

A GLOBAL PLATFORM ON EDUCATION



Brand Book

Branding

A brand is what others say about you when you are not around and how it makes them feel, from **your logo to your interactions with you customers**: these guidelines act as a handbook for our staff, for designers of our branded materials, media outlets and partners. This brand guide is a comprehensive approach to constructing and managing our brand identity across all activities.



Brand

Perceived emotional image of the whole business



Identity

Visual elements that form part of the overall brand composition



Logo

Identifies a business in its simplest form via the use of a mark or icon

RewirEd at a Glance

What...

RewirEd is a global platform with a clear vision: to rewire education for a prosperous and sustainable future.

A global platform on education

(official tagline)

How...

Act as a catalyst in redefining education to ensure a future that is prosperous, sustainable, innovative and accessible to all.

Key initiatives...

RewirEd Summit

RewirEdX

RewirEd Talks

Event Essence

DRAFT v3



Brand Style

Branding is what others say about you when you're not around, so creating a strong brand style is the disciplined practice used to build awareness and extend audience loyalty, in this case to the cause.

Brand Experience

To support RewirEd in creating opportunities that foster collaboration and bring people together, the brand is fresh and youthful, while portraying a professional outlook that is supportive without being distracting. It has a positive and inspiring feel, that leans towards futuristic innovations.

Brand Character

- Fresh
- Youthful
- Passionate
- Consistent
- Curious
- Questioning
- Provocative
- Bold
- Informed

Brand Voice

To ensure the brand is consistent requires everything from the words and language to the imagery to invoke the upbeat, youthful, curious and provocative personality of RewirED.

The tone of voice should always be polite but clear and bold.

Brand Identity | Primary Logo

Original Logo



Logo font: Ubuntu - Light
 Tagline font: Ubuntu - Light; Vertical scale: 130%, Tracking: 250
 Logo colours: Midnight: #004986 and Mint: RGB #69DBC8

Alternative options when required



Exclusion zone

The logotype must be reproduced with a clear area around it, which is free of text or other graphic elements. This is known as the 'exclusion zone'. Proportionally measured using the logo icon height:



Tagline

The event tagline is *always* used with the primary logo, but is removed for secondary logos. In these cases, the tagline must be included in the artwork layouts away from the logo but in a suitable, prominent position.

Minimum size

The logo should always be legible and no smaller than 10mm wide. Digital / social media platforms are exempt as long as the logo follows other rules.

Brand Identity | Secondary Logos

Original Logos

Alternative options when required

RewirED Summit



Favicon
for website



RewirED Talks



Profile
for social media



RewirEDX:



Brand Identity | Colour

The vibrant, fresh colours of the brand should always be used as solid colours. Gradients and tonal variations should only be applied to graphics and backgrounds. *100% black should not be used at all.*

Midnight Blue
RGB 0-73-134
HEX #004986
CMYK 100-56-0-32
Pantone 2186 C

Mint Green
RGB 105-219-200
HEX #69DBC8
CMYK 47-0-32-0
Pantone 3533 C

Beau Blue
RGB 184-201-225
HEX #B8C9E1
CMYK 26-10-0-0
Pantone 2127 C

Aluminium Grey
RGB 214-214-214
HEX #D6D6D6
CMYK 10-7-5-0
Pantone CoolGray1C

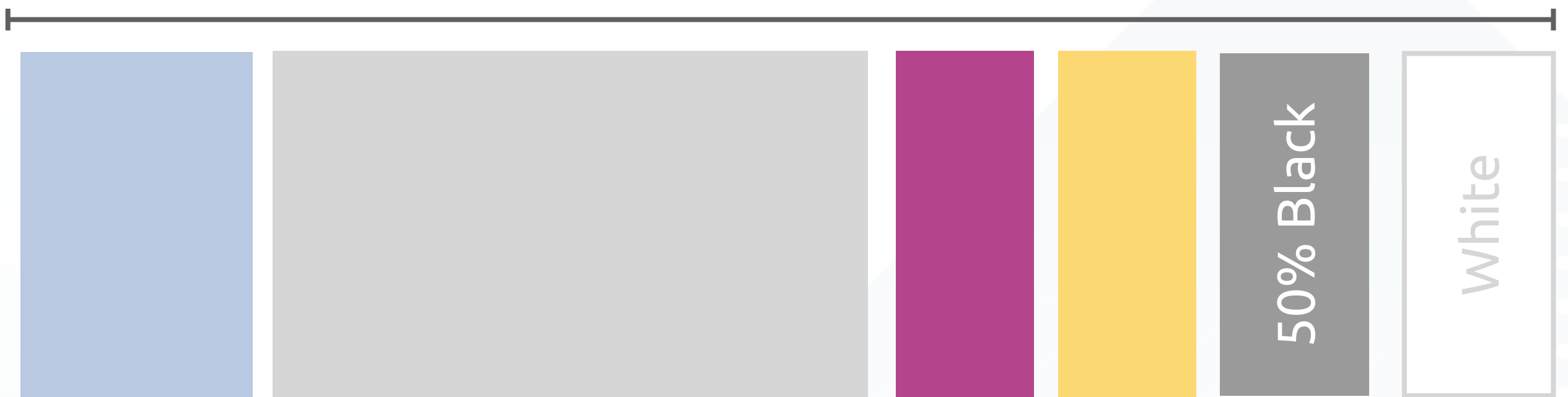
Violet Pink
RGB 180-69-141
HEX #B4458D
CMYK 25-84-0-0
Pantone 2062 C

