



HOLDINGS
LIMITED

EDUCATION WITH PURPOSE

STYLE GUIDE

Primary Logo

EDU has one primary logo. This logo has been designed to work in various formats.

Secondary Logo

The secondary logo is a lock-up of the primary logo and the tagline.

Small Scale Logo

This logo is used when the logo needs to be presented in a very small scale.

[Click here to access all logos](#) >



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Spacing

When using any logo in our logo suite, ensure there is sufficient clearance space.

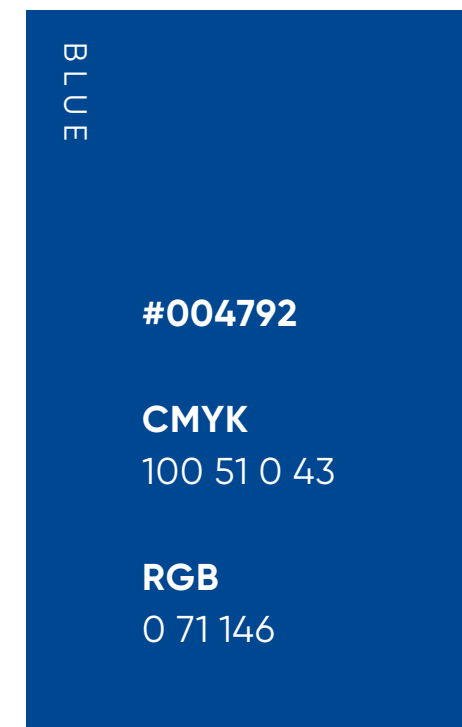
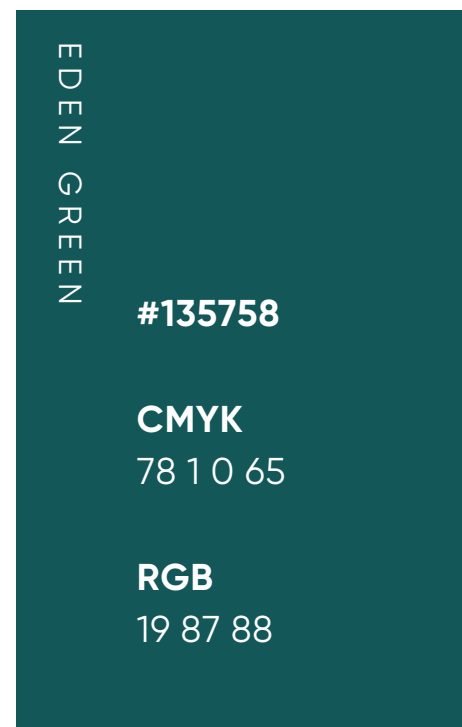
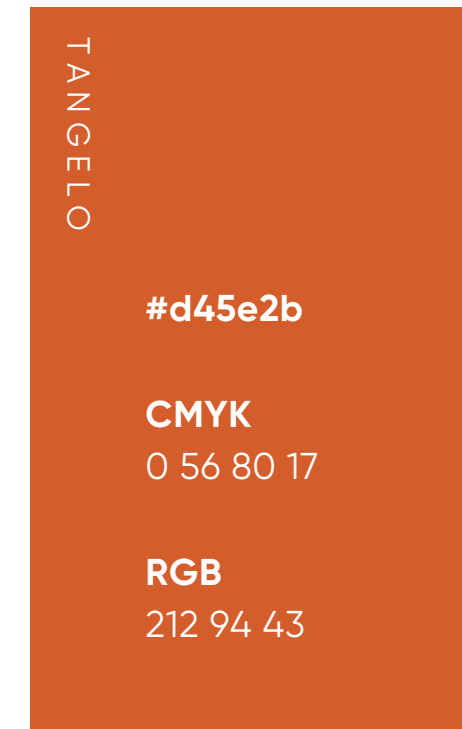
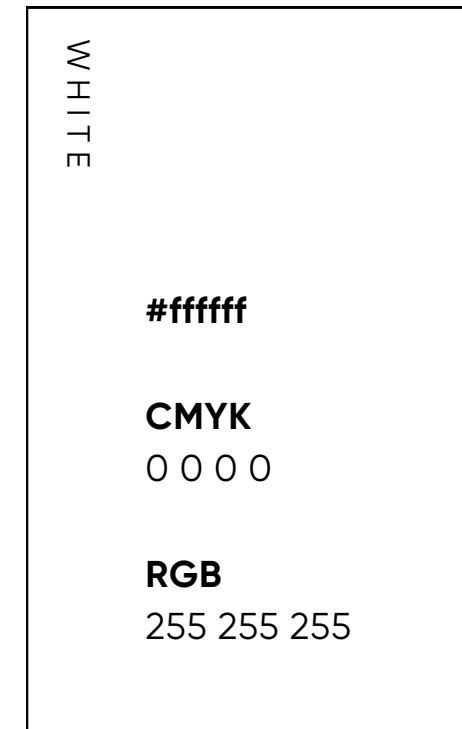
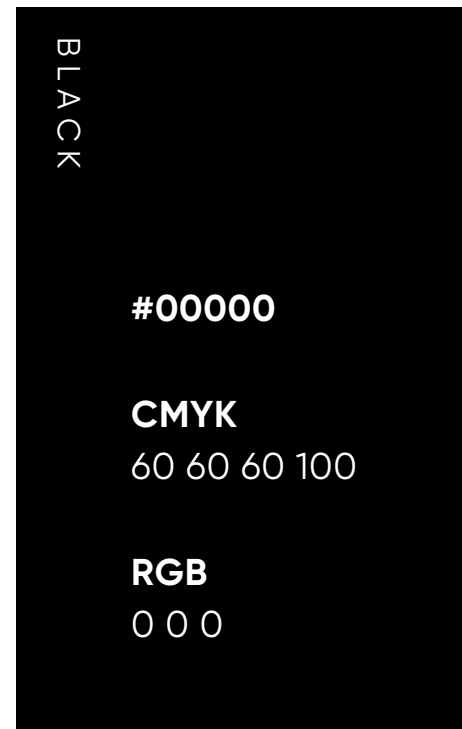
Following the clearance space guideline, we add clear space between the logos equal to the size of the submark, and divide this space in half by a vertical line.



