/3rds.

upsu
upsu
upsu

SU:

internal project co-branding

As a general rule, individual projects should not have their own identity but should sit in line with the UPSU branding to make it clear that the offering is being delivered by the Students' Union.

Some ongoing or high profile projects will have their own brand identity, for example Team Plymouth is represented by the sports crest shown to the right. In these cases the lock up should match the one used for external partners and contributors.

SU:



upsu:



When using the sticker the height of the separating line should be equal to the height of the sticker.

our logo: internal branding

As such as diverse organisation, our range of services and internal outlets need to be instantly identifiable while maintaining enough consistency with our brand to ensure that our members know they're run by us.

When referring to outlets, the sticker logo should be used and the accompanying text is the same height as the text inside the sticker (based on the main body of the letter, ascenders and descenders should extend outside of the guidelines).

The separating line should be 0.75pt, coloured either black or white depending on the background and be the same height as the sticker. It should sit equidistant between the sticker and the accompanying text with a space equal to the width of the colon inside the sticker.



The UPSU navy blue should be used for both the sticker and the accompanying text. Accompanying text should be written in Arial Bold with -50 kerning.

When using against a dark background, white should be used for the symbol, separating line and accompanying text.



secondary lock up

The lock up above should be used wherever possible, however, sometimes a simpler iteration will be needed, for example small point of sale or print on promotional items.

If the print or display area is limited the secondary lock up can be used which is more effective and easier to read at a smaller scale.



Both lock ups should only be applied to outlets and not to individual departments. If you're unsure which to use please check with the Communications & Digital team.

dual branding: application examples



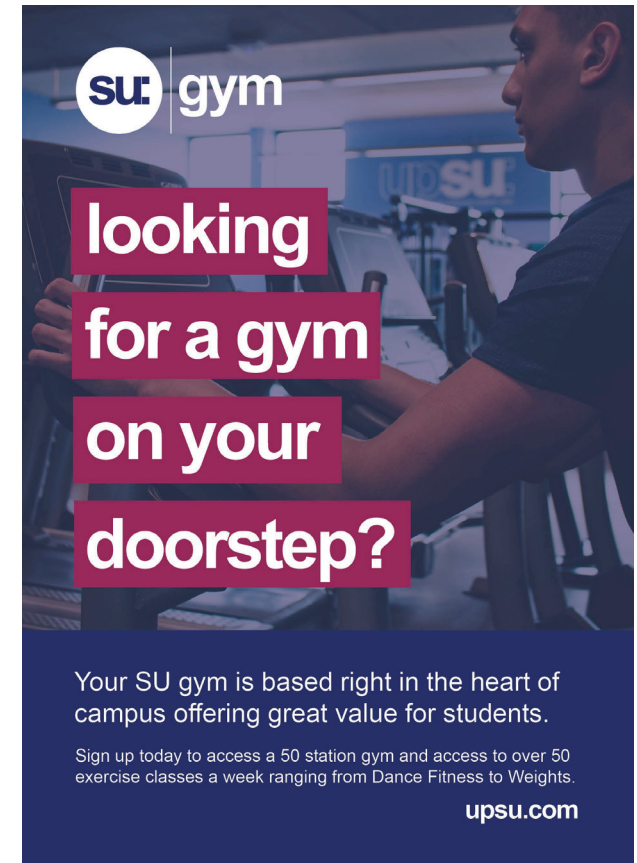
varsity

As a flagship event in the UPSU calendar, Varsity has its own brand identity. However, the lock up with external partner logos remains consistent with the separating lines.



costa coffee shop

The coffee shop in the SU is a franchise, with that franchise comes certain regulations as to how we can promote it to our users. The Proud to Serve logo must be visible on all promotional material, here it sits alongside the symbol logo.



gym

The SU gym is a part of UPSU however because it is an outlet in its own right with numerous competitors in the surrounding area, it is important to develop a clear brand identity to illustrate that it is a specialist outlet as well as being part of UPSU.

our

fonts

Our typography is one of the most important considerations for communication and accessibility across all our platforms. It helps us establish our brand and gives us a consistent identity across our wide range of platforms.

