

Our Brand

Queen Mary Students' Union
How we look and sound



Hello

How we look and how we sound says a lot about who we are and what we stand for. In this booklet, you'll find everything you need to look, sound and feel like Queen Mary Students' Union.

We strive to be fun and welcoming to all our students, and these guidelines are designed to help you get to grips with everything that makes up our identity and to help you use our brand.



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Who are we?

Queen Mary Students' Union is a vibrant community of over 15,000 students, run by four elected Executive Officers and around 45 student representatives.

By listening to what students want, we use the money made in our Sport and Fitness Centre, shops, bars and cafés, to support our student services, clubs and societies. Our mission is that together, we improve students' lives and our brand ties all of this together.

What is our brand?

Our brand is more than just our logo. Our brand represents everything we do in our organisation, from our name to how we sound, look and behave.

Our values

Our brand is guided by our mission, vision and values. These values are the core of our brand and are at the centre of everything we do as a Students' Union.

Our Mission

**Together,
we improve
students' lives**

Our Vision

**We want to be
at the heart
of the student
experience**

Our Values

- **Student-led**
- **Democratic**
- **Transparent**

- **Supportive**
- **Inclusive**
- **Accessible**

- **Welcoming**
- **Fun**
- **Committed**

Part 1

How we look



Our Logo

We are Queen Mary Students' Union and we want people to know who we are and what we do. We can do this by ensuring the Students' Union logo is on everything we produce.

Sending to a third party

If you need a logo to send onto a third party/ external supplier/merchandise printer please talk to a member of the Communications and Marketing team, who will discuss how it should be used (minimum sizes, widths, colours and so on) and provide a copy of our visual guidelines to ensure that it is used correctly by external suppliers.

Download

Our logo is not available to download as our downloadable templates already include the logo and the Communications and Marketing team will produce any specialist print materials you need.

Older versions

Some older documents may include an old version of our logo. If you spot any, please let the Communications and Marketing team know and they will update it for you. Some old versions of the logo contain a comma after Queen Mary.

Editing the logo

Never change any element of the logo, including the colour, the scale or the font. It should always appear exactly as it appears here.



Our Logo for designers

Design documents

In nearly all our design production, the logo will be either a solid black or white colour, determined by the media they are applied to. The logo can be used over imagery as long as legibility is retained.

In some instances, the logo can also be featured in one of our brand colours at the discretion of the Communications and Marketing team. This allows design flexibility when necessary.



Logo usage for staff

Never change any element of the logo (colour, scale, fonts) it should always appear exactly as it is provided.

Our Logo



Never do the following

Remove or add anything

Students' Union

Queen Mary University of London
Students' Union



 **Students' Union**

Queen Mary University of London
Students' Union
Volunteering

Change the dimensions

Queen Mary University of London
Students' Union

Queen Mary University of London
Students' Union

Queen Mary University of London
Students' Union

Change the colours or fonts

Queen Mary University of London
Students' Union

Queen Mary University of London
Students' Union

Queen Mary University of London
Students' Union

 **Students' Union**

Logo usage for designers

Guidelines

These guidelines show you how the logo should be used with partner logos, the exclusion zone and minimum size for production.

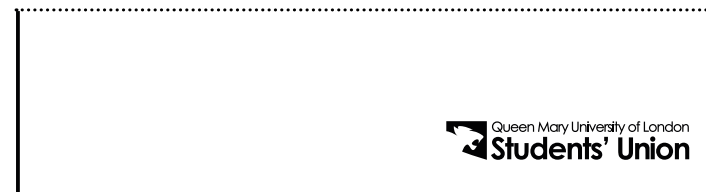
Exclusion zone

Always leave the logo some space to breathe. We've defined an exclusion zone based on the leopard head to stop other graphic elements or text from interfering with the logo.



Partner logos

When working in partnership with external brands or the university their logos are placed on the left hand side outwards opposite the Students' Union logo.



Minimum size

For the identity format there are minimum size requirements which must be adhered to when specifying for print production and online usage. This is important to ensure the legibility of the logo. This does not apply to merchandise.



