



# De Montfort Students' Union

## **BRAND STYLEGUIDE**

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## HOW WE COMMUNICATE

De Montfort Students' Union is an independent, student-run and student-led organisation. We're here to involve, represent and inspire DMU students to make the most of their time at university.

Every communication that comes directly from De Montfort students' union or that the union is associated with should reflect DSU's key aims and values.

The overall feel of the Students' Union brand is bold, stylish and professional – but with room for fun and personality. Information should be well presented and it should be obvious what is being said.

The look should be clean, flat and full of bright colour. These assets and instructions are to be used as a guide alongside your own creativity to make something special.

All publications (digital and printed) produced including the DSU brand and logo must be sent to DSU Marketing and Communications for approval prior to release.

For questions and approval requests please email [dsucomms@dmu.ac.uk](mailto:dsucomms@dmu.ac.uk)



### The DSU Logo

The DSU logo was designed to directly reflect the core values and services of the organisation. Creating a visual identity to represent the brand in a way that is bold, recognisable and welcoming.

#### The logo:

- Provides a strong and recognisable visual identity that represents the Union and its core messages and services.
- Establishes the main visual identity to bring all of the departments of the students' union under one umbrella.
- Represents the bold, stylish and professional brand feel whilst maintaining the welcoming, fun personality.

Our logo is the integral part of our visual identity and therefore it is important that it must be applied correctly across all communications.

Its uses and applications will be explained in detail later in this guide.



de montfort **SU**

## Typeface

'**Blogger Sans**' is our main brand font family. It's primary use can be seen in our logo. Secondary uses extend to headings, accents and taglines.

'**Futura PT**' is our secondary brand font. The main use for this font should be Headings, Body and any Call-to-action.

'**Arial**' is our web based font. For accessibility reasons this font family should be used as the primary font to replace blogger sans and futura in any web or email based content and communications.

All weights and styles can be used indiscriminately across any and all relative content as long as purpose, accessibility and legibility is considered for the chosen font and style. e.g. **Futura Extra Bold Oblique** - is suitable to be used across headings and CTA's, however should never be chosen for body content.

Individual projects such as campaigns will bring a requirement for different typefaces to be used in the sub-brand development - there's no restriction on the use of other fonts, but core elements such as our logo or DSU branded content must always use our typefaces.

# Blogger Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

# Futura PT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

# VISUAL IDENTITY

## Brand Colour

Our primary DSU brand colours consist of several greys that create a dynamic range of colour options to represent the brand in a sleek and stylish way.

This Primary colour palette is used in all formal communication of the brand.

The secondary colour palette combines the colours of each department with the primary palette. With the DSU logo this creates the main student facing visual identity - maintaining the stylish and fun vibe. This combination should be used in all student facing communications when the content is not department specific.

# 111828

c 87  
m 78  
y 54  
k 70

# fffdef

c 0  
m 0  
y 5  
k 0

# 717173

c 57  
m 48  
y 46  
k 14

# 8e9498

c 47  
m 36  
y 35  
k 1

# f3f3f3

c 3  
m 2  
y 2  
k 0

# VISUAL IDENTITY

## Department Identities

The secondary colour palette is broken down into the 4 student facing DSU departments;



Alongside the department specific icons, this creates a unique identity for each department under the main DSU brand.

Each colour palette and icon directly represents what that department offers and how they are of service to the student body.

These identities are to be used in all student facing content that relates to the department in question. i.e. The voice identity will be used across all voice services, communications, representation and campaigns.

## VOICE

<p># 831f82</p> <p>c 59 m 100 y 11 k 1</p>	<p># f16c6f</p> <p>c 0 m 72 y 47 k 0</p>
	<p># f4952f</p> <p>c 1 m 49 y 93 k 0</p>

## ADVICE & WELLBEING

<p># fab718</p> <p>c 1 m 31 y 100 k 0</p>	<p># f6d80e</p> <p>c 5 m 10 y 99 k 0</p>
	<p># 065d7d</p> <p>c 94 m 58 y 34 k 13</p>

## OPPORTUNITIES

<p># e7332f</p> <p>c 3 m 94 y 91 k 0</p>	<p># 8c0040</p> <p>c 32 m 100 y 58 k 26</p>
	<p># d9ffe1</p> <p>c 13 m 0 y 16 k 0</p>

## LIFE

<p># 8c0040</p> <p>c 81 m 14 y 48 k 0</p>	<p># e0ffb3</p> <p>c 13 m 0 y 38 k 0</p>
	<p># 462f7f</p> <p>c 90 m 99 y 15 k 4</p>

## Patterns

The final components of the visual identity are the DSU brand patterns. This last element links together the brand, making it completely versatile and interchangeable.

