

THE LANGUAGE ACADEMY



2019

# Brand Guidelines

# Outline

## WHAT THE GUIDELINES INCLUDE

Our Brand

Our Values

Our Pathway

Logo

Colours

Fonts

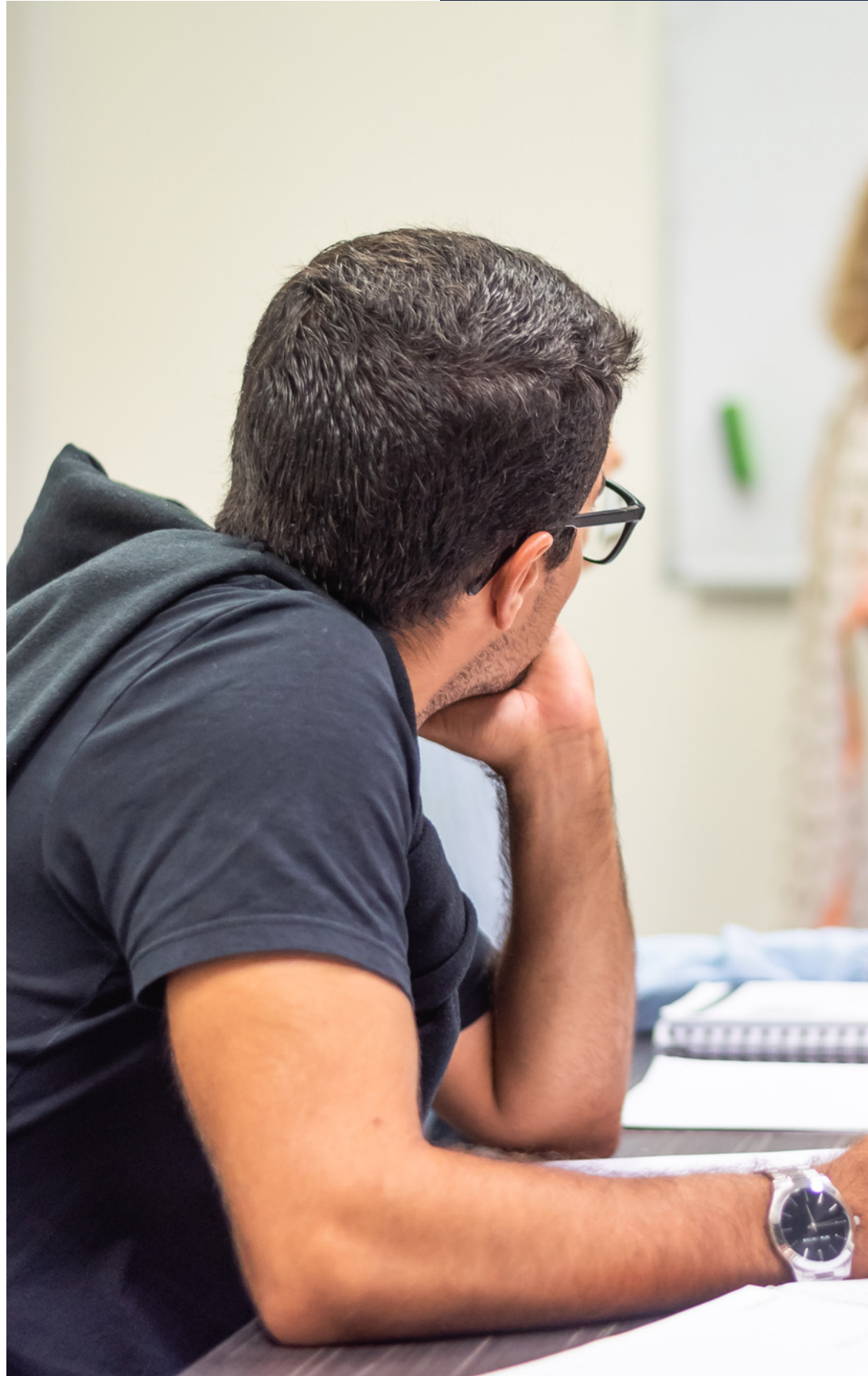
Photography

Communication

Audiences

Brand Voice

Contact



# The Language Academy

## WHAT OUR BRAND STANDS FOR

We are passionate about helping students to embrace the world around them through the power of language.



MORE THAN JUST A LANGUAGE SCHOOL

“We celebrate cultural differences and applaud individuality, so no matter who you are, or where you are from, you will always feel at home with us here at The Language Academy.”

PABLO CARPIO

# Brand Highlights



Quality education



Multicultural campus



Personalised learning

# Our Values

## PASSION

We put our heart and soul into everything we do, because our passion is their success.

## POTENTIAL

We unlock hidden potential in those who are ready to be inspired and achieve greatness.

