

Section 01

Brand Standards

A set of recommendations and instructions

DESIGNING SPIRIT OF MATH

Brand guidelines do not stunt creativity but steer it in the right direction; they put the brand identity front and center in every piece.

Creativity and imagination are not hindered by brand guidelines. Establishing a set of standardized guidelines is imperative to provide the direction needed to maintain consistency throughout our collateral. While these guidelines are detailed, they do not, and should not, be used to stifle creativity nor the natural evolution of our brand.

The Brand Manual is divided into four sections:

-Section 01| Design Guidelines: A set of recommendations to ensure good practice in design and the presentation of our brand. They provide clear instructions regarding our logo, colour palette, and typography.

-Section 02| Corporate Stationary: Provides the updated collateral used in the official stationary of the company and annual campaigns.

-Section 03| Publications: Templates and standards applied in all our publications and booklets.

-Section 04| Operations Collateral: Templates and guidelines used at campus level.

Statement of purpose

This Brand Manual is revised annually by the Marketing Department. It is a reference for everything related to our brand.

Information on any application not discussed in this guide can be obtained from the Marketing Department. Any use of the logo or other identifying words or marks not covered in this guide must be approved by Marketing Department prior to production in order to assure accuracy and consistency.

The Marketing Department is available to answer questions about the proper usage of SoM logos, and to assist in the creation and approve the use of publications.

Corporate Logo

About our logo

Logo anatomy

Clearspace & computation

Brand colours

Logo dos and don'ts

CORPORATE LOGO

Our logo is the key building block of our identity, the primary visual element that identifies us.

Our official name is Spirit of Math Schools Incorporated. The name may be shortened to Spirit of Math Schools or just Spirit of Math. When addressing audiences who will understand what the letters stand for – staff, alumni, students, etc., it is also acceptable to use the letters *SoM* alone when referring to the program.

The logo is our primary graphic symbol and must be used on all brochures, flyers, other publications, and on all web-based publications for internal and external audiences. It must also appear on all cheques, forms, and signs.

Print-quality SoM Inc. logos are available electronically through the Marketing Department and in Adobe Bridge shared library. *Please refer to FAQ section for the link.*

Designer:

Robert Connor

Advertising Art graduate, Red River College, Winnipeg, Manitoba.

Symbology

The Spirit of Math logo symbolizes the fun and interaction children experience while learning in a Spirit of Math environment.

The three colours represent the Spirit of Math mission statement.



To promote Cooperation



Inspire Confidence



Release the Genius in Every Child

Full logotype

The purpose of the Spirit of Math logo is to aid and promote instant public recognition. The official four-colour logo should be used where possible. In both Vertical and Horizontal formats. Alternate approved variations of the logo are available in certain cases as described in this manual.

*The only version to be used is the one approved and provided by the Marketing Department.

Available formats are:

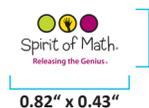
.pdf | .eps | .ai | .png | .jpg | .tiff | .svg.

ATTENTION:

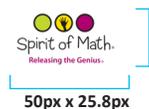
Use of any stylized, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo's integrity and brand consistency. Please consult with Marketing Department if you have any questions or need further help.

Minimum logo sizes

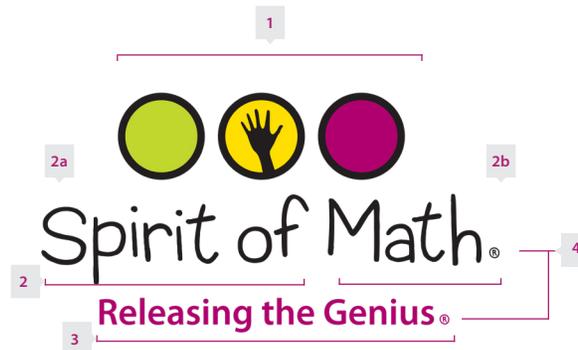
PRINT MINIMUM SIZES:



DIGITAL MINIMUM SIZES:



LIGHT VERSION



The general Logo : vertical format

The main logo is the dark logo used on white or light coloured backgrounds.



The general Logo : Horizontal format

An alternative option also used on white or light coloured backgrounds.

DARK VERSION



LOGO ANATOMY

1) The Logo Symbol

Consists of our three iconic circles evoking our culture of imaginative and innovative education. This symbol is shared with the Spirit of Technology and Spirit of English SoM sub-brands. It can also be used separately in selective cases such as the interior pages of a document as long as the logo in its entirety is used on the first page.

2) The Logo Text

Consists of the logo title and sub-brand name. It is a uniquely set and arranged typeface that should only appear exactly as shown in the logo including spacing of words and letters in relation to each other. The logo font is **Coop Forged** and its use should be limited to the logo and it is not to be used in other marketing materials without approval from Marketing Department.

2a. Logo Title: Spirit of

2b. Sub-brand name: Math.

3) Logo Tagline

Releasing the Genius® is our umbrella company, therefore the tagline should always be part of the logo and also used separately when appropriate.

4) Trademarks

Trademarks should always be used alongside the logotype and the logo tagline.

Used on dark backgrounds.

LOGO SYMBOL



The logo graphic mark can be used separately in certain cases as long as the colour codes remain unaltered. When printing in black and white or in certain graphic element, the alpha logo can also be used in black or reverse white.

CLEARSPACE & COMPUTATION

Our logo should maintain a place of prominence in every context.

