



To empower people through education and create positive change in the world.

## Visual Brand Guidelines

2018 Chalkwall Guidelines Booklet  
Visual Identity  
[chalkwall.com.au](http://chalkwall.com.au)



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## What is Chalkwall?

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Chalkwall is a tutoring company that offers the best personal learning experience after hours for Kindy to Year 12 students in Australia, through our inspiring and empowering educational and extra-curricular based programs. Many students [and parents] feel that learning is daunting and that high results and academic success can at times be unachievable. At Chalkwall, we believe you should be engaged while learning, believe in your ability and realise it in your results. Through our vast educational resources, caring educators and well directed programs we promise to make learning easier, enjoyable and real so you can be smarter, happier and see results.

## What is our Story?

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Founded as Alpha Omega Tutors, Chalkwall was established in 1990 by a passionate teacher, dedicated to educating the youth of the present day, in order to help produce the leaders of the future. From humble beginnings, with two rooms at the local Burwood PCYC, and only a handful of students, it grew as a result of a well-developed reputation based around honesty, efficiency, and student-centred learning. Chalkwall relies on a philosophy which partners teachers, parents and students, and seeks to empower youth academically by creating a fun, interactive and engaging learning environment. With this in mind, it focuses on changing student attitudes towards study and learning so that students could grow to their full potential in all aspects of their lives and excel beyond all expectations. Chalkwall classes have developed, and will continue to develop over the years, ensuring that all students receive the required levels of motivation, confidence, direction and self-belief. It is only then that students and their parents will find education a rewarding investment.

## Colour Pallete

The Chalkwall Colour Palette is made up of the 2 Solid Primary colours and 2 secondary colours to round up the brand style and logo scheme. The consistent use of these core colours defines and reinforces Chalkwalls distinctive youthful style and character. They should be used on all communications and promotional materials.

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognised colour matching system based on lithography printing inks. The colour palettes include specific spot colour references for coated and process match breakdowns (CMYK) for printing applications. Also included are RGB and Hexadecimal value equivalents for use in word processing and digital presentation software.

The Light Green and Charcoal Grey Colour Palette is the primary one to be used on the main material. Please refer to the example poster and templates to understand how these colours work together. The Charcoal Grey is the colour used in the Chalkwall text font of the logo, this colour should also be used as body text in letterhead, documents, etc.

Chalkwall colour scheme also features two unique elements for the company. The gradient from green to yellow and the black chalkwall texture. Please refer to poster and stationary application to understand its use.

Primary Colour Codes

PANTONE: 148-5 C

C	55
M	0
Y	65
K	0

R	120
G	197
B	131

HEXADECIMAL:  
#78C583

PANTONE: P PB C

C	0
M	0
Y	0
K	100

R	35
G	31
B	32

HEXADECIMAL:  
#231F20

Secondary Colour Codes

PANTONE: 163-4 C

C	10	R	232
M	0	G	238
Y	40	B	174
K	0		

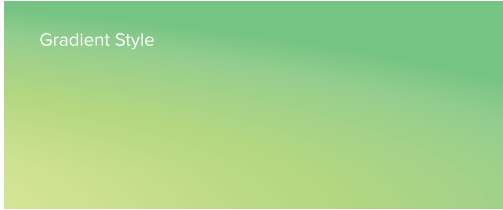
HEXA: #E8EEAE

PANTONE: 179-3 C

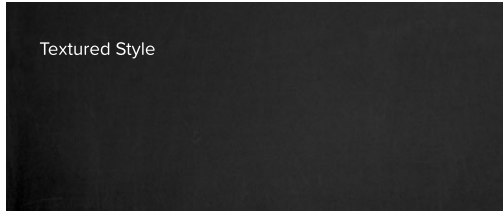
C	0	R	209
M	0	G	211
Y	0	B	212
K	20		

HEXA: #D1D3D4

Gradient



Chalkboard Texture





## Font Typography

The following typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look for Chalkwall across all communications and marketing materials. A must in all design elements. The PROXIMA NOVA SOFT FAMILY has been selected for its versatility and legibility for large amounts of body. The rounded edges gives it a warm and welcoming feeling, as it aims especially to target the youth. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

### Proxima Nova Soft : Bold

This font must always be used in main document headings. All headings should be typed with the first letter in capital format. This font is chosen for its rounded appearance and clear legibility.

