Hello

Introduction

These guidelines have been produced for anyone using and implementing our new brand identity.

We’ve made it as simple as possible whilst empowering you to apply your creativity to embrace a new confident brand identity.
1.0 Logo

The logo is a key recognisable asset and should be used simply and consistently. Misuse of the logo will dilute the impact and effectiveness of communications.

To protect the integrity of the logo, always refer to these guidelines and use the original master artwork files.

1.1 Versions
1.2 Colour
1.3 Clear space
1.4 Sizes
1.5 Placement
1.6 Misuse
1.7 Sub-brands
1.8 Co-branding
1.9 Pattern
The Logo
1.1 Versions

There are two versions of the Oxford SU logo. Version A has been created to feel like it has lots of energy with multiple forms emanating from the name. Version B is a quieter option with less forms above and below the name.

There are no exact rules which version to use. Generally the version B (quieter logo) can be used on more 'official' documents, such as letterheads and invoices. Feel free to implement the version you believe is appropriate.

The following pages explain how to use these logos.
The Logo

1.2 Colour

The specified logo colours are black, dark green, mint or pink.

Please note that the yellow logo should only be used for logo patterns.

When colour logos are used on coloured backgrounds make sure that there is enough contrast for the logos to stand out. Use a whiteout version against an image.

Refer to the colour section on pages 30–31 for specific colour values.

Please also note that these rules apply for both logos.
The Logo
1.3 Clear space

There should be clear space surrounding the logo to maintain its visual integrity. The minimum amount of clear space is equal to the width of the letter ‘x’ within the logo.
The Logo

1.4 Sizes

Minimum size

For clarity and legibility, a minimum sizes have been set for both logos in print applications.

Logo sizes on common formats

Here are the recommended sizes of the logos that should be applied to formats that are used regularly.

The logos should be applied at large enough scale so that it has presence on the layout and does not get lost within the content.

* The sizes for common formats apply for both logos and the sub-brand logos.

**Minimum size**

w. 25 mm

**Logo sizes on common formats**

- A3 = w. 85 mm*
- A4 & A5 = w. 45 mm*
- A6 = w. 35 mm*
The Logo

1.5 Placement

The logo can be placed top right, top left, bottom right or bottom left. In some cases, the logo can also be centred on the page. A few examples have been demonstrated on this spread. Please see more examples in the applications section.
The Oxford SU logos have been specially created – they must never be redrawn or altered in any way.

By using the original digital artwork files and referring to the example applications in these guidelines, consistency will be maintained.

Misuse of the logos will dilute the strength, impact and effectiveness of communications, so please always use them with care and consideration.

**Dont’s**
1. Do not stretch or distort
2. Do not rotate to an unspecified angle
3. Do not re-arrange or re-position
4. Do not recreate
5. Do not change the scales
6. Do not use unspecified colours
Guidance for sub-brands generally follows that of the core brand. This helps to maintain the strength and consistency of the Oxford SU brand as a whole.

Please refer to the applications section to see the sub-brands in use.

Logo

The template for the Oxford SU sub-brands have been custom drawn – always use the original master artwork files when setting up new sub-brand logos.

The sub-brand name can be written in one or two lines, the master artwork files includes options for both set-ups.

Sizes on common formats

Follow the main guidelines from pages 14–15 for sizes on common formats.

Colour

The sub-brand logo should always use one of the Oxford SU brand colours, from the main or secondary palette. The logo should never use multiple colours.

Typesetting

The sub-brand name is always set in Calibre Semibold typeface. Please also follow the formatting as per below:

1. When acronyms are set with capital letters track the word out +20

2. The sentence case should be tracked +5. This aids legibility when logos are used in small sizes
The Logo

1.8 Co-branding

When our logo appears alongside the logo of another organisation this should be set up so that Oxford SU logo is horizontally aligned with the partner logo and placed on bottom right or left corner.

Scale the logos so that visually they appear to have a similar weight on the application.
The new Oxford SU brand also includes a pattern created by repeating the version A logo.

The pattern has been specially drawn. This must not be recreated in any way. Please always use the master artwork file.

Change the scale of the pattern to create pace and drama. Change the colour combinations to keep the pattern interesting and fresh.
2.0 Colour

2.1 The palette
2.2 Tints
2.3 Combinations

Our range of colours have been carefully selected to create a varied palette that can be easily toned up or down.

Colour can be a powerful tool – always choose wisely. Actively make pairings and combinations that set the tone for your communication.
2.1 The Palette

Our colour palette consists of eight main colours (including white). The palette also includes a secondary colour palette; blue, green and orange. The use of the secondary colours should be reserved for campaigns and sub-brands only.

The Pantone references are listed below along with the CMYK (print), RGB (screen) and Hex (online) colour values.

*Pantone 433 should be used for large print areas (such as backgrounds). Use process black for text.
Colour
2.2 Tints

All colours in the palette can be used as a solid colour or as tints / opacities. Palette tints bring greater breadth and flexibility to our range of colours.

Main colours

<table>
<thead>
<tr>
<th>Pantone 191</th>
<th>Pantone 3265</th>
<th>Pantone 3435</th>
<th>Pantone 430</th>
<th>Pantone 433</th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>80</td>
<td>70</td>
<td>90</td>
<td>80</td>
</tr>
<tr>
<td>60</td>
<td>50</td>
<td>40</td>
<td>60</td>
<td>50</td>
</tr>
<tr>
<td>30</td>
<td>20</td>
<td>10</td>
<td>30</td>
<td>20</td>
</tr>
</tbody>
</table>

Secondary colours

- Pantone 354
- Pantone 354
- Pantone 354
The colour palette can be used in many different permutations. Shown here are selected colour combinations (from the main palette) that work well. To see the colour palette come to life, take a look at the example applications on pages 64–93.
3.0 Typefaces

3.1 Headline text
3.2 Body text
3.3 Exceptions

The Oxford SU typefaces are a key part of a flexible system, that have the chance to be bold and powerful even when there is no imagery available. Or quieter and classical where appropriate.
Gräbenbach Mono is our headline typeface and should be used at larger display sizes. This is to be used throughout all design communications, from printed literature to signage and online. Two weights from the Gräbenbach family have been selected for our brand; Regular and Black.

