

edutrend.



Corporate Identity Guidelines

How the EduTrend and EduTrend Contents brands look, sound and work together: logo, colour, type, graphic language, voice and the identity system for published resources.

Version	1.0 · September 2026
Owner	EduTrend, Istanbul
Contact	info@edutrend.org

An education publisher people can trust

EduTrend is an independent education publisher based in Istanbul. We follow what is changing in teaching and learning, check what the evidence says, and explain it in plain language. When a change is useful, we turn it into something people can use the next day: a guide, a set of activities, a game.

MISSION

To help teachers, parents and schools make sense of changes in education, and to give them well-made resources that turn good ideas into everyday practice.

VISION

To be a trusted reference in English and Turkish for anyone who wants to know what is changing in education and what to do about it.

BRAND VALUES

Useful first	We publish what can be used. Every article ends with something to try.
Honest about evidence	We say when research is strong, mixed or not there yet, and we link to sources.
Plain language	If a teacher or parent cannot use it after one reading, we rewrite it.
Made with care	Every resource is checked, coded, versioned and corrected when needed.
Independent	We are not paid to recommend tools or products.

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02	Brand architecture	EduTrend, EduTrend Contents, series and EduStore
03	Logo	Versions, clear space, minimum size, favicon
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06	Typography	Poppins and Lato, sizes for screen and print
07	Graphic language	Shapes, icons and images
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09	Resource identity	Codes, editions, evidence levels, licences
10	Applications	Website, buttons and resource covers

One house, two signatures

EduTrend is the master brand. Everything we publish and sell as a resource carries the **EduTrend Contents** signature. The two share one wordmark, one type system and one set of neutral colours. Only the accent changes: orange for EduTrend, green for EduTrend Contents. Readers can tell from the colour whether they are reading news or holding a product, and still see that both come from the same place.

edutrend.

EduTrend · master brand · orange
Website frame, articles, Trend Radar, newsletter, social media, EduStore frame.

edutrend.

CONTENTS
EduTrend Contents · publishing label · green
PDF resources, EduStore products, EduTrend Play and every coded series.

WHICH SIGNATURE GOES WHERE

TOUCHPOINT	EDUTREND (ORANGE)	EDUTREND CONTENTS (GREEN)
Website	Header, menu, footer, home page, articles	Resource sections, product pages, download buttons
Publications	Trend Radar, newsletter, explainers	Guides, workshop plans, game cards, worksheets
Series	-	EduTrend Play, G4C, W4C, P4C and later series
EduStore	Store frame and general pages	Product cards, Buy and Download buttons
Legal line	© 2026 EduTrend	© 2026 EduTrend Contents · code · licence
Byline	EduTrend	EduTrend Contents (no personal names)

SERIES LABELS

edutrend. **EDUTREND PLAY · STARTER GUIDE**
CONTENTS

Series never get their own logo. The series name is set as a spaced green label next to the Contents signature.

The wordmark

The logo is the lowercase wordmark **edutrend.** set in Poppins Bold with tight spacing. "edu" is always ink or white; "trend" and the full stop carry the accent colour. The full stop stands for a clear conclusion: we explain, and we finish the thought.


 The wordmark "edutrend." in a bold, sans-serif font. "edu" is in dark grey/black, and "trend." is in orange.

Master · light background


 The wordmark "edutrend." in a bold, sans-serif font. "edu" is in white, and "trend." is in orange.

Master · dark background


 The wordmark "edutrend." in a bold, sans-serif font. "edu" is in dark grey/black, and "trend." is in teal.

CONTENTS

Contents · light background


 The wordmark "edutrend." in a bold, sans-serif font. "edu" is in white, and "trend." is in teal.

CONTENTS

Contents · dark background (green #3FB3A8)

CLEAR SPACE



Keep a margin at least the height of the letter "e" on every side. Nothing enters this space: no text, edges, icons or photo detail.

