Logo black and white

FOR QUALITY EDUCATION
Logo color

FOR QUALITY EDUCATION
Logo’s respect area

FOR QUALITY EDUCATION
Negative logo
Logo reductions

PRINT: min 2,5 cm
Logo usage

DON’T

[Images of logo usage examples]
Fonts

Primary font

Din Alternate Bold

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&%€”?;!

Secondary font

Karla

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&%€”?;!
## Color palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>RELIABLE BLUE</td>
<td>#141B3F</td>
</tr>
<tr>
<td>YOUNG PINK</td>
<td>#FFD1E3</td>
</tr>
<tr>
<td>CATCHY ORANGE</td>
<td>#FE5000</td>
</tr>
<tr>
<td>INSPIRATIONAL BLUE</td>
<td>#04A6E0</td>
</tr>
<tr>
<td>ENGAGING GREEN</td>
<td>#06B564</td>
</tr>
<tr>
<td>CLEAR YELLOW</td>
<td>#FFCA4C</td>
</tr>
<tr>
<td>DEEP WHITE</td>
<td>#FDFDFC</td>
</tr>
</tbody>
</table>
Logo on color palette

FOR QUALITY EDUCATION

FOR QUALITY EDUCATION
Logo usage on images

**DO**

If logo’s legibility is compromised, always use it on a white background.
Logo usage on images

DON’T