



Wall Street English Brand Guidelines

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All guidelines contained in the Wall Street English Brand Guidelines manual must be followed. At no time can the files that are featured in this book be altered. At no time can the Wall Street English logo be altered from what is presented in these Brand Guidelines. Complying with the brand book guidelines is an essential aspect of our business and of being part of the Wall Street English network.

1.0

A global brand

Contents /

1.1	A global brand
1.2	Brand identity

1.1 A global brand

A global brand

1.1 A global brand

Being a global brand means being consistently recognized throughout the world. Our brand is an inspired, innovative and universal vision. It is a change in style that draws strength and meaning from our history and our vision of the future. For over 45 years, Wall Street English has been on the leading edge of language education and has helped people around the world learn English.

—

These guidelines outline our brand DNA and personal identity. They are a set of principles to help us present ourselves clearly, consistently, and with a vivid sense of our personality and purpose.

—

A global brand has a strong identity and a strong voice that set it apart from the competition. It requires unique look & feel that carries the same message across all channels and territories in the world.

1.2 Brand identity

Brand identity

1.2 Brand identity

The Wall Street English identity has been designed to represent the way we interact with our students. It offers a human touch, and can be tailored to reach different audiences around the world.

—

Our look & feel expresses our leadership, which is conveyed through strong visuals and strong messages. It allows us to give a creative, meaningful and above all consistent treatment to all types of communications and materials.

—

All communication materials must adapt fluidly to all new media and be equally effective on all devices.

—

There are seven key elements that make up the new Wall Street English brand identity: name, logo, color palette, typeface, icons, logomania and tone of voice.

1.2
Brand identity

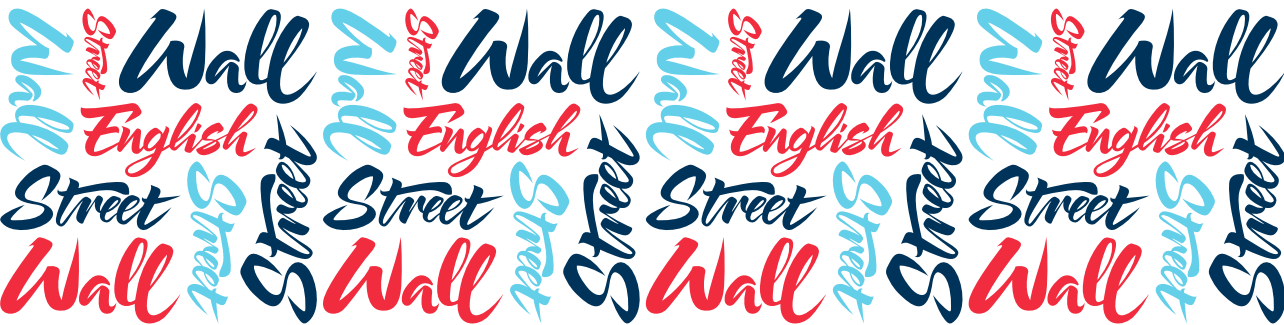
Name (please see page 26 for more details)

Wall Street English

Logos (please see page 28 for more details)



Logomania (please see page 56 for more details)



1.2
Brand identity

Color palette (please see page 64 for more details)



Typography (please see page 72 for more details)

Avenir Next

Icon style (please see page 98 for more details)



2.0 Tone of voice

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- 2.1 Definition
- 2.2 Objective
- 2.3 Personality
- 2.3 Do's
- 2.4 Don'ts

2.1

Definition

When it comes to presenting ourselves to the outside world, we need to express who we are as a brand to our customer and prospects.

—

We do this in two ways: through our visual identity - our logo, colors and campaign images - and through our verbal identity, in the way we talk to people through our various communication materials. And when it comes to talking, it's not just about what we say, but the way we say it. This is our tone of voice.

2.1

Definition

Tone of voice definition:***noun***

a particular quality, way of sounding, modulation, or intonation of the voice as expressive of some meaning, feeling, spirit, etc.

“In the English language, it all comes down to this: Twenty-six letters, when combined correctly, can create magic.”

John Grogan

Journalist and writer

2.2 Objective

Whenever we communicate on behalf of Wall Street English it should be in the Wall Street English tone of voice. Tone of voice is an attitude, a personality, not just vocabulary; therefore it should be flexible for the wide range of audiences we speak to.

—

Of course, the messages will change depending on the campaign and the target audience – obviously we do not speak to government officials in the same way that we speak to our students – but the personality behind those messages should be consistent throughout all communication, touchpoints, and materials. Think about how we as individuals adapt the way we speak, depending on whether we are speaking to friends and colleagues, or the bank manager – we may use different language; we may also have a different emotion; but we cannot change our personality.

2.2 Objective

Communicating in the Wall Street English tone of voice is not optional. It is mandatory. It's no good claiming, for example, that we're approachable if our language is not.

—

If we are to succeed in our goal to establish Wall Street English as the world's leading brand in English language learning, then it is essential that we share a recognizable tone of voice. By writing, or speaking, in a particular way, what we say becomes more convincing, and more engaging. The more consistent we are, the more likely that people will understand what makes our brand unique.

"The tone we use illustrates we care."

Nina Purdey

Director of Franchise Services
Wall Street English International

2.3

Personality

When thinking about the best way to talk to someone, it can be helpful to start by thinking about who we are. If Wall Street English was a person, what sort of person would we be, and how might this shape the way we speak?

—

Confident - but not domineering.

We are experts in the field of English language learning. We are intelligent with the authority and credibility to inspire.

We can take pride in the things we achieve and celebrate our students' successes.

We know what we are talking about.

But we are not arrogant, domineering, or patronizing.

—

Approachable - but not overly familiar.

We are personal, accessible, friendly, and inclusive. We are warm and welcoming to everyone who comes to us for help to succeed with their English language goals.

2.3

Personality

But we are not so relaxed that we are perceived as unprofessional.

—

Educational - but not overly institutional.

We are a modern, international campus of learning. And, underpinning our learning syllabus, we want our students to treat us as a hub from which they can develop life experiences and personal relationships.

But we are not a stuffy old university.

—

Proud of our heritage - but not stuck in the past.

We are proud of over 45 years' experience of delivering trusted English language education. But we do not dwell on past achievements - we are always looking to what we can help our students achieve now, and how we can help those students who are yet to walk through our door.

2.4

Do's

Our writing style should reflect our brand personality. We must speak and write clearly so that our language is as easy as possible to understand.

DO...

Use the first person, and address your audience directly, wherever possible, e.g. 'we' or 'you' rather than 'the organization' or 'students'.

—

Use short sentences that are simple and easy to understand. Every word should have a purpose. If it doesn't, then it's just padding.

—

Read out loud everything that you write. It should be a conversation between two people.

2.4

Do's

Consider who you are talking to. At Wall Street English we talk to a variety of audiences, both external and internal, from students and prospects to partners in PR, Media organizations and government. Different audiences will require different messages, but it is important to use the same tone of voice. This will ensure we stay consistent in our personality and appear credible and authentic.

—

Explain the benefits of our courses, rather than just describe our services.

—

Pay careful attention to correct spelling and punctuation (crucial for an English language organization).

2.5 Don'ts

It is tempting to use complicated language as a shortcut to sounding intelligent, or to use corporate jargon because we think other business people will take us more seriously if we do. We want to break down barriers of language, not build them up. Because if people cannot understand us, why would they trust us to help them be understood?

“I notice that you use plain, simple language, short words and brief sentences. That is the way to write English - it is the modern way and the best way.”

Mark Twain
Writer

2.5 Don'ts

DON'T...

Use long formal words unless absolutely necessary for the audience.

—

Use business jargon (this is not to say we cannot use business-related terminology, which may help reassure our professional customers of our expertise), e.g. we contact people, we don't 'touch base' with them.

—

Use acronyms without explaining what the acronym means when you first use it.

3.0 Brand name and logo application

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3.12	Logomania

3.1
Brand name

Our brand name - Wall Street English - is the key building block in our DNA.

When we abbreviate our name, we do not only dilute our brand, we also lose our key category descriptor - English, and this is unacceptable.

We do not support use of the brand name abbreviation or an acronym. Any unapproved* application will be considered a violation of the Wall Street English brand guidelines.

*Some exceptions might apply in case of a character limitation in the digital space. However, each case needs to be consulted with the brand team.

3.1
Brand name

WSE

Do not use the acronym

W.S.E.

Do not use the acronym

WallSE

Do not abbreviate parts of the brand name

WSEnglish

Do not abbreviate parts of the brand name

Wall St. Eng.

Do not abbreviate parts of the brand name

Wall Street

Do not remove parts of the brand name

3.2

Master Logo

The logo is made up of two blocks: logo and lettering. The pen strokes are fresh, rounded and geometrically imperfect to give the logo a "human" feel. The colors recall the Union Jack and therefore the English language. When presented with a speech bubble that opens in perspective to form a door to the world, you can't help but think about the opportunities offered by the English language - about the doors that are opened and the possibilities to connect with the different cultures.

—
Wall Street English opens the door to the world and unifies it under a single language.

3.2

Master Logo

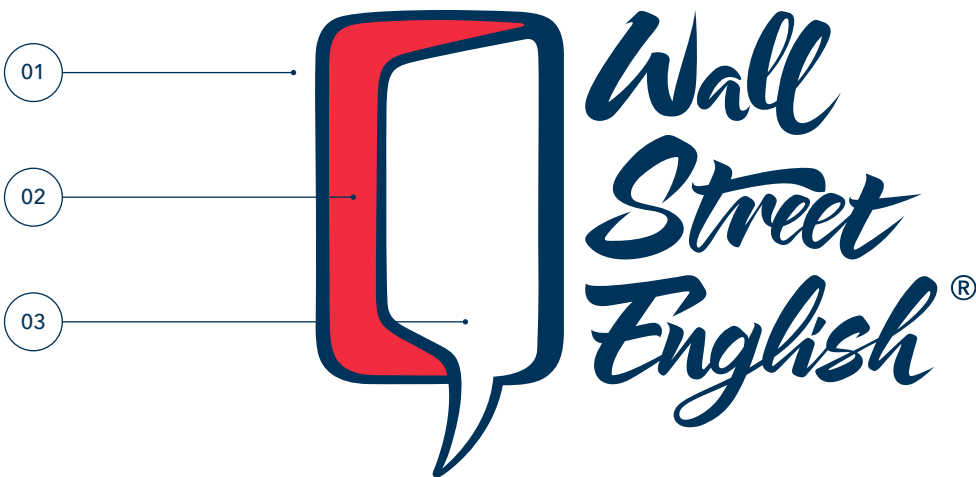
The Master logo is the official Wall Street English logo. It appears on a WHITE background in the positive version and on a BLUE background in the negative version. This is the standard and preferred logo to be used. Only in specific cases is it possible to use the **Monochrome logo** (please see page 32 for more details) or the **B&W logo** (please see page 34 for more details).



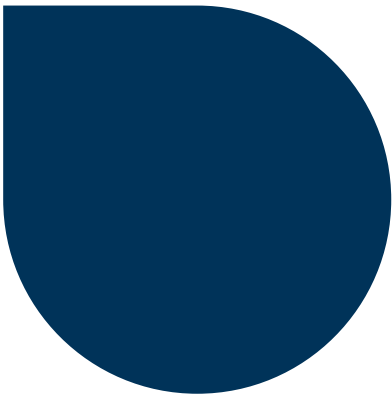
3.3
Master Logo / Positive

You are advised to always use the positive version of the Master logo on a WHITE background in order to leave the contrast between the marks unchanged.

Only in exceptional cases, and only with pre-approval from our International Marketing Team, can the logo be positioned on a differently colored background.



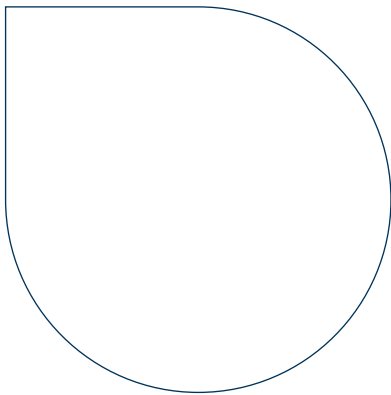
01 Outline
BLUE



02 "Door" gap
RED



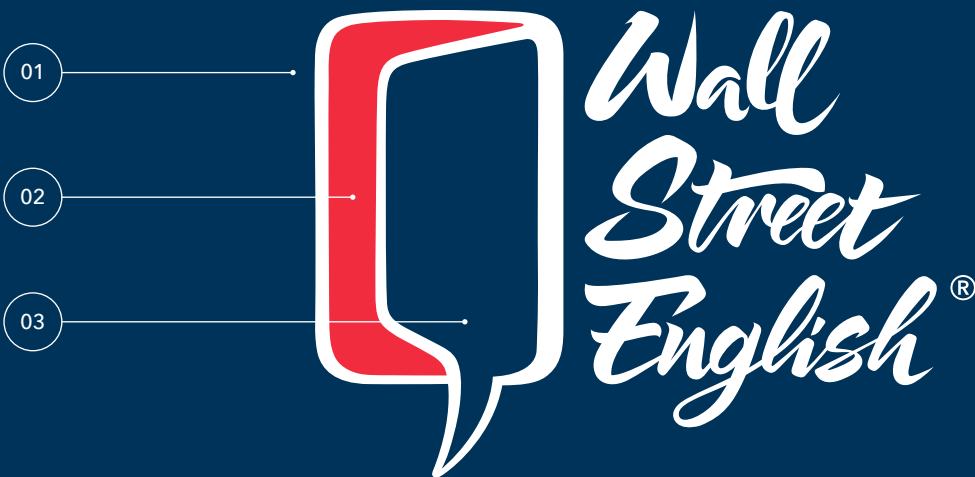
03 "Door"
WHITE



3.3
Master Logo / Negative

You are advised always to use the negative version of the Master logo on a BLUE background in order to leave the contrast between the marks unchanged.

