

Loughborough Students' Union Image Policy

Introduction to the Image Policy

Why have a Image Policy?

An image policy exists in all major organisations. It helps to reinforce the brand and ensure that the logo is both used and applied correctly. This image policy is a preventative measure to ensure Loughborough Students Union contribution to the 'Lufbra Experience' is properly recognized. One of the key strategic goals of the Students' Union is to communicate the activities that we are involved in to our membership. The flexibility and consistency within the logo allows this to happen easily and effectively.

However, in order to utilize the impact of our identity it is important to use the logo correctly; this is the purpose of the Image Policy.

Who is responsible for policy?

The Executive, Section heads, Departmental Managers, Associations and Clubs/Societies are responsible for the publicity that they produce. It is therefore important that all officers, managers, staff, association/club/society/department members and volunteers who are likely to use the logo are fully aware of this Corporate Image Policy.

If there are any unusual circumstances or a manager is not sure about a certain aspect of the logo policy, they should consult the Marketing Department. Any additional queries shall then be referred to the *Vice President: Democracy and Communications*, who is ultimately responsible for Union's Corporate Image.

How is the policy structured?

The policy can be broken into three distinct sections:

- Policy Overview
- Promoting the Website
- Letters, Reports and Formal Correspondence
- Distinguishing the Loughborough Students' Union from the University

In order to help explain the Policy to those who do work for the Union, there is a step by step guide (appendix 1) attached, that gives an overview of the policy. The step by step guide was considered to be a more user friendly way of explaining the policy than the previous powerpoint presentation was. It is essential that any body wishing to recognise their affiliation to the union be aware of this policy before they are given access to the Union logos. This is the responsibility of departmental managers and section heads. The Step by step guide illustrates many of the key points made in the image policy and in this way should be treated as one of the two supporting appendices.



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These appendices may be changed and passed independently of the policy at union council. This is due to the complex nature of the document. Appendix 1 is a step by step guide. Appendix 2 is a list of all exceptions to this policy.

Our Policy

What is a publication?

Anything produced by or for Loughborough Students Union is subject to this policy

Anything Written or Printed

- Leaflets, posters and flyers
- Label magazine, handbooks and other publications
- Reports to the University, Colleges and other external bodies
- Minutes, Agendas and notice of meetings
- Letters, memos, compliment slips and business cards
- Policy Documents
- Forms
- Clothing
- Stationary

Electronic Communications

- Websites
- E-mails
- Faxes

Signs and Notices

- Permanent
- Temporary

Presentations

- Powerpoint templates
- Handouts
- Slides
- Video

What are the Approved Logos?

Each of the logos fall into one of the following categories. Each category has slightly different rules and applications.

Main Union

This is to appear with the text 'Loughborough Students Union'. It can only be used when represented in full, ie with the 'swoosh' and text. In very exceptional circumstances, it will be possible to use the 'swoosh' independently. However, this decision can only be taken by the *Vice President: Democracy and Communications*. It is also possible to use the swoosh in the background of a publication. However, this does not replace the need to use a correctly applied logo as well.

Mother/Child



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This is used by: Ents, Shops, Bars, Advice, Societies and Media etc

This is to appear with the text 'Loughborough Students' followed by the appropriate department. It can only be used when represented in full, ie with the 'swoosh' and the text.

Brother/Sister

This is used by: Action, Rag, AU, the Nursery and clubs, societies and associations etc

This is to appear with the text 'Loughborough Students' followed by the appropriate section's name and logo. Occasionally, it will be acceptable to use the 'secondary logo' of the 'swoosh' and the sections logo, without the text. However, this should only be used in exceptional circumstances, when the full logo is not appropriate and with the prior permission of the *Vice President: Democracy and Communications*. If the secondary logo is used, the 'swoosh' and sectional logo must appear in the same proportions and in equal prominence. Under no circumstance can the sections logo be used independently of the 'swoosh'.

