



Heartcore Brand Guide



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1.0

Brand Fundamentals

1.0 Brand Fundamentals

1.1 Brand Story

A tutor that's more a coach than a tutor.

心教 (Heartcore) stems from the our mission of teaching our students with a genuine attitude: 用心去教.

We aim to grow students to be more receptive of learning the Chinese language by encouraging them to communicate their needs and problems and open their minds.

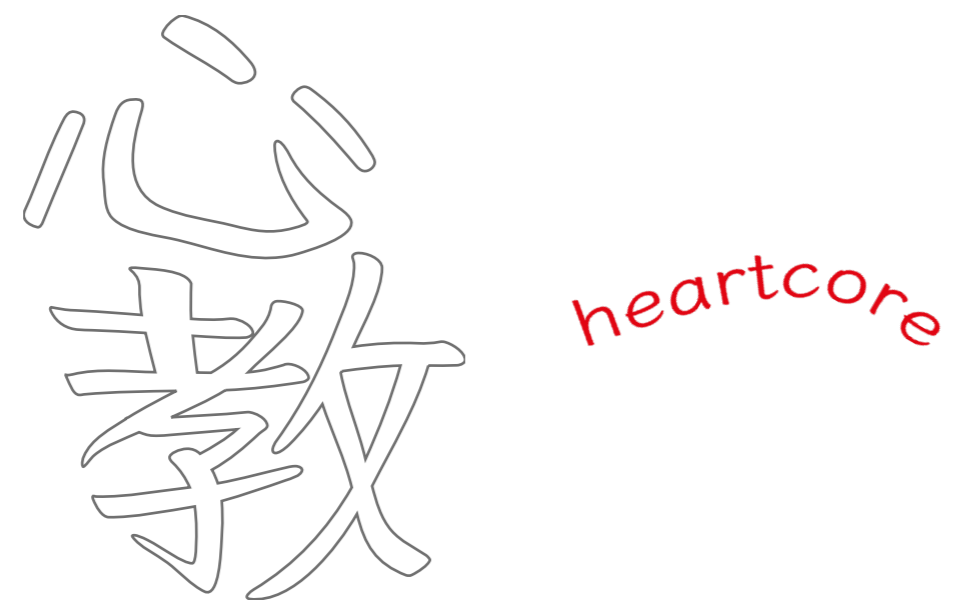
Highly bilingual in English and Chinese with over 10 years of experience in Chinese tutoring,we are familiar with the local syllabus and have a proven track record of students improving by two grades.