Naples Yellow
RGB 251-216-110
HEX #FBD872
CMYK 0-7-61-0
Pantone 1215 C

Primary Palette



Secondary Palette



Box widths indicate approximate colour dominance and distribution within collateral use

Brand Identity | Pantone

Pantone colours are colour codes that stand for a specific shade. Pantone enables selecting and accurate matching of colours as each has an individual reference number or code.



Brand Identity | Font

Ubuntu is RewirED's approved primary font family for use in all official layouts like external marketing collateral and formal internal communications. As well as being a reflection of the logo, this font conveys a precise, reliable and free attitude which embodies the event. For internal documentation and day-to-day purposes the secondary font, **PT Sans**, is to be used.

Body copy

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890±!@£\$%^&*()_+{|":<>?~

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890±!@£\$%^&*()_+{|":<>?~

Secondary font

For office use, digital or when the primary font is unavailable, **PT Sans** can be used as replacement font.

Display / Headlines

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890±!@£\$%^&*()_+{|":<>?~

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890±!@£\$%^&*()_+{|":<>?~

This font families can be sourced via Google Fonts

- <https://fonts.google.com/specimen/Ubuntu>
- <https://fonts.google.com/specimen/Merriweather>
- <https://fonts.google.com/specimen/PT+Sans>

Pullouts / Quotes: Merriweather

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890±!@£\$%^&*()_+{|":<>?~

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890±!@£\$%^&*()_+{|":<>?~

Colour

For all body copy, 90% grey (#3C3C3B) should be used. Black is not included in the brand colours.

Hierarchy

A simple rule of thumb is that headings start bolder and larger and then flow down into normal font size for regular copy, this ensures clarity in copy writing.

There should be a balanced contrast between headings and copy to encourage easy digestion of information.

Arabic

In keeping with the dual logo, GE SS Text font should be used for all Arabic copy purposes.

Brand Identity | Media

Photography and Imagery

DRAFT v3



Key attributes of the photography we **do use**:

- Modern and clean
- Fresh and daylight
- Vibrant and bright
- Soft environmental humanist
- Candid and a little playful
- Conversational
- Inspirational
- Professional
- Multinational and mixed ages

Key attributes of the photography we **do not use**:

