



**LITTLE  
BLACK  
BOOK  
OF BRAND**



## Hey good looking

Welcome to the University of Essex  
Students' Union Little Black Book.

A guide for students and designers  
alike to create beautiful projects.

Please use these hints and tips to guide  
you as you experiment and play.

We dare you to make something new  
and exciting.

Something that we can add to this  
Little Black Book of Brand.

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**HEART &  
SOUL**

# A NEW STUDENTS' UNION

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Since 1964 we have fought for and loved the students at Essex. But the world has changed a lot since the sixties, back then there was free love and free tuition. Now, thankfully the love is still free, but everything else at university has changed dramatically. We believe that the way Students' Union's work needs to change too - our students deserve better.

So after a lot of work the Union has reinvented itself to put students right back at its heart, where they belong. And set the audacious goal to become the world's most student-centred organisation.

As part of this we needed a redesign that showed everyone our mission and our bold ambition.

This is our Little Book of Brand, designed to help you create bold and true work for the Students' Union. Every bit of design you create is another step on our journey, so welcome on board.



WE WANT TO BE THE  
WORLD'S MOST  
STUDENT-  
CENTRED  
ORGANISATION

# WELCOME TO THE FAMILY

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At Essex we're not like other SU's and we don't want to be.

We're on a mission, an adventure to become the world's most student-centred organisation.

Because we believe that you're not just a member of a Students' Union, you're part of a family.

Not your average family though, the most amazing, unconventional family, with 11,000 brothers and sisters, all with unique quirks and bold ambitions.

A family that revels in its differences and wears them with pride.

A straight-talking family that won't tell you what to think, that will always encourage you to challenge, imagine and create.

A family that isn't prepared for you to go it alone; that's always got your back.

Where nothing is ever too big, too small, too cringey or too crazy. If it's important to you, it's important to us.

Because we believe that together we can do amazing things, to be whoever or do whatever.

To change the world, or just for a cup of tea.

Welcome to your new Students' Union.

WELCOME TO THE FAMILY.



UNIVERSITY OF ESSEX  
STUDENTS'  
UNION  
\*WELCOME  
TO THE  
FAMILY

UNIVERSITY OF ESSEX  
STUDENTS'  
UNION  
\*WELCOME  
TO THE  
FAMILY

\*WELCOME  
TO THE  
FAMILY

THE  
LOOK



# COMING HOME

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Our logo represents the home of our unconventional and unconditional family. A space where everyone is included to be whoever or whatever they want to be.

The brand visuals are designed to be bold, simple, versatile and hackable for the SU and its members without losing our powerful sense of identity.

Over the next few pages we have highlighted some of the great work already done on the brand. Do something fab and your project may end up on one of these pages.

We've written the 'Style Guide' to help you create powerful on-brand design. So before you start please have a good look over everything...

Then let the magic begin!



UNIVERSITY OF ESSEX  
**STUDENTS\***  
**UNION**  
**SU BAR**  
**THE RABBIT**  
**RED RADIO**  
**SX:TV**  
**SUB ZERO**  
**JOBS**  
**LEVEL UP**  
**CINE10**  
**SUMMER BALL**  
**FRESHERS FAIR**  
**EVENTS**  
**SAFETY RISKS**