Primary Colour Palette

Our primary colour palette is made up of 5 brand colours.

Use only black or white text on primary colours as outlined on the right. Do not interchange the use of black and white text according to your preference, as these colour combinations are specifically approved for accessibility.



Secondary Colour Palette

Our secondary palette is formed by the remaining 4 of the other brand colours.

The secondary colours may be used alongside our primary colours.

APRICOT	#ebab5e	CMYK 7 36 72 0	RGB 235 171 94
BEIGE	#f0d9ba	CMYK 5 13 27 0	RGB 240 217 186
PEACH	#ebb38f	CMYK 6 33 44 0	RGB 235 179 143
WHITE SMOKE	#faf5f2	CMYK 12 3 0	RGB 250 245 242

Typography

Titles and Headlines

Gilroy Extra Bold

Subheadings and Body Text

Gilroy Regular

Installing our Fonts

Gilroy Font Download

If you would like to install our new typefaces to use it in your day-to-day tasks, documents, and designs, please follow the steps below:

1. Click the font above, this should trigger the Gilroy-Font zip file to be downloaded.
2. Extract/Unzip the Gilroy-Font folder
3. Open the unzipped "Gilroy-Font" folder until you see all 20 Gilroy font types.
4. Search "Font settings" in the Windows Taskbar then open up the "Font Settings" section on your PC
5. Drag all the "Gilroy Extra Bold" .ttf font files into the "Drag and Drop" section
6. You should now have access to the Gilroy font style in your Microsoft office programs. You may need to restart your computer.

Brand Reminders

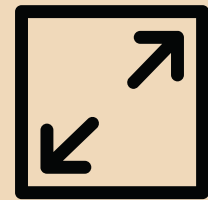
Things to keep in mind when creating or updating a document.



Use proper typeface on all templates and documents.



Match colours to the approved palette.



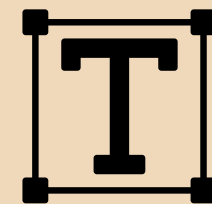
Scale logo accordingly.



Make sure that the logo is legible and not obscured by busy backgrounds or imagery



Don't pair logo with other icons that may be confused as logos.



Use only black or white text on our primary colour palette.