



## BRAND GUIDELINES

## Dear reader,

This is your guide to Stanford Student Enterprises—our story, our purpose, and our style. We've created this brand book for two reasons:

- To tell you who we are, what we do, and why it matters.
- Invite you to become a part of the SSE story, giving you the tools and inspiration to speak with our voice, embody our look, and keep our message clear, consistent, and impactful.

# BRAND FOUNDATIONS

## Brand Foundations

Brand strategy is the guiding foundation upon which all other elements are built upon. Our positioning, values, and tone of voice are meant to be for internal-facing usage, while the messaging pillars and elevator pitch are for external use.

## Brand Positioning

The SSE is a diverse and ever-evolving group of student-run business initiatives that offer consulting, financial, and business management services to the Stanford community, whose impact extends beyond campus and into the real world.

## Brand Values

### ACCESSIBILITY

We want all students interested in experiential learning to develop their skills in a professional setting, regardless of their background or experience.

### GROWTH

We prepare students for success after graduation by offering hands-on entrepreneurial experience and access to our network of alumni and supporters.

### EQUITY

We keep our services affordable and redistribute resources to support the needs and causes of all students, especially those in marginalized communities.

### TRANSPARENCY

We clearly communicate the benefits to the Stanford community through our business enterprises, as well as how to get involved with the SSE.

### ADVOCACY

We maintain a commitment to offering high-quality products and services while fiscally supporting the ASSU's student empowerment efforts.

## Tone of Voice

We are... **professional** but not.. **emotionally detached**  
**ethical** **judgmental**  
**encouraging** **carefree**  
**ambitious** **competitive**  
**approachable** **informal**

## We are...

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- An organization run by undergrad and grad students of all backgrounds
- The financial brand of the ASSU
- Multiple business enterprises, including the Stanford student store, Cardinal Ventures, Cardinal Fund, and Capital Group.
- Four branches of student government, which include the Undergraduate Senate + Graduate Student Council, Executive + Cabinet, Constitutional Council, and Stanford Student Enterprises



## We provide...

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- Opportunities for students to develop and practice a relevant set of business skills through operating our enterprises
- Valuable, student-centered services that financially support the freedom of groups and organizations across campus
- Professional networks to support undergrad, grad students, and alums

## We believe in...

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- Making real, measurable impacts on campus and in the world
- Educating and investing in our student employees
- Cultivating innovative and entrepreneurial environments for students

## Elevator Pitch

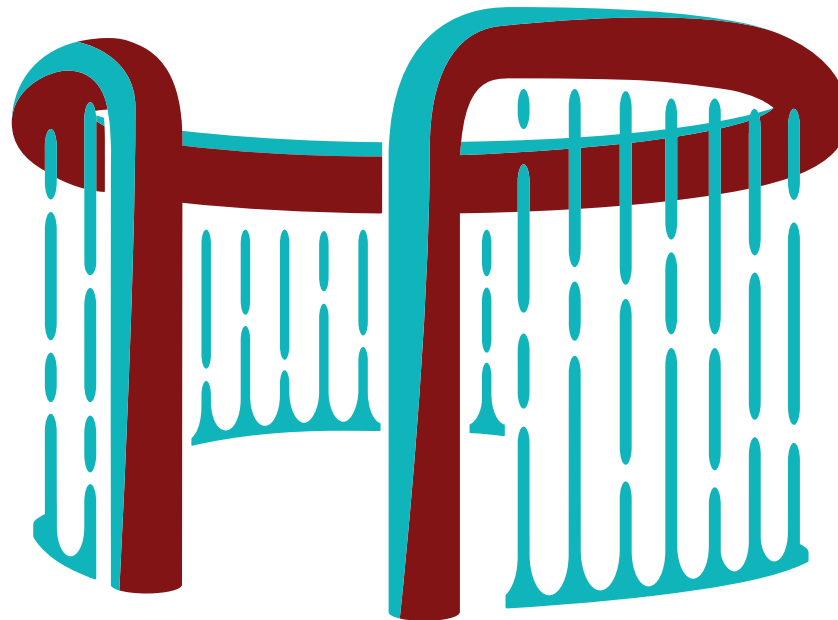
What is the SSE in one sentence?

