

Brand Standards Manual

RED ACADEMY

Contents

Brand Book

- 03 Welcome
- 04 Our Mission
- 05 Our Why
- 06 Our Values
- 07 Brand Personality
- 08 Our USP
- 09 Our Vision
- 10 Target Audience

Styleguide

- 12 Introduction
- 13 How We Speak
- 15 The Logotype
- 19 Colours
- 23 Typography
- 27 Imagery
- 31 Patterns
- 34 Iconography

In five years there will be will be 15,000 students in our program across the world. We are recognized as the Gold Standard in Tech Education. We are significantly oversubscribed due to our record of 100% student placement and high satisfaction rates. Our grads are returning to management consulting, finance, tech, and law, known for leadership, innovation, and impact. They go to work, lead projects, travel the world, and travel the world. They are the new stars of the industry. We have a network of hundreds of instructors who are successful; they are enlightened, fulfilling, and inspiring. They are the best in their field, regular key speakers at conferences, and major clients. Some head up their own companies, and others are part of a highly successful business owners and entrepreneurs. They are training div

This Is Our Brand Book.

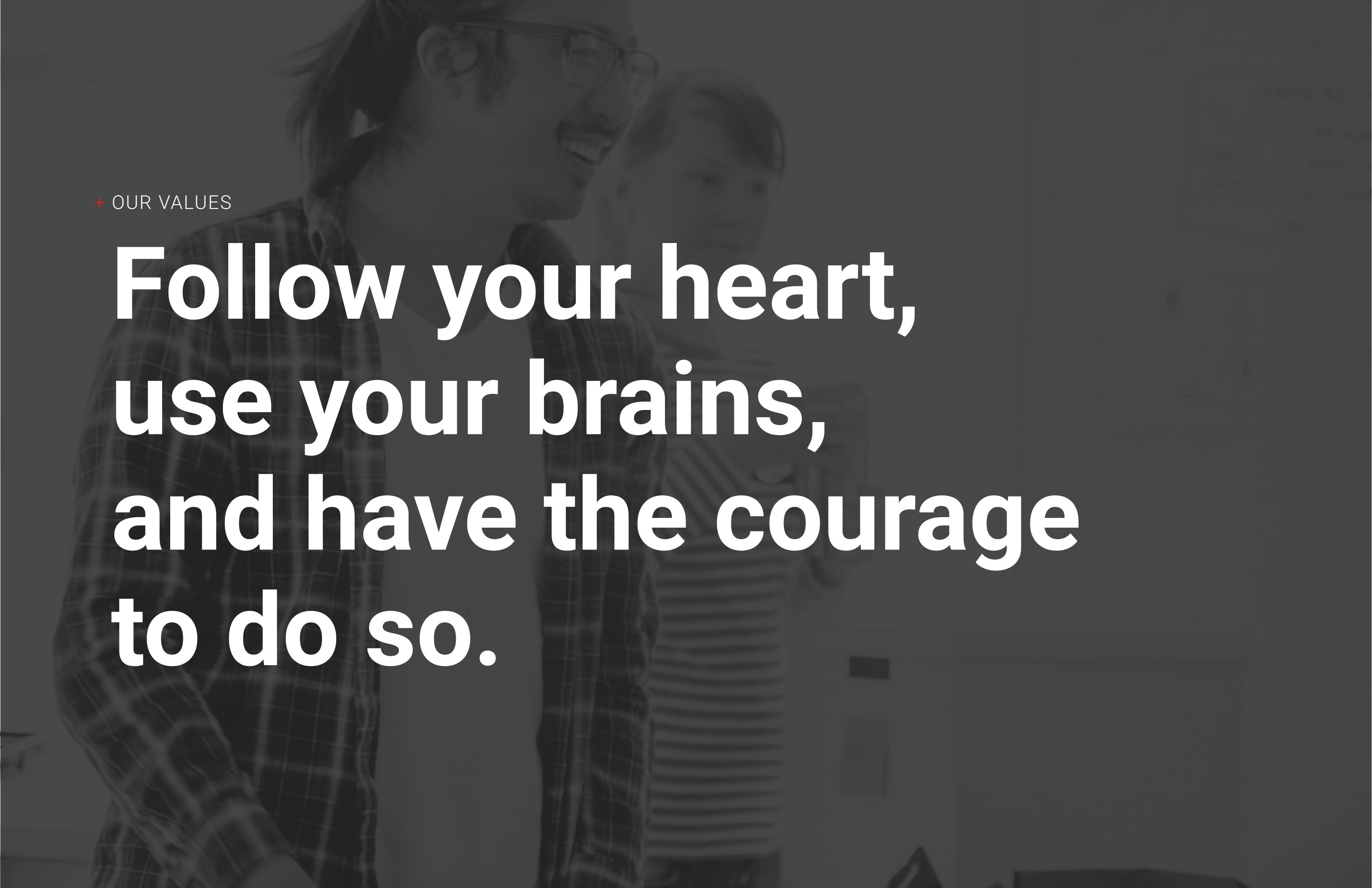
It's our reference point to ensure that RED Academy is always represented strongly and consistently as we communicate to the world. Every element in this book was shaped by the school's story, and crafted collaboratively by the people who embody the brand.

Our Evolutionary Purpose

REDEFINING EDUCATION

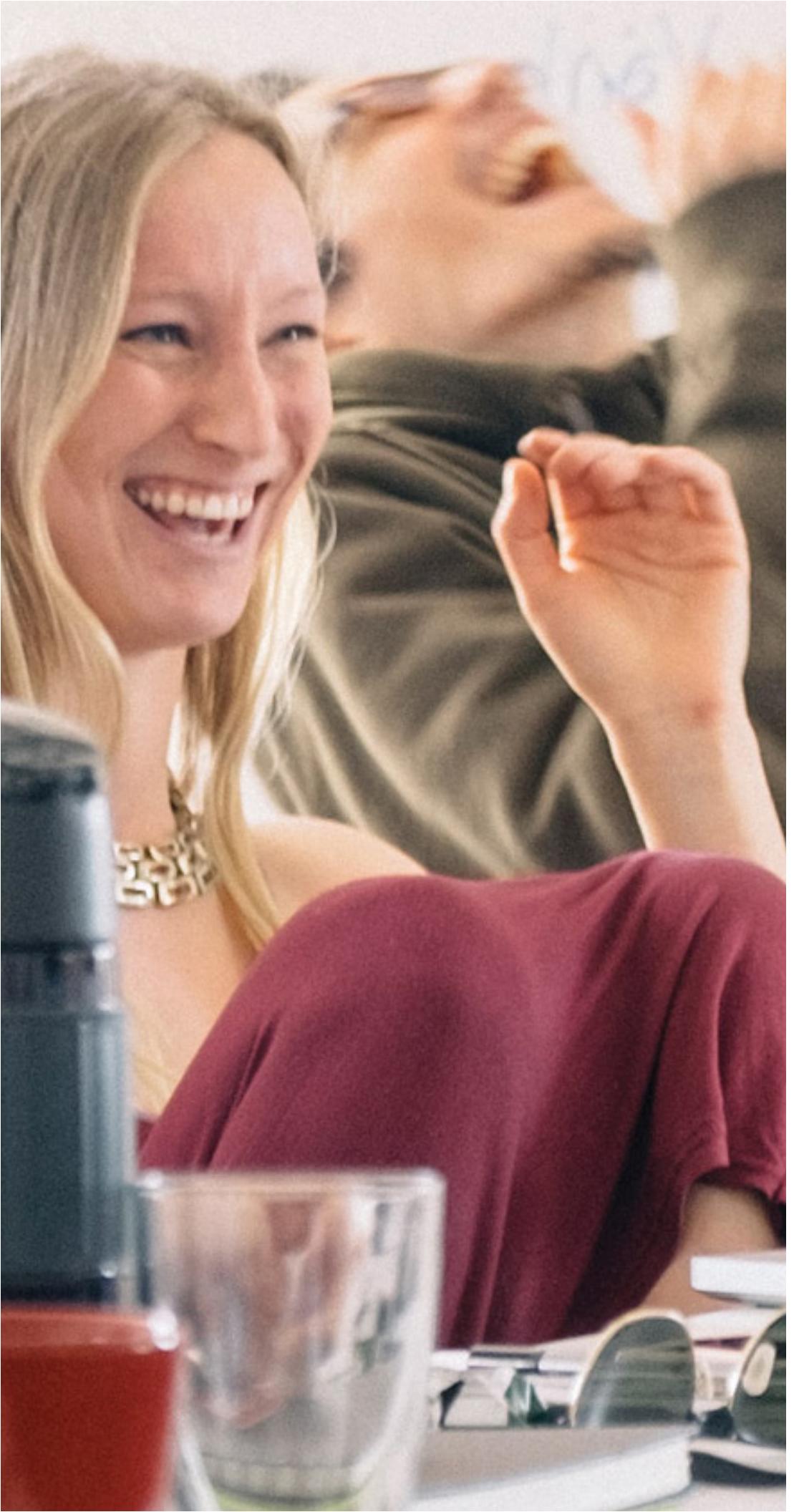
We exist so that our students and staff are inspired to learn skills and develop as people, so that we can lead more meaningful, fulfilled and rewarding lives.

