BEST VISUAL IDENTITY

Board of European
Students of Technology

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CORPORATE IDENTITY

Welcome to the Visual Identity of BEST. This document was created to ensure that the basic elements of our visual identity are used properly and consistently on all of our printed and electronic materials.

Consistency is the key element in building the public image of any organisation. Consistent visual identity plays a significant role in the way an organisation presents itself to its stakeholders. Visual identity elements have been organised into these guidelines to maintain and strengthen the desired image for the BEST brand.

Elements such as the BEST name, logo, colours and other design elements establish and promote the identity of our organisation. Here you will find all the necessary information on our visual identity and the usage of its elements.

Please read this document before using any of these elements. If you have the slightest doubt concerning any of the principles presented in this document, please contact markeTeam@BEST.eu.org.

COPYRIGHT INFORMATION

BEST has its logo registered at the Office for Harmonization in the Internal Market (OHIM), which is the official trademarks and designs office of the European Union. No unauthorised third parties can use it, or interfere with the owner's use of it for related goods and services. If rights in relation to a logotype and logomark are correctly established and enforced, they can become a valuable intellectual property asset.

The BEST logo is unique by the combination of the design of the name and logomark, which together constitute the BEST logo.

Trademark name	BEST Board of European Students of Technology
Trade mark No	009211418
Trademark basis	CTM
Date of receipt	29/06/2010
Nice Classification	41
Trademark	Collective
Type of mark	Figurative
Vienna Classification	15.01.13
Acquired distinctiveness	No
Status of trade mark	Register

IDENTITY OF BEST

VISION
EMPOWERED DIVERSITY

People understand and respect different cultures and societies. An environment of empowered diversity supports people in to apply their full potential and to act responsibly.

MISSION
DEVELOPING STUDENTS

BEST helps students to achieve an international mindset, to reach a better understanding of cultures and societies and to develop the capacity to work in culturally diverse environments.

BEST creates opportunities for the personal development of students and supports them in reaching their full potential.

BEST SPIRIT
FLEXIBILITY

We seek the ability to make changes and to deal with changing conditions. We are open to everything new. We value and nurture the ability of being mobile and to quickly respond to changes in the environment or to any other obstacle that we face.

FRIENDSHIP

We build good relationships where people help, support and care for one another.

We value good personal relations and teamwork. We focus on each person involved in our activities and in this way we create synergy.

FUN

We enjoy everything we do. We value the positive emotions of the people involved in our actions. We strive to make our activities enjoyable to everybody who is connected to them. We act with passion and strive to share this passion with the people around us.

IMPROVEMENT

We strive to continuously improve the standards of everything we do.

We use all our creativity to enhance the way we work. This is to guarantee the constant development of our actions.

LEARNING

We gain skills and understanding through experience. We value everything we learn through the experience of being involved in our activities and we strive to learn as much as possible from every aspect of our work. We value personal development and strive for an open learning community where we have the freedom to share and develop ideas.

POSITION

BEST is a voluntary, apolitical, non-profit and non-representative international association of European students of technology.

We do everything out of free will. We are politically neutral. We attempt to make no profit from our actions. We represent no one. We are based in Europe. We are there for European students of technology.

STAKEHOLDERS

STUDENTS

European students of technology.

UNIVERSITIES

European universities.

PARTNERS

Organisations and individuals we cooperate with.

ACTIVITIES
CORE ACTIVITY

Providing complementary education. Bringing significant added value to the education provided by universities.

OTHER ACTIVITIES

Providing career support. Connecting students with their future employers.

Increasing educational involvement. Increasing the awareness of students on issues related to engineering education and improving engineering education through the input of those students.

DESIGN ELEMENTS GUIDELINES

LOGO

The logo of BEST is the key component of the organisation's visual identity. It is represented by two elements: the logomark and the logotype which have to appear together in order to create a valid logo of BEST.

The logotype is set in a typeface consisting of the BEST acronym optionally supplemented with the full name (Board of European Students of Technology) or the name of the local group. The logotype can be used with no supplementary text as well.

The logomark is a simple shape with the look of a rotating three tipped, three coloured star.

SYMBOLISING EMPOWERED DIVERSITY

The logomark represents three people coming together from 3 different directions and putting their heads together. This is the way we work: arriving from different backgrounds and working together in order to achieve great things.

SYMBOLISING DEVELOPING STUDENTS

The three arms of the BEST logo start at the edge before pinwheeling towards the centre. As they spiral inwards, they grow and develop - symbolising the growth and development of the skills and knowledge of the students that form the soul of BEST.

