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Brand Guidelines

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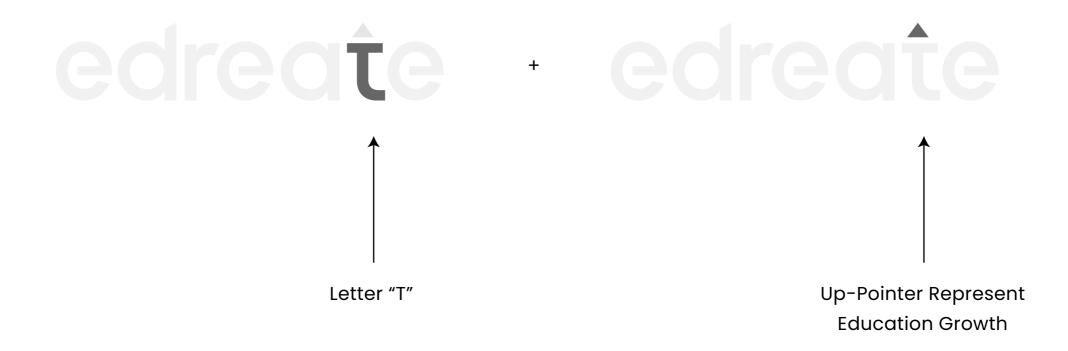
Metaphor

Every detail of a logo should be considered and honed to effectively symbolize the quality and usefulness of a brand.

edrea**t**e   +   edreate

Letter "T"

Up-Pointer Represent
Education Growth

Grid System

A logo grid system is a fundamental framework used to ensure consistency, balance, and coherence in the design of a logo. It involves the use of a grid, which is a series of horizontal and vertical lines that intersect to create a framework for organizing and aligning elements within a logo.

Logo Grid System

Logo With Tagline Grid System

Variations

Logo variations are different versions of your logo that you can use for different purposes and platforms. Logo variations can help your brand to be more versatile, consistent, and recognizable in various settings.

Primary Logo

edreate

Secondary Logo

edreate

Logo on Cream Background

edreate

Primary Logo With Tagline

edreate
we educate. you create.

Secondary Logo With Tagline

edreate
we educate. you create.

Logo With Tagline on Cream Background

edreate
we educate. you create.

Variations

Logo mark variations are different versions of your logo mark that you can use for different purposes and platforms. Logo mark variations can help your brand to be more versatile, consistent, and recognizable in various settings.

Primary Logo Mark

edr.

Secondary Logo Mark

edr.

Logo Mark on Cream Background

edr.

Minimum Size

These are the minimum widths for the logo and logo mark for print and web media. At these sizes, the logo remains clearly legible and provides strong identification. For lower-quality printing techniques (such as screen printing), it is recommended to use the logo at a larger size. The logo should never be used smaller than the sizes specified below.

Logo	Logo With Tagline	Logo Mark
edreate	edreate we educate. you create.	edr.

Minimum Width

Logo	Logo With Tagline	Logo Mark
Print - 28.22 mm / 1.11 in Digital - 80 px	Print - 45.86 mm / 1.80 in Digital - 130 px	Print - 14.11 mm / 0.55 in Digital - 40 px

Minimum Height

Logo	Logo With Tagline	Logo Mark
Print - 5.66 mm / 0.22 in Digital - 16 px	Print - 27.64 mm / 1.08 in Digital - 78 px	Print - 6.43 mm / 0.25 in Digital - 18 px

Width To Height Aspect Ratio

Logo	Logo With Tagline	Logo Mark
W : H - 15 : 3	W : H - 5 : 3	W : H - 20 : 9

Clear Space

Clear space refers to the area around a logo that is free from any other elements, such as text, images, or graphics. It is important for maintaining the visibility and integrity of the logo design. The clear space helps prevent any visual clutter that may interfere with the logo's legibility and recognition. It ensures that the logo stands out and is easily recognizable by allowing enough breathing room around it.

Here "X" is The Height of Letter 'd'

X/2 = Clear Space

* This Clear Space is Applied in All Logo Variations.

Logo Misuse

Logo misuse refers to the unauthorized, improper, or incorrect use of brand's logo. Logo misuse can damage the brand identity,reputation, and recognition of a logo.

✔

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← For Context, This is The Correct Logo.

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❌ **Don't** Remove The Logo Element

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❌ **Don't** Condense The Logo

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❌ **Don't** Use Drop Shadow

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❌ **Don't** Apply The Pattern

