# Brand essence

ExamsAssistant

**THE BRAND IDEA**

The checked study spread

**WEBSITE PURPOSE**

ExamsAssistant helps learners prepare with confidence using adaptive practice, personalized study guidance and intelligent assessment tools.

**WHY THE SYMBOL WORKS**

A distinctive open study book carries a confident exam check, linking preparation with understanding.

**AUDIENCE**

Students and exam learners

**VOICE AND CHARACTER**

**Encouraging / Structured / Focused**

# Logo architecture



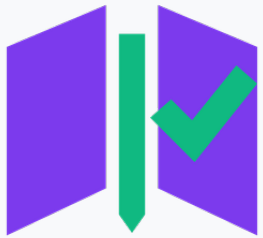

01 Horizontal - default signature



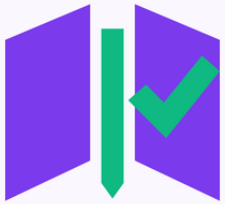

02 Stacked - compact space




03 Wordmark - text-led



04 Symbol - familiar contexts



05 Avatar - profile image




Black - one ink



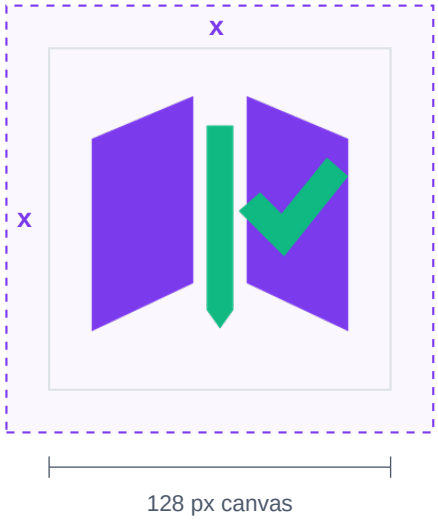

White - dark surfaces

Choose the exported lockup that fits the space. Preserve the supplied artwork, proportions and approved colour treatment.

# Space and scale

## CLEAR SPACE

One unit x equals 16 px on the 128 px symbol canvas. Keep one x on every side.




Safe area
160 x 160 px
x = 16 px (12.5%)
Scaled illustration

## MINIMUM DIGITAL SIZES

| | |
|---|---|
| Symbol | 32 px |
| Horizontal | 245 px |
| Stacked | 135 px |
| Wordmark | 122 px |
| Avatar | 48 px |

Values are minimum widths. Preserve the exported aspect ratio and check final legibility.

### Keep proportions

Scale the complete logo uniformly. Never stretch, compress or rotate the artwork.

### Use the palette

Choose an approved treatment. Do not recolour individual pieces or introduce gradients.

### Keep it clean

Do not add shadows, bevels, outlines or texture to the logo itself.

### Protect the space

Keep text, borders and other marks outside the clear-space boundary.

# Colour and typography

| Primary | Secondary | Ink | Paper | White | Black |
|---|---|---|---|---|---|
| **#7C3AED** | **#10B981** | **#241643** | **#FAF7FE** | **#FFFFFF** | **#111111** |
| RGB 124 / 58 / 237 | RGB 16 / 185 / 129 | RGB 36 / 22 / 67 | RGB 250 / 247 / 254 | RGB 255 / 255 / 255 | RGB 17 / 17 / 17 |
| CMYK 48 / 76 / 0 / 7 | CMYK 91 / 0 / 30 / 27 | CMYK 46 / 67 / 0 / 74 | CMYK 2 / 3 / 0 / 0 | CMYK 0 / 0 / 0 / 0 | CMYK 0 / 0 / 0 / 93 |

CMYK values are approximate process conversions. Confirm the final colour on the intended stock and print process.

## TYPOGRAPHY ROLES

Logo lettering: Avenir Next. Exact supplied paths are outlined; the logo needs no local font.
Display: Source Sans 3. Use for headings and short brand statements.
Body: Source Sans 3. Use for paragraphs, captions and practical information.

## READABLE COMBINATIONS

Ink on white: 16.5:1 contrast.
White on ink: 16.5:1 contrast.
White on primary: 5.7:1 contrast.

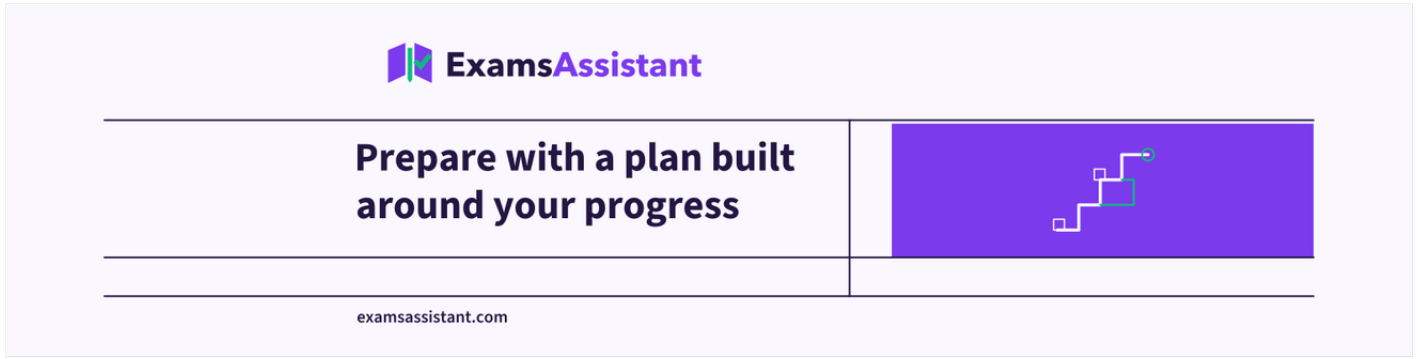
Use at least 4.5:1 for normal text. Bright accents may work best as shapes, highlights or large display elements. Test copy over patterns and photographs.