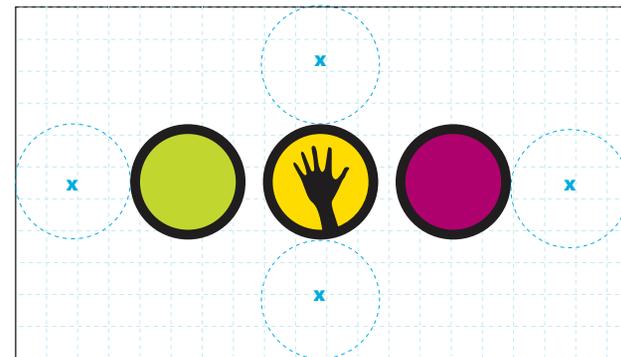
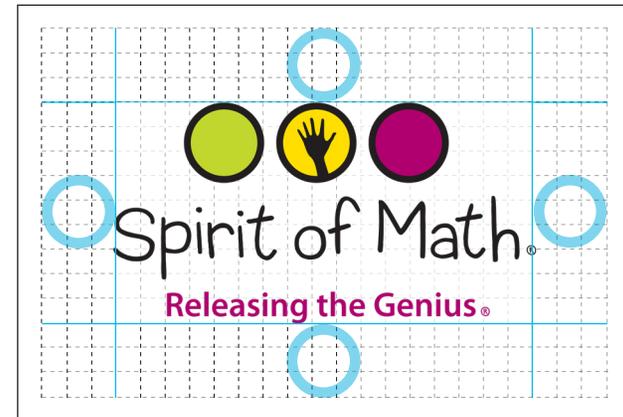
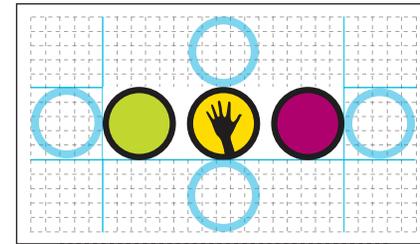
Clearspace

Definition

A clearspace is established around the logo to indicate the minimum distance differentiating it from its surrounding content. No graphic elements of any kind should invade this zone.

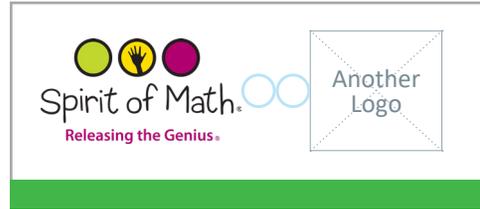
Computation

The clear space is the same distance as the diameter of the circle in the logo.



Logo **DOS** and **DON'TS**

Opposite are general guidelines of common mistakes that put our brand at a disadvantage.



✓ **DO.**

Use double the clear space (outlined circle) in case of placement near another logo.



✓ **DO.**

Use backgrounds that create enough contrast with the logo and helps it stand out.



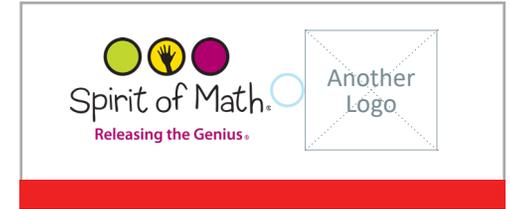
✓ **DO.**

Use subtle backgrounds with enough contrast to help the logo stand out.



✓ **DO.**

When placing the logo on an image, ensure the background is free of distracting elements.



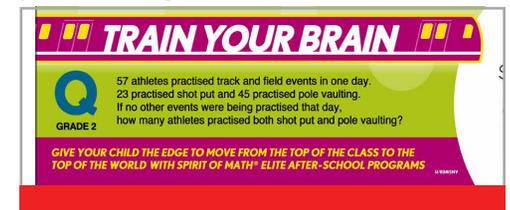
✗ **DON'T.**

Never place the logo close to another logo without the safety margins of two circles.



✗ **DON'T.**

Don't use the official plum colour as a background or any other colour that doesn't provide enough contrast.



✗ **DON'T.**

Avoid colour overload and saturated backgrounds.



✗ **DON'T.**

Avoid placements where the background is interfering with the clarity of the logo.

CO-BRANDING

Maintaining prominence while collaborating with other brands opens us to new markets.

Co-branding

Co-branding is a strategic agreement between two or more partner brands to work together to achieve a desired goal. Co-branding encompasses a wide range of marketing activities including, partnerships, promotions, and sponsorships. It helps increase consumer preference for Spirit of Math, generate loyalty and brand differentiation.

Co-Branding key principles

These key principles give a framework for approaching all co-branding opportunities:

- Present Spirit of Math as the dominant/lead brand (whenever possible).
- Our logo should be clearly displayed and given prominence.

Using the logo with additional text

In case of combining the Spirit of Math logo with additional text, use the following 'run-up' lines with this spacing.

✓ DO.

Use only the Myriad Pro font and approved run-up line (use when needed).

Sponsored by  Spirit of Math.
Releasing the Genius.

Together with  Spirit of Math.
Releasing the Genius.

✗ DON'T.

Don't use these unapproved run-up lines. The run-up line should not misrepresent the relationship between other brands and the Spirit of Math®.

register at  Spirit of Math. today
Releasing the Genius.

Design Guidelines

Brand colours

Layout and grid system

Animation and video

Characters and illustration

BRAND COLOURS

Our primary colours are unique and make our brand stand out. Correct colour code is crucial for both print and digital use.

