



**LITTLE  
BLACK  
BOOK  
OF BRAND**



# Hey you!

Welcome to the University of Essex  
Students' Union Little Black Book.  
A guide for staff and designers to  
create beautiful [on-brand] projects.  
Please use these rules, hints and tips to  
guide you as you experiment and play.  
We dare you to make something new  
and exciting...

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**Will amend once  
pages are finalised**

**HEART &  
SOUL**



## OUR VISION

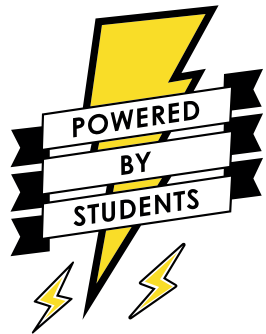
**WE WANT TO BE  
THE WORLD'S MOST  
STUDENT-CENTERED  
ORGANISATION.**

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# THE ONLY WAY IS ESSEX SU

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If the SU was a person, these are the things that we'd believe in so much that we'd have tattooed on our body:



**Powered by students**  
– everything we do comes from our members



**Shoulder to shoulder**  
– 17,000 students and 300 staff, standing together



**No bullshit**  
– we promise to tell it like it is, no spin and no red tape



**Work hard, play hard**  
– because life's about both, right?



**Always challenge**  
– the Essex spirit is in our DNA and we'll fight

# WELCOME TO THE FAMILY

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At Essex we're not like other SU's and we don't want to be. We're on a mission to become the world's most student-centred organisation.

Because we believe that you're not just a member of a Students' Union, you're part of a family. The most amazing, unconventional family, with thousands of brothers and sisters, all with unique quirks and bold ambitions.

A family that revels in its differences and wears them with pride.

A straight-talking family that won't tell you what to think, that will always encourage you to challenge, imagine and create.

A family that isn't prepared for you to go it alone; that's always got your back.

A fountain of knowledge and history where you can learn & debate.

Where nothing is ever too big, too small, too cringey or too crazy. If it's important to you, it's important to us.

Because we believe that together we can do amazing things.

**WELCOME TO YOUR STUDENTS' UNION.**

**WELCOME TO THE FAMILY.**







THE  
LOOK

# COMING HOME

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Our logo represents the home of our unconventional and unconditional family. A space where everyone is included to be whoever or whatever they want to be.

The brand visuals are designed to be bold, simple and versatile without losing our powerful sense of identity.

Over the next few pages we have highlighted some of the great work already done on the brand. Do something fab and your project may end up on one of these pages.

We've written the 'Style Guide' to help you create powerful on-brand design. So before you start please have a good look over everything...

Then let the magic begin!





# STYLE GUIDE



# MAKE YOUR MARK

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## THE LOGO

The logo should always be used in rich black with the yellow asterisk unless there are colour, [see page 15](#), or print restrictions where the white or single colour options can be used.

## SECONDARY LOGO

Opposite is the typographical variation of the University of Essex Students' Union Logo. This is to be used on internal documents or where space does not allow for the full house logo on printed assets.

## ANGLE OF LOGO

The logo can be positioned at an angle to create a point effect when desired in a media. When the logo is placed on a flat colour background it must be at a 45° or -45° angle.

If the logo is placed on an image the tip can be used as a pointer. And used at a different angle to direct attention to a specific detail of an image.

The logo must never be revolved or rotated in a way that alters the angles of the logo or given any 3D effect.

## LOGO SIZING

There is no maximum size for the logo, however there are rules for making it small.

If it is necessary to use the logo below 30mm just use the icon shape (SU House), do not include the text as it will be entirely illegible.

The asterisk should be the same colour as the rest of the icon below 50mm.