Only in exceptional cases, and only with pre-approval from our International Marketing Team, can the logo be positioned on a differently colored background.



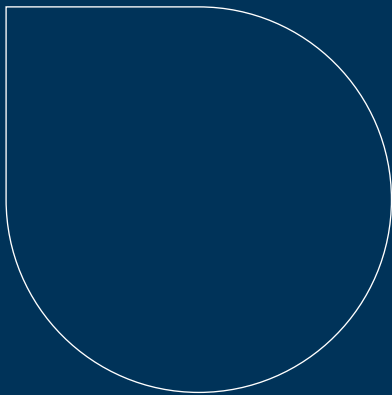
01 Outline
WHITE



02 "Door" gap
RED



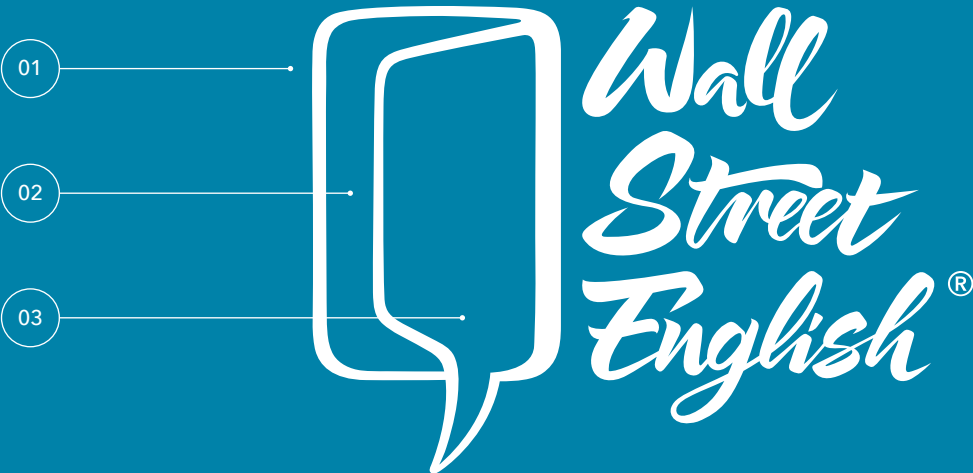
03 "Door"
BLUE



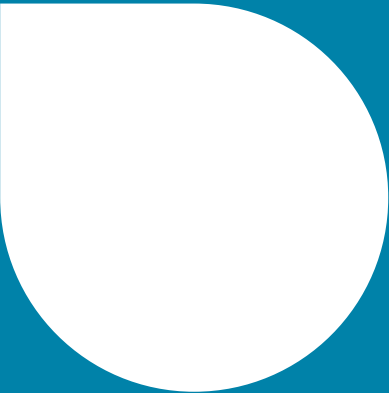
3.4
Master Logo / Monochrome

This is an outline version of the Master logo. As this version has only one color, it is suitable for use with the entire Wall Street English color palette and also in exceptional cases when the background does not use one of our range of colors.

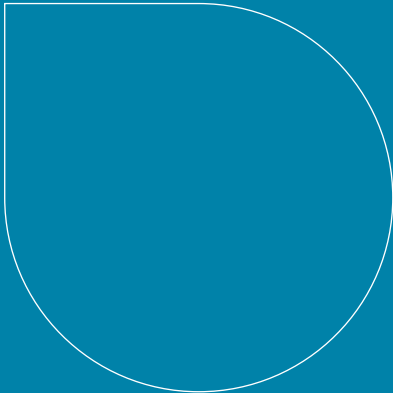
You are advised to use the BLUE outline when the background color is light and the WHITE outline when the background color is dark. In some cases the background color may permit either the BLUE or the WHITE outline, as shown on the next page.



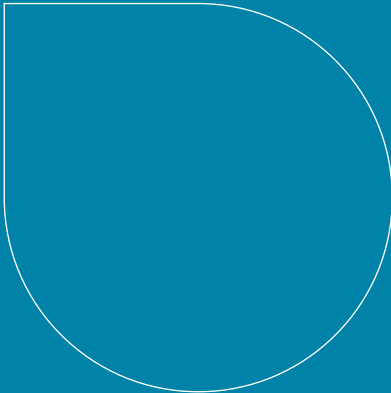
01 Outline
BLUE



02 "Door" gap
TRANSPARENT



03 "Door" gap
TRANSPARENT

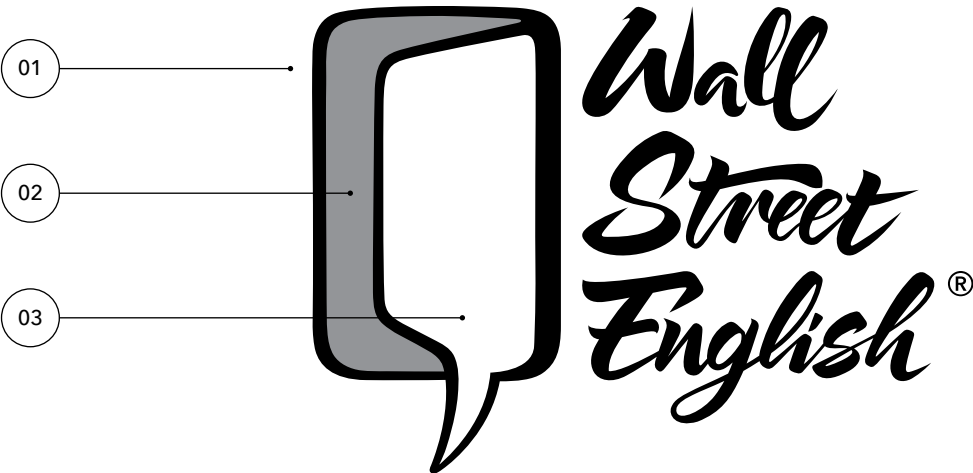


3.4
Master Logo / Monochrome / Color suggestions

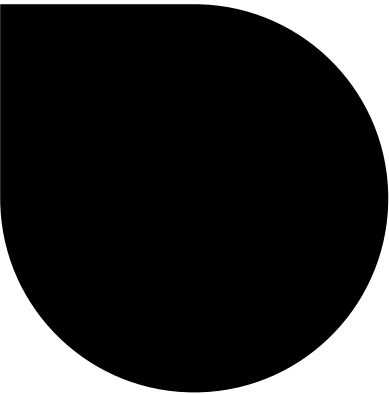


3.5
Master Logo / B&W

This is a black and white version of the Master logo in which the colors have been converted into grey scale, with BLUE becoming 100% black and RED 50% black. This version has been created for fax sheets and black & white print-outs.



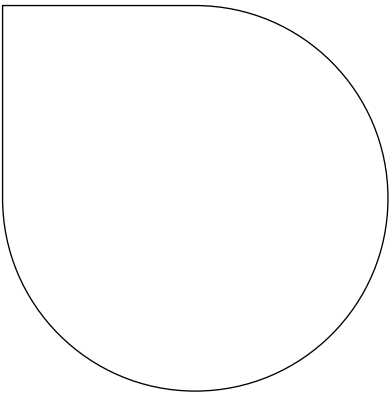
01 Outline
100% BLACK



02 "Door" gap
50% BLACK



03 "Door"
WHITE



3.5
Master Logo / B&W

The B&W
Wall Street English
logo can only be
used for facsimiles
and B&W printers.

3.6 Secondary Logo

The Secondary logo is the alternative version of the Master logo.
The general guidelines also apply to the Secondary logo.



3.6 Secondary Logo

Please always look to use our Master logo first as Secondary logo has been designed specifically for those exceptional moments, when the use of Master logo is technically impossible due to space restriction.

Please refer to the center guidelines for the regulated use of the secondary logo in centre signage.

3.7

Arabic logos

Arabic Master & Secondary logos

These logos are for Middle East countries.

The general guidelines also apply to the Arabic logo.



3.7

Arabic logos

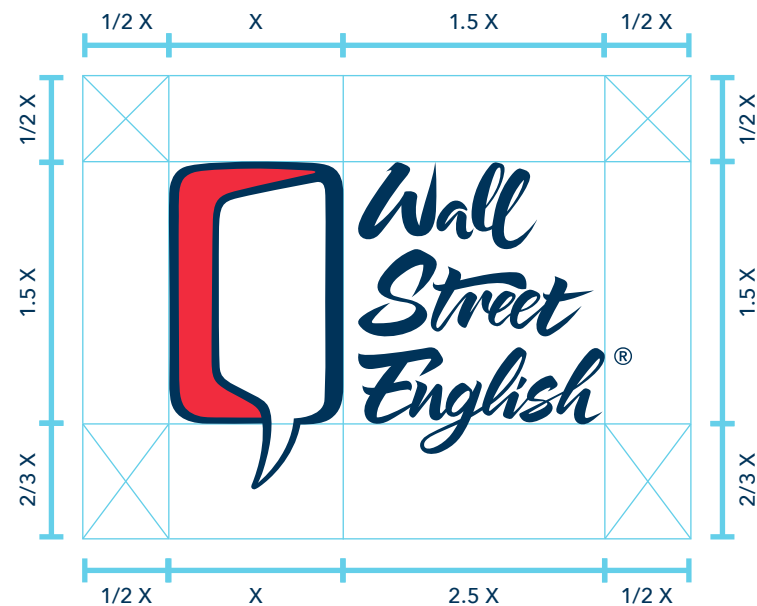
**You are advised
always to use the
negative versions
of the logo on
BLUE colored
backgrounds.**

3.8

Proportion & exclusion zones / Master logo

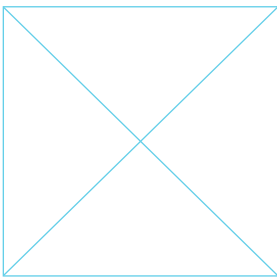
The logo has been designed to present a clear relationship between all elements. The reference measurement, X, is the width of the "Door". The lettering and exclusion zone are based on X. It is important to keep these proportions correct because they give a sense of consistency to the logo as a whole. It is absolutely prohibited to modify the proportions of the logo.

Master logo



3.8

Proportion & exclusion zones / Secondary logo



Exclusion zone
To ensure that the Wall Street English logo is always clear and unobstructed, it is important to provide an area of clear space around it. The minimum exclusion zone is shown here. The exclusion zone cannot be reduced but can be increased.

No other object should appear within the exclusion zone at any time. This will maintain consistency across communications as well as preventing any cropping errors when items are printed.

Secondary logo



3.9
Logo misuse / Master logo



Do not tilt



Do not add effects



Do not resize any individual elements



Do not add text or image on the "Door"



Do not rotate



Do not crop the logo

3.9
Logo misuse / Master logo



Do not change any colors or invert the color on the "Door"



Do not add transparency



Do not change the typography



Do not move individual parts



Do not use mirror images of the "Door"



Do not distort the logo

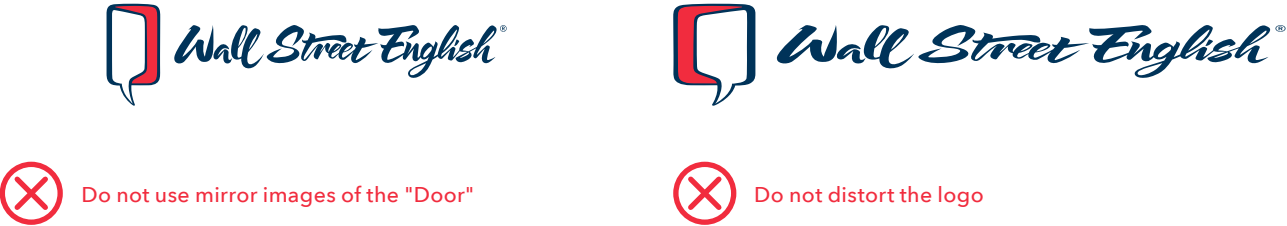
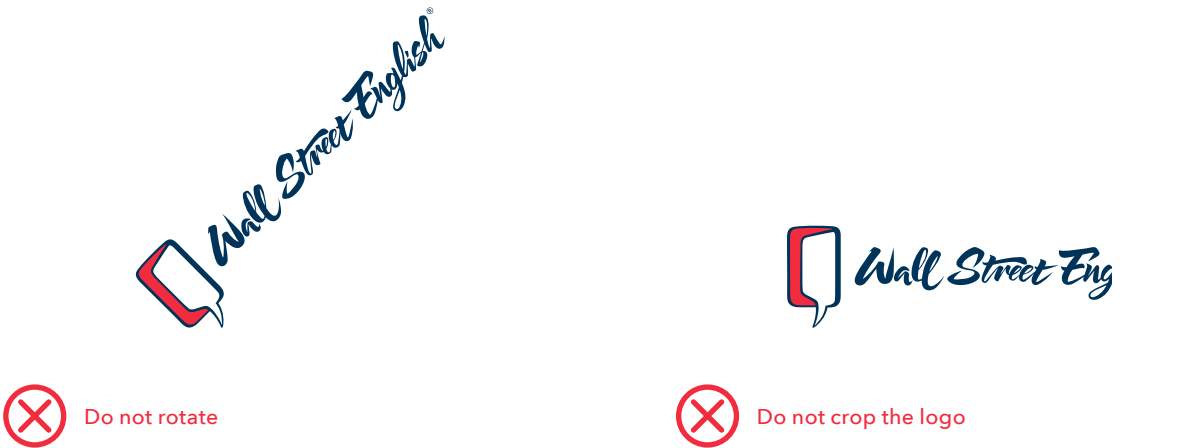
3.9

Logo misuse / Secondary logo



3.9

Logo misuse / Secondary logo



3.10
Logo minimum size

The Wall Street English logo should always be legible and must never lose its shape when reduced to a small size.

