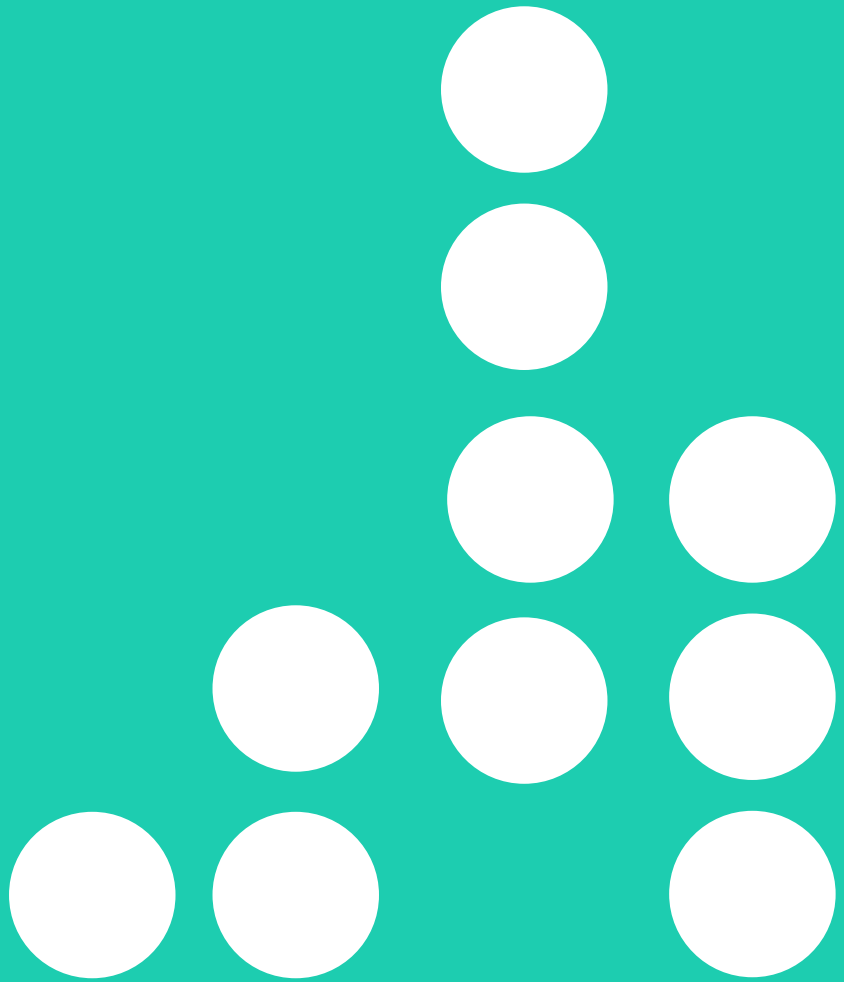
London Met Students' Union

Brand Guidelines

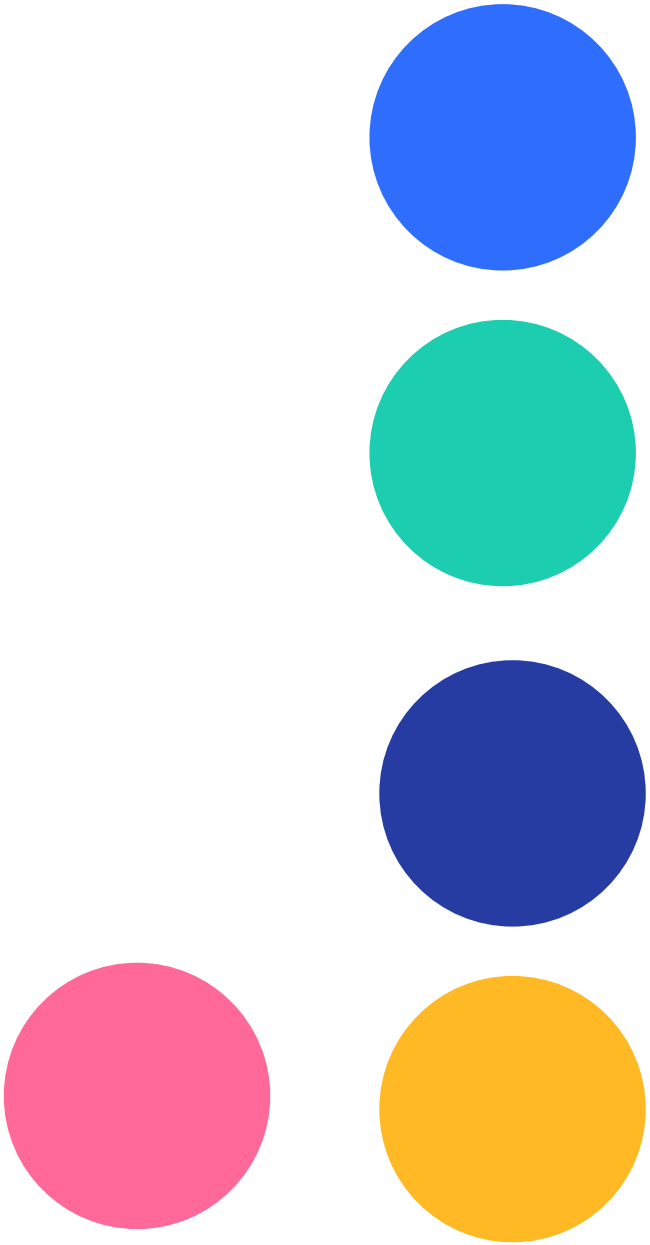


Hello

This document outlines our brand and how we want to present ourselves and our members to the world.

