

# Contents

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1. Contents
2. The brand - What is LearningEdge?
3. The brand logo
4. The brand elements
5. Print colours
6. Web colours
7. Logo sizes
8. Alternate logos
9. Logo misuse
10. Typography
11. Logo clear space
12. Icon clear space
13. Secondary colours
14. Placement
15. Usage with other logos
16. Letterheads
17. PowerPoint presentation
18. Website design
19. Animating the logo
20. Worldwide Learning contacts
21. CD-rom contents

## The brand - What is LearningEdge?

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### **Linking learning to corporate strategy**

LearningEdge is a consultative programme that primarily supports business strategy by improving the effectiveness of learning. LearningEdge is used to guide organisations to make the best use of their training budget and to ultimately improve staff performance and profits.

## The brand logo

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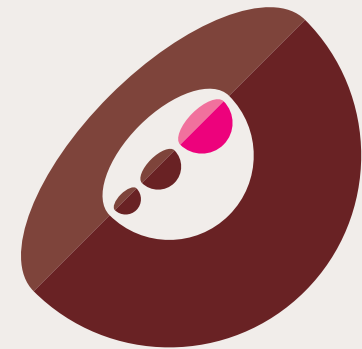


### The logo

The LearningEdge identity has been designed to embellish and reflect the values of the product and the associated services which it manifests. Its high level entry to the market and the consultancy assigned to support the product have been primary brand drivers to the final solution that we feel evokes a feeling of authority and innovation, whilst still being tactile and approachable.

These guidelines are an overview to how to use the logo and mark. Used correctly and consistently it will provide a truly beneficial asset, flexible enough to migrate across all media seamlessly.

# LearningEdge



### The elements

By providing design templates for the rollout of the logo that demonstrate logo usage in real situations, this addresses and formalises the issue of other graphic elements that can be used whilst designing the LearningEdge collateral.

By using two weights of helvetica side by side, the lighter of the two used logically for the 'edge', promotes a classic yet modern feel, the type weights also helping to balance

the logo as a whole when used with the bean. Our choice of font also allows the identity to sit easily with other WWL products, which is the WWL 'house' font.

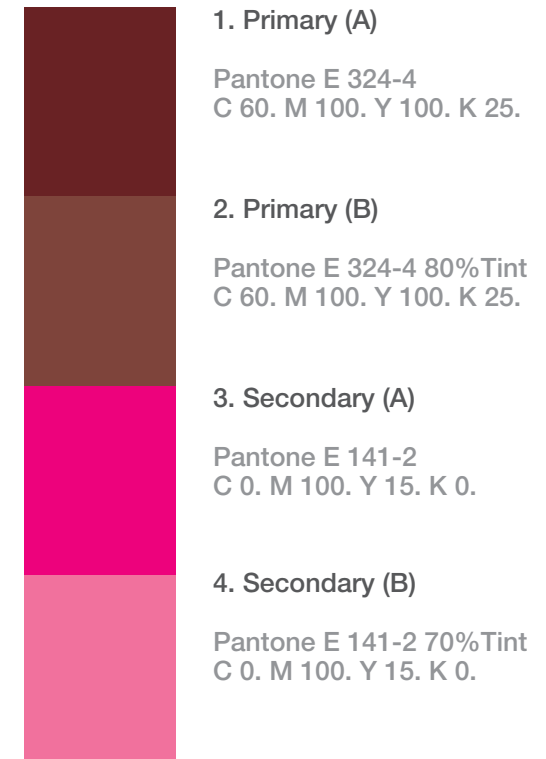
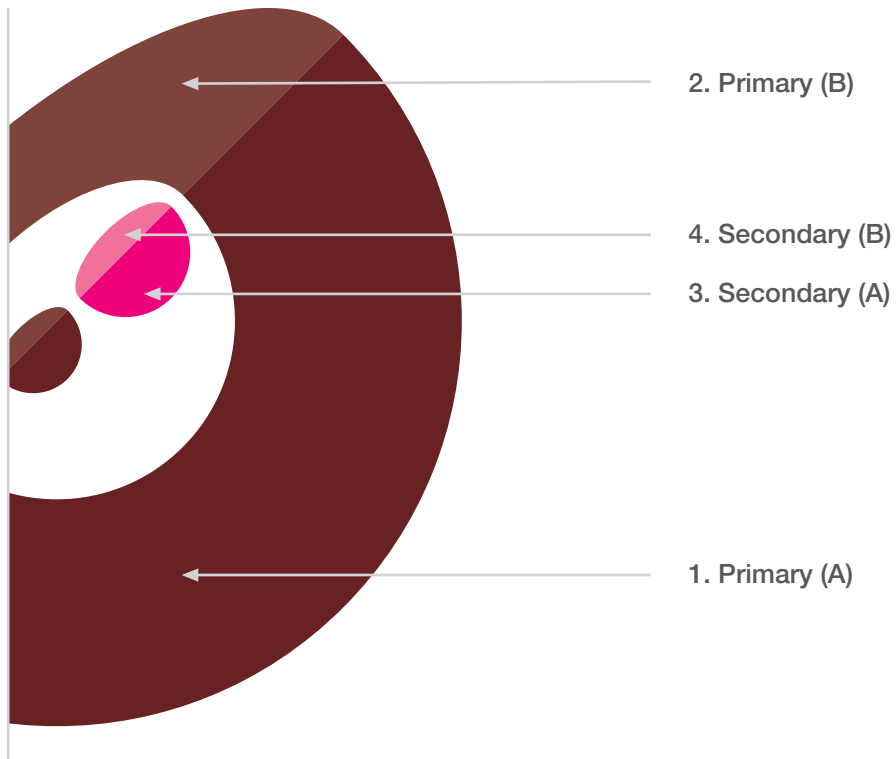
The logo itself, the 'bean' is derived from exploration into the themes based on the 'edge'. The form of a circle folding over, or moving round a corner evokes a sense of direction and movement. As a static form it sits as a solid, positive

