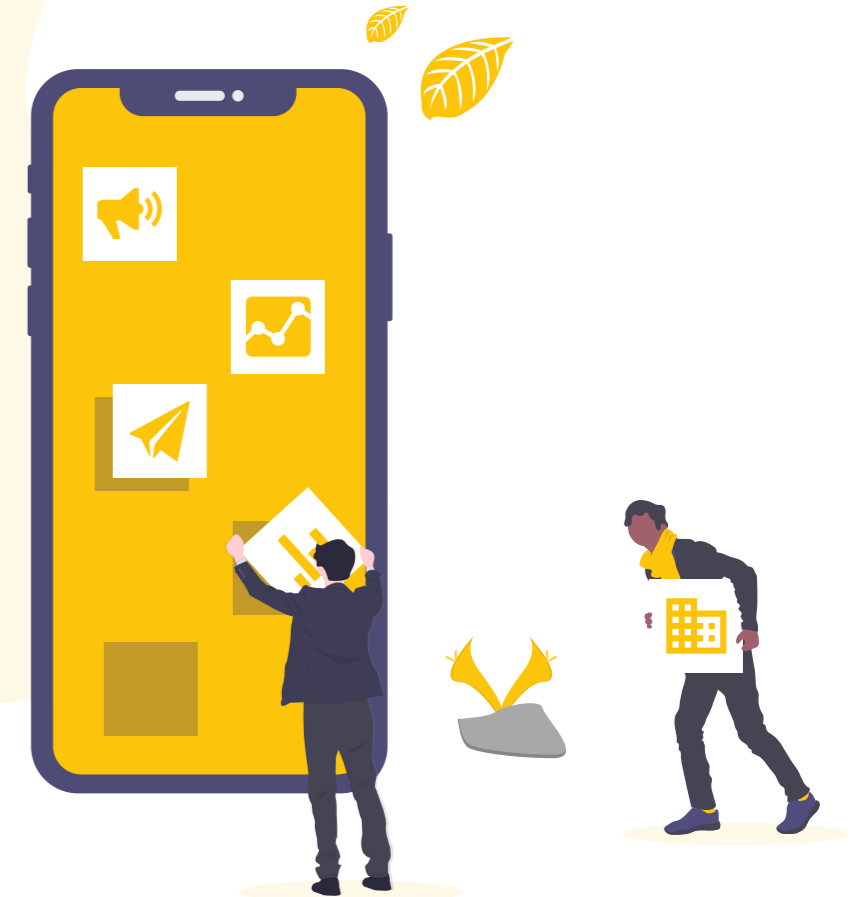




# BRANDING GUIDELINES

2022



# Content

## 01

### Welcome Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque lacus quis risus

## 02

### Colors

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque lacus quis risus

## 03

### Typography

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## 04

### Logo

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# Welcome to EDVerve

We partner with Organisations and improve their Performance through Digital Learning Transformation



We've developed the new Edvanta Master Branding to assist us to realise our hunger to become a centre of cognitive revolution.

Applying a unifying visual style across every area of our business, we aim to speak with a common voice around the world and put the customer at the heart of every solution.

