WHERE CHILDREN COME FIRST

HELEN DORON ENGLISH
Branding Guide 2016

www.HelenDoron.com

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1. INTRODUCTION

The Helen Doron brand is a global entity which brings tremendous value to your learning centre. Recognized and respected worldwide, the brand connects you to nearly 900 learning centres worldwide. A Helen Doron English logo and branded décor conveys to others that you are a high-quality, specialized operation with unique offerings specific to Helen Doron English Learning Centres. The Helen Doron brand is more than a logo or a catch phrase, it is a symbol of quality and the first English as a second language programme to provide comprehensive learning for babies through teens.

These guidelines set the tone and framework for properly displaying the Helen Doron brand. They also highlight advertising materials, graphic elements, and templates created by Helen Doron Headquarters that properly use the brand guidelines. We recommend that they be followed as closely as possible, using revisions solely when needed to accommodate language and cultural differences.

Helen Doron English branding materials work in concert with each other. The exterior and interior decor elements blend to create a harmonious and unified statement. When branded correctly, each Learning Centre, regardless of location or structure, represents a clear and consistent identity that can easily be recognized as Helen Doron English throughout the world.

All revisions, including translations of original materials, must be submitted to Helen Doron Headquarters through an account manager for approval.

2. SIX RULES OF BRANDING CHECKLIST

HELEN DORON ENGLISH 6 RULES OF BRANDING

01 The Logo

Appears on a clean white background or on the white sticker. Nothing should be placed over the logo, or share the space around it.

CLEAN WHITE BACKGROUND

COLOUR BACKGROUND

LOGO COLOUR PALETTE

B:100% R:0, G:0, B:0

C:100% R:0, G:174, B:239

02 The Wave

The wave element appears with the correct colours in the correct order, with the correct amplitude and width.
It begins and ends a small distance from the edges of all collaterals.
Place the Helen Doron logo with sticker on the right hand side of the wave.

WAVE AMPLITUDE & WIDTH
width = A x 15
A = 1/2 height

SPACE LEFT AT BOTH ENDS

A x 15

WAVE COLOUR PALETTE

C:9, M:100, Y:37, K:0 R:217, G:24, B:104

C:7, M:2, Y:100, K:0 R:244, G:228, B:2

C:0, M:40, Y:100, K:0 R:250, G:165, B:26

C:12, M:100, Y:100, K:3 R:208, G:32, B:39

C:81, M:17, Y:100, K:4 R:48, G:150, B:70

C:100, M:92, Y:32, K:31 R:29, G:41, B:89

C:69, M:61, Y:11, K:0 R:100, G:107, B:162

03 The Colours

Large areas of background colour only appear in the approved branded colour palette.

BACKGROUND COLOUR PALETTE

HDE CYAN
C:100
R:0, G:174, B:239

HDE ORANGE
M:35, Y:100
R:252, G:175, B:23

HDE BLUE
C:96, M:72, Y:3
R:9, G:88, B:165

HDE VIOLET
C:71, M:71
R:98, G:94, B:169

04 The Taglines

Where Children Come First
Connecting the Next Generation
Seriously Fun Learning (for teen materials)
These are the approved Helen Doron taglines and must appear in English at the top of all collateral.

Helen Doron
ENGLISH TAGLINE

TRANSLATED TAGLINE

05 The Images

Use ORIGINAL illustrations and photos.

All images must be approved by Helen Doron Headquarters

06 The Font

The FUTURA FONT FAMILY is used for all Helen Doron printed materials. On all digital materials use CALIBRI.

For all printed materials use the **Family** FUTURA
abcdefghilmnopqrstuvzxyk
abcdefghilmnopqrstuvzxyk

For all digital use CALIBRI
abcdefghilmnopqrstuvzxyk
abcdefghilmnopqrstuvzxyk

3.   LOGO

There are three logos associated with the Helen Doron English brand. The Helen Doron English logo is the primary logo and should be used when referring to Helen Doron English in general and covers all programmes for all ages. It must appear on a clean white background (1.a) or on the white sticker (1.b). Nothing should be placed over the logo or in the surrounding space.

Helen Doron headquarters marketing materials do not use the Early English logo (1.c) but it may be used locally as an alternative logo when referring to Helen Doron Early English programmes only.

The Teen English Logo (1.d) may be used when referring to Helen Doron Teen English programmes only.

