# Student Group Guidelines

Contents

Our brand

As a students' union it's our mission to empower you to make the most of your time at university. From the look and feel of our marketing materials through to the work we do and the way we talk, our brand is brought to life by a shared goal to enhance and enrich the experience of each and every Bath student.

After an all-student survey and discussing what your SU means to you, you told us that above all The SU is run by students, for students. So we built our new brand around you. Our concept to 'shape your experience' was born out of a shared goal to empower you to pick and choose the ways you interact with The SU, taking control of your own journey and customising your SU experience.

More than just a name and a logo, The SU Bath brand is rooted in a collective purpose, ensuring all communications with you are the best they can be. It's about improving the way your voice is heard, making positive changes to the services we deliver and giving you the freedom to get involved as much as you need. It's about adding value to your university journey, helping you to develop skills, make friends and prepare you for the future.

These guidelines have been created for you to employ our new brand in your SU group communications. They'll add value to the artwork you create, improve your communications and make your work look more professional.

So by taking care of our brand, we also take care of all of you. And these brand guidelines will help us do just that.
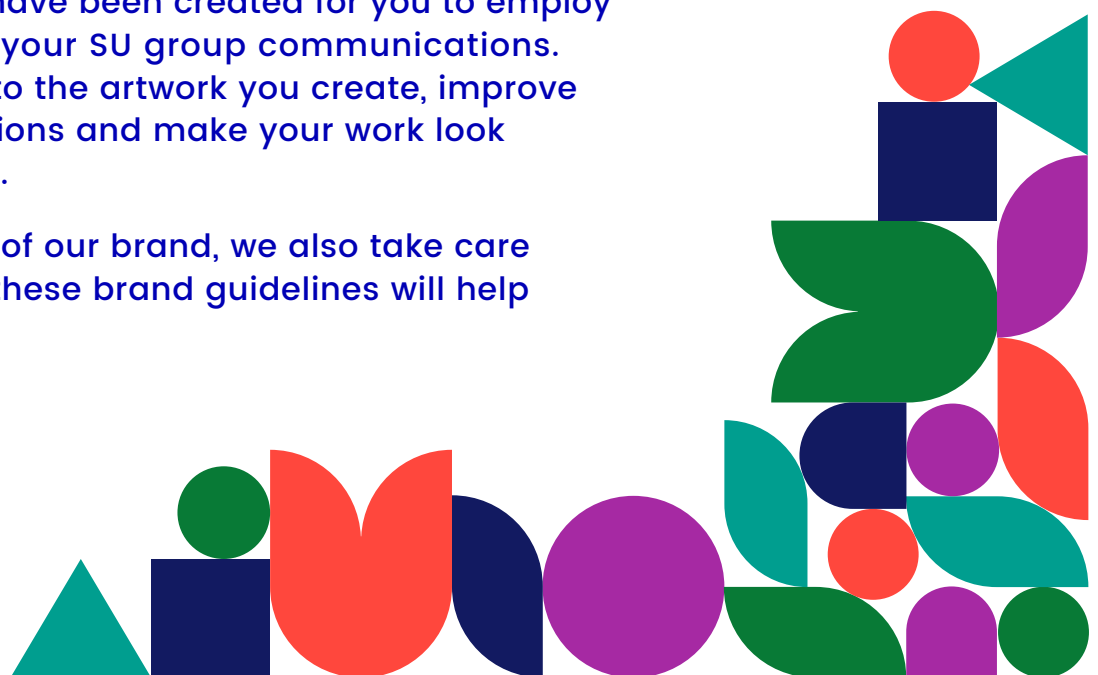
Our name

The SU

Short and sweet, The SU is clear about what it stands for and gets straight to the point. From your feedback, we learnt that The SU comes naturally to students: it's how you refer to our building and the community that surrounds it – so it makes sense to keep it simple and down to earth.

The SU Bath

Drawing a distinct connection between The SU and the city of Bath, this version of the name really roots The SU to its location and is used on internal communications within the The SU and University.

The SU, University of Bath

When referring to The SU in formal communications, we recommend you use the full version of the name: 'The SU, University of Bath'. This ensures clarity when communicating with anyone outside of The SU community.

This is how we refer to the website:

thesubath.com

All groups will have a shortened URL, check with SU Marketing if you're unsure.

Our logo

SU

This is our new logo mark. We use this logo mark internally for informal communications such as social media, or when a decorative graphic is needed (e.g. on wristbands, social media etc.)

Logo mark

SU THE
SU
BATH

This is our informal logo. We use this version internally on general SU communications. This logo is also used when working alongside the University logo, Team Bath logo, or any additional internal-facing logos.

Informal logo

SU THE SU
UNIVERSITY
OF BATH

This is our formal logo. We use this logo in all external communications, as well as any formal internal communications where appropriate (e.g. on certificates, awards etc.) It is also used on any SU clothing or merchandise that will be visible off campus.

Formal logo

Services

As part of our new SU brand, we have also made our services more streamlined to make it easier for you to use. Like our diverse community of students, The SU has a diverse range of services under its roof, all supported by the overarching brand.

The SU has five key services: Development, Experiences, Groups, Support and Voice. Each SU service has its own distinctive voice, key terms and service personalities. It's what gives each service its own identity, and makes each one instantly recognisable.

We're dedicated to improving your experience with The SU and bringing together our student community, and so all student groups – including societies, media and sport – now sit together within the Groups service.

Built up of all our student groups, clubs and teams, Groups works as a hub of activity that connects all our student groups together with some simple rules – while still encouraging an individuality. You'll still have your own society, club and group logos, but these will sit alongside our SU 'Groups' logo.

These are our 5 service logos. These logos are used internally when communications are being delivered from one of the five key services: Development, Experiences, Groups, Support and Voice.

All of our student groups, societies and sports teams sit within the Groups service, and so will use the Groups service logo when creating artwork to share within The SU and University.

For a full breakdown of all of our services, please see our Brand Guidelines document available from:

The SU Marketing office
sumarketing@bath.ac.uk
1 East 3.21

Groups logo

SU THE
SU
GROUPS

Here is the Groups service logo. This logo is used on all communications that are linked to a student group, and will sit alongside your own student group logo. You should use this version of the logo on all internal communications, such as plasma screens, social media etc.

On external communications, as well as formal communications that may be used outside of the

University (e.g. on certificate, awards) must use the formal University of Bath logo, as shown on page 5. This includes on any group clothing or merchandise that will be visible off-campus.