3.10
Logo minimum size

Print based
The Master logo should always be legible and must never lose its shape when reduced to a smaller size. In print, the logo can be used with a minimum width of 15 mm. The Secondary logo can be reduced to a minimum width of 27 mm.

Screen based
For use on websites and screen-based reproduction, the Master logo should not be smaller than 65 pixels wide. The Secondary logo should not be smaller than 128 pixels.

For minimum size of the digital logo please refer to the internal digital guidelines.

Print based



Screen based



3.11
Logo legibility

When using photography it’s important to consider the legibility of the logo. The image should always provide enough background contrast so that the logo is clearly visible.



BLUE monochrome logo + light background

If the background is light, the BLUE version of the Master outline logo will provide the best contrast.



WHITE monochrome logo + dark background

We recommend using the WHITE outline version of the Master Logo against dark backgrounds.

3.11
Logo legibility



Positive logo + WHITE background

The use of the positive version of our Master logo is acceptable on a WHITE or very close to WHITE background.



Negative logo + BLUE background

When photography has a uniform BLUE background or it has been retouched to do so, the negative version of our Master logo should be used.

3.11
Logo legibility



WHITE monochrome logo + darkened background

The image can be darkened to provide better contrast next to the WHITE outline version of the Master logo.

3.11
Logo legibility



Don't use the logo in a way that makes it illegible

Do not use the logo on colors that will hide or clash with the colors of the logo – e.g. BLUE logo on a dark background, WHITE logo on a light background.



BLUE monochrome logo + brightened background

If the logo legibility is poor, the image can be brightened if the general tonality of the image allows it.



Don't use the logo in a way that makes it illegible

Do not use the logo over busy backgrounds.

3.12
Logomania

Positive version

The Wall Street English logomania is an element that forms part of the brand identity and is used for promotional materials, give-aways, events and other brand communications. It has a modular quadratic structure with the words Wall Street English and can be used on all types of surfaces. **The monochrome versions are recommended to be used on transparent surfaces.**

Positive color version



Positive monochrome version



3.12
Logomania

Negative version

The negative version should be used when the background is BLUE. In contrast to the positive version, BLUE becomes WHITE.

Negative color version



Negative monochrome version







4.0 Colors

Contents /

- 4.1 Color palette
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- 4.3 Color proportions

4.1
Color palette

The colors chosen to communicate our brand reflect a tone which gives our communications a “human touch” that is simple but engaging. They represent a fresh, relaxing chromatic mood that is uplifting and full of optimism. In selecting our corporate colors, we began with those of the British flag and then chose multiple variants and incorporated other Pantone colors that draw from similar shades.

Primary colors

Extended palette

<div><div>BLUE</div><div>PANTONE® 540 C</div></div> <div><div>C 100M 84Y 38K 31</div><div>R 0G 51B 89</div></div> <div>HEX #003359</div>	<div><div>BLUE 75%</div></div> <div><div>C 81M 56Y 32K 9</div><div>R 64G 102B 131</div></div> <div>HEX #406683</div>	<div><div>BLUE 35%</div></div> <div><div>C 36M 20Y 15K 0</div><div>R 166G 184B 197</div></div> <div>HEX #a6b8c5</div>
<div><div>RED</div><div>PANTONE® Red 032 C</div></div> <div><div>C 0M 91Y 69K 0</div><div>R 241G 44B 62</div></div> <div>HEX #f12c3e</div>	<div><div>RED 75%</div></div> <div><div>C 0M 78Y 47K 0</div><div>R 245G 97B 110</div></div> <div>HEX #f5616e</div>	<div><div>RED 35%</div></div> <div><div>C 0M 36Y 13K 0</div><div>R 250G 181B 188</div></div> <div>HEX #fab5bc</div>
<div><div>CYAN</div><div>PANTONE® 305 C</div></div> <div><div>C 54M 0Y 8K 0</div><div>R 100G 207B 233</div></div> <div>HEX #64cfe9</div>	<div><div>CYAN 75%</div></div> <div><div>C 41M 0Y 9K 0</div><div>R 139G 219B 239</div></div> <div>HEX #8bdbef</div>	<div><div>CYAN 35%</div></div> <div><div>C 19M 0Y 4K 0</div><div>R 201G 238B 247</div></div> <div>HEX #c9eef7</div>

4.1
Color palette

Secondary colors

Extended palette

<div><div>LIGHT BLUE</div><div>PANTONE® 314 C</div></div> <div><div>C 100M 5Y 14K 17</div><div>R 0G 130B 169</div></div> <div>HEX #0082a9</div>	<div><div>LIGHT BLUE 75%</div></div> <div><div>C 75M 0Y 15K 8</div><div>R 64G 161B 191</div></div> <div>HEX #40a1bf</div>	<div><div>LIGHT BLUE 35%</div></div> <div><div>C 35M 0Y 7K 3</div><div>R 166G 211B 225</div></div> <div>HEX #a6d3e1</div>
<div><div>PEACH</div><div>PANTONE® 170 C</div></div> <div><div>C 0M 56Y 45K 0</div><div>R 255G 142B 126</div></div> <div>HEX #ff8e7e</div>	<div><div>PEACH 75%</div></div> <div><div>C 0M 41Y 31K 0</div><div>R 255G 170B 158</div></div> <div>HEX #ffaa9e</div>	<div><div>PEACH 35%</div></div> <div><div>C 0M 18Y 11K 0</div><div>R 255G 216B 210</div></div> <div>HEX #ffd8d2</div>
<div><div>SKIN</div><div>PANTONE® 162 C</div></div> <div><div>C 0M 27Y 34K 0</div><div>R 255G 195B 164</div></div> <div>HEX #ffc3a4</div>	<div><div>SKIN 75%</div></div> <div><div>C 0M 20Y 24K 0</div><div>R 255G 210B 187</div></div> <div>HEX #ffd2bb</div>	<div><div>SKIN 35%</div></div> <div><div>C 0M 9Y 10K 0</div><div>R 255G 234B 223</div></div> <div>HEX #ffeadf</div>

Additional background color

This grey has been specifically selected as a subdued supportive color used for background. This is a functional color.

GREY
PANTONE® 663 C

C 4M 3Y 3K 0

R 241G 241B 241

HEX #f1f1f1

4.2

Pantone coated and uncoated

Pantone colors are divided into coated and uncoated categories, depending on the paper they will be printed on.

Coated and uncoated colors are used on coated and uncoated paper respectively.

The appearance of colors with the same code may vary slightly according to the type of paper. Creating an exact four-color equivalent of a Pantone color is not always possible.

The main reason for this is that four colors may not be enough to reproduce the Pantone color perfectly, but also because numerous variables are involved in four-color printing (printer used, paper used, type of toner).

4.2

Pantone coated and uncoated

We have nevertheless identified the four-color combination that is the best possible equivalent of both coated and uncoated Pantone colors.

However, it must be remembered that, for the reasons already described, results may vary depending on the specific printing machine used.

In order to preserve the consistency throughout your visual materials, please use the Pantone Coated (C) colors, which can be found in the color libraries of your Graphic Software.

4.3 Color proportions

For each piece of communication that needs to be developed, a selection of colors from the primary and the secondary brand palette can be made.

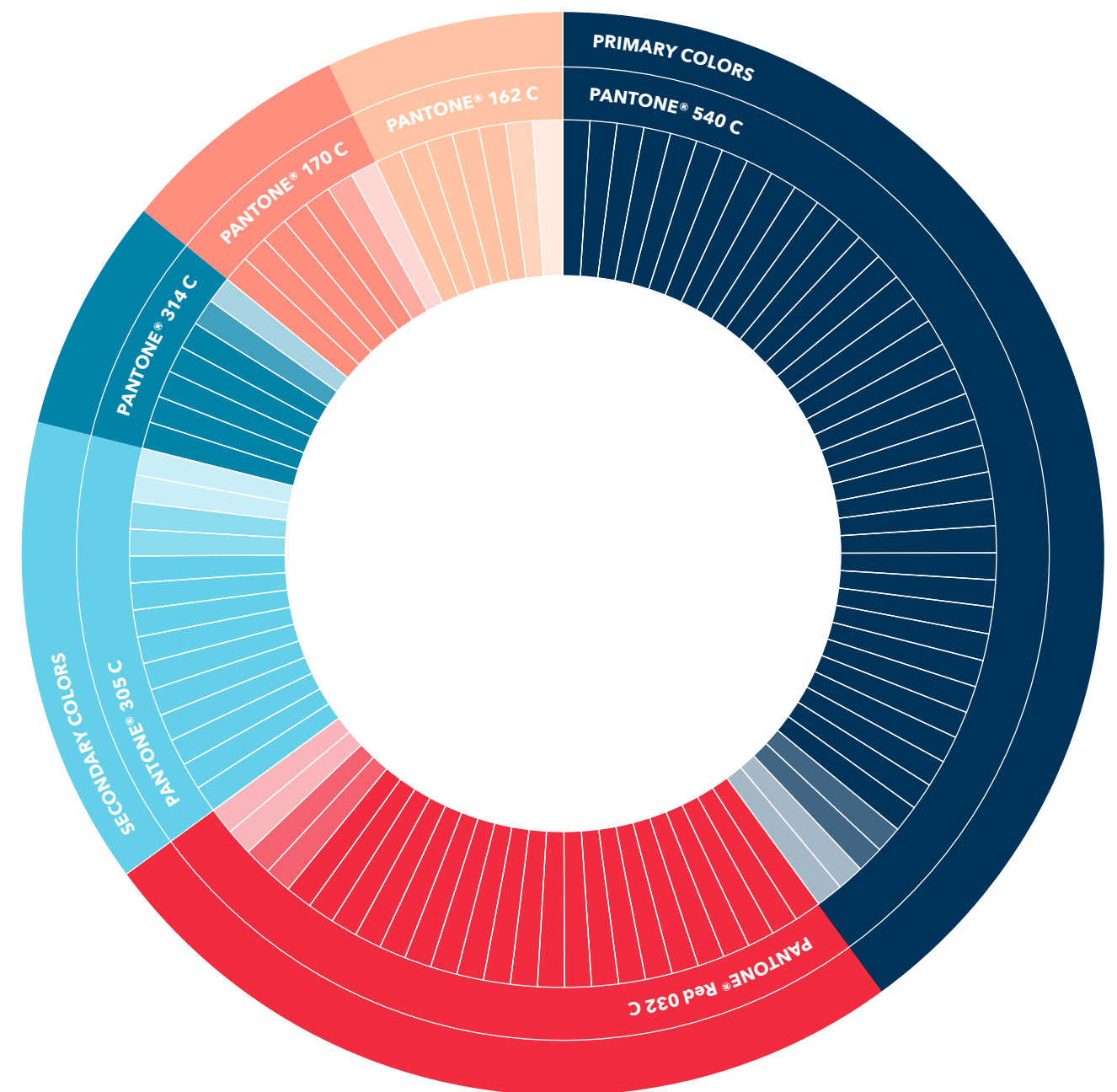
The choice of colors from this palette will then form the basis for all communication and branding.

You are advised not to use any color outside this range for graphic elements in any communication materials. This is important for brand recognition and consistency.

When building a graphical layout, whether for a web or a print page, it is necessary to take account of this graphic element and use these colors, while trying to maintain the same proportions.

4.3 Color proportions

The graphic below gives some guidance as to the proportion of each color that should be used. The color proportion can be flexible and it is useful to give a general idea of what the final chromatic result should be. Feel free to be creative in using the colors but please keep in mind at all times to the readability / usability.



5.0 Typogra— phy

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- 5.3 Wall Street English typeface
- 5.4 Typeface weights
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5.1

Typography introduction

Why Avenir?

The choice of Avenir wasn't accidental. It is the font that best represents our brand's philosophy and mission. It ties our brand together. The word "Avenir" in French means "future". The font, both the design and the name, is perfectly aligned with the spirit of Wall Street English, our vision, and our goal of helping students change their future.

Avenir is a font with a lighter, more human and more organic visual impact. It reveals a brand attitude and has brand characteristics that reflect who we are as an organization and how we want our students to perceive us.

Alternative fonts

For countries which do not use Latin and Cyrillic characters, the recommended fonts are the ones with the least stroke contrast and a geometric aspect. The suggestions would be: 苹方-简 (**PingFang**) for ideograms, **Tahoma** or **GE Dinar one** for the Arabic alphabet. PingFang is bundled with OS X 10.11 El Capitan and comes in 6 weights, meanwhile Tahoma is applied in bold and medium on both Windows and OS X.

Typography layout

The different versions of the font (medium, regular, bold) can be used as preferred, but please make sure to maintain consistency. You can check a few examples from page 78.

5.2

Standard font for internal communication and emails

Avenir Next

Avenir Next is our chosen font for professionally produced online and offline designed materials such as brochures, marketing collateral, advertising materials, etc. This font is only available through license.

Arial

Arial is our chosen font for internal communications and everyday documents generated through Word, PowerPoint, Excel, etc. Even if you have the license for Avenir Next, please use Arial in order to make sure that people can read the sent documents properly.

A large, bold, dark blue font sample showing the letters 'Aa' in Avenir Next Bold.