MINIMUM SIZE

Screen	96 px wide (master), 120 px wide (Contents, so "CONTENTS" stays legible)
Print	22 mm wide (master), 28 mm wide (Contents)

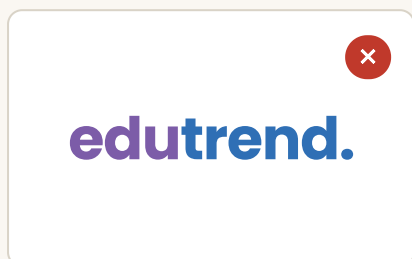
FAVICON AND AVATAR



"e." on ink for the browser tab and app icons.
"EC" on green is the EduTrend Contents author avatar.

Nine things never to do

Always use the supplied files. If a layout seems to need a changed logo, change the layout instead.



Do not recolour the wordmark or use learning-area colours in it.



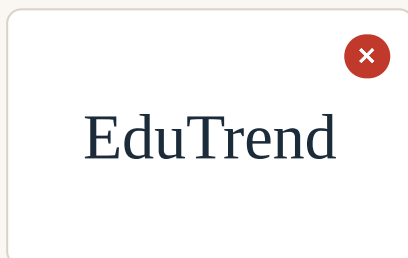
Do not stretch, squash or skew it.



Do not outline it or add effects.



Do not add shadows, glows or gradients.



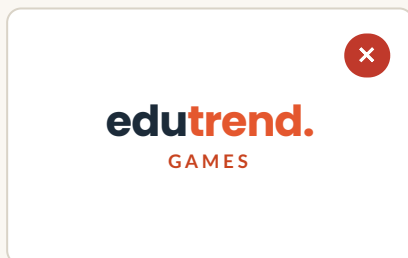
Do not retype it in another typeface or in title case.



Do not mix orange and green in one logo.



Do not place it on busy patterns or photos without a calm area.



Do not add taglines or series names under the master logo.



Do not rotate it or set it on a curve.

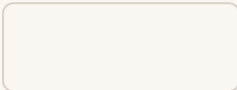
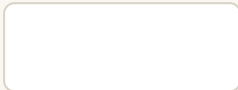
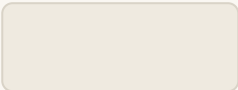
FILES

SVG and PNG versions of both signatures, in light and dark, and the favicon are available on request from info@edutrend.org. Do not screenshot the logo from the website.

Warm paper, dark ink, one accent

Most of every surface is paper and ink. Accents are used sparingly, so that when orange or green appears, it points to something.

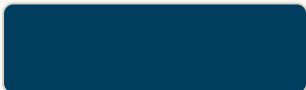
CORE NEUTRALS

				
Paper #FAF7F2 · 250 247 242 Page background	White #FFFFFF Cards, forms	Ink #1C2B39 · 28 43 57 Text, dark sections	Panel #EFEAE0 Alternate sections	Line #D9D3C7 Rules, borders

BRAND ACCENTS

			
EduTrend Orange #E4572E · 228 87 46 Logo, large headings, shapes	Orange Text #C8431F · 200 67 31 Buttons and links	Contents Green #0E7C74 · 14 124 116 Contents logo, buttons	Green on Dark #3FB3A8 Only on ink backgrounds

GRAPHIC PALETTE (SHAPES AND ILLUSTRATIONS ONLY)

			
Deep Navy #003E60 Large shapes	Sky #BCD2EC Large shapes, tints	Cream #FFF9E4 Soft section tint	Brick #9E3B1B Shape shadow tone

EDUTREND PLAY · LEARNING AREAS

				
#3F6FB0 · #C98A2B · #C0566B · #5E8A1E · #7C5CA8. Used to code game areas, never as brand accents.				

CONTRAST (WCAG)

COMBINATION	RATIO	RULE
White on #E4572E	3.7 : 1	Large bold text only, never normal button text
White on #C8431F	4.9 : 1	All orange buttons and small orange text
White on #0E7C74	5.1 : 1	Green buttons as they are
Ink on Paper	13.9 : 1	Body text

Two typefaces, both free

Poppins (geometric sans, Bold and SemiBold) is used for the logo and headings. **Lato** (humanist sans, Regular, Bold and Black) is used for everything people read at length. Both are open-source Google Fonts and support Turkish characters: ğ ş ı ĩ ç ö ü Ğ Ş.

