



**Your
Generation
Care**

Brand and Design Guidelines

Brand and Design Guidelines

This booklet describes the various components that make our brand and how it represents our corporate identity. These elements include our logo, colour palette, typography, imagery, and other design elements.

Creating a strong identity and sending consistent messages of our purpose and values is essential for positioning Your Generation Care as trustworthy.

The guidelines incorporated in this booklet, when followed correctly, assist in showcasing Your Generation Care' commitment internally to our employees and externally to our clients, partners, affiliates and the general public.

It is our responsibility to ensure that our brand elements are used correctly in preserving

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Logo



**Your
Generation
Care**

LogoMark

Our logo is the face of our company, the primary visual element that communicates our identity and values. It is a combination of the logo symbol and our company name



Primary Logomark



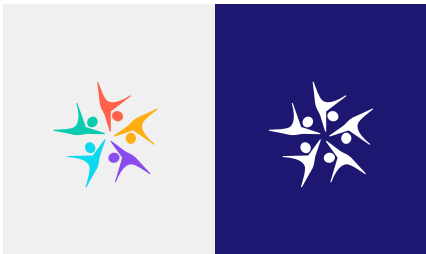
Main Logo | Primary Colors



The Primary Logo is our main logo and identifies our brand to the stakeholders and the general public. This is the preferred version of the logo and should be used most frequently, whenever space and background allows.



LogoMark



Our logo is the face of Logo Name the Mono Colors

Exclusion Zone

Make sure that text or their design elements do not encroach on the logo

X		X
	 Your Generation Care	
X		X

The marked space should always be given so logo can be free from any distraction

Logo Colors Variation

Coxe logo used on an application will often depend on the background and production method



Full Color



One Color

Logo Variation



**Your
Generation
Care**

Vertical



Horizontal

Background



Incorrect Logo Applications

Proper and consistent use of Expert Education & Visa Services' logo helps us promote our brand and services. It is critical to always use the approved logo to maintain consistency and retain our brand's integrity. Distorting our logo and misusing the logo gives an inaccurate representation of our business, preventing us from developing relationships.

All parties **MUST** avoid incorrect use of our logo.

Don'ts

1. Don't distort the logo
2. Don't rearrange or resize the logo to fit into a design
3. Don't use the logo without the symbol
4. Don't change the size relationship between the logo symbol and logo type.
5. Don't change the typeface in the logo.
6. Don't change the colour of the logo
7. Don't translate the logo
8. Don't use monochrome logo on bright background
9. Don't use the primary logo on a dark or a busy background
10. Don't add stroke to the logo



Colour Palette



Color Palette

The main color of the Logo is respected creating the following combination to provide the sensation of balance.



HexCode
#0000

RGB
00 000 000

CMYK
00 00 00 00

Pantone
#12345



HexCode
#0000

RGB
00 000 000

CMYK
00 00 00 00

Pantone
#12345



HexCode
#0000

RGB
00 00 000

CMYK
00 00 00 00

Pantone
#12345



HexCode
#0000

RGB
00 00 000

CMYK
00 00 00 00

Pantone
#12345



HexCode
#0000

RGB
00 000 000

CMYK
00 00 00 00

Pantone
#12345



HexCode
#0000

RGB
00 000 000

CMYK
00 00 00 00

Pantone
#12345

Fonts and Typography



Brand Font Primary

Typography is a huge part of communicating our value proposition to the stakeholders and the general public. Careful use of typography assists in creating content with purpose and visual for our brand. We have selected DM Sans as our brand font. Modern and versatile font with a personal touch, Poppins gives a friendly vibe, has greater flexibility and works well for both print and screen. This font must be used in all communications - print and digital.

Primary Font

Poppins

Designer

Indian Type Foundry

-

The Font

The DM Sans family includes five weights, from Light through Bold, where each font includes 1014 glyphs. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic colour.

Usage

DM Sans should be used in all applications - print and digital. For example: flyers, brochures, business card, letterhead, website etc.

D M S A N S

Bold

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; :
 ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
 ¿ ~ µ ∞ … – ≤ > ≥ ~ > ◁ ▷

Font Download Link

Direct Link : <https://fonts.google.com/specimen/DM+Sans>



Typography and Text Hierarchy

Typographic hierarchy visually presents information in sequential order, showing readers which information to focus on – from the most important points to the supporting information. It allows the reader to scan the information and easily navigate through the content. There are numerous ways to create a visual hierarchy. Some of the techniques include:

Context	Caption Text	This is a caption text – Poppins Regular 6 pt Type / 9 pt Leading
	Body	This is body – DM Sans Regular 8 pt Type / 11 pt Leading
Headings and Subheadings	Subheading	This is subheading – DM Sans Bold 12pt Type / 15pt Leading
	Heading	This is heading – DM Sans Bold 16pt Type (2x Body) / 19pt Leading
	Big Heading	Heading – DM Sans Bold 24pt Type (3x Body) / 24pt Leading
	Title	Title – DM Sans Bold 32pt Type (4x Body) / 32 pt Leading
	Big Title	Big Title – DM Sans Bold 40pt Type (5x Body) / 40 pt Leading

Thank You