Avenir Next Bold / 150 pt

A large, bold, dark blue font sample showing the letters 'Aa' in Arial Bold.

Arial Bold / 150 pt

5.3
Wall Street English typeface

Avenir Next Regular / 24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&)\$@;:!"'/{%}»*

Avenir Next Medium / 24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&)\$@;:!"'/{%}»*

Avenir Next Demi / 24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&)\$@;:!"'/{%}»*

Avenir Next Bold / 24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&)\$@;:!"'/{%}»*

5.3
Wall Street English typeface

Avenir Next Italic / 24 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&)\$@;:!"'/{%}»**

Avenir Next Medium Italic / 24 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&)\$@;:!"'/{%}»**

Avenir Next Demi Italic / 24 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&)\$@;:!"'/{%}»**

Avenir Next Bold Italic / 24 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&)\$@;:!"'/{%}»**

5.4
Typeface weights

Regular

Avenir Next Regular / 120 pt

Italic

Avenir Next Italic / 120 pt

Medium

Avenir Next Medium / 120 pt

Medium Italic

Avenir Next Medium Italic / 120 pt

5.4
Typeface weights

Demi

Avenir Next Demi / 120 pt

Demi Italic

Avenir Next Demi Italic / 120 pt

Bold

Avenir Next Bold / 120 pt

Bold Italic

Avenir Next Bold Italic / 120 pt

5.5
Typographic layout

Title, subtitles and body copy
It is usually sufficient to set the titles in Avenir Next Bold, the subtitles in Avenir Next Demi without changing the size in order to improve readability, and the body in Avenir Next Medium.

Title
Avenir Next Bold / 48 pt / Spacing 29 / Kerning –25 pt

Subtitle
Avenir Next Demi / 24 pt / Spacing 29 / Kerning –25 pt

Body
Avenir Next Medium / 12 pt / Spacing 15 / Kerning 0 pt

→ **Title.**

→ **Subtitle.**

→ Hendant velest velique samus et harcili tatur.
Vid qui re nonestrum quam inullitiusda quatendus es earum sum
esequamus, opta nonecte et lantur ad quate sum dem eumquas
simus magnis et rem a voluptassi nos deliatem inulpa nesequi rae
posae pe venienes asinven disquo officia voluptium estionem quam
simust, cusaepel imaiossum eiumquuu ntionsequam quodisquibus
dis dolores tibusdae modis atis quaerun tisquaerem. Ullores enihill
iberia comnimagnis mo volupissit enditatur?

Eveliqui voluptit quunda quo estinul labore, abo. Et quam eatus ex
et omnime demolup iendipsandit volora ipiendamus mint quatqua
temperitat arcideliqui tem re omnis dit veristem que vid et endit
eossent emporem poritinciet aut lam, optaspistia di quat externam
auta si apid ut modit, que placcup turibus velibus ma volum aruntis
dolorepelest ipsunt.

5.5
Typographic layout

Text alignment
The page grid organizes columns of text by aligning the right and left margins. Avoid center-aligned text. Left-aligned text is recommended for consistency and readability, because it does not alter the spacing between words. Block layout can be used for more compact text in newsletters and press releases, even though the spacing between words is not consistent.

Example
Avenir Next Bold / 48 pt / Spacing 55 / Kerning –25 pt

Cum dit
vullut verit
praestrud
diam ver
suscilit
am quissis
nulputpat.

5.5

Typographic layout

Paragraphs

Paragraphs of text should be separated with an empty line space. If the text consists of many short paragraphs, then you may prefer to begin the next paragraph without an empty line space. You should choose one approach in order to ensure consistency and readability.

Example

Avenir Next Medium / 24 pt / Spacing 29 / Kerning –25 pt

Ese post fugit dolo quam eos
doluptae sunt aditem eicat volorum
restrum earum volorum si occum.



Itiur, et doloremporum qui blaut od
eos quid mos assumeniment pos
ea nus, corroreped escit et omniste
non peliciis doluptatur?

Am vel moluptus dolo volorru.



Nestius dolor sit quam que debitis
prese cullandis core occatia taquodi
voluptatiam verchicime volor sit.

5.5

Typographic layout

Highlighted text and numbering

Numbers and bullets used to highlight text should preferably be placed to the left of the column, consistently with the text. Alternatively the numbering can be placed on the line above the text, aligned with the left margin.

Example

Avenir Next Medium / 24 pt / Spacing 29 / Kerning –25 pt

→ • Cum dit vullut verit diam
ver suscilit am quissis, consed
mincilla feui tet ver ipit
iustincing eliquat, qui ex ex
eummole ndionsengk.

→ 2 Ex eummole ndionsengk
ivolore consed tem alismodit
am, vullum ip et, commolore
mod te dolore foret gyeuipsum
iriu. Inciis aborporis vent aliqui
re nobis quid eration nam int
essitatem aut eum fugitibust.

5.5
Typographic layout

Kerning
Letter spacing seems excessive with large font sizes and it is therefore preferable to maintain consistency by reducing the amount of space.

Example
Avenir Next Bold / 48 pt / Spacing 55 / Kerning –25 pt

Cum dit
vullut verit
praestrud
diam ver
suscilit
am quissis
nulputpat.

5.5
Typographic layout

Line spacing
The use of consistent line spacing, across all forms of corporate communication, facilitates the page layout and improves readability.

Example
Avenir Next Bold / 48 pt / Spacing 55 / Kerning –25 pt

Cum dit
vullut verit
praestrud
diam ver
suscilit
am quissis
nulputpat.

6.0

Brand

identity

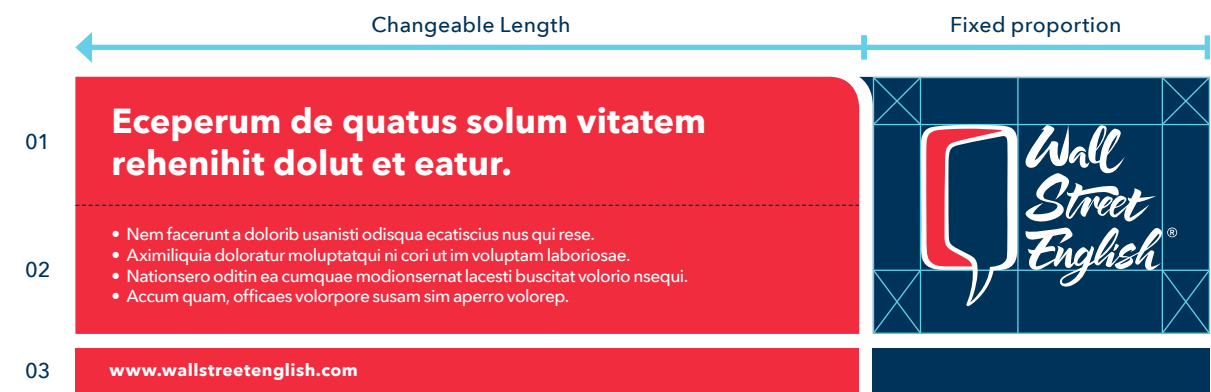
application

Contents /

6.1 Brand identity application

6.1
Brand identity application

The format is structured to adapt to the text content. Always left-align text without justification. It is important always to respect the logo proportions and exclusion zone.



01 Headline area
For the headline, left-aligned Avenir Next Bold is recommended.

02 Information area
The area beneath the headline is reserved for Wall Street English product information. Avenir Next Medium is the recommended font, in half the size used for the headline where possible.

03 Contacts area
The area at the bottom is reserved for contacts. Avenir Next Bold is the recommended font, in half the size used for the headline where possible.

04 Logo box
The logo box proportions must not be changed.

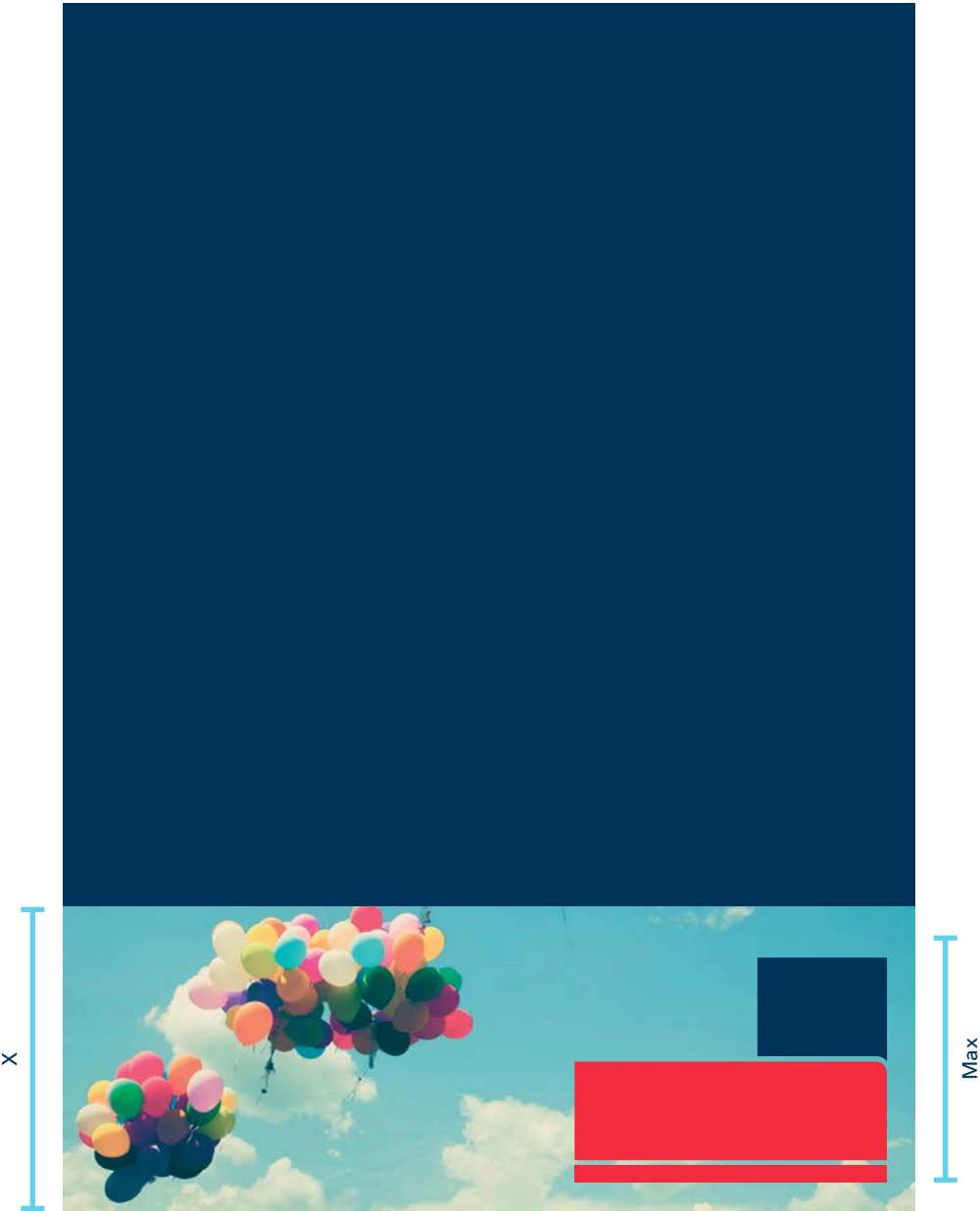
6.1
Brand identity application

The format is flexible. The logo block can be moved to adapt better to the space available, but must always be in accordance with the proportion box and exclusion zone. The text container may be enlarged if there is a lot of information, or in web and outdoor applications where the font size must be increased.



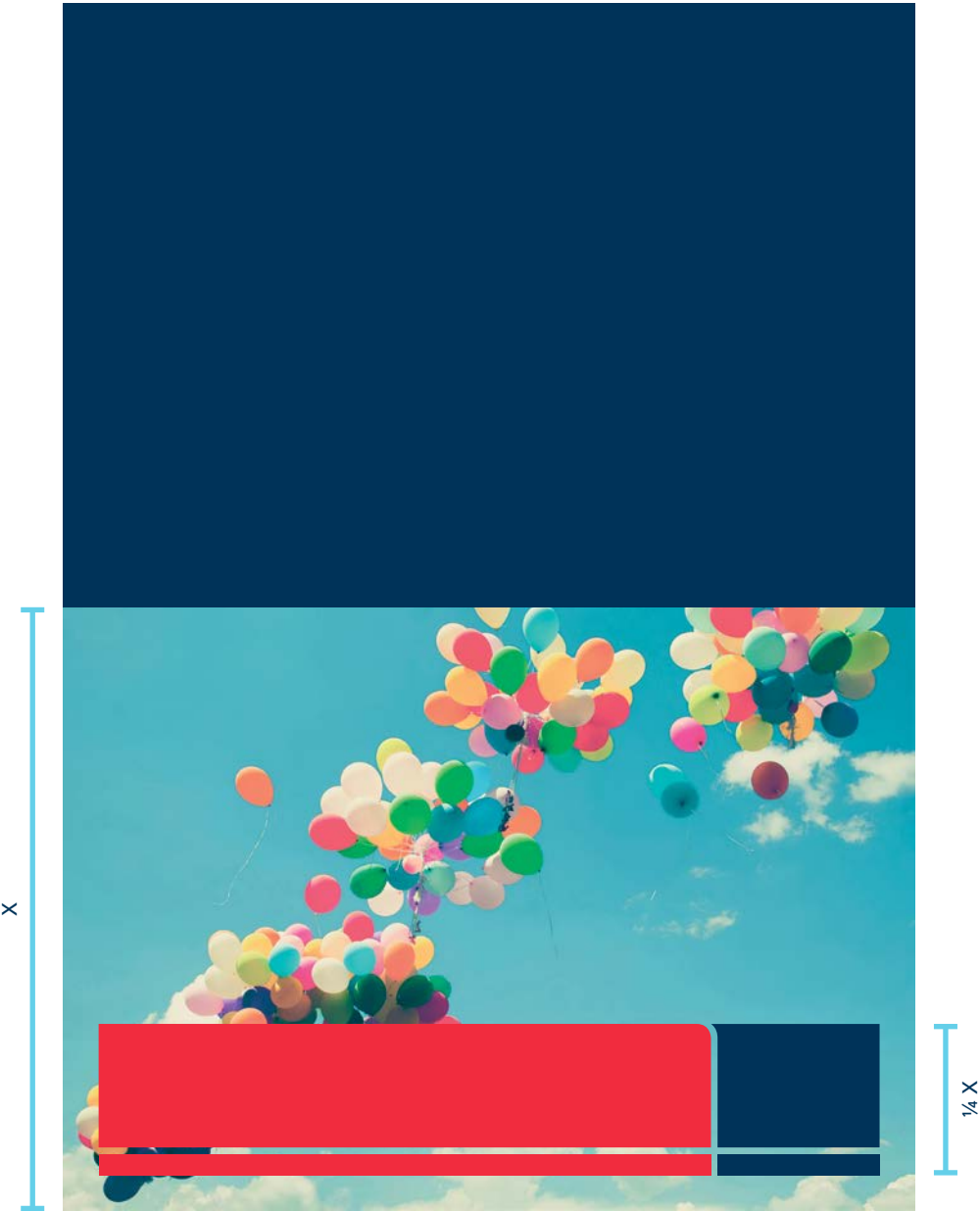
6.1
Brand identity application

Landscape
21 X 7.5 cm.



