

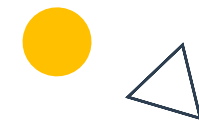


Brand Guidelines

2024 update



Welcome to our brand guidelines, a comprehensive resource designed to showcase our brand's visual identity. This document serves as a blueprint, providing clarity on how to consistently represent and communicate our brand across all platforms.



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LOGO



1 LOGO

1.1 Logo

ELI's logo embodies both a corporate essence and youthful vibrancy simultaneously.



[Click here to access the files](#)

1 LOGO

1.2 Logo's elements

The logo is composed by a shield (representing education in Ireland), ELI initials and "English Language Institute"

Shield Blue #2D3E50				Full name Blue #2D3E50
		Initials Yellow #FFC000		

1 LOGO

1.3 Secondary logo

In addition to its full form, the logo can be adapted into two shortened versions.



A version without the full name can be used as a cover image for profiles in social media, whatsapp accounts and so on.

The shield can be used isolated as a bug in videos, but also as a profile image when there's no space for the initials and, finally, can be used to avoid repetition in carousel slides on Instagram.



1 LOGO

1.4 Colours

Beyond the primary logo, a diverse range of colors and combinations can be employed, adaptable to various contexts and needs.

Three monochromatic versions are accepted:
Blue, White and **Yellow**



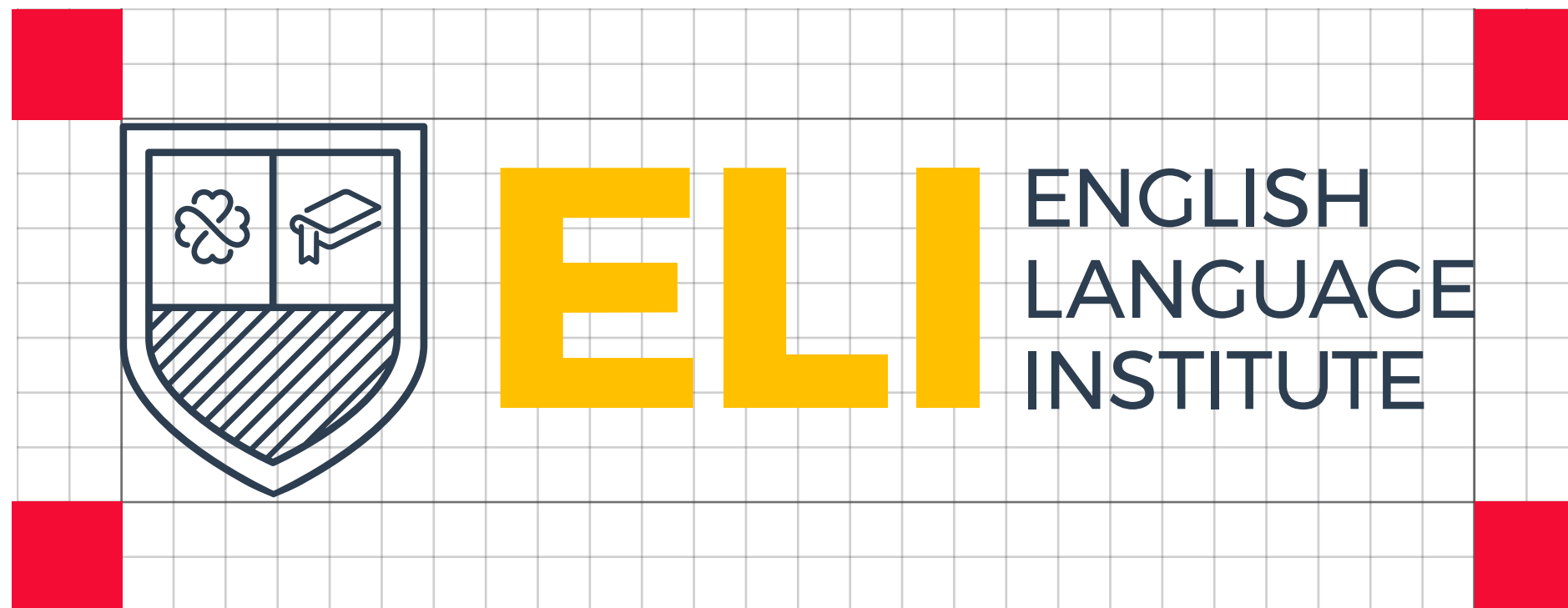
Those are the combinations with colour Backgrounds



1 LOGO

1.5 Safe margins

It's important to maintain proper margins when placing the logo on a page, as well as when positioning it alongside other logos.