**Rikki**  
 Letting Administrator  
 Rikki Stephens  
 STUDENTS\* UNION




**THURSDAY**  
**30th JANUARY**  
**5 - 6PM**  
**LIB B**

CHARITY & FUNDRAISING FORUM\*  
 UNIVERSITY OF ESSEX STUDENTS\* UNION




UNIVERSITY OF ESSEX  
**STUDENTS\* UNION**



**YOU DID IT**

UNIVERSITY OF ESSEX  
**STUDENTS\* UNION**

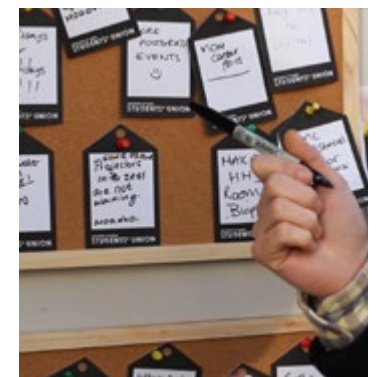
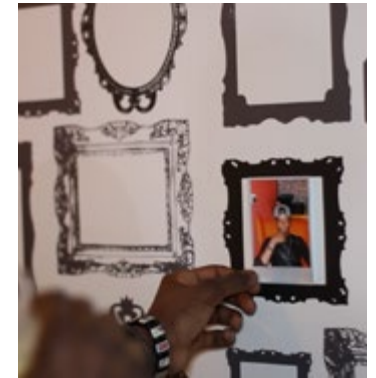
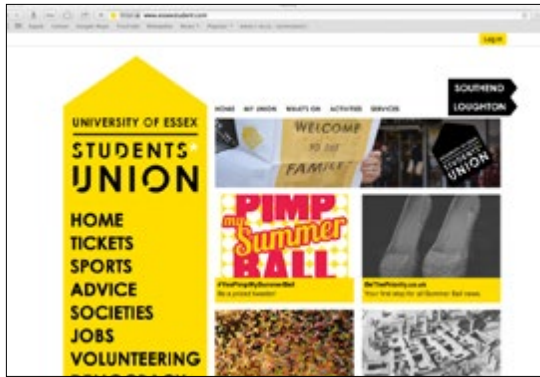


**WELCOME TO THE FAMILY\***

IT'S STILL MY MUG THOUGH




**WE'VE GOT YOUR BACK**  
 STUDENTS\* UNION



# STYLE GUIDE

# MAKE YOUR MARK

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## USING THE LOGO

The logo is designed to be used in Rich Black or Pure White to offer strength and flexibility over all media. The background where you place the logo should determine which option you use (see page 29).

The colour of the asterisk should be chosen in accordance with the background. Or if it is being used in conjunction with a piece of Type commentary it should be in SU Yellow.

The house must always be a flat overlay on a page no drop shadows or 3D effect should be used.

## SECONDARY LOGO

Opposite is the typographical variations of the University of Essex Students' Union Logo. This is to be used when the shape of the SU House is being used as a graphical device elsewhere on the page. Or when a landscape version is required.

The same rules apply to the use of colour and the asterisk as the main logo.



UNIVERSITY OF ESSEX  
**STUDENTS\* UNION**

# MAKE YOUR MARK

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## ANGLE OF LOGO

The logo can be positioned at an angle to create a point effect when desired in a media. When the logo is placed on a flat colour background it must be at a 45° or -45° angle.

If the logo is placed on an image the tip can be used as a pointer. And used at a different angle to direct attention to a specific detail of an image.

The logo must never be revolved or rotated in a way that alters the angles of the logo or given any 3D effect.

## LOGO SIZING

There is no maximum size for the logo, however there are rules for making it small.

If it is necessary to use the logo below 30mm just use the icon shape (SU House), do not include the text as it will be entirely illegible

The asterisk should be the same colour as the rest of the icon below 50mm.



Asterix colour can be changed beyond 50mm



Min 30mm



Below 30mm



# THE PLACE TO BE

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## LOGO PLACEMENT ON IMAGES

Imagery will be a powerful yet very varied feast in the Union (see image guide). When using the icon on imagery ensure legibility by contrasting it with the overall tone of the image.

When using the logo on top of an image, the text should not be cut out (see below).

If the asterisk is being used as a comment device it should be highlighted using SU Yellow.



# BE AN ICON

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## USING THE UNION HOUSE ICON

The Union House (logo without the text) has been created to give a iconic tool that can be a building block on any piece of Students' Union media to be a link back to the mother brand.