1.5

Logo Position and Size for designers

Position

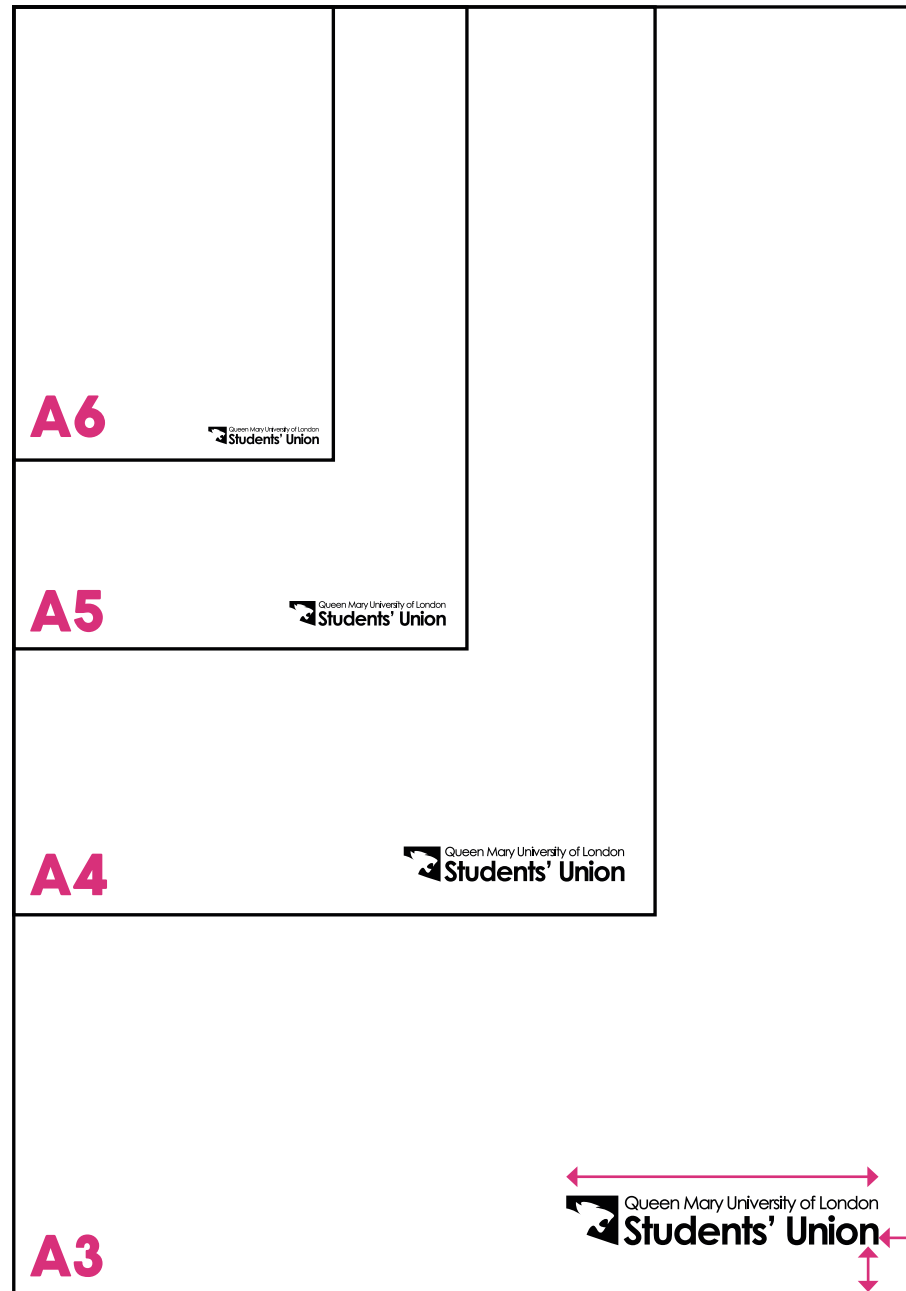
Ideally, the logo will always appear at the bottom right of any artwork we produce. If the design is centred then the logo may appear centred on the artwork too.

Size

The ideal sizes are defined on the right.

Design templates

There are a range of design templates produced as a starting point for all our designs.



A6

Logo width = 39mm
Space = 4.5mm

A5

Logo width = 55mm
Space = 6mm

A4

Logo width = 78mm
Space = 8.5mm

A3

Logo width = 110mm
Space = 12mm

Organisational Font for staff

Century Gothic

Our organisation-wide font is Century Gothic and is used for all documents produced outside the Communications and Marketing Team. There are templates on www.qmsu.org/communications/brand for advice on how to lay out documents.

Century Gothic

Century Gothic Regular

Century Gothic Regular italic

Century Gothic Bold

Century Gothic Bold italic

Fonts for designers

The Students' Union has two fonts for design use: **Cocogoose** and **Proxima Nova**. These are paid fonts with copyright licences and are not available to all staff.

Cocogoose (Titles)

The Cocogoose typeface has many fonts in different weights and styles and is used in all artwork produced for Queen Mary Students' Union. Titles in design documents should use one of the fonts from the Cocogoose font family.

Proxima Nova (Body)

The Proxima Nova typeface has many fonts in different weights and styles. Any body text in design documents should use the following four fonts for better legibility.

Cocogoose

Cocogoose Thin
Cocogoose Thin italic
 Cocogoose UltraLight
Cocogoose UltraLight Italic
 Cocogoose Light
Cocogoose Light Italic
Cocogoose SemiLight
Cocogoose SemiLight Italic
Cocogoose Regular
Cocogoose Italic
 Cocogoose Inline
Cocogoose Letterpress
Cocogoose Outlined
 Cocogoose Block Border
Cocogoose Block Gradient
Cocogoose Block Innerline
Cocogoose Block Shadow

Proxima Nova

Proxima Nova Alt Regular
Proxima Nova Alt Regular Italic
Proxima Nova Alt Bold
Proxima Nova Alt Bold italic

C. Condensed

Cocogoose Thin
Cocogoose Thin italic
 Cocogoose UltraLight
Cocogoose UltraLight Italic
 Cocogoose Light
Cocogoose Light Italic
Cocogoose SemiLight
Cocogoose Semi Light Italic
Cocogoose Regular
Cocogoose Italic
Cocogoose Letterpress

C. Narrow

Cocogoose Thin
Cocogoose Thin italic
 Cocogoose UltraLight
Cocogoose UltraLight Italic
 Cocogoose Light
Cocogoose Light Italic
Cocogoose SemiLight
Cocogoose Semi Light Italic
Cocogoose Regular
Cocogoose Italic
Cocogoose Letterpress

C. Compressed

Cocogoose Thin
Cocogoose Thin italic
 Cocogoose UltraLight
Cocogoose UltraLight Italic
 Cocogoose Light
Cocogoose Light Italic
Cocogoose SemiLight
Cocogoose Semi Light Italic
Cocogoose Regular
Cocogoose Italic
Cocogoose Bold
Cocogoose Bold Italic
Cocogoose Letterpress

Our brand colour

Our blue

This is our main organisational colour. It should be used in all official documents and presentations.

External printers & suppliers

Sometimes when you order specialist print materials or work with external designers or developers you may be asked to provide a specific colour reference. Here's a handy guide of when to supply which references:

CMYK

All print materials

RGB

Screens / Presentations

Hex colour

Web developers

Pantone

Specialist and high-end print materials which match the colour exactly. Usually comes at an additional cost.