## CONNECTION

We serve to make a real connection to facilitate learning and make a lasting impact.

## OPPORTUNITY

We open doors for those who have chosen to experience life through a different language.

# Our pathway to growth

## TIMELINE OF EVENTS

### ESTABLISHED

2014

We opened our doors on the Gold Coast, primarily serving the domestic market.

### COMMUNITY

2015 - 2017

We created a unique multilingual hub, offering courses in eight languages.

### NEW FOCUS

2018

English evolved as our core offering, while still honouring our other languages.

### ACCREDITED

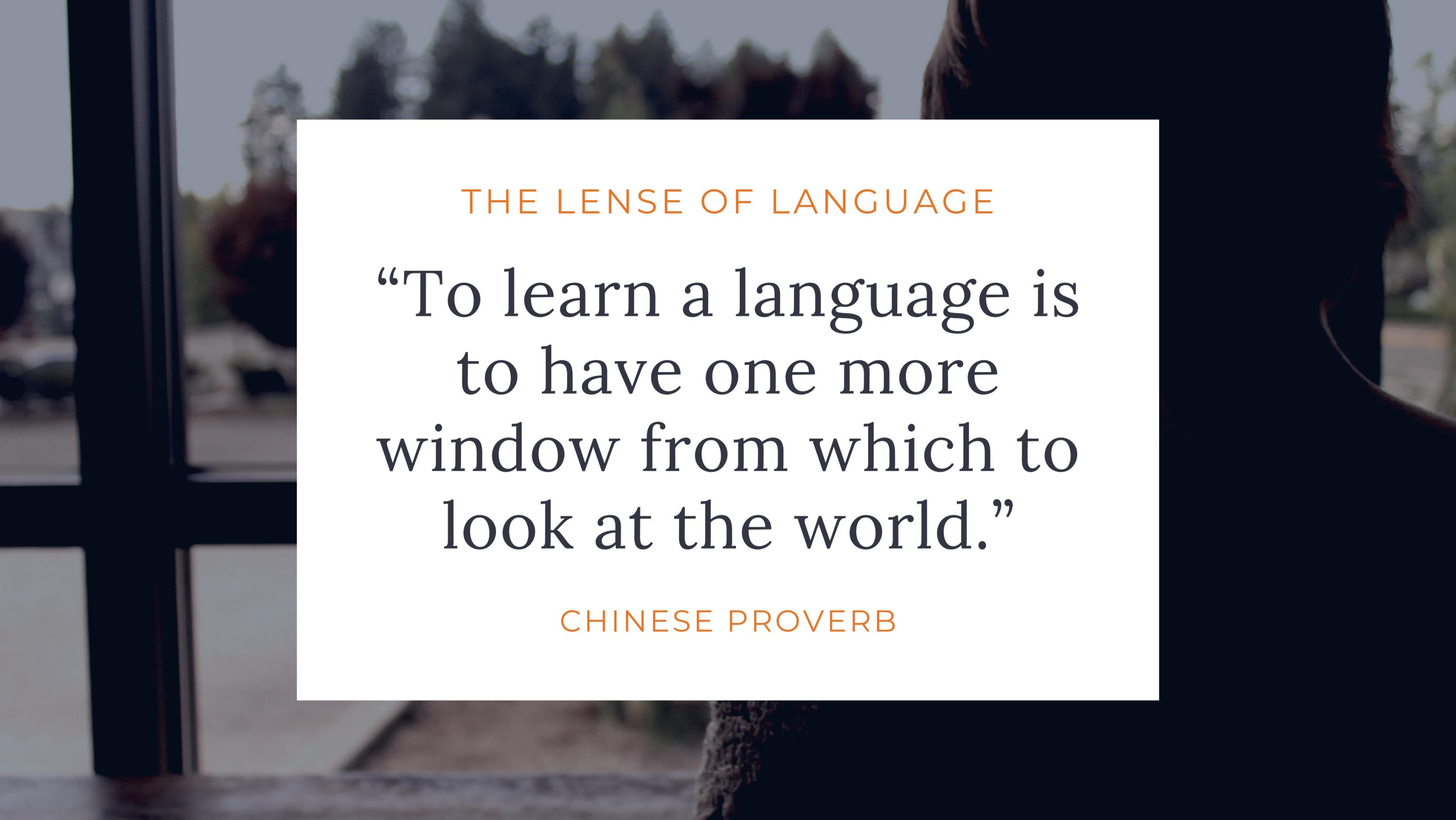
2019

We achieved CRICOS certification, which enabled us to serve international markets.

### GLOBAL

Present

We now educate students from around the world, teaching eight languages.

A person is seen from the back, looking out a window at a blurred forest scene. The text is overlaid on a white rectangular background.

THE LENSE OF LANGUAGE

“To learn a language is  
to have one more  
window from which to  
look at the world.”