**We are a diverse collective of student-run enterprises providing hands-on business experience for undergrads, grads, and student groups on campus, while also financially supporting the ASSU.**

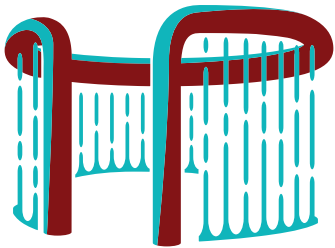
**HOW WE LOOK**

### Our Mark

Through the refrain of fountains, we remain visually connected to the ASSU while creating distinct personalities. Our SSE fountain is represented as the red loop fountain on campus. The mark's smooth, geometric lines speak to our dedication to professionalism and growth.

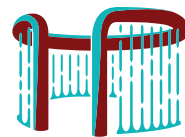


**Our mark can be seen in a variety of ways.**



**Our logomark**

The logomark can be used on its own when there is already other built in context so that the viewer is aware it is connected to the SSE.



**STANFORD STUDENT  
ENTERPRISES**

**Primary lock-up**

Our primary lockup expresses the total brand and should be used when someone is going to be interacting with the SSE for the first time.

**Our mark can be seen in a variety of ways.**



**Secondary lock-up**

The secondary lockup is our seal and can be used when a smaller mark is needed or to make a document officially ours.

**STANFORD STUDENT  
ENTERPRISES**

**Our wordmark**

Our wordmark can be used when space is limited or distractions need to be limited.

## Identity Systems

# How we look together.

The SSE and ASSU logos are often seen together. Here are a selection of lockups for when both organizations are represented concurrently.

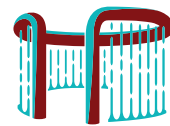
**ASSOCIATED STUDENTS  
OF STANFORD UNIVERSITY**

**STANFORD STUDENT  
ENTERPRISES**

## Wordmark side by side



**ASSOCIATED STUDENTS  
OF STANFORD UNIVERSITY**



**STANFORD STUDENT  
ENTERPRISES**

## Dual primary lockups



## Identity Systems

# How we look together.

The SSE and ASSU logos are often seen together. Here are a selection of lockups for when both organizations are represented concurrently.

ASSOCIATED STUDENTS  
OF STANFORD UNIVERSITY

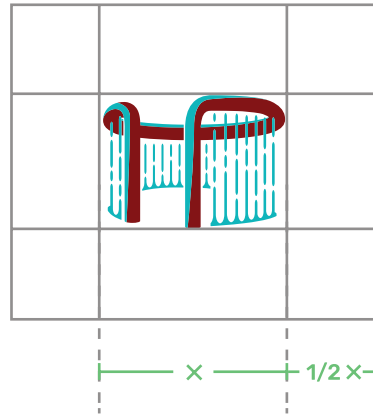
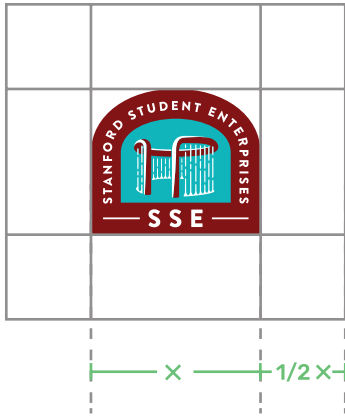
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STANFORD STUDENT  
ENTERPRISES

Wordmark stacked



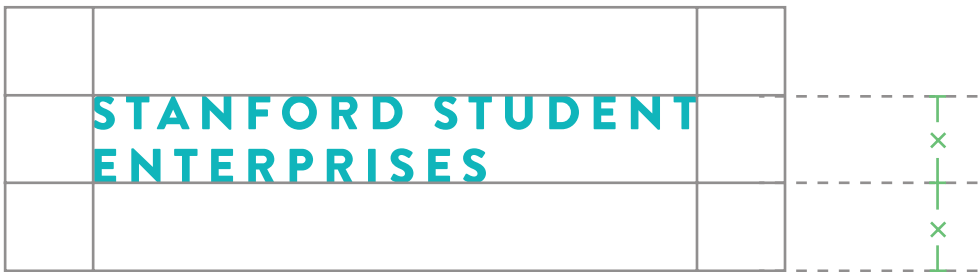
Secondary Lockup Stacked



Here X is the total width of the logomark.

