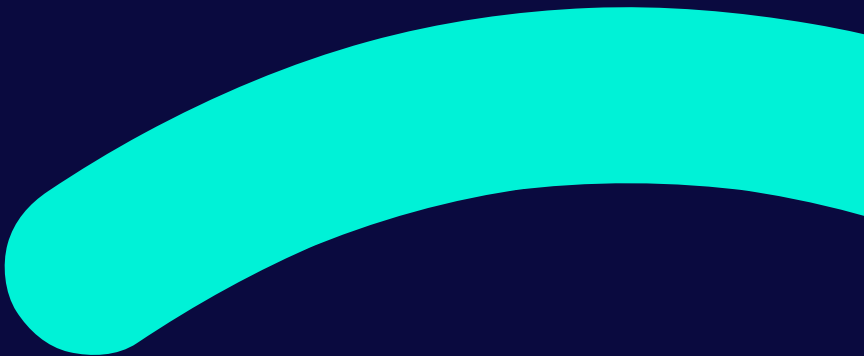


erudo

# Design Manual

Erudo design manual is a document, which can be printed or digital, where a set of rules and visual guidelines for the brand are complied.





- ✓ The logo manual contains a summary of all basic information that enables the correct application of the Erudo logo, it contains binding rules, versions and examples of permitted and prohibited ways of using it.
- ✓ All those who work with Erudo logo are personally responsible for respecting the rules stated in the manual.
- ✓ Handling the logo outside the rules of this logo manual may harm Erudo's business interests.

## Table of Contents

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# Main Logo & Additional Logos

The logo must be displayed without distracting elements. This means that it must not be covered, e.g. text, photos, other logos or other graphic objects. Correct use is ensured by the protection zone of the logo. The protective zone around the logo (safe space) is especially important when the logotype is connected to other elements and logotypes. The safe space defines the smallest allowed free space between the logo and other elements and allows the logotype to be legible and clear.

Logotype



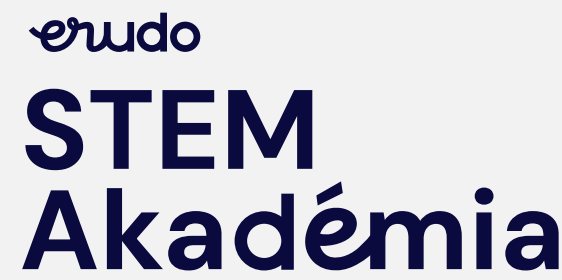
The logo is the primary visual expressions that is used to identify the brand.



Logotype grid



Additional Logos

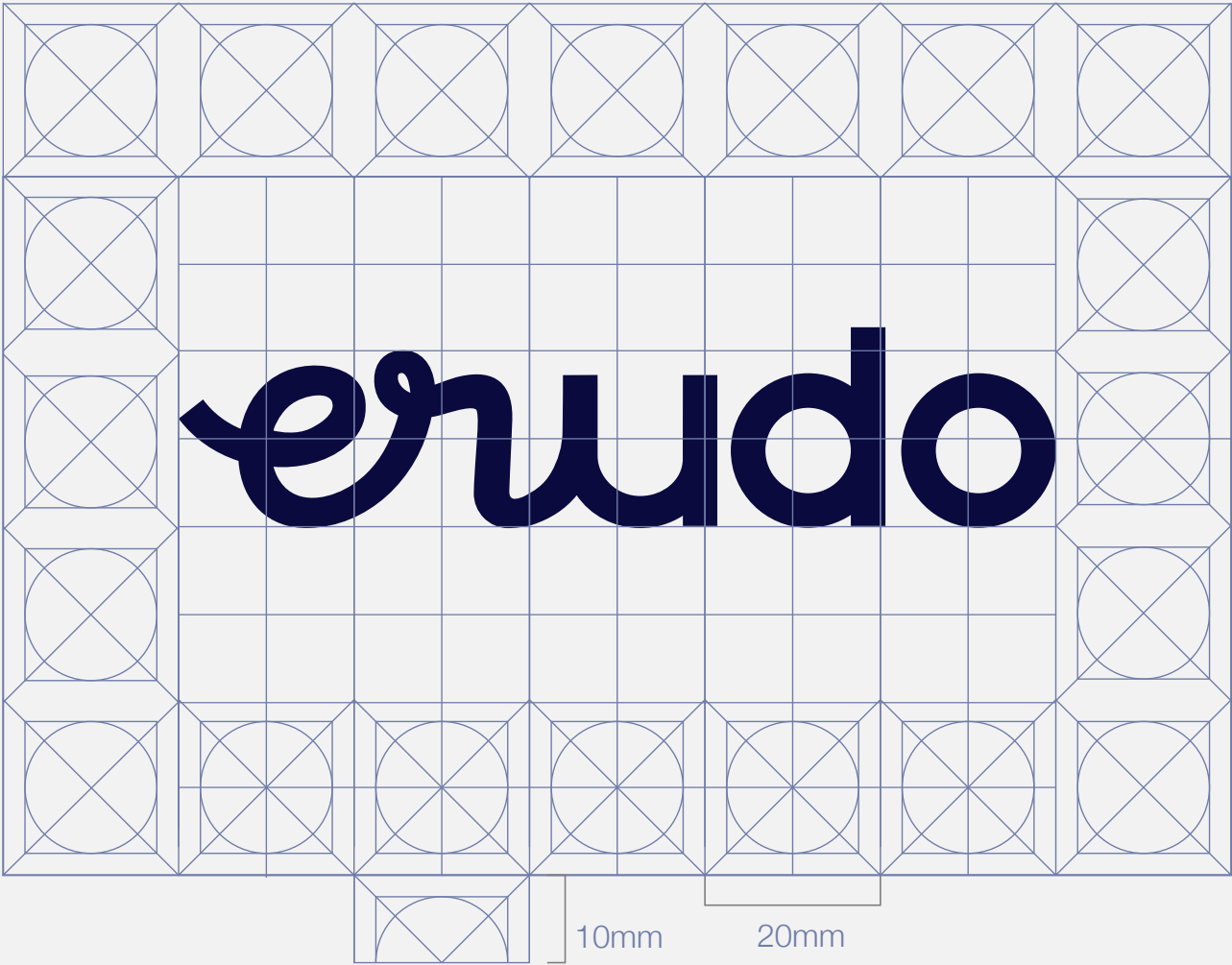


# Safe Space

The logo must be displayed without distracting elements. This means that it must not be covered, e.g. text, photos, other logos or other graphic objects. Correct use is ensured by the protection zone of the logo. The protective zone around the logo (safe space) is especially important when the logotype is connected to other elements and logotypes. The safe space defines the smallest allowed free space between the logo and other elements and allows the logotype to be legible and clear.



