



CHRIST CHURCH STUDENTS' UNION

# BRANDING GUIDELINES



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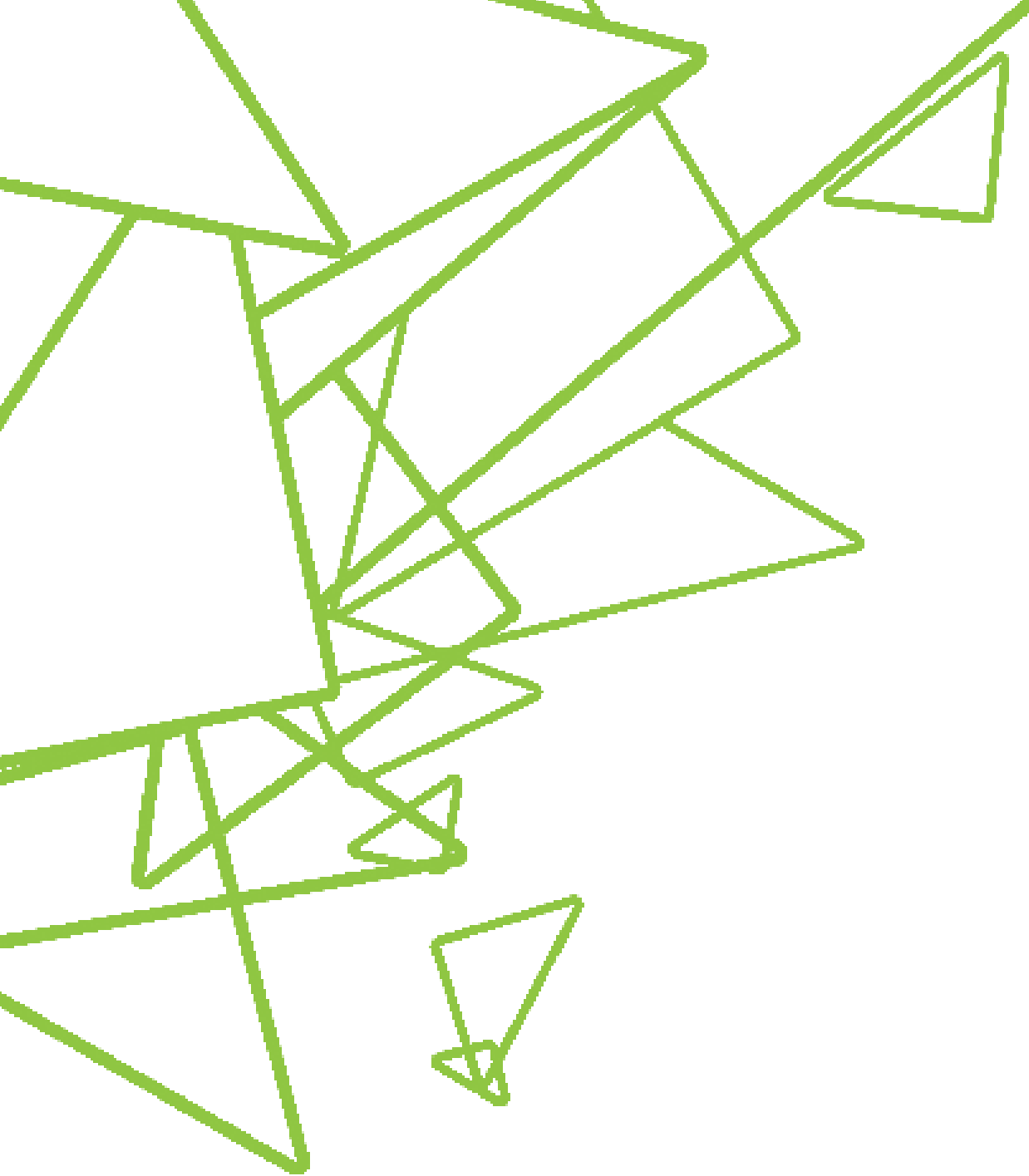


# CHRIST CHURCH STUDENTS' UNION BRAND

## What are these guidelines for?

The Christ Church Students' Union brand is designed to reflect our organisation, its values and its members. It is fundamental to how we communicate with everyone - from students and staff to external businesses and organisations.

