

# TYPOGRAPHY

# Aa

## Source Sans Pro

The quick brown fox jumps over the lazy dog.  
?!()\*&/,,:;"'<>+ -=  
1234567890

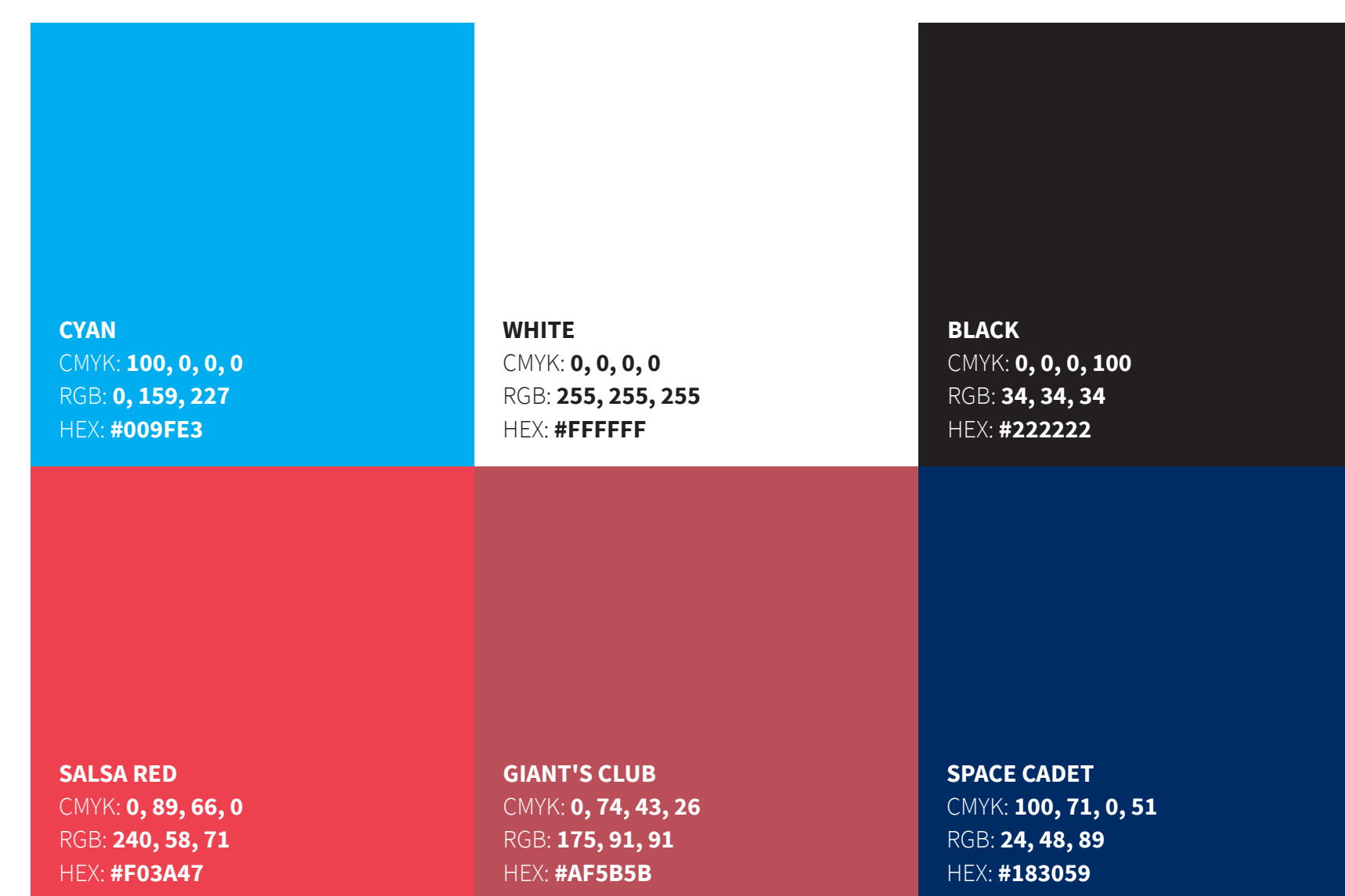
Source Sans Pro supports different font weights, but here it is important to bear in mind that Regular should normally be used. The Light font-weights are beautiful in design but can get demanding for the eyes to read over a longer period of time.

