



Brand Guidelines

Hello!

**This document outlines
Team Birkbeck
Students' Union brand -
how it looks and how to
use it.**

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Our logo

The main Team Birkbeck logo is composed of two circles and the text 'Team Birkbeck Sport' set in the font League Spartan.

Always use the logo files provided.
Do not attempt to re-create it.



Our logo - mono

Our logo has a white-out version to be used on coloured backgrounds.



Our logo - use on backgrounds

The full colour logo should be used on a white or light yellow background, on other colours the mono version should be used.



Our logo - misuse

Do not crop the logo



Do not use drop shadows or any other effects



Do not change the transparency of the logo



Do not outline the logo



Do not change the colour of the logo



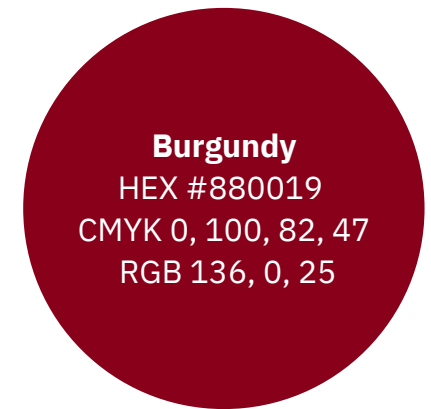
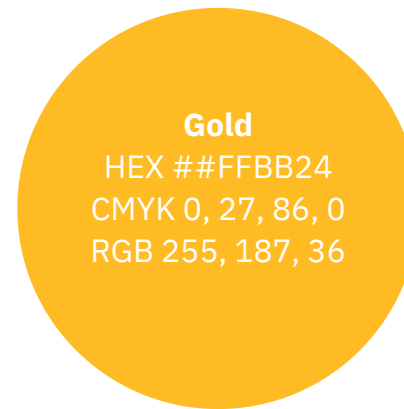
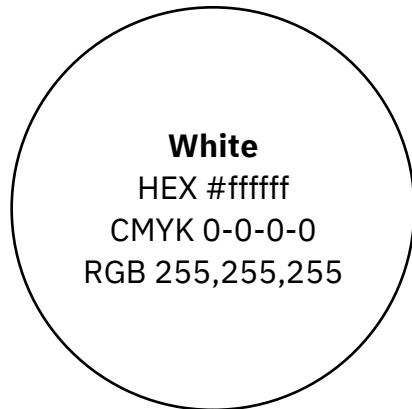
Do not change the size of any of the elements



Colours

These are the core colours of our brand.

Use whichever one is the most appropriate or any combination of the colors below.



Using the brand - Sub brands

There are additional logos for each sport Birkbeck SU offers. Those are just examples as each team has their own logos.



Thank you

If you have any questions please contact:
su-activities@bbk.ac.uk



@BirkbeckUnion



birkbeckunion.org/