

# Ei Brand Book



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## ABOUT Ei

Ei (Educational Initiatives) is a leading ed-tech company dedicated to fostering a global environment where children learn with understanding. With two decades of data, profound pedagogical research, and cutting-edge technology, Ei enhances student learning outcomes through top-notch assessments and learning solutions.

Trusted by over 10,000 schools worldwide and numerous governments, Ei partners in various initiatives and projects.

## VISION

Creating a world where children everywhere are learning with understanding.

## MISSION

To empower every child with the opportunity to learn with understanding and become enablers of change, by leveraging deep pedagogical research, large-scale student data, and cutting-edge educational technology, including AI-powered learning and assessment solutions.



# LOGO

GUIDING IDENTITY

**EDUCATOR**

**INDIVIDUAL**

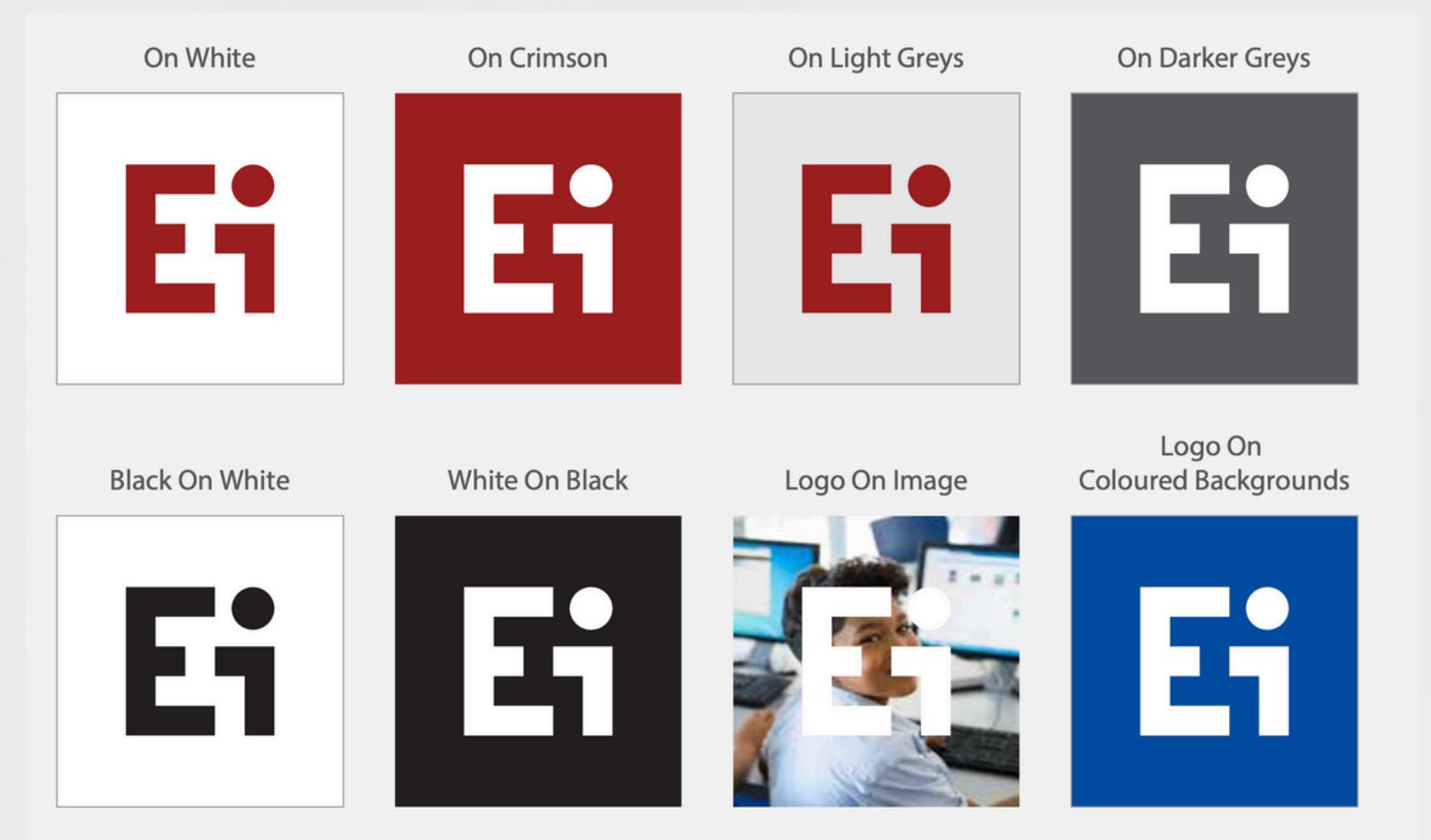


**EDUCATOR - STUDENT  
INTERACTION**

# LOGO

## CLEAR SPACE GUIDELINES

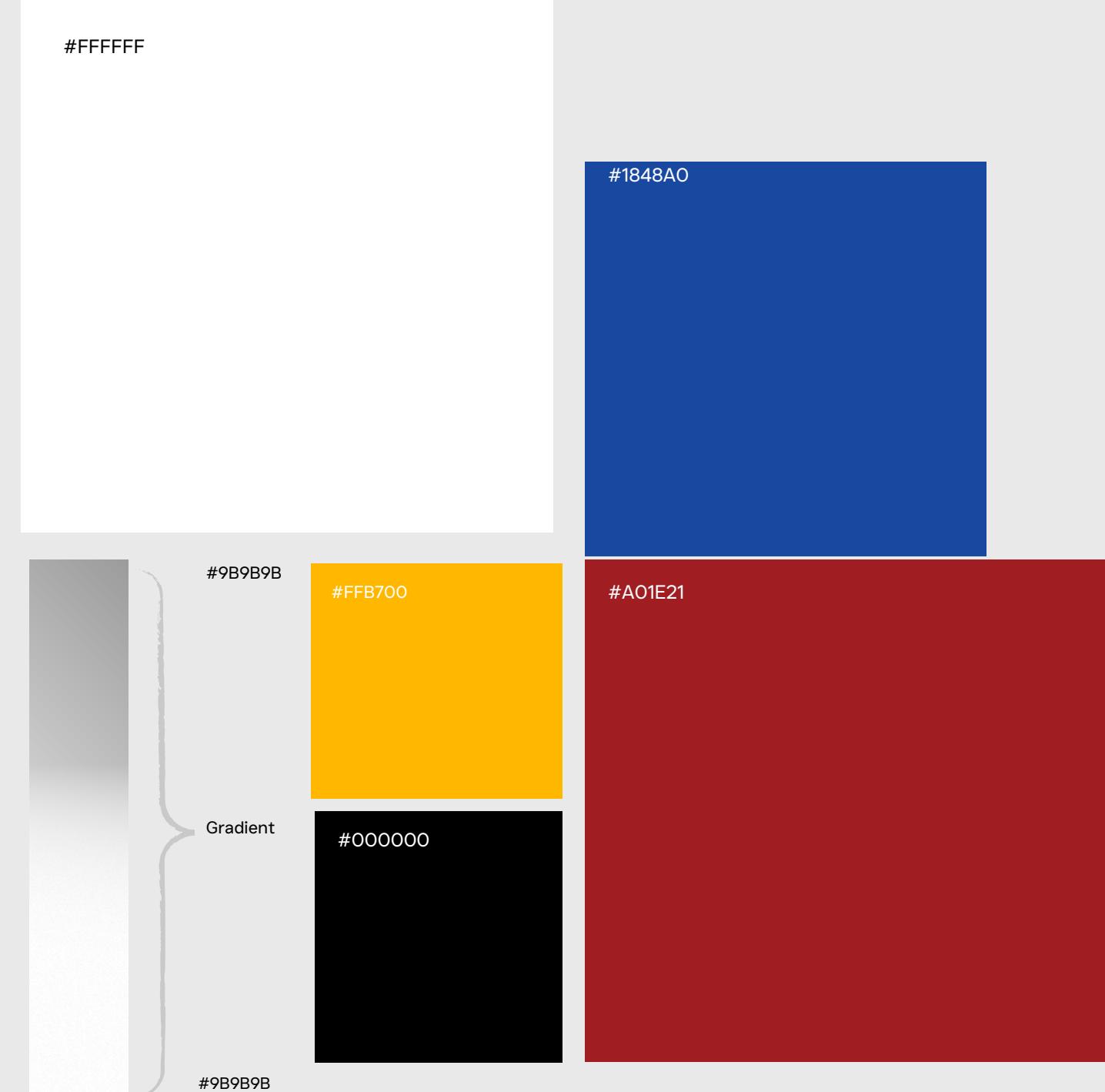
Ensure ample clear space around the logo to maintain its visual integrity and impact.