Brands

This is used by: Aura, Label, LCR, Clubs and Socs, departments and Associations Although, these brands have their own independent logos, they are wholly owned by Loughborough Students' Union. These logos shall appear in equal prominence with the logo of the Union department that owns the brand. Under no circumstance can the brand logos be used independently.

Other Opportunities

All those who are associated or associate themselves with Loughborough Students Union and any body wishing to affiliate themselves with Loughborough Students Union must adhere to this policy and as such use the logo as described within this policy. Due to the vast possibilities of situations, each proposed application of the logo should be discussed with the *Vice President: Democracy and Communications*

How Should the Logos be used?

All logos must follow certain guidelines, these are described below.

All Union Publications will bear the Logo in its correct form.

This will include all clubs and Societies, and all Departments of the Union, and will include anything associated with or produced in conjunction with Loughborough Students Union

Only the approved logos can be used

Any proposed logos other than these must be discussed and approved by the *Vice President: Democracy and Communications*



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The Colour of the logo must be dictated by its application

Each logo has a number of alternative colour schemes depending on the background colour that it appears against. It is essential that the correct logo is used in accordance with the background.

There are three broad applications of the logos:

- Colour: Full colour version. This is to be used against white backgrounds.
- Mono: Single colour black version. This is to be used against light backgrounds.
- Negative: Single colour white version. This is to be used against dark backgrounds.

When used against a dark background, the colour logo should not be given a white border and 'stamped' onto a publication. The colours and possible

applications of the logo should be taken into consideration during the design stage of the publication.

In certain circumstances, the Colour-Dark version of the logo can be used. This can be used against dark backgrounds, however, the use of this is restricted to the Marketing Department because of the complicated issues involved in its use.

Photocopying logos

Whenever a publication is going to be photocopied or printed in greyscale before it is presented, it is important that the 'Mono' logo is used. This is to prevent the logo looking untidy when reproduced. This particularly applies to minutes, agendas and reports.

The 'swoosh' is 'transparent'

The 'swoosh' in the logo is not white, it is transparent. When a logo appears on a coloured background the 'swoosh' is made transparent and adopts the background colour. Therefore, when a logo appears on a yellow piece of paper, the Mono logo is used and 'swoosh' is yellow.

Size of logo on publication

In order to have a reasonable prominence on a publication, the logo should have a surface area about 1/20th of the publication. This is a fairly standard size for many corporate logos.

All logos must appear the stated proportions

When the logos are enlarged or reduced, they must not be stretched, shrunk or have their proportions altered in any way.

Distance between logo and text

There should be a reasonable sized border around the entire logo that is free from text. This is to prevent the logo becoming customised to specific events. Text should not appear anywhere within an area of approx. 50% the height of the logo.



Must be used 'right way up'

The logo must always be used the correct way up so that the text can be clearly read. Therefore, they should appear horizontally rather than vertically.

Equal Prominence

Equal Prominence suggests that the secondary logos should not only be the same size as the 'swoosh', they should also appear in a similar position on the page. Neither of the logos should appear in a dominating position. Equal prominence also applies to brands and Media logo.

Logos appear on the front of publications

The logo must appear on the front of the publications. This is particularly applicable to flyers and leaflets.

Promoting the Website

Raising the profile of the Union website is another key strategic aims of the Students' Union. It is therefore very important to promote our web address wherever possible. Therefore, the relevant URL should appear on every Union publication.

