

Branding Guidelines

THE COMPLETE GUIDE

2024

CONTENTS

01. Overview

02. Logo Design

03. Typography

04. Colour Palette

05. Brand Elements

06. Imagery

Overview

01

VALUE PROPOSITION

The **only eportfolio, workbook and assessment platform unifying the entire learning journey.**

OUR MISSION

To create products which inspire educators to design learning experiences that empower students to develop and share their unique talents and attributes for lifelong success.

OUR VISION

Changing the way learning is designed, experienced, and assessed.

OUR CUSTOMER VISION

We will delight our customers by providing world class support, guidance and education through every step of the customer journey from first enquiry, during implementation, while widening adoption across our customers business through to renewal and beyond. By doing this we will grow and nurture highly engaged local and global customer communities who grow with us and who actively advocate on our behalf.

Our Values



INCLUSIVE

Respect difference, leave no one apart. Every Pebble is unique.



INNOVATIVE

Dream big, embrace change, don't be afraid to rock the boat.



AUTHENTIC

Be real, be true, be unapologetically you.



SUPPORTIVE

Here for each other, health and family first. Unconditionally.



COLLABORATIVE

Work together, be smarter, be greater, be stronger.



ETHICAL

Do the right thing, locally and globally.

Logo Design

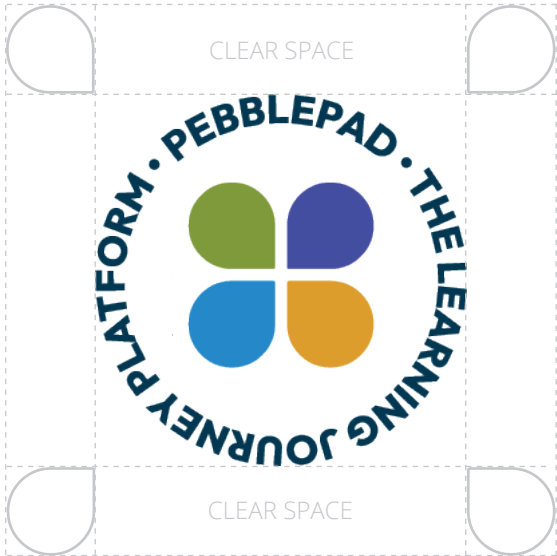
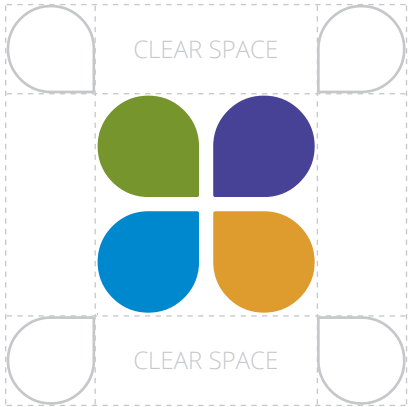
02

Logo Design

Clear space needs to be maintained when using the logo on any print and digital media.



Space needs to be maintained around when the icon and badge versions of the logo are used.



Dont do this to the logo



DONT ADD SHADOW OR ANY EFFECT



DONT SQUASH THE LOGO



DONT STRETCH THE LOGO



DONT USE LOGO AT AN ANGLE



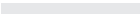
DONT ROTATE THE LOGO MARK



MAINTAIN CIRCLE SHAPE OF CREST



Logo use on images



IF THE LOGO IS USED ON TOP OF A LIGHT IMAGE A WHITE VERSION SHOULD NOT BE USED



IF THE LOGO IS USED ON TOP OF A DARK IMAGE THE ORIGINAL OR DARKER VERSION SHOULD NOT BE USED



IF THE LOGO IS USED ON TOP OF A LIGHT IMAGE A WHITE VERSION SHOULD NOT BE USED



IF THE LOGO IS USED ON TOP OF A DARK IMAGE A WHITE VERSION SHOULD BE USED AND AN OVERLAY ADDED IN SOME CASES



Logo use on background colours



The logo can be used on coloured backgrounds and images. A full white logo will typically be used when on a darker background and the full colour, prussian blue or dark grey on a lighter background.



Typography

03

HEADINGS

Typography

Outfit

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 |&%#@£()

Outfit Semi Bold

Outfit Bold

Outfit Extra Bold

Outfit Black

SUB HEADINGS / BODY TEXT

Typography

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 | &%#@£()

Open Sans Regular

Open Sans Semi Bold

Open Sans Bold

Open Sans Regular italic

Open Sans Semi Bold italic

Open Sans Bold italic

FEATURE TEXT

Typography

On occasion this typeface will be used to highlight a particular word.