# COLORS

## COLOR USAGE RULES

Our color palette is designed to evoke a sense of trust, and innovation, reflecting our brand's core values. Each colour is carefully chosen to communicate our professional and forward-thinking approach.



# TYPOGRAPHY

WORDS THAT SPEAK,  
FONTS THAT DEFINE

# Aa

Our typographic choices are designed to convey clarity and professionalism. We use "JUST Sans" and "Poppins" typefaces to maintain a clean and modern aesthetic.

## Poppins:

Regular, Bold, and Light for headings and highlights.

**black**   **bold**   regular   light

## JUST Sans:

Regular and light for body text.

regular   light   extra light

# TYPEFACE

Aa

JUST Sans REGULAR

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789@#\$%&\*+!

Bb

JUST Sans Light

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789@#\$%&\*+!

# TYPEFACE

Aa

Poppins REGULAR

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789@#\$%&\*+!

Bb

Poppins Bold

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789@#\$%&\*+!

# IMAGERY

- MINIMAL
- CLEAN

Learning with  
Understanding



# IMAGERY

## PHOTOGRAPHY

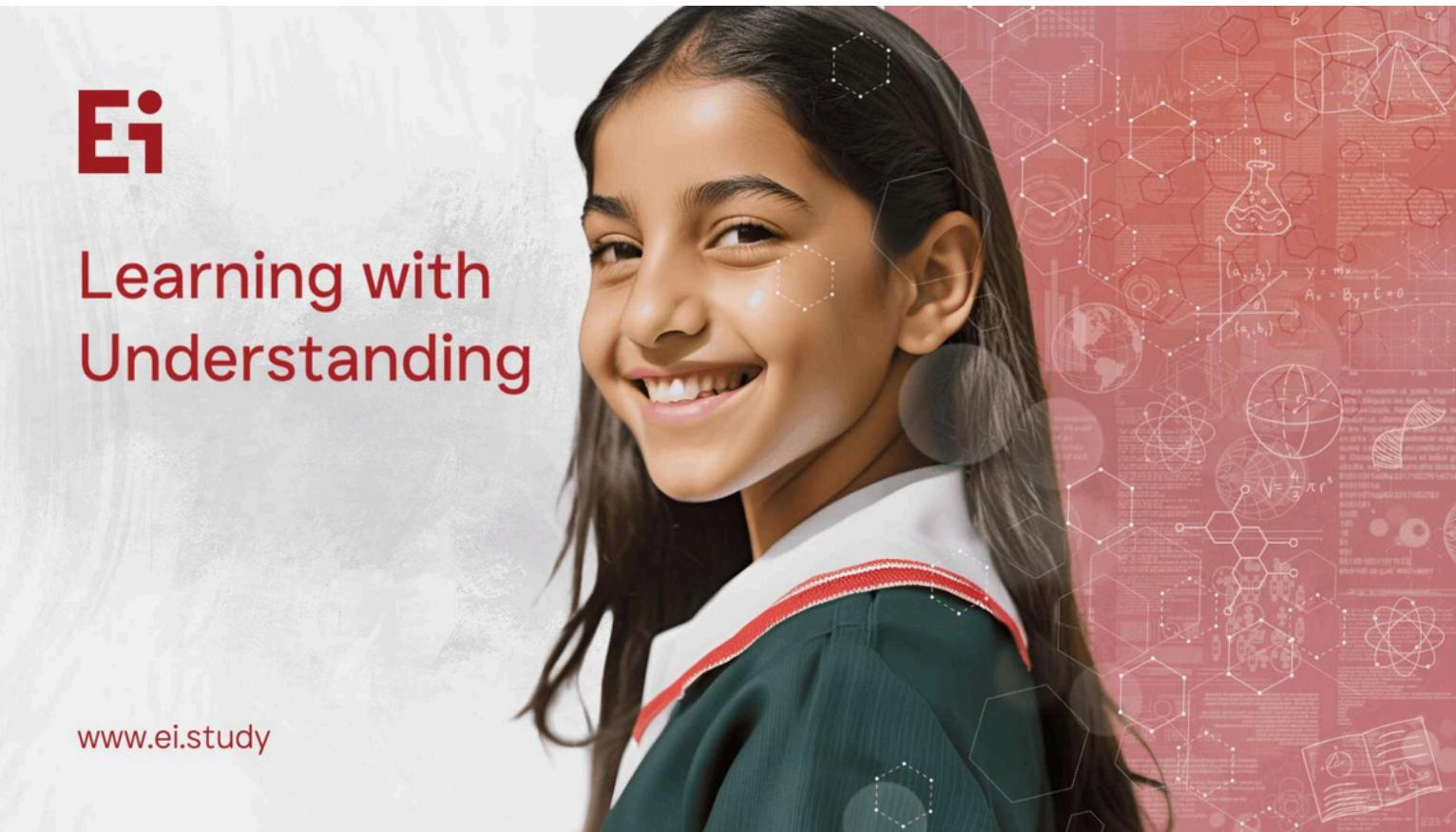
Our imagery captures the essence of learning and innovation. Use high-quality photographs that reflect active engagement, innovation, and the joy of discovery. Images should inspire and resonate with our mission of understanding and educational empowerment.