- Black and white
- Corporate
- Childish
- Overly colourful
- Staged
- Abstract

Brand Identity | Photography

DRAFT v3



Brand Identity | Elements

Graphic interpretation of the business is presented with subtle indication

TBD

Sample backgrounds

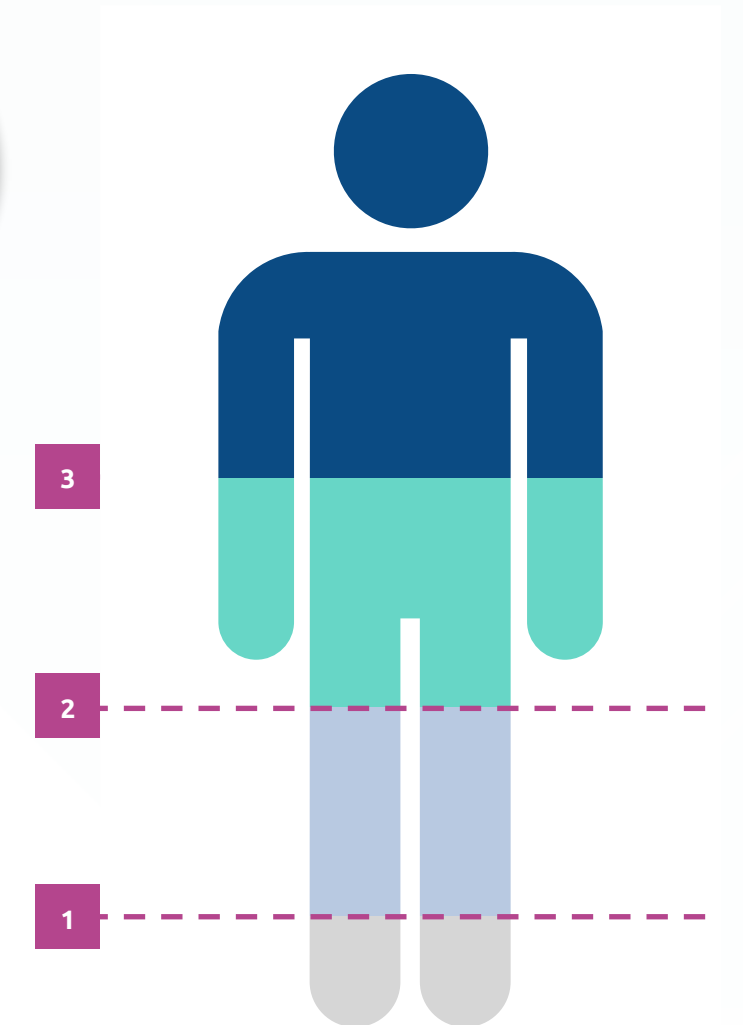


Colours

As per the colour palette, Midnight Blue is the predominant brand colour, balanced with Mint Green. Beau Blue is to be used for large areas that do not need or required an impactful colour.

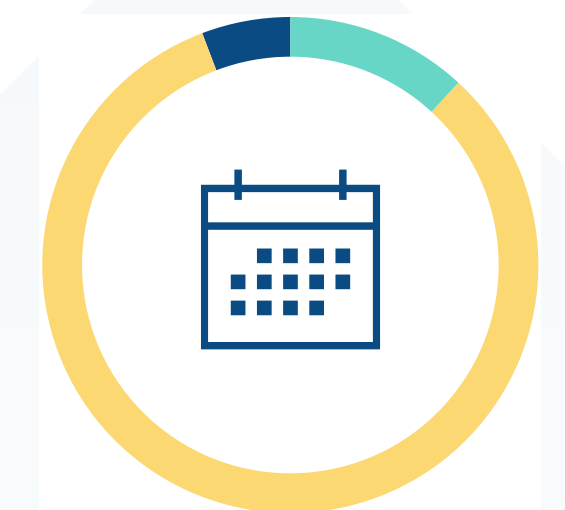
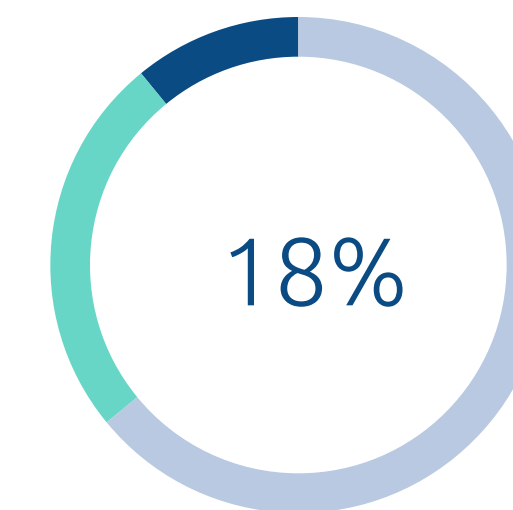
Whilst Violet Pink is used mostly for quotes and links and Naples Yellow is used as a highlight colour as required, these colours must not be used in a large areas.