These guidelines have been produced to ensure CCSU is presented and represented in a clear and consistent way in all forms of communication.



# ABOUT CHRIST CHURCH STUDENTS' UNION

## About Christ Church Students' Union

CCSU is the Students' Union at Canterbury Christ Church University and has over **20,000 members** from all kinds of backgrounds. It is led by students for the benefit of students and represents their voice on issues at local, national and international levels.

The Union provides important services including great value amenities and facilities; free, confidential advice and support; and a whole range of exciting opportunities to have fun and socialise.

### Our Mission

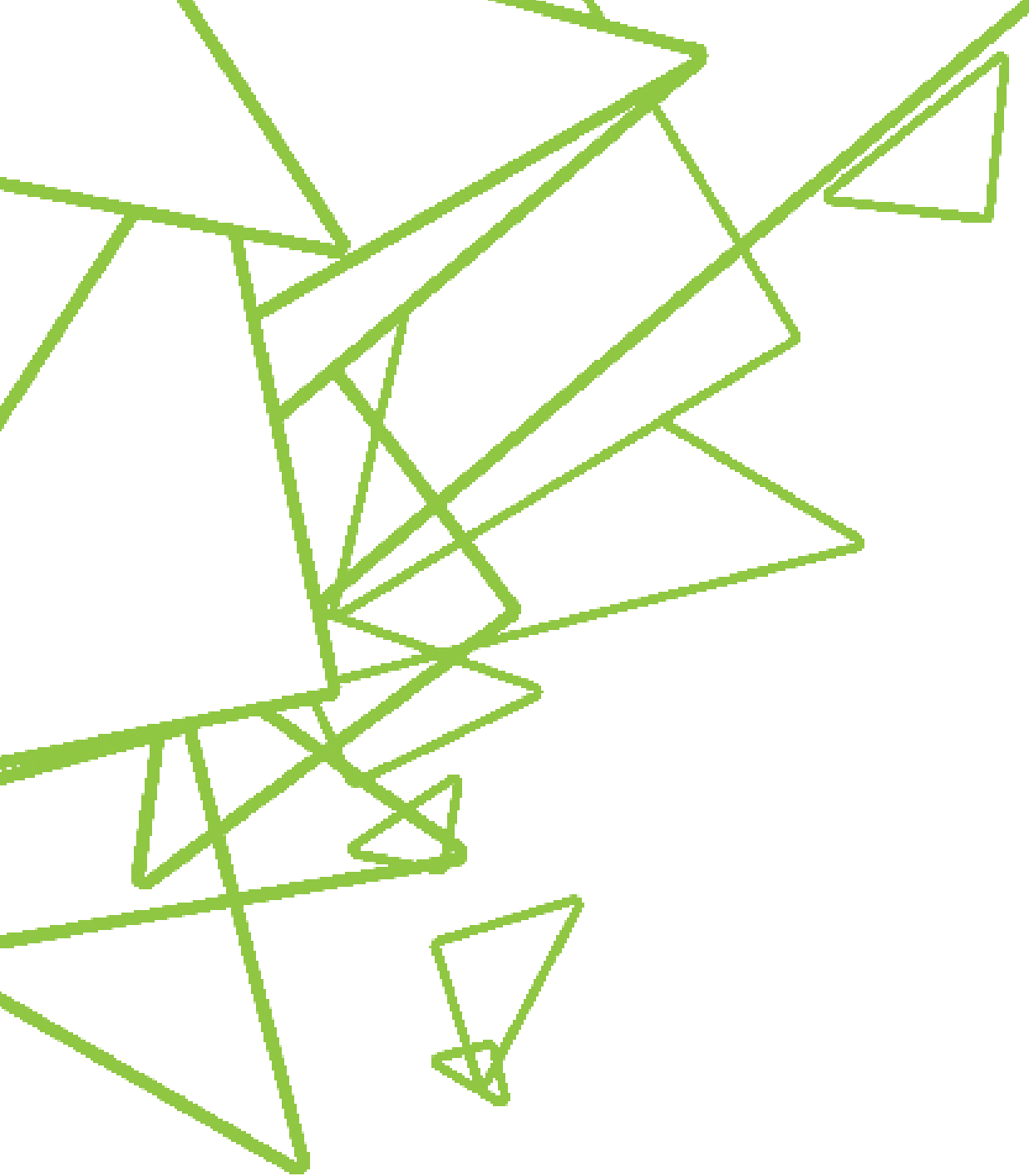
Why we do what we do

To make our members' decision to choose Canterbury Christ Church University the most worthwhile one they could have made by enriching every aspect of the student experience during their time living and studying with us.

### Our Values

Our values reflect the purpose of the Students' Union and influence the way we behave.

