

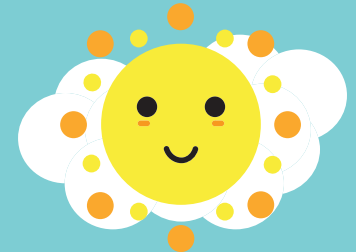
Brand Guidelines

Welcome to
Whatever The Weather

Logo

The logo should always be presented with the cloud and with the sun in the top left corner. The position of the sun should never be changed. The name should also always be included in the cloud with the font 'Just Me Again Down Here'.

The logo should also only be presented against the blue background.



Naming Usage

'Whatever The Weather' is three words. Each word begins with a capital letter. The name must be always presented in the font 'Just Me Again Down Here'.

The name should not be put all together; it should always remain as three words.



Whatever The Weather



WhateverTheWeather

whatevertheweather

Whatever the Weather

WHATEVER THE WEATHER

Typography

The following are the only fonts that should be used for 'Whatever The Weather'.

Just Me Again Down Here

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

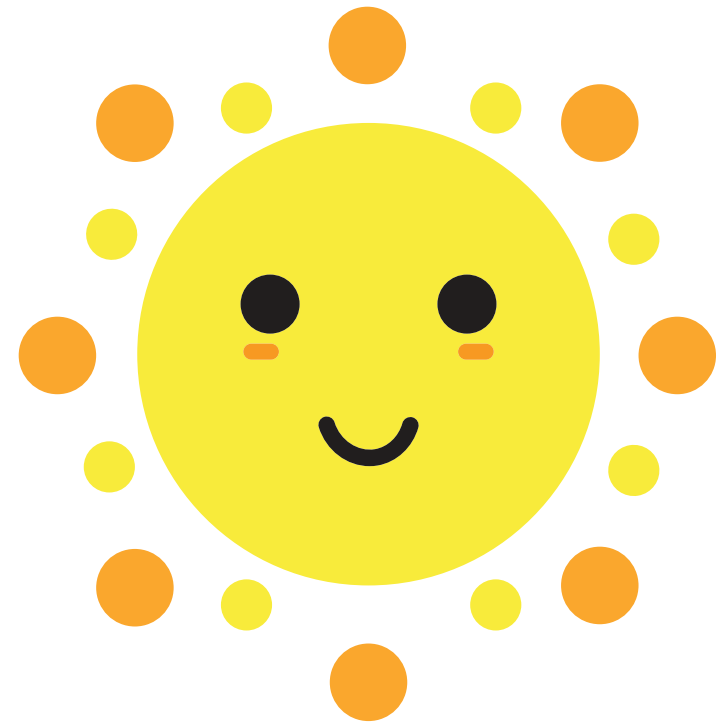
Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Visual Mark

The visual Mark for 'Whatever The Weather' is the sun icon. It should only be shown on its own when being presented as the visual mark. It should also be used in the logo.



Our Purpose

The Purpose

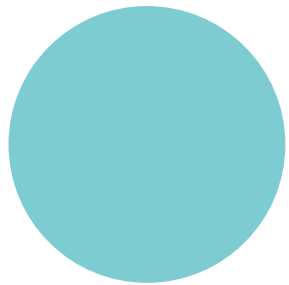
Whatever the Weather exists to provide kids with a colourful, fun and positive way to learn about the seasons.

The Mission

We want kids to be positively challenged through their learning. We want to ensure that they receive positive feedback to encourage effective and fun learning. We always put ourselves in the kids shoes' and design with them in mind.

Colour

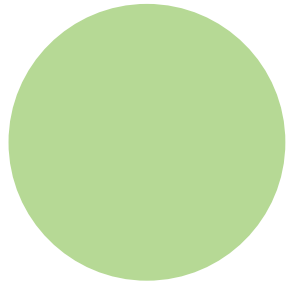
To maintain a professional image and consistency for 'Whatever The Weather' the following colour palette should be the only colours used.



MIDDLE BLUE

#7ECBD2

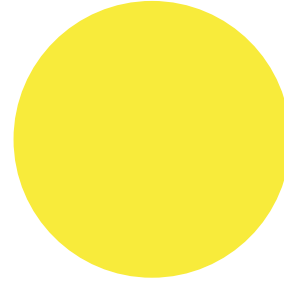
rgb(126, 203, 210)



SPRING BUD

#B7DA95

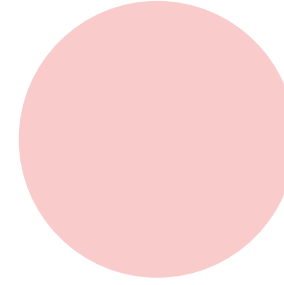
rgb(183, 218, 149)



BANANA YELLOW

#FCE93C

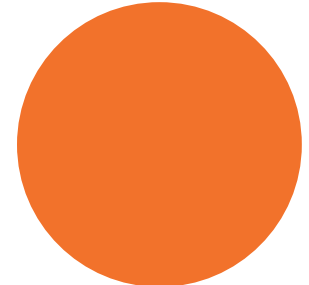
rgb(252, 233, 60)



BUBBLE GUM

#FBCCCB

rgb(251, 204, 203)



VIVID TANGELO

#F2732A

rgb(242, 115, 42)

