



BRAND GUIDELINES

2024





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OUR HISTORY

TALK was founded in 1996 from a strong desire to bring students together to learn English. This desire turned into a lifetime passion for providing the best language training for students from all over the world. Today we welcome students from 83 countries.

It is this **passion for education** as well as **personal and professional development** that drives everything we do.





OUR MISSION

To help create a world where communication, understanding, cooperation and respect exist between people of all countries and cultures.

We do this by providing language training utilizing the most effective teaching methodology and technology, and by integrating academic, cultural and social activities.



OUR VISION

TALK Schools connects cultures and nationalities through our passion for learning and dedication to personal development.





TAGLINE

EXPAND YOUR HORIZONS

The world is full of possibilities. When you look up at the sky and take a deep breath, you inhale a sigh of hope that inspires you. This inspiration drives you to achieve. Expanding your horizons is breaking through your comfort zone and reaching for what you desire most. Traveling to places you've never seen. Meeting new people. Learning something new every day. Falling in love with every moment. You have the power to fulfill your dreams.



LOGOS

PRIMARY LOGO



SECONDARY LOGO



DON'T:

DON'T Use only parts of the logo.

DON'T Change any of the colors.



ON TOP OF BACKGROUND



Use the version with white text on top of images with darker background. If necessary apply a black 30% transparency mask.



Use the version with blue text only on top of light background colors.



TYPOGRAPHY

Futura

Futura Medium

Futura Extra-Bold

Open Sans

Open Sans Medium

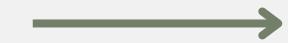
Open Sans Extra-Bold

Light
Medium
Extra-Bold

Light
Medium
Extra-Bold

We have a primary font, which is the **FUTURA family font**. It can be used in titles or text.

We also have secondary fonts, mainly for web usage which are the **OPEN SANS family and NUNITO family**. The OPEN SANS font can be used for simple text both online and offline. Specially if it's longer than one paragraph.



COLORS

ENGLISH PROGRAMS

We use three PRIMARY colors for English Programs, which are the ones featured in our Logo, and some of SECONDARY colors that can also be used for different branding purposes.

PRIMARY



#11159A



#EDC62C



#84BAE6

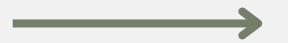
SECONDARY



#11159A



#11159A/#84BAE6



COLORS

BC PROGRAMS

We use four PRIMARY colors for Business Programs, and a range of SECONDARY colors that can also be used for different campaigns.