1 LOGO

1.6 Dont's

To maintain consistency and integrity, when utilizing the logo it's best to avoid altering proportions, relocating or removing elements, and using different colors.



COLOURS



2 COLOURS

2.1 Primary colours

The following three colours are the main brand's colours.

Main Colours



#2D3E50



#FFC000



#FFFFFF

Blue, Yellow and **White** are the main colours and can be used as titles, background, boxes, and graphics.

2 COLOURS

2.2 Secondary colours

Belonging to the official colour palette, secondary and extra colours can be used in specific cases:

Secondary Colours

#FF7171

This shade of **Red** is mainly used for call to actions and price boxes.

#00A4BD

Pacific Blue can be used for titles, backgrounds and graphics.

#EEEEEE

Grey is mostly used for backgrounds and boxes.

Extra Colours

#16959E

#D8EBE4

#F0E4D7

These colours can be used for tables, boxes and other graphic elements.

#39B54A

This green can be used for **St Patrick's** campaigns.



FONTS



3 FONTS

3.1 Primary font

AVENIR NEXT

HEADINGS | UPPERCASE

SUB HEADINGS | UPPERCASE

Body of text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

[Click here to access the files](#)

3 FONTS

3.2 Web fonts

GOOGLE FONT

For **mail marketing**, Verdana can replace the main font as it has a similar style

VERDANA

Verdana

Verdana

CANVA

As Canva does not support Avenir Next, Montserrat can be used for **social media templates and school posters**.

MONTSERRAT

Montserrat

Montserrat

[Click here to access the files](#)

3 FONTS

3.3 Dont's

Avoid using any other font not mentioned in this brandbook.

Not an official font.



**HOST
FAMILIES
IN LIMERICK**

Not an official font.



ARE REQUIRED FOR
INTERNATIONAL
STUDENTS

**Generate
extra income**
UP TO **€14.000** PER YEAR
TAX-FREE

24/7 SUPPORT
TO HOST

**Cross-cultural
exchange**

CONTACT US!

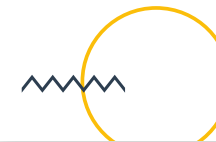
elischools.com/apply-to-host
 accommodation@elischools.com
 083 114 14 55



Not an official font.



Top 5
free museums
in Dublin



ELEMENTS



4 ELEMENTS

4.1 Pictograms

This vast set of icons can be used throughout a wide range of materials. If there's a need to search for a new icon, try using a clean outlined icon.



General English



Community



Safety and Happiness



Nationality Mix



Orientation



Student Accommodation



Diversity



Innovation



Information



Student Experience



Listening



Sustainability



Education



Highlights



ELI Community App



Airport transfer



Welcome Pack



Life quality



Writing



Activities

Make sure the outline weight matches the others to maintain consistency, and avoid using varying thicknesses.