### Proxima Nova Soft : Medium

This font must does not need to be used in the communications designs and body text. This font will only be used as a backup in the sense of scale and legibility. At times bold maybe to thick and regular maybe to thin, the medium font will be used.

### Proxima Nova Soft : Regular

This font must always be used as the body text. This thickness is chosen for its legibility at large and small size fonts.

## Paragraph Typography and Quotations

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled.



It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker looking at its layout.”

The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, Lorem Ipsum as their default model text, Lorem Ipsum as their default model text.

## Typeface Prefixes

CCC

### Promxima Nova Soft : Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Promxima Nova Soft : Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Promxima Nova Soft : Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Logo Signature

To ensure legibility, the Chalkwall icon should appear no smaller than 15mm in the width on printed materials or 40 pixels in the width on web or digital platforms. The full logo mock-up should be scaled proportionately.

### Note:

- The default version is stacked type on top.
- The horizontal version can be used when the stacked version does not work within the layout or print element.
- All reverse coloured versions provided are created with backgrounds that meet the clear space rulings, ie. are minimums.
- Flat Colour Use; only use the Black or Green Chalkwall colours for the full fill.

### Exclusion Zone:

The exclusion zones are determined as shown. The measures used are a lowercase 'a' from the word 'Chalkwall'. It is imperative that no other elements encroach on this space, from any wording and text and/or images and graphics. Please refer to poster templates for references.

Main Logo



Enclosure



Dark Background Application



Flat Colour Application



## Improper Use of Logo Signature

Avoid any instances which causes any of the Chalkwall Logo to become altered or modified in any way. The following are some examples of situations to avoid. Approved electronic files can be provided by contacting the Chalkwall office.



Do not make the logo at any time a random flat colour. Use only the approved colours outlined in previous section of this document.



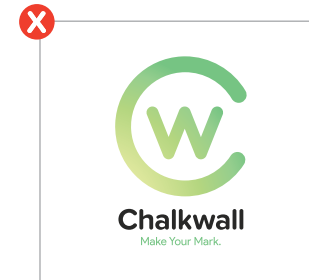
Do not add alter the position of the Olive title from the approved location.



The horizontal and vertical scale should always change proportionately. Never stretch or condense the Signature.



Do not position the Signature on backgrounds with insufficient contrast. Use a logo version that contrasts well with the background colour, see previous page for samples.



The size relationships between the Signature elements should remain constant. If any elements of the Signature should increase or decrease, all other elements should change proportionately.



The axis of the Signature should never be skewed unless authorised by the management team at Chalkwall.



The Signature should not appear as a screen.



Never create an outline around the Signature.

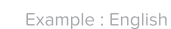


The Signature should not appear with drop shadows.

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Educational Vector Elements is based around the aspect that vectors are scalable and can be used on any form of printing. It adds to the youthful, quirky and fun style that Chalkwall is about.

Tied with the Chalk style is the outline of a shape/button. Offset the line and break it to be tied to the chalk effect which is also a vector element.





## Chalkwall Photo Library

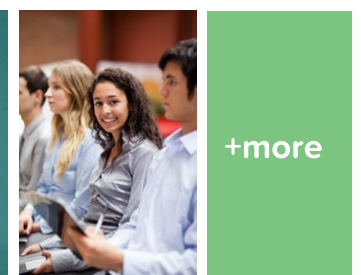
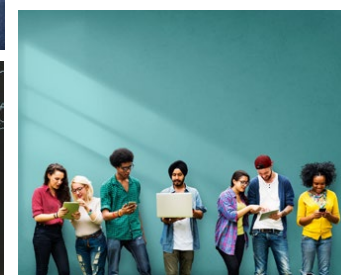
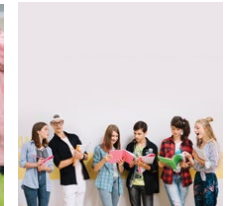
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The imagery is emotion-based featuring moments of education, youth, learning and teaching. These are everyday educational moments during their lifestyles. These initial collection of photos are combination of vibrant colours and cater for a variety of styles and effects. Photos can be busy, but need to be well position so text/content and logo are placed in a more legible manner.

If other imagery is to be used, they should consider the same style.

All photos should be reviewed by a Chalkwall employee to be verified for printing and marketing.

