



Enactus
Brand
Basics



Using the Enactus logo

The Enactus logo should only be reproduced using original artwork, which can be accessed at: enactus.org/logofile.zip. Please reference the following guidelines when reproducing the logo.

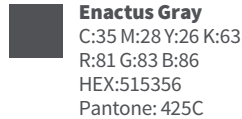
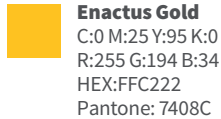
Primary Logo

Full Color

This is the preferred logo treatment and should be used whenever possible.

Reversed

In special graphics applications the logo can be used with the full color icon and text reversed out against the Enactus gray or one of the other colors from the official color pallet.



Grayscale Logo

Although most basic working documents will be printed in black and white, e.g., Word and Excel, the preferred working logo is the primary full logo for these applications. In certain situations however, such as forms that will never be shared digitally, the grayscale logo is acceptable.



Special Usage Logo

This logo should only be used in special situations, such as on merchandise and special printed materials, when a single color print is the only option.



Placement & Sizing



Negative space

Always maintain negative space around the Enactus logo. Measure negative space by the size of the “n” from the Enactus logo. Never allow typography or other graphic elements to invade the logo.



Minimum size

To preserve the integrity and impact of the Enactus logo, please do not reproduce smaller than 3/4” (1.905 cm).

How to create a university lockup with the Enactus logo

We appreciate your efforts to build the Enactus brand. You are part of the community responsible for bringing this brand to life. The Enactus name and logo are trademarked; as a member of the organization you are authorized to use the logo in a manner consistent with our guidelines. By doing so, you're helping to build a global brand that benefits us all. You have three options to bring Enactus to life in your community.

Option 1: Enactus Logo Only

The Enactus logo alone makes a very powerful statement. It provides the cleanest, most effective means of communicating that you are a part of the global community of Enactus.

Use this option for your tshirts or materials to promote Enactus on campus and in your community.

Option 2: Enactus Logo in Conjunction with University Logo

Leverage the power of these two organizations together by using both logos—either separated on the piece or in close proximity to one another. Be certain to follow your University branding guidelines as well.

Use this option when you're going to competition or promoting a specific initiative that your team is taking on or on your team's social media pages.

Option 3: Enactus University Lockup

As a more integrated alternative to Option 2, you can create your own Enactus University Lockup.

Font: Source Sans Pro. This is an open-source font, which means it's free to you. Download it here:
<http://www.fontsquirrel.com/fonts/source-sans-pro>

You can download the Enactus university template Illustrator EPS file, open in Adobe Illustrator, and simply update the University name text. Once completed, convert text to outlines (type > convert to outlines), and save as EPS.

Alternatively, if you need to create the logo in another vector editor, start with the logo 5.75 inches (14.605 cm) wide. The font will be 36pt, Source Sans Regular. The leading, or linespacing, will be 43.2 pt. The kerning, or letterspacing, will be -25pt. The university name should begin with the same amount of padding as that between the top of the "enactus" wordmark and the bottom of the mark above. If the school name is longer than one line, it should wrap no farther than the length of the extension of the yellow mark on the left side.



The Enactus Color Palette

Primary Palette



C:85 M:24 Y:0 K:0
R:0 G:150 B:214
#0096D6
Pantone: 2925C



C:50 M:100 Y:0 K:0
R:146 G:39 B:143
#92278F
Pantone: 254C



C:70 M:0 Y:100 K:9
R:73 G:169 B:66
#49A942
Pantone: 362C



C:0 M:100 Y:79 K:20
R:196 G:18 B:48
#C41230
Pantone: 187C



C:0 M:48 Y:100 K:0
R:248 G:151 B:29
#F8971D
Pantone: 144C

Secondary Palette



C:49 M:0 Y:0 K:0
R:113 G:208 B:246
#71D0F6



C:22 M:60 Y:0 K:0
R:195 G:125 B:181
#C37DB5



C:32 M:0 Y:100 K:0
R:186 G:213 B:50
#BAD532



C:0 M:88 Y:61 K:0
R:239 G:70 B:86
#EF4656



C:0 M:16 Y:100 K:0
R:255 G:210 B:0
#FFD200

System Gradients



Enactus Canada

Brand Basics

Enactus Messaging and Statistics

Enactus Canada is shaping generations of entrepreneurial leaders who are passionate about advancing the economic, social and environmental health of Canada.

We rally the energy, ideas and passion of Canada's best and brightest students who see business as a way to address social issues.

As a global network of 36 countries, our community of student, academic and business leaders is enabling progress through entrepreneurial action.

Guided by academic advisors and business experts, the student leaders of Enactus Canada create and implement community empowerment projects and business ventures in communities coast to coast. This experiential learning platform helps students unleash their entrepreneurial spirit and develop the talent and perspective essential to leadership in our ever changing world.

Our Reach in 2013-2014

- 2,347 students
- 60 academic institutions
- 118 faculty advisors

Our Impact in 2013-2014

- 259 projects implemented
- 788 full- and part-time jobs created
- 643,026 Canadians impacted

Logo Use

The Enactus logo should only be reproduced using original artwork, which was provided to every team by Enactus Canada. If you require an additional copy or file type, please contact your Program Manager.

Please reference the following guidelines when reproducing the logo.

Negative space

Always maintain negative space around the Enactus logo. Measure negative space by the size of the "n" from the Enactus logo. **Never** allow typography or other graphic elements to invade the logo.

Minimum size

To preserve the integrity and impact of the Enactus logo, please do not reproduce smaller than 3/4" (1.905 cm).

Font

The primary Enactus font is Source Sans, which should be used for all graphics files. Source Sans can be downloaded free of charge at <http://www.fontsquirrel.com/fonts/source-sans-pro>.

Use Arial font for all basic work functions and documents.

Colour Palette

The two primary Enactus colours are Enactus Gold and Enactus Gray. The colour codes are as follows:

Enactus Gold

C:0 M:25 Y:95 K:0

R:255 G:194 B:34

HEX: FFC222

Pantone: 7408C

Enactus Gray

C:35 M:28 Y:26 K:63

R:81 G:83 B:86

HEX: 515356

Pantone: 425C

The full primary palette for the Enactus brand can also be used in graphic files.

