



Design and brand guidelines

playroly.com

Trusted by parents. Recommended by experts.

Introduction

THE DESIGN GUIDELINES

These guidelines describe the visual elements and written formats that represent Play Roly's brand identity. This includes our name, logo and other elements such as color, typeface, and imagery.

Sending consistent and controlled graphical messaging is essential to presenting a strong, unified image of our brand.

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Play Roly logo

LOGO INTRODUCTION AND LOGO FONTS

Play Roly is a free, fun, fast start to reading for kids aged 3 to 5 years old.

When parents and educators Play Roly with kids for just two minutes every day, children learn to blend spoken letter sounds into words. This verbal skill is the foundational building block in reading.

Terms that define Play Roly include:

- delightful
- memorable
- engaging
- playful
- happy
- energetic



The logo consists of a mix of two playful typefaces: Dimbo Regular and Londrina Solid. Roly is inside a ball which is an important object in the learning process. The logo is always being used with the tagline (using Londrina Solid font).

LOGO COLOR VERSION



LOGO REVERSED VERSION



The logo color version will be used when the background color is light colored or plain white.

The logo light version will be used when the background is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg

BRAND ELEMENTS

LOGO FAVICON

Usage:

Use the favicon for the website



STATEMENT

Usage:

Use the brand statement in any communication material either in the header or footer. It is not the logo tagline but rather a graphic element that reinforces the **Play Roly** visual identity. The statement is always to be shown on a blue or orange background.

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LOGO APPLICATION



LOGO SIZES

Full Logo

Minimum Size: 1.5" long



LOGO CLEARSPACE

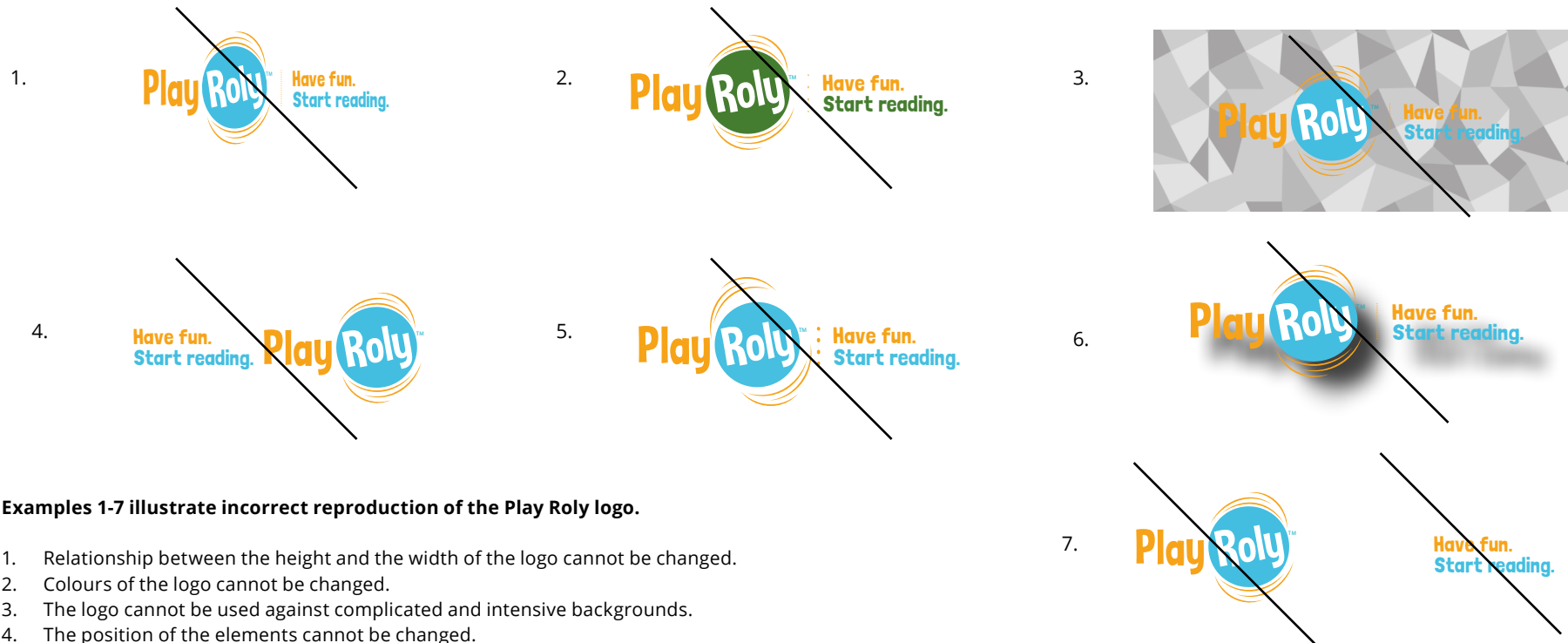
It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned.