This is our shared pursuit of happiness.



+ OUR VALUES

Follow your heart,
use your brains,
and have the courage
to do so.



**Living with purpose and intent is at the center of everything we do.
Our shared values are what guide us to walk together in one clear
and heartfelt direction.**

We Follow Our Hearts

We stay true to our purpose.
When we make room for fun we get serious work done.
We care for our community.

We Have Courage

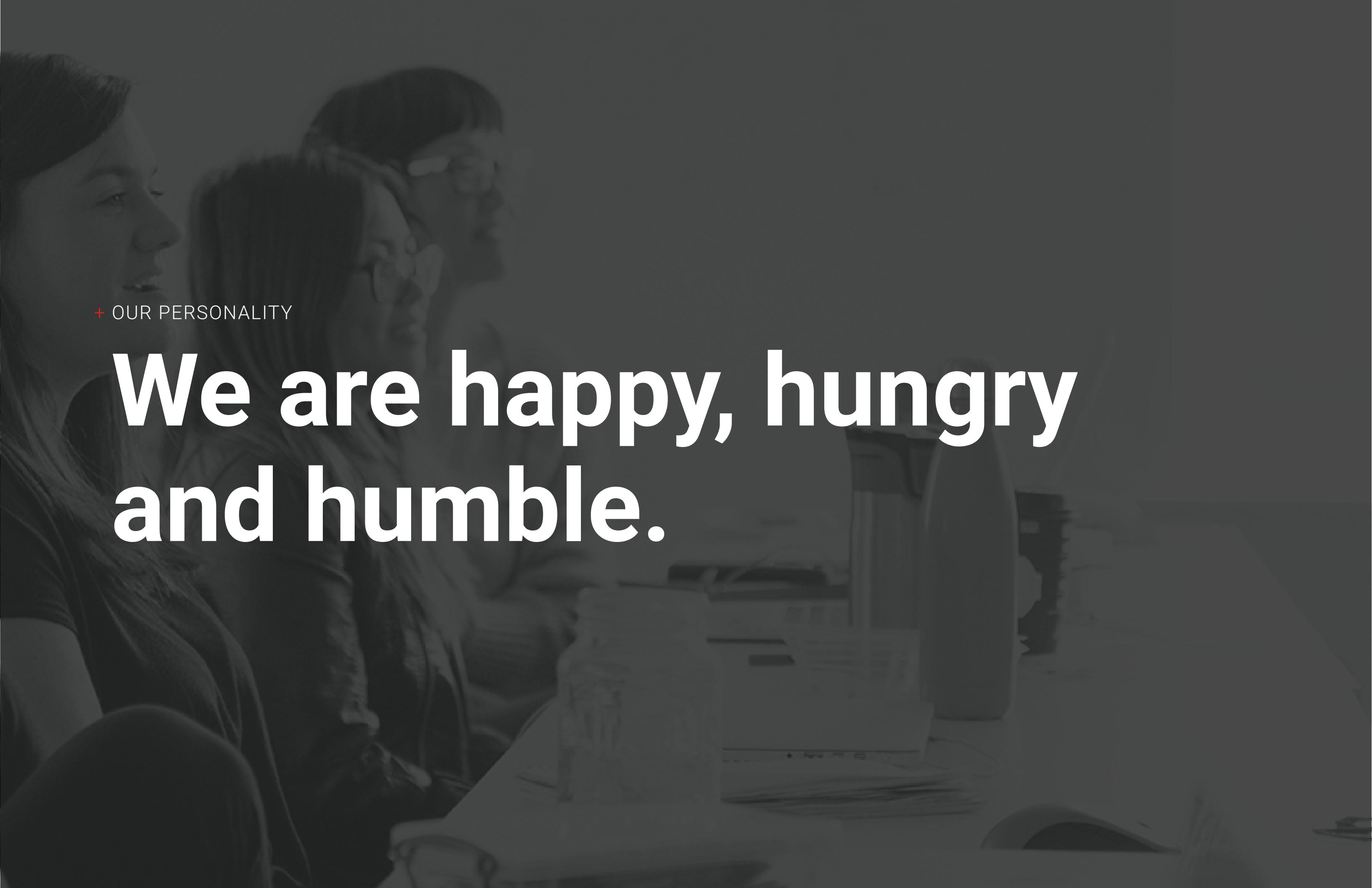
We dare to dream big.
We are resilient and learn to recover quickly from difficulties.
We are strong enough to be vulnerable.

We Use Our Brains

Self Leadership: we are in charge of our own destiny, it is up to us to design the future we desire.

Learn How To Learn: we know that success comes from the continuous acquisition of knowledge.

Shifting Perspective: we are creative and open to perceiving the world in new ways.



+ OUR PERSONALITY

We are happy, hungry
and humble.



**If RED was a living human being, what personality would it have?
The answers to this question helps paint a picture of how the brand
should expressed itself in various contexts.**

RED Is Happy

Likes to laugh, purposeful, positive, transparent, creative, inspired and inspiring.

RED Is Humble

Approachable, patient, a contributor, confident but not egotistical, ethical, open, honest, a good listener, compassionate and present.

RED Is Hungry

Informed, strategic, autonomous, masterful, invested, effective, intelligent, trusting, community-minded, likes to learn.



+ OUR VISION

To help create a world
where everyone has the
freedom to create the
future they desire.



In everything we do, there are three things that make RED truly special. These pillars are what builds the RED Method:

Community & Culture

We believe in balance. We love to work and learn hard, but we deeply value play and rest. RED is committed to enabling staff and students to work at their highest learning potential by maintaining an energized and open learning environment.

Year round, our spaces are packed with events; the vision is that of a school that is also a creative lab – a place where beginners and professionals alike can get together and work out the next big idea.