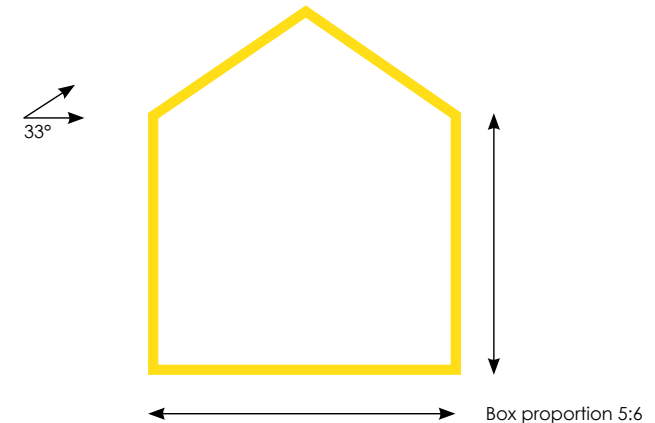
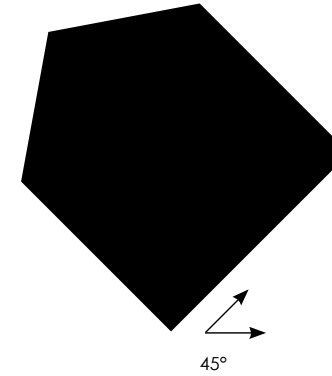
As with the logo, if the icon is placed on an image the tip can be used as a pointer. If it is placed on a flat colour background it must be at a 45° or -45° angle.

It also has many uses beyond a pointer. It may be used as space to write or put images within, or even as part of a pattern motif (like here). So have fun and go crazy with it!

## PROPORTIONS

The tip of 'the roof' must always be at a 33° angle and the main body/box of the house must have a 5:6 width to height ratio.

The house icon shape can be hyper-extended by increasing the height of the body/box part but the roof must remain at a 33° degree angle. The length must clearly be different from the core shape dimensions.







SECRET  
HAND SIGN  
OF THE FAMILY

UNIVERSITY OF ESSEX  
STUDENTS\* UNION

# BE A STAR

---

## USING THE ASTERISK

The asterisk is in the logo to denote that we are putting students first and 'that means you!'

When it is highlighted in an accent colour it can be used as a device to give our students a personal message. Something unexpected and with our own distinct personality and flair. An example of this would be the 'Small Print Comments' that show the cheeky and unconventional mindset of the Union on the business cards, stationary etc (see overleaf).

When using the asterisks device on sub brands it can follow the colour palette of the particular venue.

When using the highlighted asterisk within copy increase the visual size of it to half of the full size of the main copy size.

On typographic posters with fully justified type the asterisks should sit outside of the main body of the copy (see bad joke on overleaf).



WHAT DO YOU CALL  
A MUSHROOM  
THAT GOES INTO  
A BAR AND BUYS  
DRINKS FOR  
EVERYONE  
ALL NIGHT?\*

---

\*FUNGI TO BE AROUND



Here all the small print comment is on the inside  
(and she definitely likes it!)

Small print comment using our logo. That deserves a cheers!



# SHOW YOUR TRUE COLOURS

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## PRIMARY COLOUR USAGE

The Student Union Brand has three primary colours, Pure White, Rich Black and SU Yellow. The brand icons and backgrounds must always be in the three primary brand colours.

Included in the brand are two additional accent colours - Aqua Blue and Brushed Red. These should be used sparingly and as highlight colours when the main brand palette is not sufficient for a particular project.

## RICH BLACK VS. PLAIN BLACK

For text rich documents or when designing for vinyl or spot colour printing use plain black instead of rich black (C=0% M=0% Y=0% k=100%).

## COLOUR TINTS

If using the colours to tint images use the overlay effect, no other tints should be used.

## SUB-BRAND COLOURS

When working on a sub-brand which has a single core accent colour, then SU Yellow can be substituted for that colour palette.