**Inclusive**  
**Value Adding**  
**Accessible to all**  
**Working in Partnership**  
**Respect**  
**Fun & Enjoyment**



# VISUAL IDENTITY

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## Visual Identity



Full colour

  $\frac{1}{5}$  of the logo width



mono white



white text original smiley element

### Clear space and variations

It is important that our logo is used in the correct way to create a consistent feel across our various printed and screen materials.

Where possible, the full colour version should be used, but in certain circumstances the mono version can be used for maximum contrast.

Either completely white (or another brand colour), or keeping the smiley element green and changing the text to white.

### Logo Exclusion Area

The use of white space is important to make sure that the logo is clearly visible and stands out.

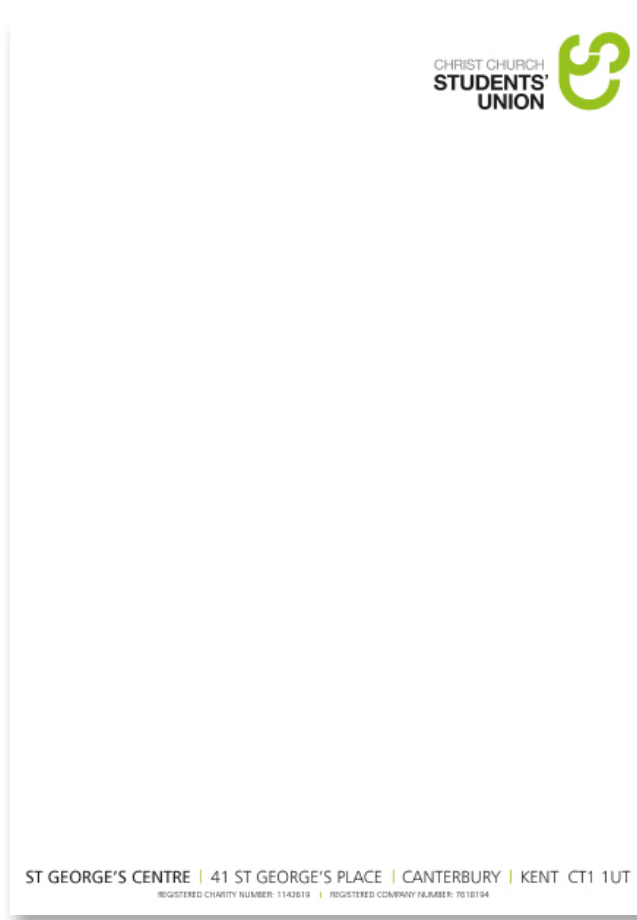
An exclusion area has been created to make sure that the logo is not too close to the edge of the page or the trim area.

The exclusion area equates to a fifth of the width of the logo – as shown. This is the recommended minimum area, but wherever possible try to allow more space.

