

LANCASTER UNIVERSITY STUDENTS' UNION

BRAND TOOLKIT

SOCIAL MEDIA

LancasterSU
 @LancasterSU
 @LancasterSU
 LUSUSnaps

INFORMATION / CONTACT

lancastersu.co.uk (formerly lusu.co.uk)
 tel 01524 593 765 email help@lancastersu.co.uk

LOGO USAGE

primary (purple)

LANCASTER UNIVERSITY STUDENTS' UNION

Primary logo to be used. For use on white or very light coloured backgrounds only. Not to be used if document is to be printed in black and white.

high contrast (white)

LANCASTER UNIVERSITY STUDENTS' UNION

For use on bold or dark colours for better contrast.

high contrast (black)

LANCASTER UNIVERSITY STUDENTS' UNION

For use on black and white printed items, or where purple or white version does not provide enough contrast.

Downloadable assets via : lancastersu.co.uk/branding

COLOUR PALETTE

PRIMARY



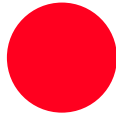
PURPLE

CMYK
79, 100, 0, 15
RGB
66, 24, 108
HEX
#42186C
Pantone
2617



AQUA

CMYK
70, 8, 31, 0
RGB
62, 178, 182
HEX
#71AFB5



RED

CMYK
0, 97, 100, 0
RGB
205, 46, 41
HEX
#CD2E29



SAGE

CMYK
52, 24, 56, 0
RGB
128, 104, 130
HEX
#8CA283



SLATE

CMYK
10, 0, 0, 75
RGB
99, 100, 102
HEX
#636466

SECONDARY



TERRACOTTA

CMYK
9, 74, 65, 0
RGB
225, 77, 84
HEX
#C45A56



PEACH

CMYK
5, 44, 62, 0
RGB
238, 148, 104
HEX
#D8976B



MUSTARD

CMYK
10, 20, 81, 0
RGB
237, 195, 65
HEX
#E2C44C



TEAL

CMYK
92, 51, 47, 22
RGB
0, 95, 106
HEX
#325D69



PLUM

CMYK
52, 91, 36, 19
RGB
192, 96, 147
HEX
#788292

BRANDS WITHIN LANCASTER UNIVERSITY STUDENTS' UNION



Colours Used:
Purple

Fonts Used:
Rockwell / Helvetica
/ Proxima Nova



Colours Used:
Red & Slate
(+Dark Red C-0,M-95,Y-100,K-34)

Fonts Used:
Proxima Nova /
Helvetica / DIN



Colours Used:
Sage & Slate

Fonts Used:
Proxima Nova /
Back to Black



Colours Used:
no set colour scheme

Fonts Used:
Helvetica / Proxima Nova /
Any to suit



Colours Used:
Green : C:45,M:0,Y:100,K24

Fonts Used
BadDog

FONT USAGE

Proxima Nova (primary usage) | Helvetica | Arial | DIN | Verdana | **Franklin Gothic**

Bold or Black for headlines / Regular for body copy

PREVIOUS BRANDING



In a bid to offer more clarity around who we are and what we do, we are moving away from the 'LUSU' logomark and 'swoosh' design - to be replaced by the new 'Lancaster University Students' Union' logo mark. Additionally the students' union should no longer be referred to as 'LUSU', to be replaced by the full 'Lancaster University Students' Union', or an iteration of this (such as 'your students' union').

The 'LUSU' logo will be phased out from Summer 2017, and all newly ordered print and materials should adopt the new logo mark and phrasing.