



UNIVERSITY OF STRATHCLYDE SPORTS UNION

BRAND GUIDELINES

Updated by: USSU Executive Committee
Date: May 2023

Our Brand

The Sports Union is a constituent group of Strathclyde Students Union. We are the coordinating body for all organised sport at the University of Strathclyde. Our brand gives us a unique identity within the University of Strathclyde but also across the student sport sector. Sports clubs affiliated to Strathclyde Sports Union are expected to meet our brand guidelines.

Logos

- Sports Union

Our logo is an essential iconic marque for the Sports Union. It embodies who we are. It should be used consistently across all communications.

Maroon SU Logo:



Navy SU Logo:

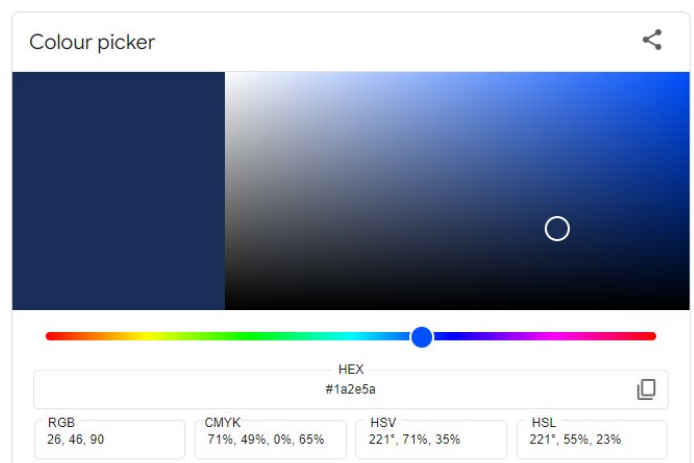
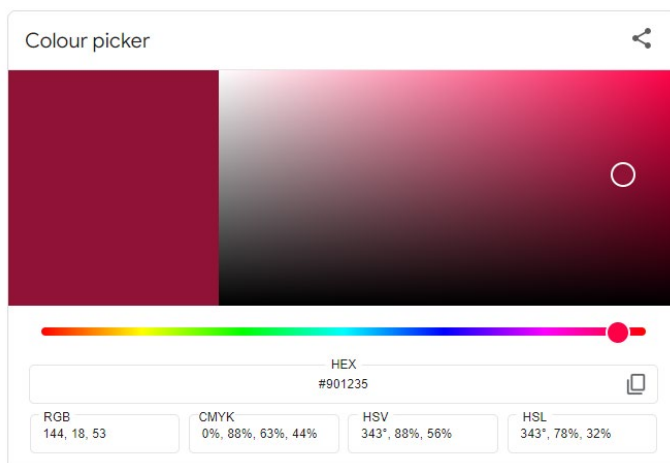


- Sports Clubs

Clubs have the ability to create their own logos, however it is not essential. Any logo designs should meet brand colours, should not be replicas of pre-existing logos, and should not be manipulations of pre-existing logos either (e.g. edits of the SU logo or UoS logo). For more information on University Brand Guidelines, [see here](#)).

Colour

The Sports Union brand colours are Maroon (Hex #901235) and Navy (Hex #1A2E5A).



Typography

The Sports Union brand font is Marr Sans.

Taglines

The Sports Union taglines are 'Be Part of It' and 'We Bleed Maroon'.