

Undeb Myfyrwyr Prifysgol Aberystwyth University Students' Union

Brand Guidelines



Overview

To portray a unified brand image, staff and officers are required to follow the standards outlined in these Branding Guidelines.

This document explains the use of the Union logo, official font and colour scheme, for use in all Union communications and functions. In consistently applying these elements in all our activities, our brand and image will be consistently strengthened.

How we sound

It is important that we communicate with students in a way that reflects our core values and mission statement.

Core values & Mission statement:

Mission: We want Aber students to **love student life**

Vision: Aber students should be **happy, healthy** and **empowered**, with **lasting friendships** and **promising futures**.

Promises:

- We will provide opportunities to find your **Aber community**
- We will be a **positive influence** for students
- We will support you to be **happy and healthy**
- We will help to grow your **skills and experiences**

Values:

- We are **shaped by students** - Your voice matters most
- We are a **community** - We want you involved
- We are **transparent** - We are always honest and open
- We are **ambitious** - We develop for the future
- We **caru Cymraeg** - We champion Welsh language and culture

Every e-mail, tweet, Facebook status, letter or face to face communication between the Union and students must portray a positive, fun and helpful attitude.

It is through this that we will become a core part of the student experience in Aberystwyth.

Language Identity and Bilingualism

The identity of the Union, whether as an organisation as a whole or on a departmental basis, will be bilingual. Regardless of the text-inclusive logo variant used, the name of the Union will appear bilingually at all times, whether in print or web.

In all cases, Welsh comes first or uppermost (above or to the left of the English).

For more information on working bilingually, it is recommended that staff and Officers consult the Bilingualism Policy.



1. Name

The official name of our organisation is:

Undeb Myfyrwyr Prifysgol Aberystwyth / Aberystwyth University Students' Union.

For less formal documents / channels, please use **UMAbberSU** or **UMAbber / AberSU**.

2. Logo Variations

Primary Logo:



The primary logo should be used as the main brand for the Union.

In most instances, the primary logo should be used, except where it would be displayed at a size below 50mm or 125px, in which case a secondary logo should be used. This is to maintain clarity of text.

The logo, where possible, *should be presented on white or near-white background*, again to maintain clarity.

Where this is not possible, or size constrictions apply, one of the secondary logos should be used.

Secondary logos:

Variant A

Variant A should be used when the primary logo isn't appropriate, mainly when the size of the logo required will render the primary logo text unreadable e.g. letterheads or footers.

Variant A may also be used for overlaying the logo on a heavily textured background (e.g. a photograph) by removing the red of the backing and the 'a' to display the underlying texture.



Variant B

Variant B should be used in cases where the logo without text is required, or *where the size of the logo would otherwise render any of the text illegible.*

Variant B logo is available to use in red and white with transparent background.



All versions of the logo are saved in the logos file in the 'Comms & Engagement' > 'Branding' folder within the Union shared drive (in .jpeg and .png format).



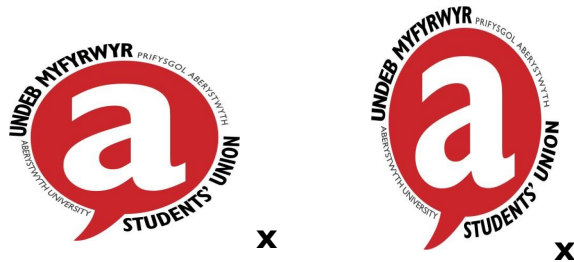
Logo Do's and Don'ts

Do...

- Ask Comms if you are unsure which version of the logo to use.
- Ensure the logo is clearly readable when placing onto a coloured background.
- Ensure the colours do not clash when placing onto a coloured background – you can always use the white transparent versions of the logo.
- Ensure the Union logo appears in the top left right hand corner of all external material produced.

Don't...

- Stretch or squeeze the logo
- Alter the colours in any way
- Alter the logo in any way
- Put the logo in a white box and then place on a coloured background – use a transparent version.
- Use any other version of the logo other than the ones shown on the previous page.



