



The University of Stirling  
Students' Union

Branding Guidelines

# Introduction

**The University of Stirling Students' Union** is the representative body of the students of the University of Stirling. The Union provides such social, recreational and support facilities and activities as deemed appropriate by elected Officers who are supported by a team of staff.

The following branding guidelines are designed to help all parties who engage with and on behalf of the Union. This ranges from elected Officers to Clubs and Societies to University Departments. Every e-mail, poster and publication the Union produces is a form of communication with a target audience of some description. It is therefore essential that all who undertake such activity have clear guidance for the purposes of consistency as well as access to the resources required in order to comply with such guidelines.

The Union has been known in many guises since its inception ranging from the CSA to more recently, SUSA. In 2009, the Union formally changed its name to the University of Stirling Students' Union. **When abbreviating the full title, all connected with the Union are encouraged to ensure that we are referred to as The Union or Students' Union.** Where colleagues in the University or further afield still refer to us as SUSA or abbreviate to call us USSU (or any such equivalent) you are encouraged to inform them as to the correct manner in which to refer to us moving forward.

Over the next few pages you will find helpful guidance on the use and application of both the formal and informal logos for the Union, other logos available to use, guidance for documents, e-mails and social media. It is important to stress that far from being restrictive, a great deal of freedom is encouraged in the promotion of Union activity.

The guidelines are in place to help provide clear advice on when and where to use the correct branding and associated logos and ensure consistency in presentation so as to aid the student membership in identifying Union activity and providing a more professional presentation of the Union to its members.

The details are not intended to be exhaustive and implementation of the guidelines will inevitably throw up some issues which need to be addressed for the future and as such, the guidelines will continue to grow, develop and adapt to the changing needs of the Union and its membership.

In thinking about the purpose of your communication always bear in mind:

- Is the information I wish to present accessible?
- What are you trying to communicate?
- What format are you using to communicate this?
- Who is your target audience?

All of the necessary resources for Clubs & Socs/Sports Union will be made available from the Union's website: [www.stirlingstudentsunion.com/branding](http://www.stirlingstudentsunion.com/branding) whilst more detailed resources for staff and Officers will be made available via the Union's shared area.

For further information or clarification, please contact the Union's Marketing Team:

Nick Manton, Marketing & Events Co-Ordinator: [n.d.manton@stir.ac.uk](mailto:n.d.manton@stir.ac.uk)  
Lauren Kirk, Marketing Assistant: [lauren.kirk1@stir.ac.uk](mailto:lauren.kirk1@stir.ac.uk)

# Logos



**Green**  
Pantone: 375 C  
CMYK: 54, 0, 99, 0  
RGB: 135, 211, 0

**Grey**  
Pantone: Cool Gray 11C  
CMYK: 64, 54, 46, 19  
RGB: 98, 100, 105

**White & Black**  
Standard, 100%



## Your Student Union Logo

This logo should be used when seeking to communicate directly with the membership via posters, flyers, leaflets and informal documentation such as club signup sheets, claim forms and general Union publicity. The purpose of this logo is to create a consistent presentation across the Union and link the variety of work we do to the student body.

## University of Stirling Students' Union Logo

This logo should be considered as the more formal use of the Union's presentation and be used for official communications such as agendas, minutes, letterheads and HR policies.

The Union's logo should be used in everything that the Union does. It should set the tone for communications and convey the personality of the Union and its rich, vibrant and varied activity. When anyone sees the Union logo they should associate it with quality and a desire by all involved in Union activity to help deliver on the goal to Make Students' Lives Better.

# Logos

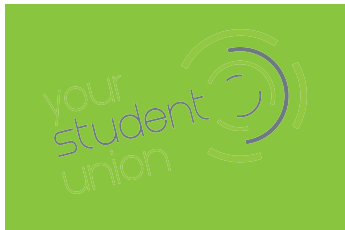
The logos outlined must either be used with the colour settings provided against what should be ideally a single colour background. If used on an image or background which negates use of the full colour logo, please use a logo which is clearly visible. Unlike other branding guidelines which specific the size and location a logo must be placed, there is freedom in both these respects. You should bear in mind the advice given and that the logo is prominent, clearly visible and identifies the artwork/document as being linked with the Students' Union.

In these circumstances a a solid black or white logo should be used. The logo must also be large enough for either the 'Your Student Union' or 'University of Stirling Students' Union' text within the logos to be comfortably visible.



Only in extreme circumstances and with the approval of the Marketing & Events team may a logo be placed within a white box. Every publication or printed material produced by the Union must carry the Union's logo. It is acceptable to use the circular design of the logo as a stand alone feature as is the case with the Union's Twitter icon. It can also be used as a cropped background in publications.

## examples of how the logos should not be used



The logo has been placed against a background of similar colour meaning it can't be seen. In such circumstances, use a single colour version.



Under no circumstances should the logo be stretched/squashed.



Whilst single colour logos are fine, the mix of colours within the logo should not be altered.



Always ensure you use a good quality version of the logo and that the print quality avoids a grainy outcome.



In this example the colour logo set against an active background makes neither the logo or image clear. In this scenario, use a plain colour logo as demonstrated above.

# Additional Logos & Colours

It is important that within the scope of encouraging greater consistency and co-ordination of this work, variation is celebrated and encouraged. Where logos exist, thought should be given to when and where these should be used in any publication, artwork or printed material. In general, one of the Union's logos outlined previously must always be present to link activity and services to the Students' Union. It is important for logos not to be obscured or compromised by proximity to other visual elements.