## Logo placement

The preferred placement of the logo is bottom right for all promotional and informative publicity.

For letters, compliment slips and reports, the logo should be placed in the top right corner.



## Logo Size

Large format

size	Min/Max logo size (Width)
A4	28-55mm
A3	40-80mm
A2	55-115mm
A1	80-160mm
A0	115-225mm

## Logo Size

Smaller format

size	Min/Max logo size (Width)
A5	25-40mm
A6	25-35mm
A7	20-30mm
CC	25-25mm
dl	25-40mm

## Logo sizing

The tables above detail the recommended minimum and maximum logo sizes corresponding to various print format sizes. To ensure that the logo is clearly visible, please make sure it is no less than **20mm in width**.



## Logo Availability

Christ Church Students' Union logo can be downloaded from our website [ccsu.co.uk/branding](https://ccsu.co.uk/branding)

Always use the logo as provided on the digital master artwork. Do not scan or try to recreate the logo using alternative typefaces and colours.

## Application Examples

Here are some examples of how the logo can be used, as well as some things that you should avoid.

### Do's...



### Don't...



Don't change the opacity



Don't change dimensions or stretch the logo



Don't change to a colour that is hard to make out



Don't place logo over pattern

**Please note:** The logo should be used in its complete form and should not be altered in any way.

# Christ Church Students' Union Brands

These brand names and assets remain the property of Christ Church Students' Union and are protected under copyright law. Brands can be downloaded at [ccsu.co.uk/branding](http://ccsu.co.uk/branding)