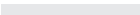
Pauline Script bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 |&%#@£()



PebblePad Academy
This is one example of the fonts use which is in the title of the PebblePad Acedemy.

Typography used across print & digital assets



This outlines how each weight of the typeface will be used. Colour may vary throughout. The leading for body text is set to 17pt. The measurements of the leading may vary when used on the website.

Option 2 will need to have consistent even spacing around the type when the box is used.

Sub Headings / Intro text / Date

OPEN SANS BOLD UPPERCASE - VARIOUS COLOURS INLINE WITH COLOUR PALETTE

Headings / H1 / H2 / H3 (Option 1)

Outfit Bold

Headings / H1 / H2 / H3 (Option 2)

OUTFIT BOLD UPPERCASE

Body text across print & digital media

This is body text. Open Sans Regular.
Lorem ipsum dolor sit amet, consectetur
dipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam
erat volutpat.

Quotations & Testimonies

*Open Sans Medium Italic. Typically a few
point sizes bigger than body text.
"Consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat."*

Type Examples

When titles are placed on several lines a consistent space needs to be in between the boxes

- Only Uppercase Outfit Bold should be used within boxed titles.

TITLES CAN GO ON SEPERATE
LINES IN SEPERATE BOXES

This shows two examples of how the typography would work together with the different title formats.

AUGUST 2022

A New Guide

This is body text. Open Sans Regular.
Lorem ipsum dolor sit amet, consectetuer
dipiscing elit, sed diam nonummy nibh
isd tincidunt ut laoreet dolore ma
na aliquam erat volutpat.

OUR SERVICES

SHARING &
SHOWCASING

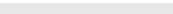
This is body text. Open Sans Regular.
Lorem ipsum dolor sit amet, conse
ctetuer dipiscing elit, sed diam onum
my nibh euisd tincidunt ut laoreet
lore ma na aliquam erat volutpat.

Colour Palette

04

PRIMARY

Colour Palette



These are the primary colours to be used which are within the logo. In addition there are 3 darker versions to be used for contrast against the lighter colours.

DARKER VARIATIONS		80%	60%	40%	20%
<div>hex #073651</div> <div>RGB 7, 54, 81</div> <div>CMYK 100, 72, 42, 40</div>	<div>hex #007FC8</div> <div>RGB 0, 127, 200</div> <div>CMYK 100, 31, 0, 0</div>				
	<div>hex #e09e19</div> <div>RGB 226, 163, 0</div> <div>CMYK 0, 34, 98, 12</div>				
<div>hex #281a45</div> <div>RGB 45, 31, 79</div> <div>CMYK 96, 100, 37, 44</div>	<div>hex #4B3A8A</div> <div>RGB 75, 58, 138</div> <div>CMYK 84, 85, 0, 6</div>				
	<div>hex #78952c</div> <div>RGB 133, 153, 25</div> <div>CMYK 42, 5, 98, 29</div>				
<div>hex #242d30</div> <div>RGB 36, 45, 48</div> <div>CMYK 76, 62, 56, 68</div>	<div>hex #007FC8</div> <div>RGB 0, 127, 200</div> <div>CMYK 100, 31, 0, 0</div>				