### Give It Space

Our logo looks best when it has space to breathe. The mark can be placed over photography, but when using it along with text blocks or other logos be sure to give it some room to have impact.



Here X is the total height of the wordmark.

## Minimum Size

The logos lose effectiveness when they are under a certain size. Please keep logos sized above the minimum size for it to have the most impact.



3/16 Inch  
22 Pixels



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1.375 Inch  
99 Pixels

STANFORD STUDENT  
ENTERPRISES



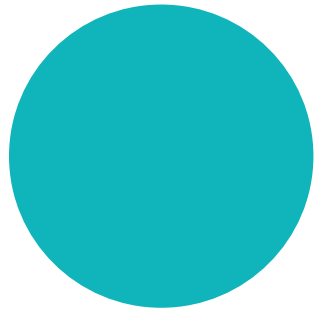
1 Inch  
72 Pixels



9/16 Inch  
41 Pixels

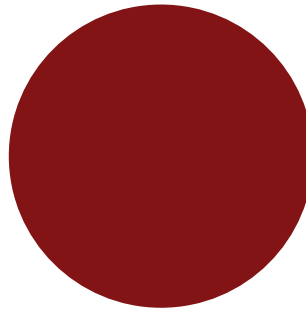
## Our Colors

### Primary color palette



AQUA

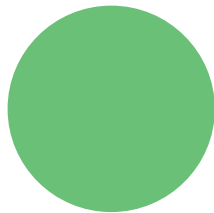
Our approachable yet dignified aqua blue connects us back to the water depicted in our mark.



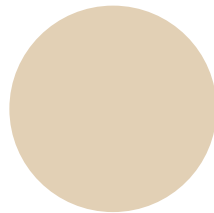
BRICK RED

Both the SSE and ASSU use this foundational color to connect both organizations.

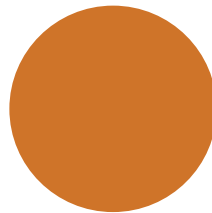
### Secondary color palette



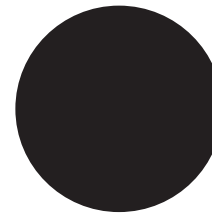
GRASS



SANDSTONE

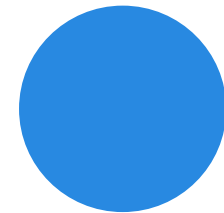


BARK



GRAPHITE

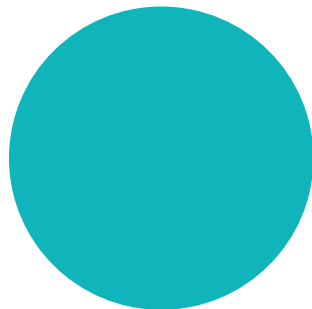
### ASSU brand color



LAKE BLUE

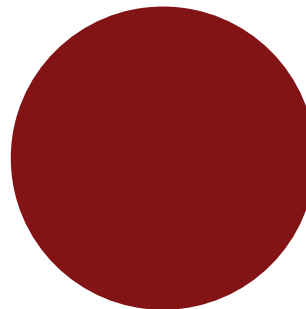
## Our Colors

### Primary color palette



**AQUA**

RGB: R16 G181 B187  
 Uncoated PMS: 3252U  
 Coated PMS: 3252C  
 CMYK: C54 M0 Y30 K0  
 HEX: #10b5bb



**BRICK RED**

RGB: R131 G20 B22  
 Uncoated PMS: 7623U  
 Coated PMS: 7623C  
 CMYK: C0 M96 Y90 K40  
 HEX: #831416

### Secondary color palette

RGB: R40 G137 B225  
 Uncoated PMS: 306U  
 Coated PMS: 306C  
 CMYK: C74 M0 Y10 K0  
 HEX: #2889e1



