

# Brand Guidelines

This document contains the guidelines for the visual identity of keeplearning and its suite of products. Follow these to maintain consistency across different products,

## 01 The Brand

## 02 Logo

## 03 Colour Palette

## 04 Typography

## 05 Applications

01

# The Brand

## ABOUT

The core values define the company's strengths and how it needs to behave to achieve its vision. At KeepLearning, we ensure that learning is not just engaging but also impactful, preparing individuals for real-world success.

### OUR VISION

Our vision is to be the global leader in lifelong learning, enabling every professional to reach their full potential and make a lasting impact.



### OUR MISSION

Our mission at keeplearning is to empower professionals with accessible, high-quality education that equips them to succeed and lead in a rapidly changing world.

## KEYWORDS

These were some of the keywords that would go on to define the core principles and personality that guide the identity of our brand. They determine how we communicate, design, and connect with our audience across all touch points.

**experiential & continuous**

**training**

**career guidance**

**more than just a b-school**

**placements assistance**

**mentorship**

**lifelong learning**

**new age**

**certifications**

**continuous engagement**

**new age**

**blended**

**training partner for life**

**entry/mid/senior**

02

# Logo



LOGO

## HORIZONTAL VS. STACKED LAYOUTS

The horizontal logo aligns the icon and wordmark in a single line, making it ideal for wider applications such as website headers, navigation bars, and banners.

The stacked logo places the icon above the wordmark, offering a more compact composition suited for square formats, app icons, or social media profiles.

## HORIZONTAL



## VERTICAL

## CLEAR SPACE &amp; MINIMUM SIZE

The slide features grid guidelines, indicating the minimum clear space around the logo to ensure legibility and visual impact.

The letter 'g' appears as a reference for spacing, maintaining a balanced and uncluttered presentation across different applications.

Ensuring proper clear space helps maintain brand consistency across various placements and scales.



## LOGO VARIANTS

HORIZONTAL



The icon and wordmark are placed in a single line, making it ideal for wider applications like website headers, banners, and navigation bars.

VERTICAL



The icon is stacked above the wordmark, offering a compact version suited for square layouts, mobile apps, and social media profiles.

LOGOMARK



A standalone symbol representing the brand, useful for favicons, app icons, and avatars where space is limited.

LOGOTYPE



The wordmark alone without the icon, great for minimalist branding or use in contexts where the full logo isn't needed.

## SUB-BRANDS

The keeplearning logo is designed to accommodate sub-brands, ensuring a cohesive brand identity while allowing differentiation for various offerings.

In this example, enterprise is added as a sub-brand using a distinct but complementary type treatment. Sub-brands are typically depicted in a different colour, maintaining a consistent typographic style and alignment with the primary logo.

To ensure clarity and brand recognition, sub-brand names should always be placed below the main wordmark and follow the defined spacing, size, and alignment guidelines.

## HORIZONTAL



## VERTICAL



## LOGO VARIANTS

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The icon and wordmark are placed in a single line, making it ideal for wider applications like website headers, banners, and navigation bars.

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# 03

# Colour

# COLOUR PALETTE

This slide presents the primary colour palette for keeplearning, defining the brand's core visual identity through four distinct shades.

- **Deep Plum** serves as the primary brand color, providing a strong foundation.
- **Electric Rose** adds dynamism and contrast for key highlights.
- **Sunset Gold** brings warmth, often used for secondary elements.
- **Soft Butter** acts as a neutral for backgrounds or softer accents.



RGB: #421F58  
PMS: 262 C  
CMYK: 74%, 100%, 23%, 50%



RGB: #EF395F  
PMS: 032 C  
CMYK: 0%, 88%, 60%, 6%



RGB: #FFAA60  
PMS: 1565 C  
CMYK: 0%, 33%, 62%, 0%



RGB: #FFFFD5  
PMS: 7499 C  
CMYK: 0%, 0%, 16%, 0%

# 04

# Typography

## HEADLINES

We use Space Grotesk for titles and display sections, a sleek and intentional font that reflects KeepLearning's innovative spirit.

The letter 'g' serves as a visual cue, guiding the eye toward any sister companies in the learning variation.

Light

Redefining Learning

Regular

Redefining Learning

Medium

**Redefining Learning**

SemiBold

**Redefining Learning**

Bold

**Redefining Learning**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 0123456789

## BODY TEXT

For body text, we use Hanken Grotesk, a clean and modern sans-serif typeface that balances professionalism with approachability.

This typeface is well-suited for digital and print applications, ensuring optimal readability across different screen sizes and mediums.

