

Brand Guidelines

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Logos

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Our logo

Advocacy, engagement, support: it all starts with a conversation. Our unique ‘H’ features negative space that visually references those conversations and the work we do.

The Hallam H is the face of our brand. It is a bold visual reference that confidently communicates Hallam Students’ Union. This is our most recognisable brand asset and should be used wherever we seek to communicate or identify ourselves.



Clear space

Our logo needs space. Make sure it can stand out by reserving clear space equal to the height of the capital 'S' on all four sides.



Size

People shouldn't have to squint to read our logo. Make sure it always appears at a legible size. For digital applications our logo should always be at least 120 px wide. In print it should be 25mm wide.



Screen minimum:
120px

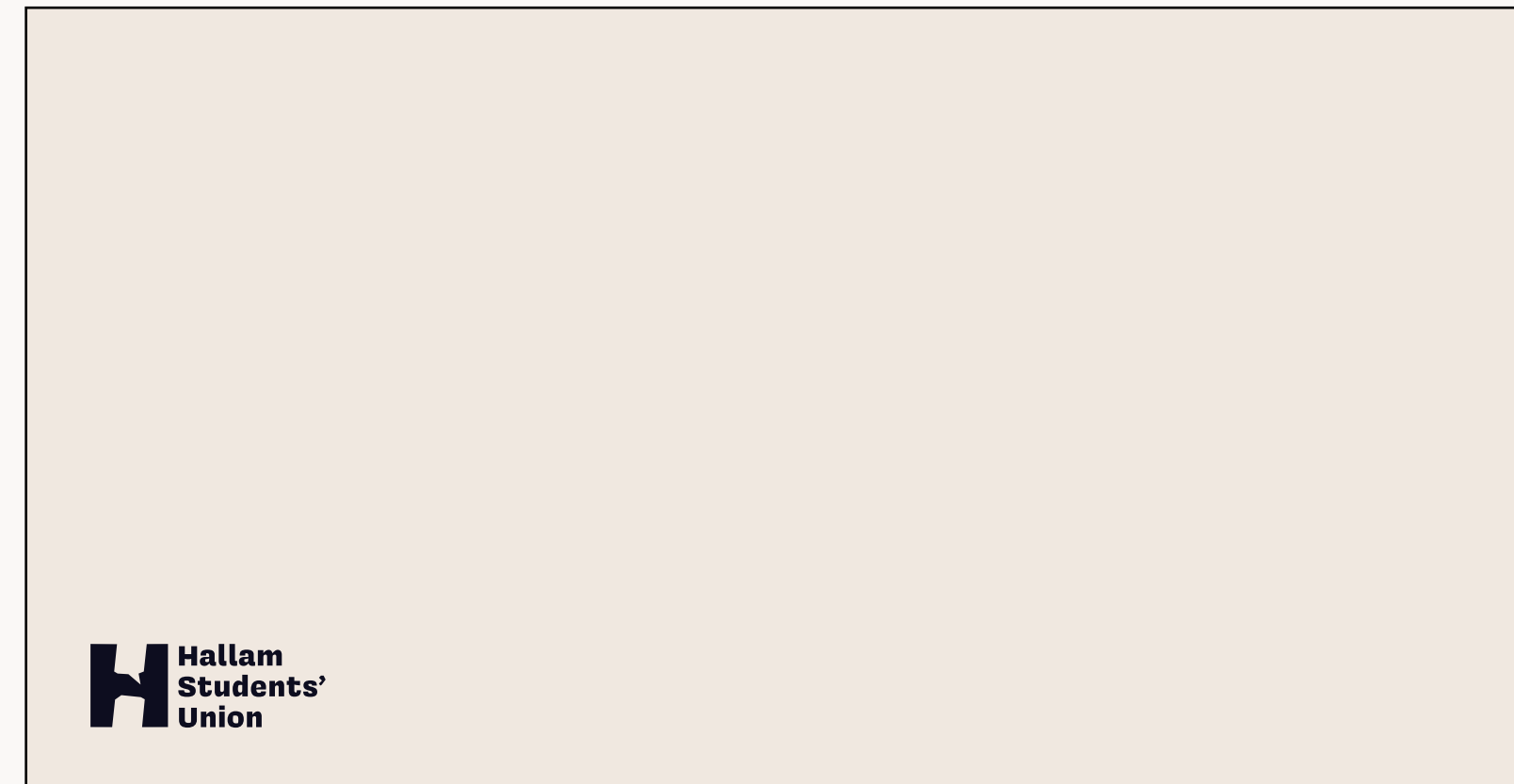
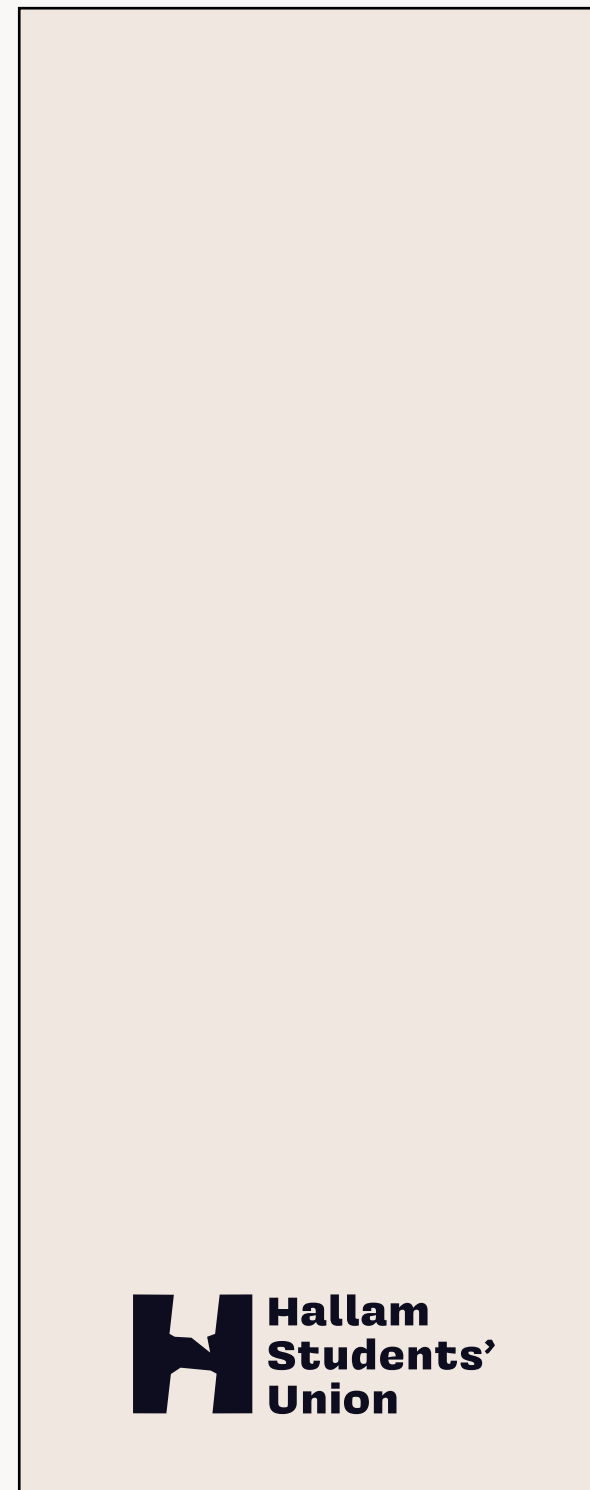
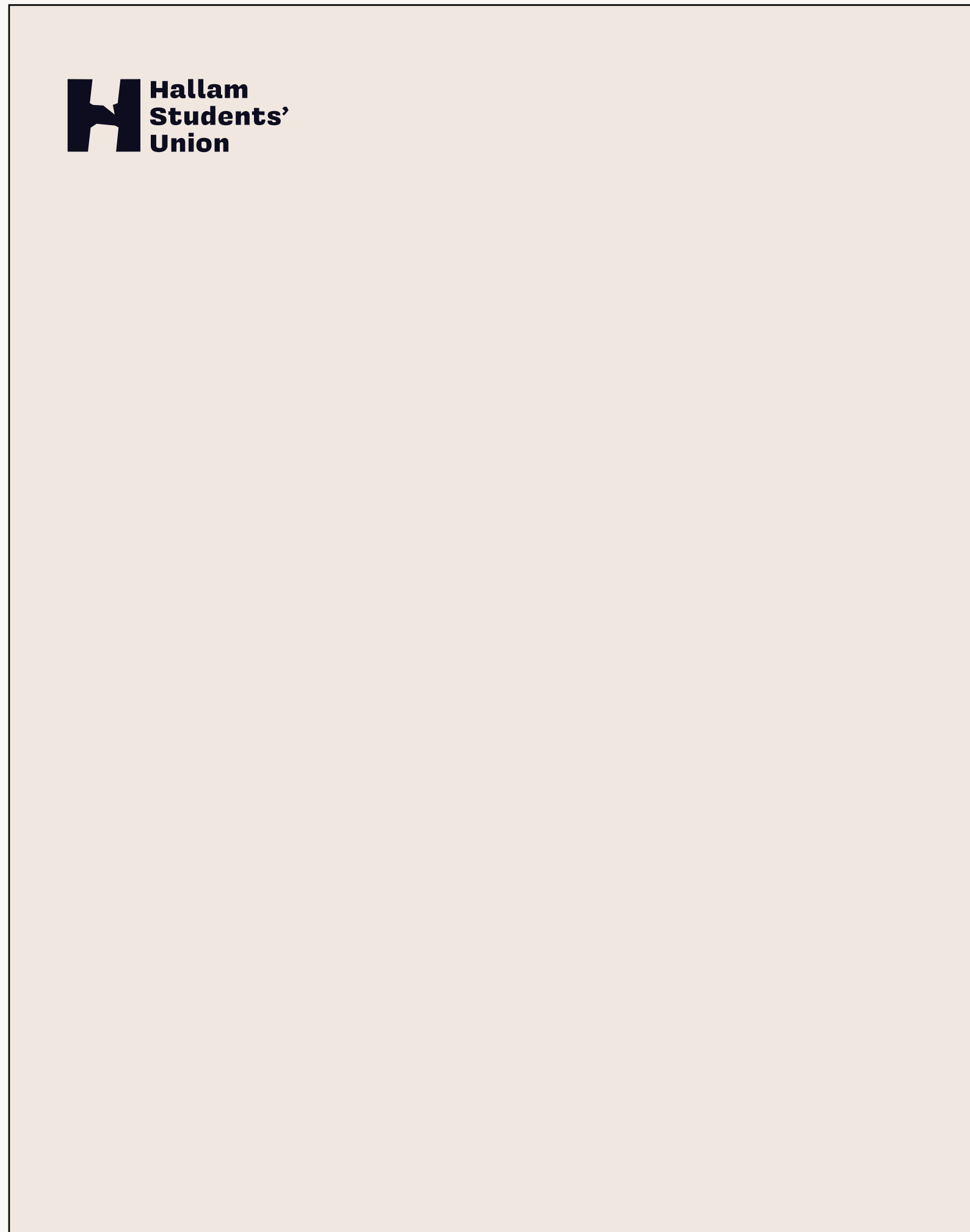


Print minimum:
25mm, 1 inch

Placement

Our logo always looks best the left hand side. In a horizontal layout, our logo should sit in the lower left hand corner. In a vertical layout, use the logo in either the upper or lower left

hand corners. If the layout is particularly narrow the logo can be positioned centrally.



Secondary logos

01 Primary logo



Our primary logo. This should be used for all official documents, website, marketing collateral and promotional materials.

02 Secondary logo



Our secondary logo has been designed to be used as a shorthand reference, where it is clear we are the author/owner (social media) or where fine details of the logo may not reproduce well (merchandise).

03 Hallam H



The Hallam 'H' is not designed to be used for identification. It can be used as a supporting or decorative element where the primary logo or Hallam Students' Union name already appears e.g. favicons, icons, profile pictures and thumbnails.

Things to avoid

Our logo can only build recognition if it's used consistently. Please avoid changing or altering the logo in any way. Some key things to avoid are demonstrated below.



Don't alter the brand logo



Don't stretch the logo



Don't change the placement of logo text



Don't use the word mark without the Hallam H



Don't angle the logo



Don't change the font of the logo text



Don't outline the logo colour



Don't change the logo colour or use two different colours within the logo