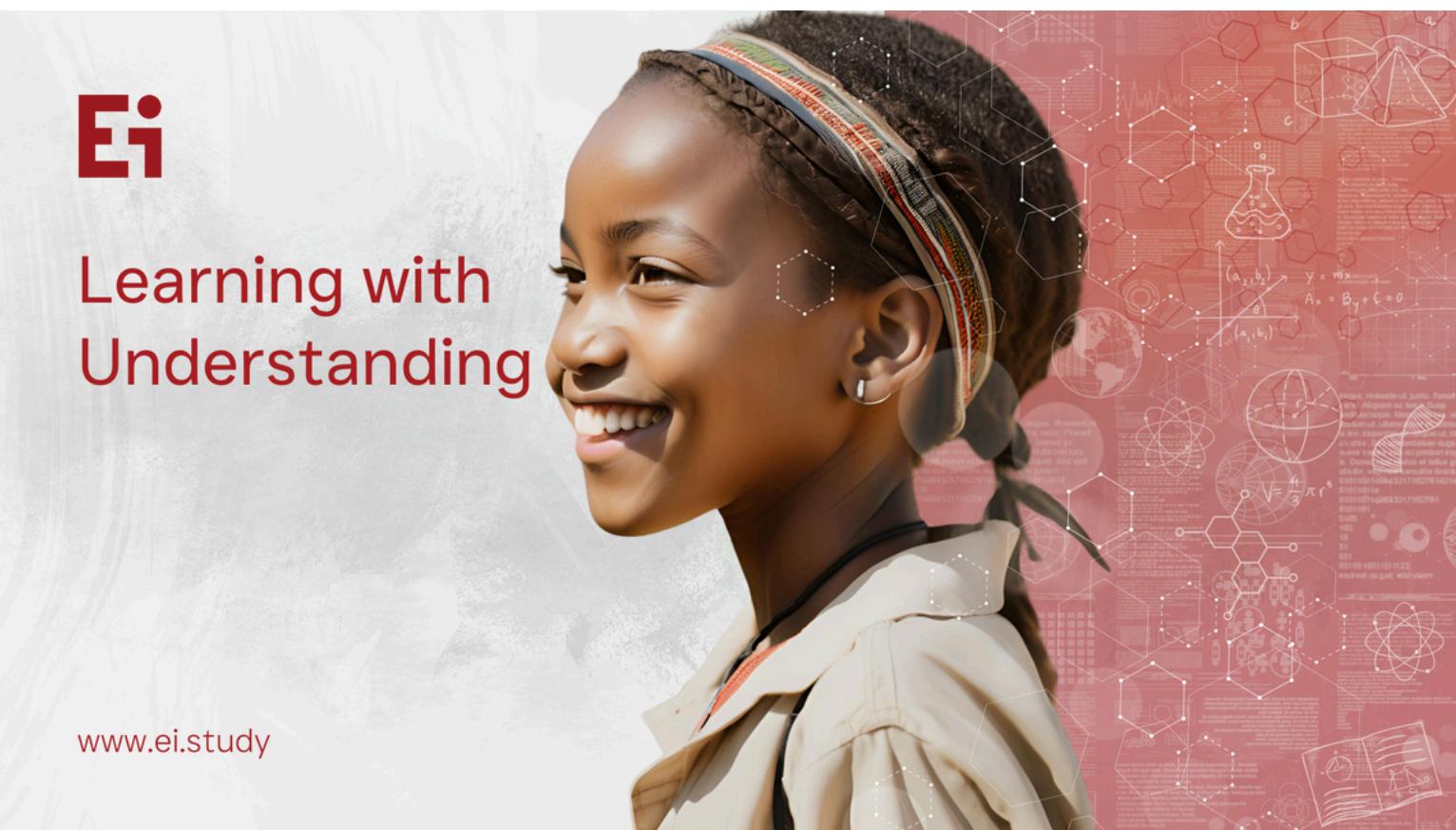
# IMAGERY

## GENARATIVE AI

Integrate generative AI visuals to illustrate our commitment to cutting-edge technology. Ensure the images align with our brand values of innovation and understanding.



[www.ei.study](http://www.ei.study)