Thin	Redefining Learning
ExtraLight	Redefining Learning
Light	Redefining Learning
Regular	Redefining Learning
Medium	Redefining Learning
SemiBold	Redefining Learning
Bold	Redefining Learning
ExtraBold	Redefining Learning
Black	Redefining Learning

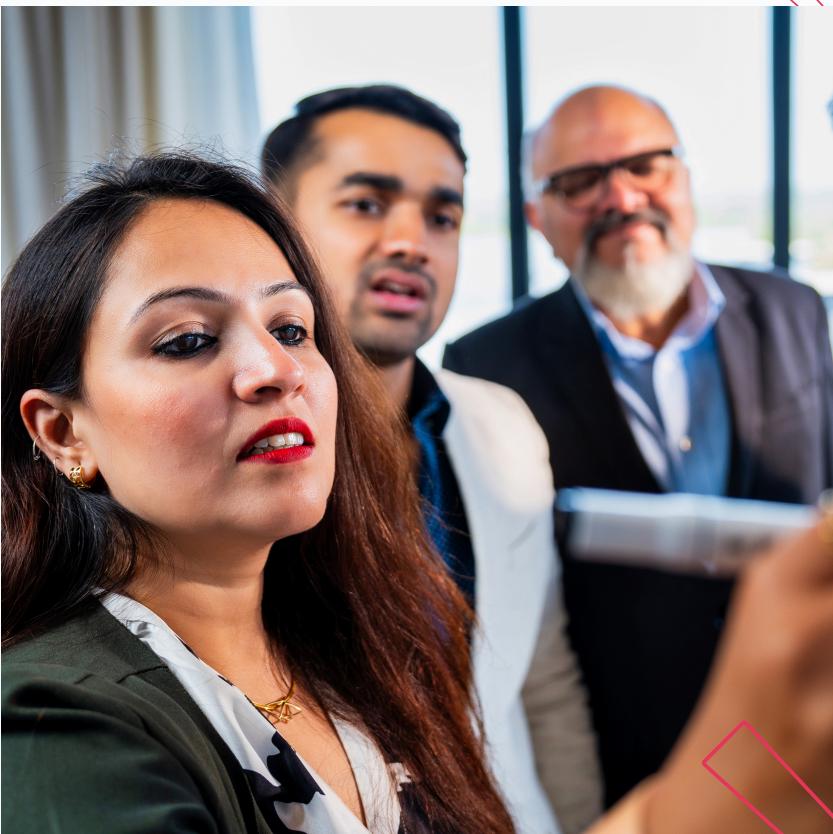
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 0123456789

05

# Applications

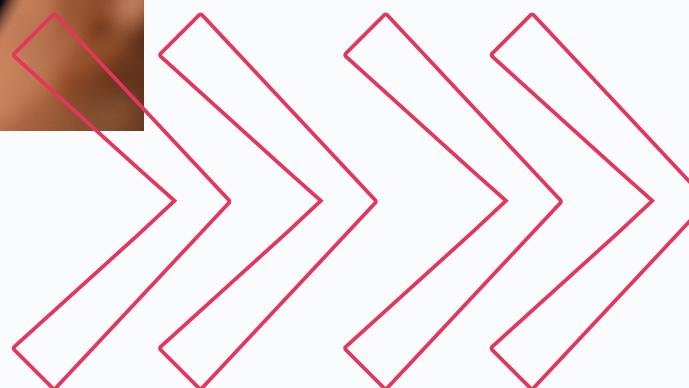
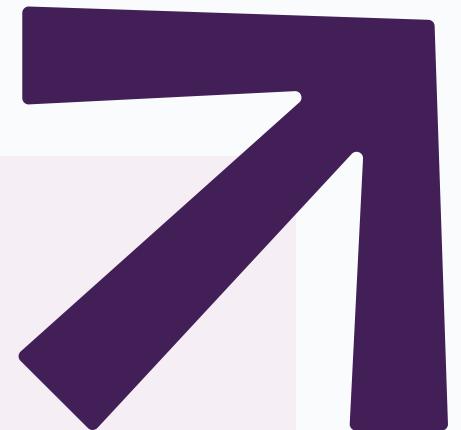
## GRAPHICAL ELEMENTS

The graphical elements of our brand play a crucial role in shaping our identity, ensuring consistency, and enhancing visual appeal across all touchpoints. This section outlines the key principles guiding the use of graphical components in our communication and design.