Pantone 2728

CMYK - 96/72/0/0

RGB - 0/71/186

Hex colour - #0047ba

Our Colour Scheme

We are a diverse, fun, and creative organisation and we want our colours to reflect this.

We offer many different services, opportunities and activities to students, including events, volunteering opportunities, shops, bars, student groups, and a variety of places and spaces. We're not limited to what we offer so we don't want our colours to be limited either.

We will always give priority to our organisational colour blue; however, other colours may be used to complement our identity.

Each outlet and venue has it's own set of colours from the palette outlined in the sub-brand section.

Main colour



Pantone 2728

CMYK - 96/72/0/0

RGB - 0/71/186

Hex colour - #0047ba

Primary colours

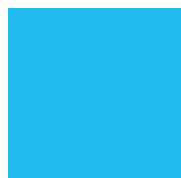


Pantone 1375C / 136U

CMYK - 0/43/87/0

RGB - 255/158/27

#FF9E1B



Pantone 298C/U

CMYK - 69/1/0/0

RGB - 33/187/238

#21BBEE



Pantone 3252U/C

CMYK - 67/0/33/0

RGB - 21/202/195

#15CAC3



Pantone 258

CMYK - 58/91/0/0

RGB - 134/52/139

#86348B



Pantone 2039

CMYK - 9/91/10/1

RGB - 217/48/122

#D9307A



Pantone 109C

CMYK - 0/25/95/0

RGB - 253/196/0

#FDC400

Secondary Dark

CMYK - 81/41/73/42
RGB - 43/85/64
#2B5540

CMYK - 47/18/84/3
RGB - 153/171/72
#99AB48

Pantone 311C/U
CMYK - 72/0/13/0
RGB - 0/183/217
#00B7D9

Pantone 648C/U
CMYK - 100/77/33/21
RGB - 18/61/103
#123D67

CMYK - 92/50/23/4
RGB - 0/106/151
#006A97

Pantone 268C/U
CMYK - 82/98/0/12
RGB - 81/36/122
#51247A

CMYK - 24/85/5/0
RGB - 195/66/140
#C3428C

CMYK - 18/100/43/8
RGB - 190/18/84
#BE1254

Pantone Warm Red C/U
CMYK - 0/85/76/0
RGB - 232/66/57
#E84239

CMYK - 17/38/87/5
RGB - 210/157/51
#D29D33

Secondary Light

CMYK - 40/0/26/0
RGB - 166/214/202
#A6D6CA

Pantone 2464 C/U
CMYK - 47/01/69/0
RGB - 154/198/112
#9AC670

CMYK - 42/0/1/0
RGB - 156/215/246
#9CD7F6

CMYK - 96/52/0/0
RGB - 0/105/179
#0069B3

CMYK - 100/21/23/3
RGB - 0/134/174
#0086AE

CMYK - 42/54/0/0
RGB - 163/130/186
#A382BA

CMYK - 1/50/4/0
RGB - 241/158/191
#F19EBF

CMYK - 0/56/35/0
RGB - 242/141/141
#F28D8D

CMYK - 0/44/47/0
RGB - 245/166/133
#F5A685

Pantone 143C/121U
CMYK - 0/32/87/0
RGB - 250/183/45
#FF9E1B

Photography

Photography is a powerful way to communicate our unique brand identity.

Be professional

Wherever possible, use professionally taken photography. If you require photography for a project, it is important to make sure you've budgeted for this in advance. If you require the use of a Student Photographer, make sure you request this from the Communications and Marketing team.

Copyright

If you have found a suitable image online, make sure you have the legal right to use it. You may only use an image found online or through Google if it clearly states it is for public non-commercial use.

Quality

Our Student Photographers produce a range of high-quality images that are suitable for all print uses. If you find an image online then the quality may not be high enough for print use and will look blurry. The Design team will be able to advise you but as a rough guide, check the file size is above at least 1000kb, If it has come from Facebook or social media, the image will be too small for print.

Style

Try to ensure photos look natural and not staged. Hiring Student Photographers to capture your events is a great way of ensuring we have a range of photos of real-life students engaged in what we do and will make promotion of your future projects a lot easier!

Treatment

Make sure your images are the correct size for what you need them for. Do not stretch the image out of proportion and always use high-quality images when creating social media posts.

Keep our values in mind

Any image you use should reflect our values and be appropriate for what you're trying to promote. Our photos should be vibrant and reflective of our student body. The images you choose should be compelling and reflective of the energy that drives the Students' Union and all of our activities.

Logos

If you are uploading our in-house photography onto facebook, make sure it includes the Students' Union logo to ensure that students recognise our brand and the activities we have to offer. The Communications and Marketing team will be able to advise you on logo usage.



Videography

A well-made video can capture the essence of your project, event or campaign and bring it to life with emotional storytelling.

We have a range of campaigns and projects across the organisation, each with their own look and feel. Students' Union videos should always have core brand elements such as our website and logo.

Text

A limited number of Cocogoose font licenses are available upon request. If you do not have access to Cocogoose, contact the Communications and Marketing team.

Interviewees

For videos with interviews, the bottom left or right corner should be used to identify interviewees. Make sure you write out our company name **Queen Mary Students' Union** in full.

Outro

At the end of the video, always place the appropriate website link and Queen Mary Students' Union logo. All campaign outro slides or animations should be designed by the Communications and Marketing team. Please contact them to request artwork.

Intro



Interviewees



Outro for campaigns



General Outro



Part 2

How we sound



Our name

Always ensure you refer to Queen Mary Students' Union correctly.

Our full name

Our official full name is **Queen Mary University of London Students' Union**. We mainly use this in legal documents.