Aa

Poppins

Headings · logo · numbers on covers

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
0123456789

Aa

Lato

Body text · labels · buttons · tables

ABCÇDEFGĞHİİJKLMNOÖPRSŞTUÜVYZ
abcçdefgğhiijklmnoöprsştuüvyz
0123456789

SCALE

DISPLAY	See what's next	Poppins Bold · web 56-64 px · print 32-40 pt
HEADING 2	EduTrend Play	Poppins Bold · web 32-40 px · print 17-24 pt
HEADING 3	For teachers	Poppins SemiBold · web 20-24 px · print 12-14 pt
LABEL	TREND RADAR · AUTUMN 2026	Lato Bold caps, +0.2em tracking
BODY	EduTrend follows how teaching and learning are changing, and explains what those changes mean.	Lato Regular · web 17-18 px · print 9.5-10.5 pt · line 1.5
BUTTON	Get the free starter guide	Lato Bold · sentence case

Sentence case everywhere, including headings and buttons. No italics for emphasis in headings. Lines of body text stay under 75 characters.

Simple shapes, real people

GEOMETRIC SHAPES



Our illustrations are built from quarter-circles, half-circles and rectangles on a square grid, in orange, navy, sky and brick. They suggest building blocks and direction without showing a specific tool or technology, so they do not date.

- Use large, few shapes: 3 to 7 per composition.
- Shapes touch edge to edge; no gaps, outlines or drop shadows.
- Keep one flat shape per colour; no gradients.

ICONS



Line icons on a 48 px grid, 3 px stroke, round caps and joins, white on a coloured rounded square. Learning-area icons use their area colour; resource icons use Contents green.

PHOTOGRAPHY AND IMAGES

- Real classrooms and homes, natural light, children doing something.
- Materials people actually have: paper, cards, cups, string.
- Written permission from a parent or guardian for every child who can be recognised.
- Staged stock photos, glowing screens, robots and brains.
- AI-generated images of real-looking children.
- Images of real products or brands we have not reviewed.

Clear, calm, useful

We write like a well-read colleague: friendly, precise and never in a hurry to impress. Short sentences, concrete examples, active verbs. Every article ends with something the reader can try.

EVIDENCE LABELS

- Strong
- Mixed
- Emerging

LABEL	USE WHEN
Strong	Several good-quality studies or reviews point the same way.
Mixed	Results differ by age, subject or setting, or studies disagree.
Emerging	Promising early work, small studies or expert practice without solid trials yet.

WORDS

WE WRITE	WE AVOID
"Research suggests", "in one study of 39..."	"Science proves", "revolutionary", "game-changing"
"children", "pupils", "your class"	"learners of tomorrow", "digital natives"
"costs about", "needs a printer"	"affordable", "easy" without saying why
Named sources with links	"Experts say", unnamed studies

NAMES AND SPELLING

EduTrend	One word, capital E and T in text. Lowercase only in the logo.
EduTrend Contents	Always in full in running text. Byline for every article and resource.
EduStore	One word, capital E and S.
EduTrend Play	Series name, never "EduPlay".
Languages	British English on the English site; Turkish with full diacritics on the Turkish site.

Every resource can be traced

Each EduTrend Contents resource carries a code, an age range, an edition and a licence. These appear on the cover, in the footer of every page and on the product page, so a printed sheet found in a staff room can always be traced back.

CODE FORMAT

G4C-110	Series	Letters for the series (G4C, W4C, P4C, PLAY)
	Number	Three digits. Hundreds = topic family, tens and units = title
	Edition	Year and release, e.g. 2026 Edition, v1.0

CURRENT SERIES

CODE	SERIES	SCOPE
PLAY	EduTrend Play	Original games for ages 4-12, free starter guides
G4C	Games for Children	Game packs by development area
W4C	Workshops for Children	Club and workshop programmes with session plans
P4C	Philosophy for Children	Enquiry sessions and question sets

LICENCES

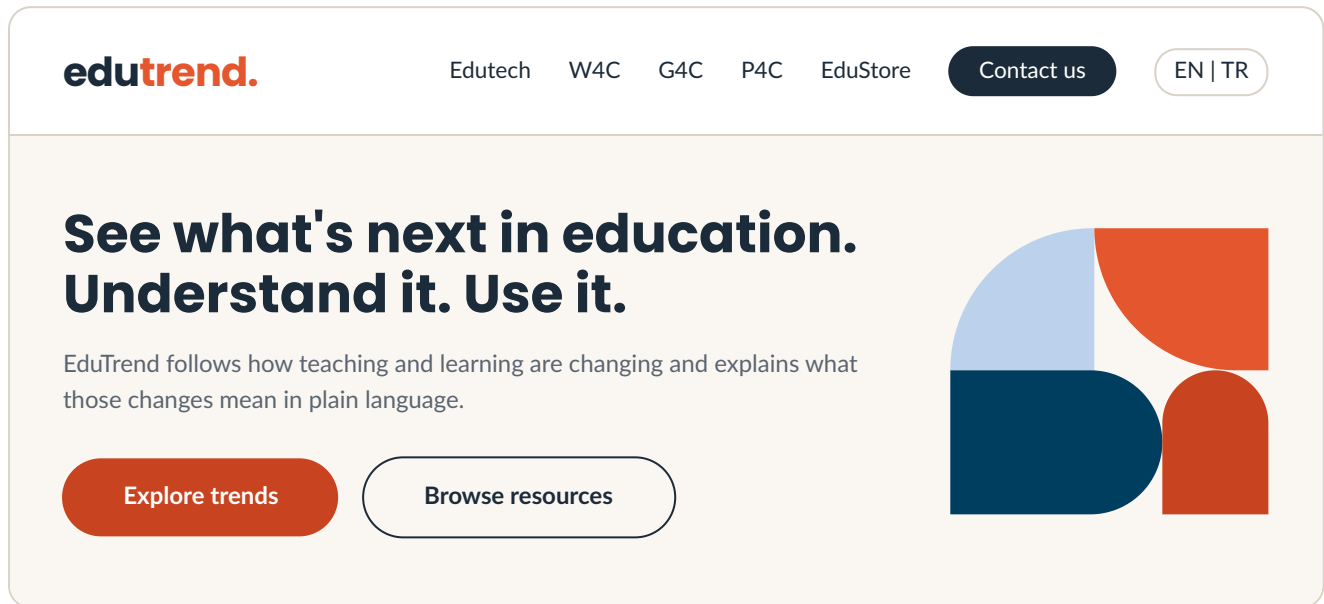
LICENCE	ALLOWED	NOT ALLOWED
Free	Print and share with your own group or families	Selling, public upload, removing the brand
Single Educator	One teacher or parent; unlimited prints; closed class platforms	Sharing with colleagues, public upload, AI training
School	All staff at one campus; school network; staff training	Other campuses, public upload, resale

FOOTER LINE

© 2026 EduTrend Contents · G4C-110 · 2026 Edition · Single Educator licence	edutrend.org/licensing
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Putting it together

WEBSITE HEADER AND HERO • MASTER BRAND



BUTTONS



Pill shape, Lato Bold, sentence case. One primary button per section.

RESOURCE COVER • CONTENTS SIGNATURE



The cover carries one signature: Contents. The master logo is not added again; "edutrend." in the Contents logo already makes the link.

Green is used for the top band, series label and code. Learning-area colours appear only in the illustration.

Every cover shows the code and edition. The last page lists sources and the licence line.



edutrend.

Questions about these guidelines, logo files or co-branding requests:
info@edutrend.org

This document is reviewed once a year. The current version is always available
at edutrend.org/corporate-id.

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