



Brand Guidelines

Welcome to English

Goals

The goal of this campaign is to help newcomers to England in adjusting to the life in a new country by incorporating monthly events where the participants learn about a specific part of life where language is needed. Some of the topics include: shopping, employment, education, housing, and more. In addition, this campaign would include a 2-way communication: the teacher and volunteers help the students, whilst the students

Tone of Voice

The tone of voice for Welcome to English is friendly, conversational and respectful. In e-mails and SMS, emojis can be used to convey the sense of friendliness. It is also important to keep wording simple to allow for everyone to understand what is being said.



- 3D Logo
- The perspective can be adjusted.
- The colour can be changed.

Not Accepted



- It must not change font.
- It must not use different text order.

Colour Scheme



Accent Colours

Base Colours

These colours should be used in a way that compliment one another. Do not change the brightness of the colours, as it will decrease its vividness.

These colours represnt Welcome to English's friendly atmosphere through the usage of bright, bold colours that stand out amongst the mellower, desaturated base colours that are meant to draw a semblence of balance.

Aa

Aa

Balsamiq Sans

- Heading - 60pt.

Helvetica

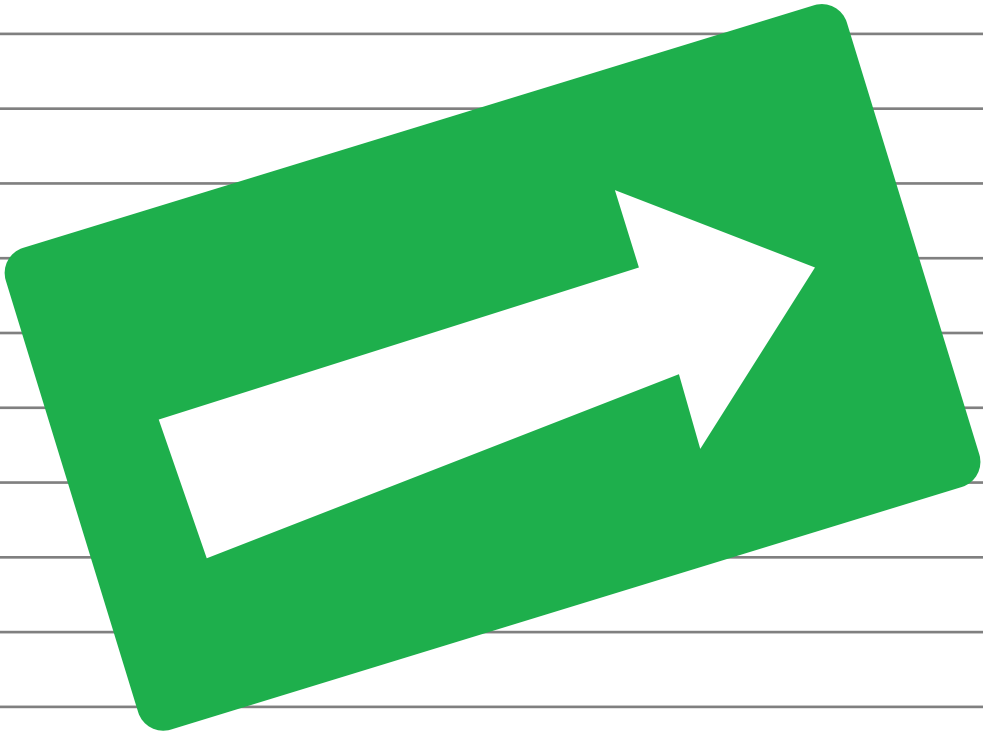
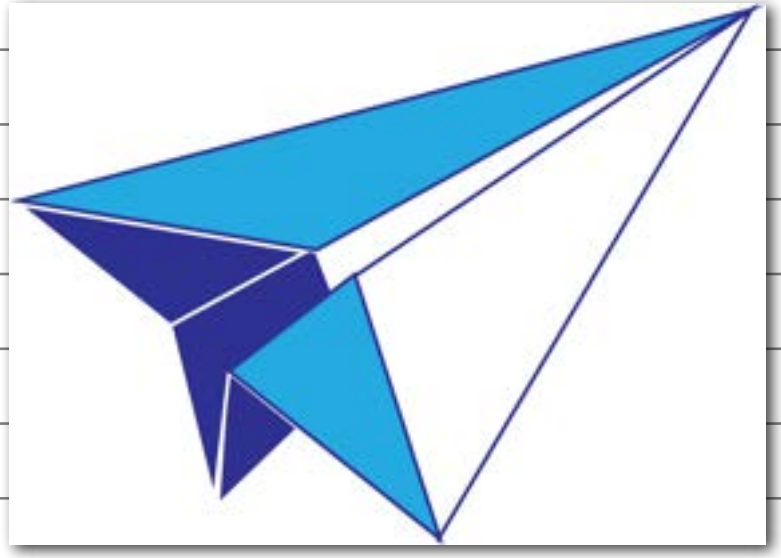
- Body text - 24pt.

The headline font should be kerned according to the application. The body font can be also used as sub-headings if a bold type is applied or there is an underline.

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

Graphics



Photography & Editing



Merchandise



**Thank you for
reading.**

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