To protect legibility of the logos, the recommended minimum size should not be less than 100 pixels in height for print and 75 pixels height for web.



Safe Space using the first letter of the logo/logo icon.



# Color Palette

These are the main colors of the visual identity and communication for Erudo and its sub-brands, therefore it should be used always in combinations of colors as shown below, aswell as in combination with white.

Cetacean Blue  
#0a0a3f

C: 100%  
M: 98%  
Y: 35%  
K: 51%

Turquoise  
#41f5d2

C: 67%  
M: 0%  
Y: 36%  
K: 0%

Light Blue  
#00c3ff

C: 75%  
M: 0%  
Y: 0%  
K: 0%

Cetacean Blue  
#0a0a3f

Violet  
#8655ff

C: 63%  
M: 70%  
Y: 0%  
K: 0%

Cetacean Blue  
#0a0a3f

Pastel Red  
#ff5768

C: 0%  
M: 87%  
Y: 47%  
K: 0%

Cetacean Blue  
#0a0a3f

## Main Color palette for Erudo

The secondary color – Turquoise – has a subtle use such as in accents or details

STEM Akadémia – Erudo Dark Blue + Light Blue

PBL Akadémia – Erudo Dark Blue + Violet

PyCon SK – Erudo Dark Blue + Pastel Red

# Color Variants

These are the main colors of the visual identity and communication for Erudo and its sub-brands, therefore it should be used always in combinations of colors as shown below, aswell as in combination with white.



**Main Color palette for Erudo**  
The secondary color logo in Turquoise – has a subtle and can be used only in dark backgrounds.

X Do not use these two variants.

# Color Variants

These are the main colors of the visual identity and communication for Erudo and its sub-brands, therefore it should be used always in combinations of colors as shown below, aswell as in combination with white.



# Color Variants

Color variants of the logotype allow better visibility of the logo on different substrates. The color variants are precisely defined and cannot be changed or combined with each other.



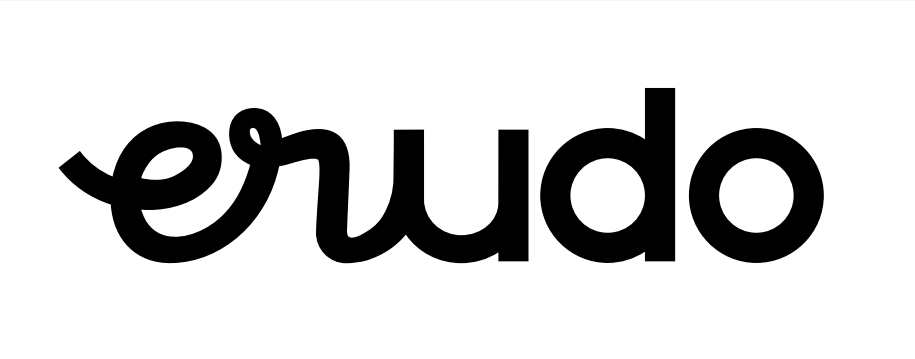
**Color positive variant**  
The one-color positive version of the logotype is the basic and preferred variant. It is used on white or light background.



**Color negative variant**  
The single-color negative version is used for placement on a single-color or multi-colored background, which, due to its color, makes it impossible to recognize the shape of the logotype in the single-color positive version.



**Color negative variant 2**  
The single-color negative version is used for placement on a single-color or multi-colored background, which, due to its color, makes it impossible to recognize the shape of the logotype in the single-color positive version.



**Monochrome black and white positive variant**  
The monochrome black and white positive version is used on white or light background.



**Monochrome black and white negative variant**  
Monochrome black and white negative version is used on black or on a dark background.



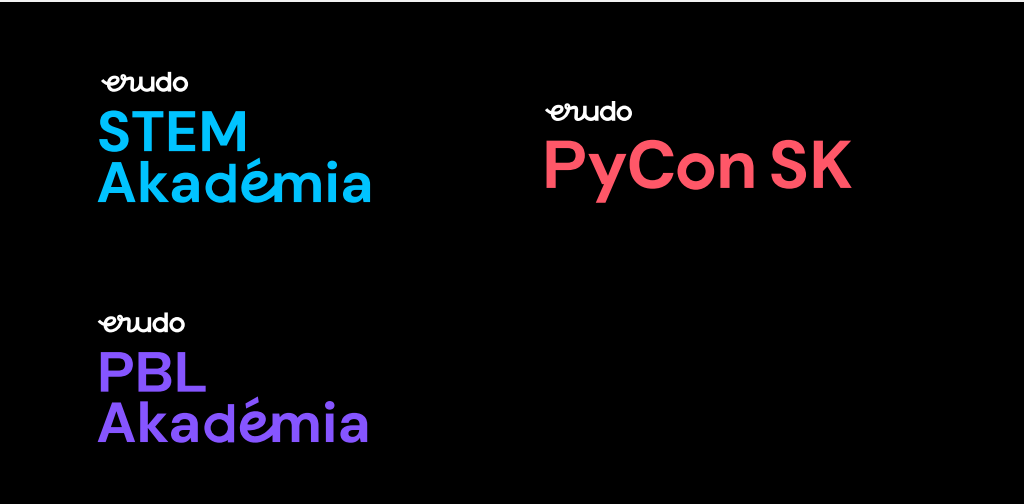
**Minimum Gray Variant**  
Minimum gray variant is the least gray contrast used for logotype online and offline use, any lighter we could have problems with readability.

