BRAND GUIDELINES

LOGO

PRIMARY LOGO

AUBSU

USAGE: This should be used first if space allows for it. Use it on websites, footers, stationary, signage etc.

SECONDARY LOGO

SU
ARTS UNIVERSITY BOURNEMOUTH
STUDENTS' UNION

USAGE: For when the primary logo doesn't fit in the required space. Used on websites, printed materials and larger elements
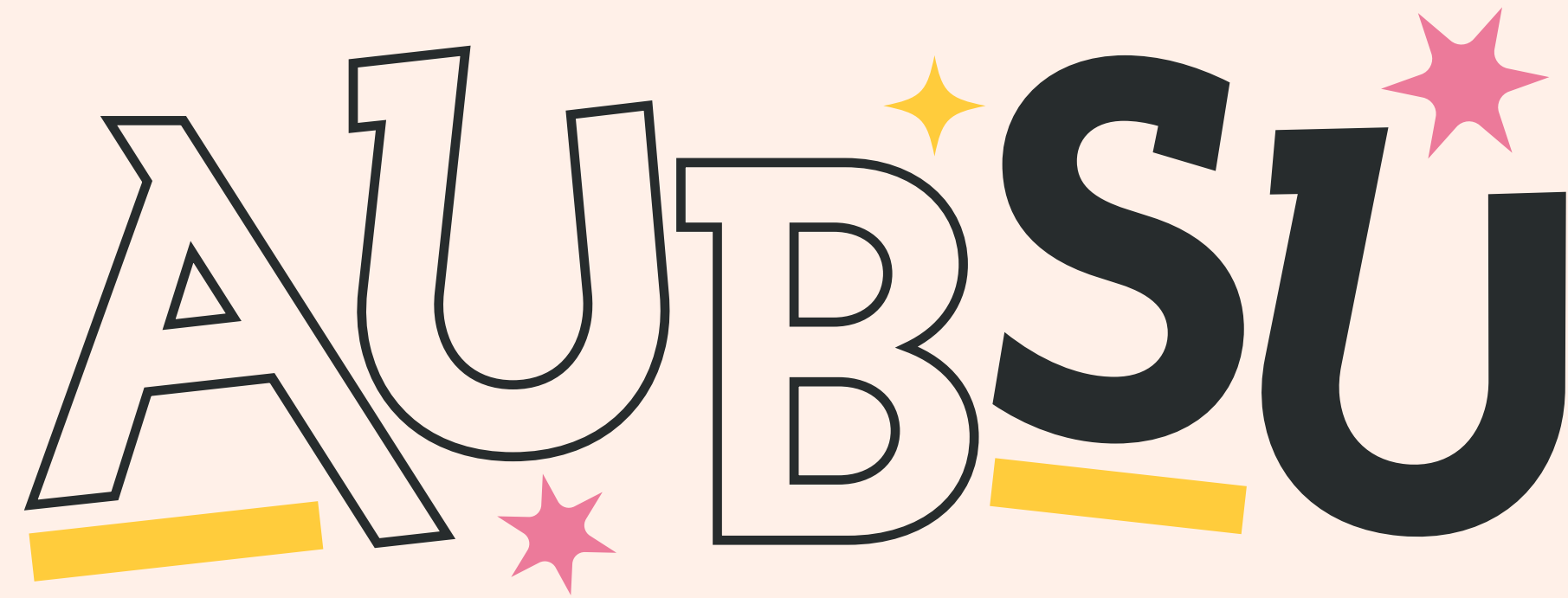
FULL VERSION LOGO

AUBSU
ARTS UNIVERSITY BOURNEMOUTH
STUDENTS' UNION

USAGE: For when you want to specify who AUBSU is , for example to people that don't recognise us yet

LOGO MARK

SU

USAGE: Social media profile pictures, stamps etc. Use this when the other variations simply won't fit

