

Student Ambassador TOOLKIT

Welcome to your Student Ambassadors' Toolkit, designed to help you undertake your Student Ambassador activities and promote your endocrine club with support and with support from the Society for Endocrinology.

YOUR LOGO

This is the official Society for Endocrinology Student Ambassador logo, permitted for use across all Ambassador/ endocrine club visual materials, such as posters, webpages, created resources and training materials.



USING THE LOGO

Use of the official logo is permitted only by Ambassadors for event or other Student Ambassador/ endocrine club activity promotional materials, both printed and online, such as posters, flyers and webpages.

Events

In order for the official logo to be used for event promotion, you are required to inform the Society of the events you are planning to hold. You can do this by simply emailing the Society at members@endocrinology.org with a list of the events being planned and a brief description (a short paragraph will suffice) of the programme and objectives of each event.

YOUR ENDOCRINE CLUB

The Society is happy to allow use of the Student Ambassador logo on materials relating to activities undertaken by its Ambassadors within their relevant endocrine clubs.

To this extent, Ambassadors who manage endocrine clubs may utilise the Society for Endocrinology Student Ambassador logo where necessary, as long as the correct branding format and event notification procedure is followed. The disclaimer (here) must also be visible on all Endocrine Club website and event material.

USING YOUR LOGO

MINIMUM SIZE USAGE

Print



35mm

Excluding clear space

Screen



100px

Excluding clear space

COLOUR

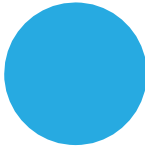
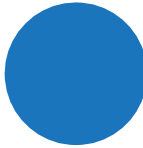
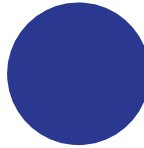
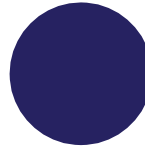


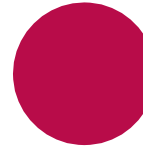
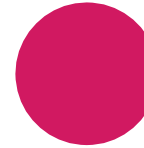
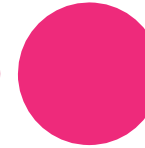
Where possible a full colour logo should be used



A black logo is also available for black and white printing purposes




The following colour guide is for information purposes should you wish to use the logo colours through your materials.

								
C. 70 M. 15 Y. 0 K. 0	C. 85 M. 50 Y. 0 K. 0	C. 100 M. 95 Y. 5 K. 0	C. 100 M. 00 Y. 25 K. 25	C. 71 M. 100 Y. 35 K. 10	C. 35 M. 100 Y. 35 K. 10	C. 5 M. 100 Y. 50 K. 22	C. 3 M. 98 Y. 35 K. 10	C. 0 M. 95 Y. 20 K. 0
R. 70 G. 15 B. 0	R. 70 G. 15 B. 0	R. 70 G. 15 B. 0	R. 70 G. 15 B. 0	R. 70 G. 15 B. 0	R. 70 G. 15 B. 0	R. 70 G. 15 B. 0	R. 70 G. 15 B. 0	R. 70 G. 15 B. 0

CLEAR SPACE

The identity should have a minimum clear space around it.

This space equates to the width of the  in the logo.



Allowing the logo space is important; do not let any other graphic elements encroach within the exclusion zone shown above.

FORMAT

Do not change the format of the logo.



Do not attempt to redraw or update the logo.



Do not stretch the logo



Do not change the wordmark



Do not distort the logo



Do not change the colour

