

UPSKILLING OF SCHOOLS TEACHERS TO EFFECTIVELY SUPPORT ONLINE EDUCATION



CONNECT LOGO DESIGN

Logo is an important and valued graphic element and must be used consistently and appropriately. Even minor variations will undermine and compromise the image of the branding.

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

LOGO | Variations

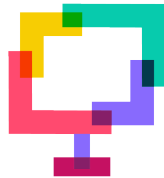
PRIMARY LOGO



PRIMARY LOGO + TAGLINE



PRIMARY FLAG LOGO



PRIMARY FLAG LOGO + TAGLINE



PRIMARY LOGO - HORIZONTAL



PRIMARY FLAG + TAGLINE - HORIZONTAL





Connect 

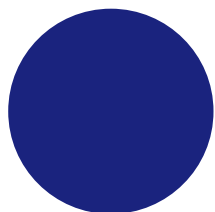
Connect 

LOGO | Monochrome Alternatives

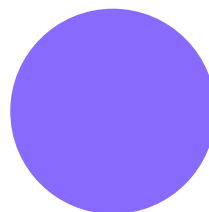


LOGO | Brand color and values

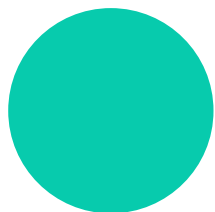
Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image. The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process. Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.



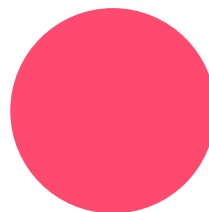
PANTONE 2372 C
HEX 1A237E
CMYK 79, 72, 0, 51
RGB 26, 35, 126



PANTONE 2101 C
HEX 886AFD
CMYK 46, 58, 0, 1
RGB 136, 106, 253



PANTONE 2239 C
HEX 07CBAD
CMYK 97, 0, 15, 20
RGB 7, 203, 173



PANTONE 184 C
HEX FF4A6F
CMYK 0, 71, 56, 0
RGB 255, 74, 111

COLOR | Alternative shades

FFFFFF	FFFFFF	FFFFFF	FFFFFF
DADCF7	DBFEF8	EBE6FF	FFE9ED
B5BAF0	B6FCF2	D7CDFE	FFD2DB
9097E8	92FBEB	C2B4FE	FFBCC9
6B75E1	6EFAE5	AE9BFD	FFA6B8
4652D9	4AF8DE	9A81FD	FF8FA6
2937C9	25F7D8	8668FD	FF7994
222CA4	09EECC	724FFC	FF6382
1A237E	07CBAD	5E36FC	FF4A6F
171E6F	06B197	3F10FB	FF234F
141A5F	059781	3003E2	F90032
10164F	057E6C	2803BC	CF0029
0D113F	046556	200297	A60021
0A0D30	034C41	180271	7C0019
070920	02322B	10014B	530011
030410	011916	080126	290008
000000	000000	000000	000000

LOGO | Typography

The primary typeface is **Montserrat**.

These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface for the Tagline = **SUPPORT ONLINE EDUCATION**

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LOGO | Positional & Spacial Considerations - Size

Magenta padding indicates the **Safe Zone** of type and element alignment and boundaries. Blue indicates **Clear Space**. The blue area must be kept free of all other graphical and visual elements. Other graphical and visual elements can be safely positioned up to the Blue line. Moreover, the smallest size the logo must be used in print mode should be no less than 4cm width. This applies to digital usages where the logo should be no less than 100px width.



LOGO | Usage Guidelines | Do Not Abuse The Logo





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