BRAND GUIDE

UEA✦sport

su

CONTENTS

THE LOGO

There is a coloured and monochrome Derby Day logo. The logo is to be used to represent Derby Day across digital and print assets by universities, unions, and societies.

LOGOTYPES

There are variations of the logo to allow for university specific assets, as well as mono-coloured logos for stylistic purposes.

Logos without a year are to be used for larger assets that will be used multiple times.

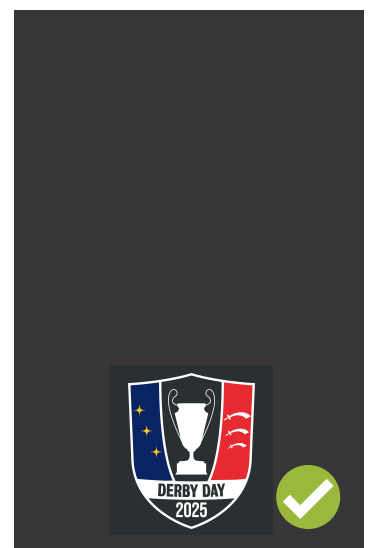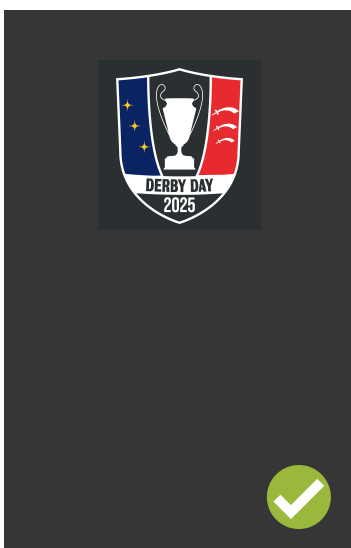Charcoal logos are for use in documents, not creative assets.

PLACEMENT & SPACE

All logos should be placed with 50% of its width as clear space surrounding the logo.

The logo is to be placed center-aligned within the assets. Only for desgin reasons may it be placed elsewhere.

TEXT & TYPEFACES

For titles and assets that are to be used across both universities, Bebas Neue is to be used. For specific organisation and society use, other body fonts may be used.

BEBAS NEUE
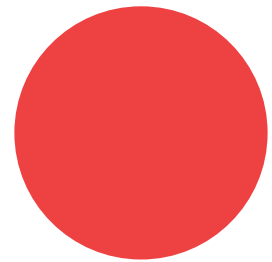
TITLE

Bebas Neue Bold Upper case
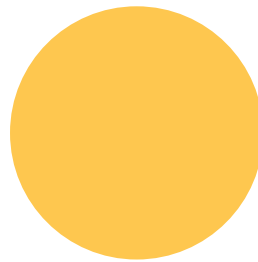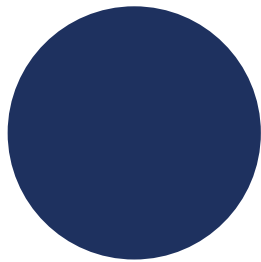Center-Aligned

SUBHEADING

Bebas Neue
 Medium Upper case
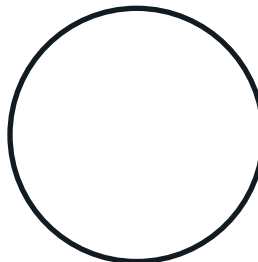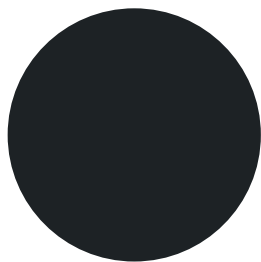Left-aligned

BODY TEXT

Bebas Neue
Body sentence case
left-aligned (hyphenation off)

COLOURS

The colours used are based on the universities' colours, navy blue and yellow for UEA and red and white for University of Essex. A neutral colour must be used on assets, e.g. grey.

RGB	35/46/91	254/204/54	237/28/36
HEX	2327E5B	fecc36	ed1c24
CMYK	99/87/33/27	0/21/84/0	0/95/85/0
USES	UEA	UEA	ESSEX

RGB	40/41/41	255/255/255
HEX	292929	ffffff
CMYK	72/62/58/73	0/0/0/0
USES	general use/text	Essex/general use/text

RGB is for screen use. CMYK is for print use
Note: never use black in any documents.

COMMUNICATIONS

This year's Derby Day communications will be focussed on the following themes:

Sporting achievement
Sporting excellence
Institution pride

UEA Students' Union, UEA Sport, Essex SU, Essex Blades, UEA Media Collective and UEA's student led social media channels will be coordinating a joint promotional social media campaign for Derby Day.

All clubs have signed up to a social media charter and are expected to follow that charter to ensure that we reflect the themes of the event.

The official hashtag will be #DerbyDay2025

Generic assets will include images for social media posts as well as banner images to use on social media profiles.