



Social Experience Program Logo Design Guide



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Concept



The **SEP**'s main goal is strengthen the skills, leadership and community engagement of young people nationally and in Africa. While building a great network for them, allowing them to grow personally and professionally.

Colors

- All colors used in the design are **RGB** based and should stay that way when used online.
- When using the design for print use the **CMYK** values.

RGB Codes

- #ADD136
- #BFBFBF
- #35495E
- #F0C419

CMYK Codes

- 37% 0% 100% 0%
- 19% 15% 16% 0%
- 83% 66% 44% 29%
- 6% 21% 100% 0%

Fonts

The font family used in the design is consistant with the font used in the website
Montserrat : <https://fonts.google.com/specimen/Montserrat>

- the font is used with the following specs:
- font weight: **Bold** / Medium / Light
- the font color can be changed according to the background (while following the guidelines)

Variations

Following are all the possible variations of the logo, they should always be respected and used accordingly in order to keep the consistency of the branding.

White Background:



Orange Background:



UniColor variation:



Icon variation



DONTS



Stretch



Change Palette



Box the logo



Flip orientation



Change font



Allow contrast

