Logo Usage

There is a vertical and horizontal version of the ELC logo. Either may be used as the primary logo, it is dependent on which works best in the given graphic layout situation. The logo should only be used on a white background when on a flat graphic area. It may also be used over photography, however the photo will need a quiet area light and neutral enough for the logo to be legible. If legibility is an issue another image should be chosen.

The logo should NOT be used on a dark or colored background as the icon itself is very colorful and legibility could be an issue. We also want the brand to feel light, bright, clean and friendly.
The ELC color palette is also light, bright, clean and friendly. Using a balance of neutral and bright colors we are able to achieve this.
Typography

Below is our brand font that should always be used in marketing materials, whether print or digital.

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Raleway is the brand font, it has a variety of weights that can be used to help created a graphic hierarchy. Raleway is a free font that can be downloaded at fonts.google.com.
Graphic Style

Below are some examples of how our brand assets can come to life.
Photography Style

When choosing photography, whether stock or working with a photographer - our style should feel light, fresh and optimistic. Natural light is a preference. We want to ensure a modern, approachable feeling. Also, we want to make sure to include a diverse range of children, parents and teachers. Color photography should be the lead, but can also be complimented with some black & white imagery.