

educaro⁷

CORPORATE DESIGN MANUAL

As of 05/2022

About Educaro

Educaro was founded in 2014 with the aim of offering people new professional perspectives detached from national borders and to meet the growing language requirements of the German labour market.

Thanks to specially trained trainers, we can offer international professionals a comprehensive 18-23 month qualification programme on site. The qualification programme is completed with the title of recognised specialist.

So far, we have been able to help more than 1,500 people emigrate to Germany and establish themselves here.

We believe in the added value of cultural diversity. At Educaro, everyone is welcome.

HUMANITY

Our visual appearance stands for

JOY


COURAGE

STABILITY

RELIABILITY

HONESTY

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THE LOGO

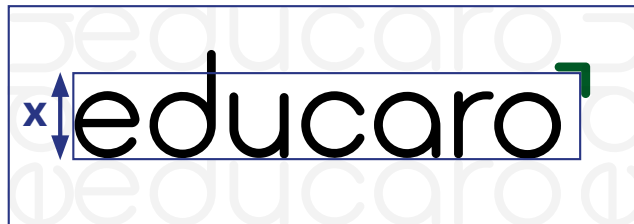
Educaro Logo

Educaro's main logo consists of black characters and the green triangle placed above the characters on the right.

This logo is to be used above all other logo variants.

The Educaro logo is displayed in a large, black, lowercase sans-serif font. A small green triangle is positioned above the top right corner of the letter 'o'.

Please always make sure that the logo has a **minimum** distance of x (defined in the image) to all other elements (page margin, text, graphics, etc.). This is the defined protection zone for the logo.



Protection zone

Educaro Logo - Variants

The logo is also available in black and white.

The black logo may only be used if the medium only allows a single colour to be displayed.

The white logo may be placed on dark backgrounds, such as Educaro green or black.

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The logo can also be used in a short version. This is only allowed if the first logo used in a medium is the long logo version.

Only in extreme exceptions, when very limited space is available, the logo may be used in its short version. This must be confirmed with Marketing.

e⁷

e⁷

e⁷

Educaro Logo - Dos and don'ts

Do

The examples shown here with the long logo also apply to the short logo version.



Logo on white



Logo on yellow



Logo on light background image



White logo on black



White logo on dark image

Don't

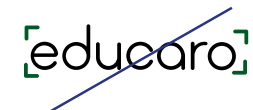
The examples shown here with the long logo also apply to the short logo version.



Scale the logo disproportionately



Recolour the logo



Play around with the elements



Black logo on dark background



White logo on yellow background



White logo on background with too low contrast

TYPOGRAPHY

Educaro fonts - headline font

The font Educaro uses for headlines is Raleway Bold.

Raleway Bold

To loosen up the text, it is also permitted to present a short headline or a part of the headline purely with an outline.

The legibility of the font must always be ensured!

Texts are to be set left-aligned in ragged setting.

For Microsoft applications, Verdana has to be used as a substitute font.

**The Quick Brown
Fox Jumps Over
THE LAZY DOG.**

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

Educaro fonts - headline substitute font

**Only for Microsoft
Applications:**

The substitute font Educaro uses
for headlines is Verdana Bold.

To loosen up the text, it is also
permitted to present a short
headline or a part of the headline
purely with an outline.

**The legibility of the font must
always be ensured!**

Texts are to be set left-aligned in
ragged setting.

Verdana Bold

**The Quick Brown
Fox Jumps Over**

THE LAZY DOG.

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

Educaro fonts - body copy font

The font Educaro uses for body text is Noto Sans Regular.

Smaller headings that are to be integrated into the text are set in Bold.

Texts are to be set left-aligned in ragged setting.

Noto (No more tofu) is a typographic family that covers the more than 800 languages included in the Unicode Consortium standard.

For Microsoft applications, Verdana has to be used as a substitute font.

Noto Regular

The Quick Brown Fox
Jumps Over The Lazy Dog.

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

Noto Bold

**The Quick Brown Fox
Jumps Over The Lazy Dog.**

**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**

Educaro fonts - body substitute font

Only for Microsoft

Applications:

The substitute font Educaro uses for body text is Verdana Regular.

Smaller headings that are to be integrated into the text are set in Bold.

Texts are to be set left-aligned in ragged setting.

Verdana Regular / Substitute font

The Quick Brown Fox
Jumps Over The Lazy Dog.

