Daresni
Connect. Learn

BRAND STYLE MANUAL

Content of this document has been carefullly developed to guide the visual identity of Daresni as brand therefore all standards outline in here should be strictly adhered to.

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Introduction

This brand manual has been developed with the Daresni mentality in mind. It's been an amazing ride so far, and as a web based platform with the goal of connecting the increasing number of teachers with students for physical, private, hourly home sessions in the Kingdom of Bahrain, we want to keep revving our engines long into the future.

In order to do so, we've developed a powerful brand that has stood the test of time. And, just like our goal to spread precise Knowledge, our brand must be kept up with the greatest attention to detail.

Our Statement

Spread Knowledge and create jobs by accessible resources, available to everyone, everywhere and at any time.

To build a better future where private education is accessible to everyone.

THE DARESNI SIGNATURE

The Daresni Signature

Primary Signature

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The Daresni logo is the embodiment of traditionbringing knowledge to the door step of everyone. Coupled with our undying passion for high performance, competition, and Education. It should be used consistently to foster brand awareness.

Logo Clear Spacing and Minimum Size

It is important to not violate the space around the logo. Allowing the logo to stand out by itself will ensure that the Daresni brand is easily identifiable. As it will be used in varying sizes, we've devised a system that can be utilized in any measurement. The Daresni logo when reproduced shouldnt be smaller than .6 widht size.

Alternative Signature

Alternative Signature

Wordmark

The Daresni Wordmark is to be used when the alternate logo can not be applied. when this is to be typed in AvantGarde font with Initial Caps

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Signature Color Variations

Whether it's online, merchandising or on our catalogs, the Deresni logo is adaptable to any situation. These are the approved logo variables, acceptable in 3 formats .

Original signature colors

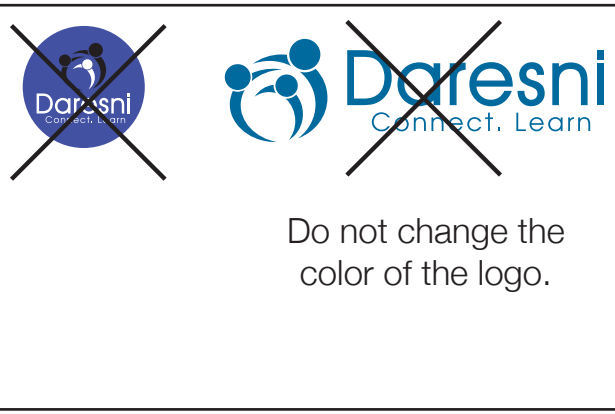
This is to be used when signature is on reverse solid black background

This is to be used when signature is on solid white Background

Signature Misuse

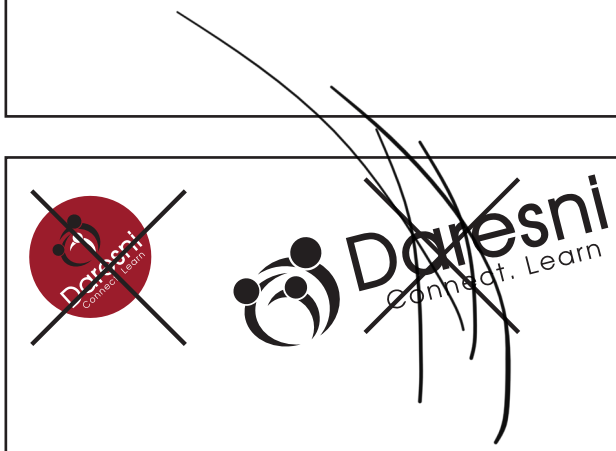
The Daresni logo should always be used in its approved format. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are examples of what not to do with the logo.

Do not squish or stretch the logo.



Do not change the color of the logo.

Do not overlap anything on logo



Do not angle logo.

Do not use the logo in a sentence.

Do not use drop shadow on the logo

Logo Use in Multimedia/Videos

The Daresni logo should always be placed on the top left corner of any video message. for motion graphics purposes, the signature is permitted to animate in from the right side or zoom in from the center of the screen for outros and intros in the approved format.

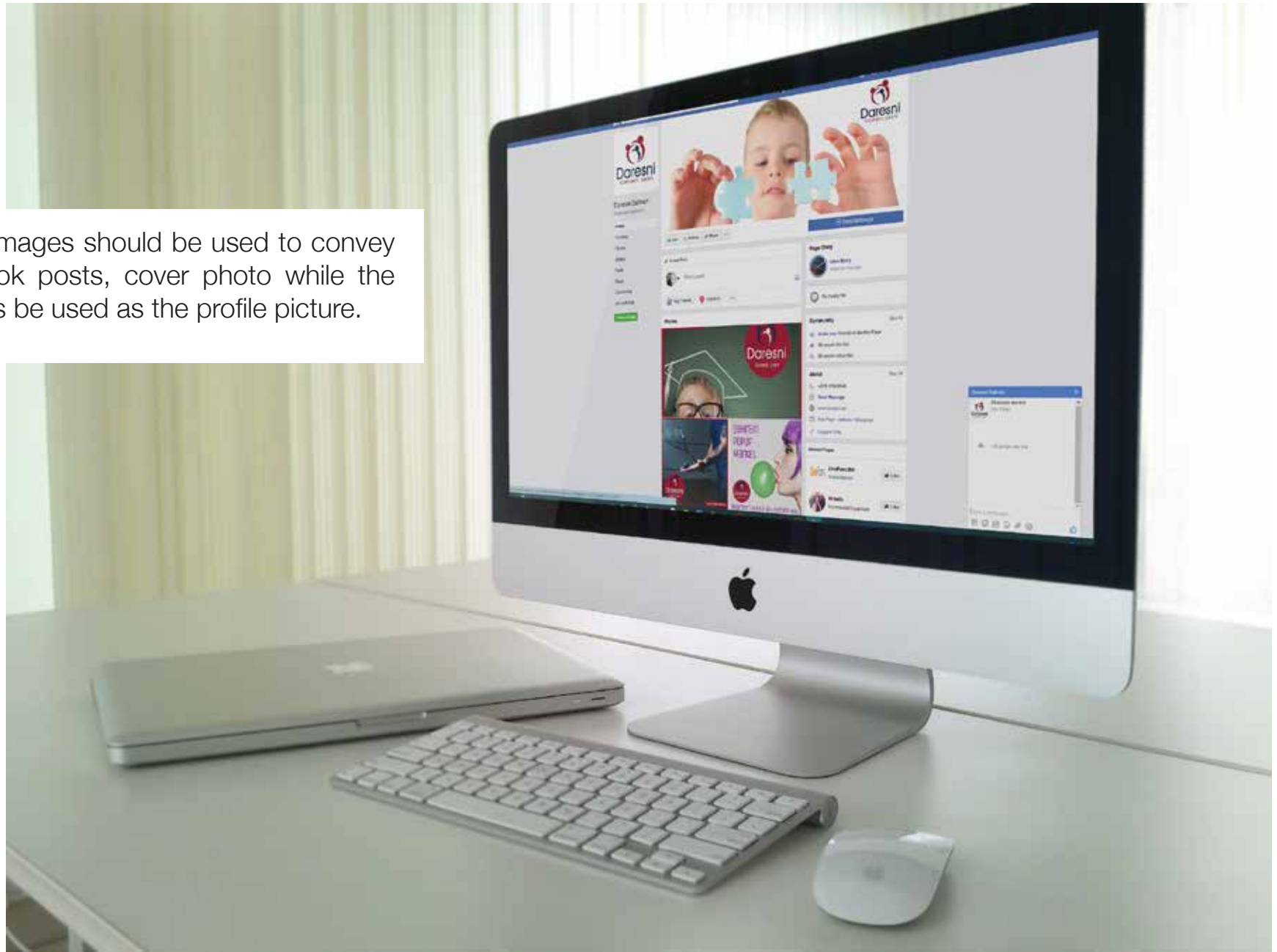
Logo placement by the top left corner on videos media with clear spacings away from screen edges