CHRIST CHURCH  
**STUDENTS'  
UNION**



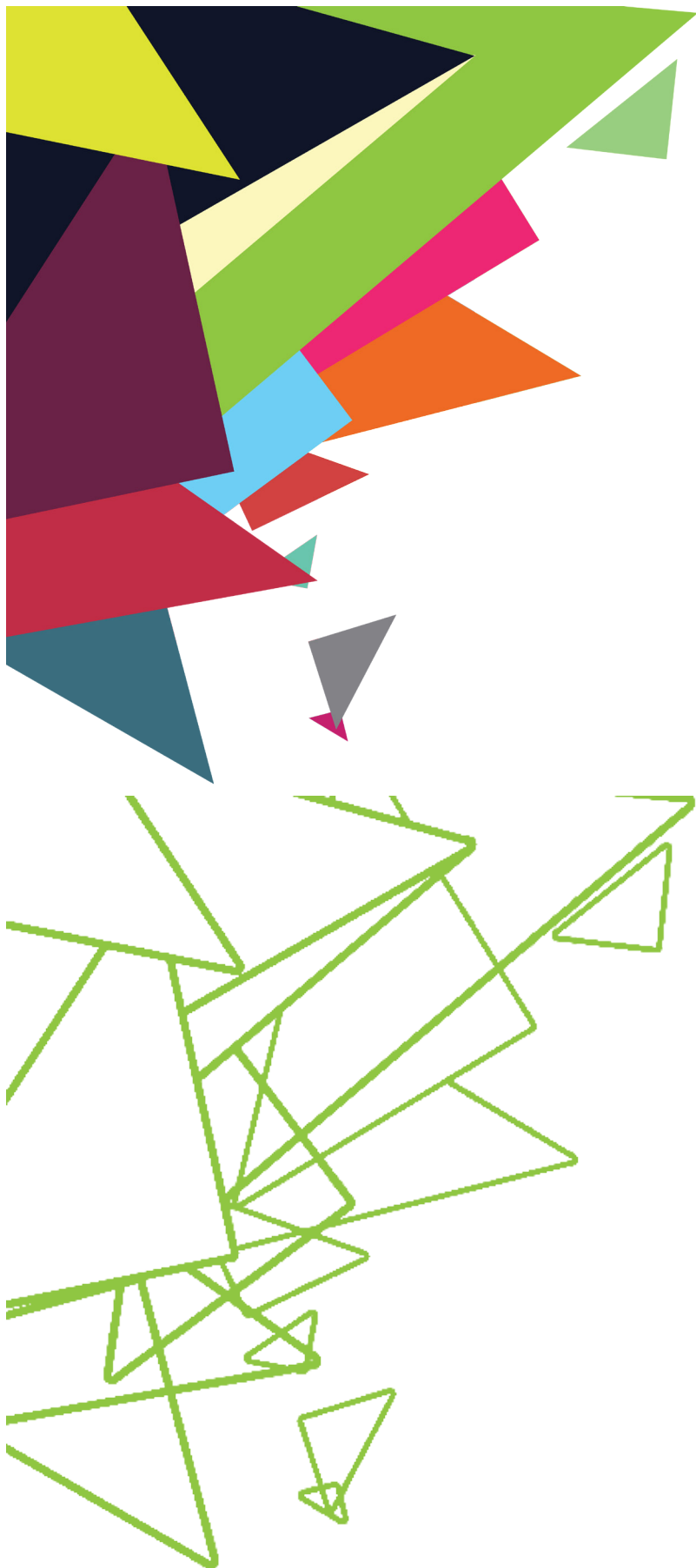
ADVICE CENTRE  
**STUDENTS'  
UNION**



*Friendship. Pride. Passion. Celebration.*



# Christ Church Students' Union Ident Stamp

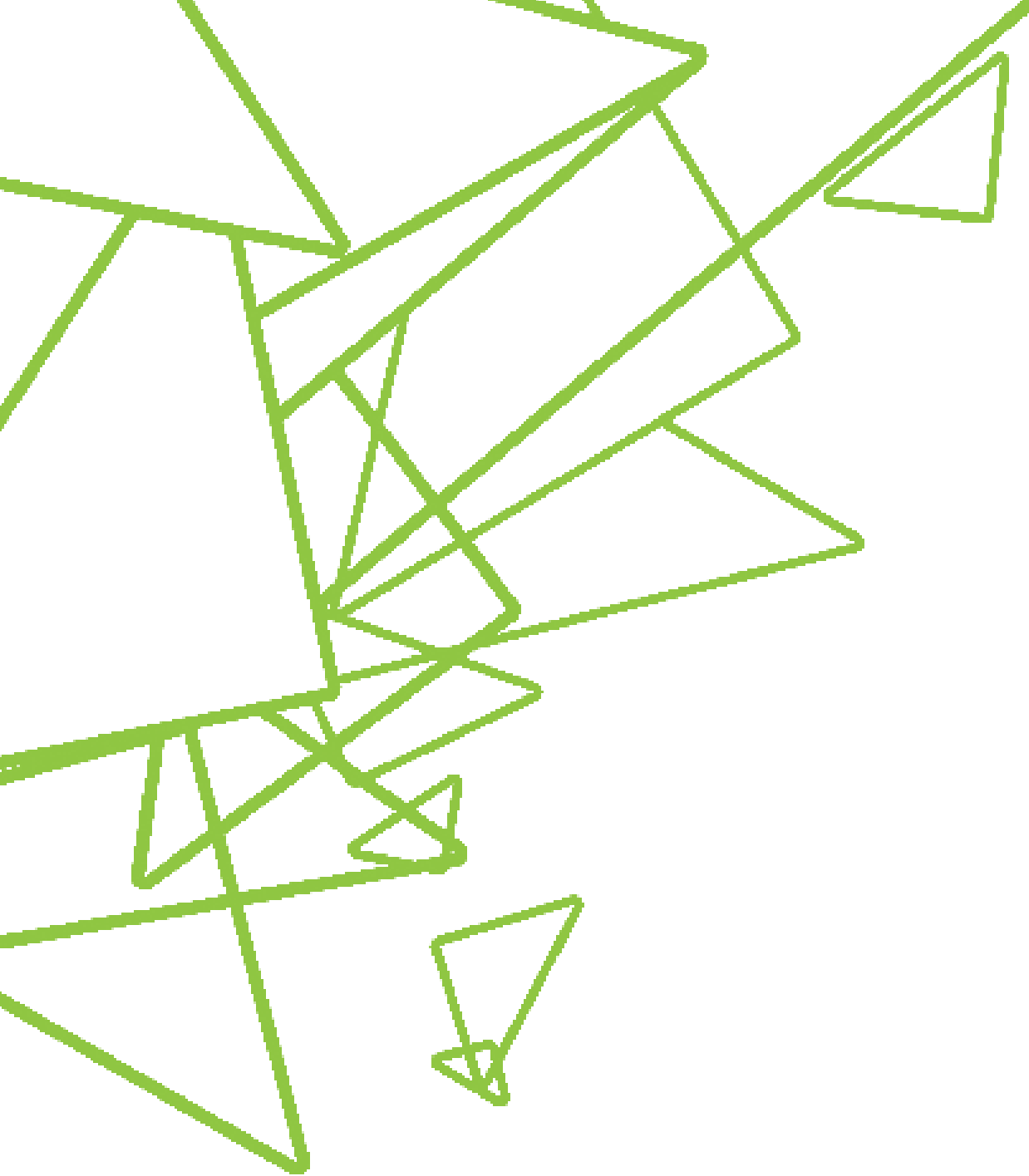


## Coloured Ident Stamp

Made up from the union colour palette, this ident is to be placed in the top left hand corner. This graphic is to be used when representing the Union and student body as a whole.

## Linear Ident Stamp

The linear ident comes in a range of our brand colours from the Union colour palette, generally using **secondary colours** for the individual services. This ident is to be placed in the top left hand corner.



# COLOUR PALETTE

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# Colour Palette

We kept our brand personality in mind when choosing these colours and the resulting palette is vibrant and eye-catching. It offers a broad selection of options and combinations to help make sure our identity stays fresh.

