SURREY
STUDENTS'
UNION

Branding and Tone of Voice Guidelines

August 2023

Contents

Our brand

The Surrey Students' Union brand upholds the excellent record of excellence and conveys the spirit of the Union.

Our brand guidelines describe our visual identity and how it should be used across all media. These standards, which must be followed in all printed and digital products, are a crucial component of the effort to synchronize Surrey Students' Union's visibility and image.

Only when our brand is applied effectively and consistently across all of our audiences and touch points will it have a beneficial effect.

To maintain the consistency and strength of our brand, we encourage you to use the helpful advice, recommendations, and assets.

About us

Surrey Students' Union supports the University of Surrey students in connecting to campus life and finding a sense of community. The Union is at the centre of the student experience at the University.

We are involved with making every part of a students' time at Surrey the best it can be. We provides a variety of opportunities to get involved, participate in activities, join student organizations, find employment, gain support, take on leadership roles, and so much more.

Our name

Our brand starts with the consistent, confident use of our name: Surrey Students' Union.
Please adhere to the following guidelines wherever possible in all communications:

Official full legal name

Our official full legal name, when referring to our charity organisation, is the **University of Surrey Students' Union**. It can also be abbreviated as **USSU**. This is primarily used in legal documents.

When talking to students or an internal university audience

For student-facing communications, our name should be written in full the first time it is used in a document – **Surrey Students' Union**.

Thereafter, we can be referred to as the **Union**.

We should <u>never</u> be referred to solely in abbreviated form, as SSU or SU.

Your versus Our

It is important to present the stakeholder's view in body copy. For example:

- Your Student Leaders...
- Your Students' Union...
- Your experience...

When talking to external stakeholders

For communications aimed at those outside the University, always use **University of Surrey Students' Union** or **Surrey Students' Union**.

Voice

Our brand voice embodies Surrey Students'
Union unique personality and identity. It's how we
communicate, the language we use, the way we
convey information, and the values we portray.
It should always be authentic and recognizable.

Brand values

All we do and believe in as a students' union is based on our core values. They are evident in how we think, act and communicate. Our values describe:

○ Who we are as an organisation
○ How we engage with our community
○ How we talk about ourselves
○ How we project a collective voice

Our values serve as the compass that guides our brand story, actions, behaviours and decision-making process. Our values are the foundation that aligns our team, builds trust with our students and articulates our brand's direction concisely and memorably.

By staying true to our values, we will consistently convey a trustworthy and engaging personality that builds familiarity, stronger recognition and authentic engagement with our students.

DYNAMIC

○ We respond quickly to student issues and ensure we are well-informed by our network of elected student leaders.

○ We are always willing to try new things, learn from our mistakes and continually improve our services.

○ We understand that student interests change all the time and we pride ourselves on being responsive to this.

EXCELLENT

○ We do things well, quickly and with students in mind.

○ We want to be seen as the experts on our students; we know what they want and need.

○ We are always trying to improve what we do and raise the bar.

APPROACHABLE

○ We are friendly and easy to talk to; we are here when students need us most.

○ We communicate in a timely and accurate manner ensuring we adapt to how students want to be engaged with.

○ We work hard to gain the trust of our members and work harder to keep it.

FUN

○ We make university life enjoyable, empowering and memorable.

○ We are fun, but not unprofessional or childish.

○ When students look back on their time at Surrey, their involvement with the Union should put a smile on their faces.

ETHICAL

○ We place our values above all else and strive for an inclusive and welcoming student community.

○ We want to be a great employer offering the best possible job experience for students and full-time staff alike.

○ We are a not-for-profit charity and ensure all of our services are accessible and run sustainably.

Strapline

Surrey Students' Union is at the centre of the student experience at Surrey. We are involved with making every part of our students' time at Surrey the best it can be. From a student's perspective, the Union is...

*Your Surrey **Life.***

We should use the strapline on all Union materials where possible and appropriate.

*Your Surrey **Life.***

Key communication messages

Our key communication messages are a quick way of summarising what we are all about. They should be the important things we want students to know about us, and we should use them to introduce and describe ourselves to new and existing students.

Use them online, in print or when you are talking to students.

Your Surrey Life.

We are your Surrey life. This is your Union and it's made of all kinds of people from all kinds of places. You'll never have a better chance to throw yourself into something new and finding an opportunity that fits you, however big or small, is what it's all about.

Your Voice.

We are driven by elected students and their ideas and opinions. Each of us has the power to change things, and when we band together, our voice is stronger and has a greater impact. We can make Surrey whatever we want it to be.

Your Community.

We want you to get involved and maximise your Surrey life. We'll help you experience things that can't be taught and give you opportunities to create a university journey beyond what you can imagine. Enjoy nights out you'll talk about again and again. Give something back to the Surrey community. Try anything and everything.

Your Support.

Throughout your time at Surrey, we will be there for you. Surrey can feel like a big but exciting place at times. But you're not alone, we're here to help and support you when you need us. And, we provide opportunities and support for students that want to help other students too, we're in this together. We care about the things you care about and we can be there to stand in your corner when you need it most.

Your Activities.

We can help you learn new skills and make new friends. Pursue your passion; discover who you are. We have all sorts of opportunities delivered by our clubs and societies. All our activities are led by students meaning they are designed with students in mind. Being involved with our activities makes you a more employable person; we're proud of that. With us, you can learn more and do more.

Your Spaces.

Our spaces are different to the rest of the University; they're your spaces. We want you to feel at home in our venues and feel free to be yourself. As a not-for-profit charity, when you're spending time or money in the Union building, dancing in Rubix, or relaxing at Manor Park Social, you're helping us improve other areas of the Union at the same time.

Language, style and tone

We should adopt a consistent approach to the use of language, style, and tone in order to communicate effectively, consistently, and with a distinct personality. The following tips will help us all sound consistent, friendly, and professional.

Dynamic <u>and</u> relevant

We are a quick, agile and positive-thinking organisation. We should reflect this in the way we talk about ourselves and our impact.

We should:

- Always use active voice, not passive.

- Write positively and try to avoid negative language if possible.

- Consider the future tense when trying to build a more inspirational message.

- Questions can help your communication feel more conversational.

- Use varied sentence lengths to create a dynamic rhythm and pace. Short sentences in between longer sentences can grab people's attention.

- Talk about our achievements and how we've impacted 'Your Surrey Life'. If we've done something great, we should talk about it and be proud of our achievements. We don't boast, but we're confident.

- Be bold in communicating facts we know about the student body, what they need and how we're working to get it for them. Remember we want to be seen to be the experts on our students.

Excellent <u>but not</u> corporate

Our goal s to create a fun, exciting and inclusive campus environment. We are the voice for all students at Surrey, so it is important to balance our light-hearted image with a sense of competence and professionalism. Students' unions sometimes have a reputation for being somewhat amateurish; this isn't true at Surrey and certainly not in the way we behave and communicate.

- Be accurate. Use the correct names for locations or organisations (see our Editorial Style Guide) and make sure any statistics that are referenced are up to date.

- Use correct grammar, spelling and punctuation.

- Try to swap formal words for normal ones; remember our audience and try to write how you'd normally speak.

- Think about your audience. Who are you talking to and how much time do they have?

- Be conversational. Use punctuation to make your copy feel more natural (it's fine to use brackets). Use contractions where appropriate to sound less formal.

- Think about how you format your communication. Try to use short headlines that begin with keywords. Have a first sentence that sums up the rest of your content; our members have limited time. It helps to use sub-headings at key points in your page if you have a long piece of information to communicate. People skim-read, this will help them find the right piece of information.