Contents

Our mission statement 5
Design elements 6
Our logo 7
Our logo - sizes 8
Our logo - mono 9
Our logo - use on backgrounds .. 10
Our logo - misuse 11
The circle motif 12
Colours 13
Typography 14
Application 15
Using the brand - advertising 16
Using the brand - stationery 18
Using the brand - photography .. 19
Using the brand - applications ... 20
Using the brand - Sub brands 21
Using the brand - icons 22
Using the brand - Digital 23
Using the brand - the website 24
Using the brand - social media .. 25
Using the brand - video 26



01 - Our mission statement

You've made a statement coming to London Met SU.

You are bold, courageous and awake. We're here to start a conversation with you, to listen, to be relevant to you, our members, to build our community, together.

Through hard times and good, we'll hold your hand, encourage you and shine our light on all the amazing things we'll do together. We are a collective of students, staff and ambassadors.

We've got this, we've got you!

This statement should inform everything we do, from member interactions to media output to tone of voice on social media and everything in between.

Our brand should always be cohesive, consistent and in line with our core philosophy of inclusiveness, member-first focus and unity.

02 - Design elements

Our logo

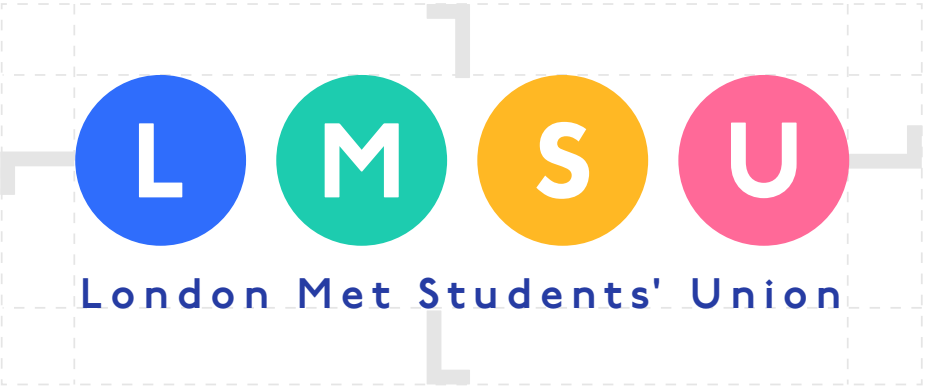
The main LMSU logo is composed of the brand mark circles and the strap line set in the font P22 Underground.

The horizontal logo is the primary logo and should be used in most instances.

The stacked logo without the strapline can be used when appropriate for scale or space limitations.

The exclusion zone around the logo, to give it space to breath, is the height of the L on all sides.

Always use the logo files provided.
Do not attempt to re-create it.



Our logo - sizes

Where space is limited these are the minimum sizes that the logo can be used in order to retain legibility and accessibility.

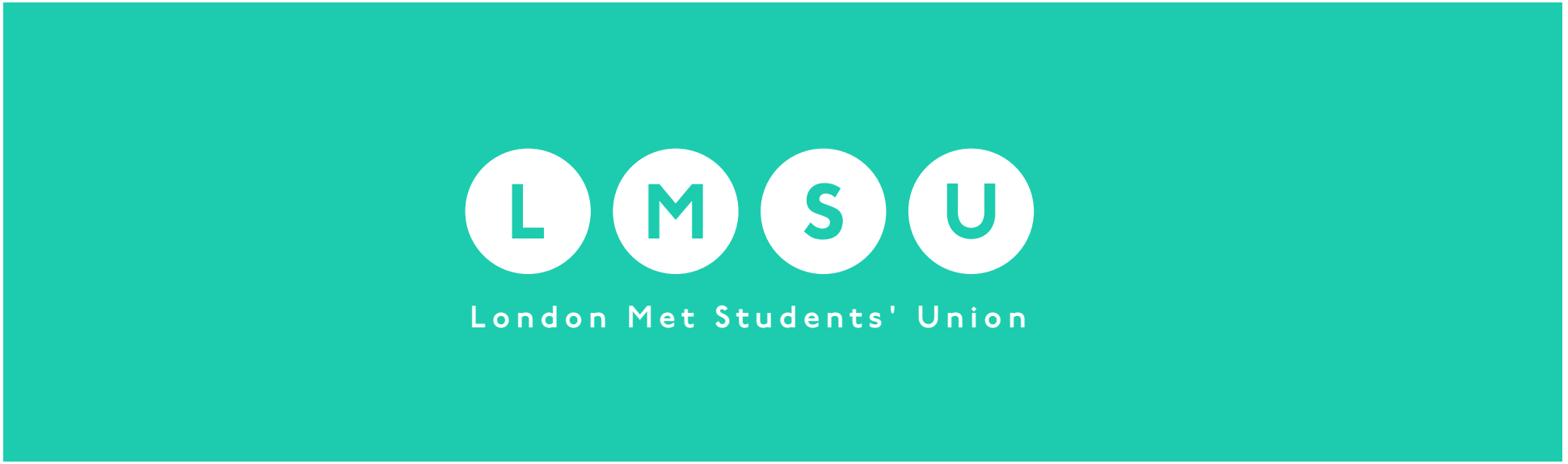
Horizontal logo minimum size with strapline - 180px = 65mm wide, approx.