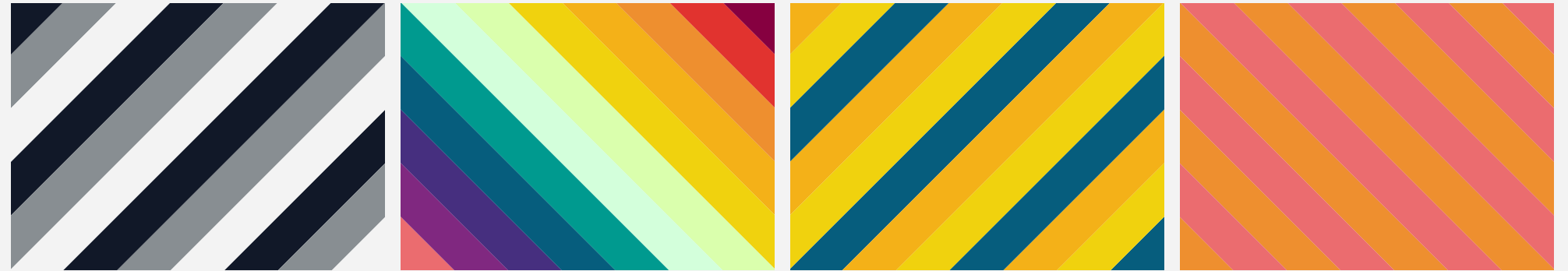
The primary pattern creates a simple visual composition that can be adapted with the colour palettes of the DSU brand, adding the element of fun whilst keeping the stylish and consistent feel.

Alternative patterns can be created/adapted and used across individual DSU campaigns and events. Although use of these patterns are not mandatory across all content.

Department specific patterns have been created to enhance the recognisability of each department to reenforce each department message. Department specific patterns should only be used for relative department content and nothing else.

Patterns and colours can blend more than one department colour palette within content that is related to more than one department. i.e. Advice planners created in support of the Elections period can combine patterns and colours from both the advice and voice visual identities.

## Main Pattern Examples



## Alternative Pattern Examples



## Department Specific Pattern Examples



## Blended Department Pattern Example (voice x advice)





# GUIDELINES

## Using Our Logo

### Use Case and Sizing

There are 2 versions of our logo, the main logo and the icon.

For print content the main logo should always be used. The minimum size our logo should ever be used is 40mm, this ensures readability and that our identity is presented in a consistent way.

In digital and web content the icon can be used as an alternative if needed, but the main logo should always be considered first. The width of the main logo should never be presented at less than 15% of the width/height (whichever the greater) of the size of the content. For the icon, this should never be less than 5%.

If in doubt, please email [dsucomms@dmu.ac.uk](mailto:dsucomms@dmu.ac.uk) for guidance.

