



brand guide



welcome

As part of LaunchLife International Inc., we are a recognized leader in franchise education. For 16+ years, School is Easy Tutoring (SIE) has been offering what many schools can no longer can: personalized, one-on-one programs that achieve results.

We're committed to the success of our franchisees – women who are invested in education and in making a difference by supporting parents in helping students be the best they can be.

Our brand's tone and manner reflect that commitment. It's familiar, friendly, helpful and straightforward. It tells our story without being patronizing or confusing.

Since a memorable brand is all about consistency, it's important that the elements within this brand guide be applied consistently across all communications.

If you have questions, please contact:

brandinfo@schooliseasy.com



content

- logo
- colours
- font
- photography
 - do's
 - don'ts
- voice
- creative

logo

A logo is a recognizable graphic design element, a symbol that represents an organization or product. With this in mind, our logo was inspired by SIE students celebrating their success. Always include the SIE logo in all communications.

Primary logo set



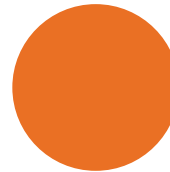
Secondary logo set



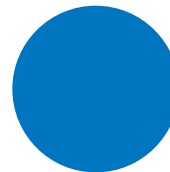
colours

Our fresh, modern colour palette has a casually inviting feel, making designs pop without overstatement.

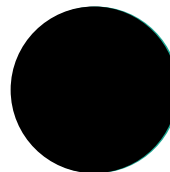
Colour Patterns



Pantone - 158
C - 4 M - 69 Y - 100 K - 0
R - 234 G - 112 B - 36
HEX - #EA7024



Pantone - 2194c
C - 100 M - 46 Y - 0 K - 0
R - 0 G - 118 B - 192
HEX - #0066CC



Pantone - Black
C - 0 M - 0 Y - 0 K - 100
R - 0 G - 0 B - 0
HEX - #000000



font

Frutiger 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

optional

Hind Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hind Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hind Medim

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hind SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hind Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

photography



Do's

As a core element of the SIE brand, photography reflects our easy-going style and upbeat personality:

- modern • a moment in time • real people • relaxed • diversity
- authentic/natural lighting



photography



Don'ts

Here's what to avoid:

- dated images
- models
- posing
- clichés
- artificial/bad lighting





voice

SIE's voice is confident, warm and down-to-earth. It engages and inspires students to reach their potential. The brand needs to be expressed through a consistent style of writing and a tone that is most appropriate for its audience.

SIE's voice is confident, warm and down-to-earth. It engages and inspires learners – people who are looking to launch a new career.

To connect to our target group in a personal, meaningful way, we speak in a voice that is:

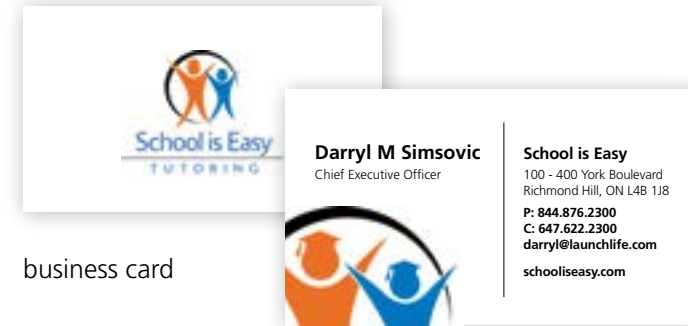
- **Easy-going but not sloppy**
- **Smart but not uptight**
- **Helpful but not overbearing**
- **Expert but not bossy**
- **Passionate but not effusive**

In combination with our strong visual identity, our voice reinforces our reputation for empowering students to reach their future career goals.

