

# Brand *Guidelines*





# Introduction

**The MDXSU brand guidelines are a set of rules and instructions that provide a framework for consistent communication of the MDXSU visual and verbal identity.**

**They serve as a comprehensive guide for creating a unified brand image that is easily recognisable and trusted by our students.**

Our guidelines include specifications on the usage of visual elements and our tone when communicating with stakeholders. By following these guidelines, we can ensure that all marketing materials, whether they are produced in-house or by external parties, remain true to the brand's identity, values, and objectives.

Consistency is crucial in building brand recognition and trust with the students

and stakeholders, thus brand guidelines help maintain consistency across all brand touchpoints. Whether it's social media posts, website design, printed materials or emails and conversations, following the guidelines ensures that every piece of content produced by us is consistent with the overall brand identity.



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# \* DNA



**A big focus in brand building is community; to drive a brand forward, this must be at the heart of all decisions, actions and communications. MDXSU's community comprises all students at Middlesex University: from Welcome to post-grads to alumni - all ages, genders, abilities, backgrounds and interests. The important question is *how do we stay more connected to them?***

## Purpose

How can we be a catalyst for change, arming students with more opportunities to develop skills, knowledge and networks that enable them to take positive actions? How do we build a stronger sense of community, creating an environment that is inclusive, empowering and ambitious?

## Vision

In the coming years, our legacy will lie in generations of changemakers - sculpted within MDXSU - making a real, positive impact for our planet and its people. We will have a strong alumni community, a happy student body and high engagement from those in higher education.

## Philosophy

We are committed to representing student views and providing opportunities for them to level up. We stand for students: *for equality, citizenship and social justice.* We are authentic and honest - rooted in community and focused on the future.



## **Mission**

MDXSU is a Students' Union that believes in - and supports - its students. To mirror our brand values, our slogans should be encouraging, positive and progressive to inspire and empower our students and reflect our mission.

**A catalyst**  
for change.

We stand  
**for students.**

**Champions.**  
**Changemakers.**  
**Architects.**  
**Rebels.**



# \* Logo

**Our logo holds great significance for our brand. It serves as a visual representation of our style, personality, and identity. It is vital that we consistently present our logo in a professional and cohesive manner across all our communications. It should be easily recognisable, clean, and properly formatted. The following pages offer clear guidelines on how to achieve this.**



## Primary Logo



### Size

To maintain full legibility, never reproduce the primary logo at widths smaller than 23mm (for print) or 115 pixels (for screen)



Minimum size: 23mm or 115 pixels

### Clear space

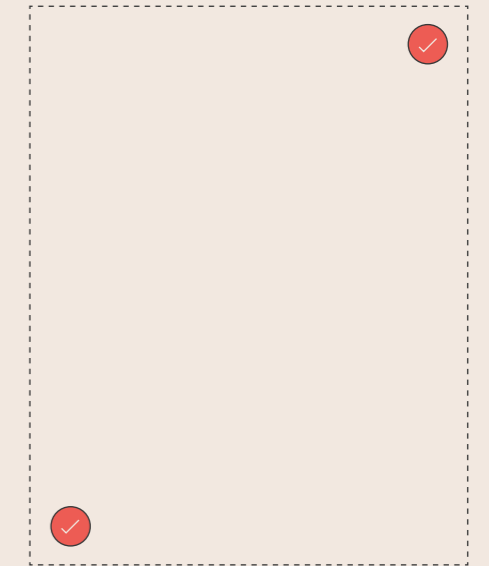
When using the logo, maintain adequate clear space around the logo to set it apart from other design elements.



A mandatory 'clear space' around the logo equal to the height of the 'X letter' must be incorporated into any design using the logo.

### Placement

The preferred placement for the logo is in the top segment right and on the bottom segment left.



## Secondary Logo

The secondary logo uses the elements of the primary logo arranged in a different composition providing more flexibility to use in different design settings.

**The landscape logo should only be used when space is limited on print designs adhering to set logo placement rules.**

However, it is permitted to place the logo anywhere that suits the design so long as the logo has adequate clear space and a observable place of prominence.



## Alternative Logo

The alternative logo serves as a wordmark and uses the elements of the primary logo without the company identification.

**The alternative logo should only be used when space is limited on social media assets adhering to logo positioning rules.**

However, it is permitted to place the logo anywhere that suits the design so long as the logo has adequate clear space and a observable place of prominence.



To access and download the MDXSU logos, [please click here.](#)

# \* Colours

Colour is another essential aspect of our visual style. Consistent usage of our brand colours plays a significant role in reinforcing the overall look and feel of our communications. Our selected palette consists of vibrant colours that convey our unique personality. By incorporating these colours, we create a cohesive visual identity that resonates with MDX students and enhances our brand presence.



