

LOGOS GUIDELINES

INTRODUCTION:

The Student Energy logo is a significant representation of our brand identity. The logo has been meticulously crafted to achieve visual coherence and should never be tampered with, altered or redrawn. It must be consistently applied as a recognisable and highly visible brand asset. These simple rules will enable you to use our logo and effectively communicate the brand.

STUDENT
ENERGY

STUDENTENERGY

DIRECTION:

Our logo is designed to be adaptable, making it suitable for both vertical and horizontal displays. This ensures it can fit seamlessly into any type of space. To display it vertically, use the two lines of text; for horizontal displays, use a single line.

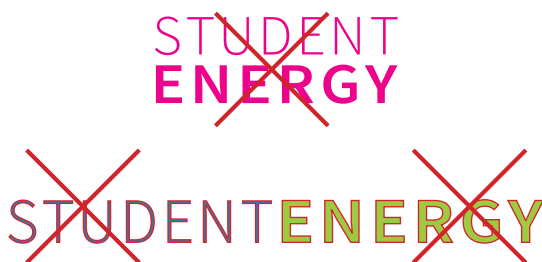
COLOUR PALETTE:

The logo of Student Energy features our primary colours. Using any of the colour options provided by the Student Energy team is recommended. However, we can also use white or black versions of the logo if the material demands it.



BAD LOGO USAGE:

Do not change the colour of the logo from the already established palette colour and/or outline it.



SPACE:

There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.

FORMATS:

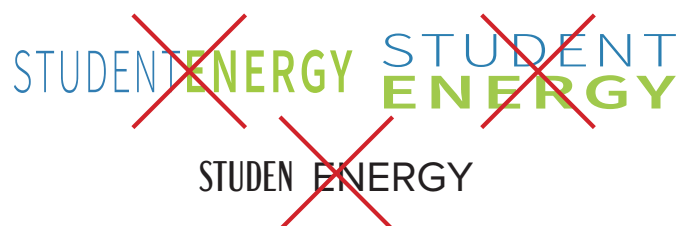
The folder that has the logo provides different formats for its use. Using a **PDF** and **SVG** format for multimedia and web design is advisable.

We offer **100%** and **300%** sizes in JPG format for printing. The following are the proportions of the **100%** size.

vertical **W200.974 mm - H107.002 mm**

horizontal **W369.706 mm - H89.052 mm**

Do not horizontally or vertically stretch the logo.
Do not use a different font to recreate the logo for branding purposes.



Black and white versions of all logos are available but should be strictly limited to use where colour is impossible.