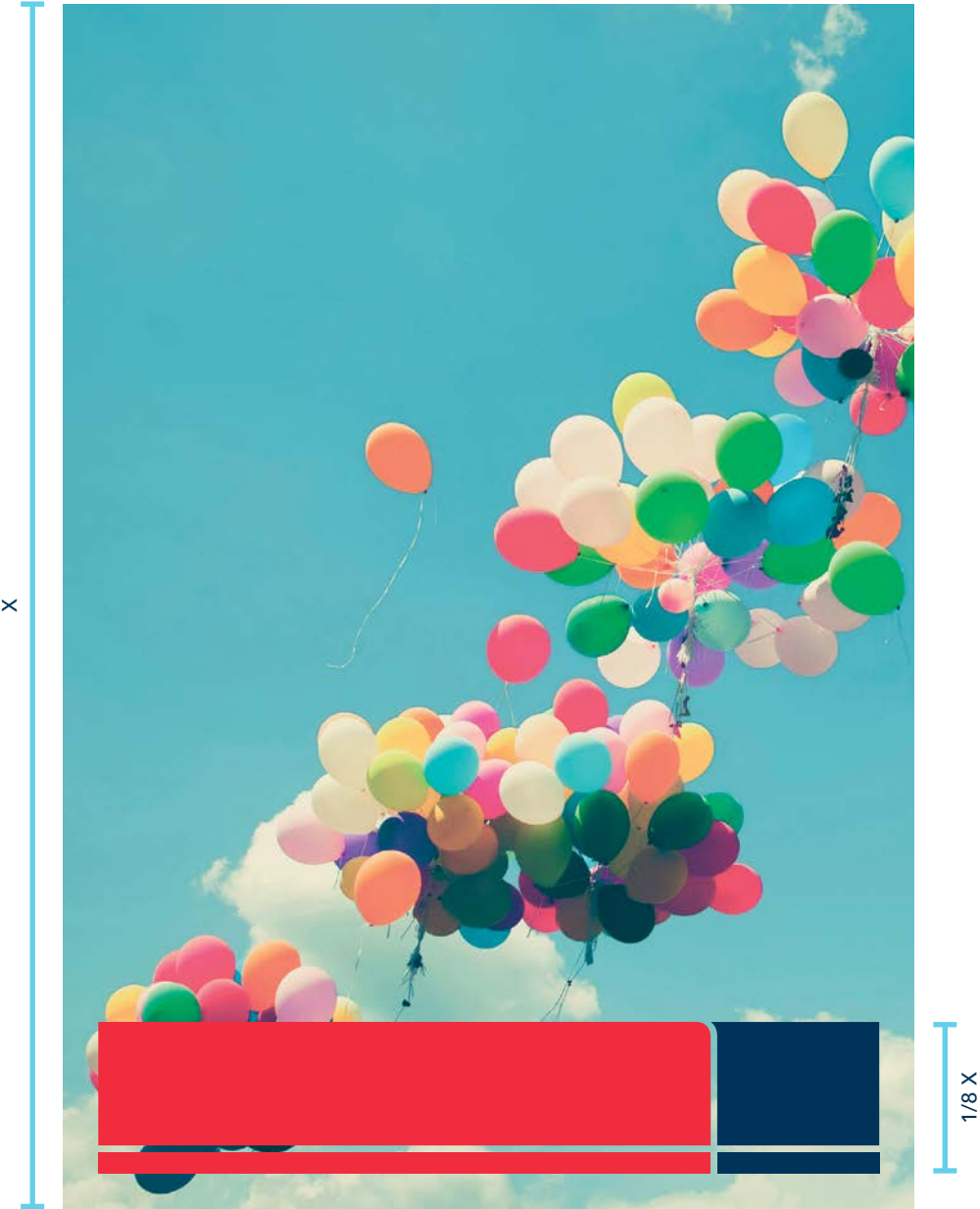
6.1
Brand identity application

Half-page landscape
21 X 14.7 cm.



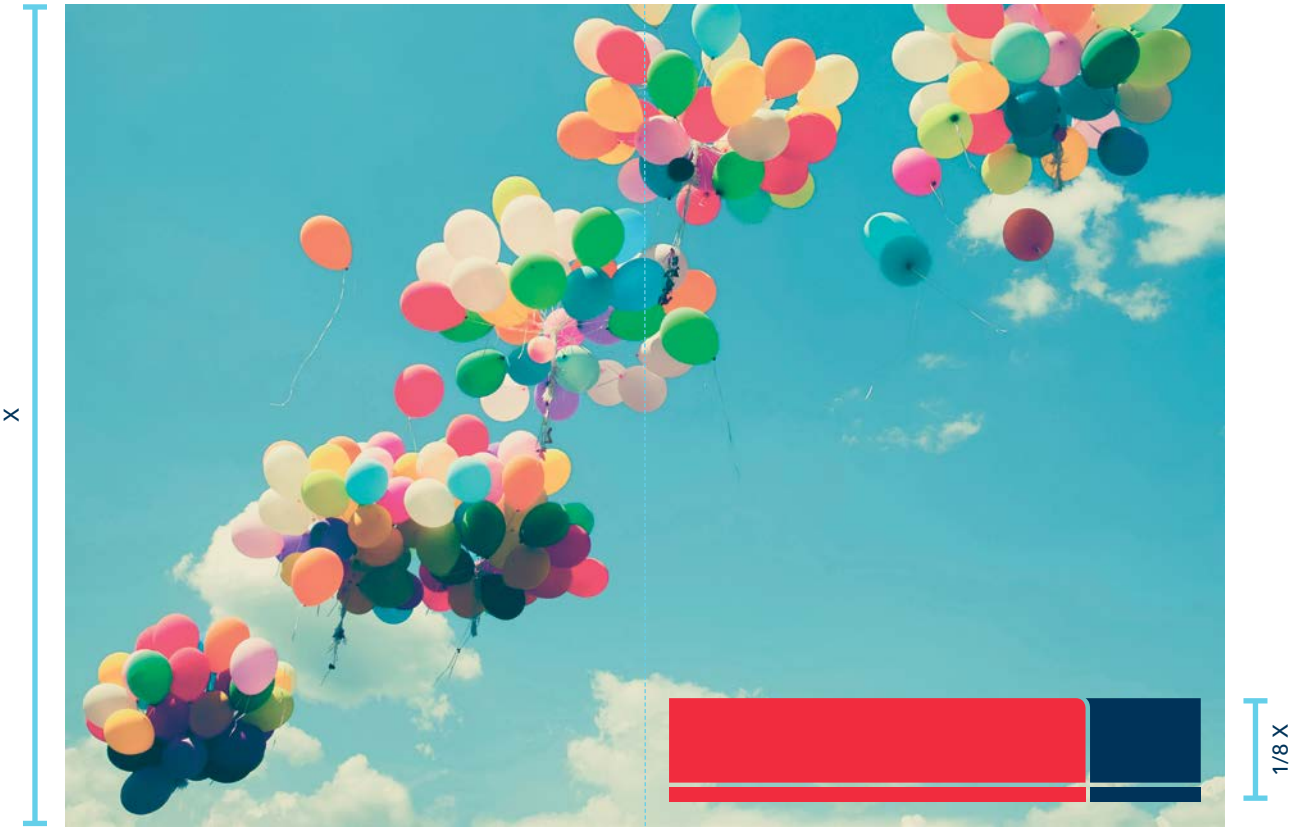
6.1
Brand identity application

Spread
21 X 29.7 cm.



6.1
Brand identity application

Full page
42 X 29.7 cm.



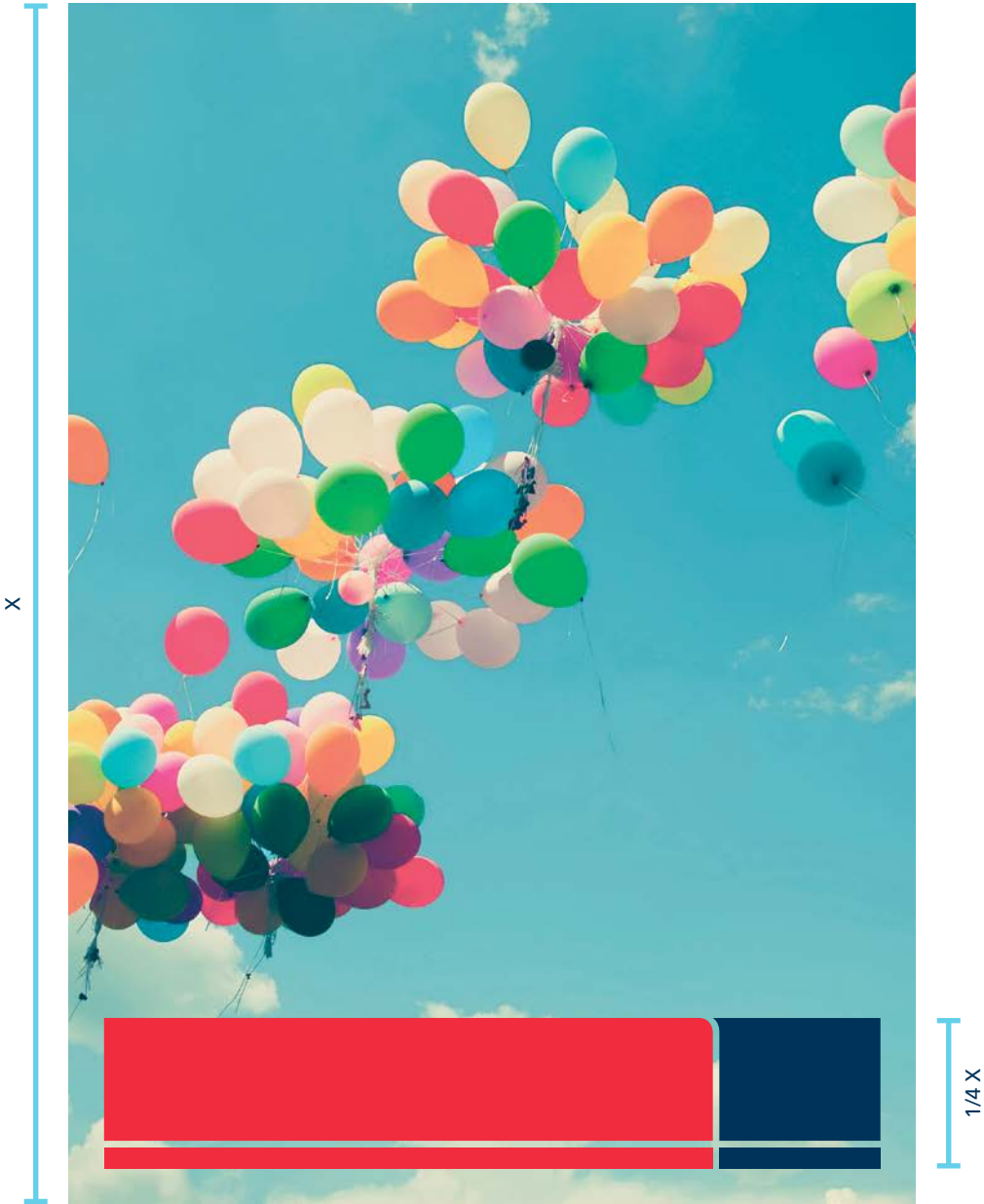
6.1
Brand identity application

Outdoor
600 X 300 cm.



6.1
Brand identity application

Outdoor
100 X 140 cm.