Approachable and friendly

We must communicate and behave in a way that students see us as approachable and friendly; we must earn their trust and guard it carefully. To do this, we should ensure we always appear warm and welcoming when we're talking to students.

- Use the first-person narrative when talking about the Union ("we", "us", "our" instead of "Surrey Students' Union").
- Use the second-person narrative referring to the audience ("you", "your" instead of "students", etc.).
- You should use questions to evoke a sense of conversation in your writing.
- Make it clear what action you want a student to take, or if we are the ones taking this issue forward.
- Be confident in using plain and simple English, instead of hiding behind flowery language.
- When responding to requests, be as helpful as possible, especially on social media. Give as much information as you can in your first response. For example, if the answer to a student's question is on a specific web page, don't just provide the link — also give a quick response to their query.

Fun but not childish

As a students' union, we can be less formal and more playful than the University or other organisations. Where appropriate, we should be able to use humour and be a little more entertaining.

- Use the active voice to ensure content sounds lively.
- Use conversational language to avoid sounding stuffy or corporate.
- It's fine to use emojis when we communicate, but they shouldn't replace words. Use them to add a little extra personality to what you're saying.
- Humour is subjective, so it is important to be aware of the audience you're talking to.
- Write in a conversational, relaxed and clear way.
- Show, don't tell. We will convey the 'fun' in our imagery, activity and visuals more than we will tell people about it!

Ethical and trusted

We are an organisation that lives its values. That's why our language and tone are based on communicating our values; this is our personality. We are proud to be a great employer and that we fight for a better Surrey life for every single one of our members. Communicating ethically is all about being truthful and honest, not sugarcoating or spinning the facts. We can do this by:

- Avoiding over-censoring negative or less-flattering comments or insights. Including and acknowledging weaknesses can help to portray a level of openness and honesty that will make our content, and thus our brand, more trustworthy to audiences.
- Not exaggerating. We want to make our content sound fun and exciting, but this should not come at the expense of being honest — don't promise that an event will be "the best night of your life" unless you know it absolutely will be.
- Being upfront about the costs of our activities and events. Ensure our students know as much as possible at the point they decide to engage with our activity.

Active vs Passive Voice

What's this active vs passive voice thing we keep mentioning here?

The active voice is preferred because it places us and our students together at the centre of how we communicate. The phrases and topic matter written in an active voice are not complex or lengthy. They are not overly academic or formal, making it easier for our students to relate to our brand. Utilising the active voice projects a conversational tone that is direct and clear while establishing a sense of trust. It is inclusive and inspires a call to action or a sense of control over an event rather than having it happen to the subject.

○ Use first person narrative when talking about the Students' Union ("we", "us", "our").

○ Use second person narrative when referring to the audience ("you" instead of "students", etc.).

Some examples:

We've lobbied the University to change the library opening times.

not

The library opening times have been changed.

We'll tell you more about this campaign in our next newsletter.

not

The next newsletter will contain an update on our campaign.

Your VP Community highlighted this issue at the last Council meeting.

not

The issue was highlighted at the last Council meeting.

Editorial style

A consistent editorial style is essential to effective communication. We aim use clear language in plain English to make our content accessible, readable and inclusive.

Rules

British spelling should be used when writing on behalf of the Union.

If two or more spellings exist for a term, refer to *The Economist Style Guide.*

Who we are

We are **Surrey Students' Union** – we are the Union for all students at the University of Surrey, hence the apostrophe in our name Students' Union. All students own the Union.

Our name, Surrey Students' Union, should be written in full when first referenced in a document or speech. After that, you should refer to us as the Union, in most of our communication we should just use the Union – and never USSU except in legal documents or very formal documents.

Speaking about the Union and our services

- Sabbatical Officers (not Sabbs or for some reason people sometimes use SABBS – no!)
- Students' Union or students' union (not Student Union)
- Support Zone or our Support Zone (not support zone or the Support Zone) – the Union Support Zone could be used in some circumstances
- Union President (not SU President, President)
- VP Support (not Vice-President Support or SU VP Support)
- Rubix (not Rubix Nightclub)
- Events take place at Rubix (not in Rubix) – Rubix should be seen as a destination, not a room
- Our new bar is called Manor Park Social (not the Manor Park Social) – refer to events being at Manor Park Social not in Manor Park Social – sometimes we can refer to it as 'the Social' when the audience is more familiar with the venue and should be seen as a more affectionate name for the bar.

Popular Words

Our style preferences for popular words/names are as follows:

- alumnus, alumni (note that we do not use the terms alumna or alumnae to refer to female students)
- degree (not Degree)
- PhD
- A-level
- Honours (not 'honours')
- Joint Honours
- Master's (not 'Masters' or 'masters')
- Bachelor's (not 'bachelors' or 'bachelor's')
- postdoctoral
- postgraduate
- undergraduate

Rules continued

Abbreviations

We should always try to write the word in full to ensure it is understandable. Do not abbreviate months (e.g. September not Sep) or titles (e.g. Professor not Prof). There are some exceptions where the abbreviation is more common (e.g Dr not Doctor). It is important to always keep in mind that many of our members are international students, and as English may not be their first language, we should try to avoid making things more difficult for them.

Acronyms

An acronym is formed from the initial letters of words. Where possible, acronyms should not be used as they can be confusing. When you are repeatedly referring to an organisation, it is acceptable to write it out in full on the first occasion with the acronym in brackets afterwards, and then use the abbreviated version.

There may be times in which the acronym is more familiar than the full name (such as IBM), so use discretion. ln most cases, the letters in acronyms should all be capitalised, and they should not be separated by full stops or spaces.

For example:

○ National Health Service (NHS)

○ British Broadcasting Corporation (BBC)

However, some acronyms may feature irregular capitalisation or punctuation. When in doubt, check the organisation's official website for reference.

Ampersands

Ampersands should only be used when they form part of a title or name. In all other instances, 'and' should be spelt out.

Dates and times

The 24-hour clock should be used, with the hour separated from the minutes by a full stop. The abbreviations 'am' and 'pm' should not be used with the 24-hour clock.

For example:

○ The event begins at 10:00 and finishes at 16:00.

○ The voting deadline is 23:59.

Dates should appear before the month, and ordinals (st, nd, rd, th) should not be used. If you would like to include the day, place it before the date. The year should only be used when necessary for clarity.

For example:

○ Mental Health Awareness Week takes place between 8 May to 14 May.

○ This year's Welcome Festival begins on Saturday 30 September.

To describe a period of time in written text, 'from' and 'to' should generally be used, with no dash.

Where space is limited, start and end times for a period of time can be separated by an en dash.

To refer to an academic year, separate the two years using an en dash.

○ e.g. 2017–18

To refer to a span of years, an en dash or the words 'from' and 'to' are acceptable.

Email addresses

When referring to the email address of an individual in print, the person's full name should be included alongside their email address.

For example:

○ Diana Dakik (ussu.president@surrey.ac.uk)

When referring to someone online their name should be linked to their email address, as with the websites section above.

Rules continued

Event Listings and details

Event Listings and details should be listed in a consistent format for clarity across all our channels in the following order:

Event title, event day event date, event time, event location. After that, you can include an event description.

- E.g. Re-Freshers' Fair, Tuesday 14 February, 09:00 to 17:00, The Marquee.

If a detail is missing please state what is missing and 'to be confirmed' in brackets (not the abbreviation TBC, as this may not be familiar to the person reading it).