HOLOLULU BLUE

Colour Palette

Contrast on white
Ratio 3.94:1

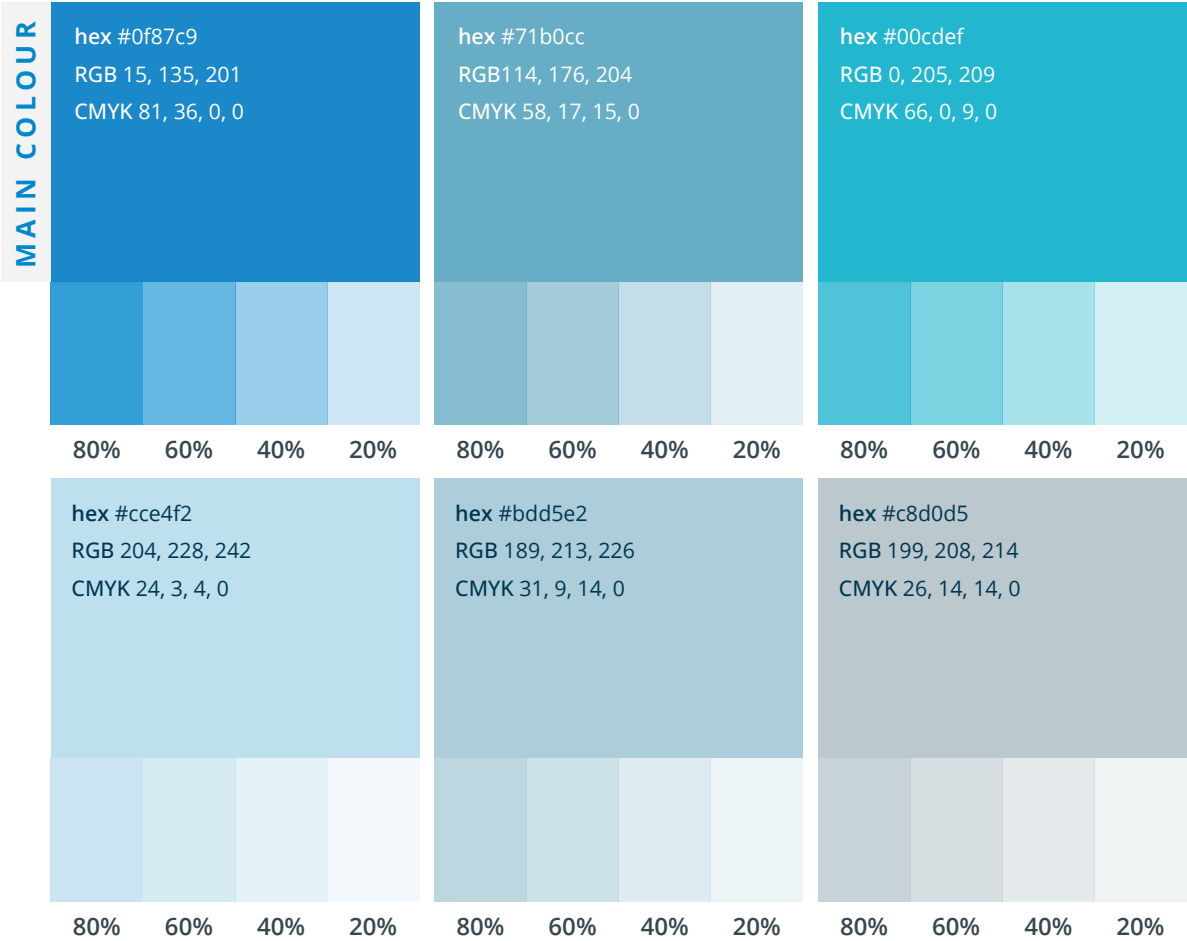
NORMAL TEXT
WCAG AA: FAIL
WCAG AAA: FAIL

