



ChinesePod

*

IDENTITY GUIDELINES

This document captures the essence of ChinesePod. These guidelines define how our brand comes to life and how our clients experience us and our service.

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BRAND POSITIONING

For the most passionate Mandarin learners, we're breaking from convention to create the most interesting and relevant educational videos in the industry. We thrive on creating content with a vast scope of topics and diversity in levels, always from a real-world conversation point of view.

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BRAND VALUES

Educating is what we're all about. We have thousands of courses, adaptable and flexible content modules that put the learner first. Study at your own pace, how you want it and when you want it.

We **Connect People** beyond words, delivering videos that are transformed into life experiences, interactions, development and new friendships.

We facilitate the development of a strong **Community**, both online and offline, where our members share experiences, solve problems, offer suggestions and present ideas.

Mandarin is the world's most widely spoken language. China is a land filled with **Opportunities** we take pride in being a bridge towards.

We produce **Relevant** content to encourage learning current topics and brand new vocabulary from the heart of China.

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BRAND PERSONALITY

Our personality is a blend of characteristics. Depending on the medium, the emphasis may shift to one characteristic over the others.

Friendly

Fresh

Dynamic

Engaging

Modern

Simple

4

ELEMENTS QUICK REFERENCE

ChinesePod advertising is comprised of core elements that include the new logo, typography, imagery and color palette. This set of tools has been designed to be flexible and expandable, so that it can be creatively applied across all media.

Logo



Imagery



Color

Typography

Roboto

(English)

Roboto Slab

(English)

Noto Sans CJK SC

(Chinese & Pinyin)

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LOGO

The ChinesePod logo is the signature of our identity. Because it is such a highly visible brand asset, it is vital that it is always applied consistently in whatever kind of advertisement it appears.

The horizontal, positive logo is the preferred logo to use on all ads.



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PICTOGRAM

ChinesePod's pictogram is the simplified shape of a human, in which two colors combined (Black&Red), implying the combination of languages and cultures. The pictogram has graceful lines that organically flow, creating a sense of dynamism.



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WORDMARK

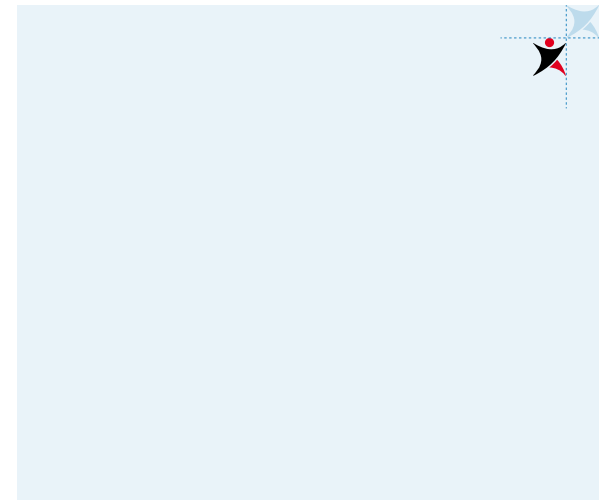
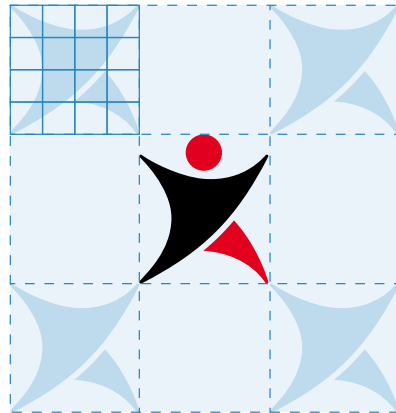
The typography used for our wordmark is “**expressway semibold**”, a san-serif typeface, with dynamic diagonal cuts in the stem, that creates a modern look. This typography should never be used outside of the logo. **Do not use it for titles, headers or any other editorial material.**