RGB vs. CMYK

It is imperative to note that the same colour can vary in value between screens and printed publications. RGB colour is used for digital communications, like television or websites, while CMYK is used for anything made for print, like brochures, booklets etc.

It is crucial to identify the purpose of the file at hand in order to choose the right version of the logo to be used; either RGB or CMYK.

Core colour system

Spirit of Math® has three primary colours: Green, Yellow, and Plum. These colours have become a recognizable identifier for the company. Unless carefully placed, it is crucial not to create colour overload by using all three colours together.

However, we shouldn't be limited to these three colours in our designs and we can include a wide range of sub-ordinate colours as long as the logo is still clear and the colour story fits within our overall image.

Neutral colours

Used primarily to soften the design, and as a background for publications, interiors, and our promotional materials and giveaways. Neutral colours make our communications clear and legible without competing with our core colour palette.



GREEN GRADIENT



PRIMARY COLOUR GREEN

COLOUR CODES

CMYK : C9 M0 Y100 K0
RGB : R193 G216 B47
HEX : #C1D82F
Web Color: #C6D644
Pantone : 382 C



YELLOW GRADIENT



PRIMARY COLOUR YELLOW

COLOUR CODES

CMYK : C9 M0 Y100 K0
RGB : R255 G221 B0
HEX : #FFDD00
Web Color: #F9DD2F
Pantone : 109 C



PLUM GRADIENT



PRIMARY COLOUR PLUM

COLOUR CODES

CMYK : C9 M0 Y100 K0
RGB : R175 G0 B110
HEX : #AF006E
Web Color: #990066
Pantone : 234 C



20 %



80 %



100 %

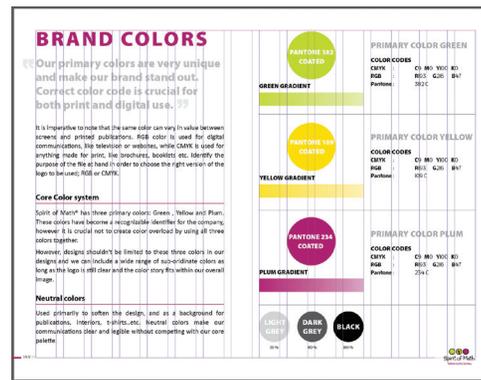
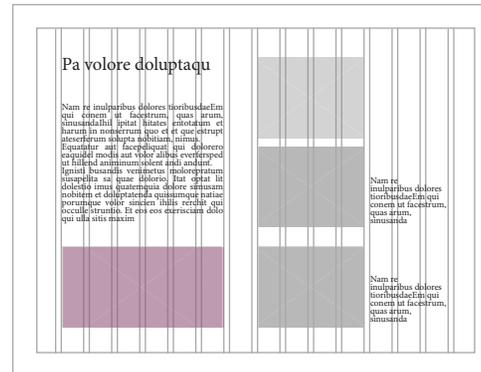
LAYOUT AND GRID SYSTEM

Negative space is important in layouts to create a sense of lightness and avoid text-heavy designs.

A grid is a simple structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to organize content.

Make sure to always leave margins around the documents that doesn't include any important information.

Refrain from overloading every space of the page with content, correct use of negative space allows the design to breathe and allows the eyes to receive the information without being overloaded.



A grid consisting of a large number of columns is ideal in giving layout flexibility.

It's recommended to use 0.5" for margins and 0.125" for bleed.



Example of ideal poster layout. For poster design it is recommended to limit text to 40% of the page.

ANIMATION & VIDEO

An animated image conveys the personality of a company and plays a significant role in establishing an effective brand image; it is the foundation of a successful marketing strategy.

Logo animation

Whenever possible use the official SoM logo animation as intro or outro on videos. Use of unapproved logo animation options is not allowed unless otherwise indicated by the Marketing Director.

A version of our animated logo is also used as animated profile pictures in our social media accounts.

Delivery specs

All content used should meet the highest video industry standards, but we also need to consider users with low bandwidth.

High Quality

Frame rate: 25fps/ 30fps
Audio: 48 khz, 16, or 24 bit stereo
Aspect ratio: 16:9
Resolution: 1080P or better (2K or 4K)
Delivery format: ProRes HQ or similar high bitrate

Low Quality

Format: h.264/ MP4
Resolution: 1280 x 720
Bitrate: 1 pass VBR, 3 Mbps max, 1.5 Mbps average
Audio: 128 kbps

Note: Do not use QuickTime h.264; use the actual h.264 format option. The quality of the QuickTime encoder is not as good. The h.264 format also has built-in YouTube and Vimeo presets, which are useful and can help target specific use cases.

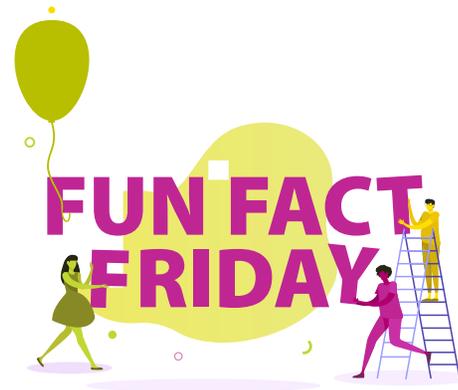
CHARACTERS & ILLUSTRATIONS

Illustration is a powerful tool to create a more vibrant image of our brand and adds a fun element to our identity.

Spirit of Math *is* a corporation. However we are educators and innovators at our core. Our innovation is reflected through use of creative elements that could be fun and surprising, with the intent of delivering our message more effectively.

