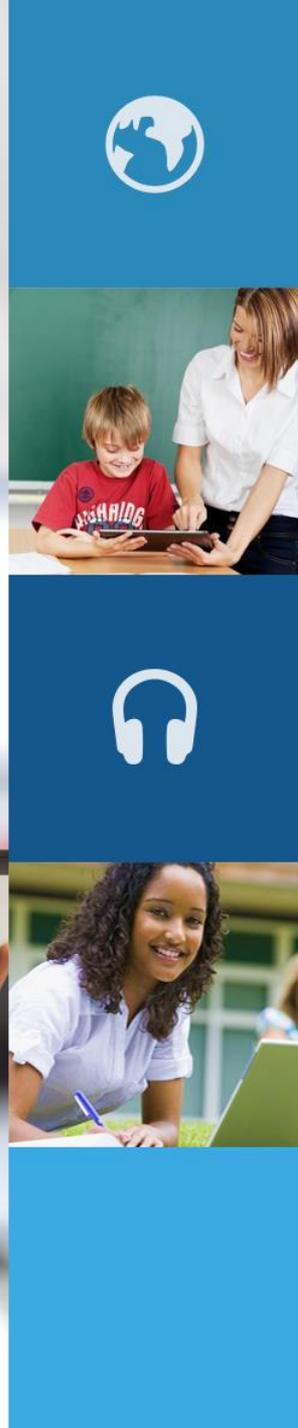
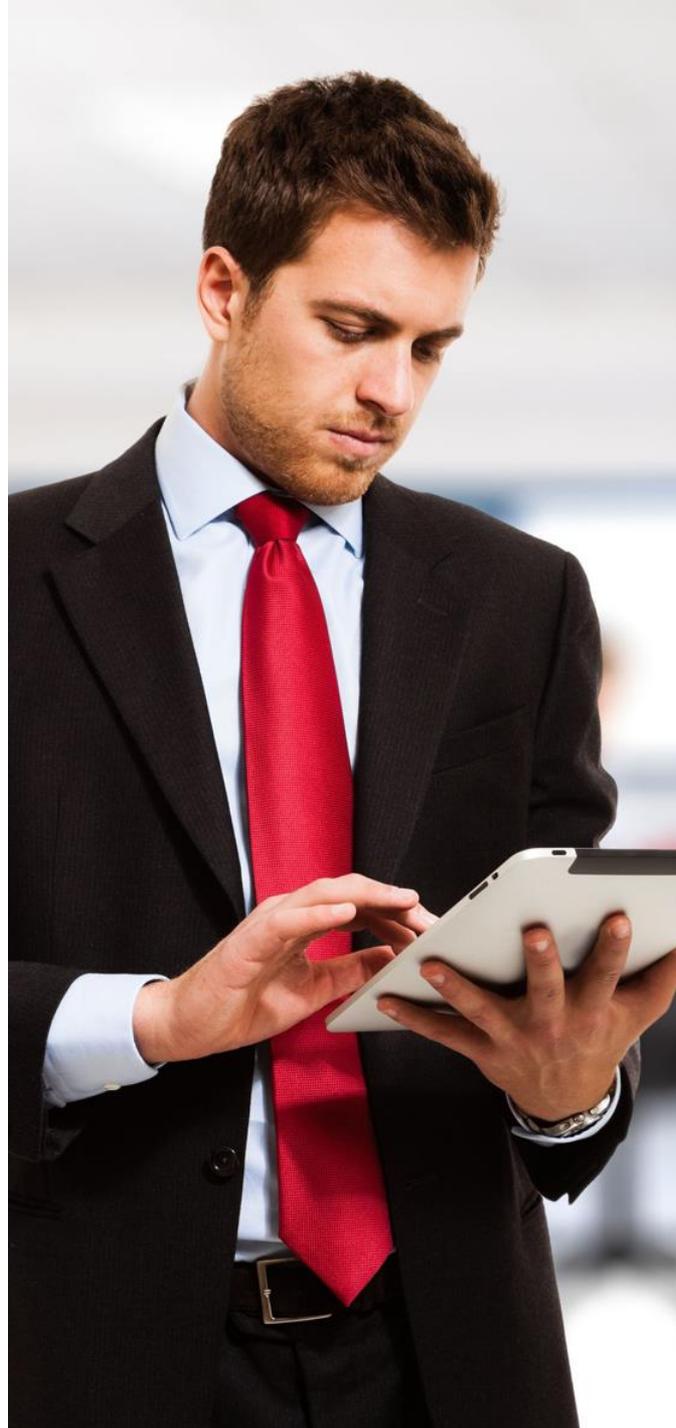




Brand Guidelines

October, 2014



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1 Logo

2 Graphical Elements

3 Icons

4 Typography

5 Colors

6 Stationery

7 Social Media

8 Templates

9 Product Line logos

1) Logo



Logo: Overview with Tagline



Files:

Logo > Logo with Tagline

Logo: Overview without Tagline

DynEd[®]



Files:

Logo > Logo without Tagline

Logo: Features

Completely
custom font and
kerning

Optimized spacing
between letters

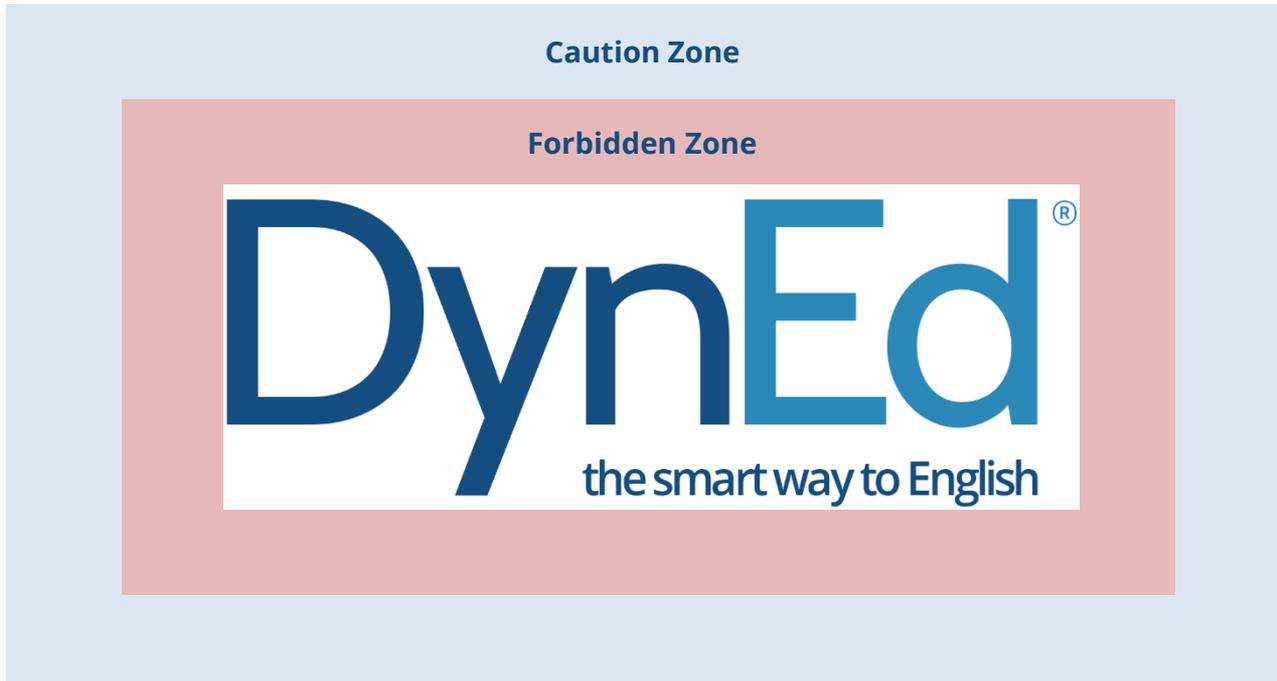
DynEd®
the smart way to English

Registered
trademark always
appears on the
name

Color separation to
make the name
clearer and
attractive

Subtle tagline that
makes use of color
contrast (optional)

Logo: Spacing



Logo: Inverted Space

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the smart way to English



Files:

Logo > Logo Inverted with Tagline

Ed[®]

Logo: Inverted Grayscale

DynEd[®]
the smart way to English

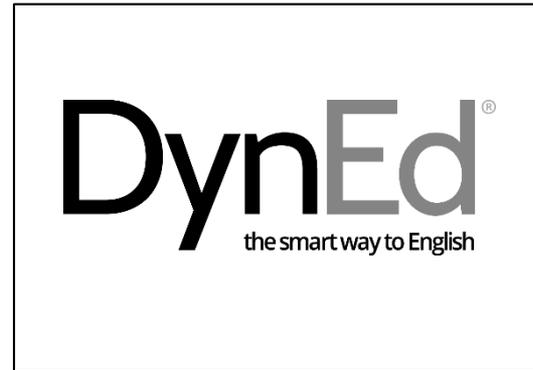


Files:

Logo > Logo Inverted with Tagline

Grayscale and black/gray logo options

Grayscale and Black and Gray logos should only be used on a white background and only when printing black and white documents (i.e. invoices).



Logo: Correct Usage



Logo: Incorrect Usage



Backgrounds

Dark Blue



White



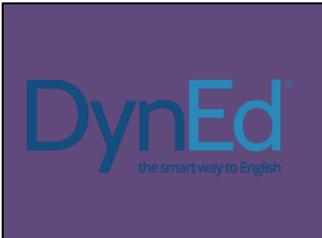
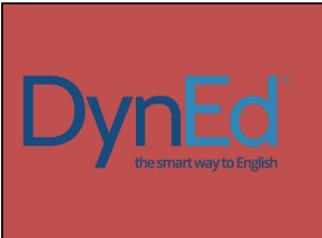
Gray



Black



Other colors and Patterns



Logo: Tagline Usage

Subtle Tagline

Logos larger than 300px width

Prominent Tagline

Logos smaller than 300px width



Logo: Registered Mark Usage

The registered mark icon is always used no matter the size of the logo. It is scaled proportionally according to the size of the logo



Tagline

When used separate from the logo, the letter “t” in DynEd’s tagline should not be capitalized.

the smart way to English

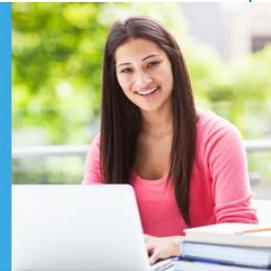
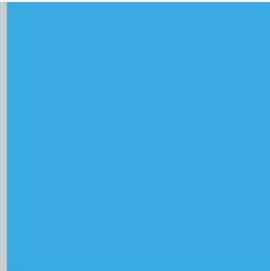
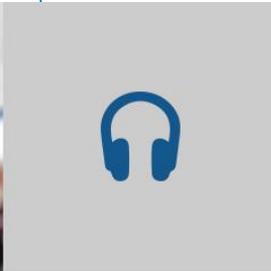
2) Graphical Elements



Metro Look

DynEd uses a modified version of the Metro UI, common to the modern Windows platform and recognized around the world. It can be used in a horizontal or vertical format

