

Brand Guidelines

Version 2.1

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Brief History

HOW WE STARTED

In 2015, our journey began with a single, intensive week-long course for 20 dedicated students. This modest start fueled our vision, leading to the establishment of our company in 2017. Today, that vision has expanded to empowering over 20,000 students. From our simple origins to our current influence, our story is a testament to our passion for education and our enduring commitment to growth and excellence.





Mission

EMPOWER LEARNERS TO ACHIEVE THEIR CAREER GOALS THROUGH ACCESSIBLE AND PRACTICAL EDUCATION.

Logo Variations



Primary Logo



Secondary Logo



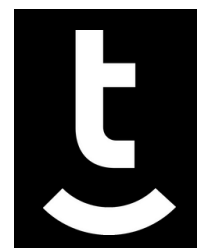
Primary Logo (Monotone Black)



Secondary Logo (Monotone Black)



Primary Logo (Monotone White)



Secondary Logo (Monotone White)

PROFESSIONAL

ENERGETIC

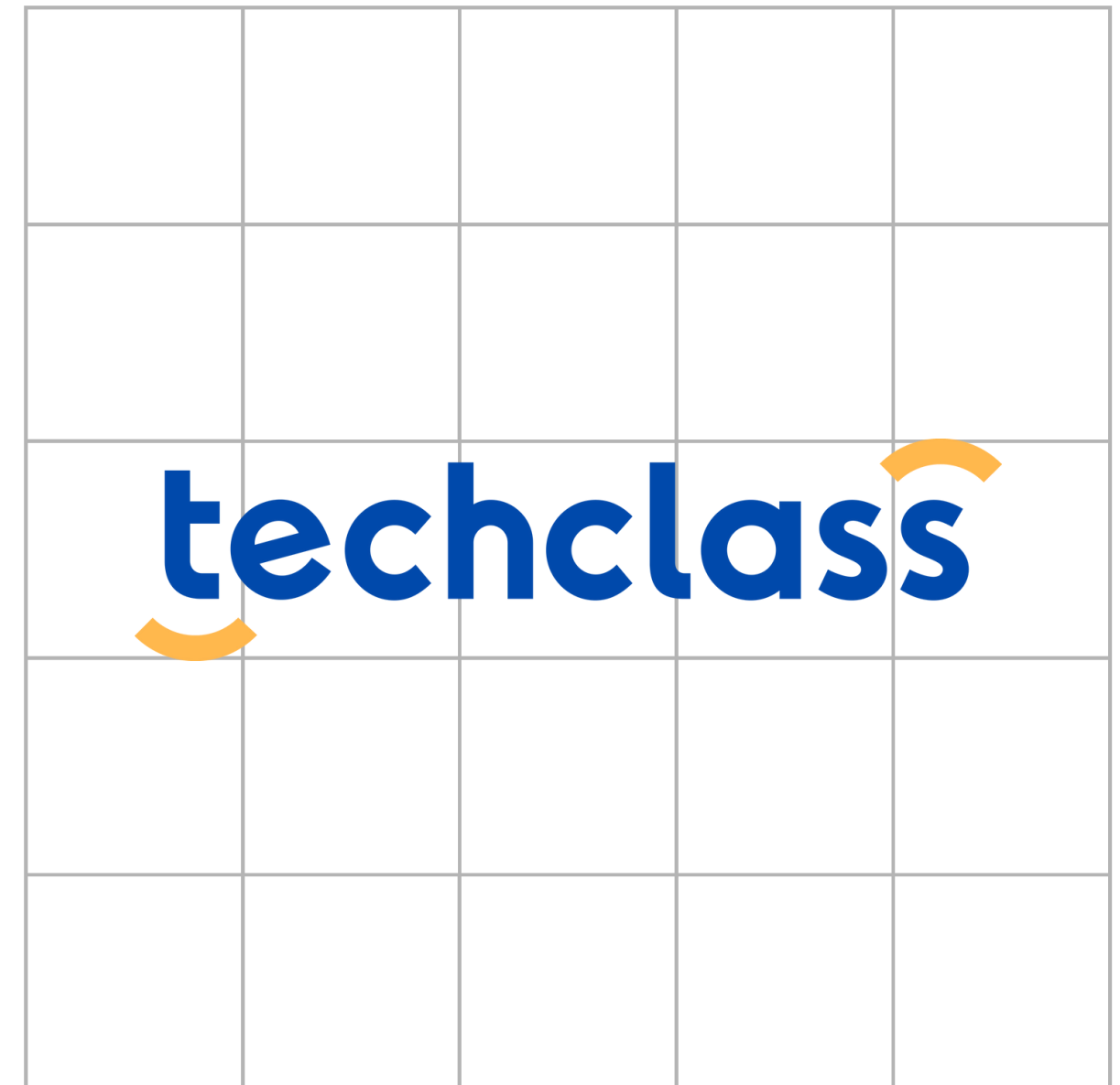
SUPPORTIVE

Logo Mark

06

WORD MARK

1. The letter 'e' in our logo mark adopts a 45-degree tilt, serving as a deliberate embodiment of our commitment to fostering joy and happiness.
2. Spanning beneath the first letter and above the final one, arcs are incorporated into the logo design, subtly yet powerfully symbolizing our steadfast support throughout the learning journey.