LOGO

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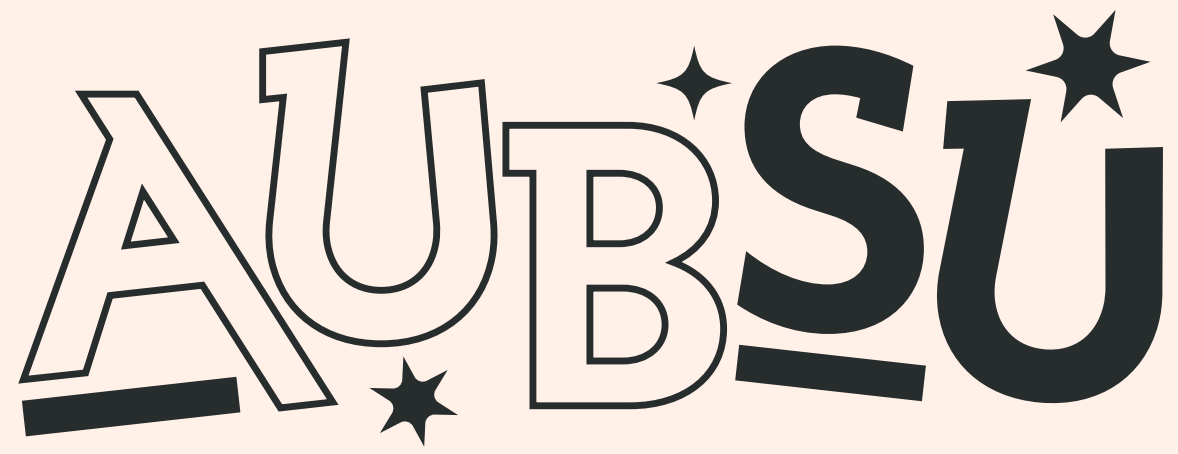
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STUDENTS' UNION

SU

COLOURS

HEX CODE: #272C2D	**HEX CODE:** #FFF0E7	**HEX CODE:** #EC7A9A	**HEX CODE:** #FFCC3C	**HEX CODE:** #5161AC	**HEX CODE:** #EE4935	**HEX CODE:** #4B9958

CMYK:
This should be used for all printed materials

RGB:
This should be used on-screen and for web design (anything digital)

HEX CODE:
This colour code is used on-screen and for web design.

PRIMARY FONT

NEUE KEBEL BLACK

USAGE: This is the default typeface and should be used within headers and titles

SECONDARY FONT

Neue Kebel Medium

USAGE: The secondary font compliments the primary. This should be used for subheadings.

COMPLIMENTARY FONT

NEUE KEBEL BOLD

USAGE: This compliments the primary and secondary font. This should be used within the body copy

EXAMPLE

THE AUBSU AGM
(A.K.A. THINK TANK: THE BIG ONE)

Arts University Bournemouth Students' Union is the voice of change for AUB students; working to enrich their lives and offering services which improve their experiences.

EXTRA TIP: When using two fonts together don't use the ones that are next to each other. That's confusing but basically if you use Neue Kebel Black, use Neue Kebel Bold because otherwise you won't notice the difference that well.