1) Solid Color Box with icon



3) Picture that is licensed for use

2) Solid Color Box without icon

4) Perfect squares with even spacing



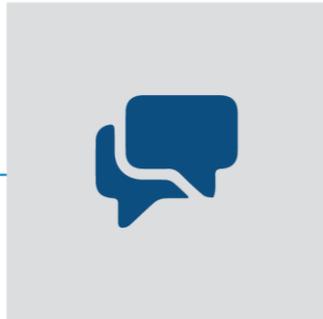
Files:

Graphical Elements > Metro Look Horizontal
Graphical Elements > Metro Look Vertical

Metro Look Icons

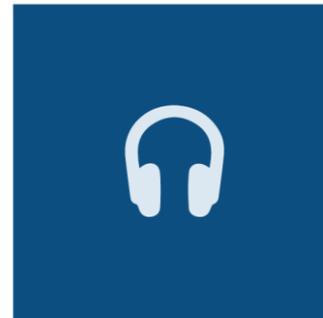
All icons **must be flat**, with no shadows or 3d effects. The icon size should not be more than 30% of the size of the box it is being held in. The icons colors that can be applied can be those specified below:

If used on a gray background, the icon color must be **Primary Blue** or **#144d80**



If used on a primary and secondary blue background, the icon colors can be **white** or **#dbe6ed**

If used on a secondary blue background, the icon colors can be **white** or **#dbe6ed**

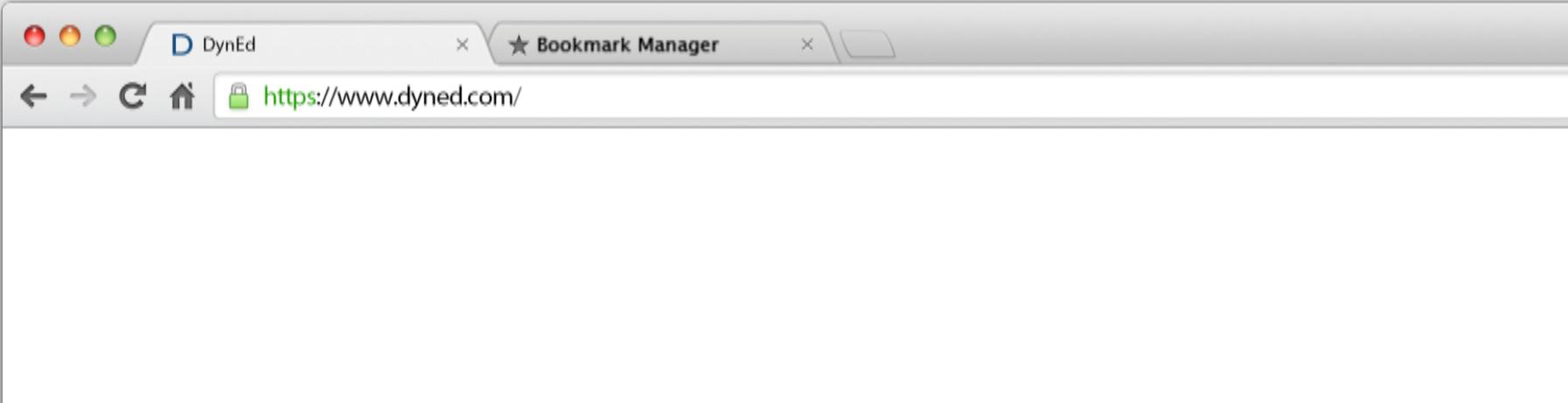


3) Icons



Website Icons

D



4) Typography



Fonts

Both Open Sans Semi bold and Calibri may be used as header fonts when used with the DynEd logo. Calibri regular and Calibri light may be used for body text.

Headers

Open Sans Semi-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 0 1 2 3 4 5
6 7 8 9

Font Size: 22-34pt

Body Text

Calibri

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 0 1 2
3 4 5 6 7 8 9

Font Size: 8-14pt

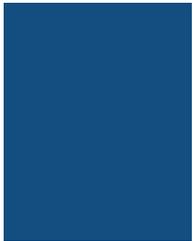


5) Colors



Colors DynEd Logo

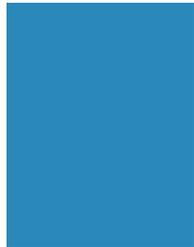
Primary



#144d80

RGB: 20, 77, 128
CMYK: 98, 75, 25, 9

Secondary



#2b89b9

RGB: 43, 137, 185
CMYK: 79, 36, 11, 0

Tertiary



#3baae3

RGB: 59, 170, 227
CMYK: 67, 17, 0, 0

Accent



#59ba82

RGB: 89, 186, 130
CMYK: 65, 2, 65, 0

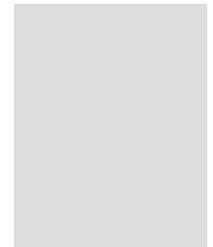
Body/Fonts



#919191

RGB: 145, 145, 145
CMYK: 46, 38, 38, 2

Body/General



#dcdde

RGB: 220, 221, 222
CMYK: 13, 9, 9, 0

6) Stationery



Business Cards



Files:

Stationery > Business Card_English

Business Cards

John Smith
Chief Operating Officer

DynEd[®]

Email: john.smith@dyned.com
Phone: +1 (999) 999-9999
Fax: +1 (999) 999-9999

DynEd Internation
1350 Bayshore Highway, Sui
Burlingame, California
United
www.dyne