# Color Variants

Color variants of the logotype allow better visibility of the logo on different substrates. The color variants are precisely defined and cannot be changed or combined with each other.



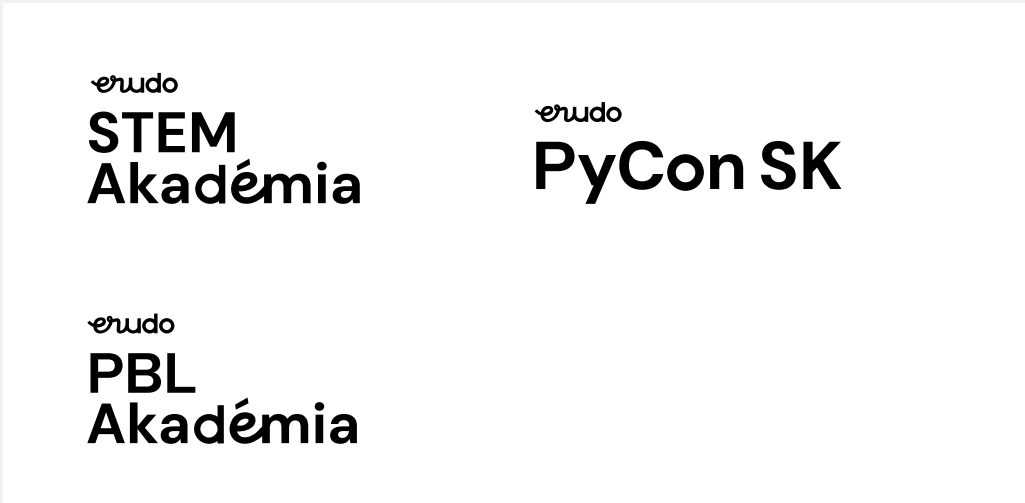
**Color positive variant**  
The one-color positive version of the logotype is the basic and preferred variant. It is used on white or light background.



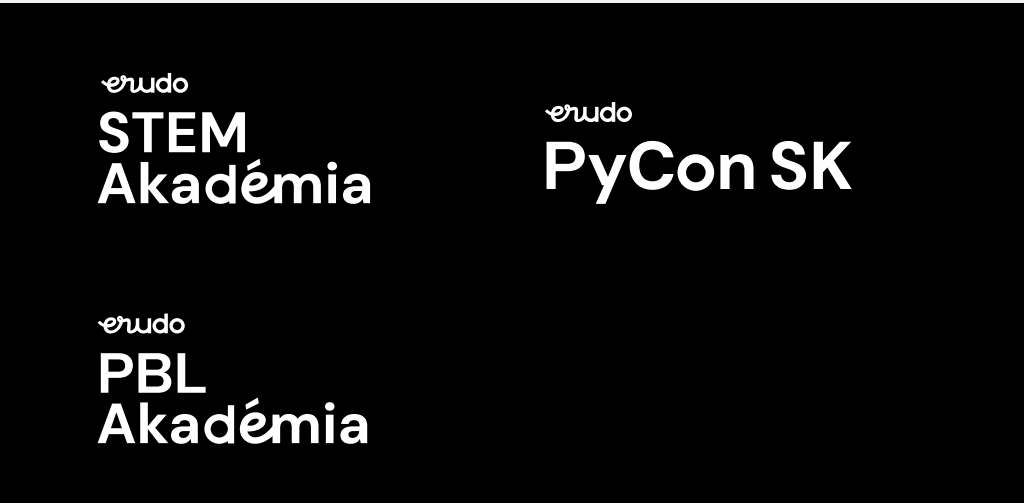
**Color negative variant**  
The single-color negative version is used for placement on a single-color or multi-colored background, which, due to its color, makes it impossible to recognize the shape of the logotype in the single-color positive version.



**Color negative variant 2**  
The single-color negative version is used for placement on a single-color or multi-colored background, which, due to its color, makes it impossible to recognize the shape of the logotype in the single-color positive version.



**Monochrome black and white positive variant**  
The monochrome black and white positive version is used on white or light background.




**Monochrome black and white negative variant**  
Monochrome black and white negative version is used on black or on a dark background.



**Minimum Gray Variant**  
Minimum gray variant is the least gray contrast used for logotype online and offline use, any lighter we could have problems with readability.

# Unauthorised logos

The logo is a basic element of the corporate identity, therefore it is inadmissible to modify it, deform it, change its color or typeface. Any deformation of the logo will change the overall character of the company's brand. This makes the logo unrecognizable and does not fulfill its purpose while harming the company.

 It is forbidden to interfere with the structure in any way and colors of the logo, deform it and violate its protective zone!



Do not colorise parts of the logo.



Do not colorise the full logo.



Do not tilt or rotate.



Do not deform/stretch the logo.



Do not outline the logo.



Do not use transparency on the logo.




Do not apply unnecessary effects on the logo.



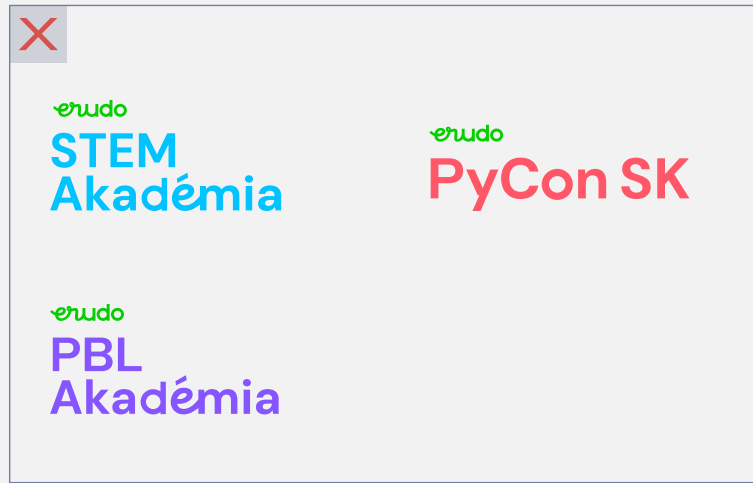
Do not use on busy backgrounds.