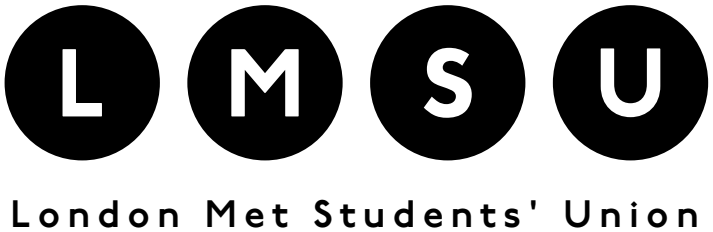
Horizontal logo minimum size without strapline - 100px = 24mm wide, approx.

Stacked logo minimum size - 50px = 12mm wide, approx.

Our logo - mono

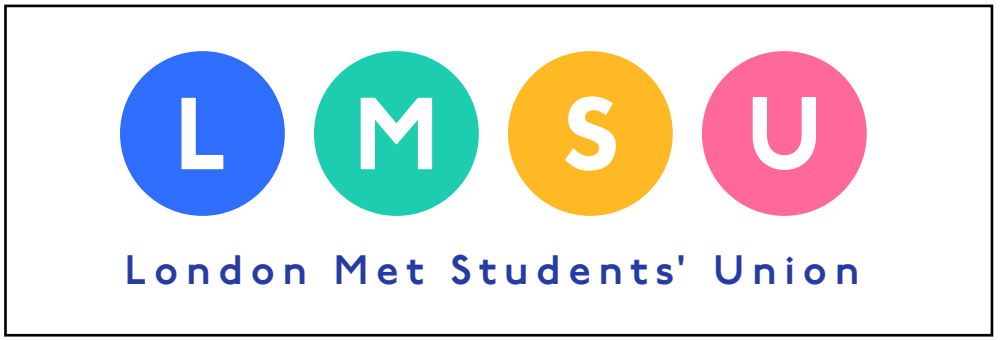
Our logo has a white-out version to be used on coloured backgrounds and a black-out version to be used when colour is not appropriate or available.

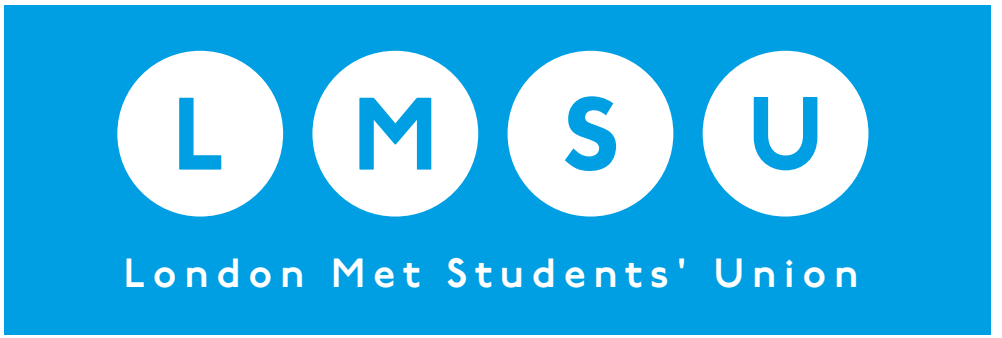




Our logo - use on backgrounds

The full colour logo should only be used on a white or black background, on other colours the mono version should be used.





