Student Group Brand Guidelines

Bristol SU

Bristol SU
student groups
Brand requirements

Affiliated Bristol SU student groups need to meet certain brand requirements.

1 Include a reference to Bristol SU in your social media bios.

E.g. Supported by @Bristol_SU / Part of @Bristol_SU / @Bristol_SU Student Group

2 Include the Bristol SU Student Groups logo on relevant assets. This includes posters, flyers and banners, and any digital graphics promoting events.

3 If your student group has an external website, include the Bristol SU Student Groups logo on your website. The logo should appear on your home page or your website header/footer.
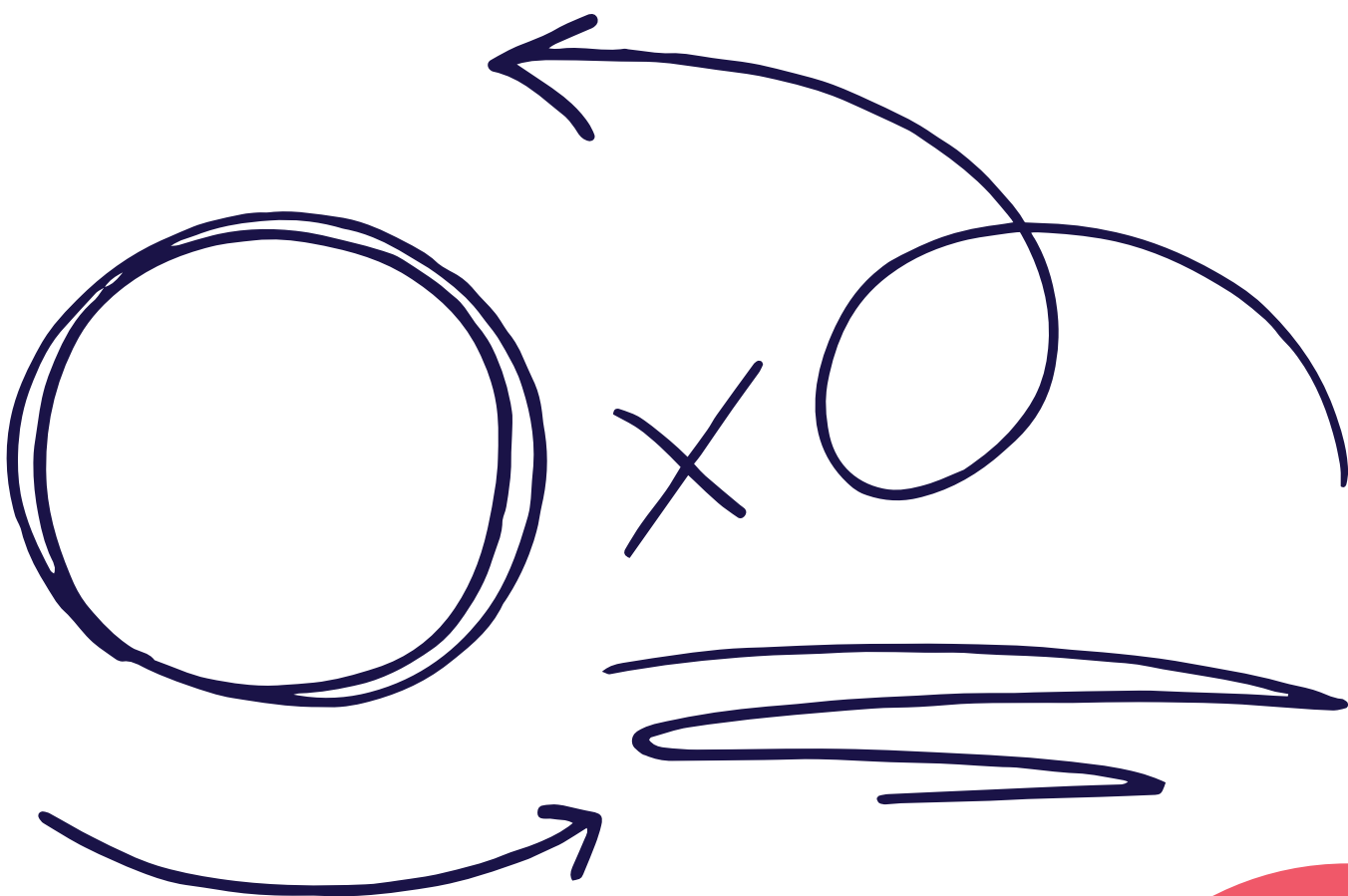
Bristol SU
Brand Identity
At a glance

Here are the main elements that make up the Bristol SU visual brand identity.