element within a space. Its dynamism is added to by the progressive three dots, concluding at the third lightest 'target' dot which helps to balance the outer circle. This mixture of form and the chosen rich 'leather' colour give the logo a personality that is both masculine and feminine, and a mark that is distinctive and approachable.

## Print colours

The icon and typeface are made up from four crucial colours. On all printed material, these should be kept the same in order to keep consistency within the brand identity.

The only alternatives are those stated in 'Alternate logos' which include 2 colour, 3 colour and greyscale versions.

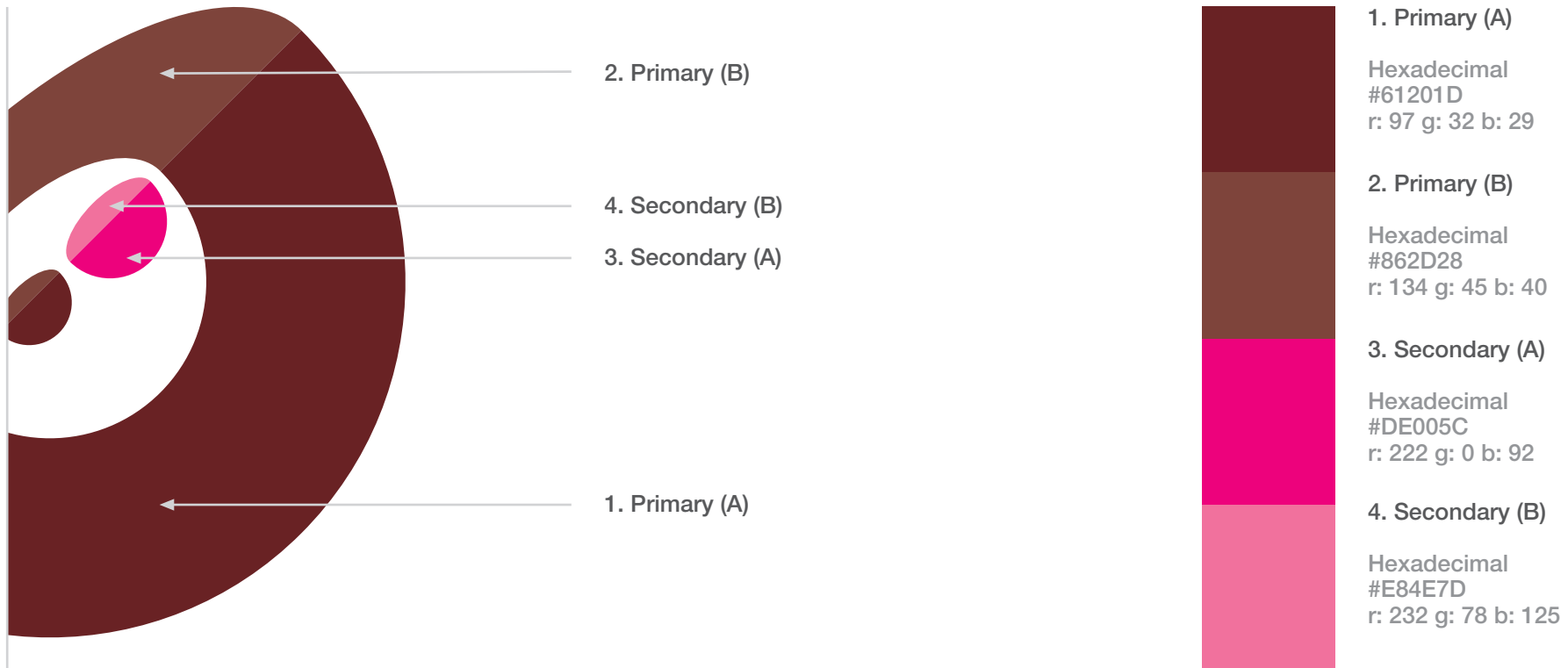


Please note: A different palette is used for web versions of the logo. Please refer to 'Web colours'

## Web colours

The colour palette for the web is very different from the print versions. The hexadecimal values below should be used exactly as stated.

