



# Brand Guidelines

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The background is a solid red color. There are two large, white, curved lines that are part of larger circles. One arc is in the top right, and the other is in the bottom left. Each arc has a small white dot at its endpoint. The text "Brand Story" is centered in the middle of the image in a white, sans-serif font.

# Brand Story

## What we are?

UX hub is an online learning platform, aimed at both students and existing professionals. In contrast to other learning platforms whose sole aim is generating revenue, we carefully invite professionals who thrive on the idea of giving back to the industry.

## Why we do it?

We believe that everyone should have a fair chance at education. UX hub brings the design industry together to build relationships and learn so that we can build a successful future together.

The background is a solid red color. There are two large, white, curved lines that are part of larger circles. One arc is in the top right, and the other is in the bottom left. Each arc has a small white dot at its endpoint.

# Our Mission

## Our core values

Build open and honest relationships through communication

Be passionate and determined

Lifelong learning

Be adventurous, creative, and open-Minded

The image features a solid red background. Two large, white, curved lines, resembling arcs of circles, are positioned on the left and right sides. Each arc has a small white dot at its endpoint. The text "Tone Of Voice" is centered in the middle of the image in a white, sans-serif font.

**Tone Of Voice**

## **Exciting**

We are excited about what we do and we want to make sure our users are too.

## **Welcoming & friendly**

Be welcoming to new and continuing users. Speak in a fun and down to earth manner.

## **Understanding**

Use words that our target audience would understand. Show empathy and understanding.



The image features a solid red background. In the upper right, a thick white arc curves from the top edge towards the right, ending in a small white dot. In the lower left, another thick white arc curves from the bottom edge towards the left, starting from a small white dot. The word "Logo" is centered in the middle of the image in a white, sans-serif font.

Logo



# The logo is

A reputation of the brand a circle and different sized dots to show how we bring the world together whilst also showing the never ending growth of learning.

The logo should be used across media and marketing channels.

## Do not



adjust dot sizes



squish or flatten



adjust line stroke

Do



Include logo in  
all materials



Use aproved colours  
if needed

The image features a solid red background. Two large, white, curved lines are positioned on the left and right sides, each ending in a small white dot. The text "Tag Line" is centered in the middle of the image.

Tag Line



Your place to connect & learn.

## The tag line is

Short, sweet and straight to the point. Use it in cases of advertising.



# Do not



Your place to connect & learn.

make larger than the logo



*Your place to connect & learn.*

change typeface

**Do**



Your place to connect & learn.



Your place to connect & learn.

The background is a solid red color. There are two large, white, curved lines (arcs) that are part of larger circles. One arc is in the upper right quadrant, and the other is in the lower left quadrant. Each arc has a small white dot at its endpoint. The word "Typography" is written in a white, sans-serif font, centered horizontally and slightly above the vertical center.

Typography

**ZenNew Bold**

Headings

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**ZenNew Medium**

Sub - Headings

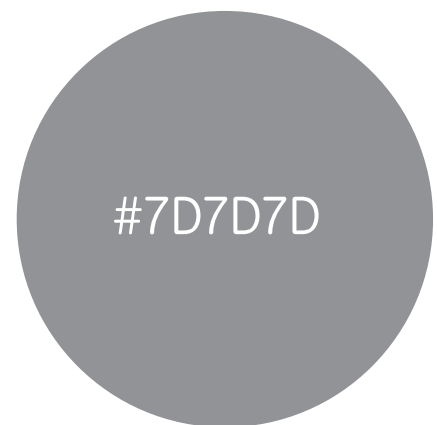
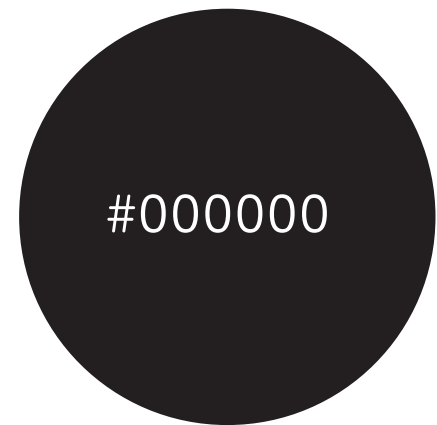
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**ZenNew**

body text

The image features a solid red background. Two large, white, thick-lined arcs are positioned on the left and right sides, each with a small white dot at its outer end. The word "Colour" is centered in the middle of the image in a white, sans-serif font.

Colour



A large circle with a radial gradient. The top half is a darker red (#ED6752) and the bottom half is a lighter red (#F0516C).

