



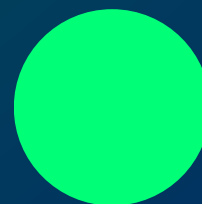
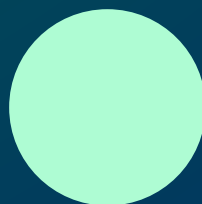
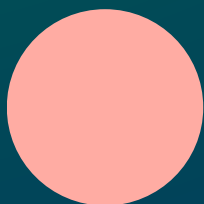
The Electrochemical Society
Advancing solid state & electrochemical science & technology

ECS Student Chapter Logos

Brand Guide



Usage Information



Resources

www.electrochem.org/brand



The Electrochemical Society
Advancing solid state & electrochemical science & technology

ECS Student Chapter Logos

Brand Guide

Font Usage

- Font: Use “Arial **Bold**” in “ALL CAPS” letters for your student chapter name.
- Font Alignment: Left align under “The” in “The Electrochemical Society”.
- Font Color: Use “black” color to add your student chapter name to the ECS logo.

Option 1:



The Electrochemical Society

Advancing solid state & electrochemical science & technology

**INSERT NAME OF STUDENT CHAPTER
WITHIN THESE TWO LINES**

- Font: Use “Arial **Bold**” in “ALL CAPS” letters for your student chapter name.
- Font Alignment: Right align under “Electrochemical” in “The Electrochemical Society”.
- Font Color: Use “black” color to add your student chapter name to the ECS logo.

Option 2:



The
Electrochemical
Society

**INSERT NAME
OF STUDENT CHAPTER
WITHIN THESE THREE LINES**

Resources

(download ECS logos here!)

www.electrochem.org/brand





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ECS Logo Usage

- Always use the ECS logo with tagline when space allows for it.
- Usage of the full color logo is always preferred over the black and white logo version.

ECS Logo Sizing

- If reducing the size of the logo, all parts of the logo must be legible.
- Do not distort (condense or stretch) the logo. When resizing the logo, hold down the "Shift" key to maintain the logo's original proportions.
- Take care not to rotate the logo when resizing.



Resources

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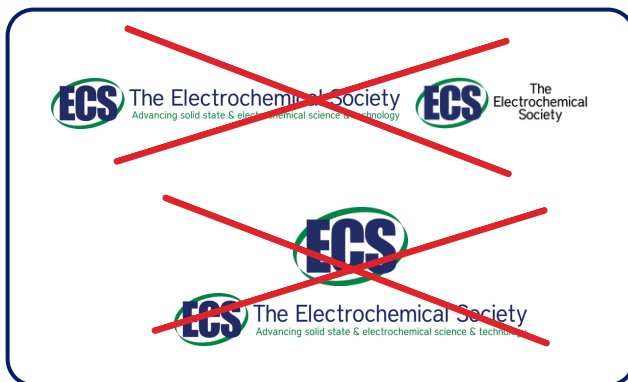
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ECS Logo Spacing

- To avoid disparate logos appearing as one unit, do not position the ECS logo too closely to other graphic elements.
- Always leave sufficient space around the top, bottom, left, and right of the logo and typesetting.



More Information

If you need any additional information, please contact marketing@electrochem.org.

Resources

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The Electrochemical Society
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Sample



The
Electrochemical
Society

**INSERT NAME
OF STUDENT CHAPTER
WITHIN THESE THREE LINES**



The
Electrochemical
Society

**INSERT NAME
OF STUDENT CHAPTER
WITHIN THESE THREE LINES**



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The Electrochemical Society

Advancing solid state & electrochemical science & technology

**INSERT NAME OF STUDENT CHAPTER
WITHIN THESE TWO LINES**



The Electrochemical Society

Advancing solid state & electrochemical science & technology

**INSERT NAME OF STUDENT CHAPTER
WITHIN THESE TWO LINES**

Sample



The Electrochemical Society

Advancing solid state & electrochemical science & technology

**FEDERAL UNIVERSITY OF RIO
GRANDE DO SUL STUDENT CHAPTER**

Resources

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