SYMBOLISING THE STAKEHOLDERS OF BEST

The three colours represent the stakeholders which are brought together through BEST.

Blue	Partners
Green	Universities
Orange	Students

SYMBOLISING CONTINUITY AND DYNAMISM

The twisted elements of the logomark express rotation which symbolises BEST as a dynamic organisation that is continuously developing itself.

BEST
Board of European
Students of Technology

Our logo must appear on all BEST means of communication. If you do not have a copy of the logo do not attempt to reproduce it. Electronic copies of the logo can be found in the Private Area in the "Marketing Materials" section[1].

AVAILABLE FORMATS

The logo is available in the following file formats:

.ai proprietary file format developed by Adobe Systems for representing single-page vector-based drawings in either the .eps or .pdf formats.

.cdr proprietary file format developed by Corel Corporation and primarily used for vector graphic drawings.

.jpg commonly used method of lossy compression for digital photography (image). .jpg may not be as well suited for line drawings and other textual or iconic graphics but is good for web usage.

.pdf file format used to represent documents in a manner independent of application software, hardware, and operating systems.

.eps for print – 'vector-based' and scalable.

.svg unlike other 'vector-based' format, it is open source and its use is increasing in web documents as it is light-weight and fairly supported by modern web browsers.

.gif strictly for use on the web only, they are designed for screen resolution and have a very small file size so that they load in a web page very quickly. This means that they are not appropriate for printed materials.

.png raster graphics file format that supports lossless data compression. .png was created as an improved, non-patented replacement for Graphics Interchange Format (.gif). .png was designed for transferring images on the Internet, not for professional-quality print graphics, and therefore does not support non-RGB colour spaces such as CMYK.

1. http://goo.gl/fLKMs

LOGO VARIATIONS

⟂ ⅛U

The BEST logo can be used without the name of a group: usually when representing more than one local group or the entire organisation of BEST. The usage of this logo is preferred.

⅛U
³⁄₁₀U

1U   3U

The name of the local group is written under the BEST logotype and is aligned to the end of the letter "T".[1]

Logo with "Board of European Students of Technology" explicitly written.

Also the logo without the explanation of what "BEST" stands for is available.

In case the name of the local group length reaches the beginning of the letter "B", it is then aligned to it from the left side.[1]

⟂ ⅝U

A vertical variation of the logo can also be used.

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1. The local group name is always written in the Capital letters of the ISO-Basic Latin alphabet spelled according to Encyclopædia Britannica.

LOGO COLOUR

The primary logo uses the 3 colours for the logomark and the blue for the logotype. It can be used on any background as long as the background does not affect the visibility of the logo.

In black and white, the logo has to be in contrast in order to ensure good visibility. A grayscale version is forbidden for use since it always has inferior visibility compared to a full black and white version.

Single coloured versions can be used also as long as the background is not affecting the visibility of the logo.

When using the single coloured version, it is strongly recommended to use them in one of the three official BEST colours.

LOGOMARK BEST STAR

The logomark is a simple shape with the look of a rotating three tipped, three coloured star. It is part of the BEST logo, which can be used as a separate element. The basic rules of usage of the BEST logo, such as keeping the restrictions of colours and sizes, apply to the logomark as well, but some flexibility is allowed.

TRANSPARENCY

In order to guarantee the visibility of the text, transparency can be used on the BEST star.

PORTIONS OF THE LOGOMARK

The BEST Star can be used as part of the background.

ROTATION

The logomark can be rotated if it is used in one colour.

ALTERNATIVE USAGE

The same rules apply to the BEST star as to the logo itself.

BACKGROUND

The logomark can be placed only on a background that doesn't disturb its visibility.

INCORRECT USAGE

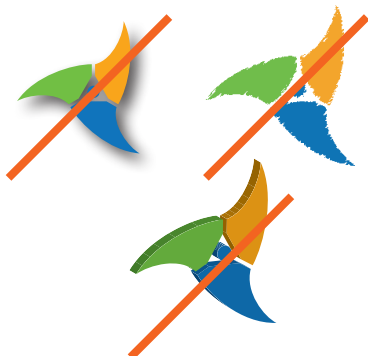Never change the proportions of the logomark, or apply perspective to it.

Never swap the colours used in the logomark.

Never outline the logomark.

Don't add a dropshadow, 3D effect of other special effects.

Never use the grayscale version.