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❌ **Don't** Use Outline

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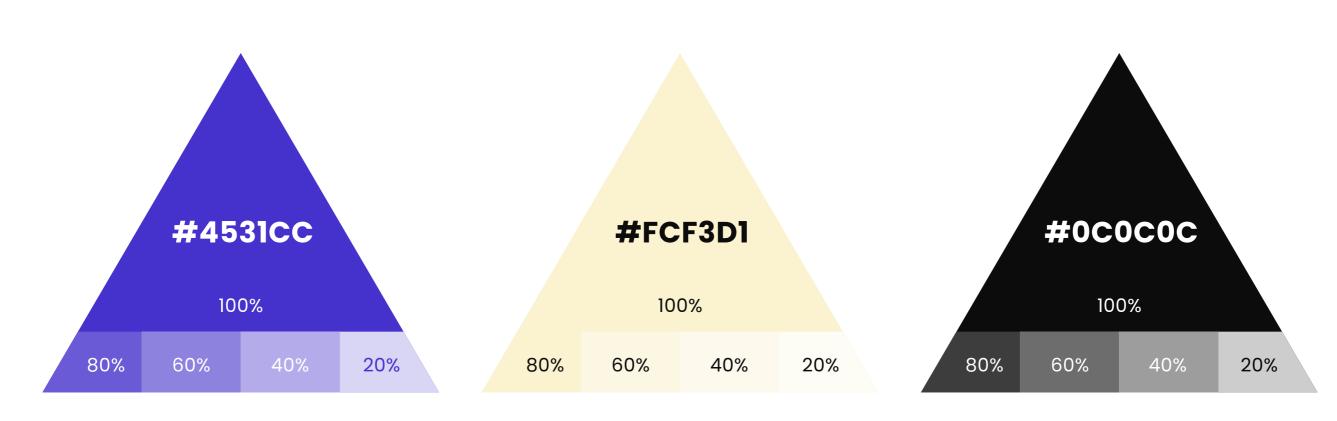❌ **Don't** Apply The Warp Effect

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Brand Colors

Our colors are a distinct and crucial component of our brand identity, making our brand instantly recognizable. They play an essential role in reinforcing our brand image and ensuring consistency across all touchpoints. The following palette of colors has been carefully developed to represent our visual identity and is recommended for use across various media.

#4531CC

100%

80% | 60% | 40% | 20%

#FCF3D1

100%

80% | 60% | 40% | 20%

#0C0C0C

100%

80% | 60% | 40% | 20%

Cornflower Blue

PMS: 2368 C
RGB: 69, 49, 204
CMYK: 82%, 82%, 0%, 0%

Cream

PMS: 705 C
RGB: 252, 243, 209
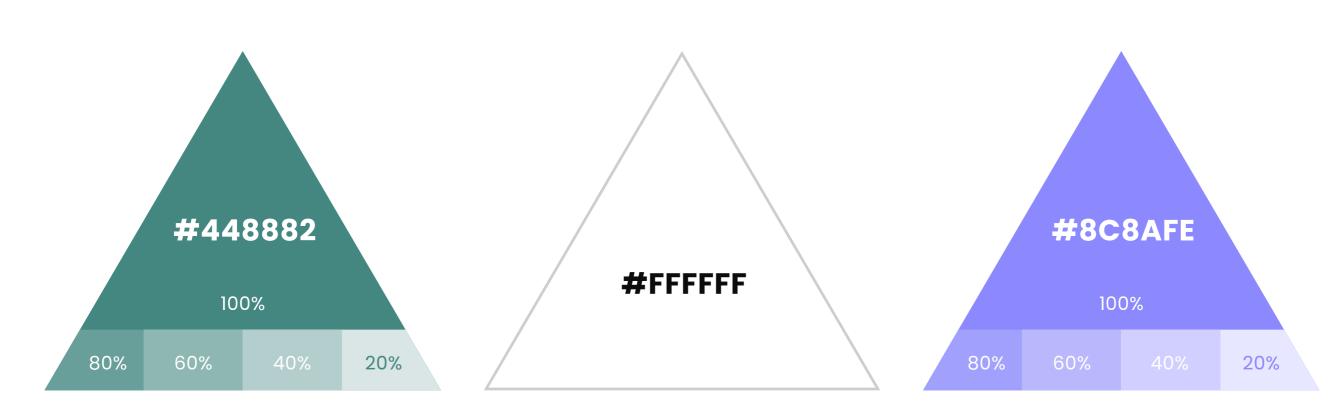CMYK: 1%, 2%, 20%, 0%

Rich Black

PMS: Black 6 C
RGB: 12, 12, 12
CMYK: 74%, 67%, 66%, 85%

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Brand Colors

Our colors are a distinct and crucial component of our brand identity, making our brand instantly recognizable. They play an essential role in reinforcing our brand image and ensuring consistency across all touchpoints. The following palette of colors has been carefully developed to represent our visual identity and is recommended for use across various media.