## Principal Logo & Heading Colour

The principal colour for the logo is **Pantone Solid Coated 376 C**. Where possible it should be printed using a special Pantone ink.

	SU	Representation	Entertainment	Outlets	Advice	Student Activities
Primary	Pantone 376 C Print C49 M1 Y98 K0 Web R151 G193 B439 Hex #97c127	Pantone 185 C Print C15 M100 Y100 K0 Web R228 G5 B45 Hex #e2052d	Pantone 388 C Print C17 M0 Y94 K0 Web R228 G224 B4 Hex #e4e004	Pantone 226 C Print C20 M99 Y31 K1 Web R198 G21 B102 Hex #c61566	Pantone 7688 C Print C76 M27 Y7 K0 Web R39 G149 B201 Hex #2795c9	Pantone Solid Coated 7623 C Print C27 M97 Y78 K29 Web R147 G31 B40 Hex #931f28
Secondary	Pantone grey 8 C Print C52 M43 Y40 K6 Web R138 G134 B138 Hex #8a868a	Pantone 663 C Print C0 M0 Y0 K0 Web R255 G255 B255 Hex #ffffff	Pantone 7698 C Print C78 M45 Y44 K14 Web R65 G110 B122 Hex #416e7a	Pantone 533 C Print C89 M81 Y53 K70 Web R16 G21 B41 Hex #101528	Pantone 7563 C Print C2 M45 Y93 K0 Web R242 G156 B26 Hex #f29c1a	Pantone 222 C Print C47 M94 Y46 K36 Web R113 G35 B67 Hex #712343
						Pantone 2716 C Print C41 M22 Y0 K0 Web R161 G185 B231 Hex #a1b9e7

