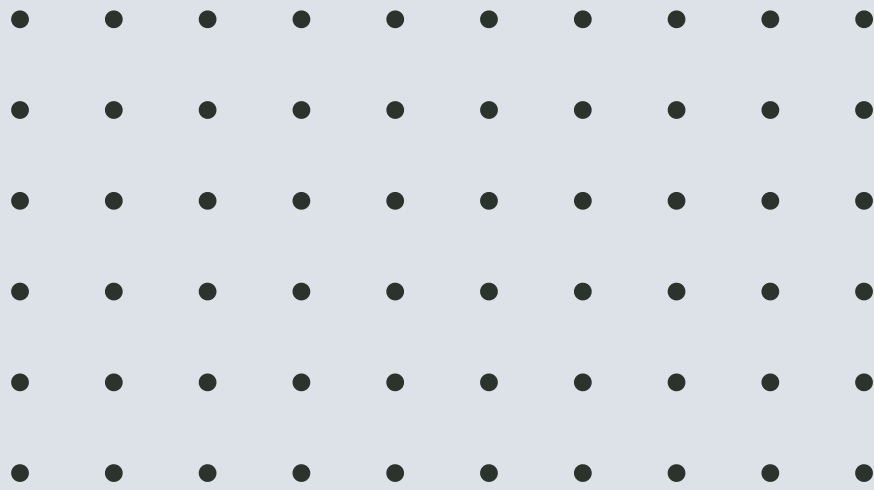




PO Academy Brand Manual

TRAINING TEAM SUPPORT





Words to Inspire



WORDS TO DESCRIBE THIS BRAND

 **Dynamic**

 **Impactful**

 **Engaging**

 **Modern**

 **Vibrant**

 **Inclusive**

 **Innovative**

 **Confident**

 **Empowering**

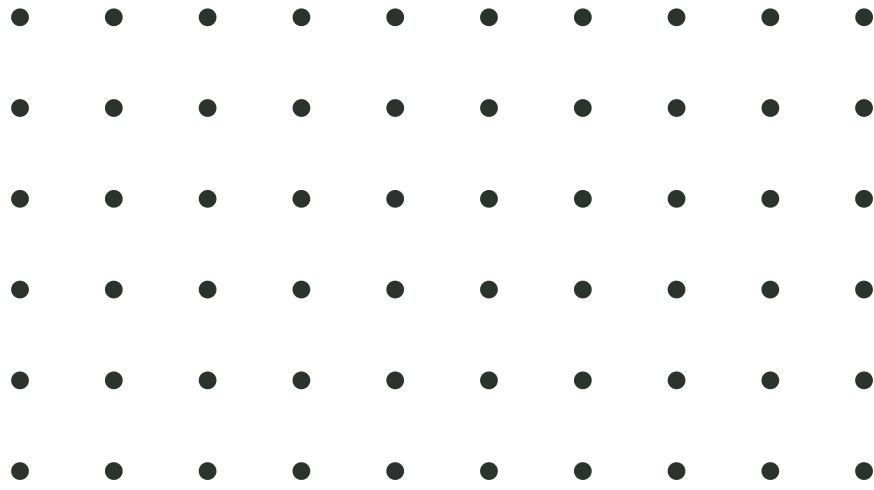
 **Forward-Thinking**

 **Accessible**

 **Optimistic**

 **Creative**

 **Memorable**



Color Palette



NEW PO COLOR PALLETTE



#A12854



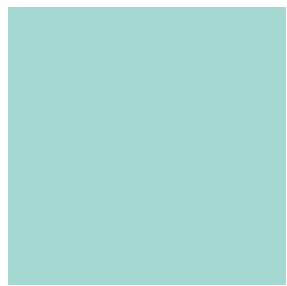
#E29F4D



#63BAB0



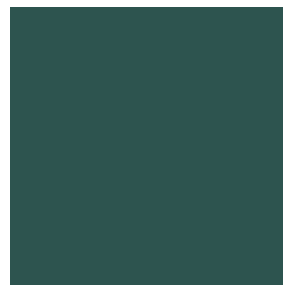
#F9E585



#F9E585



#407972



#2D544F



#FCF1BF



#672E6B



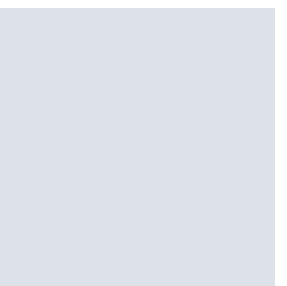
#711C3B



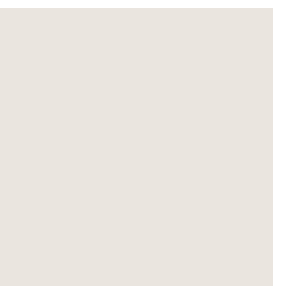
#481226



#ECBF88



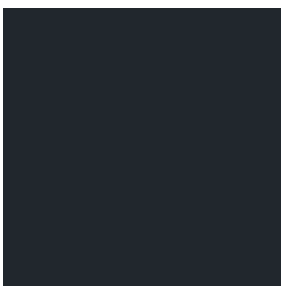
#DDE2E8



#EAE5DF



#80858C



#21272D

MAIN COLORS



#A12854



#E29F4D



#63BAB0



#F9E585

ACCENT COLORS



#A6D8D2



#407972