These are images gathered in the Chalkwall library. Please contact the Chalkwall office to gain access to these images.



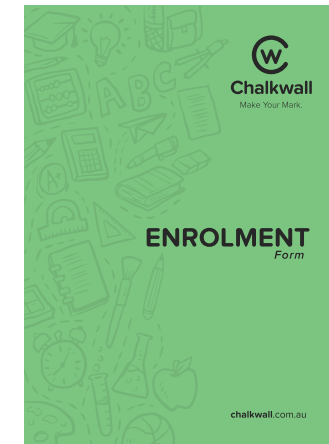
+more

## Graphic Design Application

Example applications of the design and overall artwork of Chalkwall Branding. Having negative space throughout the poster is part of the branding. This represents a professional element . Applied with correct content style and branding colours represents the youthful aspects of the brand.

### Important Branding Graphics Note:

- Forms and other documentation, very important to be consistent in style and readability.
- Graphic artwork can be a mixture of chalk theme and vector theme styles.
- When using people in the artwork, having the rough white cutout in the background can be applied.



## Stationary Artwork

The following are design artwork for the Chalkwall stationary.

Please adhere to the following approved designs.

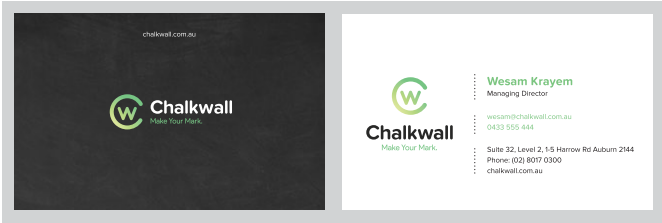
### Note:

- Letterhead has multiple ways it can be applied. Please adhere to one of the following layouts ONLY. No other text layouts should be used.
- Any quotes or large key messages must be in PROXIMA NOVA
- SOFT : BOLD and no text should be in Capital Letter. All content should be in lowercase for the Key Messages. Refer to the samples shown.

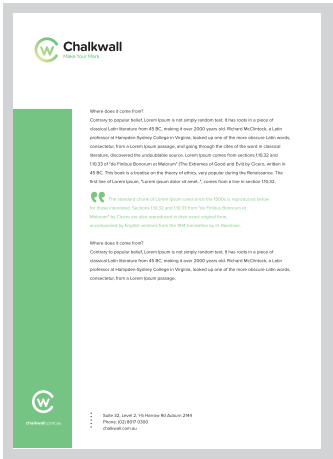
### Templates and Files:

- Do not use the stationary files from this branding booklet.
- Templates and design files are supplied by the Chalkwall Marketing team and should be used.