Good thickness



Too thin

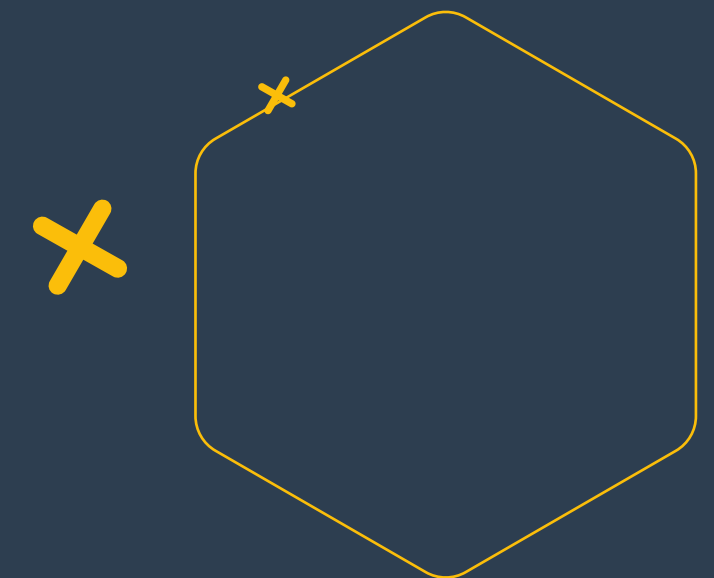


Too thick

[Click here to access the files](#)



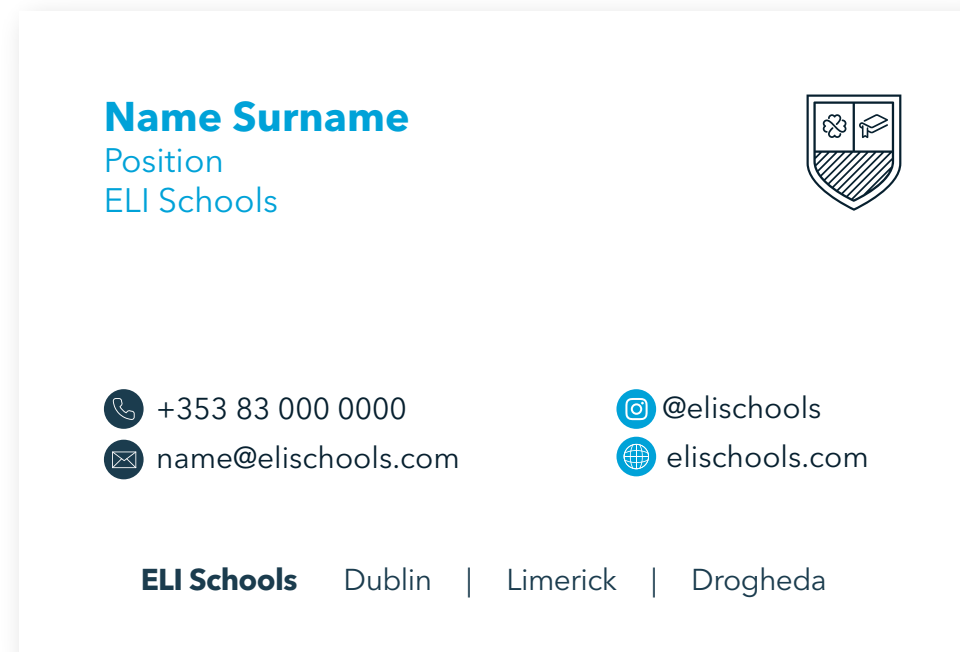
Uses



5 USES

5.1 Business cards

Belonging to the official colour palette, secondary and extra colours can be used in specific cases:



5 USES

5.2 Header and footer

For word documents like school letters, warnings and table fees.



