

The Election 2024

Marketing Support Pack for Candidates



This pack is designed to support you during your campaign as you run for the role of President or Vice President in the Students' Union (SU) Elections.

Creative and engaging communications can make a real difference to your campaign and may help get you more votes so make sure you dedicate some time to it, and use our guidance to help you along the way.

Headshot Top Tips

A good headshot is a key element to your campaign. It helps your potential voters recognise you and creates a sense of familiarity with your audience.

Taking a headshot isn't always easy, but if you follow our top tips, we can help you take the perfect picture.

- Find a great background that doesn't have too many distractions.
- Choose the right camera & settings.
- Use natural light.
- Choose your outfit wisely! Think about the audience you are talking to and the impression you want to give.
- Don't go crazy with accessories, less is more.
- Nail the camera height, ideally eye level with you. Use a tripod, or friend, to help you achieve this.
- Focus on the eyes
- Get the right expression, smile like you mean it and don't be too serious!
- Avoid using any filters, this is obvious to the viewer and can create a sense of distrust.
- Crop the image when you're done so it focuses on your head and shoulders.



Manifesto Video Top Tips

A good manifesto video is a must have when you are campaigning. It helps your voters understand what you are standing for and communicates with them in an accessible way.

Filming your own manifesto video doesn't need to be scary, follow our top tips and you will soon have a video you will be proud to share.

- Plan ahead by writing your script and making a list of the shots you need before filming.
- Keep your camera steady to avoid shaky footage. You can do this by using a tripod or stabiliser.
- Use natural light and make sure your subject is well-lit for better quality.
- Use a good microphone to make sure your audience can hear you clearly.
- Frame your shots well - Position yourself in the centre of the frame or follow the rule of thirds.
- Keep it short and engaging to make sure you hold your viewers' attention. Don't forget to be confident, you've got this!
- Stay consistent, keep clothing, and props the same between shots.
- Try different angles and locations, experiment with different viewpoints to make your video more interesting.
- Edit carefully using editing software to cut out unnecessary parts and make your video look polished.
- Include captions to make sure your video is accessible to all audiences.



Manifesto Video Support

If you are worried about filming your manifesto video, then come along to one of our video drop in sessions and let us do it for you.

You will find us in the SU space in Chelmsford and Cambridge between 14:00 – 15:00 on:

- Friday 23 February
- Monday 26 February
- Tuesday 27 February
- Wednesday 28 February

No need to book, it's first come first served, so drop-in and work with the SU team to develop a great looking video.



Social Media Top Tips

Social media is a great way to connect to your audience and share details about your campaign. Follow our top tips below to make the most out of social media and connect to your audience.

- Know your audience! Understand who you're talking, what they like and who you're trying to reach.
- Share interesting content. Post updates, stories, interactive content, videos and photos that support your campaign.
- Be real! Show your true self so people can get to know you.
- Post regularly and stay active to keep your audience interested.
- Engage with your audience, respond to comments and messages to build relationships.
- Use hashtags to help people find your posts.
- Share some personal stories/content to help connect with your audience.
- Try new things and experiment with different ideas to see what works best.
- Be honest and open about your campaign's goals and what you hope to achieve.



Adapting a logo

Trying to replace or adapt the ARU Heron logo or Students' Union logo with your own goes against the Universities written guideline and is never allowed. All students must comply with the branded guidelines for ARU and the Students' Union. A logo or trademark is any photograph, word, or symbol used to identify a brand, service, or product.

Permission to use other logos

You need permission to use other company logos. You should never assume you can use a trademarked logo. Getting permission to use the logo of other businesses is essential. The trademark law naturally grants legal protection to its owner against anyone using it unlawfully. A person should never use a trademark or logo without written permission from its owner.

Use of Logos

The Heron Logo

Our master logo

Our logo is taken from the elements that make up our historic crest. Combining the iconic heron of Anglia with the heraldic crown in a modern, elegant emblem gazing with confidence into the future.

Hérons symbolise self-reliance and inner strength, the perfect symbol for the ARU community.

Our lowercase wordmark is friendly, open and approachable.



Our logo with descriptor lock-up

Alongside our master logo we also have a template for locking up an extra descriptor to our wordmark.

This can be used in situations when we need to leverage the existing equity in the full name, Anglia Ruskin University, at launch and in externally facing comms, such as out of home advertising.

This can also be used for brand architecture when labelling campuses, schools or research institutes.