Don't use pattern/ photography/ gradient in the symbol.

UNITS

1U   3U

⅛U
³⁄₁₀U

⅜U

The Unit (U) is the basic measurement element that allows us to define the distances based on the logo size. The unit is defined as the width of the element in the BEST Star.

As shown below the width of the logotype is 3 U. The space between the BEST logotype and the name of the local group is 1/8 U.
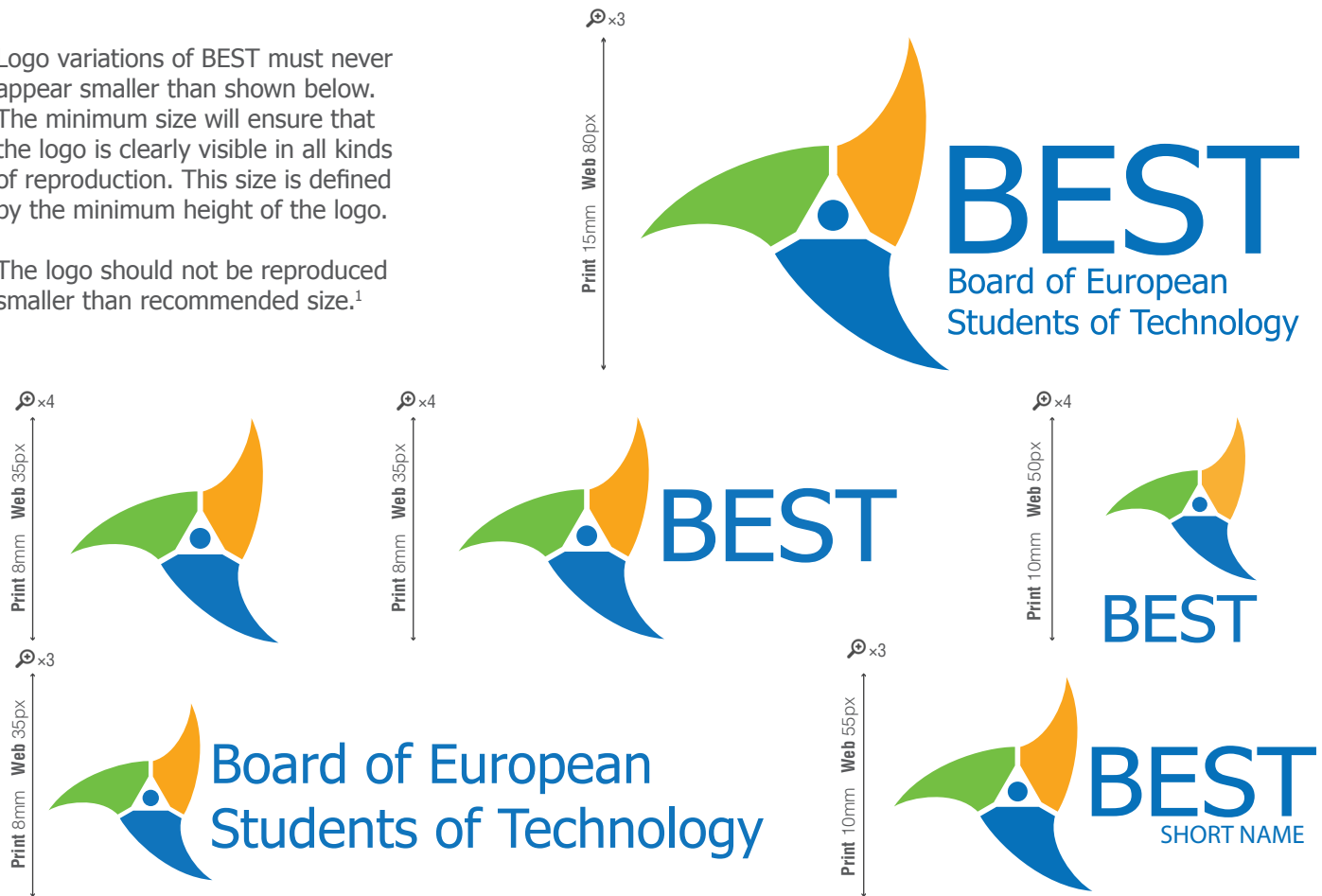
In the vertical version of the logo the distance between the logomark and logotype should be 2/8 U.

MINIMUM SIZES

Logo variations of BEST must never appear smaller than shown below. The minimum size will ensure that the logo is clearly visible in all kinds of reproduction. This size is defined by the minimum height of the logo.

