

Corporate Design Guidelines

ESTIEM logo

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The Name

The official name of ESTIEM is written “European Students of Industrial Engineering and Management”. The “t” of “Students” is not written as a capital.

The Logo

General

The logo is the most characteristic feature of ESTIEM. The logo may be used in any colour, but the colour of the logo should contrast to its background.

While using the logo, **the following rules are to be obeyed:**

- The logo is not to be modified in any way
 - no removing of any shapes
 - no changing of any shapes
- The logo should be used in the ESTIEM colours (see above) or in White
 - preferably in ESTIEM green

Placement in ESTIEM Documents / material

There are two different versions of the ESTIEM logo: boxed and no-boxed.

- Usually the logo should be placed in the bottom right of the document in the boxed version
- The subtitle “European Students of Industrial Engineering and Management” should be placed:
 - to the left of the boxed logo
 - aligned with the top of the “E” of the ESTIEM logo
- Leave some space between the edge of the document and the Logo

Placement in Logos of Local Groups of ESTIEM

- The logo may be placed together with the logos of our members association or used with a subtitle.
- The shape of the logo must NOT be changed! This includes replacing a letter with any other symbol or shape as well as changing the proportions.
- Only Guest Groups, Observers and Members may use the ESTIEM logo in their logo