



– Enactus UK – **BRANDING** Guidelines

2022/23

Using the Enactus UK Logo

The Enactus logo should only be reproduced using a quality version of the original artwork, which can be accessed at: enactusuk.org/recruitment-materials. Please reference the following guidelines when reproducing or using the logo for promotional materials.

Primary Logo

Full Colour

This is the preferred logo treatment and should be used whenever possible. For use on promotional material, students should ensure the UK logo is being used and to inspect that the general logo is not being used.



Reversed

In special graphics applications, this logo can be used with the full-colour icon and text reversed out against the Enactus grey or one of the other colours from the official colour palette.



Enactus Mark

The Enactus mark can be used within documents or social media posts where it is not appropriate to add the full Enactus logo. Please avoid editing it and sticking with the original yellow mark where possible.



Placement & Sizing



Negative space

Always maintain negative space around the Enactus logo. Measure negative space by the size of the “n” from the Enactus logo. Never allow typography or other graphic elements to invade the logo.

Minimum size

To preserve the integrity and impact of the Enactus logo, please do not reproduce smaller than 3/4” (1.905 cm).

Creating an Enactus Team Logo

We appreciate your efforts to build the Enactus brand - you are part of the community responsible for bringing this brand to life! The Enactus name and logo are trademarked; as a member of the organisation you are authorised to use the logo in a manner that is consistent to our guidelines.

Option 1: Enactus Only

The Enactus UK logo alone makes a very powerful statement. It provides the cleanest, most effective means of communicating that you are part of the global community of Enactus. You can use this option for your merchandising or materials to promote Enactus on campus or within your community.

Option 2: Enactus x Uni Logo

Leverage the power of these two organisations together by using both logos - either separated on the piece or in close proximity to one another. Be certain to follow university branding guidelines as well. Use this option when you're going to compete!

Option 3: Enactus Team Logo

You can create your own Enactus University Team Logo.

To create your team logo, start with the Enactus logo 5.75 inches (14.605 cm) wide. The font will be 36pt, Source Sans Regular. The leading, or line spacing, will be 43.2 pt. The kerning, or letterspacing, will be -25pt. The university name should begin with the same amount of padding as that between the top of the "enactus" wordmark and the bottom of the mark above. If the school name is longer than one line, it should wrap no farther than the length of the extension of the yellow mark on the left side.

**Please note that to follow the Enactus branding guidelines, you should not implement the logo of your university within the original Enactus logo. For example, reusing the Enactus symbol in the top left to symbolise your university.*



The Enactus Mission Statement

Students may want to use the mission statement for banner designs or for presentations. Our mission statement should only be used for the use of promotional material and to support the awareness of the Enactus initiative.

**WE BELIEVE INVESTING IN STUDENTS WHO TAKE
ENTREPRENEURIAL
ACTION FOR OTHERS
CREATES A BETTER WORLD FOR
US ALL.**

Use of the UN's SDG Branding

As Enactus values and implements the UN sustainable goals, we understand that students may want to use the different SDG's in competition-based material or to promote their projects. For students to use these images, it should be noted that these are only used to promote sustainability and the desired material has a clear correlation to the UN sustainable goals.



Enactus UK Brand Colours



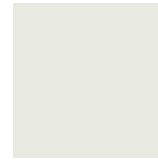
Enactus Gold

C:0/M:25/Y:95/K:0
R:255 / G:194 / B:34
HEX: #FFC222
Pantone: 7408c



Shadow Colour

C:0/M:31/Y:91/K:22
R:200 / G:138 / B:18
HEX: #C88A12
Pantone: 139c



Enactus Tan

C:8/M:4/Y:10/K:0
R:232 / G:234 / B:226
HEX: #E8EAE2



Enactus Grey

C:80/M:67/Y:51/K:32
R:59 / G:70 / B:84
HEX: #3B4654
Pantone: 425c



Enactus Dark Grey

C:76/M:68/Y:55/K:53
R:48 / G:51 / B:60
HEX: #30333C

SDG Colours



SDG #1

C:0/M:25/Y:95/K:0
R:255 / G:194 / B:34
HEX: #FFC222



SDG #7

C:0/M:25/Y:100/K:0
R:255 / G:19 / B:0
HEX: #FFBF00



SDG #13

C:80/M:0/Y:52/K:50
R:26 / G:128 / B:62
HEX: #1A803E



SDG #2

C:0/M:24/Y:100/K:0
R:237 / G:179 / B:0
HEX: #EDB300



SDG #8

C:0/M:100/Y:63/K:31
R:177 / G:0 / B:66
HEX: #B10042



SDG #14

C:100/M:29/Y:0/K:16
R:0 / G:153 / B:215
HEX: #0099D7



SDG #3

C:98/M:0/Y:65/K:37
R:4 / G:160 / B:56
HEX: #04a038



SDG #9

C:0/M:63/Y:100/K:0
R:255 / G:95 / B:0
HEX: #FF5F00



SDG #15

C:81/M:0/Y:76/K:27
R:35 / G:187 / B:45
HEX: #23BB2C



SDG #4

C:0/M:100/Y:84/K:15
R:216 / G:0 / B:35
HEX: #D80023



SDG #10

C:0/M:99/Y:57/K:5
R:241 / G:2 / B:103
HEX: #F10267



SDG #16

C:99/M:34/Y:0/K:37
R:2 / G:106 / B:161
HEX: #026AA1



SDG #5

C:0/M:86/Y:93/K:0
R:255 / G:36 / B:19
HEX: #FF2413



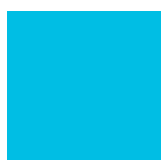
SDG #11

C:0/M:40/Y:100/K:0
R:255 / G:152 / B:0
HEX: #FF9800



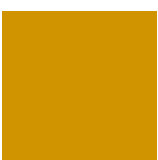
SDG #17

C:100/M:33/Y:0/K:57
R:0 / G:74 / B:110
HEX: #004A6E



SDG #6

C:100/M:18/Y:0/K:11
R:0 / G:190 / B:228
HEX: #00BEE4



SDG #12

C:0/M:29/Y:100/K:19
R:207 / G:148 / B:0
HEX: #CF9400

Creating an Enactus T-Shirt



How to guide:

- Select a dark grey/black T-shirt colour.
- Use the approved Enactus UK logo: [available here](#) (with the "Enactus" wordmark in white) or your Enactus Team logo.
- The recommended logo size is 10.25" inches wide (26.035cm).
- The recommended logo placement is: centered on the front of the T-shirt, 1" (2.54cm) down from the neckline to the tip of the large gold point of the Enactus brand mark.