The logo should not be reproduced smaller than recommended size.[1]

×3

Print 15mm **Web** 80px

BEST
Board of European
Students of Technology

×4

Print 8mm **Web** 35px

×4

Print 8mm **Web** 35px

BEST

×4

Print 10mm **Web** 50px

BEST

×3

Print 8mm **Web** 35px

Board of European
Students of Technology

×3

Print 10mm **Web** 55px

BEST
SHORT NAME

1.   Other size versions / In special circumstances the logo may need to be smaller than presented minimum sizes (e. g. pens). In these circumstances, please contact a markeTeam@BEST.eu.org.

PLACEMENT

SAFE SPACE

The 'safe space' defines the minimum area that must be left clear around the logo, and ensures that the logo is never overshadowed by other text or visual elements. The size of the safe space helps to ensure clarity and improve impact. No text or graphics should appear within this boundary unless they are used as light background elements.

In addition, placing the logo too close to a cut or folded edge also interferes with this safe space.

The safe space is scaled in proportion to the logo size. Measure for safe space of the BEST logo is 1/2 U. These diagrams illustrate how the safe space should be calculated.

U/4

Board of European
Students of Technology

U/4

1U

U/4

U/4

1U

U/4

BEST

**Board of European
Students of Technology**

U/4

1U

MARGINS

The margin unit (M) is the element of measurement that sets the position of the logo in reproduction. The margin unit only depends on the width of the material considered. The margin unit is defined by the formula:

$$1M = \text{material width} / 21$$

As shown below, the height of the logo is 3 times the margin unit. The margin unit always includes the size of the safe space.

It's recommended to place the brand logo in top left or bottom right corner of the material to keep coherency with other designs produced.

18M

M | | M

3M

M | | M

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

USAGE WITH OTHER LOGOS

When using the BEST logo with other logos, special attention should be paid to the relationship between the BEST logo and the other logo(s).

CLEARSPACE

The 'Clearspace' (G) defines the minimum gap that must be left between the BEST logo and other logos. The size of the clearspace of the BEST logo is ¼ of height of logo.

The clearspace is scaled in proportion to the logo size. The diagram on the right side illustrates how the clearspace should be calculated.

SCALING

In addition to using clear space between the BEST logo and other logos, if possible other logos should be scaled appropriately to suit the size of the BEST logo being used.

G

BEST
Board of European
Students of Technology

OTHER LOGO

¼G

UNACCEPTABLE USES

In order to have BEST recognised clearly in all the marketing materials, it is essential to use the BEST logo in the right way. This is why incorrect usage should be avoided. Here you can find some of the unacceptable uses of the BEST logo.

It is forbidden to place the BEST logo in any inappropriate material, content, videos, pictures, publications, printed materials (e.g. t-shirts) and other channels.

Never use LBG, small caps or non-latin letters in the BEST signature.

Never use the gray-scale version fo the BEST signature.

Never rearrange the order of the logomark colors.

Never use effects on the BEST signature.

Never outline the BEST signature.

Use the appropriate colours for each signature variation.

Never rearrange the elements of the signature.

Never substitute the font face of the logotype.

Never tilt the signature.

Never distort the shape of the signature.

Never place the signature over a background that can affect its visibility.

Don't add 3D effects to the logo

COLOURS

OFFICIAL COLOURS OF BEST

The official colours of BEST are blue, green and orange. These colours represent the three different target groups: partners, universities and students. They come together from different directions showing that BEST connects them.

Green represents universities and symbolises traditions, harmony and contentment.

Blue represents partners and symbolises honesty, integrity and trustworthiness.

Orange represents students and symbolises creativity, happiness and confidence.

ADDITIONAL COLOURS

Another palette of colours similar to the official ones is included for additional flexibility. These colours can be used in design elements and other graphics. However they should never replace the primary (logo) colour palette of blue, green and orange.
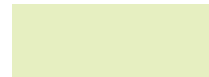
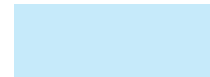**CMYK** 60, 0, 100, 0
RGB 105, 205, 40
HEX #69CD28
PANTONE 360 C

