Brand guidelines
KUextra

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KUextra

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Brand

Brand
KUextra

Kuextra will promote extracurricular activities to students with the view of helping them develop into successful, well-rounded graduates through participation in these activities.

The branding wants to convey the idea of person/ star by transforming "x" embedded on "extra". Extra is a keyword as it expresses the main meaning of the brand.

Logo

Word mark

Brand position and size

KUextra

Formats

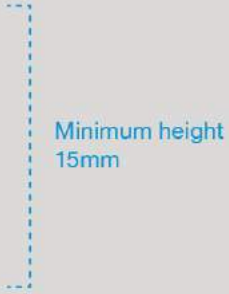
Horizontal formats

Vertical formats

Brand position and size

KUextra

KUextra size should appear with the KU logo (66% of width).
Logo with other logos and graphic elements,
maintain a safety space that equals 200% the size of the square around the logo.

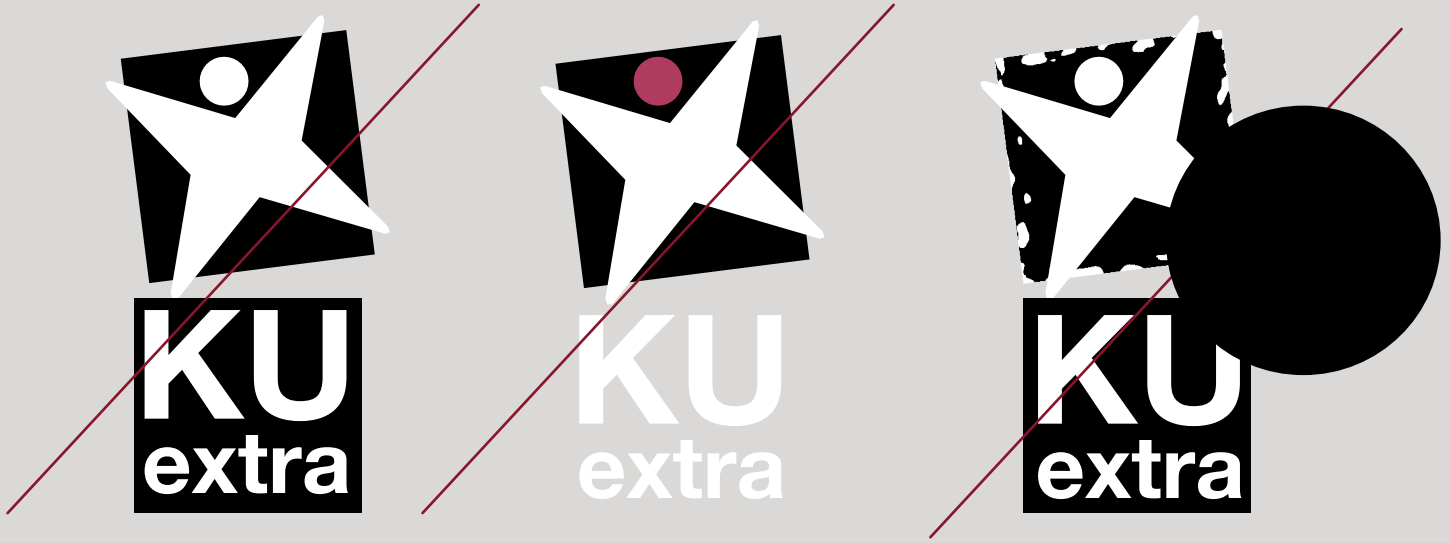


Brand position and size

KUextra

YOU DO NOT

- Rotate the mark or alter its positioning in relation to the branding name
- Change the colour on the logo to anything other than the ones listed in this manual.
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Use old versions or any other marks or logos to represent our brand



Faculty and schools

KUextra

How KU extra icon could appear in its own right, or when applied to KU faculties.

Icon

Icon +
Unified

Icon +
KSA

Icon +
Arts and
Social
Sciences

Icon +
Kingston
Business
School

Icon +
Health, Social
Care and
Education

Icon +
Science,
Engineering
and Computing

Icon

Icon +
Unified

Icon +
KSA

Icon +
Arts and
Social
Sciences

Icon +
Kingston
Business
School

Icon +
Health, Social
Care and
Education

Icon +
Science,
Engineering
and Computing

Use in print

KUextra

Use in print.

You can show the KU logo and graphic together, but sometimes it may be necessary/preferable to separate them.

You can also mix and match the colours of the KU logo and the graphic

Also, the bottom designs show occasions where instead of black and white, it may be more interesting to show the background image/colour

Brand Tools

Color
KUextra

KU extra appears with the primary palette color for Kingston University

Print	Digital
C 0	#ffffff
M 0	R 255
Y 0	G 255
K 0	B 255

Black

Print	Digital
Pantone Black U	#000000
C 40	R 0
M 40	G 0
Y 40	B 0
K 100	

White

Color
KUextra

Blue is the main University colour.