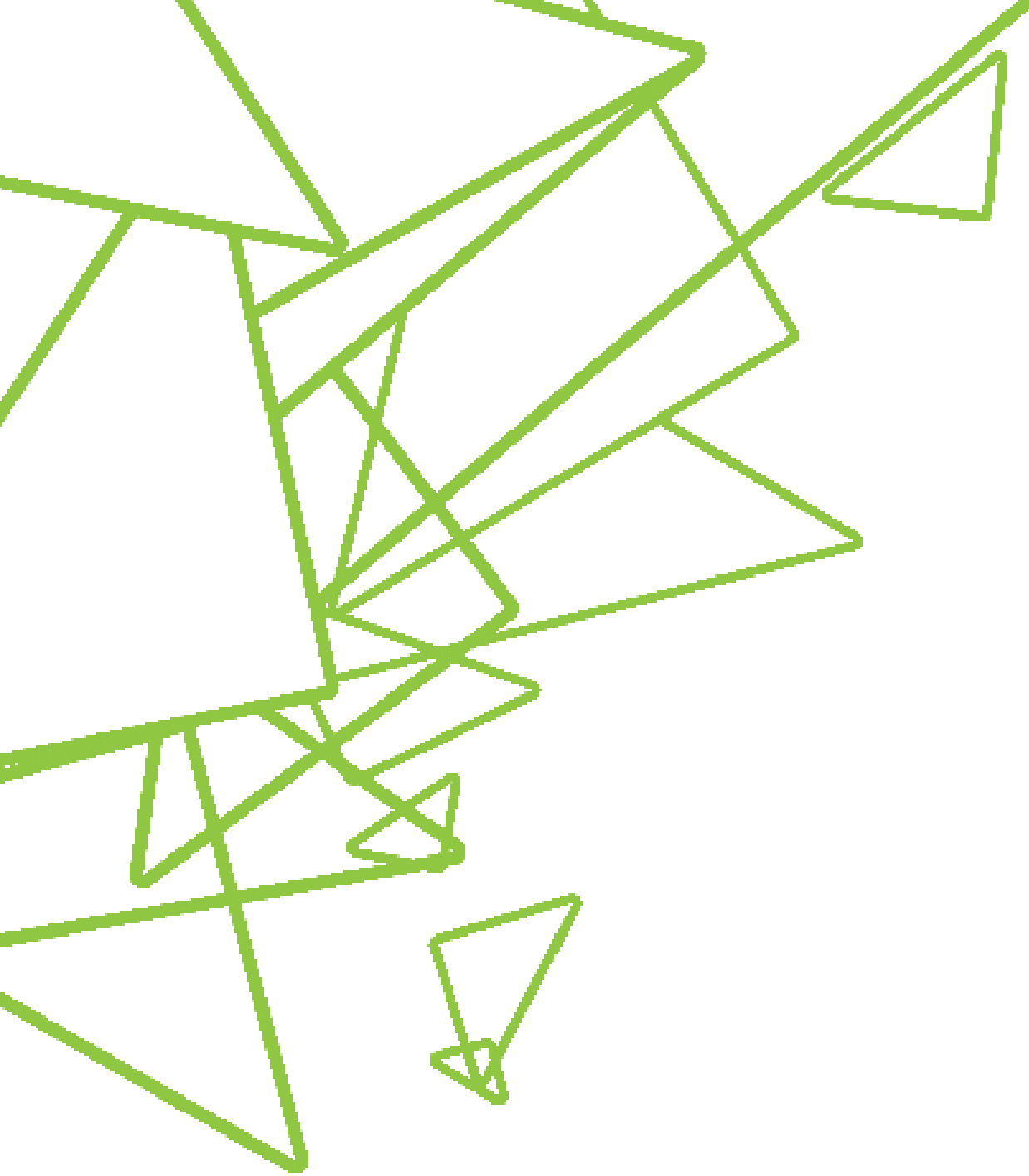
## Other colours

For each service we provide, there is an additional palette of colours. You can find the extended palette on [ccsu.co.uk/branding](https://ccsu.co.uk/branding)

## Some things to consider:

- Don't overdo it – you don't have to use them all
- Try to pick colours with good contrast that are complimentary
- Think about what you're using the colour for - Pantone 0131 C or 7485 C from the extended palette won't stand out as headings for posters or flyers on a white background.