# Gradient

#ED6752

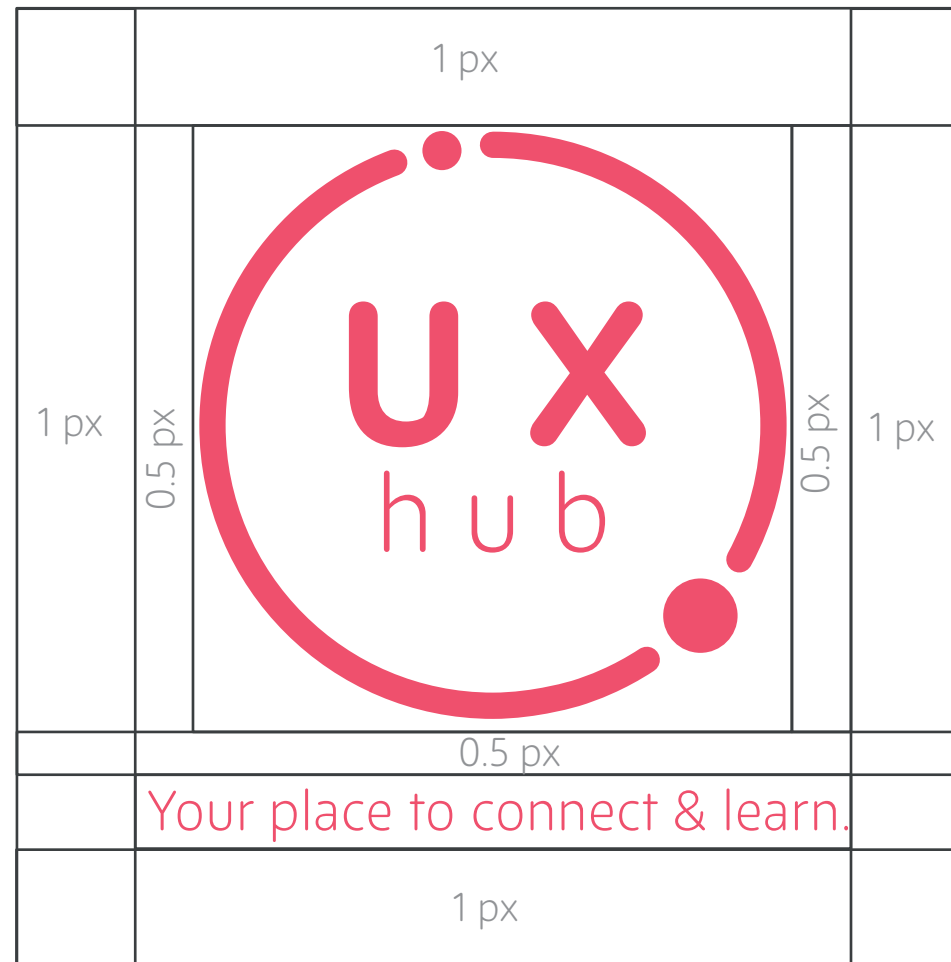
#F0516C

The image features a solid red background. Two large, thick white arcs are positioned on the left and right sides, each with a small white dot at its outer end. The word "Layout" is centered in the middle of the image in a white, sans-serif font.

