

# U STUDENTS' UNION UCL

## Branding + Editorial Style Guide • VERSION 1.0

Where **more** happens





# Our brand is more than a logo.

## BRAND IS

- » our strategy
- » our calls to action
- » our customer service
- » our messaging
- » our communication tools
- » our people
- » our facilities
- » our community.

Our brand helps us explain everything that we are,  
and everything we do.



# Introduction

Good communicators speak with a clear voice, and a distinct personality. This document is a guide to how Students' Union UCL should look and sound, and the values that define us.

These guidelines will help us to:

- » Keep tone, voice and messaging consistent, and true to our brand and personality.
- » Produce materials using the logos, colours, typefaces and graphic components associated with our brand.
- » Guide others on how to write for our audiences.
- » Maintain a high standard of quality.
- » Create more effective and engaging content.



# Our Mission

We're here to help you

- » Make more of your time at UCL.
- » Be more connected with the university and other students as we represent and reflect your views.
- » Experience more of what you want from university and in London through our societies, activities and events.
- » Feel more comfortable with our excellent spaces and resources.
- » Get more of the support you need from our advice and welfare services.



# Our Name

UCLU has now become Students' Union UCL. Our new name is less easily confused with UCL itself, and puts more focus on the importance of students in what we do. We should use this name consistently to reduce confusion and make sure it is adopted more quickly.

The name — **Students' Union UCL** — should be written in full the first time it is referenced to in a document or speech. Thereafter, we can be referred to as the Union. We should never refer to ourselves as UCLU, or any other acronym.

## Why the apostrophe?

Students' Union UCL represents everyone. The placing of the apostrophe indicates that the union is led by many students, for the benefit of many students. It is not just for one or two.

UCLU



Students' Union UCL

...the Union...

~~UCLU~~

# Our Strapline

Students' Union UCL is a place **where more happens**. This strapline is designed to communicate to students that the Union does more than they might realise, and gives them more opportunities to get involved:

- » More societies
- » More support
- » More impact
- » More facilities
- » More spaces
- » And more...

Initially, the strapline should be used on core Union materials where possible and appropriate. However, to emphasise that the Union is a place where more happens, the strapline can also be amended to replace the word “more” with another, more specific, word:

- » Where fun happens
- » Where sport happens
- » Where democracy happens
- » Where Scalextric happens

**The line should not be amended to add words.** We should not say:

- » Where more fun happens
- » Where more sport happens
- » Where more democracy happens

This sounds like hyperbole and conflicts with our aspiration to be honest and transparent.



where **more** happens



# Our Brand Values

Our brand values are the principles that underpin who we are, how we talk, and how we act. Our aim is to put them at the centre of everything we say and do, so that they also become part of how others describe us.

## We are:

### Student-led

- » Our students drive everything we do, from our leadership and services, to our activities and campaigns.
- » We focus on what matters to them.
- » We listen when they talk, so that we can meet their needs.
- » We are answerable to students, and should be able to demonstrate our impact and value.

### Inspiring

- » We broaden horizons by creating opportunities, and helping to make amazing experiences happen.
- » We encourage students to try new things, to participate and take action.
- » We provide support when students need it, and encourage them to leap beyond their comfort zone.
- » We want students to discover new passions, and do more than they thought possible.

### Fun

- » We help to make university life fun, distinctive and memorable.
- » Our activities, societies and events help students make friends and discover new skills and interests.
- » We welcome everyone with open arms, and strive to make every student feel included.

### Inclusive

- » We are a diverse, vibrant community, and represent many different voices.
- » We value every voice, and want to hear from everyone.
- » Our support and services are available to everyone.
- » We don't hide things — we are open and transparent in our work.

### Dynamic

- » We are innovative and ambitious.
- » We empower our students to grow and to change the world around them.
- » We are responsive and proactive.
- » We represent all students, and fight their corner.
- » We are part of a diverse, exciting city which has welcomed bold thinkers and dreamers for centuries.

### Excellent

- » We provide excellent services, advice and support, designed for everyone.
- » We are proud of the heritage and values of UCL, and we want to maintain and shape them for future generations.
- » We represent a diverse community of students that make up a world-class university.
- » We want to know where we can do more, and where we are falling short.

# Our Personality

A union can mean different things to different people, and it is often hard to settle on a voice that is appropriate. These are the traits that reflect how we should talk to our audiences.

## Friendly

Everyone that contacts us should think of us as approachable, and feel comfortable talking to us. We should be warm and welcoming at all times, be respectful, and listen to all feedback — whether it is positive or negative.

## Useful

Our students should feel like they are able to go to Students' Union UCL for a variety of help, advice and support. We should be reliable, available, and respond promptly to any questions or requests.

## Honest

We are straightforward, transparent and communicative. We may not always have the answers right away, but we should be clear about what we know, and what we need to find out.

## Fun

The union helps to make the university an exciting and vibrant place. We are a student body, run by students. We are sociable, and not afraid to poke fun at ourselves where appropriate.



# Language, Style and Tone

How should we speak as a union? We should always be clear and concise, without using jargon or muddying our message. However, there are also guidelines we should bear in mind in order to get our personality across.

## Inspiring and dynamic

Our union is direct, strong and positive. This should be reflected in how we talk.

In particular, we should:

- » Always use active voice, not passive.
- » Consider future tense when trying to build inspiration or aspiration .
- » Ask questions (rhetorical or actual) to encourage your audience to consider how your copy, video/audio or presentation might apply to them.
- » Consider using words that convey us as an institution that is forward-thinking.

Use...	Not...	Because...
How could you make your union better?	Make your union better.	Challenging the audience to think specifically about things that matter to them, rather than abstract ideas of “better”.
We helped to change university policy.	University policy was changed by our actions.	The first example sounds more direct and proactive.

## Informative, but not overwhelming

University life can be a lot to take in. We want students to be able to come to us for answers that make them more confident, rather than more confused.

- » Use clear directions to show students what action they need to take next.
- » Limit the use of adjectives and adverbs.
- » Use short headlines that begin with keywords. Summarise your writing in a way that would be understood in a list of search results. Have a first sentence that sums up the rest of your content. Use sub-headings at key points in your page.
- » Be confident in using plain and simple English, instead of hiding behind flowery language.
- » When responding to requests, be as helpful as possible. 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.

