

Student Edge Merch Comp 2025: Mandatories & Guide

- Brand: The Student Edge logo (long-form or short-form can be used) needs to be featured on the design. You can download our logos [here](#).
- Colours: Entries must include the Student Edge colour palette specified in this guide.
- Fonts: If any fonts are used, please use the Student Edge typography fonts outlined in this guide. Copy is not a mandatory on the design.
- Any design must be original and not plagiarised or AI generated.
- Please consider we will either use black, grey or white colours for merch apparel.

Visual Identity







BACKGROUND COLOURS

Lavender	Cream	Mint	Peach
#F0E9FF RGB 240/233/255 CMYK 4/8/0/0	#F5F5E6 RGB 245/245/230 CMYK 3/1/10/0	#CFFAF0 RGB 207/250/240 CMYK 16/0/9/0	#FFE7E7 RGB 255/231/231 CMYK 0/11/4/0

These four colours form the foundation of most of the brand applications. They should be used primarily for backgrounds but can also be used within graphics, text highlights and illustrations.

ACCENT COLOURS

Pink	Yellow	Green	Orange
#F078FF RGB 240/120/255 CMYK 20/64/0/0	#FFFF00 RGB 255/230/0 CMYK 6/4/100/0	#00FFB9 RGB 0/255/185 CMYK 70/0/50/0	#FF6529 RGB 255/101/41 CMYK 0/74/91/0

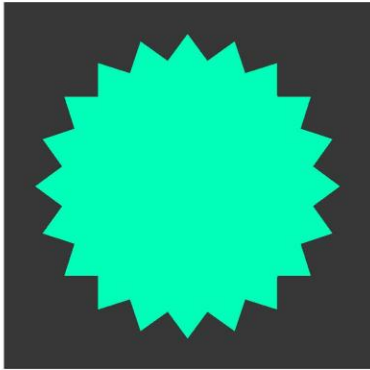
These accent colours should be used sparingly and only as a pop of colour, a text highlight or within an illustration. Occasionally they can be used as background colours but do so sparingly.

FUNCTIONAL COLOURS

Grey	Black
#F5F5F5 RGB 245/245/245 CMYK 3/2/2/0	#363636 RGB 54/54/54 CMYK 70/63/62/56

These colours are supporting colours for functionality. When a coloured background is not appropriate please use Student Edge Grey. Student Edge Black is used for body copy when Student Edge Blue is not appropriate.

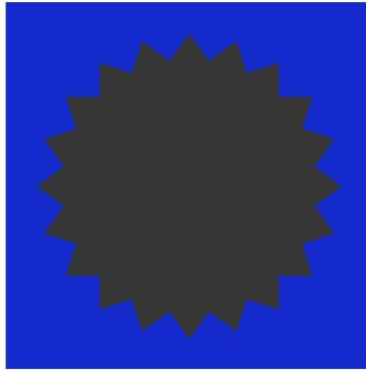
There are many ways to use colour within the Student Edge brand, so we're just going to focus on the few ways that colour shouldn't be used.



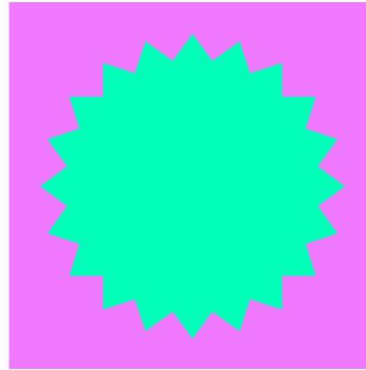
X Don't use Black as a background colour



X Don't use colours together that are too similar



X Don't use Black and Blue together without other colours



X Use Accent colours as background colours sparingly

TYPOGRAPHY - ACCESSIBILITY

THE FOLLOWING COMBINATIONS HAVE PASSED AN AA LEVEL CONTRAST CHECKER, HOWEVER THIS IS ONLY A GUIDE AND SHOULD BE USED AT THE DESIGNER'S DISCRETION.