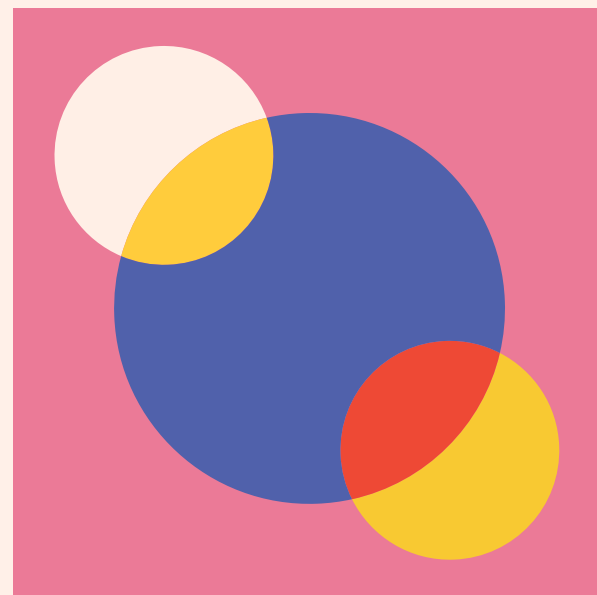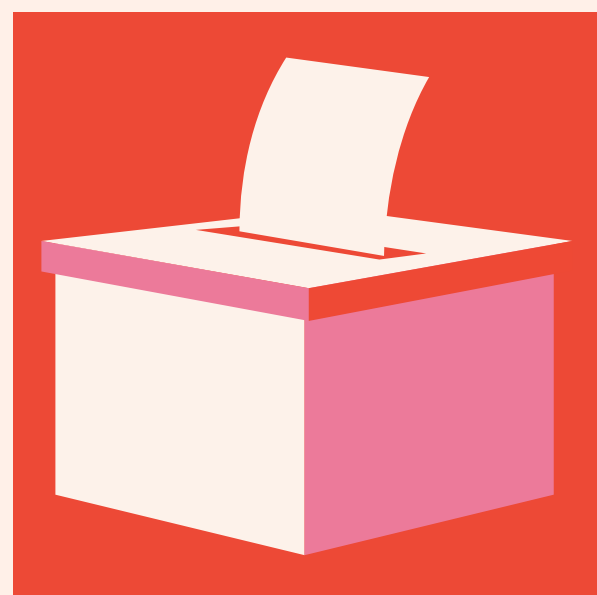# ELEMENTS
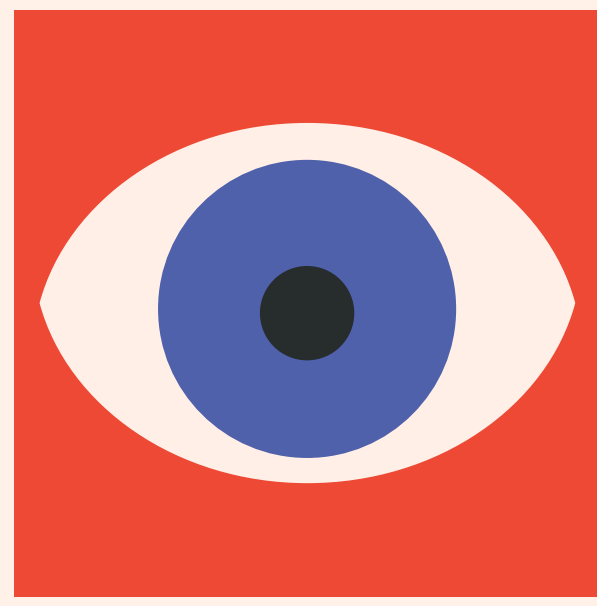
OPPORTUNITIES, LOOKING FOR TALENT
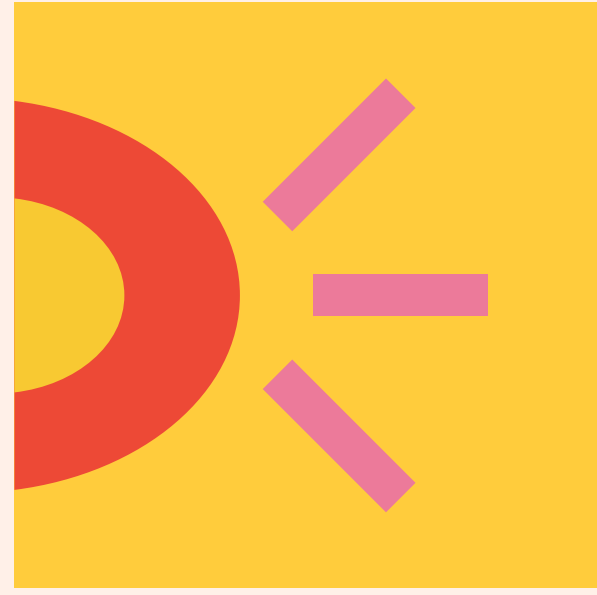
STUDENT VOICE, FEEDBACK
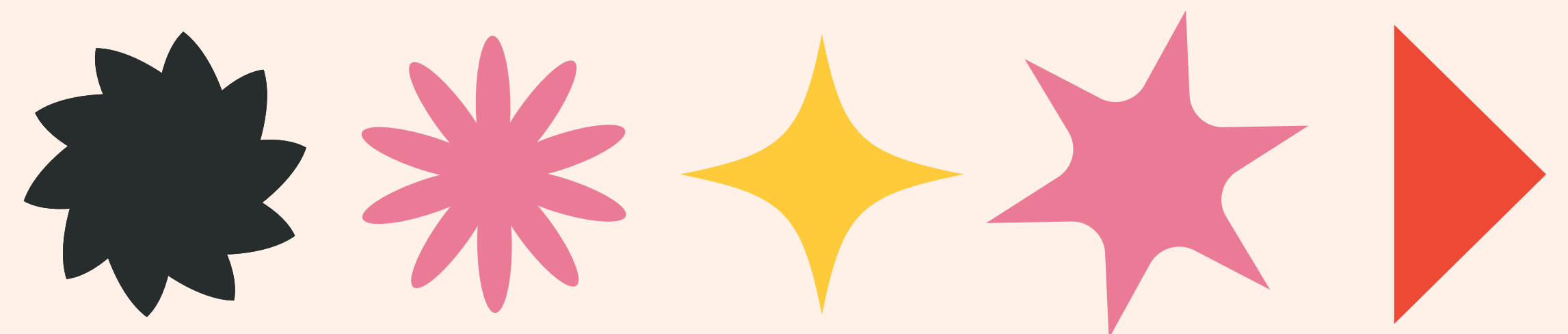
COMMUNITY, CONNECTIONS, NETWORKING

ELECTIONS, DEMOCRACY

NATURE

CREATIVITY

INSTAGRAM HIGHLIGHTS

EXTRA ELEMENTS