School Jotter Identitiy Guidlines 2023

School Jotter

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School Jotter

Logo

School Jotter logo consist of a graphic symbol - the pencil with typographic letter form of the words "School Jotter" in one line.

School Jotter

Yellow	Orange	Green	Blue	Black
RGB 242, 180, 27	RGB 225, 109, 38	RGB 38, 166, 78	RGB 44, 168, 211	RGB 0, 0, 0, 0
CMYK 5, 32,100, 0	CMYK 8, 70, 100, 0	CMYK 80, 7, 97, 0	CMYK 71, 16, 7, 0	CMYK 0, 0, 0, 100
HEX #F2B41B	HEX #E16D26	HEX #26A64E	HEX #2CA8D3	HEX #0000

Logo variations

The primary version is colorfull sign and dark grey typography. If it is impossible to use the primary logo, use one of the variants. Please select the logo version that offers the most visual contrast against the background colour or image.

White logo
Use on dark backgrounds.

Sign
Use if full logo is to big to use or unneccessery.

White Sign
Use if full logo is to big to use or unneccessery.

Logo variations
in practice

✅ Looks great!

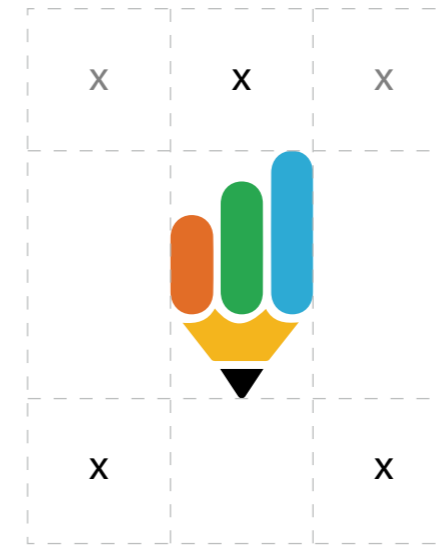❌ Logo is not visible enough.

✅ Looks great!

❌ Logo is not visible enough.

Clear space

Clear space is the area that is required around the outside of the logo.

This prevents type, imagery or other graphic elements from interefing with the legibity of our logo. No graphic elements should encroach the boarder around the logomark.
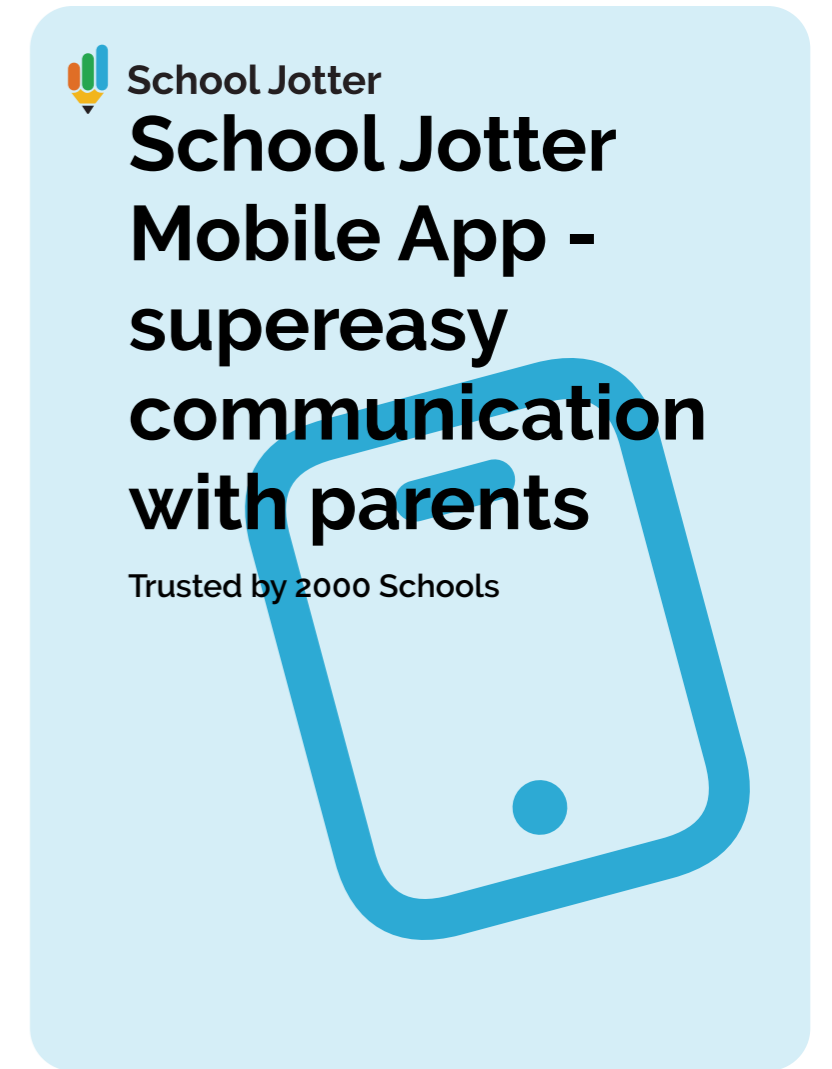
Clear space in practice

