

PLAN2LEARN

Corporate Visual Identity

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01 Logo

Logo



Logo rules



Font

Futura New Demi

Colors

Blue & Graphite

Placement

It is important that there is always **clear space around the logo** so that it does not appear cramped.

The height of the upper box in the symbol mark is **defined as X**, as shown above. This distance (X) must be maintained as a **minimum clear space** around the entire logo in relation to other elements or page edges.

On very small formats, such as web banners, the clear space to other elements or edges **may be reduced**.

When the logo is placed on a **dark background**, it must appear in white.

The symbol mark may also be used on its own, with the same clear-space requirements.

Symbol mark



The symbol mark in the logo symbolizes organization, administration, and education.

It is composed of elements representing education, rank, and books.

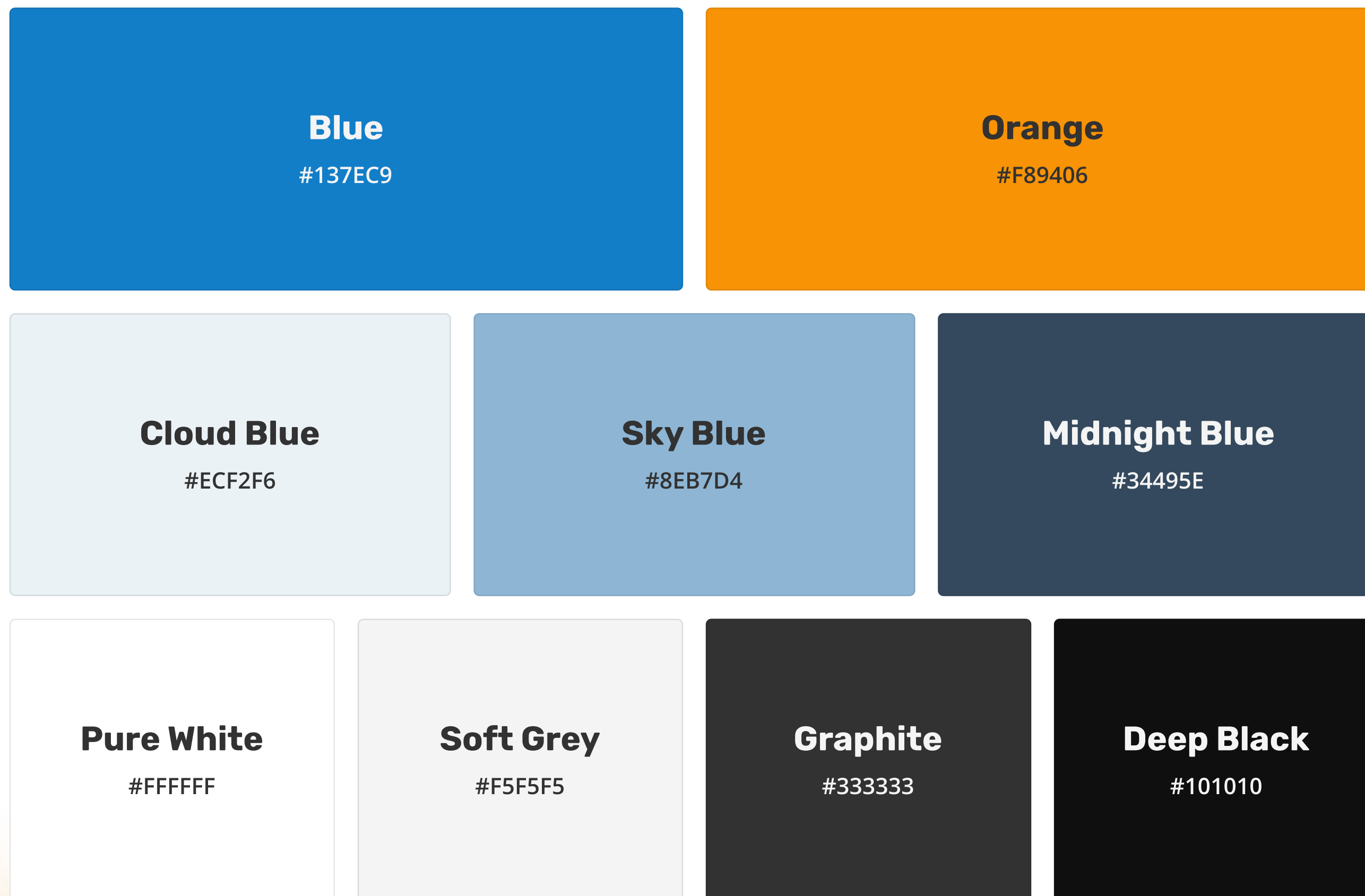
The upper square represents an American graduation cap.

The two dark angles together form a stack of books.

At the same time, they symbolize hierarchy and organization.

02 Colors

Color names



Color codes

Blue

HEX: #137EC9

RGB: 19 126 201

CMYK: 91 37 0 21

Orange

HEX: #F89406

RGB: 248 148 6

CMYK: 0 40 98 3

Cloud Blue

HEX: #ECF2F6

RGB: 236 242 246

CMYK: 4 2 0 4

Sky Blue

HEX: #8EB7D4

RGB: 142 183 212

CMYK: 33 14 0 17

Midnight Blue

HEX: #34495E

RGB: 52 73 94

CMYK: 45 22 0 63

Pure White

HEX: #FFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0

Soft Grey

HEX: #F5F5F5

RGB: 245 245 245

CMYK: 0 0 0 4

Graphite

HEX: #333333

RGB: 51 51 51

CMYK: 0 0 0 80

Deep Black

HEX: #101010

RGB: 16 16 16

CMYK: 0 0 0 94

03 Typography

Rubik

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890

!"#€%&/()=?+^*@:;_-<>

We use Rubik for all headings.

The typography can only be used in **Bold** font weight.

Aa

Bb

Cc

Dd

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890

!"#€%&/()=?+^* @:;_-<>

We use Open Sans for all the body text.

The typography can be used in Regular and **Bold** font weight.

Aa

Bb

Cc

Dd

Hierarchy

H1 Rubik bold, 60 px

Used for: Hero heading

H2 Rubik bold, 48 px

Used for: Key numbers

H3 Rubik bold, 40 px

Used for: Section heading

H4 Rubik bold, 24 px

Used for: Element heading e.g. card

H5 Rubik bold, 16 px

Used for: Body heading and button text

P Open Sans regular, 16 px

Used for: Body text