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

Verdana Bold / Substitute font

**The Quick Brown Fox
Jumps Over The Lazy Dog.**

**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**

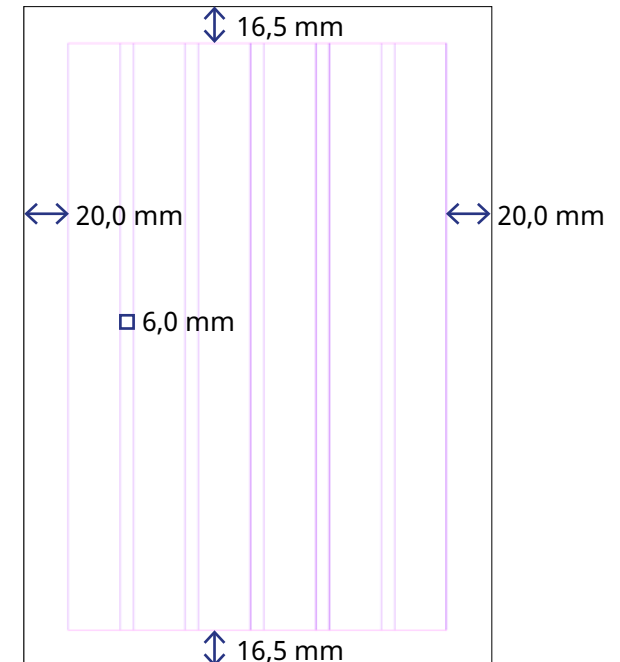
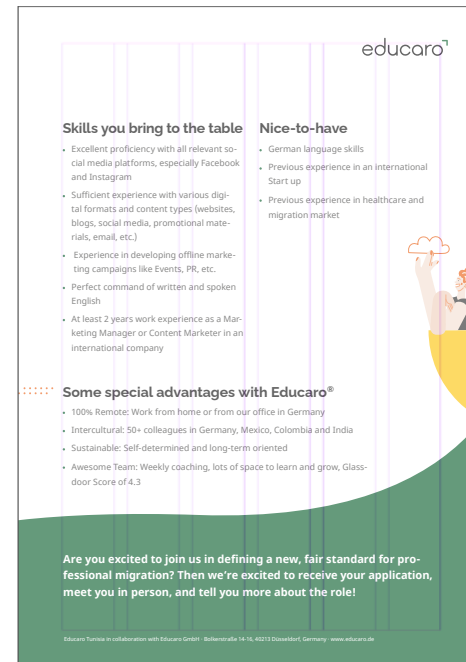
Educaro fonts - layout example

1 H1 in Raleway bold in black.
If the headline is short, it is allowed to use capital letters.
Fontsize in this example is 48 Pt.

2 H2 in Raleway bold, smaller font size than H1.
Fontsize in this example is 18 Pt.
Capitel letters are not allowed.

3 Intro Text in Noto Sans Bold, in green.
In this example 11Pt.

4 Body Text in Noto Sans Regular, in black.
In this example 11Pt.



Format: DIN A4, 6 columns

COLOURS

Colours

The primary colours are black, white and Educaro green. The secondary colours are Educaro Yellow and Orange.

Black should always be used for texts. Black must never (!) be used over the entire surface (except for illustrations). To ensure a very clean and neat look, enough white space should always be used. If colour is used, green is the first colour to be used, as it is one of the primary colours. Yellow and orange are to be used as accent colours. The part of yellow should always be higher than the part of orange.

The colours should be used in full saturation, never with gradients or in a colour gradation.

The ensemble of colours should always look bright, friendly, colourful, but also clear and tidy.

Primary colours



Hex: #000000
RGB: 0 | 0 | 0
CMYK: 0 | 0 | 0 | 100



Hex: #ffffff
RGB: 255 | 255 | 255
CMYK: 0 | 0 | 0 | 0



Hex: #005926
RGB: 0 | 89 | 38
CMYK: 100 | 10 | 100 | 50

Secondary colours



Hex: #fdc300
RGB: 253 | 195 | 0
CMYK: 0 | 25 | 100 | 0



Hex: #ea5b0c
RGB: 234 | 91 | 12
CMYK: 0 | 75 | 100 | 0

Proportions of the colours in combination



VISUAL LANGUAGE

Visual language

Educaro's visual language is authentic and documental. The perspectives are less observational but rather in the middle of the action.