Use...	Not...	Because...
Hi Jenny. The Anime Society meets every Tuesday and Thursday, and stages events throughout the year. There is a contact number on their page if you want to get in touch [Insert specific link].	Hi. You can find a list of all of our clubs and societies here [Insert general link to long page].	The first response is more helpful, and gives the impression that you are engaging with the question rather than leaving them to sift through lots of overwhelming detail online.
We will try to find that out for you quickly.	We are endeavouring to promptly respond to your query.	Your response should be direct, clear, and without flowery language.

## Professional and excellent, but not corporate

Students' Union UCL is both a fun organisation, and a respected and formidable voice for students across the campus. We should maintain a light-hearted image where appropriate, while retaining a sense of competence and responsibility.

- » Be accurate. Use the correct names for locations or organisations, make sure any numbers that are referenced are up to date, and have a process in place for checking if content needs to be amended in the future.
- » Use correct grammar, spelling and punctuation.
- » Avoid relying on management jargon and acronyms. Specialist language can be used sparingly where it helps to explain the subject better, but beware of confusing the audience.
- » Be conversational. Use things like brackets sparingly, but do use them (they can make little asides sound more natural). Use contractions where appropriate to sound less formal.

Use...	Not...	Because...
We're planning the next event on 24 July.	The next gig is on 24 July if u want 2 go.	Communications should be conversational, but not too casual or grammatically-sloppy.
Our Student Academic Representatives (StARs) give students a voice in how their departments are run.	We liaise constantly with our StARs in order to maintain faculties that are consistently student-oriented.	Explains acronyms where needed, and is clear about what their purpose is. No wooden jargon.

## Building trust, inclusivity and friendliness

The Union must be seen as friendly and approachable in order to win the trust of students. Therefore we should make sure we always appear warm and welcoming when we communicate.

- » Use of first person narrative when talking about Students' Union UCL (“we”, “us”, “our” instead of “Students' Union UCL”).
- » Use second person narrative when referring to the audience (“you” instead of “students”, etc.).
- » As above, use questions to evoke a sense of conversation in your copy. Ensure that this extends to non-written forms of communication too.
- » Avoid 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.
- » Don't exaggerate. 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.

Use...	Not...	Because...
We are a union that's run for you.	Students' Union UCL puts the needs of students first.	Speaks more directly and warmly to the audience.
After hearing from students, we have removed the poster. We apologise, and are taking steps to stop this happening in future.	It is unfortunate that some people were offended by this poster.	More direct, and less passive-aggressive. Shows a willingness to engage, and to tackle the situation.

## Fun, but not childish

As a students' union, we have the ability to be less formal and more playful than other university bodies. 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.
- » Humour is subjective, so it is important to be aware of the audience you're talking to.
- » Bear in mind: Any jokes that rely on insulting or demeaning an individual or group do not fit into our values.

[Note: it is likely that the union's "fun" personality will be conveyed strongly through use of visuals as well as text content. It is always better to demonstrate that the union is fun through evidence rather than trying to state it — "show, don't tell" is the key message here.]

It is important to strike the right balance between being fun and failing to be cool. The best way to avoid falling into the trap of trying to be "down with the kids" is to simply be natural. Write in a conversational, relaxed and clear way.

# Key Messages

Key messages sum up what we do and why we're here. Use them online, in print or when you talk to our members.

Our messages are structured around our mission statements.

## Students' Union UCL

You're here because you've got the potential to do anything. So what will it be?

At Students' Union UCL, we're making more happen. We'll help you learn more than you're taught, and create your dream university experience. So, find that passion you'd never considered, enjoy nights that you'll talk about again and again, harness the power to shape the world around you.

This is your union. It's made of all kinds of people from all kinds of places. The opportunities are endless and finding the one that fits you, however big or small, is what it's all about.

You'll never have a better chance to throw yourself into something new. So let's make more happen.

## We're here to help you...

### Make more of your time at UCL

We're here to help you discover what you want to do with your days, and maybe even the rest of your life. Explore something you truly love. Make new friends. Find your voice and create change. Try anything, and everything. Because, honestly, you've got the rest of your life to watch Netflix.

## **Experience more at the University and in London, through our societies, clubs and events**

Today, you're going to do something amazing.

Driven by drama, sport, art or politics? Students' Union UCL offers all sorts of ways to discover something that will become a part of who you are. Get up on stage. Be creative. Lead a movement. Push yourself further than you imagined.

## **Get more of the support you need from us**

University is a big, exciting place. But life isn't always easy. We're here to give you support when you need us, care about the things you care about, and fight for you when need someone in your corner. Our job is to make sure you feel supported every day.

## **Make more of our collective voice**

We can all make a change. Together, we're a union that can work to make things better, on campus and beyond. UCL is yours, so it should be what you want it to be. We're led by students. That means you're in charge.

## **Feel more at home**

We're here to make you feel at home. All of our spaces are your spaces. We're transforming our bars, cafes, fitness and study areas to create the places to make friends and relax. And as a not-for-profit charity, we put anything we earn into making the union better for you.

# Editorial Style Guidelines

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

If two or more spellings exist for a term, refer to **[www.economist.com/styleguide](http://www.economist.com/styleguide)**

Our style preferences for popular words 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
- » MBBS
- » Master’s (not ‘Masters’ or ‘masters’)
- » Bachelor’s (not ‘bachelors’ or ‘bachelor’s’)
- » postdoctoral
- » postgraduate
- » Sabbatical Officers
- » StARs
- » undergraduate
- » website

## Abbreviations

Where possible, write the word in full to ensure it is understandable. Do not abbreviate months (e.g. February not Feb) or titles (e.g. Professor not Prof). There will be exceptions to this where the abbreviation is more common (e.g. Dr not Doctor).

## Ampersands

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

## 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. In most cases, the letters in acronyms should all be capitalised, and they should not be separated by full stops or spaces.

*For example:*

- » National Union of Students (NUS)
- » National Health Service (NHS)

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

*For example:*

- » StARs
- » P&G

## People and titles

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

*For example:*

- » The event will be hosted by Professor Anthony Smith, Vice-Provost (Education and Student Affairs)
- » Contact the Rights and Advice Centre if you would like to speak to an adviser.

## Numbers

Numbers up to and including ten should be spelled 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 use of written vs. numerals is preferred, even if this means disregarding the house style above.

Millions and billions are written as £X million (£5 million/billion). This is abbreviated to £5m or £5bn when these figures are used in headlines or pull quotes.

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

### 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 Sunday 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.

### 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 020 7679 2500

### Websites

Online, web links text should never contain written web addresses. Instead, links should be embedded in a phrase that explains what the target page is, for accessibility purposes.

