



Brand guidelines

Who we are

The SPA is the UK and Ireland's largest student media organisation, representing more than 200 publications and a growing number of individual members.

We are a registered charity, with the object of advancing the education of student journalists in the UK and Ireland. To that end, we host national and regional conferences, run awards, offer training opportunities and provide advice and support to our members.

We are a student-led organisation, both practically in terms of our team of volunteers and in our mission, with our trustees and ad hoc industry volunteers (such as conference speakers) grounding our work in the realities of journalism and connected industries.

Tone of voice

The voice of the SPA is professional, clear and free of jargon. Just like we would expect our student journalists to be able to communicate with clarity, so should we.

Avoid using complex terminology wherever possible. Use plain English as if you were speaking to a friend.

Our members are students, so let's not speak to them like they're children, but also not as if they're at work. We should be authoritative but accessible, professional but friendly and above all inspire them.

Tone of voice

In addition to the above, our day to day communications should follow these guidelines:

- Our website copy and print media are warm, informative and engaging
- Our newsletters are inclusive, conversational and proud of what we do
- Our social media copy is current, fun and concise, with a professional glint
- Our communications outside of student journalism are professional, high-standard and a shop window into our world

Main logo

Our main logo is our first port of call when creating formal SPA communications. It may also be useful in a range of other situations from newsletters to social media assets.



It should only be used on white or neutral backgrounds, not brash colours.

Always leave the logo some space to breathe on the page/asset.

All of our logos are available on the [Google Drive](#). They are also in the brand toolkit on Canva.

Alternative logos



If you need to place the SPA logo on one of our brand colours, use the negative logo.

Do not use it on a colour which is too bright.

Check the [brand colours pages](#) for advice on making accessible choices.

Alternative logos



If you sit the logo on top of an image, make sure it is not too cluttered.

Small logos

SPA



Our small logos can be used on designs where we have less space and the audience knows who we are, like social media posts.

The black and white logos can be used on our brand colours, following our [accessibility guidance](#). The black logo can also be used on white backgrounds and vice versa.

The colour logo should only be used on white backgrounds.

The colour logo is our profile image on our social media accounts.

Our logo with others

There may be occasions where we want to pair the SPA logo with another brand's logo, such as events hosted in collaboration with sponsors or student publications.

In these instances we should ensure the logos are a similar size (one should not be obviously bigger than the other).



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Sub-brands

We can make sub-brands and logos for SPA projects as required.

As a rule, they should incorporate one of the SPA logos and use it according to the relevant guidelines. The exception to this is the logo for SPANC, which has more freedom to take on its own brand identity.

All text for sub-brand logos should be written in our brand font, and designs should only use our brand colours.

Guidelines for sub-brands and logos we create should be added to the appendix of this document to keep it up to date. They can also be removed or updated when no longer in use.

Brand font

Our brand font is Avenir Next LT Pro.

We should use it wherever we are able to in our communications outputs. It is pre-set as our brand font on Canva, so should be used on all social media posts.

Where this is not possible, we should use a clear, sans serif font.

AVENIR NEXT LT PRO REGULAR

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

AVENIR NEXT LT PRO DEMI

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

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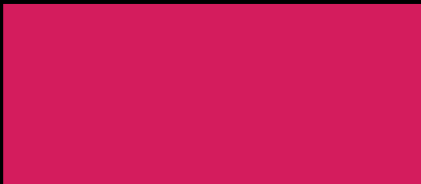
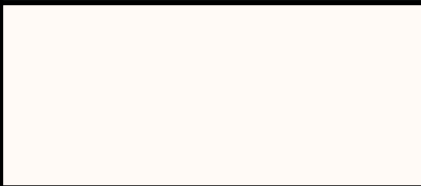
0123456789

Brand colours

The only colours used on our communications outputs should be our brand colours.

Most outputs should only use our three main colours - pink, blue and yellow.

All of our brand colours are pre-set on Canva.

SPA Pink		HEX #D41C5D CMYK 0/87/56/17 RGB 212/18/93
SPA Blue		HEX #3AB0C8 CMYK 71/12/0/22 RGB 58/176/200
SPA Yellow		HEX #FBCF07 CMYK 0/18/97/2 RGB 251/207/7
Black		HEX #060808 CMYK 25/0/0/97 RGB 06/08/08
White		HEX #FFFAF6 CMYK 0/2/4/0 RGB 255/250/246

Brand colours

Our region colours should only be used on region-specific communications, such as for regional awards or conferences.

North		HEX #F4961D CMYK 0/48/92/0 RGB 244/150/29
Midlands		HEX #753448 CMYK 35/80/40/35 RGB 117/52/72
London		HEX #BC4F7A CMYK 24/79/26/6 RGB 255/250/246
South East		HEX #5BA995 CMYK 66/13/48/0 RGB 255/250/246
South West		HEX #5D2C6F CMYK 70/91/9/22 RGB 93/44/111
Ireland and Northern Ireland		HEX #359060 CMYK 78/20/74/4 RGB 53/144/96
Scotland		HEX #27348B CMYK 100/90/0/0 RGB 39/52/139
Wales		HEX #BE1622 CMYK 15/100/90/10 RGB 190/22/34

Accessible colour use

Our brand colours are not currently optimised for accessibility when paired with black or white text, so we need to consider what combinations we use.

The table below shows whether our colours meet WCAG (Web Content Accessibility Guidelines) AA standard when used as a background for black and white text. This is generally considered the standard level of conformance for web accessibility. We should avoid combinations which are not accessible. If in doubt, use black text on a white background.

You can test colour combinations on the [WebAIM contrast checker](#). You can find an explanation of the basics of WCAG on the [government website](#).

Accessible colour use

Colour	Accessible with black text	Accessible with white text
SPA Pink	Large/bold text only	Yes
SPA Blue	Yes	No
SPA Yellow	Yes	No
North	Yes	No
Midlands	No	Yes
London	Large/bold text only	Large/bold text only
South East	Yes	No
South West	No	Yes
Ireland and Northern Ireland	Yes	Large/bold text only
Scotland	No	Yes
Wales	Large/bold text only	Yes

On this basis, we should avoid using regional colours as text backgrounds wherever possible. We can use our main colours as backgrounds, if we choose the most accessible combinations.