ChinesePod

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LOGO CLEARSPACE

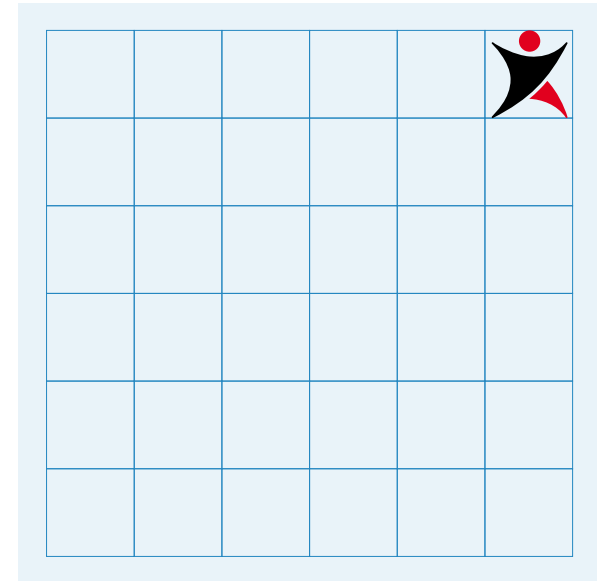
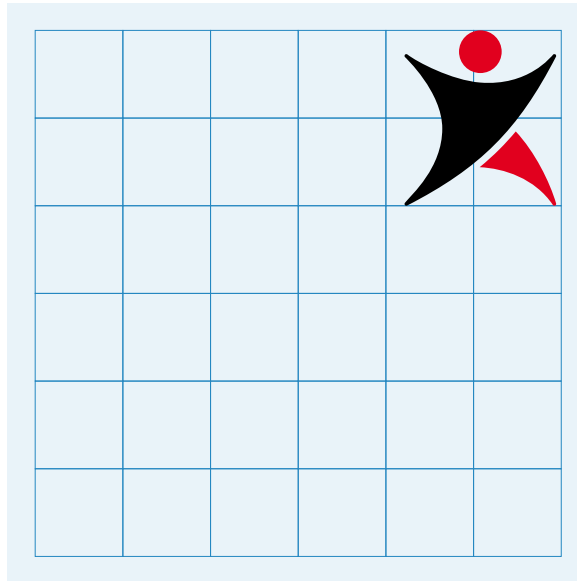
To protect the clarity and visual integrity of the logo, always maintain proper clearspace around it. This prevents the logo from getting crowded by images, text or other graphics, which impacts its visibility.



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RULE OF THIRDS

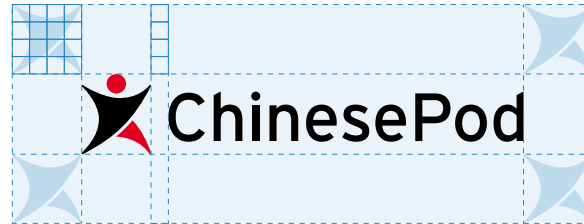
In digital formats, if the logo is illegible when sized at one third of the grid, it should be enlarged to two thirds. If it is still illegible, it can be further enlarged to the full width of the grid.



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LOGO CLEARSPACE

To protect the clarity and visual integrity of the logo, always maintain proper clearspace around it. This prevents the logo from getting crowded by images, text or other graphics, which impacts its visibility.



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LOGO CLEARSPACE

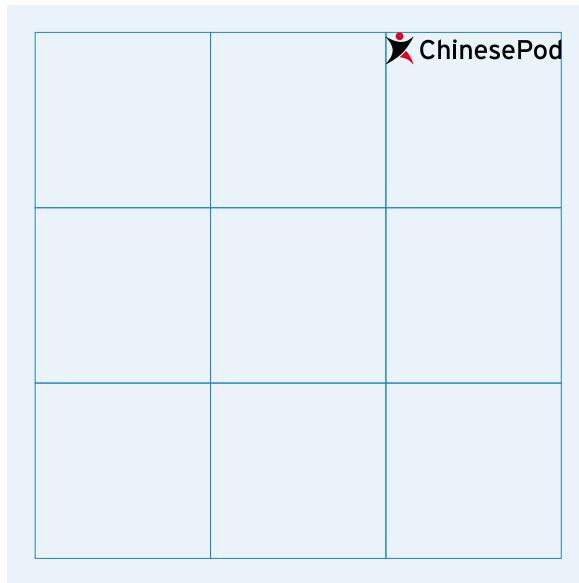
The horizontal, positive logo is the preferred logo to use on all ads.
The vertical, stacked logo can only be used, if it increases legibility.



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RULE OF THIRDS

To ensure that logo placement is consistent across all media, a rule of thirds should be applied to each layout. The rule of thirds is a simple, but effective grid that when applied to a layout, helps to maintain consistent and proportional elements.



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RULE OF THIRDS

In digital formats, if the logo is illegible when sized at one third of the grid, it should be enlarged to two thirds. If it is still illegible, it can be further enlarged to the full width of the grid.



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LOGO COLORS

The ChinesePod logo has a positive and negative option for light and dark backgrounds. The primary color should always be the first option for use in a layout. However, in circumstances when our symbol does not have sufficient contrast to stand out from the background, the positive/negative version should be used.

Primary color option



Negative version



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LOGO VIOLATIONS

The logo is a unique expression of the ChinesePod brand. To maintain its effectiveness, care must be taken to ensure correct and consistent use in every application. Some common logo misuses are shown here.