Only one logo may appear on collateral. Never use multiple logos together.

(1.a)   (1.b)

(1.c)   (1.d)

3.1   Logo Colours

All of the above logos must be used in full colour.

3.2   Logo Colour Palette

Helen Doron
Teen English
logo only

Black:100%	Cyan:100%	Magenta:100%, Yellow:100%
M: 0, Y: 0, C: 0	M: 0, Y: 0, K: 0	C: 0, K: 0
R: 0, G: 0, B: 0	R: 0, G: 174, B: 239	R: 255, G: 0; B: 0

3.3   Black or White Logo

When full colour rendition is not feasible, the single colour logo may be used in black or white, depending on the background colour.

3.4   Logo Size and Placement

The minimum logo size is 30mm in width when using the Helen Doron English, Helen Doron Early English or Helen Doron Teen English logos on printed materials. Always place logos on a white background, surrounded with free space equal to or greater than the height of the uppercase letters as indicated below with an X.

3.5   Logo use on Dark or Coloured Backgrounds

Use the Helen Doron English logo with the white background (1.b) when dark or coloured backgrounds are used.

3.6   Registered Logo

The Helen Doron Logo is registered and the placement of the registration mark cannot be moved or changed.

3.7   Registered Kevin Image

The image of Kevin may only be used on its own only when using the registered trademark.

3.8 Examples of Incorrect Use of Logo

Do not place on dark background, colours or images

Do not use the logo without the registration mark

Do not rearrange or distort the logo

Do not use any other colours

Do not use other fonts

Do not distort the logo's proportions

Do not distort, colour or change the white area behind the logo

Do not distort, colour or change the white area behind the logo

4. WAVE

The rainbow wave is a key visual element of the Helen Doron English brand and must appear on all Helen Doron English branded collaterals, with several noted exceptions for Social Media. Three elements define the rainbow wave and make it unique to the brand.

- Colour set
- Wave amplitude
- Width and length of the colour bar

4.1 Rainbow Colours

The Helen Doron English Colour Set consists of seven different colours that must always be placed in the correct order as listed below.

MAGENTA	YELLOW	ORANGE	RED	GREEN	BLUE	PURPLE
C:9, M:100 Y:37, K:0	C:7, M:2, Y:100, K:0	C:0, M:40 Y:100, K:0	C:12, M:100, Y:100, K:3	C:81, M:17, Y:100, K:4	C:100, M:92, Y:32, K:31	C:69, M:61, Y:11, K:0
R:217, G:24, B: 104	R:244, G:228, B:2	R:250, G:165, B:26	R:208, G:32, B:39	R:48, G:150, B:70	R:29, G:41, B:89	R:100, G:107 B:162

4.2 Wave Amplitude

The wave amplitude is defined by the ratio between the height and the length from the centre of the wave to its highest point.

A x 15
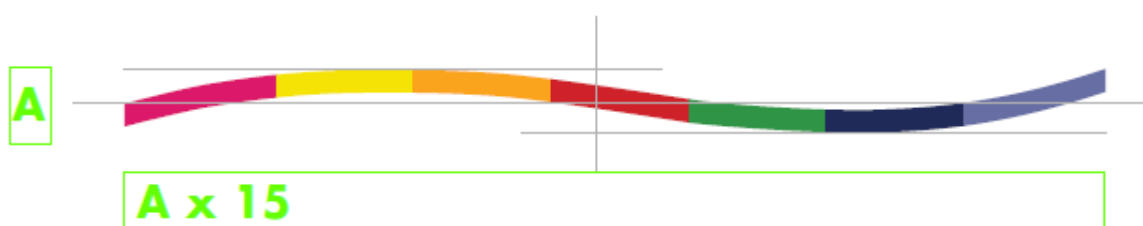
4.3 Wave Width and Positioning

The wave should not extend to the edges of the collateral, see example. When using a solid colour background below the wave, the coloured background should come up to mid-height of the wave.

The logo should preferably be positioned on the right side of the wave and should fill 1/3 of the total wave length.

NOTE SPACE AND POSITION AT BOTH ENDS

5.   COLOURS

5.1   <u>Helen Doron English Background Colour Palette</u>

If a large area background colour is needed, please use this approved background colour palette. For printed material, use the 4 colour process (CMYK), for digital material use the 3 colour (RGB) process. Only one background colour should be used on any collateral.

