



BRAND STYLE GUIDE 2022

ABOUT THE BRAND: OUR PURPOSE

choltecholte is a revision app based in the country of Bangladesh. Our developers created the app, following our founder's vision of creating a smart online learning platform, which parents, students, and teachers can use together in order to boost learning and to improve grades.

OUR LOGO

Our brand name, choltecholte, derives from the Bangladeshi language and translates to 'as you go', being symbolic to how portable our app is, and suggests how one can casually revise on the go.

Our logomark depicts a graduation cap: a true symbol of success with regards to education, emphasising what a student could achieve with the right tools in hand.

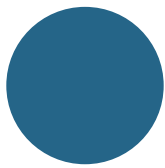


“choltecholte defines the standard in online revision platforms. Our smart application learns from its user, ensuring a unique and appropriate self-tailored learning experience for all.”

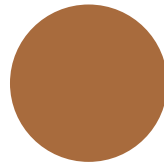
- Shafkat Khan, founder

COLOUR PALETTE

Our logomark itself consists of two colours, which by assessing related colour theory were chosen based on how they are contrasting. The blue is considered our primary colour, whereas the orange is our secondary colour.



HEX: #286388
RGB: 40, 99, 136
CMYK: 86, 53, 28, 12



HEX: #b06d36
RGB: 176, 109, 54
CMYK: 25, 58, 82, 16

USING OUR ICON

Our icon is the shorter version of our logo, consisting of just the logomark. It is used for the favicon shortcut icon of our website, and is used when downloading our app onto a home screen of a device. This logo mark can be used on its own when there is not enough space for the logotype to accompany it, but the logotype **cannot** be used on its own.

Colour cannot be used in all instances, and where a monochrome dark colour is needed, the dark grey below (#353535) should be used, in preference to solid black.



TYPOGRAPHY

Our logotype is composed of using the sans serif typeface Cabin. Cabin is a humanist sans inspired by Edward Johnston's and Eric Gill's typefaces, with a touch of modernism. Also, many of our other brand applications such as the business cards and the website use the typeface Jost, a 1920s German sans-serifs inspired font designed by Owen Earl.

CABIN

Regular	AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789
Semi Bold	AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789
Bold	AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

JOST

Regular	AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789
Semi Bold	AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXx- YyZz123456789
Bold	AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXx- YyZz123456789

ACCEPTABLE USAGE

It can sometimes be unclear as to what scenarios are visually correct with respect to our brand, with regards to logo placement. Here follows several examples showcasing how to apply our brand, the correct way.



Here is an example of what the proportions of the logomark should look like as an icon in an app library. (iPhone used in this example)



This is the most common way in which our full logo will be displayed, and using this variation should be prioritised, where possible.



If needed, the logomark can be moved above the logotype, but in this case the string element of the graduation cap must be removed.

UNACCEPTABLE USAGE

As with how there are a variety of ways our brand can be displayed, there are a multitude of ways which are not allowed. These rules are necessary in order to maintain the integrity of our brand identity, and in order to ensure the same, clean look.



The primary and secondary colours specified cannot be inverted.



Logo mark cannot be in places other than what is specified on the previous page, when both the logotype and logomark are being used.



When logomark is placed above the brand name, the string element must be removed in order to keep the overall logo in an acceptable proportion.



Colours not specified within colourways cannot be used in relation to the background for icons.

BRAND APPLICATIONS

Ranging from developers to salesmen, our brand has and always will have a team of employees, and for this reason we have a design for our business cards. These would be used for our workers to give to others, providing their details as well as links to our website.

Here follows the composition of both sides to our business cards:



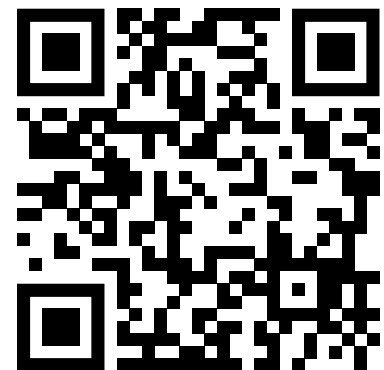
FURTHER BRAND APPLICATION

Here is a poster design for the brand. The idea consists of a clock in which one of the hours is replaced with our logo, indicating the significance that a time should be allocated for revision/study activities. This design can be printed, or elements can be used to create a social media ad campaign, such as on Facebook and Instagram.



OUR PROMISE

choltecholte remains actively aiming to restrict ourselves from contributing to the adverse effects of climate change. This year, our style guide will become available to colleges and libraries but this time, it will be in addition to a QR code, from which students or anyone else who would like to read this style guide can do so online **for free**, by scanning the code from the style guide distributed to their organisation, such as their college.



FINAL COMMENTS

That concludes the style guide for choltecholte. Should there ever be any doubt on how to apply our brand, refer back to this style guide or contact me personally at hello@shafkatkhan.com