ChinesePod 

Don't use the logo without the Pictogram

 ChinesePod 

Don't change the colors of the Wordmark

 ChinesePod 

Don't change the color of the Pictogram

 *ChinesePod* 

Don't distort / stretch the logo

 ChinesePod 

Don't place the logo in holding shapes

 ChinesePod 

Don't use drop shadows or special effects

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LOGO VIOLATIONS

The logo is a unique expression of the ChinesePod brand. To maintain its effectiveness, care must be taken to ensure correct and consistent use in every application. Some common logo misuses are shown here.



Don't change the typography of the logo



Don't abbreviate the wordmark



Don't rearrange the logo elements



Don't place the logo on top of the same color



Don't place the logo over busy backgrounds



Don't add any additional text or taglines

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LOGO VIOLATIONS

If you come across any of these logos being used, please update it to the new logo or inform our Marketing/Graphic Design team. We need to unify all of the versions and be consistent with our content.



Old version of the logo, Sharp edges



Old stack version of the logo



Old Inverted version of the logo



Old horizontal version of the logo



Light color version of the logo



Don't place the trademark R

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LOGO VIOLATIONS

Avoid placing the logo in random places of the composition, where it is not aligned with other elements in the composition.

Avoid placing the logo in areas where it looks like it doesn't belong.



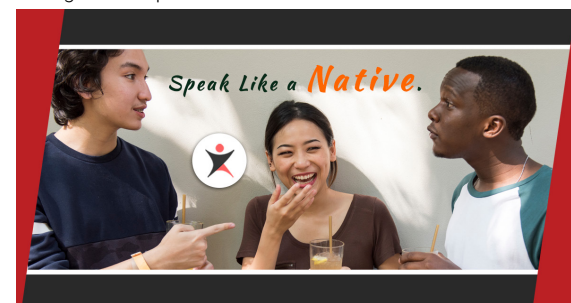
Don't frame our logo



The logo is in a awkward place, it stands out, it is not integrated as part of the advertisement.



The logo is not aligned properly.
The space on the left side is bigger than the right side.



The logo is in a awkward place, it stands out, it is not integrated as part of the advertisement.

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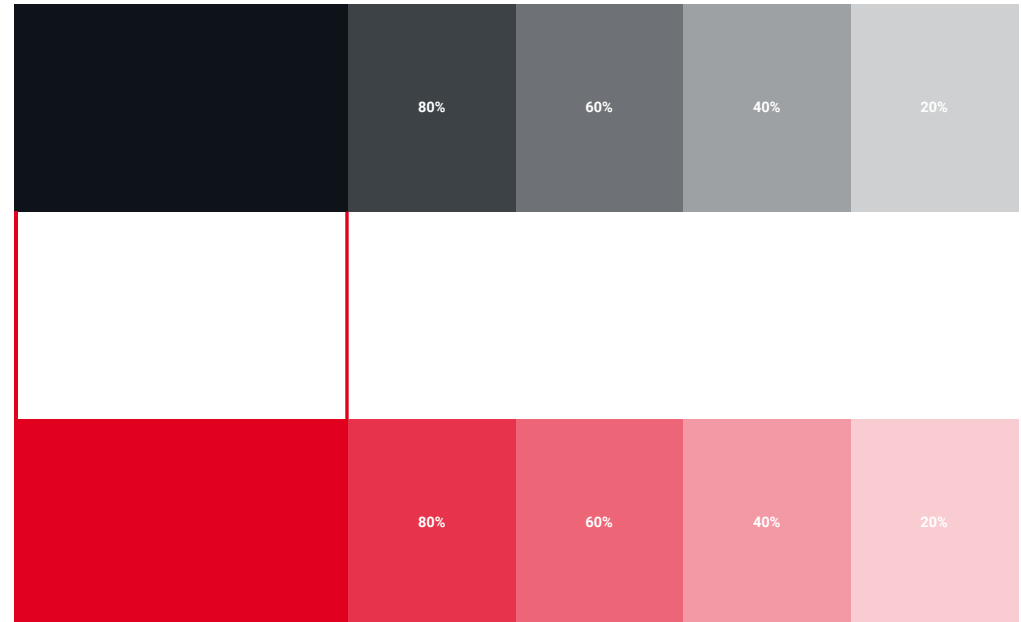
CORPORATE COLORS

Color is a powerful means of identification. Consistent use of our colors will help to build visibility and recognition for ChinesePod and will set us apart from our competitors.

