

VERSION 2024

Branding Guidelines

CREATED BY

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Brought to you by the EduBase team

The complete branding guidelines for EduBase,
the next-generation educational platform.

The Overview

EduBase is an innovative, modular, online educational platform that makes learning more enjoyable, simpler and interactive, suitable for educational institutions or enterprises.

These guidelines will help you display EduBase, most importantly, its logos and colors in various scenarios, online and offline. Please follow directions described in this document or consult with the EduBase team when in doubt.

Please do not reuse any of this document for your own purposes.

02.

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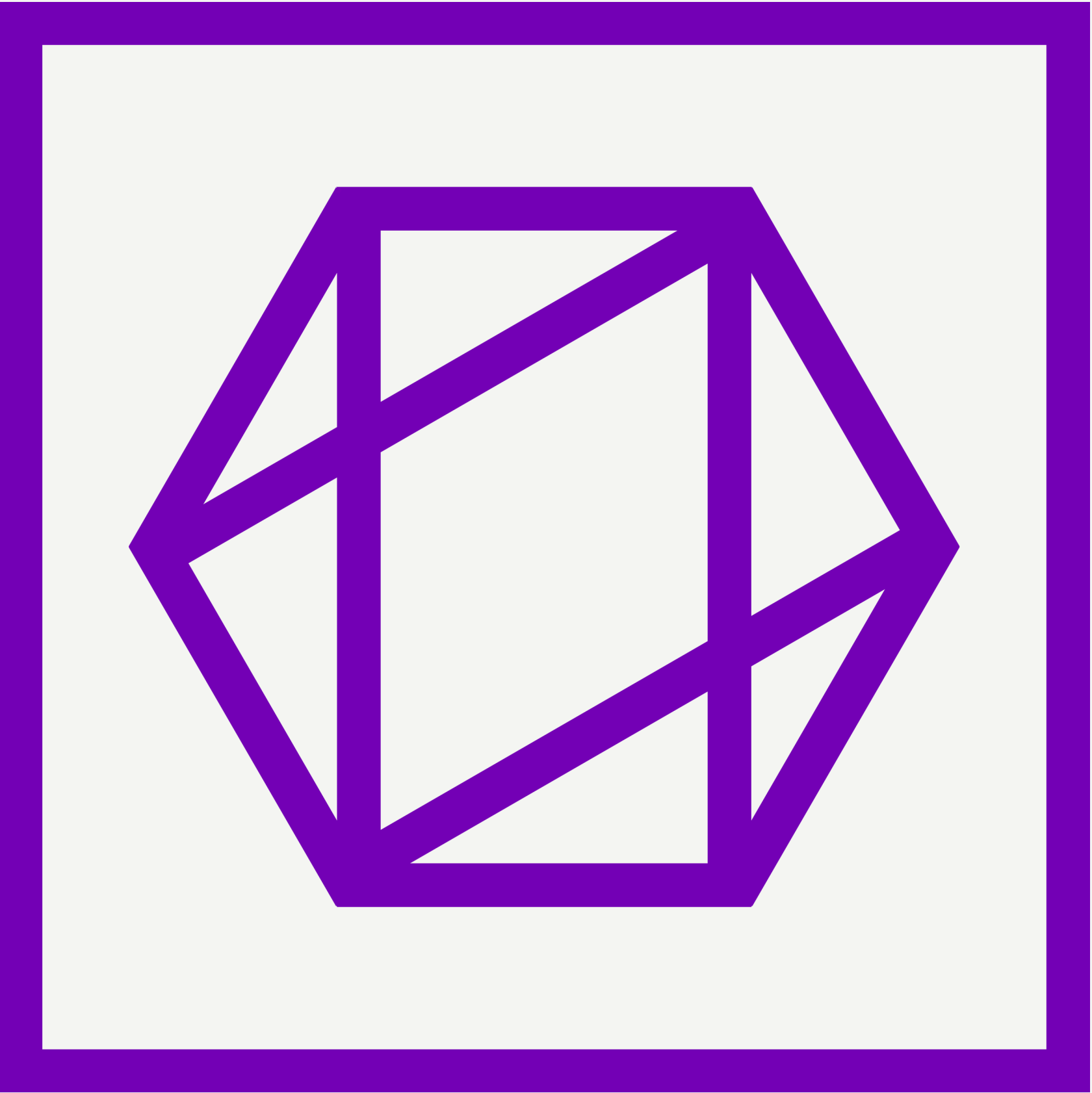
GUIDELINES

THE LOGO

CHAPTER 02.