Other logos which are available for use include Best Bar None, Love Your Pocket, Green Impact Award, Lower Carbon Community University Challenge, Drinkaware, Envy, Union Shop and so on. There will also be logos created for specific events/campaigns such as Freshers, RATE and SLP. All logos for use will be made available as appropriate. Further guidance on the placement of multiple logos within a design can be sought from the Union's Marketing Team.

## Examples of other Union Logos



To accompany any activity undertaken by the Sports Union or its clubs.



To accompany the Union's Starbucks outlet, Underground.



To accompany the Union's Bar and Catering venue, Studio.



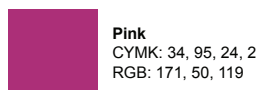
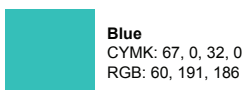
To accompany any promotional materials for the Union's online letting service Stirling Digs.



The Union's Making Students' Lives Better should accompany relevant publications to link Union Awards and commitment to enhancing the student experience.

## Colour Palette

To further assist with consistency, the Union has developed 4 key colours which whilst used primarily in formal publications such as the Impact Report or Union Handbook. These can be freely used for a range of publications/promotional purposes.



# fonts and e-mails

To ensure consistency for both internal and external communication, it is important to ensure that all Union policies, procedures and related documents carry a consistent presentational style. In addition to the application and use of the Union logo as outlined, it is important to address the written presentation style.

## fonts

---

For all regular communications undertaken by staff and Officers of the Union, we shall be using the Arial font. Arial is a widely recognised, clean and accessible font currently used in many aspects of the Union's work.

### Documents

For any letters, policies, internal and external documentation you should use: Arial (Font size 11) Black Text

For any internal printing, a black logo (as appropriate) should be used as we should encourage mono printing (unless colour is required). The black logo will look better for this than the colour logo printed in mono. For any external/formal requirements, (OSCR, Letterhead, Business cards, compliment slips, purchase orders) please ensure the formal University of Stirling Students' Union logo is used and printed in full colour. All internal printing should ensure that white borders are removed prior to display/distribution. All papers, signup sheets, claims forms, policies, minutes and so on, should carry the appropriate Union logo.

### E-mail

For any internal or external e-mail communication you should use: Arial (Font size 10) Black Text

Other fonts can be used in publications (for example, Freshers, Give It A Go, RATE, Studio Bar promotions) but for regular communication, Arial should be used at all times.

## e-mail signatures and out of office notices

---

Moving forward and whilst still allowing freedom for relevant messages, all Union staff and Officers with access to and use of an e-mail account, should have a consistent signature and out of office setup. The colours are Green (RGB 135, 211, 0) and Black to ensure visibility. Please ensure that your e-mail signature is setup as follows:

Arthur Other | Union Position

Your Students' Union

e: [arthur.other@stir.ac.uk](mailto:arthur.other@stir.ac.uk)

t: 01786 46 7166

w: [www.stirlingstudentsunion.com](http://www.stirlingstudentsunion.com)

a: The Robbins Centre, The University of Stirling, FK9 4LA

The University of Stirling Students' Union

A registered Scottish Charity SC023788



It is important to stress additional information can be added below this. For example, web links to the Union's Shop or the Union's Impact Report. From time to time, Union management may request that all with e-mail access carry a logo/link in their signature to highlight a key Union development or priority. When such a request is made, full details will be provided on how to do so.

# e-mail & social media

## **Out of Office notices**

When you are away from work on business or annual leave, it is important to switch on your out of office notification within Microsoft Outlook. In doing so, the following information should be included (and amended as appropriate):

Thanks for your e-mail. Please note that I am currently on annual leave and will return to the office on Monday 27th May 2013.

Should you need to contact someone in the Union then please contact Arthur Other, Union Position on 01786 467166 or at [theunion@stir.ac.uk](mailto:theunion@stir.ac.uk)

Regards,

Person

## **Web e-mail**

Many staff and Officers now also access their e-mail via the web at [wwwmail.stir.ac.uk](http://wwwmail.stir.ac.uk). When doing so, a similar approach to font use, signature and out of office setup should be applied for consistency purposes.

## social media

---

The Union operates a presence via a number of social media platforms as detailed below. Reference to these should be made in promotional material where appropriate. It should be remembered that these platforms are publicly viewable so the same care and attention should be paid as it would for a more formal type of communication. Further guidance on the appropriate use of social media is available in the Union's Social Media Guidelines and from the Marketing Team.



**Facebook**

The Union's Official page can be found at [www.facebook.com/stirlingstudentsunion](http://www.facebook.com/stirlingstudentsunion)  
The Union will also from time to time create specific pages such as the Official Freshers page.



**Twitter**

The Union's Official Twitter account is: [@stirlingunion](https://twitter.com/stirlingunion)  
Profiles also exist for the Sabbatical Officers and from time to time the Union will seek to use hashtags to promote certain activity - the Union's Marketing Team will advise colleagues as appropriate.



**Instagram**

The Union now operates an official Instagram account: [@stirlingunion](https://www.instagram.com/stirlingunion)

## **Website**

The Union's website can be found at [www.stirlingstudentsunion.com](http://www.stirlingstudentsunion.com)

[www.stirlingstudentsunion.com](http://www.stirlingstudentsunion.com)



[www.facebook.com/stirlingstudentsunion](http://www.facebook.com/stirlingstudentsunion)



[@stirlingunion](https://twitter.com/stirlingunion)



[@stirlingunion](https://www.instagram.com/stirlingunion)