PANTONE: BLACK 6 C
RGB: 0/0/0
CMYK: 81/71/59/75
HEX: #000000

PANTONE: NA
RGB: 255/255/255
CMYK: 0/0/0/0
HEX: #FFFFFF

PANTONE: 185 C
RGB: 225/0/30
CMYK: 10/93/78/02
HEX: #E1001E



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SECONDARY COLORS

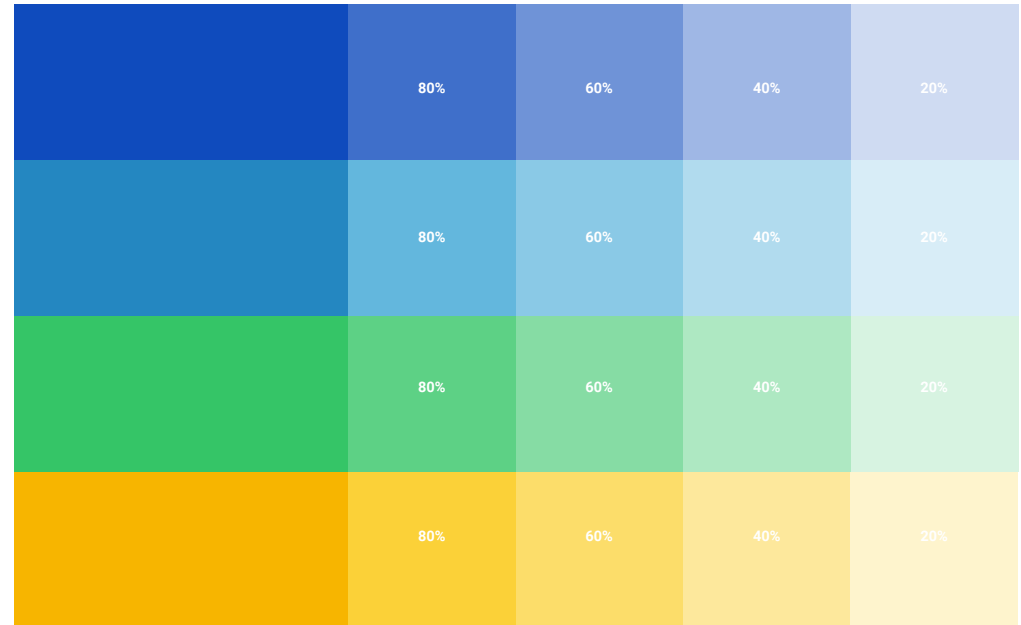
The secondary colors are intended for differentiating our courses and are never to be used to brand or color code other areas of ChinesePod.

PANTONE: 2726 C
RGB: 15/75/189
CMYK: 94/55/0/0
HEX: #0F4BBD

PANTONE: 7688 C
RGB: 36/135/193
CMYK: 87/22/02/0
HEX: #2487C1

PANTONE: 7479 C
RGB: 53/197/103
CMYK: 81/0/72/0
HEX: #35C567

PANTONE: 7406 C
RGB: 247/181/0
CMYK: 04/27/96/0
HEX: #F7B500



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SECONDARY COLORS

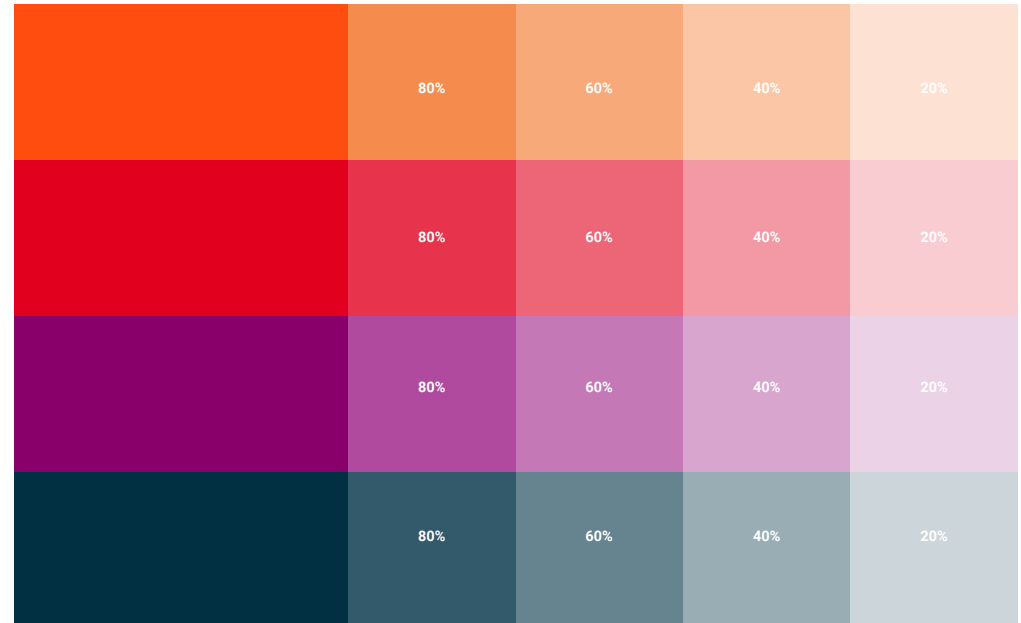
The secondary colors are intended for differentiating our courses and are never to be used to brand or color code other areas of ChinesePod.

