



# What's in a name?

Are you talking about us?

We changed our name from the Students' Union to the **Union of Students** to shift the focus more to people, togetherness, and unity.

The SU acronym was so ingrained, people had forgotten what it actually means; more associated with bars, cafés and shops rather than people or a representative force.

This meant we need to change some commonplace references to who we are:

***Rather than saying 'Students' Union' you can just say 'Union' or 'Union of Students'***

***Likewise when you would have said 'the SU' or 'the UDSU' you can just say 'the Union' or 'the Union of Students'***

***We're not the US (neither the 'us' or the 'you-ess'), so rather than abbreviating the 'Union of Students' you should just use 'the Union'***

***If you need to be more specific you can call us 'Derby Union of Students', 'the Union of Students, University of Derby' or even 'the Union at Derby'. But, usually, if you're talking to our students then you shouldn't need to add the context at all - just 'the Union' or 'the Union of Students' will do***

One last thing: We use 'us' as part of our branding when we are speaking in a collective voice, you'll mostly find this play on words with one of our 'us' logos but you may occasionally see it just as a lowercase word in bold. **Only the Union is allowed to use 'us' in this way. Remember, it's not the US (you-ess) but just us talking about us.**

# We are Bold

(and Book and Medium)

**Gotham** is our brilliant brand typeface, and includes three weights for use: **Bold**, **Medium**, and **Book**.

Typically Gotham Bold should be used for headlines and to highlight key elements of text. Gotham Medium is perfect for sub-headings and lead paragraphs, whereas Gotham Book is reserved for body copy.

We understand that Gotham is a paid font and may not be available to everyone, so we have a free alternative that is very similar called Montserrat where you can use Bold, Medium, and Light in place of the Gotham styles.

If you're unsure or need a copy of Montserrat, just drop us a line at **[marketing@derbyunion.co.uk](mailto:marketing@derbyunion.co.uk)**

## Gotham Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\* ,.”

## Gotham Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\* ,.”

## Gotham Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\* ,.”

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## Montserrat

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\* ,.”

# We are vibrant

Bright colours for me

Our primary colour palette is made up of 16 vibrant colours that should attract attention and show us to be bold and vibrant.

We suggest only picking one, or perhaps two, main primary colours to use together on any one design – we're firm believers in *'too much of a good thing'* and understand too much vibrancy can be distracting.

