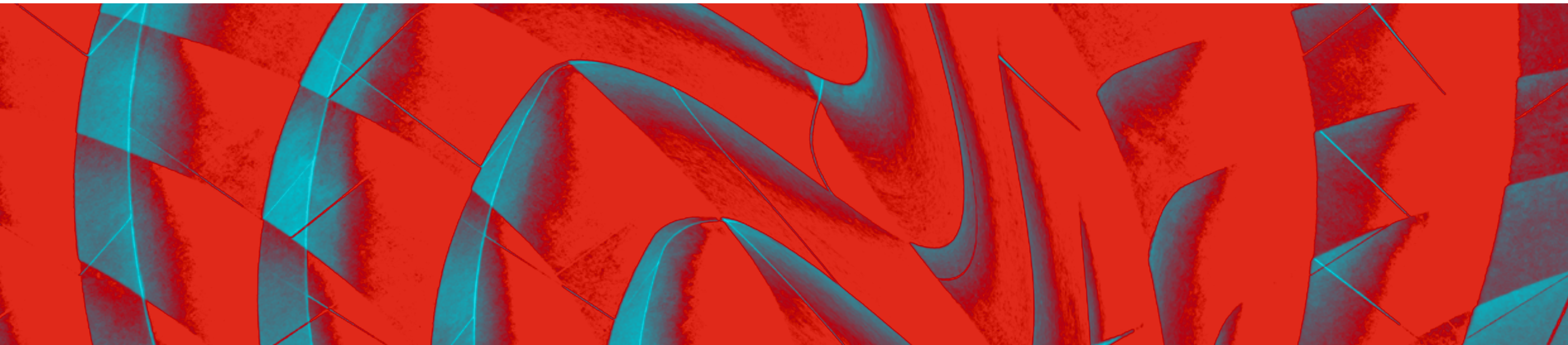


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# Brand identity guidelines

Version 1.0 | April 2020



## Logos

### Wordmark

#### Primary

The wordmark shown on the left is the preferred variation and should be used whenever possible. The black and white variation can be used when color is not available whilst the smallest size symbol should be used exclusively at small sizes. Please refer to each description for more details.



#### Clear zone

Make sure that the necessary white space – equivalent to the height of the "e" – surrounds the logo at all times.



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0.6" or 85px

#### Minimum size

Refrain from using the logo at sizes smaller than 0.6" in width for print applications and 85px in digital.

#### Smallest size symbol

The symbol can be used on applications smaller than the minimum size wordmark. Think of a favicon, for example. Additionally, the symbol can be used on square format applications, as long as the wordmark or brand name appears alongside it. Think of social media profile pictures as an example.

#### Black and white variations

The black and white logos should be used when black and white print is the only option available. Additionally, this can be used for special finishes such as embossing or embroidery.

— Positive version

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— Negative version

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# Logos

## DOs and DON'Ts



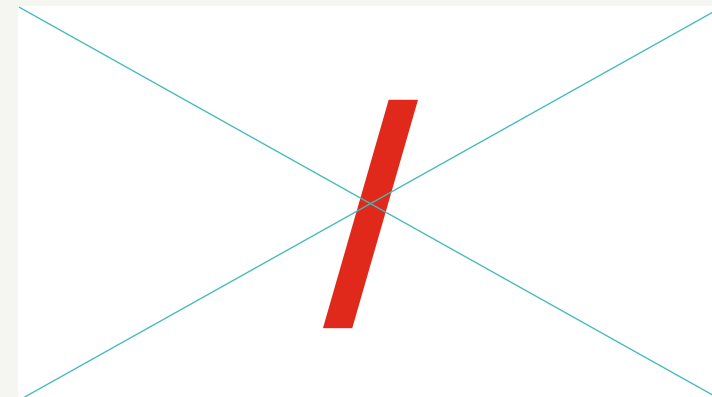
**DO NOT** change the wordmark font



**DO NOT** remove the <sup>TM</sup>



**DO NOT** use the smallest size symbol in instances where the primary wordmark could be used



**DO NOT** crop or isolate parts of the wordmark



**DO NOT** use in poor contrast situations



**DO NOT** apply shadows to the wordmark

### Using the logo

Please be sensible when using our logos. Ensure our logos are visible, readable and sized appropriately. They should also benefit from good contrast.

### Logo color combos

On the right, we have some guidance on our preferred and forbidden background colors in relation to the logos.

#### — Preferred color combos



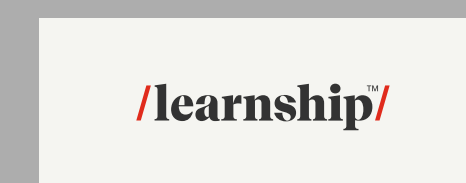
Positive on White



Negative on Cool Gray 1



Positive on Cool Gray 5



Positive on Warm Gray 5



White variation on Learnship Red

Learnship Red shouldn't be used as a background often, but when this happens use the white variation of the wordmark.

#### — Forbidden background colors for holding the logos



Learnship Aqua



Cool Gray 4

The logos should never be positioned on a Leadership Aqua or Cool Gray 4 background.



# Thank you.

**Brand related queries**

*Please contact us at:*

marketing@learnship.com

Last updated: April 21st 2020