



# Brand Guidelines

last updated May 2023

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# What we believe in.

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## *Awarding.*

Every year up to 45 student TV stations enter the NaSTA Awards, the most prestigious and longest running student TV awards in the UK with awards recognising all aspects of television production. The NaSTA Conference & Awards is the highlight of the student television calendar. Students, alumni and industry leaders meet together for a weekend conference with industry sessions, networking and challenges, culminating with the prestigious awards ceremony.



## *Connecting.*

NaSTA has connections with the best in the business. We work with industry giants to give our members priority and exclusive access to jobs, sometimes before they go live to the public. We've built up a collection of Alumni who now work in the television industry, and who love to help NaSTA members.



## *Expanding.*

Student television in the UK is over 50 years old and NaSTA itself has been going since 1968. We have grown from an annual meeting of a few stations showing off their videos, to a community of up to 45 stations regularly working together and sharing ideas. NaSTA is developing official relationships with industry leaders such as the BBC and ITV.



# NaSTA's Brand Identity.

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Brands are a bit like an iceberg – what you see on the surface is the brand image, but what keeps it afloat is the brand identity which answers questions such as: What is the organisation purpose, values, story, audience, voice, etc?

**Mission:** To advance education for the public benefit among students studying at universities in Scotland, England, Wales, Northern Ireland and Eire, as well as the British Overseas Territories, Crown Dependencies, Isle of Man, and the Channel Islands in particular by supporting students who are involved in the operation of student television stations by offering vocational and practical training and skills development support in the arts and media and supporting student television stations.

**Vision:** What we want NaSTA to be for its members: the home of collaboration and innovation in Student TV.

**Tagline:** NaSTA – Where Student TV has been thriving since 1968.

**Values:** The values of NaSTA are formed of its beliefs, the culture of its volunteers and members, the main traits of its audience, and the feelings we want to deliver: democracy, collaboration, inclusion, accessibility, inspiration and transparency.

**Voice:** How do we want to come across to our members and collaborators: professional, approachable, youthful, fun and outgoing - student TV crowds are usually the loudest in the room!

# Logo.

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## *Main Logo Style*

The NaSTA logo consists of the classic rounded television shape. The two dots which make up the 'buttons', the NaSTA text and the border around it are all transparent.

The font inside the logo is Coolvetica, and it must not be altered or changed.

The logo must be visible on all NaSTA art work, displayed against a contrasting background. Nothing must overlap or obscure the logo. The logo has a safe space which must be observed at all times. The clear space is based on the height of the lower-case "a" taken from the word NaSTA.

On any given page the horizontal width of the logo should be 20% of the shortest edge of the page.





# Logo.

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## *Logo Options*

NaSTA's logo has a long history, and the red version remains NaSTA's official logo. This is to be used on official paperwork, external communications, the website, and as the main icon for social media sites as it brings instant recognition. The shape of the NaSTA logo has also influenced the logo of the Student Television Alumni Network (STAN), showing the relationship between NaSTA and STAN, so the logo must not be changed or altered.

### *White Logo*

The white logo is the preferred version to be used on graphics, as it has a good contrast against the NaSTA colour palette.



### *Drop Shadow*

Drop shadow can be used with a maximum transparency of 50% to create additional contrast where needed in design work.



### *Black Logo*

The black logo is only to be used when the red or the white ones do not provide the necessary contrast with the graphic/photo.



# Logo.

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## *Don't Distort*

The white logo is the preferred version to be used on graphics, as it has a good contrast against the NaSTA colour palette.



## *Don't Rotate*

Drop shadow can be used with a maximum transparency of 50% to create additional contrast where needed in design work.



## *Don't Change Colour*

The black logo is only to be used when the red or the white ones do not provide the necessary contrast with the graphic/photo.



# Logo.

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## *Contrast*

Ensure that there is sufficient contrast in between the logo and the background. If unsure, check that the contrast ratio in between colours is a minimum of 4 in order for the graphic to be accessible.



## *Don't Embellish*

Do not add any unnecessary embellishments to the logo: do not outline, emboss, use gradients, etc.



## *Don't Encroach*

Leave plenty of space around the logo, especially if used on a graphic containing other logos.