# Unauthorised logos

The logo is a basic element of the corporate identity, therefore it is inadmissible to modify it, deform it, change its color or typeface. Any deformation of the logo will change the overall character of the company's brand. This makes the logo unrecognizable and does not fulfill its purpose while harming the company.



It is forbidden to interfere with the structure in any way and colors of the logo, deform it and violate its protective zone!



Do not colorise parts of the logo.



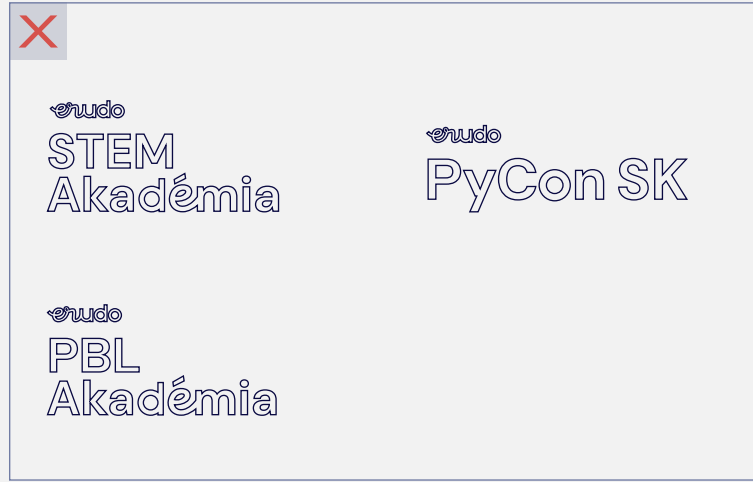
Do not colorise the full logo.



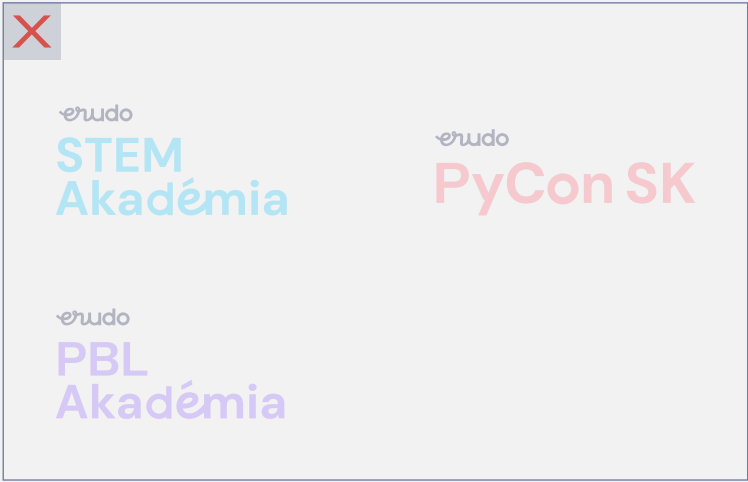
Do not tilt or rotate.



Do not deform/stretch the logo.



Do not outline the logo.



Do not use transparency on the logo.



Do not apply unnecessary effects on the logo.

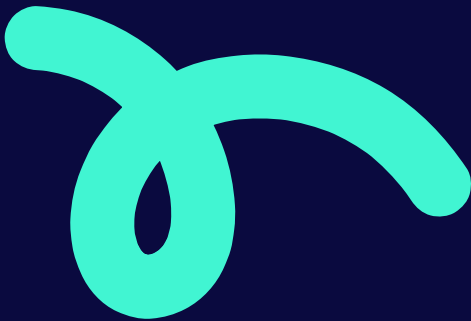


Do not use on busy backgrounds.

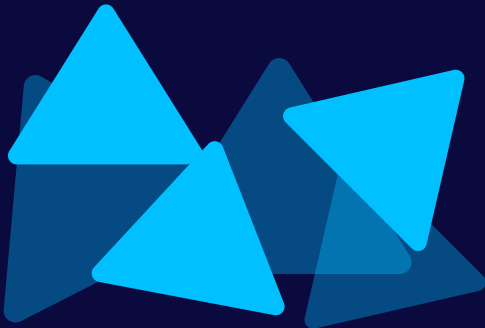
# Graphic Elements & Communication

Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.

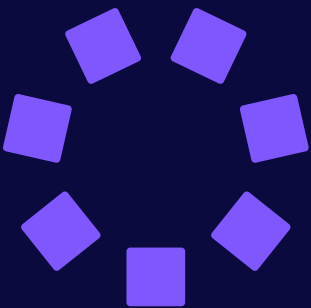
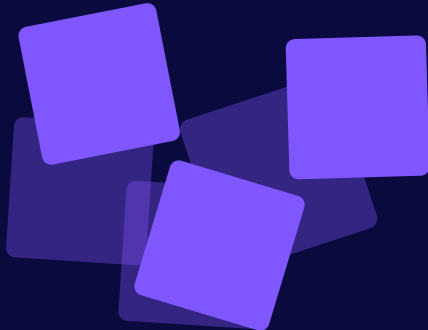
Erudo



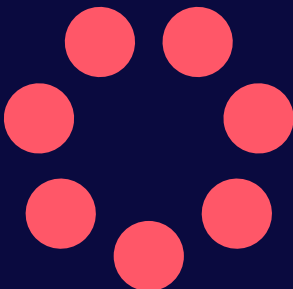
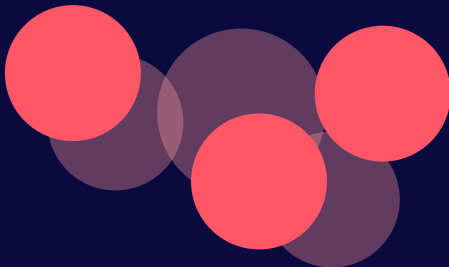
STEM Akadémia



PBL Akadémia



PyCon SK







# Typography

The use of typography in communication on headlines and body use.