3. Extras

Alongside the logo, there are a couple of extra components that can be used to complement the logo & develop documents.

Dots in the 5 SU colours may be used as document footers.

These images are saved within the shared drive: 'Comms & Engagement' > 'Branding'. Please do not amend the colours or introduce new colours.

There are also UMAberSU template branding material readily available on the Union Canva account (please ask Comms if you don't have access).





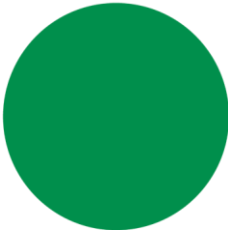
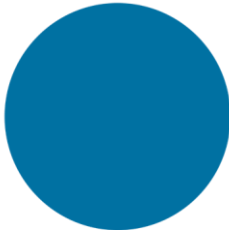
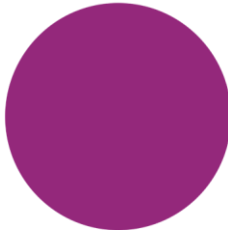
4. Union Colour Palette

Colour Scheme

Our primary colour is the red of the main Union logo – #C9252B and the union logo should always be displayed in red or grayscale.

The rest of the colour scheme corresponds to SU activity and services.

*All promotional material / union documents should only use our colour palette (or black and white) and fonts for brand consistency, allowing UMABerSU to become instantly recognisable to Aber Students.

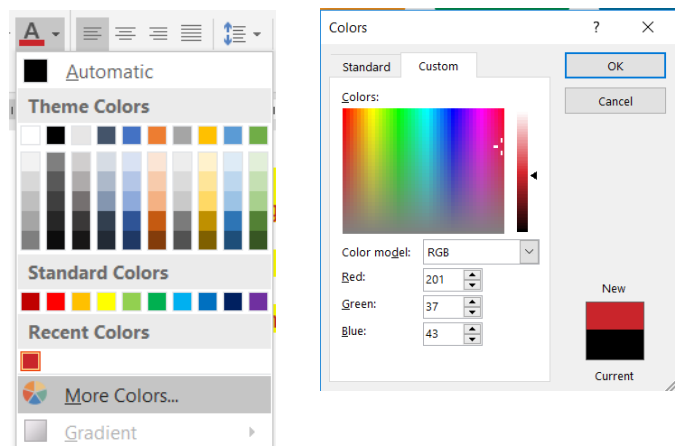
| Main AberSU Colour | Opportunities Colour | Welsh Culture Colour | Student Voice Colour | Advice / Wellbeing Colour |
|--|--|--|---|--|
| RED | ORANGE | GREEN | BLUE | PURPLE |
|  |  |  |  |  |
| #C9252B | #F7941E | #008f4c | #0071A2 | #93287B |
| R:201 G:37 B:43 | R:247 G:148 B:30 | R: 0 G: 143 B: 76 | R:0 G:113 B:162 | R: 147 G:40 B:123 |

How to match the colour

When producing documents internally it is possible to get a match for these colours.

To use a colour click on "more colours"

And then customise the RGB



Please ensure that you use this to ensure that we have a consistent colour in all documents.



5. Union Fonts

Main AberSU Font:

For consistency, please use the **Tahoma** font as the main font used in all documents produced by the Union.

The size of the font within documents should be 10.

Headings:

'Heading fonts' may be used for headings within documents and literature.

These fonts are: **Montserrat**

Montserrat

* Please note: specific campaigns or projects are permitted to use other fonts, but must gain approval from the Communications & Engagement Manager.

**All the SU branding fonts are also saved in Canva



6. Internal documents

Templates have been created for staff to use and adapt for the production of internal documents.

All templates are saved in the "Templates" folder within the Shared Drive.

Templates include;

- A4 word document
- A4 posters
- Powerpoint template
- Door signs

Please use these templates to ensure that all union documents are consistent.

*There are also template event and comms planner on the staff pages of the website.

