

OU STUDENTS ASSOCIATION : MINI BRAND GUIDE

PRIMARY LOGO



LOGO VARIANTS



PRIMARY COLOURS



#2C3887



#943E8D



#D9527E



#FF7F67



#FFBA59



#00ADAC



#008ED4

HIGHLIGHTS



#858CB9



#C18FBD



#E99BB4



#FFB5A7



#FFD79F



#6BCFCF



#6BBDE6

SHADOWS



#212A64



#6E2E69



#A13D5D



#FF5E4C



#FF8A42



#00807F



#00699D

For CMYK and/or RBG conversions, use www.colorbook.io

FONTS

Helvetica Neue

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue is available on our Canva Pro accounts. If you don't have access to this, or require something slightly bolder for design purposes, Raleway Heavy, League Spartan or one of the Aileron variations are acceptable alternative fonts.

