

ELUNA learns

BRANDING GUIDE

FILES:

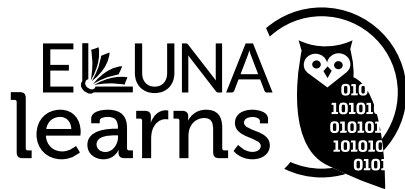
ELUNALearns-St

ELUNALearns-Hz

OwlMark



BLACK (Bk)



REVERSE (Rev)



WHITE (Wh)



BRAND PERSONALITY

Sage

Help people understand by sharing wisdom and trusted advice

GOAL: Knowledge
Belonging
Transformation

Everyperson

Help people to feel welcome and part of the community

Wizard

Help people transform their lives by performing the miraculous

TYPOGRAPHY

LATO MEDIUM
Museo 500

FILE FORMATS

Vector-eps, pdf

USES: professional printing, signage, apparel and promo product vendors. Colors are CMYK suitable for press.

NOTE: eps files may require Adobe software to open.

Bitmap-jpg, png

USES: desktop printing, website, social media and digital publishing. 3 sizes (72, 300 & 600 ppi). Colors are RGB suitable for on-screen.

NOTE: pngs are transparent, jpps have white backgrounds.

COLOR



100K 72M 32K
Pantone 280C
web: 003e7e



54M 100Y
Pantone 144C
web: f78d1e