# COLOR



Spread some **color**! Our primary brand colors are **Cyan** and **Salsa Red**. Whereby Cyan is the most dominant color in the overall design, since Salsa Red is only used to set certain accents and spice it up.

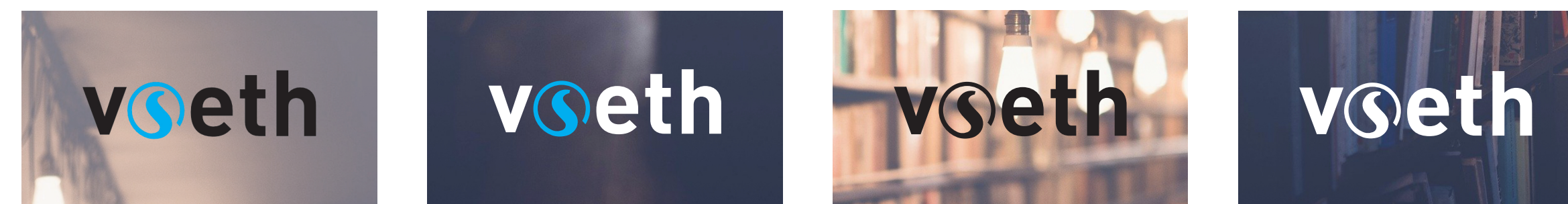
Our secondary colors are **Space Cadet** and **Giant's Club**. They should only be used sparingly throughout illustration, photography, and product in order to maintain meaning.