#448882

100%

80% 60% 40% 20%

#FFFFFF

#8C8AFE

100%

80% 60% 40% 20%

Teal Blue

PMS: 7475 C
RGB: 68, 136, 130
CMYK: 75%, 30%, 49%, 6%

White

PMS: 7436 C
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%

Lavender Blue

PMS: 7452 C
RGB: 140, 138, 254
CMYK: 51%, 47%, 0%, 0%

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Typefaces

Poppins

(Tagline, Web Font & Document Font)

Abc

Uppercase

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

Lowercase

a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numerals

1 2 3 4 5 6 7 8 9 0

Special characters

! @ # $ % ^ & * ( ) _ + | \

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black

Link: https://fonts.google.com/specimen/Poppins

Typefaces

Fira Code

(Code Snippets Font)

Uppercase

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Numerals

1 2 3 4 5 6 7 8 9 0

Lowercase

a b c d e f g h i j k l m
n o p q r s t u v w x y z

Special characters

! @ # $ % ^ & * ( ) _ + | \

Light

Regular

Medium

SemiBold

Bold

Abc

Link: https://fonts.google.com/specimen/Fira+Code

Typefaces

Urbanist

(Diagram Font)

Uppercase

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Numerals

1 2 3 4 5 6 7 8 9 0

Lowercase

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Special characters

! @ # $ % ^ & * ( ) _ + | \

Link: https://fonts.google.com/specimen/Urbanist

Abc

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black

Text Hierarchy

Headings : Poppins Bold

Header 1   42px

Header 2   36px

Header 3   28px

Header 4   22px

Header 5   18px

Header 6   16px

Title: Poppins Bold | Font Size 42 px

We are a Robotics...

Subtitle: Poppins Medium | Font Size 26 px

We are a Robotics, AI and Software Engineering Education company.

Paragraph: Poppins Regular | Font Size 20 px

We are a Robotics, AI and Software Engineering Education company. We are building an online platform where we will have multiple courses related to these fields. We will publish course videos on YouTube.

Button: Poppins SemiBold | Font Size 14 px

Link: Poppins SemiBold | Font Size 14 px

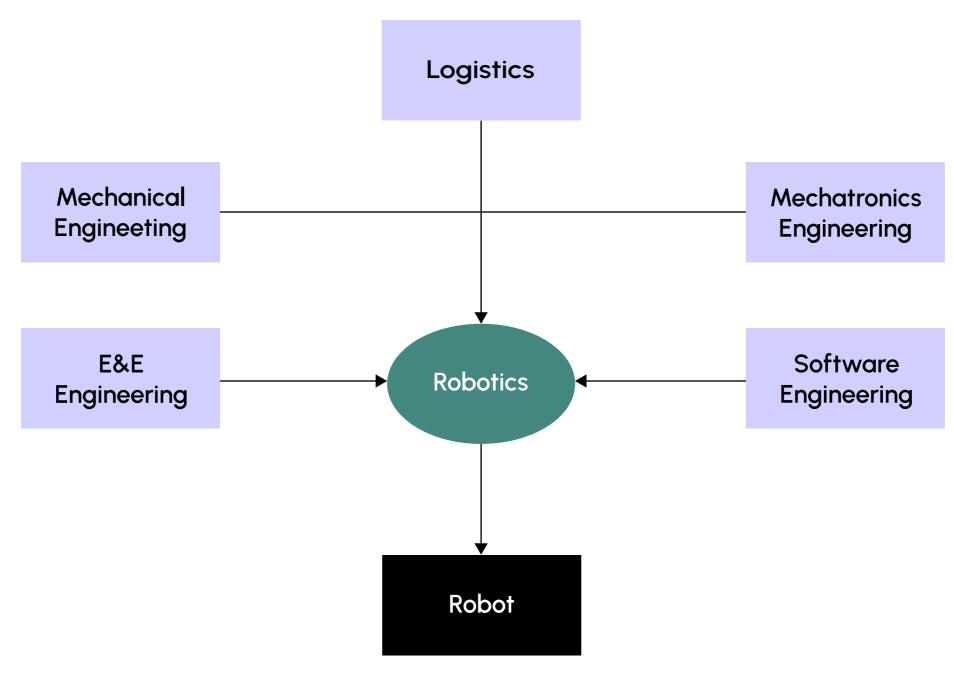Contact Us   Contact Us   Read More...   Read More...

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Code Snippets

Snippets Font : Fira Code

```python
1  from typing import Tuple
2
3
4  def differential_drive_kinematics(
5      v_left: float, v_right: float, wheel_base: float
6  ) → Tuple[float, float]:
7      """
8      Calculate the linear and angular velocities of a differential drive robot.
9
10     :param v_left: Velocity of the left wheel (in meters per second).
11     :param v_right: Velocity of the right wheel (in meters per second).
12     :param wheel_base: Distance between the two wheels (in meters).
13     :return: Tuple containing linear velocity (v) and angular velocity (omega).
14     """
15     # Linear velocity (v) is the average of the left and right wheel velocities
16     v = (v_left + v_right) / 2.0
17
18     # Angular velocity (omega) is the difference of the wheel velocities divided by the wheel
19 base omega = (v_right - v_left) / wheel_base
20     return v, omega
21
```

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Diagram

Diagram Font : Urbanist SemiBold

Brand Icons

Software

Bugs

Hardware

Mobile Robot

Manipulation Arm Robot

Terminal

Course

Module

Lesson

Certificate

Camera

Battery

Setting

Range Finder Sensor

Map

Edge Device

Fun-fact

Visualisation

Joystick

Actuator

Config File

Perception

Launch File

Package

Localisation

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Thank **You!**