'Gif' and 'Jpeg' versions have been provided with the original logo format. To obtain these, please contact the Marketing Department.



Please note: A different CMYK palette is used for print versions of the logo. Please refer to 'Print colours'

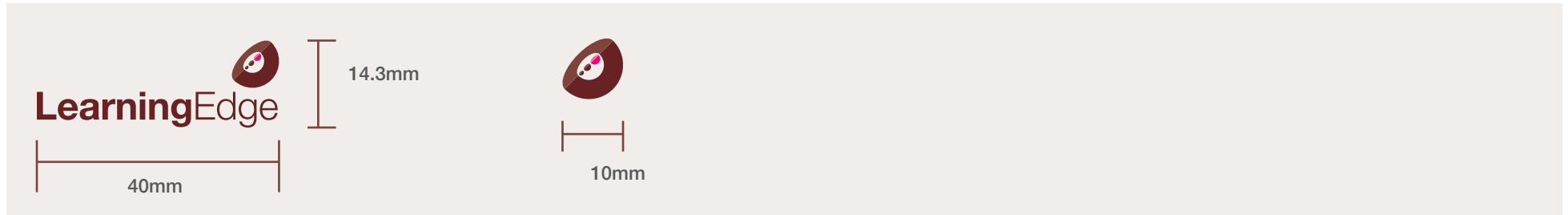
## Logo sizes

The logo may be used in many sizes. A minimum size is recommended below so that the logo appears clear at all times on printed material. For the web, there are different

rules. A set of 'Gif', 'Jpeg' and 'Png' files have been provided at recommended sizes. To obtain these, please contact the Marketing Department.

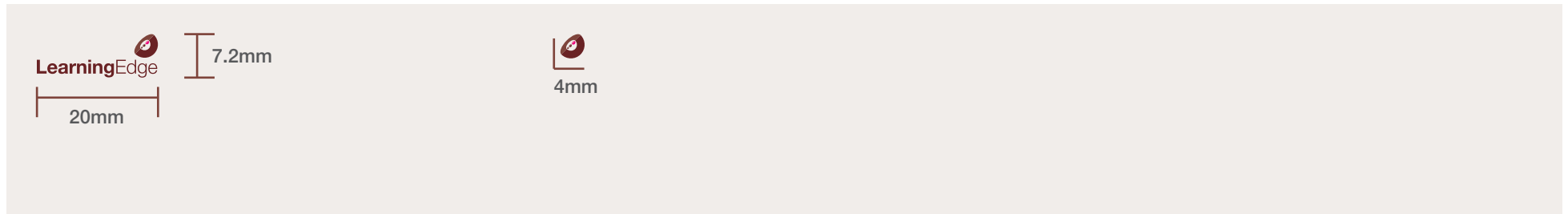
Recommended logo size for A4 paper  
40mm x 14.3mm

Recommended icon size for A4 paper  
10mm x 10mm



Minimum logo size  
20mm x 7.2mm

Minimum icon size for A4 paper  
4mm x 4mm



## Minimum size

The logo may be proportionally scaled at any size greater than the minimum size.