CMYK PRINT	C7 M9 Y13 K0	CMYK PRINT	C68 M58 Y55 K62		
SPOT	PANTONE 11-1001	SPOT	PANTONE 19-1103		
DIGITAL	R241 G233 B224	DIGITAL	R56 G56 B56		
HEX	#F1E9E0	HEX	#383838		
CMYK PRINT	C76 M51 Y0 K0	CMYK PRINT	C67 M0 Y58 K0		
SPOT	PANTONE 18-4039	SPOT	PANTONE 15-6123		
DIGITAL	R65 G122 B217	DIGITAL	R75 G188 B139		
HEX	#417AD9	HEX	#4BBC8B		
CMYK PRINT	C9 M50 Y0 K0	CMYK PRINT	C0 M3 Y38 K9	CMYK PRINT	C0 M75 Y62 K0
SPOT	PANTONE 14-2311	SPOT	PANTONE 12-0718	SPOT	PANTONE 17-1656
DIGITAL	R246 G152 B217	DIGITAL	R232 G224 B145	DIGITAL	R237 G93 B84
HEX	#F698D9	HEX	#E8E091	HEX	#ED5D54

## Logo Colour Usage

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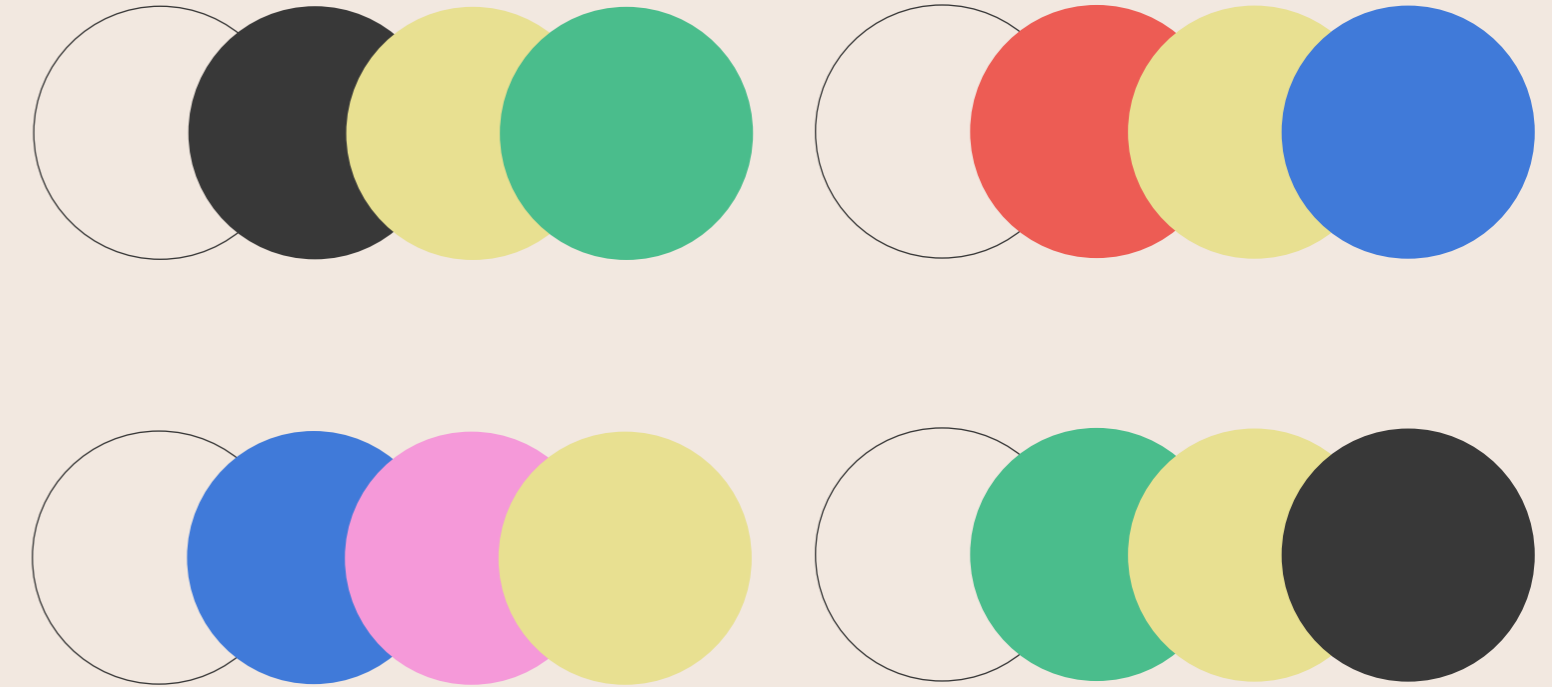
## Palette Usage

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These are vibrant colour combinations. Avoid using more than two or three vibrant colours prominently together. The usage should be extended to text, imagery and/or design elements.

Make sure to use contrasting colours or combine warm and cool colours for aesthetic purposes.

**Here are some examples of the palette usage:**



# \* Typography

**Typography is a powerful tool for establishing and maintaining the style and consistent identity of our brand. The fonts chosen for MDXSU are selected with the intention of clear and clean communication, and they are suitable for a wide range of applications. When choosing a typeface from the approved list, it is important to consider the specific usage and target audience.**

## Everyday Use

Our primary typeface for headlines is **New Spirit**, a modern and legible serif font that conveys a friendly and professional appearance, unifying our brand. It offers three approved weights (regular, semibold, and bold) for general use.