Rules of Logo Application

DO'S AND DON'TS

Our logo represents our company identity and should be used thoughtfully and consistently. These guidelines ensure that the logo is used properly and maintains its integrity and effectiveness.

09



DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.



DO NOT rotate the logo.

Brand Typography

Main Font



FOR HEADERS

Our chosen typography plays a crucial role in representing our brand across all media. It sets the tone, establishes visual consistency, and can significantly enhance our messaging's readability and appeal.

Our font family has been meticulously crafted by the talented lettering artist, Thom Niessink.

Aa

Odudo Semi Bold

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Aa

Odudo Regular

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Brand Typography Alternative

FOR SUBHEADERS

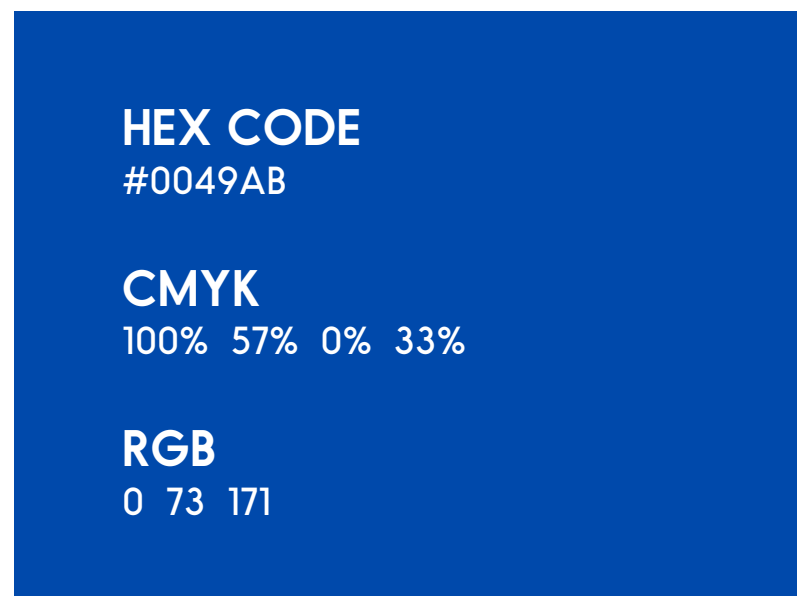
Our chosen typography plays a crucial role in representing our brand across all media. It sets the tone, establishes visual consistency, and can significantly enhance our messaging's readability and appeal.

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Color Palette

Corporate Colors

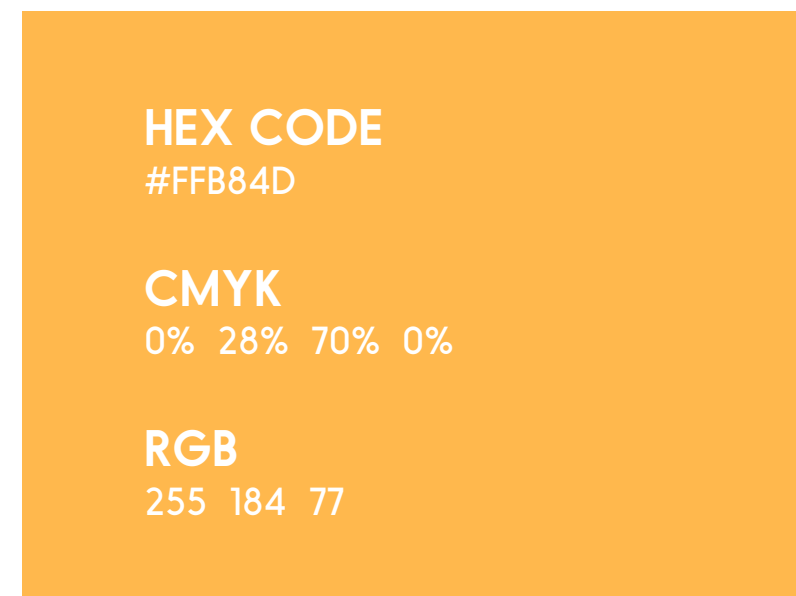
Our brand's color palette is a fundamental part of our visual identity, chosen with careful consideration to resonate with our brand values and to evoke specific emotions. The chosen colors also ensure consistency across all of our visual communications, creating a coherent brand experience at every touchpoint.

A solid blue rectangular swatch representing the primary corporate color.

HEX CODE
#0049AB

CMYK
100% 57% 0% 33%

RGB
0 73 171

A solid orange rectangular swatch representing the secondary corporate color.

HEX CODE
#FFB84D

CMYK
0% 28% 70% 0%

RGB
255 184 77

Proper Imagery

Connect with audiences

ADULT

PROFESSIONAL

INCLUSIVE





Digital Application

CLEAN AND PROFESSIONAL

In the digital age, the representation of our brand across various digital platforms is vital. This includes websites, emails, social media, digital advertising, apps, presentations, and any other digital communication or promotional tool we employ.