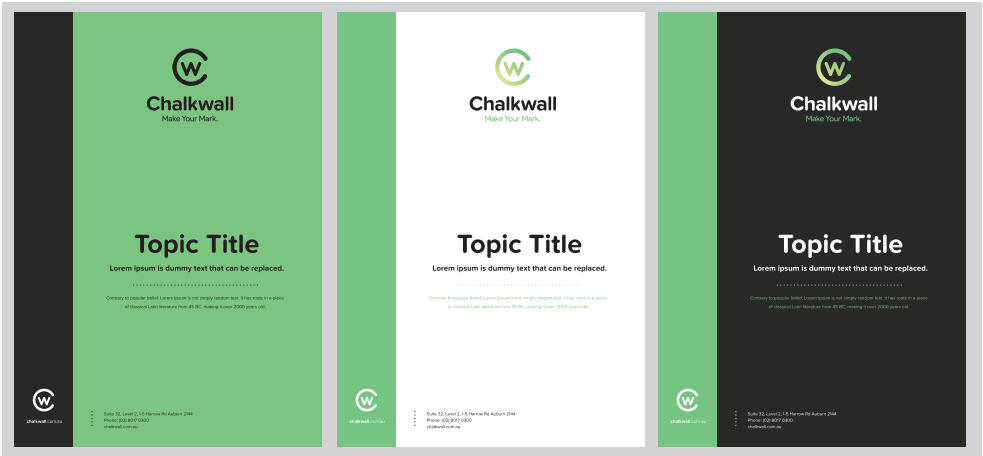
Business Cards



Letterheads



Cover Templates

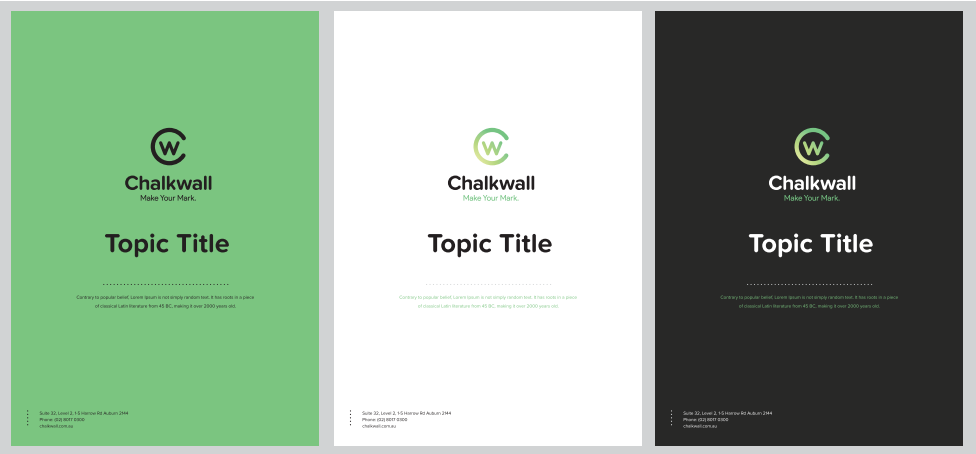


# Stationary Artwork (Continued)

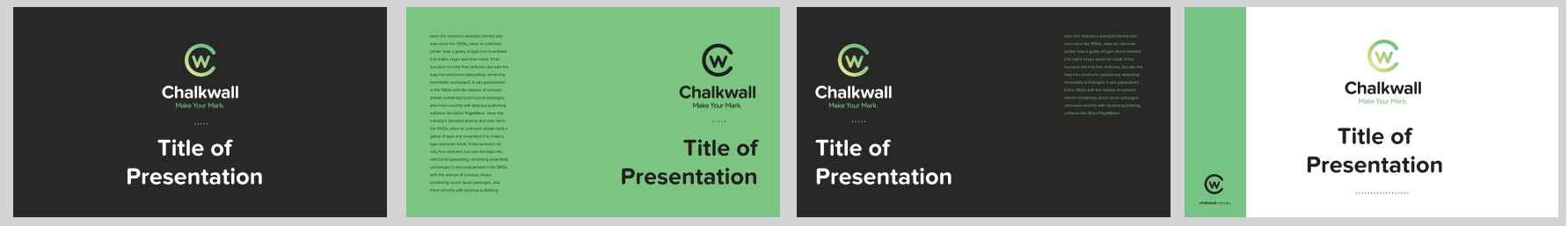
For these designs please utilise one of the options available in the following page. For the covers the 3 colour options are shown. The title should always remain in the similar or exact positioning as the example.

In terms of the powerpoint slides, there are plenty of options to utilise and adhere to. Colours can be altered to suite what presentation is needed.

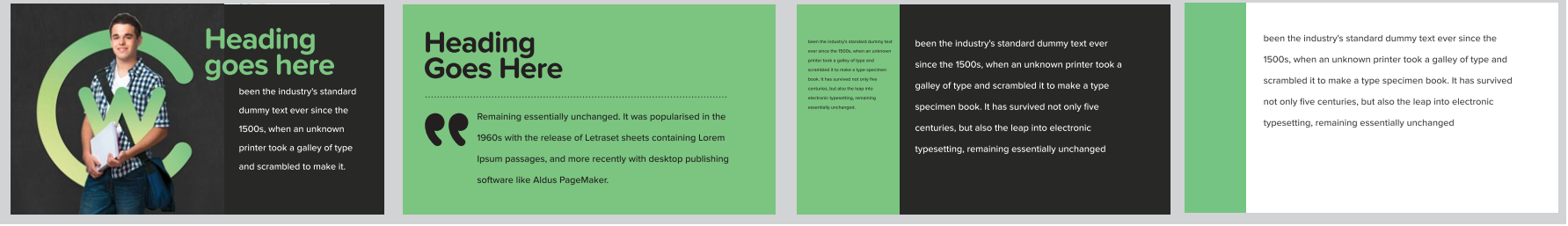
Flat Colour Cover Templates



Powerpoint Cover Templates



Internal Powerpoint Designs







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