

de montfort The logo for De Montfort Students' Union (SU) features the letters 'SU' in a bold, sans-serif font, enclosed within a white speech bubble icon with a tail pointing downwards and to the left.

Contents

How We Communicate	3
Our Logo	4
Colour Palette	5
Using Our Logo	6
Using Our Main Logo	7
Using Our Icon	8
Font	9
Bad Examples Of Using Our Logo	10
Imagery	11
Application	12
Email Signatures	13
Need Help?	14



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, professional – but with room for fun and personality. Information should be well presented and it should be obvious what is trying to be said.

The look should be clean, flat and full of bright colour (including white). 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 dsumms@dmu.ac.uk

demontfortsu.com



Our Logo

The Concept

De Montfort Students' Union has evolved significantly since it was founded, to the point where we now offer a huge range of exciting and activities. We continue to grow and improve, and feel the new brand reflects these developments.

Our new identity fulfils these changes including our brand strategy of always growing, evolving and improving, implying that it is consistent in quality but always transforming and changing.

The new logo provides:

- A more consistent message supported by a recognisable and more cohesive brand which, clearly illustrates what the Union stands for.
- Establish a family brand to bring all the students' union departments/areas visually closer together
- A distinctive image which is easily identifiable with a youthful appeal yet fulfils its purpose.

The change adapts the logo for different audiences, while the consistent features make it identifiable. The typeface and beautifully simple shapes work as a

descriptor, creating a brighter, vibrant logo with youthful appeal to it, but still fulfil a more mature nature.

The DSU logo is one of the key parts of the DSU graphic identity and brand.

People, regardless of their spoken language or background instantly spot a logo and recognise what it represents. It is important that the logo is used consistently and correctly in all communications.

It's an integral part of DSU's identity, and it's important that it's highly visible at all times.

We have one main logo and one icon, its uses and applications are explained later in this guide.

Our logo is extremely bold, so please never change it's form. This applies to fonts and the shape, please don't distort or adapt our logo in any way.

Our style

Our adopted style reflects the personality of DSU in that it is dynamic, versatile and always evolving.

A variety of shapes and colours can be employed to visually illustrate this.

Main Logo

de montfort 

Icon

d 

Colour Palette

Our colour palette consists of

Dark Grey & Light Grey

Both these colours are combined to create our main logo and icon.

We also use

Purple, Red, Teal & Yellow

These complement our core colours but also differentiate each department, to give us flexibility when producing collateral.

Each colour represents a department within DSU

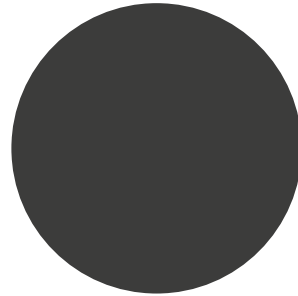
Purple - Voice

Red - Activities

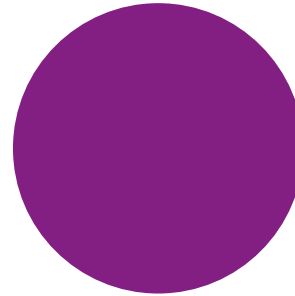
Teal - Life

Yellow - Support

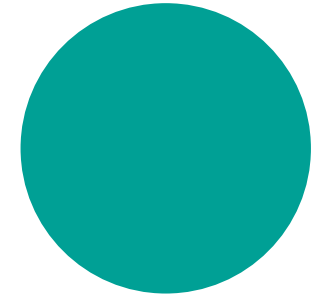
Simplifying the colours we use guarantees a far more consistent approach to everything we do.



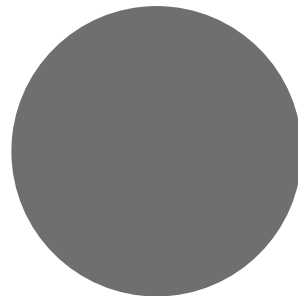
Dark Grey: #3C3C3B
C0 M0 Y0 K90
R0 G60 B59



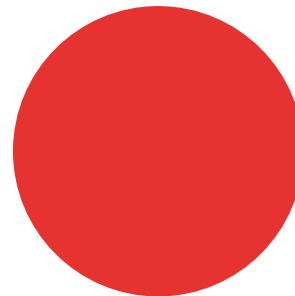
Purple: #831F82
C60 M100 Y0 K0
R131 G31 B130



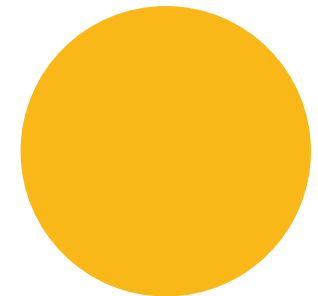
Teal: #00A095
C92 M0 Y50 K0
R0 G160 B149



Light Grey: #706F6F
C0 M0 Y0 K70
R112 G111 B111



Red: #E7332F
C0 M90 Y82 K0
R231 G51 B47



Yellow: #FAB718
C0 M32 Y92 K0
R250 G183 B24

Using Our Logo

Minimum Size In Print & Web

The main logo must be used for print and the icon may be applied for web use.