## Alternate logos

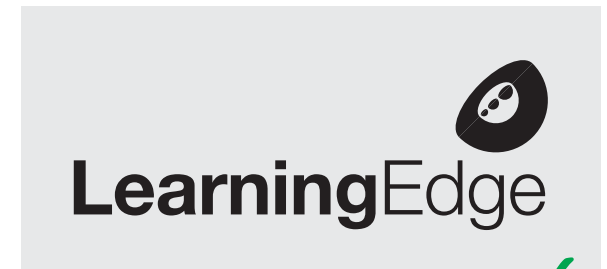
Alternate logos may be used in certain circumstances where the full colour logo is not possible to be replicated. This may include black&white, greyscale or two colour printing.



White logo on black background.  
No tint.



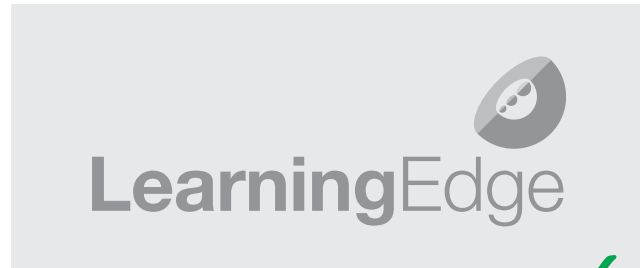
Full colour logo.  
Background: Pantone E 66-1 tint 20%  
C 30. M 90. Y 100. K 30. Use tint no greater than 20%



1 Colour: Black  
Background: 10% Black tint



White logo on primary background:  
Pantone E 66-1  
C 30. M 90. Y 100. K 30.



Greyscale two colour.  
Primary: 50% Black tint.  
Secondary: 20% Black tint.

## Logo misuse

Please use this as a guide when using the LearningEdge logo.



LearningEdge



DO NOT: Stretch logo



LearningEdge



DO NOT: Compress logo



LearningEdge



DO NOT: Distort logo



LearningEdge



DO NOT: Change angle of logo



LearningEdge



DO NOT: Change elements of logo



LearningEdge



DO NOT: Change colour of logo elements



LearningEdge



DO NOT: Outline logo



LearningEdge



DO NOT: Bevel or 3D logo



LearningEdge

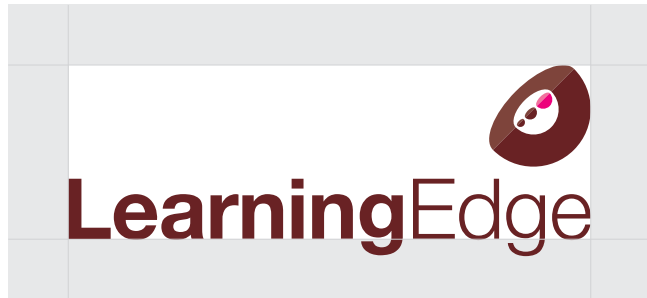


DO NOT: Place logo on green or blue background

## Logo clear space

To allow space for the logo to breathe within any application, the minimum clear space around the logo should be kept to the x distance as illustrated. No shapes or other elements

may impede on this area or the logo won't breathe as designed and may look cluttered.



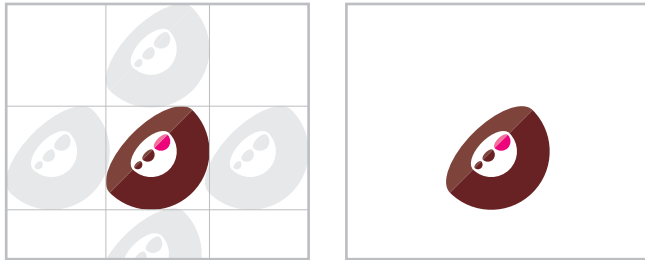
Above is a guide for space around the logo that should be left clear.



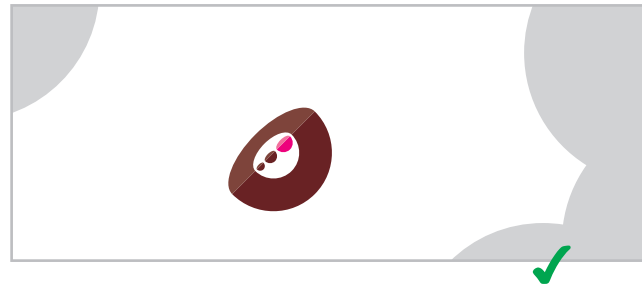
## Icon clear space

To allow space for the logo to breathe within any application, the minimum clear space around the logo should be kept to the x distance as illustrated. No shapes or other elements

may impede on this area or the logo won't breathe as designed and may look cluttered.