CMYK 85, 50, 0, 0
RGB 25, 115, 190
HEX #1973BE
PANTONE 660 C

CMYK 0, 40, 100, 0
RGB 250, 165, 25
HEX #FAA519
PANTONE 7409 C

CMYK 10, 0, 30, 0
RGB 230, 240, 195
HEX #E6F0C3
PANTONE 607 C

CMYK 20, 0, 0, 0
RGB 200, 235, 250
HEX #C8EBFA
PANTONE 628 C
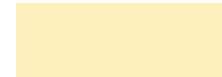
CMYK 0, 5, 30, 0
RGB 255, 240, 190
HEX #FFF0BE
PANTONE 7401 C

CMYK 30, 0, 90, 0
RGB 190, 215, 70
HEX #BED746
PANTONE 584 C

CMYK 40, 10, 0, 0
RGB 145, 195, 235
HEX #91C3EB
PANTONE 283 C

CMYK 0, 20, 90, 0
RGB 250, 205, 50
HEX #FFCD32
PANTONE 123 C

CMYK 65, 20, 100, 5
RGB 105, 150, 65
HEX #699641
PANTONE 7490 C

CMYK 100, 80, 30, 15
RGB 20, 65, 115
HEX #144173
PANTONE 534 C

CMYK 25, 60, 100, 10
RGB 180, 110, 40
HEX #B46E28
PANTONE 723 C

CMYK 0, 0, 0, 80
RGB 90, 90, 90
HEX #5A5A5A
PANTONE 425 C

TYPEFACES

Following typefaces have been chosen for the BEST visual identity. They are to be used in all printed or electronic materials. Each of the fonts was selected for their visual compatibility with the BEST logo and for the consistency that it has inside the BEST brand.

TAHOMA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The primary typeface of BEST is Tahoma. This is the typeface used inside the logo known as logotype of BEST. Because of its simple and clear form, the logotype of BEST is represented in a presentable form. Besides the logotype, this typeface should be used for headlines in printed or online materials.

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana is the typeface usually used in online applications. Its wide space between characters makes it readable on screens.

EXAMPLES

PHOTOGRAPHY

Our logo is the core of our identity, but sometimes there is the need to go beyond it and represent BEST with images. Photographs in BEST show realistic young dynamic people in general. We need to consider our stakeholders when we use photography: Students, Companies and Universities.

STUDENTS

These photographs should show diversity, fun, dynamism and friendship. Also they must show our students socialise between themselves and how they interact with BEST.

COMPANIES

These photographs should show our professional side. People communicating with representatives from companies in environments such as auditoriums, job fairs, internships, conferences or company visits.

UNIVERSITIES

These photographs should show how we can complement universities, they can show professors or faculty members during our events or they can show students during soft-skills training sessions, discussion groups, competitions or meetings.

WHAT TO AVOID IN PHOTOGRAPHY USAGE

Pictures must depict realistic life events and situations without showing any inappropriate behaviour or content. They must contain ordinary looking people photographed in natural light.

Low Resolution Pictures
Use pictures at an appropriate resolution, otherwise it will be blurry.

Brightness/Contrast
You can enhance your picture adjusting these two aspects, but use it with moderation.

Artistic Effects
If used with caution they can be useful. Remember that less is more.
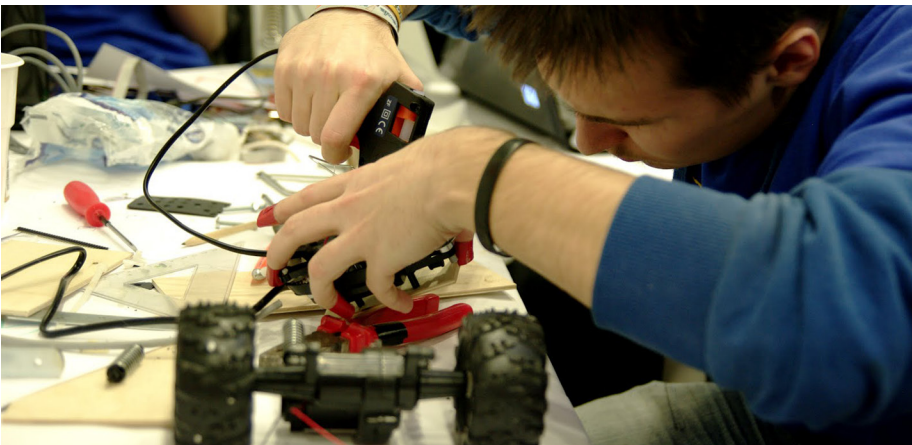

Crop
Most of the times you need to use it, but pay attention on how you use it.

Distortion
Try to maintain them proportional.