All LSU clubs have mandatory electronic membership via their LSU-hosted website (www.lufbra.net/clubname)

Whilst LSU accepts that some clubs like to have more sophisticated websites than www.lufbra.net can provide, as the main funders they (LSU) believe it is reasonable to expect all clubs, sections and associations to have their main website address as www.lufbra.net/clubname and for that page to have some basic content plus links to any other relevant sites. For this reason the following policy has been agreed:

1. Every club, society, department committee, hall, section or association home page (www.lufbra.net/clubname) must contain a **minimum** of:
 - ✓ One relevant photo or club logo (either their own LSU approved logo or the AU/C&S logo as appropriate)
 - ✓ One paragraph of welcome and explanation of the group's activities, including meeting times and venues where relevant
 - ✓ One contact email address
2. Any external site **must** have Union branding prominently at the top of the page e.g. relevant Union logo and must make it clear that the group is an **LSU** group not University (this is because LSU represents 3 institutions, Loughborough University, Loughborough College and the RNIB College and members can come from any of them).



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Branding means using the correct LSU logo e.g. the group's approved LSU logo, the LSU main logo or the LSU AU/Clubs & Socs logos as shown in the appendix 1

3. Without exception, every club, section, department committee, hall, society or association must always quote their main web address as www.lufbra.net/clubname and **not** any external site e.g. www.clubname.org.uk. A link to an external site can be put on the homepage and that site can contain as much information as the group wants as long as the homepage contains the required information as in 1.above.
4. LSU will monitor all websites on a regular basis and any breaches of this policy will incur a fine to the responsible group and further sanctions at the discretion of ***Vice President: Democracy and Communications***

Letters, Reports and Formal Correspondence

A key element in establishing a strong corporate identity is achieving consistency in the style and layout of letters, reports and correspondence leaving and organisation. This can be achieved by selecting corporate stationary and a font to be used across the organisation. Letterheads can be ordered through the marketing department to achieve this consistency. Furthermore, letters, reports and formal correspond should be typed in 'frutiger'. This will add a level of professionalism that we as yet have not been able to achieve. Further requirements deemed necessary by Loughborough Students Union will be added to appendix 2 at the discretion of the ***Vice President: Democracy and Communications***

Distinguishing Loughborough Students' from the University

Many of the Clubs and Societies seem to be confused as to who funds and supports their activities. Increasingly, Union funded clubs and Societies are including 'University' in their name when they promote themselves and buy club kit. These clubs should be referring to themselves as 'Loughborough Students''. Unfortunately, it is necessary to fine clubs for making this mistake in order to prevent this from happening in the future. Fines shall be taken from the clubs private accounts.

Other Issues

The first breaches of different aspects of the logo policy are liable to incur departmental fines. These fines can operate on a sliding scale depending on production volumes and the severity of the breach of policy. A rough guideline to the recommended fine system can be found in the appendix to this document. These fines shall be distributed on the ***Vice President: Democracy and Communications*** discretion; however, any appeals shall be heard at Exec



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meetings under AOB. Any consequent abuse of logo policy shall result in the Department bearing the necessary re-printing costs.

This policy should be treated as an ongoing document as it will need updating as and when new logos are introduced and new situations arise. The policy should be reviewed and updated with minor changes via the appendices at Exec meetings by the **Vice President: Democracy and Communications**. However, major changes to this policy should be presented to Union Council.

	1st Offence
No Logo	£
Not using a logo at all	50
<i>Failure to include the Website address: www.luftra.net/.....</i>	10
All Union Logos	
Creating and using an unauthorised logo	50
Using the wrong colour logo against a coloured background	10
Photocopying a colour logo	10
Not making the 'swoosh' transparent	10
Making the logo too small for the publication	10
Altering the proportions of a logo	25
Deliberately placing text too close to the logo	25
Using the logo vertically rather than horizontally	10
Placing a border around the logo and 'stamping' it on a coloured background	10
Using 'swoosh' without the rest of the logo	25
Brother/Sister and brand relationships	
Sectional motifs used independently	50
Using secondary logos without permission	50
Secondary Logo's not appearing in equal prominence	25
Clubs and Societies	
Any Club or Society who call themselves 'Loughborough University'	£1 per member

All fines will be transferred from the club/ departments private accounts
 Consequent offences will result in the department bearing the necessary re-printing costs
 All fines will be at the discretion of the Vice President: Democracy and Communications