**Light Blue**

CMYK 47/0/16/0  
RGB 128/208/216  
HEX #80d0d8

**Mid Blue**

CMYK 57/0/24/0  
RGB 99/199/201  
HEX #63c7c9

**Sky Blue**

CMYK 70/4/5/0  
RGB 4/184/226  
HEX #04b8e2

**Dark Blue**

CMYK 75/21/29/0  
RGB 51/158/174  
HEX #339eae

**Yellow**

CMYK 5/11/93/0  
RGB 246/215/43  
HEX #f6d72b

**Straw Yellow**

CMYK 21/0/100/0  
RGB 212/222/37  
HEX #d4de25

**Lime Green**

CMYK 44/0/100/0  
RGB 156/203/59  
HEX #9ccb3b

**Aqua Green**

CMYK 70/0/65/0  
RGB 66/186/133  
HEX #42ba85

**Silver Grey**

CMYK 34/26/26/0  
RGB 172/174/176  
HEX #acaeb0

**Orange**

CMYK 0/50/100/0  
RGB 247/148/30  
HEX #f7941e

**Fire Orange**

CMYK 0/79/84/0  
RGB 241/93/58  
HEX #f15d3a

**Bright Red**

CMYK 10/100/98/2  
RGB 213/32/40  
HEX #d52028

**Pink**

CMYK 13/84/24/0  
RGB 213/79/129  
HEX #d54f81

**Magenta Pink**

CMYK 12/98/1/0  
RGB 212/28/140  
HEX #d41c8c

**Light Purple**

CMYK 68/70/0/0  
RGB 105/96/170  
HEX #6960aa

**Dark Purple**

CMYK 60/100/24/9  
RGB 121/37/111  
HEX #79256f

**Light Grey**

CMYK 20/18/15/20  
RGB 169/166/169  
HEX #a9a6a9

**Mid Grey**

CMYK 41/37/30/41  
RGB 104/101/107  
HEX #68656b

**Dark Grey**

CMYK 61/55/45/61  
RGB 57/56/62  
HEX #39383e

**Full Black**

CMYK 81/73/59/81  
RGB 10/14/24  
HEX #0a0e18

**Light Navy**

CMYK 25/21/11/13  
RGB 169/169/183  
HEX #a9a9b7

**Mid Navy**

CMYK 50/42/23/26  
RGB 109/111/131  
HEX #6d6f83

**Dark Navy**

CMYK 75/62/34/39  
RGB 59/70/93  
HEX #3b465d

**Full Navy**

CMYK 100/83/45/52  
RGB 4/35/63  
HEX #04233f

**Light Aqua**

CMYK 21/10/15/5  
RGB 190/201/199  
HEX #bec9cf

**Mid Aqua**

CMYK 42/19/31/10  
RGB 139/164/159  
HEX #8ba49f

**Dark Aqua**

CMYK 63/17/46/15  
RGB 87/147/133  
HEX #579385

**Full Aqua**

CMYK 83/38/61/20  
RGB 38/109/99  
HEX #266d63



# We are supportive

Subtle shades to help out

Our secondary palette is designed to complement our primary colours and should be used thoughtfully alongside them.



# The logo

## Everyone loves a logo

This is our corporate logo – but it’s probably the least used of all our logos!

This logo is the one we put on all our official documents and anything where we’re speaking to an audience that isn’t our students. It gives context to where the Union is based (University of Derby) but, as we mentioned before, we don’t think you need to know that if you’re already studying at Derby.

We also have a version of the corporate logo that does not have the ‘University of Derby’ context which can be used when you feel the ‘us’ alone isn’t descriptive enough but that the full corporate logo is too formal.

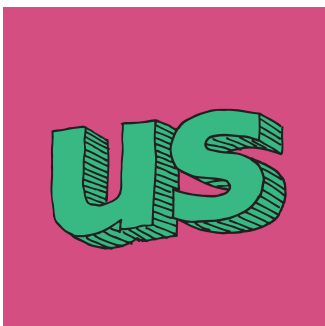
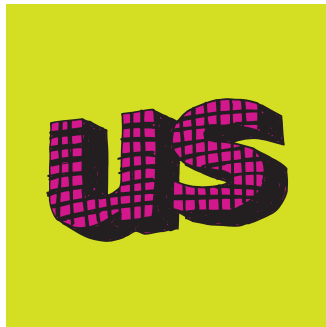
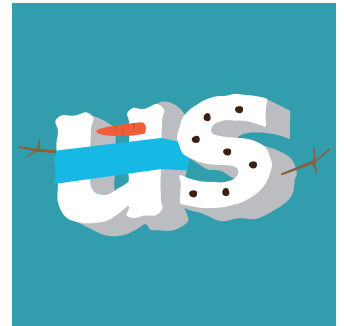
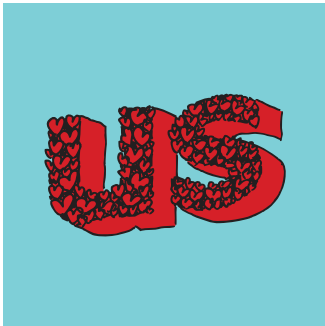
If you need a copy of this logo for any external applications then you can request a copy from **[marketing@derbyunion.co.uk](mailto:marketing@derbyunion.co.uk)** – it’s likely we’ll want to check over anything you make with this logo on as it’s representing us outside of the University.

# Other logos?

**Ambition never comes to an end**

We have an almost endless supply of these regular-use logos, both themed and generic.