LOGO USE IN SOCIAL MEDIA

We believe our social media platforms should have a consistent feel. the guideline on the logo usage should be adhered to strictly when used on iinstagram, Facebook and other social media channels. the logo should be placed at the top right corner on all social media pages

FACEBOOK

Enthusiastic and positive images should be used to convey our messages on facebook posts, cover photo while the Daresni logo should always be used as the profile picture.



INSTAGRAM

Photos and videos posted on Instagram should be clear and precisely convey our message to our followers.

Typography

For the Daresni brand, the approved font to be used is Helvetica Neue. the font weight can be interchanged during design process to create a varying level of visual appeal and legibility

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

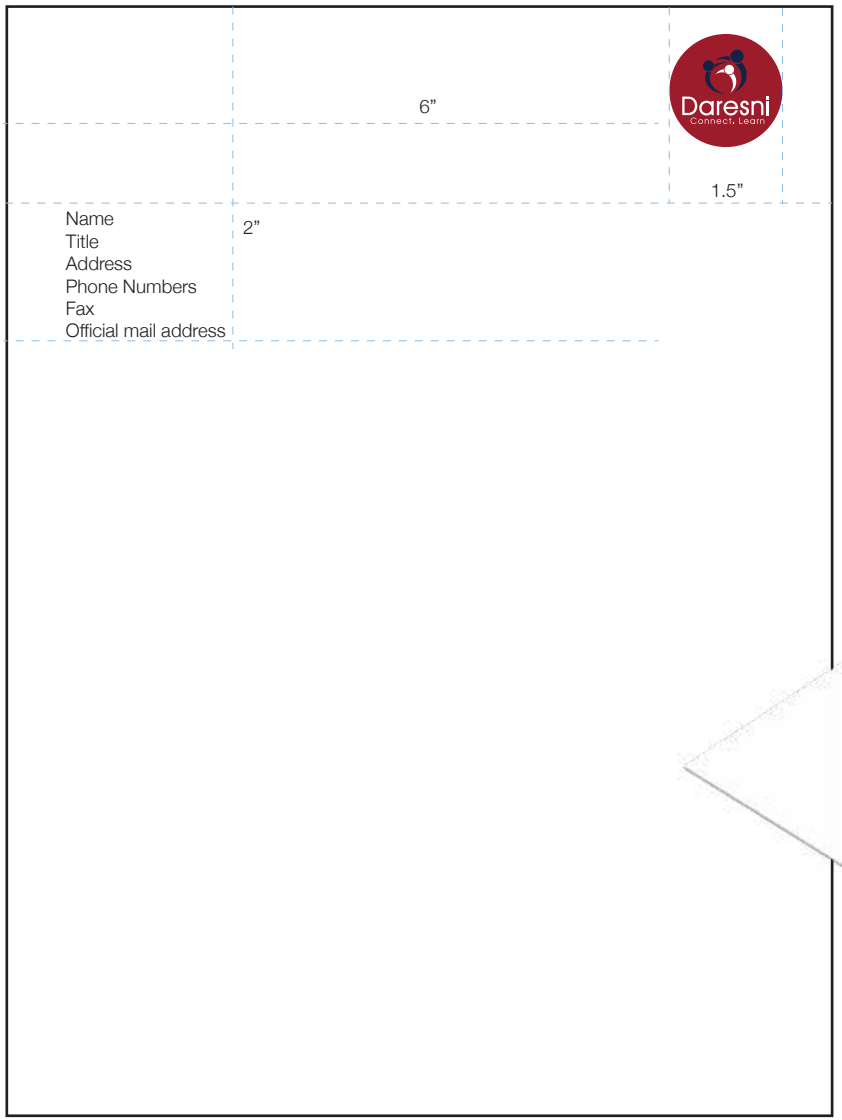
Helvetica Neue Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STATIONERY