Always seek guidance from the ARU Brand Team before creating lock-ups.

Logo with full name lock-up



For launch and externally facing comms

Logo architecture for campuses/schools/research institutes



Cropping the heron

When cropping the heron, always keep the head and crown as the distinct focus.

Avoid crops which feel too busy, or do not result in smooth curves or line endings.

Like this



Not this



Our logo variants

Our master logo comes in various formats, each designed to best serve different dimensions to maximise size and impact.

Format variants



Horizontal



Portrait



Small space portrait



Extreme format

Use of Logos

Students' Union Logo

Our logo is at the heart of our identity and is the foundation to our core visual branding. It is essential that these guidelines are adhered to, to ensure that our logo is used in the correct way to create a consistent brand across our various printed and on-screen materials. Where possible, the full colour logo should be used.



Full colour marque



Black marque



White marque

Exclusion Zone

To maintain maximum visual impact of our logo, it has an exclusion zone, this means that no elements of any design or advertisements can encroach into this area, care should be taken to preserve this at all times. The exclusion area equates to the space that is taken by the width of the large letter 'U' from 'ARU'.



Use of Logos

Students' Union Logo

The logo should be used in its complete form and not misused in any way. This ensures that our communications are kept consistent, potential confusion is avoided and our brand values do not become weakened.



Do not change or alter the colour of the logo.



Do not place a stroke or outline around the logo.



Do not rearrange elements.



Do not distort or stretch the logo.



Do not change the proportions of elements.



Do not place the logo on a busy or complex background.



Do not rearrange the colours of the logo.

One of the main elements to your campaign will be a poster, so you want to make sure you get it right. Designing a poster may sound simple but there are some key rules that will take your design to the next level and make your poster stand out. Follow our guidance on good and bad design below and your posters will be sure to grab the attention of your audience.

A **bad poster** design might include the following:

- A cluttered design with too much text, making it difficult to read and understand the main message.
- Poor choice of fonts that are hard to read or do not match the tone of the message.
- Low-quality images or graphics that are pixelated or blurry.
- Lack of visual hierarchy, with no clear focal point or organization of information.
- Confusing or irrelevant images that do not effectively communicate the intended message.
- Use of too many bright or clashing colours, making the poster visually overwhelming.
- Bright or clashing colours for the font, making the text inaccessible to your audience.
- Missing call to action or essential details, leaving viewers unsure of how to get more information or take action.
- Grammar or spelling errors.
- Inconsistent branding or design elements that do not align with the campaign being promoted.
- Overall lack of creativity or originality, making the poster forgettable and unengaging.

A **good poster** design should include the following:

- A clear focal point where the main message is prominently displayed and easy to read.
- A visually appealing design which uses a combination of well-matched colours, clean fonts, and high-quality images to grab attention.
- Minimalist layout with a clean and uncluttered design, providing just enough information to convey the message effectively.
- Engaging visuals that reinforce the message you are trying to convey.
- A clear call to action, prompting the viewer to take the action you desire.
- Clean font that is easy to read and in a colour that is accessible to all audiences.
- Relevant details and important information displayed in a clear and concise manner.
- Creative flair that reinforces the message of your campaign.
- Consider the overall impact, does your poster effectively communicate your message and encourage viewers to take action?
- Be printed in high-quality!

Creative Campaigning

When running your campaign try and think of different ways to connect with your audience. You want to grab their attention and win their votes, this takes forward thinking and creativity. You may wish to promote your campaign using some of the methods listed below.

- Posters distributed in the correct areas and handed to potential voters.
- Flyers and informative handouts that provide details about your campaign.
- Demonstration and protest signs.
- Social media content and maybe even a dedicated social media account specifically for your campaign.
- Megaphones, shout about your campaign and get your voice heard!
- Bed sheets and pillowcases, make yourself stand out and display your key message in a format that isn't a poster.
- Branded merchandise, think T-shirts with your campaign on or stickers to give to potential voters to remind them to pick you.

When using marketing to support your campaign consider scale, what is the best way you can make the biggest impact and get your name heard.



Creative Campaigning

There are some rules when you are campaigning, please make sure you stick to them.

When putting up posters use white tac only, **no sellotape** and **no blue tac**. Posters using this will be taken down.

You cannot campaign in these areas:



Helpful Resources

For designing your marketing materials we recommend Canva. You can set up a free account and there are lots of ideas and resources on here to support you.

For printing your marketing materials we recommend printed.com