This pool of logos is always growing and you'll find them on almost everything the Union produces. Pretty much any of our themed logos can be used in conjunction with the corporate logo to create hybrids that can be used when you want to reinforce the 'Union of Students' name.



# The rules

So you want to use our stuff?

We want to keep our brand consistent and correct when speaking to students, staff, and any external audiences.

That, unfortunately, means we have a few rules and restrictions on what you can, can't, should, and shouldn't do with it.



# The big logo

## Using the corporate logo

If we've supplied you with the corporate logo for external use please don't:

**Stretch it in any direction**

**Crop it in any way**

**Rotate it**

**Edit it at all**

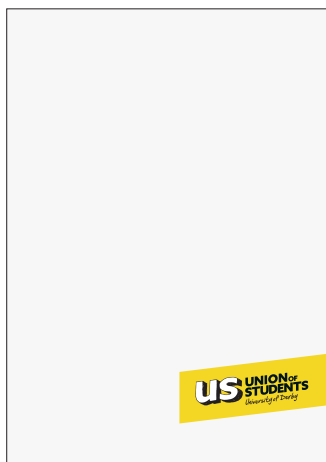
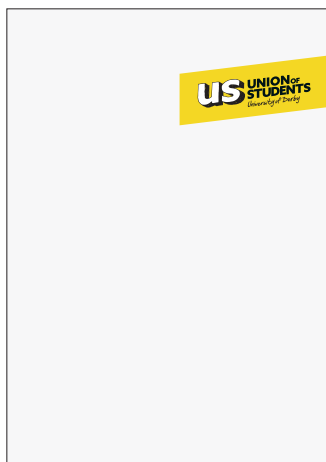
**Use it on internal publications or designs**

**Print it less than 35mm wide**

**Print it below 300dpi**

**Use it on the wrong background**





Our corporate logo will ideally be added to your design as a tab or a ribbon.

In these cases it must bleed off the page – either the top or bottom right in the case of a tab or both edges if in a ribbon

**Do not use the tab or ribbon as a badge and have it floating within the design anywhere.**



Where necessary our corporate logo can be also be used on a solid background of any of our primary colours.

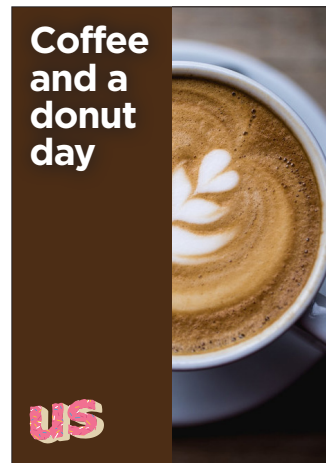
In these cases it must still remain at the 7° angle but it can float anywhere in the colour.

**The corporate logo should never be used on a plain white background or on top of an image without a tab or ribbon.**



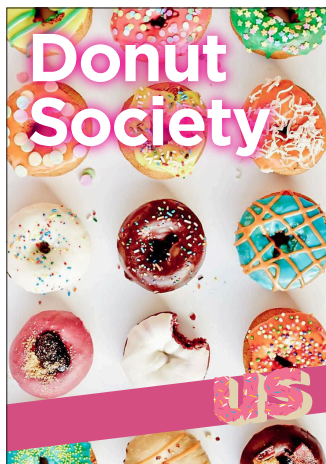
There are three versions which you can choose from depending on the background colour – There's no set combinations, so simply choose the best looking variation for your usage.

**Ensure the logo is still readable with your chosen colours.**



Our list of themed usses is forever growing, if there is one that relates to your design then you may want to use it.

**If you're producing multiple designs you don't have to use the same us on everything if you don't want to.**



The usses can be used in combination with the ribbon (a 7° stripe) to add to your design.

They can also be added within a shape or colour if this fits better with your design.