2.0

Brand Elements

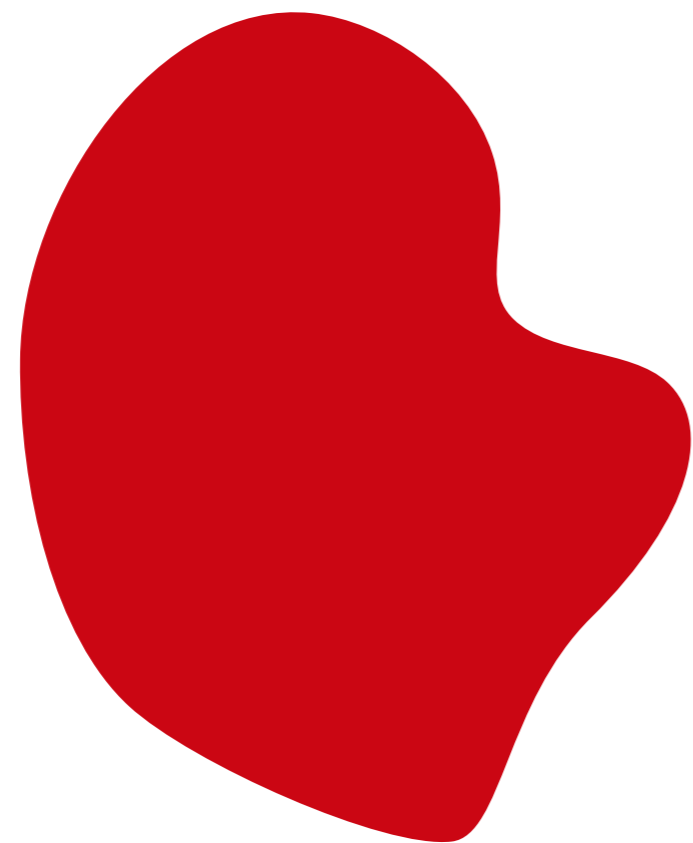
2.0 Brand Elements

2.1 Logo Elements



心教's design is also to replicate that of a Chinese stamp, while Heartcore is a play on "hardcore", which conveys the hard work that will be put in to improve our students' Chinese grades.

+



Irregular heart shape represents the 心 or heart in Heartcore. It's design is also to replicate a traditional Chinese stamp, which conveys how Heartcore is a competent tuition centre that is able to help students trace back to their Chinese roots and grow an interest in the language again.

2.0 Brand Elements

2.2 Colour Palette

Our primary colours include red, black and white.

Red is a symbolic colour tied to Chinese culture, emphasising on how we're a tuition centre specialising in Chinese language classes.

Black and white are clean, sleek colours that contrast each other and bring about a sense of professionalism as an education centre.

Red

RGB
203, 6, 19

CMYK
0, 97, 91, 20

#CB0613

Black

RGB
0, 0, 0

CMYK
75, 68, 67, 90

#000000

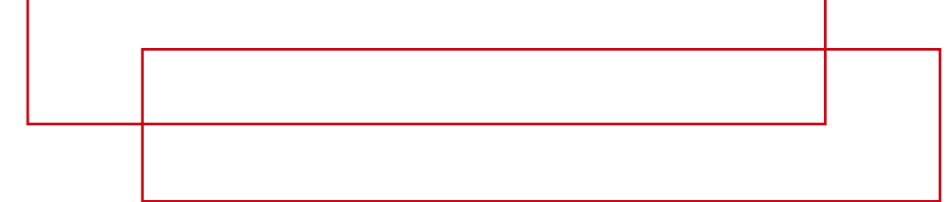
White

RGB
255, 255, 255

CMYK
0, 0, 0, 0

#FFFFFF

2.0 Brand Elements



2.3 Logo Variations

Please adhere to the correct usage of the logo.

Main Logo:

