DISTANCE LEARNING SPACE
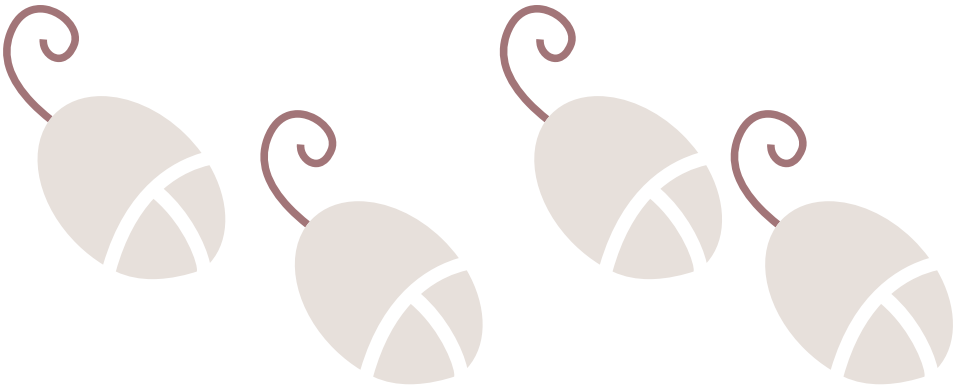
Learning Without Boundaries

Distance Learning Space

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Philosophy

the goal of distance learning space was to provide high quality, yet afforable training and development programs for smaller businesses. The idea of the owl in flight encapulates that learning can occur anywhere and anytime. Learning itself has no boundaries. the small mouse it has captured shows that the way the company achieves this is through digital avenues.

Colors

The desired aesthetic was described as whimsical, and majestic. to encapulate this, complimentary shades of purple were used to convey an otherworldly feel, while the spot of yellow was used both for contrast and to bring a semblance of prestige while still keeping the feel fun and cute.

GRAIN

CMYK	15 15 18 0
RGB	215 207 200
HEX	D7CFC7

TAN

CMYK	26 36 52 1
RGB	190 159 127
HEX	BD9E7F

OXBLOOD

CMYK	38 85 60 35
RGB	119 50 64
HEX	77323F

BLACKBOARD

CMYK	64 56 56 32
RGB	84 84 84
HEX	535453

Typography

The desired aesthetic was professional but distinguishable, the fonts were chosen to convey a sense of experience and corporate competence while still retaining a humanistic feel.

FagoNoCaps

As the prominent font featured in the logo, this font is a strong but unique sans serif not often seen in design. it gives the company a distinct typeface, but doesn't stray too far from what is expected.

Univers

A soft, quiet secondary font. Univers is ubiqitously known as a professional typeface. It's a common choice, but with that comes a sense of familiarity and associated confidence for a brand that understand industry standards.

Exclusion Zone

Everyone has their personal bubble, and our logo is no exception. The space around the logo must be kept free from clutter. This exclusion zone is the minimum unoccupied space that is required for the image to look good in it's environment. This area must be free from other text or especially loud imagery. I have used the mouse icon in the logo to dictate the minimum required space.

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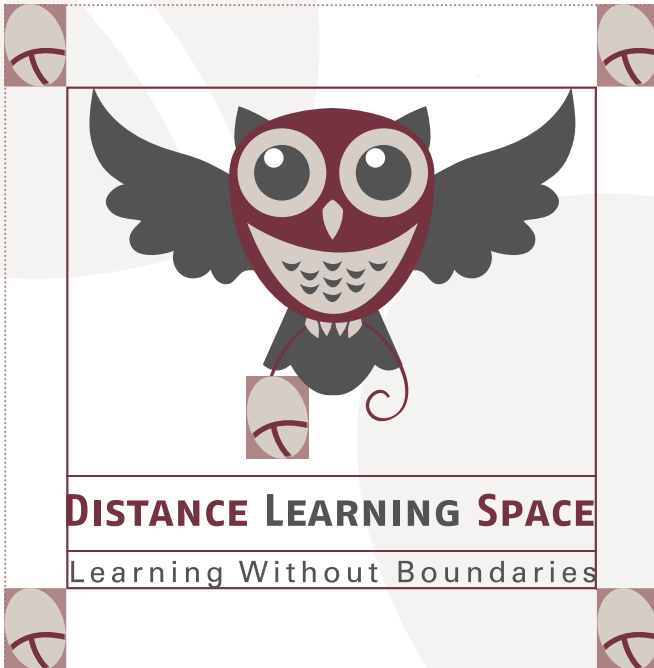
Backgrounds

Throughout the course of it's lifespan the logo may be placed in many different situations, here is a helpful guide of how the logo will best serve it's visual purpose.

Bright Colors
This is okay, the logo itself features a lot of darker colors and will pop nicely on a bright background.

Patterns
The logo already features a lot of elements, a busy pattern or background image will distract from the message of the logo.

Textures
It is alright to place the logo on a texture so long as it's not too busy and is lighter in color.

Photography
The logo can work with some photos but must not be placed on top of busy imagery.

Color Modifications

Acceptable

In limited color environments it might be prudent to use either a mono- or bi-chromatic color scheme. In these cases having the logo entirely black or one of the other brand colors is acceptable.

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Unacceptable

It is not okay to outline the logo, or change the colors around, it is also not okay to use an off-brand color for the logo.

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Logo Modifications

Sometimes it may be tempting to modify the logo to enable its use in a variety of applications. This will let you know what is and isn't acceptable in terms of logo modification.

Stretch or Warp
This is never okay, as it completely alters what the logo is saying visually.

Isolate Iconography
It is okay to isolate the more iconic elements of the logo if a shape without text is desired.

Alter Elements
I's not okay to take elements of the logo and alter them in any way.

Delete the Tagline
It is not okay to feature the logo without the tagline. as long as the tagline is present on the product though, they may be seperated.