



frog

Our brand is awesome so we
need to protect it. After reading this you'll
understand the fun world of **frog** and how
how our brand works.

BOLD

FUN

SIMPLE

INNOVATIVE

WORLDCLASS

FAMILY

OUR LOGO

Our logo captures the spirit of Frog. It's simple, bold, fun and stands out for all the right reasons.

People love the Frog head. You only have to see the reaction at BETT to understand the positive emotion for the brand. That's why we need to protect it and make sure it's used consistently to have maximum impact.



frog

Corporate logo

For newbies that might think he's an alien



Campaign logo

When you know he's a Frog

CORPORATE LOGO

For newbies that don't recognise he is a Frog. He needs to be with his name tag.

The Frog likes to be centre of attention and deserves respect. We see him as a bit of a dude like James Bond. So here's how you treat him:



Frog head must not be smaller than 15mm

Do use on corporate communications like brochures, event stands, websites and anything for a new audience.

Do keep the logo centred – he likes his space equal on either side.

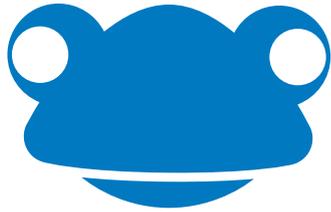
Do use a **blue** Frog logo on a white background. It will look silly on any other colour.

Do use a **white** Frog logo on any colour outlined in this document.

Do not alter the outline or silhouette of the logo it must be maintained.

Do put the Frog logo on an image... if you work in marketing or design.

Do not alter the proportions of the head or name.



frog



frog



frog



frog



frog



frog

CAMPAIGN LOGO

When you know he's a Frog. He can be used without his name tag.

The Frog is a free spirit and he lets his hair down when he knows people well. He likes to break free from his name and have a bit of fun.

If you can't decide which way to go come and chat to Marketing or Design.

Do use images with a bold colour wash if you work in design or marketing.

Do use different coloured Frog heads.

Do use lots of heads if it works – he likes the company.

Do not alter the proportions of the head or name.

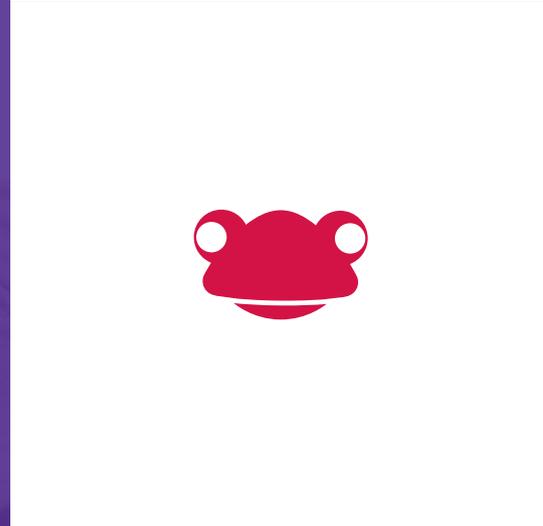
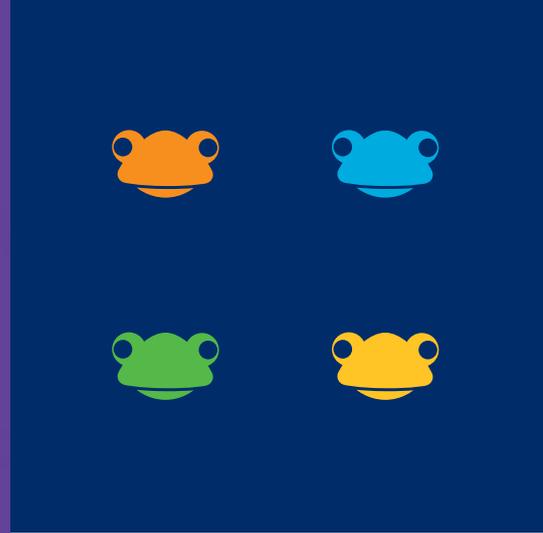
Do not alter the outline or silhouette of the logo it must be maintained.



Frog head must not be smaller than 15mm

Do create a stylised logo e.g. scribbles or add a hat on xmas for one off campaigns... if you work in marketing or design.





CO-BRANDING

When Frog is a co-brand such as when being used by a reseller the following applies:



Frog head must not be smaller than 15mm

Do use on corporate communications like brochures, event stands, websites and anything for a new audience.

Do keep the logo centred – he likes his space equal on either side.

Do use a **blue** Frog logo on a white background. It will look silly on any other colour.

Do use a **white** Frog logo on any colour outlined in this document.

Do not alter the outline or silhouette of the logo it must be maintained.

Do put the Frog logo on an image... if you work in marketing or design.

Do not alter the proportions of the head or name.



frog

WE LOVE COLOUR

Pastel colours are weak so we stay away from them. Instead we go for maximum impact and these are the colours we use.

Remember for all corporate pieces we use the White Frog logo on a solid Frog blue background as the lead colour.

Do adjust the opacity of these colours to make things look great.

Do overlay colours and use blend modes to create beautiful artwork.

Frog Blue - our hero colour!

