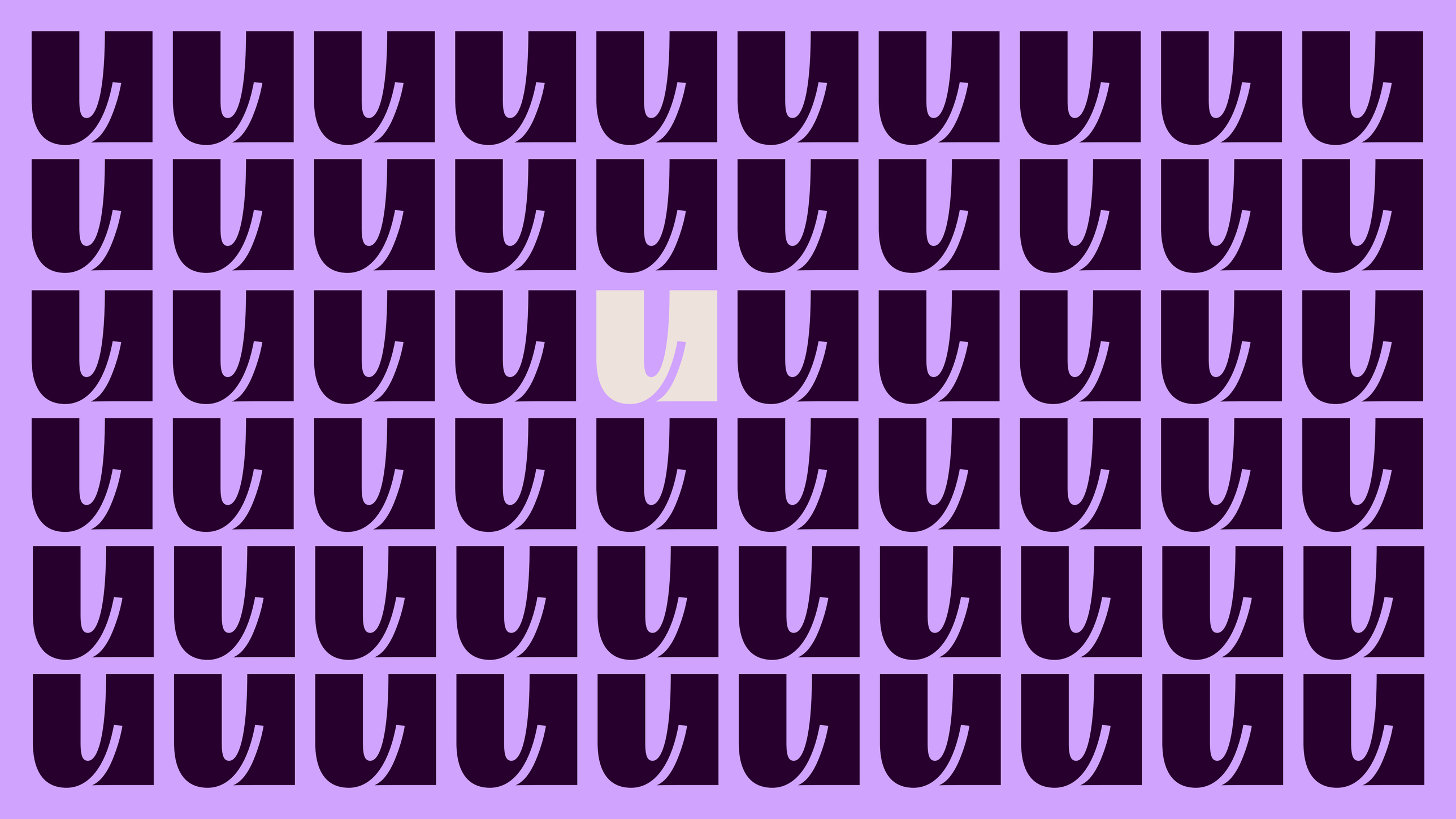
Our new brand

MET UNION

A guide to working with our new look



We are delighted to share our bold new look

To enable us to re-connect

Helping every student succeed and thrive

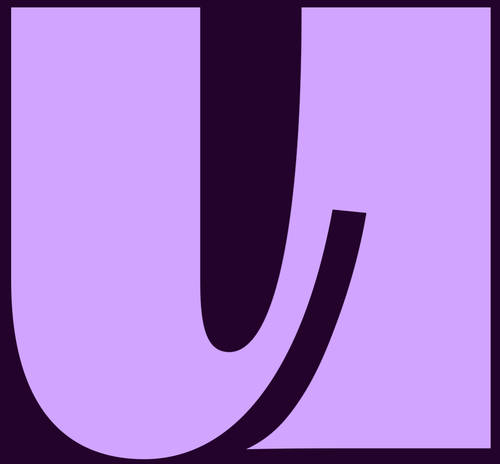
Bringing to life how we do what we do - the Met Way

First things first

Our logo

MET union

The mark



Our header font

Available to download from Google Fonts

Caprasimo

Our body font

Available to download from Google Fonts

Lato

A nice simple and easy to read, accessible, and versatile font.

* Where Lato is not available, use **Aptos** on Microsoft machines, or **Avenir** on Mac

Our colours

Purple

#d1a4ff

Dark

#27002d

Oatmeal

#eee2dc

Brand assets





We also like

Curves

Some ground rules

Stick to the rules

To keep things looking great!