Dm Sans Regular /  
Medium /  
Semi-Bold



Header

Empowering Education  
Through Innovation.

Dm Sans Light /  
Regular



Sub-Header

Empowering Education Through  
Innovation.

Dm Sans Regular



Body Text

At Erudo, we believe in the transformative power of education. Our mission is to support educators, inspire students, and foster collaborations with partners to create engaging learning experiences. Through our projects like STEM Akadémia, PBL Akadémia and PyCon SK we provide the tools and knowledge needed to make education accessible, innovative, and impactful. Join us as we shape the future of learning—together.

# Graphic Elements & Communication

Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.

Visual Examples for Main-brand communication Erudo



# Graphic Elements & Communication

Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.





# Graphic Elements & Communication

Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.

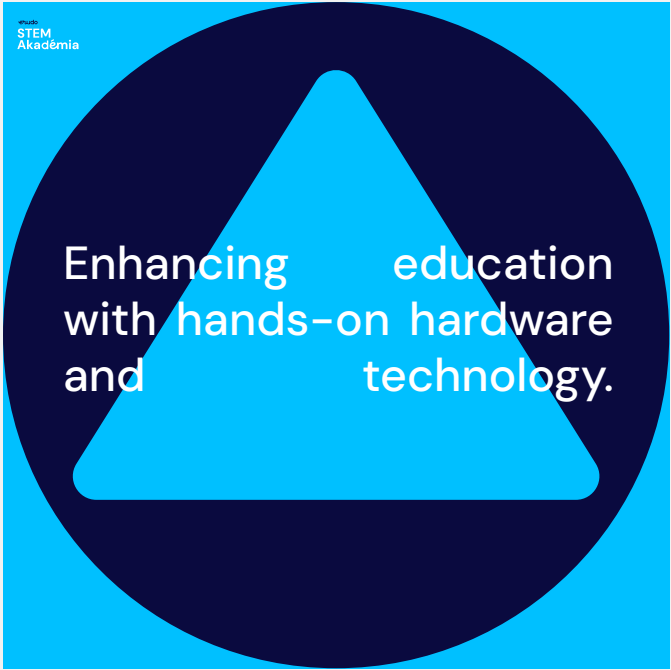


# Graphic Elements & Communication

Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.

erudo

STEM  
Akadémia



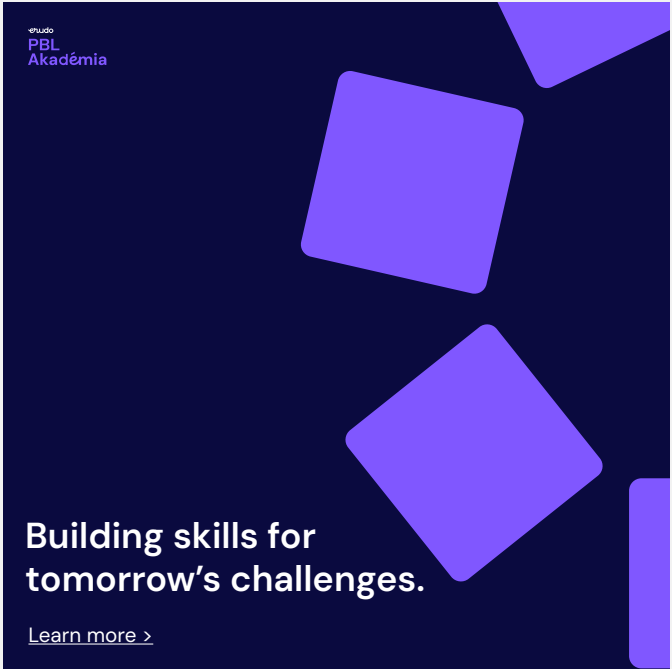
# Graphic Elements & Communication

Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.

erudo

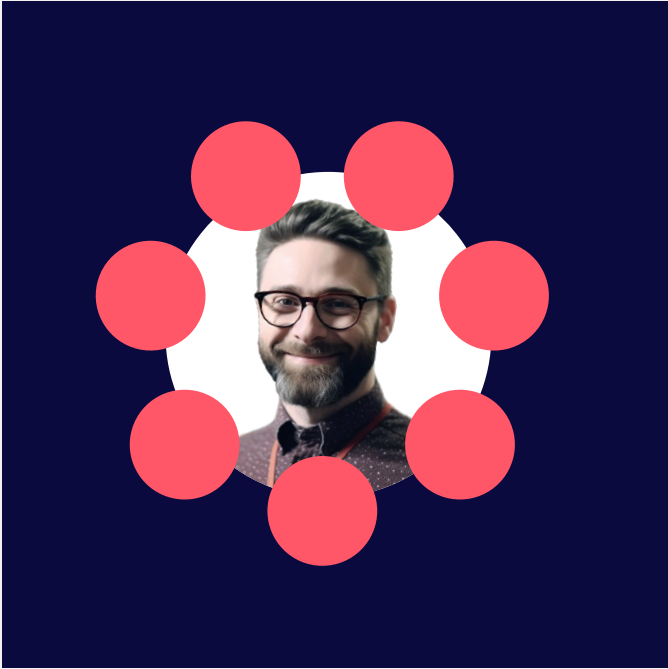
PBL

Akadémia



# Graphic Elements & Communication

Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.





# Graphic Elements & Communication

Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.



Visual communication of the sub-brands  
Keeping the same layouts but we are using their distinctive colors and elements



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Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.



Visual communication of the sub-brands  
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Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.