UNIVERSITY OF ESSEX  
**STUDENTS\* UNION**



Asterisk colour can be changed beyond 50mm



Min 30mm



Below 30mm

# THE PLACE TO BE

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## LOGO PLACEMENT ON IMAGES

Imagery is a very powerful tool and can be used in conjunction with the logo on branded assets. The black logo with yellow asterisk is always the first priority but the white variation can be used where the image is too dark for the black.

When using the logo on top of an image, the text should not be cut out, see below.



# BE AN ICON

## USING THE HOUSE ICON

The House Icon (logo without the text) has been created to give a iconic tool that can be a building block on any piece of Students' Union media to be a link back to the main brand. As with the logo, if the icon is placed on an image the tip can be used as a pointer. If it is placed on a flat colour background it must be at a 45° or -45° angle. It also has many uses beyond a pointer. It may be used as space to write or put images within, or even as part of a pattern motif (like here). So have fun and go crazy with it!

## PROPORTIONS

The tip of 'the roof' must always be at a 33° angle and the main body/box of the house must have a 5:6 width to height ratio.

## HYPEREXTENDED LOGO

The house icon shape can be hyper-extended by increasing the height of the body/box part but the roof must remain at a 33° degree angle. The length must clearly be different from the core shape dimensions.

WEEK 1



SATURDAY 1ST OCTOBER



SU MAKES: DESIGN A MUG

2PM-4.30PM THE ATRIUM

CAMPUS TOUR + COFFEE

2PM NORTH TOWERS

CAMPUS TOUR

3PM SOUTH COURTS

INTERNATIONAL STUDENT TOUR

4PM WELCOME HUB SQ3

CAMPUS TOUR + SU BAR

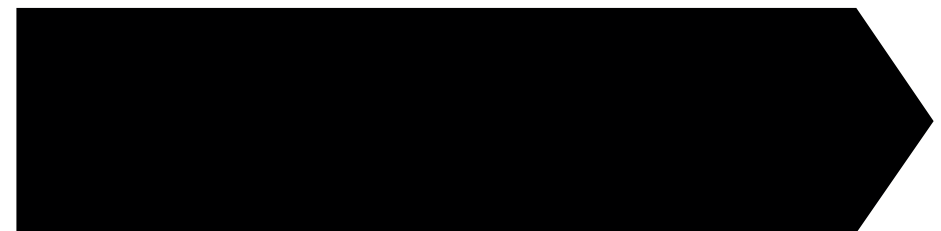
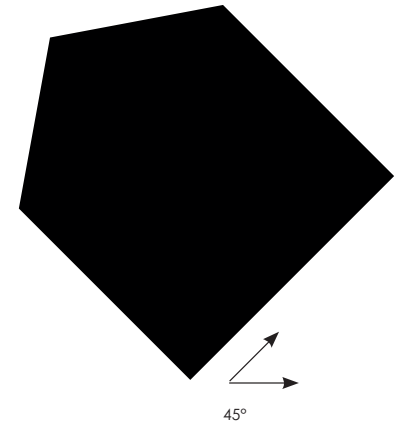
5PM OUTSIDE SILBERRAD