- Keep things simple
- Don't use *italics* and CAPITALS in text
- Only use approved colours and pairings
- Utilise high-contrast designs to make things more accessible
- Highlight things you want to stand out in **bold** or colour, sparingly
- Only show our logo as it is designed, don’t edit or amend it
- Don't put filters or other images over our colours, brand or photographs

Keep things consistent

Don’t edit or change our templates



Your name, position
London Met Students’ Union
166-220 Holloway Road. N7 8DB
londonmetsu.org.uk



Your name, position
London Met Students’ Union
166-220 Holloway Road. N7 8DB
londonmetsu.org.uk

We’re talking big titles to make things clear

We want to grab students' attention



Use contrast and call outs

But only use approved logo templates

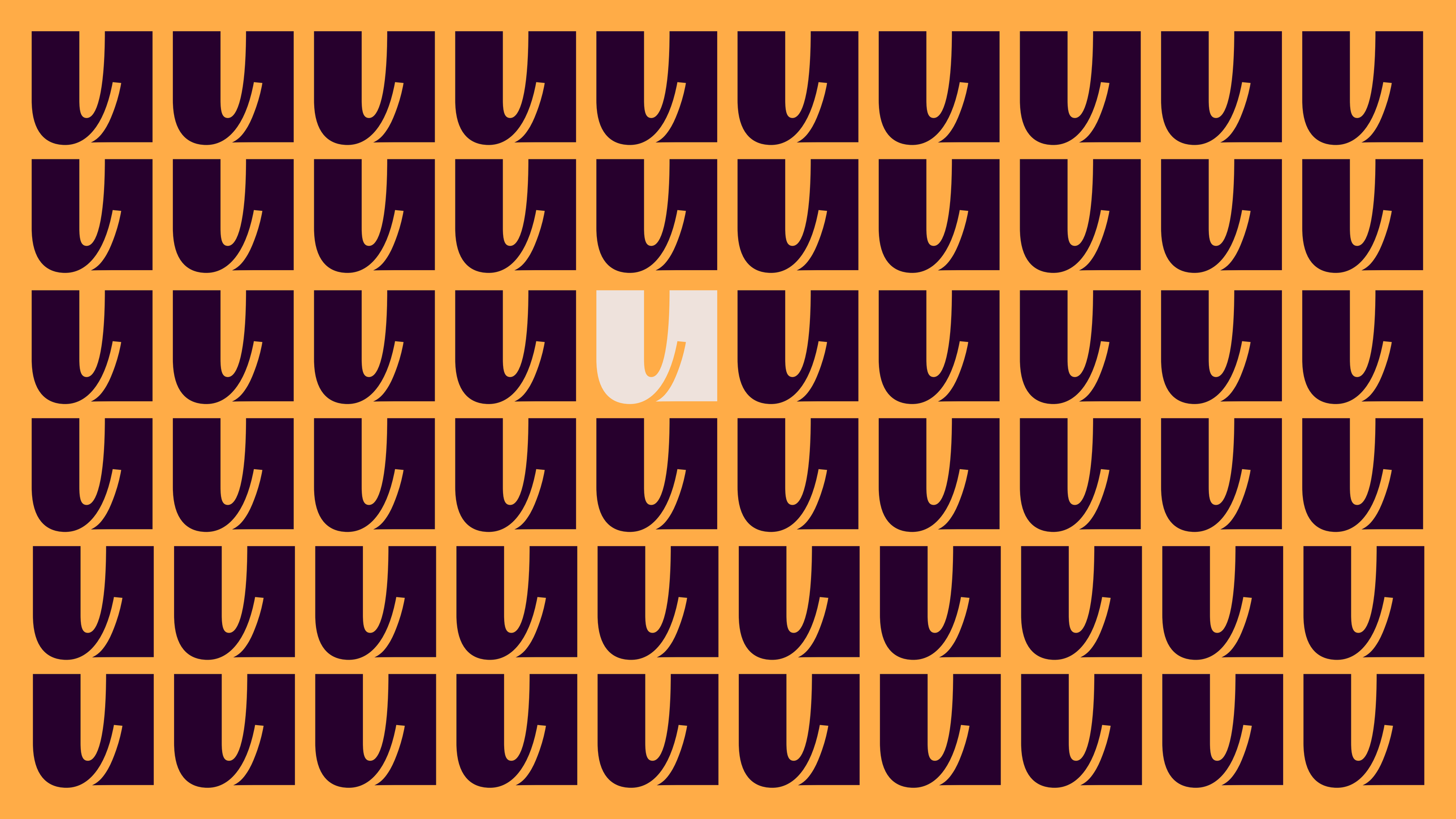


Extending the brand

Sometimes you need something more distinctive

For different activities

Like, Advice and Support



And others such as

Course-based activity

But also permanent sub-brands like



The brand family



Our full colour palette

Dark

#27002d

Purple

#d1a4ff

Advice

#ffac47

Brown

#291900

Oatmeal

#eee2dc

Welcome

#e894ff

Activity

#77d3be

Green

#002629

Some extension rules

To keep things tidy and right

- **Don’t mix the different brand extensions together** - for example, never use our standard Met Union purple for Welcome or our Advice and Course-based activity colours for other purposes
- **Use extensions sparingly** - they are not to replace the main union brand, which should be used as the default for most activity
- **Never create your own extensions** - you should not add your own colours into the brand or create further sub-brands without prior and rigorous approval



Recap

Our look and feel

The Met Union brand

- **Keep things simple**
- **Only use approved fonts and colours for their set purpose**
- **Don’t amend, change or create your own extensions or brand assets**
- **Don’t write in *italic* or CAPITALS**
- **Try not to clutter pages with text or images**
- **Help us make the brand accessible by following these rules**

Questions or need help?

Reach out to Amelia

communications.su@londonmet.ac.uk

Thanks!

MET UNION

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