

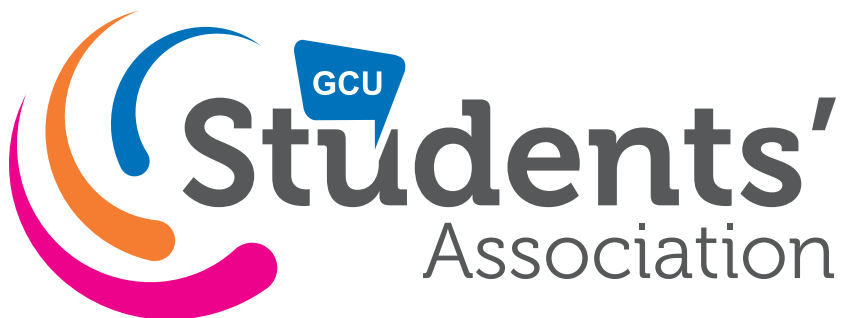


GCU Students' Association

Brand Guidelines

December 2014





Be part of something... **Bigger**

Our Identity

It is essential for our organisation to deliver its corporate identity in a coherent manner at all times. The brand is the focal point for all our marketing and communications strategies and campaigns and must always make the same connection with every audience.

The GCU Students' Association brand strikes a perfect balance between belonging to the Glasgow Caledonian University brand family and standing on our own as a strong identity. The blue arc of the GCU brand has been joined by two more vibrant swirls to create a sense of movement, activity and togetherness, and represent the multiple campuses that the Students' Association represents.

Together, the stylish elements help create a vibrant, aspirational image, which will empower students to get involved and "Be part of something... Bigger".

Primary Logo

Logo introduction

The logo is the most visible element of our identity – a universal signature across all communications.

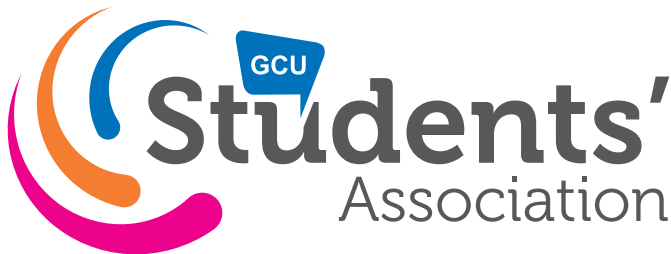
This is the main version to be used on all printed literature or other promotional materials, as well as online or on any digital media. No other version should be used unless expressly outlined in this document.

Logo positioning

The logo should be used in a horizontal position, reading left to right.

When should it be used?

At all times, unless otherwise stated in this document.



Remember... because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

Exclusion zone

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background.



Always... ensure a minimum amount of space is left around the logo. This should be the same as the height from the bottom of the “n” to the top of the apostrophe on “Students”, highlighted by ‘x’ in the diagram above.

Mono Logo

When should it be used?

This version should be used for single colour reproduction.



Whiteout Logo

The whiteout version is only to be used when absolutely necessary, such as printed material with heavy detailed backgrounds or solid colours where white is the only suitable neutral colour-way to use.

When should it be used?

This version should only be used for specific jobs, where the white logo is required to stand out from an otherwise inappropriate colour background.



Remember... you must always use the version resented on our website or in the Communications Folder on the shared drive. On no account should you reproduce the logo from the printed material or any other source. You must never 'create' a version by manipulating the Primary Logo.

Logo Rules

Consistency

The logo should always be used from the Communications Folder on the shared drive. Clubs, societies and groups can obtain the official artwork from www.GCUstudents.co.uk/groupsbrand

Never reproduce the logo from stationery, advertisements or any other printed material.



- ⊗ Never...
Rotate the logo.



- ⊗ Never...
Add any effects to the logo,
e.g. adding a drop shadow.



- ⊗ Never...
Differ from the colour
guidelines.