- E.g. Re-Freshers Fair, Tuesday 14 February, (times to be confirmed), The Marquee.

Numbers

Numbers up to and including ten should be spelt out in full. Numbers after and including 11 should be written using numerals.

Within a single sentence, when talking about the same unit, consistency in the use of written vs. numerals is preferred, even if this means disregarding the house style above.

If a sentence begins with a number, it is preferable to spell that number out, even if it is a number above 11.

People and titles

Specific job titles should be capitalised, but generic job titles do not require capitalisation.

For example:

- The meeting will be chaired by Professor Max Lu, President and Vice-Chancellor of the University of Surrey
- Contact our Support Zone if you would like to speak to an adviser.

Sentence Closing Punctuation

Only use a single space after the full-stop to close a sentence (not a double space).

With modern word processing applications applying larger spaces at the end of sentences than between words, the traditional need of closing a sentence with a double space has been eliminated since we stopped using mechanical typewriters.

Telephone numbers

Numbers should be written as if dialled from within the UK, including the regional dialling code but not the international prefix.

For example:

- To find out more, please call 01483 689 223

Typographic Alignment

In almost all cases you should left align the body of your text in documents. Fully justifying text often creates variable gaps between words and in some cases where a line has few words, those gaps can become so large it makes it hard to read and visually unappealing.

Only when using multiple narrow columns, such as in producing a newspaper, should fully justified body text be used.

Rules continued

URLs

URLs should be as self-explanatory as possible, with words separated by hyphens.

For example:

○ ussu.co.uk/news-archive

In print only write URLs for our website with one level of address past the forward slash. If you have a web page that needs a shorter, easier to read URL, ask the Communications team to create one.

Do not embed a web address in the middle of a sentence. Always end the sentence with the web address.

For example:

For detailed awards qualifications, visit **ussu.co.uk/ awards** and submit your nomination package by the 30 September deadline.

Instead, write it as:

For detailed awards qualifications and to submit your nomination package by the 30 September deadline, visit: **ussu.co.uk/awards**.

Logo

One of the most significant visual representations of our brand is our logo. It provides a quick snapshot of our identity, style, and personality. Using the logo consistently will enhance the recognition of the Students' Union by all audiences.

Primary formal logos overview

The Surrey Students' Union formal logo is the anchor of our brand identity and the most visible representation of our brand. Our logo promotes the Union and serves as a pillar and key identifier.

There are two important elements to the logo – the stag head and the wordmark, which must always be used together in their official 'lockup'. The balance between the two elements is a fixed relationship that should not be altered. Correct use of the logo is important to projecting a recognisable appearance to our audience.
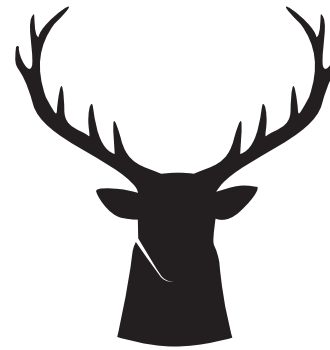
SURREY
STUDENTS'
UNION

The Stag head   *The Wordmark*

Primary formal logos options

The primary formal logo has four variations. This provides flexibility of use in print and online materials:

- ○ Vertical Left
- ○ Vertical Centred
- ○ Horizontal Left
- ○ Single Line (for use when spacing is tight)

Logo Vertical Left

Logo Vertical Centre

Logo Horizontal Left

Logo Single Line

Informal marks

The wordmark is an informal mark and may be used in place of the formal logo in promotional materials.

SURREY **STUDENTS' UNION**

Wordmark Vertical Left

SURREY **STUDENTS' UNION**

Wordmark Vertical Centre

SURREY **STUDENTS' UNION**

Wordmark Vertical Single Line

Our spirit mark is the most informal of our brand assets, created to evoke a sense of energy, pride, drive and action.

Spirit Mark

Colour options

To ensure the consistency necessary to build and maintain a strong identity, the logos and marks may only appear in one of these options:

- Red CMYK (four-colour process for print use only)
- Red Pantone 199 (spot colour for silkscreening only)
- Red RGB (for digital use only)
- Black
- White/reversed out

Logo positioning

Exclusion zone

The logo must always use the mandatory clear space around it as shown (right). This exclusion zone ensures the logo is not crowded or too close to other elements.

The space is the height of the capital letter 'S' in our name.

No other type or graphic element (including folds, trims or edges) should fall within the exclusion zone.

Co-branding

When the Union collaborates with other entities, its logo may be placed alongside the partner logos, retaining the appropriate clear space.

All logos should be weighted evenly and colours would ideally be restricted to single colour versions when possible.

Minimum size

The logos and marks have been developed to ensure they are always visible and impactful. To ensure optimal legibility, please use the logo no smaller than the minimum size.

10mm

10mm

15mm

37mm

SURREY
**STUDENTS'
UNION**

10mm

SURREY
**STUDENTS'
UNION**

10mm

SURREY **STUDENTS' UNION**

23mm

8mm
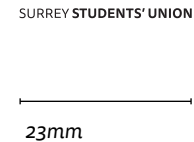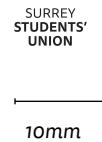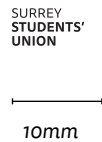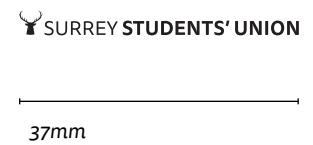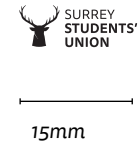
Coloured backgrounds

The logos, wordmarks, spirit mark, and boxed wordmarks may be placed on the following coloured backgrounds for best clarity.

Black logos

Colour	Logo	Wordmark	Spirit mark
Grey	✔	✔	✔
Light grey	✔	✔	✔
Magenta			✔
Red			✔
Yellow	✔	✔	✔
Green	✔	✔	✔
Cyan	✔	✔	✔
Blue		✔	✔
Violet			✔
Navy			✔

Red logos

Colour	Logo	Wordmark	Spirit mark
Grey	✔	✔	✔
Light grey	✔	✔	✔
Magenta			
Red			
Yellow	✔	✔	✔
Green	✔	✔	✔
Cyan	✔	✔	✔
Blue			✔
Violet			✔
Navy			✔

White logos

Colour	Logo	Wordmark	Spirit mark
Grey			
Light grey			
Magenta	✔	✔	✔
Red	✔	✔	✔
Yellow			
Green		✔	✔
Cyan		✔	✔
Blue	✔	✔	✔
Violet	✔	✔	✔
Navy	✔	✔	✔

Usage

The strength of our logos relies on a consistent application in all mediums. All materials with the official logo must be compliant with the brand standards.

To maintain the integrity of the brand, is essential that the correct logo artwork always be used without any modifications or additions. Do not create your own logo.

They should always retain the original proportions when resizing to avoid distorting their appearance.

