



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

V1 – June 2023

Brand Guide for Students

Who is this guide for?

This quick guide to brand for LSE students covers individuals and groups, such as LSESU societies and sports teams. It includes advice on how and when to use LSE's name, logo and coat of arms.

If you have any queries please contact comms.brand@lse.ac.uk.



Can we use LSE in our name?

Sports teams	Societies and groups	Individuals
<p>Yes</p> <p>You may use LSE in your name, eg, LSE Boxing, because you are representing LSE externally as well as LSESU.</p>	<p>No</p> <p>You may use LSESU in your name, eg, LSESU Photography Society, if you are representing LSESU.</p> <p>Exceptions – LSE Choir and LSE Orchestra</p>	<p>No</p>

Can we use LSE's coat of arms? (Also known as the crest or motto)

Sports teams	Societies and groups	Individuals
<p>Yes</p> <p>You may use the one colour version on sports kits only. Do not use the coat of arms in your logo, or on promotional material or merchandise.</p> <p>Contact comms.brand@lse.ac.uk to request LSE coat of arms files and guidelines.</p>	<p>No</p> <p>Use of the coat of arms is restricted to items such as degree certificates, ceremonial uses and official sports team apparel.</p>	<p>No</p>

Can we use the LSE logo?

Sports teams	Societies and groups	Individuals
<p>No</p> <p>Students and student groups are not permitted to use the LSE logo. Club logos should not include any parts of the LSE logo. You should not reproduce the LSE logo on any promotional materials.</p> <p>Exceptions: Co-branded LSE events or initiatives. See the section below for details.</p>		<p>No</p> <p>Students are not required to use the LSE logo in their coursework or email signatures. Follow advice from your department on formatting your work.</p> <p>Exceptions: Master's and PhD students are eligible to order business cards, known as student introduction cards, through Reprographics.</p>

How should we co-brand with LSE for events or initiatives?

Sports teams	Societies and groups	Individuals
<p>If your group is supporting an event that is hosted by an LSE academic department, division or research centre, they will use the LSE logo on promotional materials as they usually would. They should include your logo or a written line to acknowledge your involvement.</p> <p>If your group is taking the lead, and your event is sponsored by an LSE academic department, division or research centre, you should add a line to your event page and relevant promotional materials to say that this event is supported by them. They will be able to supply the relevant logo.</p>		



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Contact us

If you have any queries about LSE's brand guidelines, please contact us at:
comms.brand@lse.ac.uk