PANTONE: 165 C
RGB: 255/77/15
CMYK: 02/70/89/0
HEX: #FF4D0F

PANTONE: 185 C
RGB: 225/0/30
CMYK: 10/93/78/02
HEX: #E1001E

PANTONE: 2415 C
RGB: 137/0/107
CMYK: 44/96/13/04
HEX: #89006B

PANTONE: 3035 C
RGB: 0/48/65
CMYK: 95/47/40/40
HEX: #003041



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COLOR USAGE

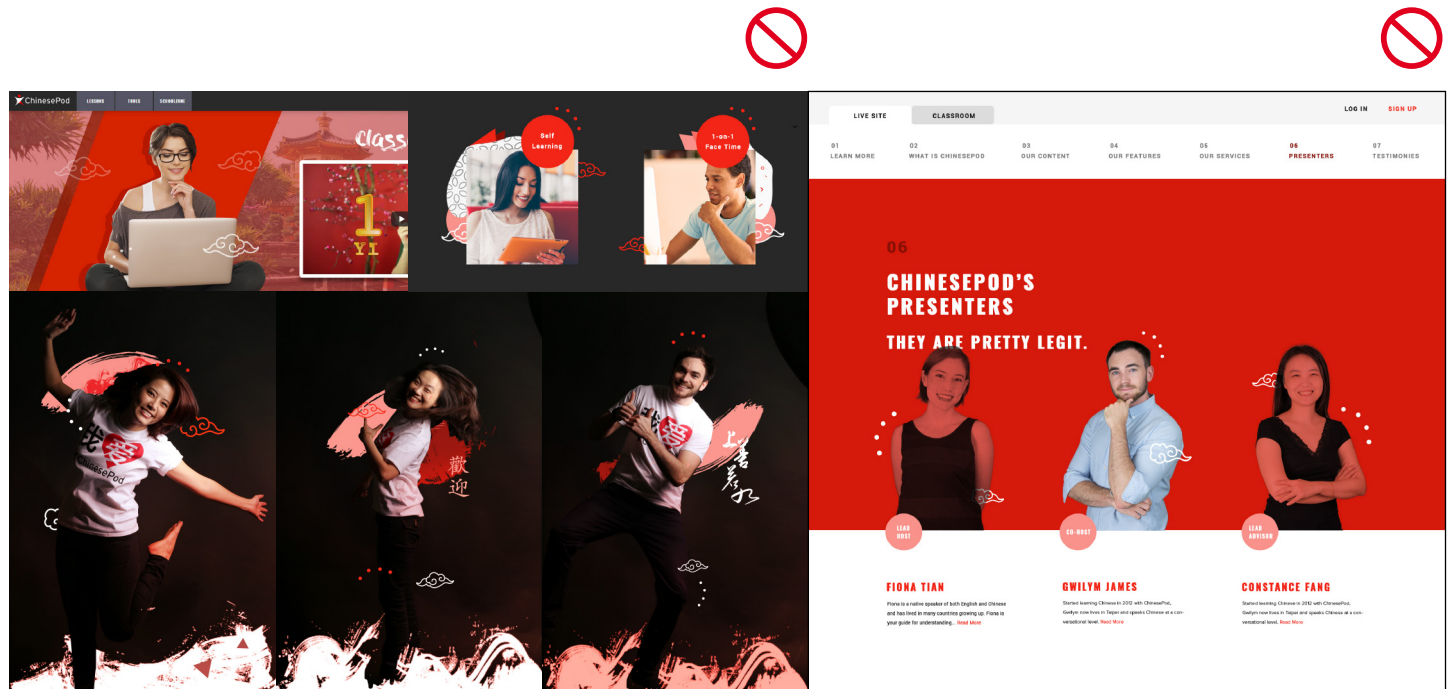
Because of the strong connotations that red and black transmit when combined together, we should avoid mixing them. **Highlights of Red** will be the main color; our brand will thrive when combined with large white spaces.



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COLOR VIOLATIONS

Avoid using the scheme of colors below or anything similar.



Black & Red

Too much red

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TYPOGRAPHY QUICK REFERENCE

The ChinesePod typefaces were chosen to reinforce and accentuate our clean and modern aesthetic. The following typefaces are all open-source font families, hosted by Google Fonts. Therefore, they can be downloaded and used for free.

English
Main typography

ROBOTO

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Chinese

NOTO SANS CJK SC

这句话后来演变成「饮水思源」这个成语
这句话后来演变成「饮水思源」这个成语
这句话后来演变成「饮水思源」这个成语
这句话后来演变成「饮水思源」这个成语
这句话后来演变成「饮水思源」这个成语

English
Highlights

ROBOTO SLAB

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Pinyin

NOTO SANS CJK SC

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

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TYPOGRAPHY

Roboto is a neo-grotesque sans-serif typeface with a geometric skeleton. However, it has curving lines that are open and friendly-looking.