CYAN
C:100
R:0, G:174, B:239

ORANGE
M:35, Y:100
R:252, G:175, B:23

BLUE
C:96, M:72, Y:3
R:9, G:88, B:165

VIOLET
C:71, M:71
R:98, G:94, B:169

5.2   <u>Helen Doron Teen English Colour Palette</u>

CYAN
C:100
R:0, G:174, B:239

MAGENTA
M:100
R:236, G:0, B:140

GREEN
C:43, Y:100
R:159, G:204, B:59

5.3   <u>Baby's Best Start and Toddler's Best Start Colour Palette</u>
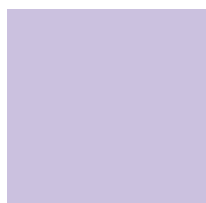
LAVENDER
C:18, M:22
R:204, G:194, B:224

6. TAGLINES

Approved Helen Doron English taglines appear below. One of the three taglines must be added to the top of all collateral. (Note: Seriously Fun Learning is for Teen English materials only.) Taglines must always be in the English language; when necessary, a local language version may be used in addition to the English version but may not replace the English tagline at the top of the page.

<div align="center">

Where Children Come First

Connecting the Next Generation

Seriously Fun Learning/English/Listening

</div>

An exception to this rule is in the case of various digital collateral such as web banners and Facebook posts where, due to size constraints, there may not be room for the tagline or for posts intended for boosting. In these instances, the tagline may be omitted.

<div align="center">

Helen Doron
ENGLISH TAGLINE

✔

TRANSLATED TAGLINE

</div>
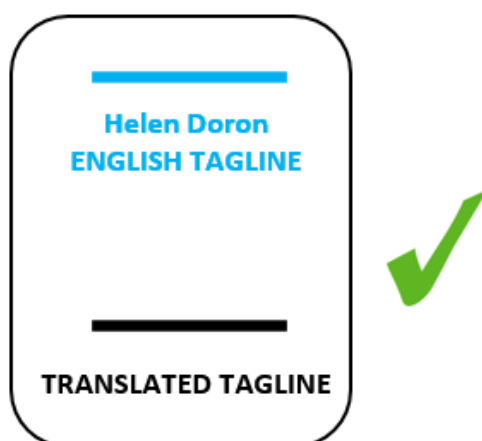
Example of Tagline Use – Where Children Come First
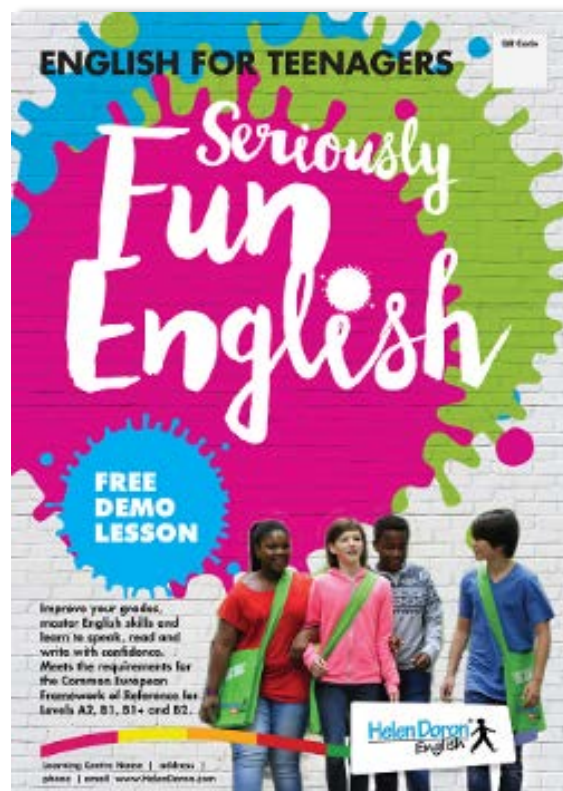
Example of Tagline – Seriously Fun English (Teen English materials)

7. IMAGES AND ILLUSTRATIONS

Helen Doron Headquarters provides a collection of approved graphic illustrations and photographs which can be found on Media Gallery. These original photos and images should be used in Helen Doron English marketing collaterals, when images are needed. New photographs and illustrations are periodically added and older ones removed.