This font is particularly suitable for headlines and short messages that require prominence and attention.

Primary font for headlines

# Aa

New Spirit

Regular

**Semibold**

**Bold**

To access and download this font, [please click here.](#)

## Everyday Use

A secondary typeface, **Source Serif**, is available to add a unique and quirky personality to our designs. Source Serif is a sturdy serif font **with four approved weights (regular, semibold, bold and black) and two styles (regular and italic).**

This font is specifically designed for situations that require extra boldness and impact, making it ideal for limited use in headlines, pull quotes, subheadings, introductory paragraphs, and similar elements.

However, it is not intended for body copy, as it may hinder readability and legibility.

To access and download this font, [please click here.](#)

### Secondary statement font for headlines

# Aa

## Source Serif

Regular

Semibold

**Bold**

**Black**

*Regular Italic*

*Semibold Italic*

***Bold Italic***

***Black Italic***

## Everyday Use

Our primary font for body copy is **Acumin Variable Concept**, a legible sans serif font.

It offers four approved weights (regular, semibold, bold and black) and two styles (regular and italic) for general use.

This font is particularly suitable for body copy and captions.

To access and download this font, [please click here.](#)

### Primary font for body copy

# Aa

## Acumin Variable Concept

Regular

Semibold

**Bold**

**Black**

**Wide Ultra Black**

*Regular Italic*

*Semibold Italic*

***Bold Italic***

***Black Italic***

***Wide Ultra Black Italic***

## Playful Messaging

Aa

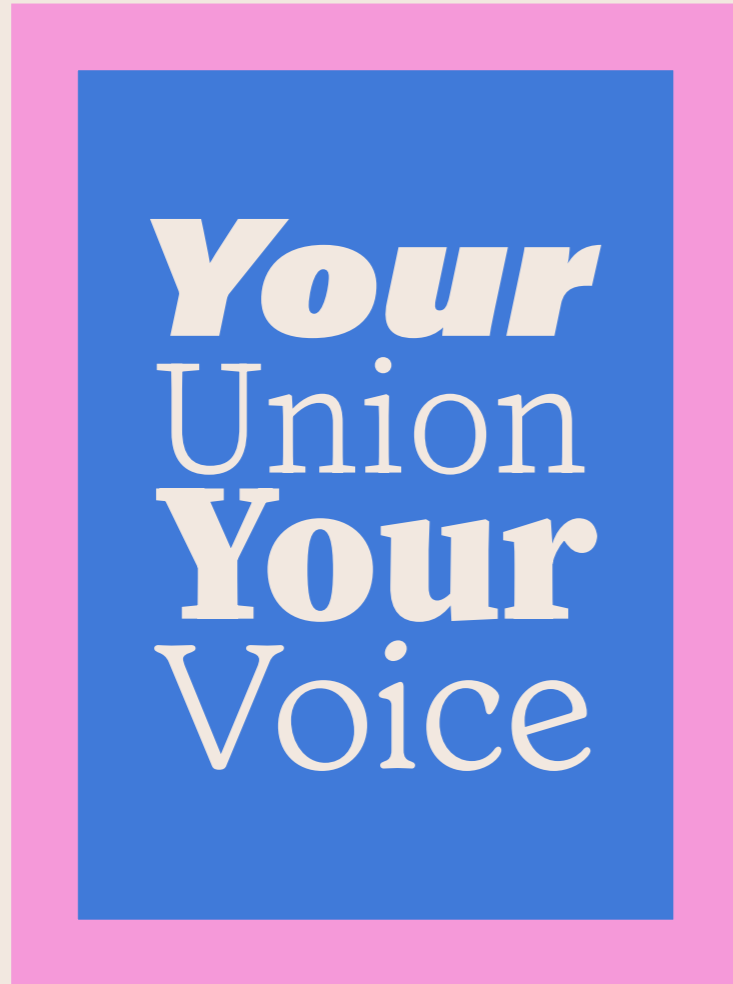
New Spirit

Aa

Acumin Variable  
Concept

Aa

Source Serif  
Variable



The following fonts and weights have been carefully chosen to effectively convey a sense of playfulness in messaging and slogans.

It is important to strictly use them for their intended purpose:

**Acumin Variable Concept /  
Wide UltraBlack Italic**

Source Serif Variable / Regular

**Source Serif Variable / Black**

New Spirit / Regular

## System fonts

Arial is a versatile typeface which can be used with equal success for text setting in emails and reports where New Spirit, Acumin Variable or Source Serif isn't available.

**For accessibility purposes the minimum body copy font size in emails is suggested to be 12pt.**

Arial is a pre-installed font on most devices.