*For example:*

- » “Visit our What’s On listings”

### NOT

- » “For the latest events at the Union visit: <http://uclu.org/whats-on>”

In print do not use <http://> before a web address unless it is necessary to the functionality of the address (this is the case for certain secure websites, when ‘<https://>’ may be required for the web address to be accessible).

Note that popular social media websites should generally be capitalised.

### 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:*

- » Mark Crawford (pso@uclu.org)

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

### URLs

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

*For example:*

- » <http://uclu.org/whats-on>

# Our Visual Branding

In previous sections, we have discussed how we can make sure our union has a more consistent and engaging voice. But it is also important to be consistent in how we look, as well as in how we talk.

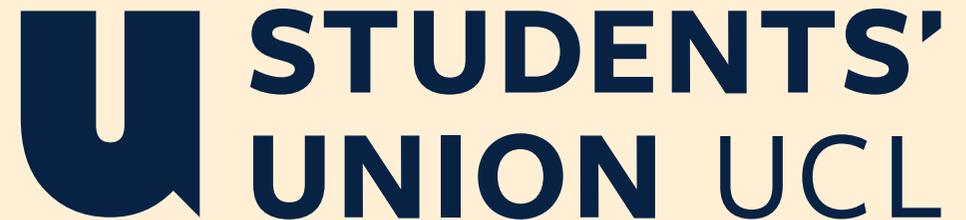
This section features logos, colours and typefaces that are associated with our brand. If we use these in the right way across all digital and print channels, our brand will be more immediately recognisable.



# Our Logo

Our logo is hugely important to our brand. At a glance, it represents our style, our personality, and our identity. It is the signature of our Union.

It is vital that we present our logo so that we have a consistent look and identity. It should be immediately identifiable, clean and properly formatted on all of our communications. The following pages offer some guidelines on how to do this.



## NOTE

- The union logo should never be altered, redrawn, distorted or rebuilt.
- Only official logo files should be used in communications.
- Official logo files can be downloaded from [studentsunionucl.org](https://studentsunionucl.org)

## Primary Logo



U symbol

Wordmark

Our logo promotes Students' Union UCL and serves as an anchor and key identifier. It is composed of two core elements: our U symbol and our wordmark.

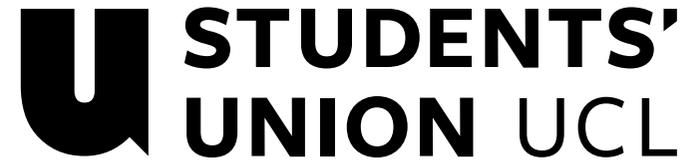
# Options

In most circumstances, the logo should appear as a lock up of the wordmark and the U symbol as one singular unit.

However, in certain situations it is permissible to use the wordmark or the U symbol alone.

When the wordmark is used alone, the U symbol may or may not also appear somewhere on the publication or item.

*Signature logo*



*Wordmark alone*



*U symbol alone*



# Positioning + Minimum Size

## Size

To maintain full legibility, never reproduce the primary logo at widths smaller than 25mm (for print) or 175 pixels (for screen).



Minimum size: 25mm or 175 pixels

## Clear space

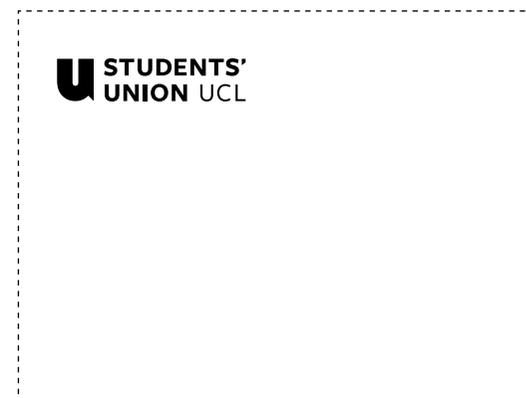
When using the logo, maintain adequate clear space around the logo to set it apart from other design elements. This maintains marked legibility and distinct prominence of the logo.



*A mandatory “clear space” around the logo equal to the height of the “U symbol” must be incorporated into any design using the logo.*

## Placement

The preferred placement for the logo is in the top segment of communications (left, right or centre) and on the front of pieces. However it is permitted to place the logo anywhere that suits the design so long as the logo has adequate clear space and a observable place of prominence.



# Improper Usage

To maintain the integrity of the brand, avoid these practices when using the logo.



*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 or images to the logo to create a composite logo treatment.*



*Never change the colours of the logo. The logo may be used in black, navy or reversed out in white. No other colours are permitted.*



*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.*

# Approved Logo Colours

Any approved version of the logo may only appear in the following colours:

1. Black
2. Official Navy Blue
3. White

No other colours are permitted.



# Co-branding in Use

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.



*Maintain the mandatory clear space around the logo by using the U shape as a space guide.*



# Logo Options

## The primary logo

The horizontal stacked logo is the primary logo and should be used when possible.



## Alternative logo options

The following alternative options are available for use when the primary logo does not suit the design.

Vertical stacked centre logo



Wordmark inside U symbol



Horizontal wide logo



# Reverse Logo

Reversed horizontal  
stacked logo



Reversed vertical  
stacked centre logo



Reversed wordmark  
inside U symbol



Reversed horizontal wide logo



# Symbol Use

The symbol mark can be used alone as an identifier of the brand. This should be used with care as the name recognition of the Students' Union UCL is important to maintain visual prominence.

**Do not use the U symbol as a framing device.**

The U symbol is available as a **U solid shape** whereby the centre line has been removed. This adapted shape can be used as a framing device for images.

U symbol  
used alone



**DO NOT** use the  
U symbol for images.



**DO** use the U solid shape as a  
framing device for images.



# Our Colour Palette

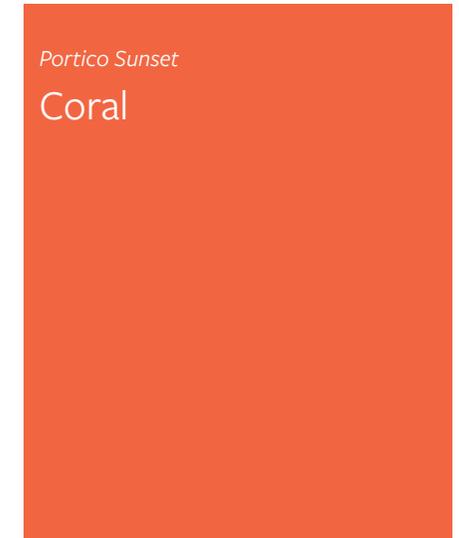
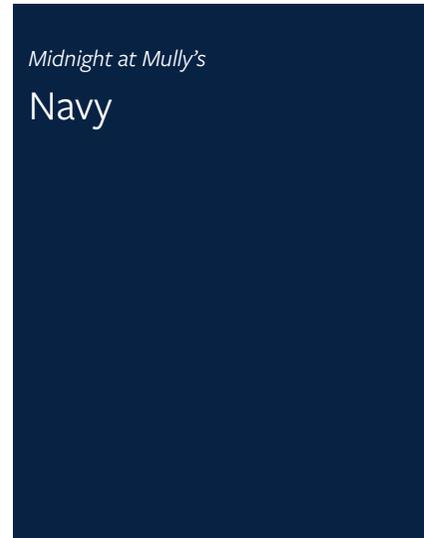
Another important element of our visual style is colour. Using our brand colours in a consistent way helps to reinforce the look and feel of our communications and signage.