#2D544F



#FCF1BF



#672E6B



#711C3B

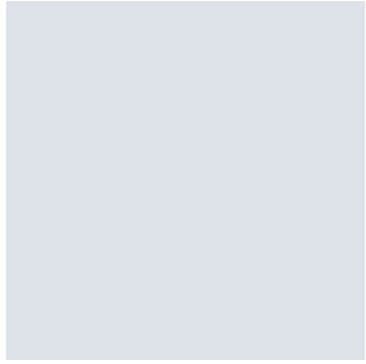


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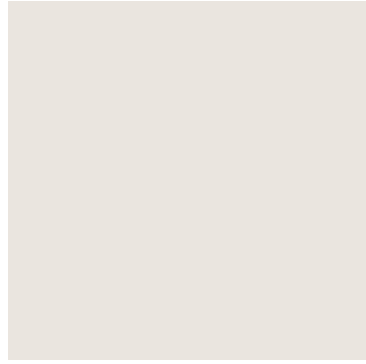


#ECBF88

NEUTRALS



#DDE2E8



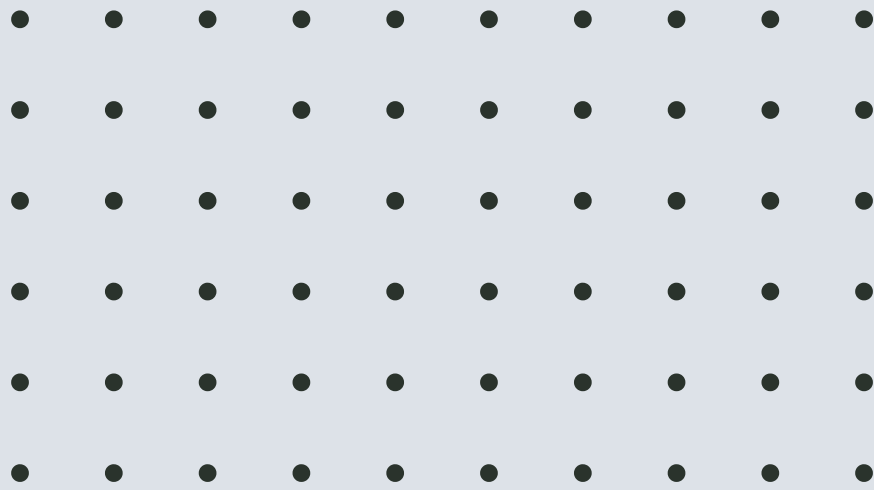
#EAE5DF



#80858C



#21272D



Transitional Logo Design

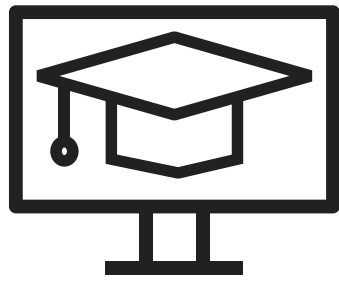


TRANSITIONAL LOGO DESIGN

This isn't really a 'logo' in the traditional sense, but just an icon variant we can use on PO Academy specific items. Basic looking on purpose so there is a sense of branding without it looking too much like an actual logo.

Stick to the motif of a graduation hat and / or laptop for this type of brand experience and one of the pre-selected fonts.

Examples below:



PO ACADEMY



PO ACADEMY



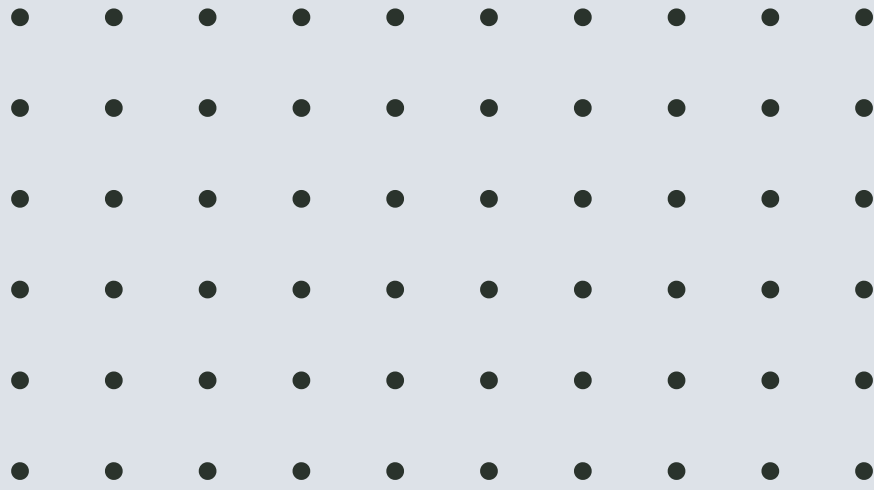
PO ACADEMY

TRANSITIONAL LOGO DESIGN

Color choices for 'icon' can include any color in the color palette.

A few examples in color below:



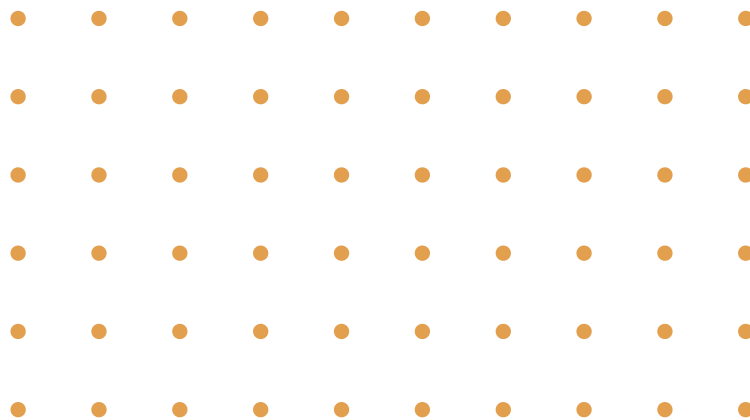


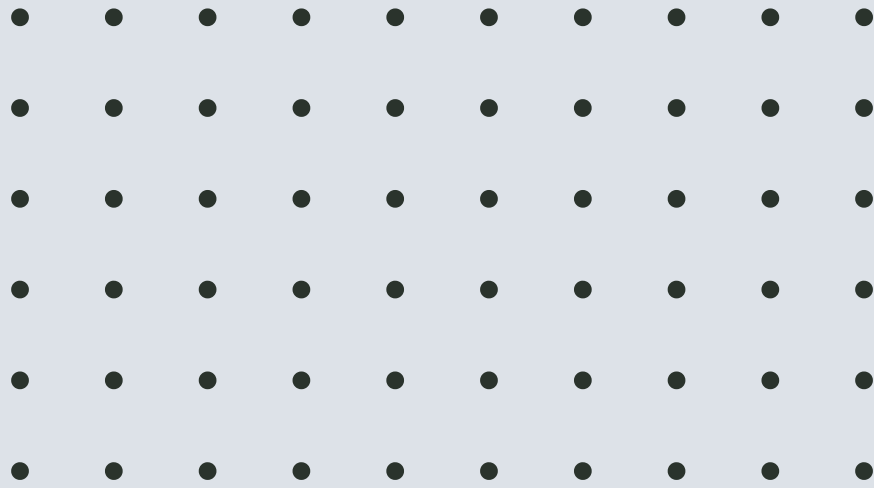
Shapes



SHAPES EXAMPLES

A mix of repeated lines and dots, heavy geometric and balanced with organic shapes. Fun, modern and techy.

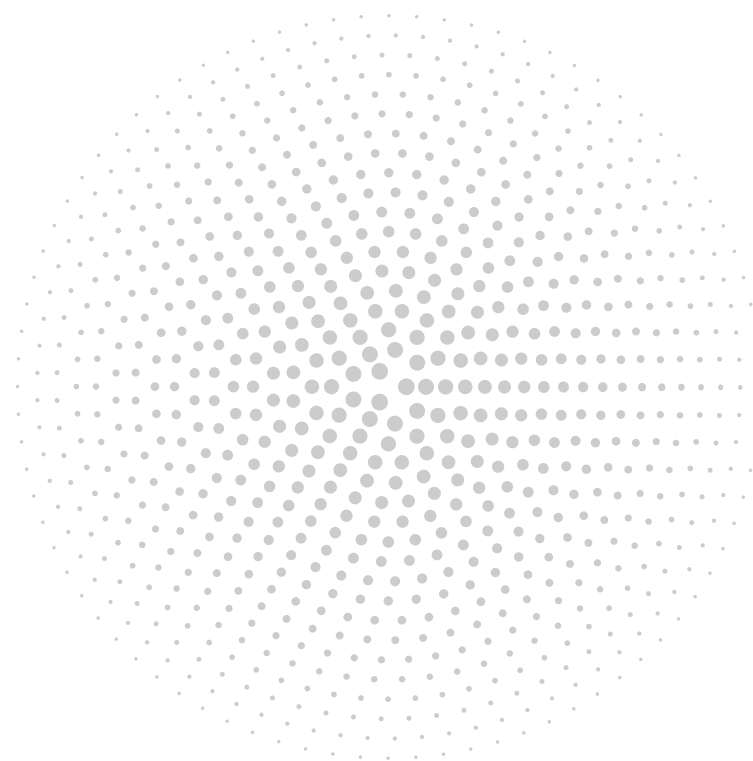
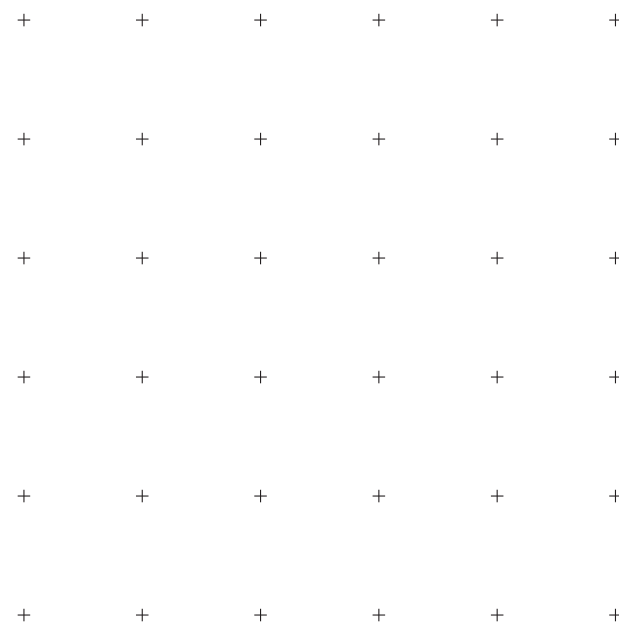
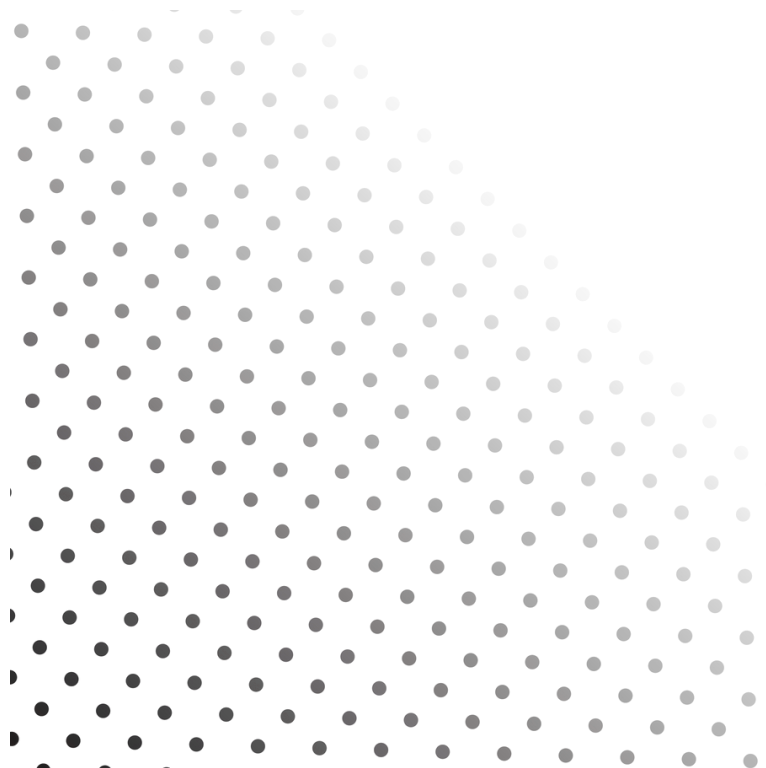




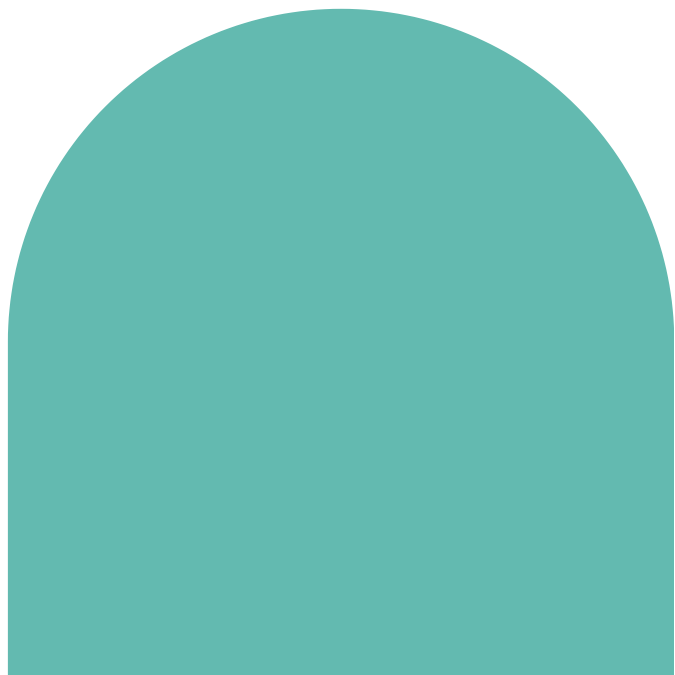
Backgrounds



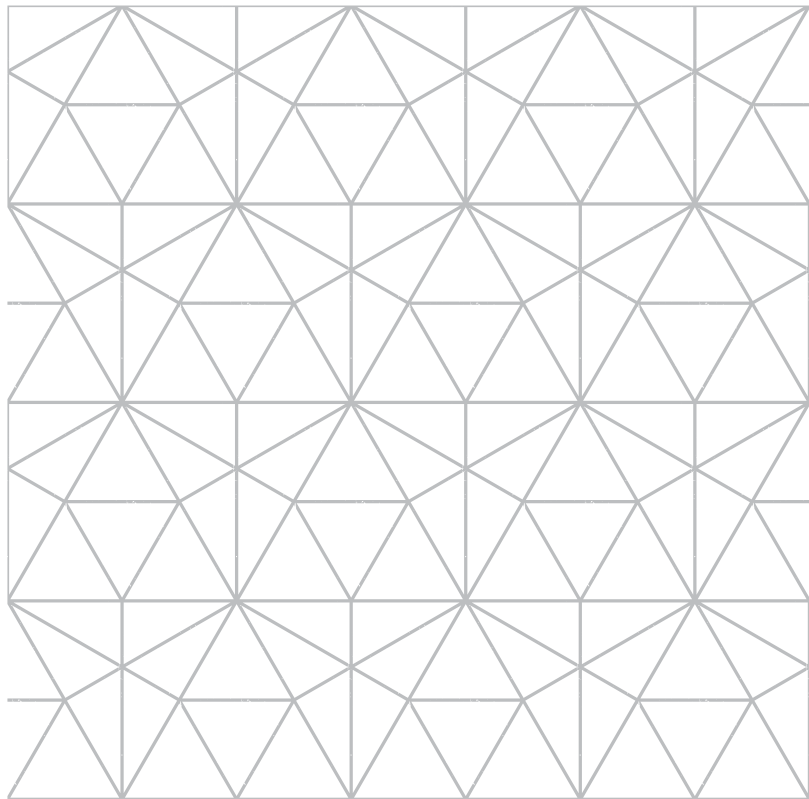
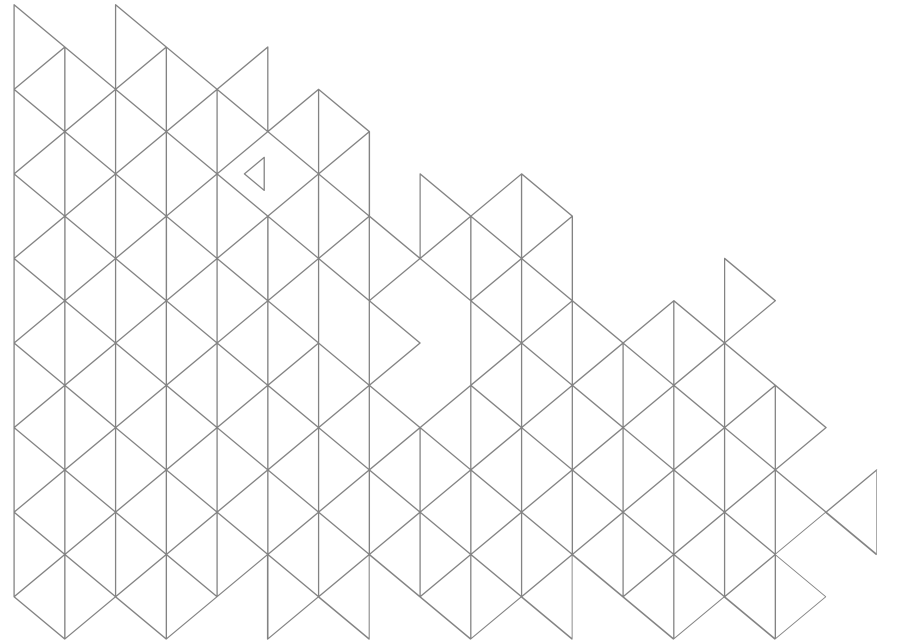
BACKGROUND EXAMPLE REPEATING LINES OR SHAPES

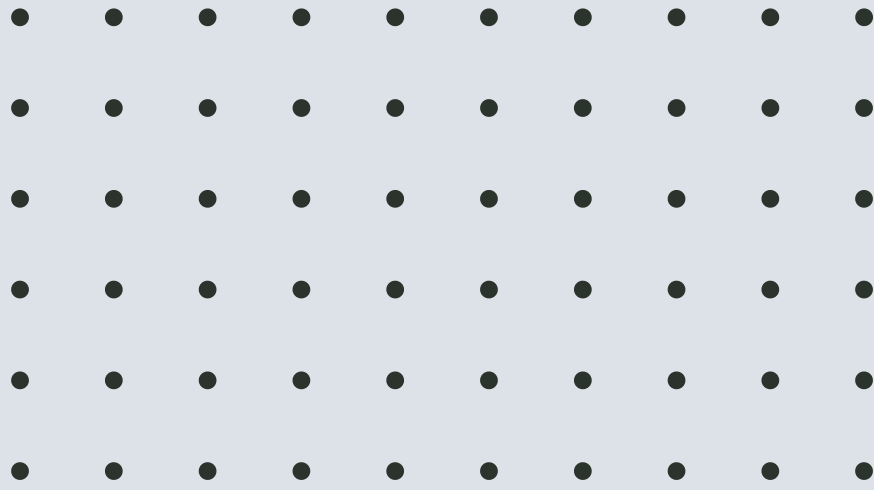


BACKGROUND EXAMPLE SOFT ORGANIC SHAPES



BACKGROUND EXAMPLE GEOMETRIC SHAPES





Imagery



IMAGERY STYLE FACELESS AVATARS



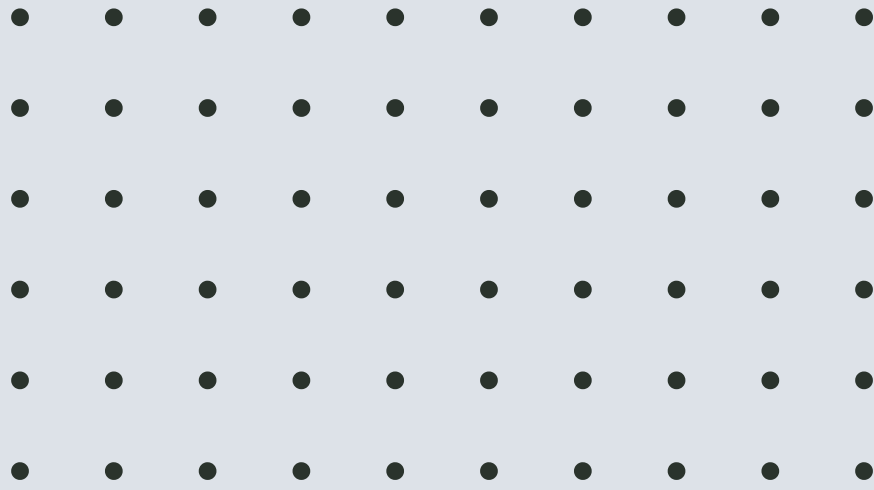
IMAGERY STYLE GRAPHICS FUN AND COLORFUL



IMAGERY STYLE PHOTO

Warm, bright and balanced, stay away from office style blues and gray. Be careful not to appear too casual.





Fonts



FONTS

HEADER
Public Sans

**This is your header font,
perfect for catching the
attention of your readers.**

BODY
Public Sans

This is the body font, ideal for longer paragraphs. This font should be smaller than the header font so that it doesn't compete with the header. Since this font is used in the body area, it should be easily readable. It should also be complementary to the header font.

FONTS

HEADER
Roboto Mono

**This is your header font,
perfect for catching the
attention of your readers.**

BODY
Roboto Mono

This is the body font, ideal for longer paragraphs. This font should be smaller than the header font so that it doesn't compete with the header. Since this font is used in the body area, it should be easily readable. It should also be complementary to the header font.

FONTS

HEADER

Source Sans Pro

**This is your header font,
perfect for catching the
attention of your readers.**

BODY

Source Sans Pro

This is the body font, ideal for longer paragraphs. This font should be smaller than the header font so that it doesn't compete with the header. Since this font is used in the body area, it should be easily readable. It should also be complementary to the header font.

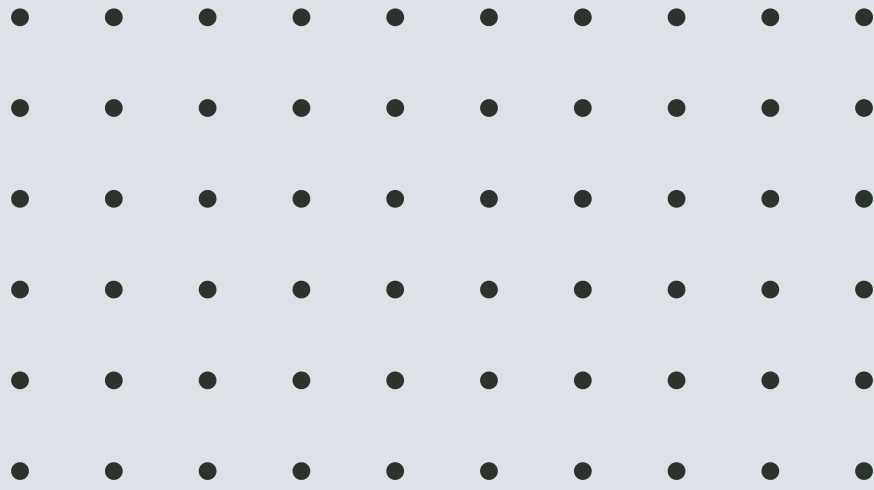
FONTS

HEADER
Calibri

This is your header font, perfect for catching the attention of your readers.

BODY
Calibri

This is the body font, ideal for longer paragraphs. This font should be smaller than the header font so that it doesn't compete with the header. Since this font is used in the body area, it should be easily readable. It should also be complementary to the header font.