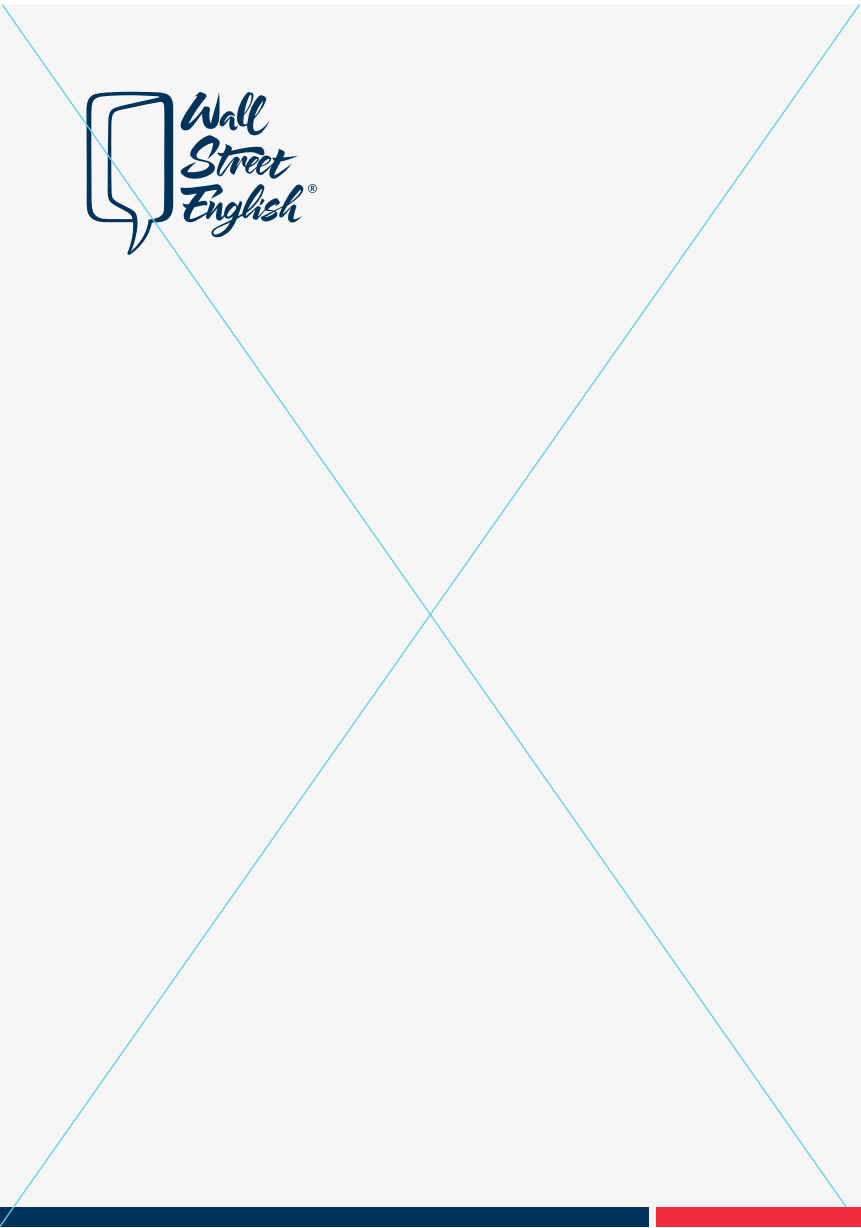
6.1
Brand identity application

Trifold
297 X 210 cm.



6.1
Brand identity application

Brochure
210 X 297 cm.



7.0 Product marketing & communi- cations

Contents /

7.1	Key graphics & icons
7.2	Stationery
7.3	Digital signature
7.4	Merchandise

7.1
Key graphics & icons

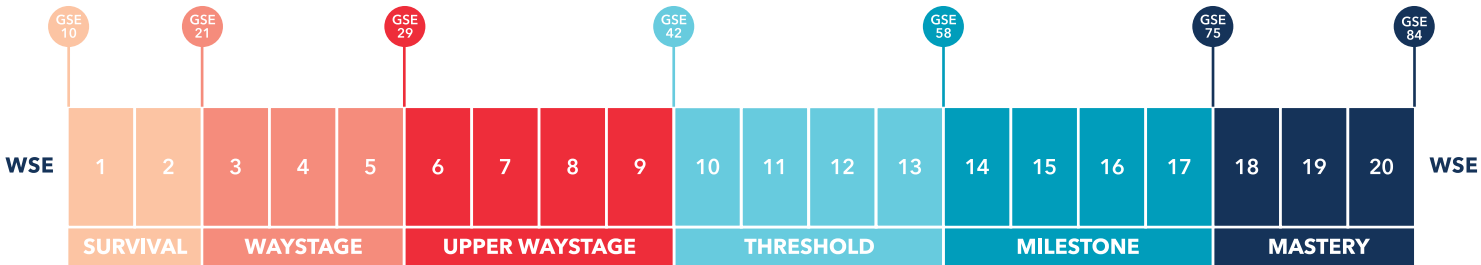
The style of the icons, the colors and the names of The Study Cycle, The Blended Learning Method and The Level Chart have been revised to align them with the look & feel of the Wall Street English brand identity, giving them a greater sense of being “human” and fresh.

—

These materials can be downloaded from the Knowledge Hub at hub.wallstreetenglish.com
If you have any questions on usage, please contact Natalija Prokopovitsj at natalija.prokopovitsj@wallstreetenglish.com

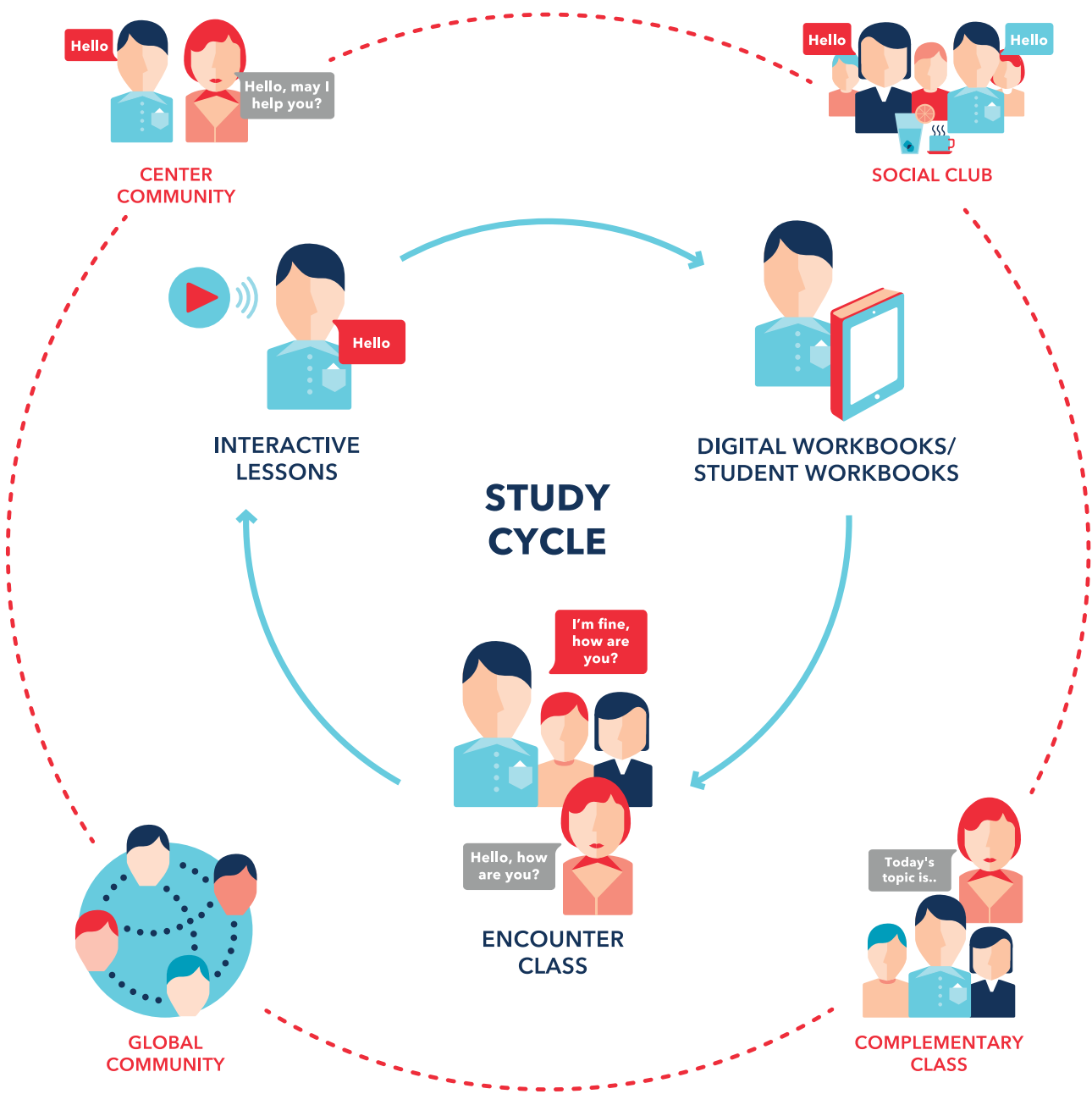
7.1
Key graphics & icons

The Level chart



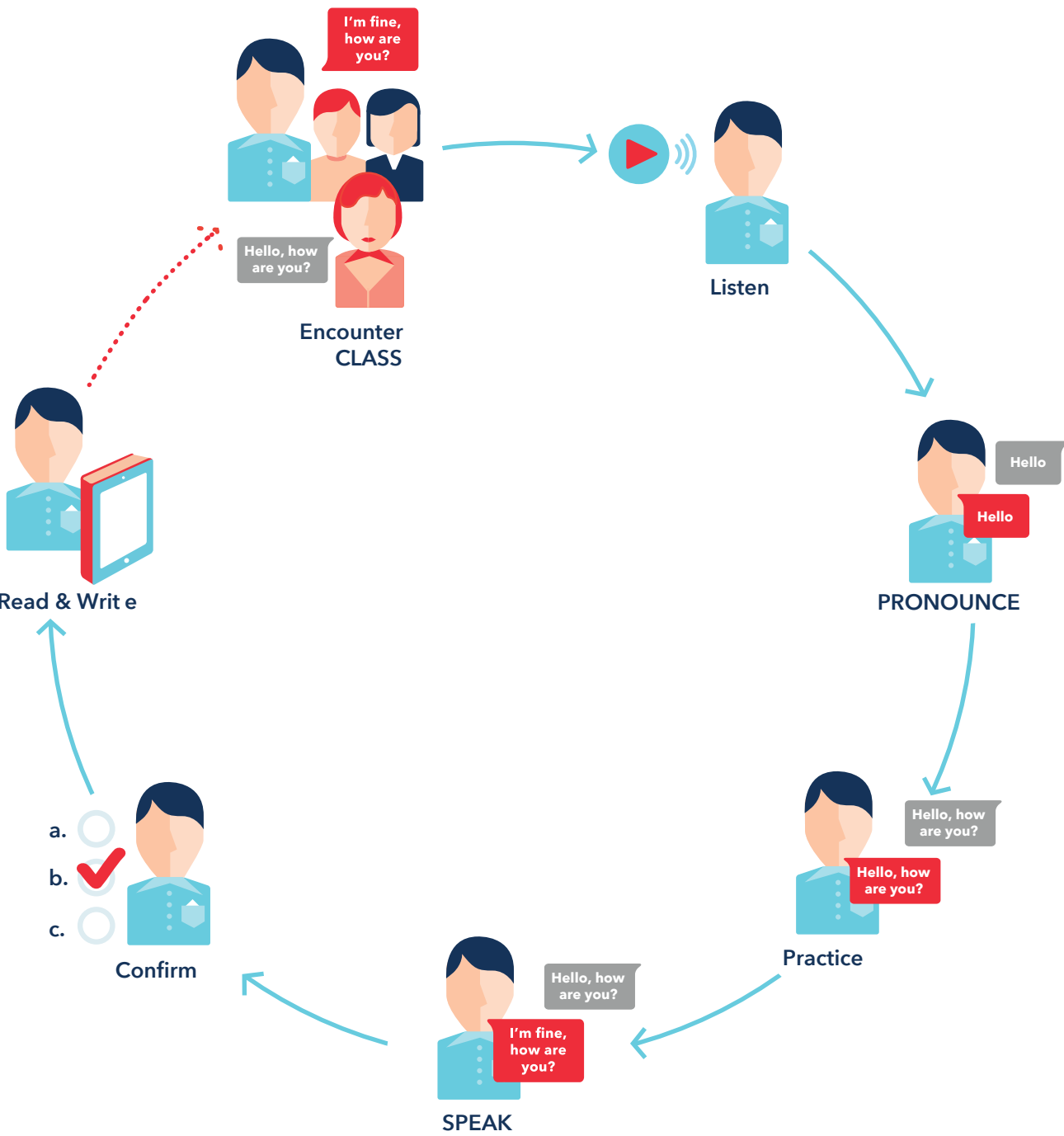
7.1
Key graphics & icons

The Study Cycle



7.1
Key graphics & icons

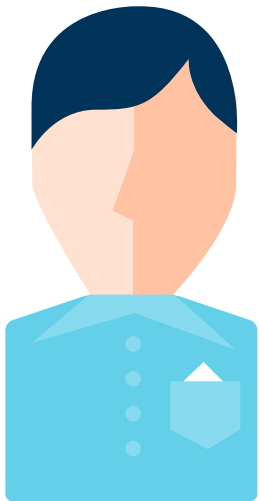
Blended Learning Method



7.1
Key graphics & icons

The icons
We have developed a number of icons for graphical support and to symbolize visual richness of a conversation. The basic set of icons is outlined here, but as our collection is growing we would encourage you to refer to the Knowledge Hub to find more designs.