## PURE WHITE

#FFFFFF	C:	0%
R: 255	M:	0%
G: 255	Y:	0%
B: 255	K:	0%

---

## RICH BLACK

#000000	C:	90%
R: 0	M:	70%
G: 0	Y:	60%
B: 0	K:	100%

---

## SU YELLOW

PANTONE: 108 C		
#FFDD00	C:	0%
R: 255	M:	10%
G: 221	Y:	95%
B: 0	K:	0%

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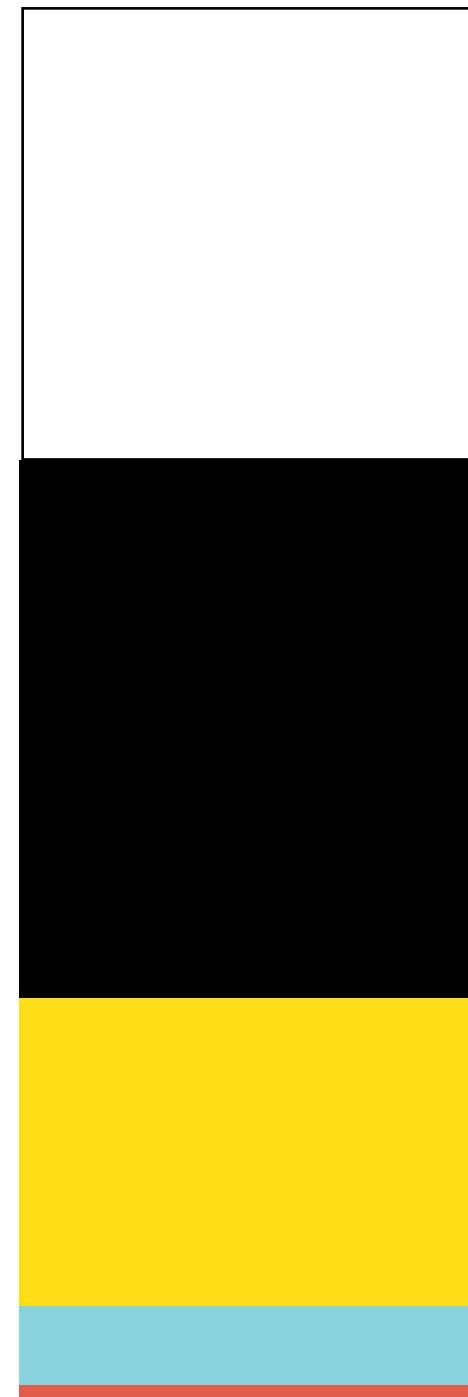
## AQUA BLUE

PANTONE: 304 C		
#99D4E0	C:	44%
R: 153	M:	0%
G: 212	Y:	13%
B: 224	K:	0%

---

## BRUSHED RED

PANTONE: WARM RED C		
#DF5142	C:	7%
R: 223	M:	79%
G: 81	Y:	73%
B: 66	K:	0%



# WHAT'S YOUR TYPE?

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## ESU FONT

The Union has its own bespoke typeface - ESU.

ESU comes in caps and should only be used for top-line titling and in typographic poster design.

The typeface comes in two versions, a hyper-stencilled version (when typing in upper-case) and a general stencil version (when typing in lower-case).

The hyper-stencilled version should only be used in exceptional circumstances to give a super stencilled effect for very short statements.

## LAYOUT

When creating typographic designs every effort should be made for the text to be fully justified. For large bodies of text, where full justification effects legibility, the ESU font should be set to tracking at 50, optically kerned and left aligned. Or Century Gothic should be substituted.



# EVERYDAY CHAT UPS

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## TYPEFACE USAGE

ESU typeface should be used for all headline titling and Century Gothic for all levels of titling/writing (See breakdown opposite).

Where Century Gothic it is not available Tahoma can be substituted.

Tracking should always be set at 50.

For highlighting a key point SU Yellow should be used. When doing this within the body copy also make the highlighted phrase bold.