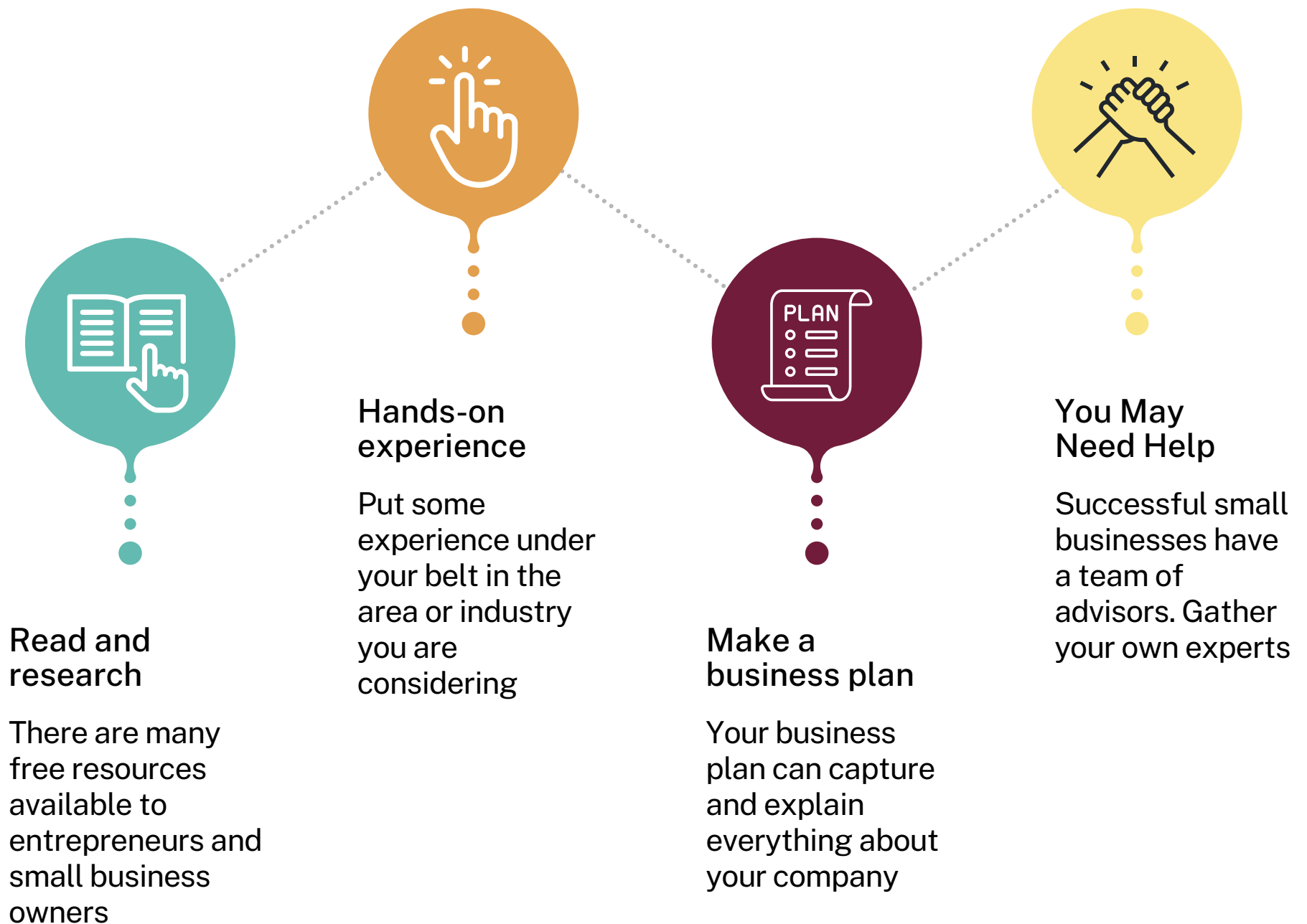


Mocks



EXAMPLE

Starting Your Own Business



EXAMPLE

PERSONAL BRANDING TIPS

Identify your
brand identity



01

It's all about
consistency



02

04



Get involved and
build a network

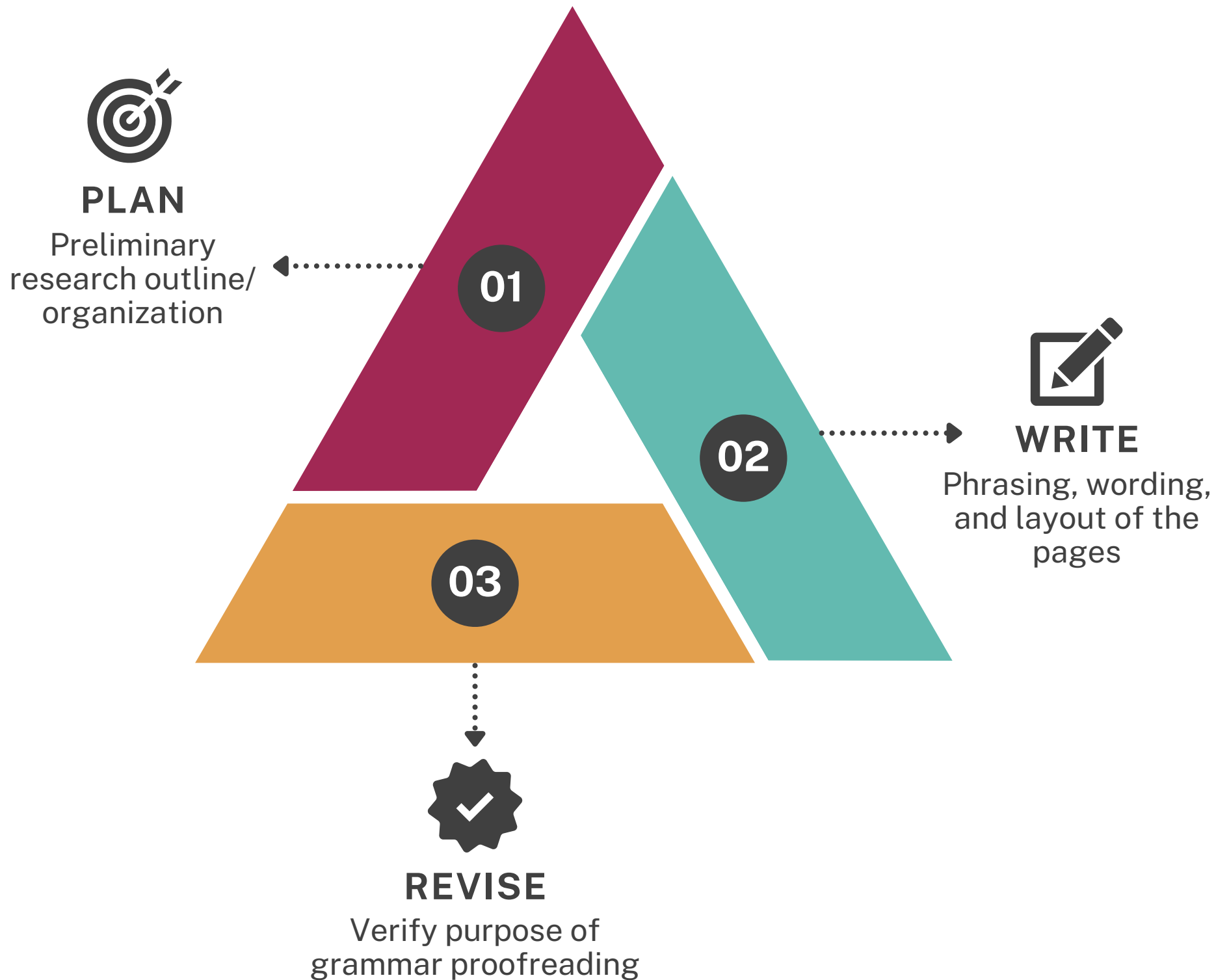
03



Creativity
in content

EXAMPLE

THE THREE-STEP WRITING PROCESS



EXAMPLE

5 Easy Steps

TO GROW YOUR EMAIL LIST



Add a Pop-Up to Your Website

You can grow your email list by inserting a pop-up lightbox in articles or on websites

Content Upgrades

Send free materials to your website visitors in exchange for their email addresses



Share Your Email With Your Visitors