CHINESE PROVERB

# Logo Variations

## THE DO'S AND DON'TS

Please ensure you follow the logo guidelines when incorporating our logo into your creation. If in doubt, please don't hesitate to ask.



# Our Logo

## THE PATHWAY

The Language Academy logo represents a path leading to new and exciting opportunities. Below is the primary logo format.



THE LANGUAGE ACADEMY

# Do's

## ACCEPTBLE USAGE

Where the primary logo cannot be placed, the secondary logo of the icon can be used with these colour palettes.

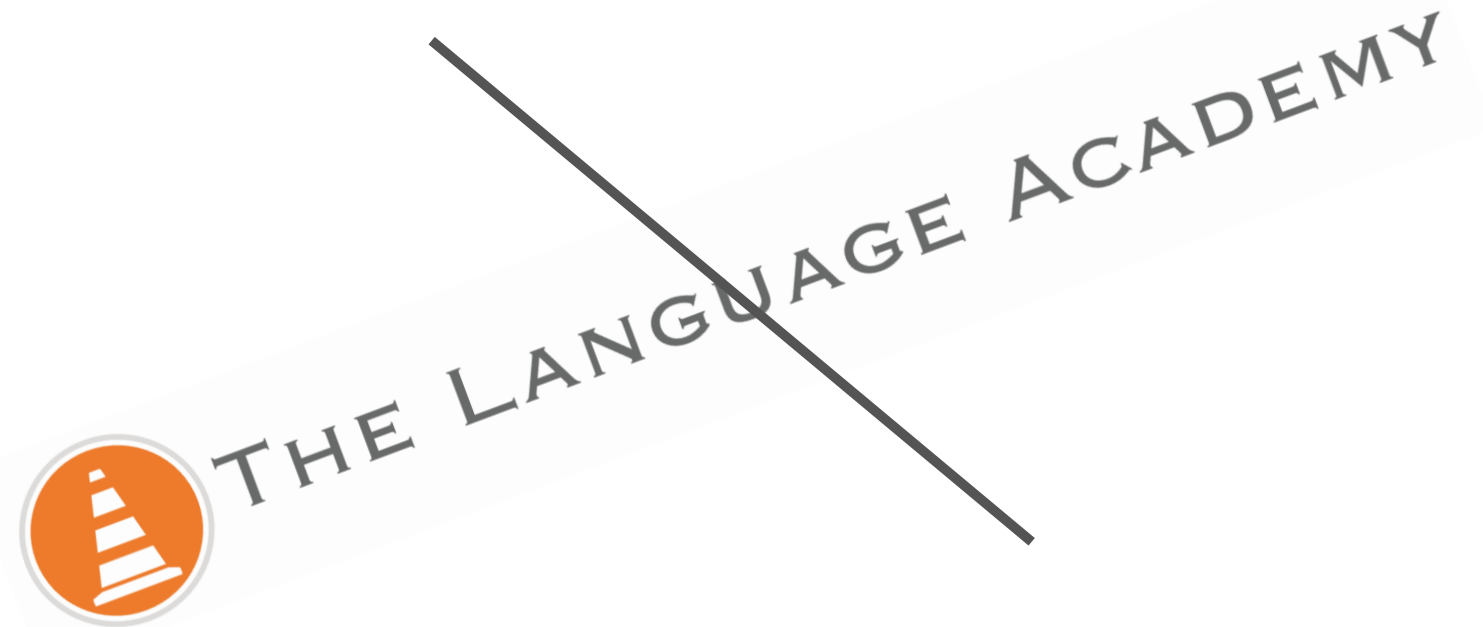
## THE LANGUAGE ACADEMY



# Don'ts

## UNACCEPTABLE USAGE

Be wary when using the logo not to alter or tweak the wording, icon or colour background. Including but not limited to the examples herein.

