WHY THIS MATTERS

While it is easy for the student body to see the hundreds of group events that take place every year, connecting those events to Student Union is more difficult. Developing and growing the Student Union presence on campus through consistent, recognizable branding will help connect the dots between Student Union funded events and the organization as a whole.
LOGO USAGE

The Student Union logo is the most recognizable symbol of the organization. To maintain consistency and ensure legibility, we ask that you follow these guidelines when using the logo:

1. The logo should be reproduced from a full-size, electronic file, which can be found in at su.wustl.edu/pr. The logo should never be altered.

2. When possible, please use the .PNG files. If you need a different file format, please email pr@su.wustl.edu. Do not use any other versions of the logo found online or from past emails.

3. To maintain readability, the logo should not be reproduced any smaller than ½ inch in diameter (about the size of a penny).

4. The preferred way to use the Student Union logo is over a solid-colored or white background. Every attempt must be made to do this.

5. The SU logo should be included on all publicly shared, SU-funded materials including but not limited to posters and flyers (printed or digital), apparel, and group websites.

Note: SU branches with existing, sub-branded SU logos (such as GEC, DAC or Senate) do not need to include the SU logo.
INCORRECT LOGO USAGE

DON’T:
1. Change logo’s orientation
2. Scale the logo unproportionately
3. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows
4. Place the logo on busy photography
5. Change the logo color to a non-SU color
6. Make alterations, additions or substitutions to the words and or colors contained in the logo
7. Use outdated logos
8. Use a low-quality logo
9. Use the logo as a repeated pattern, “wallpaper,” or other decorative device
INCORRECT LOGO USAGE

If a student group is found to be using the Student Union logo incorrectly or not at all, the following actions will be taken:

**First Offense:** Verbal warning. Group will be asked to fix materials to include the proper logo and remove any incorrect posted materials.

**Second Offense:** In addition to results of a first offense, group will be put on close watch and be at risk of deregistration if clear efforts to prevent future offenses are not made.

**Third Offense:** Semester-long deregistration as a student group.
COLORS

Our colors are what gives us our personality. We’re bright, bold and colorful.

1. **Primary color palette:** These make up our core color palette.

2. **Secondary color palette:** These make up our secondary color palette.

Note: The color palette applies to Student Union materials only. Student groups may use their own color palettes based on individual branding.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIGHT BLUE</td>
<td>915C</td>
<td>60, 14, 0</td>
<td>57, 83, 255</td>
<td>#39b7ff</td>
</tr>
<tr>
<td>DARK BLUE</td>
<td>300C</td>
<td>96, 39, 0, 27</td>
<td>8, 113, 185</td>
<td>#0871b9</td>
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<td>1787C</td>
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<td>241, 78, 78</td>
<td>#f14e4e</td>
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<tr>
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<td>375C</td>
<td>48, 0, 100, 0</td>
<td>143, 212, 0</td>
<td>#8fd400</td>
</tr>
<tr>
<td>YELLOW</td>
<td>116C</td>
<td>0, 19, 100, 0</td>
<td>255, 203, 0</td>
<td>#ffcb00</td>
</tr>
<tr>
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<td>158C</td>
<td>0, 62, 92, 0</td>
<td>255, 127, 42</td>
<td>#ff7f2a</td>
</tr>
</tbody>
</table>
TYPOGRAPHY

Typography is a key element to communicate a unified personality for Student Union.

The font used in most Student Union promotional materials is FUTURA LT.

FUTURA is a strong, fun, and clean font. When writing headlines use FUTURA LT BOLD. When using FUTURA for body copy, use the book case.

Note: This font applies to Student Union materials only. Student groups may use their own fonts based on individual branding.

Futura LT Bold

Aa  Bb  Cc  Dd  Ee  Ff  Gg  Hh  
Ii  Jj  Kk  Ll  Mm  Nn  Oo  Pp  
Qq  Rr  Ss  Tt  Vv  Ww  Yy  Zz  
1  2  3  4  5  6  7  8  9  10  

Futura LT Book

Aa  Bb  Cc  Dd  Ee  Ff  Gg  Hh  
Ii  Jj  Kk  Ll  Mm  Nn  Oo  Pp  
Qq  Rr  Ss  Tt  Vv  Ww  Yy  Zz  
1  2  3  4  5  6  7  8  9  10
TYPOGRAPHY

Typography is a key element to communicate a unified personality for Student Union.

The font used in professional Student Union documentation such as our governing documents, executive orders, or legislation is Source Serif Pro.

Source Serif Pro is a clean, professional font. When writing headlines use Source Serif Pro Bold. When using Source Serif Pro for body copy, use the Regular case.

Note: This font only applies to Student Union materials only. Student groups may use their own fonts based on individual branding.

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Source Serif Pro Bold

Aa  Bb  Cc  Dd  Ee  Ff  Gg  Hh
Ii  Jj  Kk  Ll  Mm  Nn  Oo  Pp
Qq  Rr  Ss  Tt  Vv  Ww  Yy  Zz
1  2  3  4  5  6  7  8  9  10

Source Serif Pro Regular

Aa  Bb  Cc  Dd  Ee  Ff  Gg  Hh
Ii  Jj  Kk  Ll  Mm  Nn  Oo  Pp
Qq  Rr  Ss  Tt  Vv  Ww  Yy  Zz
1  2  3  4  5  6  7  8  9  10