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✓ Looks great!

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✗ Logo is putted too close to the poster edge.

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School Jotter Mobile App - supereasy communication with parents

Trusted by 2000 Schools

✓ Looks great!

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School Jotter Mobile App - supereasy communication with parents

Trusted by 2000 Schools

✗ Text is putted too close to logo.

Incorrect usage of logo

Please do not modify, change or othervise alter any of the logo elements (colour, typeface, proportions, ect.) We have prepared a few examples what NOT to do.

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Do not:
scale disproportionally

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Do not:
change the logos orientation and rotation

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Do not:
change the colors even if they look similar

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Do not:
Add an outline to the logo or display the logo as an outline

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Do not:
add dropshadow or other effects

School Jotter
outstanding software for schools

Do not:
display any elements within the logos clear space

Typography-
headlines

Raleway is an elegant sans-serif typeface family.
The typeface used in the headlines comes from the logotype.

Font family: Raleway
Font weight: Bold
Tracking: -5
Leading: 140%
Colour: black or white

Do not use underlines or cursive!

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0123456789 !@#$%^&*?

Typography- body text

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Font family: Roboto
Font weight: Regular, bold
Leading: 160%
Colour: black or white
Do not use underlines or cursive!

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789 !@#$%^&*?

Typography-
digital display

for digital display use Roboto font. This ensures that the fonts
are displayed correctly in every browsers and devices.
Use on a website, multimedia presentations, etc.

Font family: Roboto
Font weight: depending on the needs, maintaining a visual
hierarchy
Leading: 140%, 160% depending on needs
Colour: black or white

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789 !@#$%^&*?

Typography in practice

School Website Design with School Jotter

We create informative, colourful and user-friendly school websites, catering for your school's individual needs. This **easy to use, flexible school web design** and Content Management System (CMS) solution is designed especially for teachers – making sure you are able to showcase your school's activity, while keeping parents informed.

✅

Looks great!
Good title-to-text ratio, adequate line spacing, key information highlighted all this makes the text legible

School Website Design with School Jotter

We create informative, <u>colourful and user-friendly</u> school websites, <u>catering for your school's individual needs.</u> This **easy to use, flexible school web design** and *Content Management System* (CMS) solution **is designed especially for teachers** – making sure you are able to showcase your school's activity, while *keeping parents informed.*

❌

Too many effects!
Underlining, italic, bold. It is difficult to identify the most important information.
Tip: choose one most important part of the text and use bold style.