CLEARSPACE: Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



INCORRECT USE OF LOGO

Presentation of the **Play Roly** logo must be carefully monitored and controlled. Incorrect use can undermine the identity system through mixed and unclear messages. This page illustrates a number of incorrect presentations of the logo. They range from reproduction of the logo itself, to violations of clear space and additional graphics. This is not a complete list.



Examples 1-7 illustrate incorrect reproduction of the Play Roly logo.

1. Relationship between the height and the width of the logo cannot be changed.
2. Colours of the logo cannot be changed.
3. The logo cannot be used against complicated and intensive backgrounds.
4. The position of the elements cannot be changed.
5. Elements of the logo cannot be moved.
6. Special effects are not permitted.
7. Play Roly and the tagline cannot be separated. Only the favicon can be shown without the word Play



Typography

FONTS AND TYPOGRAPHY FOR COMMUNICATION MATERIAL:

PRIMARY FONT (PRINT COLLATERAL + WEB)

THE FONT

Open Sans is a humanist sans-serif typeface designed by Steve Matteson, commissioned by Google and released in 2011. It is based on his previous Droid Sans design, designed for Android mobile devices, but slightly wider.

PRIMARY FONT OPEN SANS

DESIGNER:
STEVE MATTESON

OPEN SANS

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES

Figures

01234567890

Special
Characters

! " § \$ % & / () = ? ` ; : i " ¶ ç [] | { } ≠ ¿ ' « Σ € ® † Ω " / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ~ ç

PRIMARY FONT SUBSTITUTE

Open Sans should be used as the primary sans serif typeface, but if for some reason it can't be obtained, the substitute typeface is Arial. Similar to Open Sans, Arial is versatile and offers a contemporary feel.

ARIAL



Color system

PRIMARY COLOR SYSTEM

Play Roly has two official colors: teal and orange. These colors are a recognizable identifier for the brand.

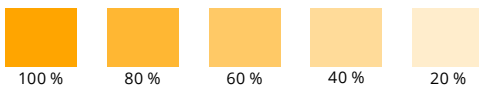
Usage:
Use them as the dominant color palette for all internal and external visual presentations of the brand.



PRIMARY COLOR ORANGE

COLOR CODES

CMYK : C0 M42 Y93 K0
RGB : R255 G165 B0
Web : #FFA500



COLOR TONES



Gradient

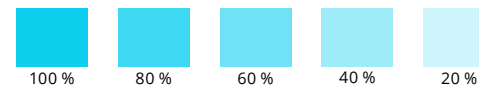
GRADIENT



PRIMARY COLOR TEAL

COLOR CODES

CMYK : C65 M0 Y10 K0
RGB : R15 G207 B239
Web : #0FCFEF



COLOR TONES



Gradient

GRADIENT

SECONDARY COLOR SYSTEM

The secondary colors are complementary to **Play Roly**'s official colors, but are not recognizable identifiers for **Play Roly**'s brand. The secondary colors should be used sparingly (less than 10% of the palette in one piece).

Usage:

Use them to accent and support the primary color palette. The grey color can be used for all text.