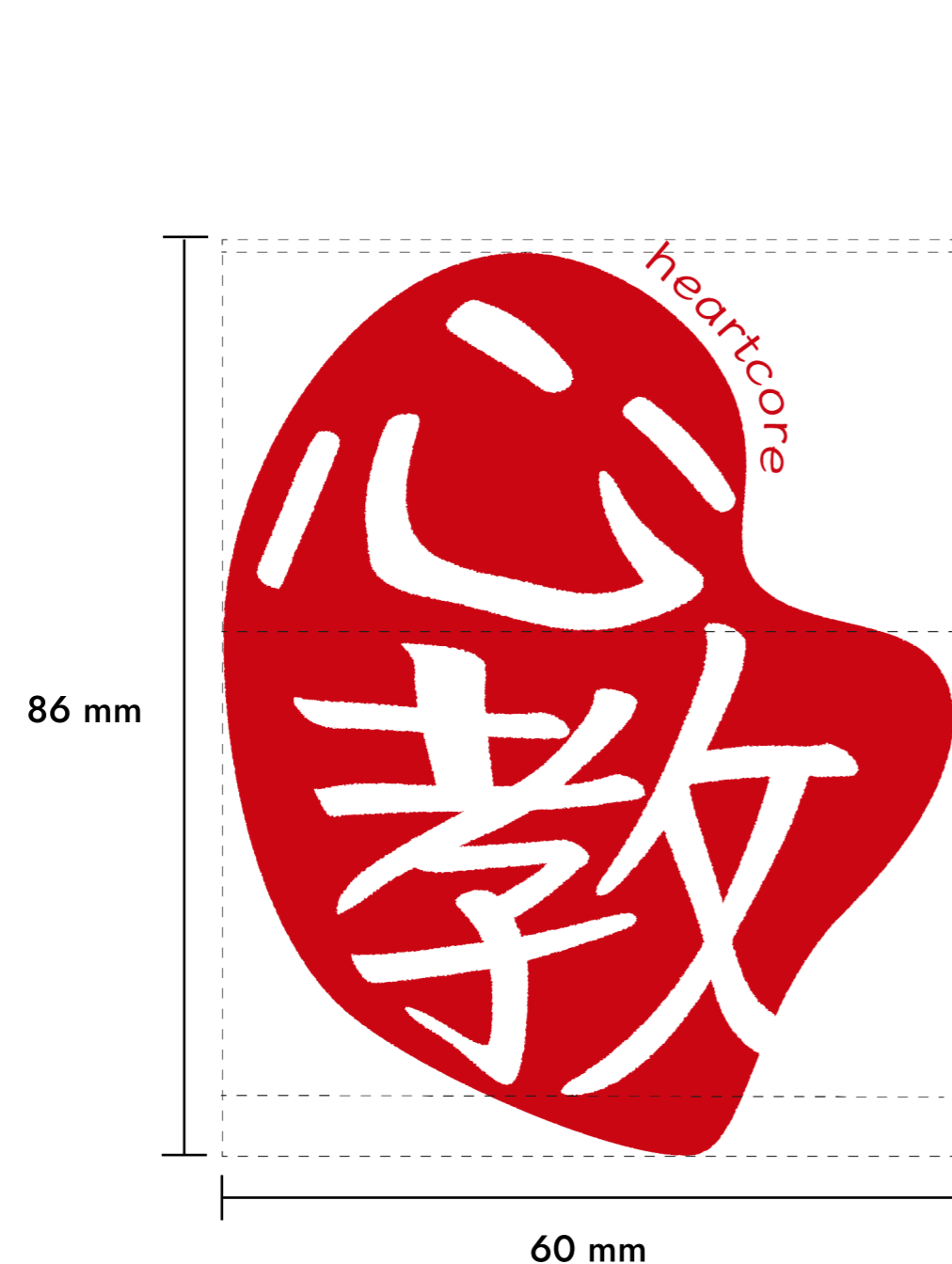


Secondary Logo:

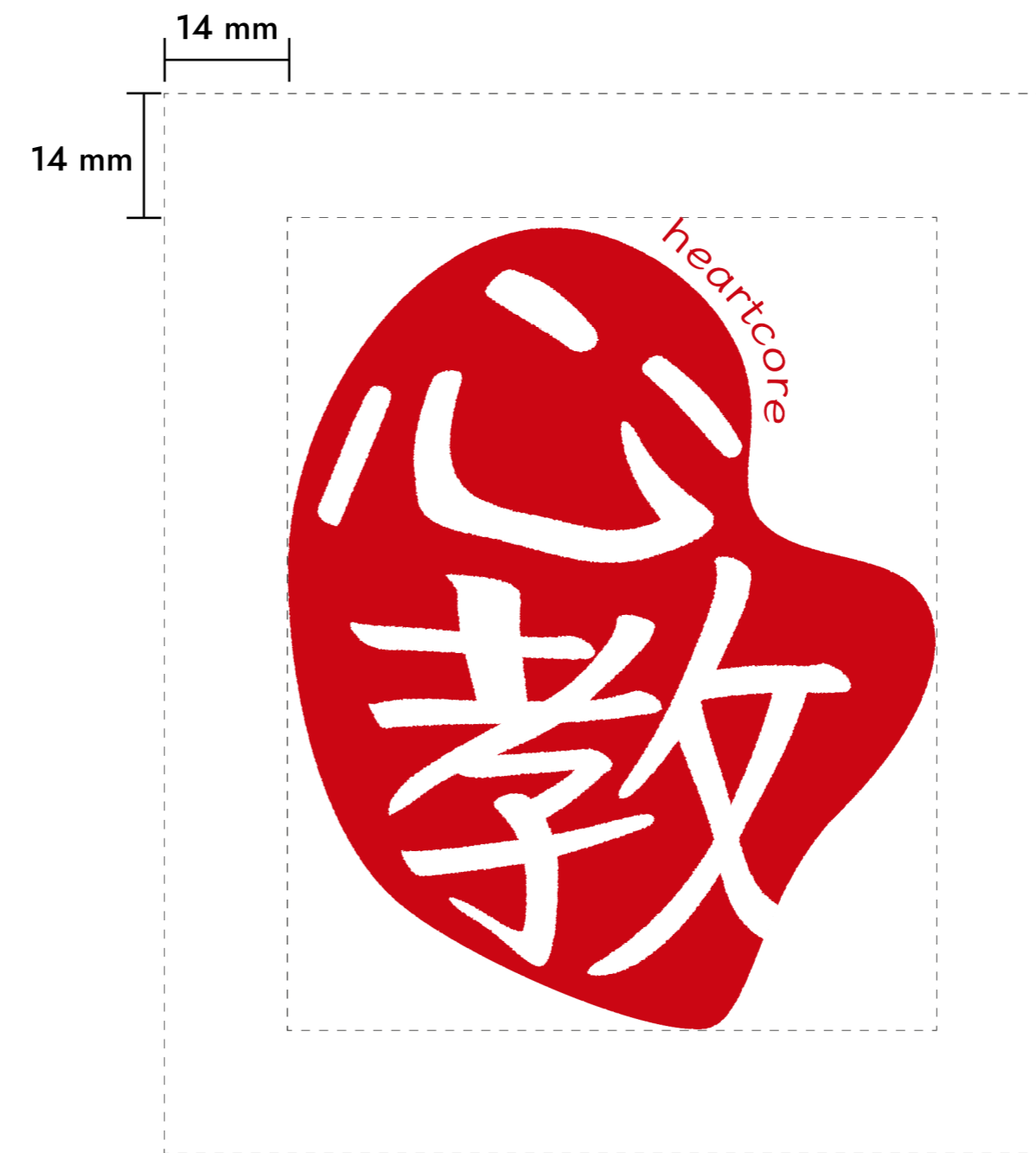


2.0 Brand Elements

2.4 Dimensions and Clear Space



The logo follows the measurements shown above. Please adhere to the ratio and sizing of the respective elements in the logo.



Clear space surrounding the logo should be kept free from any additional visual elements, such as other logos, symbols, or text. Having clear space around the logo helps ensure that it remains easily identifiable and recognisable in all forms of communication. As shown above, clear space around logo should be 14 mm.

2.0 Brand Elements

2.5 Clear Space Usage

Correct Usage:



Element should be placed outside the clear space of 14 mm.

Incorrect Usage:



Element should not be placed within the clear space of 14 mm.

2.0 Brand Elements

2.6 Logo Minimum Size

Minimum size for screen:



260px

Minimum size for print:



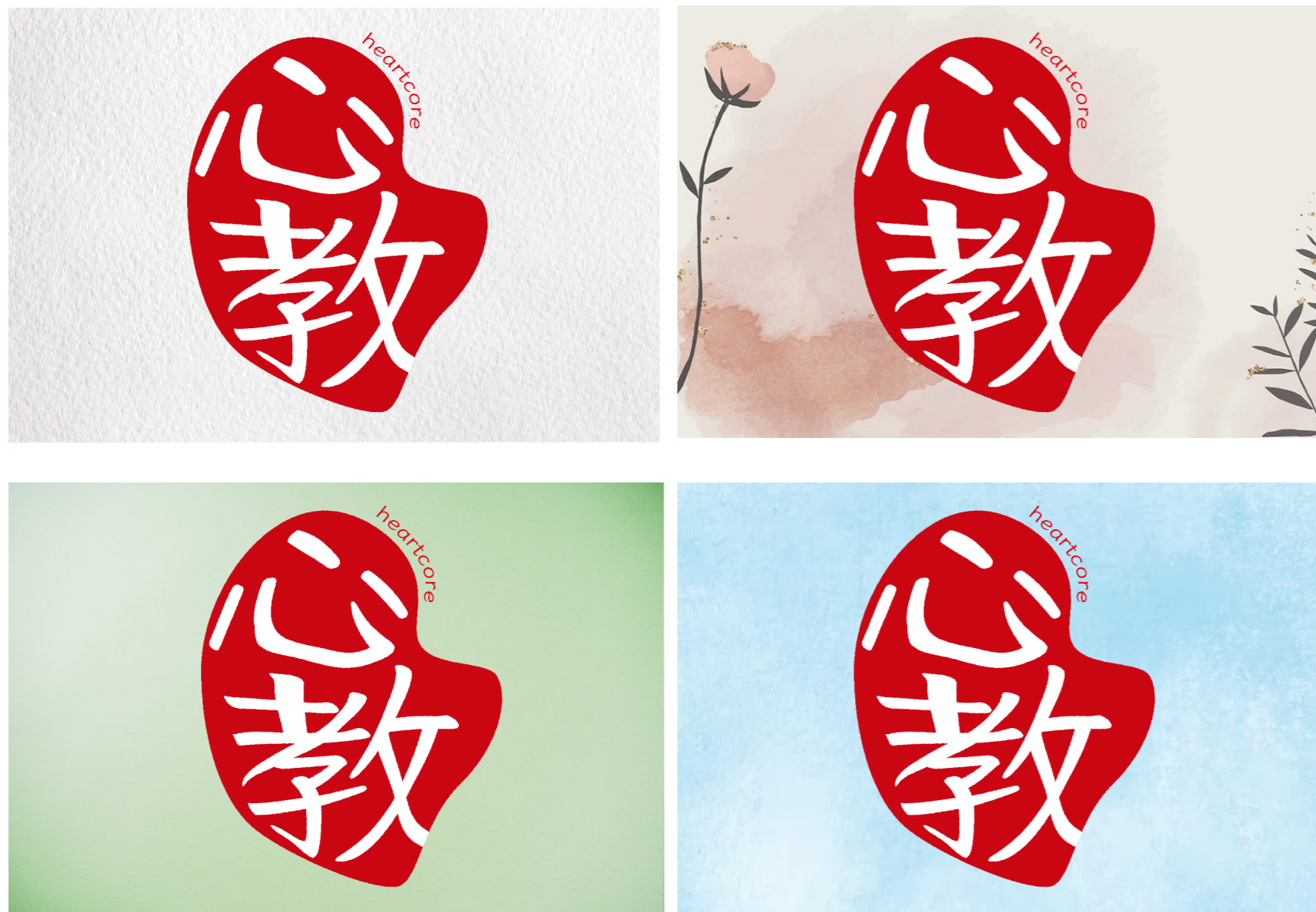
3cm

2.0 Brand Elements

2.7 Logo Usage

Our logo is best viewed against a background that allows it stand out for it to remain clear and legible.

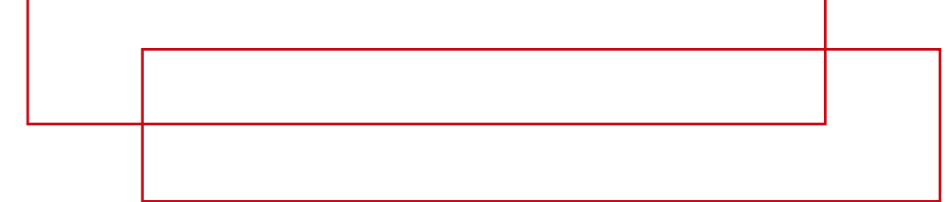
Acceptable logo usage:



Unacceptable logo usage:



2.0 Brand Elements



2.8 Typefaces

Jost

Jost Regular

Jost Medium

Jost Semibold

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



***Thank
You***