Clear space

Inner shape of the
'U' used to measure
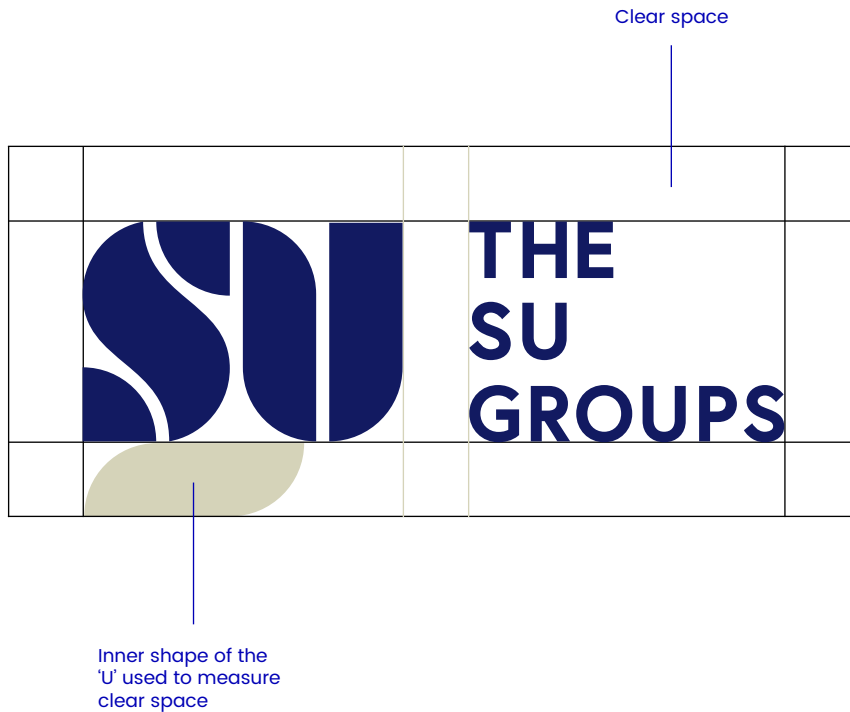clear space

Minimum print size
18mm wide

Minimum screen size
50px wide

Here is the Groups service logo. This logo is used on all communications that are linked to a student group, and will sit alongside your student group logo. You should use this version of the logo on all internal communications, such as plasma screens, social media etc.

The exception to this rule is on external communications, as well as formal communications that may be used outside of the University (e.g. on certificate, awards). In these instances, you must use the formal University of Bath logo, as shown on page 5. This includes on any group clothing or merchandise that will be visible off-campus.

To ensure accessibility and visibility, please follow these guidelines to give the logo plenty of clear space and room to breathe. Make sure to refer to the minimum sizing guidelines for each logo.

You can measure the clear space by using the inner shape of the U (as shown in gold above), using the width of the shape to ensure correct spacing no matter the scale of the logo.

Inappropriate uses

Don't add effects

Don't distort

Don't stack

Don't change the scale of individual elements

Don't outline

Don't rotate

Don't add colours

Don't place over patterned background

Be responsible, not reckless. We've taken great care in making our logo just right, and so we ask that you treat it with respect and avoid doing any experiments with it.

To ensure our communications are always accessible, and our logo always legible, we'll sometimes need to use black and white versions of our logos. Please only use the logos provided, and don't be tempted to tamper with them.

Groups logo

Creating a logo for your group

Your logo

Every student group will have their own unique logo to represent them and their personality. We actively embrace the eclectic mix of societies, groups and sports that are available at The SU, and we encourage you to make your group logo your own. It is fine to keep any existing logos as they are, and below you'll see the correct way to use them alongside our Groups logo.

Your logo may be seen on posters, social media, The SU website and other assets that you create, and is one of the first things people will see when introduced to your group.

New logos

When creating a new group logo, ensure it clearly communicates the purpose of your group.
We encourage you to have fun, but remember that your logo is a key part of any group communication and will represent The SU and your fellow students.

How to use your logo

Here are some simple rules that we'd like you to consider when creating your logo:
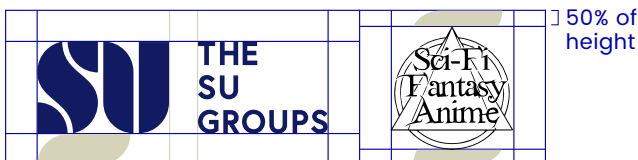

EXAMPLE   EXAMPLE

Ensure your logo is clear and legible. You never know how small your logo may need to be, so often less is more.

THE SU GROUPS   **EXAMPLE**
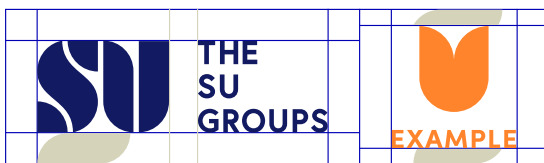
When using your logo alongside The SU Groups logo, please make sure that it fits within the guide as shown.

EXAMPLE   **EXAMPLE**
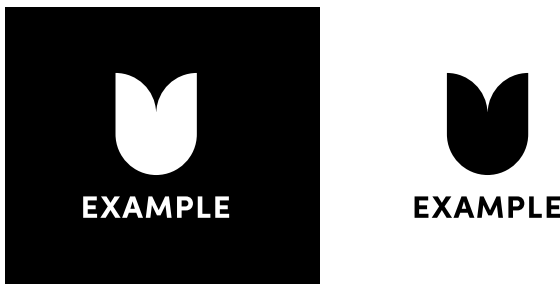
Please create a black and white version of your logo. This allows for flexibility when you're creating communications.