**Shapes should be used to make the logo stand out from the background, do not create a new logo or hybrid using one of the usses.**

# It's all about us

## Using the various 'usses'

There's a more flexible set of rules for our informal logos - affectionately known as **usses**

**Mix it up – alternate the colours you use with each 'us'**

**Use a variation that relates to your message if it exists**

**Feel free to suggest a new design to Marketing**

**But! – please don't make your own and use it**

These logos can be used anywhere you wish on your designs, but should not be modified. So if you're using one of the usses then you should not write 'the Union' or 'Union of Students' next to it or add to it in any way.

Union staff can request marketing to create a modified 'us' in the style of **'Eat with us'** or **'Make change with us'** but they should not attempt to modify any of the usses themselves.

# Official badges

## Ditching the logos

Sometimes you don't want to mess about with brand guidelines or need to look more official with less effort.

To this end we have reserved 'badges' that certain groups are authorised to use. They are available in a range of colours to match your design and they all have only three rules:

- You have to be authorised to use the badge**
- they have to be printed at least 35mm in diameter**
- You can't modify them in any way**

If you're eligible to use one of these badges then email [marketing@derbyunion.co.uk](mailto:marketing@derbyunion.co.uk) for a copy - we'll also ask you to send a copy of your final design over to us to check before you release it.



The approved content badge is usually used by students. It shows the content was not **produced** by the Union but has been **approved** by us.



The affiliated partner badge is reserved for the Union's affiliates with whom we work together with to provide services to our members – for example Mukky Duck.



The trusted partner badge is reserved for external advertisers, organisations, and companies that provide services that we feel are of benefit to our students.



The club/society badges can be used by all of our Union sports and Union societies on their marketing material to show it is an official Union club/society.

## Our tone of voice

Our writing style is part of our brand and our tone of voice is the way we express our brand personality.

This personality should shine through all our communications – it's an opportunity to express who we are and what makes us unique – and should exude our values:

**We are vibrant** – We are not run of the mill, we are extroverted and enthusiastic.

**We are ambitious** – We never settle for the ordinary, we go out of our way to go above and beyond.

**We are supportive** – We provide support and a helping hand in any way possible.

**We are inclusive** – We celebrate individuality and freedom of expression. We strive to make everyone feel part of what we do and leave no one isolated.

**We are open** – We are honest; sharing information freely and encouraging feedback to help us improve what we do.

## Our personality

Our personality shines through our tone of voice; we are familiar, confident and open:

Tell people what can be done, instead of what can't. We are an organisation of change – inspire people to make things happen!

Commit to being concrete using positive words like 'we will support our students', 'we are working with the University to transform the student experience'.

We can be friendly and chatty when we need to, but always consider your audience and the best format in which to present your message.

Be funny (when appropriate) – professional doesn't always have to be serious. Be factual when necessary and make sure you're not alienating your audience by using references they won't get or language they won't understand.

Always try to use the 'active' voice, not the 'passive' voice (ie 'The Union has established a new bursary' not 'A new bursary has been established by the Union.'). It's a great way to show that we're taking ownership of the great things we do!

Create messages and stories that are warm, approachable and engaging. Use 'you', 'we' and 'us' to bring people on the journey – rather than talking at them.

People respond better to plain English. Write without confusing jargon and unnecessarily technical language and keep people at the centre of what you're doing. This is particularly important when writing with international audiences in mind.

Don't use unexplained acronyms and abbreviations.

It's OK to use contractions! 'isn't', 'you're' or 'we'll' can be used to create a conversational tone of voice.

## Our audiences

Our tone of voice should remain the same whatever our audience, but we may need to adapt our messages. Our personality doesn't change depending on who we are talking to but the language we use may. It may be necessary, for example, to rewrite an article for the University Executive in order to make it accessible to our students.

Whenever you are writing, always make sure that the audience is in the forefront of your mind. The greatest message in the world means nothing if the audience doesn't receive it.

# A voice as sweet as salt

## How we sound

The tone of voice we write in is the most important aspect of our communication with our audiences.