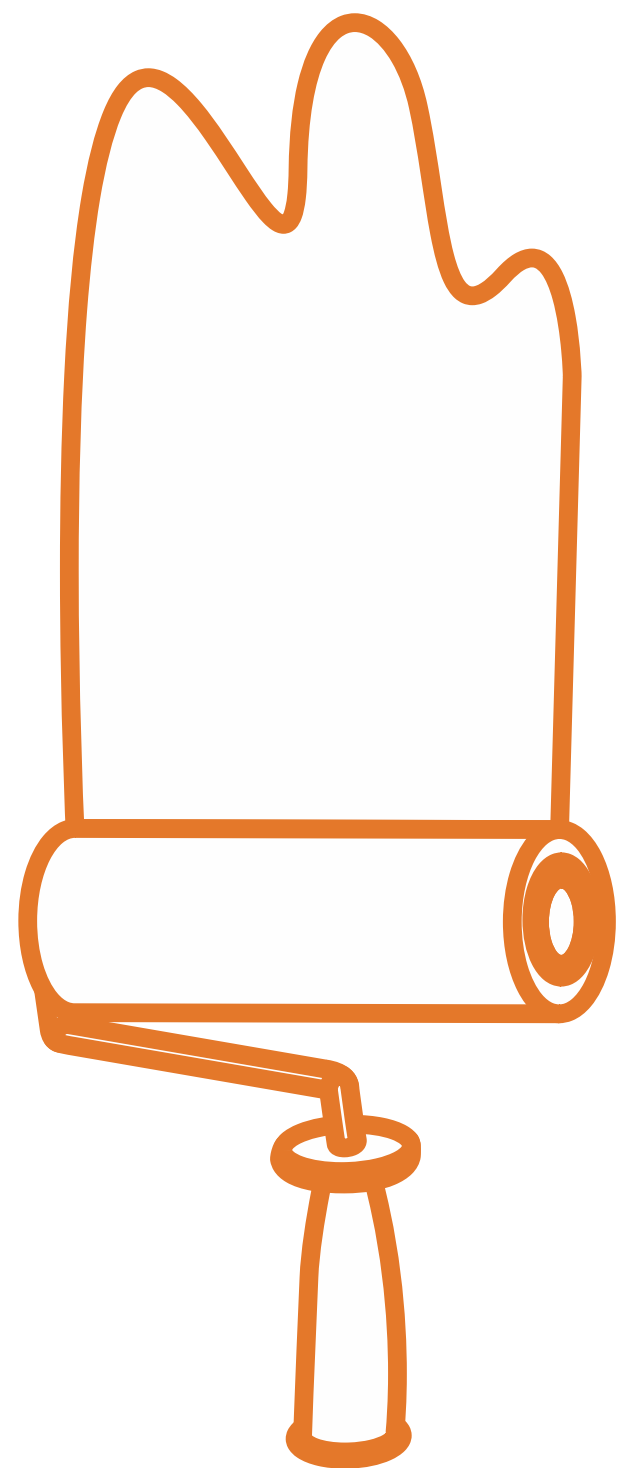




# Colour Variations

EVERYTHING YOU NEED

Our Academy Orange is friendly and exciting, our Academy Navy is trustworthy and reliable, and our Academy Grey is neutral and sophisticated.



# Colors

## PRIMARY COLOUR

Academy Orange

Pantone 158 C

CMYK 0/42/73/10

RGB 228/120/42

HEX #E4782A



## SECONDARY COLOUR

Academy Grey

Pantone 424 C

CMYK 0/0/0/58

RGB 106/107/107

HEX #6A6B6B



## COMPLIMENTARY COLOUR

Academy Navy

Pantone 289 C

CMYK 17/12/0/79

RGB 10/24/54

HEX #0A1836 (90%)



# Typography Variations

## OUR VISUAL IDENTITY

Please ensure you follow the font guidelines when creating material. If in doubt, please don't hesitate to ask.





# Our fonts

## THE BASIC PRINCIPLE

It is imperative that our font is universal, as we communicate with all kinds of people, some who have courageously made English their second language.

# Lora

Lora is used for all headings. It exudes a formal yet welcoming style.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!£\$&@\*) 0123456789

# Montserrat

Montserrat is used for all body text. It has a friendly, modern feel.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!£\$&@\*) 0123456789



# Photography Treatment

## SAMPLES OF ACCEPTABLE USE

Photographs transcend language barriers and connect the world in a powerful way. Take a look at our guidelines to ensure we're sending the same message.









# Photography Guidelines



## SELECTION

Our photos are warm and relatable. Students can see themselves in our photos.



## REPRESENTATION

We never mislead or imply anything other than what we represent: a language school.



## QUALITY

Always use the highest possible resolution and ensure appropriate compression.



# Communication Guidelines

WHO, WHAT AND HOW

We have a global audience, which means our communication always needs to be clear, concise and consistent.

# Three key audiences



International Students



Education agents



Parents of students



“A special kind of beauty exists which is born  
in language, of language, and for language.”

GASTON BACHELARD

# Our Brand Voice

HOW WE SPEAK TO STUDENTS, AGENTS AND PARENTS

## LANGUAGE

We use clear and simple language which is always in English (unless NAATI certified).

## TONE

Our tone is personal, yet direct to ensure our communication is effectively understood.

## PERSONALITY

We are teachers, mentors and above all, human. We are friendly, yet professional.

# Online presence



INSTAGRAM

Browse our latest posts to get a feel for who we are.



FACEBOOK

Scroll our page to find out what we care about.



WEBSITE

Visit our site to learn even more about who we are.



# Get in touch

QUESTIONS, COMMENTS OR FEEDBACK

## MAILING ADDRESS

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| Mermaid Beach | Gold Coast QLD 4218, Australia

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