Sample infographics



Headline

37%



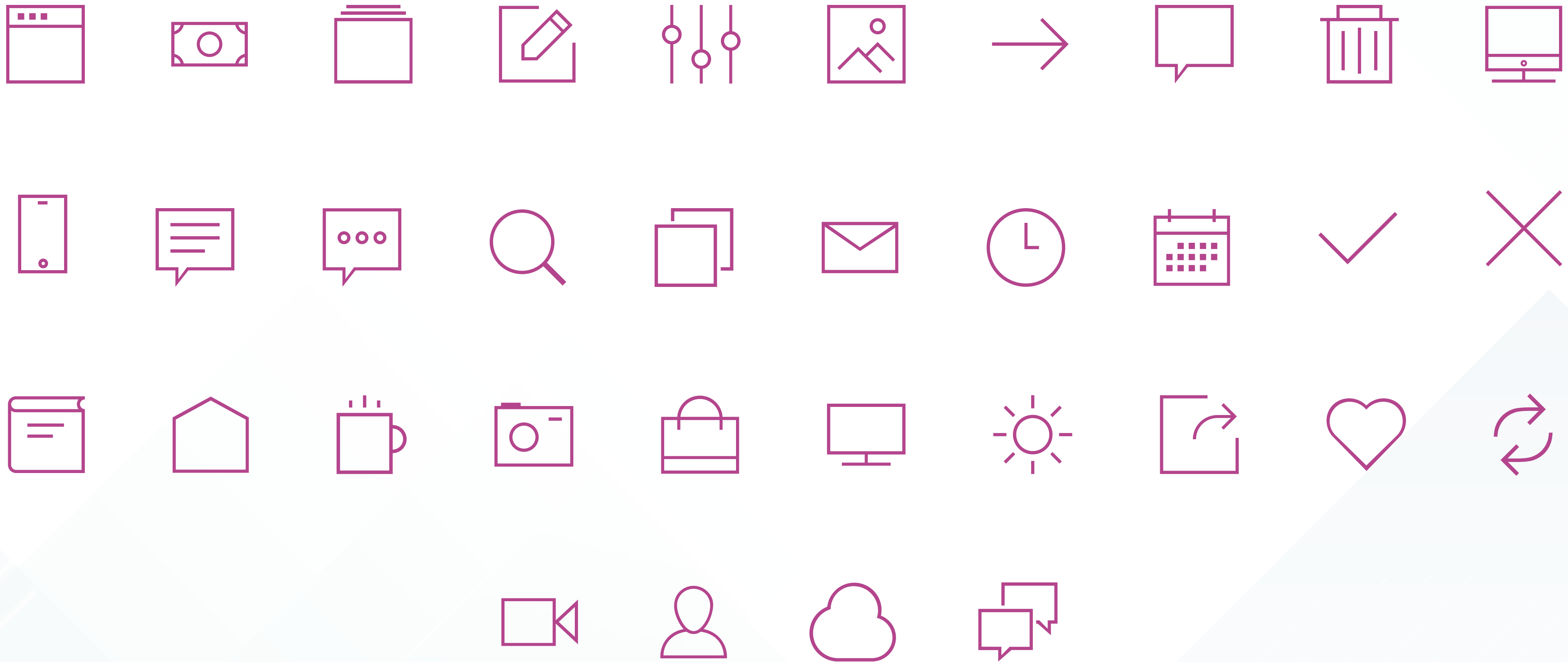
3,4



4,1

Brand Identity | Elements

Icons for the brand are clean, light and angular in line with the logo style



Brand Applications | Stationery

Business cards

W90xh55mm



Back



Front



Brand Applications | Stationery

Office Documents

Letterhead

Forename Surname
Address line 1
Address line 2
Country/State
Country

DD Month YYYY

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rewirED

Dear Sir / Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Kind regards,

Signature

Firstname Lastname

hello@rewired2021.com | www.rewired2021.com

Document

RewirED

Document Title Slug

Headline

Subtitle

Body copy
Caption

www.rewired2021.com

Document Details



Brand Applications | Stationery

Office Documents

Presentation

TBD

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rewired

Headline

Subtitle

Headline

Subtitle

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

- Lorem ipsum dolor sit amet, consectetur adipiscing
- Lorem ipsum dolor sit amet, consectetur adipiscing
- Lorem ipsum dolor sit amet, consectetur adipiscing
- Lorem ipsum dolor sit amet, consectetur adipiscing
- Lorem ipsum dolor sit amet, consectetur adipiscing

Caption

“Quote lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

- byline

“Quote lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

- byline

SUBTITLES

Title text block & Mockup

MORE INFORMATION →

Ut enim ad minim veniam, quis nostrud commodo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud commodo voluptate velit esse cillum dolore eu fugiat nulla pariatur.

ACTION PLAN

Focus 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MORE INFORMATION →

ACTION PLAN

Focus 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MORE INFORMATION →

ACTION PLAN

Focus 3

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MORE INFORMATION →

Brand Applications | Stationery

Email Signature

Name: Medium, 14pt, Midnight

Name: Regular, 12pt, Mint

Body: Light, 12pt, Grey

Abbreviations: Bold, 12pt, VioletPink

Company Details/Address: Light, 10pt, Mint

Website: Light, 12pt, VioletPink

Yours sincerely,

Forename Surname

Designation

M +#### #### #### #### (CODE)

M +#### #### #### #### (CODE)