Primary font for reports and emails

Aa

Arial

Regular

Semibold

Bold

Black

*Regular Italic*

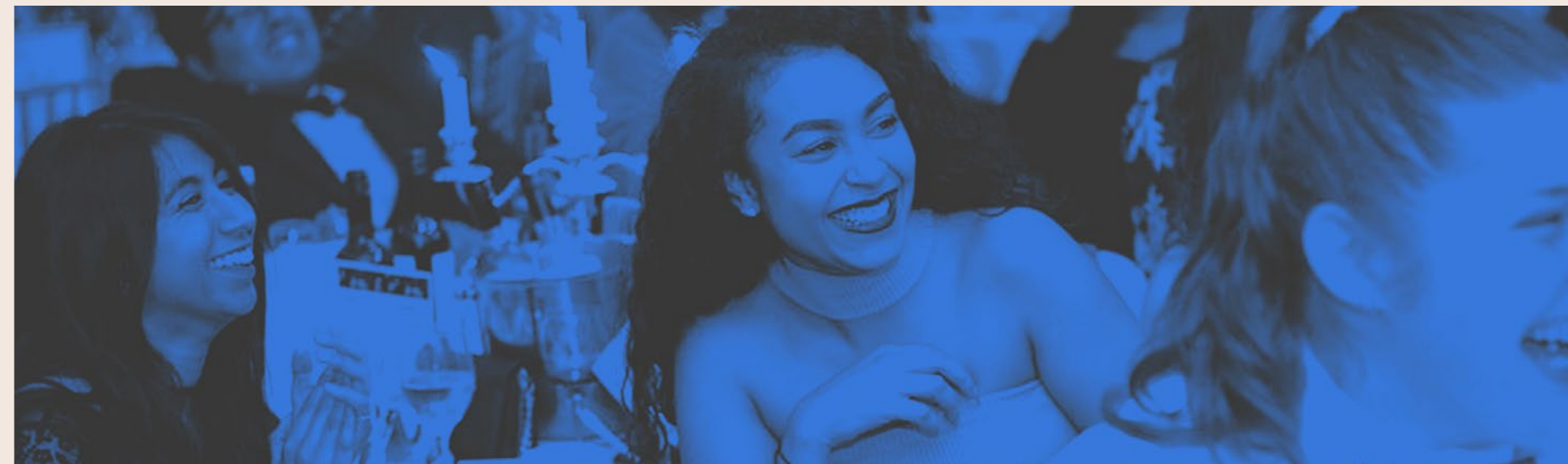
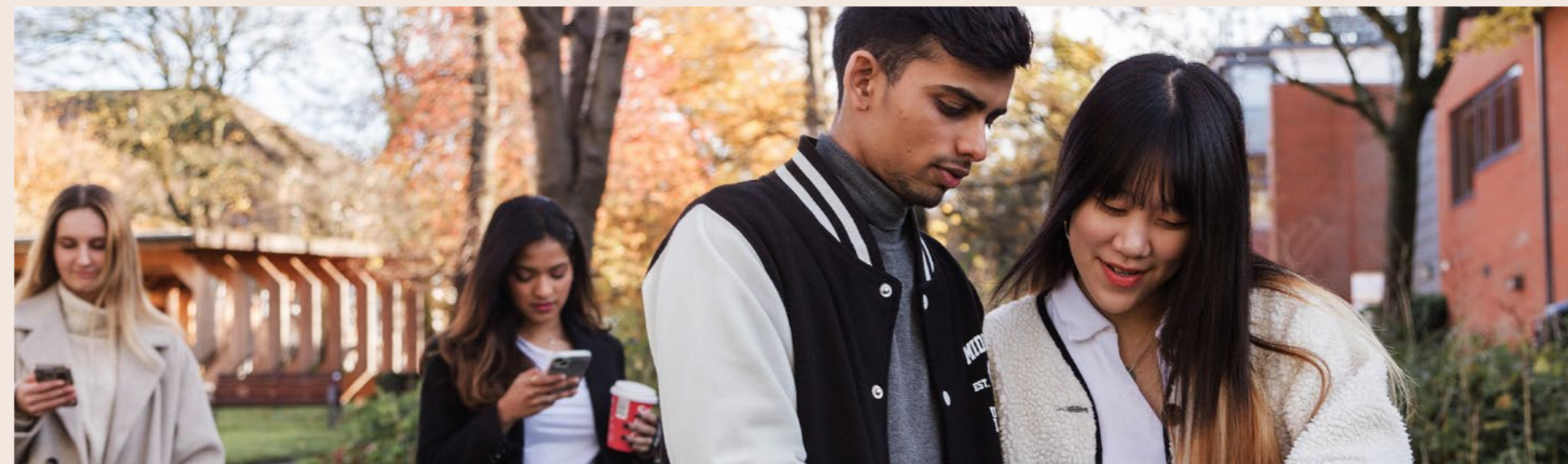
*Semibold Italic*

*Bold Italic*

*Black Italic*

# \* Photography

**Our photography plays a crucial role in capturing the diversity and dynamism of our community. It showcases the welcoming atmosphere of our campus, enabling us to communicate with students in a powerful manner. Our images provide a glimpse into the campus life and are carefully selected. We use professionally-shot photographs or stock imagery when needed, applying either an energetic and vivid tone or a duotone effect to enhance their impact.**



## Colour

We utilise colour photography in our SU archive and mostly in Merchandise communications, which showcase strong vibrancy and captures bright, saturated colours. These visual elements can be further enhanced through photo editing techniques.

