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# **BRAND STYLE GUIDE**

Draft (March 2013)

## Preliminary Note

This document is written by Bryan Cheung, former Director of Communications for the LSESU Chinese Society (2011/2).

The guidelines below have absolutely no binding force on future committees. Nevertheless, they represent the intentions of the creator of the current brand. I therefore strongly encourage you to give them a thorough consideration.

## Duties of the Director of Communications

It is the responsibility of the Director of Communications to **protect the brand identity of the Society**.

This involves:

- ensuring that the Society's branding is employed **in a consistent manner**; and
- **defending any unauthorized use** of the Society's name and logo.

These are not the only duties of the Director of Communications. However, it is suffice for the purpose of this guide to highlight the above. For a full list of responsibilities, please refer to the [Society website](#) or the latest electoral materials.

## Name

The official name of the Society is written as “**LSESU Chinese Society**”.

The words “SU” were added in 2012 in order to comply with Clause 7 of the “[Room Booking Agreement between LSE Student Union Societies and LSE Conference & Events Office](#)”, which provides that:

“Societies are part of the SU, not the LSE. Societies will not refer to themselves as representative of the School in any other way than as a society of the SU. Societies are expressly forbidden from referring to themselves as LSE departments, organisations or services and from using any LSE branding. They will not use the LSE logo, or describe themselves anywhere (including on the society website and social media accounts such as Facebook and Twitter) as the LSE xxxxx Society (as opposed to the LSESU xxxxx Society, which is the proper form).”

The LSE Conference and Events Office has also published a “[Guidance for SU societies](#)” (PDF document) which provides the following clarifications:

- When designing society logos, student societies are not permitted to use the LSE logo or the LSE crest, either in whole or in part, use an amended version of it, or to imitate it as part of their society logo design.
- On all websites and other social media pages including Facebook and Twitter, the society must refer to themselves as the “LSESU xxxxxx society”. This needs to be done each time the society is referred to.
- In a logo design or when written “LSESU” should be the same size. It is not permitted to reduce the size of certain parts, such as “LSEsu”.

## Logo



The logo of the Society takes the form of a traditional Chinese seal.

At the centre of the seal is an outline of a Chinese dragon, constructed from the letters “L” (the upper body), “S” (the lower body) and “E” (the tail).

The dragon is drawn with its head tilted upwards to reflect the virtues of “forward-thinking” and “aiming high”.

The name of the Society appears on the right. It is written in three lines, on which all texts are aligned to the left.

## Font

The text “LSESU Chinese Society” is set in a slightly modified version of **Mentone Semibold**.

The words “LSESU” and “Chinese Society” have a font size ratio of **1:1.5**.

## Colours



The logo on a light background.



The logo on a dark background.

The colours of the text vary **depending on the background used**. The following table describes the proper shades of colour that should be applied:

|  | “LSESU” |               |           | “Chinese Society” |               |            |
|--|---------|---------------|-----------|-------------------|---------------|------------|
|  | HEX     | RGB           | HSV       | HEX               | RGB           | HSV        |
| When used on a <b>light</b> background | #404040 | 64, 64, 64    | 0°, 0, 25 | #000000           | 0, 0, 0       | 0°, 0, 0   |
| When used on a <b>dark</b> background  | #BFBFBF | 191, 191, 191 | 0°, 0, 75 | #FFFFFF           | 255, 255, 255 | 0°, 0, 100 |

The shade of red used in the “seal” part of the logo is given by (HEX: #8C1515; RGB: 140, 21, 21; HSV: 0°, 85, 55), **regardless of the background**.

The “dragon” should be filled in **white** when used on a dark background.

Avoid busy backgrounds, or any background colours that will provide insufficient contrast with the logo (especially the red “seal”), for these may affect the readability of the logo. Where it is impossible to do so, use the colour **white** for **all elements** in the logo.

## Positioning

Always allow an isolation area around the logo.

A margin of clear space equivalent to **20% of the height of the “seal”** should be applied to **all sides** of the logo.

This margin is **a minimum** and should be increased where appropriate.

## Application

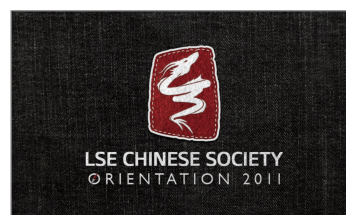
The logo may be used without the text, but only when the name of the Society has been written or printed prominently on the same publication. The above rules on positioning continue to apply.

The “dragon” part of the logo may be used independently as an ornamental feature on official publications. However, a full logo must also appear on the same publication.



An example of the “dragon” being used as an ornamental feature.

It is open for the Director of Communications to come up with stylised versions of the logo (in which case the above rules on colours might not apply). **This right should not be delegated to any third parties.** When designing such logos, readability should take the topmost priority.



Examples of a stylised logo.

Top left: Newsletter header (2011/2); Top right: Orientation 2011 Calendar Card (2011/2, *pre-name change*).  
Bottom: Website header (2011/2 – 2012/3).

In addition, the “[Guidance](#)” (see above) published by the LSE Conference and Events Office states that:

- Where student societies are undertaking activities with the support of an LSE academic department or research centre, the relevant department or centre may consent to the appropriate use of its name or logo alongside other branding. The logos of many departments and centres are now based on the School logo[...] This provides an acceptable means of incorporating an element of LSE branding into non-School activities. Student societies need the written express permission of the department or research centre before they use their logo.
- If a student society are organising a conference or forum type event, they may not brand this in a way which suggests it is a formal LSE event.

## Boilerplate Text

Although it is not a formal requirement, it is a good practice to place a short description of the Society at the end of each official publication.

The boilerplate text for the Society as of March 2013 is:

“The LSESU Chinese Society aims to integrate and promote the cultural identity of the Chinese community within LSE. Having one of the largest membership bases within the LSE Students’ Union, we hope to provide a warm and welcoming environment for all Chinese students entering the School. We continue to expand our influence beyond the academic sphere, by devoting ever greater attention to social, careers and even charitable events. In doing so, we expect to create a diversity of opportunities for our members to reach their aspirations.”

The boilerplate text **should be reviewed from time to time** to make sure that it reflects the true mission of the Society.

## Acknowledgment

I would like to take this opportunity to express my sincere thanks to the 2010/1 and 2011/2 Committees for their invaluable feedback during the design stage of this brand, and for their trust and support throughout its initial implementation. I would also like to thank the 2012/3 Committee for their continual effort in upholding the integrity of the brand.