7.1 <u>Approved Images and Illustrations</u>

Only Helen Doron English approved illustrations and photos may be used in marketing collaterals. If there is a question about whether a particular graphic or photo has been approved, it should be submitted to Headquarters through an account manager.

You may conduct your own localized photo shoot if needed. It is highly recommended that you discuss this with your Account Manager and that Helen Doron Headquarters Marketing is involved in the process. In any case, all images must receive Headquarters Marketing department approval before being used and a signed parental release form for each person appearing in photos must be obtained.

Occasionally, a style of image that is not on Media Gallery may be needed. In such cases, it may be necessary to purchase an image from a commercial image bank such as iStock or Shutter Stock. Use of such images should be limited to short-term digital campaigns and promotions; these require Helen Doron Headquarters approval.

7.2 <u>Illustrations on Media Gallery</u>

Media Gallery contains a broad range of illustrated characters from Helen Doron English pedagogic materials. Use keyword search 'characters' or type in the individual character's name, 'Granny Fix', for example to locate images on Media Gallery.

8.   FONT

8.1   <u>**Futura Font**</u>

The correct font is an essential component of correct branding. The main Helen Doron font is Futura, a sans-serif face that is clear, easy to read, and widely available. The Futura Fonts Family offers a great variety. **Use this font for all types of print materials.**

<div align="center">

Futura Light

Futura Light Italic

Futura Regular

Futura Bold

Futura Bold

Futura Extra Bold

</div>

8.2   <u>**VAG or Ariel Font**</u>

These fonts may be used **only** for Baby's Best Start and Toddler's Best Start collateral. **Use this font for all types of print materials.**

<div align="center">

Vag Rounded LT Bold

Vag Rounded LT Light

Ariel Rounded

</div>

Use Futura**, Ariel Rounded or** Vag **for all print materials (8.1, 8.2):** (advertising, stationery, flyers, billboards, compliment cards, folders and business cards)

8.3   Calibri Font

Calibri

Calibri Light
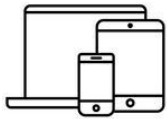
Use Calibri for all digital materials **(8.3)**: (PowerPoints, official emails, websites, landing pages)

9.   COPYRIGHT NOTICE

Helen Doron English copyright notice **(9.b)** should be added when copyright is required in a book. For other materials use copyright **(9.a).**

10. STATIONARY, BUSINESS CARDS AND SIGNATURE

10.1 **Business Cards**

The approved size, font and graphic elements for Helen Doron English business cards are as follows:.

Size   50mm x 90mm

Font: Futura family

Graphics: Helen Doron English logo, cyan blue and wave (use of back side is optional)

Option 1   Option 2

Find these items on Media Gallery, keyword: **Business Card**

10.2 <u>Letterhead and Envelope</u>

Size   210mm x 297mm

Font: Futura family

Graphics: Helen Doron English logo, cyan blue and wave

Find these items on Media Gallery, keyword: **Letterhead, Envelope**

10.3 <u>Email Signature</u>

All emails must use a consistent signature with name, title, company name, telephone and mobile numbers and local website. The typeface used is Arial. Please use Arial bold and Cyan colour for the name and URL.

The Helen Doron English Web address (www.helendoron.xx) must appear in your digital signature.

Your Name | Your Title and Franchise Area
Office +000 (0) 0000000 | Mobile +000 (0)00 0000000
Email Address | Skype Address

www.HelenDoron.com

Excellence in English since 1985

Kangi Club | Helen Doron Radio | Google Play | App Store |

Find this item on Media Gallery, keyword: **Email Signature**

11.   MARKETING COLLATERAL

11.1 <u>**Posters, Billboards, Flyers and Ads**</u>

Helen Doron headquarters has produced a wide selection of marketing collateral templates. These collateral, and thousands more, are all available on Media Gallery for your use. They are design layout guides for you to use when designing materials.

The collateral may be subtly modified to satisfy local cultural preferences and needs but **the basic Helen Doron English brand rules –see 6 Rules of Branding, (2) must be adhered to without modifications.**

All localized, modified designs must be sent to Helen Doron Headquarters for final approval.

Sample Helen Doron English Poster / Ad

Sample Billboard

Sample Flyer

11.2 PowerPoint

The generic Helen Doron English Power Point template is available for you to use and can be found on Media Gallery, keyword: **PowerPoint**. Use Calibri fonts for PowerPoints.