Above is a guide for space around the logo that should be left clear.



The font used for all printed material is Helvetica Neue. The light version is used for headings and the medium version for body copy.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!"£\$%^&\*()\_+<>?=-

Helvetica Neue Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!"£\$%^&\*()\_+<>?=-

Helvetica Neue Medium



## Light heading 15pt

This is the **correct** way to use paragraph body copy. This copy is set in Helvetica Neue Medium 9pt with 12pt leading (line spacing) and 2%em kerning (letter spacing). This allows the text to breath and is easily legible.



## Medium heading 15pt

This is the **incorrect** way to use paragraph body copy. This copy is set in Helvetica Neue Medium 9pt with 15pt leading (line spacing) and -5%em kerning (letter spacing). This is difficult to read and the kerning is too tight.



## Medium heading 12pt

This is the **incorrect** way to use paragraph body copy. This copy is set in Helvetica Neue Medium 9pt with 10pt leading (line spacing) and 5%em kerning (letter spacing). The leading is too tight and the kerning too loose.

## Secondary colours

The LearningEdge logo should only be used with pale, pastel colours and never with any strong bold colours. Choosing the right pale colours is very important. If chosen wrong,

the brand can look cheap and less professional. Here are some examples of suitable and unsuitable colours.



PANTONE  
E 66-1 CVS

C. 30 M. 90  
Y. 100 K. 30



PANTONE  
E 141-2 CVS

C. 0 M. 100  
Y. 15 K. 0



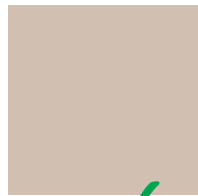
PANTONE  
E 18-5 CVS

C. 0 M. 20  
Y. 65 K. 0



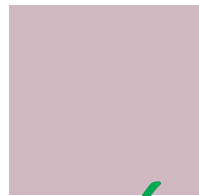
PANTONE  
Process Yellow

C. 0 M. 0  
Y. 100 K. 0



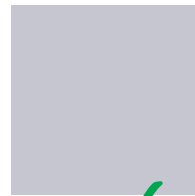
PANTONE  
E 330-4 CVS

C. 0 M. 10  
Y. 15 K. 20



PANTONE  
E 331-4 CVS

C. 0 M. 15  
Y. 3 K. 20



PANTONE  
E 332-4 CVS

C. 5 M. 5  
Y. 0 K. 20



PANTONE  
E 333-4 CVS

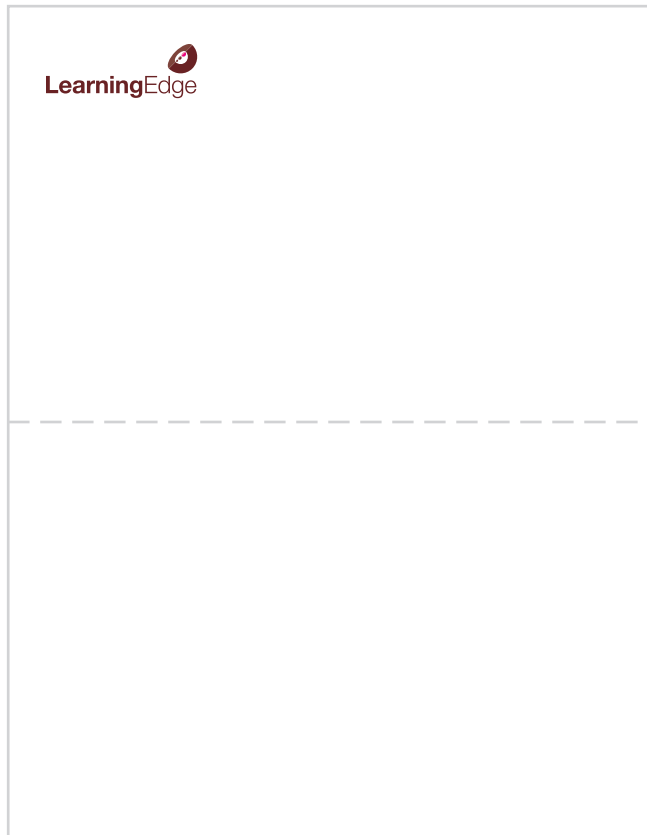
C. 10 M. 0  
Y. 5 K. 20

The first two colour may be used on surrounding material as long as they do not inhibit the logo clear spacing. The rest of the colours are examples of background shades that can be used (if careful) behind the logo.