**GRASS**

RGB: R40 G137 B225  
 Uncoated PMS: 306U  
 Coated PMS: 306C  
 CMYK: C74 M0 Y10 K0  
 HEX: #2889e1



**SANDSTONE**

RGB: R40 G137 B225  
 Uncoated PMS: 306U  
 Coated PMS: 306C  
 CMYK: C74 M0 Y10 K0  
 HEX: #2889e1



**BARK**

RGB: R40 G137 B225  
 Uncoated PMS: 306U  
 Coated PMS: 306C  
 CMYK: C74 M0 Y10 K0  
 HEX: #2889e1



**GRAPHITE**

### ASSU brand color

RGB: R40 G137 B225  
 Uncoated PMS: 306U  
 Coated PMS: 299C  
 CMYK: C78 M4 Y3 K2  
 HEX: #2889e1



**LAKE BLUE**

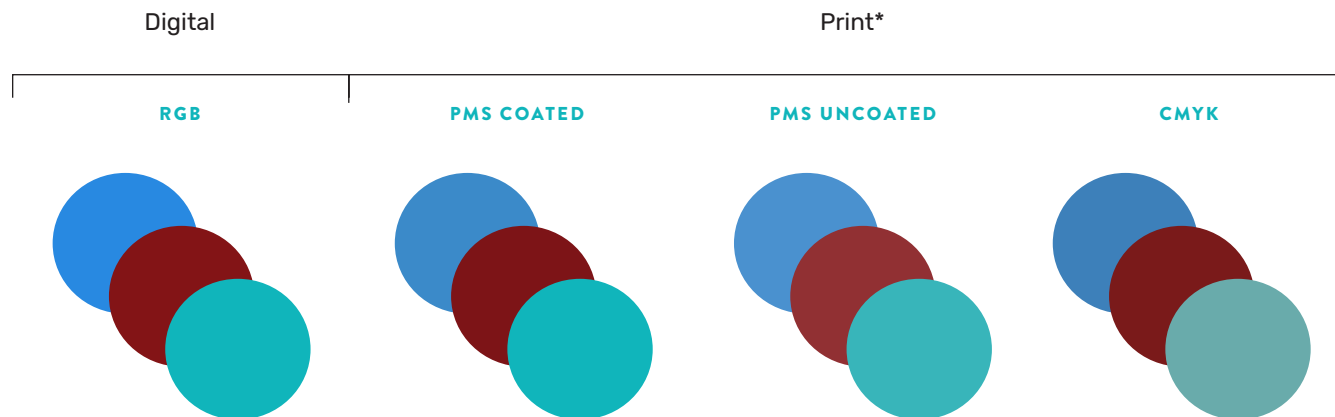
## Our Colors

# A note about our colors.

Our colors can become less bright depending on which printing method is chosen.

Because of printing limitations, we don't recommend printing large areas of the Lake Blue or Aqua using a CMYK method.

If a large area of the Lake Blue or Aqua color is desired, such as for business cards or posters, we recommend using the Pantone (PMS) colors provided.



\*This illustrates an approximation of colors when printed. Please use the colors provided on page 20 when selecting the correct color

# Brandon Grotesque



This typeface represents who we are: bold, modern, and fresh, while being friendly and approachable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*

# Rubik



Our secondary typography is no-nonsense that allows for readability on screen and print.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*

## Do Nots

Changing any presentation can erode the strength and consistency of our visual identity.



**Do not** use a new typeface locked up with the logo.



**Do not** switch the logo and wordmark between the ASSU and SSE.



**Do not** replace text in logos.



**Do not** use off brand colors.



**Do not** use RGB Colors for print or visa versa.



**Do not** stretch or condense logos or typefaces.



**Do not** rotate the logo.



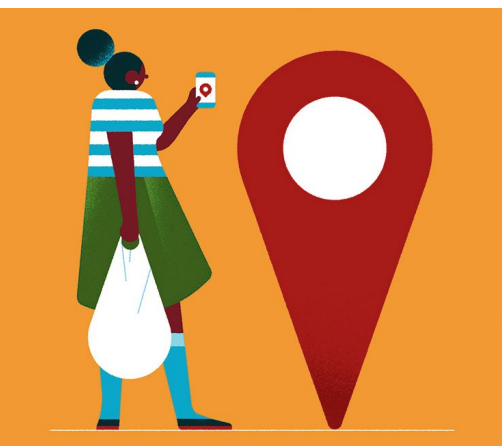
**Do not** replace the logo with anything.