BOARD GAMES NIGHT

5PM-8PM THE ATRIUM

NERD PARTY

10PM SUB ZERO



hyper-extended

# BE AN ICON

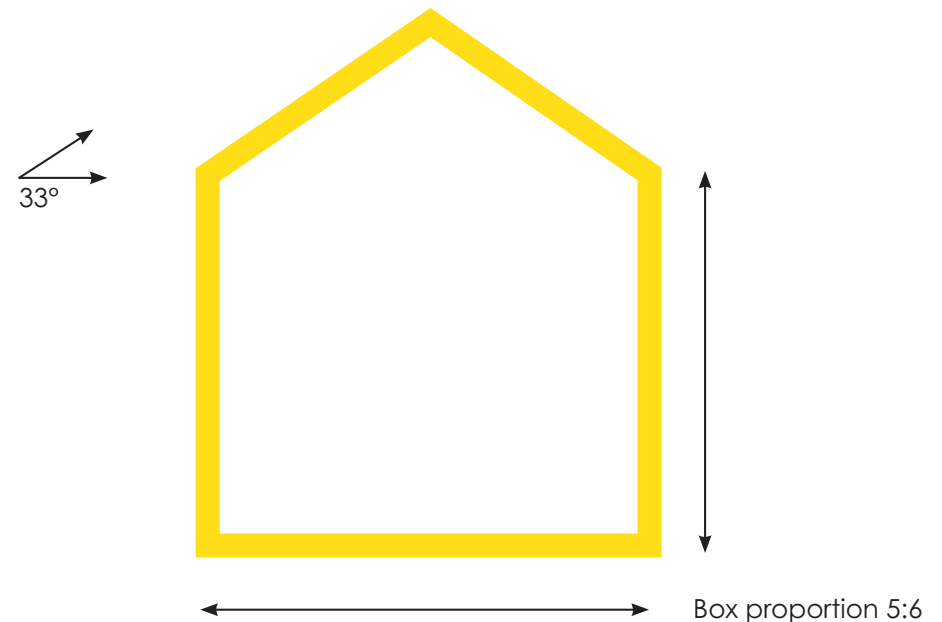
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## USING THE HOUSE OUTLINE LOGO

The House Outline has been created to also give you another tool that can be used as a building block on any piece of Students' Union media to be a link back to the main brand. The House Outline logo is especially impactful when used at scale as an overlay on imagery.

When the House Outline is used, it must always be vertical and with the thickness guides, shown right. The tip of 'the roof' must always be at 33° angle.

This variation of the logo cannot be hyper extended or adjusted in dimensions in anyway.



# BE A STAR\*

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## USING THE ASTERISK

The asterisk is in the logo to denote that we are putting students first and that we relate to them.

The asterisk should be used as a device to give our students a personal, relatable and humorous message through small copy.

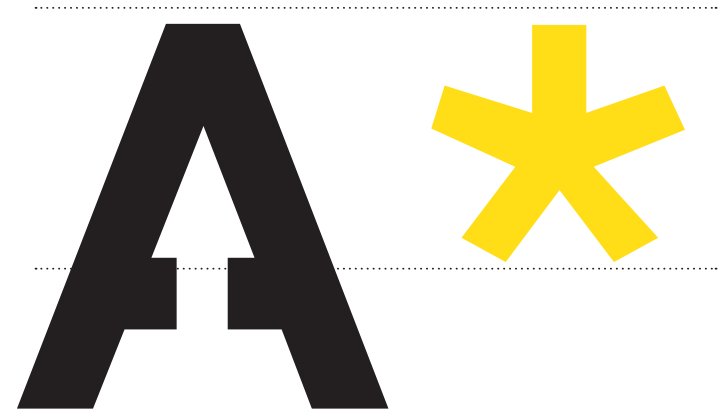
Something unexpected and with our own distinct personality and flair.

Some examples, right.

## SWEAT THE SMALL STUFF

The small copy linking to the asterisk should always be;

- Right aligned
- Between 30-60% smaller than the header copy (but never smaller than 8pt in size)
- Century gothic
- Capitals
- Black or white with the \* in ESU yellow



**\*AND BY A STAR, WE MEAN FUNNY!**

# SHOW YOUR TRUE COLOURS

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## PRIMARY COLOUR USAGE

The Student Union Brand has three primary colours, Pure White, Rich Black and SU Yellow. The brand icons and backgrounds must always be in the three primary brand colours.

Included in the brand are two additional accent colours - Aqua Blue and Brushed Red. These should be used sparingly and as highlight colours when the main brand palette is not sufficient for a particular project.

## RICH BLACK VS. PLAIN BLACK

For text rich documents or when designing for vinyl or spot colour printing use plain black instead of rich black (C=0% M=0% Y=0% k=100%).