We have chosen a palette of vibrant colours that draw from our heritage, and help to express our personality.

# Primary Core Colours

Our identity has two primary colours: navy and coral. The strong navy establishes a clear base tone for our identity. The vivid coral adds warm notes and promotes an outgoing, energetic and friendly visual style. These two colours will carry the most brand recognition.

At least one primary colour should appear frequently across all communications, including websites, print publications, etc.



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# Secondary Extended Colours

The secondary colour palette offers versatility and variation, serving as complementary accents to the primary palette. Use of these colours in combination with the primary expands the visual scope of the Union's community and its offerings.



# Colour Build Charts

It is important to render the colours accurately. For best colour results, match the colour code most appropriate to your process and needs.

» **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 were adjusted for the best reproduction 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 with spot colours. This is often the case with items such as with silkscreening.

» **When using colour digitally:**

For Microsoft Word, powerpoint, or digital graphics use the RGB or hexadecimal values.



Navy

**CMYK PRINT** C100 M85 Y40 K50  
**SPOT** PANTONE (PMS) 655  
**DIGITAL** R8 G34 B68  
**HEX** #082244



Coral

**CMYK PRINT** Co M75 Y80 Ko  
**SPOT** PANTONE 2026  
**DIGITAL** R242 G102 B65  
**HEX** #F26640



Green

**CMYK PRINT** C75 M10 Y45 Ko  
**SPOT** PANTONE 3262  
**DIGITAL** R42 G170 B158  
**HEX** #2AAA9E



Yellow

**CMYK PRINT** Co M25 Y85 Ko  
**SPOT** PANTONE 1225  
**DIGITAL** R254 G195 B64  
**HEX** #FEC340



Purple

**CMYK PRINT** C70 M90 Y0 Ko  
**SPOT** PANTONE 2097  
**DIGITAL** R108 G63 B153  
**HEX** #6C3F99

# Tints in the Palette

Ideally palette colours should be used at full strength. However, tints may be used in instances that require a more subtle colour variation. The following tints are the official approved percentages permitted for use.

**Please only use the specifications shown in this section.**

It is important to be cognitive and judicious in the use of tints. The following rules should be noted:

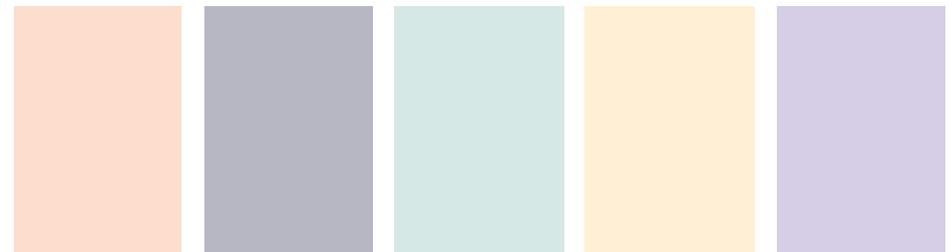
- » Tints should never be used independently from full strength colours.
- » Tints should never be the dominate in the design.
- » Tints should only be used in support of primary and secondary colours.
- » Tints can be used to extend core colours in charts, graphs or presentations.
- » Tints can also be used with photography or solid background to create overlays of blocks of colours.



100% SOLID



60% TINT



20% TINT

# Palette Usage

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

**When using a primary colour as the base,** either primary or secondary colours can be used to complement.

**When using a secondary colour as the base,** it is important to support the secondary colour with one of the primary colours as an accent.

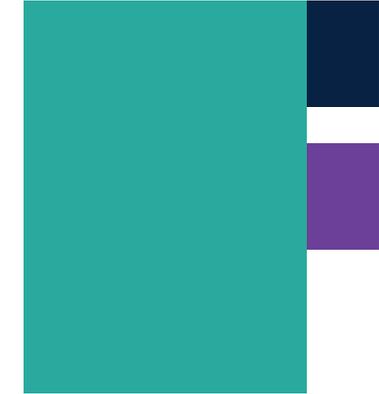
## White space

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.

Example of primary colour with secondary accents



Example of secondary colour with primary accents



# Our Typographic Palettes

Typography can be a powerful tool for establishing the style of a brand, and giving it a consistent identity. The fonts chosen for Students' Union UCL communicate clearly and cleanly, and are suitable for a wide range of uses. When selecting a typeface from the approved list, consider the usage and target audience.

## Official typefaces

Freight Sans  
Freight Macro

### NOTE

- Your department may have access to the Freight family. It is available with the Adobe Creative Cloud application. If you have access to Creative Cloud, you can use fonts from Typekit on the web or on desktop applications as part of your package. Please contact the Union's Marketing team for more details.

# Fonts

## Primary font: Freight Sans

Our primary typeface is Freight Sans, a modern and legible sans serif font that presents a warm, friendly and professional appearance that unifies our brand.

There are three approved weights (book, medium and bold) and two style (regular and italic) options for general use. This font is appropriate for all uses, from headlines to captions.

### NOTE

- Freight Sans may not be available on all systems. In these cases, you may need to substitute the font for **Lucida Sans**, which is the designated substitute for our brand.

## Freight Sans

Aa

Aa

**Aa**

*Aa*

*Aa*

***Aa***

Book

Medium

**Bold**

## Secondary statement typeface: Freight Macro

A secondary typeface is Freight Macro, a sturdy, slab serif font that can add unique and quirky personality to a piece.

There are three approved weights (book, medium and bold) and two style (regular and italic). This is a statement font that is designed for situations where extra boldness and impact is required. It should be reserved for limited use in headlines, pull quotes, subheadings, etc. It is not intended for body copy.