Radically Relevant

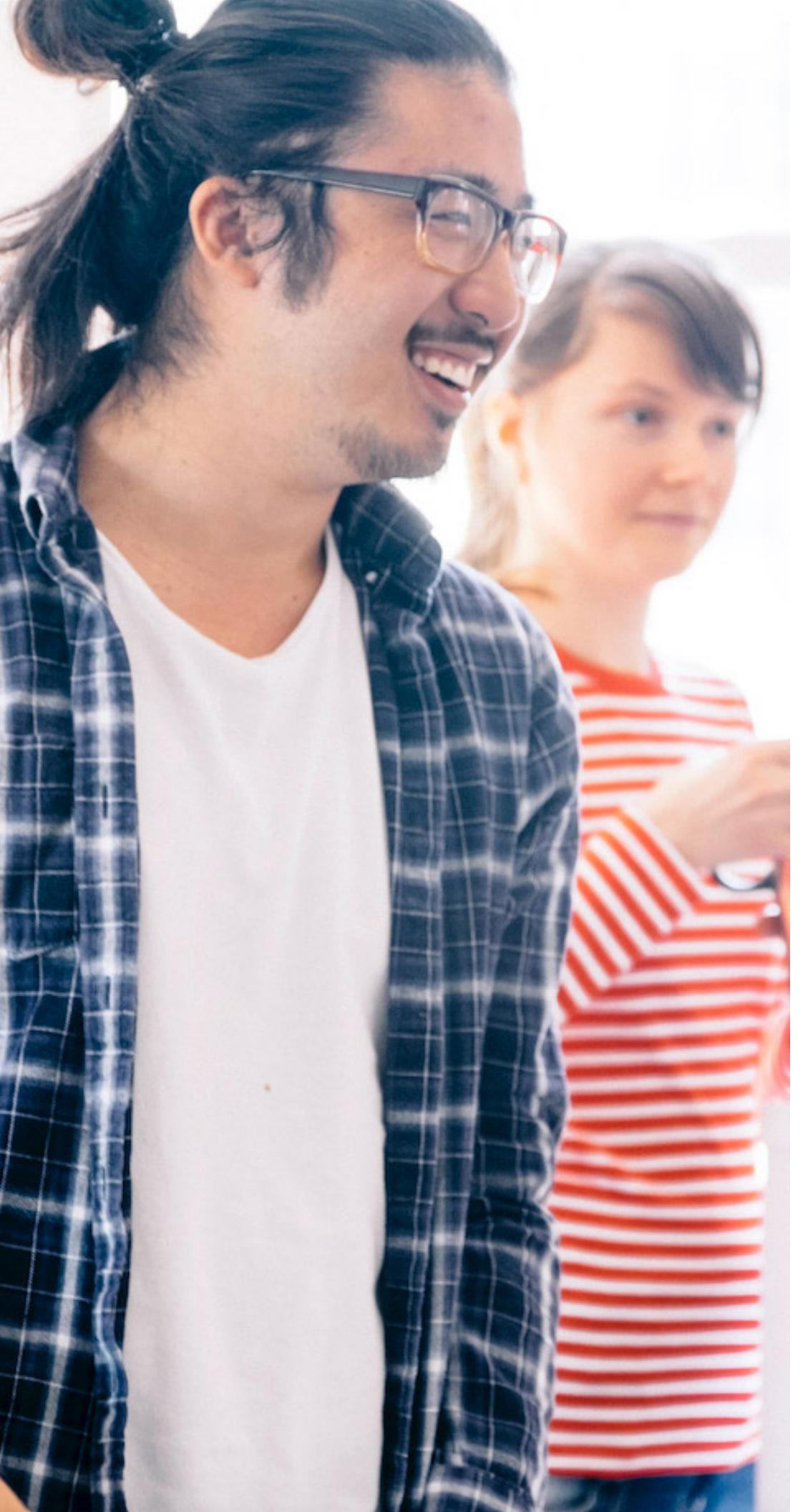
Our programs are continuously being updated to ensure that our students are learning the very latest skills, tools and technologies that are actually being used in the industry today.

As professionals working and teaching in the digital industry, we endeavour to always be at the forefront of what is new, innovative, exciting and pertinent within the technology and digital landscape.

Personal & Professional Development

Our tailored, highly personalized learning approach means our student and staff not only learn and practice the right skills, but are also getting the one-on-one career support, soft skills and guidance they need to succeed in their fields and as instructors.

The result is the creation of a diverse community of tech citizens that are inspired to carve out their own path within RED, or have gone on to work full-time at start-ups, freelance with large companies, or start their own businesses.



Our Primary Audience

Demographics

The people who take our full-time courses are men and women between the ages of 20 and 30 who have a bachelor's degree.

Scenario

They often have a job that's either low paying or unfulfilling and are wanting to make a change in their life. They want to find an authentic purpose that would be more challenging. They are feeling a bit lost and are expecting a lot from RED.

What they think of RED

They perceive RED as an inclusive, fun, fresh, progressive gateway to a new career path.

Why they choose RED

They like the small classrooms, the concise and intensive modular courses, and the culture. They also find comfort in knowing that we have a placement coordinator who will look out for them throughout the program and after.

Passions

Social justice, technology that makes the world a better place, enjoying life, discovering themselves, friendships, innovation, future, music.

RED has given me the opportunity to figure out who I am for myself.

- Javed, Full-Time UX Student

Get The Look And Feel

These are the instructions on how to ensure brand consistency across all written communications and visual design elements.

How We Speak

This is how we speak to our students, the community we support and the world around us.

How We Communicate

Our Voice

Our voice is energetic, warm, relatable, witty, engaging, enthusiastic, easy-going, open, approachable, community-oriented, clever and driven.

Active VS Passive

As leaders, our voice should convey a sense of action when speaking to our audience. We should deliver an active, rather than passive voice.

The active voice places focus on the subject, giving them more attention in the communication. The active voice is more concise and feels more direct than the passive voice.

Language & Vocabulary

Our choice of words should be informal yet professional, accessible yet informed, casual but not sloppy. We don't use language that's overly familiar nor too techy and exclusive. We never use jargon, instead we educate. We make use of good grammar and correct punctuation. We carefully use buzzwords and are always thoroughly informed on their meaning.

Purpose For Communicating

We communicate with our audience to educate, inspire, brew curiosity, intrigue, demonstrate, build community, welcome, teach and disrupt. When communicating for onboarding new students, it should always be done in a way that brings value to the reader, never forcing our products on them.

Hyphenation

We do use hyphens when writing words such as "full-stack", "full-time", and "part-time".

"RED" VS "RED Academy"

In any written communication, we do spell out the full "RED Academy" the first time we mention it. It is accepted to refer to the school as "RED" only after that.

Letter Case

The letter casing for "RED Academy" or "RED" should always be set as presented here.

Title Case

We use title case for all titles, including for the words that are less than four letters. For example, we say "Come To Our Sampler Week", not "Come to our Sampler Week".

Punctuation

We pay close attention to using correct and consistent punctuation. Yes to the Oxford comma!

North American VS British Spelling

The spelling of words should be determined based on the market's location. For example, if the school is located in Canada, we should use the North American spelling.

EXAMPLE: PASSIVE VS ACTIVE VOICE

If someone asks:

'Why should I choose RED Academy?'

We prefer to say this:

Our programs are lovingly designed by our experienced team of seasoned industry professionals, providing our students with the right skills, tools and personal support.