LARGE TEXT
WCAG AA: PASS
WCAG AAA: FAIL

Contrast no darker than
#9C9C9C as background
Ratio 4.62:1

NORMAL TEXT
WCAG AA: PASS
WCAG AAA: PASS

LARGE TEXT:
WCAG AA: PASS
WCAG AAA: PASS



TEKHELET

Colour Palette

Contrast on white
Ratio 9.24:1

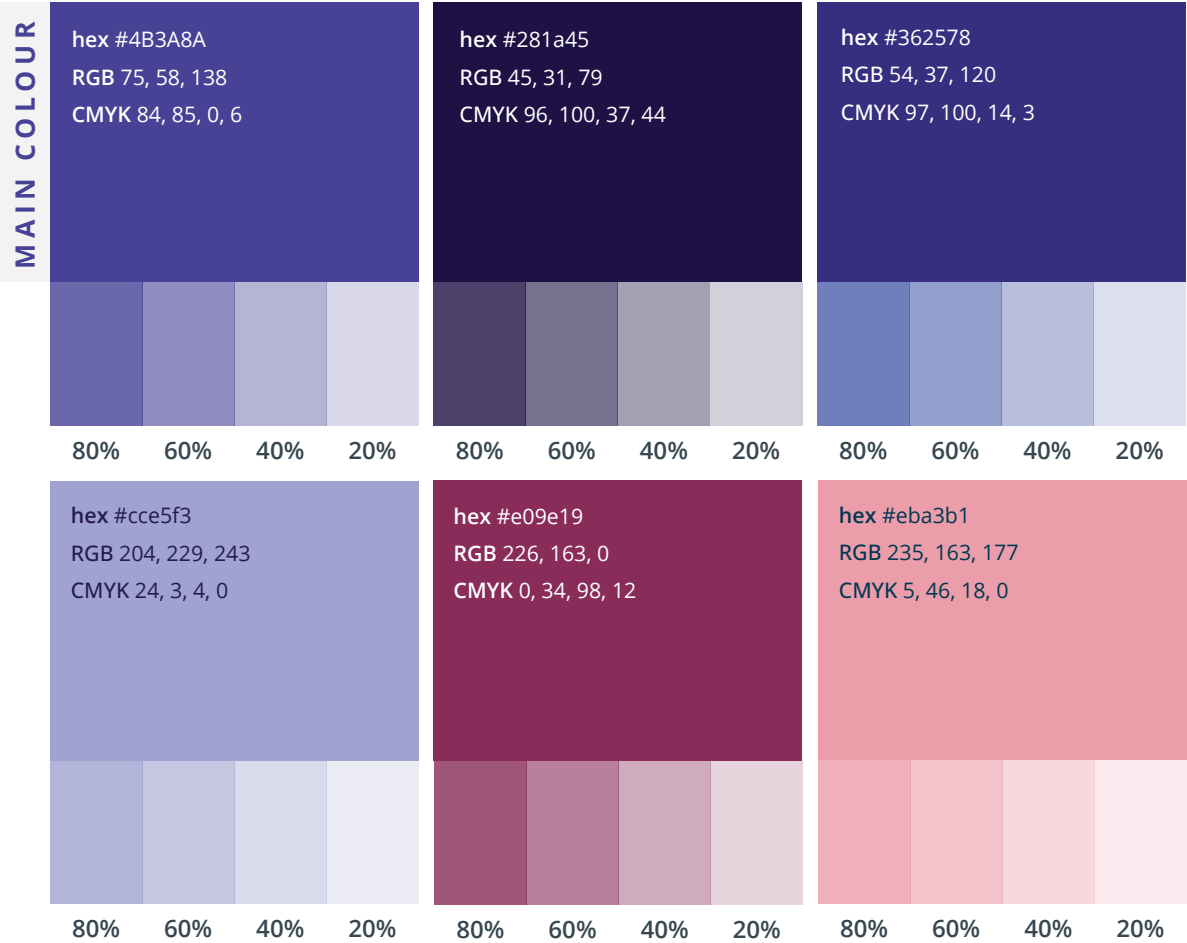
NORMAL TEXT
WCAG AA: PASS
WCAG AAA: PASS