Header



Footer for official documents and letters



Footer for flyers and promotional materials

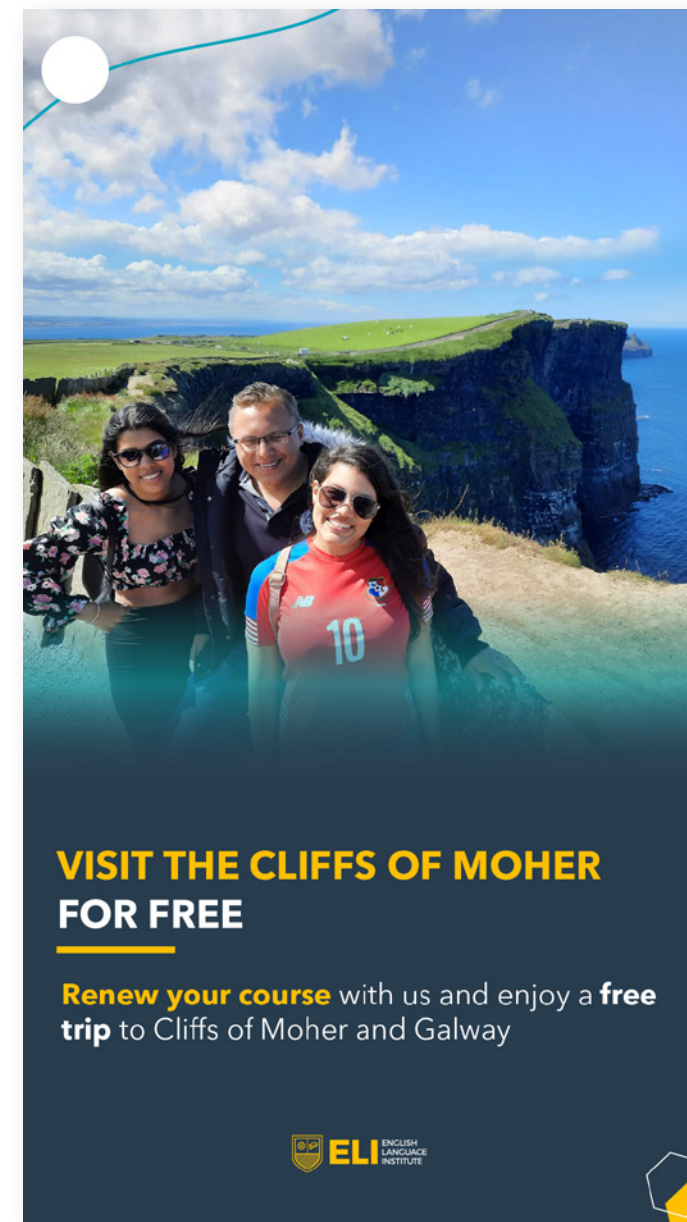
[Click here to access the files](#)