Than this:

The programs offered at RED Acadeny are designed by a team of experienced seasoned industry professionals, providing students with the right skills, tools and personal support.

EXAMPLE: LANGUAGE & VOCABULARY

If someone asks:

'What's the difference between UX and UI design?'

We prefer to say this:

If a house was being built, UX design would be the foundation and dry wall, whereas UI design would be the finishes. UX is more focused on the core functionality of a digital product, while UI design is more centered around the overall aesthetics.

Than this:

UX designers specialize in the creation of wireframes, flow charts and user-centric design, whereas UI designers focus on the creative process behind the execution of high-impact emotional design.

The Logotype

The RED Academy logo is the most important element of our visual Brand Identity. It makes a long-lasting impression on the viewer, and effectively conveys the nature of the RED's character in the most straightforward and impactful way.

Primary & Secondary Logotypes



Primary Logotype

This is the primary version of the RED Academy logo. This is the preferred logo for all pieces of communications created to be displayed outside of the school or by a third party e.g. print ads, sponsored events, digital banner ads, etc. All logo elements should not be altered in any way.



Spacing

This illustrates the clear space that should surround the primary logo at all times.



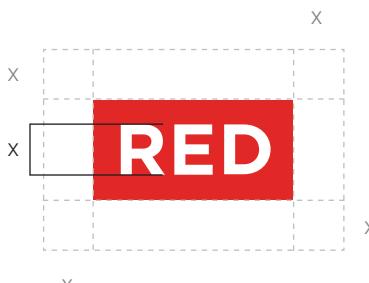
Minimum Size

To ensure legibility, the primary logo should not be reproduced at sizes smaller than shown here.



Secondary Logotype

This is the secondary version of the RED Academy logo. This version is available to use within the school or in any communication that are sent directly from us to a given recipient. All logo elements should not be altered in any way.



Spacing

This illustrates the clear space that should surround the secondary logo at all times.



Minimum Size

To ensure legibility, the secondary logo should not be reproduced at sizes smaller than shown here.

Logotype Colour Variations

The use of colour within the logo can be adapted to ensure adequate contrast with the background it is placed on.

The same rules apply to the secondary version of the logotype.



White Background
This is always the preferred version.



100% Black Background
This is the reversed version.



> 75% Black Background
This is the reversed version.



75% To 50% Black Background
A white box with red letters is preferred in this case.



Red Background
Red backgrounds should use this version of the logo.



Light Greyscale Photo Background
retain preferred version for white backgrounds with faint overlays

Logotype Usage Violations

The RED Academy logo must remain legible at all times. Ensure the background it's placed on provides enough contrast to highlight the logo.

The logo should only be set on backgrounds from the brand colour palette and approved images or footage that provide sufficient contrast.

Avoid using an unnecessarily large version of the logo.

The preferred placement of the logo is on the left side of a document.

The same rules apply to the secondary version of the logotype.



✗ Low Contrast Background

The text to background contrast ratio must pass the WCAG AA standard.



✗ Outline Box

The box around the RED letters should always be solid.



✗ Black Letters

In the reversed version, the "RED" letters should always be red.



✗ Knocked Out Letters

The "RED" letters should never be subtracted from the box.



✗ Low Contrast Image Background

Seek for high-contrast areas when placing on a greyscale image.



✗ Busy Coloured Background

No use overlaying coloured photos.



✗ White Container

The "ACADEMY" portion of the logo should never be contained in a box.



✗ Stacked Logo

The logo should never be stacked.



✗ Rotating & Cropping

The logo should never be rotated or cropped.



✗ Drop Shadow

Never use a drop shadow with the logomark.



✗ Distort

Never distort the aspect ratio of the logomark.



✗ Outline

Never outline the logo.

Colour

Establishing a consistent use of colour is as important as logotype consistency. Defining strong colour treatment for the RED Academy brand is a fundamental piece to building strong brand recognition with consumers, and preserving a unique position in the industry.

The Primary Colour System And Colour Codes

The RED Academy colour palette consists of two primary colours. In most cases white should be used as the background colours within communication pieces.

When selecting a background colour, consider which options work best for the specific communication piece and brand. The palette should be used to highlight and differentiate areas of content, as well as draw attention to key messages.



Pantone 185C Red

CMYK	C5% M98% Y100% K0%
RGB	R226 G36 B26
HEX	#E2231A



Secondary Red - Dark

CMYK	C16% M100% Y100% K8%
RGB	R194 G10 B10
HEX	#C10909



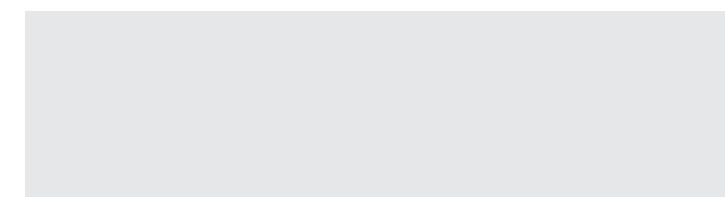
100% Black

CMYK	C0% M0% Y0% K100%
RGB	R0 G0 B0
HEX	#000000



60% Black

CMYK	C0% M0% Y0% K60%
RGB	R138 G130 B133
HEX	#808285



10% Black

CMYK	C0% M0% Y0% K10%
RGB	R230 G230 B230
HEX	#E6E6E6



90% Black

CMYK	C0% M0% Y0% K90%
RGB	R65 G65 B65
HEX	#414042

Balancing Colours For Paragraphs

Red is a very powerful, yet challenging colour to work with in branding. When used right, it can be perceived as energetic, attention grabbing and stimulating. When overused, it can come across as aggressive and alarming.

RED Academy's brand should always be portrayed as welcoming, warm and courageous, never domineering, over-bearing or rebellious. Always apply our colours with the right intent in mind.

UX Design Professional Program

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

- ✓ A white or light grey background with red, black and grey elements should always be the dominant treatment.

UX Design Professional Program

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- !! A white on grey treatment should be used sparingly, i.e. to create emphasis or a break within a layout or a document.

UX Design Professional Program

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- !! A white on red treatment should be used sparingly, i.e. to create emphasis or a break within a layout or a document.

UX Design Professional Program

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- !! A white on black treatment should be used sparingly, i.e. to create emphasis or a break within a layout or a document.

Balancing Colours For Visual Emphasis

Tone on tone oversized text can be used to create visual emphasis or breaks within a layout or document.

**Follow your heart,
use your brains,
and have the
courage to do so.**

- ✓ 10% black applied on a white background.

**Follow your heart,
use your brains,
and have the
courage to do so.**

- ✓ 60% black set to multiply on a 60% black background.

**Follow your heart,
use your brains,
and have the
courage to do so.**

- ✓ Secondary dark red applied on primary red.

**Follow your heart,
use your brains,
and have the
courage to do so.**

- ✓ Primary red applied on white background.