Font assignments, available files and licence/source details are recorded in fonts.json. Source-only system font files are not redistributed.

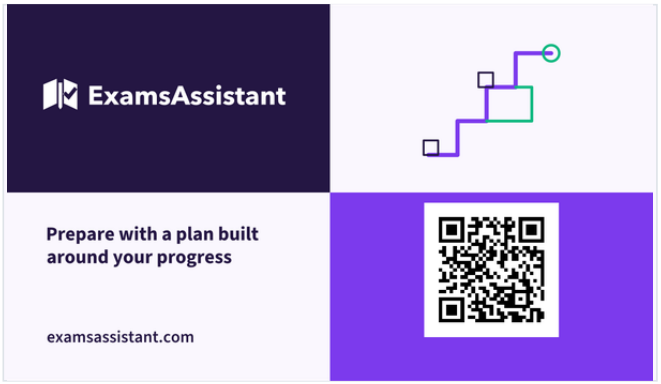
# Brand in the world



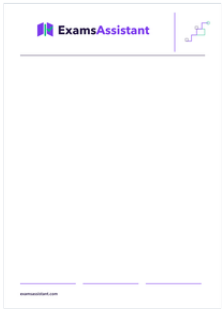

SOCIAL - SQUARE POST




SOCIAL - PROFILE COVER




PREVIEW - QR CARD BACK




A4 LETTERHEAD



SUPPORTING GRAPHICS

A stepped study path branches briefly for review, then returns to a clear next question. Keep patterns quiet behind copy.

COPY DIRECTION

**Prepare with a plan built around your progress**

This kit: QR at least 20 mm including the 4-module white quiet zone. ECC Q; no logo overlay. Keep the 174 x 210 mm letterhead writing area blank. Print supplied PDFs at actual size and test the final QR.

**Explore study support**

examsassistant.com

# Handoff and file map

## THE WORKING KIT

Use the selected exports. Keep the source artwork and token file together so new material stays consistent.

| | |
|---|---|
| **Logo variants** | variants/index.json |
| Five lockups, six approved treatments, dimensions and minimum sizes. | |
| **Vector masters** | variants/*.svg |
| Retain original paths for websites, layouts and scalable production. | |
| **Digital images** | variants/*.png |
| Use PNG at its intended pixel size; retain the supplied alpha or matte. | |
| **Identity tokens** | brand-tokens.json |
| Exact palette, spacing, type roles and contrast recommendations. | |
| **Patterns** | patterns/ |
| Three supporting patterns based on this brand concept. | |
| **Cards and letterheads** | collateral/ |
| Website-QR cards and A4 writing master. Print PDFs include 3mm bleed. | |
| **Fonts and licences** | fonts.json |
| Assigned font roles, available files and licence/source details. | |
| **Motion and loading** | motion/index.json |
| Exact-logo animations, actual timings and reduced-motion fallbacks. | |
| **Browser and app icons** | favicon-set.zip |
| ICO, themed PNG/SVG, opaque app icons and install-head template. | |
| **Guidance** | brand-guidelines.pdf |
| This six-page guide, plus HTML and Markdown companions. | |

## DIMENSIONS AND DELIVERY

Horizontal: 551 x 104 SVG / 1600 x 302 PNG
Stacked: 376 x 250 SVG / 1600 x 1064 PNG
Wordmark: 434 x 68 SVG / 1600 x 251 PNG
Symbol: 128 x 128 SVG / 1024 x 1024 PNG
Avatar: 512 x 512 SVG / 512 x 512 PNG
Print: cards 90 x 50 mm / letterhead A4 / 3 mm bleed.

## MOTION AND LOADING

A study plan grows step by step and adapts at the review branch.
Intro 2.92s / loop 4.62s / loader 1.58s. Loader canvas: 200 x 200 px.
Use static output for reduced motion; hide the loader when actual content is ready.

## BROWSER AND APP ICONS

ICO 16 / 32 / 48 px; PNG 16 / 32 / 48 / 96 px. Apple 180; Android 192 / 512. Optical inset: 12.5%. Opaque app tiles; central 80% maskable safe circle. Native monochrome Safari mask supplied. Use these exports below normal logo minimums.

## SOURCE NOTES AND CHOICE STATUS

User-selected identity. No website deployment was changed.