BRAND BOOK

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Because
Education is
Everyone's
Business!

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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.
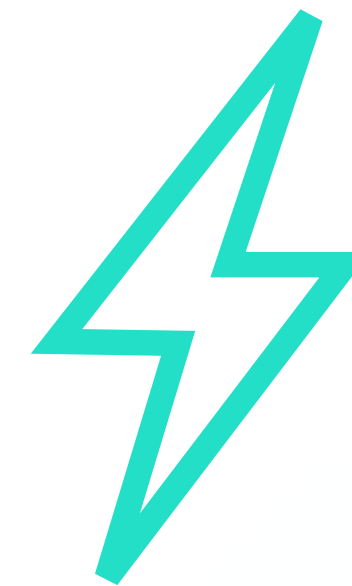
Brand

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 Summit at a Glance

A Global Platform on Education

(Official Tagline)

What...

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

How...

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

Brand Essence

Brand Essence

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 Summit 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.

Character

Thought Leader
Advocate
Influencer
Knowledge Hub

Tone

Straightforward
Assertive
Thought-provoking
Active

RewirEd Summit Logo

**Logo
Specification**

Logo Font:
Ubuntu

Logo Colours:
**Midnight: #004986
Mint: RGB #69DBC8**

ALTERNATIVE OPTIONS WHEN REQUIRED

RewirEd Summit Logo

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:

Minimum Size

10mm Width

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.
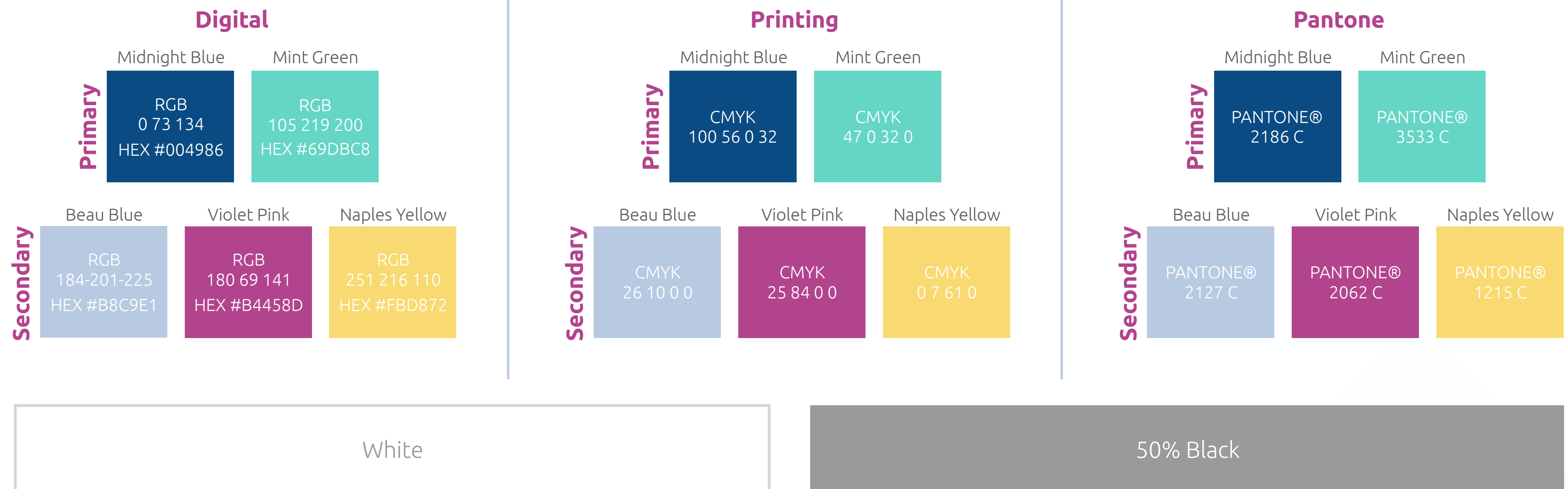
Favicon for Website

Profile for Social Media

Brand Colours

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.