School Website Design with School Jotter

We create informative, colourful and user-friendly school websites, catering for your school's individual needs. This easy to use, flexible school web design and Content Management System (CMS) solution is designed especially for teachers – making sure you are able to showcase your school's activity, while keeping parents informed. We create informative, colourful and user-friendly school websites, catering for your school's individual needs. This easy to use, flexible school web design and Content Management System (CMS) solution is designed especially for teachers.

❌

Too much text!
Too much text in relation to the space, too little distance between the header and the text, too little space between the lines.
Tip: think carefully about what you want to convey and put it in a few short, simple sentences.

Colors

There is no division into primary and secondary colors.
I recommend using yellow, orange, green and blue in equal proportions. Then the design will be lively and dynamic.

The way of combining colors
Always combine the same colors: yellow and bright yellow, orange graphics and light orange, etc. It is unacceptable to combine, for example, blue with a light yellow.

Yellow

RGB 242, 180, 27

CMYK 5, 32,100, 0

HEX #F2B41B

Orange

RGB 225, 109, 38

CMYK 8, 70, 100, 0

HEX #E16D26

Green

RGB 38, 166, 78

CMYK 80, 7, 97, 0

HEX #26A64E

Blue

RGB 44, 168, 211

CMYK 71, 16, 7, 0

HEX #2CA8D3

Light yellow

RGB 253, 240, 209

CMYK 1, 4, 19, 0

HEX #FDF0D1

Light orange

RGB 249, 266, 211

CMYK 2, 11, 14, 0

HEX #F9E2D3

Light green

RGB 212, 237, 220

CMYK 16, 0, 16, 0

HEX #D4EDDC

Light blue

RGB 213, 238, 247
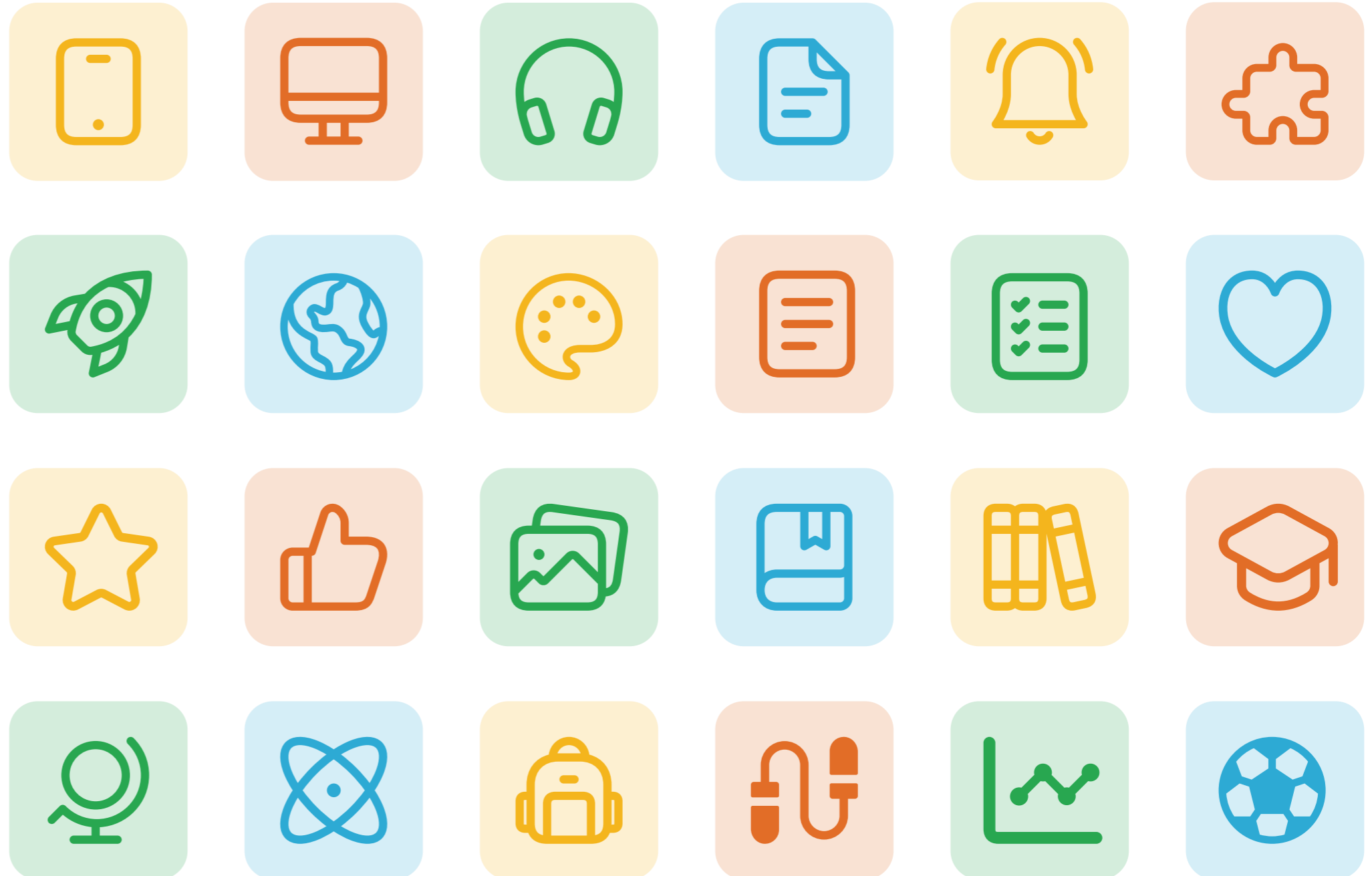
CMYK 15, 0, 2, 0

HEX #D5EEF7

Icons

We have prepared a set of icons that will enrich the visual identification. Graphic designers refer to the life of the school and the technologies we offer.

Always use icons from the repository. Never use others. If you are missing some icons, ask your graphic designer for help.

Basic colours are reserved for icons, lighter for backgrounds. never otherwise.

Always combine the same colors: eg. yellow icon and bright yellow bacground. It is unacceptable to combine, for example, blue with a light yellow.
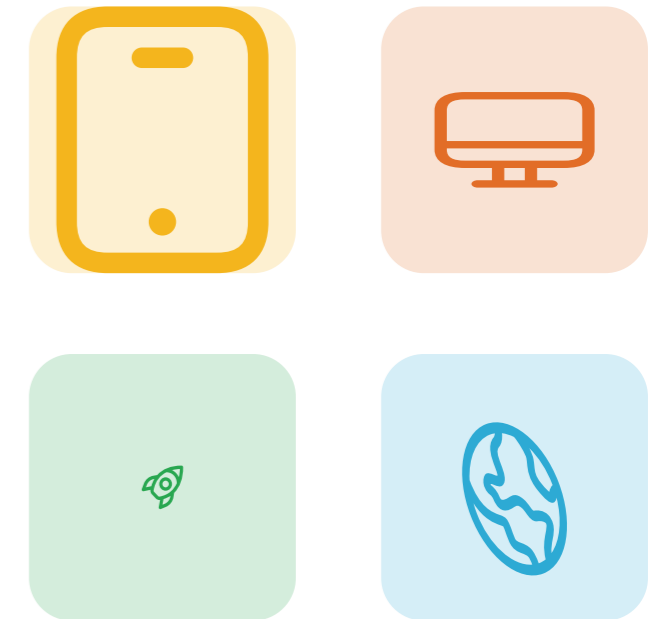
Icons and colors in practice

✓ Looks great!

✗ Mismatched colors

✗ Non-repository icons that don't match the style

✗ Icons not properly scaled

Shapes

To get nice and smooth graphic elements use roundings.
Adjust the degree of rounding to the size of the element

A new podcast episode
is now available on Spotify

School Jotter mobile
app - communication
with parents

Trusted by over 2000 schools.