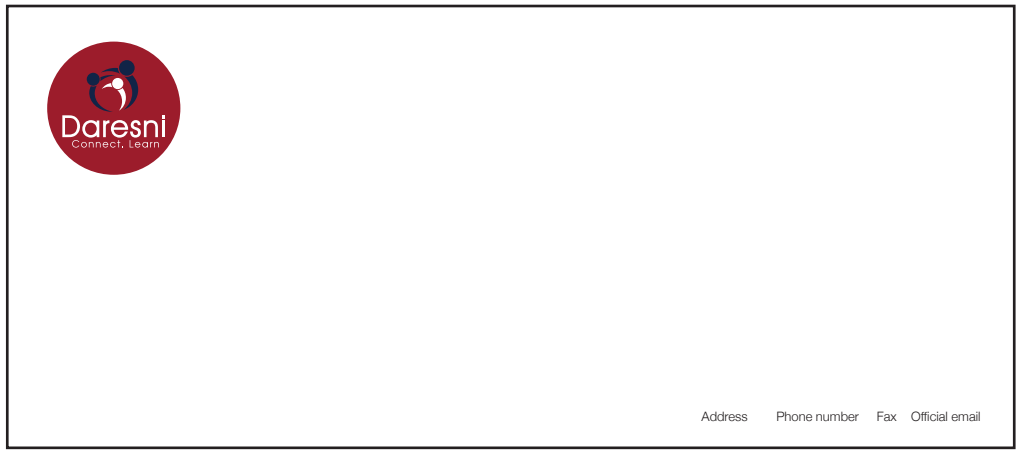
Stationery

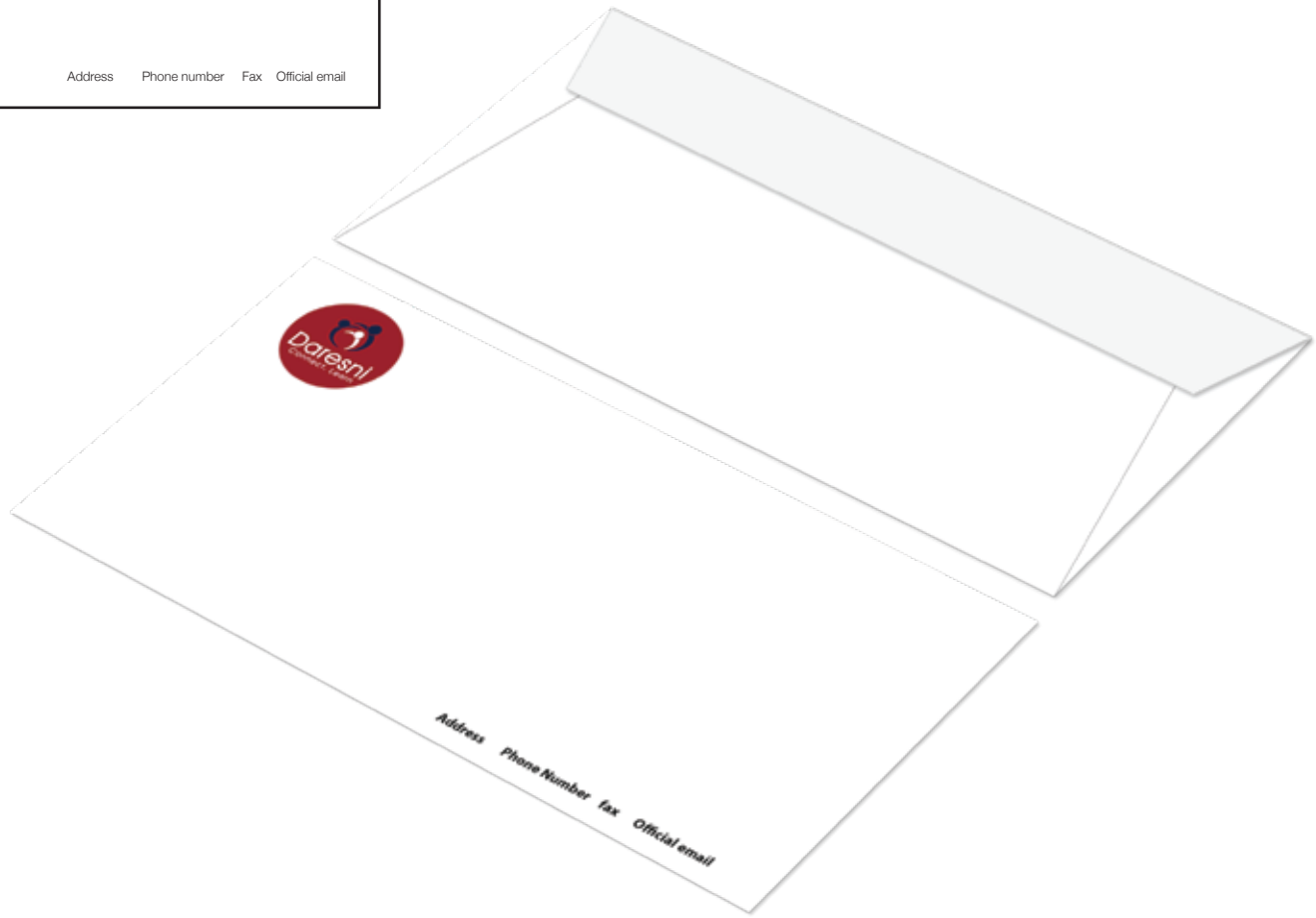
Letterhead and Press Releases



Our stationery should reflect a minimal feel that connects effectivley and communicate the message it contain clearly. Here is a sample of the look and feel of our stationery. the logo should be placed on the top right corner of the document with clear spacing guidelines.