✘ *Never manipulate or distort the logo, for example by stretching or compressing it.*

✘ *Never alter the placement or scale of the elements.*

✘ *Never add colours to individual elements.*

✘ *Never use drop shadows, strokes or other visual effects.*
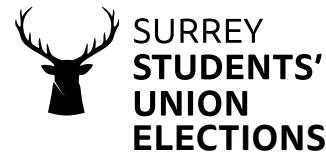
✘ *Never add words, art or images to the logo to create a composite logo treatment.*

✘ *Never change the colours of the logo.*

✘ *Never combine a wordmark and the spirit mark to make a lockup. These should always appear distinct and separate from each other.*

✘ *Never alter or replace the typefaces of the identity. Never try to redraw any element of the logo.*

✘ *Never place the logo on a photograph whose complexity competes with the legibility of the logo. Never place the logo on a photograph that provides inadequate contrast.*

✘ *Never place the logo on a colour that provides inadequate contrast.*

Palette

Our brand colours are modern, bold and progressive. Consistent use of our colours supports visual cohesion across our communications, leverages emotional resonance with our brand and increases the impact of our storytelling.

How we use our red

Physical spaces

Surrey Students' Union official red is applied prominently to our main campus space, Union House. It dominates the physical exterior space and serves as a visual signpost of our presence on campus.

Communications

While our red is the dominate colour on the architectural space, we have eleven colours in total. Each colour has equal presence to the total brand palette in communication materials. See the following pages for further explanation.

Palettes

An overview

Our colour palettes play a clear and powerful role in anchoring our brand. Using this palette appropriately and consistently creates is important for building brand awareness. The broad range of colours brings an expansive visual scope to the brand.

✔ Our official colours should be used on all materials produced in colour and be a dominant part of any design to reinforce the Surrey Students' Union brand.

✘ Our colours are equally important — no single colour should over-dominate our <u>overall</u> brand output.

✘ No unit, program, or division "owns" a colour exclusively. It is permitted to select colours from the palette for a campaign, or unit, but others are also allowed to use those colours in their communications.

ROBUST PALETTE

These deeper tones are strong and grounded.

Red	Bright Purple	Dark Violet	Navy

BRIGHT PALETTE

These vivid colours provide versatility and variation — from bold campaigns to small highlights. They conveying an active and energy oriented tone.

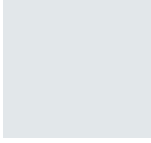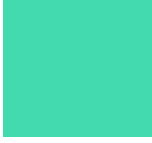| Ocean Blue	Sky Blue	Green	Yellow
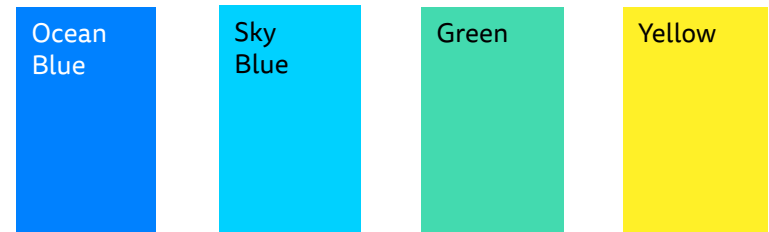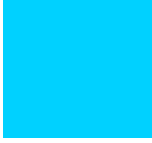
NEUTRAL PALETTE

These neutral hues provide a sense of balance to the palette, offering a subtle backdrop for other more vibrant colours in the collection.

Red	Light Grey	Medium Grey

Colour builds

It is important to render the colours accurately. Match the colour code most appropriate to your process and needs. Please note that in order to maintain maximum vibrancy of these colours, they will appear slightly different between screen and print. Due to printing limitations, the CMYK values are slightly less vivid.

✔ **When using colour digitally** (i.e. web sites, social media): For Microsoft Word, PowerPoint, or digital graphics use the RGB or hexadecimal values shown here. They are adjusted for the best reproduction and **do not match** Pantone® Colour Bridge breakdowns.

✔ **When printing digitally or lithography:** Always use the CMYK colour formula listed here when creating the colour for use in 4-colour process printing. They are adjusted for the best repro-duction and **do not match** Pantone® Colour Bridge breakdowns.

✔ **When printing using spot colour:** Only use the Pantone Matching System (PMS) colours if you are printing spot colours for silk-screening items (ie: Tshirts, mugs).

✘ Do not use the standard software translation values when converting colours between CMYK, RGB, HEX, or PMS. Always reproduce colours using the formulas specified in this guide.

✘ Do not specify PMS or RGB builds in print publications — use the CMYK builds.

✘ Do not specify PMS or CMYK builds in digital publications — use the RGB or HEX builds.

✘ Be mindful of not using too many colours in a single page or piece. Avoid a rainbow effect.

	CMYK	100.100.25.35
	RGB	0.0.94
	HEX	#00005E
	PMS	662

	CMYK	85.85.0.0
	RGB	70.56.181
	HEX	#4638B5
	PMS	2097

	CMYK	75.50.0.0
	RGB	0.129.255
	HEX	#0081FF
	PMS	2727

	CMYK	60.0.0.0
	RGB	0.209.255
	HEX	#00D1FF
	PMS	305

	CMYK	60.0.45.0
	RGB	67.218.175
	HEX	#43DAAF
	PMS	333

	CMYK	0.0.90.0
	RGB	255.240.40
	HEX	#FFF028
	PMS	107

	CMYK	0.100.75.0
	RGB	237.40.67
	HEX	#ED2843
	PMS	199

	CMYK	35.100.0.0
	RGB	180.17.168
	HEX	#B411A8
	PMS	253

	CMYK	10.5.5.0
	RGB	226.231.234
	HEX	#E2E7EA
	PMS	Cool Grey 1

	CMYK	35.20.20.0
	RGB	168.184.190
	HEX	#A8B8BE
	PMS	Cool Grey 5

|	CMYK	0.0.0.0
	RGB	255, 255, 255
	HEX	#FFFFFF

Palette usage

Mix and match

The colour palette is designed to be used across all communication channels. These colours have been carefully selected to work individually or in combination.

White space

White space plays an essential role in our visual brand identity. Successful communications balance colour, typography, and graphic elements with generous amounts of white space. Rather than viewing white space as a blank area, think of it as a pause. Whether it's in a photo or a layout, don't rush to fill negative space. What's absent can focus attention on the content that's there.
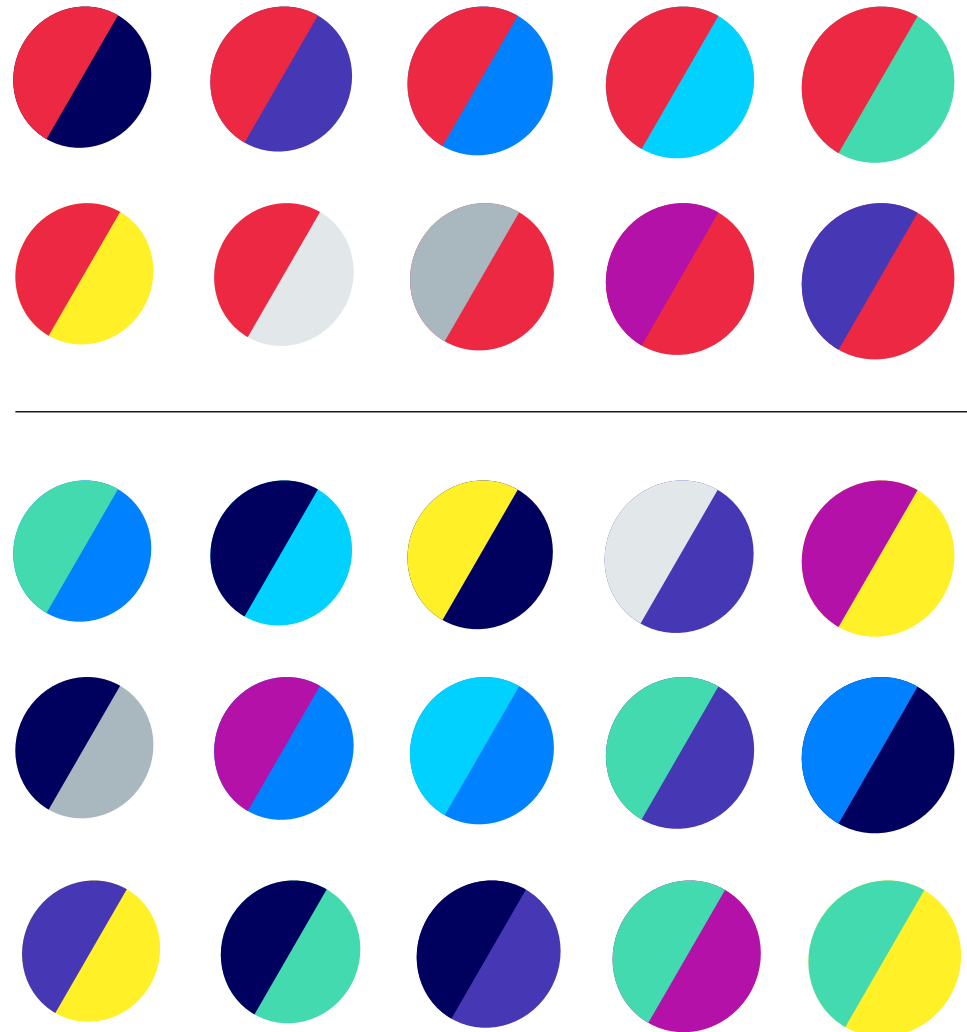
Zones

