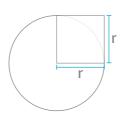


## Branding Guidance

## Our Logo

Students' Union Bath Spa

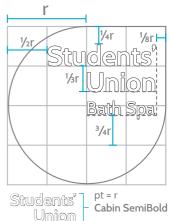




Students' Union Bath Spa







Cabin Regular

## **Our Colours**



CMYK 67/14/18/0 RGB 74/172/197



Pantone 312C



CMYK 65/55/67/45 RGB 69/72/62



CMYK 20/100/96/12 RGB 179/15/37



CMYK **43/8/95/0** RGB **160/190/66** 



CMYK 17/57/94/3 RGB 205/125/52



CMYK 10/79/33/0 RGB 220/91/123



CMYK 81/100/27/19 RGB 79/27/101

## **Our Fonts**

**Cabin** is the union's primary general purpose font. It is used in our logo, website and most Union publications both digital and physical.

Bath Spa Students' Union - Regular

Bath Spa Students' Union - Medium

Bath Spa Students' Union - SemiBold

Bath Spa Students' Union - Bold

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