# Logo.

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## *Don't Crop*

Do not crop the logo or any elements of it, and do not reconfigure it.



## *Don't Modify*

The logo must not be altered. Do not change the font, shape, size, or proportions of the logo.



# Colour Palette.

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## *Primary Core Palette*

Every year up to 45 student TV stations enter the NaSTA Awards, the most prestigious and longest running student TV awards in the UK with awards recognising all aspects of television production. The NaSTA Conference & Awards is the highlight of the student television calendar. Students, alumni and industry leaders meet together for a weekend conference with industry sessions, networking and challenges, culminating with the prestigious awards ceremony.

### *Ruby Red*

Hex: a11a1e  
RGB: 161, 26, 30  
CMYK: 0, 84, 81, 37

### *White*

Hex: ffffff  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

## *Secondary Extended Colours*

Every year up to 45 student TV stations enter the NaSTA Awards, the most prestigious and longest running student TV awards in the UK with awards recognising all aspects of television production. The NaSTA Conference & Awards is the highlight of the student television calendar. Students, alumni and industry leaders meet together for a weekend conference with industry sessions, networking and challenges, culminating with the prestigious awards ceremony.

### *Sandy Brown*

Hex: FFA552  
RGB: 255, 165, 82  
CMYK: 0, 35, 68, 0

### *Battleship Grey*

Hex: 818d92  
RGB: 129, 141, 146  
CMYK: 7, 2, 0, 43

### *Juniper Berry*

Hex: 586a6a  
RGB: 88, 106, 106  
CMYK: 7, 0, 0, 58

# Colour Palette.

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## *Tints in the palette*

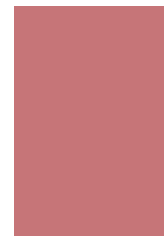
Ideally palette colours should be used at full strength. However, tints may be used in instances that require a more subtle colour variation. The following tints are the recommended percentages for use.

It is important to be cognitive and judicious in the use of tints. The following guidelines should be noted:

- Tints should never be used independently from full strength colours.
- Tints should never be the dominate in the design.
- Tints should only be used in support of primary and secondary colours.
- Tints can be used to extend core colours in charts, graphs or presentations.
- Tints can also be used with photography or solid background to create overlays of blocks of colours.



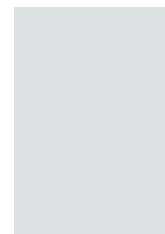
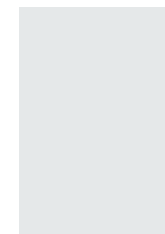
**100% solid**



**60% tint**



**20% tint**



# Typography.

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## *The NaSTA Typography*

- Prioritises legibility - focusing on inclusivity and accessibility.
- Combines a contemporary serif font with roots in calligraphy with a modern geometric sans serif font, as NaSTA embraces both past and present.
- Sans Serif are typically viewed as cool, sleek, and modern. Because of their prominence in the tech world, sans serif fonts are also strongly associated with being cutting edge and tech-savvy.

## *Primary Typeface Weights*

# Montserrat

Montserrat is a versatile sans-serif font that carries 9 weights and 18 styles, available via an open source license. Montserrat is to be used as the main font of NaSTA communications, including the website, email, printed materials and graphics. Montserrat Regular, Medium or Semi-Bold is to be used for the body of texts, depending on the background, as it provides a good weight and contrast. Italics can be used to emphasize points within a body of text, however it must be used sparingly. Montserrat Bold and Extra-Bold is to be used for headings.

## *Secondary Typeface Weights*

# Lora – Italics

Lora is a well-balanced contemporary serif with roots in calligraphy. Lora Medium Italics is to be used for subheadings, and can also be used to emphasize points within a body of text.

# Typography.

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## *Typography Example*

### We are The **National Student Television Association.**

*Where Student TV has been living, and thriving, for over 50 years.*

So many amazing people have built up and grown NaSTA over the last 50 years to what it is today, and we wouldn't be here without them. NaSTA is a body run by volunteers from within student television and those who have moved on to successful careers within the industry. One thing unites them all - the **love of seeing students succeed in making television.** They all work to develop opportunities for stations and link individuals with partners in the television industry.





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