Our student representation is organised in Zones. The following colour combinations are assigned to each of the Zones. The colours within these units work harmoniously thereby allowing vibrant and unique design expressions specific to each Zone.

Surrey Students' Union is split into the following zones:

○ Central - all of the things that keep the Union running on a day-to-day basis

○ Voice - student opinion on issues that have an impact on student life

○ Activity - get involved with sports clubs, societies and events

○ Support - assists students with a range of academic, health and well-being needs

○ Community - social and community activities both on campus and within Guildford.

Central

Support

Voice

Community

Activities
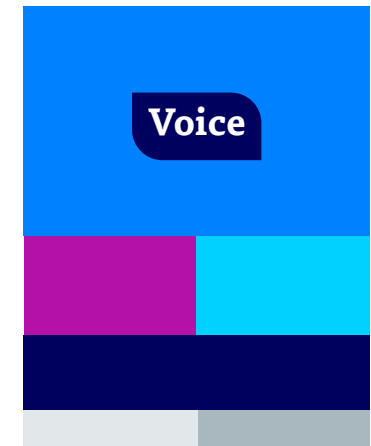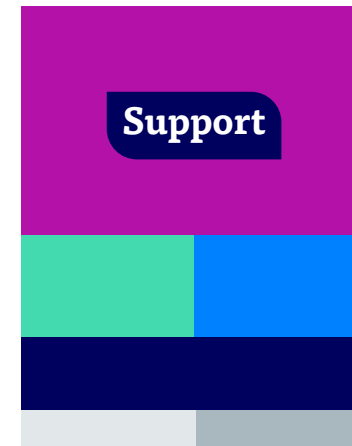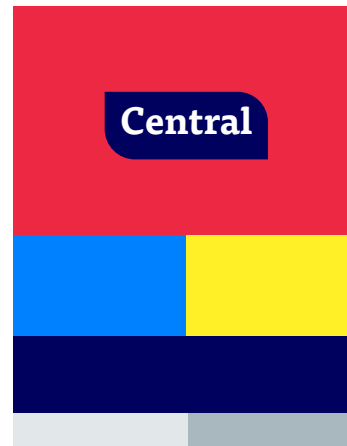
Typography

Typographic treatments build both consistency and visual interest across our brand environment. We uses two primary typefaces which bring character, personality and expression to our communications, all while reinforcing our brand identity.

Primary font

Our primary font is Tisa Sans Pro, a well balanced sans serif typeface superfamily. It evokes a feeling of warmth and personality. It is a modern font with a wide variety of weights and styles. It has been designed for optimal readability in digital and print formats, and works well for display copy, body text, and everything between.

dynamic

approachable

QUALITY

community

NOTE: Tisa Sans Pro is available in Adobe Fonts, through the Creative Cloud subscription.

Tisa Sans Pro

Light
Regular
Medium
Bold
Extrabold

CAPITALS – 14 PT.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE – 14 PT.
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

NUMERALS, PUNCTUATION AND GLYPHS
!"#$%&'(())*+,-./0123456789;<=>?@\]]^_'{{|}}~¢£¤¥¦§¨©ª
«¬®¯°±²³´µ¶·¸¹º»¼½¾¿π†‡•…‰'‗'€™Ω∂∂ΔΠΣ−√∞∫≈≠≤≥◊

Secondary font

Our secondary font is Tisa Pro, a dynamic slab serif typeface. It is a contemporary font with a wide variety of weights and styles. It has been designed for optimal readability in digital and print formats, and works well for display copy, body text, and everything between.

Tisa Pro

Light
Regular
Medium
Bold
Extrabold

CAPITALS – 14 PT.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE – 14 PT.
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

NUMERALS, PUNCTUATION AND GLYPHS
!"#$%&'(())*+,-./0123456789;<=>?@\]]^_'{{|}}~¢£¤¥¦§¨©ª
«¬®¯°±²³´µ¶·¸¹º»¼½¾¿π†‡•…‰'/€™ΩΘ∂∂ΔΠ∑–√∞∫≈≠≤≥◊

dynamic

approachable

QUALITY

community

NOTE: Tisa Pro is available in Adobe Fonts, through the Creative Cloud subscription.

SURREY
STUDENTS'
UNION

Good typography, first, makes words readable. At its best, it does something more: it helps express the animating spirit of the ideas behind the words.

– Michael Bierut

Mixing / Matching
Fonts, Weights, & Sizes

Using weights for hierarchy, emphasis, and contrast

» A strong handling of typography is critical to bringing variety and impact to our communications.

Size, weight, colour, contrast, case, position, alignment – these are all important elements to work with in building a sense of hierarchy of information in our communications.

Strong typographic treatments can build both consistency and visual interest across our brand environment. When used effectively, the right combinations command attention, elicit emotions, and create a voice for our brand.

It is essential to have a strong understanding of how to use the two typographic brand families imaginatively. When designing a layout, make strong typographic choices to differentiate sections while calling attention to important messages. This will help promote legibility and communicate our messages in a clear and visually appealing manner. Understanding how to bring variety and tempo to a piece is essential to making our brand feel robust and interesting.

LOUD
Quiet

contrast
HARMONY

Highlights
body copy body copy body copy body copy body

12345
12345

Highlight headlines

Highlighted text can delivers a punch of colour to a piece.

Highlighted text should not have any space between the lines.

Title of event can be written left or right aligned.

It can be in Tisa Sans or Tisa Pro font

It can be applied in headlines with **bold**, *italics*, or CAPS.

HEADLINE IN CAPS

Paragraph styles in Adobe CC

STEP ONE

Paragraph styles are a collection of rules that define the way your text behaves and looks. It's best practice to create and define style sheets in Adobe.