高杰
渠道管理总监

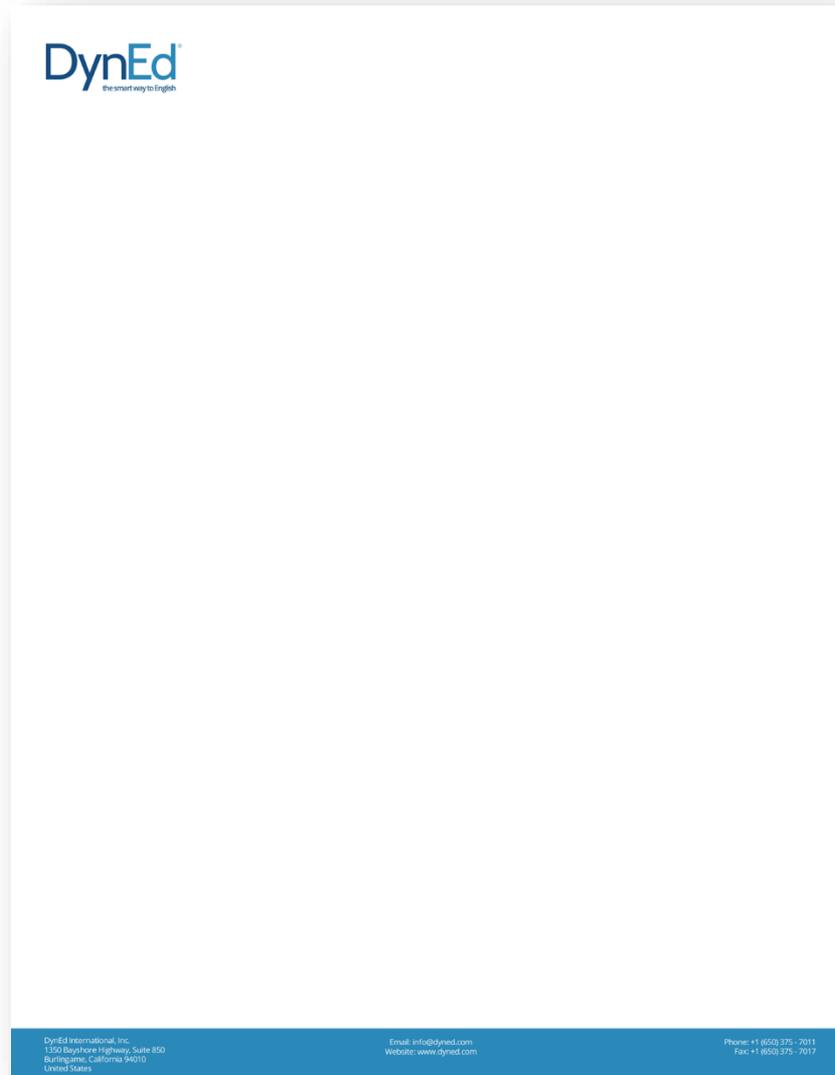
DynEd[®]

cgao@dyned.com.cn
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北京市朝阳区朝阳北路237号
复星国际中心2205室, 100020
www.dyned.com.cn



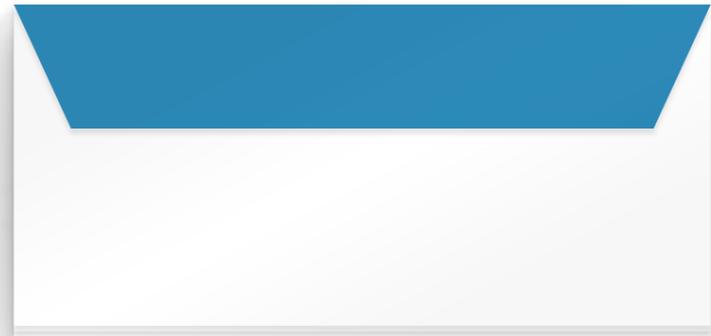
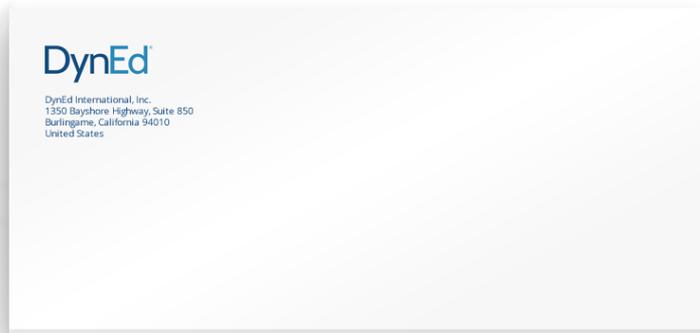
Letterheads



Files:

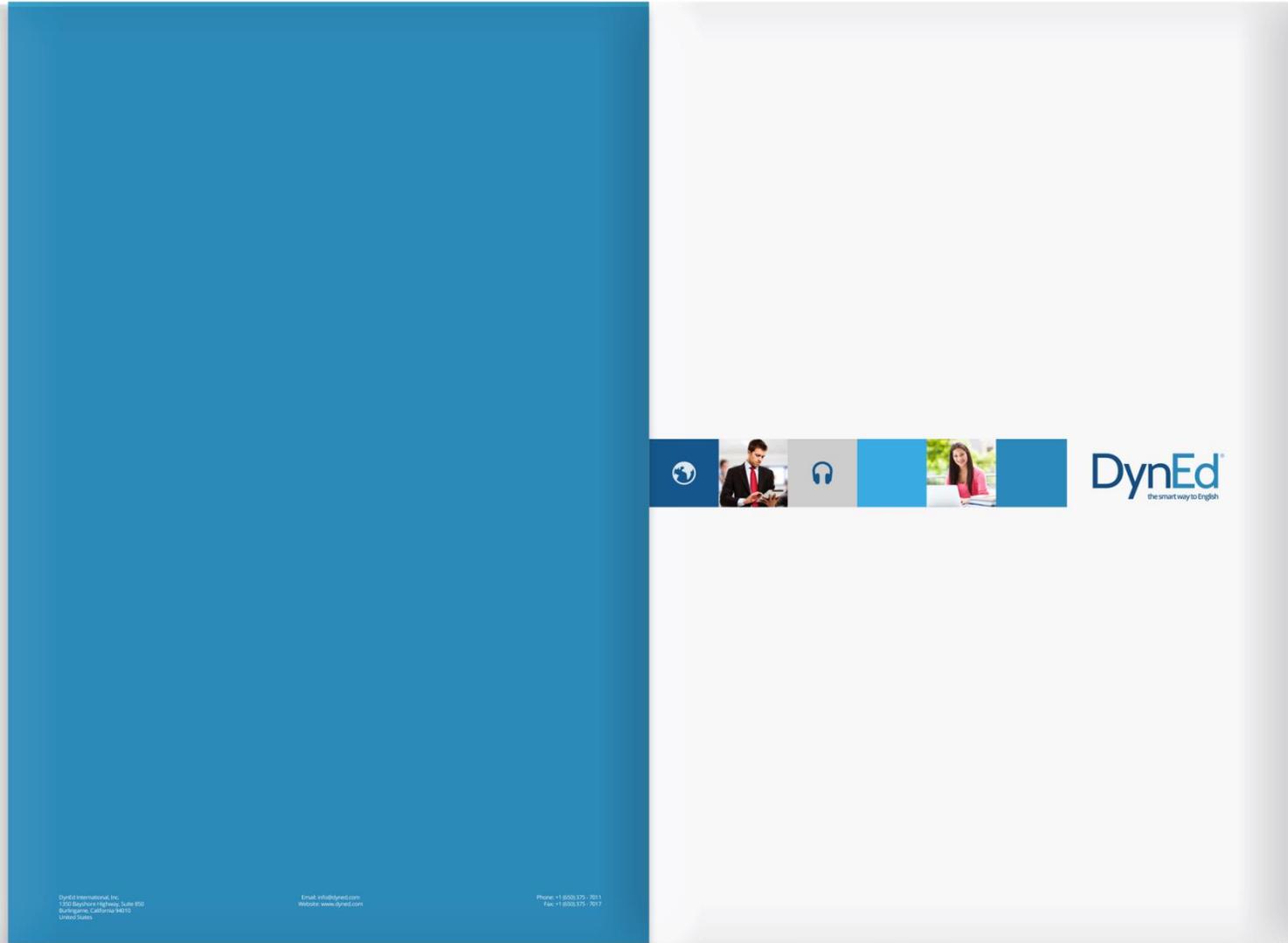
- Stationery > Letterhead with bleeds
- Stationery > Letterhead without bleeds

Envelopes



Files:
Stationery > Envelope

Folders



7) Social Media



Facebook Mockup



The image shows a Facebook profile mockup for DynEd International. At the top, there is a search bar with the text "DynEd International" and a magnifying glass icon. To the right of the search bar are navigation icons for Home, Drew, and a settings gear. Below the search bar is a large profile picture of a smiling woman with curly hair, wearing a white shirt, looking at a laptop. In the bottom left corner of the profile picture is a blue square with the DynEd logo and the tagline "the smart way to English". Below the profile picture, the name "DynEd International" is displayed in bold, followed by the text "21,942,038 likes - 344,909 talking about this - 4,499,542 were here". To the right of the name are buttons for "Liked", "Message", and a dropdown menu with a gear icon. Below the name and statistics is a section for "Product/Service" with the text "We deliver worldwide English language learning solutions <http://dyned.com/>". Below this section are four tabs: "Photos" (with a large number "1"), "Videos" (with a large number "2"), "Likes" (with a thumbs-up icon and "21m"), and "Events" (with a large number "4"). To the right of the tabs is a dropdown menu with the number "3". At the bottom left of the profile section is the text "About - Suggest an Edit". On the right side of the profile, there is a vertical "Recent" list of years from 2013 down to 1983.