All text should be in Student Edge Blue with the exception being large amounts of body text which should be in Student Edge Black or White (depending on background colour).

To ensure the legibility of text is maintained, on different coloured backgrounds, we stick to an approved set of colour combinations.

Depending on the background colour, body copy is not considered to be accessible due to their typical sizing.

Please pay close attention to the elements with a cross through them - these should never be used on their respective background colour under any circumstances.

Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px
Regular Text <16px	Regular Text <16px

IBM PLEX SERIF (SEMIBOLD+SEMIBOLD ITALIC)
70/84PT -30 TRACKING

TEXT 'HIGHLIGHT' (SEE FOLLOWING PAGE)

EPILOGUE (SEMIBOLD)
24/28PT +30 TRACKING

EPILOGUE (ASSORTED STYLES)
18/24PT

EPILOGUE (BOLD)
24PT +60 TRACKING

EXAMPLE OF TEXT HEIRARCHY:

We write headlines in IBM Plex Serif (*Semibold*).

Everything else is in EPILOGUE

Which comes in *Thin*, *Thin Italic*, *Extra Light*, *Extra Light Italic*, *Light*, *Light regular*, *Italic*, *Medium*, *Medium Italic*, *SemiBold*, *SemiBold Italic*, *Bold*, *Bold Italic*, *Extra Bold*, *Extra Bold Italic*.

For body copy we use regular. *We use Italic when necessary.*

For Subheadings we use **Bold**.

BUTTONS ARE IN EPILOGUE

Let's talk about **Text highlights.**

HOW TO CREATE TEXT HIGHLIGHT

- To create a text highlight simply place a rectangular box of colour behind the desired text.
- The highlight should be quite close to the text so as to allow the ascenders and descenders peep out like the example to the right.
- Please see the following page for helpful hints on using text highlights.



Text highlights are a fun way of pulling out important information in a block of text.

THEY SHOULD BE USED MINIMALLY WITHIN AN APPLICATION (OTHERWISE IT DEFEATS THE PURPOSE OF THEM).

Here are some helpful hints on using text highlights:

- Only use text highlights in large display or headline type (IBM Plex Serif).
- Use one highlight colour at a time.
- Avoid using highlight colours that are too similar to the relevant background.
E.g. Don't use a Grey highlight on a Cream background.
- Use colours from the Accent palette for a punchy highlight.

LAVENDER HIGHLIGHT

CREAM HIGHLIGHT

MINT HIGHLIGHT

PEACH HIGHLIGHT

GREY HIGHLIGHT

YELLOW HIGHLIGHT

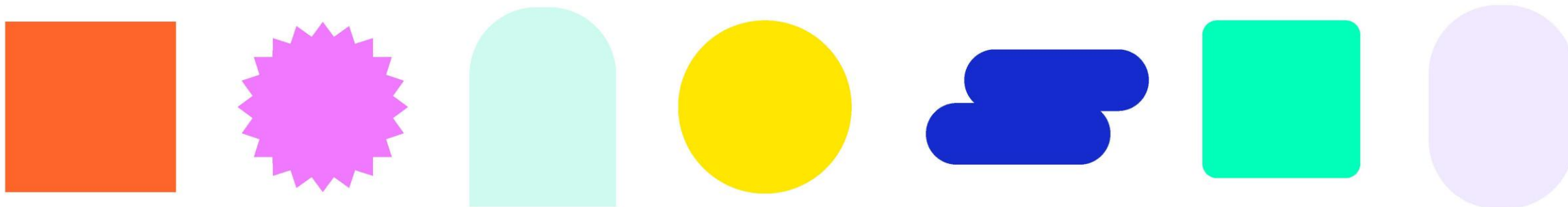
GREEN HIGHLIGHT

ORANGE HIGHLIGHT

Beware using as highlight

PINK HIGHLIGHT

The Student Edge brand has a range of graphic frame shapes. These can be used to house text, photography or illustration, turned into stickers, or even used as part of a collage.



Thanks.