D +#### #### #### ####

E firstname@rewired2021.com

Follow us: @rewired2021

Address, County/State, Country

www.rewired2021.com

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rewir 

Body: Regular, 12pt, Black

Use original primary logo only

Brand Applications | Marketing

Social media

TBD

Brand Applications | Marketing

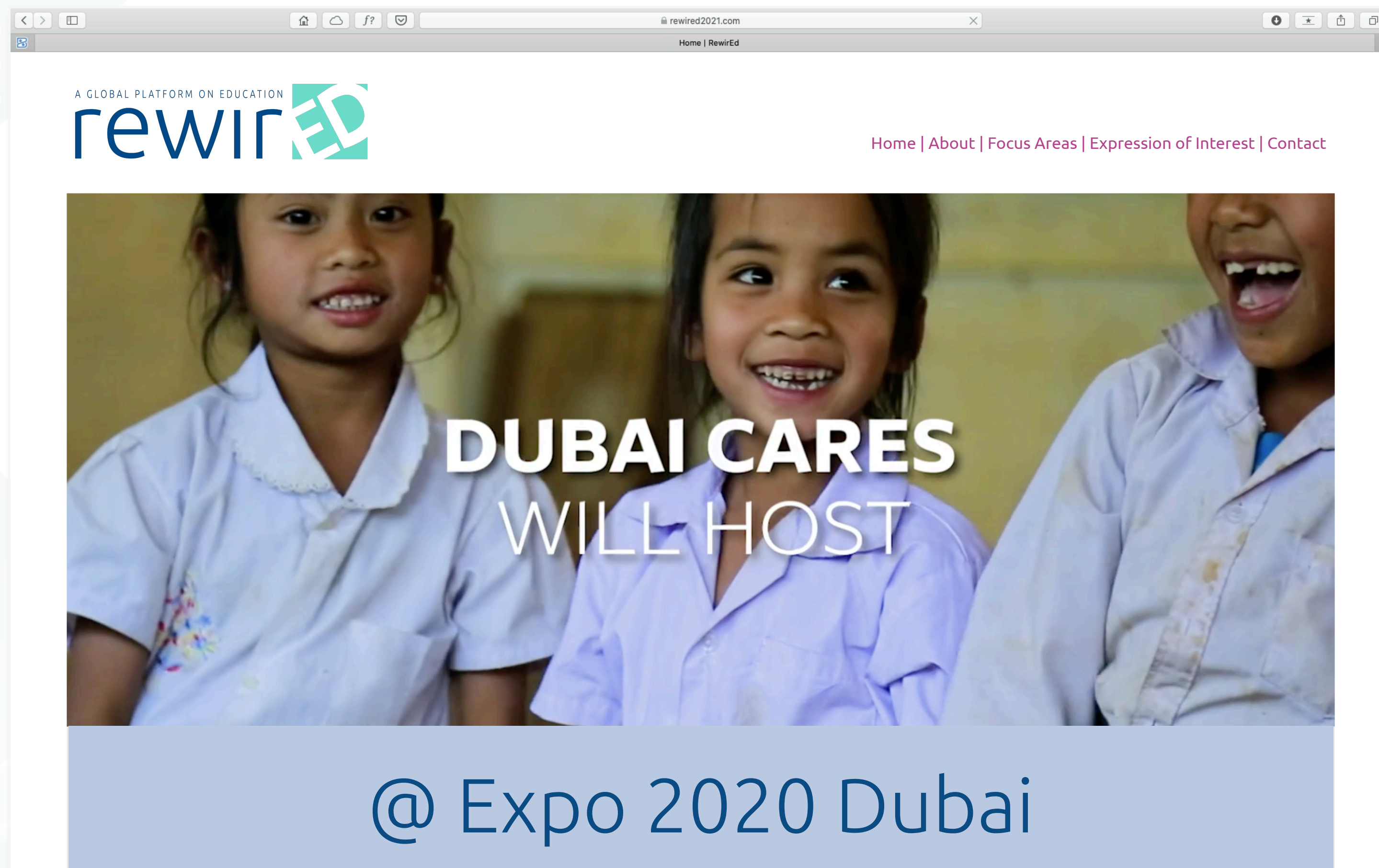
Advertising

TBD

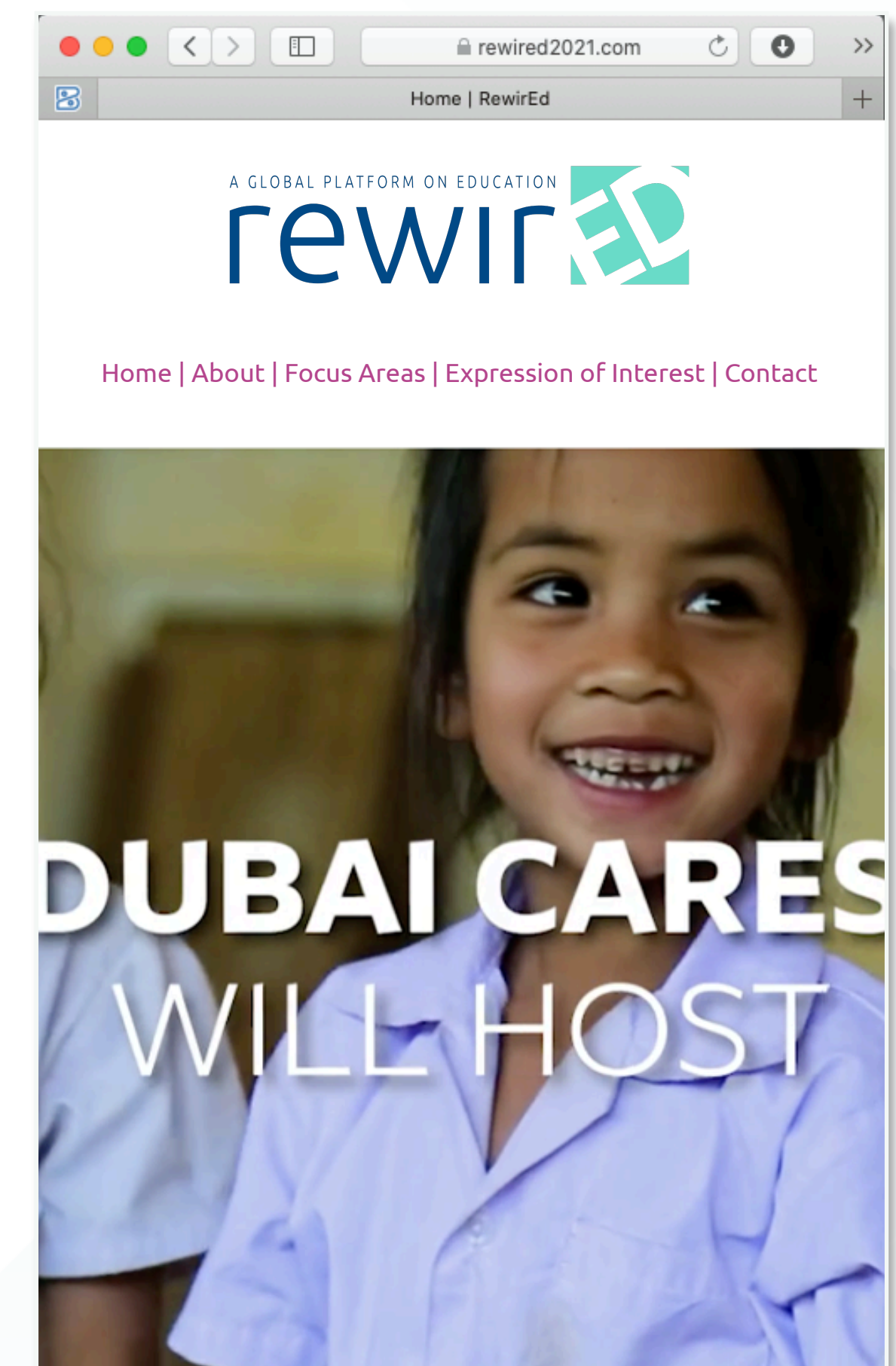
Brand Touchpoints

Website

Desktop



Device



Brand Touchpoints

Apparel



Midnight Blue option



