LOGO GUIDELINES

VERTICAL & HORIZONTAL USE CASES

Horizontal

The horizontal version is mainly used on the website, letterhead, for creating business cards, advertising on billboards, advertising and sponsorship products.

Vertical

The vertical version is used for square and vertical layout formats. For example, for printing typographic products, t-shirts, mugs, advertising banners, for instant messengers, social networks, signboards.

Youth in Focus
LEARNING THAT TRANSFORMS

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LOGO GUIDELINES

PANTONE AND WEB COLORS

Primary 1

PMS 653 • HEX #17577A

Primary 2

PMS 7607 • HEX #D67567

Primary colors help consumers to quickly identify a brand. These are the core colors of the brand. Primary brand colors are the main, consistent colors used in all graphics, publications, signage, etc.

Secondary 1

PMS 1355 • HEX #FECA7A

Secondary 1

PMS 624 • HEX #70A095

Secondary brand colors act as a complimentary color pallet to the primary brand colors. These colors are updated more frequently and often change to reflect strategy trends and marketing goals.

TT Norms

This is the main brand font and should be used primarily
on headers and high level titles.

Heading 1

TT Norms Medium | 34px | 500 | #303030

Heading 2

TT Norms Medium | 27px | 500 | #303030

Heading 3

TT Norms Medium | 20px | 600 | #303030

Heading 4

TT Norms Medium | 18px | 400 | #DE6F28

Heading 5

TT Norms Bold | 18px | 500 | #303030

HEADING 6

TT Norms Medium | 11px | 500 | #303030

Paragraph

TT Norms Roman | 14px | 400 | #303030

Sub-Copy

TT Norms Roman | 12px | 400 | #555555

Key:

"TT Norms Medium"

Web font and weight description.

"600"

Font weight adjustment from site.

"34px"

Font Size.

"#303030"

Font Color. This example is of a dark-grey/black

FONT GUIDELINES
SECONDARY FONT

Mrs. Eaves

Mrs. Eaves is our secondary font, used mainly in body copy as it is a very legible and readable font at medium to small font sizes

Heading 1

TT Norms Medium | 34px | 500 | #303030

Heading 2

TT Norms Medium | 27px | 500 | #303030

Heading 3

TT Norms Medium | 20px | 600 | #303030

Heading 4

TT Norms Medium | 18px | 400 | #DE6F28

Heading 5

TT Norms Bold | 18px | 500 | #303030

HEADING 6

TT Norms Medium | 11px | 500 | #303030

Paragraph

TT Norms Roman | 14px | 400 | #303030

Sub-Copy

TT Norms Roman | 12px | 400 | #555555

Key:

"Mrs. Eaves Roman"

Web font and weight description.

"500"

Font weight adjustment from site.

"14px"

Font Size.

"#606060"

Font Color. This example is of a dark-grey/black

IMAGE GUIDELINES
STYLE AND MOOD BASICS

Quality best practices

In today's visually-driven world, great photos are no longer a nice-to-have. They're a necessity, especially for the new generation of travelers. There are some key ways that improving photo quality can benefit a business. Images help users understand your business, products and brand as well as critical to ads that perform well.

Authenticity

Choose content that looks natural and feels real and human. Like it was taken in the moment. Lighting and editing should feel true to life as well.

Don't Choose content that feels staged or overly posed, avoiding selfies.

Do:

Don't: