STYLE GUIDE

NELBERK

LANGUAGE SCHOOL




Ńelberk
Language
School



Logo rationale

This logo is designed to look and feel very professional and bold, it features elements from different languages and looks very innovative.
it is arranged in a very attractive manner representing the first 2 letters of the brand’s name.
the box in the logo coveys a feeling of professionalism and efficiency. thus the use of sharp edges too.

LOGO VARIATIONS



Secondary logo



stacked version

Horizontal version



Primary logo

BRAND COLOUR PALETTE

Primary brand colours

HEX #218ba5
CMYK 80 , 16 , 0 , 35
RGB 33 , 139 , 165

HEX #218ba5
CMYK 0, 69, 66, 6
RGB(240, 75, 81)

HEX #FFFFFF
CMYK 0, 0, 0, 0,
RGB(255, 255, 255)

Secondary brand colours

HEX #000000
CMYK 0, 0, 0, 100
RGB(0, 0, 0)

HEX #77D7B2
CMYK 45, 0, 17, 16
RGB (119, 215, 178)

TYPOGRAPHY

Futura

Typeface for headings

OSWALD

Typeface for subheading

ARIAL

Typeface for body copy



*When using these emphasis can be made by using italics, higher line weight or colour contrast, you must not use any typeface asides these.

LOGO USAGE GUIDE

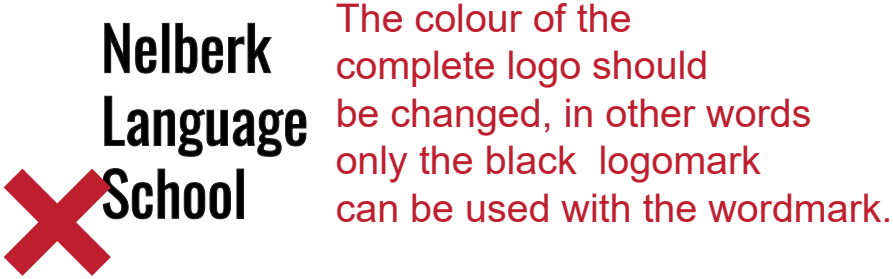




-Always make sure there is a clear contrast between the logo and the background



No effect must be applied to the logo.



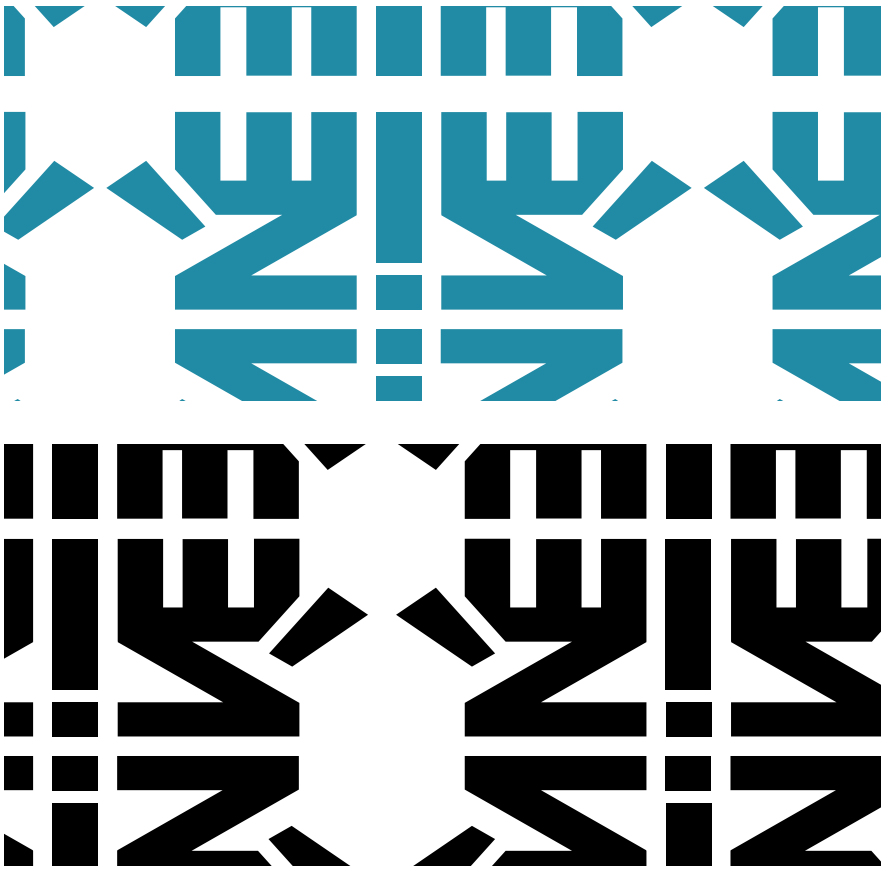
The colour of the complete logo should be changed, in other words only the black logomark can be used with the wordmark.

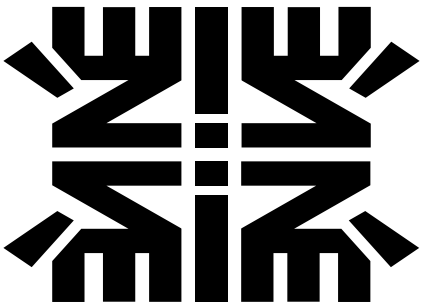


No outline must be added to the logo.



The logo must not be distorted in any way.





BRAND PATTERNS