Using the logo at the right size ensures readability and presents our identity in a consistent way.

We've provided minimum sizes of use that will help ensure consistency.

The logo must be scaled proportionally at all times, to ensure it is not distorted for different media sizes.

The DSU logo should be given ample space in all circumstances. We advise that the minimum amount of space between the logo and another asset is the height of the letter 'd' from the actual logo used - as demonstrated with our main logo and icon.

The minimum size our logo should ever be used is 40 mm.

If in any doubt email dsucomms@dmu.ac.uk for guidance.

Main Logo



Icon



Size

de montfort 



40 mm

d  SU



10 mm based on
main logo

Using Our Main Logo

Logo Variations

The main colour logo should be used wherever possible, however it may be necessary to use a solid black or white version of the logo for some media or other printed collateral.

Mono Black Logo:

You should only use the black logo when you are printing in black and white i.e. low res printing or newspaper.

White Logo:

The white logo should be used when the background is too similar to the logo being used.

Where to find our logo

DSU staff can access the DSU logo via our shared drive.

It is available in various formats for both print and web.

If you require assistance please contact the Marketing & Communications Team.

Colour Logo



Mono Black Logo



White Logo



Using Our Icon

Logo Variations

The main colour logo should be used wherever possible, however it may be necessary to use a solid black or white version of the logo for some media or other printed collateral.

The same guidelines apply for our icon as our main logo.

The coloured icons must be used to represent each department within the DSU.

Purple - Voice

Red - Activities

Teal - Life

Yellow - Support

Where to find our logo

You can access the DSU logos on www.demontfortsu.com/ourbrand

It is available in various formats for both print and web.

If you require assistance please contact the Marketing & Communications Team.



Font

Our main typeface is the 'Blogger Sans' family.

All of our literature produced in-house uses Blogger Sans. Small-caps are used across our branding, all other weights and styles can be used indiscriminately for headers and design focused layouts.

Blogger Sans is the typeface we use for our text content (just like the text you're reading now).

If Blogger Sans is unavailable you must revert to Arial.

Individual projects such as campaigns will bring a requirement for different typefaces to promote the event - there's no restriction on the use of other fonts, but core elements such as our logo must always use our typefaces.

Blogger Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Blogger Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Bad Examples Of Using Our Logo

These are some examples which illustrate how NOT to use our logo. Our identity should not be altered in any way.

Please do not...

- change the colour of the logo
- apply drop shadows or other effects
- warp or distort the logo
- rotate the logo - it must always be upright
- remove any part of the logo

Using the identity incorrectly can reduce consistency and weaken our brand, therefore the logo must always be used in the right ratio and in the correct colours.

Please ensure that if placed on a background there's enough contrast and that sufficient space is applied to allow our identity to stand out.

If in any doubt, please contact the Marketing & Communications Team.



Imagery

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

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

It goes without saying that you should try to refrain from using pictures which are overly busy with disinterested students.

Always use full colour images and avoid applying filters and effects.

Bad imagery

Do not use poor quality images that are blurred or out of focus and most importantly pixelated.

Ensure your images are appropriate for the type of media intended i.e. if the images will be printed on large scale make sure they have the capacity of being enlarged for print.

If you're unsure just ask the Marketing & Communications Team.



This is a bad example - It is not an interesting image, the students are looking away and you cannot see them engaging.



This is a bad example - This image is out of focus.



This is a good example - The students are smiling and engaging.



This is a good example - This image is well cropped and focuses on the main subject.

Application

Our full colour logo allows our identity to be placed easily on background images or colours and therefore it should be used wherever possible.

Whichever image or colour is behind our logo it's very important to ensure the logo is highly visible and not compromised in any way.

These examples illustrate use of both our main colour logo and white logo.

You have flexibility to choose where you position the logo but remember; common sense should be applied for each and every application!



Email Signatures

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

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

Please contact the Media & Communications team for the HTML code to produce the footer.

[Name]

[Job title]

Contact me: **Tel: [0116 000 0000]** · Email: **[your.email@dmu.ac.uk]**
First Floor, Campus Centre Building, Mill Lane, Leicester, LE2 7DR



 [demontfortsu.com](https://www.demontfortsu.com) ·  [/demontfortstudents](https://www.facebook.com/demontfortstudents) ·  [@demontfortsu](https://twitter.com/demontfortsu)

--campaign banner here--

Think before you print

Registered charity number: 1138587 and a company limited by guarantee registered in England number 6634464
Email disclaimer: [demontfortsu.com/disclaimer](https://www.demontfortsu.com/disclaimer)

Need help?

The Media & Communications team can provide information and guidance regarding communications and our brand guidelines. You can contact any of the following:

For general information on communications and branding:

Adele Clarke

Marketing & Communications Manager

Email: adele.clarke@dmu.ac.uk

For design related help contact:

Yamini Prajapati-Chauhan

Graphic Design Coordinator

Email: yamini.prajapati@dmu.ac.uk

For any other communications queries or questions related to social media contact:

Jonathan Whitney

Media & Communications Coordinator

Email: jonathan.whitney@dmu.ac.uk