

BRAND GUIDELINES.

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ABOUT US

Aberdeen University Students' Association (AUSA) came into being in 2000 with the merging of the Athletic Association, Student Representative Council and the Union Management Committee. Since then it has built an identity as a student led charity with all registered students of the University of Aberdeen as its members.

Through a strong democratic structure it provides all students with the opportunity to engage, influence and be heard on all matters that relate to them as students.

Throughout the work of AUSA runs the firmly held principles of fairness, inclusion and non-judgemental practice.

Looking to the future AUSA will raise its profile across the campus and become one of the leading students' associations for representation and best practice in Scotland. To do this AUSA needs all stakeholders to know what it stands for, which is why the strength of

the brand is so important. It needs to resonate on a physical and emotional level so that it becomes known and recognised for those things that matter.

Currently knowledge of AUSA and what it stands for is low, especially amongst students and university staff. These guidelines will enable a clear message in all communications, marketing and advertising. Sub-brands will be tightly managed and used only when a clearly segmented approach is needed.

The guidelines take account of all audiences, visual style, tone of voice and message.

CONTACT

For any information regarding the brand guidelines and for artwork approval please don't hesitate to get in touch.

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STRATEGY

OUR VISION

To be an organisation that engages students to have a voice, fulfil their potential and get the most out of their University experience.

OUR MISSION

Support, Empower, Represent

OUR VALUES

The way we do things is as important to us as what we achieve.

As an organisation we will be:

Democratic

Transparent

Inclusive

Supportive

Approachable

Friendly

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VISUAL IDENTITY

PRIMARY LOGO



The logo consists of three parts:

- The three arrows
- The crown
- Aberdeen University Students' Association

These must always be presented together as displayed here.

STACKED LOGO



There are three versions of the logo available to use. Our primary logo that must be used whenever possible. Only when this cannot be used due to space restrictions, the stacked logo may be used. However, under certain circumstances and only with permission, the icon may be used.

ICON



MINIMUM SIZE

PRIMARY LOGO



The logo has been designed to be reproduced at a minimum size. This will help ensure legibility, consistency and identity across campus. The logo must be scaled proportionally at all times, to ensure it is not distorted for different media sizes.

Please see minimum sizes below:

- Primary logo is 20mm.
- Stacked logo is 40mm.

STACKED LOGO



SECONDARY LOGO



Only under strict permission may the secondary logo at 10mm be used for items such as stationary.

Please contact the Graphic Designer for permission.

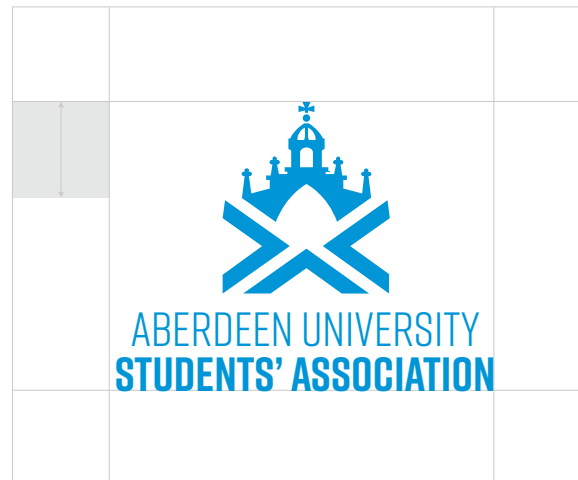
CLEARANCE ZONE

PRIMARY LOGO TYPE

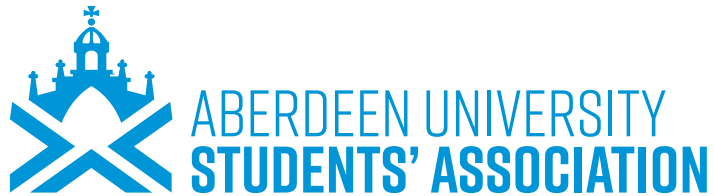


There requires to be a clearance zone around the logo to ensure maximum impact. This safeguards that no other elements intrude the logo. We advise that the height of the crown should be used as the clearance zone around the entirety of the logo. Nothing should intrude past this zone, ensuring the logo has plenty white space around it.

STACKED LOGO TYPE



OUR COLOURS



Our logo consists of one colour acting as the primary colour of the Students' Association. If the Blue cannot be used, grey, black or white versions may be used to give us more flexibility when producing media.

