EDU 2024

#HEARTHEDIFFERENCE

THE BRAND GUIDE

A set of standards for the writing, formatting, and design of documents.

TWT AUDIO

THESOUND
THEGAME
THECLARITY
THELESSON
THEMUSIC
THETEACHER
THEGROOVE
THEVOCALS
THEMELODY
THERHYTHM
Now Compatible With
Flip
TWT AUDIO
Best with: DURO
REVO
#HEARTHEDIFFERENCE
Now Compatible With
Imagine Learning
Welcome to Imagine Learning Classroom
Best with: LITE
HEAR
THE
DIFFERENCE
Now Compatible With
Amira Learning
Best with: ERGO
Welcome to Imagine Learning Classroom
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THERHYTHM
Now Compatible With
Flip
TWT AUDIO
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ERGO

FONTS

Aa

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvW
wXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Aa

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvW
wXxYyZz**

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz**

ILLUSTRATIONS

COLORS

DARK BLUE

LIGHT GREEN

LIGHT BLUE

DARK GREEN

BLUE

FUSCIA

LIGHT GRAY

DARK GRAY

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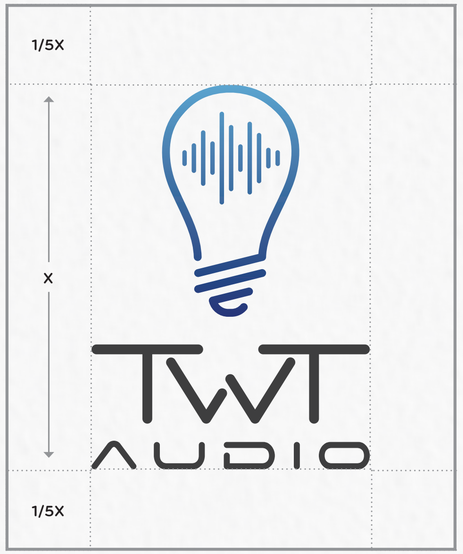
LOGOS PRIMARY

Give these logos of space so they are easily recognizable to our audience. To determine how much white space you need measure 1/5th of your vertical logo's height. For your horizontal logo measure 1/3 of your logo's height.



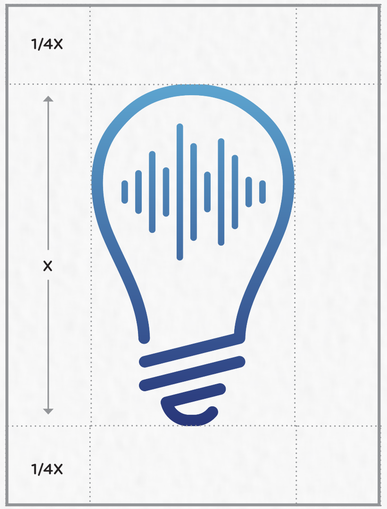
Vertical logo

Horizontal logo

* Sometimes material production or vendor requirements don't allow for multiple colors or gradients (for instance, stitching on hats, or screen printing). In these situations, use a logo with a solid colored light bulb.

LOGOS ALTERNATE

These are the TWT Audio EDU alternate logos. Use these versions of our logo sparingly and/or for watermarks.