5 USES

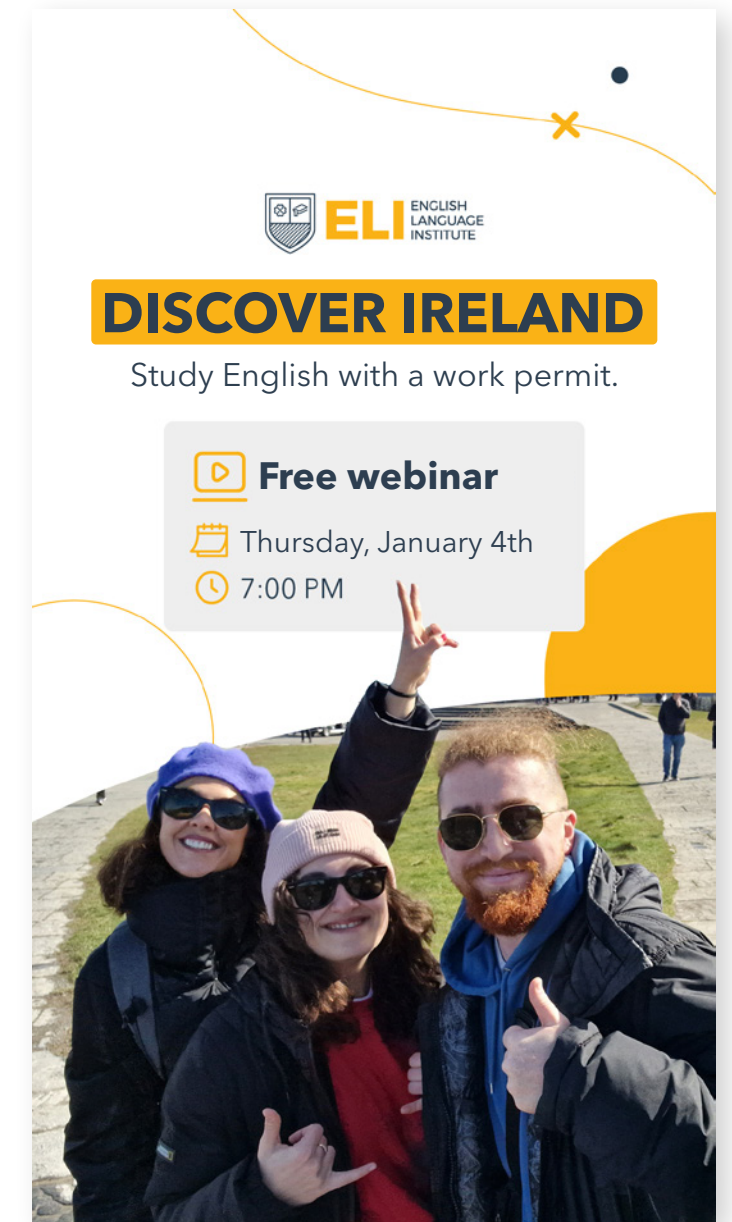
5.3 Social media



Feed (Square)

