Introduction

Having a strong consistent brand is important to the OU Students Association. It is essential that we are seen, heard, proud and effective and that our activities, events and actions are instantly recognisable to our audiences.

This guide is intended to support you in your role to ensure that we, as an Association, produce clear and consistent communications that reflect our vision and mission.
Who we are...

We are the Open University Students Association. First and foremost we should refer to ourselves as the OU Students Association. Where there is a need to use the acronym OUSA please use the following statement:

‘OU Students Association affectionately known as OUSA, pronounced OOSA’

It is important that we refer to ourselves as the OU Students Association or Students Association as not everyone is aware of what the acronym OUSA stands for.

How we should be perceived:

• Representative
• Engaging
• Supportive
• Inclusive
• Independent
• Community
• Voice
• Influential
• Enthusiastic
• Honest
• Informed
• Clear
OUR VISION

OUR MISSION
Our logo and strapline

Our master logo should be used on all materials and communications produced by the OU Students Association.

To ensure our logo is clear and legible, clear space should be provided around the logo.

Please do not change the proportion, size or location of any elements in the logo. Please do not add any effects to the logo e.g. shading, outlines or enclose the logo in a box.

Our strapline reflects our vision and mission.

your community... your voice...
YOUR COMMUNITY. YOUR VOICE.
Logo variants

**Black logo**
The black logo should be used on all documents that will be produced at low print quality or photocopied.

**Reversed logo**
The reversed logo can be used over photography or on a coloured background.

**Square logo**
The square versions of our logo are for online use. These logos can be used where the master logo is either unsuitable or does not fit within an allocated space.
Regional and National Logos

It is important that Regions and Nations are represented within our brand. Each Region and Nation has their own square logo which has been designed to be used online.

On social media, this helps to distinguish the National and Regional accounts from our main account.

Regions and Nations are asked to follow the guidelines set out in this document, to help ensure the strength and consistency of our brand.
Our Colours

Our colour palette is vibrant, fresh and modern.

We have two primary colours which are reflected in our master logo. Both our primary and secondary colours reflect our vision and mission and how we should be perceived as a Students Association.

Note:

When using our colour palette please consider accessibility.

RGB - Online colours
CYMK - Print colours

Our primary colours...

Dark Blue
Hex: 3B50A2   R:59 G:80 B:162  C:88 M:79 Y:0 K:0

Blue
Hex: 2285C7   R:34 G:133 B:199  C:80 M:39 Y:0 K:0

Black

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Our secondary colours...

Dark Purple

Purple

Red
R:236 G:36 B:59  C:0 M:98 Y:80 K:0

Orange
R:246 G:139 B:68  C:0 M:55 Y:81 K:0

Green
R:142 G:183 B:69  C:50 M:94 Y:9 K:0

Turquoise
R:1 G:158 B:157  C:80 M:17 Y:41 K:0

Dark Turquoise

Brown

Contact: ousa-comms@open.ac.uk
Photography and Illustrations

Images are really important to the reputation and look of our brand. Images should be fun, vibrant, clear, natural and relevant. The images used should reflect the diversity of the OU student community.

Our images should convey our strapline: your community... your voice...

The Communications & Technology Team will use graphics over photographs and illustrations as stand alone items. Sketch cartoons will be used to compliment an image but this should not distract from the image itself.

Note:
A selection of images can be supplied by the Communications & Technology Team on request.
Typography

For consistency and accessibility we use Arial as our primary font. This should be used in all communications from the Association.

Tahoma is used throughout our website for the main body of text.

The Communications & Technology Team may use different variations and alternative fonts for design purposes.

Arial
ancdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Minimum size 9

Helvetica Neue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Minimum size 9

Tahoma
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Minimum size 9
Our Music

The music we use in videos and podcasts should reflect our vision and mission and how we should be perceived as an Association.

Instrumentally we should reflect the nature of the content we are communicating. We should use music which uplifts and inspires, where possible, and should aim to create a strong sense of community.

Please ensure you have met the copyright rules set by the author, if you have any questions or advice please contact us.

Note:
A selection of sound files can be supplied by the Communications & Technology Team on request.
OU Students Shop

The OU Students Shop is a sub-brand of the OU Students Association. The brand uses its own logo and colour palette.

Imagery and typography used for the sub-brand follows the same guidelines as the main OU Students Association brand.
OU Students Educational Trust

The OU Students Educational Trust is a sub-brand of the OU Students Association. The brand uses its own logo and colour palette.

Imagery and typography used for the sub-brand follows the same guidelines as the main OU Students Association brand.