Primary colours - are used to associate with the different services we provide.  
 Secondary colours - are used to make graphics or text stand out on primary background.  
 Others - to be used in the triangle ident (only colours on this sheet and extended palette can be used).



# OUR TYPEFACES

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# Our Typefaces

We've chosen Helvetica Neue as our typeface for all communication materials. This font has been chosen for its visual impact and readability across print and screen media.

## Communications Documents (Google Docs, Gmail etc.)

- Body text** Helvetica Neue LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
  - Sub headings** Helvetica Neue REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890
  - Main headings** **Helvetica Neue BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**
  - Impact font** **Helvetica Neue CONDENSED BLACK ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**
- or
- LANGDON ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
  - Fun** *Pacifico* ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Where it is not possible to use Helvetica Neue, you must only use

Tahoma ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

In line with RNIB legibility guidelines, we recommend a minimum type size of 10pt in all documents.

# Typography | application Examples

This page shows some examples of how to effectively use typography.

**Helvetica Neue BOLD**

**On Campus Stalls**  
Take the opportunity to speak to each student face-to-face on campus with your staff promoting your brand, gathering data or handing out samples and flyers.  
**Rates:**  
£125 per day on campus

**Sponsorship**  
Raise your company profile and boost your PR, by sponsoring an active sports club, society or one of our big events with **up to 2000 attendees** such as **Varsity, Summer Ball or Sports Federation Dinner.**

**Venue Hire**  
**St George's Centre**  
Completed in 2012, the £15m build boasts fully flexible meeting space and catering facilities. The centre offers space for performances and entertainment within the bar and coffee shop areas including staging, lighting and audio visual equipment.  
The ideal venue for parties, celebrations and group events.  
**Contact Conferences and Events 0800 456 1116**

**Helvetica Neue LIGHT**

**Helvetica Neue REGULAR**

christchurchsu [ccsu.co.uk /advertise](http://ccsu.co.uk/advertise) christchurchsu

**LANGDON (LOWER CASE)**

**CCSU.CO.UK/ELECTIONS**

**WANT A ONE YEAR PAID ROLE?**

**REPRESENT CHRIST CHURCH STUDENTS**

**IMPROVE THE STUDENT EXPERIENCE**

**LANGDON (UPPER CASE)**

**HELVETICA NEUE LIGHT**

**NOMINATIONS OPEN NOW**

**BE PART OF IT**

**NOMINATE. RUN. VOTE.**

christchurchsu **#ccvotes** christchurchsu





## Photographic Style

If you wish to use photographic imagery, please make sure it is as vibrant and interesting as possible.

Some important things to remember when choosing photographs:

- Shots should not feel staged
- The images must be of a high resolution
- Photos should be inclusive, i.e. try to include groups which fit the demographics of Christ Church Students



**Photographs should:**  
be captivating  
be exciting  
have good lighting  
be well positioned  
be an action shot



**Photographs should NOT:**  
be staged  
have low resolution  
have poor lighting  
have poor framing  
be a stock image  
be boring



## Tone of voice

When writing material, always keep CCSU's values in mind - however you don't need to incorporate all of them into every piece. We communicate with many audiences so it's important to get the right values across in a way that is appropriate.

It's also important to think about how you are communicating with your audience. Is it via email or a guidebook? Social media or a poster? Who is your audience? Your message will need to be adjusted depending on who you are communicating with, how old they are, what they do. Keep sentences short and language uncomplicated - remember your audience's first language might not be English.

Other tips:

- When writing as CCSU, be informative, friendly, honest and helpful.
- Go with the conversational grain, keeping it in line with our values.
- Credit the work of others and remember to watch out for copyrighted material.
- Use a positive, pleasant tone.
- Avoid sounding too authoritative.