



The Pioneer
Shaping the Future of Learning

THE PIONEER
BRAND MANUAL



Main Logo



The Pioneer
Shaping the Future of Learning

Brand Overview

The Pioneer is a specialized educational center that offers modern training courses for English language teachers, focusing on the latest teaching methods that keep pace with global trends. The center aims to develop teachers' skills and provide them with the tools needed to integrate curricula with life skills and real-world issues, to prepare a distinguished generation capable of meeting the requirements of the labor market.

Marketing Message

At The Pioneer, we believe that the teacher is the foundation of change. We are here to inspire and develop English language teachers and enable them to make a real impact in the lives of their students. Through our innovative training courses, we help teachers acquire new skills, apply the latest teaching methods, and prepare their students to face the challenges of the future with confidence.

Logo

The Pioneer logo is simple and attractive and reflects the center's vision of leadership and innovation. The logo consists of the letter «P» in a modern design, symbolizing the word «Pioneer» inside a book. The logo uses a range of bold colors that reflect confidence and ambition. The font used in the logo is characterized by simplicity and elegance, making it easy to read and remember. The logo includes simple additional visual elements, such as the letter «P» inside a book, to enhance the idea of learning and culture.

Slogan

Shaping The Future Of Learning

Guidelines

Meaning



Letter P

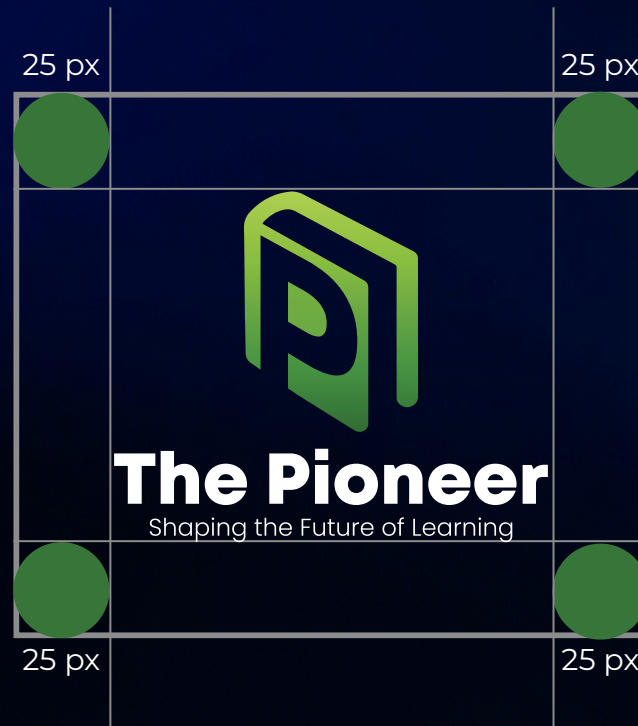


Book

Structure



Safe Area



Size



The Pioneer

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100 %



The Pioneer

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75 %



The Pioneer

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50 %



The Pioneer

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25 %

Lockups



Corporation Logo

Variation



Icon



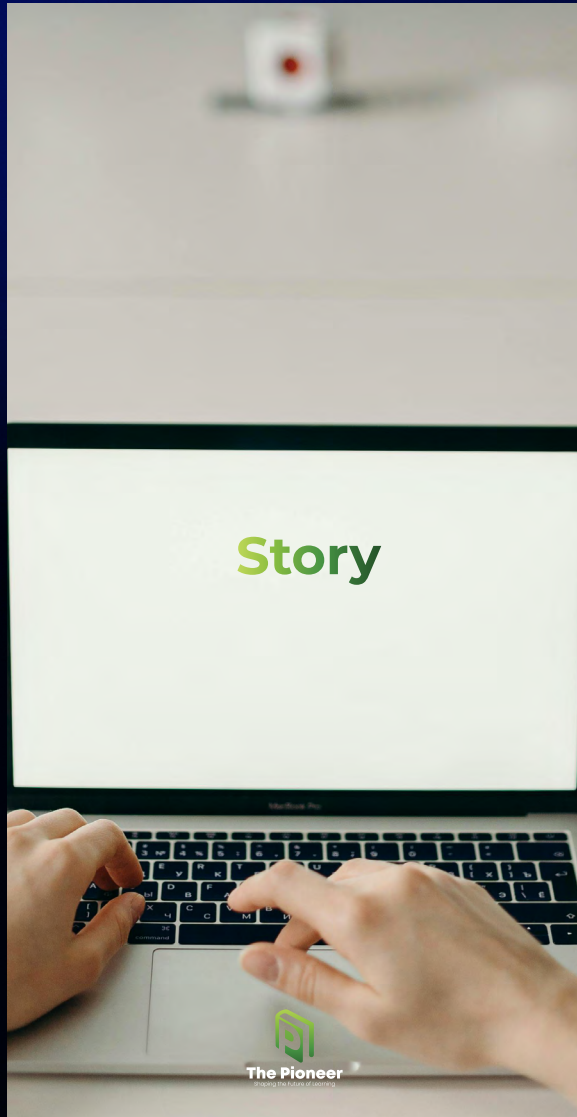
The Pioneer
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Vertical

