



EDUCATION MATTERS

Logo & Branding Guide version 1.0

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Who is this guide for?

This guide is for anyone who wants to use Education Matters' logo in their marketing or advertising and briefly covers guidelines for the proper use of the logo.

Why is this guide important?

These guidelines outline the general rules when using Education Matters' brand assets and showcasing Education Matters content. Consistent use of these assets helps people easily recognize references to Education Matters. It is important that your marketing materials use our standards and use Education Matters approved assets correctly. This guide will help you meet those standards.

General Guidelines

General Do's / Don't s

On the following pages we explain the proper use of our logo and give examples of how not to use our logo.

DO

- ✓ Do follow guidelines found in this guide.
- ✓ Do keep enough space around our logo so it appears clean and uncluttered.
- ✓ Do maintain the shape and proportion of our logo and reproduce the logo at a legible size.
- ✓ Do display the word "Education Matters" in the same font and style as the content surrounding it.
- ✓ Do capitalize both "Education" and "Matters", except when it is used as our web address. In that case display as "educationmatters.ie"

DON'T

- ✓ Don't assert rights over the Education Matters brand or logo whether by trademark registration, domain name registration or anything else.
- ✓ Don't modify our logo in any way, such as by changing the shape, design or colours
- ✓ Don't use any copies of our logo found anywhere else on the internet except the ones officially provided by Education Matters to you or the logos that can be extracted from this pdf.
- ✓ Don't use the Education Matters logo in place of the word "Education Matters"
- ✓ Don't use the Education Matters logo without the strapline "Forging The Future"
- ✓ Don't use the strapline in general text as in "Education Matters Forging The Future"

Education Matters Logo

Our logo has two versions to accommodate different spaces in print and screen design. The main logo is the oblong shaped logo and the more square logo on the right can be used if there is not enough space.



Clear Space

To preserve the integrity of the logo, always maintain a minimum clear space around the logo. This clear space insulates our logo from distracting visual elements, such as other logos, copy, illustrations or photography.

The clear space is defined as the X-height of the font used for “Education Matters” as indicated in the two examples.



Size, shape and proportion

Be sure the logo is reproduced in a legible size and that it does not appear subordinate to any other logos included on your designs. We prefer you the height of our logo and other logos as a reference.

Similarly, do not present the logo in a way that makes it the most distinctive or prominent feature of what you’re creating.

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the logo. The proportions and shape of the logo should never be altered for any reason. To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

Colours

Our logo has three colours, brown-grey, warm yellow and orange. Dark grey should be used for text, set in Montserrat font. The warm yellow and orange colours can be used for other design elements.



cmyk

76%, 56%, 56%, 49%

rgb

55, 57, 58

web

37393A



cmyk

0%, 37%, 85%, 0%

rgb

245, 170, 42

web

F5AA2A



cmyk

0%, 49%, 85%, 16%

rgb

215, 130, 36

web

D78224

Fonts

The main font used in the logo is **Mensch Regular** only in capitals.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The secondary font that should be used in combination with our logo is **Montserrat**.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Light should be used for body text and Montserrat Bold can be used for headers in the orange colour.

Icon

The book icon in the logo can be used as a design element. Always place the icon right at the border of the page. You can use an orange or warm yellow block over the book icon as shown on the first page of this document, but set the transparency of that block to 100% Overlay.

The book icon is also used as a profile picture for Social Media websites.

A large, stylized book icon with three pages in dark blue, orange, and yellow, positioned on the right side of the page. It is partially overlaid by an orange block.

Set transparency of block to 100% Overlay

Usage Examples

The logo on a background

The preferred use of the logo is on a white background with plenty of space around it. However, if the design requires it our logo can be used on a solid colour background or photo.






**EDUCATION
MATTERS**
FORGING THE FUTURE



 **EDUCATION
MATTERS** | FORGING
THE
FUTURE



 **EDUCATION
MATTERS** | FORGING
THE
FUTURE




**EDUCATION
MATTERS**
FORGING THE FUTURE

Wrong Usage Examples

Here are a few visual examples of how not to use the logo.

Do not use the logo without the strapline



Do not resize the logo disproportional



Do not recolour the logo



Do not re-arrange elements of the logo



Do not use the logo on a non-contrasting background



File Reference

To get a copy of our logo you can extract any of the artwork from this pdf with Adobe Illustrator or similar software. We also provide a zip-file with our logo in different shapes and file types. Each file is numbered according to the samples below.



EM-logo-001



EM-logo-003



EM-logo-005



EM-logo-002



EM-logo-004



EM-logo-006

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