Course-specific PowerPoints can be found on Media Gallery.

12. DIGITAL MEDIA

Whenever a Facebook, YouTube, Twitter, Instagram or LinkedIn page is created for any Helen Doron English entity (both national and local levels), the brand guidelines for using the Helen Doron English logo, wave and other brand elements must be strictly followed.

12.1 Thumbnail Image (Facebook, YouTube, Twitter, LinkedIn, Instagram)

Use only the specially created thumbnail image provided by Headquarters a 180x180 px branded image that includes the Helen Doron English logo and wave element may be used for social media sites. Sites such as Facebook, YouTube, Twitter and LinkedIn use a square image. The thumbnail can be found on Media Gallery, keyword: **Thumbnail**.

Sample Facebook Thumbnail

Sites such as **Instagram** will resize/reshape the image if you sign up using your Facebook account (recommended). When you do so the image for the thumbnail will be taken directly and automatically from your Facebook account and will resize itself to a round version of the standard social media logo.

12.2 Cover Photos (Facebook, YouTube, Twitter, LinkedIn)

Media Gallery contains many cover photos which can be localized with local learning centre images. Make sure that all images have a high enough resolution they are clear and without pixelization when uploaded. Images of the outside and inside of the learning centre, students and teachers in Helen Doron English classes, parties, and recent events are all good examples of appropriate images for the cover photo. **Before uploading any photos of children, a parental release form must be signed.** Note: Instagram does not use a cover photo.

Generic and course-specific social media covers and post images are available on Media Gallery.

12.3 **Digital Media Cover Image Dimensions**

Note that the cover image does not use the logo and wave as these elements are found in the approved thumbnail. Please take into account that text and button elements are placed by Facebook (and other Social Media) and make sure that important branding or other content are not hidden.

Facebook: 851x315px

YouTube: 2560x1440px

Twitter: 1500x1500px

LinkedIn: 974x300px

13. DECOR - LEARNING CENTRE EXTERIOR DESIGN

13.1 Learning Centre in a Box Décor Kit

Helen Doron English offers a set of 10 window stickers, 17 wall stickers and 18 PVC wall icons that will help you to properly brand your Learning Centre. This set of materials, a LC-in-a-Box is available to order from Helen Doron Headquarters or the materials may be downloaded from Media Gallery and printed locally. Find these items on Media Gallery, keyword: **LC_Box**

See (14) for Learning Centre interior design guidelines.

13.2 Signage

The Helen Doron English sign is one of the first visual images that customers see. Available as a street sign and door sign, it is simple, uncluttered and uses only branded colours. The logo should be highlighted and text must include the tagline, a local telephone number and URL.

13.3 Stand- Alone Learning Centre

The exterior of the stand-alone Learning Centre must advertise your programmes but fit within the surrounding environment. The exterior of your Helen Doron English Learning Centre should use proper branding elements so that passers-by have a clear and precise message that welcomes and brings them in and still reflects the creative and welcoming environment inside.

Sign – Stand-Alone Learning Centre

13.4 Storefront and Mall Learning Centre

Storefront and Mall Learning Centres have the advantage of foot traffic and high visibility to potential customers. The exterior of your Learning Centre will attract parents, children and passers-by and give a first impression of what you offer. Like all that you create, you want the outside of the Learning Centre to reflect the creative and welcoming environment inside.

Windows are an ideal way to attract attention. If parents pass by and see a class in action or a warm and inviting reception area, they will most likely stop to see what is going on.

Colour circles are an easy and immediate way to bring attention to your Learning Centre. Easy to produce, lots of flexibility in layout, this leaves lots of room for personalization. Different texts, sizes and colours to complement the branding wave are available on Media Gallery as part of the Learning Centre in a Box, Keyword: LC Box

## 14. DECOR—LEARNING CENTRE INTERIOR DESIGN

14.1 <u>Reception/Lobby Area</u>

The most important reasons to brand your reception/lobby area is to create credibility and reinforce the global brand. The ideally branded reception area should provide at a glance, information about classes, student registration, course materials, and other pertinent information. This area should include

- Welcome Sign (translated to local language)
- Helen Doron English logo and rainbow wave
- 3 Lobby Posters (in the correct order)
- Set of Kevin's affixed to the wall
- Matching course information sheets with image of learning sets

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The Welcome Sign is an obligatory poster identifying the Helen Doron Learning Centre. The Welcome sign should be translated. Either option,—with Helen's picture or without is acceptable. All posters should be simply framed or set in an acrylic Perspex frame.