LARGE TEXT
WCAG AA: PASS
WCAG AAA: PASS

Contrast no darker than
#B5B5B5 as background
Ratio 4.5:1

NORMAL TEXT
WCAG AA: PASS
WCAG AAA: FAIL

LARGE TEXT:
WCAG AA: PASS
WCAG AAA: PASS



HARVEST GOLD

Colour Palette

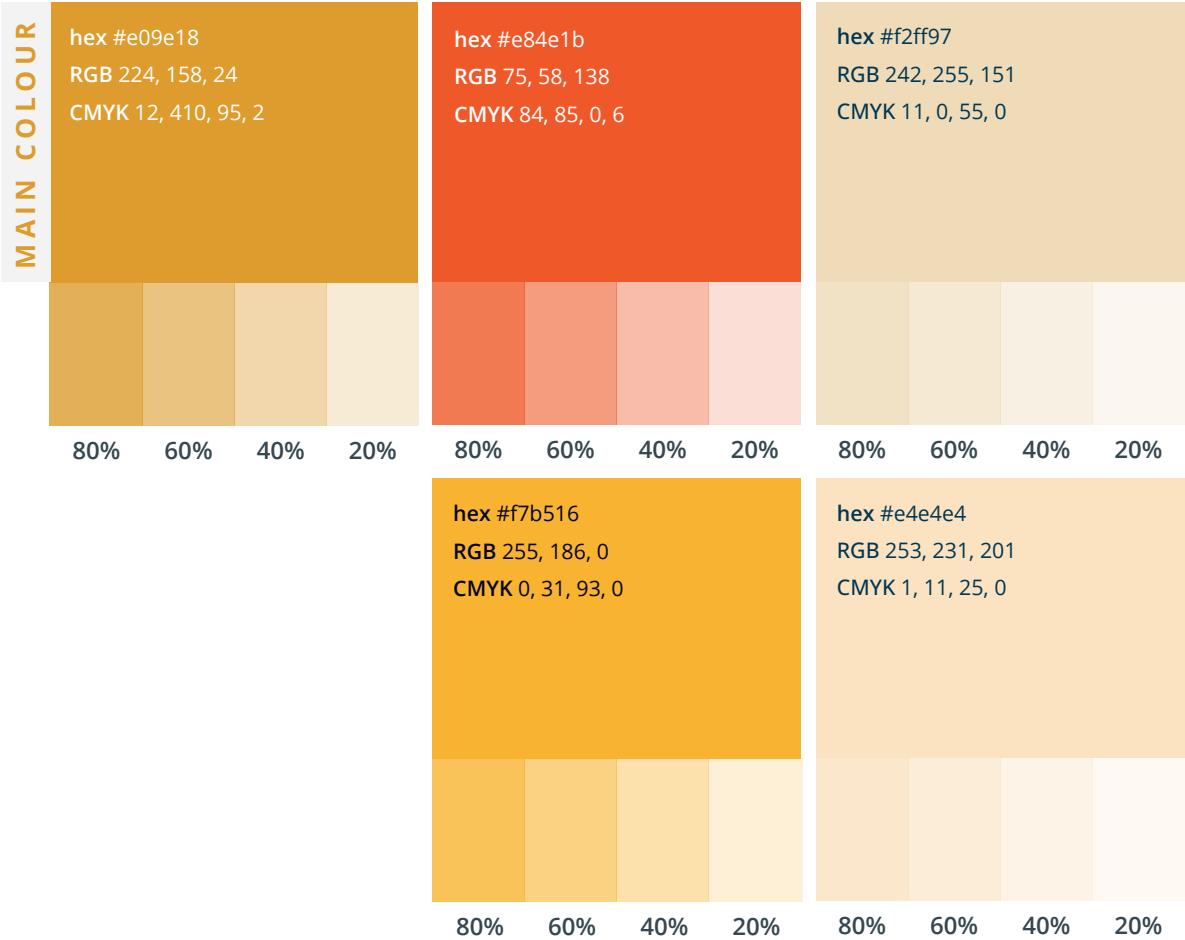
Contrast on white
Ratio 2.31:1

PREFERENCES
WCAG AA: FAIL

Contrast on background
#1F1F1F and darker
Ratio 7.12:1

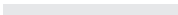
NORMAL TEXT
WCAG AA: PASS
WCAG AAA: PASS