## Freight Macro

Aa

Aa

**Aa**

*Aa*

*Aa*

***Aa***

Book

Medium

**Bold**

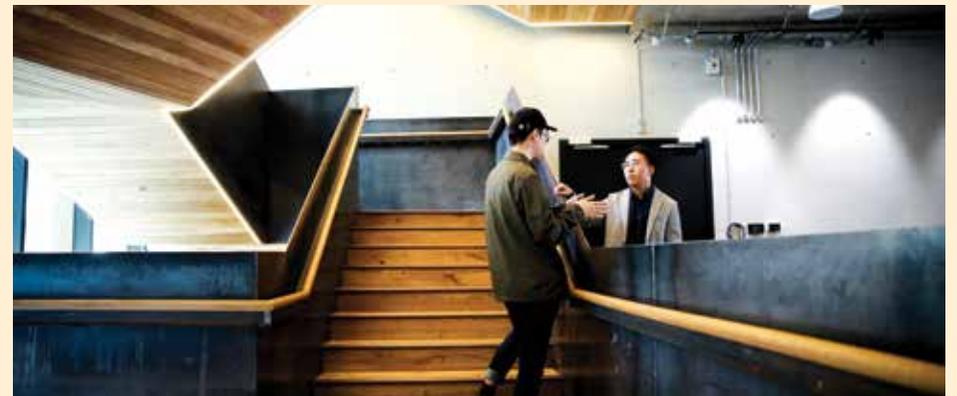




# Photography Style

Our photography is crucial in capturing our vibrant, diverse and dynamic community. It shows the friendly, welcoming side of our campus, and helps us communicate with our audience in a powerful way.

Our images offer a glimpse of our urban campus, and the people and places that make it special. We use high-quality professionally-shot photographs with an energetic and vivid tone. The semi-hypersaturation and extra contrast of the visuals brings a crisp, bold, and honest look to our images.



# Colour

We use colour photography, which has strong vibrancy and captures bright, saturated colours. This sense of hyper-realism exudes a raw honesty to our shots. They are a sharpened way of seeing life on our campus.

We are always on the look out for splashes of colour in our environment. Colour is everywhere — a yellow wall, hot pink fuzzy slippers, a fuchsia blouse, or a cherry red ice-lolly truck.

The colours should pop, but not explode. We want to feel a bit edgy with a sense of fun, but not overwhelm by being too overloaded.



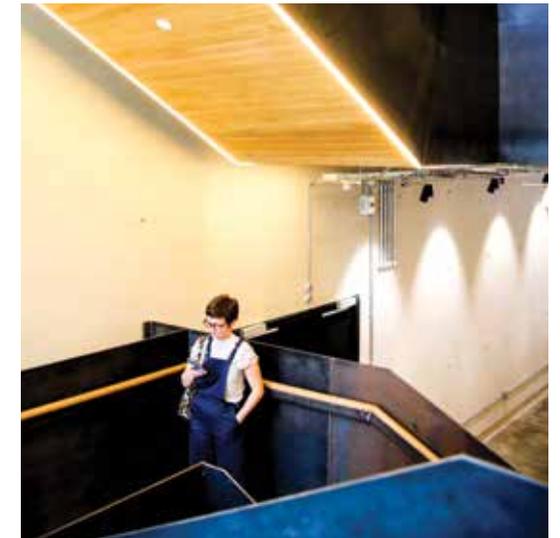
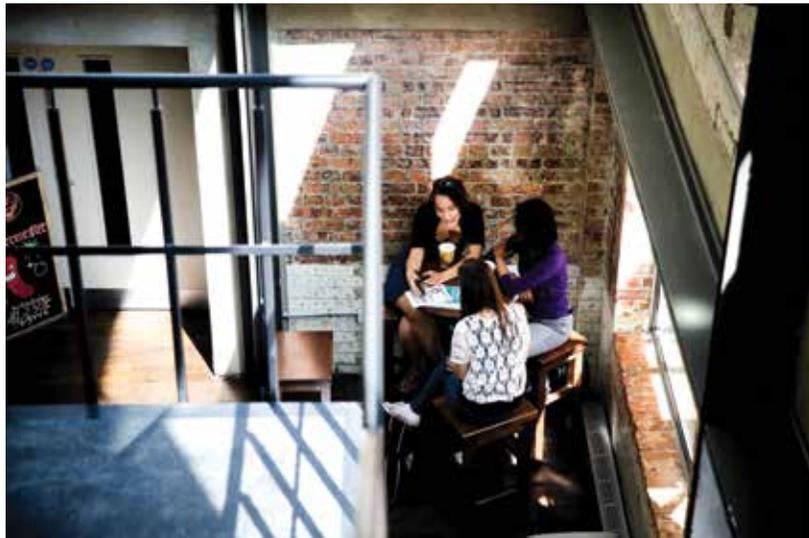
# Photo-journalistic

Our shots have a candid and realistic feel: natural smiles, genuine interactions, and spontaneous and authentic movement. They should be compelling with a straight up vibe; reflective of the energy, mood, and activity that permeates our campus.

Showcase the vibrant community, beautiful architecture and unique Bloomsbury spaces that make our campus special.

The mood in the shots should capture energy, diversity and emotion — from a serious student engrossed in his studies, to a chatting group of friends. They can be wide shots to establish scope, or close up shots to showcase detail. Shooting high, low or straight on: have fun with it.

The texture of our spaces is important to capture: brick, limestone, wood, glass, metal as well as green spaces.



# Composition

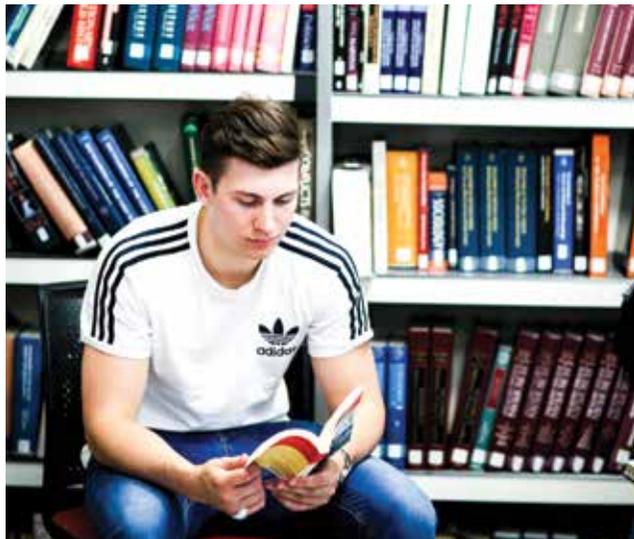
We can achieve a strong look by using single-focus compositions. These hold the foreground or subject in clear focus, while permitting the background to go softly out of focus.