Tones

COLOR CODES

CMYK : C37 M48 Y0 K0
RGB : R175 G144 B206
Web : #AF90CE



Tones

COLOR CODES

CMYK : C0 M0 Y0 K75
RGB : R99 G100 B102
Web : #636466



Tones

COLOR CODES

CMYK : C0 M0 Y0 K30
RGB : R188 G190 B192
Web : #bcbec0

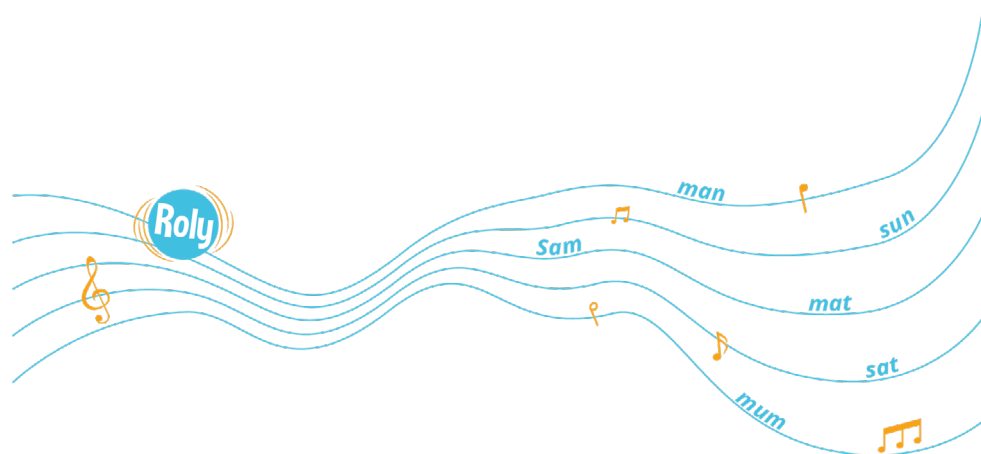
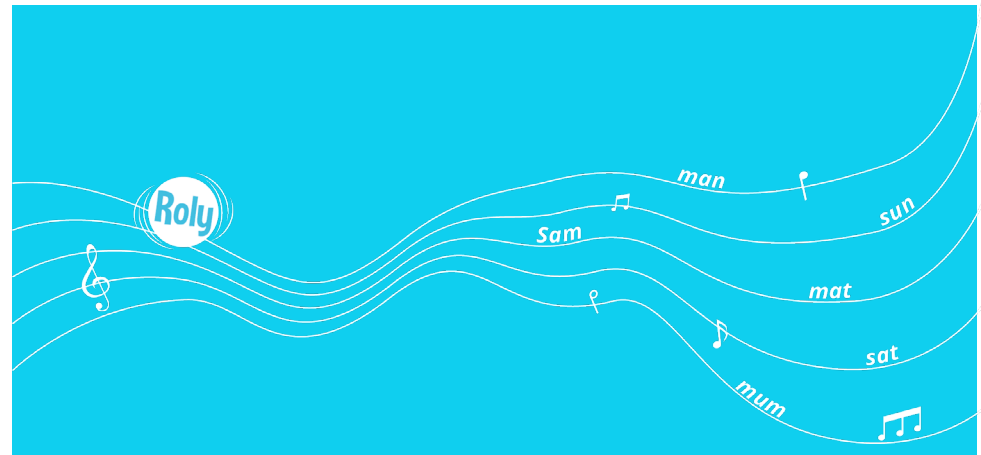
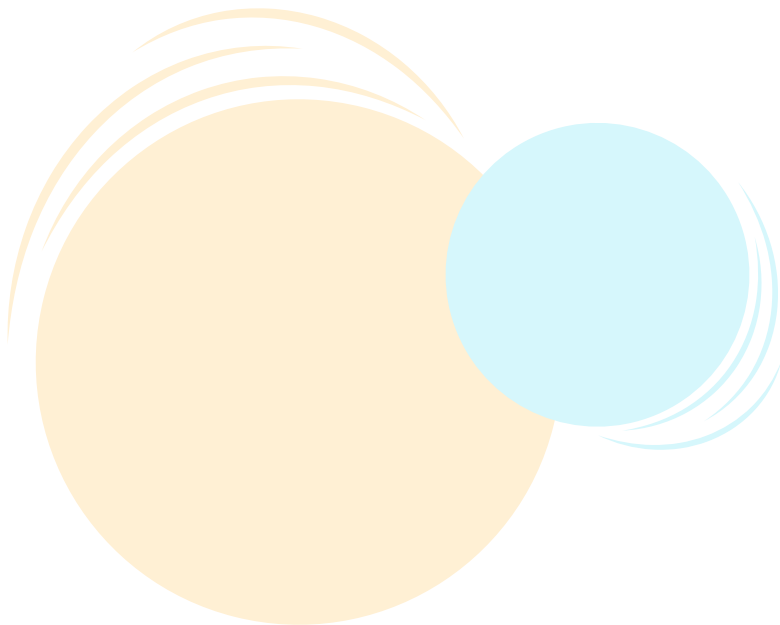


Graphics

USE OF GRAPHICS

The following graphics have been identified for the **Play Roly** brand to maintain its playful and engaging look and feel. They can be used in conjunction with text and imagery.

Usage:
Use these graphics in the design of Play Roly deliverables.





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