Our aim is to make all our information clearly identifiable, accessible, informative and understandable whilst reflecting our personality. We want to ensure that all our members, staff and anyone viewing our communications can access the information in an easy accessible format.

The fonts we use to communicate are clear and clean, accessible sans serif fonts and are suitable for a wide range of uses. The consistent use of the permitted fonts achieves a unified and uniform approach that our stakeholders expect from us.



our typographic palettes

arial

Arial is our primary font, one of the most accessible sans serif fonts available, with good clarity and legibility. It's widely available, which means all users should have easy access to it. Given its availability, Arial will be used for the majority of our documents and will be the font used for all formal internal documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
'?"!")(%)[#]{}@}/&\<-++÷×=>©£:;,.*

Arial Regular
arial bold (lowercase with -50 kerning)

roboto

Our secondary font is Roboto. an open source sans serif Google font, similar to Arial. Roboto will be used in our digital spaces as a web font when Arial is not visually accessible. It translates well over multiple devices such as mobile, desktop and tablet as well as different browsers and also duplicates well in print. [Download Roboto here.](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
'?"!")(%)[#]{}@}/&\<-++÷×=>©£:;,.*

Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold



our fonts: usage guidelines

lowercase text

When using Arial Bold with -50 kerning only lowercase lettering should be used. This sits in line with our logos creating a consistency between the core assets of our brand identity. The exceptions to the lowercase rule are proper nouns such as individuals' names, locations and brands who specify that capitalisation must be used.

abdefghij
klmnopqr
stuvwxyz

Lowercase lettering creates a more informal and approachable appearance while fitting in line with our logos, creating consistency. This illustrates that our key messaging always goes back to our core purpose as an organisation.

Body text and descriptive text should not follow this rule, it should always be accurate in terms of grammar as well as spelling and punctuation.

block highlighted text

Highlighting header text as a block, as shown to the right, adds impact and draws the user's attention to the content immediately. It's also a useful device when adding text to a photograph background as the block colour keeps the area surrounding the text clear and easier to read. Colours should have enough contrast to ensure readability.

block
highlighted
text

Block highlighted text should only be used for a heading and should not be used on more than 7 -10 words in one piece of artwork.

More information on colour combinations for the highlight and text to ensure visual accessibility can be found in the colour section of this document.

headers and subheaders

Headers and subheaders act as navigational points, forming a hierarchy of information for the reader. There should be clear definition between each section of the text. The header text should follow the block highlighted text rules and shouldn't be any smaller than 48 pt, the subheader should be Arial Regular and a minimum of 18 pt.

header text

Subheader Text

Body Text

our fonts: accessibility

body text

All body text should be displayed in Arial Regular at a minimum point size of 12 pt (print) or 8 - 10 pt (digital, only when zoom is available). Leading (the space between lines of text) should be between 25 - 30% of the point size so that those with partial sight do not have difficulty finding the beginning of the next line while reading. For example, 12 pt text should have a minimum of 15 pt leading.

Arial Regular, 12pt

Minimum point size for print

Arial Regular, 8pt - Arial Regular, 10pt

Minimum point size for digital

In the body text paragraphs should be clearly separated and not indented. Separating the paragraphs illustrates a clear visual break between one block and the next.

Indenting paragraphs can cause issues for users with visual or cognitive impairment as the location of the start of a text line alters creating a jagged line of text on the left hand side.

alignment and justification

Bodies of text should always be aligned to the left without hyphenation. This makes it easier to find the starting point of the next line, ensuring accessible readability. Text should not be fully justified as this creates large, uneven spaces between words and letters making the line of print harder to follow particularly for those with visual and/or cognitive impairments.

Left aligned text creates a ragged edge along the right hand side which increases the readability, particularly for those with visual impairments. The straight left hand axis creates a clear starting point once the end of the line has been reached.

In comparison, centre aligned text creates two ragged edges either side of the content. The eye is forced to manually identify the starting point of each new line of text. This is particularly inaccessible for those with visual impairments.

In Western cultures, left-aligned type with ragged right edges is the easiest format for the majority of people to read. This is because we naturally read from left to right.