## HANDWRITTEN TYPE

Part of being a brand that is easily hackable by our students is that we actively encourage everyone to take a Sharpie to a poster, create a handwritten tag or even write on the walls. (click here for example)

All that we ask is that you can keep it legible and where possible use capitals to aid readability on posters.

# PRIMARY TITLING

All primary titling should be in ESU or in Century Gothic bold caps, justified and at least double the size of the main body copy.

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## SECONDARY TITLING

Secondary titling should be Century Gothic in bold caps, 25% larger than the body copy.

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## THIRD LEVEL TITLING

Third level titling should be Century Gothic in bold caps, at the same size as the body copy.

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## Body Copy

Body copy size is at the discretion of the creator, who should consider the readability of each project. That said, anything smaller than an 8pt font might well make your readers angry!

In Century Gothic please - as you probably guessed ☺



# BE PICTURE PERFECT

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## BOLD, DISTINCTIVE AND REAL IMAGES

We are the unconventional family built by students and this should project through all our visual imagery, be it illustration, photography or animation. This means natural, colourful and believable, with a cheeky human twist.

## CHOOSE A UNUSUAL ANGLE

Everyone else looks one way, but we at Essex see the world differently. We are the Union that revels in our students' distinctiveness and quirks. Our imagery should reflect this. So don't choose the obvious image, do an interesting crop—hands, feet, teeth... Get the picture taken from foot height, instead of head or of the audience instead of the band.

## ZOOM IN ON THE DETAIL

Try and use imagery that zooms in on the detail, or takes an unusual view.



# BE PICTURE PERFECT

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## BE STUDENT CENTRED

We are for students by students, so if you can use image made by or taken by our students, or with our students then do! Otherwise, if you are creating something more general please don't use imagery that pretends to be from or by our students.

## CHOOSE A CHEEKY HUMAN TWIST

We aren't about slapstick funny, but nothing about us is beige either. Try and find an image that will make people look twice, make them smile, or bring a bit of brightness to someone's day.

## HAND CREATED IMAGES ARE A-OKAY

To fit with our handwritten posters, we also encourage you to use hand-created drawing/ collage instead of photography where appropriate. Is there a student with a budding talent that can draw you what you're looking for?

## IMAGERY FROM THE OUTSIDE

If you're making a movie poster, or advertising a speaker coming to campus, you will need to use imagery from the wider world. That's fine, just see if you can still follow the guidance above.





# MAKEOVER TIME

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## IMAGE TREATMENTS

The Brand colours may be used as an overlay on image. This must be done using either a Multiply or a Overlay transparency, no other types of transparency should be used.

## IMAGE SOURCES

Social media - the Students' Union, Flickr, Facebook or Instagram pages

Veer.com - A contemporary stock image site.

Flickr - when searching for images on Flickr make sure to tick 'creative commons licensed imagery' when searching.

Google advanced image search - Again remember to search within creative commons licensed images.

imgembed.com - A photobank of imagery for online use that is created by real people with easy licensing.



# PAINT A PICTURE

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## VECTOR ILLUSTRATIONS

For in-house illustrations bold vectors with a human twist may be used. When creating imagery please make sure to incorporate the overall direction of the image guidelines (ie. zoom in on the detail, find a humorous twist...).

As with all imagery SU Yellow should be the accent colour to highlight detail or show off why our Union is different or something amazing about the family.

The exception to this colour rule is in animations, where SU Yellow can be used as a base colour as it has a stronger visual impact within moving image.



# GET YOURSELF OUT THERE

## PHOTOGRAPHIC + ILLUSTRATIVE POSTER BASIC FRAMES

Here are some samples of the different frames available for you to use when creating a variety of everyday posters, further examples are scattered throughout this book.

When creating posters please always include - a frame a house icon (either as logo or as the SU House shape) and use either ESU or Century Gothic as typefaces (see overleaf).

