

Graphical Guidelines for HHGS



THE STUDENT UNION
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Official Colors



Dark Cornflower Blue

#043882

C100 M90 Y10 K0

R0 G56 B130

Gold Metallic

#D4B054

C21 M30 Y75 K0

R212G176 B84

White:

#FFFFFF

C0 M0 Y0 K0

R255 G255 B255



Cerulean Frost

#7A9DC7

C30 M16 Y0 K22

R122 G157 B199

Black:

#000000

C0 M0 Y0 K100

R0 G0 B0

Logotype - without text



Logotype - with text to the side



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Logotype - with text underneath



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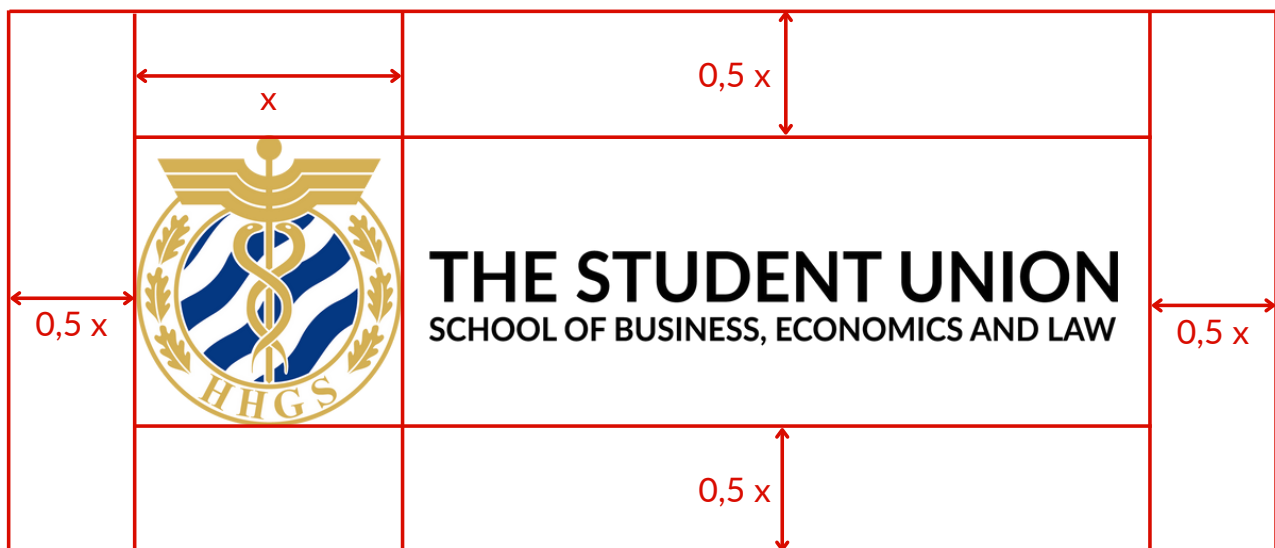


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Logotype - safety zone



We have defined a minimum free space in which no other visual elements should be placed. To ensure visual impact, we recommend keeping as large an area of empty space around the logo as possible.

The red line shows the exclusion zone for the logo. The zone is based on half the width of the symbol. This is the smallest space around the logo, but keep as much space as possible around it.

Typography - Official Documents

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzääö

1234567890

%&@:#?!*

Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzääö

1234567890

%&@:#?!*

Typography - For marketing

Gloss and Bloom

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890
%&@:#?!*

League Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890
%&@:#?!*

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890
%&@:#?!*

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890
%&@:#?!*