Digital

Primary

Midnight Blue
RGB
0 73 134
HEX #004986

Mint Green
RGB
105 219 200
HEX #69DBC8

Secondary

Beau Blue
RGB
184-201-225
HEX #B8C9E1

Violet Pink
RGB
180 69 141
HEX #B4458D

Naples Yellow
RGB
251 216 110
HEX #FBD872

Printing

Primary

Midnight Blue
CMYK
100 56 0 32

Mint Green
CMYK
47 0 32 0

Secondary

Beau Blue
CMYK
26 10 0 0

Violet Pink
CMYK
25 84 0 0

Naples Yellow
CMYK
0 7 61 0

Pantone

Primary

Midnight Blue
PANTONE®
2186 C

Mint Green
PANTONE®
3533 C

Secondary

Beau Blue
PANTONE®
2127 C

Violet Pink
PANTONE®
2062 C

Naples Yellow
PANTONE®
1215 C

White

50% Black

Box widths indicate approximate colour dominance and distribution within collateral use

Brand Fonts

Ubuntu is RewirEd Summit'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.

Ubuntu (Print/Digital)

ABCDEFGHI
JKLMNOPO
RSTUVWXYZ

*abcdefghijkm
noparstuvwxyz*

!@#$<&)*>

PT Sans (HTML/Web)

ABCDEFGHI
JKLMNOPO
RSTUVWXYZ

*abcdefghijkm
noparstuvwxyz*

!@#$<&)*>

Merriweather (Quotes)

ABCDEFGHI
JKLMNOPO
RSTUVWXYZ

*abcdefghijkm
noparstuvwxyz*

!@#$<&)*>

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.

Secondary Font

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

These 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

Colour

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

Arabic Font

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

Brand Media

Photography and Imagery

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

- Real and Engaging
- Dynamic
- Evocative
- Diverse
- Candid
- Conversational
- Inspirational
- Relevant
- Consistent & Balanced

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

- Black and White
- Corporate Childish
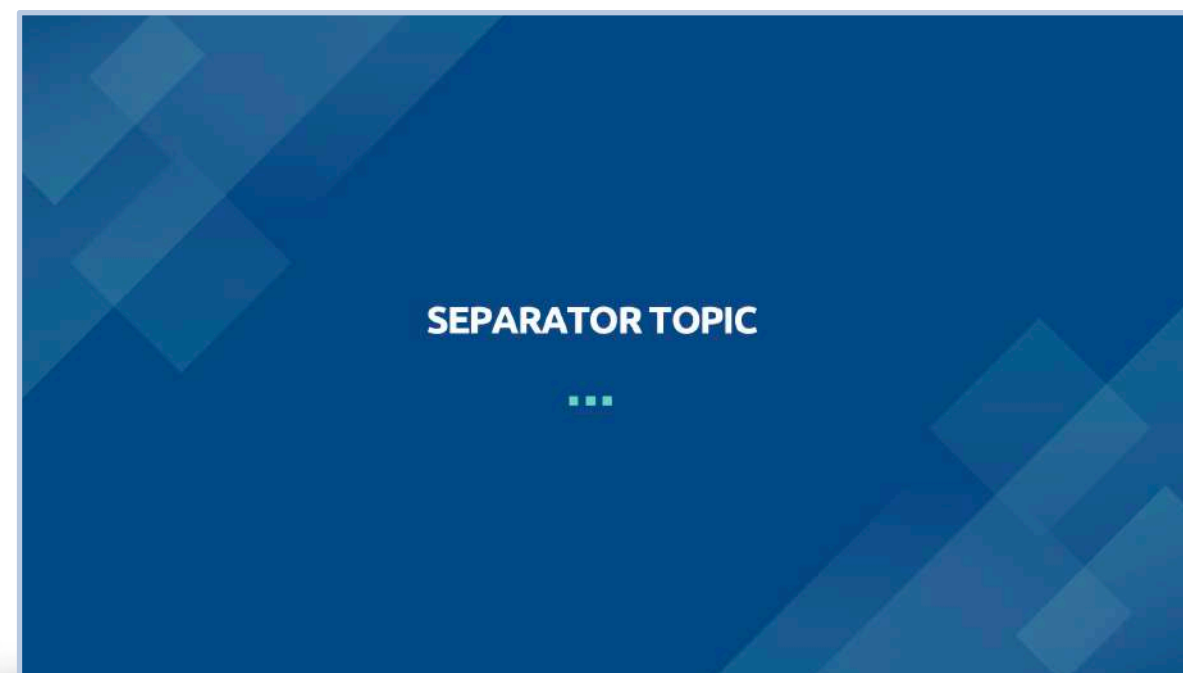- Overly Colourful
- Staged
- Abstract

Brand Photography

Brand Elements

Graphic interpretation of the business is presented with subtle indication.

Cover + Main Slide

rewir **SUMMIT**

PRESENTATION TITLE
SUB-TITLE

37%

Separator

SEPARATOR TOPIC
...

