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OUR BRAND
What is our vision?
A world where all children have access to quality education.

Why do we exist?
To help children unleash their greatness through life-changing education.

What is our purpose?
To provide access to quality education to children living in developing countries by building schools and distributing scholarships. We partner with best practice local NGOs to implement education programs.
Our Values

Respect, Collaboration, Remarkability, Transparency, Sustainability, Simplicity

Our Personality

Playful, useful, hopeful, positive, honest, caring, grateful, respectful, adventurous, creative
Our Tone

We strive to be an inspirational, solutions-focused brand. The heart of our message is the limitless hope and possibility that comes from the power of quality education.

We want our written, verbal and visual messages to feel clear and honest. We love to share information, but we also love simplicity. And of course, we're a children's charity, so we like to keep our messages light and playful.
Elements & Versions

Our logo is made up of three elements: our owl icon, “CLASSROOM OF” wordmark set in Helvetica Neue font in capitals and “HOPE” wordmark set in Agrafiell font in capitals. Our icon and wordmarks can be set horizontally or vertically, whichever works best with your design.
This is Owly. He is our signature owl. You can find him on our logo, website and content. You can use him as part of our logo, or on his own.

Sometimes Owly wears a graduation hat. Only use this version of Owly when appropriate, for example, on an impact report for students who have successfully graduated.

This is a Wise Owl. He only comes out when we are sharing Wise Owls information or content.

If Owly in green is not working with your design you can try Owly in black.
When working with our logo, please:

1. Don't write our logo in lowercase.
2. Don't change the green colour in our logo.
3. Don't change the fonts.
4. Don't change the size of the owl.
5. Don't squish or skew our logo.
6. Don't place our logo on a cluttered background.
TYPOGRAPHY
Just Our Type

Our primary brand font is Helvetica Neue. We use it in print and on the web. When Helvetica Neue isn’t available or is not suitable for your design, use Lato or Aleo.

Use the font that works best with your design, and always be consistent throughout whatever you’re working on.
Our Signature Type

The font we use to spell HOPE in our logo is Agrafiell. We don't use this font often. Only use this font in moderation and when it is the best choice for your design.
Core Colours

Our Classroom of Hope green is bright and playful. We use black and white as a complement to our bold green.
Accent Colours

Our accent colours are also bright and playful and selected to complement our core colours.
Neutral Colours

Our Primary and Secondary colours are bright and bold, so we use these neutrals when we need a softer look.
Photography

Focus on HOPE. At Classroom of Hope we do not guilt people into giving. Please always portray people with dignity and capture photos of possibility to inspire and motivate our audience to take action. When we do show the harsh reality and conditions in the countries where we work we always pair these photos with what you can do to help. We are a children's charity so we strive to keep imagery light, colourful and playful!

Please see the next page for example photos and see our Photography Brief for more details.
Our Icons

Here are some samples of icons we use. We have two icon styles. The first is bright, playful and colourful. The second style is simple and in a solid colour. Use the iconography that is most appropriate for your design and audience.
If you have any questions please contact:
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