Our photographs offer a sharpened perspective on life within our campus. We continuously keep an eye out for vibrant splashes of colour in our environment.

The colours should be vivid and eye-catching, without being overly overwhelming. We aim to evoke a sense of edginess and fun, striking a balance that captivates without overwhelming the audience.



## Photo-journalistic

Our shots aim to evoke a candid and realistic feel, capturing natural smiles, genuine interactions, and authentic moments. They reflect the energy, mood, and activity on campus, showcasing our vibrant community, beautiful architecture, and unique spaces. The shots portray diverse emotions, from focused students to groups of friends, using wide-angle views and close-ups to capture details.

### Things to avoid

Avoid using images that are too busy, too complicated, out of focus, low resolution, or too darkly lit.



## Duotone

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The duotone filter is an essential aspect of our brand guidelines, allowing us to incorporate our brand colours and infuse our photography with a fun and trendy style.

By applying our brand colours, we maintain visual consistency while creating a distinct and recognisable style. The duotone effect adds vibrancy and captures attention, ensuring our visuals stand out and resonate with our audience. It's a powerful technique that enhances our brand identity and engages viewers in a compelling way.

**The Communications and Marketing team has a duotone template for imagery available. Please reach out to the team to inquire about its usage.**



# Design Elements

**A selection of hand-drawn graphic elements is permitted to expand the visual direction of the MDXSU brand, providing a diverse look and maintaining a sense of continuity in our communications. Whether prominently featured or used subtly, these unique styles add visual intrigue and contribute to the art of storytelling that enhances our brand narrative. Please feel free to explore and incorporate these elements to infuse your designs with creativity and charm.**



It is recommended to incorporate design elements in a manner that enhances rather than overwhelms the overall design concept. These elements can be strategically placed to float around or showcased in a larger scale, allowing for versatility and visual impact.

By adjusting factors such as colour, size, and spacing between elements, along with applying a touch of creativity, one can create an infinite range of possibilities using these simple shapes.



# Tone of Voice

**The Tone of Voice (TOV) guide outlines the style and attitude that MDXSU aims to employ in its communication with students, staff, and key partners. The guide is designed to ensure consistency across all communication channels and promote a clear and positive image of the Students' Union. It serves as a valuable resource, providing guidelines for crafting messages that reflect our values, resonate with the target audience, and maintain a cohesive brand identity.**

## **Vibrant and dynamic**

MDXSU is a vibrant and dynamic organisation that represents the voice of the student body. The tone used should reflect this energy, using a lively and engaging style that encourages students to get involved in events and activities.

Example:

*Welcome to Middlesex University Students' Union! We're here to help you make the most of your university experience and get involved in all the exciting things happening on campus.*

## **Welcoming and Inclusive**

The tone used by MDXSU should be welcoming, friendly and inclusive. It should convey the message that all students are valued and respected, regardless of their background or identity. Avoid using language that could be perceived as discriminatory or exclusionary and ensure that all communication is accessible to everyone.

Example:

*Welcome to Middlesex University Students' Union! We're here to support and empower all students, no matter who you are or where you come from.*

## **Empowering and Inspiring**

MDXSU should aim to inspire and empower students to get involved, take action and make a positive difference. The tone should be optimistic, enthusiastic and supportive, encouraging students to pursue their goals and make the most of their time at university.

Example:

*You have the power to create change! Join us and make a difference on campus and beyond.*



### **Informative and Helpful**

MDXSU should provide clear and accurate information to students, staff and external audiences. The tone should be informative, helpful and easy to understand, using plain language and avoiding jargon or technical terms wherever possible.

Example:

*Here's everything you need to know about our upcoming event, including how to register, what to expect and who to contact if you have any questions.*

### **Collaborative and Community-focused**

MDXSU should foster a sense of community and collaboration among students, staff and partners. The tone should be inclusive, collaborative and supportive, highlighting MDXSU's role as a hub for student life and engagement.

Example:

*Let's work together to make our campus a better place! Join our student-led campaigns, volunteer opportunities and events.*

### **Professional and trustworthy**

MDXSU should maintain a professional and trustworthy image, both internally and externally. The tone should be respectful, honest and transparent, reflecting the Union's commitment to integrity, accountability and ethical behaviour.

Example:

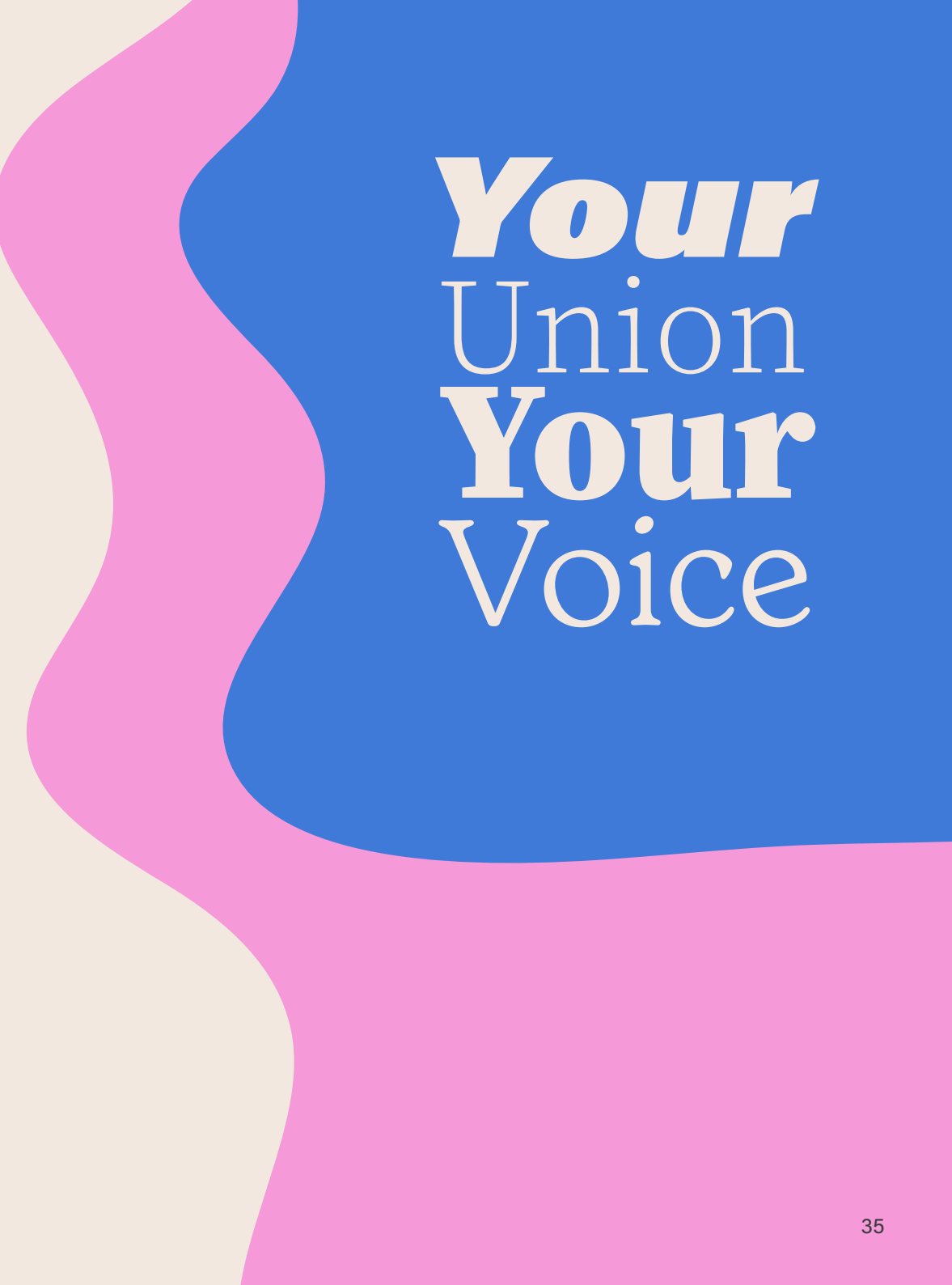
*We take our responsibilities seriously and strive to deliver the highest standards of service to our students, staff and external partners. If you have any concerns or feedback, please let us know.*

### **Supportive and approachable**

MDXSU aims to be a friendly and approachable organisation that students can turn to for support and advice. The tone used should be warm, supportive, and empathetic, showing that the Union is there to help students navigate the challenges of university life.

Example:

*We understand that university can be tough, but you're not alone! The Middlesex University Students' Union is here to support you every step of the way.*



***Your***  
Union  
***Your***  
Voice

# Language Guide

**This section outlines the language and terminology that MDXSU aims to use in all communications. It is designed to ensure that our language is inclusive, respectful, and reflects the values of the Union.**

**By using inclusive and respectful language, we can foster a welcoming and supportive environment for all our stakeholders.**

**Remember that effective communication is essential in building strong relationships, understanding diverse perspectives, and achieving our shared goals.**

## **Inclusive Language**

Use gender-neutral language whenever possible. Avoid assuming someone's gender and use gender-neutral terms like "they," "them," and "their" instead of gender-specific pronouns. Avoid using language that excludes or stereotypes any group of people based on their race, ethnicity, nationality, religion, sexual orientation, gender identity, disability, or any other characteristic.

Example 1:

*"Please let the student know that they can visit the Students' Union Office for assistance."*

Example 2:

*"Our university welcomes students from various cultural backgrounds and diverse identities."*

## **Names and Pronouns**

Respect individuals' preferred names and pronouns. Always use the names and pronouns that individuals have specified for themselves.