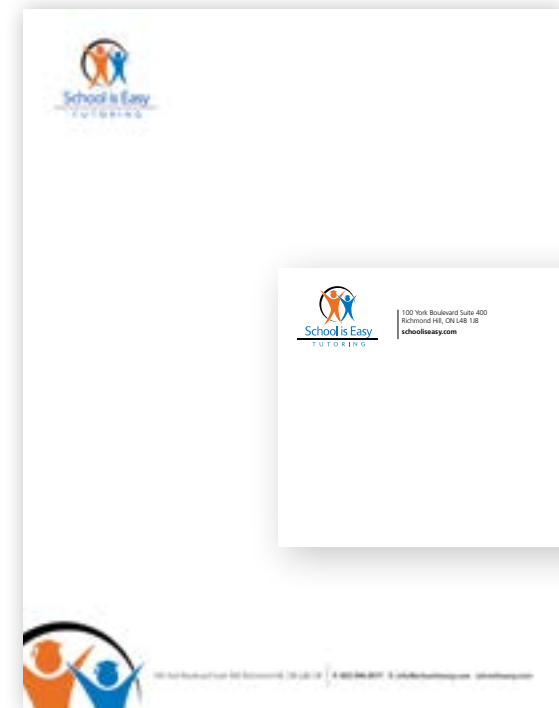
The voice of our brand is expressed through a number of channels: advertising, print collateral, emails, and our website.

creative

stationery



business card



letterhead

envelope

creative

car wrap



creative folder



creative

signage



poster



pull-up signs

creative

teacher



certificate



teacher info card

creative

hiring



pull-up signs



postcards

creative

gift certificates and inserts



Gift Certificate

School is Easy TUTORING

In-home and on-line tutoring.

This certificate entitles you to: _____

Authorized by: _____

Value: _____

Date: _____

Director Name: _____

Local Phone Number: _____

Email address: _____

Expires: _____

Number: _____

How much only

gift certificate



School is Easy TUTORING

In-home and on-line tutoring.

- Gr. 1-12 all Subjects
- No Contract and pay as you go option
- Highly qualified tutors
- Satisfaction Guarantee

Call Today to get 1st Hour of Tuition FREE **319.535.EASY** | cr@schooliseasy.com

schooliseasy.com

insert

creative

postcards



School is Easy
TUTORING

In-home and on-line tutoring.



Help your child succeed.
202.460.1089

schooliseasy.com

postcard tear off pad



School is Easy
TUTORING

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“Since mid-July I have had tutoring sessions with School is Easy for Calculus, and I can speak with definitive objectivity that my understanding of Calculus has expanded by at least two-fold! I used to dread Calculus 1 but now currently in Calculus 2, I am breezing through the overwhelming majority of it with ease and feel completely confident in the class and it is viewed as the hardest module of Calculus!! I would recommend him to anyone seeking to have a deep understanding of Math.”

Sam (College Student)



Call Today to get 1st Hour of Tuition **FREE**
319.535.EASY | cr@schooliseasy.com

schooliseasy.com

postcard tear off pad

creative

handout sheets and easelback shands

School is Easy, at a glance.

As a parent, you'll do whatever it takes to help your child achieve post-secondary and career goals. School is Easy Tutoring (SET) offers what many schools can no longer provide: personalized, one-on-one programs that give learners what they need to succeed.

- Proven tutor-student matching system, by a human, not a computer
- Celebrating 15 years of premier tutoring
- Over 80,000 hours of tutoring and have served over 10,000 families
- Over 100 tutors
- Better Business Bureau Marketplace Excellence Award
- 98% of SET teacher-to-student matches receive excellent feedback.

When futures begin.

Visit www.schooliseasy.com Call us at 780-216-1444
Or email admin@schooliseasy.com

School is Easy TUTORING

Here's what people say ABOUT OUR SERVICES

We love other services and School is Easy tutored them all. Both of our daughters have benefited. The time saved from waiting for a tutor is getting over that work with persistence and learning levels of the girls was SUPREME. School is Easy was referred to us by a friend and as far as we tell others, I put my name to the internet to show appreciation to the great service they have provided us over the years.

Robert Mitchell

handout sheet

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School is Easy TUTORING

easelback

creative guides

Success Guide for Parents of Elementary School Students



Note: Please feel free to photocopy this booklet and share it with friends



schooliseasy.com
1-877-ITS-EASY

Success Guide For Students

10 Reasons Why Intelligent Students Fail
10 Habits of Highly Successful Students



Note: Please feel free to photocopy this booklet and share it with friends



schooliseasy.com
1-877-ITS-EASY