Diversity

Our brand is multi-cultural and celebrates diversity among our staff and students. This is reflected in the characters we create as well; they reflect Canadian diversity and vibrance but can also be applied globally.



Use of Logo colours for characters: plum, yellow, and green.



The characters are used to introduce our brand. Therefore, the colour palette should either follow our core colours or the triad colours of our sub-brands: Blue: Spirit of Technology, or Red: Spirit of English.

Corporate Typography

Primary font

Secondary font

Text hierarchy

Typography guidelines

CORPORATE TYPOGRAPHY

Using the same
fonts in our
collateral is crucial
to maintain our
brand.

Typography plays an important role in communicating an overall tone and consistency. Careful use of typography reinforces our identity and ensures clarity and harmony in all Spirit of Math® communications. We have selected *Myriad Pro* as the primary font and *Calibri* as the secondary. It is important to note that Coopforged, the official font of the logo, shouldn't be used in any of our communications (apart from the logo) unless otherwise advised by the Marketing Department.

Aa

Primary Font:
Myriad Pro

Designers:
Robert Slimbach &
Carol Twombly

Myriad Pro Black
Myriad Pro Bold
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Light

Myriad Pro Condensed Black
Myriad Pro Condensed Bold
Myriad Pro Condensed Semibold
Myriad Pro Condensed
Myriad Pro Condensed Italic
Myriad Pro Condensed Light

*Please note that the font used in our publications is different and is covered in Section 04: Spirit of Math Publications

Aa

Secondary Font:
Calibri

Designers:
Luc(as) de Groot

Calibri Bold
Calibri Regular
Calibri Italic
Calibri Light

Text hierarchy

Typographic hierarchy is another form of visual hierarchy. Proper use of typographic hierarchy lettering ensures that the most important words are displayed with the most impact, allowing users to scan text for key information easily.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques. Opposite are examples of text hierarchy in documents.

Primary Headline | Myriad Pro Black | Size: min. 30 pt | Leading 40pt

TITLE.

Subheadline | Myriad Pro, Bold | Size Shown: min.16 pt | Leading 20 pt

Subheadline.

Body Text | Calibri Regular | Size Shown: 11-12 pt | Leading: 15 pt

Body Text.

⊗ DON'T.

Do not use too many typography styles in the same paragraph.

⊗ DON'T.

Never use hyphens.

Spirit of Math® is an *innovative* leader in **mathematics education**, offering a system of after-school math classes for *high-performing* and gifted students.

Spirit of Math® is an *innovative* leader and contributor in **mathematics education**, of-fering a system of after-school math classes available all of *high-performing* and gifted stu-dents.

Imagery

Use of pictures

Image guidelines

USE OF PICTURES

Images are eloquent storytellers and representatives of our brand. They are an excellent reflection of our staff, students, and values.

The right selection of pictures is key in creating visuals that embody the essence of Spirit of Math.

The pictures we use tell our stories, our milestones, our growth and what we aspire to as a company and as a group of people.



Image Guidelines DOs & DON'Ts

The energy, smiles, and success of our students captured in images echo our mission and values.

Careful attention should be paid in capturing, choosing, and editing the pictures used in our communications.

The pictures should highlight *diversity* demonstrated in *different ethnicities, age groups, and genders*.

To maintain authenticity and transparency, always use real photos of existing students. **No stock photography of children is permitted.**



✓ **DO.** Have a main focus on a person or a group of people.



✓ **DO.** Build for inclusion and diversity. Include subjects from different ethnicities and genders.



✓ **DO.** Choose a good camera angle that effectively captures the scene.



✗ **DON'T.** Do not clutter the scene or use randomly captured images.



✗ **DON'T.** Even when targeting a specific demographic, do not limit the picture to it.



✗ **DON'T.** Do not use awkward angles, or poorly composed images.

Parental consent

The privacy of our children is a priority. Use of any picture of our students without consent is not allowed. Consent form must be signed by parents of students who are under 18, or by students themselves if they are of age.



✓ **DO.** Minimum Resolution of 72 DPI.



✗ **DON'T.** Avoid pixelated, blurred and dimly-lit images.



✓ **DO.** Make sure people in pictures are in plain clothing free from logos.



✗ **DON'T.** Unless it's SoM logo, pictures should be free of other brands.



✓ **DO.** Edit backgrounds if needed.



✗ **DON'T.** Avoid distracting background that take away from the subject matter.

Marks

Trademarks

Spirit of Math seal

SPIRIT OF MATH SEAL

The SoM seal is a tool used to stamp or emboss important documents in order to show the document is certified and agreed upon by the CEO.

The SoM Seal is the most formal institutional identifier. Its use is limited to diplomas, transcripts and legal documents. The seal may only be used upon permission on the CEO of Spirit of Math. The seal is kept by the CEO. The SoM seal is not to be confused with the legal corporate seal.



SLOGANS & TAGLINES

Simple words can sum up what the company is all about and what it aspires to be.

The following slogans have been established for use in communicating messages to particular audiences:

- **Taking Students from the Top of the Class to the Top of the Nation.**
- **Canada's premier After-School Program for high-Performing students.**
- **Releasing the Genius.**
- **To promote cooperation, inspire confidence and release the genius in every child.**

The different slogans may be used in publications or advertisements based on the brand strategy and upon receiving approval from the Marketing Department.