When talking to students

For student-facing communications, in the first instance use **Queen Mary Students' Union** and following this, use **Students' Union**.

When talking to stakeholders

For communications aimed at those outside the University, in the first instance always use **Queen Mary University of London Students' Union**. After the first reference, we should be referred to as the **Students' Union** in the rest of the document.

Use of 'Union'

Use of 'the Union' should be avoided in official communications and minutes to avoid confusion with other unions on campus, including trade unions. We also want to highlight that we are run by students for students and students are always at the heart of everything that we do.



Our Values

Our tone of voice should reflect our core ideas, personality and behaviour and guide what we are saying and how we say it.

When writing, always keep our values in mind. You do not need to incorporate every single value into what you write, but it is important our values are communicated in ways that are appropriate for your audience and the subject matter.

Supportive, inclusive & accessible

We speak to students, for students and do not use language that marginalises any group. Wherever possible, keep your writing simple by using short sentences and avoiding over-complicated language. Avoid using jargon, and ensure any acronyms are explained at the first point of use in brackets. You should also consider that jargon and acronyms can be difficult to understand if English is not somebody's first language.

Our Values

- **Student-led**
- **Democratic**
- **Transparent**
- **Supportive**
- **Inclusive**
- **Accessible**
- **Welcoming**
- **Fun**
- **Committed**

Welcoming, fun & Committed

When appropriate, all communication should be friendly and student-focused to ensure students feel like we're approachable. Write with an active rather than a passive voice, and write in the present tense when possible.

Student-led, democratic & Transparent

This is a university, if you are ever disingenuous students' will know. Make sure your communications are honest and clearly based on what students have asked for.



Your audience

Know who you're talking to

Before you write something, always be clear about who it is you'll be speaking to and what you want them to know. You'll often need to tailor your approach depending on the subject matter and the audience.

Presume they know nothing

When writing communications to students, try and put yourself in their shoes. Many students will be reading about a campaign, project or event for the first time. Think about what key information you would need to know to get involved. Would you go to an event if you didn't know where the event is or how much it might cost?

Research your audience

The Communications and Marketing team have a wealth of research from past surveys, focus groups and feedback sessions. Always refer back to past research to find out what is important to your audience.

Choose the correct channel

Consider where your target audience will be. If you have a campaign aimed at students living in Halls of Residence, putting up posters in the Students' Hub on the other side of campus probably is not the most effective way of reaching your audience. If you need help with this, please speak to a member of the Communications and Marketing team.



Part 3

Sub-brands



Outlets and venues

Our bars, cafés, shops and Sport and Fitness Centres across our campuses have their own brands to distinguish them from other services on campus.

These are used alongside our main brand and are generally reserved for our outlets and venues which have a physical place on campus.

drapers
bar&kitchen



Queen Mary University of London Students' Union
Qmotion



 **the shield**
CAFÉ • BAR



the
Griff Inn
BAR & KITCHEN



UNION
SHOP
FOOD & MERCHANDISE

VILLAGE
SHOP
FOOD & ESSENTIALS



GROUND
• CAFÉ •

LEARNING
• CAFÉ •



Barts and The London Students' Association

Students in the Barts and The London School of Medicine and Dentistry are members of both the Barts and The London Students' Association (BLSA) and Queen Mary Students' Union.

BLSA has its own set of representatives, societies and sports clubs, and its own building is home to a bar, games room, dance studio and the BLSA offices. Therefore, they have their own logo too.

Barts and The London students are also based in our Charterhouse Square campus in Central London, where you may also see this logo.



Black
CMYK - 0/0/0/100
RGB - 0/0/0
#000000



Pantone 425
CMYK - 60/51/51/20
RGB - 102/102/102
#666666

Sub-brand Templates

We know there will be times in our outlets and venues that you will need to put up a quick notice to inform users of an issue or change.

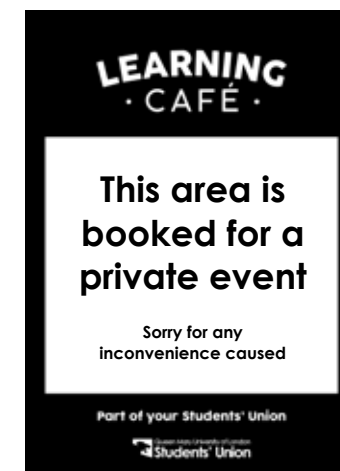
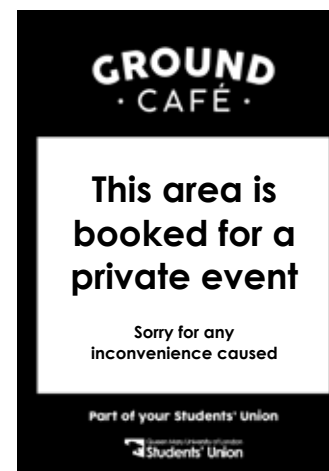
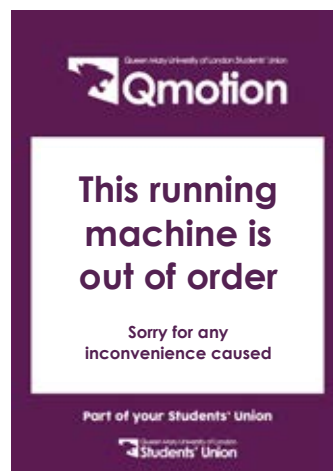
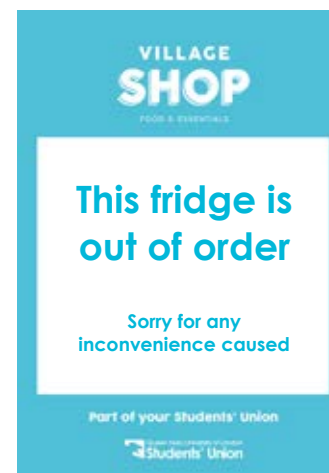
All our outlets and venues have a template with editable placeholder text.