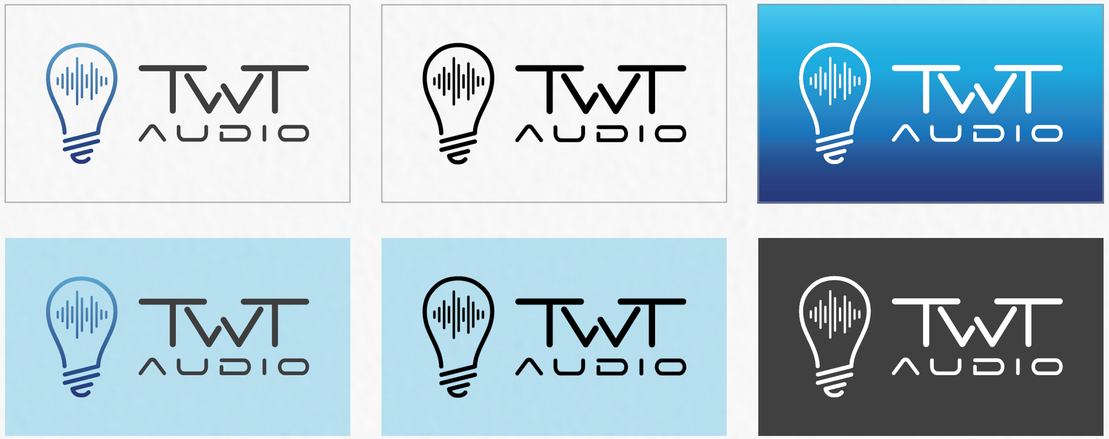


Light bulb icon

Text only logo

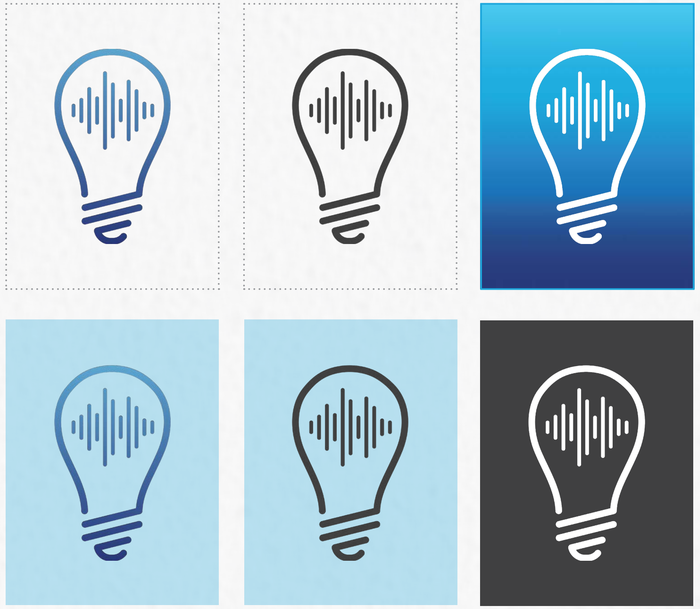
LOGOS APPLICATION

Specific logo variations have been developed in order to ensure the best results for a wide range of scenarios. Follow the rules below for consistent and effective use of the logo across all brand materials. Ensure that there is a 1:3 contrast ratio between the logo and background