## COLOUR TINTS

If using the colours to tint images use the overlay effect, no other tints should be used.

## SUB-BRAND COLOURS

When working on a sub-brand which has a single core accent colour, then SU Yellow can be substituted for that colour palette.

### PURE WHITE

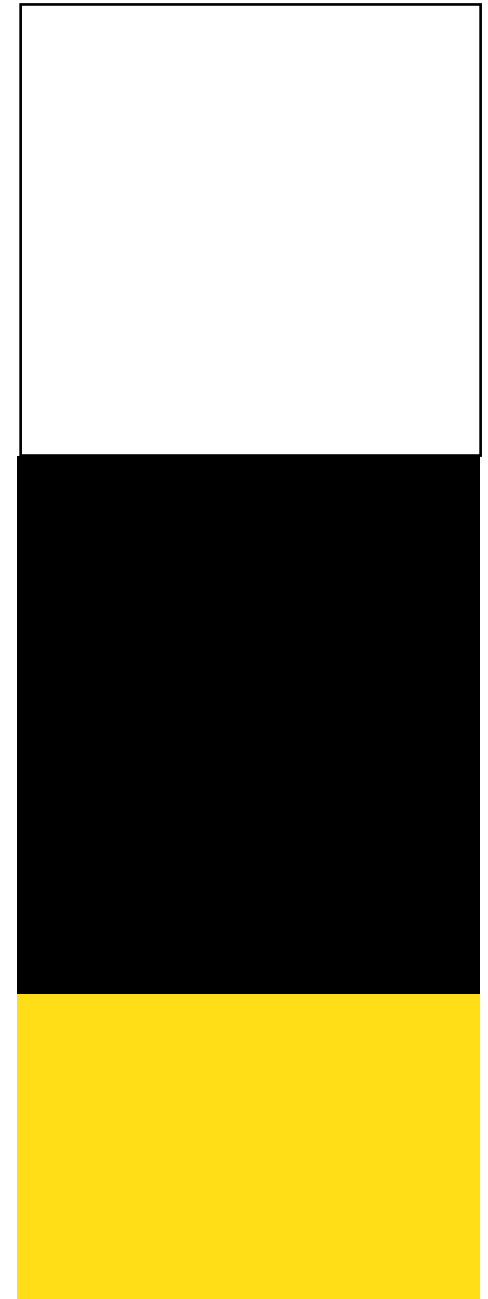
#FFFFFF	C:	0%
R: 255	M:	0%
G: 255	Y:	0%
B: 255	K:	0%

### RICH BLACK

#000000	C:	90%
R: 0	M:	70%
G: 0	Y:	60%
B: 0	K:	100%

### SU YELLOW

PANTONE: 108 C		
#FFDD00	C:	0%
R: 255	M:	10%
G: 221	Y:	95%
B: 0	K:	0%



# WHAT'S YOUR TYPE?

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## ESU FONT

The Union has its own bespoke typeface - ESU.

ESU comes in caps and should only be used for top-line titling and in typographic poster design.

The typeface comes in two versions, a hyper-stencilled version (when typing in upper-case) and a general stencil version (when typing in lower-case).

The hyper-stencilled version should only be used in exceptional circumstances to give a super stencilled effect for very short statements.

## LAYOUT

When creating typographic designs every effort should be made for the text to be fully justified. For large bodies of text, where full justification effects legibility, the ESU font should be set to tracking at 50, optically kerned and left aligned. Or Century Gothic should be substituted.

## ADDING EFFECTS TO ESU FONT

Effects can be used on ESU header font to create a look that is more suitable for the campaign/project/event. For example; Diwali or SU Basics Market, shown right.



# EVERYDAY CHAT UPS

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## TYPEFACE USAGE

ESU typeface should be used for all headline titling and Century Gothic for all levels of titling/ writing (See breakdown opposite).

Where Century Gothic it is not available Tahoma can be substituted.

Tracking should always be set at 50.