PRIMARY



#FF9600



#FDAE56



#F9C48C



#11159A

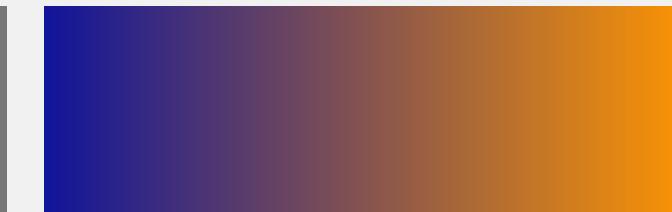
SECONDARY



#11159A



#777777



#11159A/#FF9600



OUR PHOTOGRAPHY PHILOSOPHY



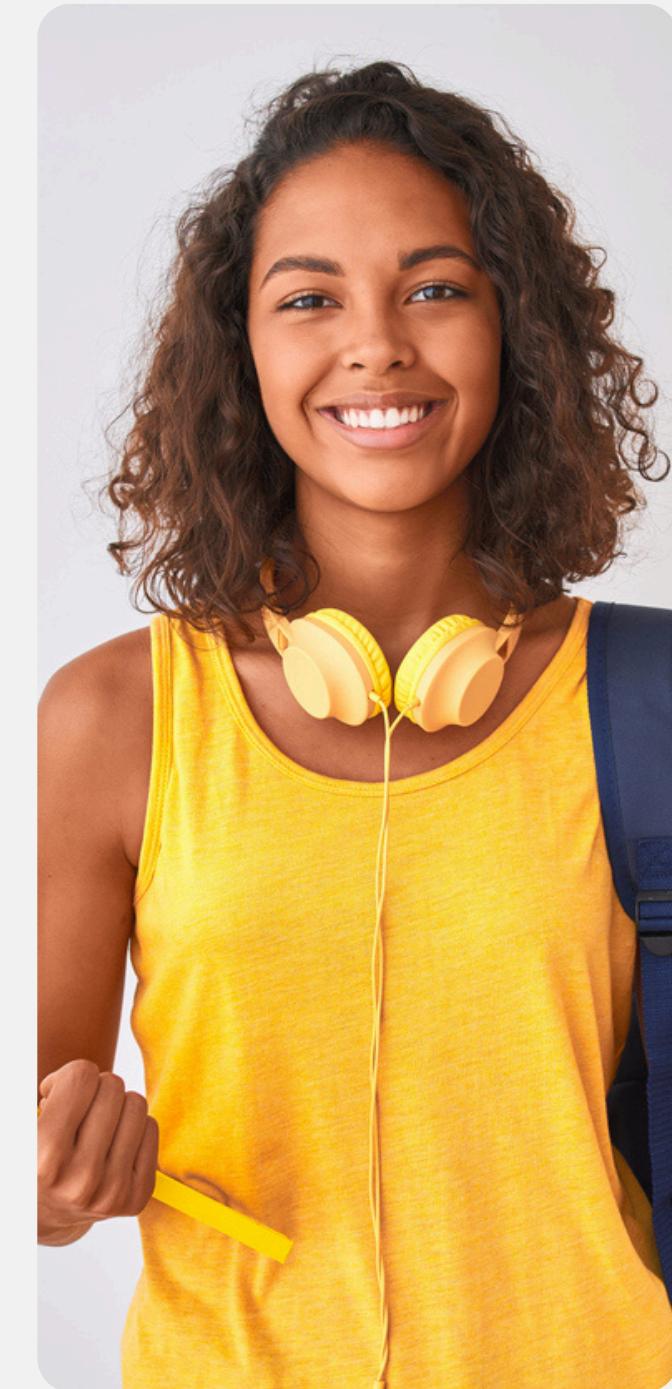
A burst of laughter between friends. A student so captivated by a lecture that she forgets about time. These are the types of images that represent the TALK brand. Through our images, we aim to capture the spontaneity of real-life moments. We want our students to relate to the people in our photos, therefore our images should contain real people having real experiences.

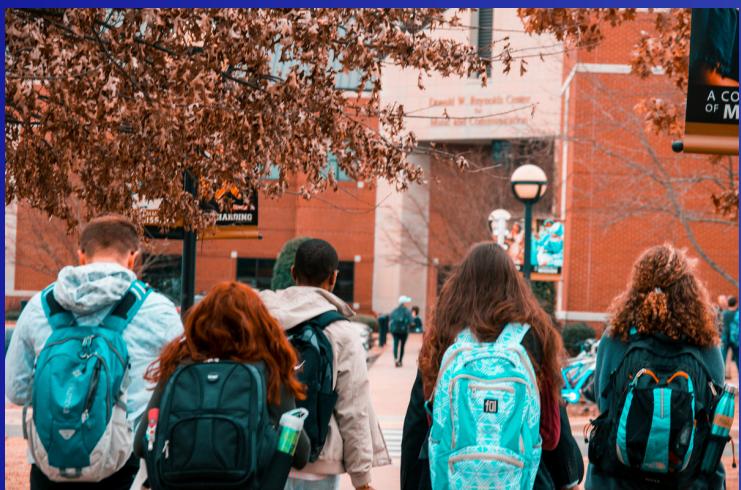
We strive to use real images from real students, but understand that at times we have to use stock photos that meet our standards.



OUR IMAGE GUIDELINES

People in our photos must represent our international students, therefore they have to look like they are from different nations worldwide. The students representing TALK Schools should look happy. Only high resolution pictures should be used giving a feeling of modern and fun but professional educational language school.





IMAGES DON'TS

To ensure consistent branding across all images, it's crucial to adhere to certain guidelines:

- Avoid depicting students in front of computer screens.
- Refrain from featuring cityscapes where TALK Schools is not present.
- Emphasize smiling faces of students; steer clear of images with students facing away or appearing unhappy.
- Eliminate shots of empty classrooms. When showcasing classrooms, ensure they reflect the authentic TALK environment.



