

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



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

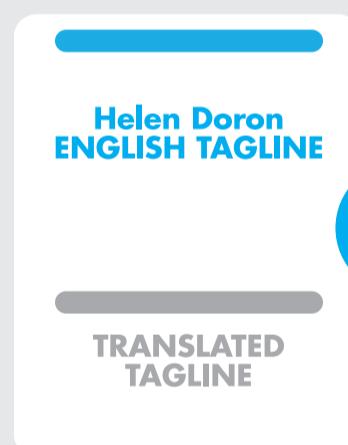
HDE VIOLET
C:71, M:71
R:98, G:94, B:169

04 The Taglines

Where Children Come First
Connecting the Next Generation

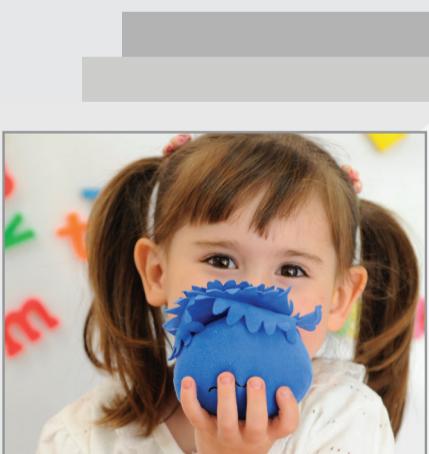
Seriously Fun Learning (for teen materials)

These are the approved Helen Doron taglines and must appear in English at the top of all collateral.



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**
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

For all digital use **CALIBRI**

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

