

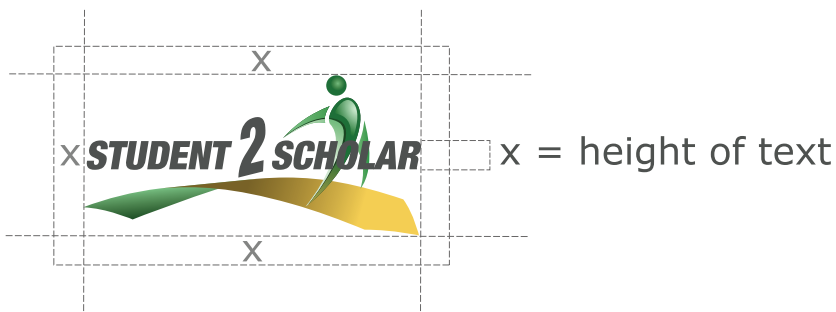
Student2Scholar Branding Standards



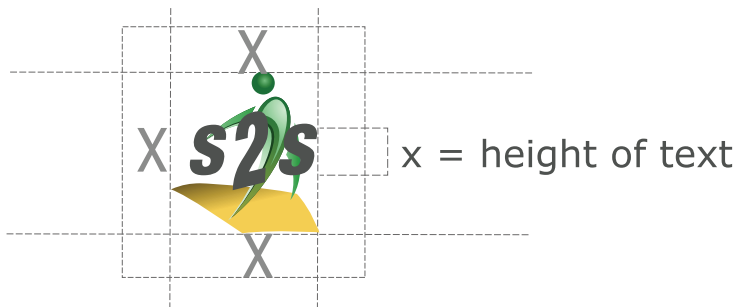
The S2S logo represents the symbolic journey of graduate students who, through engaging research, begin their transition from the role of student to that of the social science scholar.

Logo Size and Space

For consistency, legibility and prominence, the logo must be placed within the appropriate amount of clear space, without alteration and at a minimum size.



no less than
2 cm (54px) wide



no less than
1.5 cm (40px) wide

Logo Font: ***HarvestItal Regular***

Primary Colours

hex: 1D9323
rgb: 29 147 35

hex: 4d504f
rgb: 77 80 79

hex: edc30a
rgb: 273 195 10

Student2Scholar Branding Standards



Web and Document Standards

Heading 1

Heading font: Lucida Sans/Verdana
font size: 32px
hex: 838c88
rgb: 131 140 136
cmyk: 6.43 0 2.86 45.1

Heading 2

font size: 24px
hex: 083905
rgb: 8 57 5
cmyk: 85.96 0 91.23 77.65

Heading 3

font size: 18px
hex: 48a856
rgb: 72 168 86
cmyk: 57.14 0 48.81 34.12

Body Text

font: Verdana
font size: 14px
hex: 666666
rgb: 102 102 102
cmyk: 0 0 0 60