Print	Digital
Pantone 2925	#0092D4
C 85	R 0
M 24	G 146
Y 0	B 212
K 0	

Color
KUextra

Color Kingston **School of Art**

Print	**Digital**
Pantone 803	#FFED00
C 0	R 255
M 0	G 237
Y 100	B 0
K 0	

Color
KUextra

Color **Business School**

Print	Digital
Pantone 319	#45B8A9
C 68	R 69
M 0	G 184
Y 41	B 169
K 0	

Color
KUextra

Color Faculty of **Social Sciences**

Print	**Digital**
Pantone 123	#F8971D
C 0	R 248
M 48	G 151
Y 100	B 29
K 0	

Color
KUextra

Color Faculty of **Faculty of Health, Social Care and Education**

Print	**Digital**
Pantone 375	#62B22F
C 66	R 98
M 0	G 178
Y 100	B 47
K 0	

Color
KUextra

Color Faculty of **Science, Engineering and Computing**

Print	**Digital**
Pantone 265	#95549C
C 50	R 149
M 76	G 84
Y 0	B 15
K 0	

Typography
KUextra

Kingston University uses **Helvetica Neue.**
KUextra reinsure main branding style.

The primary font for body copy is Helvetica Neue Regular.
The even letter spacing of this font makes it better suited to dyslexic readers.

Confidence
Consistency
Clarity

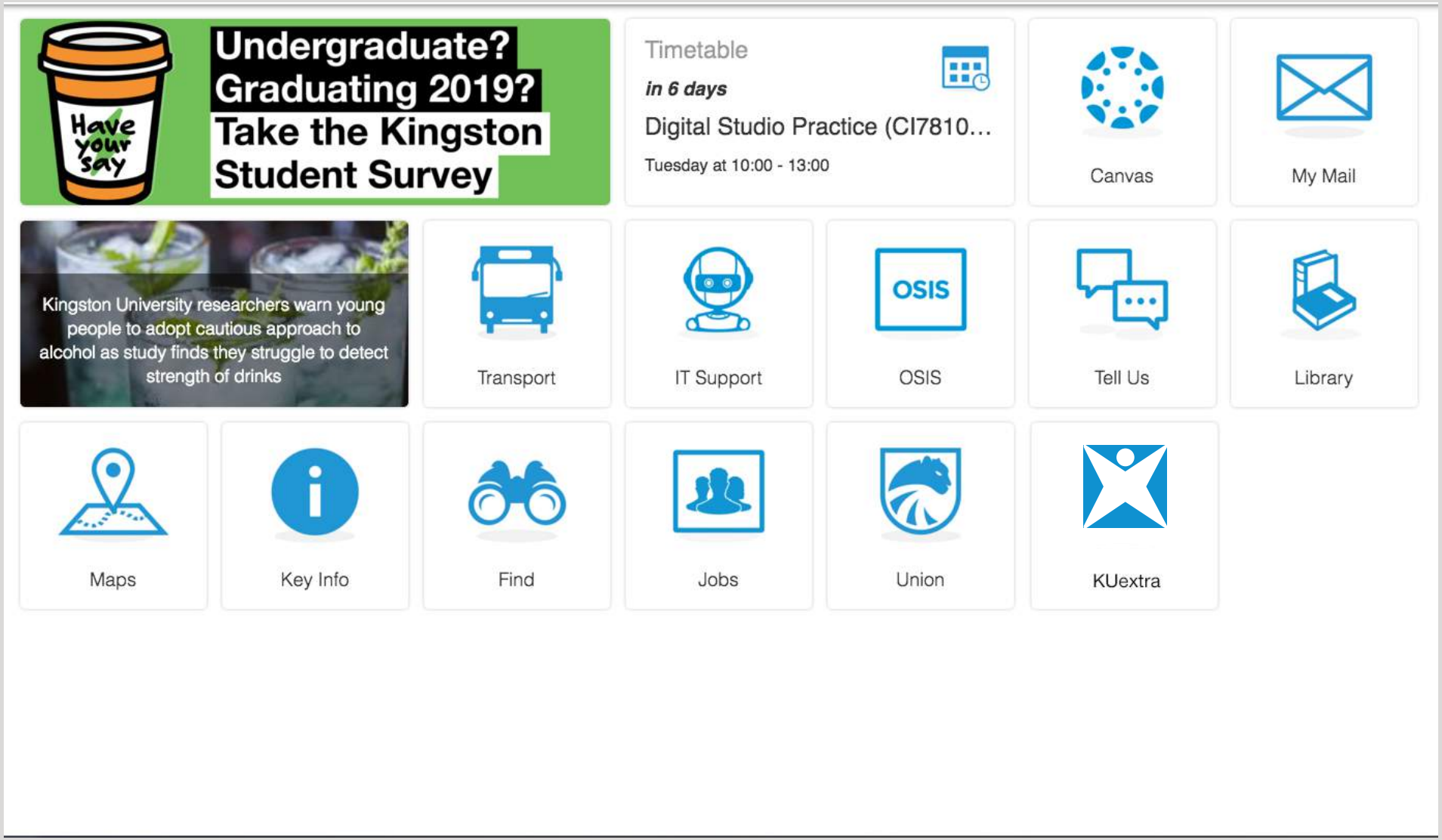
Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+
Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+
Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+
Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Web

KUextra

Arial if Helvetica Neue is not available.

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+
Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+
Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+
Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ?@£%&+

Avatar

KUextra