Multimedia Foundations 1 TERM 3-Logo Brand Guide Group: 1F Mr. P MWANSA Brand Guide

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STUDY BREEZE

Brand Guide

For Study Breeze tutoring website

E-LEARNING

Navigation Page

Company statement

Vision Statement

Our vision is to create a dynamic and supportive academic community where students from diverse backgrounds can excel and achieve their full potential through personalized, high-quality tutoring and educational resources.

Mission Statement:

Our mission is to connect students with qualified tutors who are passionate about enhancing academic performance. Through our user-friendly digital platform, we offer tailored tutoring sessions, homework help, and specialized training across a variety of subjects.

Main Logo Features

The Owl
The owl represents the out commitment to imparting wisdom and facilitating learning, highlighting the role of tutors as knowledgeable guides.

Two Stars
The two stars symbolize the achievement of academic goals, and the guidance provided by tutors to help students reach for the stars in their educational journey.

Feather in Book
The feather in the book emphasizes our focus on academic achievement and the process of learning. It signifies our role in helping students write their own success stories through education.

"Your Success, Our Mission"
This reinforces our dedication to the success of its students. It clearly states that the company's primary mission is to ensure that students achieve their academic goals.

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YOUR SUCCESS, OUR MISSION
STUDY BREEEZE

Seconday Logo

Seconday Logo

Submark Logo

The Logo Mark

The Word Mark

The Logo Mark

Logo Usage

Main Logo Usage

Minimum Size:
- **Print**: The minimum width for the logo should be 50mm to ensure legibility.
- **Digital**: The minimum width for the logo should be 250pixels to ensure clarity on digital screens.

Maximum Size:
- The logo can be scaled up proportionally as needed, but it should always maintain its original aspect ratio to avoid distortion.

Spacing
- **Clear Space**: Ensure there is a clear space around the logo to maintain its visual integrity and impact.
- No text, graphics, or other elements should be within this clear space

50mm/250px

Secondary Logo Usage

Watermarks: Apply the secondary logo as a watermark on images, videos, or content shared on social media.

App Icons: Utilize the secondary logo for mobile app icons where a simplified design is essential due to the small display size.

Branded Products: Print the secondary logo on merchandise like pens, hats, and other promotional items where a simpler design might be more effective.

Website Header/Footer: Use the secondary logo in the website header or footer where a more streamlined design might fit better with the overall layout.

Orientation: The secondary logo enhances our marketing versatility, allowing us to maintain a strong and consistent brand presence across Landscape formats
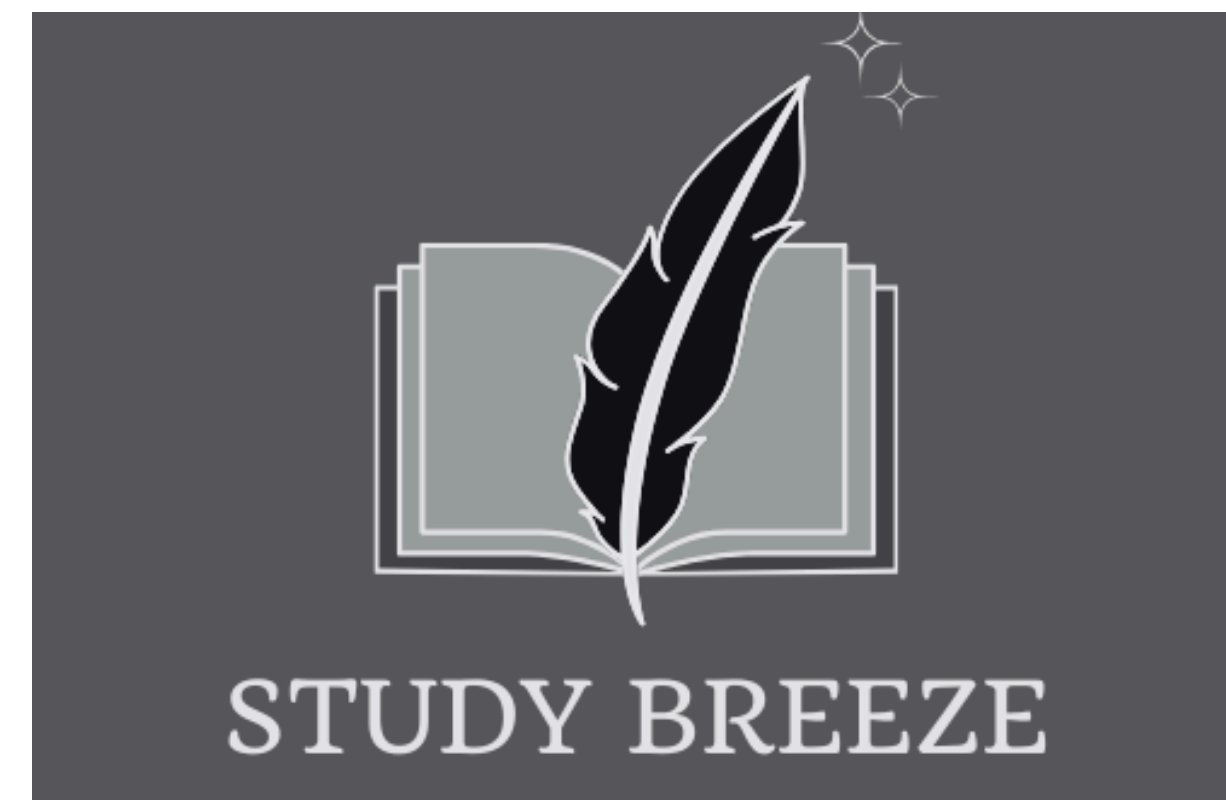
Incorrect Logo Usage

