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# We believe in accelerated social change through the power of people.

**About the Brand**

# Introduction to the brand.

## Why using the SEI Logo consistantly matters.

This new brand identity is designed to be used to communicate and consolidate the distinctive offerings of SEI. To present a united brand to everyone who uses the SEI logo, we have created these usage guidelines to give each user the necessary visual assets to present the brand as one united brand.

This brand identity is more than our name or logo. It is our public face and how we present ourselves to the public. It tells people who we are, what we do and what makes us special and different.

**Our Logo**

# Introduction to the brand.

## Colour consistency across all assets

Colour plays an important role when developing any brand, this is even more important when it comes to developing a brand identity, colour consistency across all applications is very important to ensure brand consistency.

The palette shown across are the main colours used with the brand identity. We have shown the recommended variations for Print (CMYK & Pantone) and for online applications RGB & HEX).

CMYK: 100 31 8 4 2
Pantone: 7 4 6 9 CP
RGB: 0 89 129
HEX: 005981

CMYK: 86 0 3 2 0
Pantone: 7 466 CP
RGB: 0 1 7 8 186
HEX: 00B2Ba

CMYK: 45 25 16 5 9
Pantone: 431 CP
RGB: 73 8 9 101
HEX: 495966

CMYK: 0 3 2 100 0
Pantone: 130 CP
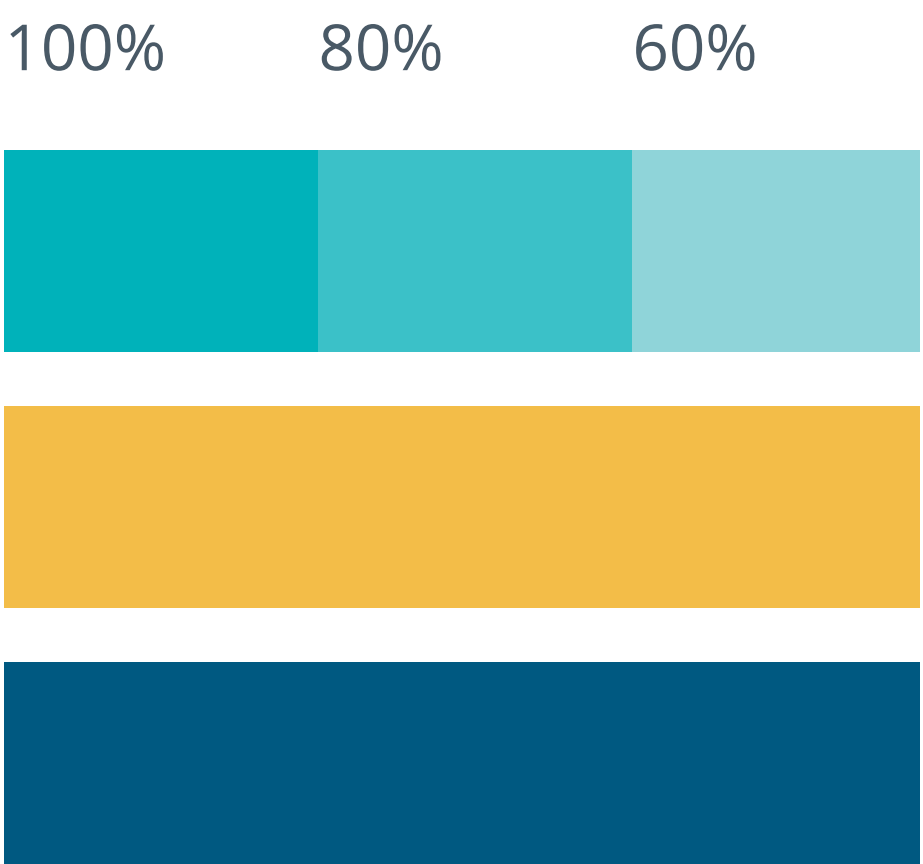RGB: 2 5 3 181 21
HEX: FDB515

# The SEI logo and icon mark meaning.

The star represents the ideas and social entrepreneurs at the core of everything we do. The hand symbols the support of SEI and our community. When used together, they form a strong and enduring iconic mark.

**Logo Elements**

**Logo Colours**

100%        80%        60%

# Which logo should you use?

## Programme Participants

Participants will be sent the logo of the programme they are on and guidelines for using it.



social entrepreneurs Ireland — Ideas Academy

social entrepreneurs Ireland — Action Lab

social entrepreneurs Ireland — Impact Programme

social entrepreneurs Ireland — Changing Ireland Accelerator

# Which logo should you use?

## Alumni of SEI

Any social entrepreneur who has completed a programme with SEI can use the SEI alumni logo on materials that directly relate to the project supported by SEI. The logo may not be used on any materials that do not directly relate to the project supported.

The SEI alumni logo can be displayed by itself or with the following wording:
- Proud member of the SEI alumni community.
- Member of the SEI alumni community.
- *Organisation name* is a proud member of the SEI alumni community.
- *Organisation name* is a member of the SEI alumni community.

# Which logo should you use?

## SEI supporters and funders

SEI supporters/funders should use the SEI logo (no tagline) as shown.

The SEI logo (no tagline) can be displayed by itself or with the following wording:
- Proud supporter of Social Entrepreneurs Ireland.
- Proud to support Social Entrepreneurs Ireland.
- Supporter of Social Entrepreneurs Ireland .

**Any queries relating to our branding should be emailed to communications@socialentrepreneurs.ie**