



Brand Guidelines

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01–Logo

Logo

This logo draws inspiration from the well-established student culture at Swinburne, which fosters a sense of community, resilience, and innovation. Through the use of strong, dynamic forms, the design reflects the bold and forward-thinking spirit of the student body. These elements work together to encapsulate the future-oriented identity of the Swinburne Student Association (SSA). Reinforcing its role as a progressive and empowering force that supports students in their academic and personal growth.



Logo

The logo version with no name is always the primary option.

Please keep the logo colours as they appear adjacent.

Note: this version of the logo should never be altered.



Logo with text

The logo version with the name is always the second option. It should only be used out of necessity.

Please keep the logo colours as they appear adjacent.

Note: this version of the logo should never be altered.



Swinburne Student Association



Swinburne Student Association

Clearspace

The 'SSA' logo has an exclusion zone around its edges to ensure any surrounding design elements don't overwhelm, or encroach too close to it.

The acceptable exclusion zone is measured using the 'S' of the brand mark.



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Minimum size

Please respect the use of our logo.

The 'SSA' logo has a minimum size to maintain legibility.

The logos are measured by width to ensure the brandmark remains consistent across all applications.

If the logo is scaled below 50mm in width, remove the text and use only the brandmark.

If the logo is scaled below 40mm please use the 'S' brand mark.

The minimum size of the brandmark is 13mm in width.

Width — 50mm



Width — 40mm



Width — 13mm



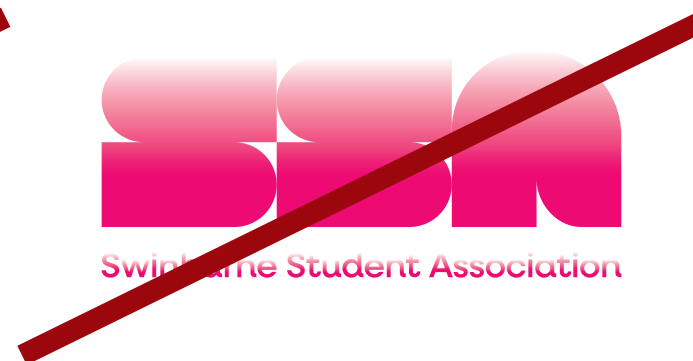
Don'ts

Please respect the use of our logo.

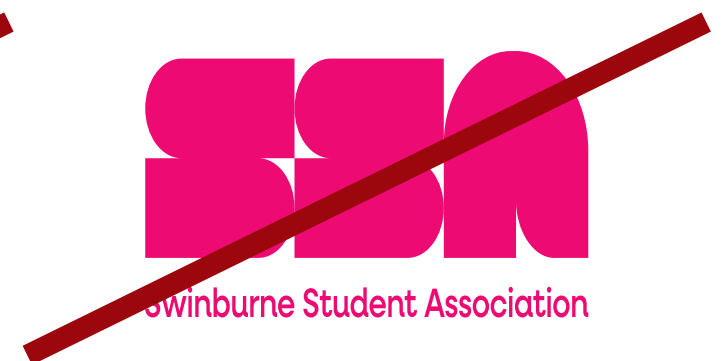
The logo is the most important asset of SSA's identity.



Do not rotate the logo.



Do not add gradients.



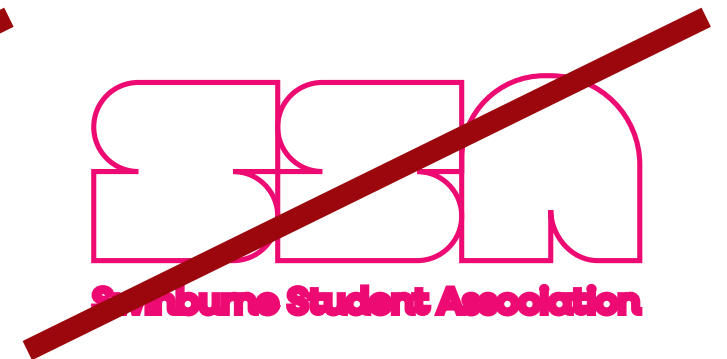
Do not stretch or warp the logo.



Do not stroke the logo.



Do not stylise the logo with effects.



Do not outline the logo.



Do not change the colour of the logo.



Do not put anything in the clearspace area.

02–Colour

Colour

Primary

The primary colour palette draws inspiration from SSU’s history and has been thoughtfully reimaged in a modern way.

Pink
#ED1373
CMYK 0 99 25 0
RGB 237 19 115

Dark blue
#0A2745
CMYK 100 84 44 46
RGB 10 39 69

White
#FFFFFF
CMYK 0 0 0 0
RGB 255 255 255

Secondary

The secondary palette utilises black and greys.

Black
#000000
CMYK 60 60 60 100
RGB 0 0 0

Grey 80%
#8A8C8E
CMYK 0 0 0 55
RGB 138 140 142

Grey 60%
#A7A9AC
CMYK 0 0 0 40
RGB 167 169 172

Grey 40%
#BCBEC0
CMYK 0 0 0 30
RGB 188 190 192

Grey 20%
#DCDDDE
CMYK 0 0 0 15
RGB 220 221 222

Colour logo

Our logo may be used in full colour (pink or navy), white and black.

Please use the elements in the communication to determine what logo use is appropriate to achieve maximum contrast.

If the background is white, you should use the full colour logo or the black logo if appropriate.

If the background is dark, you should use the white logo to achieve the highest contrast.



03–Typography

Typography

The typeface 'Neulis Neue' is used across all communications.

For the most part 'Neulis Neue' regular will be used for body copy, and bold will be used for headings.

Neulis Neue

Light

Regular

SemiBold

Bold

Regular

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!@#\$%^&*

Neulis Neue

Light

Regular

SemiBold

Bold

Bold

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!@#\$%^&*

Hierarchy

Whenever we write and design copy, please ensure to use the following examples as guidance.

Note: size can vary, use this as an indication of scale between the different weights.

Heading: Neulis Neue Bold

Students at Swin

Sub heading: Neulis Neue Semi Bold

Welcome to our Swinburne Student Association

Body copy: Neulis Neue Regular

Swinburne Student Association (SSA) is a newly formed student association tasked with overseeing the provision of a range of services to students of Swinburne University of Technology. These services include Clubs and Societies, Sports, leadership and student wellbeing initiatives, our Advocacy and Student Rights service and Events and Experience across Swinburne's campuses.



Thank you