Section 03

Style Guidelines

Reflecting Spirit of Math's brand through style elements

SPIRIT OF MATH STYLE

Our logo is the backbone of our brand. Its elements and colors define the brand style.

Origin of the style

The strong colors of our logo and its circular elements guide the style of our brand.

Using the three core colors together whenever is possible, establishes an immediate reference to our logo and therefore our brand.



To promote cooperation



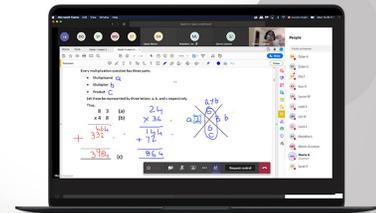
inspire confidence



and release the genius in every child®

All Spirit of Math Classes are ONLINE*

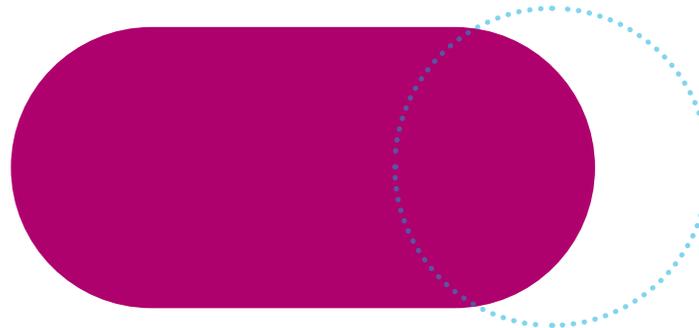
**each online classroom is live, interactive & teacher-led*



SIGN UP FOR OUR ONLINE CLASSES



Make sure all sharp corners are rounded to 0.45 inch.



To add variation to the style, edges can be completely rounded.



Adding rounded strokes around circular images or as background elements, aid in establishing the connection with our brand.

Web & Social Media

Social media guidelines & policy

Facebook

Twitter

Instagram

WEB PAGES

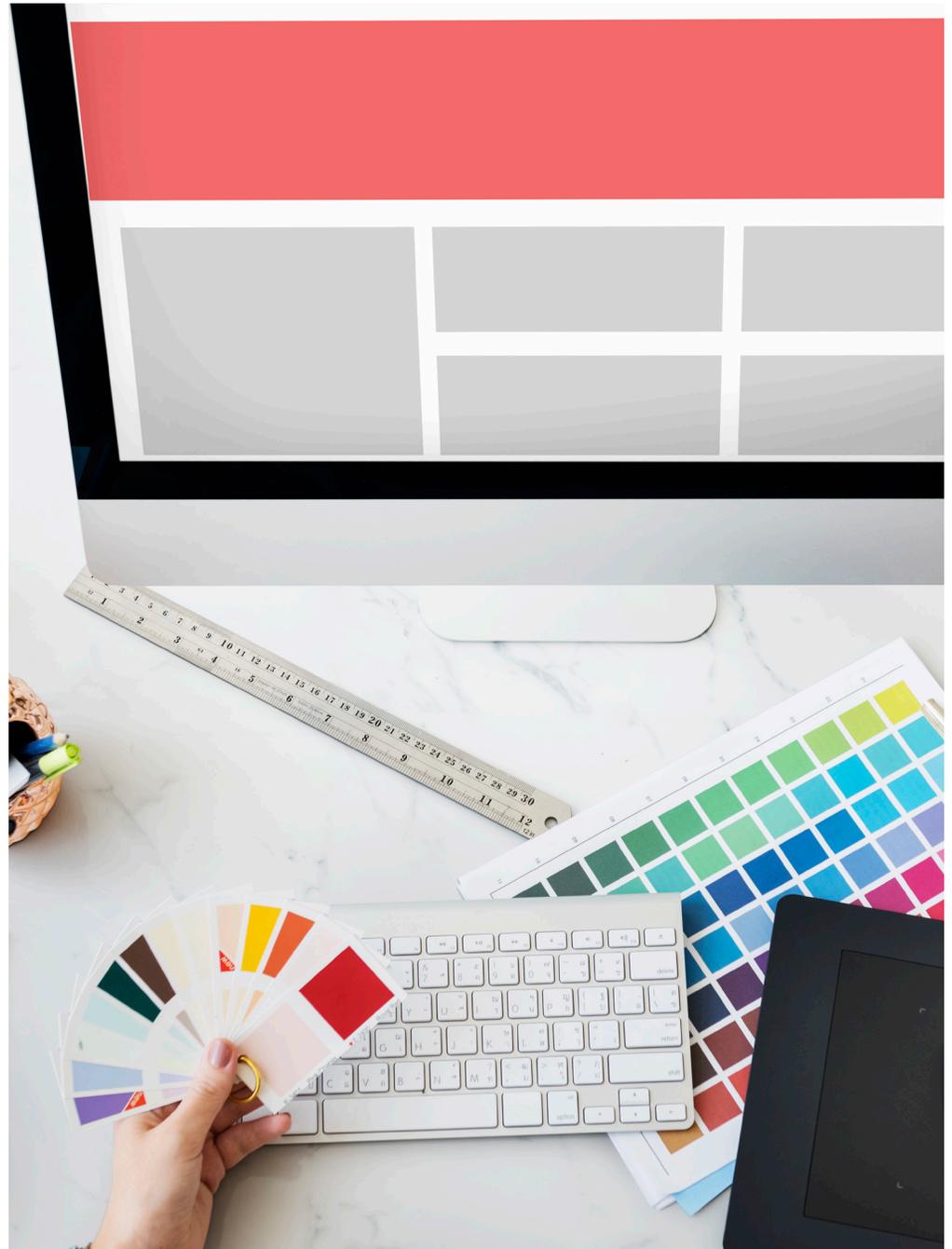
An online search leads users straight to our website, making it the focal point of our online presence.