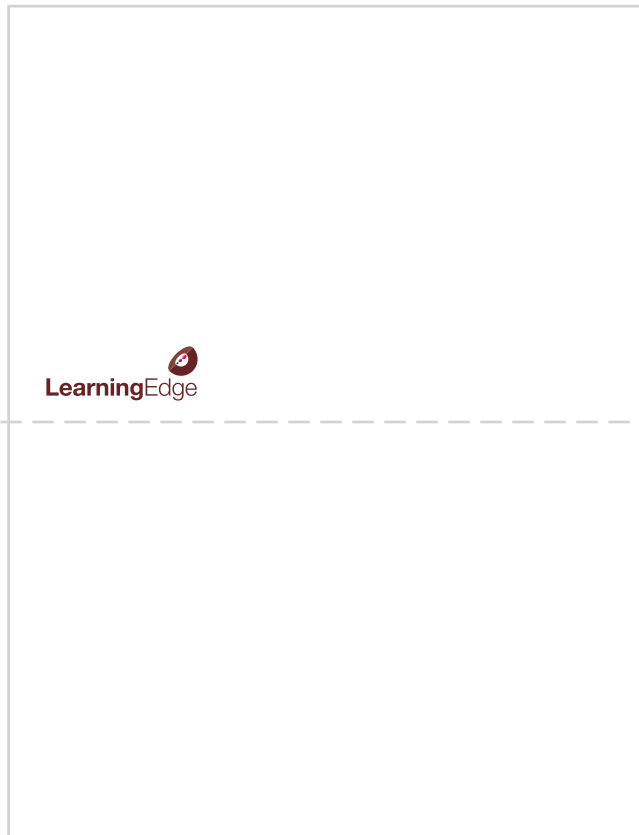


# Placement

The LearningEdge logo should always sit on the left side of the page. This lets the icon breathe into the page and will also increase consistency across the brand.

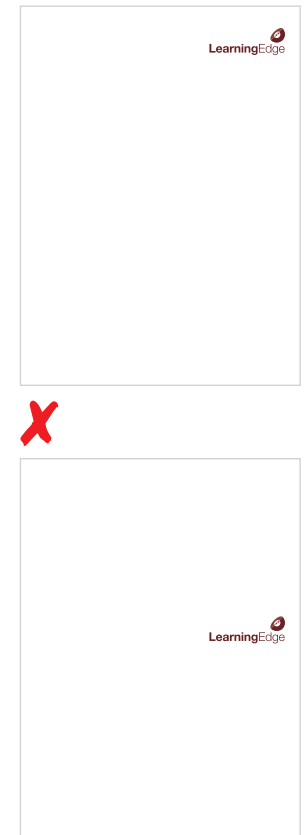


With correct margins the logo can sit at the top left hand corner of letter heads, envelopes and stationary.



The logo can also sit in the middle which could be used for front covers, brochures and reports along with suitable graphics.

Centre line



The logo should not sit on the right hand side of the page.

## Usage with other logos

When the logo is required to sit next to other logos it should sit on the far left of the logos, taking into account the clear space rules. This is required so that the logo doesn't appear

to combine with any other logos and the 'bean' icon is a clear cutoff point.



Deutsche Bank



Deutsche Bank





# Letter heads

The LearningEdge letterhead gives enough space for A4 letters and memos, while providing a consistent look and feel across the brand.

A printable version of the letterhead and Microsoft Word template are available. To obtain these, please contact the Marketing Department.



Admiral House 66-68 East Smithfield London E1W 1BX  
Telephone: 020 7782 3179 Fax: 020 7782 3170

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Joe Sample  
Sample & Co.  
54-55 Sample Square  
London  
N1 5JS

Dear Joe

A letter for Joe Sample and other detailed information relevant to the letter. A letter for Joe Sample and other detailed information relevant to the letter. A letter for Joe Sample and other detailed information relevant to the letter. A letter for Joe Sample and other detailed information relevant to the letter.

A letter for Joe Sample and other detailed information relevant to the letter. A letter for Joe Sample and other detailed information relevant to the letter. A letter for Joe Sample and other detailed information relevant to the letter. A letter for Joe Sample and other detailed information relevant to the letter. A letter for Joe Sample and other detailed information relevant to the letter. A letter for Joe Sample and other detailed information relevant to the letter.


