STUPA

Design Handbook

Instagram posts and pretix banners

As of November 2026



STUPA
Studierendenparlament

Logo

- The STUPA logo belongs on STUPA's own events and departments.
- Light backgrounds: colour logo. Dark backgrounds or photos: white logo.
- Don't distort it, recolour it or add shadows.
- Keep clear space of at least the height of the word “Studierendenparlament” all around.





supported by STUPA

- Events subsidised by STUPA carry this logo on all marketing materials. It replaces the old “powered by STUPA”.
- Versions: colour, black, white. Minimum width 30 mm in print, 250 px on screen.
- PNG and SVG files are on the corporate design page: stupa.reutlingen.university/en/service-en/corporate-design-en





Principles

- The photo carries the post: real photos, not graphic decoration.
- One typeface, one green, plenty of white space.
- Short, factual sentences. No marketing phrases.
- No emojis as icons, no glow gradients, no ornaments.
- The STUPAnda brings the personality, not effects.

Colours

STUPA green #52635D	**Dark green** #3B4844	**Soft green** #E3ECE8
Text #444444	**Shop background** #292A30	**Ski blue** #4C6176

Faculty colours

Only for statistics and faculty topics.

ESB #162E6A	**INF** #FFE400	**LS** #9B3C01	**TEC** #055F97	**TEX** #CD0529	**NXT** #005965

Typeface

DIN in Regular, Medium and Bold. Titles Bold 76–120 px, body 36–46 px, eyebrow Medium 32 px in capitals with 4 px tracking (at 1080 px width).

Formats

Use	Size	Note
Feed carousel	1080 × 1440 px (3:4)	Choose Original or 3:4 when uploading
Story	1080 × 1920 px	Keep 250 px free at top and bottom
Website tile	720 × 960 px	WebP, same images as the post
pretix header	2240 × 600 px	Double resolution, no price
pretix preview	1080 × 1080 px	Shown when the link is shared
Poster	A2 + 3 mm bleed	Text at least 10 mm from the edge

Building blocks

Green box	Eyebrow plus title, white text, 60 px margin. Sits on the photo or at the top of the page.
Number tile	White 96 px square with a green digit, for step-by-step posts.
Row list	Bold green keyword on the left, text on the right, thin divider.
Action bar	White bar with a call to action and arrow, e.g. “Link in bio”.
Photo credit	Small, bottom right on the photo. Required for CC photos.







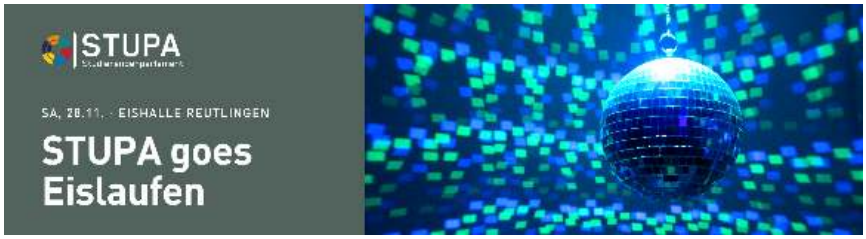


pretix banners

- Header: photo plus green box with the event name, so it matches the post.
- No price in the image, the shop shows it. Date only for single events, not for shops with several dates.
- Shop colours: primary #52635D, background #292A30. Ski: #4C6176 and #2F3B47.
- Don't repeat in the shop text what pretix already shows (date, place, spots left).







Before posting

- Date, time and place match the shop and the event calendar.
- Link in bio and link sticker are set.
- Photo credit is in place.
- Website tile and event calendar are updated.

STUPAnda

Transparent PNGs are on the corporate design page. At most one panda per slide, don't distort or recolour it. Match the panda to the topic.


Standard


Party


Christmas


Applications, exams


Thanks, community


Sports, team


Announcements


Festivals

Text and language

- Posts in English, shops in German and English, the website in all languages.
- Address students informally. Sign emails with “Your AStA” or “your STUPAndas”.
- Always say what to do next: link in bio, waiting list, application.
- Only use licensed photos or photos with consent. If in doubt, show people from a distance.