○ The leading and offsets ratio are important to get right. In general, the leading should be 4pts larger than font size. For example:
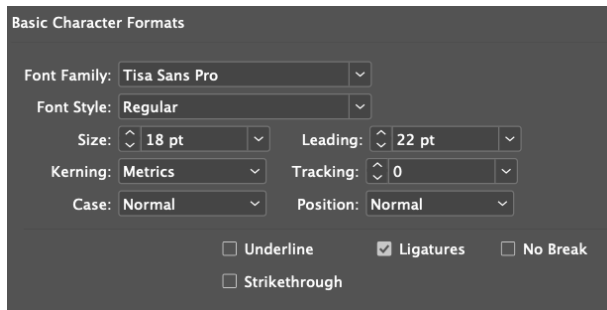
STEP TWO

○ Top left and bottom right corners are 90 degrees.

○ Top right and bottom left corners are rounded.

○ Depending on the size of your publication, you will need to adjust the roundness of the curve. Make sure it's not too small or too large of a curve.

○ Top Edge: Ascent, Bottom Edge: Descent, and Width: Text.
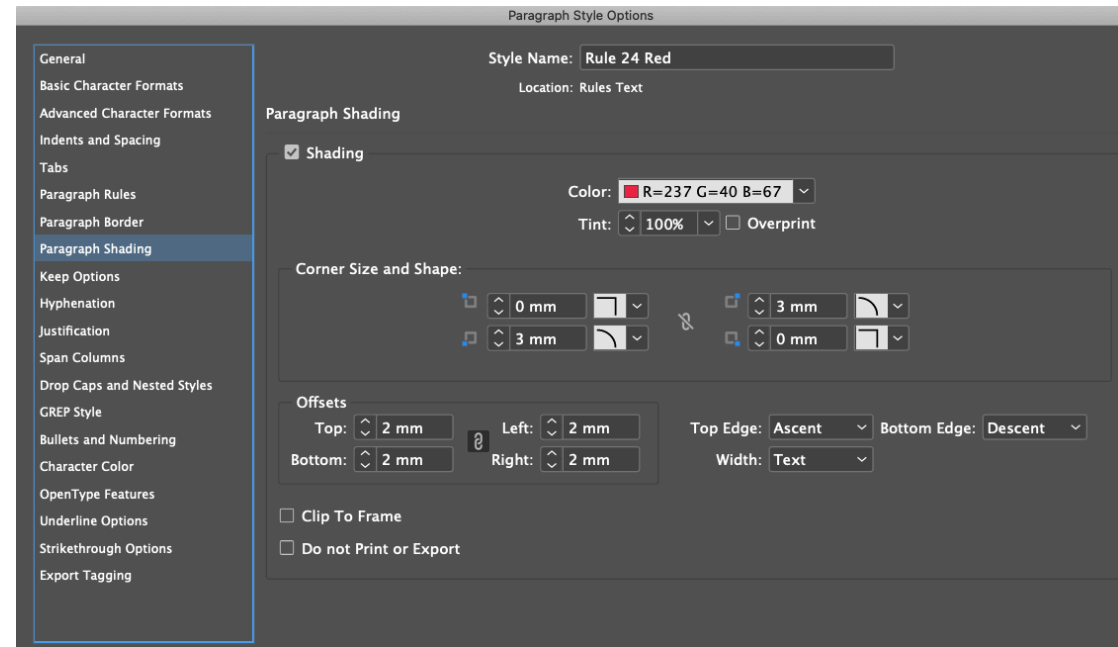
Paragraph styles in Adobe CC continued

THINGS TO AVOID

○ Watch the offsets — they may need slight adjusting to obtain a solid stacking.

Offset needs slight adjusting in this example.

It should look like this.

Web UI hierarchy

For our brand's message to be effectively communicated, a clear typographic hierarchy is essential.

All users should be able to efficiently read and absorb textual content by using type that promotes readability and accessibility. This approach communicates the relative importance of each heading within a text using weight, scale, and capitalization.

H0 Display Tisa Sans Pro Regular 48 px / 60 px	Surrey Students' Union
Heading 1 Tisa Sans Pro Bold 34 px / 42 px	**Surrey Students' Union**
Heading 2 Avenir Next Medium 26 px / 32 px	Surrey Students' Union
Heading 3 Tisa Sans Pro Medium 22 px / 28 px	Surrey Students' Union
Heading 4 Tisa Sans Pro Medium 18 px / 22 px	Surrey Students' Union
Overline Tisa Sans Pro Medium 14 px / 18 px, 2 px letter spacing All caps	SURREY STUDENTS' UNION
Lead paragraph Tisa Sans Pro Regular 22 px / 28 px line height Reduces to 18px / 22px line height on smaller screens	Your Students' Union is here to support you, bring you together, voice your opinions and get you involved.
Body Tisa Sans Pro Regular 16 px / 22 px line height	We are run by a team of elected student officers to take care of every aspect of your college experience, from offering sports clubs and societies to volunteering opportunities, events, and social activities.

Web spacing

Heading followed by body copy

When a heading is followed by paragraph text, include 30 pixels of space below H0 Display and 15 pixels below Headings 1–4.

H0 display

15PX

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as sitam facestrum

H1 headline

15PX

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as sitam facestrum

H2 headline

15PX

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as sitam facestrum

H3 headline

15PX

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as sitam facestrum

H4 headline

15PX

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as sitam facestrum

Web spacing continued

Body copy followed by a heading

When body copy is followed by a heading, include 45 pixels of space above Heading 2 and 30 pixels above Headings 3–4.

H0 display

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as.

60PX

H1 headline

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as.

45PX

H2 headline

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as.

30PX

H3–4 headline

Dolorro mo quam sedi am, torectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as.

Heading followed by a heading

For stacked headings, include 30 pixels of space after the primary heading.

Body copy spacing

For multiple paragraphs within the same section set the space between paragraphs to 15 pixels.

Primary heading

30PX

Secondary heading

Tum veles que plita dendipicit omnihil eumquia que volut mil et eosam, omnis dolupta placea plab is quas re, ilignim inverum lant fuga. Ita consent intisi dolupta voluptatem is eiciaesedis elicit, conseque estotat uristru ptatatibea vendigent, expe parumqui a pratior empores tiatemq uundam eum vendanducia veritis sam, solut ut ipicil eatur?

15PX

Genihil et apid mi, con restio. Ad quat.

15PX

Obis autesequid endellabo. Nam rent rem auta simus audamenit, ipsaecte consecto volesequid quae. Aquos moluptibus andit, omni aut liquae et aliqui tem senihitaque eius et optiati.

Graphic elements

Graphic elements support our visual identity with consistent design details that generate attention and memorability across a variety of mediums and materials.

Frames

Frames can be used for placement of images or to highlight key messages.

