



**BIRKBECK
STUDENTS'
UNION**
HERE FOR YOU

Brand Guidelines



Hello!

**This document outlines
Birkbeck Students'
Union brand - how it
looks and how to use it.**

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Our logo

The main Birkbeck SU logo is composed of the brand's B and the text 'Birkbeck Students' Union Here for you' set in the font Cooper Hewitt in bold.

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

Always use the logo files provided.

Do not attempt to re-create it.



Our logo - mono

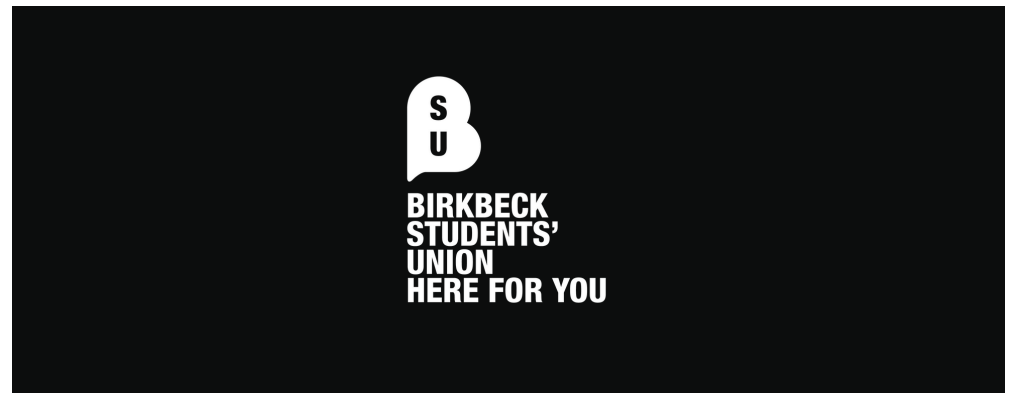
Our logo has a white-out version to be used on coloured backgrounds.



Our logo - use on backgrounds

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

The pink logo without the strapline can be used on a navy background, on other colors, the white logo 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



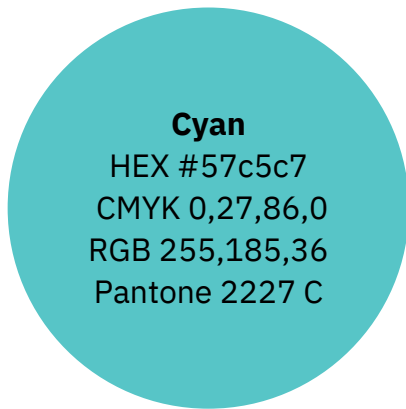
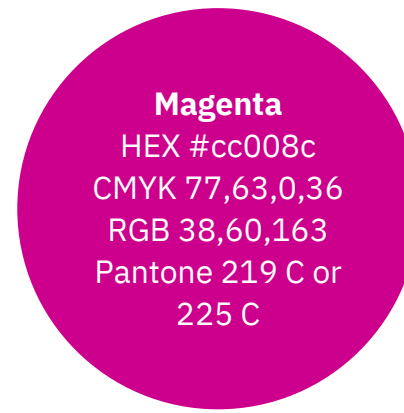
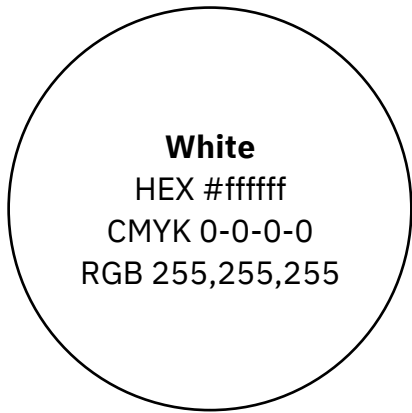
Do not change the size of any of the elements



Colours

These are the core colours of our brand.

Use whichever one is the most appropriate or any combination of the colors below.



Typography

Our logo and strapline font is Cooper Hewitt in bold. This font can also be used for headlines.

For body copy or headlines, you can use IBM Plex Sans.

COOPER HEWITT

**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**

Use me for headlines.

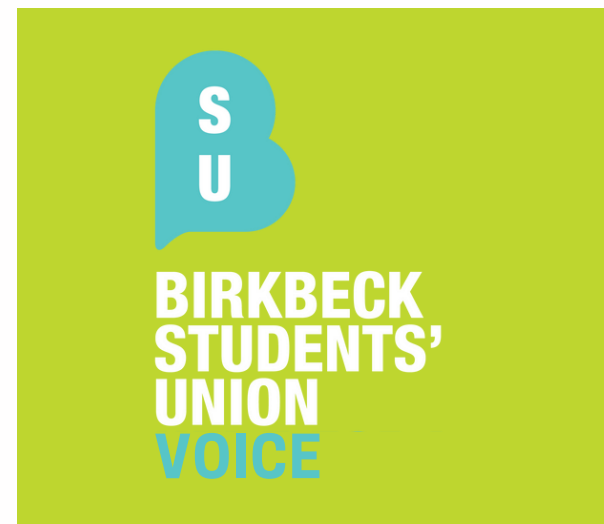
IBM PLEX SANS

**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**

Use me for headlines and body copy.

Using the brand - Sub brands

There are additional logos for the different activities Birkbeck SU offers. These should only be used in isolation and not together with our main logo.



Thank you

If you have any questions please contact:
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   @BirkbeckUnion

 <http://birkbeckunion.org/>