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or
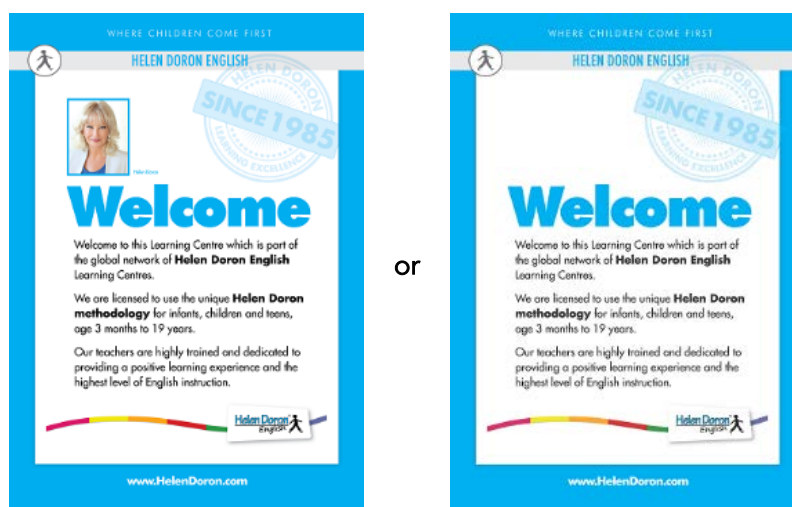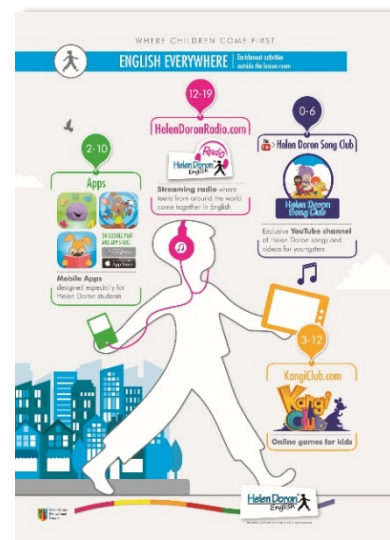
3 Lobby Posters (in the correct order)

Set of Kevin icons

Rainbow wave and Helen Doron English logo

The Kevin icons represent each of the Helen Doron English courses and should be posted with a matching coloured information sheet directly below the Kevin icons. Each information sheet should include an image of the respective learning set. Note: Kevin icons are part of the Learning Centre in a Box Kit (13.1)

The lobby area is the central waiting area for parents and children and needs to be comfortable, inviting and convey Helen Doron messaging. This is also the ideal location to show learning materials available for purchase such as ABC cards, Dragon Tale Series, Flupe dolls or other promotional materials.
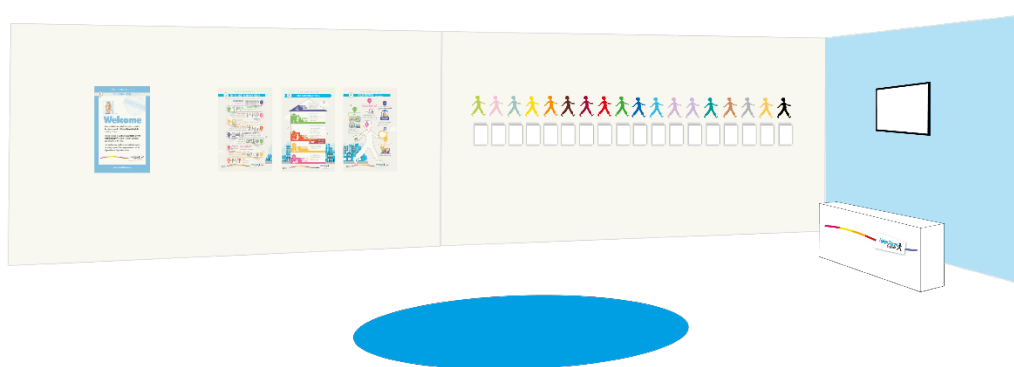
Properly Branded Learning Centre lobby area