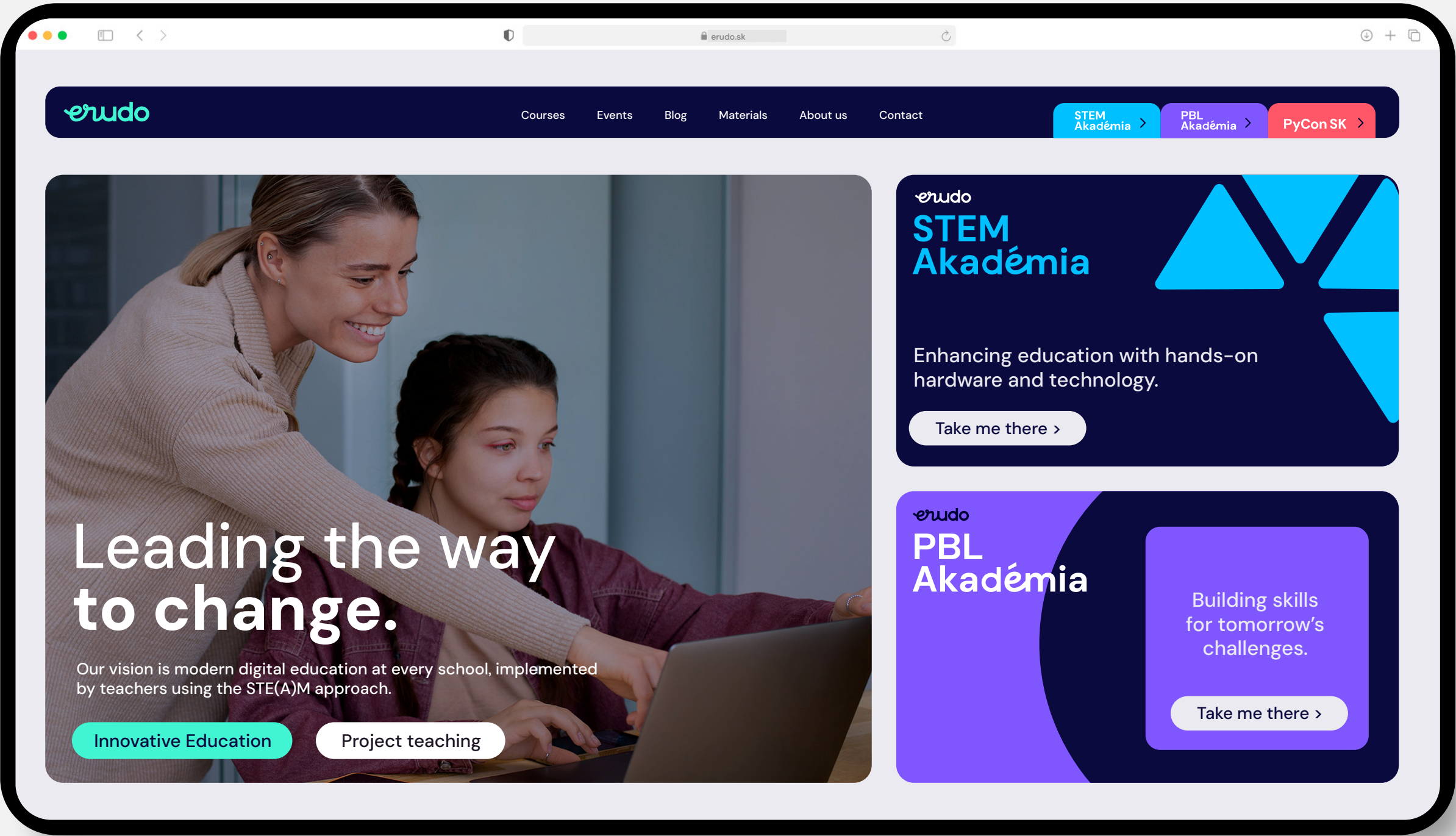
Visual communication of the sub-brands  
Keeping the same layouts but we are using their distinctive colors and elements





# Graphic Elements & Communication

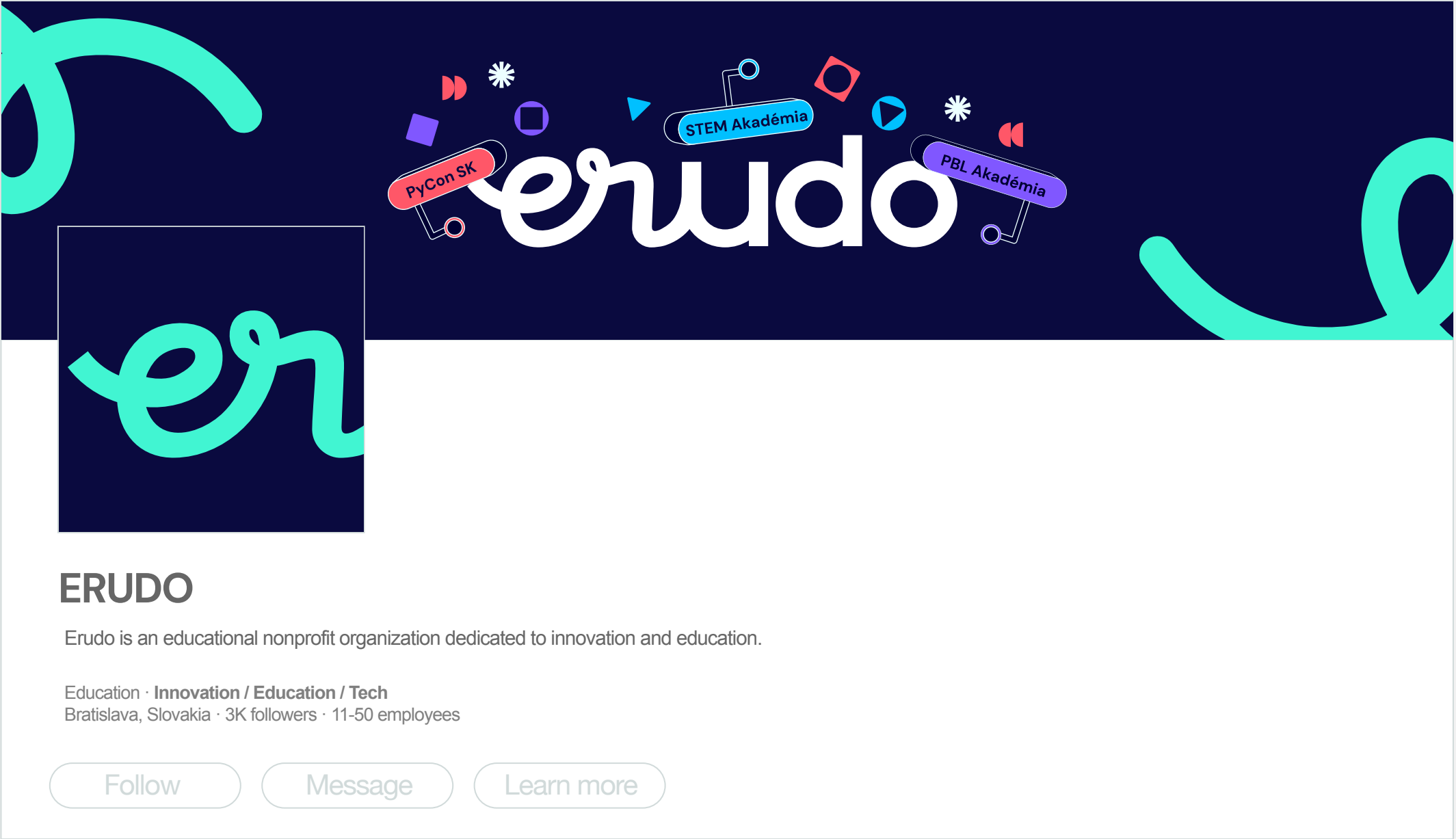
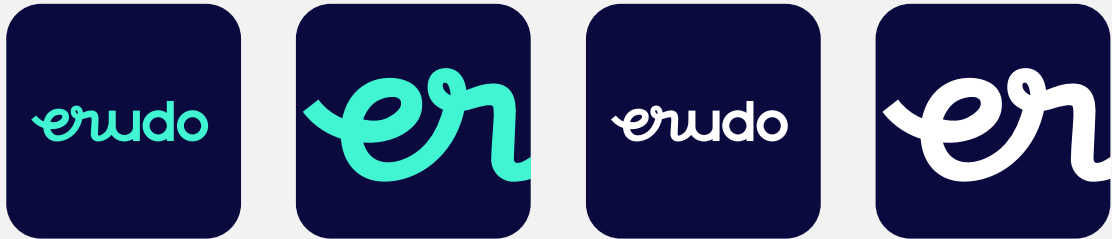
Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.