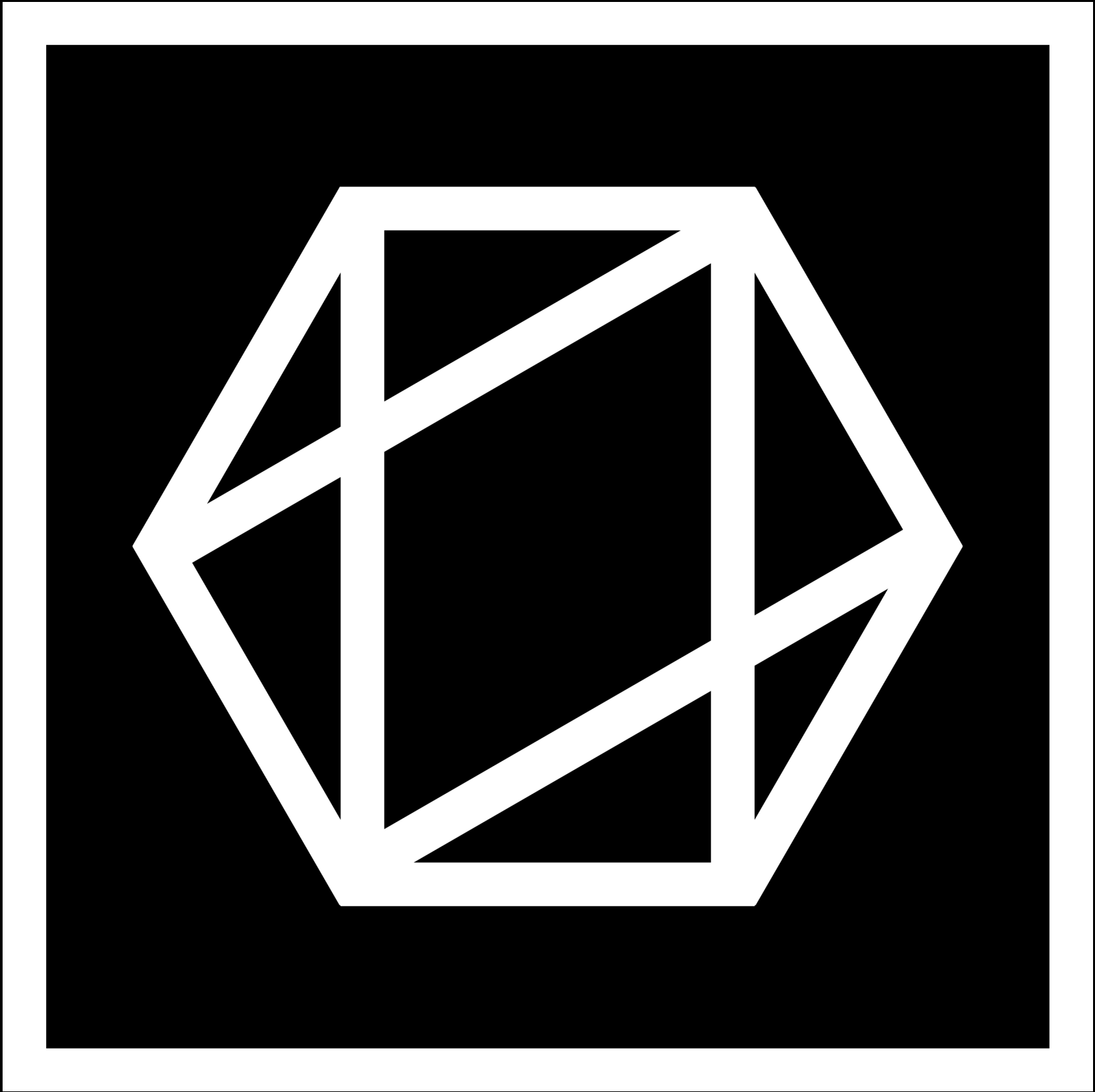
Primary Logo

Also called as the "Diamond". It represents the ultimate composition of all types of knowledge and the endless possibilities the platform meant to provide to educators. Having a border helps keeping the distance between other visual elements. A white stroke might be used for better visibility.



Primary Logo

On darker backgrounds, the pure white version of the diamond should be used.



