



National Student Television Association
Conference and Awards 2017
Brand Proposal

The Brand.

The brand proposal for the 2017 National Student Television Association Conference and Awards was created to provide a clean and current design for the overall event and beyond the weekend itself.

This proposal will outline the branding applied on all materials, both physically and virtually. Although small alternations can be made, it should be made clear that the branding will not change after the Master Branding Guidelines are issued.

It should be noted that there are small and large versions of the logo. Where the logo is less than 150mm wide, there is a small change in the structure of the logo. Please note that in print text, National Student Television Association **must not** be abbreviated in any form of print communication, with the exception to its form in the official logo. Alterations are strictly prohibited.

There are clear positive and negative logos shown in this proposal, used for light and dark backgrounds. The proposal also includes special colours that can be tailored to specific sessions or awards - the direction of how the special colours will be used will be for the host officer to decide. The proposal should cover all required usages.

Positive versions of the logo should be used on light backgrounds.

The Brand: Positive.



Large positive logo

The minimum width of the logo should be 150mm
The logo shown above is at 200mm

As the subtitle in the small logo is illegible it is not included.



Small positive logo

The maximum width of the logo should be 150mm
The logo shown above is at 100mm

Negative versions of the logo should be used on dark backgrounds.

The Brand: Negative.



Large negative logo

The minimum width of the logo should be 150mm
The logo shown above is at 200mm

As the subtitle in the small logo is illegible it is not included.



Small negative logo

The maximum width of the logo should be 150mm
The logo shown above is at 100mm

Black version

The Brand: Black and white logos.

A black and white logo for both positive and negative is provided. Greyscale should follow the previous shown colours for light and dark backgrounds.



White version

The Brand: Black and white logos.

A black and white logo for both positive and negative is provided. Greyscale should follow the previous shown colours for light and dark backgrounds.



The logo itself can be altered to reflect the specific nature what is being showcased.

The changes applies to both the positive and negative logo.

The Brand: What can change?



Title

For all printed material, the title **must not** be altered, but there is scope to change in for intangible materials such as on screen graphics.

Subtitle

This change providing the contents is no more than two words and does not exceed the width of the logo. The spacing of the text is fixed and the logo **must not** be distorted in order to fit the words in.

Special Colours

Whilst maintaining the overall brand, special colours can be used to create a different feel to the event. The exact uses of these colours would be dependant on the host officer's decision.

There are a predefined set of Awards colour which **must not** be altered.

It is specifically mentioned that these are special colours not logos. Please ensure that the basic principle of the logo is followed, as outline in the previous section of this proposal.

The awards colours are specifically reserved for all material relating to the National Student Television Association Awards 2017.

Please note the basic principle of the branding does not change with colour, therefore if the logo is below 150mm in width, the smaller version must apply.

Special Colours: The Awards Negative

D4AF34	1E1E1E
C: 18 M: 28 R: 212 Y: 96 G: 175 K: 0 B: 52	C: 72 M: 66 R: 30 Y: 65 G: 30 K: 75 B: 30



Please note, using the negative colours for all branding related to the awards is preferred. The two tones only should be used in the negative and **must not** be adulterated by additional colours.

The awards colours are specifically reserved for all material relating to the National Student Television Association Awards 2017.

Please note the basic principle of the branding does not change with colour, therefore if the logo is below 150mm in width, the smaller version must apply.

Special Colours: The Awards Positive

D4AF34	1E1E1E
C: 18 M: 28 R: 212 Y: 96 G: 175 K: 0 B: 52	C: 72 M: 66 R: 30 Y: 65 G: 30 K: 75 B: 30



When the positive colours as used. The gold colour is reserved for the logo only and **must not** be used elsewhere. The dark grey colour should be used for text.

These special colours shown are not final and can change but they represent what some of the colours might be.