# Graphic Elements & Communication

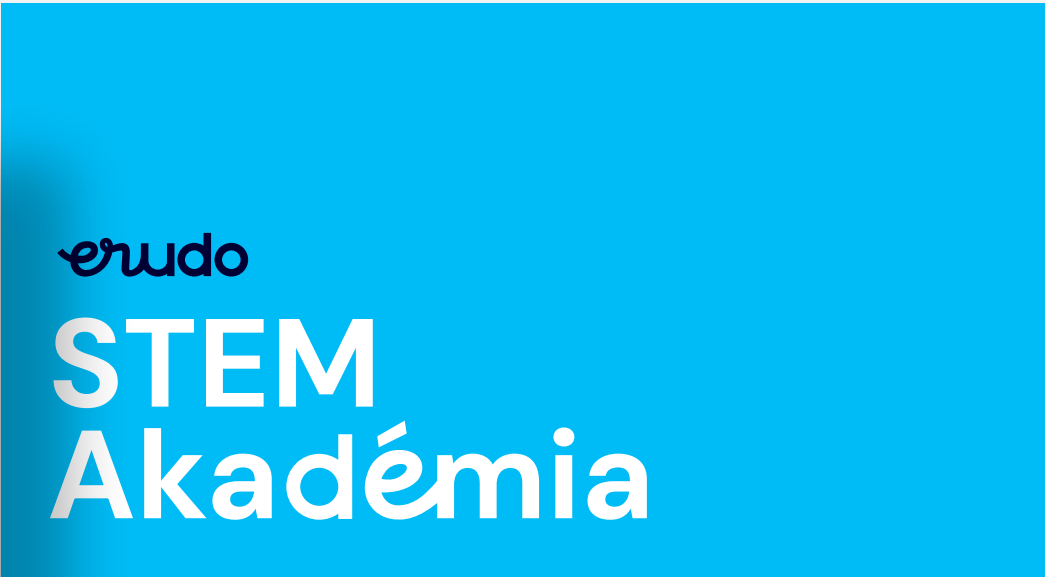
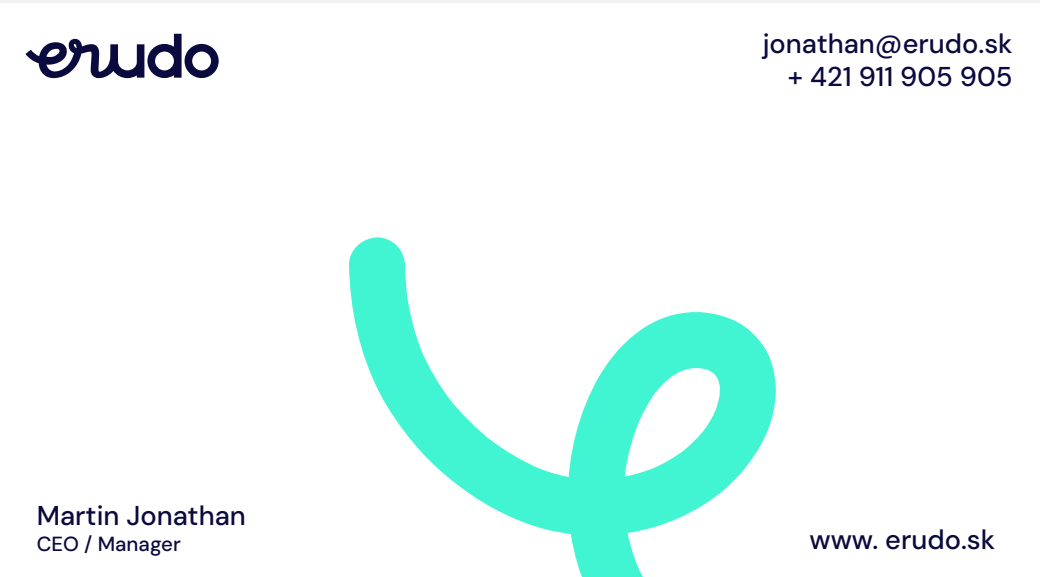
Representative graphic elements for the main brand and the sub-brands that can be used throughout the communication.

