V1.0 **Asclepius Tutoring**Brand Identity

LogoFull Version

The logo is built around a cross, a universally recognisable symbol in medicine. The colour palette of blues is trustworthy and friendly and references the national colours of the home country of the God Asclepius, Greece.

ASCLEPIUS TUTORING

LogoSimple Version

A simplified and scalable version of the main logo for uses at small sizes and where the full version doesn't allow.

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ASCLEPIUS

ASCLEPIUS

Logo Symbol

Non typographic version of the logo.



Colour Palette

The colour palette of blue is based on the national colours of Greece, the home country of Asclepius. They are also friendly, knowledgable, trustworthy and contemporary.



Typography Primary

To be used for headers and body copy. Antwerp is an extremely legible typeface which appears intelligent and trustworthy.

Antwerp Semi Bold

Affordable, quality tutoring for aspiring medics.

Antwerp Medium

Affordable, quality tutoring for aspiring medics.

Antwerp Regular

Affordable, quality tutoring for aspiring medics.

Typography Secondary

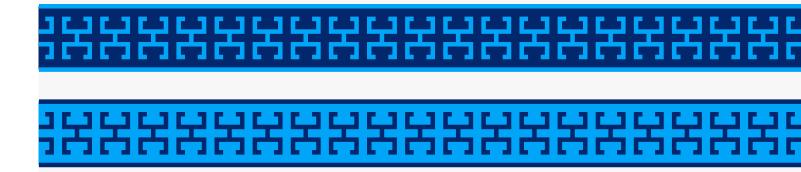
To be used for sub headers in upper case only. ATC Harris adds a technical and scientific dimension to the branding.

ATC HARRIS BOLD MORE ABOUT OUR SERVICES

ATC HARRIS REGULAR
MORE ABOUT OUR SERVICES

Other Elements Brand Pattern

A reference to traditional Greek patterns, the brand pattern subtely incorporates the cross symbol and the brand colours.



Website Home Page

A vibrant introduction to Asclepius that instantly tells the visitor what the company does. It's important to keep people interested by making it easy for them to understand what is being offered.

ASCLEPIUS ABOUT SERVICES CONTACT

Affordable, quality tutoring for aspiring medics.



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The website scrolls from top to bottom, with the brand pattern used as dividers to break up the different sections. Clickable buttons are available to take you to a more detailed look at that section.

ASCLEPIUS

ABOUT

SERVICES

CONTACT

Affordable, quality tutoring for aspiring medics.



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WHO ARE WE?

We are a group of medical students who understand the difficult process of getting into and coping with medical school. We believe that we can make a huge difference in strengthening a student's application and also providing them with the necessary techniques to thrive at medical school.

We are an experienced enthusiastic group of tutors who understand the difficulties of university, each of whom has a training session with Asclepius before they start work with a client.

We all believe that there were things that we wish we'd known before applying to medical school which would have helped us make tricky decisions and none of us felt that we had the relevant support from our schools.

MORE ABOUT US

Thanks!