# 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.



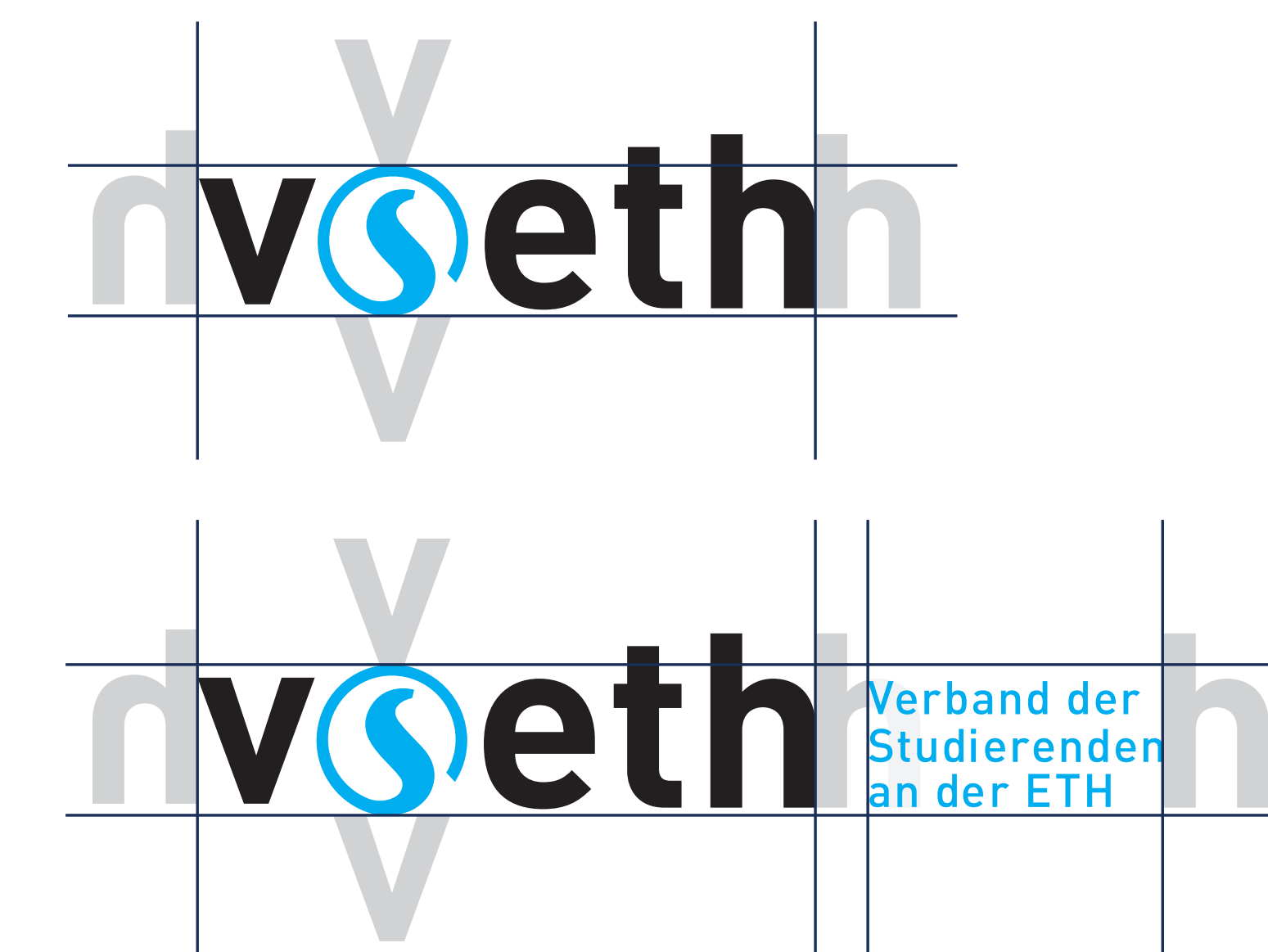
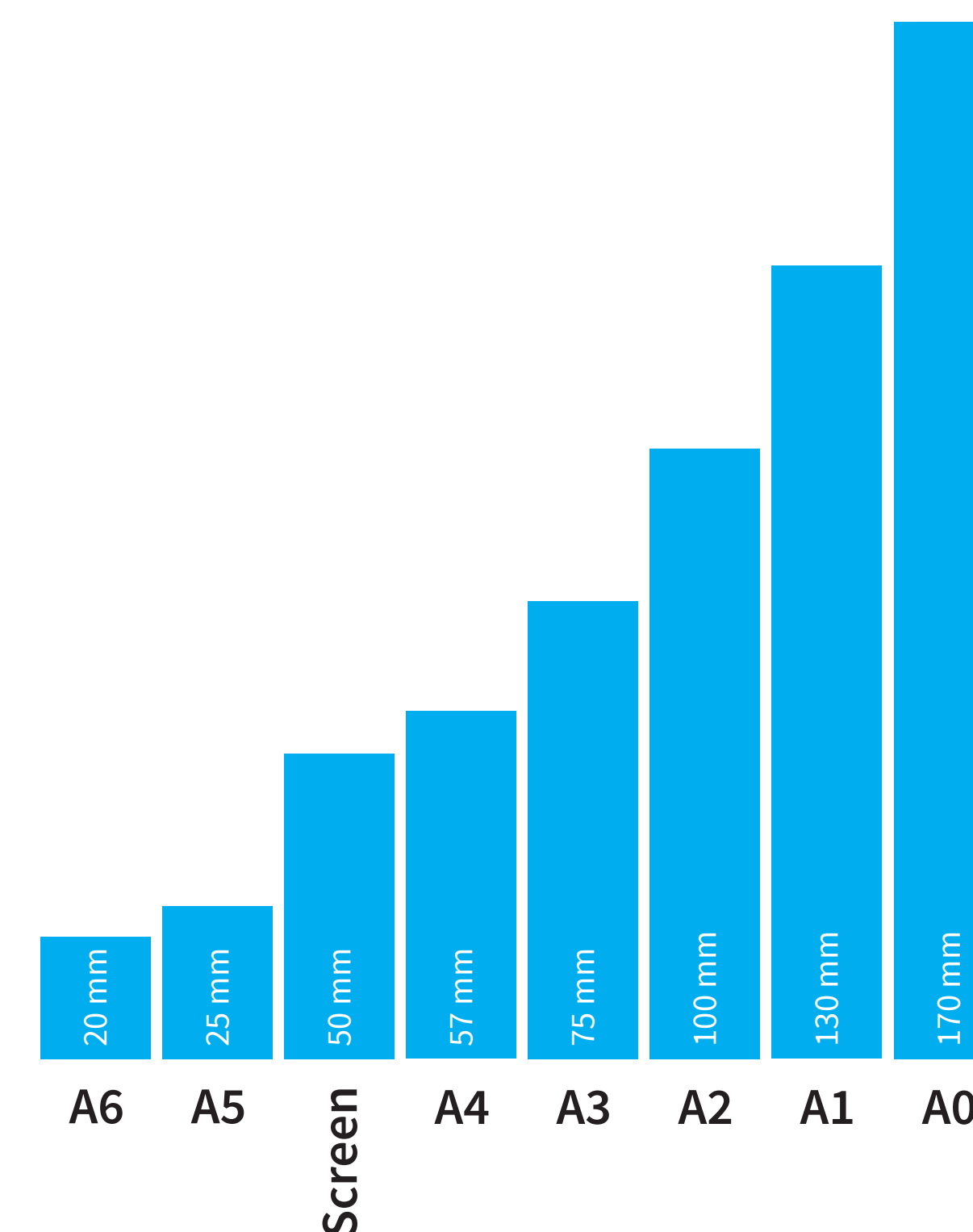
## VSETH BRANDING CHEAT SHEET