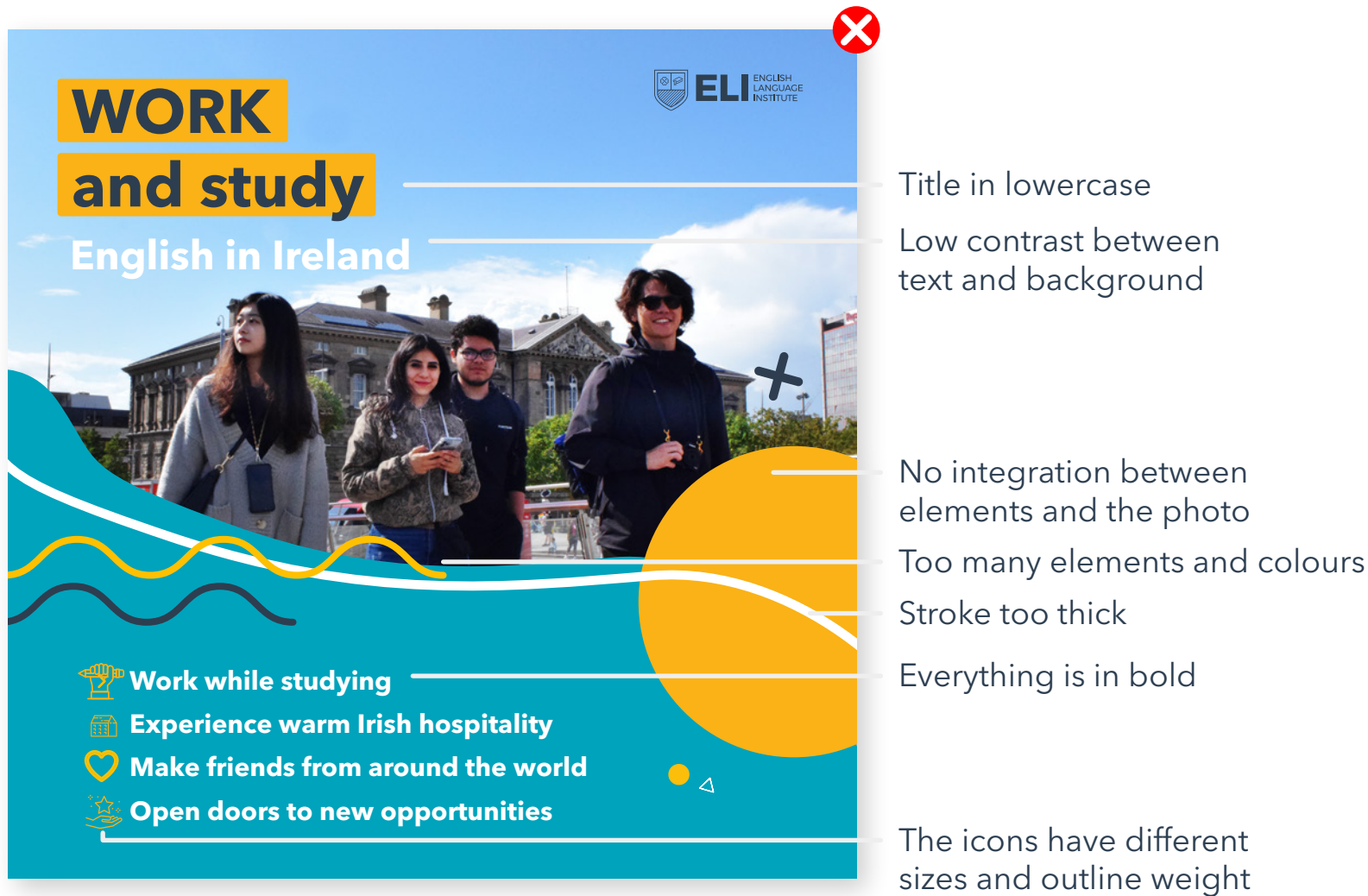


Vertical (Stories/ Reels)



5 USES

5.4 Dont's



- ✓ Titles in uppercase
- ✓ Less elements make the image pop
- ✓ In this case, bullet points made it easier to read
- ✓ Regular text is easier to read than bold.

5 USES

5.5 Video

All of the video content should maintain a consistent visual identity, adhering to the brand’s color palette and design elements. Utilize the provided files for intros, outros, transitions, and the brand bug to ensure visual continuity across all our video productions.



Intro and outro for vertical and horizontal orientation.




ELI’s bug must be used in every video.

[Click here to access the files](#)

PROGRAMMES





For distinct recognition, every one of our programmes is characterized by a unique color scheme drawn from our comprehensive palette. Additionally, each programme incorporates a specific set of graphic elements tailored to resonate with its intended target audience.



6.1 WORK AND STUDY

- Dark blue and white for backgrounds
- Yellow, white and dark blue for text
- Grey for boxes
- Yellow and white for elements
- Red for call to actions

WORK AND STUDY


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F

Fadoua El bakar
★★★★★

The Language Institute provides an opportunity to learn English in an easy way, and there is a staff that includes teachers and administrators who are keen to provide all information and needs.



HEADING

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SUBHEADING

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F

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★★★★★

The Language Institute provides an opportunity to learn English in an easy way, and there is a staff that includes teachers and administrators who are keen to provide all information and needs.



6.1 WORK AND STUDY | ELEMENTS



[Click here to access the files](#)

6.2 EXPERIENCE IRELAND

- White and yellow for backgrounds
- Dark blue and white for text
- Grey and white for boxes
- Yellow, white and light blue for elements
- Red for call to actions



EXPERIENCE IRELAND



Live, work, and learn in one of the happiest countries in the world.

WHY ELI SCHOOLS?

+2000 students	+150 staff members dedicated to fulfill your dream experience	4 schools in 3 cities: Limerick Dublin Drogheda	+70 nationalities
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WHY MOVE TO IRELAND?

- +200 Nationalities** call Ireland home. Embrace a global community.
- 12th most peaceful** country. (Global Peace Index 2022).
- Ranked **12th happiest** country, experience warm Irish hospitality.
- 2nd highest GDP** per capita, offering abundant job opportunities.
- Job Growth:** Ireland boasts the EU's fastest job growth at 3.5% in 2022.
- Work while you learn:** Non-EU students can work part-time (20 hours/week during terms, 40 hours/week in holidays) alongside studies.
- Opportunity to **extend your stay in Ireland** through English language programs for non-EU students.
- Work Opportunities:** Non-EU students with skills and experience might qualify for a General Work Permit sponsored by Irish employers.

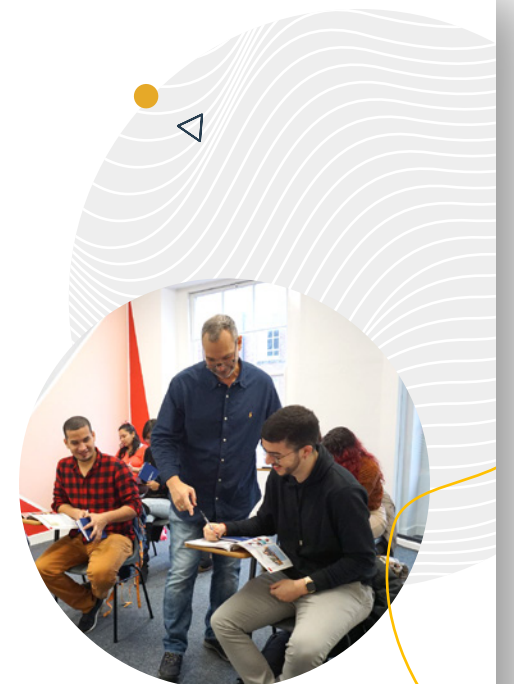


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F
Fadoua El bakar


★★★★★

The Language Institute provides an opportunity to learn English in an easy way, and there is a staff that includes teachers and administrators who are keen to provide all information and needs.