Distortion:
- Do not stretch or compress the logo in any direction. Always scale the logo proportionally.

Color Alteration:
- Do not change the colors of the logo. Always use the approved color versions.

Backgrounds:
- Do not place the logo on backgrounds that clash or make it difficult to read. Ensure sufficient contrast between the logo and the background.
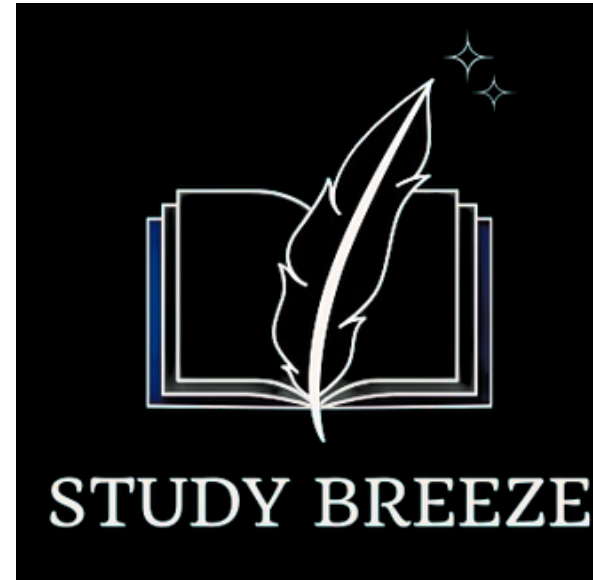- Avoid busy or patterned backgrounds that obscure the logo

Rotation:
- Do not rotate or tilt the logo in any direction.

Logo Variations

Logo Usage

Color Palette

Hex Code **#61E0E5**	Hex Code **#0297B2**	Hex Code **#04387E**	Hex Code **#A6A6A6**
CMYK **100% 97% 0% 52%**	CMYK **100% 0% 35% 54%**	CMYK **97% 56% 0% 51%**	CMYK **0% 0% 0% 35%**
RGB **0-4-123**	RGB **0-118-77**	RGB **56-126-1**	RGB **65-65-65**
USAGE **LOGO**	USAGE **LOGO**	USAGE **LOGO & ACCENT COLOR**	USAGE **LOGO & ACCENT COLOR**

Hex Code **#7E3F77**	Hex Code **#FF5A00**	Hex Code **#000000**	Hex Code **#009B21**	Hex Code **#000000**	Hex Code **#FFFFFF**
USAGE **HEALTH AND WELLNESS SCIENCES**	USAGE **EDUCATION**	USAGE **INFORMATICS AND DESIGN**	USAGE **ENGINEERING & THE BUILT ENVIRONMENT**	USAGE **FONTS ON LIGHT BACKGROUND**	USAGE **FONTS ON DARK BACKGROUND**

These colors reflect our brand's identity and personality

Typography

Font Overview

Font Hierarchy

Type Application

Logo Font

Red Hat Display Bold

For Headers

ABCDEFGHIJKLMNOPQRSTUVW XYZabcdefghijklmnopqrstuvwxyz1 234567890!@#$%^&*()

Study Breeze

FIRST YEAR CLASSES NOW OPEN

Elevate your learning with Study Breeze – the go-to tutoring platform for CPUT students!

Your Success, Our Mission

ELEVATE YOUR LEARNING TODAY

ELEVATE YOUR LEARNING TODAY

elevate your learning today

Lora Bold

STUDY BREEZE

Red Hat Display

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWX YZabcdefghijklmnopqrstuvwxyz1234 567890!@#$%^&*()

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Elements, Shapes, & Illustrations

At Study Breeze, the visual elements we use, including images, patterns, icons, and illustrations, are integral to maintaining a cohesive and recognizable brand identity.
Our visual assets are carefully selected and designed to reflect our core values and resonate with our target audience.

Photography