Envelopes


Daresni
Connect. Learn
Address
Phone number
Fax
Official email


Daresni
Address
Phone Number
fax
Official email

Business Cards

LOGO CENTRALLY
PLACED

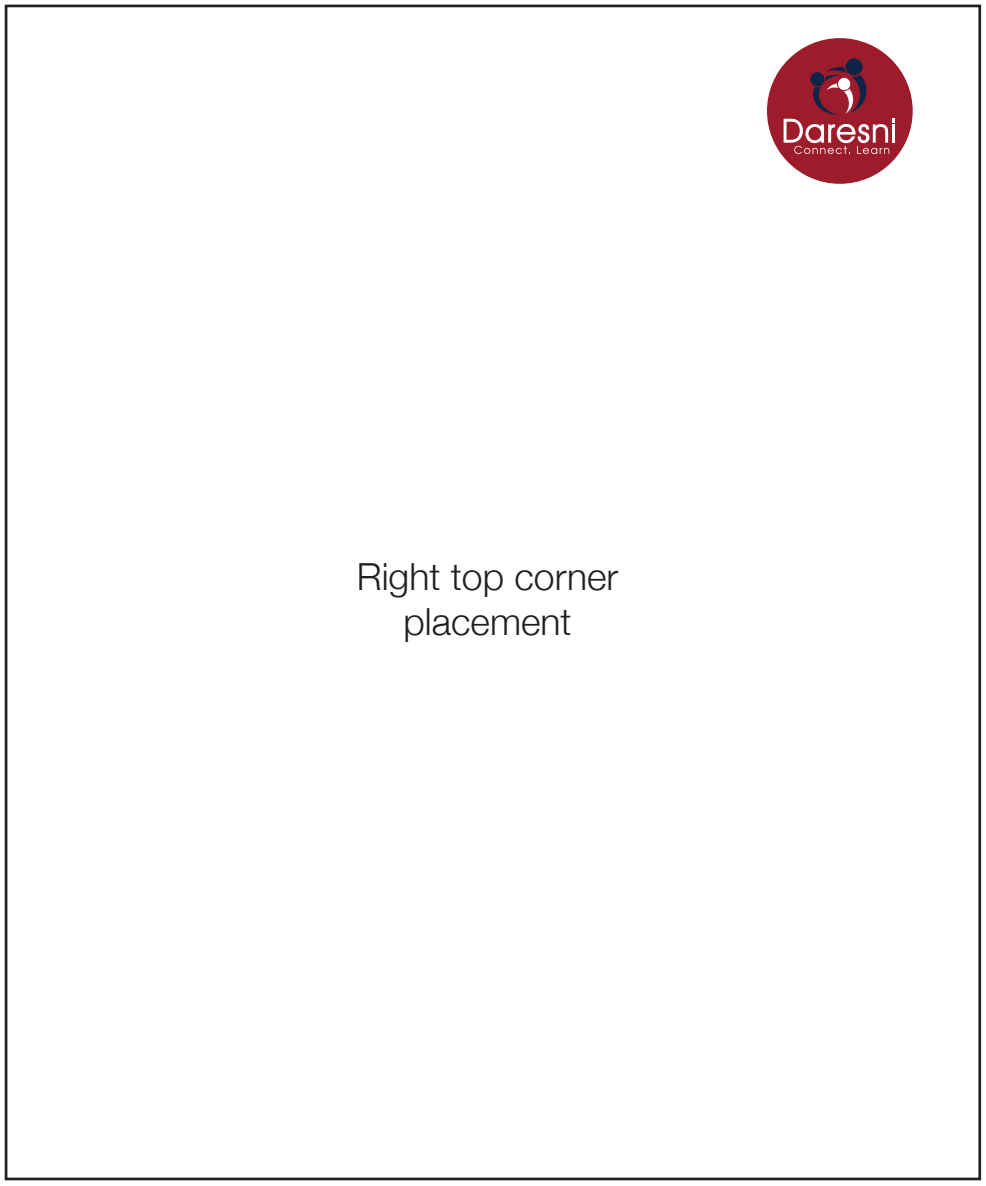
Log icon placed with 50% Opacity

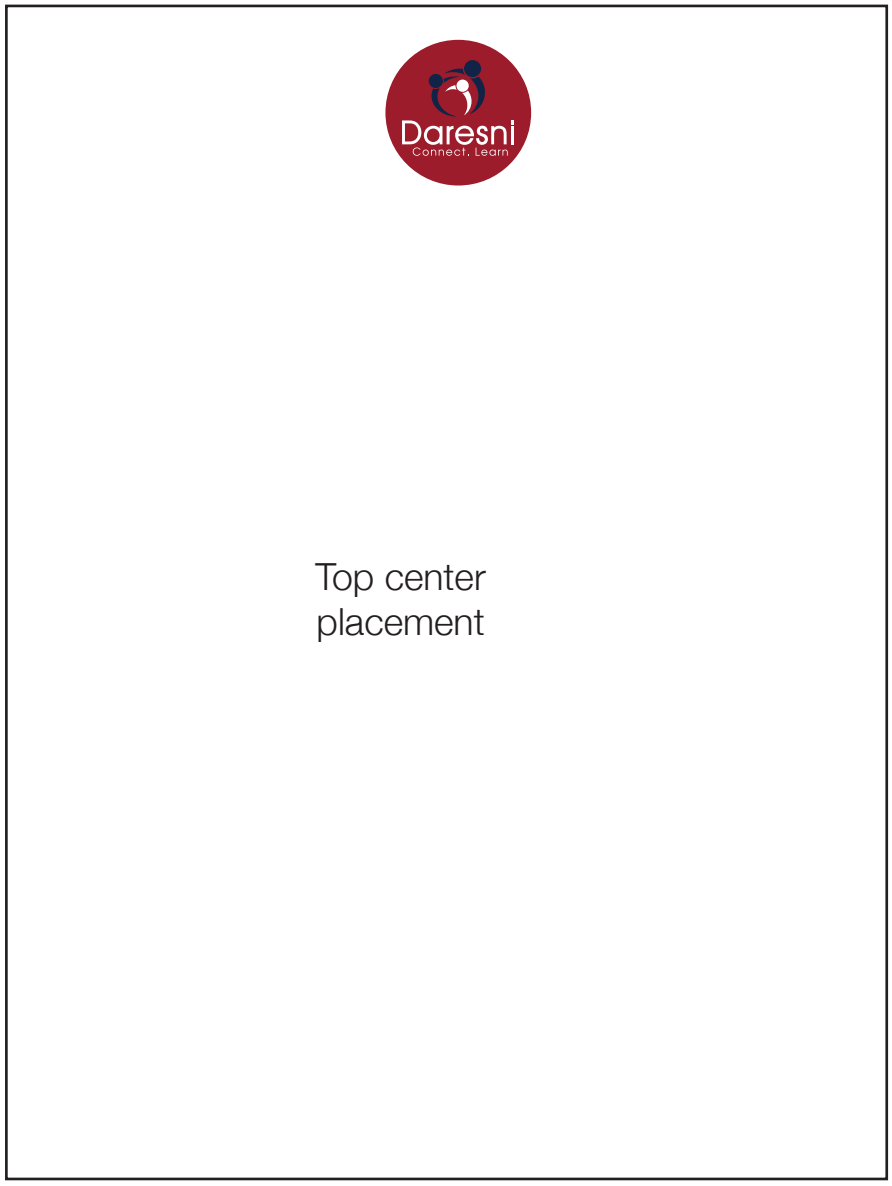
All text information typed in Helvetica Nueue
and aligned to the right

PRINT SYSTEM

For the Daresni brand not to project an inconsistent feel in our print communication, here a specific guides to aid the use of visual elements like color use and other design elements.

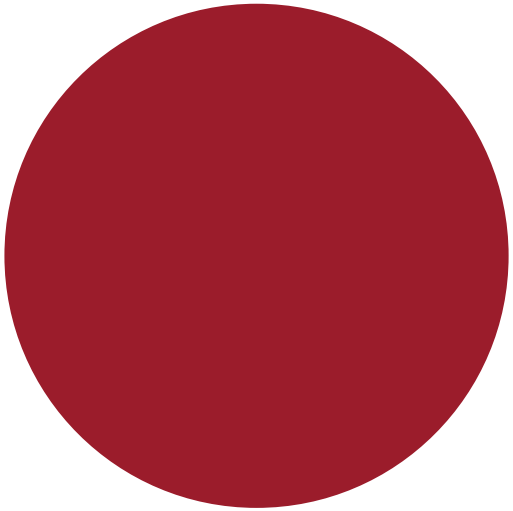
Signature Placement





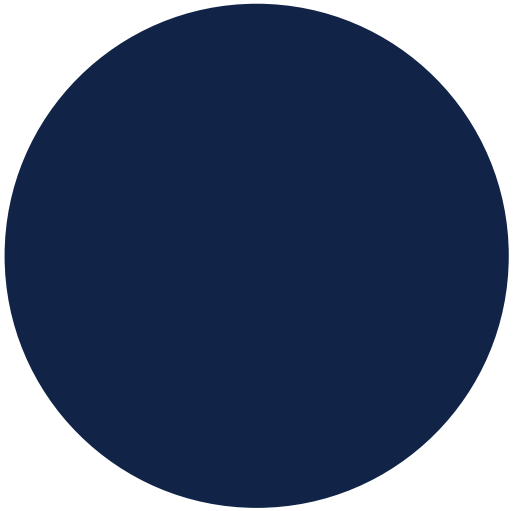
Color Pallette

The overall consistent use of the Daresni brand colors will ensure consistency of the brand across all print mediums is achieved. The brand colors should be utilized across all messaging platforms.



Daresni Primary Color

The Daresni brand primary colors is Red (R - 155. G -27. B - 43). this is the dominant color in the logo and this should be reflected in all communication medium.