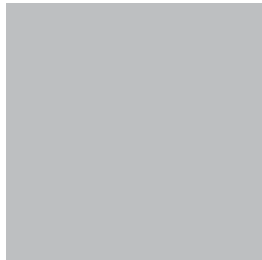
Simplifying the colours we use guarantees a consistent approach in everything we do.

The primary colours must be used at all times in the logo and also may be used in general documentation such as letterheads and business cards.

OUR COLOURS



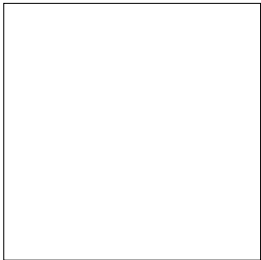
PANTONE 2925
CMYK 85 24 0 0
RGB 0 150 214
#0096D6



PANTONE COOL GREY 5
CMYK 0 0 0 29
RGB 190 192 194
#BEC0C2



BLACK
CMYK 0 0 0 100
RGB 0 0 0
#000000



WHITE
CMYK 0 0 0 0
RGB 250 250 250
#FFFFFF

These colours are the specific colours that must be used in the logo at all times.

Please do not change these in any way.

OUR COLOURS



PRESIDENT
PANTONE 4059 C
CMYK 15 97 69 5
RGB 198 32 61
#C6203D



EDUCATION
PANTONE 2039 C
CMYK 0 89 5 0
RGB 235 53 135
#EB3587



WELFARE
PANTONE 268 C
CMYK 78 89 0 0
RGB 93 53 147
#5D3593



SPORT
PANTONE 072 CP
CMYK 100 95 0 3
RGB 39 54 145
#273691



COMMUNITEES
PANTONE 2293 XGC
CMYK 53 0 100 0
RGB 131 201 31
#83C91F

These colours are associated with the brand, and cannot be deviated from. They are not to be used as logo colours and are not to be assumed to be the only colours the logo can be placed on.

They represent our five Sabbatical Officers and can be used indiscriminately as there are no set department colours. Our creative colours are what gives us a dynamic approach to media. We kept our brand personality in mind when choosing these colours and the resulting palette is vibrant and eye-catching. It offers a broad selection of options and combinations to help make sure our identity stays fresh.

TYPEFACE

PRIMARY FONT

RIFT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(,,:;!£&@*) 0123456789

RIFT DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(,,:;!£&@*) 0123456789

RIFT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(,,:;!£&@*) 0123456789

We have three main typefaces in our brand. These are the only ones that should be used in any form of media.

Rift - should only be used for headings in publications and not the core text.

Futura – is the preferred font for all communication materials. This font has been chosen for its visual impact and readability across print and screen media.

Where it is not possible to use Rift or Futura, you must only use Arial.

SECONDARY FONT

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(,,:;!£&@*) 0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(,,:;!£&@*) 0123456789

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(,,:;!£&@*) 0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(,,:;!£&@*) 0123456789

Futura Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(,,:;!£&@*) 0123456789

MISUSE OF THE LOGO



Do not stretch or distort the logo in any way.



Do not change the colour of the logo.



Do not alter the logo.



Do not place the logo on a busy background or place the logo on a coloured background which has no contrast.



Do not use the old logo under any



Do not create your own logo

When using the logo, please **do not** do the following;

1. Alter, stretch or distort the logo in any way.
2. Change the colour of the logo.
3. Place the logo on a busy background or place the logo on a coloured background which has no contrast.
4. Use the old logo under any circumstances.
5. Create your own logo.
6. Use the logo without permission.

If you want to use the logo within a publication please contact us and send in the artwork for approval.

APPLICATION



PRESENTATION

The PowerPoint presentation template has been designed to look clean, fresh and easy to use. Each presentation you produce should always use this template.

STATIONARY

To ensure consistency throughout our brand, you can find templates for the following items:

- Letterheads
- Business cards

CHARITY NUMBER

On **all** AUSA media and external documents the Scottish Charity number must be present like so:

Aberdeen University Students' Association (AUSA) is a registered Scottish Charity, No. SC037971.

For more information on these external documents, please see information from Scottish Charity Regulator below:

You must put the charity's details on:

1. All external letters and emails
2. The website's home page
3. Adverts, notices and official publications
4. Documents that ask for donations for AUSA
5. Bills AUSA issues
6. Direct debit and standing order mandates
7. All invoices and receipts
8. Annual accounts
9. Educational, promotional or campaign materials
10. Legal conveyance documents about land rights (buying, selling or transferring land)
11. Contracts.