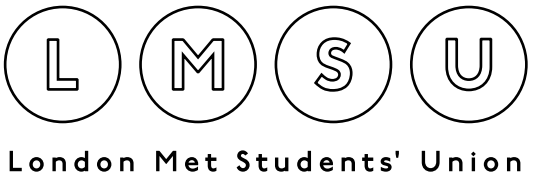
Our logo - misuse

Do not crop the logo

Do not use drop shadows or any other effects

Do not change the transparency of the logo

Do not outline the logo



Do not change the colour of the logo

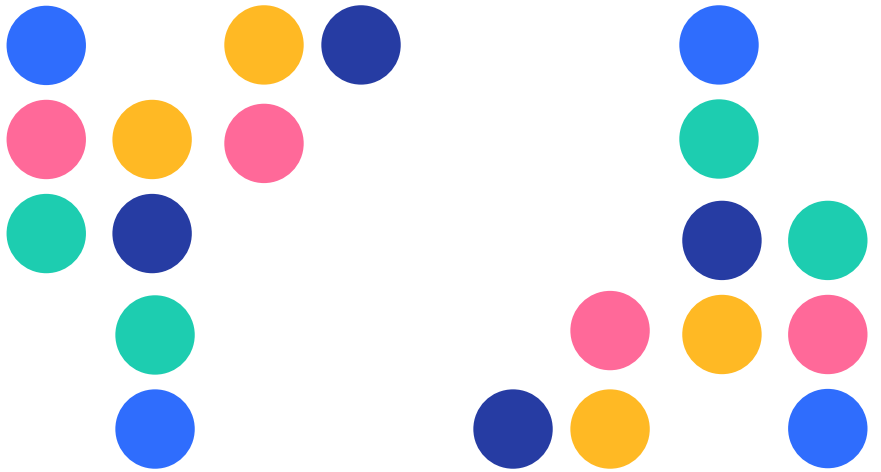
Do not change the size of any of the elements

Do not distort the logo

The circle motif

A key part of our brand is the circle motif; it can be used to enhance photography, signage, printed material etc.

It can be rotated depending on the application and used with different transparency blend modes on photography.



Colours

These are the core colours of our brand and they are the only ones that can be used. Whichever one is the most appropriate for the purpose can be used or any combination.

Use only black or white text on core colours as outlined below. Do not interchange the use of black and white text according to preference, for reasons of accessibility and legibility.

White
HEX #ffffff
CMYK 0-0-0-0
RGB 255,255,255

Black
HEX #1D1C1D
CMYK 0,0,0,100
RGB 28,28-,29

Dark blue
HEX #263CA3
CMYK 77,63,0,36
RGB 38,60,163

Light blue
HEX #2f6dfd
CMYK 81,57,0,1
RGB 47,109,253

Yellow
HEX #ffb924
CMYK 0,27,86,0
RGB 255,185,36

Pink
HEX #ff6999
CMYK 0,59,40,0
RGB 255,105,153

Light teal
HEX #1dcdb0
CMYK 6,0,14,20
RGB 29,205,176

Typography

Our logo and strapline font is P22 Underground (download here) but this should only be used for straplines that sit directly beneath the logo, in all other instances, for example headlines and body copy Nunito (download here) both in print and digital media.

Nunito

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Extra light

Almost before we knew it, we had left the ground.

Light

Almost before we knew it, we had left the ground.

Regular

Almost before we knew it, we had left the ground.

Semibold

Almost before we knew it, we had left the ground.

Bold

Almost before we knew it, we had left the ground.