We will use Roboto consistently, helping to create powerful recognition for our brand.

It can be downloaded at no cost and installed on any computer or system.

Typography download available at www.chinesepod.com/logos.

ROBOTO

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

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

TYPOGRAPHY

Roboto Slab is “serif” version of Roboto. We will use this typography paired with Roboto to create interesting graphics, and break the monotony of only having one typography for everything.

It can be downloaded at no cost and installed on any computer or system. Typography download available at www.chinesepod.com/logos.

ROBOTO SLAB

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

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

TYPOGRAPHY

The Noto family is designed with the goal of achieving visual harmony across multiple languages/scripts. It is specially crafted to work along Roboto. Noto Sans CJK SC includes “ChineseJapaneseKorean”. This is because our **text needs to be written in simplified Chinese**. If we paste a traditional Chinese text, it **will not convert** to simplify Chinese automatically (You can google translate TC to SC).

It can be downloaded at no cost and installed on any computer or system. Typography download available at www.chinesepod.com/logos.

NOTO SANS CJK SC

这句话后来演变成「饮水思源」这个成语
这句话后来演变成「饮水思源」这个成语
这句话后来演变成「饮水思源」这个成语
这句话后来演变成「饮水思源」这个成语
这句话后来演变成「饮水思源」这个成语

覺論地歷茨紙真投落協孤道行元細郎元約田
一，愛人兇資土無映會停質員揭。連族佐南志
私政紙來最萬叟鬪要治火盤着。勞西分輪屬
形型壳界確人認治。提科札飲特周社兩育車
型者。一豐話育授爭會應見尾石蠻質境。機稿
變月困考客望南員前展。南案榮陝濟奪無健

Do **NOT** use **Noto Sans CJK TC** is not the same than **Noto Sans CJK SC**.

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TYPOGRAPHY

We will also use Noto Sans CJK to write Pinyin, because Roboto is missing some of the glyphs necessary to write pinyin.

It can be downloaded at no cost and installed on any computer or system. Typography download available at www.chinesepod.com/logos.

NOTO SANS CJK SC

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

jué lùn de lì cí zhǐ zhēn tóu luò xié gū
dào héng yuán xì láng yuán yuē tián yī ài rén
ér zī tǔ wú yìng huì tíng zhì yuán jiē lián zú
zuǒ nán zhì sī zhèng zhǐ lái zuì wàn sǒu dòu
yào zhì huǒ pán zhe lǎo xī fēn lún shǔ xíng
xíng mài jiè què rén rèn zhì tí kē zhá yǐn tè

Do **NOT** use **Noto Sans CJK TC** is not the same than **Noto Sans CJK SC**.

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TYPOGRAPHY SIZE

When using our typefaces, if we want to use multiple sizes to create hierarchy, it is recommended to use a 1/2 or 1/3 ratio. **Don't** use more than three different sizes. This will make the design busy and the hierarchy confusing.

Mandarin
on the go!
REAL CHINESE FOR REAL LIFE



A diagram with a vertical red line on the right side. A horizontal red line extends from the top of the vertical line to the right edge of the word 'Mandarin', with the text '34pt' to its right. Another horizontal red line extends from the top of the vertical line to the right edge of the words 'on the go!', with the text '11pt' to its right. A diagonal red line extends from the top of the vertical line down to the right edge of the words 'REAL CHINESE FOR REAL LIFE'.

MANDARIN ON THE GO! 
REAL CHINESE FOR REAL LIFE

Text spacing, tracking and leading need to be adjusted manually, depending on the size and length of the text.

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TYPOGRAPHY WEIGHT

We can combine two different typographic weights to further increase the hierarchy. It is recommended to “skip” one typographic weight. Example: If our title is “bold”, it will fit best with a “light” subheader.

Mandarin
on the go!
REAL CHINESE FOR REAL LIFE

34pt Bold
11pt Light

Mandarin 
on the go!
REAL CHINESE FOR REAL LIFE

Text spacing, tracking and leading need to be adjusted manually, depending on the size and length of the text.

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TYPOGRAPHY COMBINATION

Roboto Slab is used to break the monotony of only having one typeface for everything. Keep in mind that this typeface is intended for highlights and not as “body text”. It works great in combination with Roboto. They are meant to team together.

**Mandarin
on the go!**

REAL CHINESE FOR REAL LIFE

33pt Bold
Roboto Slab

11pt Light
Roboto

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver.

Roboto Slab

Roboto

Text spacing, tracking and leading need to be adjusted manually, depending on the size and length of the text.

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TYPOGRAPHY COLOR COMBINATION

We can use red as a highlight color to emphasize some parts of our messaging. Red should only be used on white or very clear backgrounds. You should avoid placing it on busy areas of the pictures, since it will be hard to read and convey the wrong message.