SoM graphic standards apply to all publications including those online. This section specifically addresses web-related issues.

Web pages created by and for SoM departments must be linked to the SoM home page, must present a compatible graphic identity. Brand Standards are equally important online as in print and the same usage standards must be adhered to.

Online Use of Logo

- The official logo must be on every official SoM webpage.
- Rules of logo use are the same as those for printed logos.
- It is not permitted to apply effects to SoM logos, such as 3D modeling.
- All images and logos should be used in RGB format.
- Web color values are approximate values of our HEX codes and should be used to ensure correct color reference.



SOCIAL MEDIA GUIDELINES & POLICY

Brands should be easily accessible through social media. Engaging with customers through these platforms improves brand loyalty.

Introduction

Companies need to stay relevant to thrive, and social media is quickly changing how businesses are run. It offers a new model to engage not only with its customers but with the world as a whole.

Social media platforms allow for direct conversation and the creation of a community that links Spirit of Math with the rest of the world.

These are the official guidelines for participating in social media for Spirit of Math. Due to the nature of social media, these guidelines need to be updated regularly, so it is necessary to check back often to make sure our brand stays up to date.

It is important to note that ***all social media content posted on behalf of Spirit of Math must run by the SoM Social Media expert and approved by the Marketing Director.***



FACEBOOK

Our Facebook page is a mini version of our website. Current SoM parents and prospective parents should be able to find all relevant information regarding our campuses and our programs.

Our page is an opportunity for parents to contact campuses directly and get answers to their queries and concerns in a timely manner.

Facebook & brand awareness

Facebook helps us connect with our customers on a more personal level. Sharing what we are doing locally, nationally, and globally helps people identify and connect with our brand.

Spirit of Math is always active in organizing activities outside of the classroom. These initiatives should be shared regularly as they are organized.

Facebook as a marketing tool

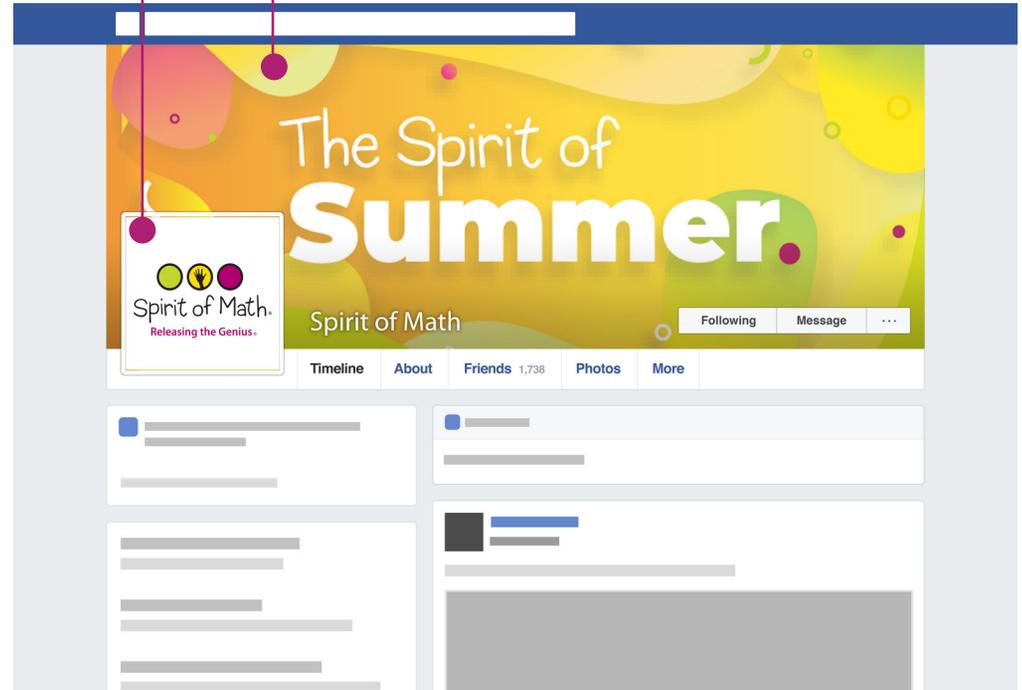
More companies today are increasing their digital marketing budgets to allow for more Facebook marketing. The increase in investment reflects the increase in the role of Facebook in serving marketing and communication purposes.

Effective Facebook presence helps Spirit of Math increase registrations for the After-School Program by scheduling campaigns such as FTC, Open Houses, or Summer Camps.

Prospective parents are able to book an entrance interview directly on Facebook. A list of prospective parents contact information to address them when registrations are open.

Profile Picture: You can use an image of the logo, or the official animated logo scaled to the recommended size.

Cover Photo: It is recommended to use an animate cover photo of the current campaign e.g Summer Camps, or the Default cover photo if there's no campaign running.



Key Information to be shared on Facebook

- Campuses locations
- Schedules by grade
- Schedules by location
- Local, national, and global events

FACEBOOK

Recommended sizes:

Facebook profile picture: Width of 720, 960, or 2048 pixels, 1:1 aspect ratio (recommended), could be still or animated.