These typefaces can be purchased online directly from the foundry at: camelot-typefaces.com

Alternate characters
The Gräbenbach Mono typeface also includes alternate characters for some of the letters. Changing the characters on text changes the mood of the visual.
**Typefaces**

3.2 Body text

Calibre is our body copy typeface, for use at text sizes. Four weights from the Calibre family have been selected for our brand: Regular, Regular Italic, Semibold and Semibold Italic.

These typefaces can be purchased online directly from the foundry at:

→ klim.co.nz
**Typefaces**

### 3.3 Exceptions

A computer system may not have the Gräbenbach Mono or Calibre typefaces installed on the font library. In this situation the system font Arial can be used.

However, this should be limited to email communications and internal materials that are not professionally designed. Every effort should be made to use Gräbenbach Mono and Calibre where appropriate – the typography is an integral part of the identity.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular</td>
<td>abcdfghi</td>
</tr>
<tr>
<td>Arial Italic</td>
<td>abcdfghi</td>
</tr>
<tr>
<td>Arial Bold</td>
<td>abcdfghi</td>
</tr>
<tr>
<td>Arial BoldItalic</td>
<td>abcdfghi</td>
</tr>
</tbody>
</table>
4.0 Typography

4.1 Headline formatting

Typography is at the heart of the Oxford SU identity. It’s simple and confident, and one of our most distinguishing features.

Try not to overcomplicate things, simple typography combined with powerful imagery and/or strong copy writing will be most effective.

Hierarchy

When a variety of typefaces, sizes and weights are used, the differences between them must be distinct. Avoid using too many type styles together, this will ensure clarity throughout all designed applications. As a rule of thumb try to use no more than three or four different point sizes.

For examples of best practice, please see the applications at the end of this document alongside the master templates.
Typography

4.1 Headline formatting

Using the Gräbenbach Mono typeface in headlines communicates the character of Oxford SU. By using the headline typeface in different ways allows the tone to be fun and expressive, or professional and serious.

The headline can be set in Black or Regular weights; Uppercase or all sentence case. The headline can also be tilted on the design. Always consider what is the most appropriate solution for the content.
5.0 Image style

Whether commissioning new photography, taking your own or purchasing an image from a library, it is essential that our images always feel professional and avoid stereotypes or clichés.

Consider narrative, scale relationships and depth of field. Think about how the image relates to the copy, try to tell a story to the end user. Ordinary images can often be improved by using a tighter or more dynamic crop.

Key words to have in mind that will help to convey our uniqueness are listed here.

We are
Confident / Empathetic / Focused / Open / Committed / Fun / Friendly

We are not
Forced / Staged / Poorly shot / Drab / Generic / Unimaginative

The range shown over the following pages gives a good indication of what you should be looking for. The images have been grouped into different categories, but they always follow the keywords above.
Image style
5.1 We are/Activities
Image style
5.1 We are / Events
Image style
5.1 We are/People
Image style
5.1 We are / Crops
Image style

5.2 We are not
6.0 Icons

6.1 Supplied

The identity also includes specially drawn icons. These graphics can be used for functional or illustrative purposes, or as lead images in their own right.

When creating new icons, please follow the style of the supplied master files in order to keep the design consistent.

Please see the applications section for icons in use.
Icons
6.1 Supplied
7.0 Applications

The following section demonstrates the guidelines in use. It shows how the brand and its distinct kit of parts can come to life and reflect Oxford SU’s personality.

When designing print and screen communications always consider the following:

1. Source or commission a high quality image(s) to be used with typography and illustrations. Alternatively, use a typographic and illustrative only approach.

2. Use a master template(s) to fill in the content.

3. Choose colour(s) from the palette.

4. Review, considering the typographic details as well as the overall impact and clarity of the design.
Applications / Print
7.1 Stationery suite

Business card / Size 85 × 55 mm

Text side with / without the word ‘Hi’
Applications / Print

7.1 Stationery suite

Postcard / Size A6

Hi

Hello

Oxford SU
2 Worcester Street
Oxford OX1 2BX, UK
01865 288 452
enquiries@oxfordsu.ox.ac.uk
oxfordsu.org

Oxford SU
2 Worcester Street
Oxford OX1 2BX, UK
01865 288 452
enquiries@oxfordsu.ox.ac.uk
oxfordsu.org
Applications/Print

7.1 Stationery suite

Letterhead / Size A4

Either one of the Oxford SU logos can be used for the letterhead, but the version B (quieter) logo conveys more 'serious' feel.
Have you experienced excellent teaching or support at Oxford? The Oxford SU Student Led Teaching Awards 2017 are an opportunity to celebrate exceptional staff who have transformed your student experience.

Award Ceremony
There will be an award ceremony for the shortlisted nominees and their student nominators at Oxford Town Hall.

Nominations open 13/02–10/03/2017
See all categories and nominate now on oxfordsu.org/teachingawards

Are you hopeless with cash? Always broke, but not sure why? If the answer’s yes, it’s time for some practical financial advice.