Example:

*"Could you please update our records to reflect Jane's preferred name, which is Alex?"*

## **Empowering and Inspiring**

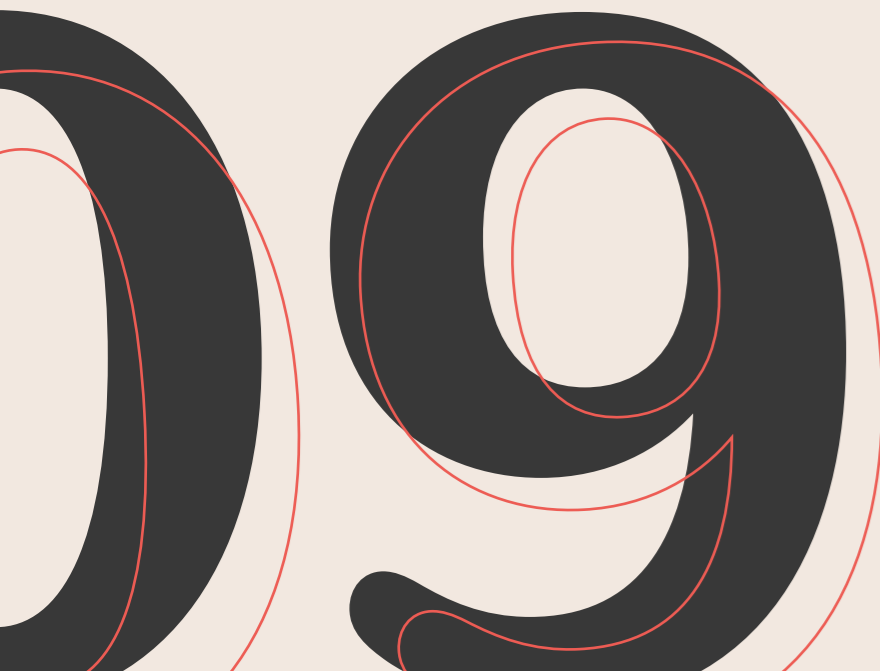
Use clear and concise language to convey your message effectively. Avoid unnecessary jargon or acronyms that may confuse the listener. Be polite and courteous when communicating with staff, students, and partners. Maintain a professional tone and show respect for their time and contributions.

Example 1:

*"We are organising a meeting next week to discuss the upcoming events. Would you be available to attend?"*

Example 2:

*"Thank you for reaching out to us. We appreciate your valuable input and will consider it in our decision-making process."*



### Active listening

Active listening is crucial. Allow the speaker to express their thoughts without interruption and demonstrate your engagement by providing appropriate responses and asking relevant questions.

Example:

*“I understand your concerns. Could you please provide more details about the issue you are facing so that we can assist you effectively?”*

### Student-Centric Language

Use inclusive language that fosters a sense of belonging and ownership among students. Encourage active participation and engagement from students by inviting their opinions and ideas.

Example 1:

*“As a valued member of our student community, your feedback is essential in shaping our initiatives.”*

Example 2:

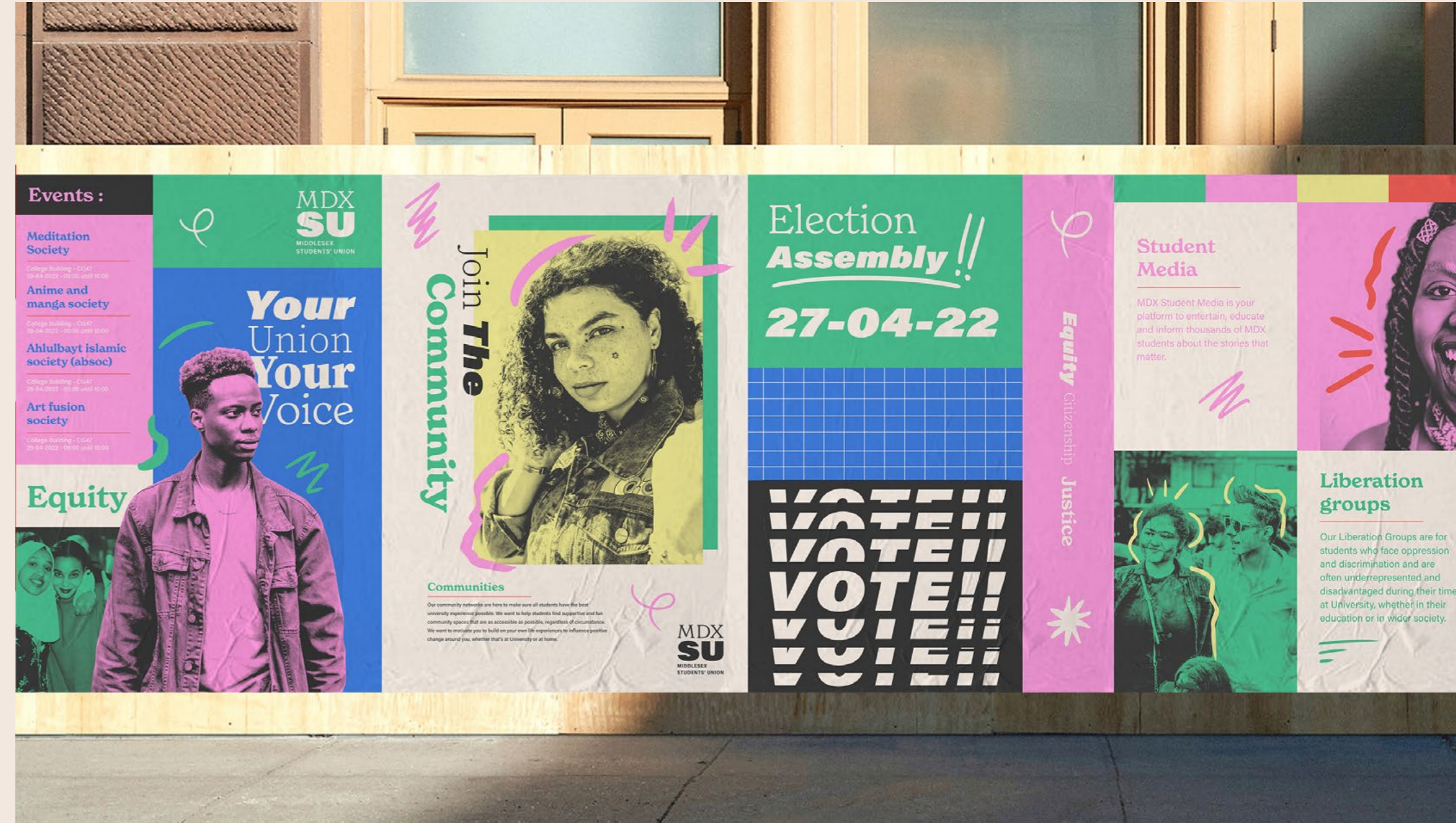
*“We would love to hear your suggestions for organising the upcoming student social event. Please feel free to share your ideas with us.”*