Kind Regards

*Signature*

Ms Signature  
LearningEdge



LearningEdge is a product of Worldwide Learning. Admiral House 66-68 East Smithfield London E1W 1BX Telephone: 020 7782 3179 Fax: 020 7782



Admiral House 66-68 East Smithfield London E1W 1BX  
Telephone: 020 7782 3179 Fax: 020 7782 3170

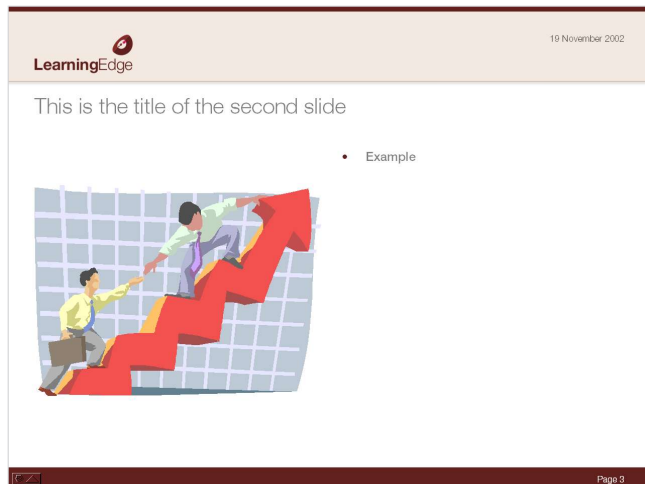
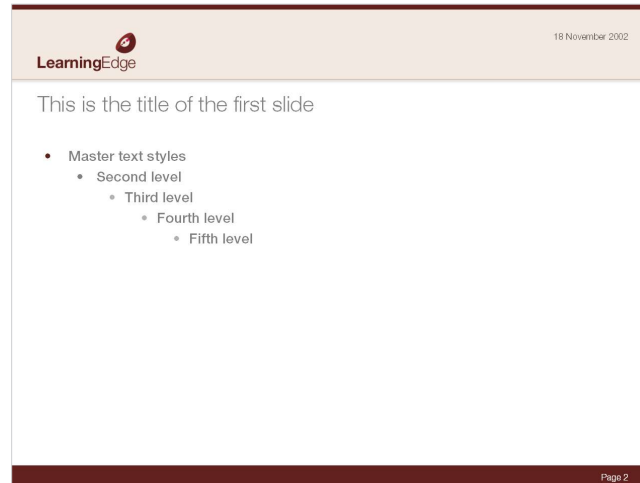
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LearningEdge is a product of Worldwide Learning. Admiral House 66-68 East Smithfield London E1W 1BX Telephone: 020 7782 3179 Fax: 020 7782

# PowerPoint Presentations

A Microsoft PowerPoint template is available as a '.pot' file and must be used for all LearningEdge PowerPoint presentations. The template contains font settings and