8) Templates



PPT Cover Page

Version 1

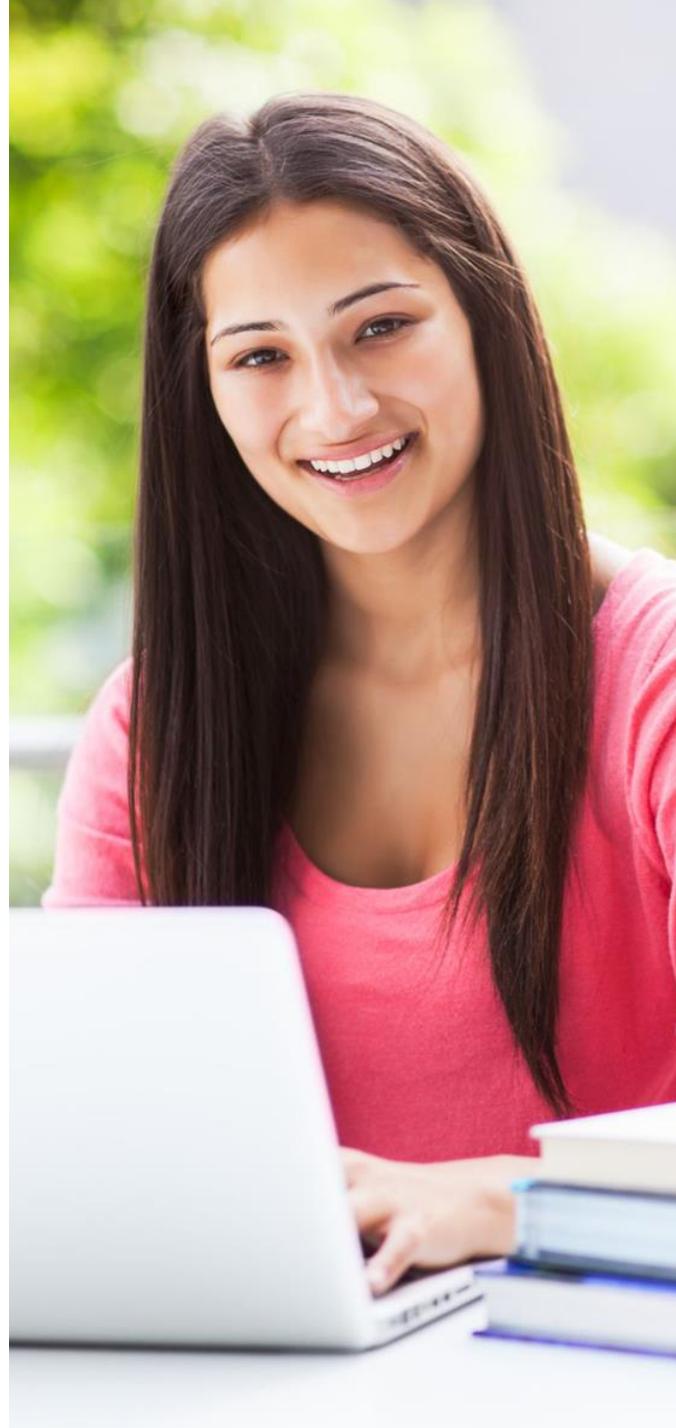
Insert title here

Insert subtitle here



Files:

Templates > PPT > PPT with Slide Master
Templates > PPT> PPT without Slide Master



PPT Cover Page

Version 2

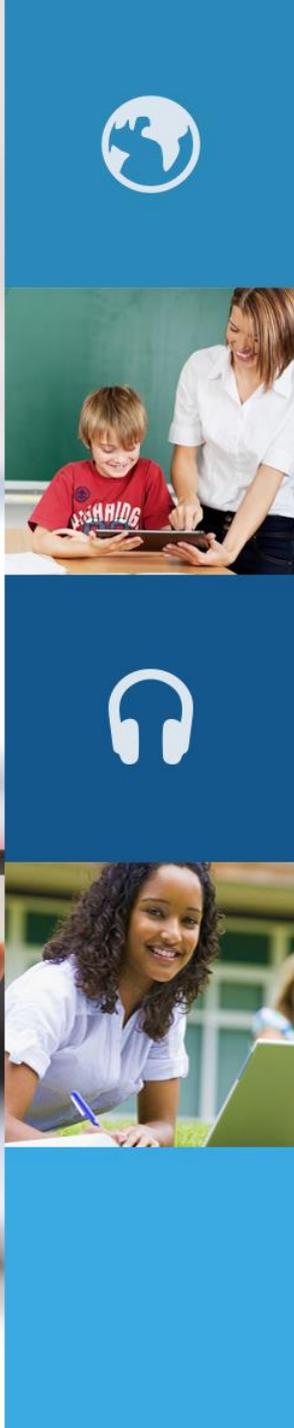
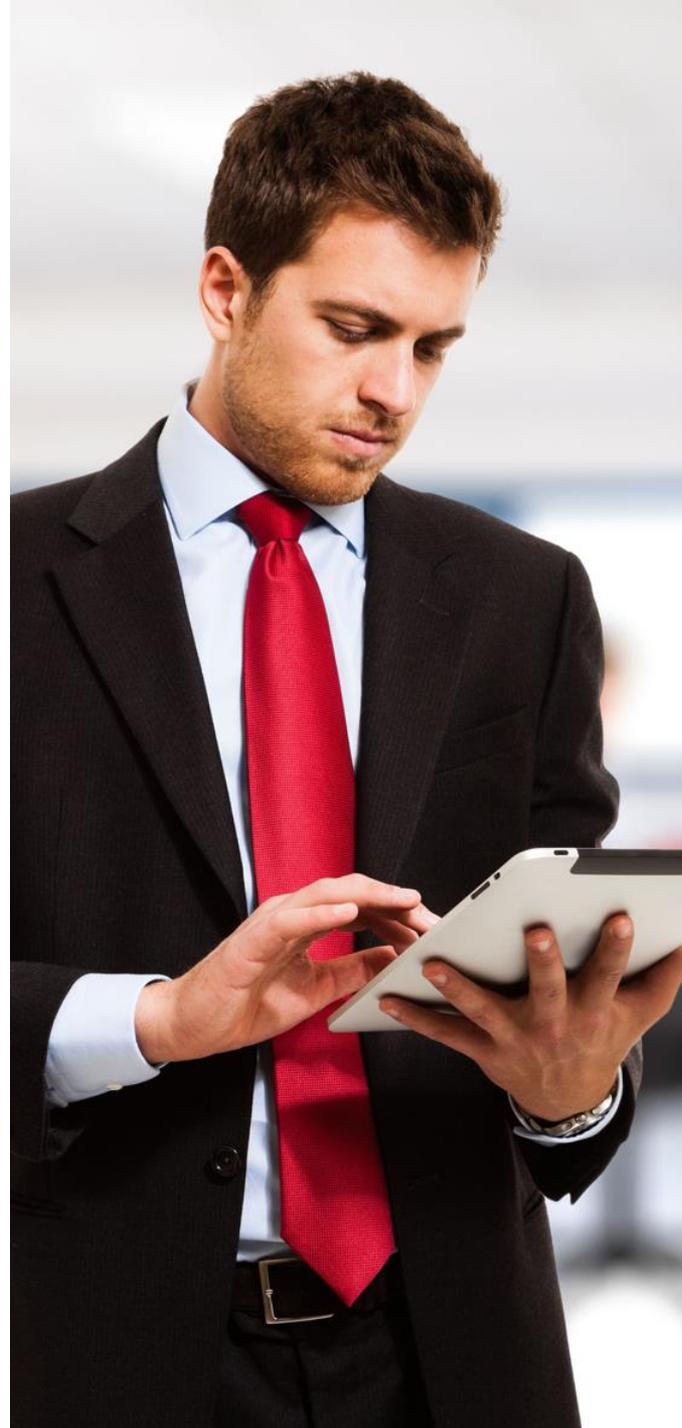
DynEd[®]
the smart way to English