Mint Green option



White option

DRAFT v3



TBD

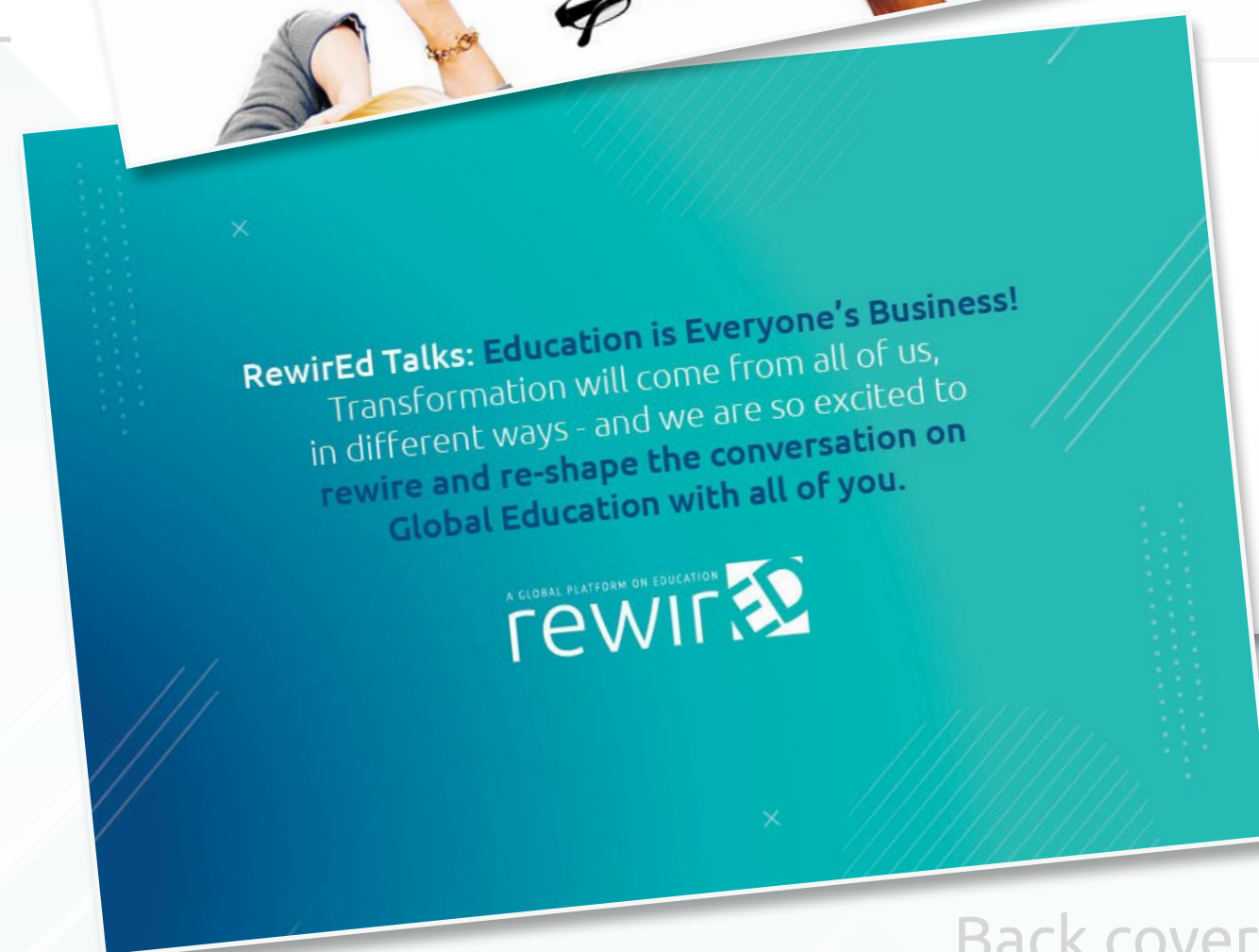
Brand Touchpoints

Sample Playbook

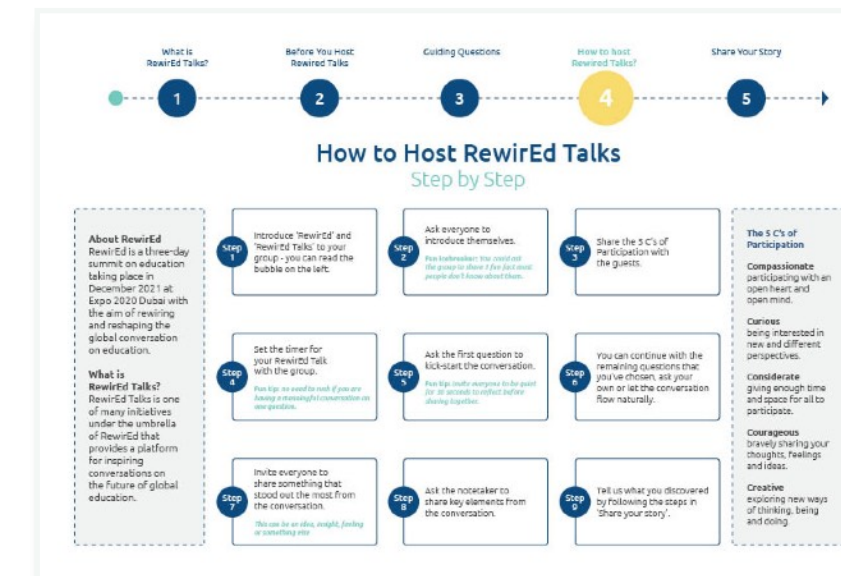
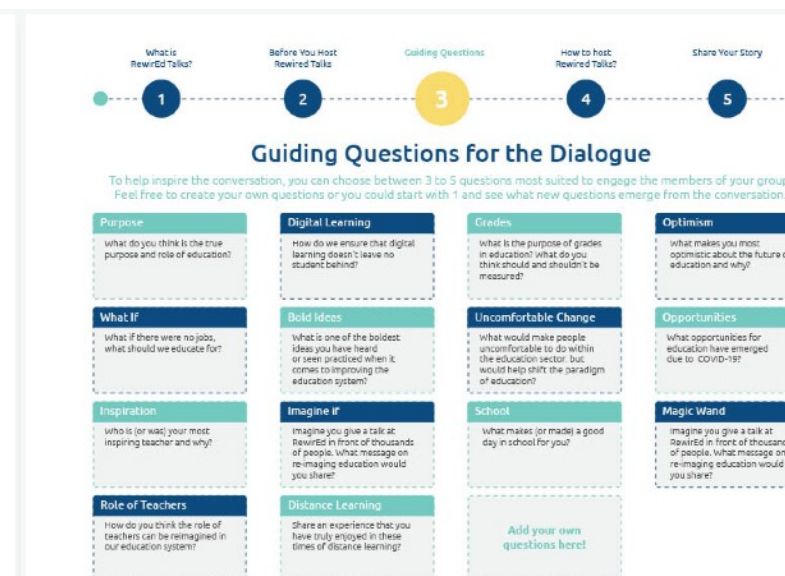
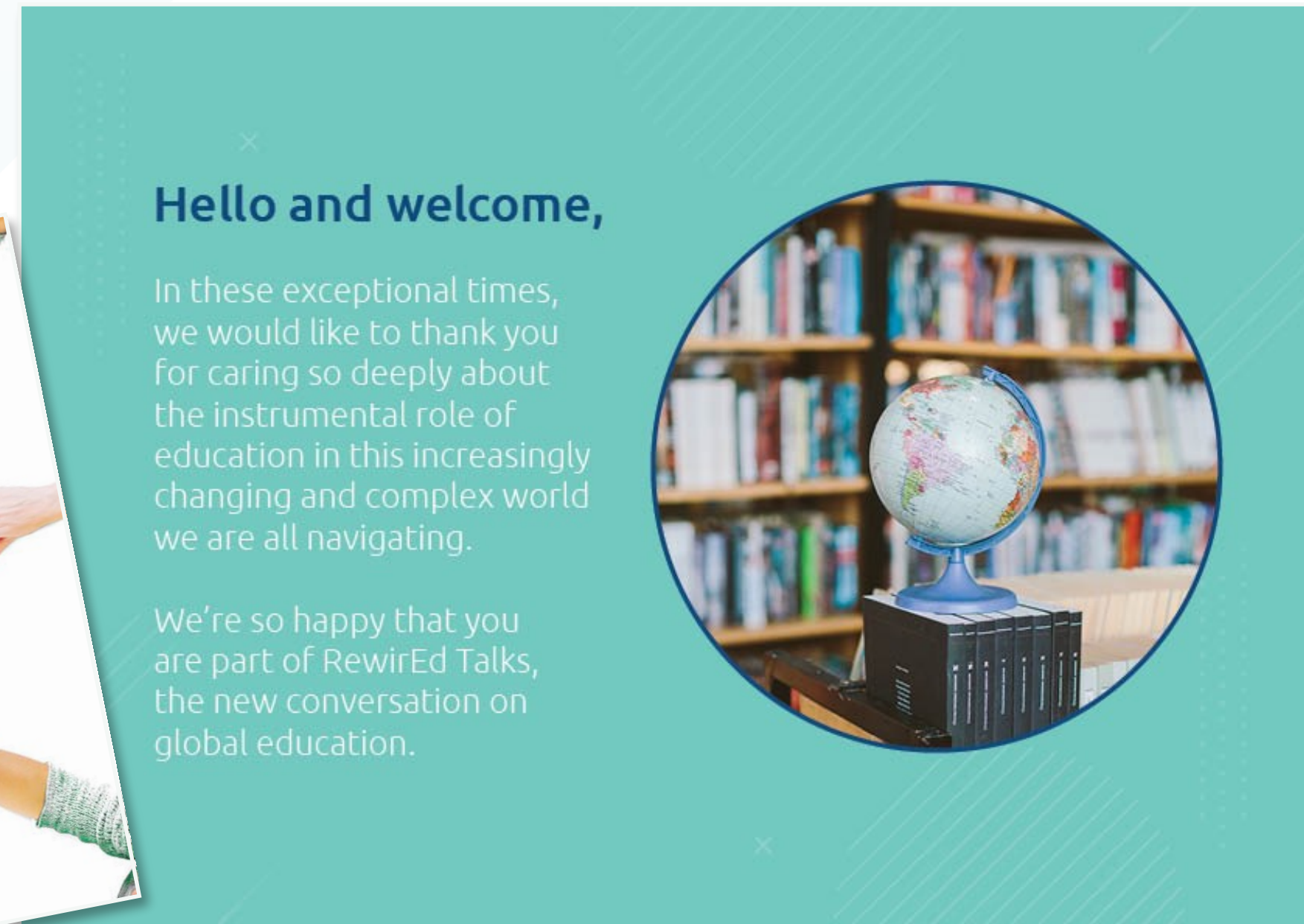
A4, centre-fold



Front cover



Back cover



Inside pages

DRAFT v3





If you have any questions about the brand,
please refer to Marketing for clarification to
ensure brand consistency is maintained
throughout all collateral created and produced

shermin.mheidly@dubaicarees.ae