How to use the templates

- Download the template at: www.qmsu.org/communications/brand
- Click View > Edit
- Add your text and print

Remember, don't change the:

Colours / fonts / layout / style / logos



New logos

We are Queen Mary Students' Union and we want people to know how we are working to improve the lives of students at Queen Mary.

The best way to raise awareness of the work we do is to have the Students' Union is to feature our logo and name on everything we produce. If every campaign, project or department had their own logos, the impact of the work we do would be diluted and students would be less likely to associate the great work we do with the Students' Union.

Can I have a logo?

One of our biggest design requests is to produce a 'logo'. As we mentioned above, the more logos we have, the less effective our messaging becomes. We will never produce new logos for any departments, however, we work hard to give each area or activity a 'look and feel'.

Older sub-brands

Occasionally, we still find old versions of sub-brand logos that are no longer in use. If you spot any, let the Communications and Marketing team know and we can update these for you.



Part 4

Templates

Download the templates at:
www.qmsu.org/communications/brand



Handbooks

Templates help to ensure your document represents the Students' Union's values.

If you are producing student-facing booklets such as course-rep handbooks, guides for societies or introductions to your department, these are the templates for you!

Why include the Executive Officers?

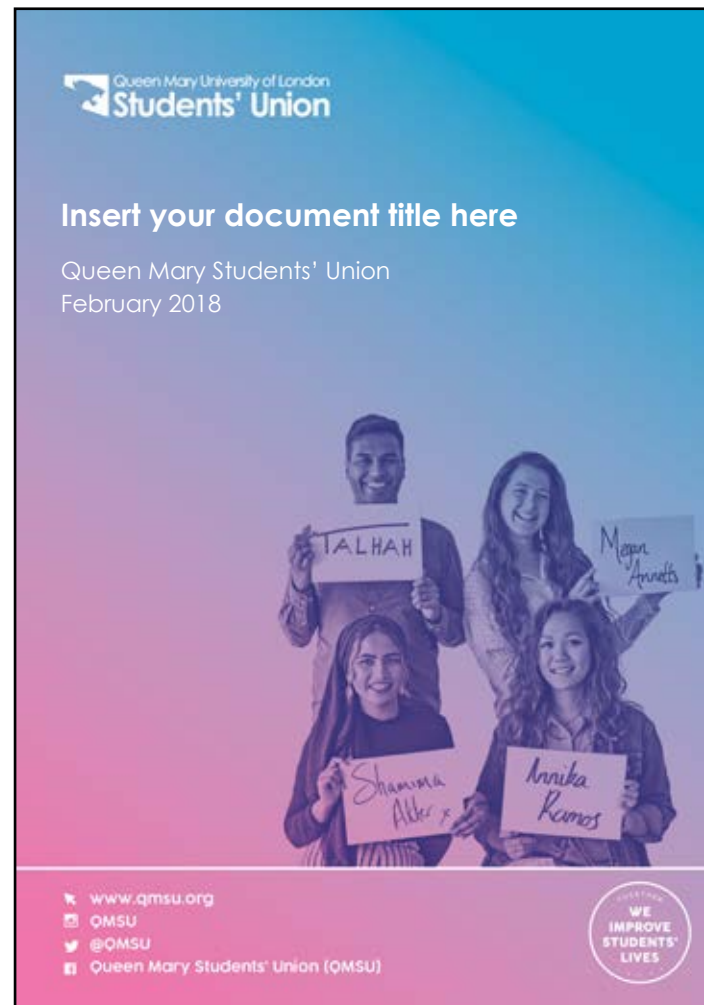
The Students' Union is run for students by students, so it is important that we profile our elected officers where possible. They may not have personally helped you create your handbook, but they are the face of our organisation and all the work we produce.

...but the Executive Officers change every year and I don't want to update my whole document

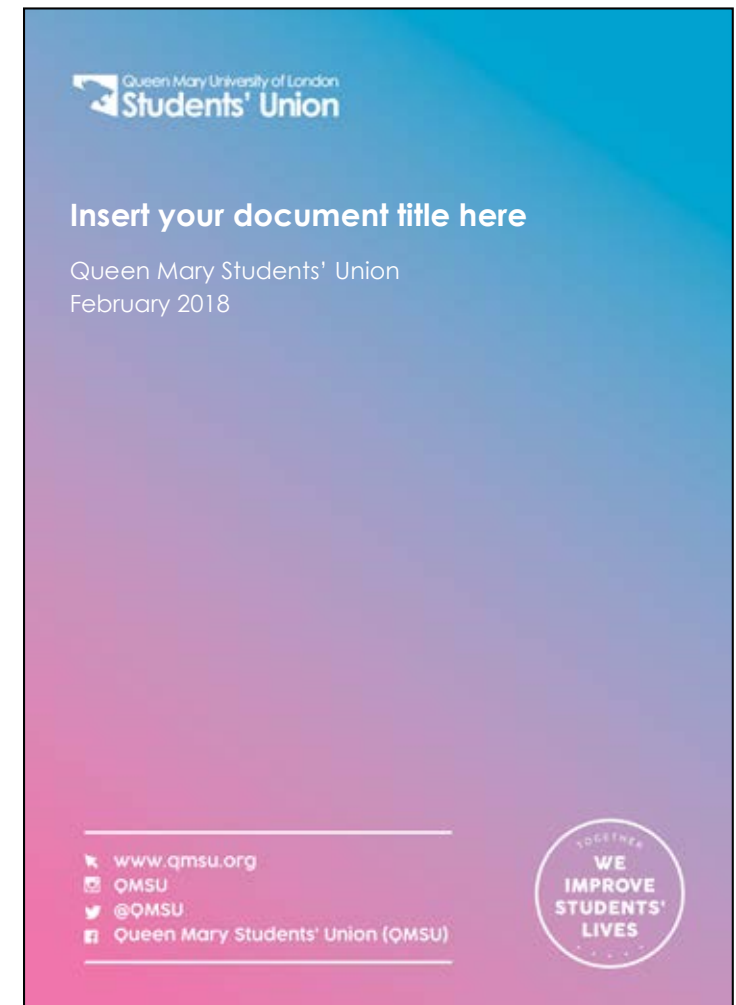
For old documents, we will make a new first page available for download so you just need to replace the cover image each year.