7. Website Editing

When editing the website, the formatting must be as follows:

Format:

The website is the only "exception to the rule" in terms of font...

When inserting text to a web page you must highlight all text and click the 'Tx' button on the formatting bar to clear any formatting – there is a default font saved on the website and this is a way to ensure all pages are consistent.

For a **sub heading**: use the default text but just make it bold.

For a **new section** add a horizontal line just to make it look tidy & match other pages:



For **any new text** – highlight text & click the 'Tx' button to remove any formatting & the text will be set to the default font & size.

(please do not fiddle with the text sizing & fonts as we want the whole site to look consistent now that we have a lovely new website).

Please **do not use tables** to set out the page – it will affect the mobile responsiveness of website.



8. e-mails

The font should be Tahoma, size 10. The font colour should be black.

E-mail signatures

All e-mail signatures should follow the corporate style sent out by the Comms department.

There are two types of signature to add to the bottom of the email; one for "**new messages**" (which includes a disclaimer) and the other for "**replies**". You can create different signatures and then use the various one for the new message or reply.

From time to time AberSU will create a message / advert to include on the signature.

To edit the signatures, go to new message and signatures (Comms can send out the template signature if you need new ones).

**If you are happy to receive and respond to emails in Welsh please include the following symbol after your name 🇬🇧

Out of office message

You can set 'out of office' messages on your e-mails when you are out of the office via the File > Automatic Replies menu.

Please set the following message when you are out of the office;

Diolch am eich e-bost.

Nid wyf yn y swyddfa nes 28/05/18. Os oes gennych unrhyw ymholiadau brys, cysylltwch a'r dderbynfa ar 01970 621700.

Eleri Wyn
Rheolwr Cyfathrebu & Ymgysylltu

Thank you for your e-mail.

I will be out of the office until 28/05/18. If you have any urgent queries, please contact reception on 01970 621700.

Eleri Wyn
Communications & Engagement Manager

From time to time, the Communications & Engagement Manager will circulate a generic out of office message for all staff i.e. Elections period, Christmas closure, Easter closure. On these occasions, please use the generic message rather than the usual.



9. Welsh Language Plan and Branding

Part of the Bilingualism Policy also fits in with Branding.

A few points to remember when creating documents or updating the website etc

- a) All communication and documents must be bilingual with the Welsh above or to the left of the English.
- b) When sending a group email to a number of students / individuals, the e-mail should be sent bilingually. However, when writing to an individual, correspondence can be in the individual's preferred language.
- c) On no account should any English web pages be edited & published before the Welsh version (both versions to be edited & published side by side please).
- d) English documents / web pages / social media (or any communication) should never be sent out in English only or with the English sent / updated first with the Welsh to follow.

Translation requests:

Please send any translation work on to Felix at union.translation@aber.ac.uk and state when it is needed by (please try to give a little lead time for things that don't need to be last minute).

More information about translation: [Translation \(abersu.co.uk\)](http://abersu.co.uk)

We are currently working on a 3-5 day turnaround for translation dependent on how busy the service is at the time.

10. General

Proof reading

Please ensure that other members of staff do proof read over any documents or publications that will be published or sent out to the members/public!

Documents as pdf

When sending documents externally via e-mail or uploading on to the website, please save as pdf.



"In-House Checklist"

While remaining professional, the tone of our communications should reflect our membership and emphasise the friendly, informal and fun nature of the organisation.

The following checklist should help when producing material:

1. Have you followed the branding guidelines for correct logo use?
2. Are images clear and in a high enough resolution for print / web use?
3. Have you used Tahoma as the primary font?
4. Is language used clear and uncomplicated?
5. Is the layout uncluttered and accessible to readers?
6. Have you avoided jargon or acronyms e.g. Sabbs, GM, AUSU etc.
7. Have you consistently used 'Aberystwyth University Students' Union', or 'AberSU' or 'The Union' to refer to the organisation?
8. Has the document been proofread by another member of staff?
9. Has the document been translated?
10. Have you consulted with the Communications Department?