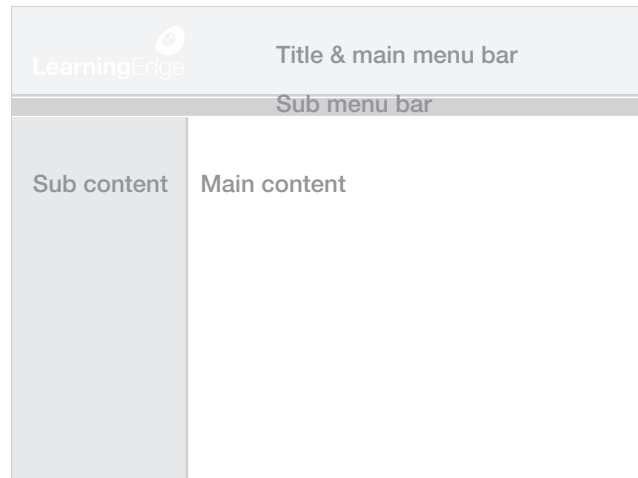
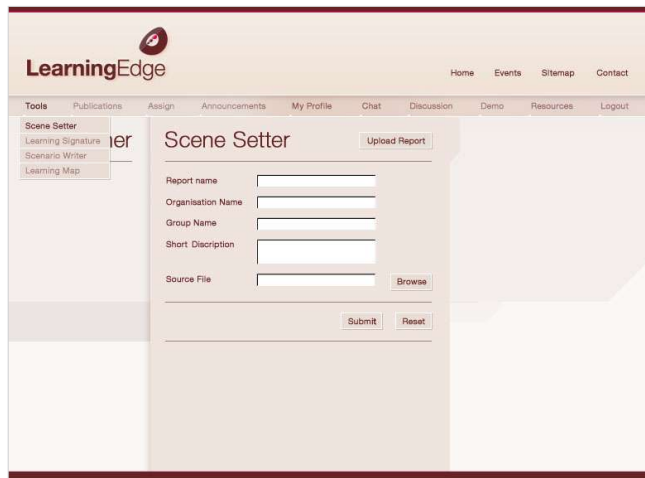
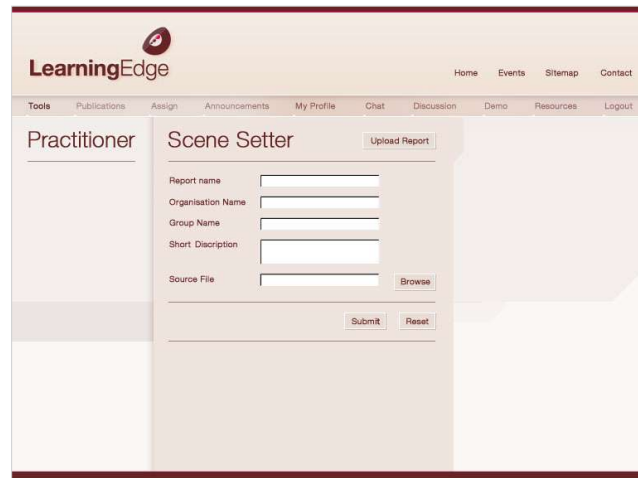
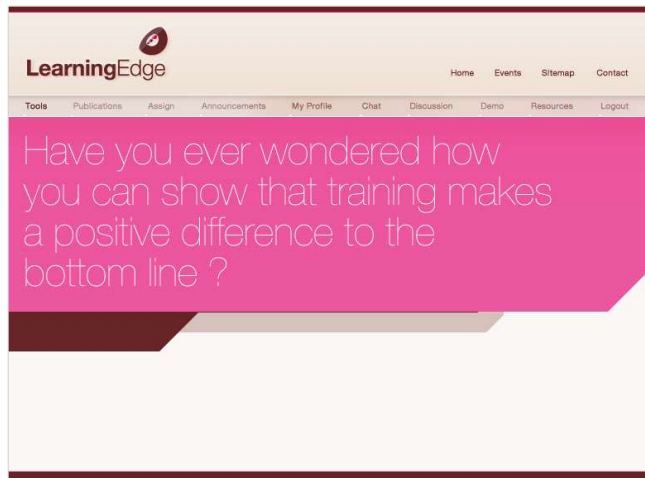
layout guides for a clear presentation. To obtain this, please contact the Marketing Department.



The template has been designed to provide maximum clear space, allowing images, charts, text and data to be displayed clearly.

## Website design

Website style guidelines are provided. Also refer to 'Web colour' when using the logo.



The LearningEdge website should be displayed fullscreen or in a pop-up browser window.

The LearningEdge logo sits on the top left of the website.

Menu buttons are 10pt Helvetica thin, and must be images to provide consistency across all browser and platforms.

Titles are 26pt Helvetica thin image files.

Body copy is 10pt Helvetica thin as graphic files or html specified:

```
<font face="Helvetica, Verdana, Arial, sans-serif" size="2">
```

Colours and tints of colours from the logo are used throughout. Please refer to 'Web Colours'.

Form buttons must be image files instead of default browser buttons.

## Animating the logo

An animated logo is available from the Marketing Department in various formats including windows/mac projectors and web versions.

**Learning**



**LearningEdge**



Stills from the animation.

## Worldwide Learning contacts

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For further information on Worldwide Learning products and branding please contact:

Jenelle Clement or Kate Taylor  
Marketing Department  
Worldwide Learning  
Admiral House  
66-68 East Smithfield  
London E1W 1BX

Tel: +44 (0) 20 7782 3179

Fax: +44 (0) 20 7782 3170

# CD-rom contents

The CD contains all branding materials and guidelines for LearningEdge. If not attached, please contact the Marketing Department.

## Folder structure:

- Animation
- Fonts
- Guidelines
  - AI
  - EPS
  - Freehand 9
  - Freehand 10
  - PDF
- Logo
  - AI
  - EPS
  - Freehand 9
  - Freehand 10
  - TIF
  - Web Versions
  - WMF
- Templates
  - Letterhead
  - PowerPoint

