

UMSU Brand Guidelines 2024

A crash course in how to use our U, the Student Powered sticker, our colours, typefaces and written language.

These guidelines together build the foundation of our brand identity. They are memorable and separate us from other campus organisations. Whenever students see these visual ingredients used, they can be sure that it represents a welcoming community, enjoyable experiences, support and representation on issues that affect them and their Uni life!

LOGOS

UMSU Logo

The Umsu Inc logo is the foundation upon which our brand is built. It is the icon by which we are recognised and remembered.



PRIMARY LOGO

Purple on light backgrounds. Where possible we aim to use this logo as first preference.



DARK PURPLE

Sometimes purple isn't working on a light background. Try this one!



SECONDARY LOGO

White on dark backgrounds*.

*Grey colour is representative of a dark background for this document and not required for light logo usage



BLACK OR WHITE LOGO

Designing something that is printed in black and white? Use these!



'Student Powered!' Sticker

As a student-run organisation, we want to ensure everyone knows it! We use this "sticker" to drive the point home — We are for students, by students!



WHITE BORDER STICKER

Preference to use on dark backgrounds* but can be used on any background except white.

*Grey colour is representative of a dark background for this document and not required for light logo usage



COLOUR BORDER STICKER

Preference to use on light backgrounds but can be used on any background except their border colours.

MINIMUM HEIGHT

The finer details become unreadable at anything below 15mm. Don't shrink it!



HOW NOT TO USE THE U LOGO OR 'STUDENT POWERED' STICKER

- Do not outline the logo
- Do not add text or rearrange elements in the logo
- Do not print the logo as a tint, a background image or watermark, i.e., no transparencies
- Do not stretch the logo or apply effects
- Do not change the colour

Not sure what you're doing or need help? Ask Design via Help Desk.

HEY! WHERE IS MY DEPARTMENT LOGO?

Department logos have much the same usage rules as these logos do, but this is for a basic overview of the Umsu in general. We will soon make provide a guide for department logos. Stay tuned!

COLOURS

PRIMARY COLOUR

Our signature and preferred main colour. Consistent use makes us recognisable at a glance both online and IRL!

UMSU PURPLE
HEX: 812990
RGB: 129 41 144
CMYK: 60 100 0 0

SECONDARY COLOURS

These colours are best used as complementary to our primary colour and help create visual consistency across our organisation.

DARK PURPLE
HEX: 421b4f
RGB: 66 27 79
CMYK: 80 98 36 36

LAVENDER
HEX: bf84d6
RGB: 191 132 214
CMYK: 29 53 0 0

PINK
HEX: e94b9b
RGB: 233 75 155
CMYK: 3 85 2 0

BLACK
HEX: 16021c
RGB: 22 2 28
CMYK: 76 81 56 76

SALMON
HEX: fc686a
RGB: 252 104 106
CMYK: 0 75 49 0

ORANGE
HEX: ff8f47
RGB: 255 143 71
CMYK: 0 54 78 0

YELLOW
HEX: fdba18
RGB: 253 186 24
CMYK: 1 29 98 0

WHITE
HEX: ffffff
RGB: 255 255 255
CMYK: 0 0 0 0

RED
HEX: f74408
RGB: 247 68 8
CMYK: 0 93 100 0

LIME
HEX: b2d04e
RGB: 178 208 78
CMYK: 35 2 88 0

LIGHT BLUE
HEX: 75cee2
RGB: 117 206 226
CMYK: 57 0 11 0

DARK GREEN
HEX: 33a158
RGB: 51 161 88
CMYK: 79 12 88 1

WHAT ABOUT OTHER COLOURS?

These colours are highly recommended however if you use something else we're not going to say no unless the colours make readability difficult (Like red on pink! Not so easy to read!!)

Ensure there is a good contrast in your colours so text is easily readable. Too dark or too light on a similar background becomes an accessibility issue.

You can test your colours here: colourcontrast.cc

We ask of you is to steer clear of UniMelb blue. We aim to be easily distinguished from UniMelb initiatives and avoiding their navy helps us keep that clear distinction between the organisations.

The boring, necessary side of colour modes

Yeah, yawn, but the details below gives you a bit of understanding and ensures your designs look amazing across all touchpoints.

HEX — DIGITAL — WEB BASED

HEX codes are a format for identifying colours. This is a system used in HTML, CSS and SVG. The first two letters/numbers refer to red, the next two refer to green, and the last two refer to blue. The colour values are defined in values between 00 and FF (instead of from 0 to 255 in RGB). Generally best for web use.

RGB — DIGITAL — RED, GREEN, BLUE

RGB is the colour space for digital displays. RGB files are used for the digital purposes such as web graphics or digital photographs. Printing RGB files can sometimes result in blurry images with inaccurate colours.

CMYK — PRINT — CYAN, MAGENTA, YELLOW, BLACK

CMYK stands for Cyan, Magenta, Yellow, and Black (key colour). These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as posters or brochures. They are not ideal for screen use and may look dull or inaccurate on screen. Use CMYK files for printing.

TYPE

These fonts are tried and tested, and our preferred fonts however not required. The main thing to keep in mind is to make sure your text is accessible/readable!

ABC abc
123 !?#

UMSU HEAD

Weight: Single weight.

Used for headlines/titles.

ABC abc
123 !?#

MONTSERRAT

Weights: Regular, Medium, SemiBold, Bold, ExtraBold and Black (and their sister italicised versions).

Used for all other copy (text).

WRITTEN LANGUAGE

Friendly, conversational, accessible. Umsu generally uses an informal tone, but please be mindful when using metaphors, idioms and slang. These can make things difficult for some students to understand.

UMSU's voice is supportive, friendly, positive and empowering. We aim for a respectful writing style which:

- Uses inclusive language
- Is clear and direct
- Makes it easy for people to understand what they need to know or do
- Expresses ideas in everyday words (plain language)
- Doesn't speak down to people, but doesn't feel ick-level friendly

Need help to get the words out? Ask the Comms team via Help Desk.

WRITE IT RIGHT

Here are a few things we all get tripped up on—Here's how to write it right!

TIMES

Write times in the below style (no double 0):

- 10.30am
- 12pm
- 10–10.30am (unspaced en dash)
- 10am–4pm (unspaced en dash)

DATES

Write dates in the below style (no ordinal numbers e.g. 1st, 2nd, 3rd):

- Wednesday 30 March 2024
- Wednesday 30 March
- March 2024
- 27–30 March 2024 (unspaced en dash)

UNIVERSITY OF MELBOURNE

Use the correct order (not Melbourne University, Melbourne uni.) Use The University of Melbourne at the beginning of a sentence, the University of Melbourne within a sentence.

INTERNET ADDRESSES OR URLS

In copy or on posters you don't need to type the entire URL. The preferred way to write a website: umsu.unimelb.edu.au

STILL STUCK?

This is a lot of technical information and just a brief overview. Want to get into the nitty gritty? Visit umsu.helpdocs.com If you want to bounce some ideas or ask some questions, reach out via **Help Desk**: cme-support@union.unimelb.edu.au