Remember, don't change the:

Colours / fonts / layout / style / logos



Handbook with Exec
(recommended)



Handbook Plain

Get Involved Boards

To make it easier for staff to promote their staff-led events or student staff jobs, we have produced an editable work document.

How do I use it?

- Download the template from: www.qmsu.org/communications/brand
- Click 'Enable editing' to use.

Where can I add them?

You can add them to the get involved boards in Qmotion, the Hub, BLSA, and The Nest. Remove any out-of-date events and prioritise the most imminent event. If there is not space for your event, put your template behind an event ending soon so it is ready to be replaced.

Which events can I promote?

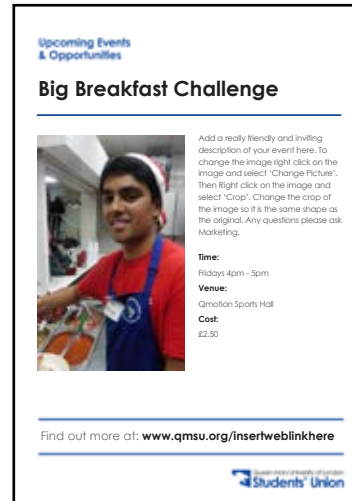
The Get Involved boards are for staff-led events, for example; Volunteering, Sustainability, Crafternoons and Trips and Tours. These events don't each need individual brands and you can use the same image on these as you do to promote the events on social media.

Can I add my other posters?

We want these boards to be easy to read and neat and tidy so please do not add anything other than this template into these boards. There are specific poster frames in the Hub, Drapers, the Multi-Faith Centre, the Nest and around campus for individually branded posters.

Remember, don't change the:

Colours / fonts / layout / style / logos



Activity template



Student staff recruitment template



Notices

These notices are to be used for services that are out of order, room bookings and general housekeeping notices.

We are a Students' Union and some of our values are fun, welcoming, supportive, accessible and student-led. We need to make sure all of our communications reflect our values, even our notices.

Here's a few tips:

- Don't use all CAPS
- Don't use exclamation marks
- Don't change the fonts, sizes or colours
- Apologise for any inconvenience caused
- If a service is out of order, make sure you direct students to the nearest alternative services where possible.
- Make sure the problem is clear and easy to understand.

These toilets are closed.

You can find additional toilets on the first floor of this building. Sorry for any inconvenience caused.

General notices

The Nest opening hours

Monday	9am - 9.30pm
Tuesday	9am - 9.30pm
Wednesday	9am - 9.30pm
Thursday	9am - 9.30pm
Friday	3pm - 9.30pm
Saturday	9am - 9.30pm
Sunday	9am - 9.30pm

Opening hours

Blomeley room 1

26th September 2018

9am - 10am	Hindu Society meet and greet
10am - 11am	Amnesty International Meet and Greet your new society
11.30am - 12.30pm	Staff booking
12.30pm - 1pm	Get Active: Table Tennis
1pm-3pm	Staff booking
3pm - 4pm	Table > Insert > Row Below Table > Delete > Rows

Room schedules

Powerpoint Templates

PowerPoint templates help ensure your presentations represent the Students' Union professionally and consistently.

You should use these templates for any and all presentations you give, whether on or off campus, when you are representing the Students' Union.

Are there variations?

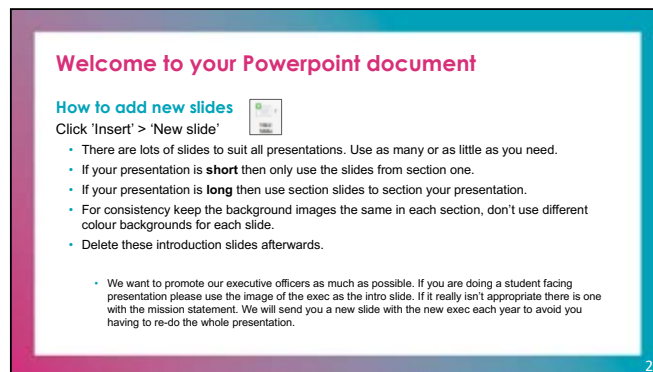
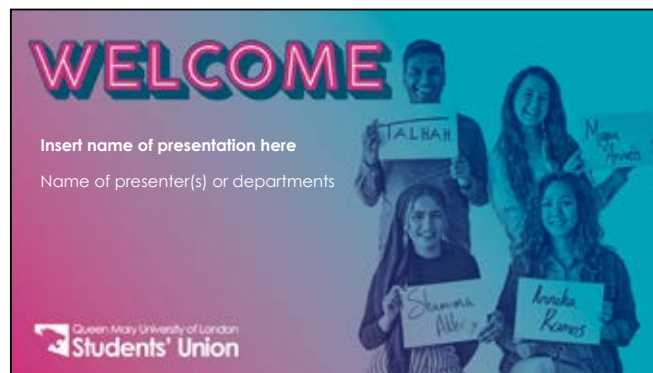
There are over 40 different templates to use within the powerpoint document so there will be something for every presentation.