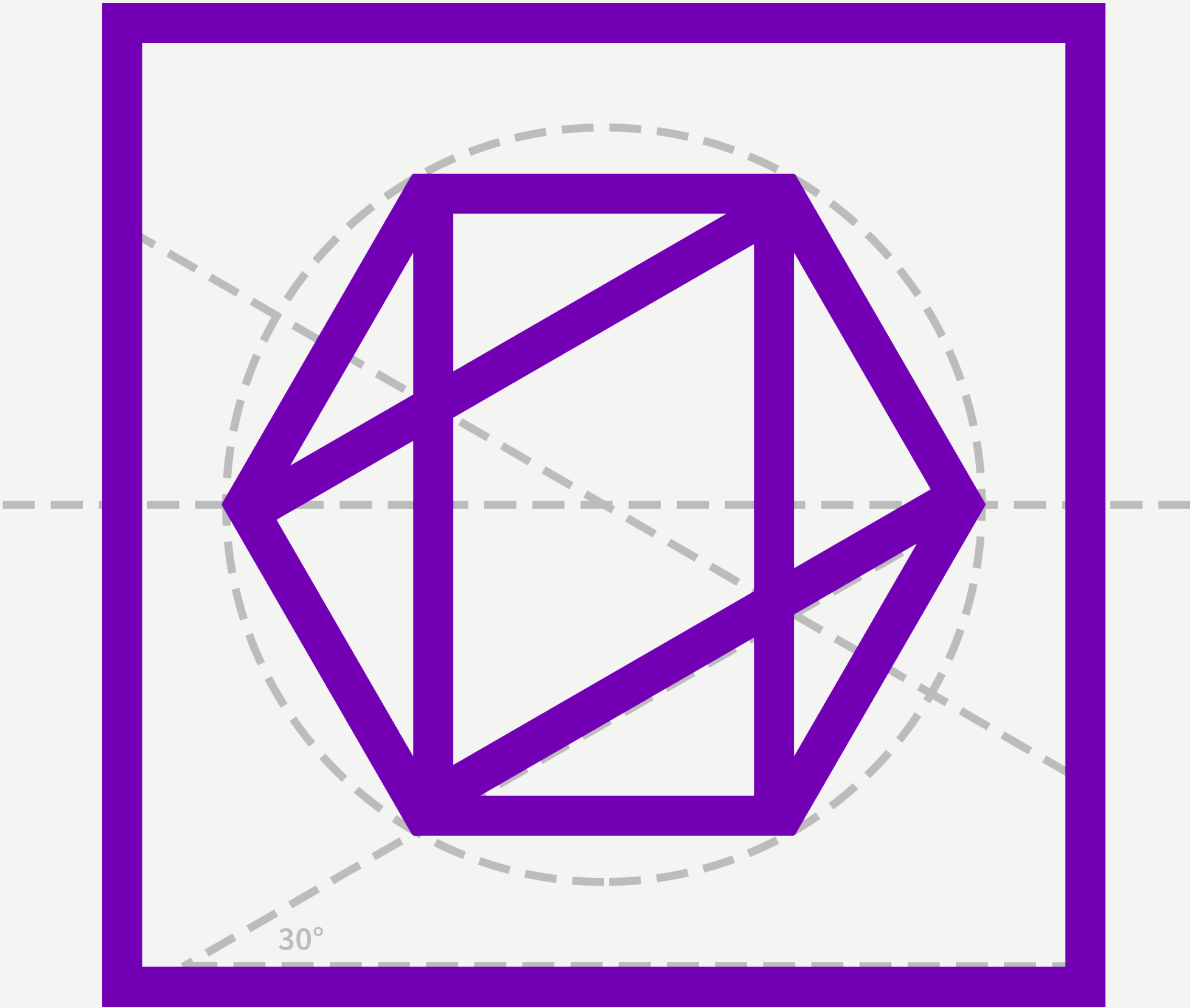
Secondary Logo

Sometimes the logo needs to appear in rounded boxes or inside oval boxes. Bordering lines would make this look bad, so an alternative display is preferred in these cases.



The Logo Construction

The Diamond itself is a **regular hexagon** with **two pairs of parallel diagonals** connected. The two other diagonals are purposefully missing!