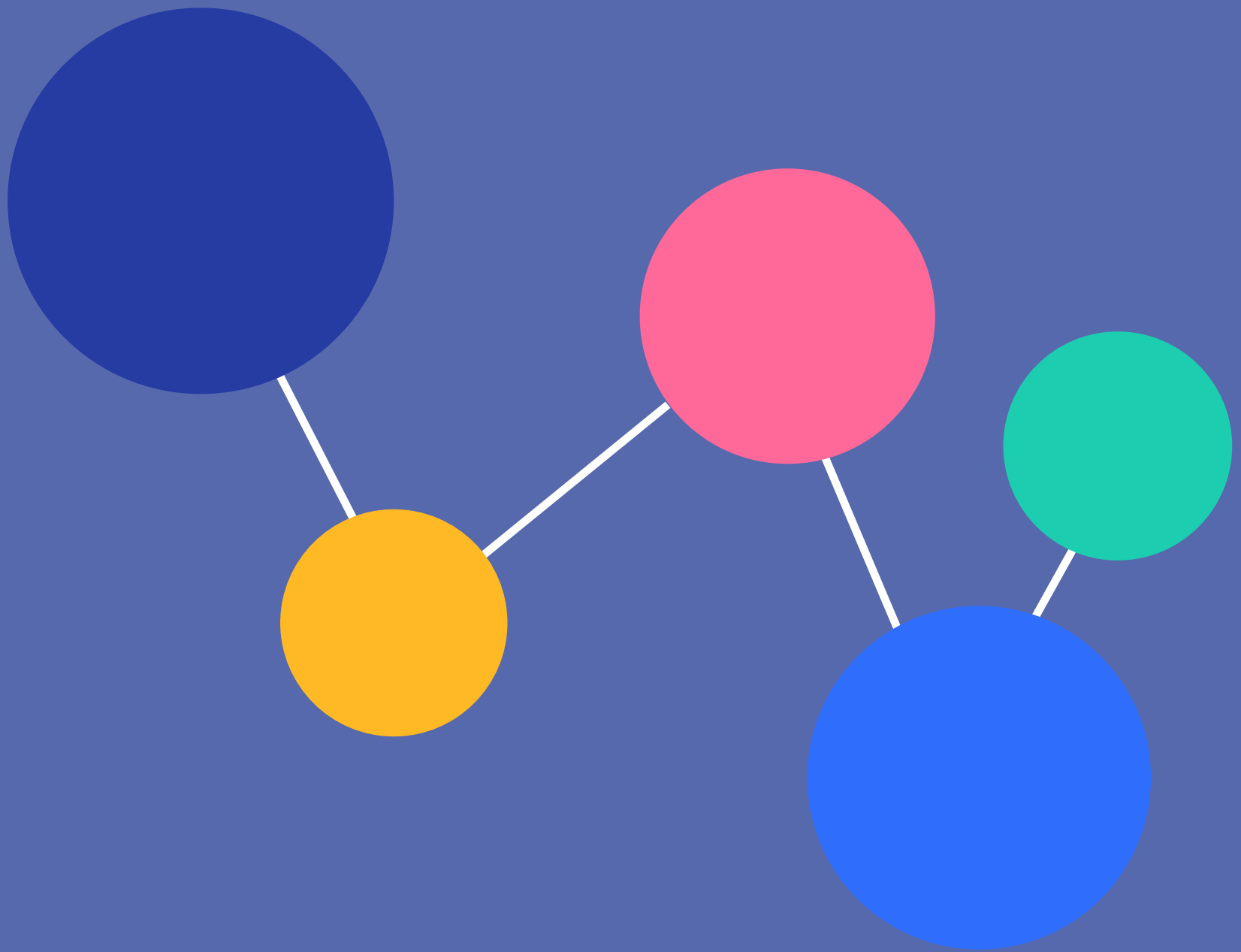
Extra bold

Almost before we knew it, we had left the ground.

Black

Almost before we knew it, we had left the ground.

03 - Application



Using the brand - advertising

Part of our brand is the strapline WE'VE GOT U. This again reflects our ethos of member first focus and inclusivity. The strapline is set in P22 Underground and can be used across all marketing and member-focused collateral.

Using the brand - advertising

The strapline can be used for specific messaging i.e it can refer to the fact WE'VE GOT U a certain benefit, or we're are stronger because WE'VE GOT U or if you need anything WE'VE GOT U.

WE'VE GOT U INCREASED LIBRARY ACCESS

WE'VE GOT U MORE QUIET STUDY SPACES

NEED SUPPORT RETURNING TO CAMPUS? WE'VE GOT U

INCREASED MENTAL HEALTH SUPPORT? WE'VE GOT U

TO HELP US BUILD A MORE INCLUSIVE STUDENT UNION WE'VE GOT U

WE'VE GOT U TO HELP US BUILD A MORE INCLUSIVE STUDENT UNION

Using the brand - stationery

The stationary set includes a letterhead, folder, business card and comp slip. The print ready files can be downloaded here. No other elements should be added to the stationery.

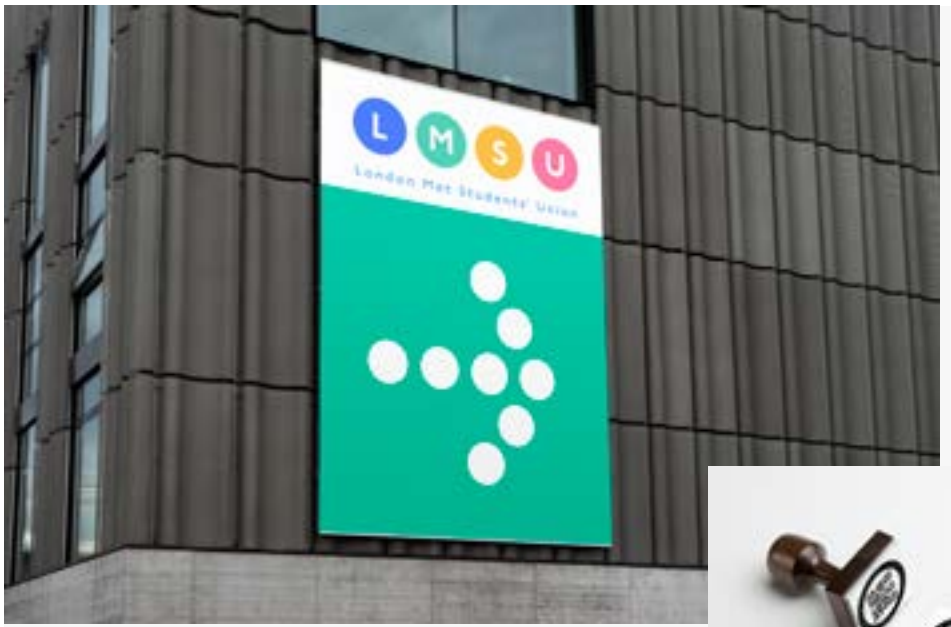
Using the brand - photography

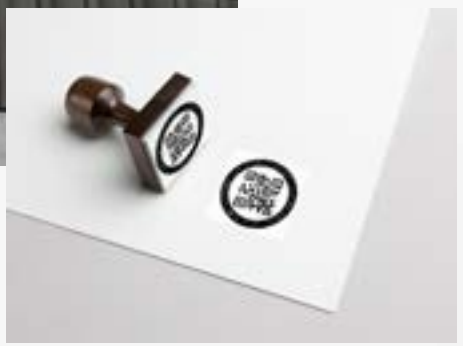
Like our brand voice all photography direction should be based on reliability, inclusivity and fun! Where possible it should include actual members but relevant and appropriate stock photography can be used.