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# Our Brand



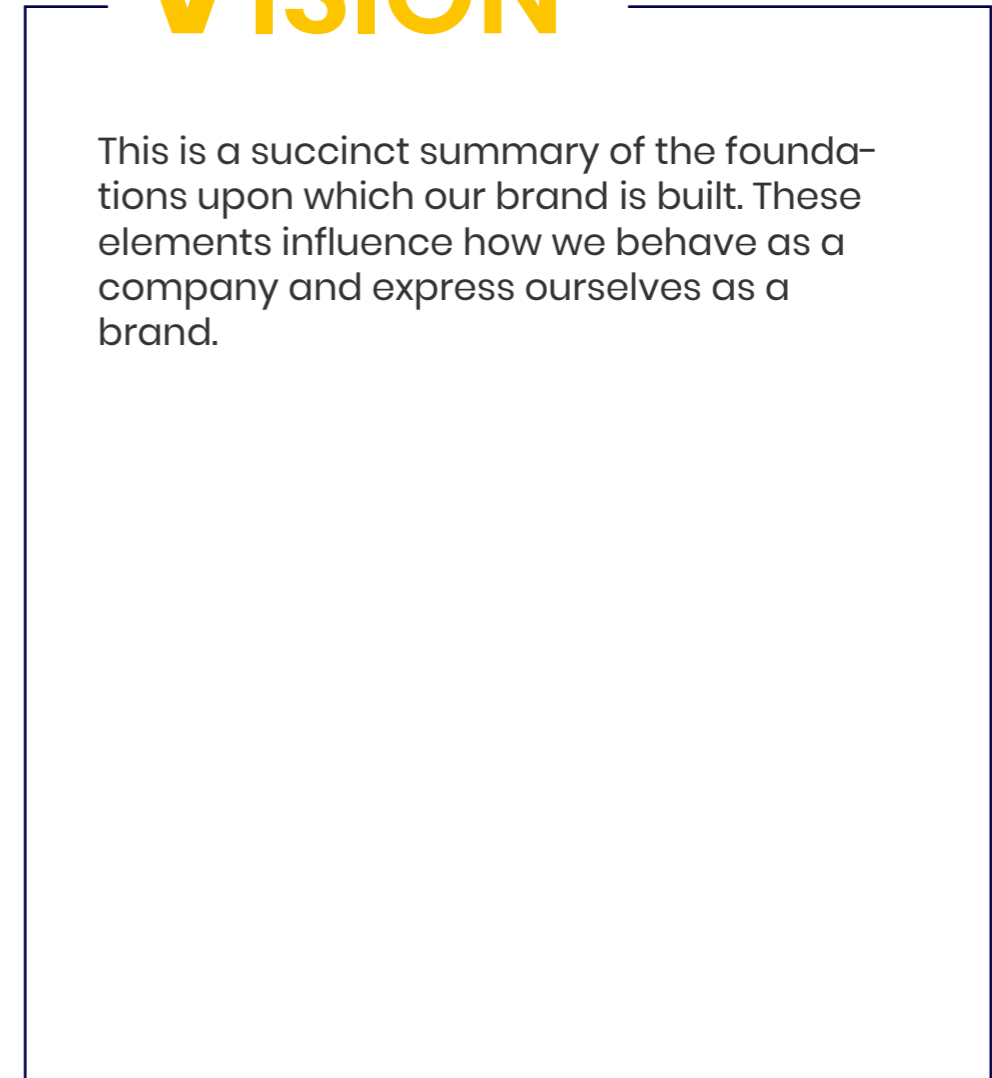
This is a succinct summary of the foundations upon which our brand is built. These elements influence how we behave as a company and express ourselves as a brand.

## MISSION



## VISION

This is a succinct summary of the foundations upon which our brand is built. These elements influence how we behave as a company and express ourselves as a brand.



# Colors



## Brand Colors



HEX 010148  
RGB 1, 1, 72  
CMYK 100, 97, 29, 51



HEX FDC400  
RGB 253, 196, 0  
CMYK 0, 23, 100, 0



HEX FFFFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

## Primary Colors



HEX 659DBD  
RGB 101, 157, 189  
CMYK 62, 27, 15, 0



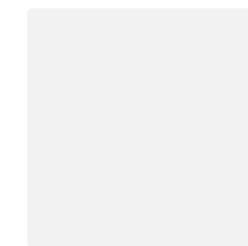
HEX F3D250  
RGB 243, 210, 80  
CMYK 5, 14, 81, 0



