Brand policy

The StudSec brand policy aims to clearly position and visualize VU StudSec and its components in relation to other educational institutions at home and abroad. A strong brand ensures recognizability, reliability and a professional image. The StudSec brand policy was adopted by the first board on 4-6-2024 and voted in on 13-6-2024. The main principles of the StudSec brand policy are:

1. StudSec is associated with the VU

StudSec is at time of writing an association primarily by and for VU students, this should be reflected in the branding. Primarily through the use of simular colors. The VU's colors are:

Primary blue:

RGB: 000 119 179CMYK: 100% 30% 0% 0%RAL: 5015WEB: #0077b3

Secondary blue:

RGB: 102 175 202
CMYK: 61% 16% 9% 0%
WEB: #66afd4

Tertiary blue:

RGB: 223 242 253CMYK: 15% 0% 0% 0%WEB: #dff2fd

The font to be used for text is **Press Start 2P** https://fonts.google.com/specimen/Press+Start+2P

> Note: to the best of our knowledge these colors are not trade marked, and should be free to directly copy. However, do not attempt to directly impersonate the VU. This guideline is meant for our logo's, websites and other branded items, which are still distinctly StudSec. Under no circumstances should there be confusion if a given item is part of StudSec or the VU.

2. StudSec uses a consistent logo

StudSec uses a consistent logo across all official branding, these are:

Online

- Github
- Instagram
- LinkedIn
- Discord
- Website
- pwncrates
- Twitter
- Wiki
- Discord OAuth
  - Wiki
  - StudBot
  - pwncrates

Physical

- Hoodies
- Stickers

3. StudSec events may use a custom logo

Large or joint events or projects may use a custom logo to underline its significance, this includes (but is not limited to) VU CTF & the roomba project. It is still recommended to keep the design affiliated with StudSec, be this through the use of the same design style, colors or by incorporating the StudSec logo within it.

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