# 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.

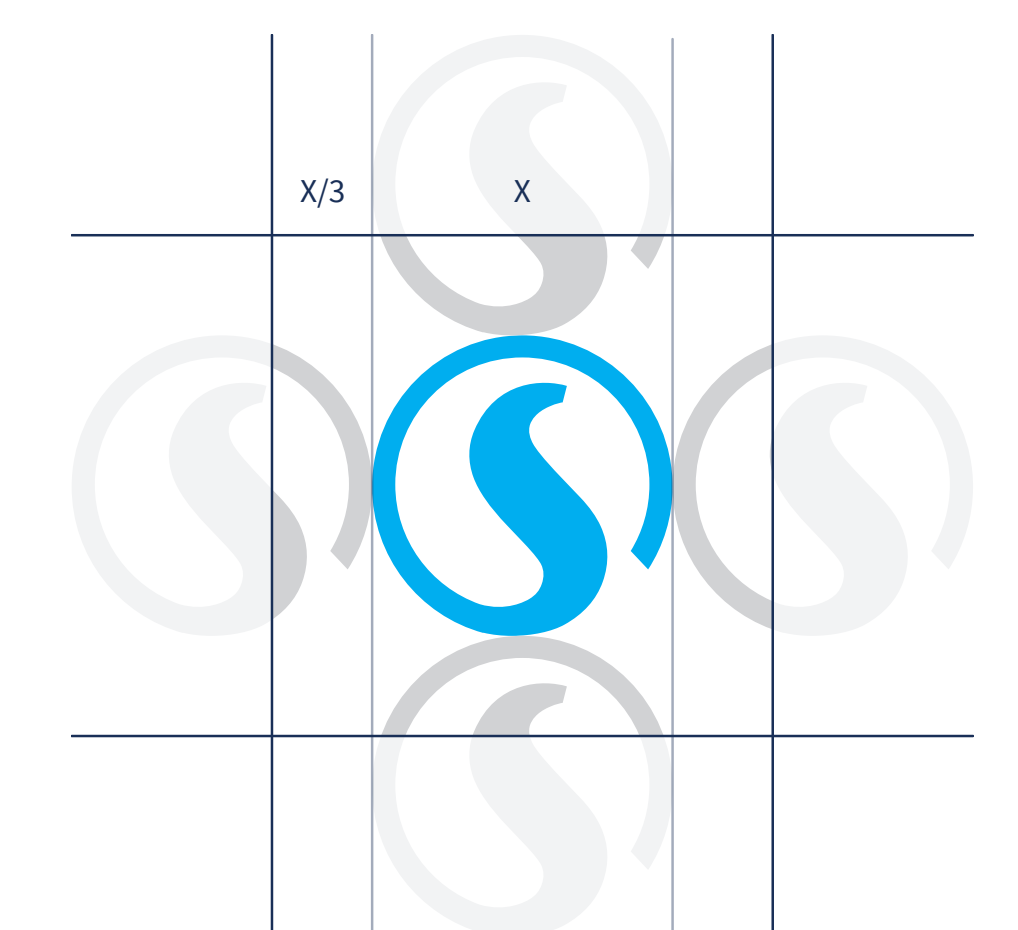
You should always use the logo with the byline the exceptions are: Paper format DIN A5 and A6, in website headers, and screen advertisements.

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