**Do not** crowd logos.



## Photography and Illustration Moodboard



### Photography

Showing a range of environments where students thrive both in professional and group settings.

### Illustration

Using geometric, yet still human forms to capture both the business-oriented and relationship-focused aspects of SSE.

## Examples



# **SOCIAL MEDIA MARKETING GUIDELINES**

## Social Media Objectives

**Share your brand story with your audience.**

**Grow a loyal brand following and community.**

**Showcase your visual brand aesthetic.**

**Encourage your audience to take action.**

## Share your brand story with your audience.

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- Use the brand strategy guidelines to make sure that your brand is articulated correctly on social media platforms.

Captions, bios, and other content should all align with the established Tone of Voice.

- Align your social media calendar with your overall marketing calendar.

Your marketing goals should include goals for social media performance.

## Showcase your visual brand aesthetic.

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- Build opportunities through visual storytelling to get your brand's mission and values across.

Feature student stories, experiment with different mediums (infographics, videos, motion graphics).

- Social media is highly visual, and the best performing posts are the ones that take up the most real estate.
- Use created templates for creating a fluid visual experience.

## Grow a loyal brand following and community.

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- Social media platforms are a two-way street, and an opportunity to listen to and dialogue with your audience.

Use this to your advantage—what are key issues that you can successfully address on social media vs. other digital platforms (like email newsletters)?

How does social media exist within the universe of your other marketing touchpoints?

- Cultivate growth through regular engagements and interactions.

Aim to have a set schedule of how often and when you will be posting.

## Encourage your audience to take action.

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- Strategize what type of action you want your audience to take, and determine which channel is best for that specific message.

Consider which actions are more mobile-friendly vs. desktop-friendly.

- Avoid making call-to-actions too salesy, instead create a balance of content that feels authentic and encouraging.

Create posts that are valuable to your audience—what will they most want to know, and what will they be most likely to take action on?



## Social Media Logo Usage Guidelines

Make sure our brand looks the best it can be on social media platforms, prioritizing readability. File sizes for Facebook, LinkedIn, and Twitter should be saved as JPG or PNG.

\*Please note that social media dimensions frequently change.

