excl in education

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DESIGNED BY CURVE DESIGN

STYLE GUIDE

01   Logo

A logo identifies a business in its simplest form via the use of a mark or icon.

—

1 Core Look, Many Variations

Logo

01

Logo

01

1A

Logo

These logos are best used against simple backgrounds, as marks for micro-signatures on more complex designs. Use them on both print & web collateral, they're provided in both CMYK EPS files and RGB PNG files.

excl in education

excl in education

Usage
Use this logo against darker bkgrnds
LEFT
excl_Logo_vertical_set-reversed-02.eps

Usage
Use this logo against brigher bkgrnds
RIGHT
excl_Logo_vertical_set-03.eps

1A

These logos are best used as first marks to establish the non-profit's brand.
Use them on both print & web collateral, they're provided in both CMYK EPS files and RGB PNG files.

2/C COMPOSITION PROVDED:

- SUNSHINE YELLOW
- SUNSHINE DEEP YELLOW*
- BLACK
- WHITE [PAPER]

* Sunshine Deep Yellow has been provided for better readability with the logo.

Logo

Main Set

Vertical Set

Usage
Use the logos in this set for landscape contexts.

1. excl_Logo_main_set-01.eps
2. excl_Logo_main_set_Artboard 2.eps
3. excl_Logo_main_set_Artboard 3.eps

Usage
Use the logos in this set for vertical contexts.

1. excl_Logo_vertical_set-01.eps
2. excl_Logo_vertical_set_Artboard 2.eps
3. excl_Logo_vertical_set_Artboard 3.eps

02   Typography

The choice of typeface for both the grid and colour scheme makes all the difference between a good, bad and great design.
—

We chose classic & modern pairings

Typography

02

Typography

02

2A-1

This is the brands main logo typeface. Use it as a default when mentioning the organization in collateral, postcards and when available online.

Typography

Primary Typeface

Proxima Nova

ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Italic
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Regular
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Bold
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

2A-2

This is the brands supporting typeface when used for navigation, small content and even headlines with the Calluna typefaces.

Typography

Secondary Typeface

Lato

ABCDEFGHIJKLM
NOPQRSTUVWXZ
0123456789

Thin
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Regular
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Black
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

2B-1

Typography

The main body copy in the website is using the Calluna family, and a good default is Georgia as its univerally distributed and basically has the same look and feel.

Primary Typeface

Calluna

ABCDEFGHIJKLM
NOPQRSTUVWXZ
0123456789

Italic
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Regular
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Bold
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Excl in Education Style Guide
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1A. Logo
2A. Typography
2B. Typography
2C. Typography

3A. Color Usage
3B. Logo Colors

4A. Photography
4B. Image Effects

2B-2

When Calluna is not available, try this font-family as a backup. Its got a classic look and distinguished itself nicely against the sans-serif Proxima.

Typography

Secondary Typeface

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Light
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Regular
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Semi-Bold
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

2C-1

Typography

This is the brands supporting typeface when used for navigation, small content and even headlines with the Calluna typefaces.

Primary Typeface

Sofia Pro
ABCDEFGHIJKLM NOPQRSTUVWXZ 0123456789

Light
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Medium
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Black
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

2C-2

Typography

This is the brands
supporting typeface
when used for numbers.

Secondary Typeface

Futura

ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Medium
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

Medium Italic
ABCDEFGHIJKLMNO
PQRSTUVWXZ
0123456789

03   Color

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words.

—

The best of excl in rich colors

Color

03

Color

03

3A

Use these color combinations as your brand's color palette for both layouts, accents and overall presentations.

Sunshine Yellow for the logo color, backgrounds & accents.

Black & Dark Grey for general type.

Midnight Blue for Duotones & Hyper links,

Color Usage

Sunshine Yellow

Color Name: Sunshine Yellow
Web#: ffd826
CMYK: C=0 M=10 Y=100 K=0
RGB#: R=255 G=216 B=38

