degreepal
Brand Guidelines

Identity

DegreePal is a customer-friendly company which focuses on the wellbeing of students.

Coming across as approachable and up-to-date is paramount for us, as this will emphasise our know-how and willingness to help students.

Typography

DegreePal uses the font **'Report School'**. This font should be used within all print and digital applications related to DegreePal.

Although all of the characters are lower-case in the DegreePal logo, the company name should ALWAYS be written as follows: 'DegreePal' anywhere other than when accompanying the logo image.
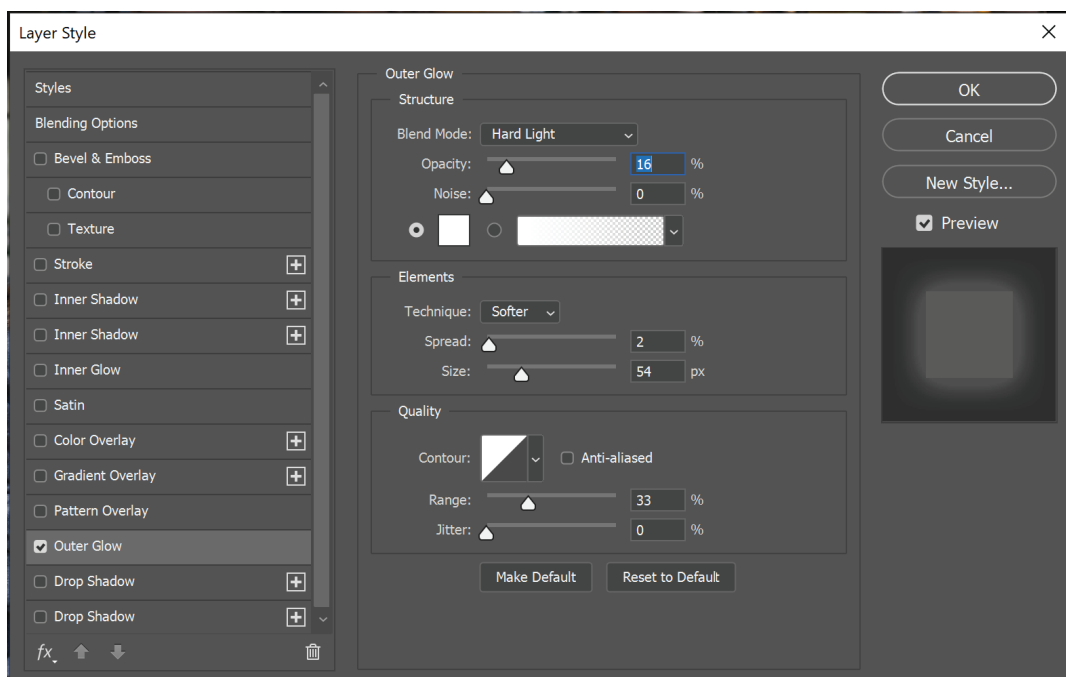
Logo

DegreePal's logo should always be aligned to the horizontal or vertical center of a canvas. An example of where this rule can be made exempt is when the logo is positioned on document headers or footers.

The logo should always appear at least 12 mm away from the edge of a document.

The DegreePal logo image can be positioned over images where appropriate. When this is done, a glow should be added around the logo with the following settings:

Colours

DegreePal uses a range of colours to achieve an attractive, friendly and approachable aesthetic.

Sage Green
Hex - #587369
RGB - 88 115 105
CMYK - 67 41 56 18

Sage Green
Hex - #90A681
RGB - 144 166 129
CMYK - 49 22 55 5

Sunset Pearl
Hex - #EDBF84
RGB - 237 191 132
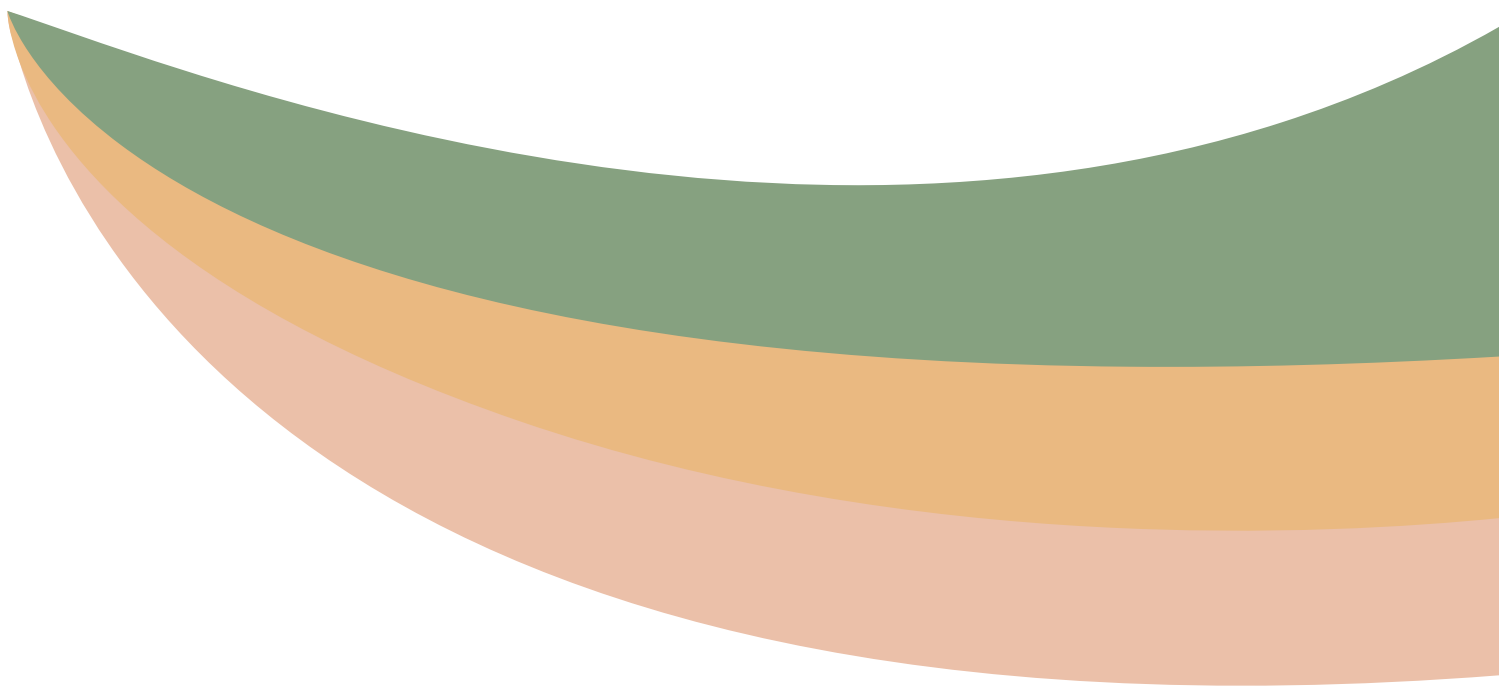CMYK - 6 26 53 0

Desert Sand
Hex - #EEC7B1
RGB - 238 199 177
CMYK - 5 23 28 0

Illustrations

The DegreePal brand's use of interesting colours allows for the use of illustrative designs to be created to add to a page or image's appeal.

Any illustrations should follow this style. These have been made with the Pen tool found within numerous Adobe programs. Any illustrations should use the colours specified within the DegreePal colour scheme.

Imagery

All imagery used with the DegreePal brand should promote happiness, community and modernity. These can be customised however the designer should see fit, as long as the design follows the guidelines listed in this document.