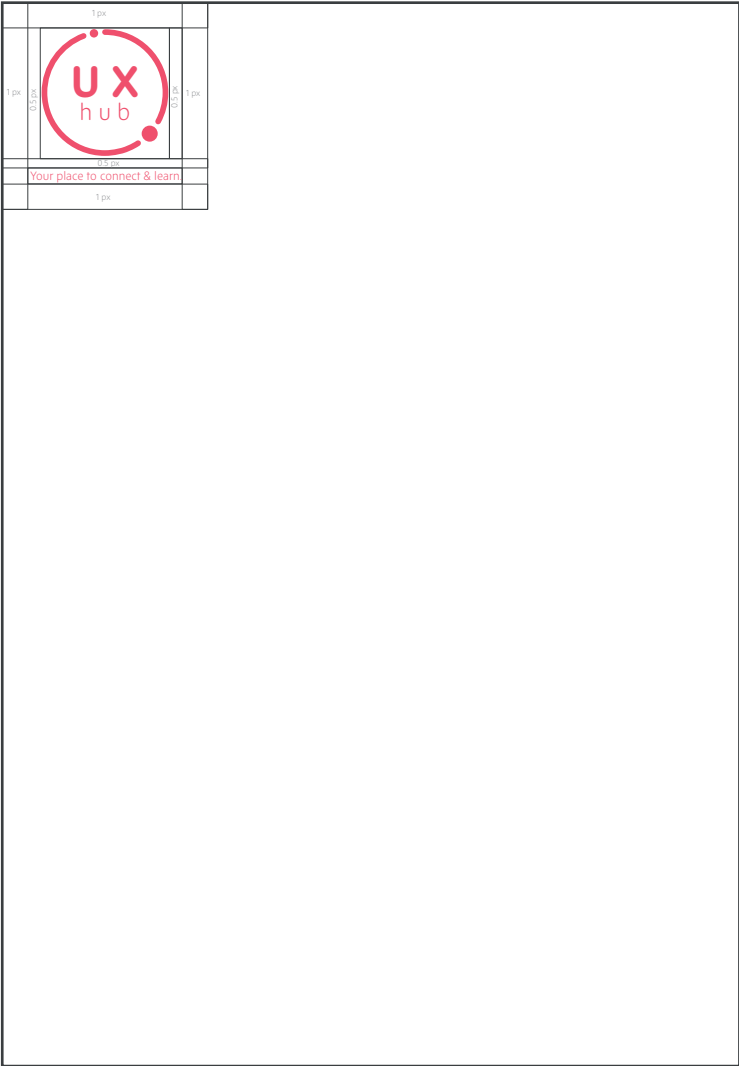
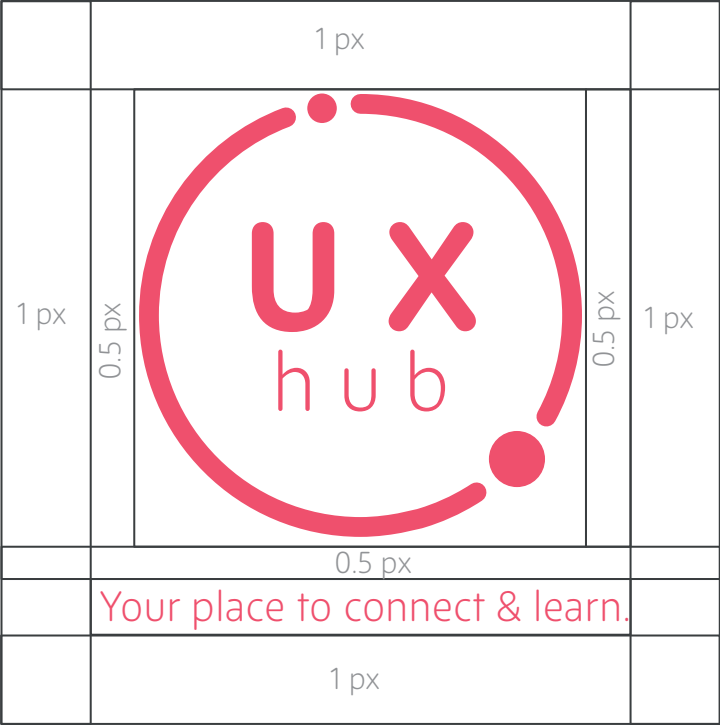
Layout



# Logo spacing



# Letterhead



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# Our Core Values

## Our vision is to

Be the leading platform that allows both students and existing professionals to communicate easily, as well as having access to material that allows them to develop and advance their skillsets based on their needs and desires.

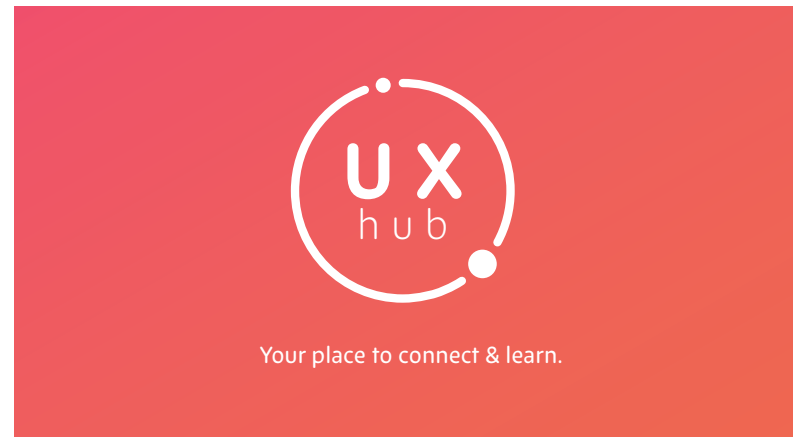
## Our mission is to

- Prepare both students and existing professionals for future work, whether that is in their current career or a future one.
- Help each student develop their existing skillsets further, as well as improve the skills needed for success.
- Provide a platform that allows for open and informative communication channels across the UX industry and network.

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# Our Vision

# Business cards



**Over to you!**