



esU

european students' union



## ESU | Logo Usage Guidelines

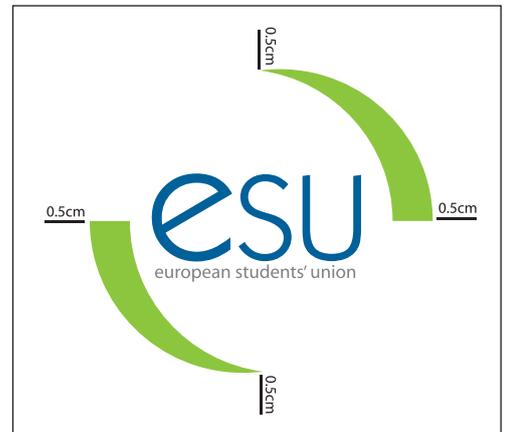
The following document covers specifics such as colours, size recommendations, space requirements and more. There are also clear guidelines regarding which version to use for various applications as well as specific CMYK and RGB numbers from the Pantone Matching System to insure accurate and consistent use of colours.

The ESU logo is a CMYK logo. This means that a 4-color process is used to create the varied colours and shades of this logo. Pantone colours should never be used when recreating this logo. If a 4-color process cannot be used in a particular application, please use the one colour version (grayscale) of the Logo.

### Area of protection | Clear space

The ESU logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the logo in all situations.

Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.



The clear space must be consistent on all sides of the logo and should be approximately equal to the measurement of 0.5cm from the most obtrusive element of the logo at any point.

Minimum size requirements for the ESU logo are 2cm in width; the height will fall accordingly.

Where the logo size is reduced to such a degree that the words 'european students' union' are illegible the secondary 'bar' logo should be used.

**Note:** This area of protection is required to ensure impact and understanding of the ESU brand within any environments. However, if the environment is controlled by ESU such as an ESU brochure or publication, there is a certain level of flexibility.

## Typefaces

E =	Kabel Bk BT, lower case
SU =	Century Gothic (3 point sizes larger than 'e'), Upper case
European students' union =	Myriad Pro Regular, all lower case

## ESU Logo incorrect usage

### TEXT

1. Do not change any typeface. The approved typeface for the ESU logo are listed above.
2. Do not delete any letters or words.
3. Do not bold, italicise or change the weight of any typeface.
4. Do not use a stroke to highlight any letter, word or acronym.

### COLOURS

1. Do not deviate from the colour references are listed above.
2. Do not add additional colours.

### SHAPE, ELEMENTS AND DIMENSIONS

1. Do not distort the ESU logo in any way.
2. Do not create additional versions of the logo.
3. Do not remove elements from the logo.
4. Do not add additional elements to the logo.
5. Do not outline the logo.
6. Do not rearrange or separate any element of the logo.
7. Do not skew the logo.
8. Do not scale any individual elements of the logo.
10. Do not use any element of the logo separately to represent the logo.
11. Do not rotate the logo.

## Colour Guidelines

These colours should be used whenever possible.

 Pantone Cool Grey 9c

 Pantone 376 c

 Pantone 7462 c

 **C:0, M:0, Y:0, K:60**

**R:102, G:102, B: 102**

 **C:30, M:0, Y:100, K:0**

**R:127, G:195, B:27**

 **C:95, M:60, Y:12, K:7**

**R:23, G:61, B:128**

## ESU logo formats available



**Black on white version**



**White on black**



**Single Colour**



**Full Colour - CMYK or RGB**



**Horizontal Bar version - Full Colour**