



PRODUCT SCHOOL  
SILICON VALLEY

# Brand Book

## Identity

04 Imagotype Versions

10 Typography

11 Color

# Index

## **Our brand is more than a logo.**

The Product School brand imagotype is a visual statement of our vision, values, strength and integrity. By following this guide, you help define Product School for our customers, partners, and employees. Equally important, you help them recognise, differentiate, and remember the Product School brand. It is an extremely valuable asset and this corporate identity guide (CI) has been produced to help people who use the brand to understand how it must be correctly, and consistently applied. It offers a framework for making and evaluating creative decisions.

# Identity

Identity

03

04 Imagotype

10 Typography

11 Color

**Imagotype**

Vertical version



**PRODUCT SCHOOL**  
**SILICON VALLEY**

**Imagotype**

## Imagotype

Horizontal version



**PRODUCT  
SCHOOL**

## Imagotype

**Imagotype**  
Lite version

**Imagotype**



## Imagotype Exclusion Area



## Logo Exclusion Area

An exclusion area is the amount of clear space there must be around the logo. This ensures that the logo always stands alone. No objects must intrude into this space.

This space is equal the double of the height of the 'D' in Product School.

## Minimum sizes

## Enough is enough

### Vertical Imagotype

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40 mm // 114 px

### Horizontal Imagotype

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32 mm // 90 px

### Lite Imagotype

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48 mm // 136 px



Sample applications

How to apply the  
imagotype



# Merriweather

Light *Light Italic* Regular *Italic* **Bold** *Bold Italic* **Black** *Black Italic*

# Merriweather Sans

Light *Light Italic* Regular *Italic* **Bold** *Bold Italic* **Black** *Black Italic*

## Typography

Typography creates an important visual distinction and allows us to be recognised at a glance.

Product School has chosen Merriweather as its primary external typeface. Due to its universal appeal and ease of use across all platforms, all typographic details relating to stationery, signage, promotional and advertising must utilise this font.

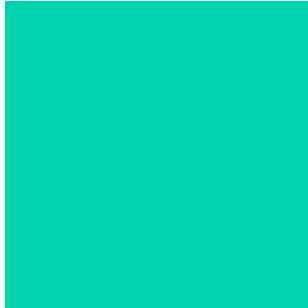
The Merriweather Sans is available on Google Fonts and offers a variety of weights providing flexibility for all print and online communications.

**Color**

Main Palette



**DARK BLUE**  
RGB (18, 70, 72)  
CMYK (75%, 58.33%, 0%, 71.76%)  
#5154C5



**EMERALD**  
RGB (28, 210, 173)  
CMYK (86.67%, 0%, 17.62%, 17.65%)  
#00D3AD

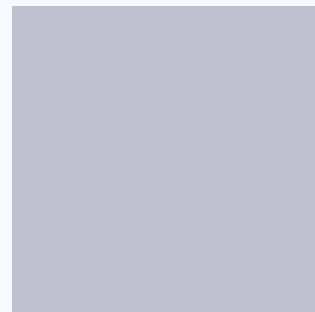


**WHITE**  
RGB (255, 255, 255)  
CMYK (0%, 0%, 0%, 0%)  
#FFFFFF

**Color**

# Color

## Secondary Palette



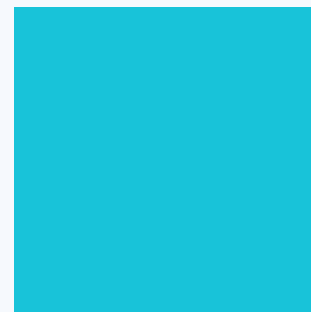
**LIGHT GRAY**  
RGB (193, 192, 206)  
CMYK (0.0631%, 0.0680%, 0%, 0.1922%)  
#C1CoCE



**BLACK**  
RGB (15, 24, 56)  
CMYK (0.7321%, 0.5714%, 0%, 0.7804%)  
#0F1838



**GRAY**  
RGB (133, 133, 159)  
CMYK (0.1635%, 0.1635%, 0%, 0.3765%)  
#85859F



**BLUE**  
RGB (24, 195, 217)  
CMYK (0.8894%, 0.1014%, 0%, 0.1490%)  
#18C3D9



**DARK GRAY**  
RGB (76, 78, 114)  
CMYK (0.3333%, 0.3158%, 0%, 0.5529%)  
#4C4E72

# Color



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SILICON VALLEY

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