Bristol SU

#1a1347

#abdfec

#fcd433

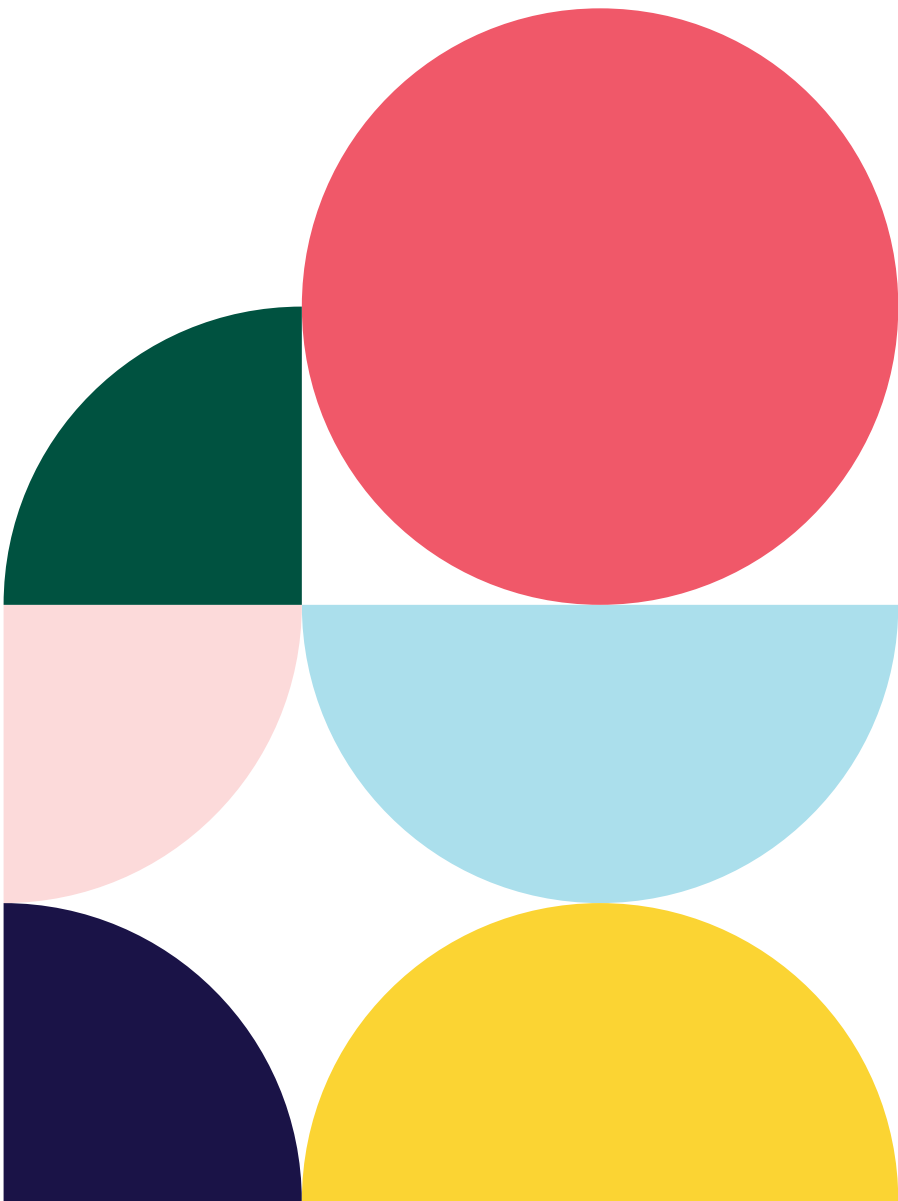#fcdada

#005240

#f05869

Recoleta

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Logo

Bristol SU Student Groups Logo

Our logo is designed to reflect our vision of a Union for all students. It puts students at the heart of our identity and showcases the impact of togetherness.

A version of our logo (Bristol SU Supporting Student Groups) has been created for student groups to use on their assets to recognise their affiliation to the students' union.

Logo
Colour variations

Midnight Blue Logo

This logo is our go-to version and can be used on white and light coloured backgrounds.

White Logo

This logo can be used on dark coloured backgrounds and it can also be used on top of photography/videography as long as it is legible.

Black Logo

We prefer to use our Midnight Blue logo on white or light backgrounds, but the logo is also available in black.

Logo
Clear space & size

Clear Space

To ensure the right amount of breathing space around the logo, leave space equal to one quarter of our symbol (shown right).

Minimum Size

To ensure the logo is legible, it should appear at a minimum height of 10mm when printed.

The logo should always appear at a size proportional to the asset being produced.

10 mm (height)

Logo
Misuse

1. Do not recolour the logo. It should only be used in Midnight Blue, White or Black

2. Do not use the logo on a background without enough contrast

3. Do not stretch or distort the logo

4. Do not use the symbol on its own

5. Do not crop the logo

6. Do not outline the logo

7. Do not recreate using another typeface
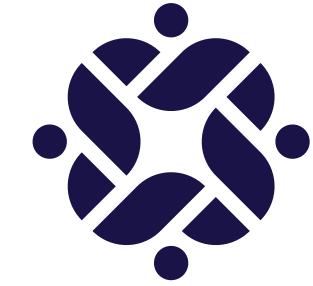
8. Do not rotate the logo

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