Daresni Secondary Color

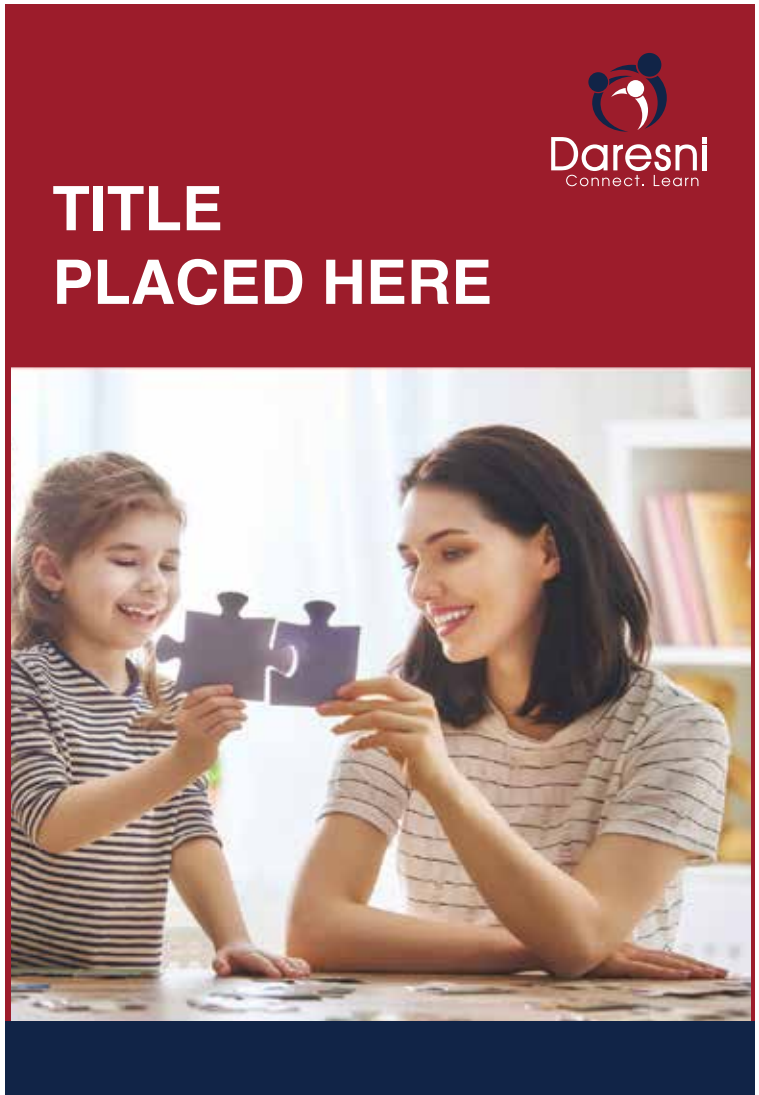
The secondary color comes in the color codes (R -17. G -36. B -71). This color can be used minimally for illustrations or texts highlights on communication materials

Photography

Our photography should convey the high level of positivitiy and enthusiasm for which Daresni has become well known. This images should reflect our commitment to quality high performance and the commintment to bringing smiiles to peoples faces in the educational sphere.

Design Options

Here are some visual interpretation options or concepts which are flexible enough for different dimensions and format. as stated in previous chapters, the brand guidelines must be followed to ensure consistency.



For Portrait sized Documents, the primary color should fill the top quater of the document space and have the title ,with the logo seal placed on the right top corner. Then the image can come under it followed by a bar at the bottom with the secondary color

For Landscape sized Documents, the primary color should fill left quater of the document space and have the title ,with the logo seal placed on the right top corner. Then the image can come under it followed by a bar at the bottom with the secondary color

WEB COMMUNICATION

Email

The Daresni brand should appear in this format on email clients,

Your Daresni Support Team
Email: Admin@daresni.net
Contact No: +973 3366 2333
Fax No: +973 17 502 828
Address: Level 22, West Tower | Bahrain Financial Harbour | Manama | Kingdom of Bahrain

Official Website & Social Media:
Website: www.DARESNI.net
Instagram: @daresni.bh
Facebook: @daresni.bahrain
Twitter: @daresni.bh

Licenced by the Ministry of Industry, Commerce & Tourism (MOICT)
CR Name: Daresni Education and Training
CR No: 120812 - 1

DARESNI Education & Training
Founded in BAHRAIN
Daresni “teach me” is a web based platform founded in 2018 that connects an increasing number of teachers with students for physical and private, hourly home sessions in the Kingdom of Bahrain.