THE SU GROUPS   Sci-Fi Fantasy Anime   ⌐ 50% of height

THE SU GROUPS   **TED**ˣ Bath Club   x = independently organized TED event

Here is how a group logo could look alongside The SU Groups logo. To ensure accessibility and visibility, please use these sizing guidelines and give the logo plenty of clear space.
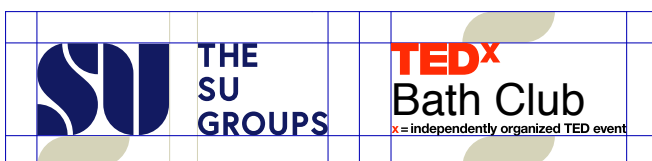
For supporting logos, such as sponsors, information can be found in the Brand Guidelines document available from:

The SU Marketing office
sumarketing@bath.ac.uk
1 East 3.21

Groups
colour palette

Groups colour palette

Primary colour palette

'Groups'
 Navy

C100 M93 Y35 K25
PMS 2768C
R18 G26 B97
#121a61
RAL 5013

Secondary colour palette
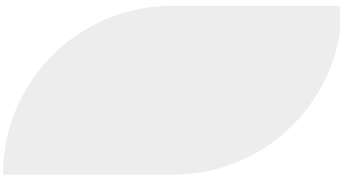
Light Grey

C8 M6 Y7 K0
PMS 9103C
R237 G237 B237
#ededed
RAL 7047

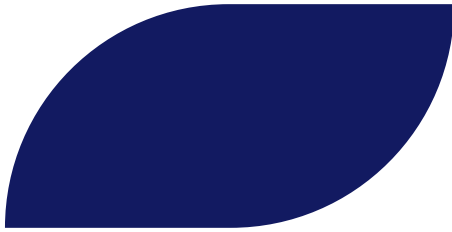**Bath Stone**

C20 M13 Y30 K0
PMS 9603C / PMS 8360C (Metallic)
R213 G211 B185
#d5d3b9
RAL 7032 / RAL 7048 (Metallic)
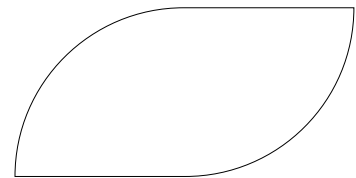
White

Colour combinations

When using colour in group communication, please use the 'Groups' Navy or, alternatively, a colour that represents your own group.

This might be the red associated with TedX for example, the primary colours in a film poster – or the Bath blue and gold. This applies to posters and plasma screens.

The secondary colour palette is used sparingly as accent colours. For digital screens, use the RGB colours or hex codes (#) shown here. For printed communications use CMYK or Pantones. Use the RAL colours for paint and coatings.

Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Headings. Poppins Semi Bold. Leading +3pt of text size. Tracking +25.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Subheadings. Poppins Medium. Leading +3pt of text size , +5pt of text size on sub headings for posters. Tracking +25.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body copy. Poppins Regular. Leading +3pt of text size. Tracking +25.

It's important that we all know exactly who The SU Bath is; how it talks, what feelings it evokes, and the way it engages and motivates its audience. For all communications, whether that be print, digital or social media, there must be a clear purpose to enhance and enrich the experience of every student.

Poppins is the name of our typeface. This font is available as a free download on Google Fonts, and so all students and staff should have access. When using our typeface, we created our guidelines with flexibility in mind to allow you to express yourself in different communications.

• Only use capital letters when there is a clear purpose that adds value to your artwork. E.g. to empower students in campaign communications. Use capital letters sparingly in your designs

• We also want you to put your own stamp on the artwork you create, and so you have the flexibility to choose your own font for the main heading on your communications if you wish – the rest of your text should be in Poppins

• We try to use Poppins on all of our communications, however, if it is unavailable to you, you may Arial as an alternative typeface

Illustration & photography

ITS TIME TO
CUT THE RENT

Join the fight against
increasing costs of
student housing.

It's time to TAKE ACTION.
It's time to CUT THE RENT.

Join us and start
the movement.

**10ᵗʰ Sep 2017
14:30
The Plug**

**THE
SU
VOICE**

f ⊙ 𝕏
@thesubath
thesubath.com/voice

Deep
breath

**Settling in is hard work
- and we've all been there.**

**Our support services are
the perfect place to find a
friendly face and have a chat.**

Visit our website to find out more.

**THE
SU
SUPPORT**

f ⊙ 𝕏
@thesubath
thesubath.com/support

Dream
Big.

The SU offers jobs and skills
training that can help you
to reach your goals.

**The Virgil Building
Thursday 12ᵗʰ October
14:30**

**THE
SU
DEVELOPMENT**

f ⊙ 𝕏
@thesubath
thesubath.com/development

Home-comforts
at The SU

**Settling in is hard work
- and we've all been there.**

Our support services are the perfect place
to find a friendly face and have a chat.

Visit our website to find out more.

**THE
SU
SUPPORT**

@thesubath
thesubath.com/support

We actively encourage the use of illustration when
creating your communications, but suggest that it is
in line with the illustrations we've used in our examples.

If you're creating your own illustrations and patterns,
we suggest that you use these shapes as the primary
starting point for creating illustrations. Keep your
illustrations consistent and try to mirror the same
curves and style as The SU brand.

Photography is a key part of The SU brand, and we encourage you to use your own imagery when creating your group artwork. Your photography should always have a subject, purpose and tell a story, enhancing the communications they are on. To help you out, we've got some tips together to make the most out of your group photography:

• Plan what photography you need for each of your communications, and make sure they're appropriate for what you're creating. E.g. for posters you'll need space for your heading and copy, and for social media you'll need plenty of room to crop in

• Try to take natural, relaxed photos to 'capture the moment' of your activity

• Setup group shots should be photographed against plain/simple backgrounds, with plenty of space to add typography and logos

• Photography of setup shots should continue even after the group believe it's over. This will ensure natural shots of people talking/laughing

• When you aren't using your own photography, you are welcome to use The SU's photography bank to use on your artwork

Photography

Design guides, templates & collateral

Group communications

When creating your own communications, we encourage you to get creative and put your own stamp on the artwork that you create. To remain on-brand and accessible, please make sure to follow these simple rules:

• Your logos should be positioned bottom left of communication where possible

• For internal communications, you must use The SU Groups logo alongside your own. For external communications, the full University of Bath version of The SU logo should be used instead

• Where appropriate, remember to add your relevant social media handles to your artwork. These should be positioned at the bottom of your design

• Remember to add a web address to your communications, which should be shortened and positioned next to your social media handles

• If a URL is featured that is specific to the piece of communication, then please add The SU web address next to the social media handles

• Please ensure the typeface used is always Poppins (or Arial if Poppins is unavailable)

• Make sure all your colours are on-brand are within the guidelines as outlined on page 17

• Ensure photography and imagery is high-quality, has a clear purpose and looks natural

ARCHITECTURE & CIVIL ENGINEERING

Our upcoming events:

Suspension Bridge Talk

27th September
15:00-17:00
Room 6E

Mini Golf

7th October
19:00-22:00
Meet in The Plug

THE SU GROUPS

f ⓞ 🐦 @thesubath
thesubath.com

Wow the West End

Life changing moments come from
unexpected places. Join a group at
The SU to realise your potential.