## Social Media Logo Usage Guidelines

### Facebook

**Profile Photo**

180 x 180

**Cover Photo**

820 x 312

**Shared Image (Timeline)**

1200 x 630

**Shared Image (Newsfeed)**

1200 x 630

**Shared Link (Timeline)**

1200 x 628

**Shared Link (Newsfeed)**

1200 x 628

**Highlighted Image**

1200 x 717

**Event Image**

1920 x 1080

### Twitter

**Profile Photo**

400 x 400

**Header Photo**

1500 x 500

**In-Stream Photo**

506 x 253

### LinkedIn

**Personal Profile Image**

400 x 400

**Personal Background Image**

1584 x 396

**Company Logo Image**

300 x 300

**Square Logo**

60 x 60

**Company Cover Image**

1536 x 768

**Banner Image**

646 x 220

**Hero Photo**

1536 x 768

**Shared Link**

1104 x 736

**Shared Image**

1104 x 736

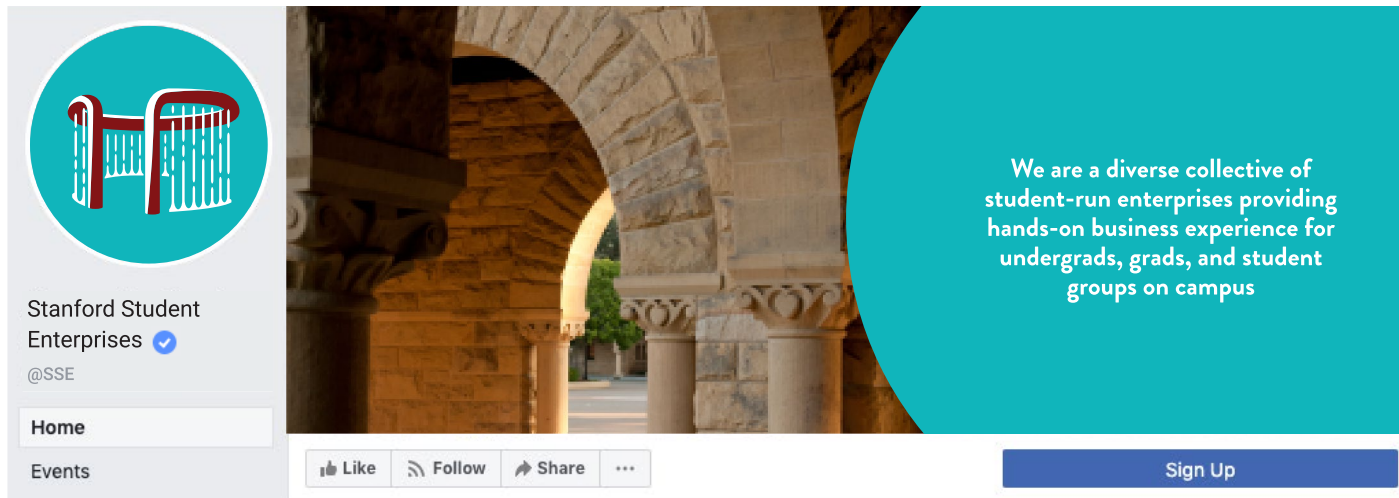
**Company Photos**

900 x 600

## Social Media Lockups



Social media images should always use the mark without including any text or wordmark.

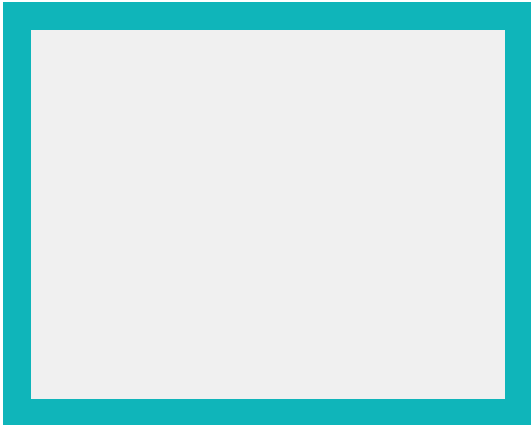


## Social Media Examples

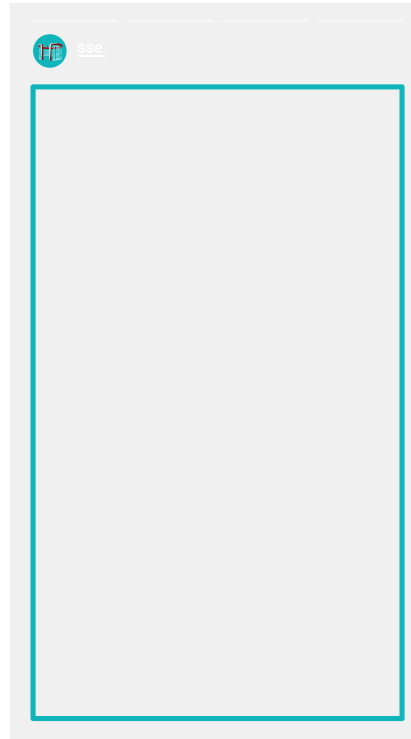
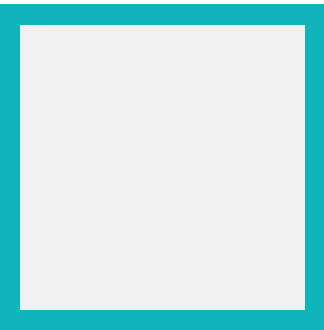


**Stanford Student Enterprises**


1min



**sse**



## Social Media Examples

 **Stanford Student Enterprises**  
1min



 **sse**



**THANK YOU**