

## OPEN UNIVERSITY STUDENTS ASSOCIATION

### Central Executive Committee (CEC)

2 – 4 July 2021

### BRANDING UPDATE

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The CEC is asked to: -

- i) **Note** the plans for a refresh of the Association brand.

#### 1. Introduction

- 1.1. The current Association brand was launched in early 2015. Since then elements of the brand have been adjusted incrementally to respond to the needs of a changing and growing organisation. For example, the cartoon images often used at the beginning of the brand's lifespan were removed following student feedback that they were slightly too childish for our members. The colour palette was also tweaked for accessibility purposes and additional colours were included.
- 1.2. Whilst a rebrand is a complete overhaul and reinvention of the existing branding, a brand refresh is more akin to a fresh coat of paint in key areas. The aim of a brand refresh is to update elements of the brand to modernise them, and to contribute to a clearer and more focussed message.
- 1.3. With the launch of the new site later this year, the creation of a communications strategy and marketing communications plan, and a multitude of engagement activities planned for late 2021 onwards, the Vice President Engagement and Senior Digital Communications Officer plan to make strategic adjustments to the brand to freshen up our image whilst maintaining the current awareness of the Association's visual identity.

#### 2. The brand refresh

2.1. The aim of this work is to:

- a) Modernise some of the visual aspects of the brand whilst maintaining the bright, friendly feel of the brand identity.
- b) Help achieve greater consistency and a more cohesive use of the brand to ensure that the Association is easily recognisable across all communication channels, touch points and platforms.

- c) Strengthen core elements of the Association's visual identity to allow for more flexibility and creativity with our communications and campaigns.

2.2. The Vice President Engagement and Senior Digital Communications Officer hope to update the following brand elements:

- a) The colour palette: Creating a more cohesive colour palette that has good colour contrast, whilst continuing to use blues as our primary brand colours. A turquoise and purple would also be retained in the colour palette for OUSET and The OU Students Shop respectively.
- b) The logo: Updating the colours used in the logo to match the refreshed blue tones in our new brand palette.
- c) Graphics: Producing refreshed general branded templates for slides, social media graphics, website banners and more.
- d) Branding guidelines: Updating the brand guidelines to reflect the changes to the brand and to make it a more practical, usable document that can be referred to regularly. This document will also contain information about accessibility and best practice.

### **3. Next Steps**

3.1. The Vice President Engagement and Senior Digital Communications Officer will continue to work on the identified brand elements.

3.2. All brand colours and general templates will be checked against current accessibility standards. This work will feed into the update of the brand guidelines document.

3.3. The brand refresh will feed into the design work on the new Association website, hence the need to undertake this work now.

3.4. The updated brand elements will be shared with the Executive for thoughts and feedback. This will likely take place on the Teams space but could also be emailed if necessary.

3.5. For any further queries or thoughts, please contact the Digital Communications team or Vice President Engagement.

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