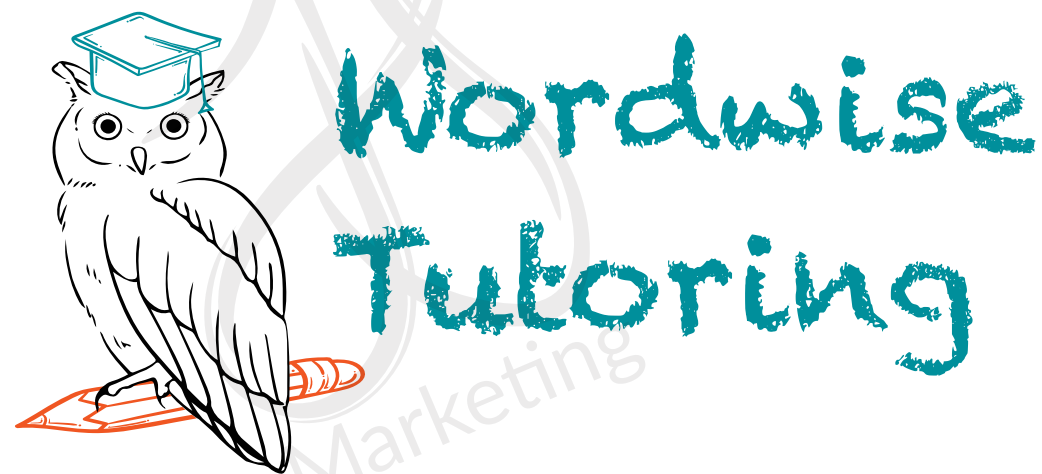


Wordwise Tutoring

Brand Guidelines

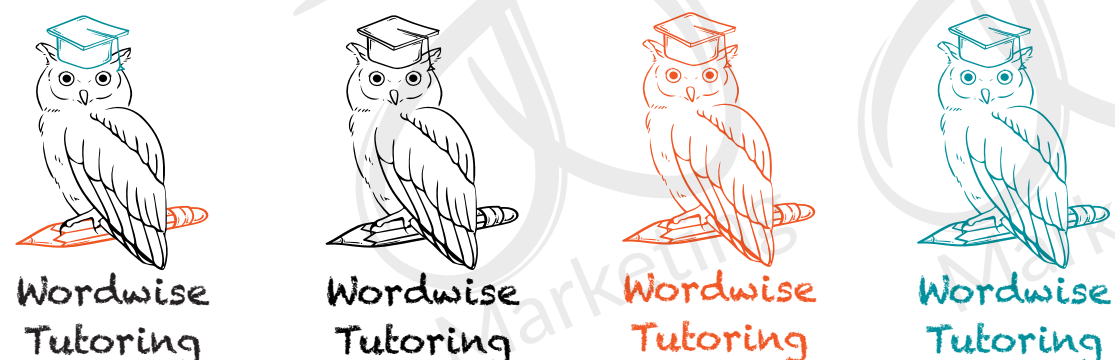
Logos

Primary



The primary logo is used for most collateral unless there are size and space limitations. Primary logo is supplied in positive and reverse formats, and in brand colors.

Tertiary



Primary Font: Chalkduster

Secondary Font: Open Sans

Colors:

Turquoise: 0, 143, 155 #008f9b

Orange: 241, 86, 35 #f15623

Light Orange: 250, 171, 53 #faab36

Deep Turquoise: 0, 95, 96 #005f60

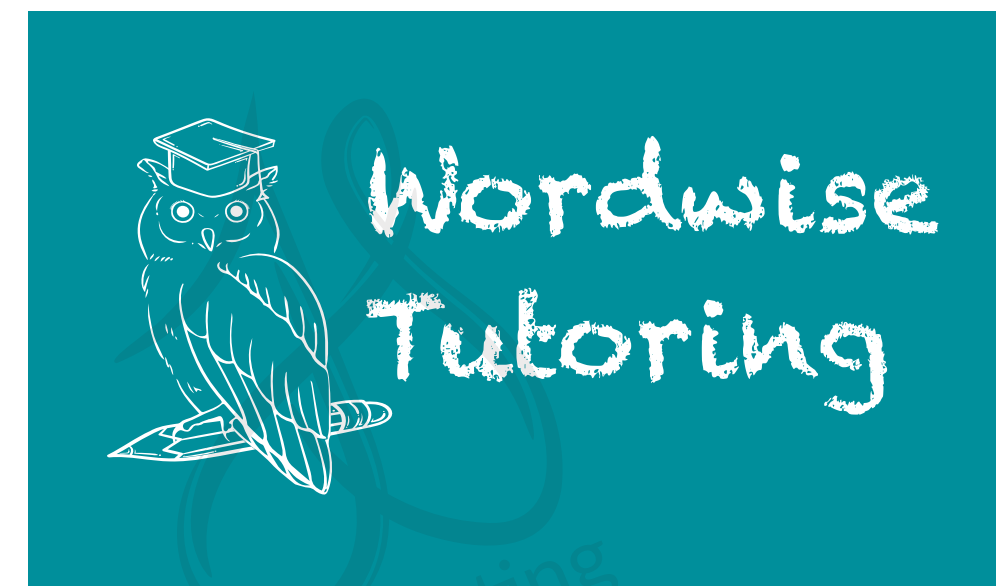
Gray: 119, 119, 119 #777777

Secondary



The stacked logo (left) is used for logo paces requiring a square logo, such as social media profile images.

Reverse



RGB: 0, 143, 155
HEX: #008f9b

RGB: 241, 86, 35
HEX: #f15623

RGB: 250, 171, 53
HEX: #faab36

RGB: 0, 95, 96
HEX: #005f60

RGB: 119, 119, 119
HEX: #777777