The aim is to show atmospheric snapshots in real colours.

The colours should be as true as possible, but if in doubt, the saturation should be reduced a little rather than the overall impression of the picture being too multi-coloured.

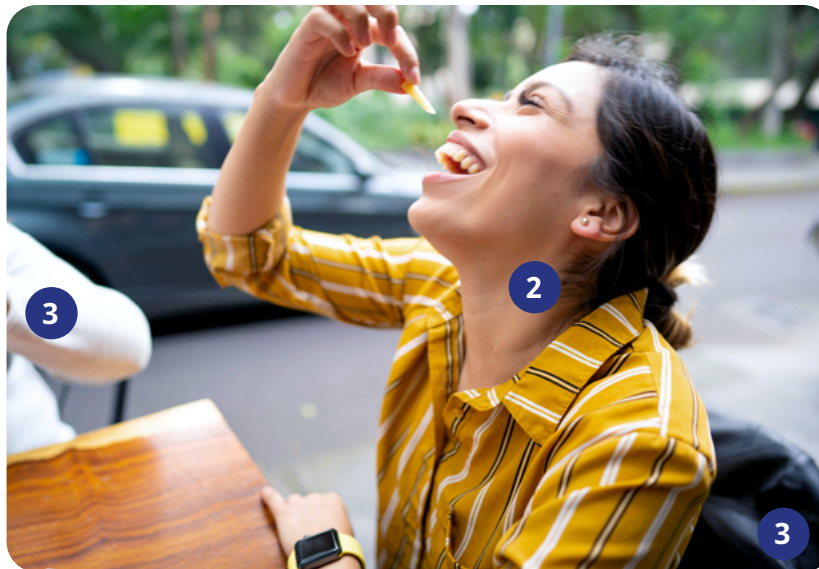
The focus is always on the human being.

We show authentic people, not artificially portrayed, in natural settings and poses.

The imagery always seems lively, friendly and bright.



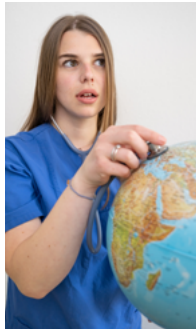
- 1 The background and unimportant details disappear in the softness of the blur
- 2 Natural light and natural skin tones
- 3 The contrast range of the images is maximally high, but without highlights and depths swallowing up structures and details



Visual language - examples



Visual language - Don'ts



Posed and inauthentic images



Colour cast and / or too little or too much saturation



Unrealistic picture composings

ILLUSTRATIONS

Illustrations

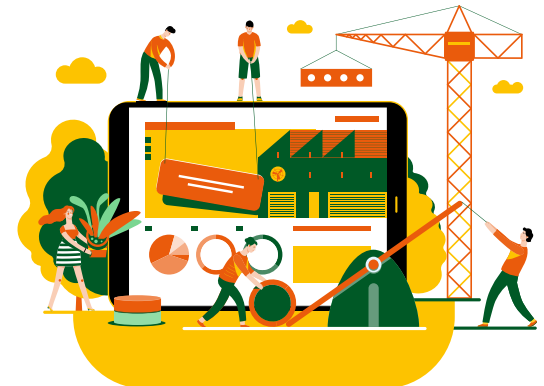
To present abstract or difficult topics in a light and friendly way, illustrations are used.

The illustrations are flat, two-dimensional, friendly, playful and consist mostly of roundish, fluid and wavy shapes.

Make sure that there is enough white space around the individual illustrations so that the illustration can take effect and it doesn't look cluttered.

The more individual elements an illustration has, the more white space must be used.

The background on which the illustration is to be placed is ideally white or a solid color.