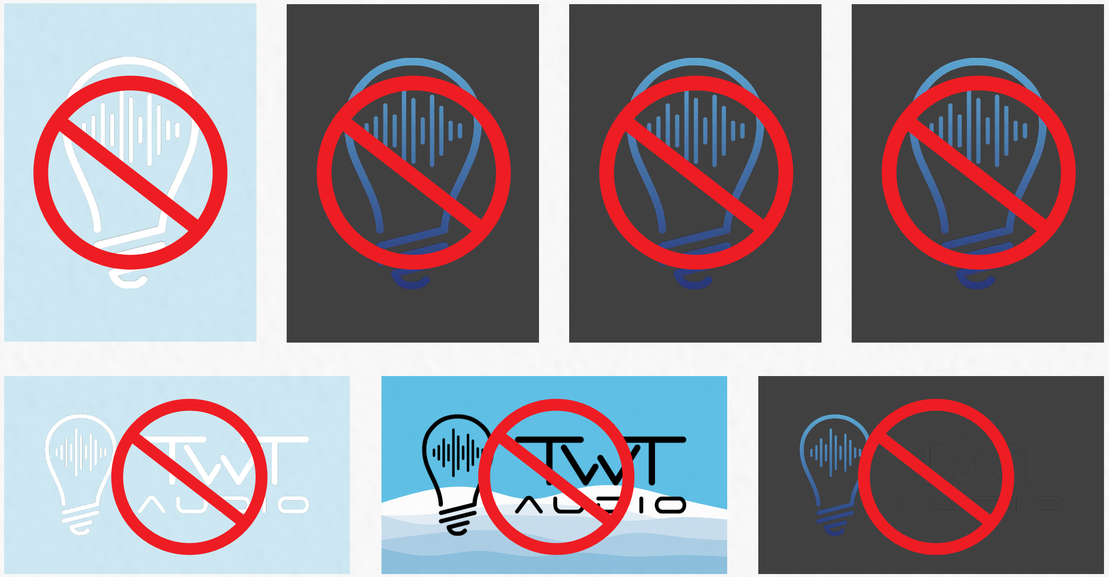
ICON APPLICATION

Specific icon variations have been developed in order to ensure the best results for a wide range of scenarios. Follow the rules below for consistent and effective use of the logo across all brand materials. Ensure that there is a 1:3 contrast ratio between the icon and background



LOGOS
INCORRECT APPLICATION

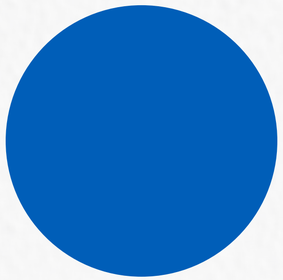
Consistency and visual contrast are critical to maintaining the recognizability of your logo and business. Be aware of too little contrast between colors and using too many colors. Reference the examples below to get a sense of what a bad logo/icon color and background color pairing looks like.



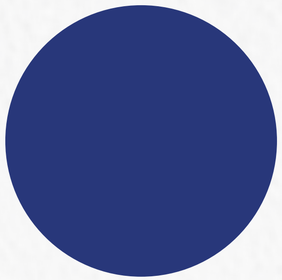
COLORS
PRIMARY / ALTERNATE / NEUTRAL

For print use PMS or CMYK values. PMS are Pantone ink colors, the standard and most reliable color system for print. CMYK values are a less expensive, but also a less accurate alternative to printing with Pantone colors. For screens: Use RGB and HEX values. RGB values have more color range, but not all browsers display them accurately. HEX values have less color range, but older browsers display them more consistently

LIGHT BLUE
PANTONE: 2198 C
RGB: 74, 201, 227
CMYK: 59, 0, 3, 0
HEX: 4AC9E3



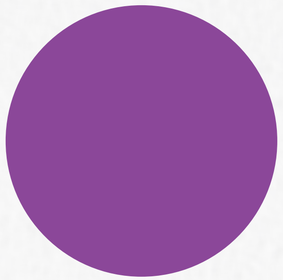
BLUE
PANTONE: 300 C
RGB: 0, 94, 184
CMYK: 91, 67, 0, 0
HEX: 005EB8



DARK BLUE
PANTONE: 6105 C
RGB: 40, 56, 131
CMYK: 100, 92, 16, 4
HEX: 283883

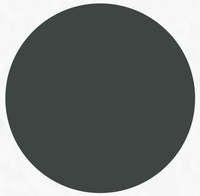
LIGHT GREEN
PANTONE: 2284 C
RGB: 179, 213, 124
CMYK: 33, 0, 67, 0
HEX: B3D57C

