

# LOGO DON'TS



You should **not** alter the logo. This includes:

- Recoloring the logo, this includes shades of gray
- Stretching or Condensing
- Altering or rearranging the logo, this includes the byline. There are always humorous interpretations of the byline - but we ask you not to use them for official presence.
- Rotating or Flipping
- Using with different typefaces

The VSETH logo should not be used as part of a sentence or headline. The correct way is to use plain text in uppercase or its full name "Verband der Studierenden an der ETH".

# LOGO

The VSETH logo has four color variations:

- The **default** should be used for uniform lighter backgrounds where the cyan is clearly distinct from the background (20% color difference)
- The **inverse** should be used for uniform darker backgrounds and the cyan is clearly distinct from the background (20% color difference)
- The **black** should be used for lighter non-uniform backgrounds
- The **white** should be used for darker non-uniform backgrounds



# BYLINE

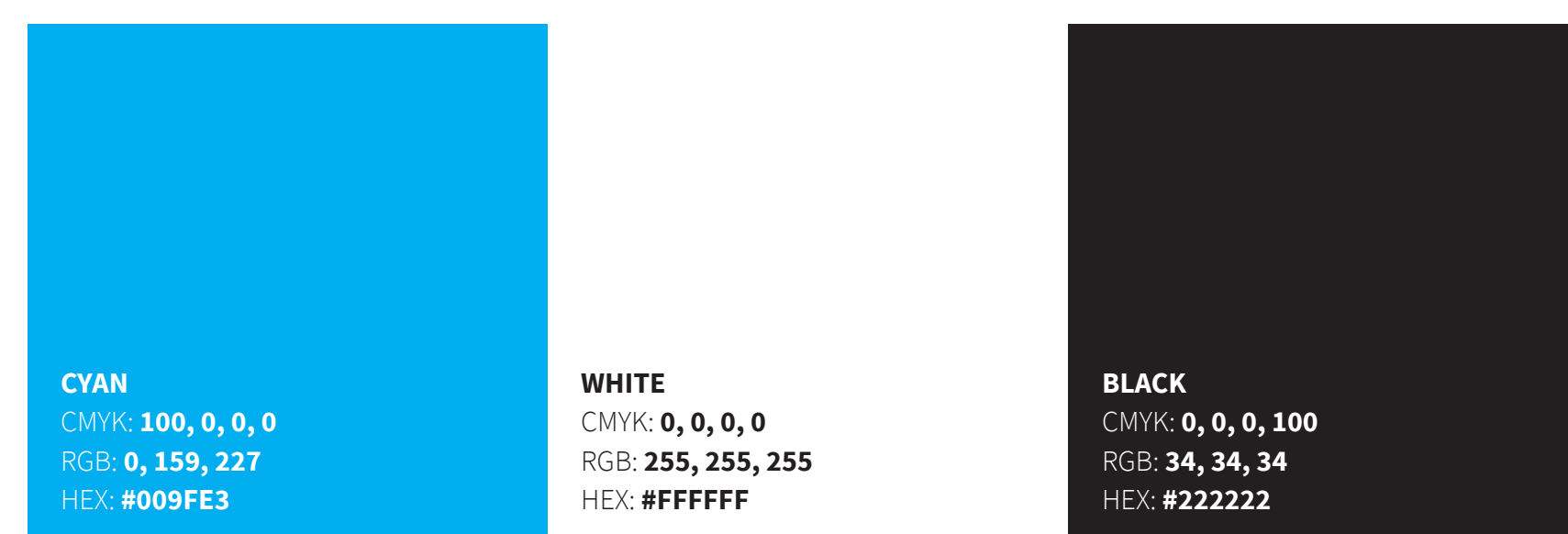
There are 4 different versions of the VSETH logo. One for the VSETH itself, then one for each; the study associations (Fachvereine), the committees (Kommissionen), and the student organizations (Organisationen). The byline is always in German, and its use is mandatory unless stated otherwise.



## EXTERNAL VSETH BRANDING CHEAT SHEET

# COLOR

The simple definition of the **color** as one hundred percent cyan allows a broad and flexible usage of the color which simplifies its correct use significantly. The black is one hundred percent K in the CMYK color space. The same is true for the inverse version where the black is replaced with a zero percent K in the CMYK color space.