Black

Color Name: Black
Web#: 3b3b3b
CMYK: C=68 M=62 Y=61 K=51
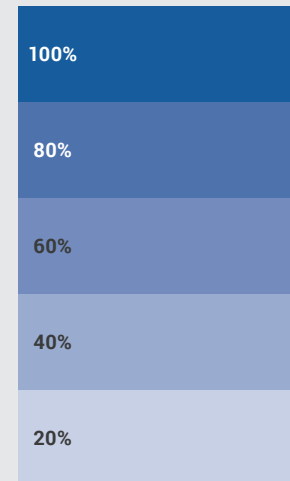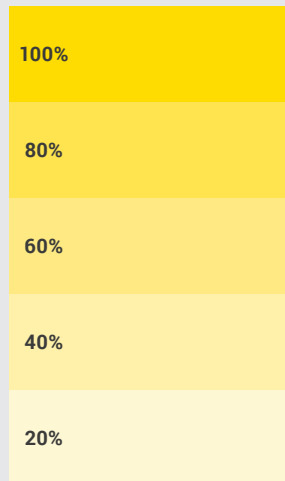**RGB#:** R=59 G=59 B=59

Dark Grey

Color Name: Dark Grey
Web#: 3b3b3b
CMYK: C=68 M=62 Y=61 K=51
RGB#: R=59 G=59 B=59

Midnight Blue

Color Name: Midnight Blue
Web#: 205d9e
CMYK: C=86 M=57 Y=0 K=16
RGB#: R=33 G=94 B=138
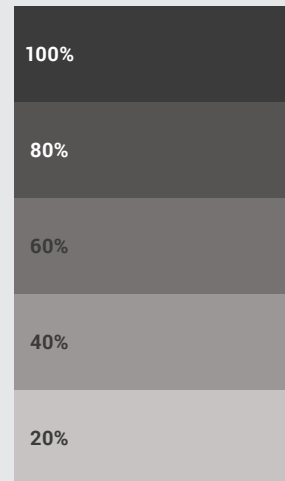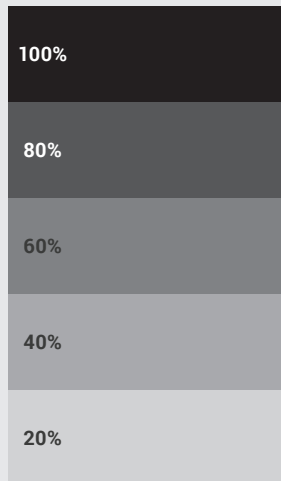
Sunshine Yellow	Black	Dark Grey	Midnight Blue
100%	100%	100%	100%
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

Color Tints
In color theory, a tint is the mixture of a color with white, which increases lightness, and a shade is the mixture of a color with black, which reduces lightness. A tone is produced either by the mixture of a color with gray, or by both tinting and shading.
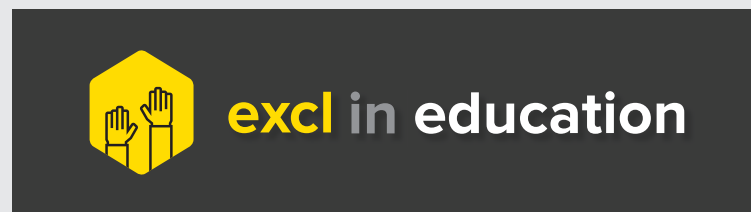
3A

Logo Combinations

A versatile pallette
has been provided to position
the logo against both light
and dark palettes.

**2/C & 3/C COMPOSITIONS
PROVDED:**

- SUNSHINE YELLOW
- SUNSHINE DEEP YELLOW*
- BLACK
- DARK GREY
- MIDNIGHT BLUE
- WHITE [PAPER]

** Sunshine Deep Yellow has
been provided for better
readability with the logo.*

Variations Set

Vertical Variations Set

Usage
Use the logos in this set for landscape contexts.

1. excl_Logo_variations_set-01.eps

2. excl_Logo_variations_set_Artboard 2.eps

3. excl_Logo_variations_set_Artboard 3.eps

Usage
Use the logos in this set for vertical contexts.

1. excl_Logo_vertical_variations_set-01.eps

2. excl_Logo_vertical_variations_set_Artboard 2.eps

3. excl_Logo_vertical_variations_set_Artboard 3.eps

3B

Color Usage

Use these color combinations as your brand's 2ndry color palette for monochromatic presentations.

Mid Grey
for the lightest expressions of logo & type.

Blue-Grey and Lapis Blue for classic even matte tones.

Highlight Blue for energetic & impact.