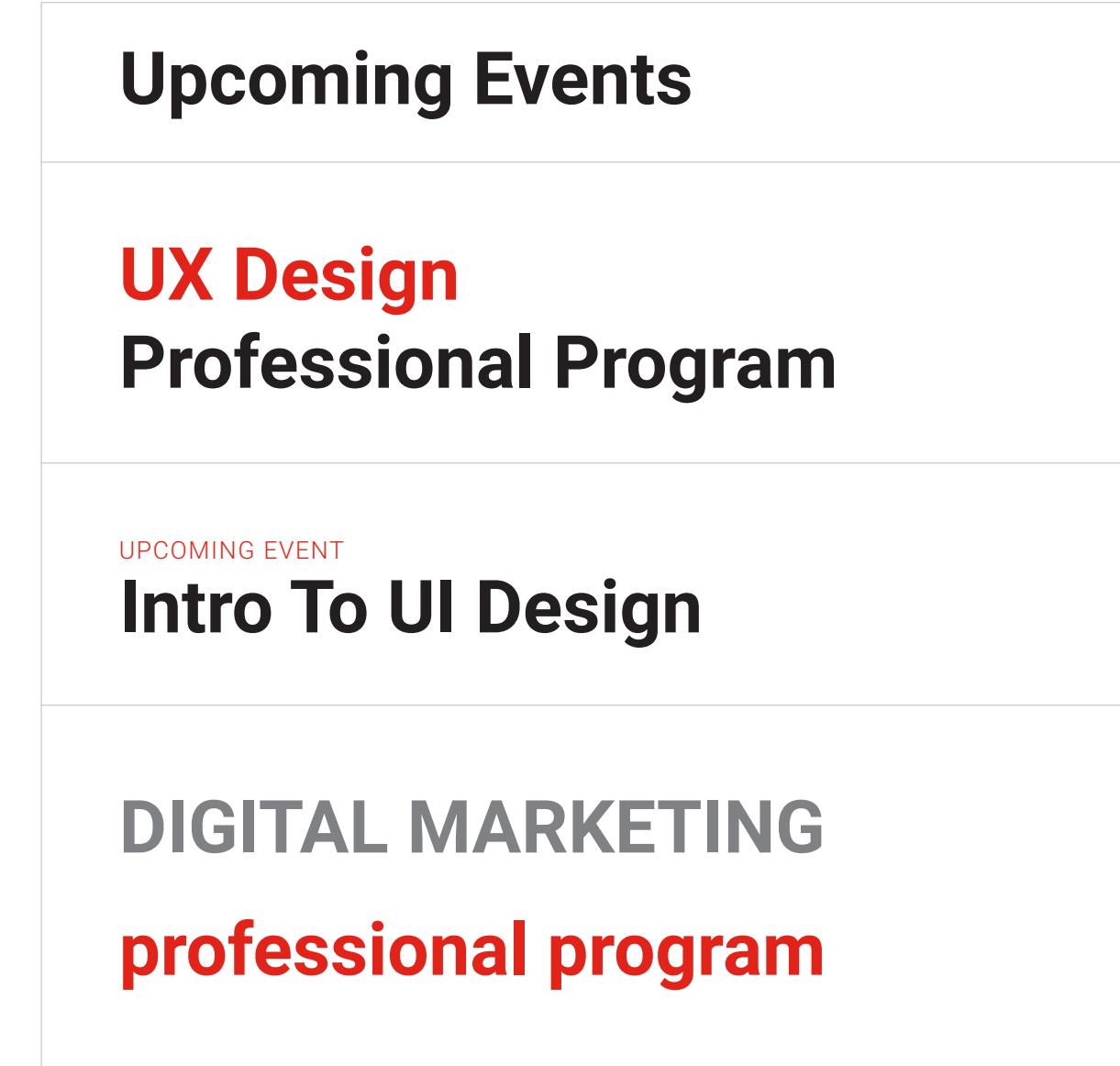
Typography

Type matters. As much as the logo and colour, the choice of typeface brings the RED Academy brand to life and helps keep it consistent.

Roboto is the primary typeface that should be used throughout RED Academy's written communications. Its clean, modern, and approachable look embodies the RED Academy brand personality.

Headlines Typesetting

Weight	Roboto Bold is the weight that should always be used for headlines.
Colour	When a headline falls on several lines, the two-color treatment can be applied to create visual emphasis. The red colour should always be applied at the top.
Leading	When a headline falls on several line, the leading should be set to 120% in relation to the font size.
Letter Case	The headlines should always be set to "Title Case", never all caps.
Alignment	Left-aligned is the preferred setting for headlines.



- ✓ Single colour treatment for shorter headlines.
- ✓ Two-colour treatment ia an available option for longer headlines. Proper use of the 120% leading guideline.
- ✓ Subheadlines can be applied in all caps, light weight when necessary.
- ✗ Wrong use of colour, letter case and leading.

Paragraph Setting And Hierarchy

Weight	Roboto Light is the weight that should always be used for long-form paragraphs.
Colour	The preferred colour for body copy is RED's Primary Grey.
Leading	The leading for paragraphs should be set to 140% in relation to the font size.
Alignment	Left-aligned is the preferred setting for paragraphs.
Hyphens	Syllabification should not be used to separate words at the end of a line.
Dash	To create rhythm, a fine dash can be inserted to separate the main headline from the following paragraph. The dash's weight should be set to 1px, and its width shouldn't be longer than the width of two "R"s place side by side in the text size of the title that precedes it. The space before and after it should be the height of two "L"s rotated on their side, also in the same text size of the title that precedes it.

VANCOUVER

UX Programs

Foundation Program

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu.

Getting The Dash Right



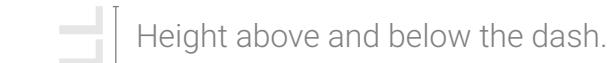
Blancing The Weight, The Width, And The Spacing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- ✓ Good example of clear text hierarchy.
Note the use of two secondary headlines styles:
"Vancouver": Roboto Light, Uppercase, tracking is lightly expanded.
"Foundation Programs": Roboto Regular, black colour.



Width of the dash



Height above and below the dash.

Tagline Use

The RED Academy tagline should always be presented in Roboto Bold. This is the only instance where uppercase is used.