Our workshop can set you straight and help keep you in the black. Just get in touch with the Student Advice Service, and we’ll reserve you a place.
Applications / Print

7.2 Poster

Faith & Disability
Talk
18/05/2017
7.15–9.15pm

Exploring the intersections between Faith and Disability
Please join us for a talk and debate.
The Jarvis Eckett Room
St Edmund Hall
Queen’s Lane
Oxford OX1 4AL
The hall is wheelchair accessible, but if you need further help, contact sophie.thomas@oxfordsu.org

Oxford SU
Disability Campaign

Thoughtless Moment
16/05/2017
8.30pm

A life intermission.
Time out from the exam frenzy. Bring a blanket and umbrella (just in case).
Locations
Oxford University Parks
oxfordsu.org/thoughtlessmoment

74 / 75
Oxford SU – Guidelines
Is this you? Working class, low income, first-generation university student or went to a state comprehensive school.

If so, please join us for the launch of Class Act, our initiative to help you find your feet and introduce you to like-minded students.

RSVP oxfordsu.org/classact

No dress code. Free snacks and drinks.

The Old Fire Station
40 George Street
Oxford OX1 2AQ

Facebook OxfordSUclassact
Applications / Print

7.4 Cover

Size A5
Applications / Print
7.5 Merchandise
Applications / Print
7.5 Merchandise
Applications / Print

7.5 Merchandise
Applications / Print

7.5 Merchandise

Oxford SU

Hi
Applications / Spatial
7.6 Wall graphic
Applications / Screen
7.7 Web banners

Online voting polls open
Tuesday 7 February (week 4), 8am

Voting polls close
Thursday 9 February (week 4), 6pm

For full voting details see oxfordsu.org/elections
#OxfordSUelects

Oxford SU
Elections 2017/18
Candidate Hustings

Northern Hustings
Monday 30 January (week 3), 5–7pm
Flora Anderson Hall, Somerville
Come for pizza and prosecco!

For full voting details see oxfordsu.org/elections
#OxfordSUelects
Applications / Screen
7.8 Email signature

The best practice for arranging the email signature has been outlined here. This is to ensure consistency across all the communications.

Body text is a combination of Arial Regular and Bold.

The logo
We recommend not including the logo in the email signature. This is to avoid any problems for the logo to upload in the recipient’s device / email programme.

Follow these instructions when setting the email signatures:

1. Titles: Arial Bold, 12pt R2 G65 B45 (dark green)
2. Body text: Arial Regular, 12pt R2 G65 B45 (dark green)
3. Add one paragraph space between the text blocks
4. Social media links: Write the names instead of using icons
5. Add two paragraph spaces above the disclaimer
6. Disclaimer: Arial Regular, 12pt R129 G138 B143 (grey)
8.0 Tone of Voice

8.1 Describing Oxford SU
8.2 Introduction
8.3 Our tone
8.4 A few pointers
8.5 Before and after

Focused confidence
This guide is for everyone who writes for Oxford SU. It’s intended to help us speak for ourselves across all our communications, so we come across as one organisation with one voice.
8.1 Describing Oxford SU

Examples of how we describe Oxford SU

**SU Introduction:**

**Long**

The Oxford SU team is here for you. We’re led by students for students, committed to looking after the best interests of our members during their entire time at the university.

We represent the students here with energy, enthusiasm and proficiency. We make sure they have a say in how they are educated and the university is run. We support their wellbeing and development through our Student Advice Service and training courses. We campaign on socio-political issues that matter to students, keeping them informed and engaged. We host events, organise awards, and work closely with the local community to help tackle pressing issues.

We are determined to see that student welfare is a key priority for the University, and that the needs of both graduates and undergraduates are looked after.

**Short**

Oxford SU is led by students for students. Our team represents the interests of our members with drive, determination and proficiency.

**SU introduction:**
Tone of Voice
8.2 Introduction

Our way with words
Words are an important element of the Oxford SU brand. Used well, they can influence what people think of us. So we should always aim to write and speak in a certain way, one which reflects who we are and our values of confidence, empathy, focus, openness and fun. This particular style is known as our ‘tone of voice’.

Application: Keeping things clear and consistent
Our tone of voice is our personality reflected through language, so we need to sound like the same organisation every time we speak. These guidelines are here to help us write in a way that’s right for our brand. It’s not about slavishly following rules, but understanding what and how we want to communicate.

Writers & readers: Who should read these guidelines?
Anyone who writes or commissions writing for Oxford SU. We should all have a clear idea of what Oxford SU stands for, where we’ve been and where we’re going. These guidelines explore our tone of voice and how our personality, history and aims can be used to focus the way we communicate.

Personality: Understanding Oxford SU’s verbal identity
The way we speak reveals a lot about us. Accents and phrasing suggest the places we have lived and the people we have met. Our experiences shape our personality and the way we express ourselves.

In the context of Oxford SU, we need to ask: ‘If the brand was a person, what would they be like, and how would they sound?’ The three key characteristics below will help you achieve an appropriate tone when writing for Oxford SU.

– Focused
– Confident
– Fun

In some cases, one or more of these qualities might not be appropriate, so use your judgement. The audience and medium will also affect the approach you should adopt. But the three cornerstones of our tone of voice are a useful checklist when writing. There’s further detail opposite...

Application: Keeping things clear and consistent
Our tone of voice is our personality reflected through language, so we need to sound like the same organisation every time we speak. These guidelines are here to help us write in a way that’s right for our brand. It’s not about slavishly following rules, but understanding what and how we want to communicate.

Tone of Voice
8.3 Our tone

Focused
Our student members have many demands on their time. After all, they are studying at Oxford, one of the most competitive and demanding universities in the world. Not to mention all the extra-curricular and social activities on tap. So we need to be focused, persuasive, and above all, concise in our communications. We need to get to the point and be clear in why our members need the support and services we provide.

Tip: Cut out any unnecessary words or waffle. When you’ve finished writing a sentence, look at it again and see if you can strip it down. Think about the hierarchy. Always get the main point in first and the least important point last. In fact, do you even need to include that last point?