Why include the Exec?

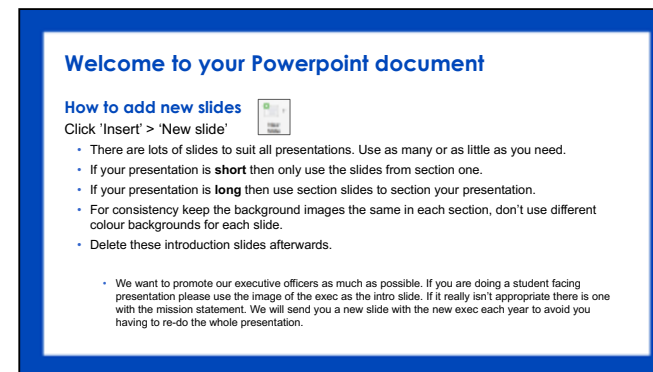
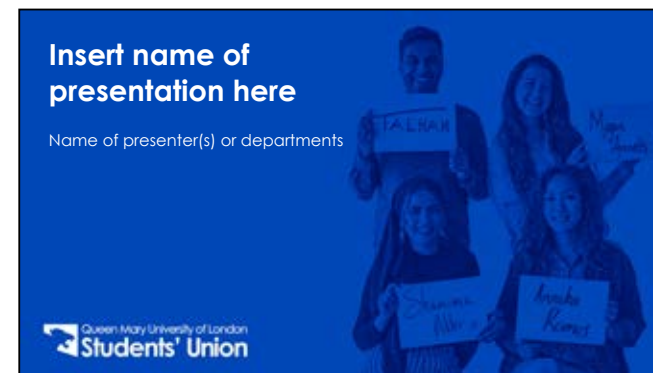
The Students' Union is run for students by students, so it is important that we profile our elected officers where possible. They may not have personally helped you create your handbook, but they are the face of our organisation and all the work we produce.

Remember, don't change the:

Colours / fonts / layout / style / logos



General



Corporate

Email Signatures

Every email that comes from the Students' Union reflects upon the organisation. Using one simple, branded email signature helps strengthen our visual identity.

Every email you send is an opportunity to raise awareness of the Students' Union and create a sense of trust and professionalism. Think of an email signature as a digital business card; it needs to be well designed, professional, conform to brand guidelines and provide only the most important contact information. Any variations or additions should be agreed by the Communications and Marketing team.

How to set an email signature

1. Download a copy of the email signature: www.qmsu.org/communication/brand
2. Open in word and follow the instructions.

Can I add my own campaign?

Email signature campaigns should be reserved for Students' Union-wide campaigns provided by the Communications and Marketing team only, such as elections. The email signature is not the place to promote your individual campaigns, projects, initiatives, Favourite GIFs or chosen charitable messages.

Can I edit my email signature?

Follow these guidelines to ensure the best formatting and best usage of your email signature. For consistency:

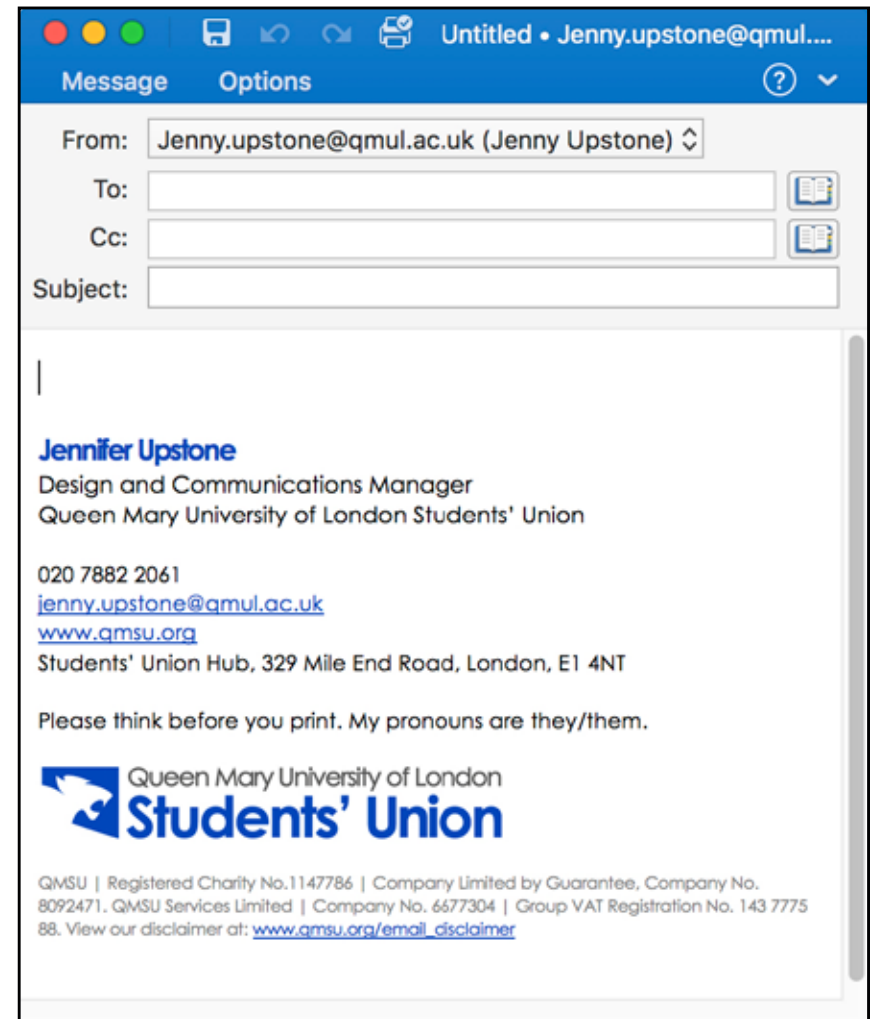
- Do not resize the logo image
- Do not add anything to the signature, such as inspirational quotes, text or additional graphics.
- Do not change the colours, sizes or typefaces of the text.