LARGE TEXT:
WCAG AA: PASS
WCAG AAA: PASS



MOSS GREEN

Colour Palette



Contrast on white
Ratio **3.19:1**

PREFERENCES

WCAG AA: **PASS**
WCAG AAA: **FAIL**

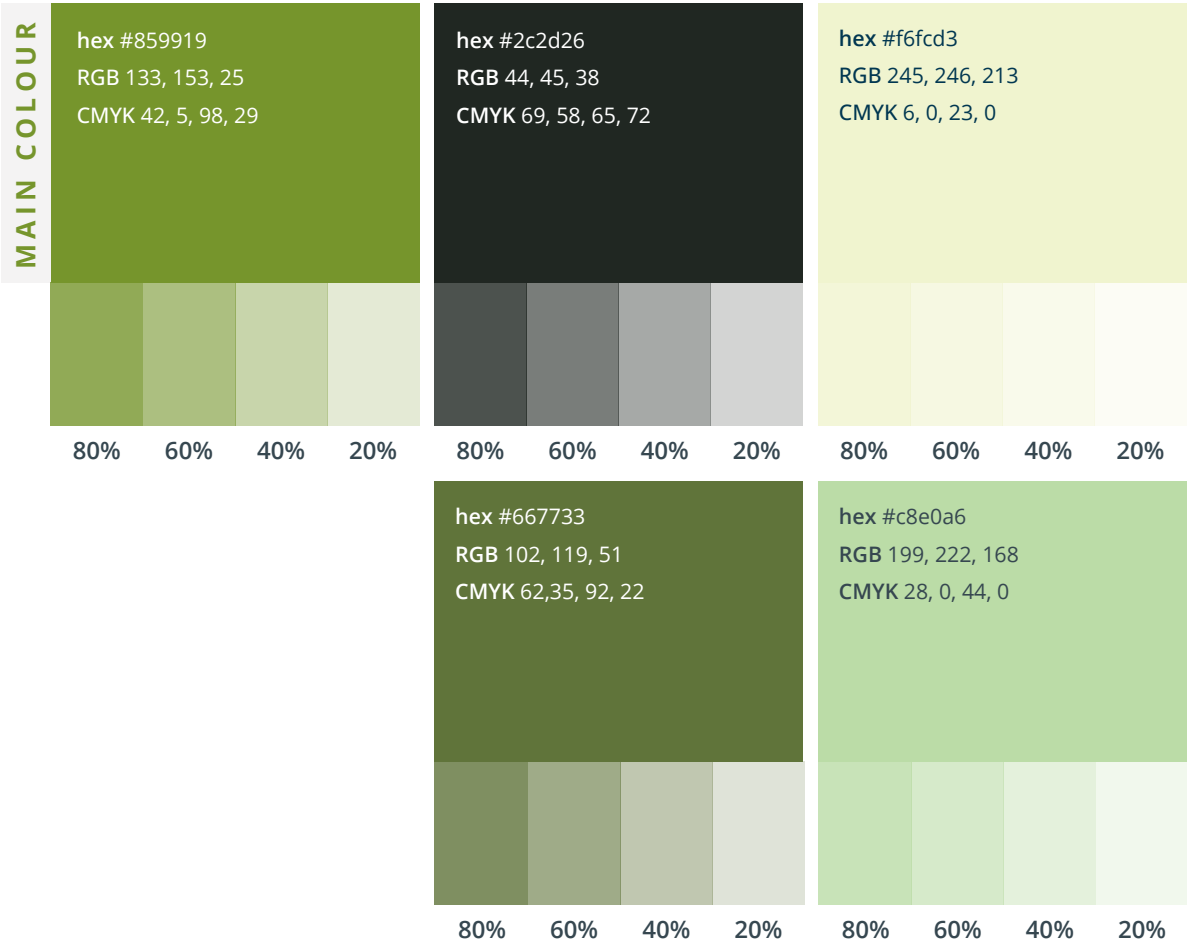
Contrast on background
#1F1F1F and darker
Ratio **5.15:1**

NORMAL TEXT

WCAG AA: **PASS**
WCAG AAA: **PASS**

LARGE TEXT:

WCAG AA: **PASS**
WCAG AAA: **PASS**



PRUSSIAN BLUE

Colour Palette

Contrast on white
Ratio 12.68:1

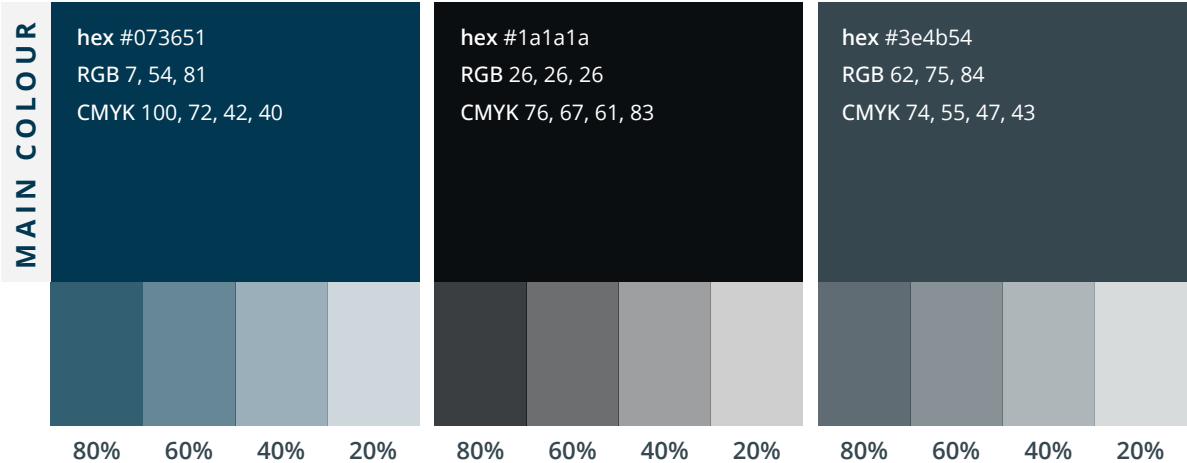
NORMAL TEXT
WCAG AA: PASS
WCAG AAA: PASS

LARGE TEXT
WCAG AA: PASS
WCAG AAA: PASS

Contrast no darker than
#9C9C9C as background
Ratio 4.62:1

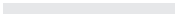
NORMAL TEXT
WCAG AA: PASS
WCAG AAA: PASS

LARGE TEXT:
WCAG AA: PASS
WCAG AAA: PASS



GRADIENT OPTIONS

Gradient Backgrounds



These are some example gradients which can potentially be used across various print and digital media. Each gradient combination has one colour from the primary colour palettes.