Two-Corner Rounded
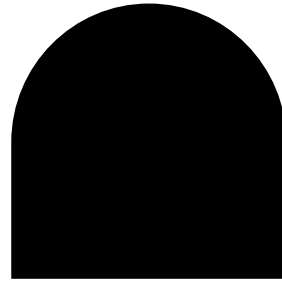
Arch
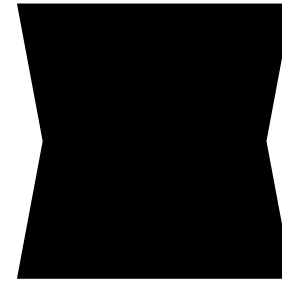
Concave Hexagon
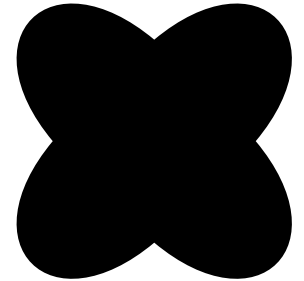
Quatrefoil

Stepped Corners
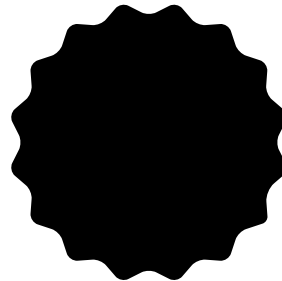
Wavy Circle
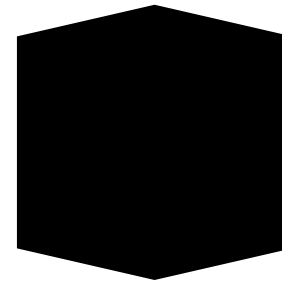
Convex Hexagon
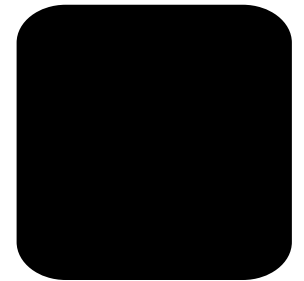
Four-Corner Rounded

Elements

Elements infuse snippets of colour and energy to pieces and enliven our communications.

Care should be taken to minimally applying them thoughtfully.
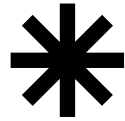
Star

Triangles

Corner
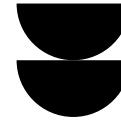
Half-circles

Steps

Gear
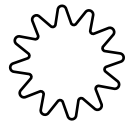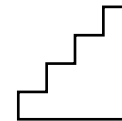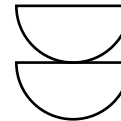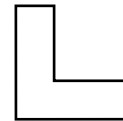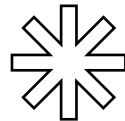
Edge

There are two brand edge options that may be used to add versatility and interest. These edges may be used at a variety of scale and colour within our brand palette.
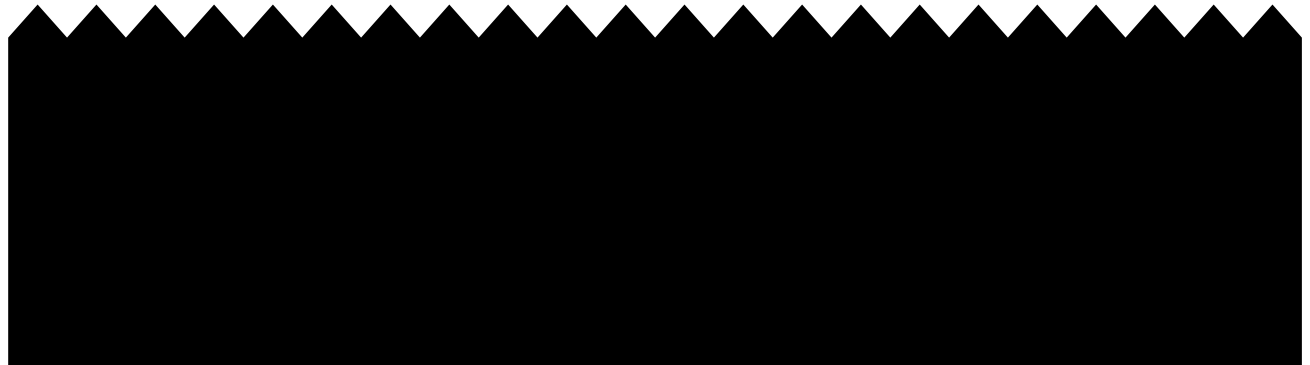
Zigzag Edge

Wave Edge

Photography

Typographic treatments build both consistency and visual interest across our brand environment. We uses two primary typefaces which bring character, personality and expression to our communications, all while reinforcing our brand identity.

Stylistic options

Colour, monotones, solid overlays, and cut outs

Photography is essential in reflecting our vibrant, diverse and dynamic community. It enhances our brand's personal tone and aids in telling our story.

Strong photography highlights our campus' warm and welcoming side and aids in creating effective and lasting communication with our stakeholders. Images that are clear and appealing capture the excitement and vitality of our student experience. Our photographs also provide a glimpse of our beautiful campus while highlighting the individuals and locations that make it unique.

The photography style should feel modern, diverse, and natural. Whenever possible, show the subject in action and interacting with their environment. The action should feel spontaneous and realistic.

People & engaging moments

Photographs of our students should exude energy, emotion, and action. Candid, documentary style shots display the diversity of interests and activities the Students' Union supports.

Balance shots of individuals with ones that include more than one person in order to show community and friendship. Profile photographs and portraits of individuals should be friendly and approachable.
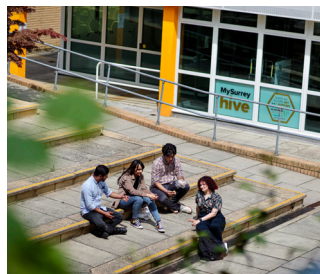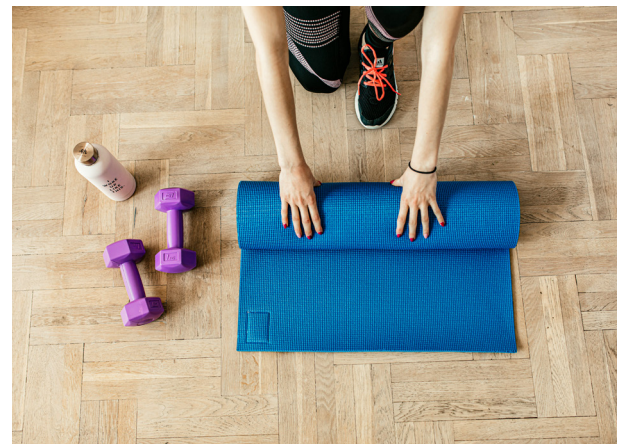
Details

This photographic aesthetic highlights interesting details and bring texture to our stories.

When taking pictures around campus, take the time to zoom in and capture shots of distinctive elements.

It's about focusing on the many subtle, little, and unexpected details that make our story special.

Environment & community

We're proud of our beautiful campus and encourage capturing dynamic photography of our green spaces, modern buildings, and surround Guildford. Our connectivity to nature and modern architecture are an integral part of students' experience.

Landmark images are most valuable when they also feature people and interaction. Move around campus showing architectural structures, interior shots, and green spaces.

Techniques

Layouts can be given depth and texture with the use of overlays.

Monotone images may be used in navy only.

Depending on the tale we're conveying, these photographs may be long-distance views of landscapes or up-close shots of pertinent people and objects.
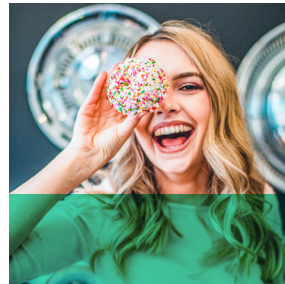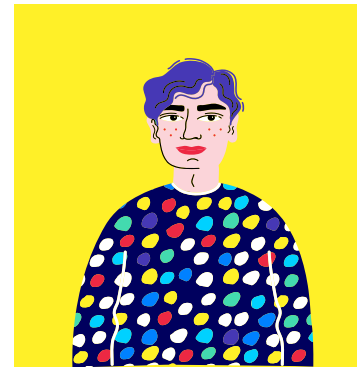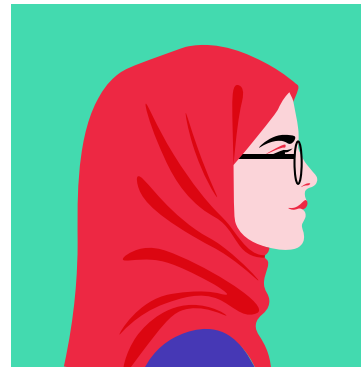
Illustration

Solid colour illustrations are a powerful way to express brand value or offerings. They can communicate our intent, goals and vision to our audience in a memorable and eye-catching manner.