Placment



Placment



Logo
on Backgrounds



The Pioneer
Shaping the Future of Learning

Logo
on Backgrounds



Usage



Do not change alignment



Do not change space



Do not stretch the logo



Do not squeeze the logo



Do not drop shadow



Do not rotate the logo



Do not use bounding box



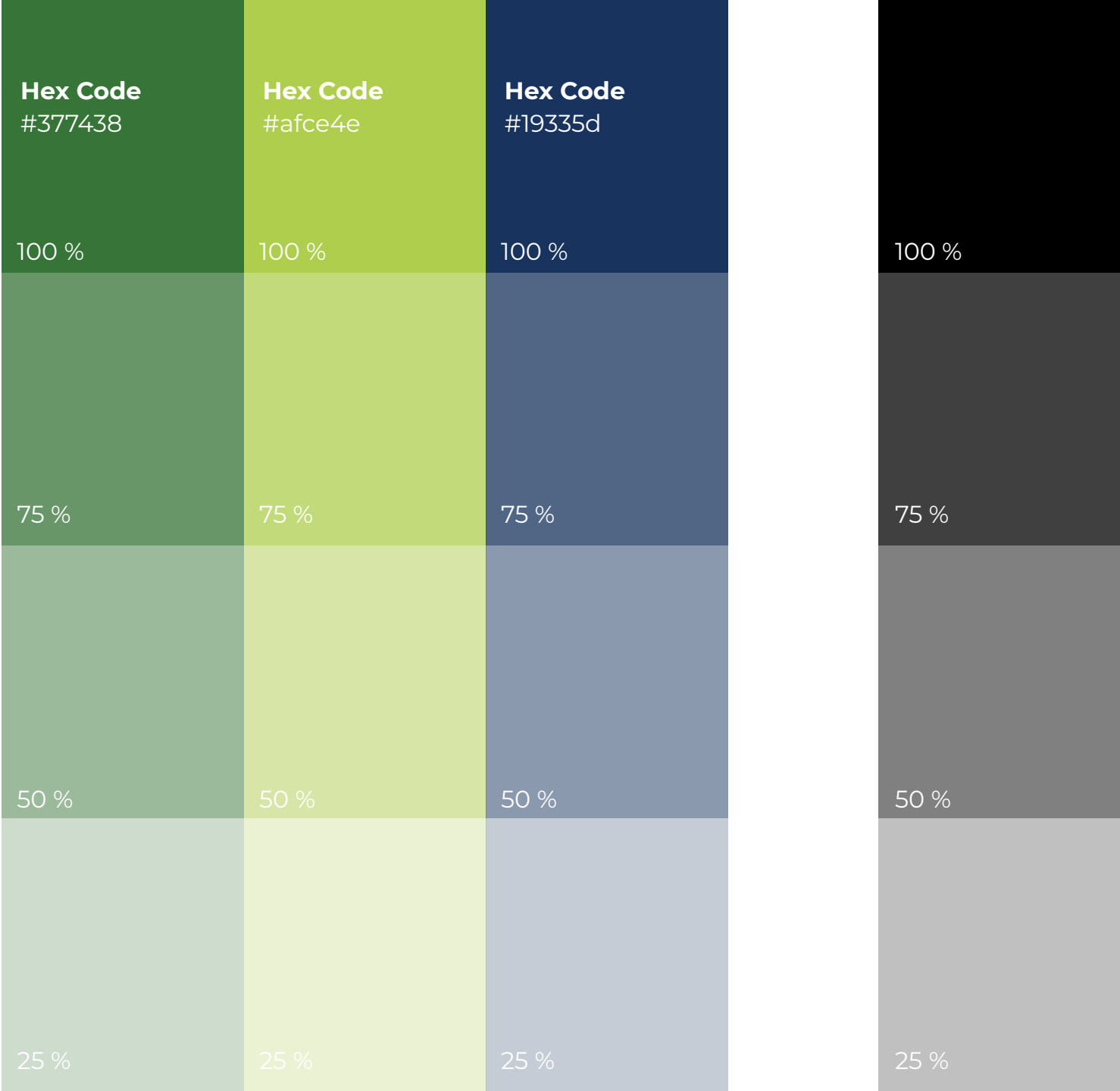
Do not make the logo non-readable



Do not use different brand color

Colors

Primary Colors



Pattern



Primary
Typeface

Mont

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@ \$ *

Heavy

Primary Typeface

Heavy

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 exerci tation ullamcorper
 suscipit lobortis nisl ut aliquip ex ea commodo
 consequat. Duis autem vel eum iriure dolor in

Slogan

Shaping the Future of Learning

Slogan
Typeface

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%*

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. Duis autem vel eum iriure dolor in



The Pioneer

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THANK YOU