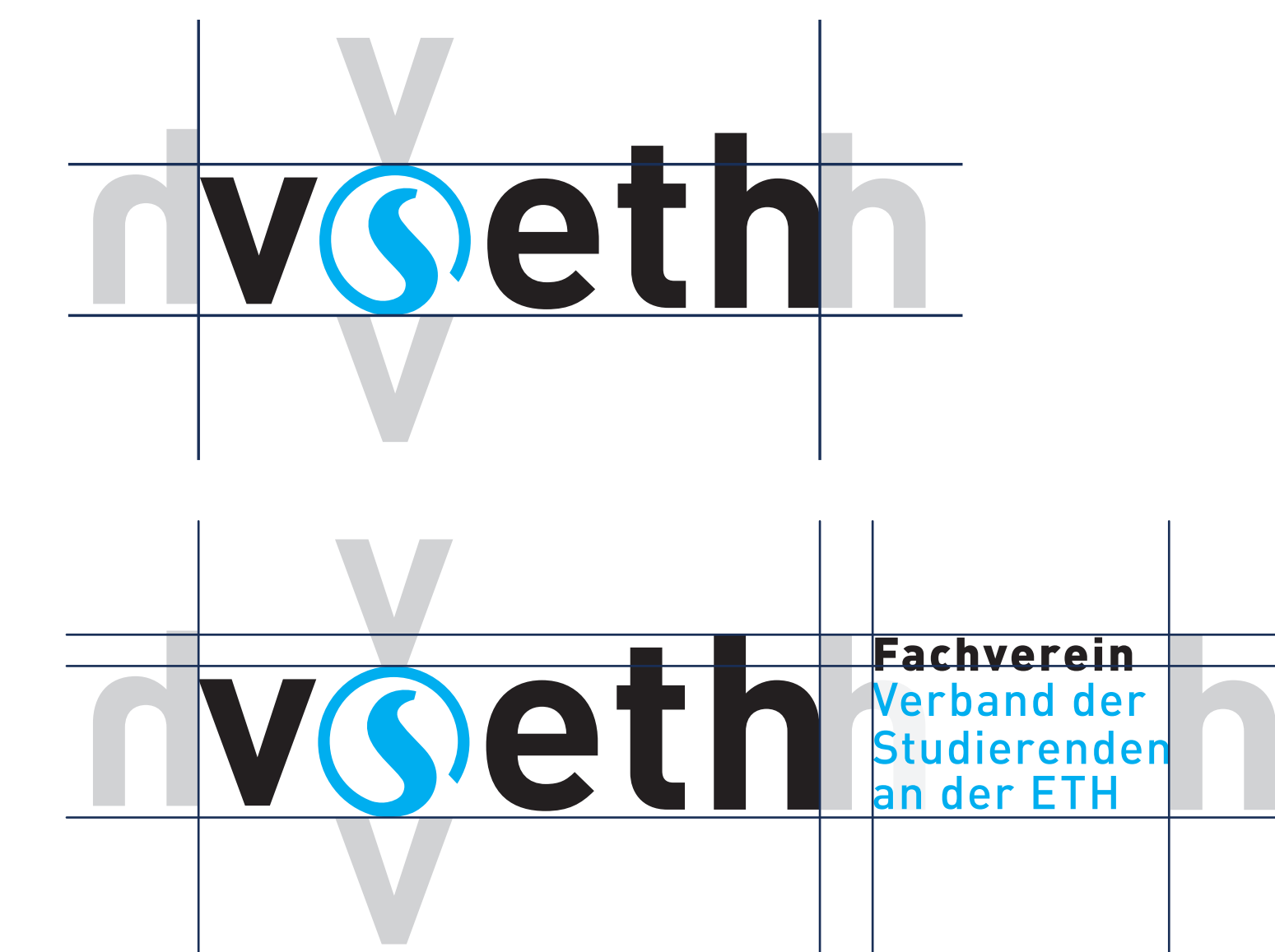
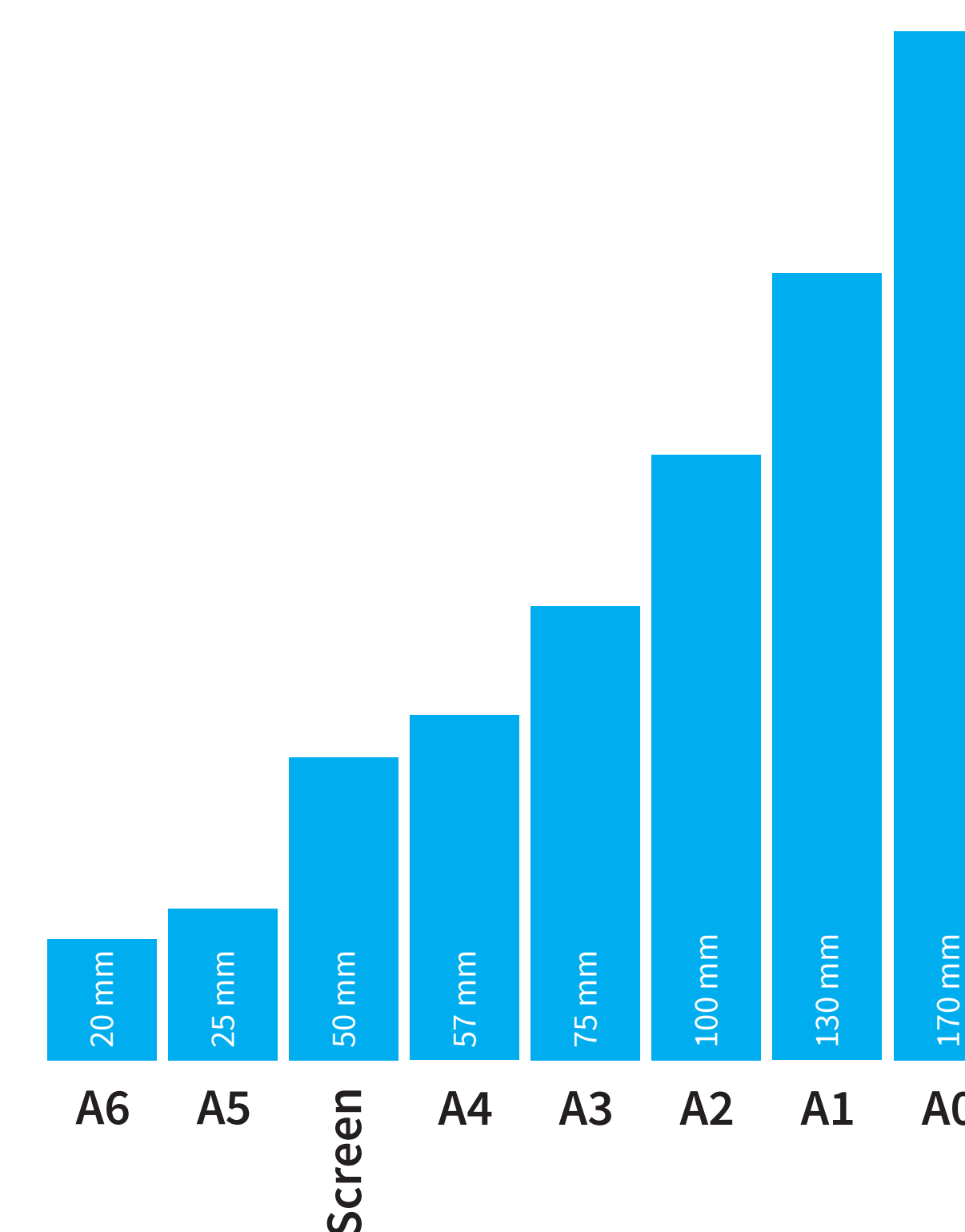


# SIZE

The correct **size** makes things readable. Use the defined minimum logo size paper format DIN A6 to A0. This applies for portrait and landscape format.

You should always use the logo with the byline the exceptions are: Paper format DIN A5 and A6, in website headers, and screen advertisements.

When the VSETH logo is used in combination with logos of sub-organizations, the logos should be of similar size.



Let some breathing room for the logo and the design in general! The **clear space** is important and allows the logo to stand out of its environment.

The top and bottom clear space is the height of the letter "v" from the signet, the left and right clear space is the width of the letter "h". The byline is half of the letter "h" to the right of the logo.

# SPACE