Flat illustration style

Illustration plays a strong supporting role in many of our communications.
The use of illustration should always have a clear purpose, support, content and guide a user to understand concepts or services. Clear and simple illustrations help us provide meaningful engagement to our users.

Using a flat, simple vector based illustration style allows a consistent and unifying aesthetic while allowing for a variety of artists to be commissioned.

✔ **Do use** artists who create vector graphics and deliver AI or EPS live files.
✔ **Do use** online stock vector illustration sites such as Shuttterstock, rawpixel, usesmash.com, craftwork.design, etc.
✔ **Do use** the brand palette at 100% as the dominant colours in the illustrations.
✔ **Do be mindful** of how diversity is represented in illustrations of people
✘ **Do not** use tints of the brand palette — keep the colours strong and solid.
✘ **Do not** get overly detailed or fussy — simple is better.
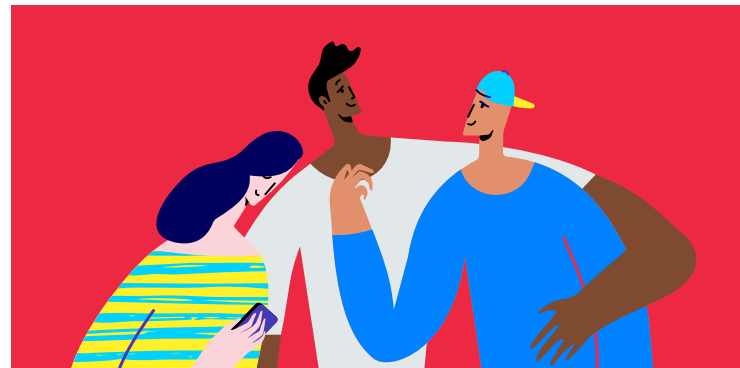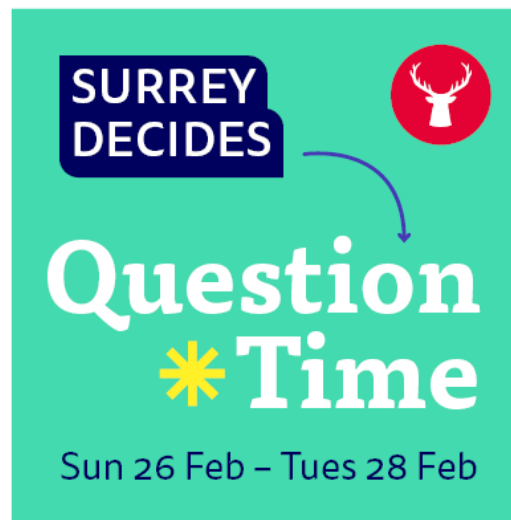
Treatment examples

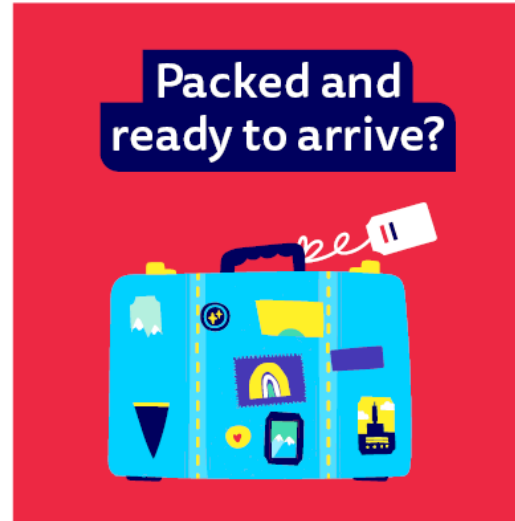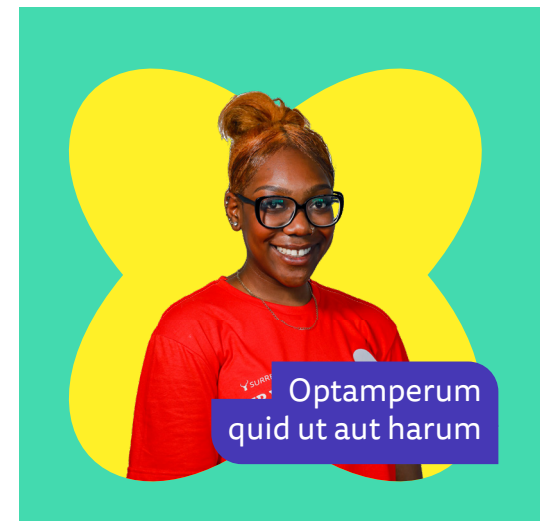# Typographic messaging

Illustration & messaging

Pride Week 2023

Packed and ready to arrive?

Help build the #SurreySU Playlist

Mental Health Week

15 – 21 April

Awakening Yoga
Breathe. Stretch. Move.

9.00–10.00
Saturdays
University Hall

Photo framed only

Cutout people

Mix and match

Mix and match

GIVEAWAY
PIZZA

Title of Event in here

Sat 11.00–13.00

Title of Event will go in this space
Day • Time
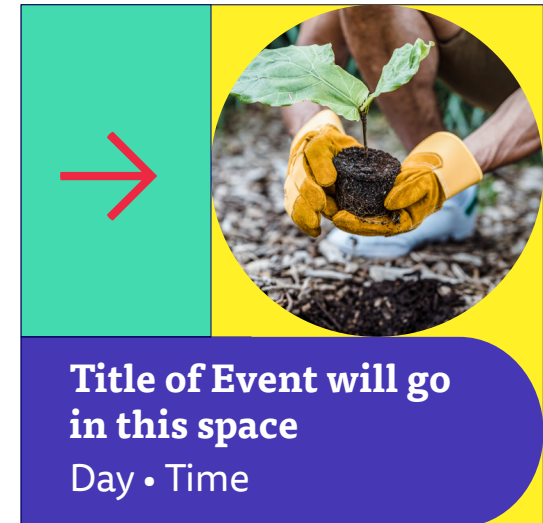
Campaign / limited palette

Academic advice?

Talk to us, we can help.

Academic advice?

SURREY
STUDENTS'
UNION

We got you covered.

- Academic studies
- Extensions
- Extenuating circumstances
- Fitness to practice
- Grade reviews & appeals
- Interruptions/withdrawals
- Attendance panels
- Student complaints
- Course problems

Need free, confidential, impartial advice?

Our team of trained Advisors can offer effective support.

Let's chat. We can help.

SURREY
STUDENTS'
UNION

Discover your support zone

Impartial, confidential advice + Support & representation

Black & white only

Relaxing with friends

Volunteering Services

Academic Advice

Donuts at AP Plaza

Merchandise examples

T-shirt

Questions?

This branding is under the stewardship of Surrey Students' Union's Marketing and Communications Team.

Download logos and fonts

Brand assets can be downloaded from surreyunion.org/brand

Inquiries

If you have any further queries regarding the production of marketing materials or photography in accordance with the brand guidelines, please contact Lisa Lynch, Communications Manager l.lynch@surrey.ac.uk.