To ensure our brand and our values are well represented all of our writing should convey the same tone. We may have a formal voice and a more relaxed voice, but they should both sound like **us** – regardless of who has written the words.

# Don't gobblefunk around with words\*

How we write and how we talk

Our brand isn't all visual, how we speak to our audience is just as important.

To ensure a sense of having one unified voice and not lots of little voices we must speak in a consistent style which means – you guessed it – more rules we're afraid!

This is a guide to the most common rules we have when representing the Union, but it is constantly evolving and growing. Don't hesitate to contact [marketing@derbyunion.co.uk](mailto:marketing@derbyunion.co.uk) if you're not sure or want to check anything.

\*That's Roald Dahl if you didn't know



# Tuesday 15th May 2018

10.30am–5.30pm

📅 25/7/18 from 12.00pm–4.00pm

**derbyunion.co.uk**

derbyunion.co.uk/getinvolved

**01332 591507**

info@derbyunion.co.uk

**Marketing & Communications**

marketing@derbyunion.co.uk

**#varsitydvn**

When writing dates in full we use weekday-date-month-year. Months can be abbreviated if necessary and day and/or year may be omitted as long as the order doesn't change. Short dates are separated with slashes and do not include leading zeroes.

Times are always 12 hour (using lowercase am and pm) and separated with a full-stop rather than a colon. Times always show minutes when on the hour. For example do not use 1pm instead of 1.00pm.

URLs are written without the **http://** or **www** beginning and do not end with a trailing slash.

URLs are always lowercase.

Phone numbers are written with a space after the area code but not broken within the main number.

Email addresses are always lowercase.

We only use ampersands (&) in place of 'and' within department and job titles, never in body text.

We only use @ within email addresses, never to shorten the word 'at'.

Hashtags on social media are always lowercase. If your hashtag needs capitals to be easily read it may be worth rethinking the tag instead.

**abbreviations** – eg and ie should be written without dots

**advisor** – spelled with an 'o' not an 'e'

**commas** – use to separate items in a list, to separate a phrase.

**email** – no hyphen, lower case 'e'

**freshers' fair/fortnight** – apostrophe after the 's'.

**full-time** – use a hyphen

**numbers** – one to ten as words, 11 upwards as figures

**online** – no hyphen

**Open Days** – always use caps

**part-time** – use a hyphen (unless its a Part Time Officer)

**postgraduate** – one word

**seasons** – no capital when mid-sentence, ie you'll start your course in the autumn

**undergraduate** – one word

**university** – caps when referring to a specific university (Derby), lower case for generic references

**Vice-Chancellor, Deputy Vice-Chancellor, Pro Vice-Chancellor** – written like this, use a hyphen

**web page** – two words, no hyphen

**website** – one word

# Writing documents

**Do you even IT bro?**

We all want our documents to look pretty, but we need them to all look like they're from the same Union too.

The Marketing Department provide templates for common documents which you can use to easily brand something you're writing, but some general guidelines on how to format your writing are included here.

**Remember – it's not about just sticking a logo in the corner of your document!**

## Fonts and PDFs

Unless your document needs to be changed or edited by anyone then you should be using our corporate font (Gotham or Montserrat) and saving the final copy as a PDF to distribute (keeping the original to yourself).

## Headings and subheadings

Use sentence case for headings, subheadings and titles for example:

**The best title in the world** rather than **The Best Title In The World**

## Bold, italic and underline

Avoid underlining or capitalising words within your documents to emphasise them.

Bold and italics should be used as sparingly as possible, but can be used to emphasise words or short phrases – bold words hold more emphasis than italics.

## Bullets and lists

Bullet lists should **not** end with a full stop, and you should avoid using multiple sentences or paragraphs as bullet points.

With a list of sentences avoid ending a point with punctuation like question or exclamation marks.

When listing single words or incomplete sentences as bullet points do not use capital letters at all.

**Bullet points are attractive and easy to write – but too many lists on a page can stop the flow of a reader and reduce the impact of your message.**