Facebook cover: 851 X 315 px (could be still or animated)

Facebook event cover photo size: 1920 X 1080 px (16:9 ratio)

Facebook ad size (9:16 to 16:9 aspect ratio)

Facebook timeline ads size: at least 1200 X 628 pixels

Facebook right column ads size: at least 1200 pixels X 628 px

Facebook instant articles ads size: at least 1200 X 628 px

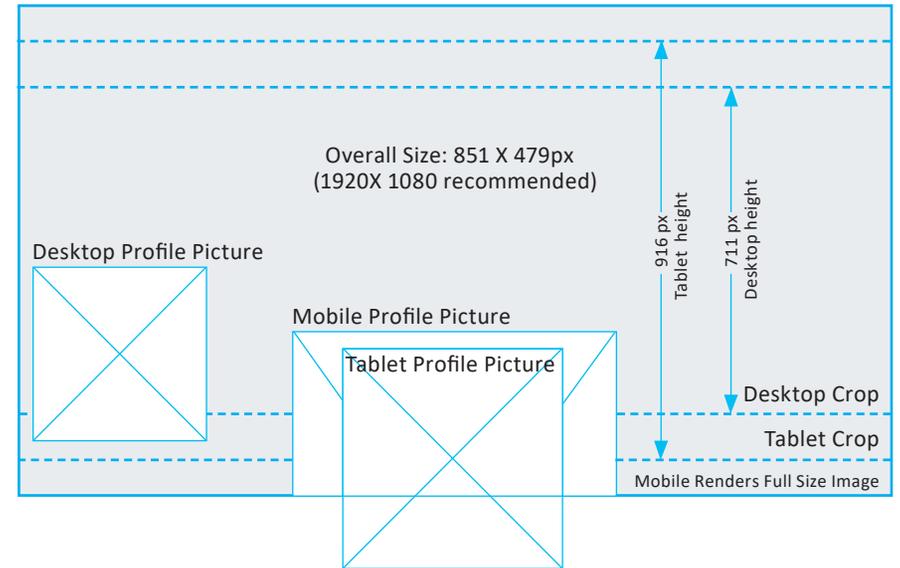
Facebook Marketplace ads size: at least 1200 X 628 px

Opposite examples:

Due to differences between desktop view and mobile view, the area marked (x) is cropped in mobile view. Therefore it is crucial to leave this area free of important elements like the logo or tagline.

No content should be placed in where the profile picture goes.

Layout and dimensions of Facebook cover image.



Example of Facebook cover image.



TWITTER

Out of all other platforms of social media, twitter remains the one that allows for quick conversation and sharing of opinions.

A limit of 280 characters forces users to be straight to the point. Twitter is also the most time-sensitive social media - one day late is too late!

Tweeting at least once a day is important to own the conversation and interact with influencers.

Recommended sizes:

Twitter profile picture: 400 X 400 px

Twitter cover: 1500 X 500 px

Twitter post: 1024 x 512 px.

Supported formats: .GIF, .JPG, .PNG

Maximum file size: 3 MB for photos, 5 MB for animated GIFs

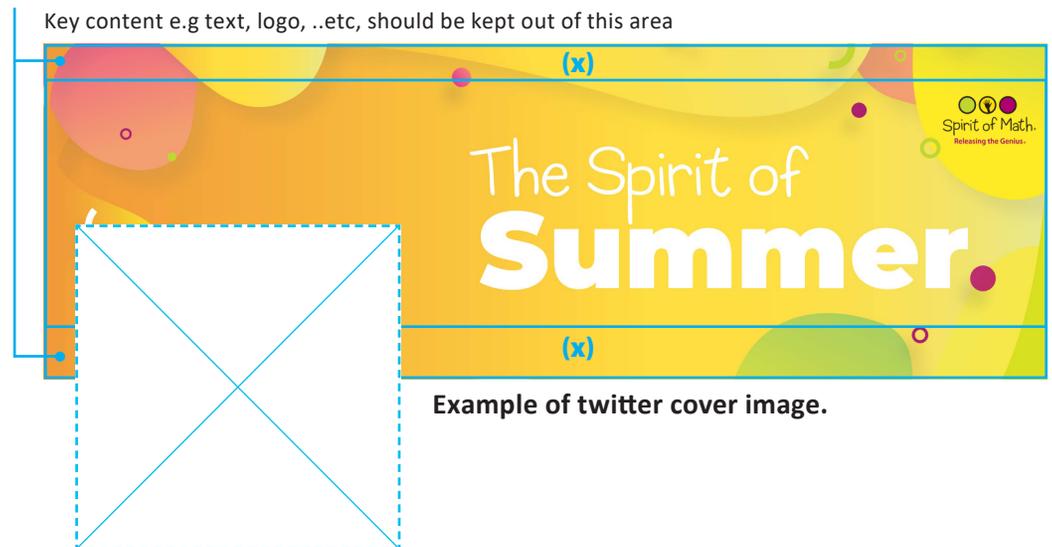
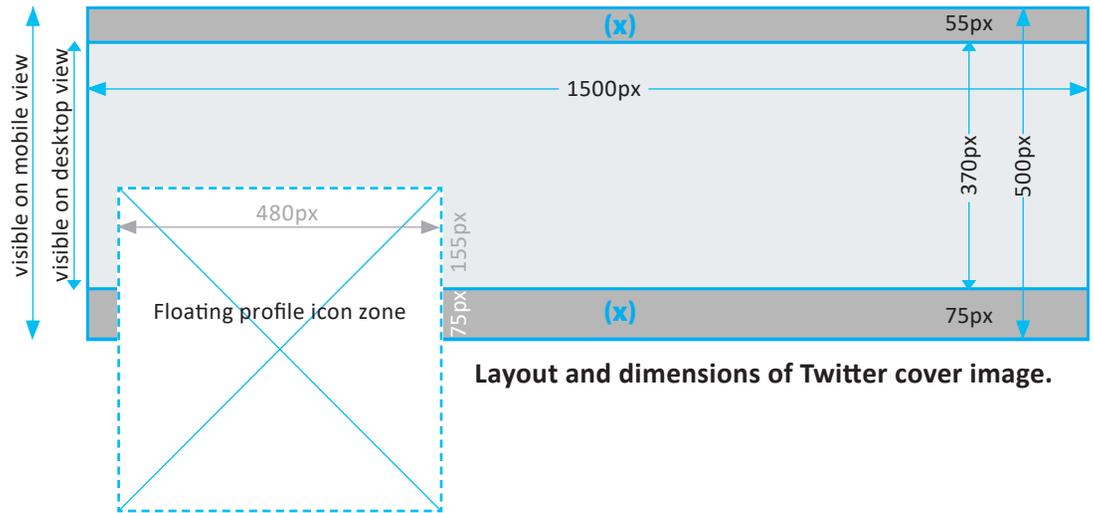
Twitter ad image size:

Website card image: 800 x 418 px for 1.91:1 aspect ratio, 800 x 800 px for 1:1 aspect ratio

App card image: 800 x 800 px (max 3mb) for 1:1 aspect ratio. 800 x 418 px (max 3mb) for 1.91:1 aspect ratio

Single and multi-image tweets: Minimum 600 X 335 px, use larger images for best results.

Direct Message card: Minimum width 800 px.



Due to differences between desktop view and mobile view, the area marked (x) is cropped in mobile view. Therefore it is crucial to leave this area free of important elements like the logo or tagline.

INSTAGRAM

Instagram has a different nature than other social media platforms because it revolves around visually-pleasing images. Therefore, certain guidelines must be followed to establish the proper image for Spirit of Math on this platform.

Links cannot be shared on Instagram organic posts, therefore it is necessary to use sponsored posts to guide people to our website.

Posting rate on Instagram must not exceed one photo per day. As for content posted, we need to make sure that even when talking about a specific subject (e.g WMO Canada), we need to post about different aspects of it (e.g daily activities, behind the scenes), to keep the interest of our followers.

Recommended sizes:

Instagram Profile Photo: 110 X 110 px

Instagram Post: 1080 x 1080 px

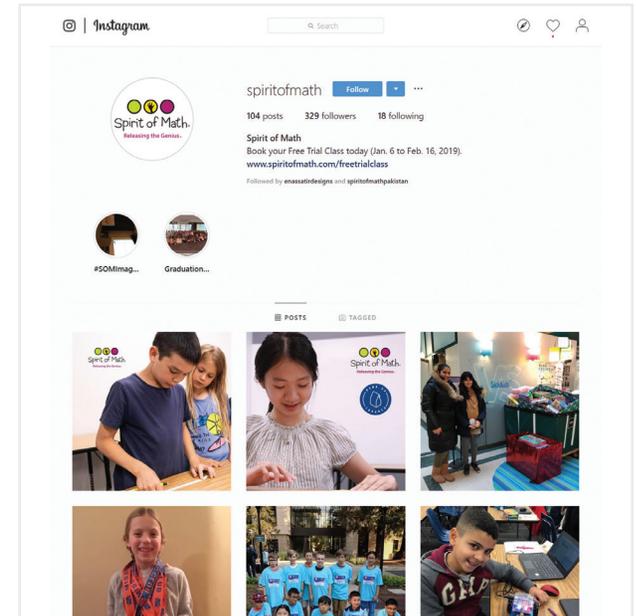
Instagram stories: 1080 X 1920 px

Left:

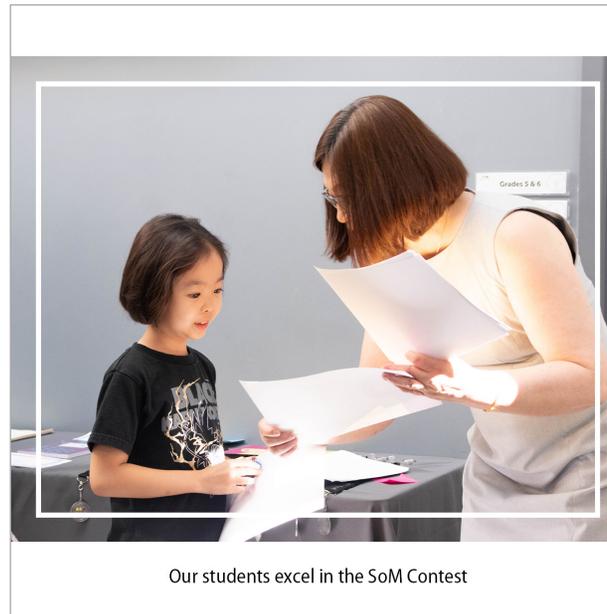
Instagram posts can be limited to simple pictures. If a layout is used it should be kept to minimum and text should be 20% maximum, especially in the case of a sponsored ad.

Right:

Use a simple layout for Insta-stories as well.



The Instagram feed should look cohesive, with consistent tone, style, and image treatment.



Instagram Post Example



Instagram Story Example