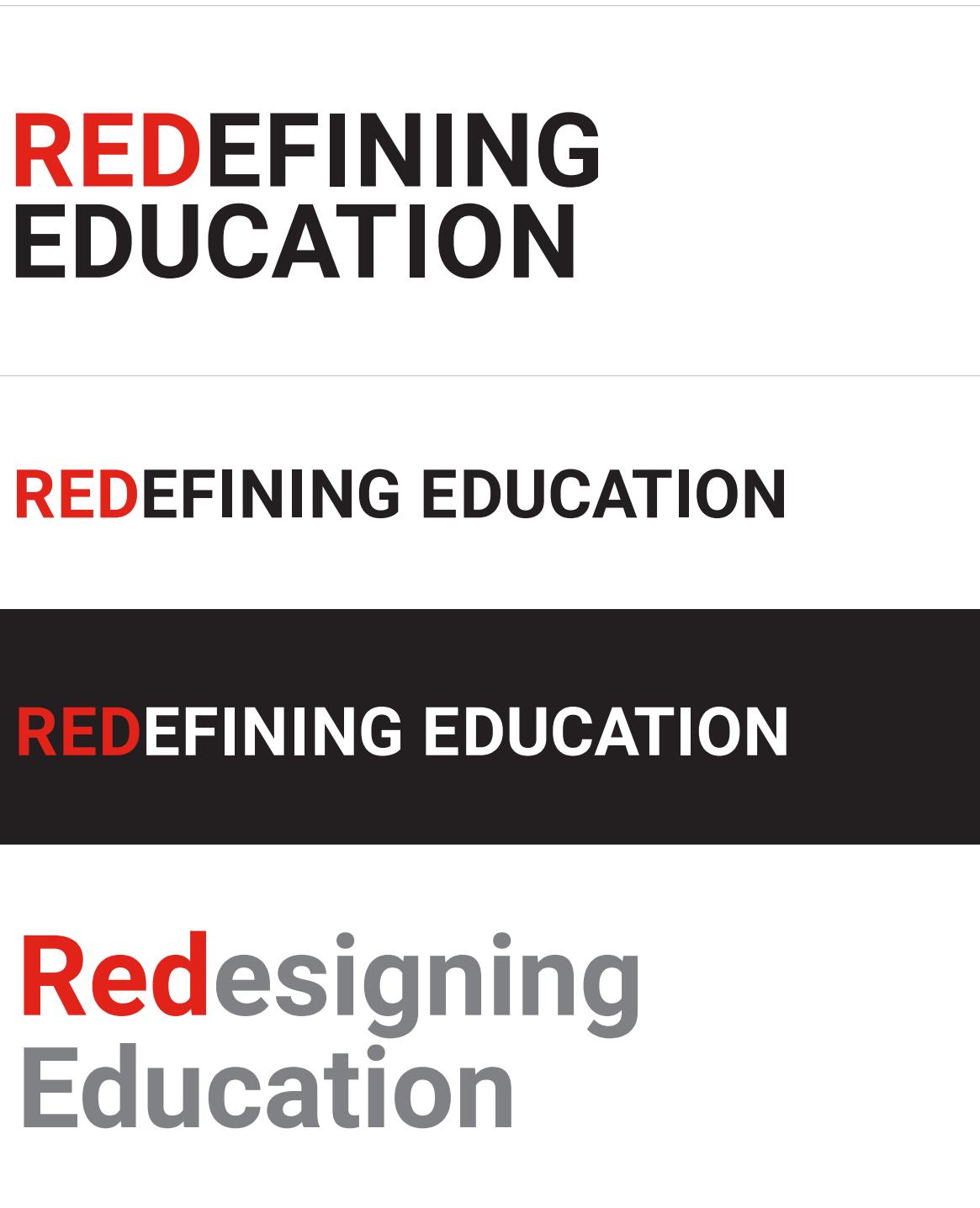
Weight Roboto Light is the weight that should always be used for long-form paragraphs.

Colour The preferred colour for the tagline is the “RED” letters in red, with the rest of the tagline in black.
When the tagline is presented on a red or grey background, the tagline should be white with the “RED” letters’ opacity set to 100%, with the rest of the tagline at 85%.

Leading The leading for the tagline should be set to 87% in relation to the font size.

Letter Case The tagline is the only instance where the text should be set to “uppercase”.

Alignment Left-aligned is the preferred setting for the tagline.



✓ This is the preferred version.

✓ Secondary version on one line.

✓ Alternative use of colour.

✗ Wrong tagline, letter casing and colour.

Imagery

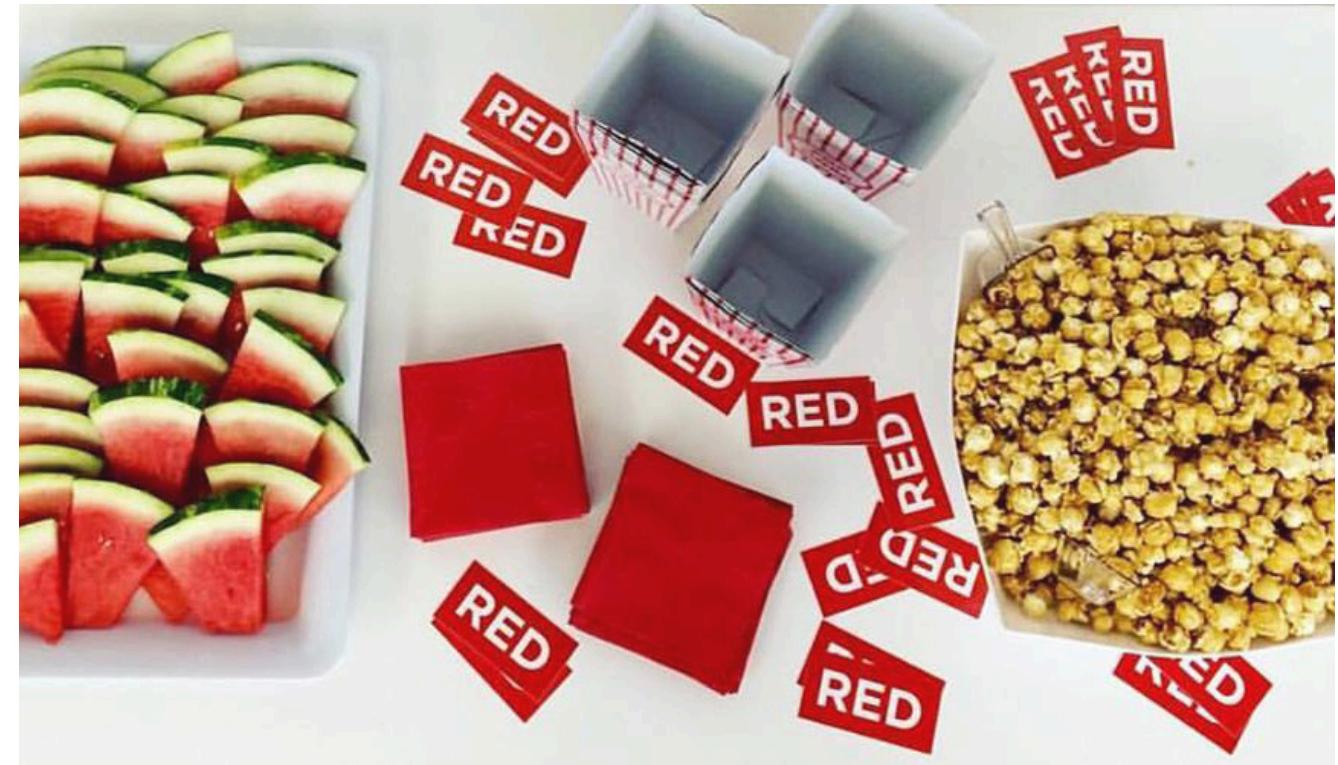
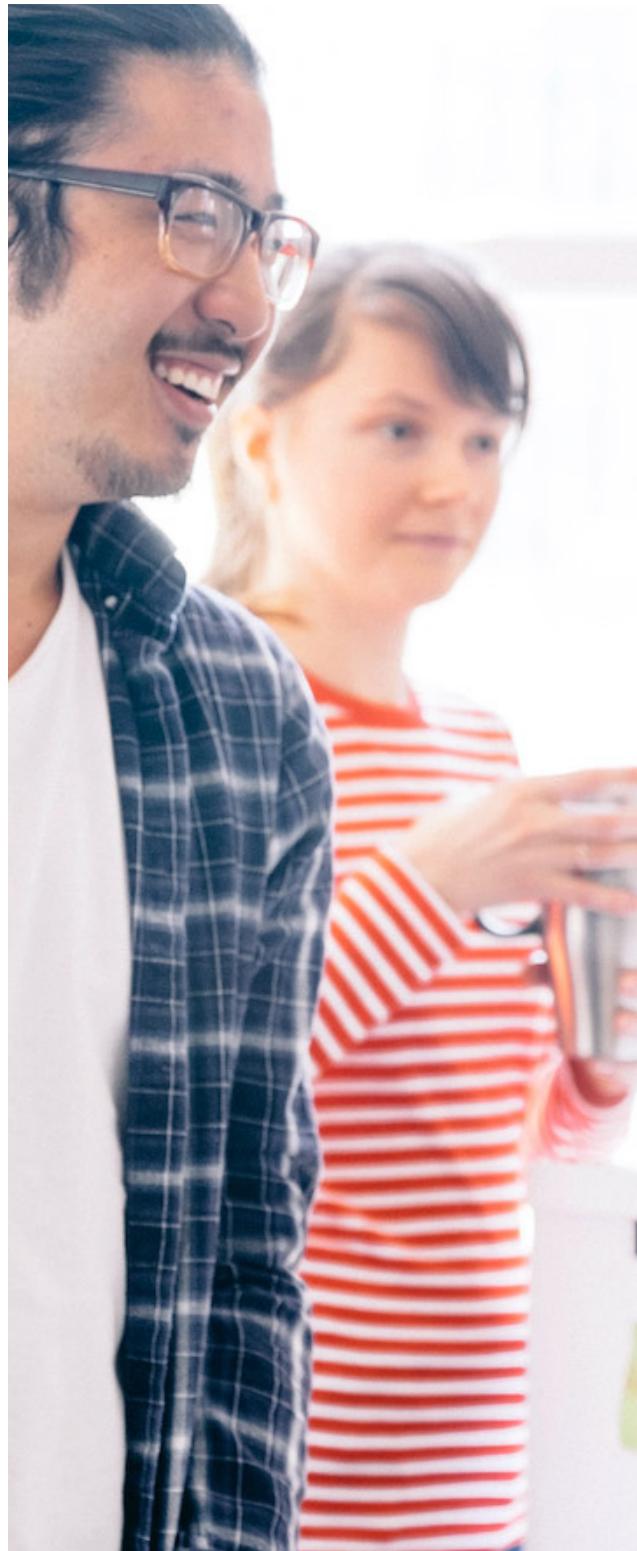
We have a varied library of original photographs of our spaces. This is something we strive to continuously grow to maintain a fresh selection of great images to show in one image what a thousand words could tell about our brand.