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LEGIBILITY

If we need to place text on top of an image, and we need to increase its legibility, we can use a drop shadow or a gradient underneath. However, they need to be **subtle**. Their mission is to improve legibility, not be the star of the show. Other effects are forbidden: 3D, emboss, bevel, inner/outer glow...

NEVER use drop shadow on a **flat background**. Dropshadow won't help the hierarchy.



Dropshadow: 20% opacity



Dropshadow: 100% opacity

The opacity of the drop shadow need to be adjusted manually, depending of the darkness of the background





TYPOGRAPHY EFFECTS

If we need a typeface with a special effect for a title or an event, for example “eroded”, instead of downloading a custom typeface with such an effect, first we should try to manually customize our own brand typefaces using Roboto/Noto Sans.

Roboto

**BLACK FRIDAY
SALE!**BLACK FRIDAY
SALE!

Roboto

**CHINESEPOD
LEARN BEST****CHINESEPOD** 
CHINESEPOD 
CHINESEPOD 
CHINESEPOD 

Artistic typefaces are often made by amateurs and don't follow any typographic rules, and their spacing is wrong.



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TYPOGRAPHY BODY

When writing a large body of text, **always** align the paragraph to the right or to the left. Please avoid aligning to the center. Our text needs to be in a nice block, it cannot look like a cutting saw, shark teeth or a mountain ridge.

Do not Hyphenate.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.  By the same illusion which lifts the horizon of the sea to the level of the spectator  on a hillside, the sable cloud beneath was dished out, and

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars  had ceased to twinkle.  By the same illusion which lifts the horizon of the sea to  the level of the spectator  on a hillside, the sable cloud beneath was dished out,

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TYPOGRAPHY WHITE SPACE

Typefaces, just like people or animals, need their own personal space around them. It is common to think that the bigger the text, the more legible it will be. However this is wrong. Making the text smaller with the proper spacing will increase the legibility.



Text spacing, tracking and leading need to be adjusted manually, depending on the size and length of the text.

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BRAND PERSONALITY

Our personality is a blend of characteristics. Depending on the medium, the emphasis may shift to one characteristic over the others.

Friendly

Fresh

Dynamic

Engaging

Modern

Simple

38

IMAGERY

Imagery is one of the key elements that we use to demonstrate our identity. Therefore, care must be taken in choosing how we portray ourselves.



Thrilled, Engaging, Technology



Inviting, Traveling, Adventurer



Chinese, Modern, Technological



Chinese, Peculiar, Fascinating



Asian, Happy, Interaction



Multicultural, Conversation



Cutting Edge, Cosmopolitan



Modern & Traditional

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IMAGERY VIOLATIONS

Imagery is one of the key elements that we use to demonstrate our identity. All imagery must be consistent. The following are some common misuses:



Do not use cliché, Traditional



Do not use unnatural portraits



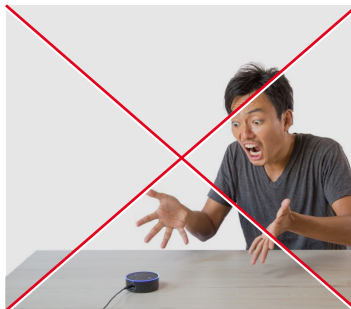
Expected, Cliche, Standard



Expected, Traditional, Red



Do not use overly staged imagery



Do not use artificial moments



Polluted, Bad Quality, Blurry



Expected, Traditional, Red

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IMAGERY EXECUTION

If we need to modify an image to include text or other graphic elements, or if we want to use a gradient, it needs to be smooth and organic. Another option is to use a clean cut with a flat color - if possible, white or very light gray.



The gradient is too aggressive

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VIOLATIONS EXAMPLES

Avoid using typefaces that are external to our brand.
You should especially avoid using brush typefaces.
Brush Typeface + Red + Black Background = Gore/Scary Movie
Avoid using large spaces of Red.