6.2 EXPERIENCE IRELAND | ELEMENTS



[Click here to access the files](#)

6.3 YOUNG ADULTS

- White and red for backgrounds
- Red and dark blue for text
- Grey for boxes
- Yellow, white and red for elements
- Red for call to actions

YOUNG ADULT PROGRAMME

Create new memories, make friends from around the world, and explore Ireland with us

Study a General English course for 15-hours per week in a lively international language school with peers from different backgrounds and countries.

WHY IRELAND?

- 🏡 Beautiful, safe, and friendly country
- 🗣️ The only English speaking country in the EU
- 🏆 Ranked 2nd in the world for quality of life
- 👥 50% of the population aged under 30

DISCOVER DUBLIN

- 🏙️ Small, modern city full of history & culture
- 🎉 Fantastic choice of activities & attractions
- 🎓 Beautiful school, 15 minutes from the main areas
- 🚶 Safe city, easy to explore and enjoy on foot



ELI SCHOOLS DUBLIN

- 👥 +2000 students
- 🌍 +70 nationalities
- 👩‍🏫 +150 staff members dedicated to fulfill your dream experience!
- 🎓 15 Classrooms
- 🕒 15 minute-walk from the best attractions
- 🚗 Easy access from all forms of transport
- 🏡 Professional area, safe & quiet beside the canal



GENERAL ENGLISH PROGRAMME

📅 **Available:**
2 to 8 Week Stay Students |
June 23 - August 18th

👉 **Arrival:**
Every Sunday

👥 **Ages:**
16-19

📍 **Location:**
Dublin

👥 **Options:**
Individual or Groups

- ☑️ General English 15 Hours Morning or Afternoon
- ☑️ Half Board (Breakfast and Dinner)
- ☑️ Shared room in host family
- ☑️ Return Airport Transfers - group or individual
- ☑️ Travel Pass
- ☑️ 1 Full Day Tour Per Week
- ☑️ Activity Program - 5 Per Week

Embark on your Irish adventure today!

👉 Contact us





Contact us

✉️ hello@elischools.com

☎️ +353 1 55 98 717

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📷 @elischools

f /ELISchools

📺 @elischools_ireland

6.3 YOUNG ADULTS | ELEMENTS



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6.4 JUNIOR SUMMMER CAMP

- White and red for backgrounds
- Dark blue and red for text
- Grey, white and red for boxes
- Yellow, grey and dark blue for elements
- Red for call to actions

JUNIOR SUMMER CAMPS

The Summer Camp campus is located just 30 minutes from Dublin city centre. St Columba's College is a co-educational boarding school that was founded in 1843.

- Ages:** 12-17
- Programmes:** For individual and small groups
- Duration:** 2 or 4-week
- Arrival dates:** 14th July (2 or 4 weeks) / 28th July (2weeks)
- Supervision:** Full 24/7

WHY IRELAND?

- Ranked 12th happiest country!** (World Happiness Report 2022).
- 12th most peaceful country.** (Global Peace Index 2022).
- Dublin was ranked the 10th most liveable city in 2022!** (Economist Intelligence Unit).

Contact us
hello@elischools.com
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HEADING

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WHAT WILL YOU GAIN FROM OUR SUMMER CAMP?

- English Immersion
- Personal Growth
- Cultural Diversity
- Educational Exploration
- Lasting Memories

Discover Dublin with us for an **unforgettable summer of fun, friends, and growth**



6.4 JUNIOR SUMMMER CAMP



[Click here to access the files](#)



Brand Guidelines

2024 update