- ⊗ Never...
Squash the logo in any way.
Always scale up or down in
proportion.

← 35mm →



- ⊗ Never...
Reduce the logo under 35mm
in width. The text must always
be legible.



- ⊗ Never...
Scale elements of the logo
independently to each other.







- ⊗ Never...
Move elements of the logo.





Colour

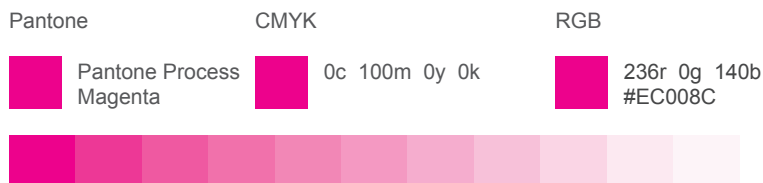
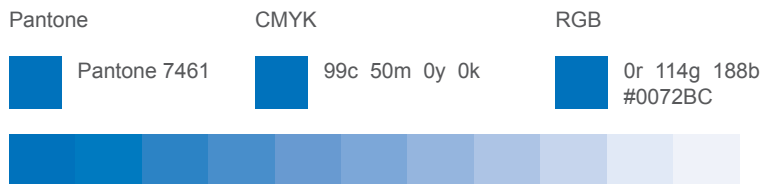
Colour palette

The following colours refer to the main GCU Students' Association branding and the logo shown below. This must always be reproduced in its dedicated colours.



Pantone	CMYK	RGB
 Pantone Cool Gray 10	 0c 0m 0y 80k	 88r 89g 91b #3D505A
		

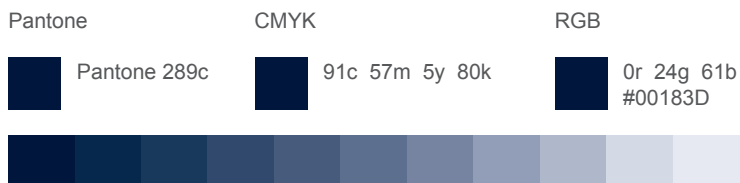
Pantone	CMYK	RGB
 Pantone 716	 0c 63m 90y 0k	 244r 124g 50b #F47C32
		



Dark Background

The logo can be shown on a white or dark background.

When displayed on a dark background, the following colour palette should be used.



Typography

The fonts used for all copy are Museo 500, Museo 300, Arial Light, and Helvetica Neue Medium.

Museo 500/700

This should be used for all headlines.

Arial Regular

This should be used for all body copy.

Arial Bold

This should be used for all subheadings.

Museo 300

This should be used for all intro copy.

Remember... where fonts are not available, for example online, the closest match should be used as a replacement.

Website Fonts

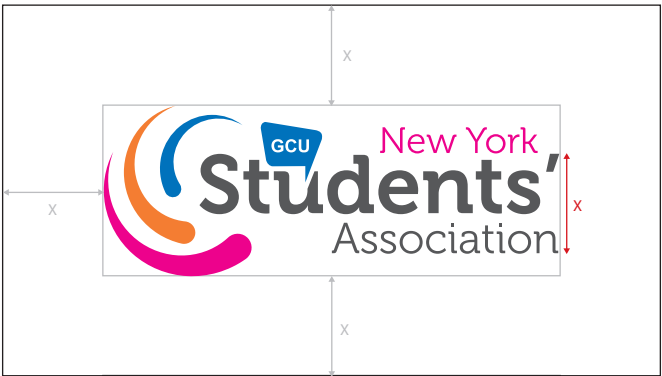
The website address should always be displayed www.GCUstudents.co.uk

Arial should be the only font used on the Students' Association website. Only formatted headings should be used on the website. These are found in the page editing section beside font.