Find out more about groups at
thesubath.com/groups

THE SU GROUPS

f ⓞ 🐦
@thesubath
thesubath.com

Grab that gold

Realise your potential at The SU. Your
time at university isn't just about study,
it's about becoming the best version of
yourself with a great group of people.

Find out more about groups at
thesubath.com/groups

THE SU GROUPS

f ⓞ 🐦
@thesubath
thesubath.com
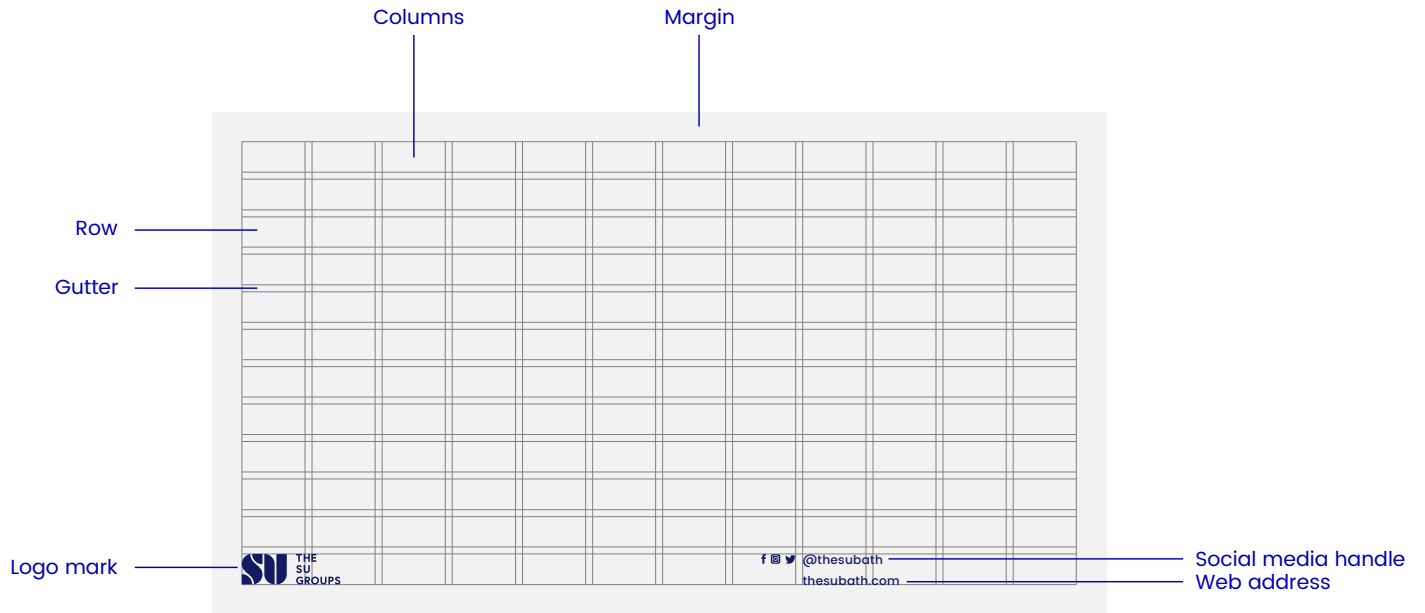
TED×

Share. Discuss. Discover.

We want to students through the sharing of
ideas and stories. We will offer free knowledge
and inspiration in the spirit of TED, to a community
of students who are curious to learn and engaged
in spreading ideas.

THE SU GROUPS

TED×
Bath Club

f ⓞ 🐦
@thesubath
thesubath.com

Using grids & templates

Columns   Margin

Row

Gutter

Logo mark   f ⓘ 𝕏 @thesubath ———— Social media handle
                   thesubath.com ———— Web address

THE
SU
GROUPS

We've put together several templates for you to use
when making your posters to make it quicker and
easier to create your artwork. We recommend you
use the templates and grids we have provided on
the following page as a starting point for your
designs, but feel free to play around once you're
comfortable with building layouts.

Design guides, templates & collateral
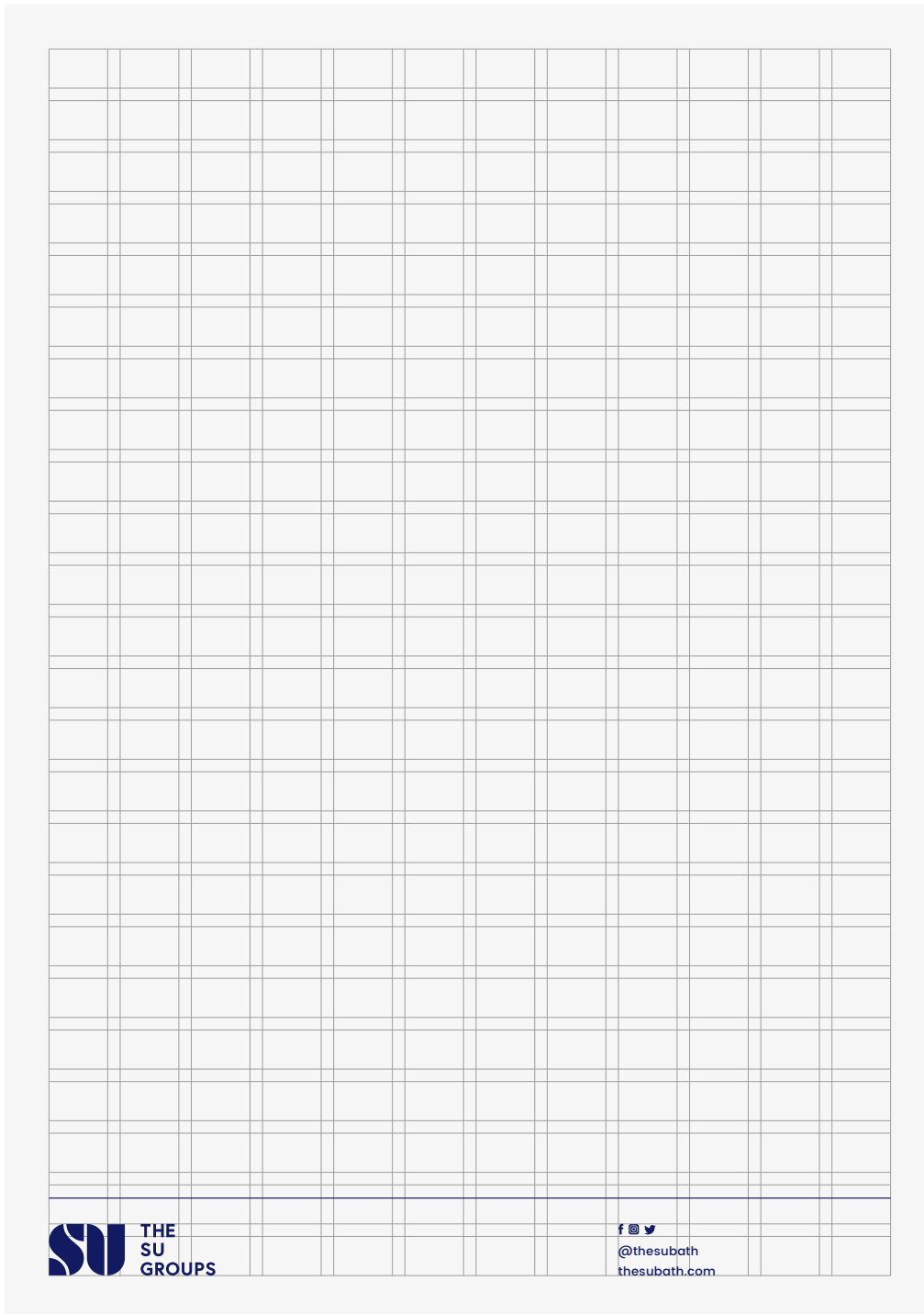
15158_The_SU_Bath_A3_Poster_Template

