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.
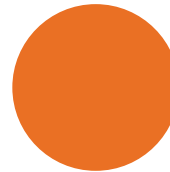
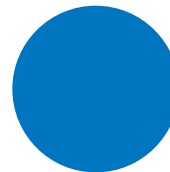Primary logo set

Secondary logo set

colours

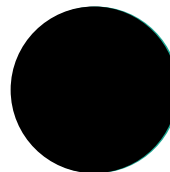Our fresh, modern colour palette has a casually inviting feel, making designs pop without overstatement.

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

business card

Darryl M Simsovic
Chief Executive Officer

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letterhead

envelope

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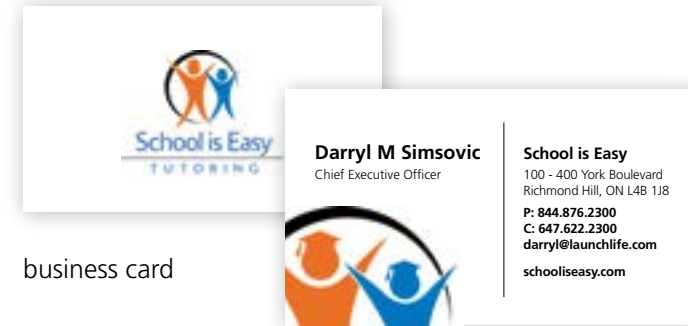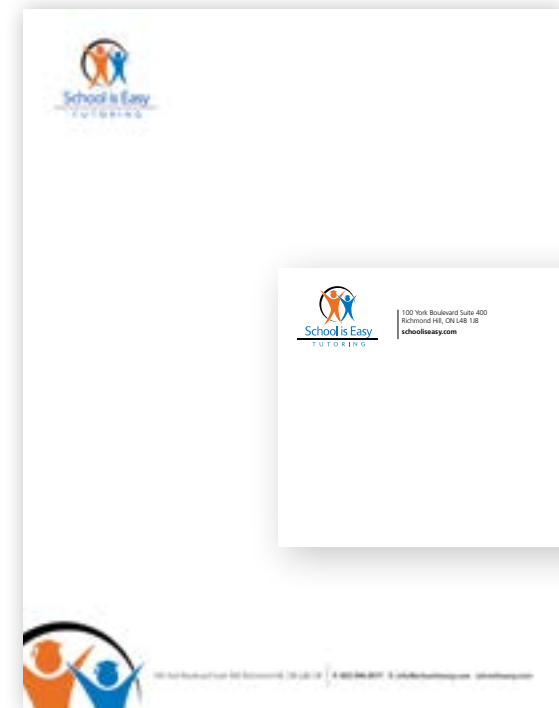
creative

car wrap

creative   folder

creative signage

poster

pull-up signs

creative teacher

certificate

teacher info card

creative

pull-up signs

postcards

creative

gift certificates and inserts

gift certificate

insert

creative postcards

postcard tear off pad

postcard tear off pad

creative

handout sheet

easelback

creative guides

Success Guide for Parents of
Elementary School Students

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

School is Easy
TUTORING

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

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