### Partner Engagement

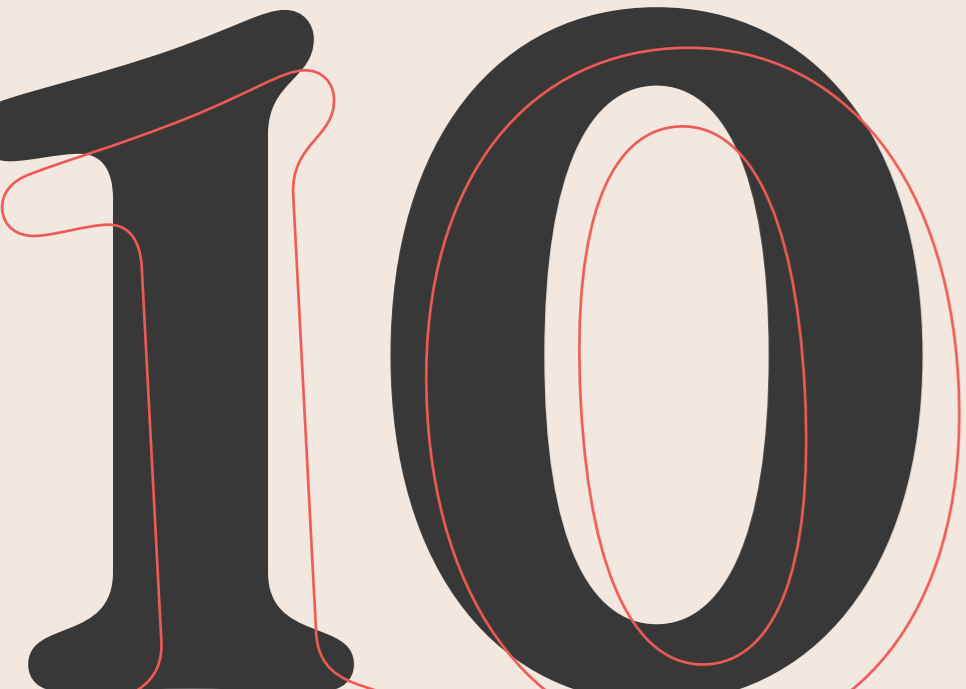
When communicating with external partners, maintain professionalism and represent MDXSU in a positive manner. Clearly articulate the purpose and objectives of any collaborations or partnerships, ensuring mutual understanding and agreement. Follow up promptly on commitments made to partners and provide regular updates on the progress of joint projects.

Example 1: *“Middlesex University Students’ Union is excited to collaborate with your organisation on the upcoming community outreach project.”*

Example 2: *“Our goal for this partnership is to create meaningful opportunities for our students to gain industry experience and enhance their employability.”*



# \* Touchpoints



The following section presents design examples that demonstrate how the different guidelines and elements of the branding can be combined to create visually captivating and on-brand representations.

These touchpoints serve as illustrative examples and are not meant to be strictly adhered to in a continuous layout. As long as the brand guidelines are followed, there is flexibility in the arrangement and presentation of these elements to achieve an engaging and cohesive visual presence.





It's the start of a new era  
**Read about MDXSU's rebrand journey**



**RESULTS  
NIGHT**

Find out  
who your  
next student  
leaders are.



[mdxsu.com/elections](https://mdxsu.com/elections)

# Maintaining Our Brand



**The Communications and Marketing Department  
is the guardian of the Union's corporate identity.**

## **Enquiries**

If you have any further queries regarding the production of marketing materials or photography in accordance with the Union's brand guidelines, please get in touch with the Communications and Marketing team.