THE SU GROUPS

f ⊙ 𝕏

@thesubath

thesubath.com

When creating your own designs, we recommend that you use these grids to ensure all communication is clear and legible.

Columns:	12
Rows:	24
Margin:	14 mm
Gutter:	4 mm
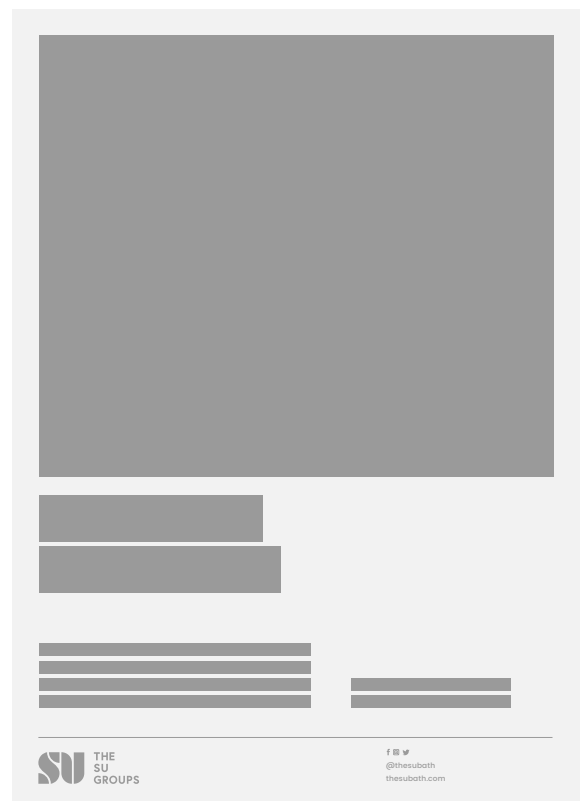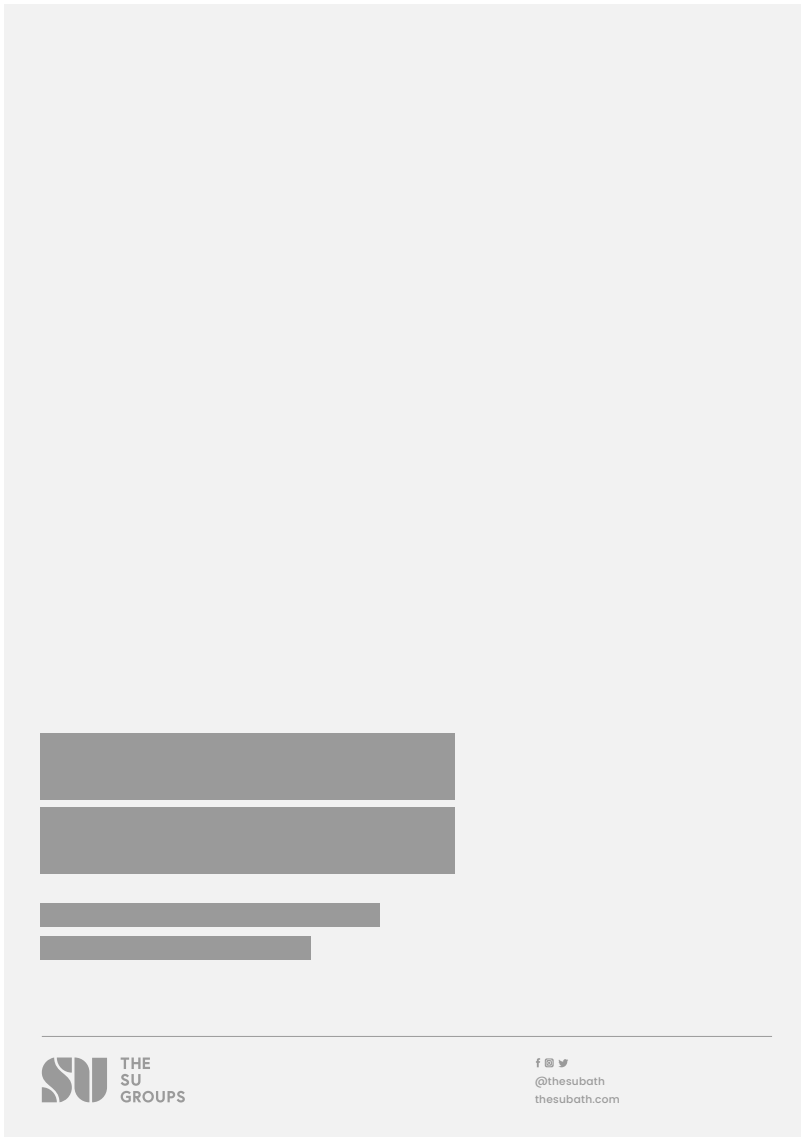
Here are some examples of different layouts created using the grid outlined on page 28, which have been created so that all information is clear and readable. Use these as inspiration when planning out your own poster layouts.