HEX FE330E  
RGB 254, 51, 14  
CMYK 0, 92, 100, 0



HEX 5C5F58  
RGB 95, 95, 88  
CMYK 62, 51, 58, 27



HEX F2F2F2  
RGB 242, 242, 242  
CMYK 4, 2, 2, 0



HEX 333333  
RGB 51, 51, 51  
CMYK 69, 63, 62, 58

# Colors



## Accent Colors



HEX ED1E79  
RGB 237, 30, 121  
CMYK 0, 97, 20, 0



HEX 802BB1  
RGB 128, 43, 177  
CMYK 63, 90, 0, 0



HEX 14A098  
RGB 20, 160, 152  
CMYK 79, 15, 46, 0

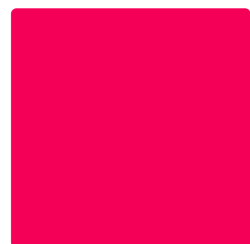


HEX 3fEEE6  
RGB 63, 238, 230  
CMYK 0, 53, 0, 20



HEX FCE181  
RGB 252, 225, 129  
CMYK 2, 9, 60, 0

## Secondary Accent Colors



HEX F50057  
RGB 245, 0, 87  
CMYK 0, 100, 52, 0



HEX D50089  
RGB 213, 0, 249  
CMYK 41, 82, 0, 0



HEX 2196F3  
RGB 33, 150, 243  
CMYK 71, 34, 0, 0



HEX EEFF41  
RGB 238, 255, 65  
CMYK 12, 0, 89, 0



HEX FFEB3B  
RGB 255, 235, 59  
CMYK 2, 2, 87, 0

# Typography

## Primary Typeface

Our primary brand typeface is **POPPINS**. It is a Sans Serif face for cleaner look. Used primarily for headings to communicate important points.

The typeface has 9 different weights & thus can be used in different context accordingly

Note: The font is an Open Source font. It is easily available on the web.

Click on the icon to download.



Typeface variable weights

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# Logo



## Primary

The logo consist of three elements i.e.

1. Verbatim E
2. Verbatim D
3. Edvanta Typeface.

The verbatim E & D represents the modern look towards digital learning. They show our flexibility & speed in coming up with processes to serve the client.

They are balanced by the Logo typeface.

The primary version of the logo is shown here and should be used in such form.





# Logo



## Usage & Placement

When you place the Logo in a design environment, kindly make sure to give it enough room to breath. We call this clear space.

Our logo can be placed in different positions across our communications, depending on the context and format of the piece.



# Logo



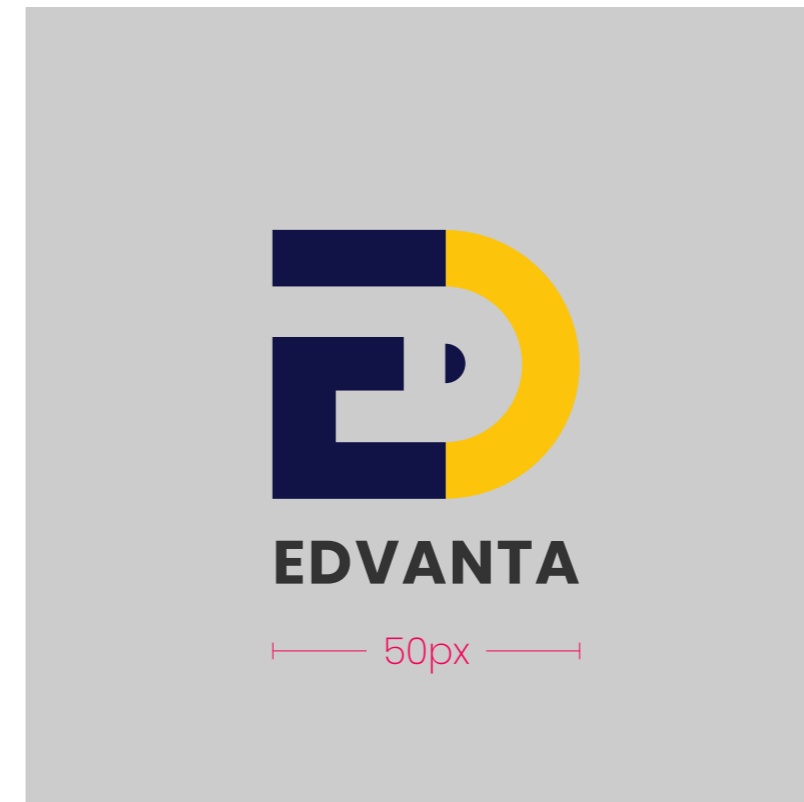
## Minimum Size

We want people to see our logo clearly across all our communication channels. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

There can be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

Digital:

**Minimum width 50px**



# Logo



## Color Usage & Combination

Our logo comes in two different colorways to create consistency. The one you use will depend on your background image or color.

For light-image backgrounds  
Use the logo with the black Pearson logotype.

For dark-image backgrounds Use the logo with the white Pearson logotype.

### Color Backgrounds

Place our logo against only the background colors shown here, as these have all passed accessibility testing.



Dark Tone



Light Tone



# Typography



## Creating Hierarchy

Type hierarchy plays a key role in engaging the audience with the copy and keeping them interested.

Here are some examples of how to apply the different elements:

### 1. Header

Should be short, crisp, and engaging.