<div>hex #007FC8</div> <div>RGB 0, 127, 200</div> <div>CMYK 100, 31, 0, 0</div>	<div>hex #073651</div> <div>RGB 7, 54, 81</div> <div>CMYK 100, 72, 42, 40</div>
<div>hex #e09e19</div> <div>RGB 226, 163, 0</div> <div>CMYK 0, 34, 98, 12</div>	<div>hex #e84e1b</div> <div>RGB 232, 78, 27</div> <div>CMYK 0, 80, 95, 0</div>
<div>hex #4B3A8A</div> <div>RGB 75, 58, 138</div> <div>CMYK 84, 85, 0, 6</div>	<div>hex #073651</div> <div>RGB 45, 31, 79</div> <div>CMYK 96, 100, 33, 35</div>
<div>hex #073651</div> <div>RGB 45, 31, 79</div> <div>CMYK 96, 100, 33, 35</div>	<div>hex #d02b58</div> <div>RGB 208, 43, 88</div> <div>CMYK 10, 100, 54, 1</div>
<div>hex #0be79b</div> <div>RGB 1, 231, 155</div> <div>CMYK 64, 0, 57, 0</div>	<div>hex #073651</div> <div>RGB 7, 54, 81</div> <div>CMYK 100, 72, 42, 40</div>

EXAMPLE 1

Brand Style

Sub heading
Open Sans Bold
Uppercase

Heading
Outfit Bold
Capitalised

Body Text
Open Sans Regular
Leading 16pt



Logo
All white version of the logo
on dark background

Background
Gradient Colour Palette
hex #007FC8 - #073651

hex #007FC8 RGB 0, 127, 200 CMYK 100, 31, 0, 0	hex #073651 RGB 7, 54, 81 CMYK 100, 72, 42, 40	hex #007FC8 RGB 0, 127, 200 CMYK 100, 31, 0, 0	hex #ffffff White
--	--	--	----------------------

EXAMPLE 2

Brand Style

Logo
Prussian Blue version
of the logo on lighter
backgrounds.

Main Heading
Outfit Bold in Prussian
Blue on lighter coloured
background

Button Design
Open Sans Bold Uppercase
Gradient colours for button.

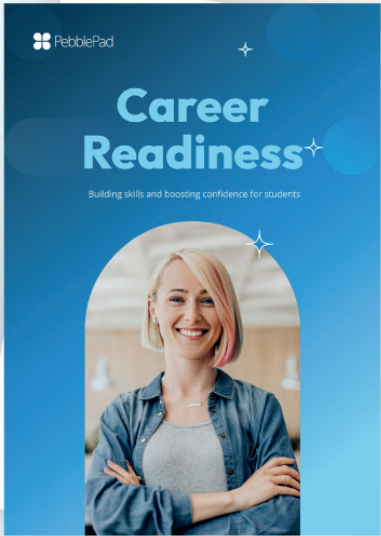


Career Readiness
Building skills and boosting
confidence for students



Background Colour
A lighter shade of a colour
for the background which
creates good contrast.

Lighter shade
White colour used for
this part of background.
Colours may vary



hex #073651 RGB 7, 54, 81 CMYK 100, 72, 42, 40	hex #007FC8 RGB 0, 127, 200 CMYK 100, 31, 0, 0	hex #007FC8 RGB 0, 127, 200 CMYK 100, 31, 0, 0	20%
--	--	--	-----

Colour Palette
One of the colour palette sets have
been chosen for this live example of
a design.

Brand Elements

05

BRAND ELEMENTS 1.1

How the PebblePad Shape might be used

The use of the PebblePad shape will be used in various ways across branding documents and digital media such as backgrounds and image framing. Here are several examples of how it is currently used and could be used.

Shape size & Images

The shape can be extended in certain situations. Images can be placed within the shape or as a student/teacher image as a feature.

