

May 2022

Educator

Brand Identity Design Guide







Logo Icon Applied on Different Backgrounds





Primary
Outfit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold | Semi Bold

Secondary

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Normal

Brand Colors



#0f52ba
R15 G82 B186

#25a9d9
R37 G169 B217

#000000
R0 G0 B0

Logo Usage

Do & Donts

The brand colors and font must be used at all time. Ref to Page 6 and 7.

No change in color should be done except for the changes specified in this brand guide. The Logo cannot be skewed.

The Logomark can stand alone.





Chestpin Mock



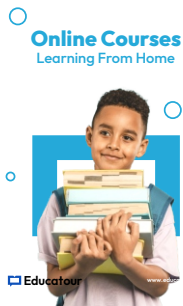
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Thank You!

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