Student



Teacher



Listen



Write



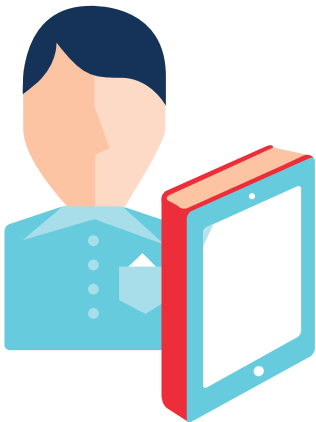
7.1
Key graphics & icons

The icons

Social Club



Student Workbook



Speak



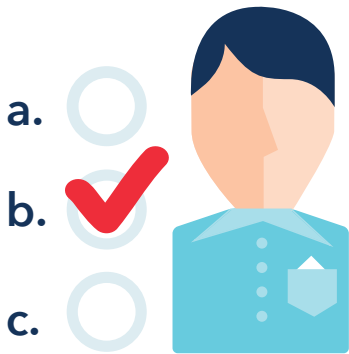
Skills



7.1
Key graphics & icons

The icons

Confirm



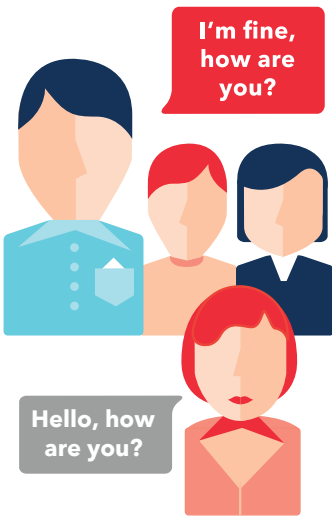
Interactive Lessons



7.1
Key graphics & icons

The icons

Encounter Class



Complementary Class



Center Community



Global Community



These icons can be used / downloaded independently from the Knowledge Hub, but please make sure they are only used for Wall Street English materials.

7.2
Stationery



7.2
Stationery

Standard envelope
Format 22 X 11 cm. / 8.6 X 4.3 in.
Printed 3 + 3 colors
Paper Fedrigoni Splendorgel E.W. 140 gsm.

01 Front
02 Back



01



02

7.2
Stationery

Standard envelope with window
Format 22 X 11 cm. / 8.6 X 4.3 in.
Printed 3 + 3 colors
Paper Fedrigoni Splendorgel E.W. 140 gsm.

01 Front
02 Back



01

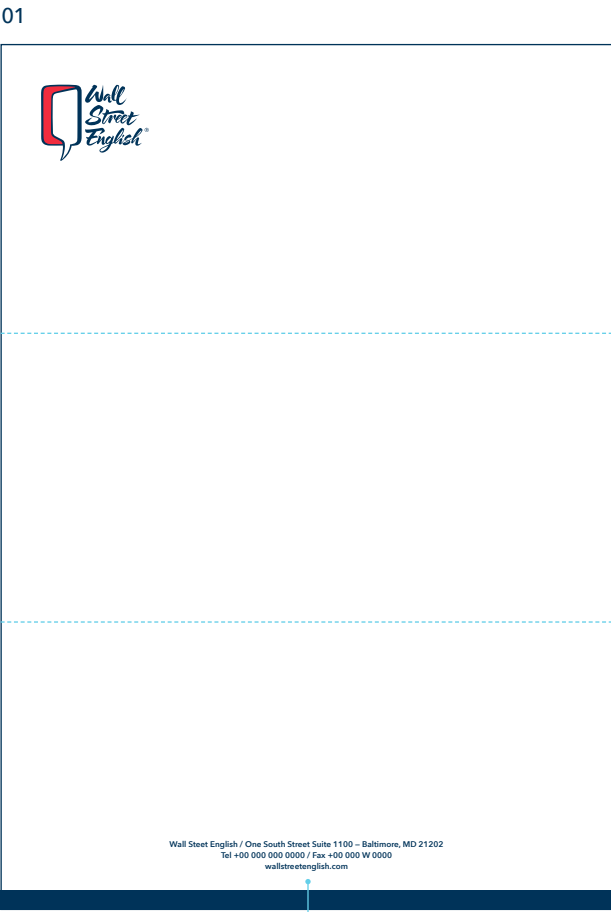


02

7.2
Stationery

A4 Letterhead
Format 21 X 29.7 cm.
Printed 3 + 3 colors
Paper Fedrigoni Splendorgel E.W. 115 gsm.

01 Front
02 Back



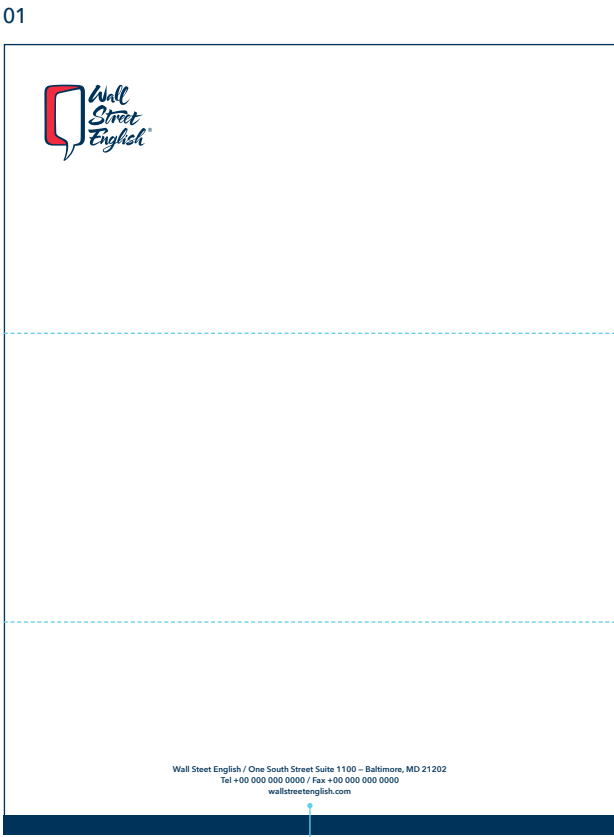
Avenir Next Medium / 8 pt



7.2
Stationery

US Letterhead
Format 8.5 X 11 in.
Printed 3 + 3 colors
Paper Fedrigoni Splendorgel E.W. 115 gsm.

01 Front
02 Back



Avenir Next Medium / 8 pt

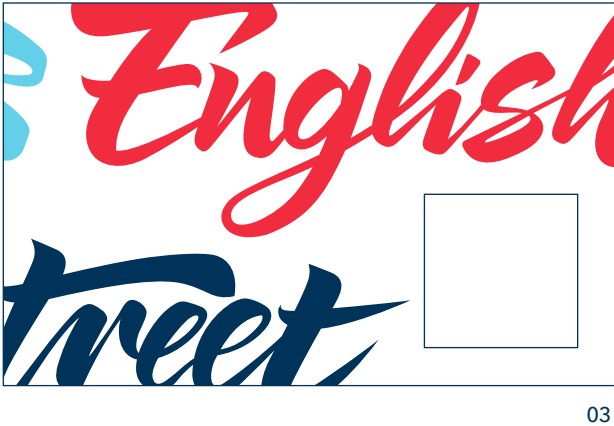


7.2
Stationery

Standard business card / QR code business card

Format 8 X 5 cm.
Printed 3 + 3 colors + Protective coating.
Paper Fedrigoni Splendorgel E.W. 340 gsm.

- 01 Front
- 02 Back
- 03 Back with QR code

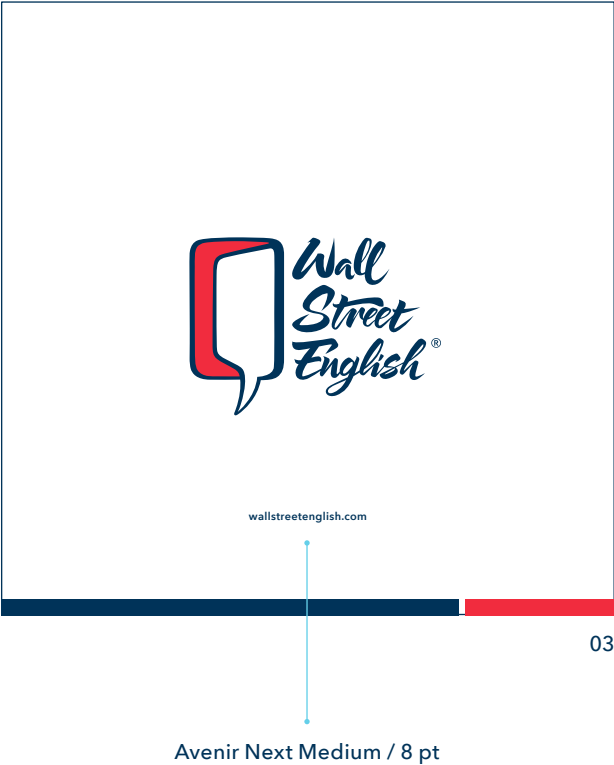


7.2
Stationery

Cd envelope

Format 12.5 X 12.5 cm.
Printed 3 + 3 colors + Protective coating.
Paper Fedrigoni Splendorgel E.W. 340 gsm.

- 01 Cd
- 02 Front
- 03 Back



7.2
Stationery

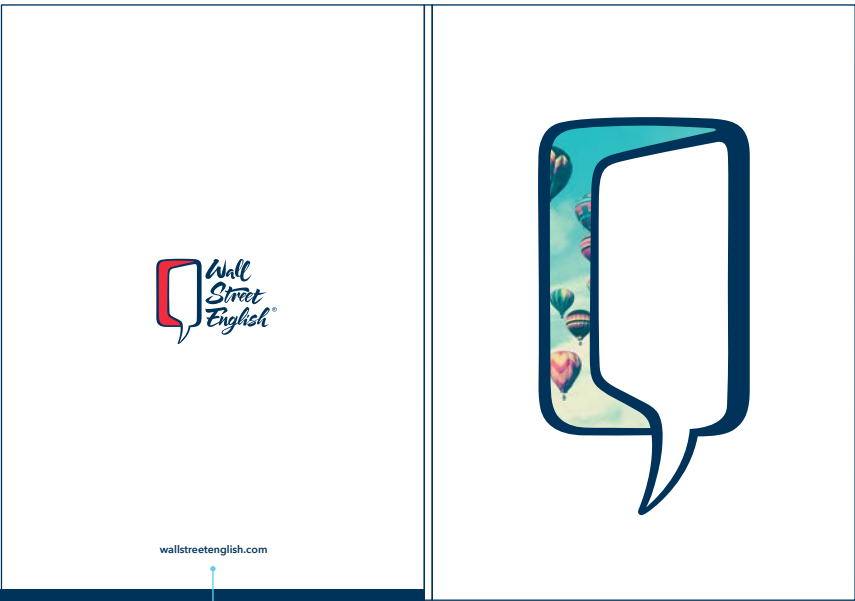
Folder with image

Format 22 X 31 cm. (closed) + flaps on inside cover.

Printed 3 + 4 colors + Protective coating.

Paper Fedrigoni Splendorgel E.W. 340 gsm.

01 Back / Front
02 Inside



Avenir Next Medium / 8 pt



7.2
Stationery

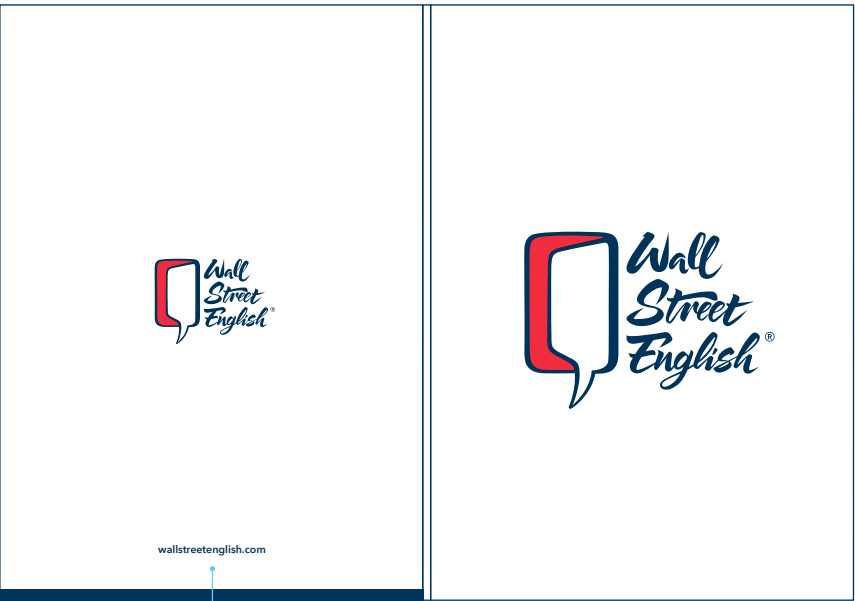
Folder with logo

Format 22 X 31 cm. (closed) + flaps on inside cover.

Printed 3 + 3 colors + Protective coating.

Paper Fedrigoni Splendorgel E.W. 340 gsm.