Special Colours: Other

<p>00A651</p> <p>C: 100 M: 0 R: 0 Y: 100 G: 166 K: 0 B: 81</p>	<p>083F22</p> <p>C: 88 M: 45 R: 8 Y: 92 G: 63 K: 56 B: 34</p>
<p>262262</p> <p>C: 100 M: 100 R: 38 Y: 25 G: 34 K: 25 B: 93</p>	<p>662D91</p> <p>C: 75 M: 100 R: 102 Y: 0 G: 45 K: 0 B: 145</p>
<p>00A7CE</p> <p>C: 75 M: 14 R: 0 Y: 11 G: 167 K: 0 B: 206</p>	<p>035063</p> <p>C: 95 M: 59 R: 3 Y: 45 G: 80 K: 27 B: 99</p>

<p>F7941E</p> <p>C: 0 M: 50 R: 247 Y: 100 G: 148 K: 0 B: 30</p>	<p>CE5327</p> <p>C: 14 M: 81 R: 206 Y: 100 G: 83 K: 3 B: 36</p>
<p>C3489A</p> <p>C: 22 M: 86 R: 195 Y: 0 G: 72 K: 0 B: 154</p>	<p>561C4A</p> <p>C: 63 M: 97 R: 86 Y: 40 G: 28 K: 37 B: 74</p>
<p>E0E32A</p> <p>C: 16 M: 0 R: 224 Y: 96 G: 227 K: 0 B: 42</p>	<p>8E8E3A</p> <p>C: 46 M: 32 R: 142 Y: 96 G: 142 K: 9 B: 58</p>

These special colours shown are not final and can change but they represent what some of the colours might be.

Special Colours: Other

<p>A7C18F</p> <p>C: 37 M: 11 R: 167 Y: 53 G: 193 K: 0 B: 143</p>	<p>3B5125</p> <p>C: 72 M: 44 R: 59 Y: 100 G: 81 K: 43 B: 37</p>
<p>CF5252</p> <p>C: 14 M: 82 R: 207 Y: 66 G: 82 K: 2 B: 82</p>	<p>751C1C</p> <p>C: 32 M: 95 R: 117 Y: 90 G: 28 K: 42 B: 28</p>
<p>8356A3</p> <p>C: 56 M: 77 R: 131 Y: 0 G: 86 K: 0 B: 163</p>	<p>402666</p> <p>C: 89 M: 100 R: 64 Y: 27 G: 38 K: 18 B: 102</p>



The Borders.

To ensure the logo is clear, please ensure it has as much space surrounding the logo as possible.

Mandatory Details

If the logo is placed on top of an image, the logo must be placed in a clear space at one of the four corners of the images.

Recommended Details

The following shows the recommended amount of space surrounding the logo. Although the spacing is not mandatory, it's recommended that the area is left clear.

A example that if the logo is placed in on top of an image the logo must be on top of a clear space in one of the four corners of the image.

Please note, positive and negative logo usage applies also.

The Borders: Mandatory Details.



An incorrect example of using the logo on top of an image.

The logo in it's entirety must be visible in the image. Any part of the logo being obscured is not acceptable.

The Borders: Mandatory Details - Incorrect Example



A reiteration that the border although is recommended, it's not a mandatory requirement.

The Borders: Recommended Details



Fonts

The brand will use three types of fonts, two of which reserved and can not be used for print text. The following will detail what can and cannot be used.

Jaapokki is not to be confused with the logo font which is different.

Fonts: Reserved

Jaapokki

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMN^{OP}QRSTU^VWXY^Z

1234567890

!@£\$%^&*()

Jaapokki is a reserved font for use in headlines, text within the logo that does is not the abbreviation of the National Student Television Association.

Jaapokki Subtrack is exclusively used as a logo font and must not be used anywhere else.

Fonts: Reserved.

Jaapokki Subtrack

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*()

Jaapokki Subtrack is a reserved font for the abbreviation of the National Student Television Association only and **must not** be used under any other circumstances.

Fonts: Print

Kayak Sans: Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()

Kayak Sans: Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()**

Kayak San light and bold are used for any print text. Please note Kayak San regular is not part of the font family in this proposal.

Summary

The proposal should give an extensive overview of how the branding should be used. It ensures the entire event have a cohesive look and feel. Amendments can be made to the proposal prior to the master guidelines being issues.

If you have any enquires into the proposal, please get in touch.

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