

BRAND IDENTITY - LEARNING ALIVE



Learning Alive Identity Styleguide Date Created: 26/6/01
RM

Learning Alive Logo Version 3
 This is the logo version that should be used on: black or dark coloured backgrounds.
 Please select another logo version for any other usage instances.

PRINT SPECIFICATIONS

SIZE
 If resizing is necessary, the logo must be scaled in direct proportion to the original, and all words must be legible. Minimum usage size is 2.5cm. This applies to all types of colour versions.

MINIMUM SIZE: 2.5 cm

COLOURS
 Learning Alive corporate colours are cyan, light purple, dark purple & white. No other variations are permitted.

COLOUR CMYK

Cyan	C/70 M/0 Y/0 K/0
Light Purple	C/70 M/100 Y/0 K/0
Dark Purple	C/100 M/100 Y/0 K/10
White	C/0 M/0 Y/0 K/0

GRAYSCALE SPECIFICATIONS

USAGE (?)
 The grayscale versions of the Learning Alive logo identity are to be used for one -colour print jobs only. See the chart below that shows percentage values of black that should be used to correspond to the colours of the logo. No other variations.

COLOUR % of black

Cyan	30%
Light Purple	90%
Dark Purple	100%
White	0%

ON BLACK BACKGROUNDS

ON DARK COLOUR BACKGROUNDS

WEB & SCREEN SPECIFICATIONS

USAGE (?)
 Bitmap versions of the Learning Alive corporate logo must not be resized since the logo will become degraded. Use the exact size of the supplied bitmap, or obtain new ones from Research Machines plc. No other variations permitted.

MINIMUM SIZE: 2.5 cm

COLOUR RGB HEX

Cyan	0, 255, 255	#00FFFF
Light Purple	102, 0, 204	#6600CC
Dark Purple	51, 0, 102	#330066
White	255, 255, 255	#FFFFFF

For further information relating to this styleguide please email: wrowsell@rm.com Copyright © Research Machines plc 2001

Learning Alive Identity Styleguide Date Created: 26/6/01
RM

Learning Alive Logo Version 4
 This is the logo version that should be used on: black, dark coloured or dark textured backgrounds.
 Please select another logo version for any other usage instances.

PRINT SPECIFICATIONS

SIZE
 If resizing is necessary, the logo must be scaled in direct proportion to the original, and all words must be legible. Minimum usage size is 2.5cm. This applies to all types of colour versions.

MINIMUM SIZE: 2.5 cm

COLOURS
 Learning Alive corporate colours are cyan, light purple, dark purple & white. No other variations are permitted.

COLOUR CMYK

Cyan	C/70 M/0 Y/0 K/0
Light Purple	C/70 M/100 Y/0 K/0
Dark Purple	C/100 M/100 Y/0 K/10
White	C/0 M/0 Y/0 K/0

GRAYSCALE SPECIFICATIONS

USAGE (?)
 The grayscale versions of the Learning Alive logo identity are to be used for one -colour print jobs only. See the chart below that shows percentage values of black that should be used to correspond to the colours of the logo. No other variations.

COLOUR % of black

Cyan	30%
Light Purple	90%
Dark Purple	100%
White	0%

ON BLACK BACKGROUNDS

ON DARK COLOUR BACKGROUNDS or TEXTURED BACKGROUNDS

WEB & SCREEN SPECIFICATIONS

USAGE (?)
 Bitmap versions of the Learning Alive corporate logo must not be resized since the logo will become degraded. Use the exact size of the supplied bitmap, or obtain new ones from Research Machines plc. No other variations permitted.

MINIMUM SIZE: 2.5 cm

COLOUR RGB HEX

Cyan	0, 255, 255	#00FFFF
Light Purple	102, 0, 204	#6600CC
Dark Purple	51, 0, 102	#330066
White	255, 255, 255	#FFFFFF

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ITEM TITLE: Learning Alive Logos, Version 3 & 4

ITEM TITLE: Learning Alive Logo Version 3 Styleguide

ITEM TITLE: Learning Alive Logo Version 4 Styleguide

TITLE: Learning Alive Brand Identity
 CLIENT: Research Machines PLC

PURPOSE: To rebrand a suite of products under one new family name that will act as the main identifier/Portal for RM's product range. The design brief included; development of all branding collateral (print and electronic), a web design strategy and UI, and report identifying sector competitor strategies.