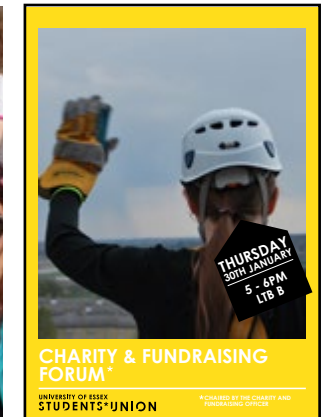
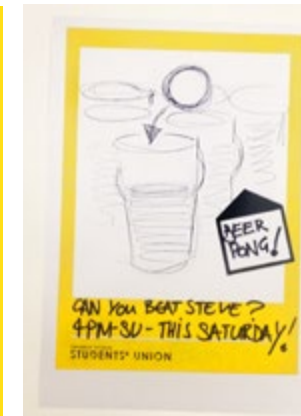
When working on a sub brand please use the brands own accent colour/colours instead of SU Yellow. But follow all of the other rules above.

## HAND DRAWN POSTERS

When creating hand-drawn posters in a frame you can sketch, scribble, even collage to get your message across. To grab everyone's attention, try and be experimental and creative.

And remember - less is more when you write - so be big, be bold.

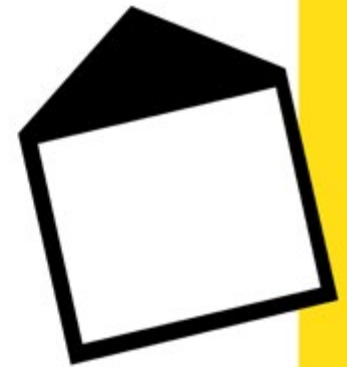
Have a practice on the next page!





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UNIVERSITY OF ESSEX  
**STUDENTS\* UNION**



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UNIVERSITY OF ESSEX  
**STUDENTS\* UNION**

# JUST SAY IT

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## TYPOGRAPHIC POSTERS

The brand has a bold typographic element designed to lend itself towards typographic posters.

When creating typographic designs keep the text short and bold and use SU Yellow to accent the key point of your message.

Text must be sized to create a justified (flush left and right) text block (see overleaf).

This typography can also be overlaid onto imagery (see overleaf).







**KEEPING  
IT IN THE  
FAMILY**



**BEST  
OF THE  
90'S**

**EVERY THURSDAY AT SUB ZERO  
FROM 9PM £3 ON THE DOOR  
OR GO TO [WWW.ESSEXSTUDENT.COM](http://WWW.ESSEXSTUDENT.COM)**



YOU WANT IT  
E'LL STOCK IT\*

GRAB A TAG

WRITE THE PRODUCT YOU'D  
LIKE US TO STOCK

STICK IT BELOW

WE'LL DO OUR BEST TO  
STOCK IT



JUST THE  
START\*

UNIVERSITY OF ESSEX  
STUDENTS  
UNION

THE STORE



S-Budget  
Energy  
Drink  
only  
45p

Energy drink

WELCOME TO  
THE STORE  
MORE  
CHOICE  
CHEAPER  
PRICES\*

UNIVERSITY OF ESSEX  
STUDENTS  
UNION

UNIVERSITY OF ESSEX

STUDENTS\*  
UNION

ADVICE  
FRANGO'S  
SUMMER BALL  
THE STORE  
COURSE REPS

**TO  
NE  
OF  
VO  
ICE**



# LET'S TALK

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Speaking 'Union' does not mean playing to comedic clichés that reduces the student to caricatures.

Hell no.

Speaking 'Union' is thinking about our members' feelings and reacting to them in a real and human way. Putting students right at the heart of what we say and how we say it.

After all, we are the unconditional, unconventional family and if we start talking like the queen (or a drunk idiot), we are not being authentic to students or to ourselves.

So every time you pick up your, pen, pencil or keyboard, consider this - are you writing in a way that is going to help us become the most student-centred organisation in the world?

On the next pages please see some examples we have created or found that we think exemplify our personality and tone.