14.2 Poster Decor

The Reception/Lobby area contains two types of posters: **permanent posters** that show course offerings and key messages as well as **changing campaign posters** such as holiday, new courses, registration, and new apps.
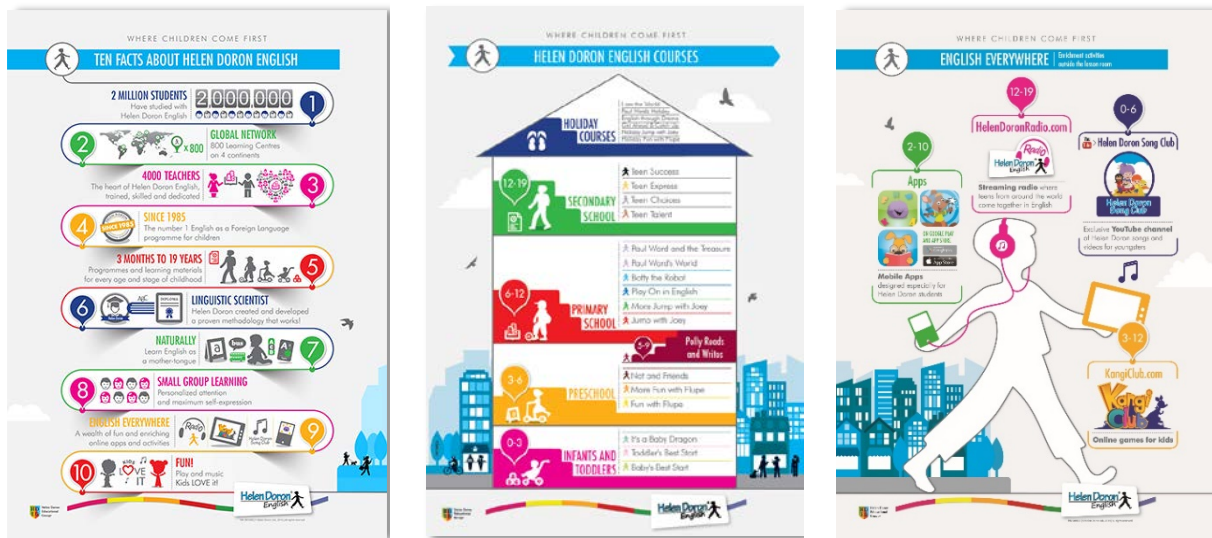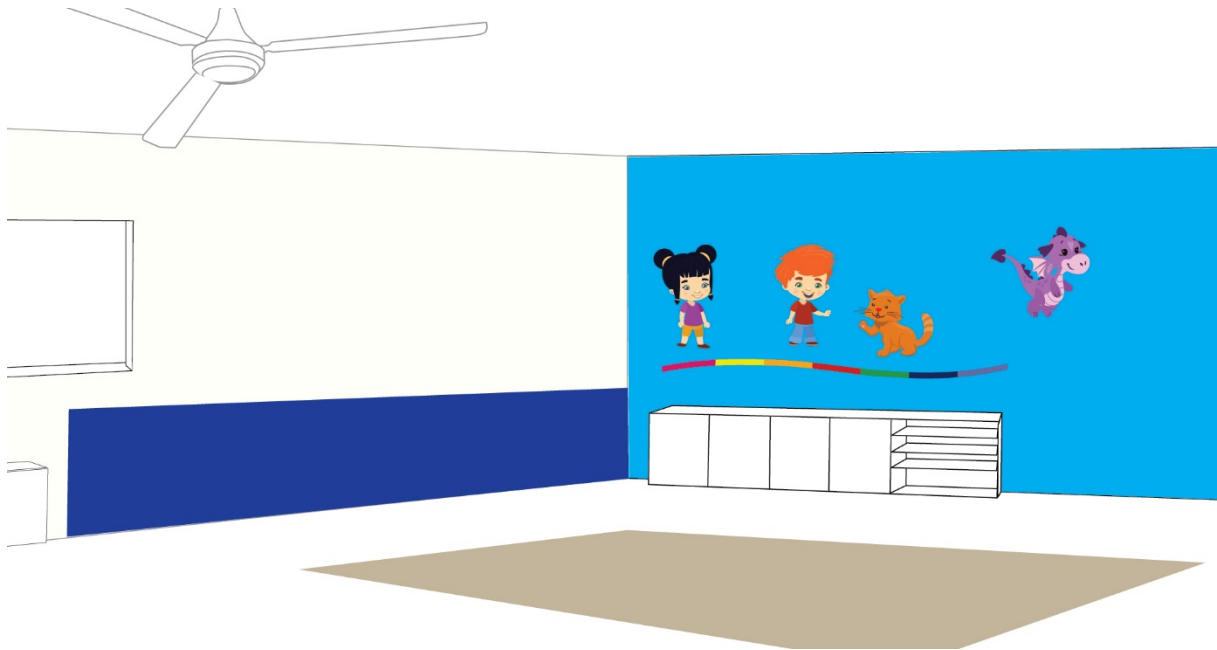