Confident
We are the voice of the student body, representing their interests during their time at Oxford. We lobby for change, take action and seek opinions. What we do, we do with conviction and purpose. Our writing needs to reflect this confidence. It is not apologetic or half-hearted. It is direct, self-assured and forthright.

Tip: Use ‘you’ and ‘we’ when you’re addressing the reader. They create a welcoming, engaging tone of voice without being patronising. And try to keep the language you use contemporary. For example, people don’t tend say ‘whilst’, ‘amongst’ or ‘furthermore’ any more. It makes you sound old fashioned.

Fun
We’re led by students for students... so while we’re dedicated and capable in what we do, we speak the same language as our peers and enjoy a sense of fun – where appropriate. So see your writing as a pleasure, not a chore and try to get some of yourself into it. Are there any phrases that tickle you? Words that really hit the spot? Experiment with interesting combinations of words, rhymes, puns and alliteration. Sparingly though. You never want too much of a good thing.

Tip: We use simple everyday language. We keep sentences short. We don’t hide behind complex structures or use confusing sub-clauses. This shows we don’t hide behind our words and are confident in what we’re saying. Try to keep your sentences ‘active’. That is, the subject that does something should come first. So... ‘Oxford SU staged the event’, not ‘The event was staged by Oxford SU’. ‘Active’ sentences are more forceful, ‘passive’ sentences can sound awkward.
Tone of Voice
8.4 A few pointers

Plan your writing
Before you start ask yourself...
- What am I trying to achieve?
- Who will read it?
- What key information do I need to put across?

Short and sweet
Where possible, sentences should be short and direct. They should say what they need to say concisely, using direct, everyday language. Why use 24 words when you can say it in 12?

Paragraphs
Your first sentence is the hook. It needs to be intriguing enough to make people want to read on. Start with what is most important. Finish with what is least important. You can’t assume everyone will read to the end, but at least they will get the gist. Use linking words, like ‘so’, ‘but’ and ‘yet’ to push the sense of debate forward. Try to keep paragraphs to around four or five sentences.

Write as you speak
Choose the word you would use if you were speaking. So ‘need’ not ‘require’, ‘buy’ not ‘purchase’, ‘use’ not ‘utilize’, ‘help’ not ‘assist’, ‘near’ not ‘in close proximity’. Avoid jargon or business-speak.

Adjectives and adverbs
Keep these to a minimum. This will help keep sentences shorter and avoid hype. Don’t overuse particular words – they become monotonous and distracting. Steer clear of clichés or overused phrases.

No thanks
Our writing is direct, but it’s also friendly and accessible. We don’t overuse the word ‘please’ (as in “please contact us at”), as it sounds a bit needy and unconfident. (Please) use your judgement.

Social media
By its very nature, this is a short, direct form of copy. Writing for social needs to be attention grabbing and interesting, and should encourage action, e.g.to follow a link, share, like or retweet. We can be more informal in the context of social – the clue is in the name. Use ‘we’ as it feels friendly and inclusive – it’s also shorter than Oxford SU.

It’s good to start with a catchy headline or thought-provoking question. Then make your point as clearly and concisely as possible. Usually using CAPS and exclamation marks is a no-no, but for social it can help with tone and emphasis. Hashtags are a good way to inject interest and create searchable links #thatsit.
Tone of Voice
8.5 Before and after

Graduate email newsletter:
Before

Hi everyone!
I’m Marina, your Vice-President (Graduates).

There’s some very exciting work going on this term for graduates at Oxford, including targeted work on the experiences of research students and students who are in employment.

Check out the notices below, and drop me a line (vpgraduates@oxfordsu.ox.ac.uk) if you have any questions.

Postgraduate Research
Course Review
Postgraduate Research Review

Last year OUSU did a review of Masters courses, which we presented to the University, and has shaped a programme of work the University has undertaken to make improvements in this area. This term, we’re turning our attention to the experiences of DPhil students – that means we need to hear from YOU!

We want to find out how you experience your time as research students in Oxford – we’ll be running a survey and focus groups in both departments and colleges.

>>> Let us know your thoughts in our survey <<<

If you’d like to help organise a focus group or would like to attend one, get in touch with me (vpgraduates@oxfordsu.ox.ac.uk). This work will produce a report and set of recommendations that we will use to lobby the University for better provision for DPhil students, both academic and pastoral.

Graduates in Employment
Graduate Employment Focus Group

We’re looking for graduate students who work to come and tell us a bit about their experiences as employees. Whether you’re a Junior Dean, a library assistant, or you teach, we want to hear what common issues you have, and how we can best support and empower you as employees.

Come to our focus group on Monday 13th Feb, 6–7pm, in the OUSU Offices (2 Worcester Street), and help us help you!

This is the start of a new area of work for OUSU, aiming to support you in employment by creating and signposting appropriate resources, and equipping you with useful skills and information.

Student Experience Focus Groups

London based research agency, Spy-Studio’s are conducting research and exploring aspects of the student experience here at Oxford University (including the experience of Grads).

The focus group will last 2 hours and be conducted by Humphrey Couchman, a researcher at Spy-Studio’s and Oxford DPhil Graduate.

The focus group will take place on Friday 10th February, 10am–12pm (Location TBC – although will be city-centre based). Each participant will receive £10 (via Bank Transfer) for their time.

>>> Register your interest <<<

→ See next spread for the after example
Graduate email newsletter:
After

Hello from Marina Lambrakis (SU Officer for Graduates).

Shape the future for DPhil students
Please help us with a postgraduate research review, leading to a report and set of recommendations to lobby the University for better academic and pastoral provision for DPhil students.