**Be a part
of your SU.**

Join a team, play for fun,
or come and cheer.

THE
SU
GROUPS

f ⊙ 🐦
@thesubath
thesubath.com

**Be a part
of your SU.**

Join a team,
play for fun, or
come and cheer.

THE
SU
GROUPS

f ⊙ 🐦
@thesubath
thesubath.com

Wow the
West End

Realise your potential at The SU. Your
time at university isn't just about study,
it's about becoming the best version of
yourself with a great group of people.

Find out more about groups at
thesubath.com/groups

THE
SU
GROUPS

f ⊙ 🐦
@thesubath
thesubath.com

Here are some examples of poster designs for
SU campaigns and events. This shows you three
variations of the design templates, with on-brand
photography and design. Use these examples as
inspiration for creating your own artwork.

THE
SU
GROUPS

f ⊙ 𝕏 @thesubath
thesubath.com
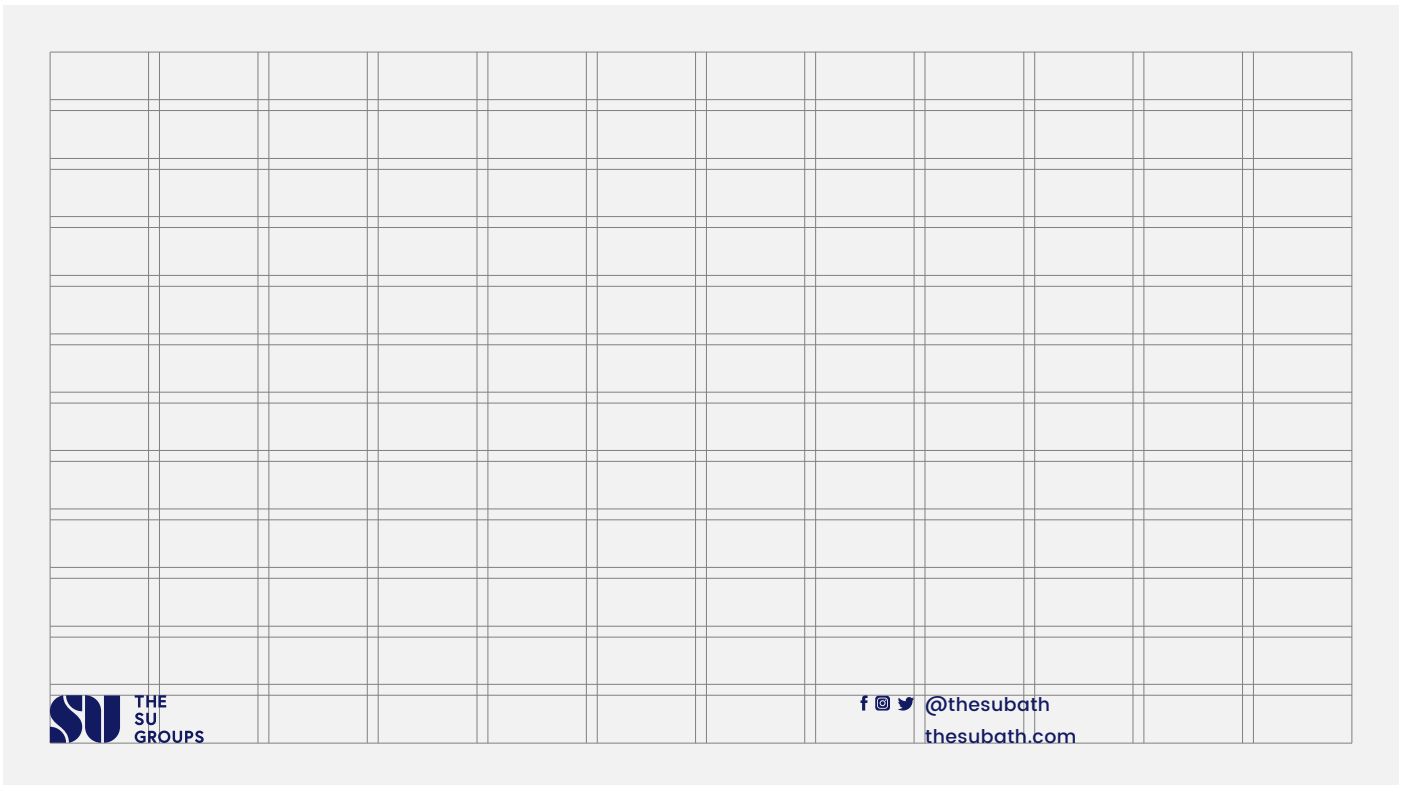
15158_The_SU_Bath_Plasma_Template

When creating your own designs, we recommend that you use these grids to ensure all communication is clear and legible.

Columns:	12
Rows:	24
Margin:	65 px
Gutter:	15 px

When creating designs for plasma screens, we recommend that you use the templates above to ensure accessibility and legibility on digital screens.

ARCHITECTURE & CIVIL ENGINEERING

Our upcoming events:

Suspension Bridge Talk

27th September
15:00-17:00
Room 6E

Mini Golf

7th October
19:00-22:00
Meet in The Plug

THE SU GROUPS

f ⬚ 🐦 @thesubath
thesubath.com

Be a part of your SU.

Join a team, play for fun, or come and cheer.

THE SU GROUPS

f ⬚ 🐦 @thesubath
thesubath.com

Our screenings are held in 8W 1.1 at 7:15pm, except for special occasions like our biannual quiz.