Furthermore, the straight left axis creates a common starting point which enables the eye to quickly scan each line of text. If the text is centre or right aligned it becomes harder to find that clear starting point as all edges are uneven.

adding emphasis

When emphasising key points within text avoid using words written completely in capitals, e.g. THIS IS IMPORTANT. It is harder for a partially-sighted person to recognise word shapes if the letters are all the same height. Similarly, italicised text is harder to read as the letters are at an angle. Bold text should be used for emphasis.

This is fine but THIS BIT IS REALLY IMPORTANT.

Harder to distinguish shapes and reads as though you're shouting.

This is fine but *this bit is really important.*

Fine in moderation but slightly harder to read as the text is distorted.

This is fine but **this bit is really important.**

Bold text is the ideal way of adding emphasis to key phrases.

When highlighting a key message within a body of text the most effective and easily readable option is to **bolden** the text as it does not ultimately change the shape of the letters, only thickens it.

Italics can sometimes be effective in highlighting *key information* or *names* but large blocks of italic text should be avoided.

our fonts: application examples



headers, subheaders & body

Breaking the text into three sections gives clarity through a clearly defined hierarchy which improves readability. The header lets the user know the gist of the message, the subheader forms an introduction and the body text offers clarity.



web application

Our default font across the UPSU brand is Arial, it makes up the basis of our logos and is prominent in our visual print and digital output. It's accessible for users and readily available as a system font. However, Arial is not always visually accessible when used in web applications. For this reason, Roboto is the font we use across our key digital platforms such as the UPSU website. It translates well over multiple devices such as mobile, desktop and tablet as well as different browsers.

our

colours

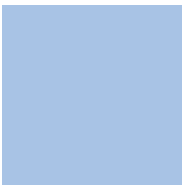
Colours are about more than just looking pretty. The use of certain colours can evoke emotions and trigger a predetermined assumption on the content of a message before you've even read a word.

Our colours have been designed to illustrate our values and our culture as an organisation. A combination of warm and cool colours denotes excitement, passion and energy as well as calmness, tranquility and stability.



our colour palette

Our identity has two core colours which form the basis of our corporate logo.



Pale Aqua
C 21 M 13 Y 0 K 7
R 184 G 203 B 235
HEX #B8CBEB
Pantone 277 C



Deep Navy
C 60 M 57 Y 0 K 60
R 39 G 42 B 100
HEX #272A64
Pantone 2766 C

It is important to render the colours accurately. For best colour results, match the colour code most appropriate to your needs.

When printing digitally or lithography, e.g. flyers
Always use CMYK when 4-colour process printing.

When printing on to products or clothing
Always use the spot colour value, these have been matched to the Pantone Matching System (PMS).

When using colour digitally
Always use either the RGB or the hexadecimal values when producing content that will only be viewed digitally.

In addition we have six secondary colours, chosen to complement the core colours whilst offering versatility and variation.

Using these secondary colours in combination with our two core colours expands the visual scope of our contribution while maintaining a consistent visual identity to all members of our community.



Mikado Yellow
C 0 M 24 Y 92 K 2
R 248 G 187 B 18
HEX #F8BB12
Pantone 1235 C



Vermilion Red
C 0 M 75 Y 89 K 12
R 224 G 54 B 24
HEX #E03618
Pantone 179C



Metallic Seaweed
C 100 M 13 Y 0 K 43
R 0 G 120 B 139
HEX #00788B
Pantone 3145 C



Amaranth Purple
C 0 M 74 Y 45 K 38
R 156 G 40 B 85
HEX #9C2855
Pantone 683 C



Pastel Green
C 15 M 0 Y 9 K 13
R 185 G 220 B 199
HEX #B9DCC7
Pantone 565 C



Carrot Orange
C 0 M 42 Y 90 K 5
R 242 G 140 B 24
HEX #F28C18
Pantone 716 C

our colours: accessibility

Ensuring the contrast ratio background and text colours is crucial to ensuring that all users can access the content without difficulty.