Profile Pictures



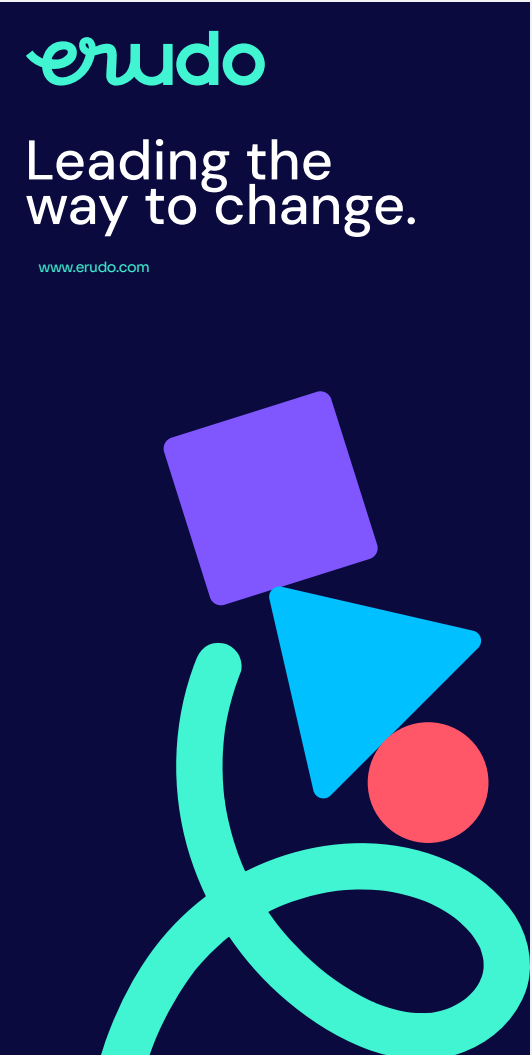
# Business Cards

So that you can better imagine how Erudo brand can work on various advertising items.



# Other adaptations

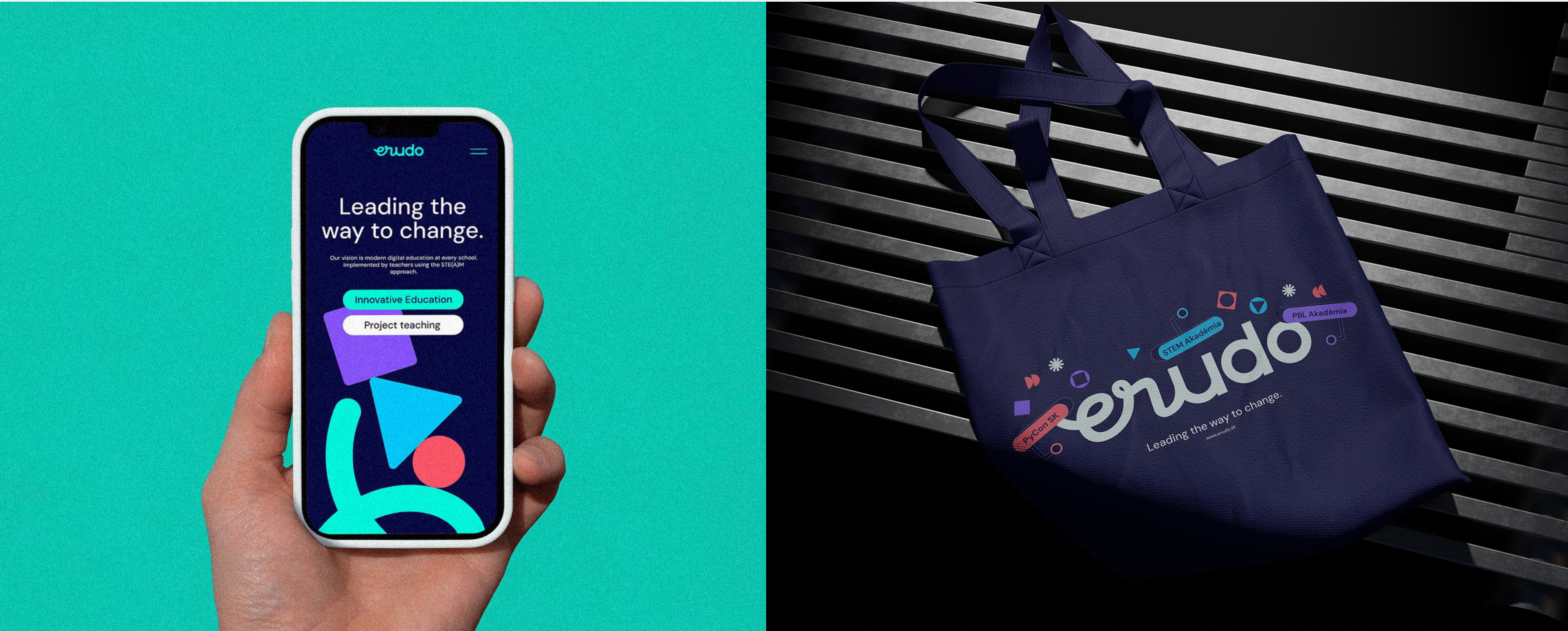
So that you can better imagine how Erudo brand can work on various advertising items.





# Other adaptations

So that you can better imagine how Erudo brand can work on various advertising items.





# Other adaptations

So that you can better imagine how Erudo brand can work on various advertising items.





# Other adaptations

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So that you can better imagine how Erudo brand can work on various advertising items.





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# Design Manual

Erudo design manual is a document, which can be printed or digital, where a set of rules and visual guidelines for the brand are complied.

For any questions or clarifications, please contact:

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Art Director / Brand Designer

keisikatia@gmail.com  
www.keisikatia.com

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