The circle motif and logo or logo with strapline should be used, when needed, in a way that complements the photography.

Using the brand - applications

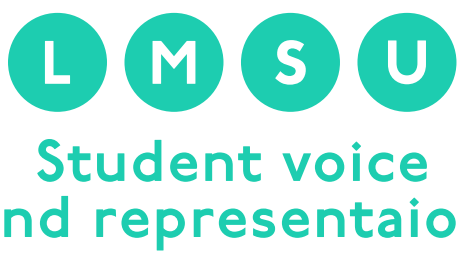
When using our brand across different media ensure that it is consistent and in line with other applications. Only use the core colours and fonts, do not change the logo but the circle motif can used to enhance that brand.





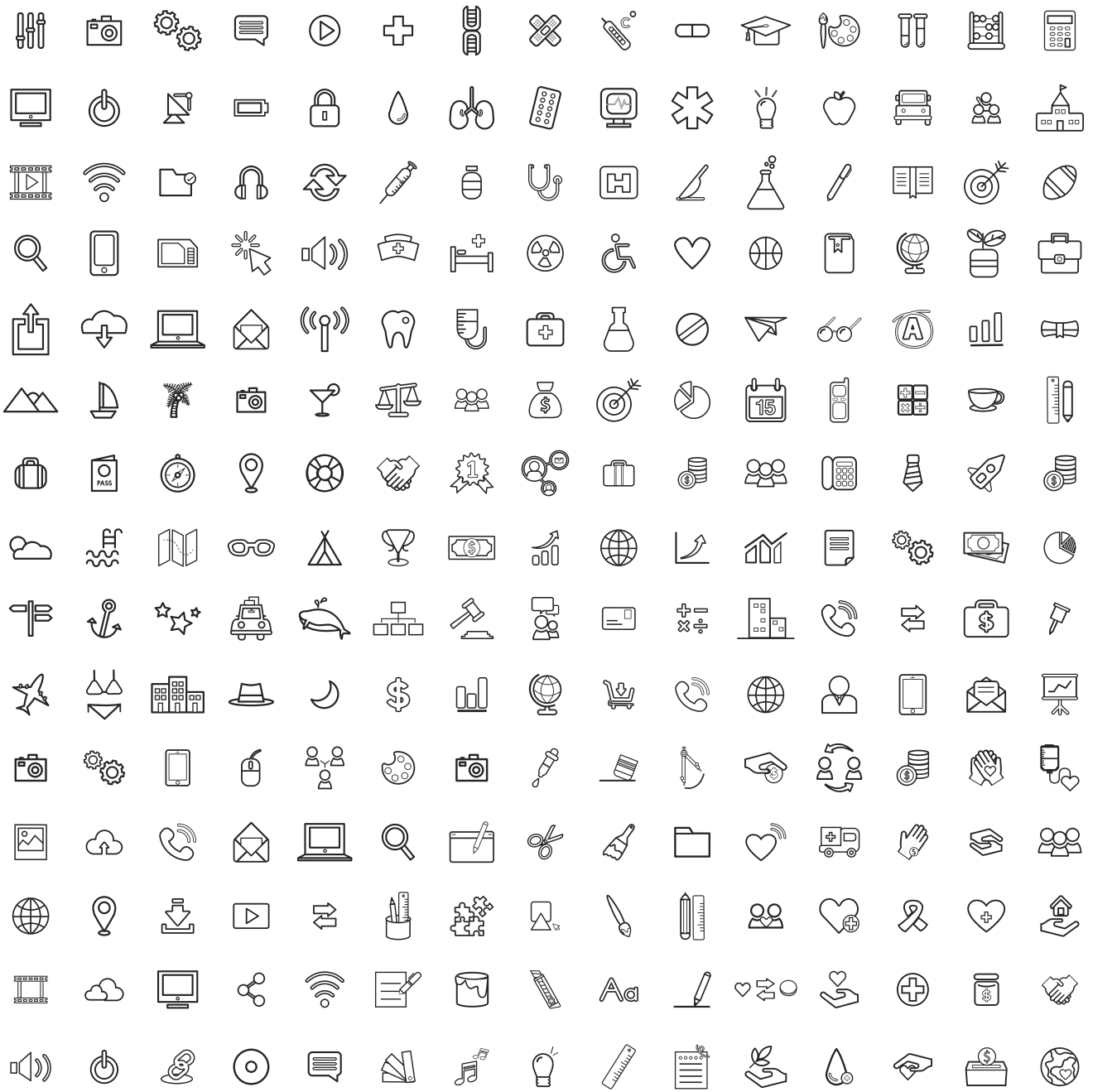
Using the brand - Sub brands

There are additional logos for the LMSU sub brands. Each has an inline version and a stacked version. These should only be used in isolation and not together with our main logo.

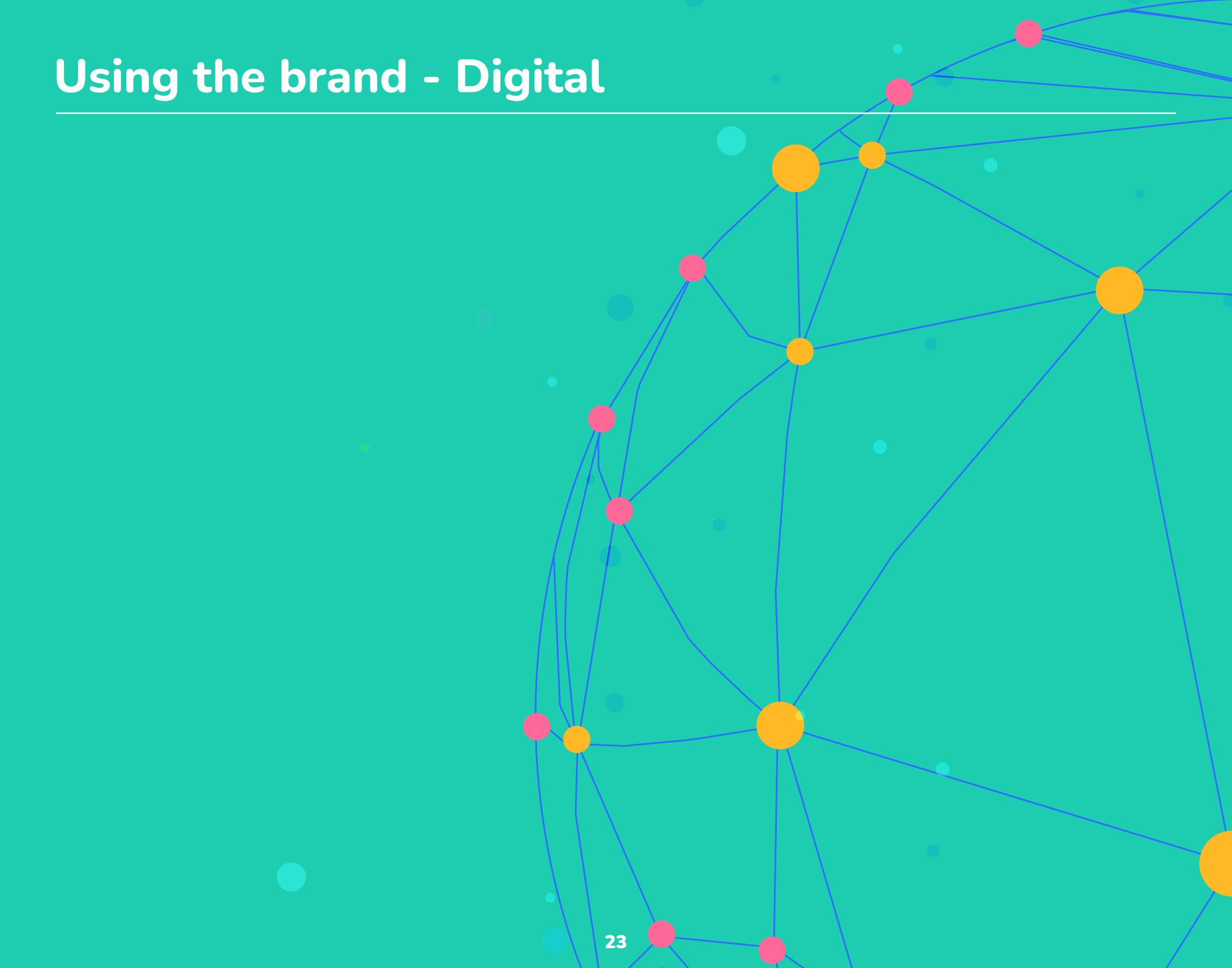


Using the brand - icons

There is a collection of icons that can be used, they can be used in any of the core colours and can be amended to fit the application. Download here