For highlighting a key point SU Yellow should be used. When doing this within the body copy also make the highlighted phrase bold.

## DATE AND TIME FORMATTING (NEW)

The day and month is to be written in full, without the use of ordinals. We have a huge international demographic so we want to ensure that everyone understands our promotions e.g MONDAY 9 JANUARY.

Time should be displayed as on a digital clock e.g 17:45.

# PRIMARY TITLING

All primary titling should be in ESU or in Century Gothic bold caps, justified and at least double the size of the main body copy.

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## SECONDARY TITLING

Secondary titling should be Century Gothic in bold caps, 25% larger than the body copy.

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## THIRD LEVEL TITLING

Third level titling should be Century Gothic in bold caps, at the same size as the body copy.

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## Body Copy

Body copy size is at the discretion of the creator, who should consider the readability of each project. That said, anything smaller than an 8pt font might well make your readers angry!

In Century Gothic please - as you probably guessed ☺



# BE REAL\*

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## \*UNFILTERED

The SU family is made up of a diverse student body and the images selected should reflect this. We don't want to be polished and perfect, we want to be real and relatable. Be it illustration, photography or animation. This means natural, colourful and believable, with a cheeky human twist.

## STUDENT FIRST

Use images made or taken by our students, or with our students! But never fake it - don't use imagery that pretends to be from or by our students. Stay authentic.

## DON'T BE OBVIOUS

We see things differently at Essex SU. We revel in our students' distinctiveness and quirks. Our imagery should reflect this. Use interesting crops - hands, feet, teeth... Use interesting crops - hands, feet, teeth... take the picture from alternative angles and different heights.. don't be obvious. If in doubt, get closer. If in doubt, zoom in. Let the photos make people feel like they're there, inside of the intimate moments and enjoying it themselves.

**\*AND NOT JUST ON THE APP.**





# BE PICTURE PERFECT

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## CHOOSE CHEEKY

Nothing about us is beige. Find an image that will make people look twice, make them smile, or bring a bit of brightness to someone's day.

## CAPTURING THE MOMENT, NOT THE PERSON

We want to capture moments and feelings, not people! Select images that are unposed, raw and simply show someone enjoying the moment. These fly-on-the-wall photos capture something authentic and ensures that it doesn't look staged.

## ZOOM IN ON THE DETAIL

Try and use imagery that zooms in on the detail, or takes an unusual perspective.



# GET YOURSELF OUT THERE

## PHOTOGRAPHIC + ILLUSTRATIVE POSTER BASIC TEMPLATES

Here are some samples of the different poster templates available for you to use when creating a variety of everyday posters, further examples are scattered throughout this book.

When creating posters please always include the full house logo and use either ESU or Century Gothic as typefaces (see overleaf).

The house logo must be **XX%** to the size of the poster and be positioned in the centre – top, middle or bottom of the page. – **can you please set some rules around logo size and position**



# HANDWRITTEN POSTERS

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## HAND DRAWN POSTERS

When creating hand-drawn posters in a frame you can sketch, scribble, even collage to get your message across. To grab everyone's attention, try and be experimental and creative. And remember - less is more when you write - so be big, be bold. Have a practice on the next page!

Awaiting examples

# WEEK 1



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4PM WELCOME HUB SQ3

**CAMPUS TOUR + SU BAR**

5PM OUTSIDE SILBERRAD

**BOARD GAMES NIGHT**

5PM-8PM THE ATRIUM

**NERD PARTY**

10PM SUB ZERO



# KEEPING IT IN THE FAMILY











# ASK US ANYTHING\*

Want further advice on  
anything in this book?

*Email us at [sumarketing@essex.  
ac.uk](mailto:sumarketing@essex.ac.uk) or pop and see us in the  
office.*

\*WE PROMISE NOT TO BITE.



**THE END\***

\*CONGRATS IF YOU MADE IT THIS FAR