Insert title here



Files:

Templates > PPT > PPT with Slide Master
Templates > PPT > PPT without Slide Master



PPT Cover page

Version 3

Insert title here

Insert subtitle here



Files:

Templates > PPT > PPT with Slide Master

Templates > PPT > PPT without Slide Master

PPT Separator Page

Insert title here



Files:

Templates > PPT > PPT with Slide Master

Templates > PPT > PPT without Slide Master

PPT Content Page

Insert subtitle here

Insert content here

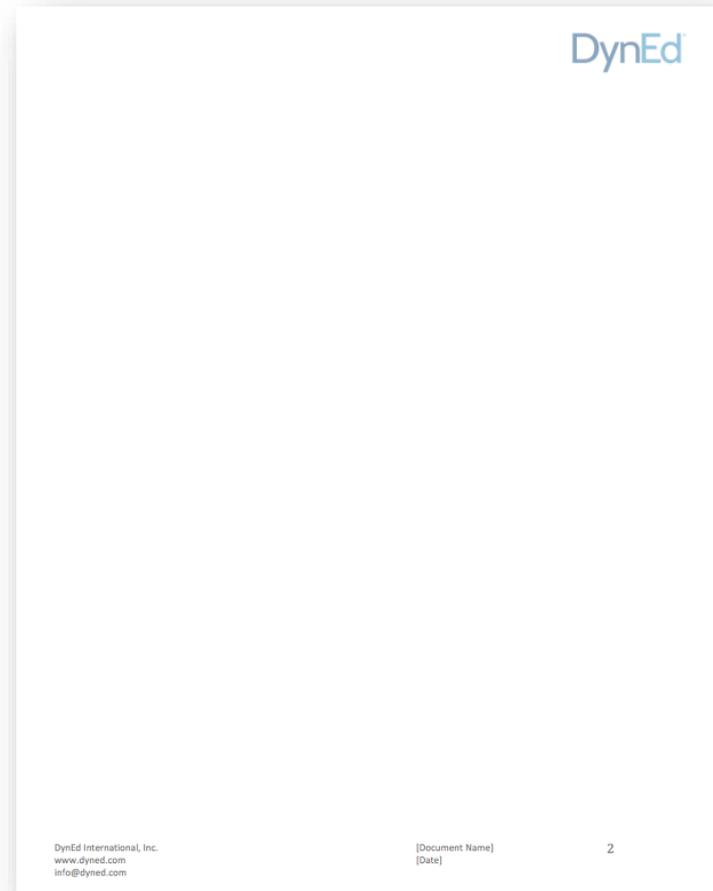
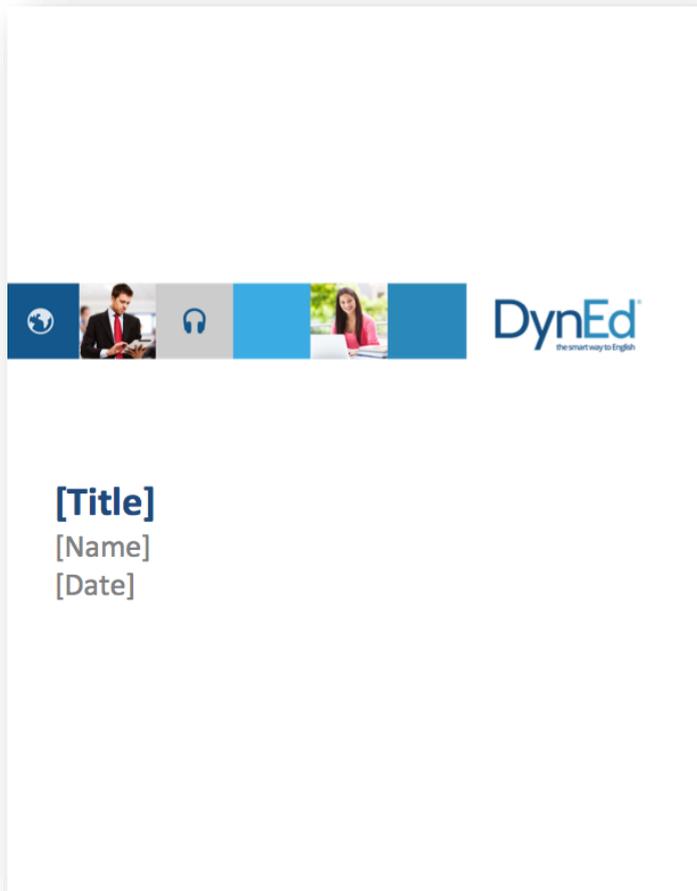


Files:

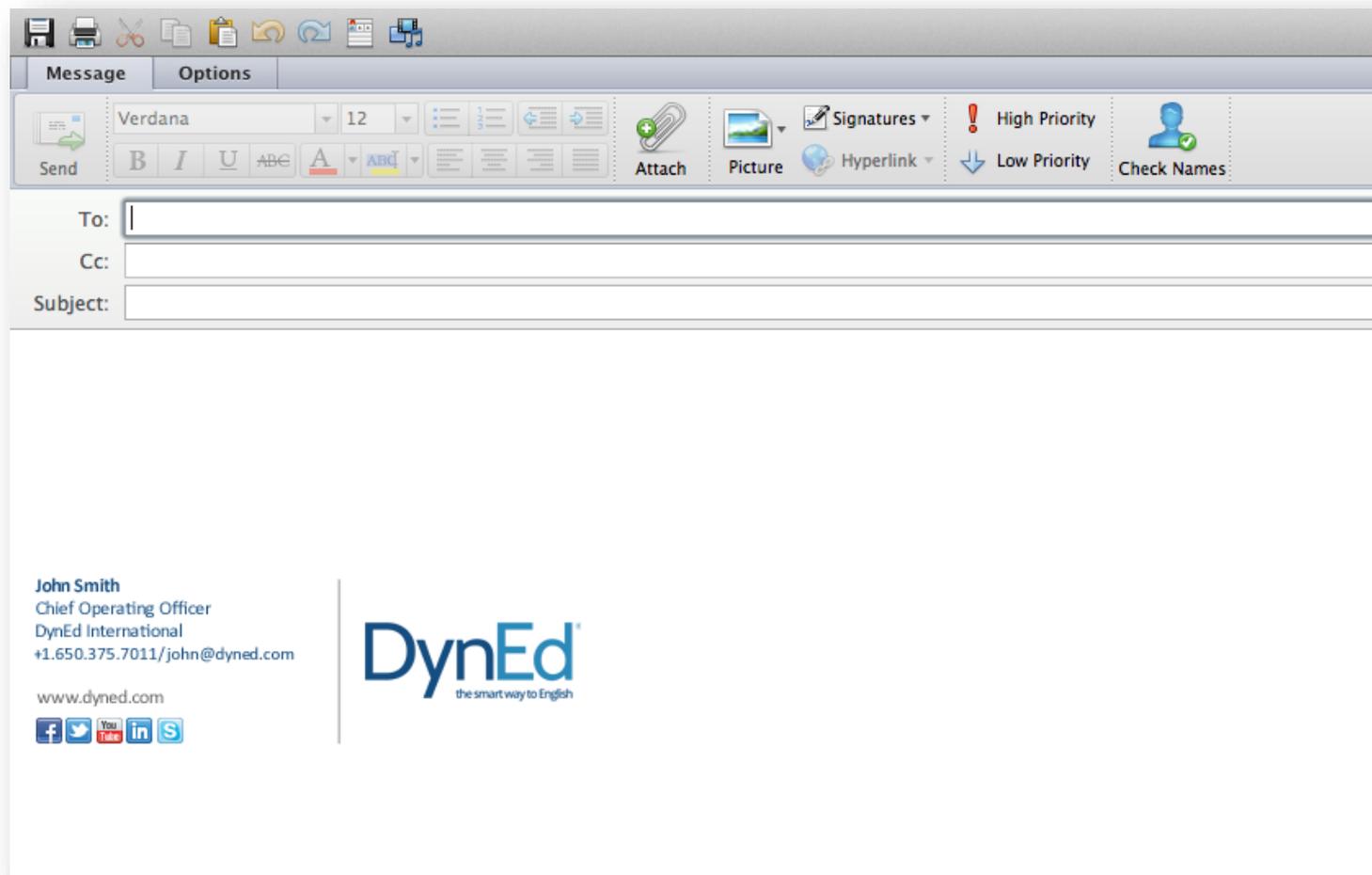
Templates > PPT > PPT with Slide Master
Templates > PPT> PPT without Slide Master

Documents – Word and PDF

Version 2



Email signature



9) Product Line Logos



DynEd Kids logo

To be used to refer to the DynEd Kids product line

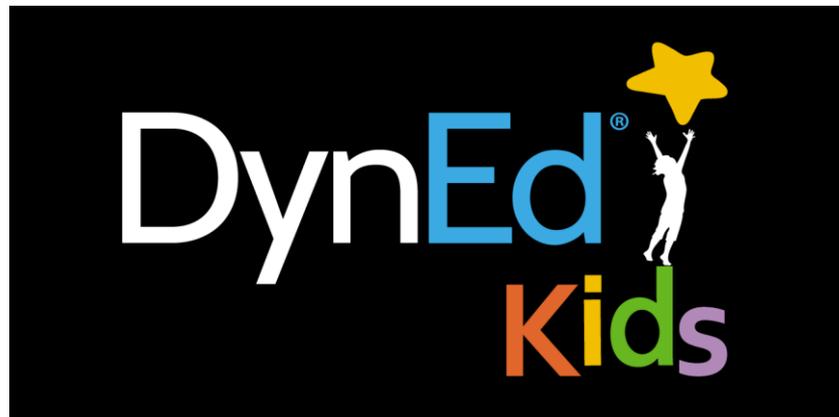


DynEd Kids logo variation

For smaller sized logos (smaller than 250 px in Height) when child icon is not visible



DynEd Kids Inverse Logo/Backgrounds



DynEd Kids Logo Colors



E1662C
RGB: 225,102, 44
CMYK: 0, 73,87,0



F1BF00
RGB: 241,191, 0
CMYK: 0, 30, 95, 0



66B720
RGB: 102, 183, 32
CMYK: 63, 0, 97, 0



B089B8
RGB: 175, 137, 184
CMYK: 35, 49, 0, 0

the smart way to English



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