

Days of Knowledge training events

Branding Guide

Logo usage

Rules

- Avoid effects
- Maintain composition
- Maintain contrast and visibility
- Positive logo is used on light and neutral background
- Negative logo is used on both dark and coloured backgrounds

Negative Logo



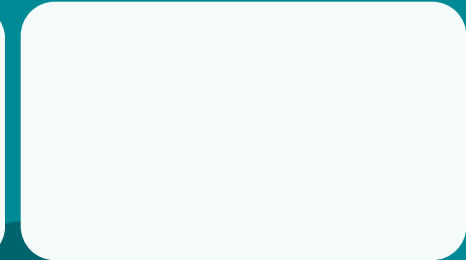
Positive Logo



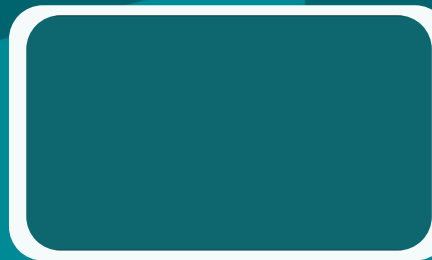
Primary colours



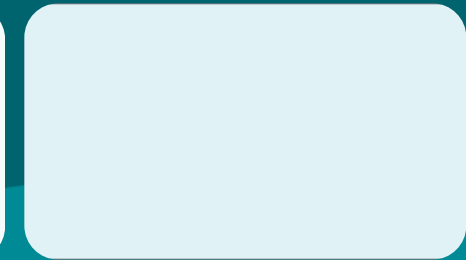
Signature teal
CMYK: 77/15/32/20
Pantone: 7474 C
RGB: 0/138/149
HEX: #008a95



White ice
CMYK: 4/0/2/0
Pantone White
RGB: 246/252/252
HEX: #f6fcfc



Dark teal
CMYK: 81/26/38/40
Pantone: 5473 C
RGB: 0/102/110
HEX: #00666e



Fresh green
CMYK: 15/0/6/0
Pantone: 656 C
RGB: 223/242/244
HEX: #dff2f4

Favicon & backgrounds

Favicon rules

- Avoid effects
- Avoid other colours
- Maintain dimensions
- Maintain composition
- Maintain contrast and visibility
- Size 16x16 pixels or 32x32 pixels

Possible backgrounds



Favicon



Typography

Our identity contains two typographies

The primary typeface: "Poppins", with its simple and modern character, is a typeface that is future-proofed. In order to create a typographic hierarchy, the cuts are used: Semibold, medium and regular.

To add further character to the brand, a secondary display typography has been added: "Arsilion". The typography is used to highlight important words in a sentence, and gives a sense of community and closeness, due to its handwritten expression.

Primary typography

Headlines: **Poppins semibold**
Sub-headlines: **Poppins medium**
Body text: Poppins regular

Display typography

Words: *Arsilion regular*