Images should be composed with areas of clear space, so there is room to include copy and graphics.

We encourage experimentation. We want to capture the essence of the moment, and the unexpected moments that occur on and off campus.

## Things to avoid

We should avoid using images that are too busy, too complicated, out of focus, low resolution, or too darkly lit.



# Campus + Spaces

The UCL campus, in the heart of Central London in the Bloomsbury district, is rich with historic spaces, stunning architecture, and a vibrant social scene. From leafy squares and farmers markets, to cafés and bustling pavements — the nooks and crannies of our spaces provide abundant opportunities to showcase a wide range of interesting aspects to student life.



# Posed Portraits

When portraits are created, they should be free and unencumbered by any formality. Attitude, individuality and personality are key to our people and to our photos. The shots demonstrate we don't take ourselves too seriously. Our subjects are comfortable in their own skin and have an authentic confidence in who they are. Portraits are shot as strong compositions, avoiding being too identically posed.

The backgrounds should not be too cluttered, fussy, overly textured or visually distracting.



## Tips to remember

- » Ensure that core photographs are high quality, and taken by a professional photographer when possible.
- » Ensure that scenes are recorded in multiple formats for flexibility (portrait, landscape and ideally wide to be compatible with header images online).
- » Focus on individuals — show UCL students in recognisable locations all over campus.
- » Aim for authenticity — avoid overly posed individuals or 'stock' photography looks.
- » Amp up the drama for specific portrait shots — find interesting locations and use a bit of soft flash to add stronger highlights and contrast to the shots.
- » Showcase diversity on campus in terms of gender, age, ethnicity, body type, etc.



# Graphic Elements

A selection of graphic elements are permitted which expand the visual direction of the brand, bringing a varied look and a sense of continuity to our communications. These elements and styles can be emphasized or used with minimal focus to add visual interest and enhance our storytelling.

# Our Architecture

There are three main shapes which form significant characteristics to the architecture of the UCL campus: the semi-circle, the rectangle, and the triangle.



UCL's many neoclassical buildings are resplendent in their use of arched windows, arcades and doors.



The Edwardian rectangular stripes of red brick and white stone are used in both exterior and interior settings.

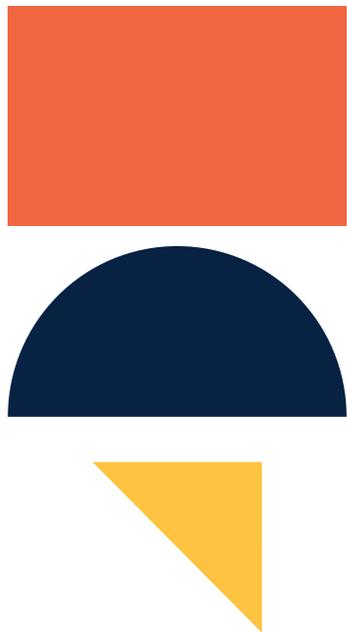


The most iconic building on campus is the Wilkins Portico, a ten-column Corinthian portico with a triangular gable. An elegant dome tops the building.

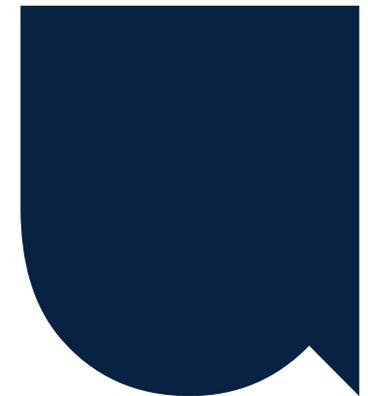


# Geometric Shapes

The three geometric shapes form the underlying structure of our logo and pay homage to our architectural heritage. By combining them, the solid U shape is created.



*Combine the shapes.*

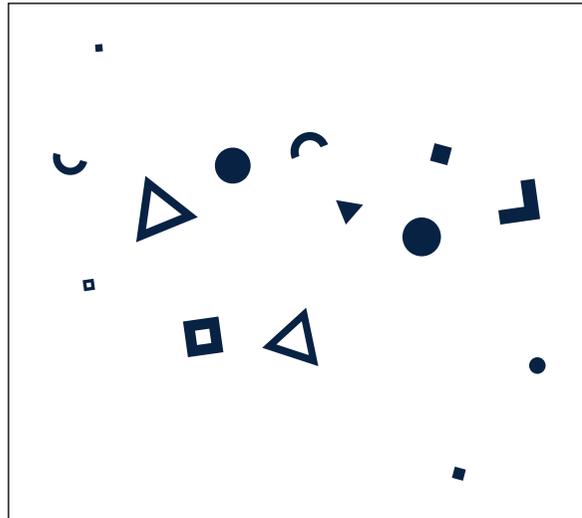
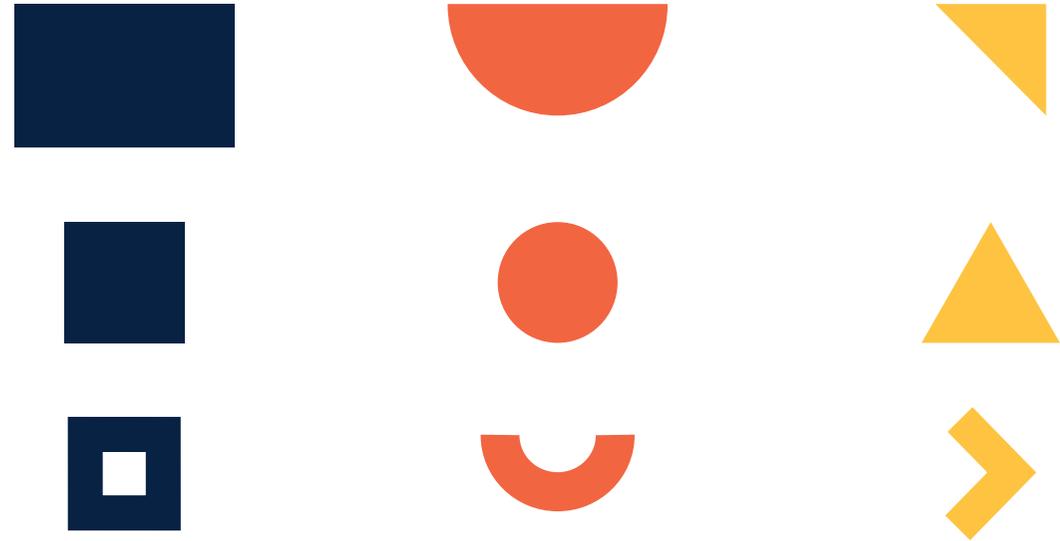


*Solid U shape is formed.*

# Distilling the Shapes

The three geometric shapes are simplified into their purest forms: square, circle, and triangle. They are then abstracted further with the use of strokes.

