

Student Talks **Branding Guidelines**



TEDEd

Logo usage

Show off your TED-Ed Club pride! Below are the guidelines that we ask all TED-Ed Clubs to follow when branding any Club promotional materials, posters, signs, t-shirts and anything else you might want to create!

Rules to remember for logo use:

- Only the TED-Ed Club and TED-Ed Student Talk logos supplied here may be used in your promotion of you and your group. You may not use any other version of the TED logo (including TEDx, TED-Ed or TED).
- As a participant of the TED-Ed Student Talk program, you should not have any official sponsor. Therefore, you may not include the logo or messaging of any other organization or company next to any TED-Ed logo you use.
- The main logo you use should not be placed on other colors or on photographic, patterned or illustrative backgrounds. You do have access to several versions of the logo, with various background and font colors. You're welcome to use those with patterned backgrounds.

TED-Ed Materials are exclusively available to those who have been registered at ed.ted.com/student_talks. If you have not registered, please sign up! These materials are for 2019-20. If you have any questions or other requests for using these materials, please reach out to tededstudents@ted.com.

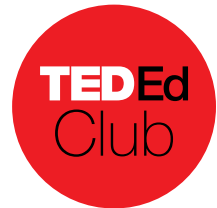
Logo application

Directions for using a TED-Ed Club or TED-Ed Student Talk logo on t-shirts,....

Download the logo you want to use

You will have a few options available in your logo kit. They are:

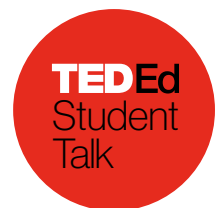
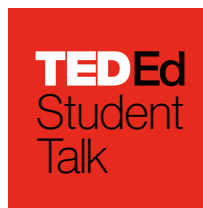
TEDEdClub



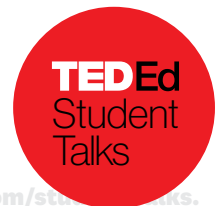
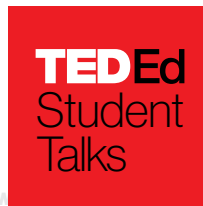
TEDEdClubs



TEDEd Student Talk



TEDEd Student Talks



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Logo application

Include your school or organization name

When including your school's name, it should either be directly above or below the logo, or directly to the left or right of the logo you choose. When placed above or to the left, you may use the possessive or not. Here are some examples:

School's **TED**EdClub

TEDEdClub
School

School **TED**EdClub

TEDEdClub School

School's

TEDEdClub

School's **TED**Ed Student Talk

TEDEd Student Talk
School

School **TED**Ed Student Talk

TEDEd Student Talk School

School's

TEDEd Student Talk

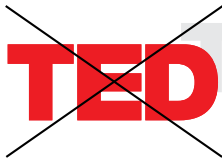
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Logo application

What to avoid

Remember, please do not use any other version or iteration of the TED logo including TED, TEDx or TED-Ed. This restriction also applies to using the introduction to TED Talks and TED-Ed Lessons.

Below are some examples of what to avoid:



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Font

Consider the font

TED-Ed primarily uses Helvetica Neue and highly suggests that you use this font as well. This typically comes pre-installed on most computers. If Helvetica Neue is not available on your computer, please use Helvetica.

*For reference, the font used in this document is **Helvetica Neue**.

Helvetica Neue Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789?!&#

Helvetica Neue Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789?!&#

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Colors

Make sure you use the right color

If you are using a vendor to print, you should simply be able to provide them with the TED-Ed Club graphic to use. However, you may need to specify the colors as well.

TED red



Pantone 485
CMYK 0/100/100/0
RGB 230/43/30
Web #e62b1e



Pantone Black
CMYK 70/50/30/100
RGB 0/0/0
Web #000000

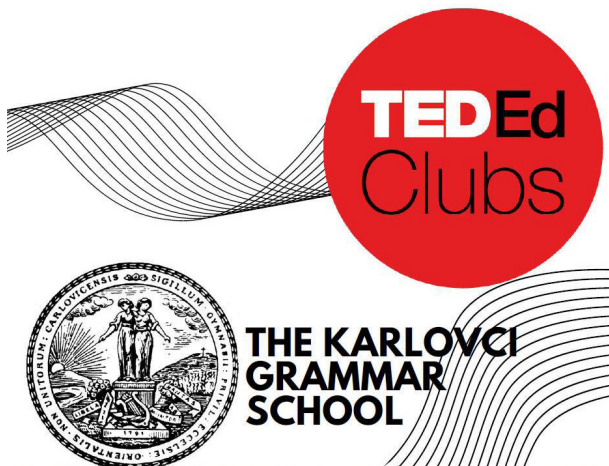
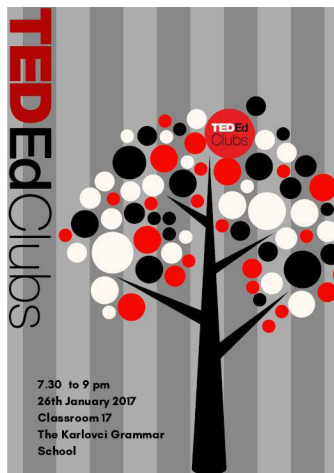
Color usage:

- **For offset or digital printing when using a print vendor:**
Use Pantone or CMYK
- **For onscreen/web:**
Use RGB or Web
- **For desktop printing:**
Use RGB

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Examples

Here are some examples of awesome TED-Ed Club logo uses:



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