Last year, Oxford SU conducted a review of Masters courses, which has shaped a new University programme to make improvements in this area. This term, we’re turning our attention to DPhil students.

We want to find out what your experience is like as a research student in Oxford and will be running a survey and focus groups in departments and colleges.

>> Your chance to transform graduate research <<

To help organise a focus group or come along to one, email: vpgraduates@oxfordsu.ox.ac.uk.

What’s work really like for graduates?
We’re looking for graduate students to tell us about their experiences as employees. Whether you’re a Junior Dean, library assistant, or teach, we want find out how we can best support you in your work. This is a new area of research for Oxford SU.

When: Monday 13 February 6–7pm
Where: Oxford SU HQ, 2 Worcester Street, Oxford OX1 2BX

Reimagine your SU
London-based creative agency Spy Studio are researching the student experience here at Oxford University (including graduates).

This focus group will last two hours and be moderated by Humphrey Couchman, research strategist and Oxford DPhil Graduate.

When: Friday 10 February 10am–12pm
Where: TBC, somewhere in the city centre

There’s £10 (via bank transfer) for your time

>> Sign up here <<
**Tone of Voice**

### 8.5 Before and after

**Undergraduate email newsletter:**

**Before**

*Happy 8th week*

*Jack Hampton*

*SU President*

Get in touch president@ousu.ox.ac.uk

The end of Michaelmas term 2016 is nearly upon us, we’ve celebrated Oxmas for another year and I think you’ll agree everyone is in need of a well earned Christmas break??????

We still have a few things you can get involved in before heading home to the festivities?? ??:

**Community Christmas**

??Are you staying in Oxford over Christmas???

We don’t want anyone to be on their own during the holidays – for that reason we’ve organised a community Christmas if you’re going to be around Oxford during the festive season, simple register to share Christmas Day with a local family – we’ll pair you up and away you go.

>> Sign up to join a local family here <<

P.S. If you’re staying in Oxford and living with housemates – you can sign up to host another Oxford student on Christmas day too ??

>>> Become a Christmas Day Host <<<

**Student Financial Support**

Focus Group

Student Financial Support Workshops

We’ve been working with the University’s Fees and Funding department to ensure every student can access the financial support they need. As part of this process, we’re running two focus groups:

Undergraduates: 29th November, 3pm, OUSU HQ

Postgraduates: 6th December, 6pm, OUSU HQ

>> Sign-up and have your say here <<

We want to improve the current process of applying for the university ‘hardship funds’ and make sure that students who need to feel they are able too. We’ve even thrown in some free snacks

Please email vpaccaff@ousu.ox.ac.uk or vpgraduates@ousu.ox.ac.uk if you have any questions!

### #PresTalk: Marrow Me

Lastly, make sure you don’t miss out on my weekly updates (check out my Facebook and Twitter) where I’ll be giving you a low down of my week as your Students’ Union President. This week, I’ve even written a blog about my experiences signing up to the bone marrow register.

From everyone at your Students’ Union, have a very Merry Christmas, get some well earned rest and we’ll see you in 2017!

→ See next spread for the after example
Tone of Voice
8.5 Before and after

Undergraduate email newsletter:
After

Hello from Jack Hampton (SU Officer for Undergraduates)

Are you alone in Oxford over Christmas?
We don’t want anyone to be on their own during the holidays, so we’ve organised Community Christmas. Just register to share Christmas Day with a local family – we’ll pair you up, and off you go.
>> Sign up for Community Christmas here <<
If you’re staying in Oxford with housemates, you can sign up to play host another Oxford student on Christmas Day too.
>> I’d like to be a Christmas Day Host <<<

Focus on fees
We’ve been working alongside the University’s Fees and Funding department to make sure every student has the financial support they need.
As part of this process, we’re running two focus groups:
Undergraduates: 29 November, 3pm
Postgraduates: 6 December, 6pm
Where: Worcester Street, Oxford OX1 2BX
>> Sign up and have your say <<
Questions: vpaccaff@oxfordsu.ox.ac.uk or vpgraduates@oxfordsu.ox.ac.uk

Could you lead your Students’ Union?
We’re looking for new Oxford SU leaders, including:
– Six sabbatical officers
– Three student trustees
– Six NUS delegates
Oxford SU elections are coming up... you’ll be able to find more over the next week.

#PresTalk: Marrow Me
As part of my weekly social media lowdown on my life as student union president, I’ve written a blog about my experiences signing up to the bone marrow register.

Signing off...
From everyone at Oxford SU, have a very Merry Christmas, get some well-earned rest and we’ll see you next year.
Tone of Voice
8.5 Before and after

Disability Campaign: Before
This event is being held in a wheelchair accessible room
What are the relationships between faith and disability?

Oxford Students' Disability Community
Faith and Disability Talk
18 May / 19:15–21:15 / St Edmund Hall: Doctorow Hall
If you have any accessibility requirements please contact: Sophie.thomas@xxx

Disability Campaign: After
Exploring the relationships between
FAITH AND DISABILITY
A talk and debate brought to you by Oxford Students' Disability Community
When: Thursday 18 May, 7:15pm to 9:15pm
Where: The Jarvis Doctorow Hall, St Edmund Hall, Queen's Lane, Oxford OX1 4AR
Venue wheelchair accessible. Other requirements?
Sophie.thomas@seh.ox.ac.uk

Student Advice Service poster: Before
Money matters
Are you always running out of money – but you don’t know why?
Would you like to be in control of your money rather than your money control you?
Ask your Welfare Officer to organize a Money Matters: Budgeting Workshop
Contact the Student Advice Service and speak with an Advisor
It’s your money so it matters
Contact xxxx