These shapes can then be used to produce pattern, graphic treatments and texture to pieces.



*Shapes can appear to be tumbling or flowing, as if a captured still.*

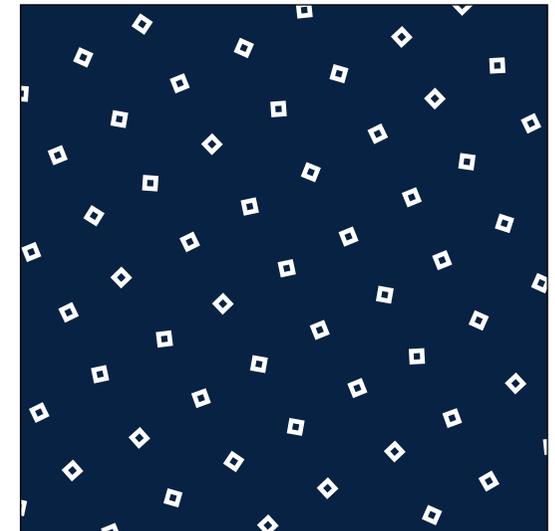
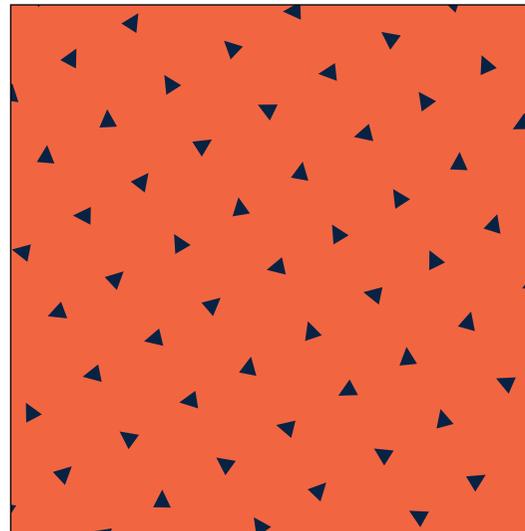
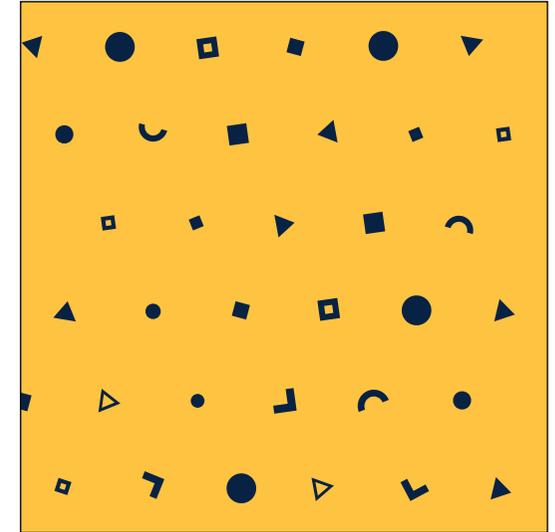
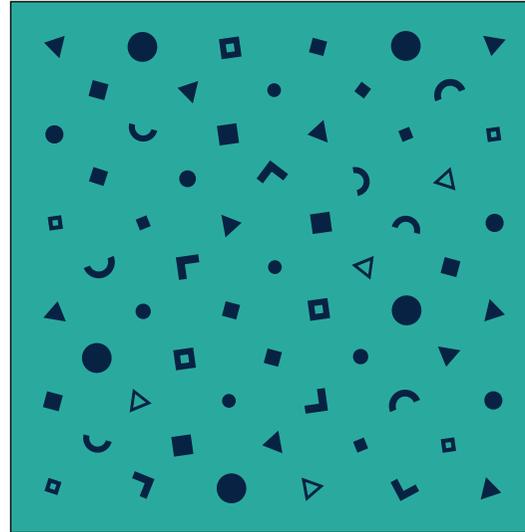
*The shapes should always emanate from something. In this example: the large George Farha Cafe text.*

# Pattern + Texture

The shapes can be varied to create interesting interpretations through use of repetition, pattern, colour, and rhythm. By adjusting colour, size, gaps between elements, and applying a little creativity, endless variety can be created using these simple shapes.

The examples on this page demonstrate just a few directions:

1. Organic and random with multiple shapes
2. Aligned to a grid for a tighter pattern
3. Single shape used repeatedly
4. Reversed out in white



# Shapes Palette

## Framing shapes

Framing shapes can be produced with rounded and/or slanted corners.

This can be achieved in InDesign with the dialogue box, which can be found at “Object > Rounded Corner”.

This tool can be adjusted to round or angle any of the four corners to specific values depending on the size of the shape.

Aim to keep the round curves or angled edges large and noticeable. The curves should coordinate in strength with the curve of the logo in roundness.



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## Graphic shapes

Geometric shapes can be emphasized or used with a light touch individually to add visual interest and enhance the designs.

- » Full circles
- » Half circles
- » Triangles
- » Rectangles



# Shapes Palette

## Solid U shape

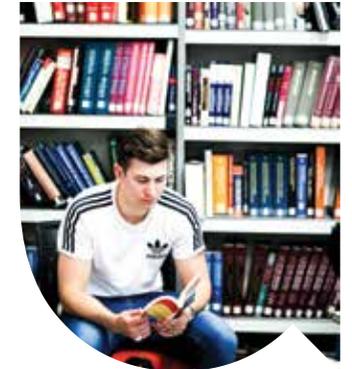
The U shape can be used as a solid device for a block of colour.



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## Solid U shape + photographs

Images may be used inside the solid U shape.



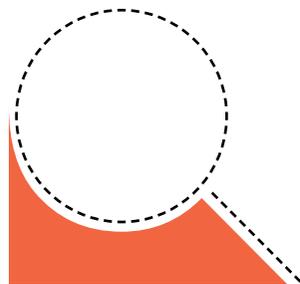
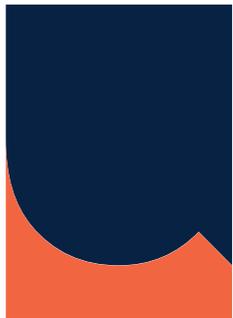
# Shapes Palette

## Positive + negative shapes

The positive and the negative space of the U shape can be used as solid visual elements in the design.