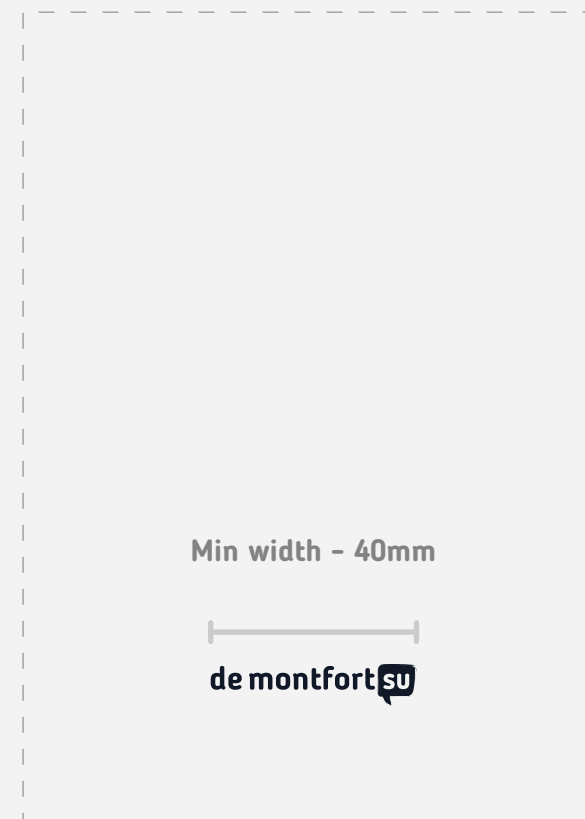
## Main Logo

de montfort 

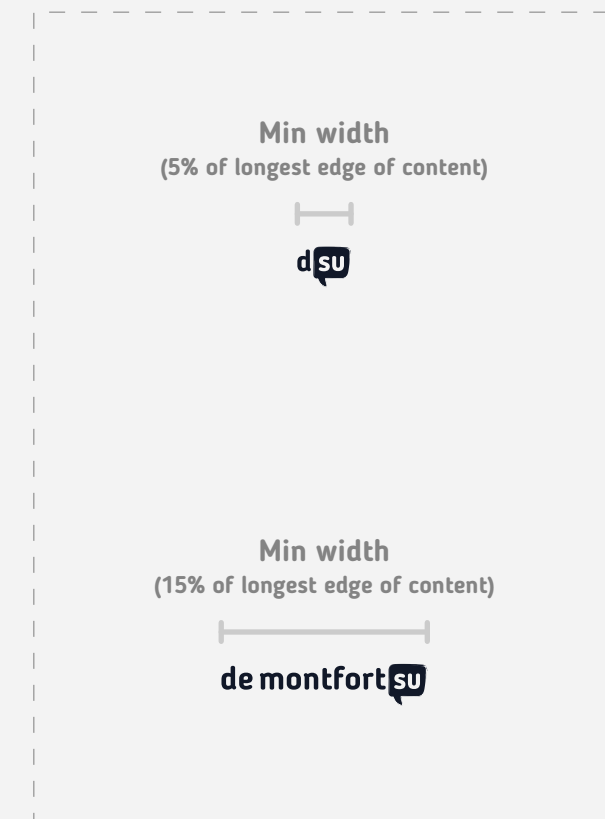
## Icon



## Print



## Digital



# GUIDELINES

## Using Our Logo

### Spacing and Placement

Ample space must be given around the logo in all circumstances. The minimum space given between the logo and next asset is the height of the d of the logo. This applies to the distance of the logo to the edge of the content it is being presented on. The tail of the speechmark icon within the logo should be disregarded when making this measurement.

Primarily the placement of the logo will always sit anchored to the corner, or centred along the x axis of the content.

The logo can also be centred to the y axis in situations where the content has a considerably long width in comparison to it's height e.g. web banners.

If in doubt, please email [dsucomms@dmu.ac.uk](mailto:dsucomms@dmu.ac.uk) for guidance.

### Spacing



### Placement



## GUIDELINES

### Using Our Logo

#### Variation

The primary colour variation to our logos is the dark version. This colour option is the primary choice for all content.

The secondary colour variation is the light version, it can alternatively be used when the visibility of the primary choice is compromised.

Mono black and white are also available for black and white communications i.e. low res print, newspaper etc.

If in doubt, please email [dsucomms@dmu.ac.uk](mailto:dsucomms@dmu.ac.uk) for guidance.

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## GUIDELINES

### Using Our Logo

#### Alternatives (Icon)

In line with our adaptable visual identity, the icon can be tailored for campaigns, events and celebrations for the purpose of sub-brands and representation.

The icon should never be adapted for other purposes e.g. general DSU content.

## DSU Alternative Icons



DSU Pride Progress Logo



DSU Elections 2021 Logo

If in doubt, please email [dsucomms@dmu.ac.uk](mailto:dsucomms@dmu.ac.uk) for guidance.

## GUIDELINES

### Using Our Logo

### What NOT to do

Our main visual identity will not be altered in any way. Our logo will be presented correctly in order to represent the brand in the most consistent and identifiable way.

If in doubt, please email [dsucomms@dmu.ac.uk](mailto:dsucomms@dmu.ac.uk) for guidance.



**DON'T** change the colours of our logo.



**DON'T** warp or distort our logo.



**DON'T** crop our logo in any way.



**DON'T** rotate our logo - it must always be upright.



**DON'T** alter or remove any part of our logo.



**DON'T** alter the relationship of the elements within our logo.



**DON'T** apply any effects to our logo.  
i.e. shear, drop shadow, glow etc.



**DON'T** use our logo in any situation that compromises the visibility of the logo.  
e.g. on a background that leaves little contrast.



**DON'T** use the logo in any situation that compromises the visibility of the logo.  
e.g. on a busy image.

# GUIDELINES

## Using Our Logo

### What to do

Our main visual identity will not be altered in any way. Our logo will be presented correctly in order to represent the brand in the most consistent and identifiable way.

If in doubt, please email [dsucomms@dmu.ac.uk](mailto:dsucomms@dmu.ac.uk) for guidance.

The logo consists of the text 'de montfort' in a lowercase, sans-serif font, followed by 'su' in a bold, lowercase, sans-serif font inside a dark blue speech bubble icon.

**DO** always use the unaltered, upright and primary colour main logo wherever possible.

The logo is shown within a dashed rectangular border, illustrating the correct spacing and placement of the logo.

**DO** ensure the spacing and placement of the logo is accurate as stated in this guide.

The logo is shown in white on a dark blue background, demonstrating high contrast and visibility.

**DO** make sure the right logo is used for maximum visibility.

A smaller version of the logo, consisting of a lowercase 'd' followed by 'su' inside a dark blue speech bubble icon.

**DO** use the most appropriate logo for the right purpose. e.g. the icon logo in digital mediums where the main logo is not fit for purpose.

# GUIDELINES

## Imagery

All imagery used must be representative of De Montfort Students' Union and reflect our statement.