Student Advice Service poster: After
Managing your money
Money Matters: Budgeting Workshop
Finding it hard to make ends meet in Oxford? Need some practical financial advice? Why not come along to ‘Money Matters: Budgeting Workshop’?
Get in touch with the Student Advice Service, and we’ll reserve you a place.
Email advice@oxfordsu.ox.ac.uk
Call 01865 288 466
Tone of Voice
8.5 Before and after

Student Advice Service poster: Before
Live online advice from Oxford SU
Get free, confidential, independent advice from your student union. Live chat with an advisor on the Oxford SU website on anything from housing problems to college complaints.
Available during term time, on Tuesdays from 3pm to 5pm, and Thursdays from 11am to 1pm.
Here’s how it works:
2. Click the ‘Live Advice’ icon.
Or:
Email advice@oxfordsu.ox.ac.uk
Call us on 01865 288 466

Student Advice Service poster: After
Live online advice from Oxford SU
Get free, confidential, independent advice from your student union. Live chat with an advisor on the Oxford SU website on anything from housing problems to college complaints.
Available during term time, on Tuesdays from 3pm to 5pm, and Thursdays from 11am to 1pm.
Here’s how it works:
2. Click the ‘Live Advice’ icon.

Election notices: Before
#OUSUelects: Voting Open Now
We know we’ve been going on about elections for a while now (we do just love democracy) – but we’re pleased to announce that voting is open for you to elect your next student leaders.
You will need to elect 6 Sabbatical Trustees, 3 Student Trustees and 6 NUS Delegates for 2017–2018 – make you have a say on who represents you.
How To Vote
1. Head over to our website
2. Log-in using your SSO
(P.S the log in button is in the top right-hand corner)
3. Go to ousu.org/vote
4. You will be able to vote for all eligibly positions.
(Take a look here for our visual step-by-step guide)
If you have any problems get in touch via Facebook/Twitter or email commsmanager@ousu.ox.ac.uk

Election notices: After
#OUSUelects
Voting is open for you to elect your next student leaders. Make sure you have a say.
For 2017–18, we need to elect:
– 6 Sabbatical Trustees
– 3 Student Trustees
– 6 NUS Delegates
How to vote:
1. Visit our website
2. Log-in using your SSO
3. Go to ousu.org/vote
4. Cast your vote
There’s a visual step-by-step guide here if you ned it. Any problems get in touch via Facebook/Twitter or email commsmanager@oxfordsu.ox.ac.uk.
Tone of Voice
8.5 Before and after

RAG notices:
Before

RAG Charity Ballot 2017

We asked you to nominate your favourite charities (local, national or international) who you thought would be benifit from a split of the RAG pot – potentially receiving £15,000 or more.

16 charities have been shortlisted and now it’s your chance to decide which 4 charities (2 × local and 2 × national / international) RAG will fundraise for in 2017/18.

Vote for your favourite RAG charities
Voting closes 6pm, on Thursday 9th February 2017.

RAG notices:
After

RAG Charity Ballot 2017

We now have a longlist of 16 charities, nominated by students, to share the 2017/18 RAG pot.

The next step is to vote for which four charities (two local and two national / international) RAG will raise for in 2017/18. That could mean £15,000 or more towards your favourite worthwhile cause.

Voting closes at 6pm on 9th February. Make yours count.

Election notices:
Before

The Party Doesn’t Stop There...

To celebrate the end of our 2017 Elections (and say thank you to all our wonderful candidates ♥) we’re throwing a Results Party from 7.30pm, at The Jam Factory.

The evening (which will be super!) will include live music and entertainment before we get down to the important business of announcing the results of the OUSU Elections and the RAG Charity Ballot.

If you don’t want the dancing to end there – we’re taking over Plush for Oxford’s newest club night ***Rogue***. (Free entry with your voting confirmation/£3 on the door).

Election notices:
After

Election party

To celebrate our 2017 Elections and say thank you to our candidates, we’re throwing a Results Party. There will be live music and entertainment before we announce the results of the OUSU Elections and the RAG Charity Ballot.

When: 7.30pm, Tuesday 15 August
Where: The Jam Factory, Hollybush Row OX1 1HU

Afterwards, we’ll be taking over Plush for Oxford’s newest club night ***Rogue***. There’s free entry with your voting confirmation (or £3 on the door).
8.5 Before and after

Facebook job posting:

Before
CLOSING TOMORROW: Join our Comms & Design team and be a part of your SU’s exciting new development
This is a "PAID" 2 week summer opportunity which would suit someone looking to gain graphic design experience
APPLY NOW: ousu.org/your-union/jobs/

Facebook job posting:

After
Last chance
Join Oxford SU’s Comms & Design team for two weeks over the summer. This is a paid two-week assignment, which would suit someone looking for graphic design experience.
Apply now: oxfordsu.org/your-union/jobs/

RAG Casino handbook

Before

OXFORD RAG CASINO HANDBOOK

1 WHAT IS THE RAG CASINO?
The RAG Casino provides high quality equipment and trained croupiers for Oxford balls, charity events, JCR and MCR casino nights, and other events.

We are a branch of Oxford RAG, Oxford University SU’s charitable fundraising arm. All our proceeds go to the 4 charities voted for annually by students.

Our professional standard equipment is available in a variety of complete packages with croupiers, set-up, take-down, and management included. All you need to do is provide space and tables!

Our service is suitable for experienced and novice players alike, with user-friendly equipment and croupiers trained to explain the rules and even give tips to newcomers. Events do not involve gambling with actual money, with the focus on pure enjoyment. Organisers often do choose to provide prizes, and we can include this in our packages too.

If you have any questions, don’t hesitate to let us know: casinomanager@ousu.org

2 WHY CHOOSE THE RAG CASINO?
We are highly experienced. We know what makes a night go well, and are happy to advise on timing and locations.