The bottom of the curve with the sharp tip can be inverted — by reversing this space an interesting shape can be created.

The following pages showcase examples of this technique.



*45 degree Angle*



# Highlighted Text

Text can be combined with colours for extra punch, particularly when superimposed on photos or other visual designs. The style of this text can vary depending on whether it is body text or headline text.

When using highlighted text, be aware of the colour palette of your overall design, and choose complementing colours that make the text clear and readable.

**Highlighted text**  
that gives a punch of  
colour to a piece.

It can be used in headlines  
**with bold or caps as well.**

**HEADLINE**

**HERE**

# Appendix 1

Application of brand  
to poster designs



**UCL full colour  
photography-led  
posters**

**Photo-led  
Triangle theme**

- » Pure colour can lead with primary or with secondary palette
- » Use of triangles
- » Highlighted text
- » Semi-transparent overlays
- » Photography driven



**UCL full colour  
photography-led  
posters**

**Photo-led negative  
U shape**

- » Main use of primary colours (coral and navy)
- » Negative U shape
- » Highlighted text
- » Semi-transparent overlays
- » Photography driven



**UCL colour-tinted photography-led posters**

**Photo-led with colour filter without a frame**

- » Image is grey-scaled, then a colour applied to the image. The background is given a alternative colour.
- » Highlighted text
- » Graphic shapes
- » Pattern
- » Photography driven



## UCL colour-tinted photography-led posters

### Photo-led with colour filter with a frame

- » Image is grey-scaled, then a colour applied to the image. The background is given a alternative colour.
- » Large use of triangle
- » Highlighted text
- » Graphic shapes
- » Pattern
- » Photography driven

### Photo-led with colour filter with a frame

- » Image is black and white, it can be turned into a colour (example shows it as navy).
- A gradient is laid on top of it from coral to clear.
- » Highlighted text
- » Semi-transparent overlays
- » Photography driven



## Stock photography-led colour-tinted posters

### Black and white image on white background with gradient

- » Image used person/object on white background
- » Strong gradient is used
- » Semi-transparent overlays
- » Highlighted text
- » Photo-driven

When the subject is specific to a topic that does not lend itself to the images available in the Union photo library, then stock images may be used.

This is particularly useful for serious or non-social themed works.

Locate a stock image that has been shot on a light solid background, turn it to grey-scale, and then overlay a gradient with a 45 degree angle.



## Graphic-led posters

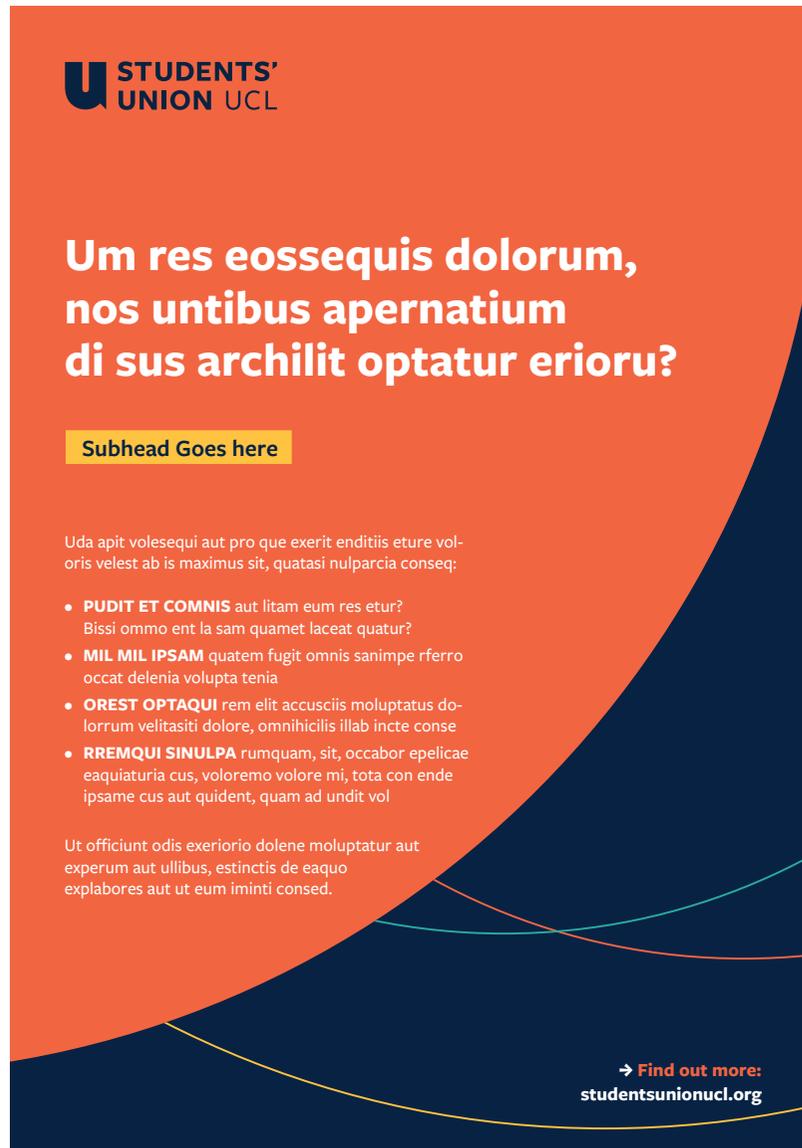
This demonstrates options for when photography is not appropriate.

### Colour block poster 1

- » Pure colour: can lead with primary or with secondary palette
- » Negative U shape
- » Highlighted text

### Colour block poster 2

- » Pure colour: can lead with primary or with secondary palette
- » Graphics shapes
- » Pattern
- » Highlighted text



# Maintaining Our Brand

The Marketing and Communications Department is the guardian of the Union's corporate identity.

## Download Logos

The logos can be downloaded at:  
**[studentsunionucl.org/logos](https://studentsunionucl.org/logos)**

## Enquiries

If you have any further queries regarding the production of marketing materials or photography in accordance with the Union's brand guidelines, please e-mail **[g.stepney@ucl.ac.uk](mailto:g.stepney@ucl.ac.uk)**



**U STUDENTS'  
UNION UCL**

**25 Gordon Street  
London WC1H 0AY  
[studentsunionucl.org](http://studentsunionucl.org)**