

Looking Good



SURREY
STUDENTS'
UNION

It's important, yet easy, to ensure what our members see from us is consistent and on brand. It helps them instantly recognise our communications and be familiar with us.

You don't have to be a designer to do some simple things and get it right.

Basic rules

- Use one of our brand colours from the **Robust** palettes below, feel free to experiment with colours beyond our traditional main Red colour!
- Except for emails, you should use our brand font **Tisa Sans Pro**. This font should be automatically installed on your Union laptop.
- We have a range of logos, but our main one is the horizontal one, it's available in black, white and red.
- White space is fine, we like it, so don't be scared to use it!
- If you're super keen our full Brand Guidelines are available at surreyunion.org/brand and all the brand files and templates are on the Teams Channel, Students' Union Staff - Brand.

Pro tips

- Use our full range of brand colours from the **Robust** and **Bright** palettes below. Try to ensure you use one of the Robust colours as your primary unless you're a proper pro!
- Use our actual brand colours by putting the colour codes below into the colour picker on Office, mailchimp and most other platforms.
- Use images from our stock photography bank, these are saved in **Teams** *General>Files>Branding* and really will make your document look on brand.
- Set colours and fonts to default on Word. On the Format menu, click Font, and then click the Advanced tab. Make any changes that you want, and then click Default.
- Use the full range of our font heading options, it will help readers differentiate information in your documents.

Robust Palette

Steve's Tee Red Red RGB R237 G40 B67 WEB #ED2843	Surrey Lavender Bright Purple Bright Purple RGB R180 G17 B168 WEB #B411A8	Bottom of the Lake Dark Violet Dark Violet RGB R70 G56 B181 WEB #4638B5	Midnight in Rubix Navy Navy RGB R0 G0 B94 WEB #00005E	Not Support Zone Pink Pink RGB R255 G75 B135 WEB #FF4B87
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Bright Palette

VK Blue Blue Blue RGB R0 G129 B255 WEB #0081FF	Office Door Frame Sky Blue Sky Blue RGB R0 G209 B255 WEB #00D1FF	Stag Hill Green Green RGB R67 G218 B175 WEB #43DAAF	Summer of '66 Yellow Yellow RGB R254 G211 B64 WEB #FED340
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