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.

CLEAR SPACE

The identity should have a minimum clear space around it.

This space equates to the width of the logo.

FORMAT

Do not change the format of the logo.

Do not attempt to resize or update the logo.

Do not stretch the logo.

Do not change the wordmark.

Do not distort the logo.

Do not change the colour.

STUDENT AMBASSADORS’ TOOLKIT

Toolkit questions? Don’t hesitate to contact us, we are here to help!