Helvetica Neue font is the acceptale font for all email content

Website Template

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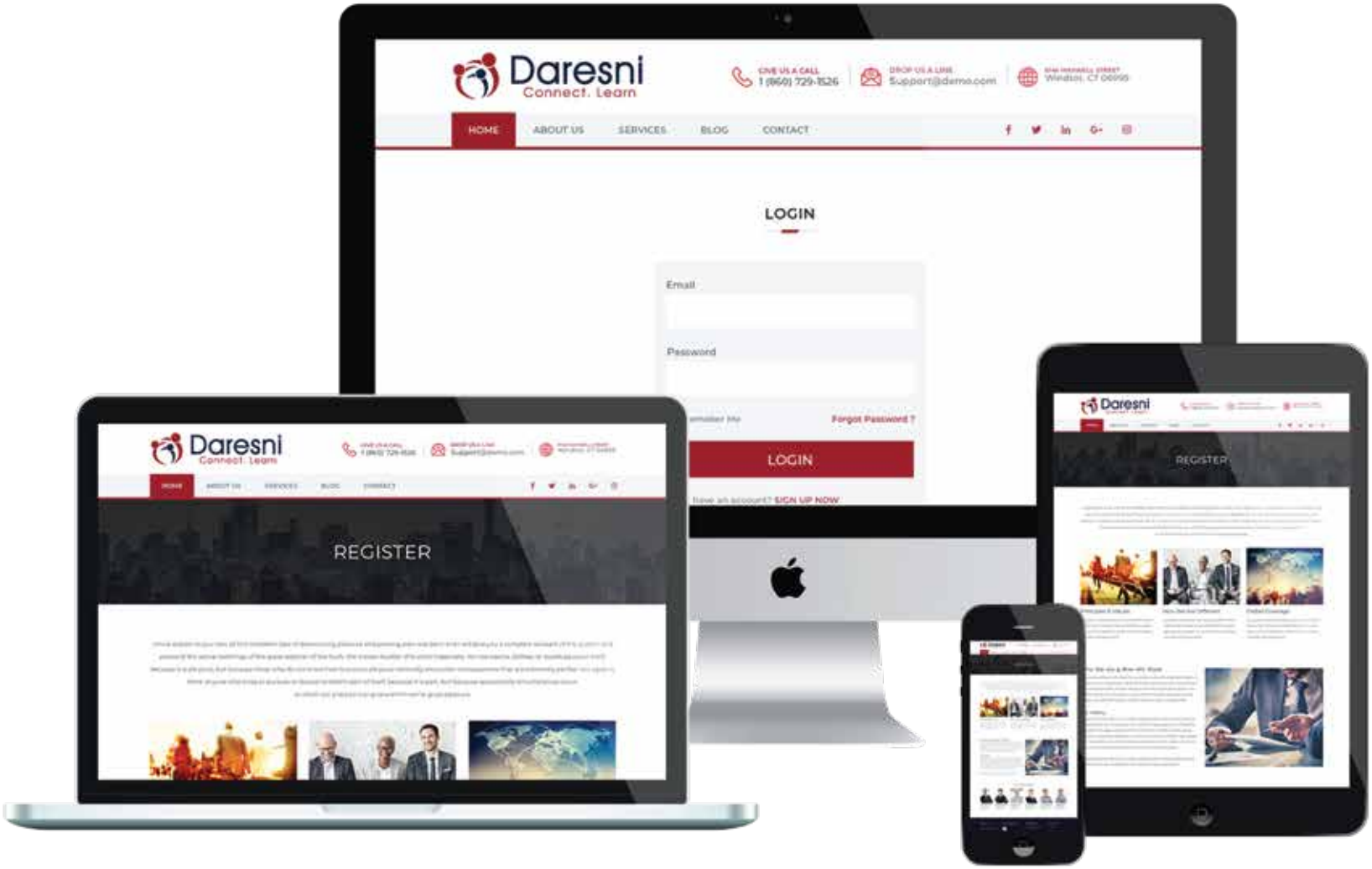
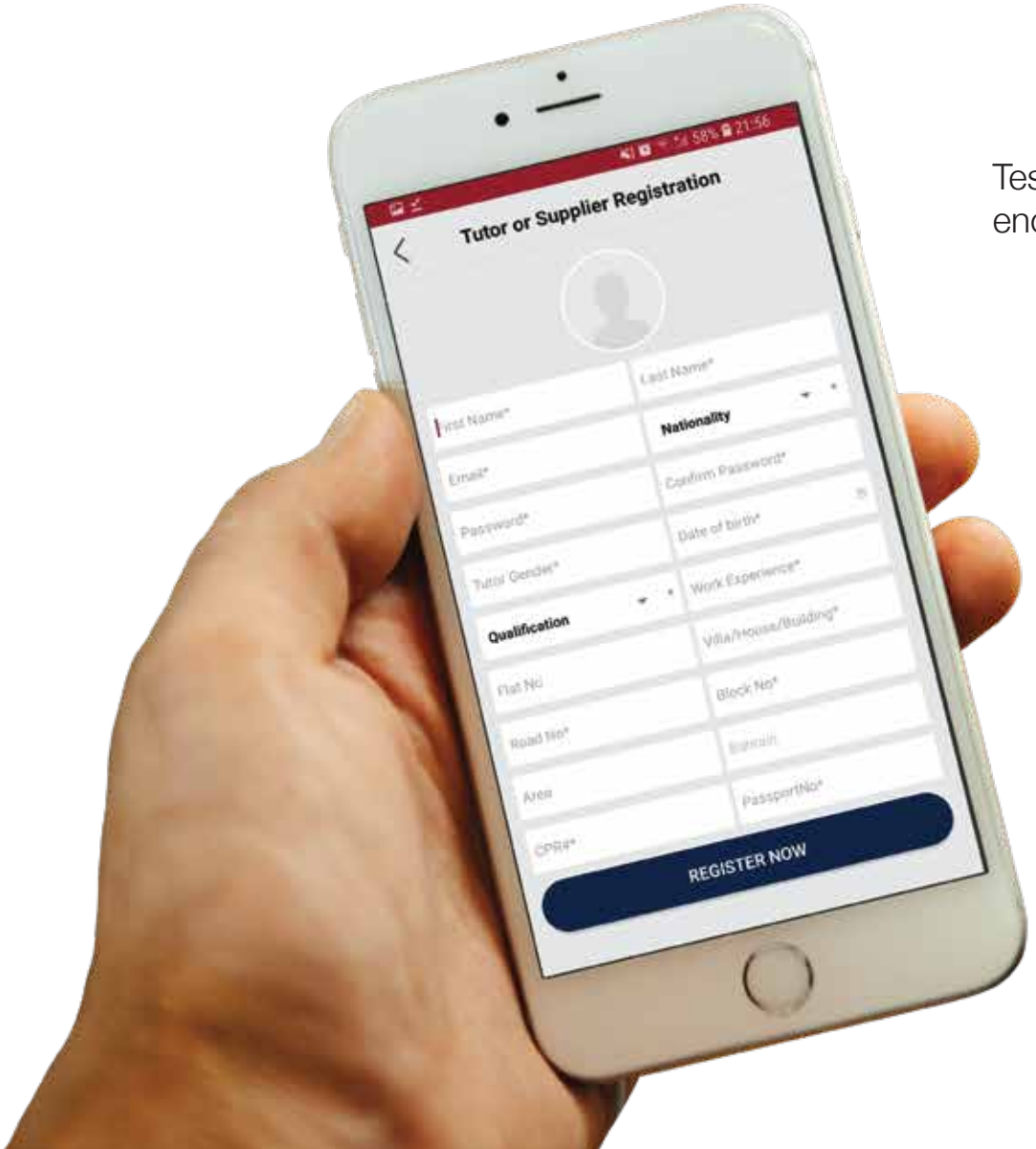
Our Website makes use of the brand colors but the Seal signature is not to be used on the website as shown in the images shown here.



WEB APP



Test layout and fill feilds should be designed clear enough for our audience to easily fill details on our app.

Brochure Template

We understand the need to have online documents for digital users,therefore there is absolute need to create a pleasing document format that will reflect our attention to details as a Brand. This will assist in how elements are laid out.

Daresni Topic

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Address
Phone Numbers
Fax
Official mail address

Helvetica Neue font is the acceptale font for all content

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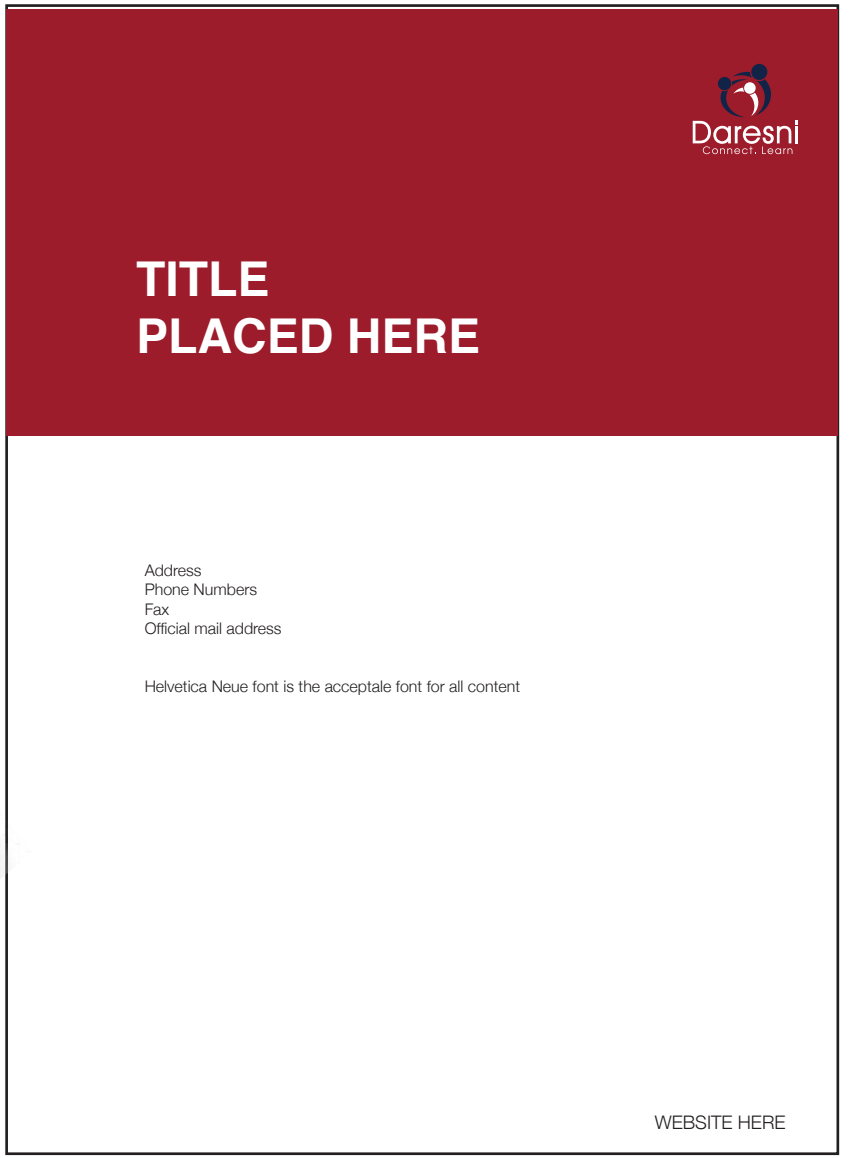
TITLE PLACED HERE