Pantone 300 C

C:100 M:44 Y:0 K:0
R:0 G:121 B:194
HEX: #0071b9

Slate

Pantone 426 C

C:0 M:0 Y:0 K:95
R:40 G:40 B:40
HEX: #1d1d1e

White

White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:#ffffff

Pale Blue

Pantone 801 C

C:90 M:5 Y:5 K:0
R:0 G:171 B:223
HEX: #00ade2

Deep Blue

Pantone 2768 C

C:100 M:78 Y:0 K:44
R:0 G:45 B:106
HEX: #012d6b

Purple

Pantone 2597 C

C:85 M:100 Y:0 K:0
R:82 G:46 B:145
HEX: #522f91

Pink

Pantone RobinRed C

C:0 M:100 Y:15 K:4
R:226 G:1 B:119
HEX: #e50278

Red

Pantone 200 C

C:0 M:100 Y:63 K:12
R:211 G:18 B:69
HEX: #d31145

Orange

Pantone 021 C

C:0 M:53 Y:100 K:0
R:247 G:142 B:30
HEX: #f78f1e

Yellow

Pantone 123 C

C:0 M:24 Y:94 K:0
R:255 G:196 B:37
HEX: #ffc423

Green

Pantone 361 C

C:69 M:0 Y:100 K:0
R:84 G: 185 B:72
HEX: #50b948

THE FONTS WE USE

**Our fonts are as important as the logo.
They communicate our values by being
simple, clear and full of impact.**

* Due to font behaviour of email clients a *fallback font* is required to ensure consistency of visual message to recipients. Hopefully, in the future the requirement to use this font will be removed.

Print

Feature text	Raleway
Headers	Raleway
Body	Raleway

Digital Website

Headings	Raleway
Body	Raleway
Quotes	<i>Handwritten font</i>

Campaign Standard

Feature text	Raleway
Headings	Raleway
Body	Raleway

Digital Emails

Headings	Raleway
Body	Raleway
<i>Fallback font*</i>	Verdana

Campaign Special fonts

For campaigns the design and marketing teams have freedom to introduce 'guest' fonts - these should be selected from Google Fonts where possible to ensure consistency across print and digital media.

Digital Videos

Feature text	Raleway
Headings	Raleway
Body	Raleway

Digital Social Media

Feature text	Raleway
Headings	Raleway
Body	Raleway

Family of fonts...

FONT

Raleway

Extra Bold
SemiBold
Medium
Regular
Light

Quote fonts can be handwritten

*Everything we do is part of
a bigger vision to teach every
child as if they are the only
child in the class*

Font used

Caveat Bold

Fallback font...

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

tone of voice



Simple

Keep it clear and easy to understand. Avoid jargon. Our technology is awesome but our schools want to know what it means for them.



Confident

Education is serious. We take education seriously. Our communications need to be authoritative and confident.



Friendly

Talking to Frog is like talking to a trusted friend. It's informal, colloquial and warm. We talk to schools about things they care about.



PHOTOGRAPHY & IMAGES

**Photography and images are powerful
and can convey a story**



Images of children and teachers in a school setting
interacting with technology where appropriate



Mixture of primary and secondary



Diversity



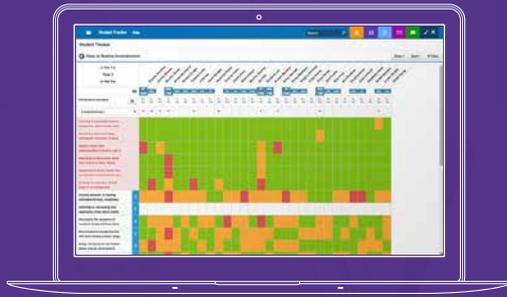
...ology recognizes the cell as the basic unit of life.
... basic unit of heredity, and evolution as the
... process the production and creation of new
... is a... of organisms...
... by...
... and...



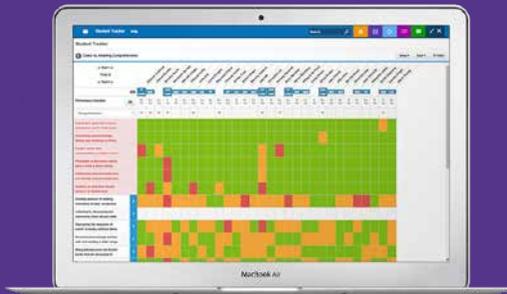
Important When images of children are used please ensure that we have permission to do so from the school or parent



Product Screens



Line art illustration



Photographic



ILLUSTRATION STYLE

Lines are cool - that's what we think! :-)

All our illustrations are made up of visible lines which give a sharp, clean look. The lines can be solid, dotted or dashed. The lines can vary in weight, although the overall aesthetic impact must not become overly blocky.

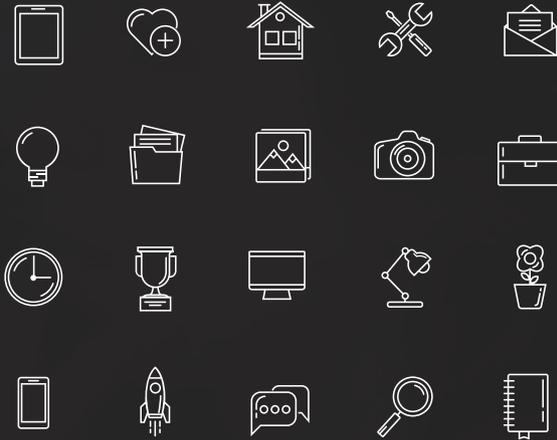
Elements of the illustrations can also be filled in, though once again the illustration must retain a line based 'feel'.



Glyphs

We define glyphs as mini illustrations and symbols that are used to highlight:

- A product feature
- A main point in a piece of text



Solution Icons

All our solutions have an icon created for them. They follow the line style and are generally more developed or complex than our glyphs.



Solutions are also attributed a colour tone

