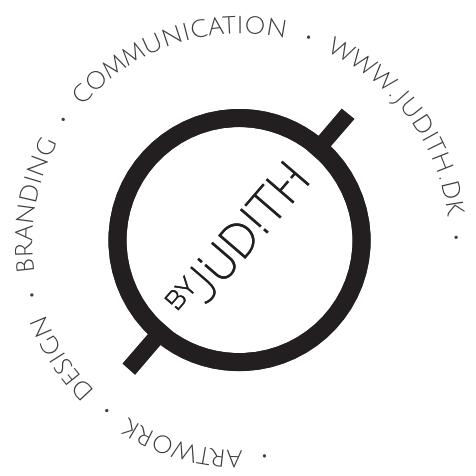


DaDEL PROJECT

Designguide

BY JUDITH APS • M: MAIL@JUDITH.DK • T: +45 2220 2120



NAME

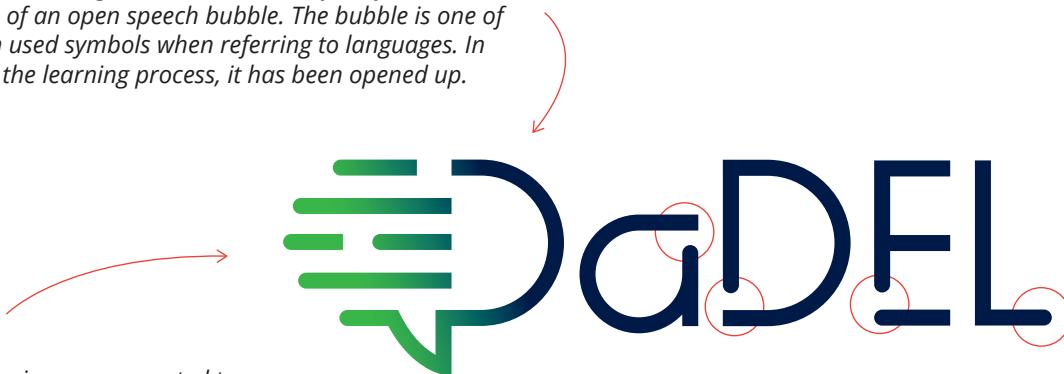
The logo



NAME

The thoughts behind the logo

The first shape in the logo is a combination of the first letter D and the shape of an open speech bubble. The bubble is one of the most often used symbols when referring to languages. In order to show the learning process, it has been opened up.



Knowledge and learning are connected to books and DaDEL is the new tool that helps people learn languages so they can read the old scriptures. The 5 lines going into the bubble are designed to look like books seen from the top or bottom. The stack of books with the gradient color creates a dynamic feel as they are on their way into the bubble.

The logotype with the simple lines and the open shapes has an open-minded and elegant look and feel. The lines end in the same way as the books.



The D has a strong unique look and can also be used as a small branding icon or a watermark.

LOGO VARIATIONS

The basic logo and the logo with tagline

Logo in color



Logo in black



Logo in white

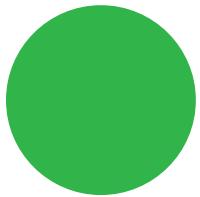


Logo in white and green



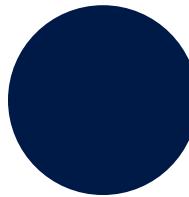
COLORS

Primary and secondary colors



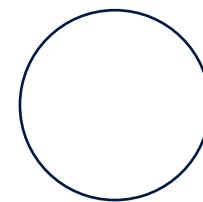
Pantone: 361C
CMYK: 77/0/100/0
RGB: 67/176/42
HTML: 43B02A

Strong green: A strong primary color symbolising hope, growth, learning, youth, fresh and innovation. This color will be used for important text and call-to-actions.



Pantone: 303C
CMYK: 100/47/22/82
RGB: 0/42/58
HTML: 002A3A

Wise dark blue: A deep primary color which symbolises knowledge, wisdom, going deeper, calm and quality. This color will primarily be used for text.



white: A secondary color but important to create a clean and elegant feel.



Gradients for a dynamic and modern look and feel. Can also be used to guide people's attention to the focus area or a message.

NOTE: As the digital design evolves more secondary and call-to-action colors will most likely be added to the identity.

FONTS

Primary font: Titillium

A Google Font with 11 styles

Titillium Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@?!:;

Titillium Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@?!:;

s a
R G e

The typography has a strong modern look and the same simple and clean shapes as the logotype. The combination of sharp lines with soft corners gives it a digital feel. – In many ways it is also the same visual rytm as most modern Hebrew fonts.

Text example (Header: 30/30 and Body: 9/12)

**Ready to learn
Hebrew?**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

IMAGES

DaDEL images should have a light, clean and effortless look and feel, showing the positive impact DaDEL will have on the students and their ability to more easily learn new languages. The images have to show a believable setting and learning situations from the student's point of view. The images should always include people.



GRAPHIC ELEMENTS



"Books" with gradient colors



Button



Collage of "books" for background graphics and a strong branding.

GRAPHIC EXAMPLES



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learning Hebrew?

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sign up for a free learning session at
www.pagename.nl →



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