Printed Version

Report Cover Template

We offer our digital documents in downloadable formats. This documents should have the red brand color running just over a quater on the cover where the title of the doc can be placed while the contact information can run on the white space vertically as shown here.



Invitation Template

Daresni has reason to hold functions where our brand audience can be invited to. therefore it is needed to have our brand invite consitent with our other communication materials. the guideline and sample to follow is shown in the image to the right.

All invite cards are to be delivered in the branded Daresni envelope.

Save the Date Template

Daresni has reason to hold function where our brand audience can be engaged and reminded about. therefore it is needed to have our brand ‘SAVE THE DATE’ design consitent with our other communication materials. the guideline and sample to follow is shown in the image to the right.

All ‘save the date’ cards are to be delivered in the branded Daresni envelope

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SAVE THE DATE

EVENT NAME

Date

Time

Location

Contact Information

Annual Report Template

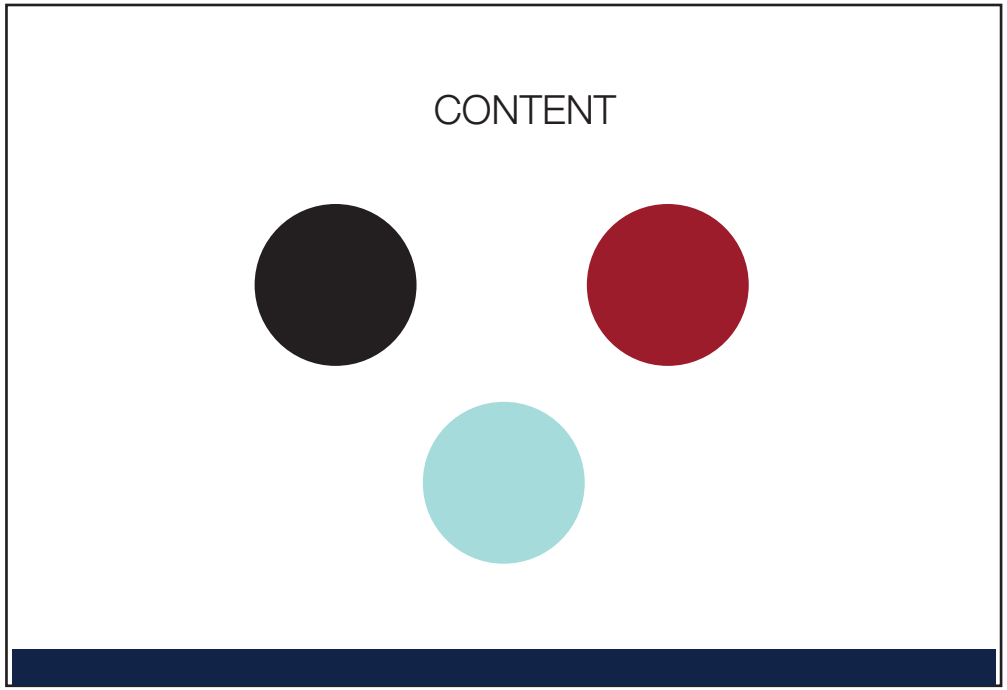
The Brand downloadable annual report document should be consistent with the brand’s visual identity in the use of colors title placement and signature placement.

Sample is shown here to the right.

Powerpoint Template

Our PowerPoint templates are designed in the brand color. The red color covers a little over a quarter of the slide while the image follows and the secondary brand color comes at the bottom of the cover or title slide.

For the content slide, the footer color should be the secondary brand color and can contain website information while every other part of the slide should be in white as shown below



BANNERS, FLAGS , SPECIAL EVENT GRAPHICS

Banners and flags and special event graphics should visually engage our target audience. Design in varios sizes for diffrent mediums like backdrops, lamp posts and so should reflect our brand standards and our logo shold be boldly displayed

Banners and Flags

Our logo and information layout is shown here on the lamp post flag. The Logo is boldly displayed and layout of where texts should be inserted and picture is clearly shown.

Special Event Graphics

For public events or press conferences, it is required that the brand identity is boldly displayed over a red background

Event Signage

Educational conferences and meetings are events Daresni looks to organise as at when due, so it is vital to have specially designed invites for our stakeholders. These design layouts shown in the picture to the right are to be reflected on Posters, signages and e cards.

PROMOTIONAL ITEMS

Using the Daresni logo on promotional items like banners, shirts, mugs, pens and books.

Branded Shirt Front

The picture to the right shows the position of the Daresni Logo on the front view of promotional shirts.

Branded Shirt Back

Photo sample to shows the position of the Daresnilogo on the back view of the shirt for promotional activities.

Branded Mug

Photo shows the appropriate position of the Daresni seal on a mug for promotional purpose.