TALK SCHOOLS

2024

MIAMI
BOSTON
ATLANTA
AVENTURA
SAN FRANCISCO
FORT LAUDERDALE

LEADING THE WAY FOR MORE THAN 25 YEARS

ENGLISH & BUSINESS CERTIFICATE PROGRAMS

TALK 2024 BROCHURE

FOCUSED PACKAGES

JUNIOR PACKAGE

Study English in the USA and develop friendships with classmates from all over the world. The package includes:

- Tuition: General English 16 (See Page 5)
- Activities: Visits to area universities including Harvard, MIT, Stanford, UC Berkeley and more.
- Accommodation: Homestay and/or Student Residence (see Page 17)
- Activities: Fun and exciting excursions and activities
- Duration: Min. 2 weeks, max. 3 weeks
- Minimum Age Group participants - 14 years

UNIVERSITY TOUR PACKAGE

Study English in the USA visit some of the world's greatest universities and gain a deep understanding of the university selection and admissions process. The package includes:

- Group tours - San Francisco - year-round: Individuals, Boston & San Francisco - Summer
- Activities: Visits to area universities including Harvard, MIT, Stanford, UC Berkeley and more.
- Accommodation: Homestay and/or Student Residence (see Page 17)
- Activities: Visits to area universities including Harvard, MIT, Stanford, UC Berkeley and more.
- Duration: Min. 2 weeks, max. 3 weeks
- Minimum Age: Individuals - 15 years, organized group participants - 14 years

PROFESSIONAL DEVELOPMENT PROGRAM

- Courses in Business, Social Sciences & Humanities
- Students will develop a foundation in the theory and practice of their chosen field of study.
- Courses are relevant for today's dynamic business, political and social environment.
- Learning includes real-life case studies and analysis
- Interactive technology brings the classes to life

OVERVIEW

The TALK Business Certificate and Diploma courses provides students with an opportunity to gain an understanding of the modern business world. It is designed to cover the most relevant and current subjects. Students will learn how to apply their learned business skills and advance their English proficiency.

Courses are designed to cover the theoretical basis and fundamental principles of each subject, and include analytical tools used by business managers to make important real-life decisions.

In this highly-competitive global economy, modern business students need a solid understanding in business theory to propel your career forward, ahead of others.

ELIGIBILITY REQUIREMENTS

- US residency, F-1 visa or similar with full-time study
- Minimum age of 18 years
- High-school completion
- English proficiency of completed TALK Level 4 or higher
- Minimum enrollment of 1 full course
- Demonstrate maturity and willingness to participate

ATLANTA

Atlanta is a major U.S. city with great natural beauty and history. It's a center for commerce, information technology, government, and culture. It's also a major transportation hub. TALK Atlanta prime location in Midtown, and close proximity to the Financial District, makes it easily accessible by public transportation and steps away from recreational areas, restaurants, shopping, museums and theaters.

SCHOOL FACILITIES

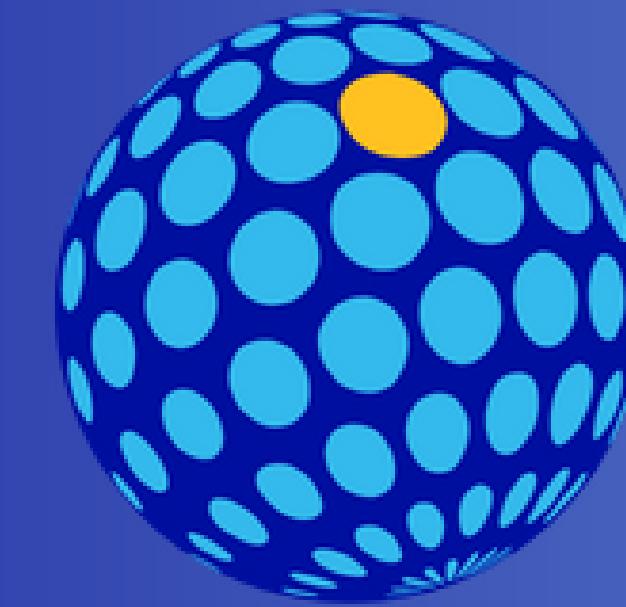
- Located in the iconic Silhouette Building
- 100% renovated, custom-designed school
- 10 classrooms
- Large and welcoming reception area
- Free Wi-Fi
- Accessible by public transportation
- Public parking available, fees apply
- Walking distance to cafes and museums

ACCOMMODATIONS

- Homestay
- Residence

TRANSPORTATION

- 10-minute walk from MARTA rail system (Arts Center station)
- Bus stop located in front of school
- Major airport: Atlanta International (ATL)



**TALK
SCHOOLS**