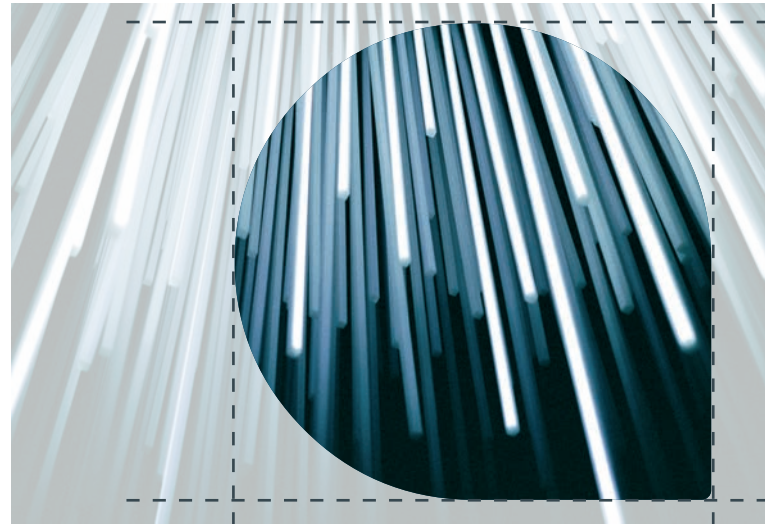


Image Framing

Images can be placed within the PebblePad shape.



BRAND ELEMENTS 1.2

PebblePad Shape examples



POINTED PART OF SHAPE AT AN ANGLE

A section of the shape can be used for featured images, email signatures and other social ads. Correct spacing needs to be maintained around the use of the shape with any text.



EXAMPLE WITH IMAGE IN ROUNDED PART OF SHAPE



POINTED PART OF LOGO AT AN ANGLE ENLARGED

BRAND ELEMENTS 1.3

PebblePad Shape examples

The use of the PebblePad shape will be used in various ways across presentations, the website and other digital media. Here are two examples of how the shape can be used to create a pattern with gradient backgrounds.



BRAND ELEMENTS 1.3

Themes colours, graphics, imagery & icons

COLOUR PALETTE



Each of the colours from the logo are now associated with a theme. This branding now carries through to all documentation and the website.

THEME ICONS



Each theme has an icon that is to be used. These icons are in the same style as all other icons created for the brand.

BRAND ELEMENTS 1.4

Themes colours, graphics, imagery & icons



Here are examples of how the shapes, imagery, colour palette and icons come together around the themes.

**Shape, image & icon**

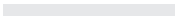
On the left original shape is used with the chosen image and icon.

These are further arrangements that will be used on the website and printed media.

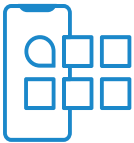


BRAND ELEMENTS 1.5

PebblePad Icon Set



These are a few of the icons that have been created in-line with the brands theme icons. Where possible the PebblePad shape has been included within the designs.



EDUCATION APP



BLOG OR NEWS



RECORD &
REFLECTING



QUALIFICATION



AWARDS /
BADGES



WORKBOOKS



DISTANCE
LEARNING



ONLINE PROFILE



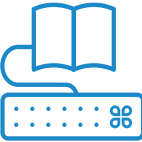
WEBINARS



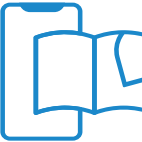
RESOURCES



STUDY



OFFLINE
LEARNING



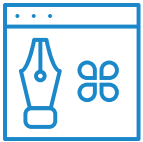
MOBILE
RECORDING



ASSESS &
FEEDBACK



PLANNING &
PREPARING



COLLECTING &
CURATING

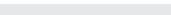


Brand Imagery

06

BRAND IMAGERY

Imagery Colour Reference



Colour Reference

Can appear within chosen photo, it doesnt have to be the exact colour.



Colour match

If an image is used it should have a strong reference to a one of the primary or complimentary colours.

Gradient Use

One of the selected gradients can be used where there is a colour match with the chosen image.

EXAMPLE USED

Heading text

This is body text. Open Sans Regular.
Lorem ipsum dolor sit amet, consectetuer
dipiscing elit, sed diam nonummy.

BRAND IMAGERY

Imagery use examples

**COLOUR: HONOLULU BLUE****THEME: PROFESSIONAL IDENTITY & CAPABILITY**

Here are few examples of imagery that can be chosen to represent the PebblePad brand.

When choosing imagery the selection of what is chosen should try and include some of these attributes where possible:

- In line with a theme colour
- Student in natural setting
- Diversity
- Studying on laptop
- Group or individual setting
- A natural smile.





FOR MORE INFORMATION VISIT
www.pebblepad.com