Permanent posters: Three-part series of lobby posters

Examples of changing campaign posters

14.3 <u>Learning Centre Classrooms</u>

Learning Centre classrooms can be decorated according to age groups, using graphics and course characters affixed to the walls. One wall in each classroom should be painted cyan blue.


Example of a classroom with décor for **babies and toddlers**. The classroom includes one wall in cyan blue and/or programme characters affixed to the wall.

Example of a classroom with décor for **primary school aged students**. The classroom includes one wall in cyan blue and/or program characters affixed to the wall. Relevant, course-related posters should be used.

Ideally, the teen room should include one full wall in cyan blue however several additional design options are available. The room could instead, include:

- Accents of cyan blue, such as a strip of colour on the wall

- Cyan accents on doorframe or window frames

- Wall hanging for teen room, available on Media Gallery

- Helen Doron Radio and Seriously Fun stickers from Teen English marketing collateral
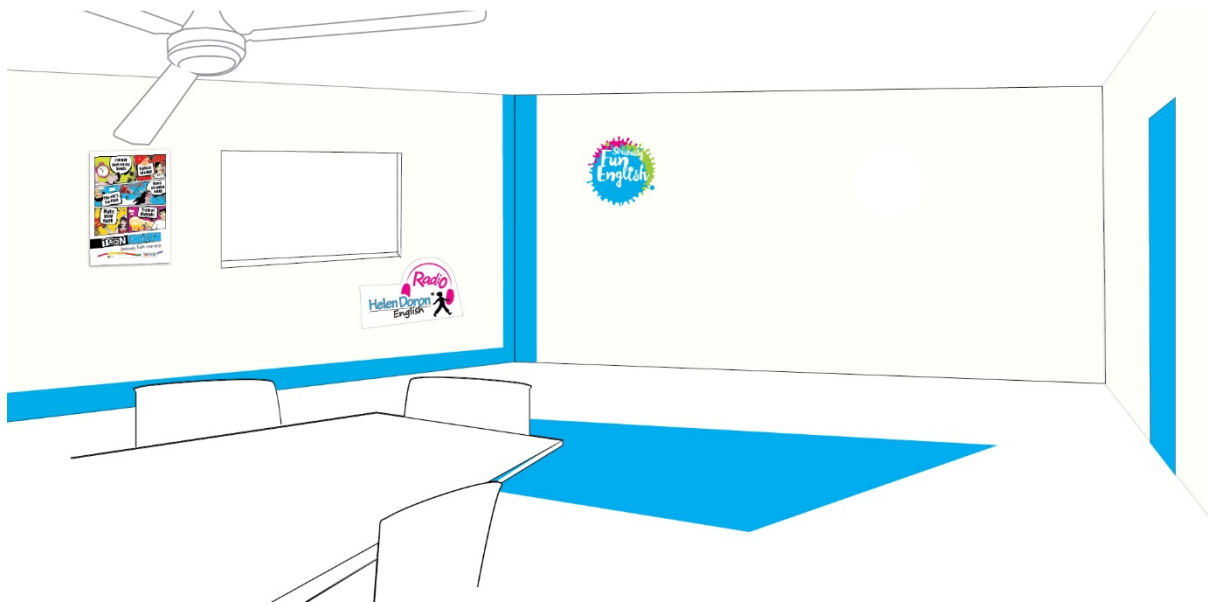
This **teen classroom** includes the tagline Seriously Fun Learning and Teen English pedagogic poster and/or Helen Doron Radio images on the walls