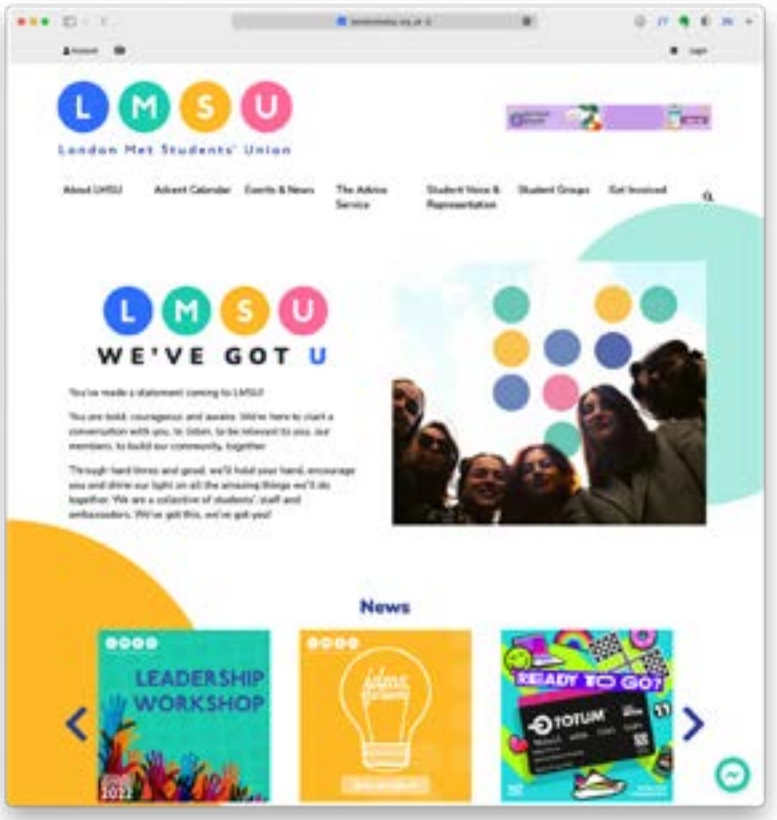
Using the brand - Digital



Using the brand - the website

Our website is hosted and maintained by MSL. If you have a staff login you can edit the content but you must ensure that in doing so you keep in line with the overall design and branding.

Attention should be paid to the tone of voice used in the copy - refer to the mission statement - only use the core colours, fonts and logos and ensure that spacing, typography and layouts fit within the existing design.



Using the brand - social media

When creating social media posts it is important to have variety to engage users and our brand is flexible enough to allow this whilst keeping brand recognition.

Depending on the content and messaging of the post some things to consider are:

Legibility - does the copy work better on a block of colour or set on a photo directly or over coloured highlights.

Consistency - Always use the core colours and fonts and use imagery that is in line with our brand's tone of voice.

Content - It's important to carefully consider any social media output as it all reflects on or brand and core values.

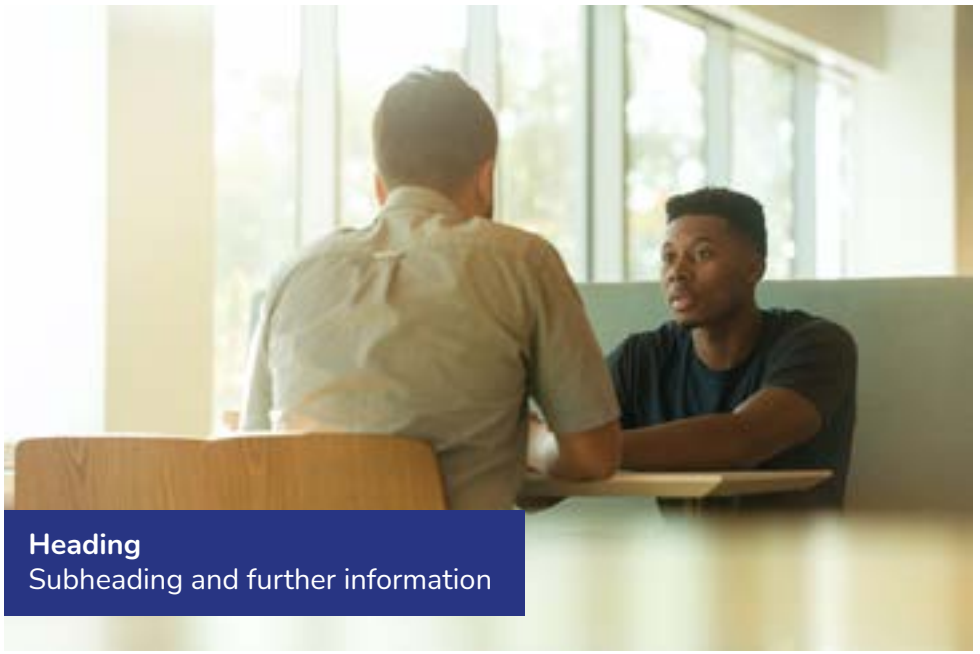
Engagement - We want to use social media to engage with our members, remember you are talking directly to them when posting and also to include relevant hashtags and links to drive them to our other channels.

Using the brand - video

Content - The tone of voice for any video content should be consistent with our brand guidelines and tone of voice.

Lower thirds: The design should be clean and legible and be set using one of our core colours and the Nunito font.

Ending slates: All videos should end with the our logo and a campaign strapline if appropriate.



Thank you

If you have any questions please contact:
communications.su@londonmet.ac.uk