We are fully flexible, and willing to adapt our packages to suit your needs – unlike commercial operators.

We can run autonomously. Just give us space and tables and we’ll run the event – no extra hassle on the night, unlike many other entertainments.

We are excellent value for money. Generally our packages work out at about half the price of commercial operators without compromising on quality of croupiers or equipment. Our croupiers have all been professionally trained and are paid the living wage.

PRICING
Check out pages 4–6 for the pricing of our different packages

BOOKING
Check out page 7 for our contact and booking details
Tone of Voice
8.5 Before and after

3 WHAT DO PREVIOUS CLIENTS SAY?
RAG Casino were great at the Balliol Ball, they definitely offer the most competitive price and are very professional. They were very prompt with the set-up and pack-up of the casino. The casino itself was a success, it was busy the whole evening. Thank you so much for contributing to such a great night!

Sara Dutta Balliol Commemoration Ball

You and your dealers were very professional and the social went as well as I could have hoped for. I would certainly recommend RAG Casino to other people!

Nico Hobhouse The Oxford Union

We were delighted with the RAG Casino, which really added a feel of class and quality to the evening, as well as being enormously popular and enjoyable. The staff were warm and helpful, and making the booking couldn’t have been easier. The RAG Casino is a really professional outfit.

George de Voil Exeter Ball

4 HOW MUCH DOES IT COST?
Choose from one of our very competitively priced packages below. All packages come with croupiers as standard (all wages included in package cost), although you can of course opt for our equipment only package too. Timings and games can be discussed in detail when tailoring a package to your event.

THE STUDENT EVENTS PACKAGE
This package is ideal for informal student events – from BOPs to Freshers’ Week activities. The student events package costs £200–£300 for an evening, dependent on timings and games negotiated. Timings can be discussed in detail when tailoring your event.

The package includes:
5/6 fully trained croupiers
(all wages included in package cost)
Up to 3 tables, with a choice of roulette, blackjack, and poker

THE WHITE TIE PACKAGE
A RAG casino is the perfect finishing touch to an evening of quality entertainment.

The package includes:
20 fully trained croupiers covering 2 shifts (all wages included in the package cost)
Up to 6 tables of your choice, including roulette, blackjack, poker, and craps

THE CHARITIES PACKAGE
This package is perfect for a high-spirited evening of charitable entertainment! Charity nights are free provided all proceeds go to RAG’s 4 student-nominated charities. To check out who the RAG charities are this year, go online: www.oxfordrag.co

Alternatively, proceeds can go to a charity of your choice for a one-off payment of £100.

The package includes:
5/6 fully trained croupiers
(all wages included in package cost)
Up to 3 tables, with a choice of roulette, blackjack, and poker

THE FORMAL PACKAGE
Create an elegant atmosphere with our formal package, ideally suited for black tie events.

The package includes:
10–12 fully trained croupiers, dependent on your choice of games (all wages included in the package cost)
Up to 4 tables of your choice, including roulette, blackjack, poker, and craps

3 hours £600
4 hours £700
5 hours £800
6 hours £900

THE COST OF EQUIPMENT WITHOUT CROUPIERS
Our equipment can be hired without croupiers:

Hire will be for the night, with return by 1pm the next day.

Roulette £90
Poker £60
Blackjack £60
Craps £90
Delivery £20

4 WHAT DO PREVIOUS CLIENTS SAY?
5 PRIZES
The best thing to incentivise and excite a casino event is prizes.
For an additional fee we can offer prizes. Prize packages need to be negotiated individually as they depend on a number of factors, such as quantity and quality.
Examples of prizes include boxes of chocolate, Amazon vouchers, and champagne. There is scope for every event, and if your event has a specific theme we can consider highly personalised prizes.
We are aware an unlimited number of chips has the potential to be problematic when it comes to awarding prizes. However this is not an issue at all for smaller events, where we can regulate the games and prizes more efficiently. Furthermore, at larger events we think that people do not spend all night sitting in one place at an event, the prizes are not monetary, and we can work with your team to negotiate the best way to manage your individual event so that this problem is negated.

6 BOOKING
The Casino is administered by volunteer manager Justine Raoult, who is happy to respond to all enquiries by email. Please let us know if you have questions, would like to book the Casino, or would like to negotiate a bespoke package.
casino.manager@ousu.org
Alternatively, you can send any enquiries to the RAG Vice President for Projects, Olivia Buckley:
rag-projects@ousu.ox.ac.uk
There is also a conditionally refundable deposit of £50 to cover minor damages. Instances of major damage will necessitate negotiations of a greater payment for compensation. This can be discussed with the details of your event.
casinomanager@ousu.org
Extra services: If you choose to book a package with croupiers, we provide a comprehensive service at no additional cost, with transport set-up, Front of House staff, a General Manager, and clearing away included as standard – no assistance required!

Croupiers: Blackjack and poker have 1 croupier per game and roulette and craps have 2. Which games you choose will determine how many croupiers are included in your package.
Booking must include a £20 conditionally refundable deposit:
This may be used to account for minor damage such as drink spills or stolen chips.
Details of equipment: All games listed below include 36” by 72” casino cloths, and all auxiliary equipment is included as standard:
Roulette: 450mm mahogany wheel, brass rake, chip carousel, chip tray, win maker, and ball (with spares) Capacity: Up to 16 players (Also available as a 64” by 116”)
Blackjack: Dealer Shoe with 6 packs of cards and chip tray Capacity: 7 players
Poker (Texas Hold’Em): Single pack of cards and small/big bling and dealer buttons (with spares) Capacity: Up to 10 players

Craps: 10 casino dice, brass rake, and chip tray Capacity: Up to 16 players
Numbered casino chips: 1, 5, 10, 25, 50, 100, 250, 500, 1000, 2000, 5000, and 10 000
We enjoy full public liability cover:
We are happy to provide certification to that effect.
→ See next spread for the after example
Tone of Voice
8.5 Before and after

RAG Casino handbook:
After

RAG Casino handbook (Cover)

Introducing RAG Casino
RAG Casino provides top-notch casino equipment and trained croupiers for Oxford balls, charity dos, JCR and MCR casino nights, and other events.