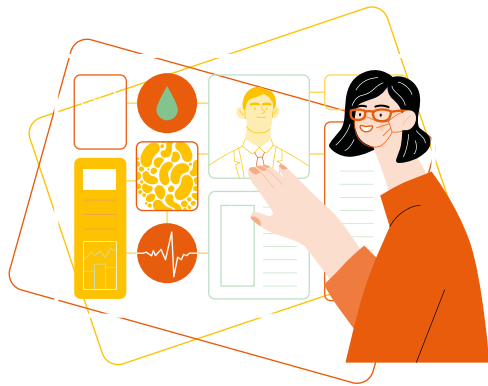
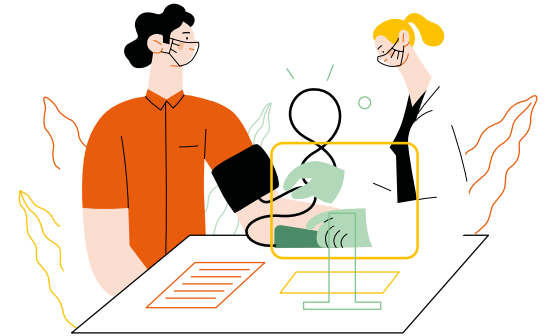


Illustration colours

The illustrations may consist of the Educaro basic colors and colors that may be used exclusively for the work with the illustrations.

The colors for the illustrations are to be chosen in such a way that an appealing, friendly overall impression is created. The illustrations should never be too dark, so the colour black should be used with care.

The colors must be used solid. Gradients are not allowed.



Hex: #000000
RGB: 0 | 0 | 0
CMYK: 0 | 0 | 0 | 100



Hex: #005926
RGB: 0 | 89 | 38
CMYK: 100 | 10 | 100 | 50



Hex: #fdc300
RGB: 253 | 195 | 0
CMYK: 0 | 25 | 100 | 0



Hex: #ea5b0c
RGB: 234 | 91 | 12
CMYK: 0 | 75 | 100 | 0



Hex: #85c390
RGB: 133 | 195 | 144
CMYK: 53 | 0 | 54 | 0



Hex: #bfd5ca
RGB: 191 | 213 | 202
CMYK: 30 | 5 | 25 | 0



Hex: #f8cfb6
RGB: 248 | 207 | 182
CMYK: 0 | 25 | 30 | 0

Illustration Dont's



Isometric illustrations



Too artistic or surreal illustrations



Pure stroke illustrations



Manga-like illustrations



Hand-drawn illustrations



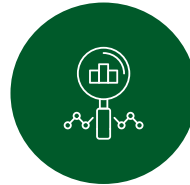
Too realistic illustrations

ICONS

Icons

The icons consist of an outline, with rounded corners and edges. They are either full color green on white background or white on green background.

For the icons, it is a must to always make sure there is enough white space.



Caution:

When icons are placed in a circle, make sure that they are centred visually, not mathematically. This ensures visual balance.



Do:
Visually centered



Don't:
Mathematically centred

FORMS & SHAPES

Forms and Shapes

Shapes and solid areas that are used should always appear soft, round and organic. They can be used in the background to display texts prominently, to divide areas or to bring further structure.



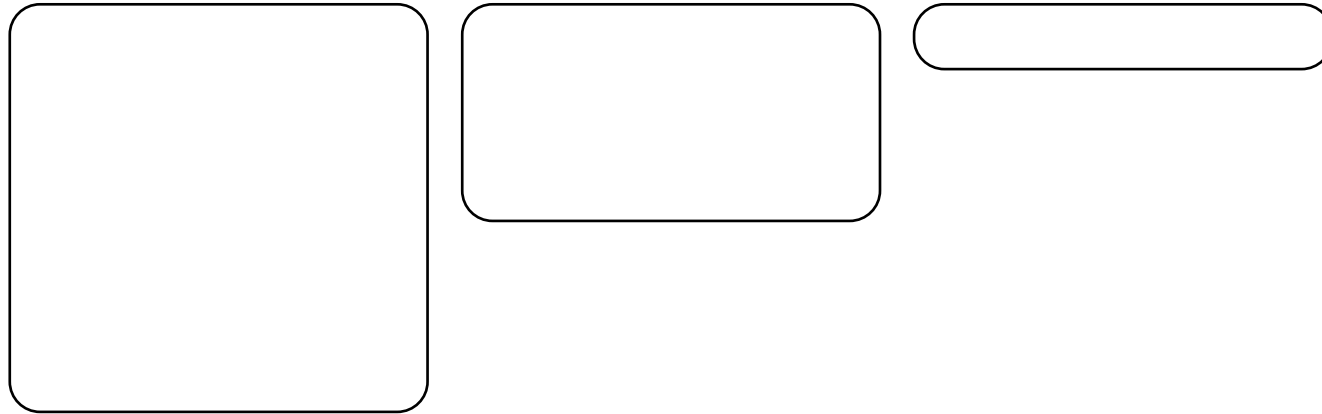
The shapes can be freely chosen and created as required, but should be close in appearance to the shapes shown here. The shapes can be fully coloured, used as outlines, and white shapes also work with a light shadow. A mix of two versions of the shapes can also loosen up a layout and may therefore be used.