Sample Infographics

3
2
1

Headline   37%

18%

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.
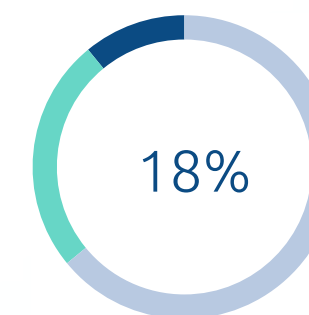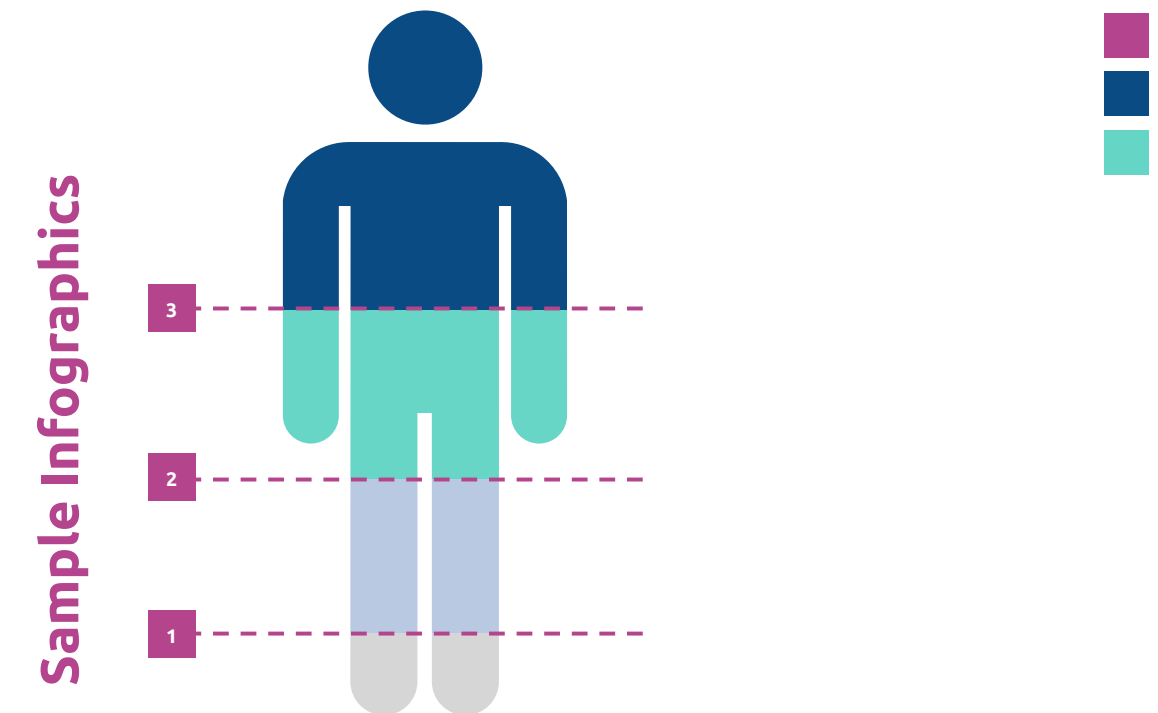
★★★☆☆
3,4
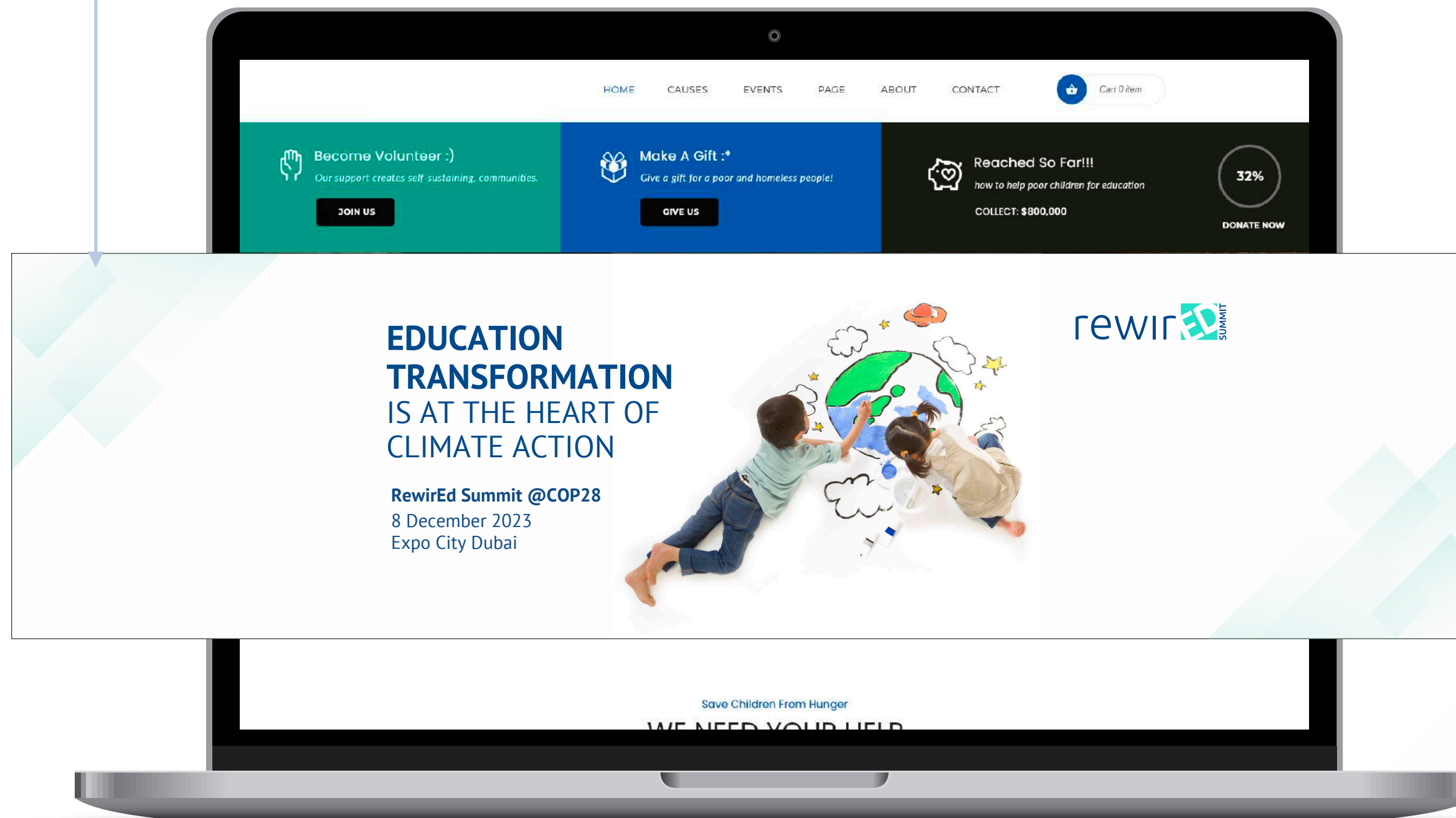
★★★★★
4,1

