



QUICK REFERENCE GUIDE | 2024

PebblePad

Branding Guidelines

Main logo design



Colour Palette

Charcoal



hex #3e4b54
RGB 62, 75, 85
CMYK 75, 55, 47, 43

Prussian Blue



hex #073651
RGB 7, 54, 81
CMYK 100, 72, 42, 40

Moss Green



hex #78952c
RGB 133, 153, 25
CMYK 42, 5, 98, 29



PebblePad



PebblePad



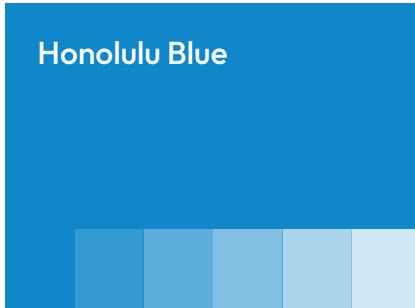
PebblePad

Tekhelet



hex #4B3A8A
RGB 75, 58, 138
CMYK 84, 85, 0, 6

Honolulu Blue



hex #007FC8
RGB 0, 127, 200
CMYK 100, 31, 0, 0

Harvest Gold



hex #e09e19
RGB 226, 163, 0
CMYK 0, 34, 98, 12



PebblePad



PebblePad



PebblePad

Typography

Open Sans Bold

Outfit Bold

Outfit Bold uppercase coloured
background from palette

Open Sans Regular
across all print
and digital media.

Open Sans Medium Italic
Used for quotations and
testimonies across print
and digital media.

INTRO / SUB HEADINGS / DATE

Main headings Bold

THIS IS A MAIN HEADING

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

*"This is quotation text.
Open Sans medium italic."*

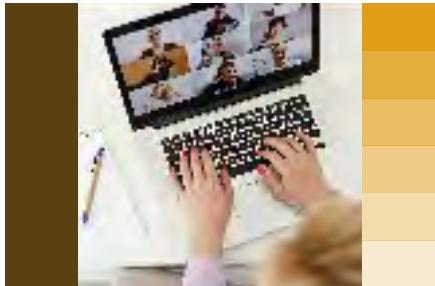
FIND OUT MORE

Open Sans Bold Uppercase for button text.

Corner radius to be consistent across all buttons or CTA banners.

Imagery

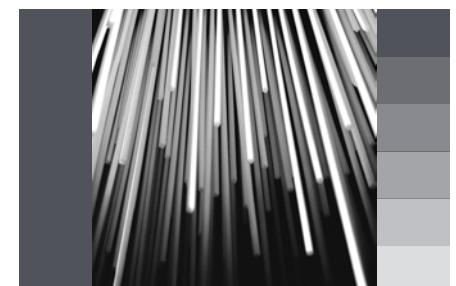
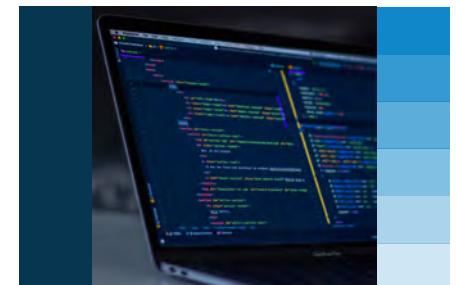
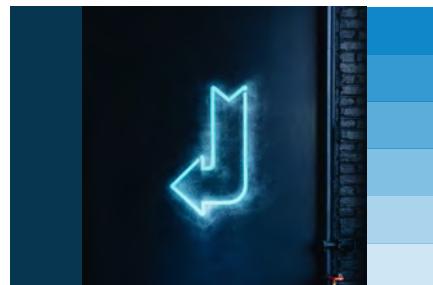
LEARNING



JOURNEY



PLATFORM



Try and use images that fall into the 3 categories, others can be explored.
Include within those images a colour from the PebblePad colour palette. Can be adjusted in photoshop.

Themes



Authentic assessment
and feedback



Flexible
learning design



Belonging, wellbeing
and success



Employable and
Future-ready



Professional Identity
and capability



**Authentic
assessment
& feedback**



**Flexible
learning
design**



**Belonging,
wellbeing
& success**



**Employable
& Future
ready**



**Professional
identity &
capability**