

How to use the social media toolkit

In this toolkit, you can find the Energy Challenge logos. Make sure to always use the hashtag **#TUDelft180** (font: *Arial*) in the photo/poster. This is to make it clear that it is part of the 180th TU Delft anniversary. When using it for social media, you can also add a “real” hashtag, in the text, or add one in your Instagram story.

You can use the Energy Challenge logos for all TU Delft ‘**Energy Transition**’ related activities, with Bachelor & Master students as the main target audience.

Also, let us know if you are using it for your event/activity, so we can help you share the word, by adding it to the TU Delft lustrum website calendar. www.tudelft.nl/lustrum

In the toolkit are some examples of how to use the logo in combination with the hashtag.

**ENER
GY
CHAL
LEN
GE**

#TUDelft180