### 2. Sub-Header

A concise and engaging lead-in to your content.

### 3. Body copy header

These help to signpost and divide your copy into easily readable sections.

### 4. Body Copy

Set this in Open Sans for legibility and no smaller than 12 pt in print wherever possible.

1

## WE SIMPLIFY

2

Edvanta Technologies helps clients with building their Digital Learning Transformation journey by modernisation of their conventional L&D infrastructure, integrating digital innovations and adapting the solutions for scale required for their business.

3

### Changing the education Paradigm

4

Transformation requires a cultural change and if your leaders are unclear we help them develop the learning culture.

A detailed assessment process to draft clear understanding of your organisation stage

Onboard your leaders on Edvanta customer success platform to challenge, inspire.

After the Maturity Model Assessment & building an actionable strategy for the Cloud, Social, Mobile & Analytics, we implement the Digital Solutions for your Business Needs. We help you with creating information portals, course catalog, eCommerce enablement, learner journeys and integrate with your Enterprise Suite of Applications.

# Typography

## Usage and Color Combinations

Use of colors is what makes the perception of your brand. While following our guidelines, use the following examples to set the tone.

These are our most usable combinations

Exceptions can be made depending upon the context and the design environment.

## CHANGING PARADIGM

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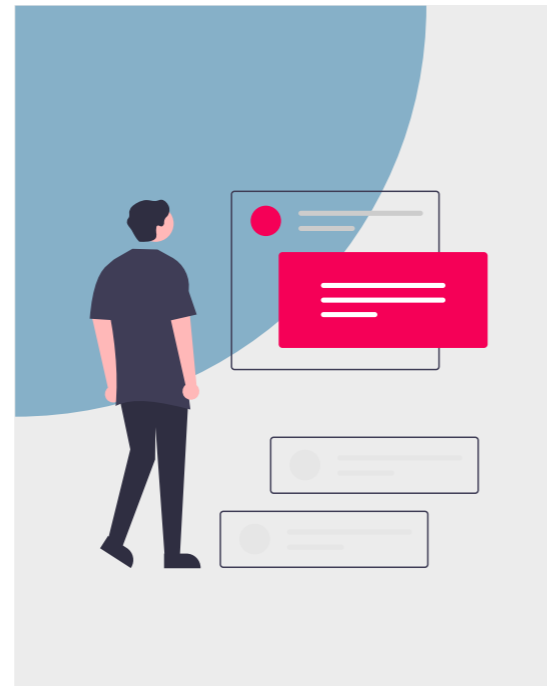
# Visual Toolkit

## Photography



Creating immediate emotional engagement with your audience with the use of photographs.

## Illustrations



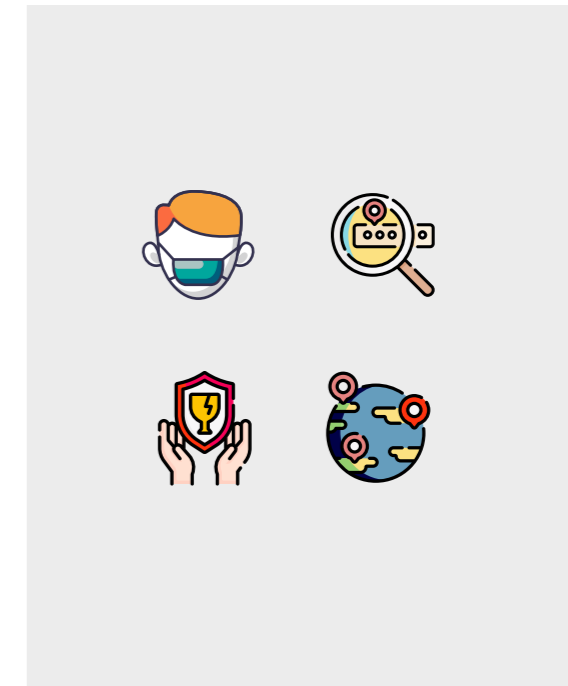
Illustrations help in interpretation and interpolation of complex themes.

## Infographics



Visual interpretations of facts and data.

## Icons



Simplified visual representation of objects for use at small sizes.

# Brand Architecture

## Visual Treatment of Logo with Products

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# Geometric Logos

## Minimum Size

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Digital:

**Minimum width 50px**