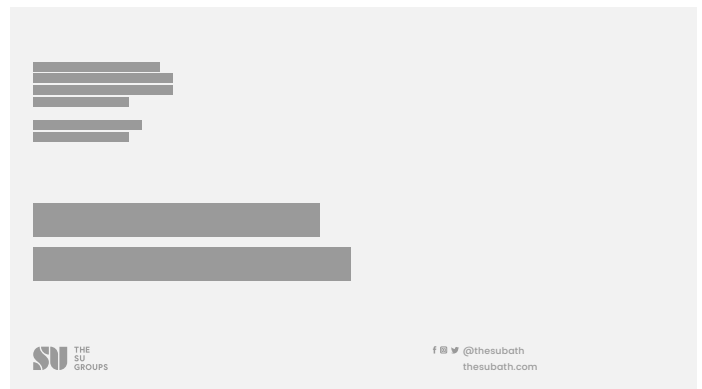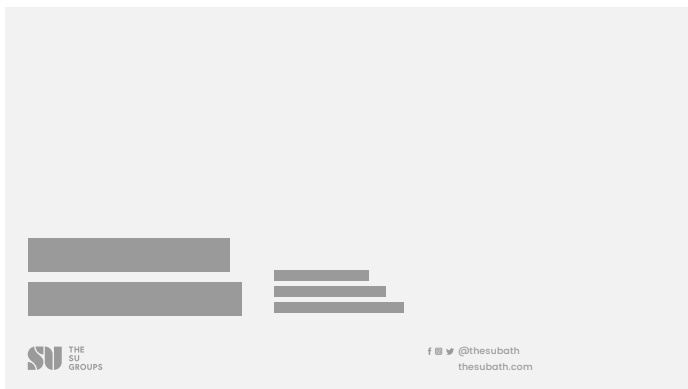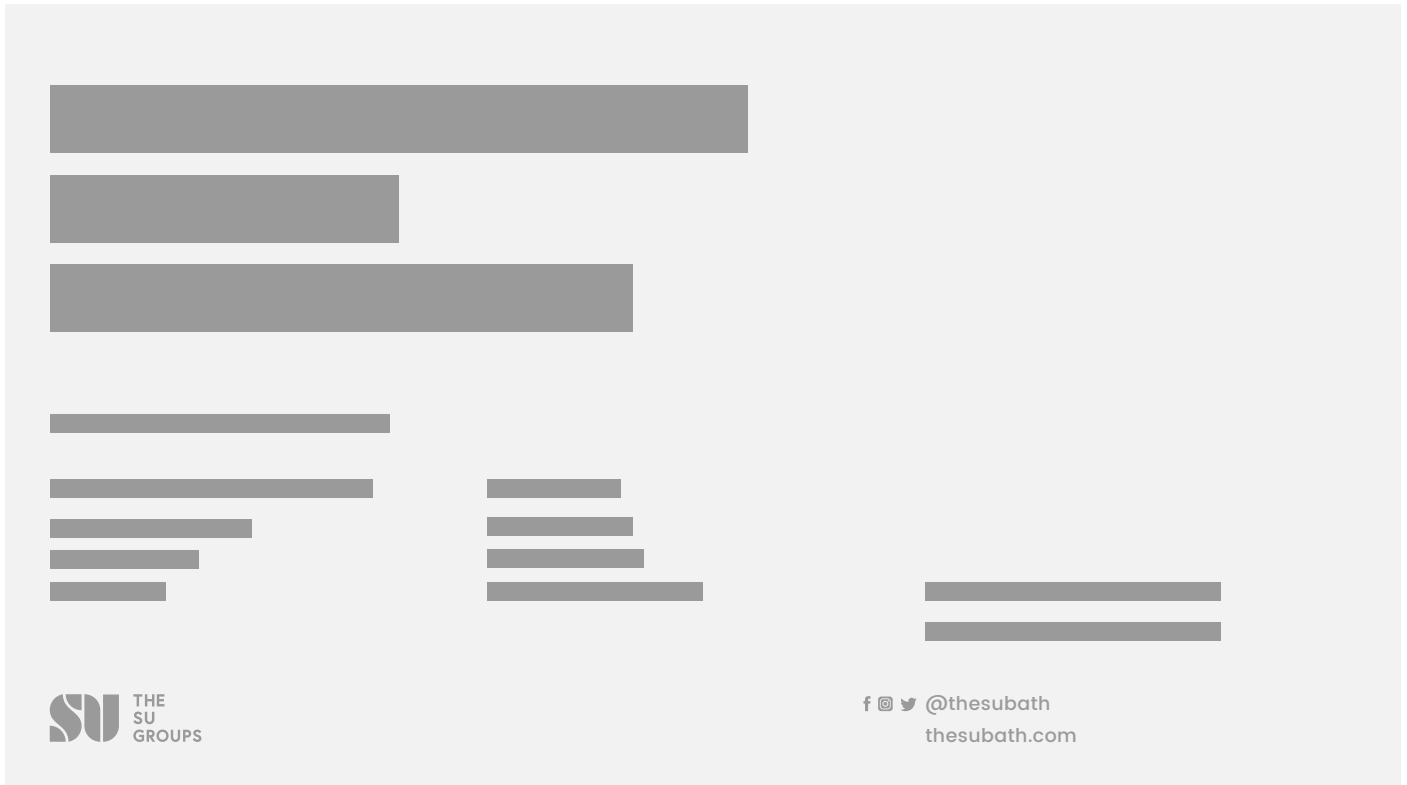See our calendar for additional details.