We’re part of Oxford RAG, Oxford SU’s charitable fundraising arm. All the money we raise goes to the four charities voted for each year by Oxford students.

Our professional equipment can be hired out in a choice of packages with croupiers, set-up, take-down, and management included. All you need to do is provide the space and the tables.

RAG casino is for everyone – from novices to old hands. The equipment is user-friendly and our croupiers are trained to explain the rules and give tips to newcomers.

There’s no gambling with real money, it’s more about the thrill and experience. However, you can award glittering prizes if you wish, and we can include these as part of the package.

If you have any questions, please get in touch: casinomanager@oxfordsu.org

What does it cost?
See pages 4–6 for packages and pricing.

Why choose us?
We’re a safe pair of hands. We know what makes a night go well, and can help you with timing, locations and much more.

We’re fair and flexible, happy to adapt our packages to your needs – unlike most commercial operators.

We can do everything for you. Just give us space and tables and we’ll run the event, which means you can relax and enjoy the entertainment.

We’re great value for money. Our packages are about half the price of commercial operators, but the quality of our croupiers and equipment is first rate. Our people have all been professionally trained and are paid the living wage.

How do I book?
See page 7 for contact and booking details

What our clients say
“RAG Casino were great at the Balliol Ball, they definitely offer the most competitive price and are very professional. A great night.”

“The social went as well as I could have hoped for. I would certainly recommend RAG Casino highly.”

“We were delighted with RAG Casino, who added a real touch of class to the evening. The staff were warm and helpful, and booking couldn’t have been easier.”

Costs and choices
The Charities Package
Charity nights are free, provided all proceeds go to RAG’s four student-nominated charities. To find out who the RAG charities are this year, visit www.oxfordrag.co.

Or you can choose your own charity for a one-off payment of £100.

The package includes:
Five to six fully trained croupiers (all wages included)
Up to three tables, with a choice of roulette, blackjack, and poker.

The Student Events Package
This package is just the ticket for informal student events – from BOPs to Freshers’ Week activities. The student events package costs £200–£300 for an evening, depending on the timings and games you choose.

The package includes:
Five to six fully trained croupiers (all wages included)
Up to three tables, with a choice of roulette, blackjack, and poker.

Any questions? Please get in touch casinomanager@oxfordsu.org
Tone of Voice
8.5 Before and after

The Formal Package
Create an elegant atmosphere with our formal package, ideally suited for black tie events.
The package includes:
Ten to 12 fully trained croupiers, dependent on your choice of games (all wages included)
Up to four tables of your choice, including roulette, blackjack, poker, and craps.
- 4 hours / £1000
- 5 hours / £1150
- 6 hours / £1300
- 7 hours / £1450
- 8 hours / £1600

Casino equipment only
Our equipment can be hired sans croupiers. Fees are for the night, and everything needs to be safely returned by 1pm next day.
- Roulette / £90
- Poker / £60
- Craps / £90
- Delivery / £20

£50 deposit (refundable) in case minor damages.

The White Tie Package
A RAG casino provides the perfect centrepiece to an evening of quality entertainment.
The package includes:
20 fully trained croupiers covering two shifts (all wages included)
Up to six tables of your choice, including roulette, blackjack, poker, and craps.

RAG Casino is run by volunteer manager Justine Raoult. Please get in touch with questions and bookings, or if you'd like would like to talk about a bespoke package.
casino.manager@ousu.org
Or you can contact Olivia Buckley, RAG Vice President for Projects.
rag-projects@oxfordsu.ox.ac.uk

Equipment details:
Games listed below include 36-inch by 72-inch casino cloths, and additional equipment included as standard:
Roulette:
450mm mahogany wheel, brass rake, chip carousel, chip tray, win maker, and ball (with spares)
Capacity: Up to 16 players
(Also available in a 64-inch by 116-inch format)
Blackjack:
Dealer shoe with six packs of cards and chip tray
Capacity: 7 players
Poker (Texas Hold 'Em):
Single pack of cards and small/big bling and dealer buttons (with spares)
Capacity: Up to 10 players
Craps:
Ten casino dice, brass rake, and chip tray
Capacity: Up to 16 players
Casino chips:
1, 5, 10, 25, 50, 100, 250, 500, 1000, 2000, 5000, and 10,000

£20 deposit:
This may be used to cover minor damage such as spilled drinks or stolen chips.

£50 deposit (refundable) in case minor damages.

Prizes
Prizes are a sure way of adding excitement and drama to casino events.
For an additional fee, we can provide the prizes for your event. These might include chocolates, Amazon vouchers or bottles of Champagne. If your event has a specific theme, we can even look at more tailored prizes. Obviously, the cost can vary enormously.

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Added extras:
If you book a package with croupiers, we provide a comprehensive service at no additional cost. This includes transport set-up, front of house, a general manager and clear-up service.

Croupiers:
Blackjack and poker need one croupier, while roulette and craps need two. The games you choose determine how many croupiers you pay for as part of your package.

£20 deposit:
This may be used to cover minor damage such as spilled drinks or stolen chips.

Casino equipment only
Our equipment can be hired sans croupiers. Fees are for the night, and everything needs to be safely returned by 1pm next day.
- Roulette / £90
- Poker / £60
- Craps / £90
- Delivery / £20

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If you have any questions regarding this document or how to use or implement the Oxford SU’s brand then please get in touch.

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