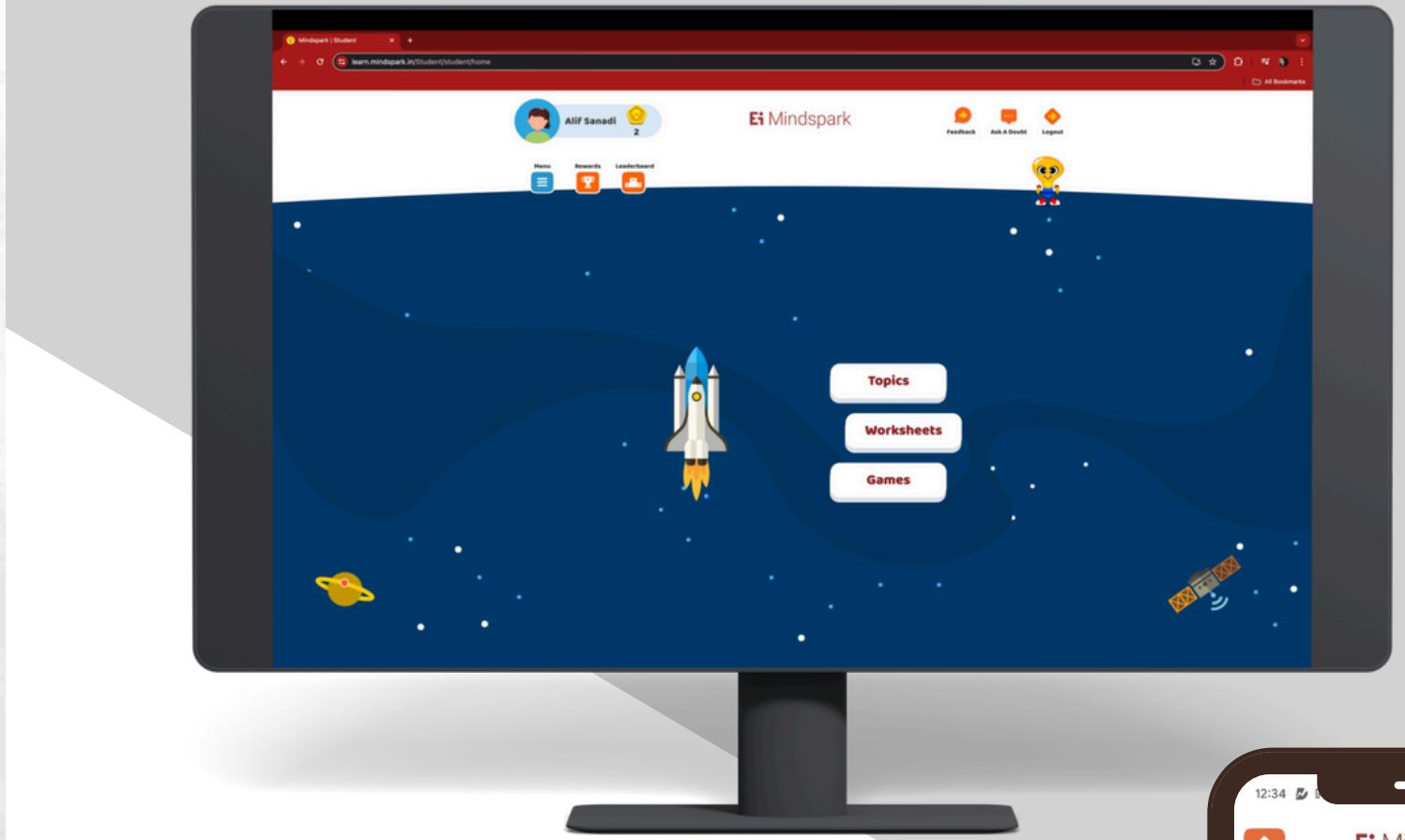


[www.ei.study](http://www.ei.study)

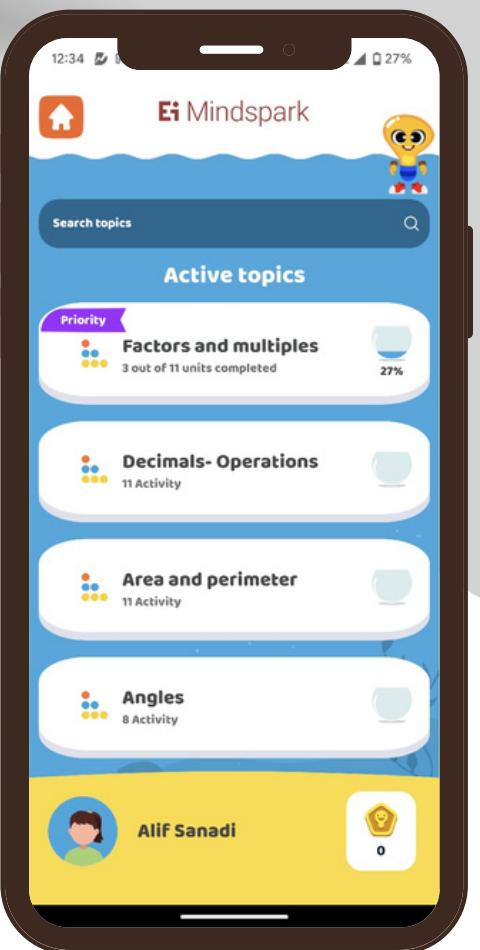
# MOCKUP

## SHOWCASING POTENTIAL

Our mockups showcase the real-world application of our solutions, highlighting their transformative impact.



The mobile version provides flexible, on-the-go learning with a responsive and intuitive design.



The computer version offers an interactive, user-friendly interface for comprehensive learning and assessment.

# ICONS

Icons enhance the user experience by providing clear and recognisable visual cues.



Creating a world where  
children everywhere are  
learning with understanding

**Contact**  
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