Branded Bags

The alternative logo and seal logo should be used on promotional bags

PRINTING ADVERTSING

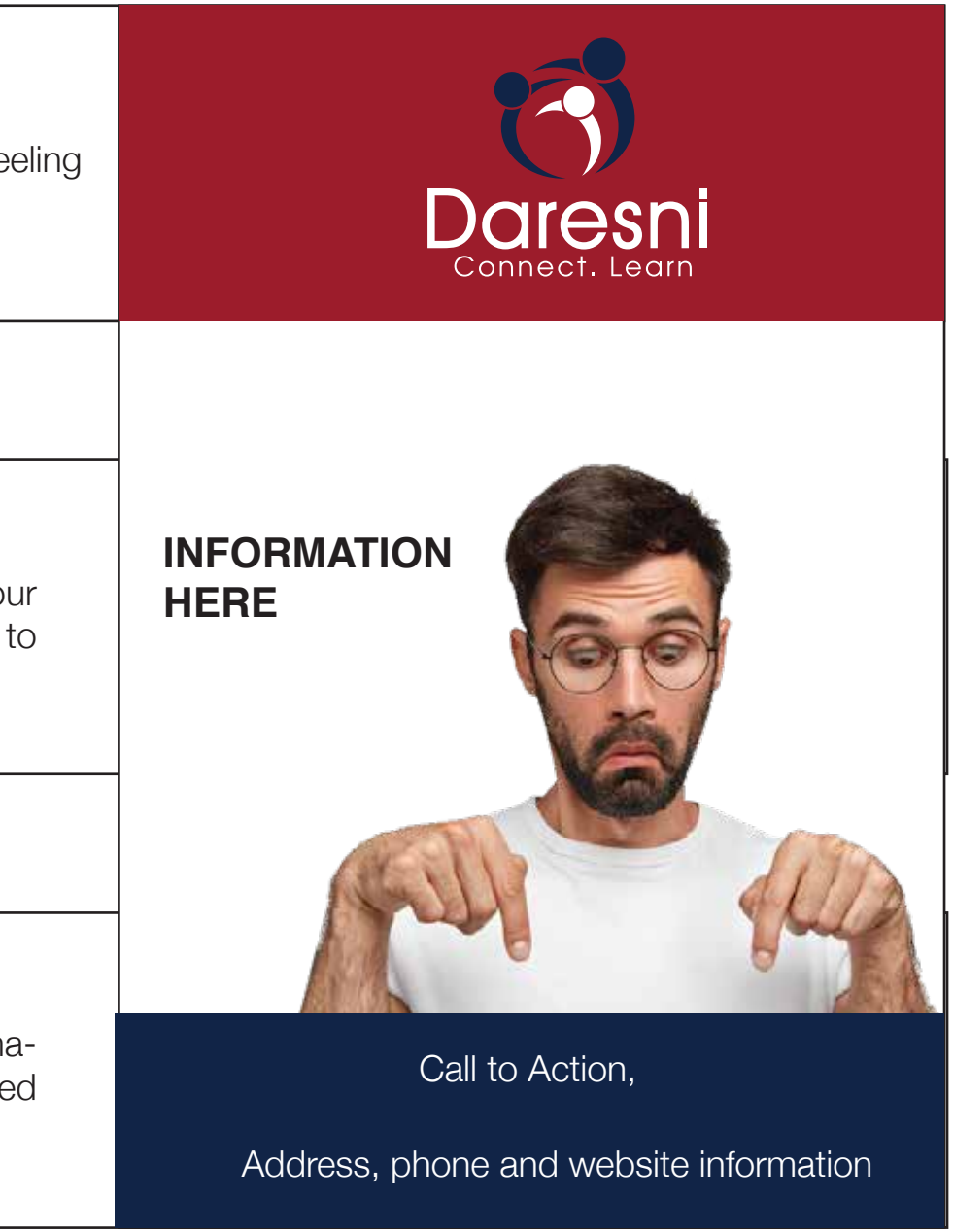
The print advertising guide is to provide a layout for the creative process that ensures Daresni brand is consistent and well represented on printed materials.

Print Advertising

The Daresni brand Logo is layed over the red color feeling just over a quarter of the advert banner

Information;
The advertising information we want to pass to our audience is position here beside the image used to convey the message using the Helvetica font

Call to Action, Address, phone and website information is displayed on the bottom bar which is colored with the secondary brand color.

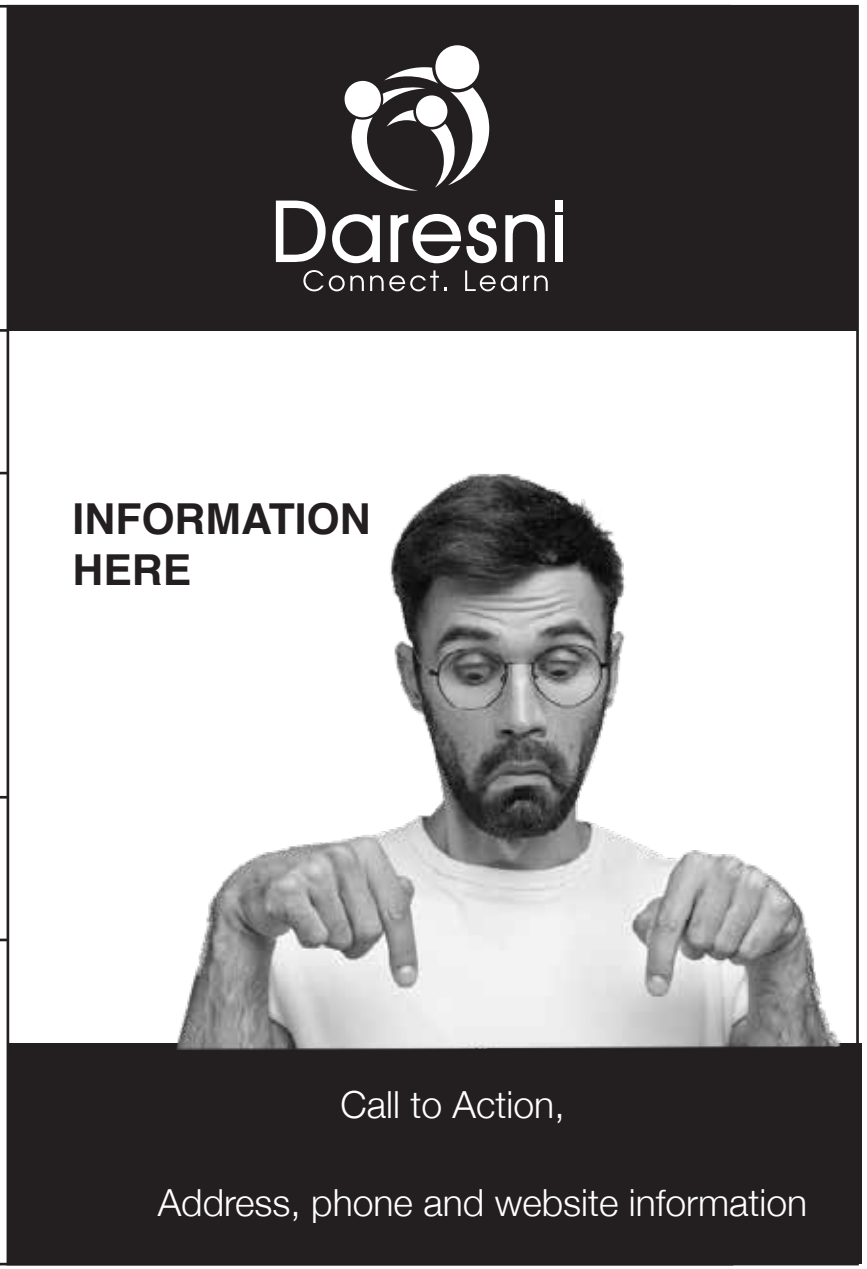


Black and White Version

The Daresni brand Logo is layed over the red color feeling just over a quarter of the advert banner

Information;
The advertising information we want to pass to our audience is position here beside the image used to convey the message using the Helvetica font

Call to Action, Address, phone and website information is displayed on the bottom bar which is colored with the secondary brand color.



Roll Ups

For outdoor events, below is the layout of how the Daresni roll up banners should be designed with the Logo featuring prominently.

Content of this document has been carefullly developed to guide the visual identity of Daresni as brand therefore all standards outline in here should be strictly adhered to.

THANK YOU