

V1.0

# Asclepius Tutoring Brand Identity

## Logo Full 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**

## Logo Simple Version

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

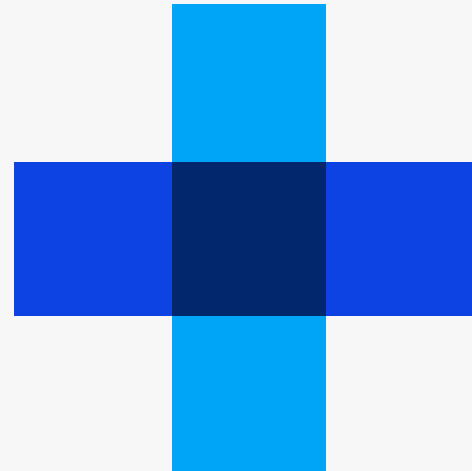
ASCLEPIUS

ASCLEPIUS

ASCLEPIUS

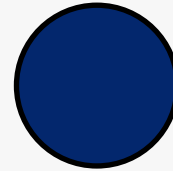
# Logo Symbol

Non typographic version of  
the logo.

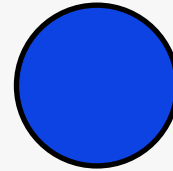


## Colour Palette

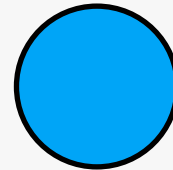
The colour palette of blue is based on the national colours of Greece, the home country of Asclepius. They are also friendly, knowledgable, trustworthy and contemporary.



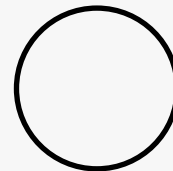
Navy



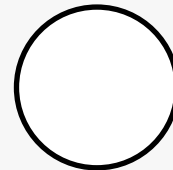
Bright Blue



Light Blue



Light Grey



White

## 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 subtly incorporates the cross symbol and the brand colours.





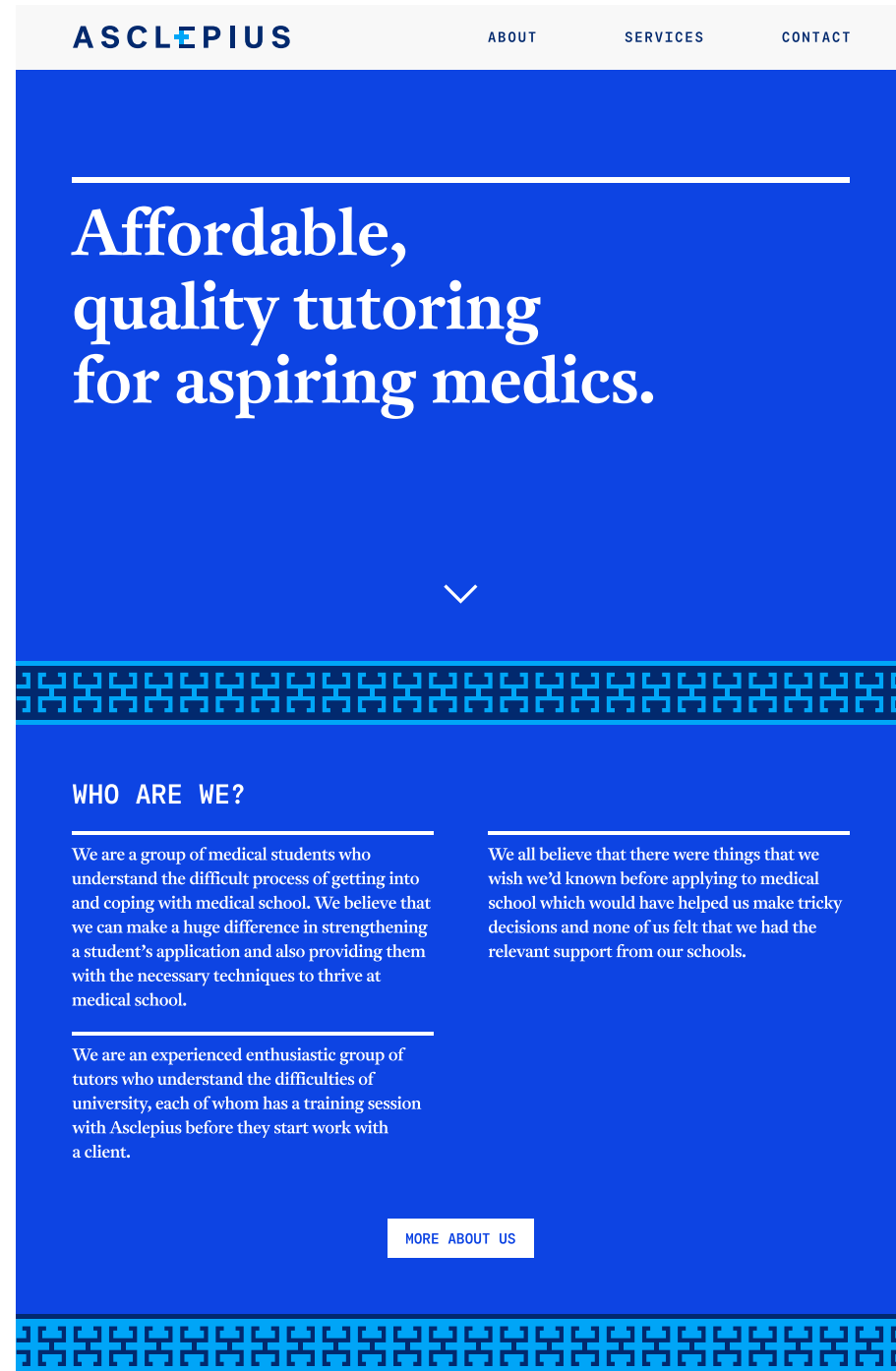
## Website Home Page

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.



## Website Extended

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.



**Thanks!**