PebblePad

Branding Guidelines

CLEAR SPACE

PebblePad

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COLOUR PALETTE

hex #000000		hex #2d0054	hex #073651	
DARKER VARIATION		DARKER VARIATION	DARKER VARIATION	

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

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

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

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

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

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Open Sans Bold

INTRO / SUB HEADINGS / DATE

Outfit Medium

Main headings Medium

Outfit Bold uppercase coloured
background from palette

THIS IS A MAIN HEADING

Open Sans Regular
across all print
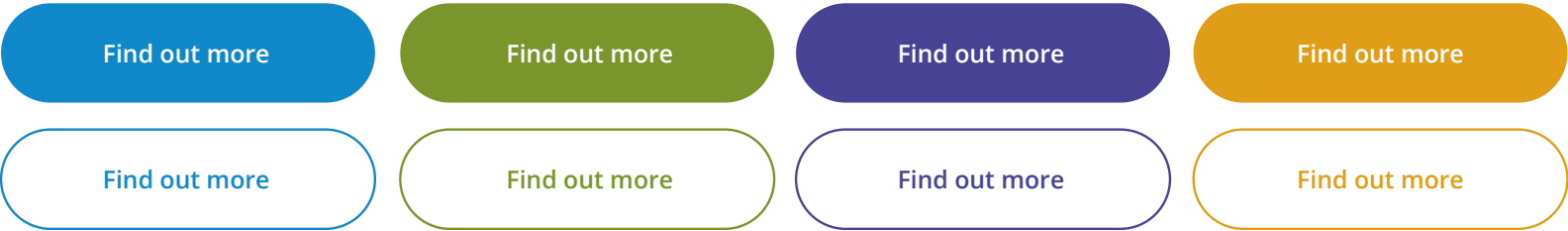and digital media.

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.

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

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

Pauline Script Bold
Text used as highlights within
titles of brand assets.

Featured text highlights

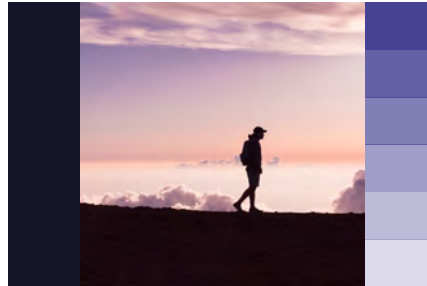| Find out more	Find out more	Find out more	Find out more
Find out more	Find out more	Find out more	Find out more

Open Sans SemiBold Sentence case for button text.
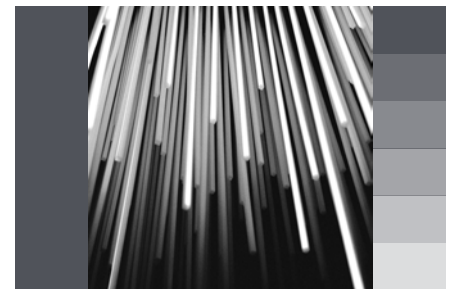Corner radius to be consistent across all buttons or CTA banners.

IMAGERY

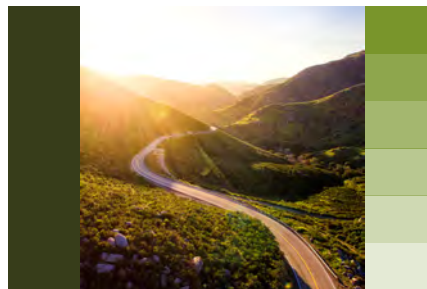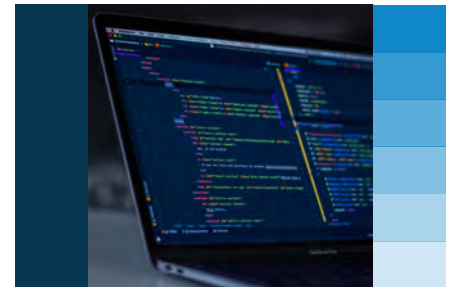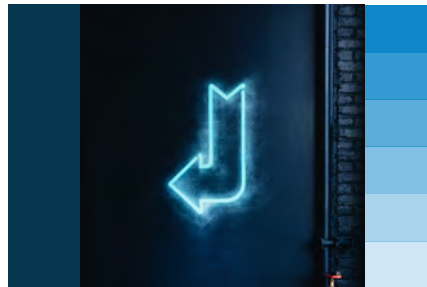LEARNING   JOURNEY   PLATFORM

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.

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