01 Back / Front
02 Inside



Avenir Next Medium / 8 pt



7.2
Stationery

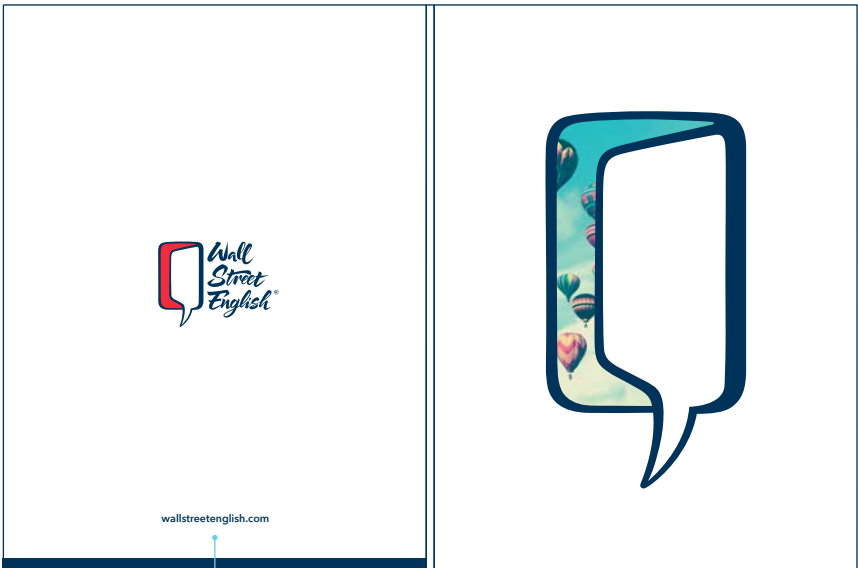
US Folder with image

Format 9 X 12 in. (closed) + flaps on inside cover.

Printed 3 + 4 colors + Protective coating.

Paper Fedrigoni Splendorgel E.W. 340 gsm.

01 Back / Front
02 Inside



Avenir Next Medium / 8 pt

7.2
Stationery

US Folder logo

Format 9 X 12 in. (closed) + flaps on inside cover.

Printed 3 + 3 colors + Protective coating.

Paper Fedrigoni Splendorgel E.W. 340 gsm.

01 Back / Front
02 Inside

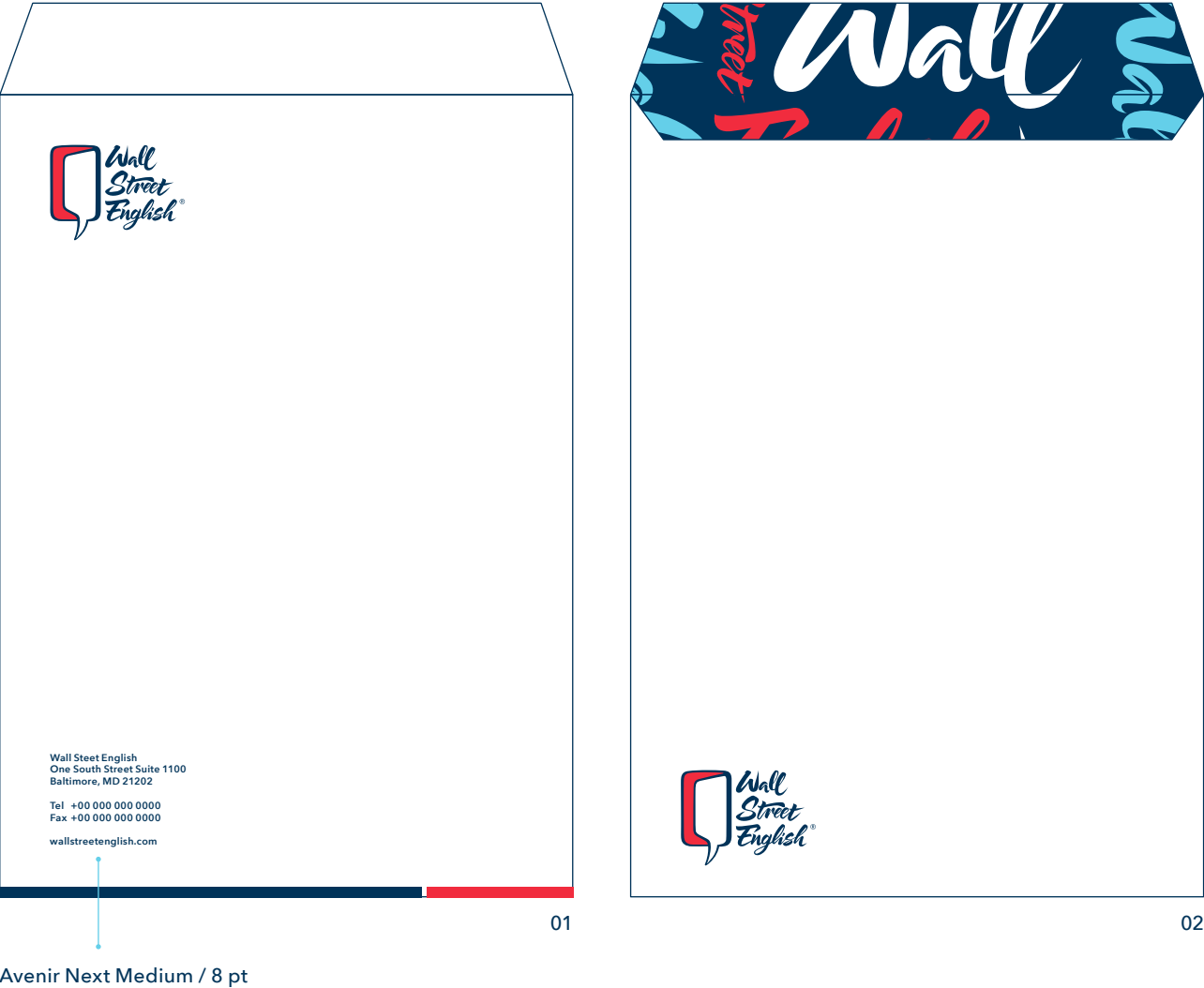


Avenir Next Medium / 8 pt

7.2
Stationery

Big envelope
Format 25 X 35 cm.
Printed 3 + 3 colors.
Paper Fedrigoni Splendorgel E.W. 140 gsm.

01 Front
02 Back



7.2
Stationery

Paper range
Splendorgel Extra White long grain.
Uncoated papers and boards with a velvety surface, FSC certified.

Packed										
Size cm	71 X 100									
g/m²	85	100	115	140	160	190	230	270	300	340
Sheets x packet	250	250	200	200	200	125	125	125	100	75
Sheets x pallet	12.250	12.250	9.500	8.200	7.200	6.500	5.250	4.500	4.200	3.600
kg x 1000 sheets	60.4	71	81.7	99.4	113.6	134.9	163.3	191.7	213	241.4
kg x pallet	739	745.5	775.6	815	817.9	877	857.3	862.6	895	869
Code										
Extra White	10671472	10671474	10671476	10671478	10671476	10671472	10671474	10671476	10671478	10671476

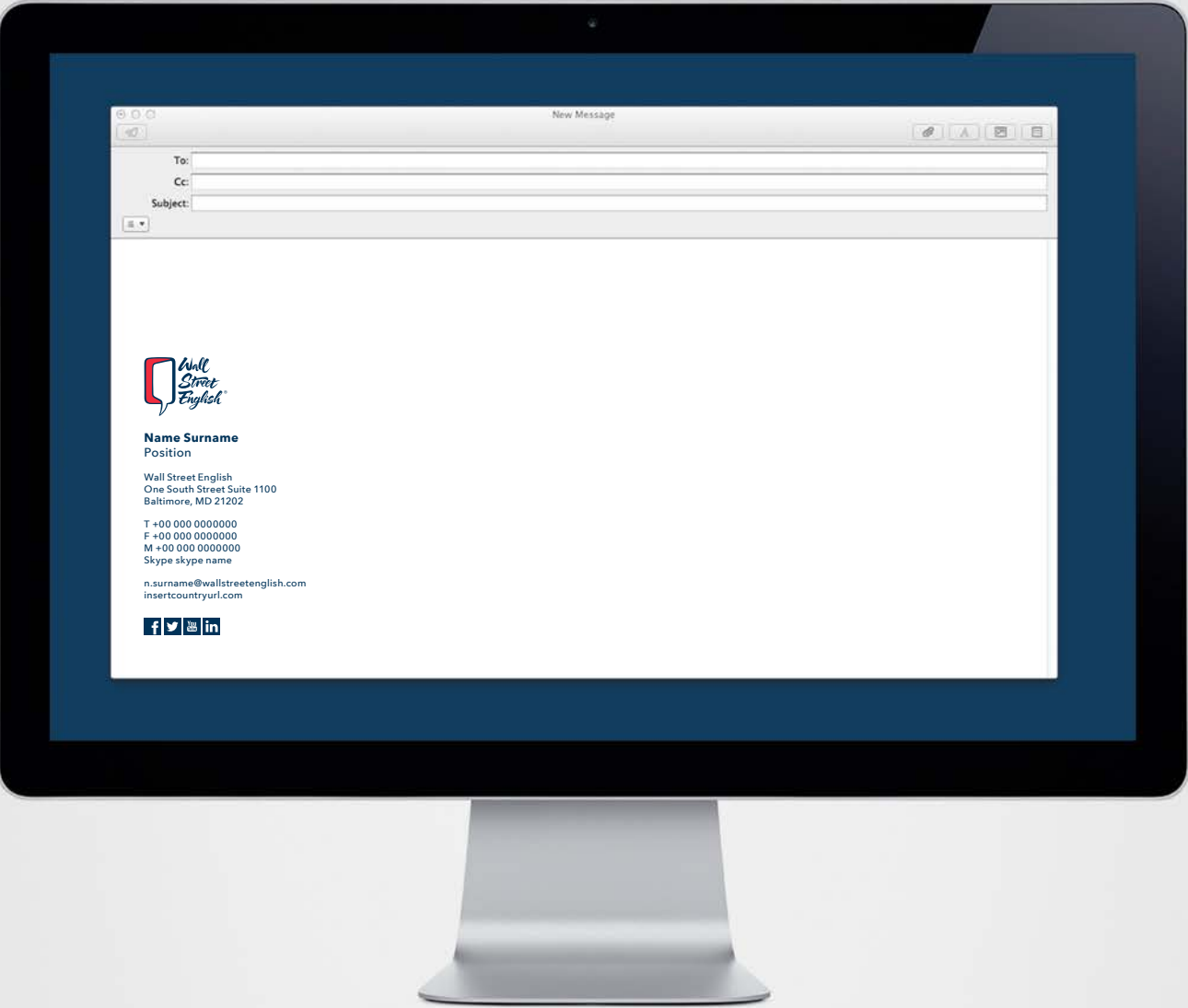
Packed				Packed						
Size cm	64 x 88			45 x 64						
g/m²	85	100	/	85	100	115	230	270	300	340
Sheets x packet	500	250	/	500	250	250	125	125	100	100
Sheets x pallet	13.500	10.500	/	24.000	21.000	19.000	10.500	9.000	8.000	7.000
kg x 1000 sheets	47.9	56.3	/	24.4	28.8	33.1	66.2	77.7	86.4	97.9
kg x pallet	646	591.3	/	587.5	604.8	629.2	695.5	699.8	691.2	685.4
Code										
Extra White	10671452	10671473	/	10671392	10671394	10671396	10671404	10671406	10671402	10671408

7.2
Stationery / poster with logo



7.3
Digital signature

Available in the Knowledge Hub.



7.4 - Merchandise

Female t-shirt / Front

This is an example of the logomania application.



7.4 - Merchandise

Female t-shirt / Back



7.4 - Merchandise

Male t-shirt / Front

This is an example of the logomania application.



7.4 - Merchandise

Male t-shirt / Back



7.4 - Merchandise
Pencil

This is an example of the
logomania application.



7.4 - Merchandise
Bag

This is an example of the
logomania application.



7.4 - Merchandise
Cup

This is an example of the
logomania application.



8.0 Wall Street English in partner- ships

Contents /

8.1 Wall Street English in partnerships

8.1

Wall Street English in partnerships

When we are sponsoring or collaborating with a partner, please consider the following guidelines: when using our logo on the creative material of the partner, and with the background color other than our brand colors, please make sure to use the monochromatic version of the logo and insure that there is no color change or other illustrations in the background. Always ensure that all logos appear equal in stature. Never place the partner logo closer than the minimum exclusion zone to the Wall Street English logo.

Use of our logo and brand image in partnerships needs to be always approved by the international marketing team, please write to Natalija Prokopovitsj at natalija.prokopovitsj@wallstreetenglish.com



8.1

Wall Street English in partnerships / Correct use



8.1
Wall Street English in partnerships / Misuse



Do not allow the partner logos to enter the Wall Street English logo exclusion zone.

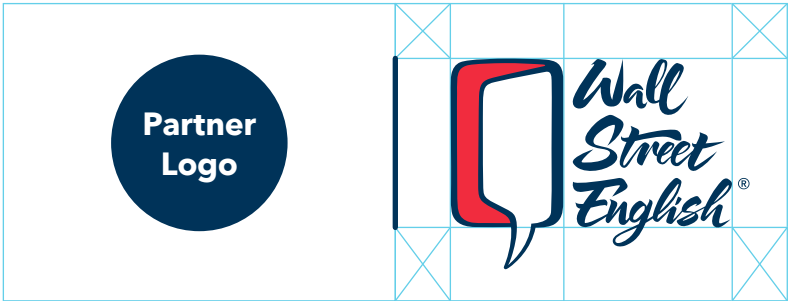


Do not include more than one partner logo inside the special box. If there are several partner logos, add more boxes.



Keep the partner logos the same size as the Wall Street English logo.

8.1
Wall Street English in partnerships / Misuse



The Wall Street English logo should always sit to the left of the partner logo(s).



On a background color that departs chromatically from the Wall Street English palette, do not use the color version of the Wall Street English logo.

Wall Street English Brand Guidelines

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