You should include social sharing buttons on your post and other website contents

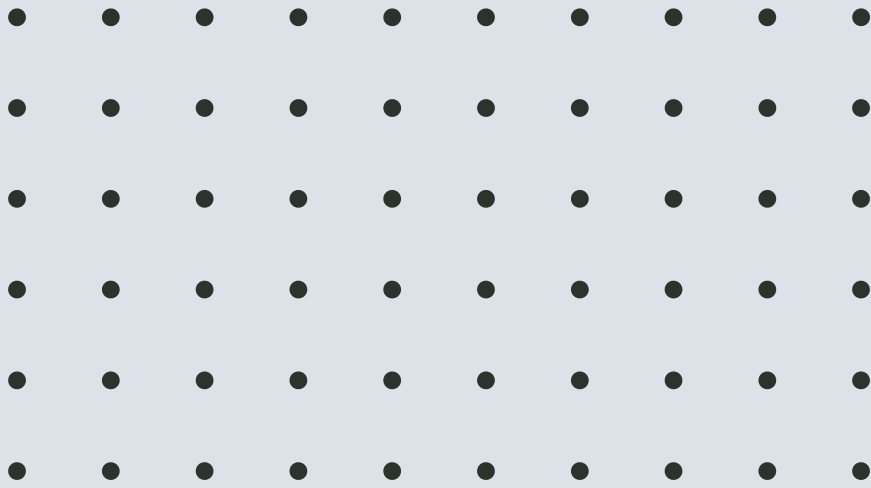
Promote Your Email List on Social Media

Using social media to share your email list can improve your database



Blogging on Your Website

You can expand your database by creating a blog people can subscribe to



Notes



NOTES

- Stay away from the blues in the color palette.
- Focus on the colors being bold and bright.
- Focus on more hard lined shapes balanced with organic shapes to differentiate from FFS Academy branding.
- Use more decorative pieces like cascading dots and background graphics.
- Stick to Sans Serif fonts for a modern sleek look.