Style Guidelines For Photographs

Photographs should always highlight positive representations of RED Academy staff and students. Photographs capturing our highly social, diverse, and collaborative community are ideal. Candid shots of students engaged in tasks as well as the interaction of student and staff members are ideal to showcase school life.

Ideal photos include compositions which feel clean and open and include a red element in it. Photgraphs should ideally have bright natural lighting in them.

The images should capture the essence of the space of the school or the city.



Photographs Guidelines Violations

Always prioritize the use of our original photographic assets over stock images.

Avoid using images that feel too staged, or ones that make our classrooms look like lecture halls.



- ✖ Avoid using cheap-looking stock images that are not customized to feel on brand.



- ✖ Avoid using images that feel inauthentic (like this fake hipster in front of a fake website).



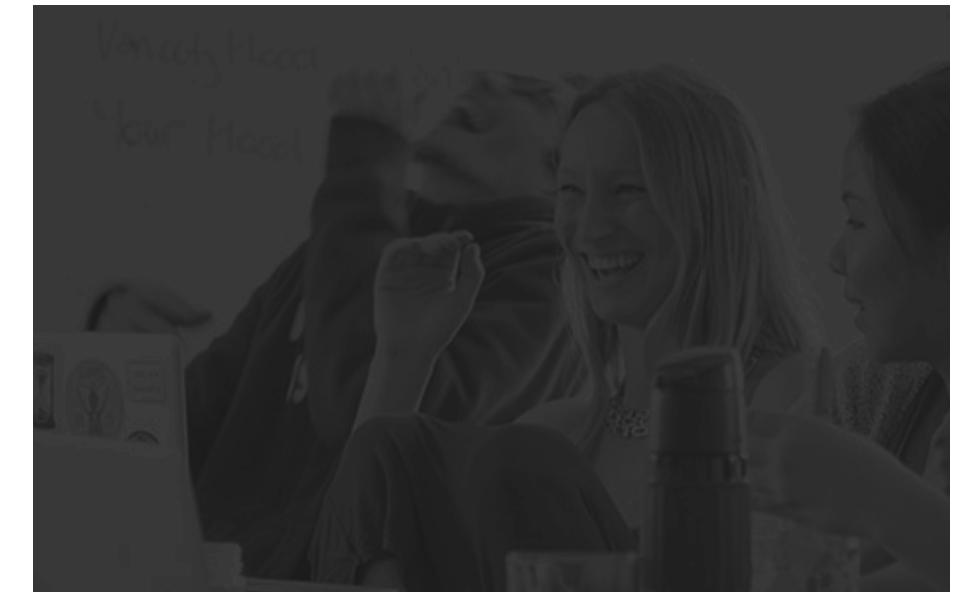
- ✖ Avoid using images that make our classrooms look like lecture halls.



- ✖ Never use low-quality photographs.

Image Treatments

To add visual impact to communication pieces a treatment to images can be applied.



- ✓ In Photoshop: -100 Saturation, +70 Lightness.
This is the preferred treatment and should be the dominant.

- ✓ In Photoshop: -100 Saturation, 90% Black Overlay at 80% Opacity.



- ✗ Never use red overlays.

Patterns

A few patterns are available to add to your designs to add visual variety and flavour in our pieces of communication.

Word Texture Patterns

These patterns are available to use in red, grey, white or black. These textures can be used to create a visual break within a layout or a document, or can be used as a background.

The text used should always be related to the topic or context in which it's being placed.

The text should always bleed out of the edges and fill the entire frame.

In order to stay relevant in today's fast paced economy, businesses must be ready to rapidly respond to change. Currently, the best way to do this is by incorporating the human-centric design approach, more commonly known as 'design thinking'. The driving force behind this methodology is empowering customer experience: connecting with the customer and anticipating what they want next. In fact, customer experience is now at the core of the some of the most successful companies in the world.

Variarion 1: play on keywords

Highlight some keywords to create visual interest. The dimmed words are at 10% opacity, the highlighted ones are at 40%.

Henry and Aunt Em had a big- bed in one corner, and Dorothy a Httle bed in another corner. There was no garret at all, and no cellar except a small hole, dug in the ground, called a cyclone cellar, where the family could go in case one of those great whirlwinds arose, mighty enough to crush a building in its path. It was reached by a trap-door in the middle of the floor, through which a ladder led down into the small, dark hole. When Dorothy stood in the doorway and looked around, she could see nothing but a great gray prairie on every side. Not a tree or a house broke the broad sweep of country that reached to the edge of the sky in both directions. The sun had baked the prairie into a gray mass, with little cracks running through it, not a green leaf or blade of grass to be seen anywhere. Once the house had been painted, the sun had blistered the paint and the wash off, so that the house was now as gray as everything else. Henry and Aunt Em had a big- bed in one corner, and Dorothy a Httle bed in another corner. There was

Follow your heart, use your brain, and have the courage to do so.