The Web Content Accessibility Guidelines (WCAG) offers recommendation on acceptable (Level AA) and preferable (Level AAA) contrast ratios between colours to ensure visual accessibility and readability considering a range of visual impairments.

WCAG 2

Level AA: 4.5:1 (normal text), 3:1 (large text)

Level AAA: 7:1 (normal text) and 4.5:1 (large text)

Large text is defined as 14 pt (bold) +, or 18 pt +.



Checking artwork in black and white is a good way of ensuring that the use of colour isn't dictating or altering the content.

Pale Aqua #B8CBEB

	Aa Large text	Aa Normal text
White text	Not legible	Not legible
Black text	Legible (12.78:1)	Legible (12.78:1)

Mikado Yellow #F8BB12

	Aa Large text	Aa Normal text
White text	Not legible	Not legible
Black text	Legible (12.1:1)	Legible (12.1:1)

Metallic Seaweed #00788B

	Aa Large text	Aa Normal text
White text	Legible (5.17:1)	(AA) Legible (5.17:1)
Black text	(AA) Legible (4.05:1)	Not legible

Pastel Green #B9DCC7

	Aa Large text	Aa Normal text
White text	Not legible	Not legible
Black text	Legible (14.12:1)	Legible (14.12:1)

Deep Navy #272A64

	Aa Large text	Aa Normal text
White text	Legible (13.11:1)	Legible (13.11:1)
Black text	Not legible	Not legible

Vermilion Red #E03618

	Aa Large text	Aa Normal text
White text	(AA) Legible (4.45:1)	Not legible
Black text	Legible (4.71:1)	Not legible

Amaranth Purple #9C2855

	Aa Large text	Aa Normal text
White text	Legible (7.37:1)	Legible (7.37:1)
Black text	Not legible	Not legible

Carrot Orange #F28C18

	Aa Large text	Aa Normal text
White text	Not legible	Not legible
Black text	Legible (8.53:1)	Legible (8.53:1)

our colours: colour allocation

Colours can have a significant impact on how you think and feel about information that is presented to you. They can evoke certain emotions and associations before you've even read a word.

Our colour palette has been selected on the basis of the common associations behind these colours. They span from cool colours (showing our stable, optimistic and safe side) to warm colours (which illustrate our energetic, empowering and creative side). These principles can be applied to our four key aims: money, social, support and empower.

The swatches show how our colours and their meanings can guide the visual association of our users to understand our core messages.

core colours



Blue is often seen as a sign of stability and reliability.

- » Sincere
- » Calming
- » Stable
- » Productive
- » Traditional
- » Secure
- » Orderly
- » Inspirational

secondary colours



- | | | | | | |
|-----------------|---------------|-------------|--------------|------------------|---------------|
| » Sophisticated | » Tranquility | » Attention | » Energy | » Energetic | » Imaginative |
| » Tranquil | » Safety | » Bright | » Enthusiasm | » Exciting | » Peaceful |
| » Optimistic | » Uplifting | » Fresh | » Warmth | » Call to action | » Creative |
| » Reflective | » Openness | » Intense | » Cheerful | » Empowering | » Spiritual |

Money



Social



Support



Empower



our

students

The students at the University of Plymouth are at the heart of everything that we do as a Students' Union.

The incredible work that they do should be at the forefront of our visual identity. Showcasing their achievements through the use of photography gives them recognition and inspires other students to get involved and do the same.



our photography

Our photography is a cornerstone of our visual identity. We should use images of real students wherever possible in promotion, recognising faces they've seen on campus shows that actually other students are engaging with activities offered by the SU illustrating that it is a credible and valuable source of opportunity and support.

To ensure visual consistency the photography should be the following:

- » High resolution; 300 ppi minimum
- » Feature a diverse range of students demographics, balanced and representative
- » Natural lifestyle shots, showing students engaging instead of posed shots to camera
- » Showcase a range of different activities from the glitzy events to the every day life of our students
- » Be free of watermarks (credit the individual photographers in captions when necessary)

Occasionally, we will need to use stock photography. In these cases the images should be royalty-free, high resolution and reflective of our demographic. Corporate style stock images or watermarked imagery should not be used.