Brand Elements

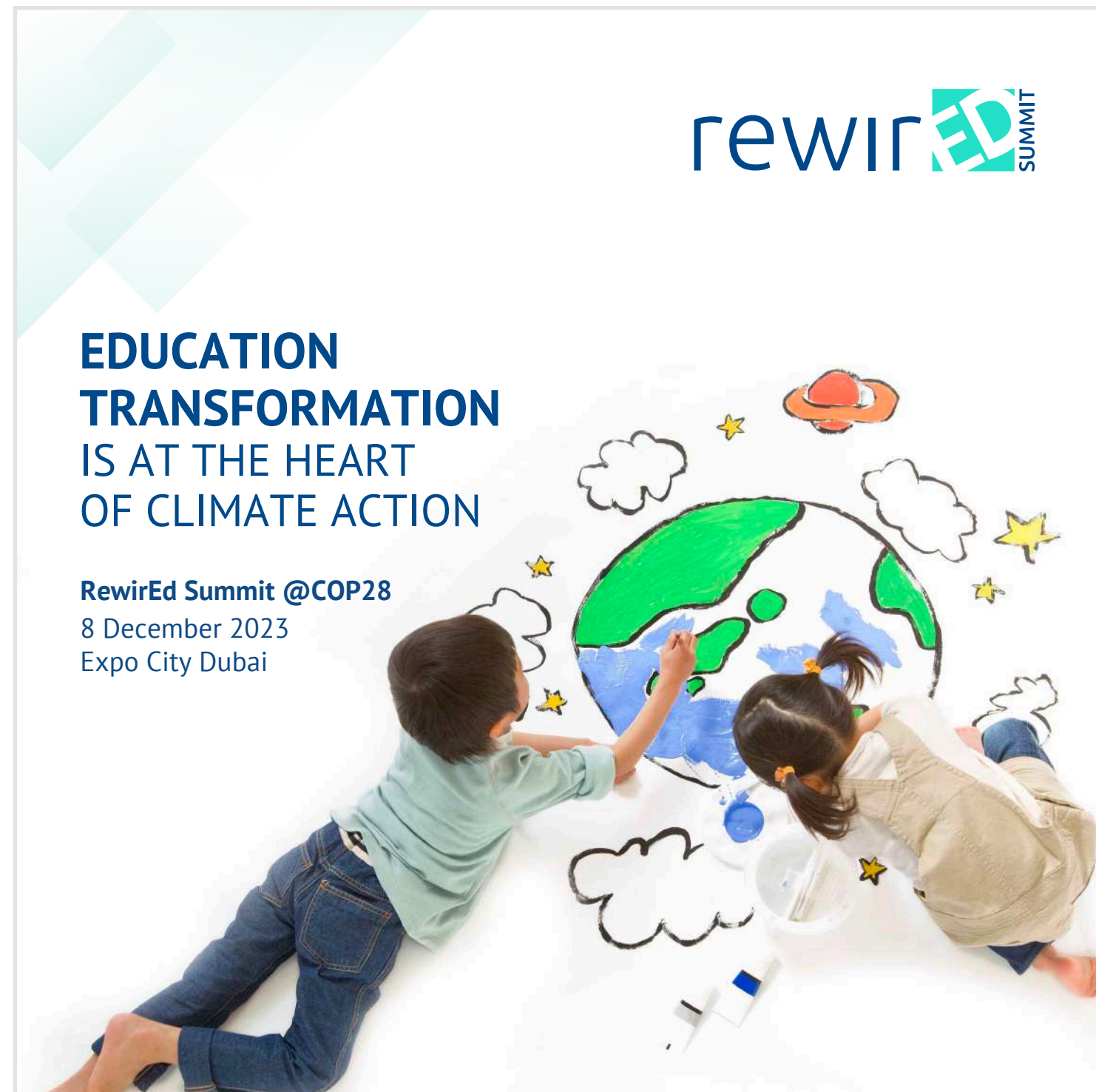Icons for the brand are clean, light and angular in line with the logo style.   SAMPLE SET

Brand Touchpoints

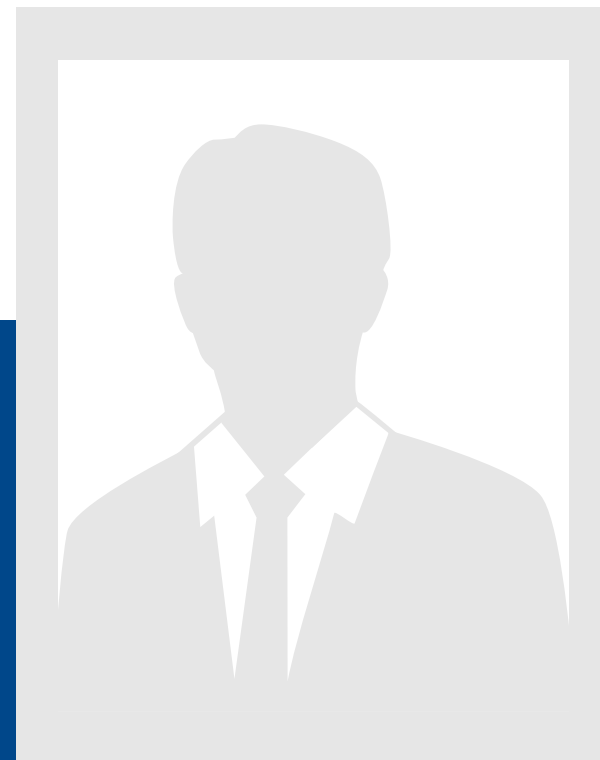**Website Banner**

Social Media Application

Social Media Feed Post

Social Media Story Post

Speaker's Quote

ADD NAME HERE
Designation
Organization

" This is a sample text Insert your desired text here. This is a sample text. This is a sample text Insert your desired text here. This is a sample text. "

Speaker's Slide

ADD NAME HERE
Designation
Organization

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Panel Discussion's Slide

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PANEL DISCUSSION'S TITLE
SUB-TITLE