Variation 2: text on text

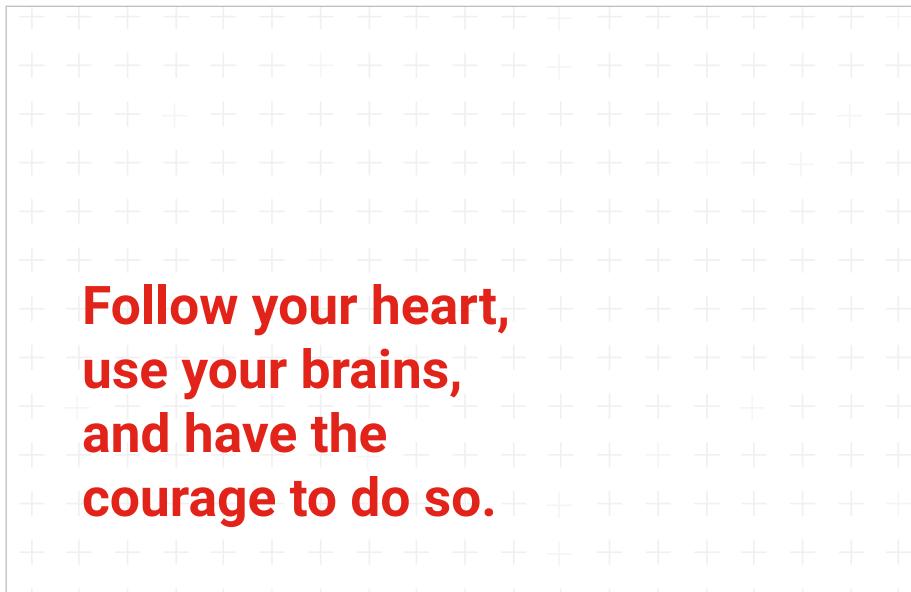
Dim down the opacity of the text to make it faint enough to have a high contrasting block of text over it. In this example, the background text's opacity is set to 6%.

Cross Pattern

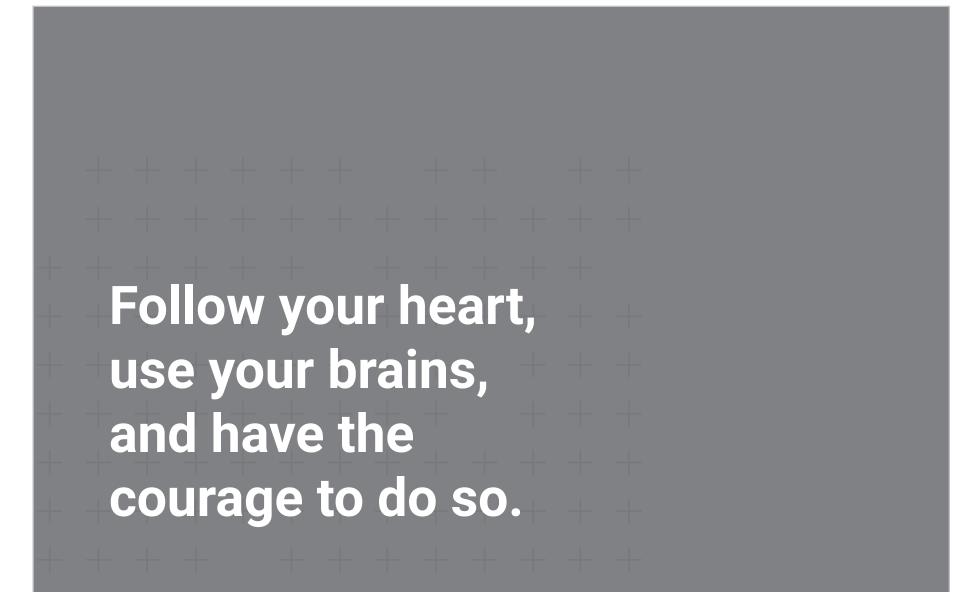
These patterns are available to use in red, grey, white or black. These textures can be used to create a visual break within a layout or a document, or can be used as a background.

The cross pattern should always be subtle and never interfere with the legibility of the text.

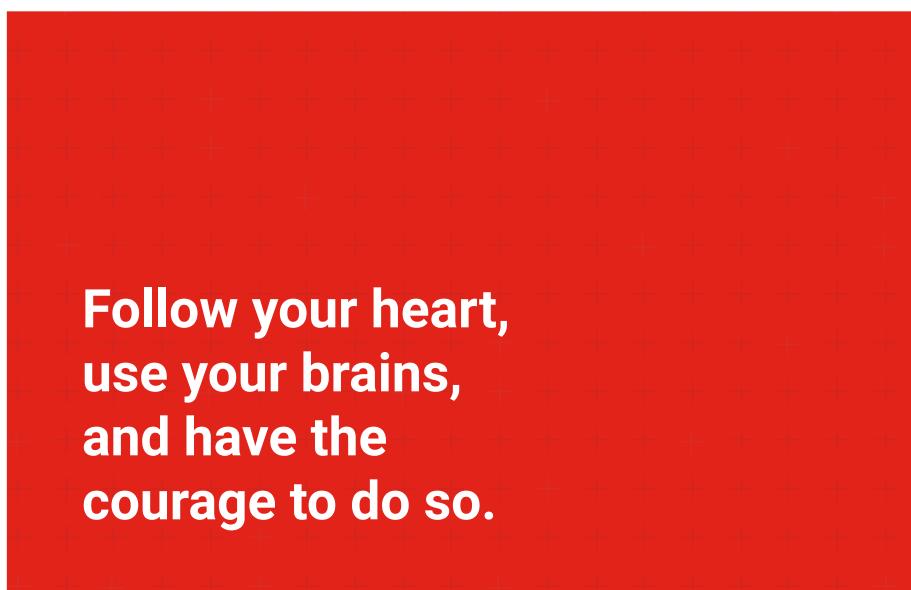
The pattern can be used to cover an entire page or it can be used to cover a fraction of the page creating visual rhythm.



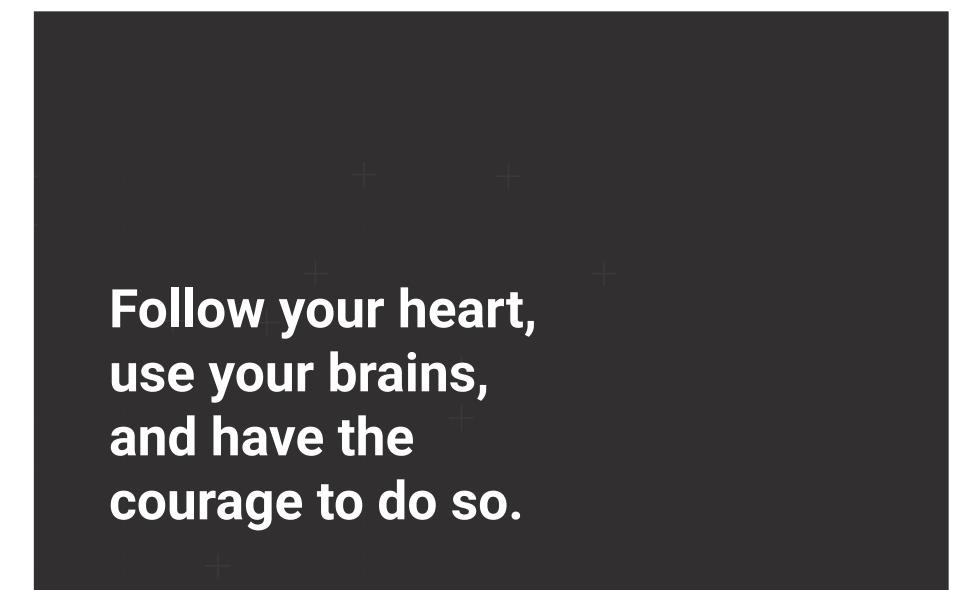
White cross pattern covering the entire area.



Grey cross pattern covering a partial area.



Red cross pattern covering the entire area.



Black cross pattern covering a partial area.

Iconography

Details coming soon

Infographics

Details coming soon

Event Branding

Details coming soon

Collaterals / Brand In-Situ

Details coming soon

Co-Branding

Details coming soon