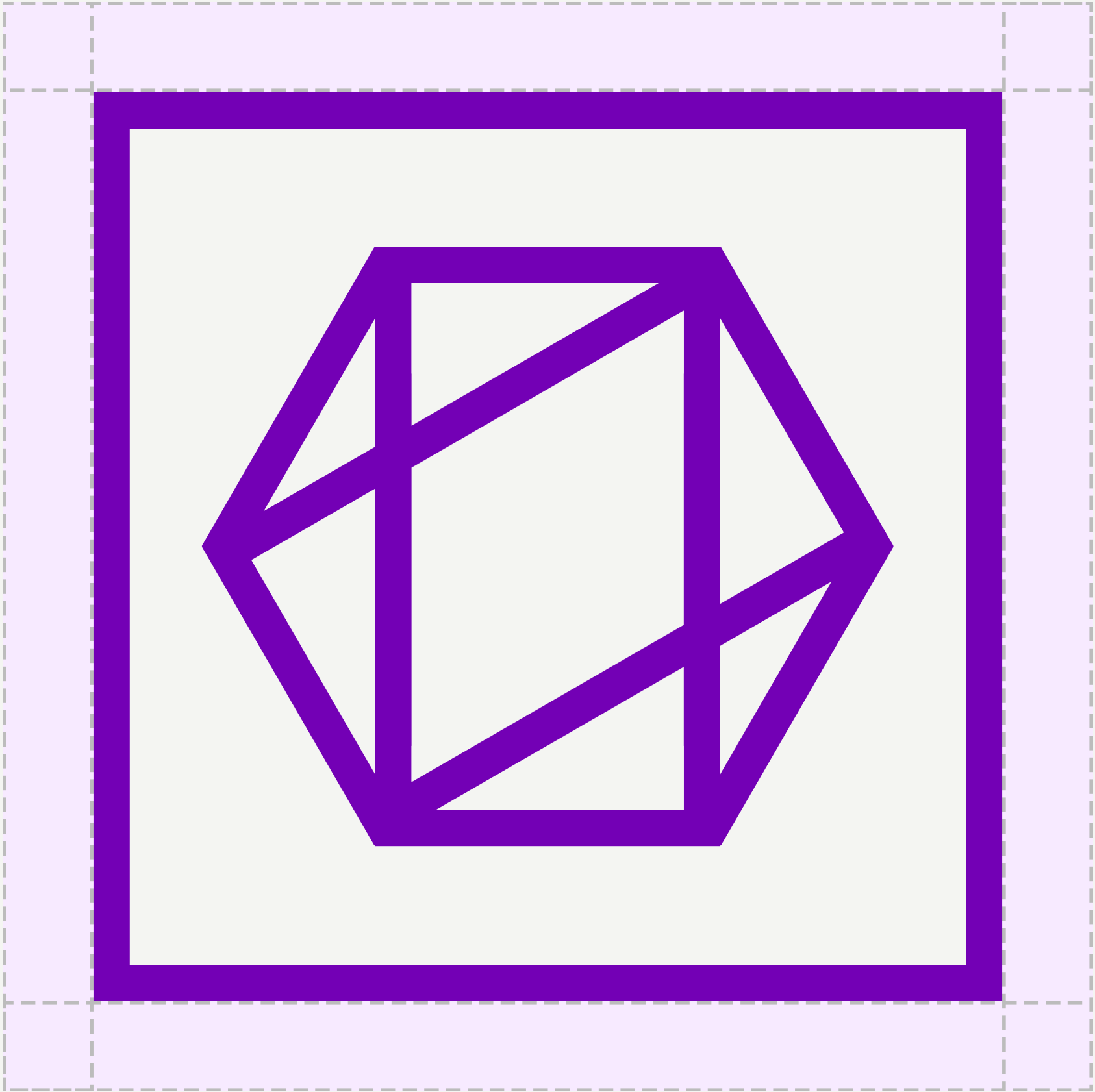
The Logo Text

The Diamond is ofter put together with the EduBase logo text to form the final Logo together. This text might have a white stroke just like the Primary Logo if it enhances visibility. EDU is SemiBold, while BASE is ExtraLight and uses the main font type, Titillium Web.

EDUBASE

Safe Zone

You must keep some space around the Logos and the Logo Text as well. There is no solid value, nor in pixels, nor in percentage of size, but it needs to be distinctable from the environment it is embedded into.



03.

Typography

Typography

Primary Typeface

This is for titles, the Logo Text and important parts of texts. It should not be overused! This font is rarely used in smaller sizes and regular and bolder weights as well. Prefer Light and ExtraLight where possible, and try to avoid Italic styles.

Regular

Titillium Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*



Typography

Secondary Typeface

This font is for contents and common parts of texts. The website uses this font for displaying all texts except for titles and special sections. Prefer Regular and Bold font weights in most cases, Italic styles are acceptable.

Regular

Source Sans 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*



04.

Colour Guide

Colour Values

EduBase uses its own "Royal Purple" color as brand color. No secondary non-monochrome color is used in Logos or brand visuals. However, we use lots of different grayish background colors, so you can use your own mixture that fits the project while keeping our Logo visible! See most commonly used accents with their color codes.

<div>Primary</div> <div>Purple</div> <div>R119 G0 B181 HEX #7700B5</div>				<div>Black</div> <div>R0 G0 B0 HEX #000000</div>
<div>Darker Gray</div> <div>R217 G217 B217 HEX #D9D9D9</div>	<div>Dark Gray</div> <div>R235 G235 B235 HEX #EBEBEB</div>	<div>Light Gray</div> <div>R241 G241 B241 HEX #F1F1F1</div>	<div>Very Light Gray</div> <div>R250 G250 B250 HEX #FAFAFA</div>	<div>White</div> <div>R255 G255 B255 HEX #FFFFFF</div>

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Thank You

IF YOU HAVE ANY QUESTIONS OR FEEDBACK, DON'T HESITATE TO CONTACT US
ON THE CONTACT DETAILS BELOW



Created by - Aron Hives, EduBase LLC, www.edubase.net
Email: aron.hives@edubase.net