**WE ARE THE UNCONDITIONAL,  
UNCONVENTIONAL FAMILY...**

**KICK-ASS BUT NOT AGGRESSIVE**

**CLEVER BUT NOT SUPERIOR**

**HELPFUL BUT NOT OVERBEARING**

**CONFIDENT BUT NOT COCKY**

**WEIRD BUT NOT INAPPROPRIATE**

**COOL BUT NOT ALIENATING**

**EXPERT BUT NOT BOSSY**

**SMART BUT NOT STODGY**



# COME IN \* WE'RE OPEN

\* FOR BIG DREAMS OR LITTLE TASKS | DRUNK OR SOBER | CHICKEN OR EGG | BAD OR GOOD | FUN OR FEROCIOUS | LOST OR FOUND | LATE OR EARLY | BOYFRIEND OR GIRLFRIEND | FANTASY OR REALITY | EMBARRASSING OR AWESOME | BREAD OR BUTTER | CHALK OR CHEESE | HIM OR HER | LIFE CRISIS OR HAIR CRISIS | SLOBBY OR SOPHISTICATED | BAND OR SOLO | BIG OR SMALL | DANCER OR SINGER | ACTOR OR DRAMA QUEEN | THEN OR NOW | IMAGINED OR REAL | BIG DREAMS OR LITTLE TASKS | A-GRADE OR F-GRADE | BROTHER OR SISTER | FIRST YEAR OR THIRD YEAR | YOUNG OR OLD | WIT OR WISDOM | CRINGEY OR CRAZY | OLD OR NEW | FRIEND OR FOE

HERE FOR YOU, FOR WHATEVER.

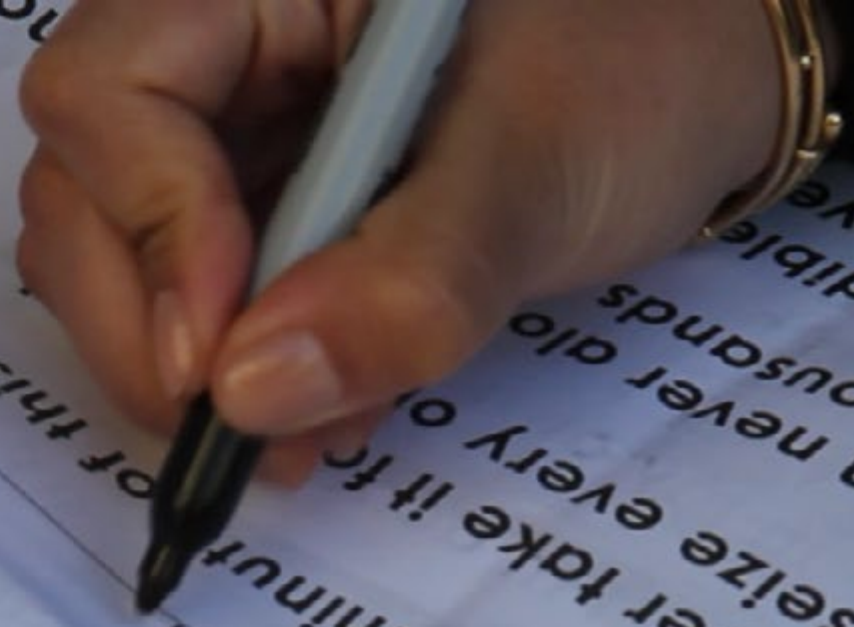
**OFFICIAL PLEDGE INTO THE SU FAMILY OF ADOPTION**



CH

SNEHA

of this journey. Pledge



Today, I SNEHA  
to embrace every minute  
and seize every opportunity  
to never take it for granted  
I am never alone  
with thousands of incredible  
achievements



**Want further advice on  
anything in this book?**

*Head over to  
[essex.su/brand](http://essex.su/brand)  
or email us at  
[sumarketing@essex.ac.uk](mailto:sumarketing@essex.ac.uk)*

\*We promise not to bite.

**POWERED  
BY  
STUDENTS**