Gender Pronouns

Including gender pronouns is a basic way to respect a person's gender identity. When someone is referred to with a pronoun (e.g. he/she/they) that doesn't align with their gender identity, it can make them feel alienated. If you would like to include it, please delete from the options as appropriate or add your own.

Working on other campuses, part-time hours or with BLSA.

There are additional options to add these into the email signature. If you work part-time hours please either set an out-of-office for the day(s) that you do not work and direct people to the correct person or add a line of text above the print message. If you have two phone numbers throughout the week please add the days next to each phone number.



Out of Offices

Every email that comes from the Students' Union reflects upon the organisation, even our out of office and auto-reply notifications. Using a simple, consistent template helps to give a good impression whilst managing expectations.

The Students' Union is committed to providing a high level of customer service to our students and stakeholders and we want every student to feel valued. When out of the office, it is a good idea to let people know that you are not available and give them another person they can contact in your absence.

How to set an out of office or auto-reply

1. Download a copy of the out of office: www.qmsu.org/communication/brand
2. Open in word and follow the instructions.

An out of office message should only be used when:

1. You are out of the office
2. Your absence is for one day or more. You do not need to set out of offices for just a few hours.
3. Your response is useful to the recipient. State when you are away, give a contact name for urgent queries and direct them online for more information if necessary.
4. Avoid specifying the reason you are away. Do not advertise a heavy workload, staffing issues or busy periods.

...but I am really busy / short staffed / in lots of meetings and I won't be able to reply straight away so I want to set an out of office to let them know

All members of staff will go through these issues at some point but it is not good practice to have an out of office email set for long periods of time with no alternative contact option. Having an out of office that says that you are busy throughout October, or for the foreseeable future is giving students a very poor impression of the Students' Union and our level of customer service. It also gives them no idea if, or when, you will reply to them or offers them alternative support to resolve their enquiry.

If the response time of your emails is falling behind for long periods of time then discuss this with your manager as soon as possible. If you still need to set an out of office due to busy periods, keep in mind that students do not need a list of your team's current issues but they do need to know:

- When you will reply
- Who can they contact in the meantime or for urgent enquiries
- Where they can find useful information

Customer service auto-replies on shared inboxes

We should all try to keep our email support personal and timely enough to not warrant using auto-replies, but we understand that with our student-facing shared inboxes it may be important that you manage students expectations for response times if you are unable to reply swiftly.

In most cases, your auto-reply is the first time a customer will ever receive an email from the Students' Union so it's really important we give a great first impression and give them useful information clearly and concisely. We have set up a template for you to edit and use in these instances. As a guide, every auto-reply should:

1. Acknowledge the request was received
2. Make it clear when they can expect a response
3. Offer an alternative contact for more support
4. Add links to relevant help articles or other ways they can self-troubleshoot

Uniforms, T-shirts and hoodies

If you walk around campus , you will see lots of our staff and volunteers wearing our branded tops. We want to make sure everyone knows they are part of the Students' Union.

We want the uniforms to be consistent, so always ask the Communications and Marketing team for the latest design and for advice before ordering. We can set-up an artwork file to send to your suppliers.

Logos and artwork

The Communications and Marketing team will be able to supply the correct format logo for you to send to your supplier. For campaign and promotional clothing, you may also want to include your campaign or project's visual identity.

Choosing Colours

In most cases, we use a white logo on a fabric colour from our palette. Each department or project will have a specific colour attached to it and Communications and Marketing can help you to select the exact colour values you need to make sure your supplier gets the colour perfect.

Campaign T-shirts and Hoodies



Elected Officers T-shirts



Staff uniforms



Staff uniforms with limited edition campaigns



Merchandise

Giving away or selling merchandise is a great and fun way to get your message to students' and tell them more about their Students' Union.

Merchandise are freebies to give away or items that we sell in our outlets, including pens, notepads, reusable mugs, keyrings and tote bags. All merchandise should be checked with the Communications and Marketing team to ensure the branding is correct and whether any other departments are giving out similar items. Students don't need seven free Oyster Card holders or pens at our Welcome Fair!

Choosing Colours

In most cases, we use a white logo on a colour from our colour palette. Each department or project has a specific colour attached to it and Communications and Marketing can tell you the exact colour values you will need to make sure your supplier gets the colour spot on. Don't go off-piste and choose a random colour.

Multiple Logos

Nobody wants a free pen that has ten logos on it. The most important message for us to get across is that we are the Students' Union, so wherever possible we should always use the Students' Union logo and pair it with some artwork from your specific department or campaign.



Table cloths and gazebos

We are a vibrant campus with lots of events and activities taking place on our campuses everyday. We want to make it clear which activities are run by the Students' Union by branding all of our stalls and events.

In most cases, we use the Queen Mary Students' Union logo in white on our brand blue fabric. By using one consistent brand, we can make it clear to students which events and activities are run by the Students' Union.

Can I brand them with my own campaign?

If you are using a gazebo or table cloth for a one off event or an event that happens only a few times a year, getting your own gazebo is not sustainable or cost effective for the Students' Union.

We want to make it clear which activities on our large and varied campus are part of the Students' Union and by having numerous brands using different artwork and logos we cannot achieve this.

We recommend that you always get gazebos and tablecloths in the main Students' Union branding and share these items between departments.