EXEMPLARY PHOTO USAGE

WHERE TO FIND PROPER PICTURES

You can find proper pictures here[1], and you're welcome to use it any time without any concern about copyrights:

Collections
Biggest groups of albums.

Sets
Albums of pictures ordered from the most recent to the oldest.

Best Pictures
Selection of the best pictures that you can find on Flickr.

Tags System
To help you to find what you want exactly.

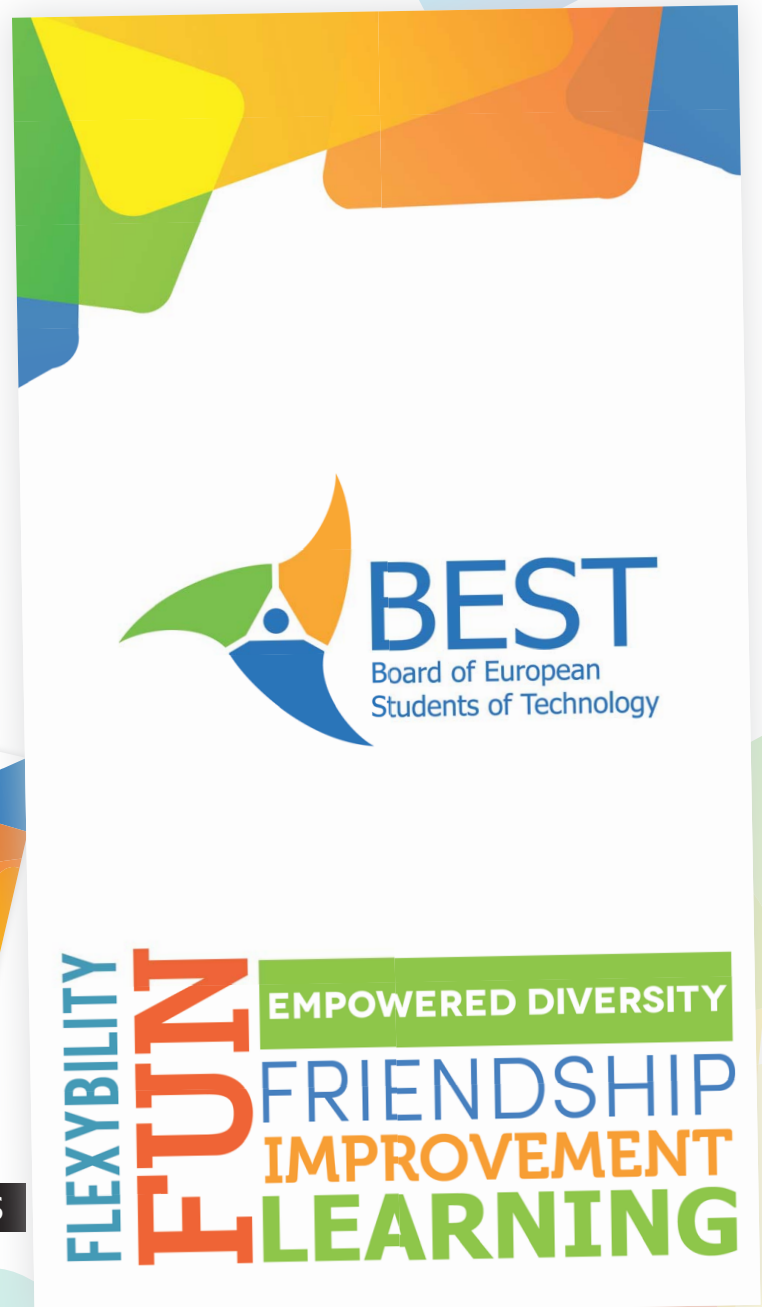1.   www.flickr.com/photos/bestorg/

TEMPLATES

BOARD OF EUROPEAN STUDENTS OF TECHNOLOGY

BEST
Board of European
Students of Technology

www.BEST.eu.org
facebook.com/BESTorg

FOLDER

BANNER

POST-IT

www.BEST.eu.org

BEST

BEST

facebook.com/BES

BUSINESS CARDS

NAME SURNAME
POSITION

name.surname@best.eu
+xx xxx xxx xxx
BEST.eu.org

BEST

NAME SURNAME
POSITION

name.surname@best.eu
+xx xxx xxx xxx

BEST.eu.org

BEST
Board of European
Students of Technology

FLEXYBILITY
FUN
EMPOWERED DIVERSITY
FRIENDSHIP
IMPROVEMENT
LEARNING