Sci-Fi, Fantasy & Anime Society

THE SU GROUPS

f ⬚ 🐦 @thesubath
thesubath.com

Here are some examples of sample posters for different student groups. As you can see, each one still has its own personality and style, but stays within the guidelines to ensure that they all still fit within The SU brand and community.
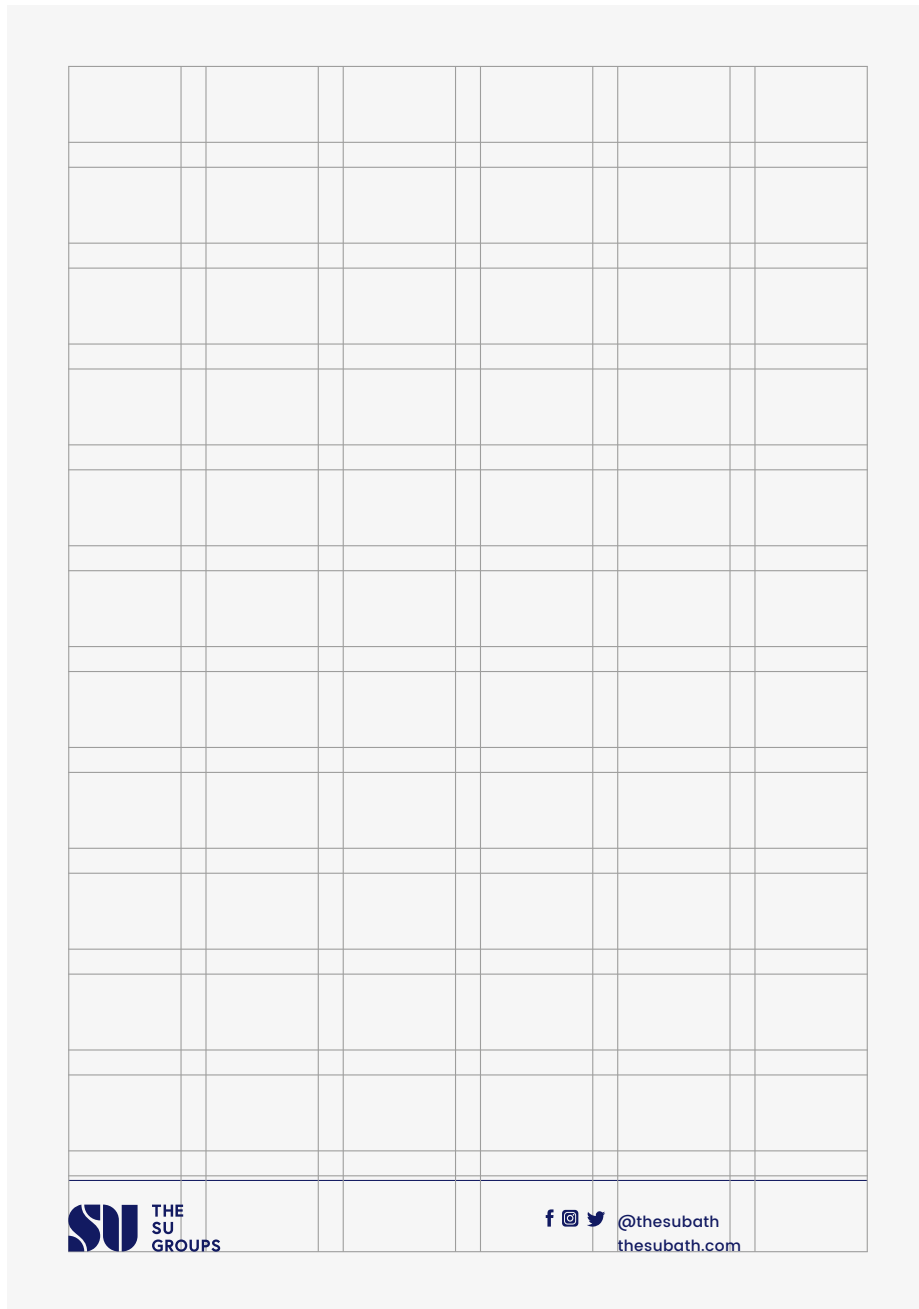
15158_The_SU_Bath_A5_Flyer_Template

We recommend that you use these grids to ensure all communication is clear and legible. When the communication is A5 or smaller, we recommend using a 6 column by 12 row grid.

Columns:	6
Rows:	12
Margin:	10 mm
Gutter:	4 mm

Sci-Fi, Fantasy & Anime Society

Our screenings are held in 8W 1.1 at 7:15pm, except for special occasions like our biannual quiz.

See our calendar for additional details.

High res imagery. Considered placement

ARCHITECTURE & CIVIL ENGINEERING

The A.C.E. society is a large society at the University of Bath. Giving students access to a wide variety of company presentations and networking events from different industries, as well as numerous mind-blowing social events.

Our upcoming events:

Suspension Bridge Talk
27th September
15:00-17:00
Room 6E

Mini Golf
7th October
19:00-22:00
Meet in The Plug

Clearly laid out. Uppercase type to suit the group

The SU Bath Hockey

The University of Bath Hockey Club (UBHC) is the one of biggest and certainly the best sports club at the University with the one of the largest student memberships making up our 6 Mens and 6 Women's teams, aka The Bath Rangers!

'Groups' Navy with engaging photography

Share. Discuss. Discover.

We want to students through the sharing of ideas and stories. We will offer free knowledge and inspiration in the spirit of TED, to a community of students who are curious to learn and engaged in spreading ideas.
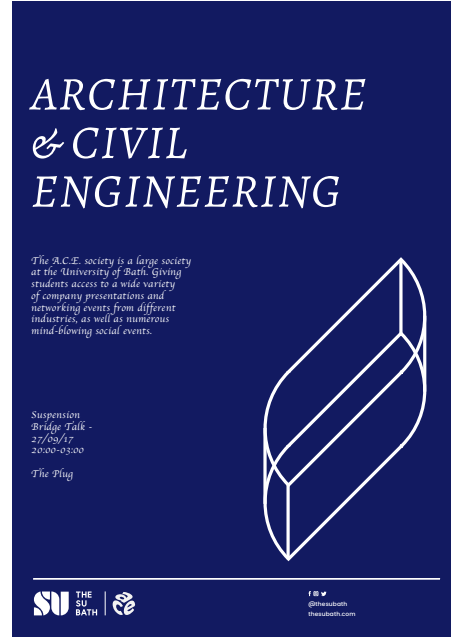
Use of TedX red with The SU Groups logo in 'Groups' Navy

Don't use low res imagery or place type over busy imagery

Don't change brand font

Don't use irrelevant colours

Don't place type where it can't be read

Clothing

Groups clothing

Here is an example of how our clothing will look. As clothing will be seen off-campus, the full University of Bath version of the logo will be on the front left, with any individual group logo to the right.

The back of the clothing is free to customise – just keep in mind that you're representing The SU, so no crazy choices! We are happy for you to choose the

colour of the clothing as long as it fits with your activity. If the group has no colour or for general group clothing, please use the 'Groups' Navy.

Checklist

Checklist

When creating your group artwork, use this checklist
to make sure your communications are on-brand.

● Have you used the correct logo with the correct spacing?

● Is the logo in the bottom left hand corner where possible?

● Have you included a shortened web address?

● Are the correct social media icons included?

● Have you used the Poppins (or Arial) for your typeface?

● Are your colours on-brand and within the colour palette?

● Are your photos high quality and capturing the moment?

● Has it been approved by SU Marketing?

For further information on these Student
Group Guidelines, please contact:

The SU Marketing office
sumarketing@bath.ac.uk
1 East 3.21