

STYLE GUIDE

BRAND COLOURS

PRIMARY COLOURS

HEX: #317DB2
RGB: 49, 125, 178
Steel Blue

HEX: #ABC737
RGB: 171, 199, 55
Yellow Green

HEX: #ABC737
RGB: 171, 199, 55
Black

SECONDARY COLOURS

HEX: #FDFEFC
RGB: 253, 254, 252
Snow

HEX: #F9B817
RGB: 249, 184, 18
Orange

HEX: #F04B58
RGB: 240, 75, 80
Red

We use these colours for headings and subheadings, image borders, buttons, and banners.

Used as colour stops in gradients, and extra colours for graphic elements.

TYPEFACES

Bebas Neue Pro and Source Sans Pro are our official fonts. We aim to use both fonts in combination, but there are applications where Bebas Neue Pro is not available. In this case, we use Source Sans Pro for all title and body text.

HEADINGS: BEBAS NEUE PRO

Body Text: Source Sans Pro Light



To have access to our typefaces contact Student Energy's communication team.

communications@studentenergy.org

THINGS TO AVOID:



- Canva 'elements' and other unapproved vector graphics
- Overly wide line spacing
- Blue-green gradient (the Board doesn't like it)
- Text too close to the edge



ASSETS

To get your hands on any of the awesome content in this single-page document, don't hesitate to get in touch with our communications team at communications@studentenergy.org

STUDENT ENERGY LOGO

The Student Energy logo symbolizes our brand identity and is designed to captivate our young audience interested in advancing the clean energy industry. The logo artfully plays with typography, sizing, spacing, alignments, and colors to create a compelling image that resonates with our audience's commitment to accelerating the transition to a clean energy future.

STUDENT ENERGY

Our media package contains our logos and brand guidelines, and you can access it on our media page.

PHOTO & VIDEO

In 2021 we designed a series of logos for Student Energy programs. Use these in all programs-related communications.



- Flickr Account
www.flickr.com/photos/183440164@N08/

PROGRAMS LOGOS

In 2021 we designed a series of logos for Student Energy programs. Use these in all programs-related communications.

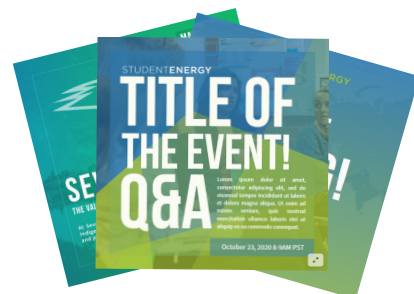
SE SPACE FOR YOUTH



- 2-Logos
- Programs Logos

SOCIAL MEDIA DESIGN

- Headings should be in Bebas Neue
 - white, blue or green
- Body text should be in source sans pro - white or dark grey
- Include the student energy logo in all social media graphics.
- Do not use canva 'elements' unless approved.
- Prioritize using se photos with people and faces.



PRESENTATIONS & PITCH DECK TEMPLATES

The NEW Slide Deck should be used for most Student Energy presentations. The Youthful Slide Deck is designed for youth training programs, such as Student Energy's Pitching & Networking training for youth at conferences and events. Versions without the logo exist for use by Chapters. Be sure to duplicate the file and edit the copied version; DO NOT edit the original document.