ADD NAME HERE
Moderator

ADD NAME HERE
Speaker
Organization
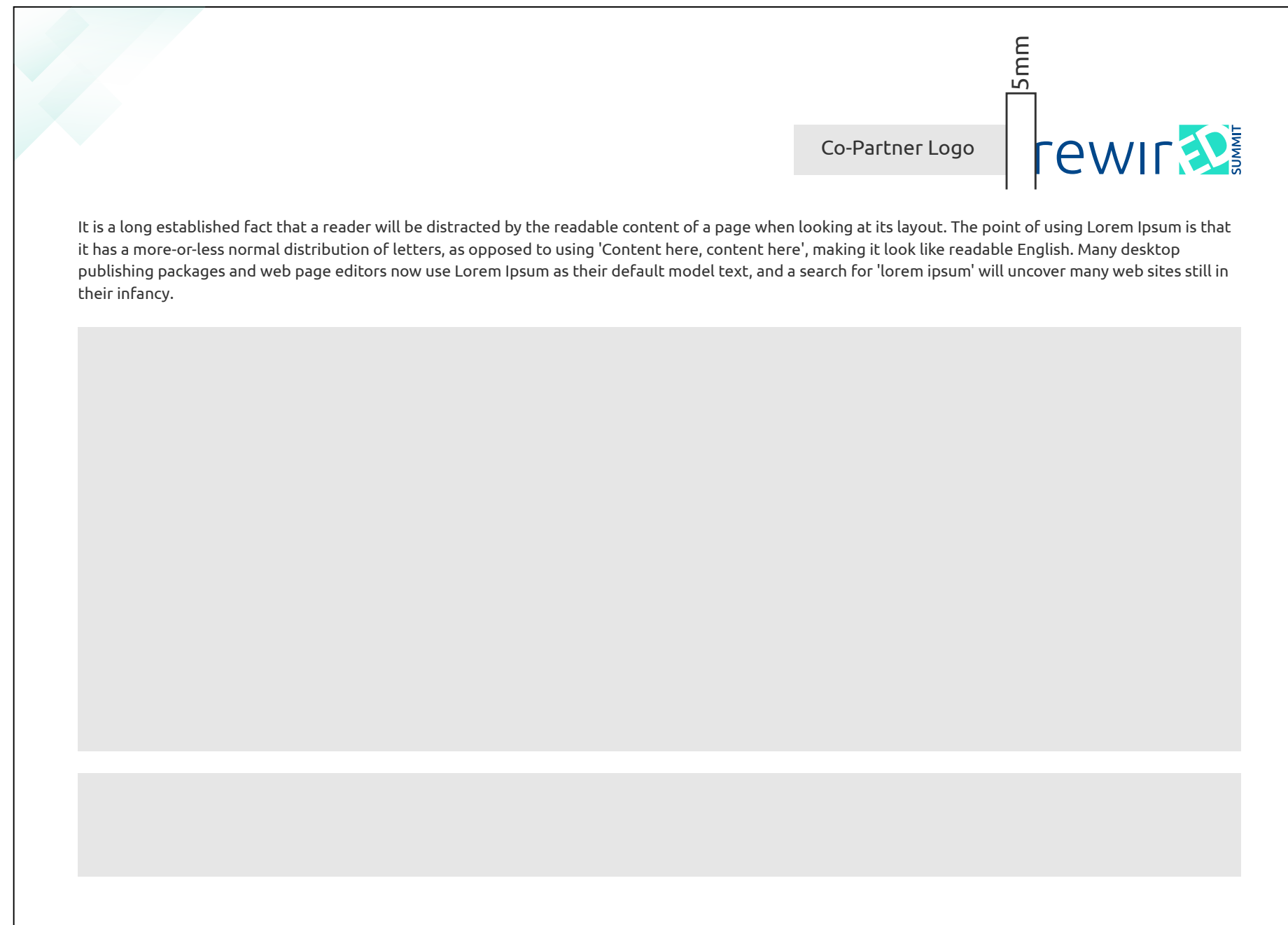
ADD NAME HERE
Speaker
Organization

ADD NAME HERE
Speaker
Organization

ADD NAME HERE
Speaker
Organization

ADD NAME HERE
Speaker
Organization

Co-branding Layouts

In order to guarantee the logo's prominence and effectiveness, it is crucial to uphold a **5mm** clear space to the left of the RewirEd Summit logo. This clear space allows the logo to maintain its distinctiveness and ensures it remains easily identifiable, even when positioned amidst other design elements or text. By following this designated area for co-branding, the logo's integrity is preserved, and it sustains readability across different mediums and uses.

5mm

Co-Partner Logo

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It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

5mm

Co-Partner Logo

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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

marketing@rewiredsummit.org