Mid Grey

Color Name: Mid Grey
Web#: 808080
CMYK: C=51 M=43 Y=43 K=8
RGB#: R=128 G=128 B=128

Blue Grey

Color Name: Blue Grey
Web#: 37474f
CMYK: C=78 M=60 Y=52 K=38
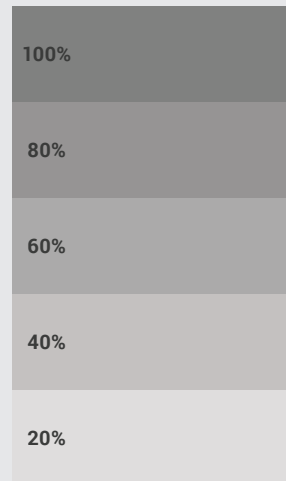**RGB#:** R=55 G=71 B=79

Lapis Blue

Color Name: Lapis Blue
Web#: e4e5b0
CMYK: C=36 M=12 Y=0 K=54
RGB#: R=88 G=111 B=133

Highlight Blue

Color Name: Highlight Blue
Web#: 1b75bb
CMYK: C=85 M=50 Y=0 K=0
RGB#: R=27 G=117 B=188
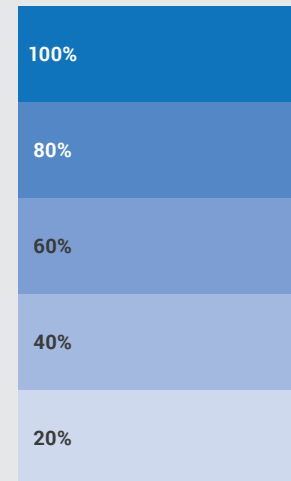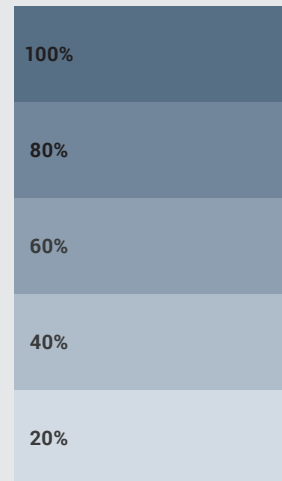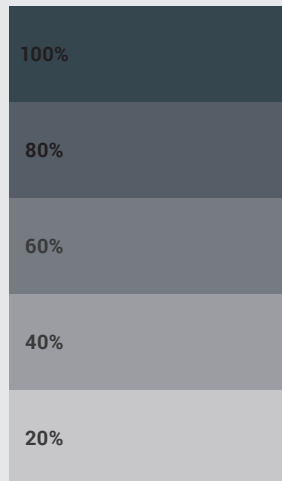
Mid Grey	Blue Grey	Lapis Blue	Highlight Blue
100%	100%	100%	100%
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

Color Tints
In color theory, a tint is the mixture of a color with white, which increases lightness, and a shade is the mixture of a color with black, which reduces lightness. A tone is produced either by the mixture of a color with gray, or by both tinting and shading.

3B

A versatile pallette has been provided to position the logo against light supportive palettes. These include the reverse marks, 2/c & 3/c combinations and the full color cobmination.

2/C & 3/C COMPOSITIONS PROVDED:

- 🟡 SUNSHINE YELLOW
- ⚫ BLACK
- ⚫ MID GREY
- ⚫ BLUE GREY
- ⚫ LAPIS BLUE
- 🔵 HIGHLIGHT BLUE
- ⚪ WHITE [PAPER]

Logo Combinations

White Background / Mid Grey Monotone Logo

Usage
vm_column_face_logo_bw.eps

Lapis Blue Background / Mixed Colors Logo

Usage
vm_column_face_logo_color.eps

Sunshine Yellow Background / Highlight Blue Logo

Usage
vm_column_face_logo_bw_reverse.eps

04   Imagery

We chose photography that enhances a user experience, and makes your brand shine.
—

Positive and emotive shots to activate

Imagery

04   Imagery

04

4A

Photography

Shots chosen reflect our understanding of the brand's community. We've started to compile the look and feel of the brand on Pinterest, under the **EXCL BRAND** board.

This grid is a taste of these main shots already used in the soft-pitch-deck.

Usage
Real shots of the community has been the focus. We'll be noting each photographer's name & contact Info on the site.

4B

Image Effects

Each section has been
developed with a set of
(3) possible duotones and
overlays that we've spec'd out
in both CMYK and RGB and
Web Hex colors.

A.
Midnight Blue
Web#: 205d9e
CMYK: C=86 M=57 Y=0 K=16
RGB#: R=33 G=94 B=158

B.
Sunshine Yellow
Web#: ffd826
CMYK: C=0 M=10 Y=100 K=0
RGB#: R=255 G=216 B=38

C.
Blue Grey
Web#: 37474f
CMYK: C=78 M=60 Y=52 K=38
RGB#: R=55 G=71 B=79

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