The screenshot displays the GCU Students' Association website. At the top is a pink navigation bar with links: REPRESENTATION, ADVICE CENTRE, GET INVOLVED, EVENTS, GCU LONDON, and FOOD & DRINK. Below this is a white header area containing the GCU Students' Association logo, a blue banner for 'nus extra' (3rd DAY OF CHRISTMAS NUS EXTRA GAVE TO ME A CHANCE TO WIN £100 WORTH OF TICKETS WITH the ticket factory), and a user greeting 'Hello, David Carse'. A breadcrumb trail shows 'Home > Representation >'. On the left is a 'REPRESENTATION' sidebar menu with items like Full Time Officers, Elections, Class Reps & School Officers, Ideas, Student Voice, Education Campaigns, Liberation Campaigns, Ethical & Environmental Campaign, National Union of Students, Campaign Training, and Title Page Heading. The main content area shows a hierarchy of headings: '/// Title Page Heading', '/// Heading 1', 'Heading 2', 'Heading 3', 'Heading 4', and 'Heading 5'. At the bottom left is a 'radio CALEY LISTEN LIVE' button. The footer contains 'KEY INFORMATION' and 'QUICK LINKS'.

Sub-brands

These versions of the logo are for use by the other campuses where the primary logo is not an option. All previous guidelines and colour palettes remain relevant for these two secondary logos.



Idents

The GCU Students' Association has various idents that can be used to identify ourselves on any video or animated media production. They can be found from the Communications Folder on the shared drive.

It should be used at the start of any video production in order to brand the production and introduce the Students' Association.



Imagery

Photographic images are a powerful part of the organisation's image and brand. If used effectively, the right images can quickly demonstrate a business' core values and communicate an intrinsic tone of voice.

Images used to represent GCU Students' Association need to be thought about carefully and should highlight key aspects of student life. Interesting or unusual aspects can help add another dimension to an image and can help engage more effectively with the student population.

Images used with our poster design should be black and white in order to allow for the incorporation of the Students' Association logo.

All images should look and feel spontaneous and not staged. They should evoke a feeling of quality and capture student life as it happens. This will help to consolidate the feeling of the life and vibrancy of the brand and add to its aspirational, directional and inclusive nature.

Wherever possible, professional photographers should be used to attain the best possible image library and all images to be used for printing need to be provided at 300 dpi or suitable images from the GCU Students' Association image gallery in the Photo Folder on the shared drive.

Finally, it is important to remember all images used should be appropriate for use and free from any copyright issues.

The images to the right are available to be purchased on iStock (www.istockphoto.com) using the following codes:

1. 15943506 / 2. 40513002 / 3. 2905749 / 4. 9602863 / 5. 17738107 / 6. 1150582 / 7. 20404480



1



2



3



4



5



6



7

Letterheads

All letterheads must follow the templates as outlined. There should be no deviation from these templates at any time.

All information on the letterhead should always be stacked to the right.

Any information added or removed from the contact details area (top right) should be stacked from the top downwards, with the template re-adjusting downward to accommodate new information as required.



GCU Students' Association
70 Cowcaddens Road
Glasgow G4 0BA

T: 0141 331 3886
E: hello@GCUstudents.co.uk

www.GCUstudents.co.uk

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 www.facebook.com/GCUstudents
 www.twitter.com/GCUstudents

Scottish Charity No. SC022887

Business Cards

All business cards must follow the templates as outlined. There should be no deviation from these templates at any time.

Business card information should always be stacked from the base upwards, with the template re-adjusting upward to accommodate new information as required. The employee's name and job title at the top of the card should also remain in a fixed position.



Back



Front

Compliment Slips


Compliment slips must follow the templates as outlined. There should be no deviation from these templates at any time.

All information should always be stacked to the right.

Any information added or removed should be stacked from the top downwards, with the template re-adjusting downward to accommodate new information as required.

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Posters

Posters used in any advertising campaign need to suitably reflect the style and focus of the GCU Students' Association brand. All posters should follow the template structure illustrated.

The headline should be shown in white against the blue segment in the top left hand corner of the poster.

Imagery for the poster should be black and white in order to allow the incorporation of the brand's coloured swirls, as shown.

Important information should be placed at the bottom of the poster in the white segment. This area should also include the logo, strapline, URL and social accounts.

A4/A3 Publisher and Microsoft Word poster templates can be found in the Communications Folder on the Shared Drive and for clubs, societies and groups from: www.GCUstudents.co.uk/groupsbrand.

Use this space for the
Headline



Information

Use this space to write any messages or information that you wish to display.

Be part of something... **Bigger**



www.GCUstudents.com

[f /GCUstudents](#)

[@GCUstudents](#)

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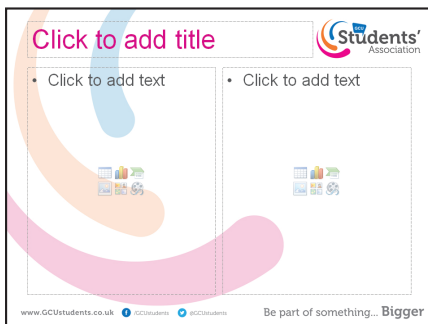
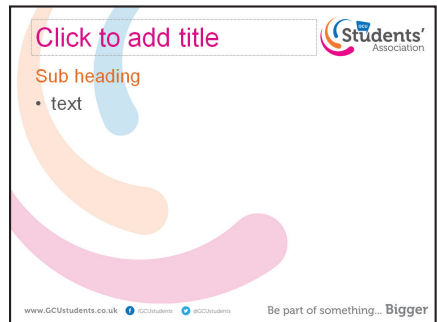
Staff Badges

Staff badges should follow the template should below. There should be no deviation from these templates at any time. Staff names should be first in bold with position below in italic, all centred with tagline at the bottom.



Powerpoint Presentations

Powerpoint slides must all the template in the Communications Folder. There should be no deviation from these templates at any time.



Digital Banners

Our digital banners will be used to represent the Students' Association brand on all web applications, including social media.

Each banner should always be based on the latest campaign poster and remain on-brand in terms of colours, strapline, etc.

Facebook / Web

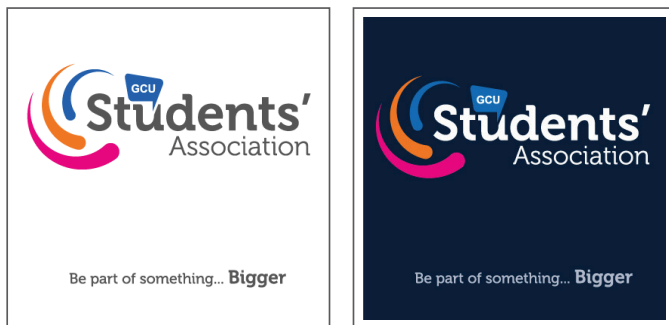


Twitter



Profile Picture

Our profile image should be our brand on a white or blue background. A small border should be kept around the element, so that no parts of the brand are touching the sides of the image.



Social links

Links to our social pages should be included on all marketing and communication collateral. Both the Twitter and Facebook logos should be reproduced following their own brand guidelines, and the locations of each page should always be shown as follows.



/GCUstudents



@GCUstudents



/GCUstudents



@GCUstudents

Communications folder contents

The Communications Folder on the shared drive contains all the official GCU Students' Association brand elements.

File types '.jpg' and '.gif'

.jpg files are universally accepted PC formats. These files can be used to drop into letterheads and can be read through almost any PC application but can only be used at the size provided, or smaller. .Gif files does not have a white background like .jpg files.

Repro

File types '.eps' and '.ai'

.eps files can be opened on a PC or Mac and edited in Adobe Illustrator, Corel Draw, Adobe Photoshop and Adobe InDesign. These files can be used when ordering merchandise and high spec artwork.



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