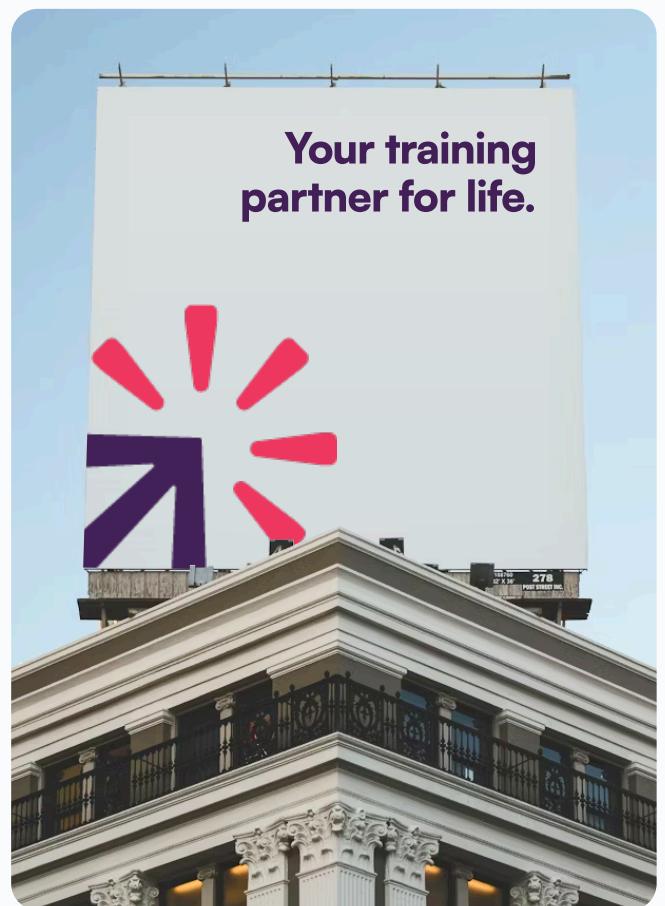
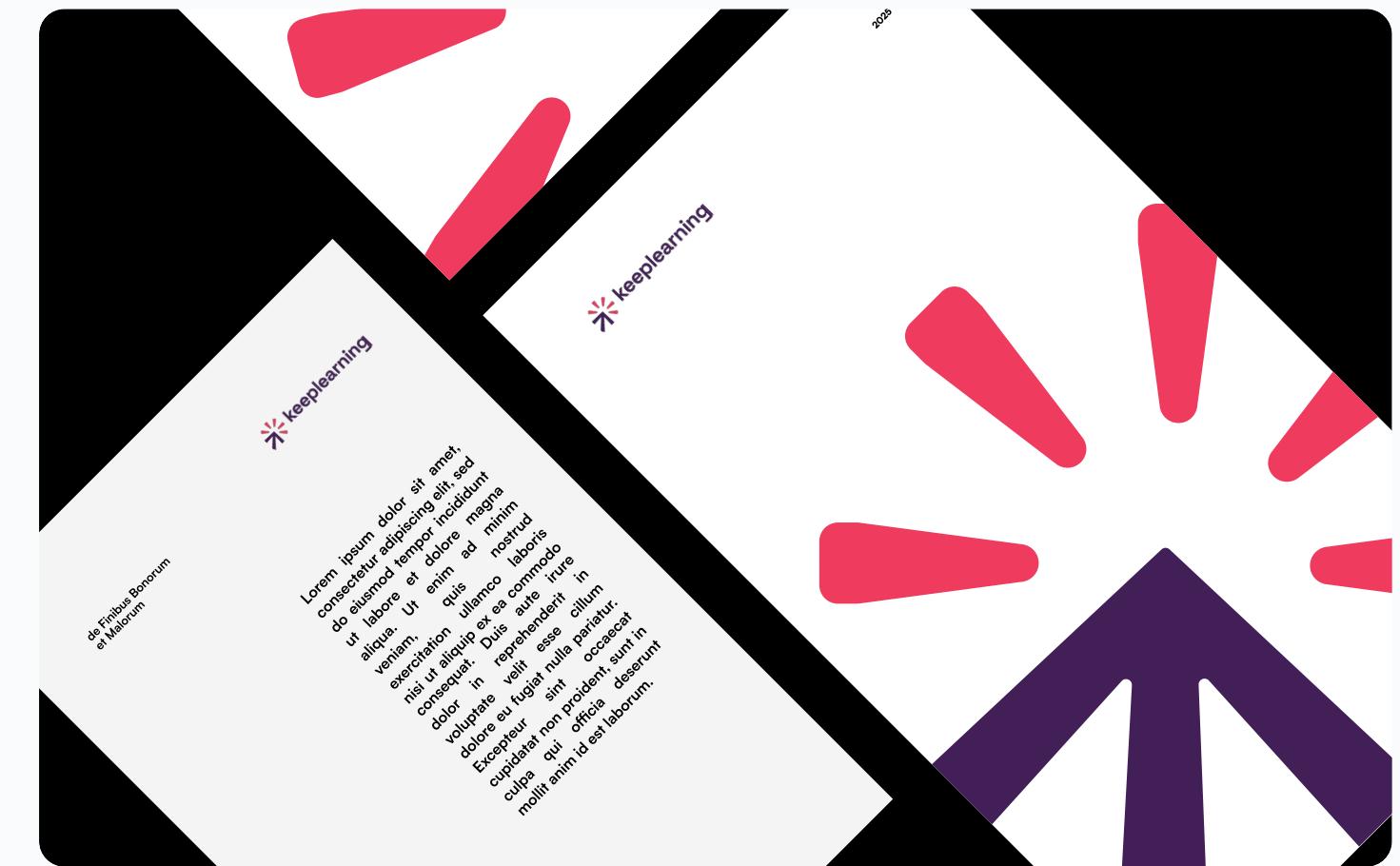


### AI-Powered Development

Leveraging LLMs and generative AI to build next-gen applications and software solutions.



## APPLICATION



**BENGALURU**

KIADB Industrial Area 8 P & 9 P, Infosys Drive, Electronics City  
Phase 1, Bengaluru, Karnataka -560100

**MUMBAI**

419-A, 4th Floor, Arun Chambers, Next to AC Market,  
Tardeo, Mumbai - 400034