DARK GREEN
PANTONE: 2269 C
RGB: 124, 204, 108
CMYK: 53, 0, 77, 0
HEX: 7CCC6C



FUSCIA
PANTONE: 258 C
RGB: 140, 71, 153
CMYK: 52, 86, 1, 0
HEX: 8C4799

LIGHT GRAY
PANTONE: COOL GRAY 1
RGB: 217, 217, 214
CMYK: 14, 10, 13, 0
HEX: D9D9D6



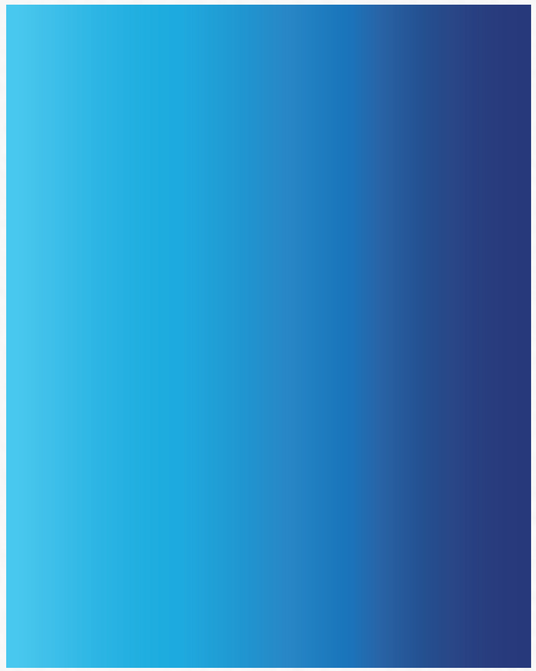
DARK GRAY
PANTONE: 446 C
RGB: 63, 68, 67
CMYK: 69, 58, 60, 44
HEX: 3F4443

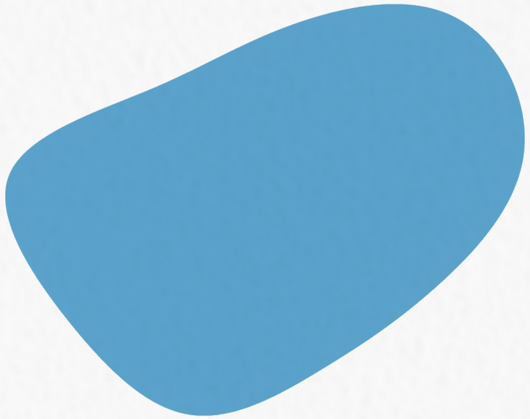
WHITE
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: FFFFFF

BLACK
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: 000000

ILLUSTRATIONS & TEXTURES

The blue gradient is the main texture for TWT Audio, it is to be used as a background or fill color. The "blob" is a custom shape to be used to add depth to images. Any illustrations used are to be from Freepik/story set and must be attributed correctly where used.





GRADIENT
COLOR DESIGNATIONS

The blue gradient is the made from the following colors:

LOCATION: 0%
COLOR: **Pantone:** 2198 C
RGB: 74, 201, 227
CMYK: 59, 0, 3, 0
Hex: 4ac9E3

LOCATION: 33%
COLOR: **Pantone:** N/A
RGB: 34, 171, 220
CMYK: 71, 14, 3, 0
Hex: 22ABDC

LOCATION: 66%
COLOR: **Pantone:** 300 C
RGB: 0, 94, 184
CMYK: 91, 67, 0, 0
Hex: 005EB8

LOCATION: 100%
COLOR: **Pantone:** 6105 C
RGB: 40, 56, 131
CMYK: 100, 92, 16, 4
Hex: 283883

FONTS
PRIMARY

The Primary typeface for TWT Audio EDU is Bryant Pro; bold, medium, and regular. This is to be used for headlines and body copy.

Aa

Bryant Pro

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
Bold

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
Medium

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
Regular

FONTS
SECONDARY

The secondary typeface for TWT Audio EDU is Effra; heavy, medium, and light. This is to be used for headlines/accents.

Aa

Effra

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
Bold

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
Medium

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
Light

FONTS
WEB SAFE SUBSTITUTES

These fonts are to be used where needed only (web-safe applications). Calibri replaces Bryant Pro and Roboto replaces Effra.

Aa
Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
Regular

Aa
Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
Light

FONTS
SCALE

The type sizes should be relative to "X", the height of the headline. Sub headlines are 1/2X and body copy is 1/3X. Avoid over crowding a page with text, unless the typography is the main visual.

THIS IS A HEADLINE EXAMPLE X

THIS IS A SUBHEADLINE EXAMPLE 1/2X

This is an example of body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut. 1/3X

FONTS
LEADING

The space between adjacent lines of type. In hand typesetting, leading is the thin strips of lead (or aluminum) that were inserted between lines of type in the composing stick to increase the vertical distance between them.

* Keep leading within 10pts of font size

THIS IS A HEADLINE EXAMPLE

THIS IS A SUBHEADLINE EXAMPLE

This is an example of body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.

UNLEASH
THE SOUND

Illustrations: Freepik/Storyset