Examples for the use of shapes



The corners of rectangles are to be provided with a radius of 4 mm to create a friendly overall appearance.



Line ends are to be designed with rounded ends.



LETTERHEAD & WORD DOCS

Letterheads

Format: DIN A4

1 4,5 cm

2 2,5 cm

3 Verdana Bold; 6,5 Pt

4 Verdana Regular; 10 Pt

5 Verdana Bold; 9 Pt

6 Verdana Regular; 9 Pt

7 Company name:
Verdana Bold; 6,5 Pt

Address lines:
Verdana Regular, 6,5 Pt

[Link to template](#)

Diagram of a letterhead template with dimensions and labels:

- 1: Vertical dimension of the top header bar (4,5 cm).
- 2: Horizontal dimension of the side bars (2,5 cm).
- 3: Vertical dimension of the top header bar (4,5 cm).
- 4: Vertical dimension of the main content area (10 Pt).
- 5: Vertical dimension of the main content area (9 Pt).
- 6: Vertical dimension of the main content area (9 Pt).
- 7: Vertical dimension of the footer bar (6,5 Pt).

Content layout:

- Top header bar: educaro⁷
- Address lines: Educaro GmbH · Bolkerstraße 14-16 · 40213 Düsseldorf
- Recipient address: Anrede, Name, Straße, Hausnummer, Postleitzahl, Stadt, Land
- Date: 13.04.2022
- Subject: **Betreff:**
- Recipient address: Anrede
- Brief text: Briefftext hier
- Greeting: Grußformel
- Footer bar: Educaro GmbH, Bolkerstraße 14-16 · 40213 Düsseldorf · www.educaro.de · info@educaro.de · +49 211 545 610, Registergericht: Amtsgericht Düsseldorf, B73223 · Geschäftsführer: Leon Schneider

Diagram of a letterhead template with dimensions and labels:

- 1: Vertical dimension of the top header bar (4,5 cm).
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- 5: Vertical dimension of the main content area (9 Pt).
- 6: Vertical dimension of the main content area (9 Pt).
- 7: Vertical dimension of the footer bar (6,5 Pt).

Content layout:

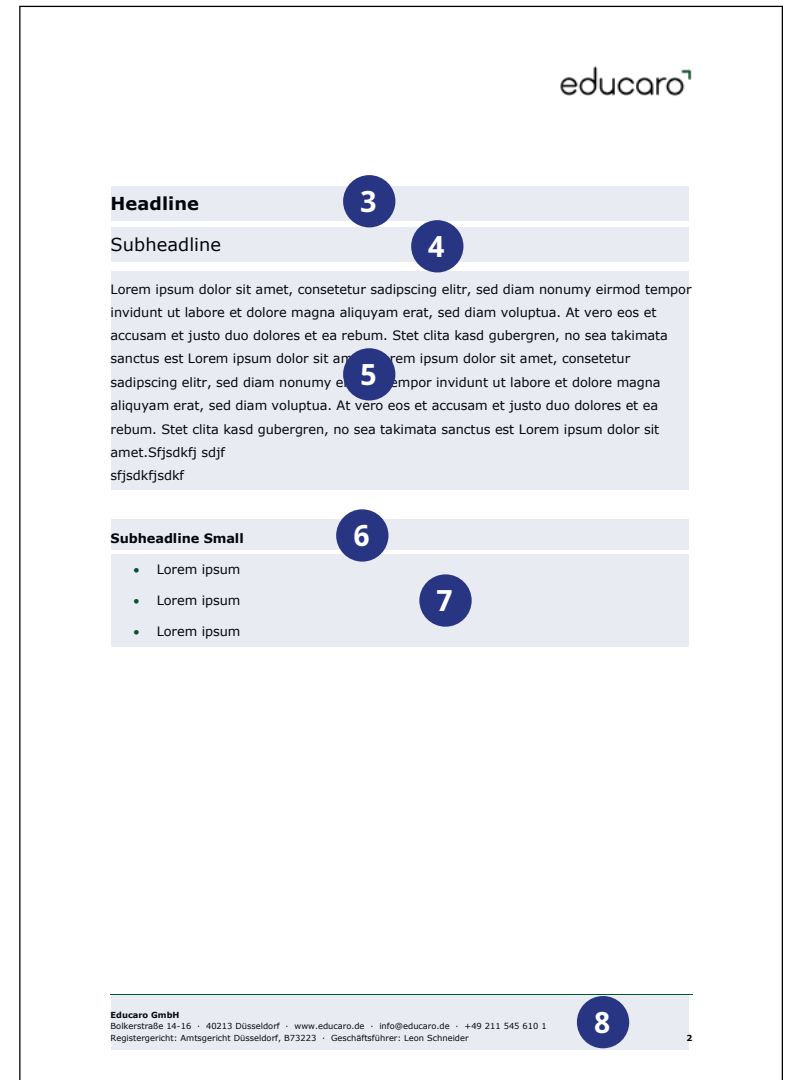
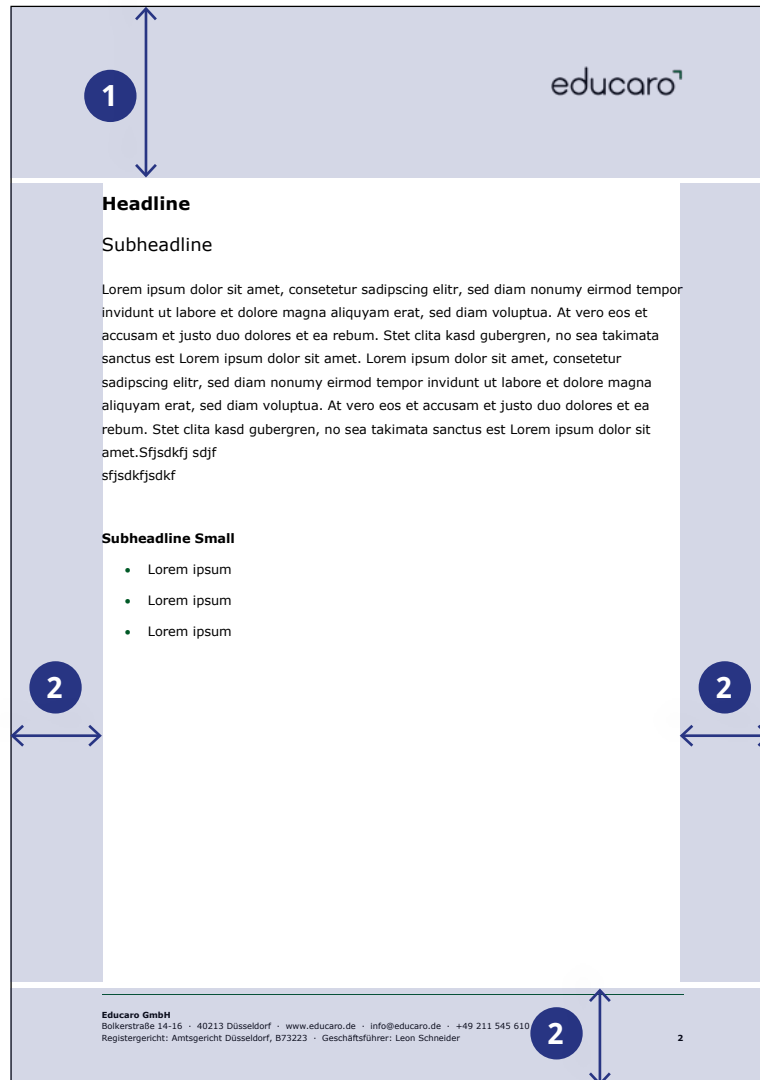
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Word Docs

Format: DIN A4

- 1 4,5 cm
- 2 2,5 cm
- 3 Verdana Bold; 14 Pt
- 4 Verdana Regular; 14 Pt
- 5 Verdana Regular; 10 Pt
- 6 Verdana Bold; 10 Pt
- 7 Verdana Regular; 10 Pt
Bullet indent: 0.63 cm
Bullet Points in Educaro green
- 8 Company name:
Verdana Bold; 6,5 Pt
Address lines:
Verdana Regular, 6,5 Pt

[Link to template](#)



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