Use images that are dynamic and captivating, showing students engaging within the students' union - enjoying themselves, smiling and getting involved.

In contrast, do **NOT** use imagery that is busy, uninteresting and shows students who are disinterested with what is going on.

All imagery should tell a story. It should be informative to consumers and represent the opportunities, services and events that the students' union offers, alongside an accurate representation of the demographics and interests of our student body.

When students are not the focus of the image then the image should frame a scene. e.g. Location, opportunity, event, service etc.

If in doubt, please email [dsucomms@dmu.ac.uk](mailto:dsucomms@dmu.ac.uk) for guidance.



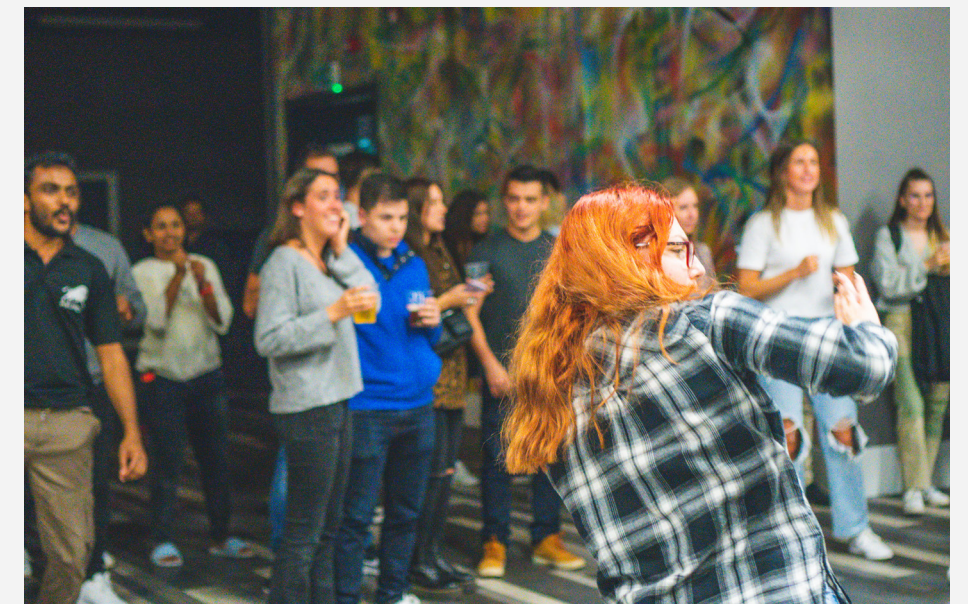
**DO** ensure that all imagery used is high quality, in focus, well cropped and focuses on the main subject.



**DO** ensure that the image being used is appropriate and optimised for the right purpose. e.g. High-resolution for large scale printing, compressed for web use etc.



**DO** make sure that the image frames a scene and tells a story.



**DON'T** use imagery where the main focus is not obvious and students are not engaging/engaging away from the framed scene.

## GUIDELINES

### Email Signature

Staff are expected to use the following format for their staff email signature in all internal and external communications from their staff email address. Our standard footer should follow the format seen on the right. You must revert to Arial font for this.

Pronouns can optionally be added to the email signature below the job title and above the banner.

How you add the footer to your email will depend upon the email client (software) that you use.

Please see the next page for guidelines on the email signature banner.

Please contact the Marketing and Communications department to acquire the email signature and banner.

**Your Name**

**Job Title**

**Tel - 0116 000 0000**

pronouns: they/them

-- Insert Department Banner --

De Montfort Students' Union, Campus Centre Building, Mill Lane, Leicester, LE2 7DR

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

*Think before you print*

*Registered charity number: 1138587 and a company limited by guarantee registered in England number 6634464*



## GUIDELINES

### Email Signature Banners

Each staff member is expected to display their corresponding department banners within their email signature at all times.

The exception to this will be during key events and large scale campaigns (e.g. elections, freshers) where the banner can be replaced with a campaign banner. The marketing and communications team will be consulted on any banner requests you have for your email signature.

All email signature banners must clearly display the main DSU logo and link back to the DSU website homepage. Campaign banners can link back to the campaign/event page on our website.

The dimensions of an email signature banner will always be 620x100px.

Please contact the Marketing and Communications department to acquire the email signature and banner.



## SUPPORT

### *Here to help*

The Media & Communications team can provide information and guidance regarding communications and our brand styleguide.

You can contact any of the following:

**James Sordillo**

Marketing & Communications Manager  
james.sordillo@dmu.ac.uk

**Dominic O'Connor**

Design & Communications Coordinator  
dominic.oconnor@dmu.ac.uk

**TBC**

Content and Communications Coordinator  
TBC

**Lawrence Robertson**

Insights Coordinator  
lawrence.robertson@dmu.ac.uk