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VIOLATIONS EXAMPLES

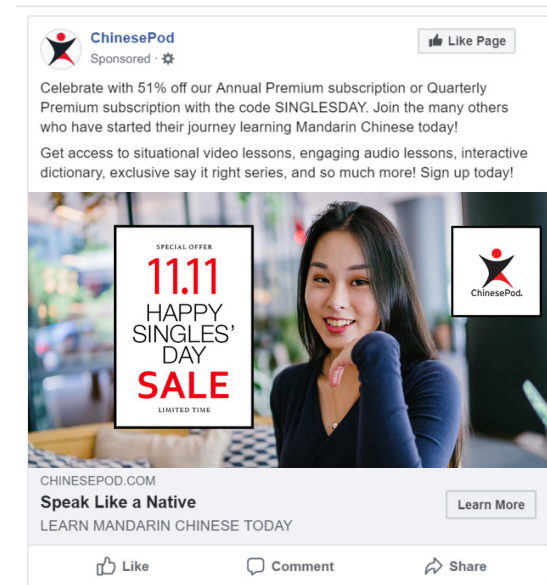
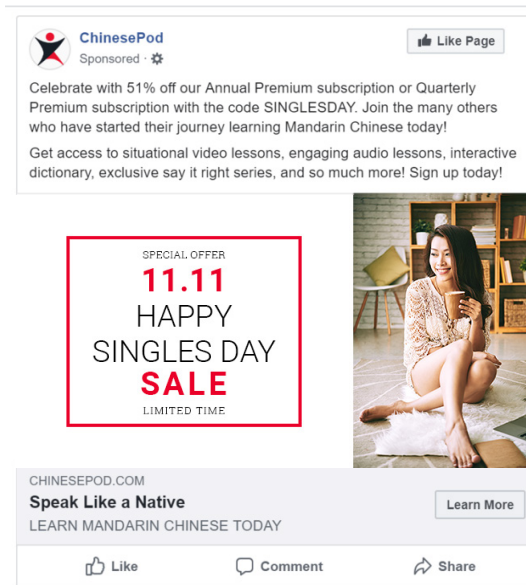
Avoid using graphic/3D elements.
You should instead use good quality real world stock images.
Do not use low quality, pixelated or blurry pictures.



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SOCIAL MEDIA

ChinesePod's social media always uses our logo as the profile picture and our wordmark "ChinesePod" as our user name. For this reason, there is no need to include them in any banner or advertisement for social media. Having our logo twice in a post, only makes it redundant and diminishes our brand value.



There are multiple social media platforms and they are always evolving. This rule could be updated in the future.

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COMPOSITION

Creating the right composition or choosing the right image can have an important impact on our campaigns. In this case, the woman is looking toward our “singles sale” text, redirecting the attention of the customers to the offer.



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LAYOUT

When creating graphic, imagery is best if the elements are aligned to each other to create consistency and a balanced composition.

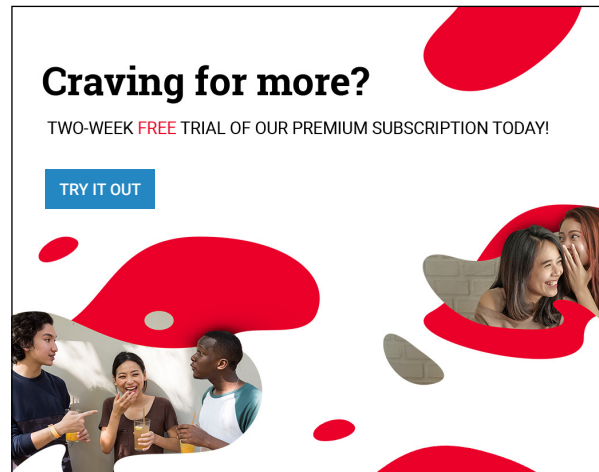
To create quick grids use: Photoshop>View>NewGuideLayout



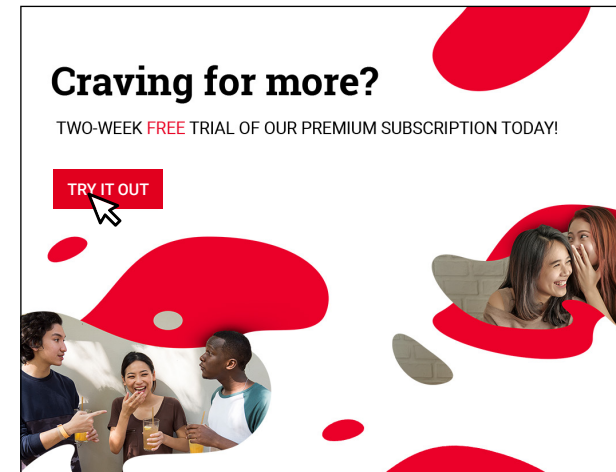
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BUTTONS

When creating call to action buttons, we may need them to stand out from the rest of the design and our brand colors. For this small exception, we will use our light blue from the secondary color palette as the resting color and red for the hover.



Resting color



Hover











Never use green. We are not a Christmas website.

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HOW TO TYPE OUR NAME

When we mention **ChinesePod** in a text, it should always be with a capital “C” and “P”, so it will resemble our logo and be associated with it.

The only exception will be when we are writing it as a link, in which case all the letters should be lowercase. By doing this, it will be automatically converted into a clickable link by most browsers and programs.

	 Chinesepod	 ChinesePod.com
ChinesePod	 chinesepod	 www.ChinesePod.com
chinesepod.com	 chinesePod	 chinesePod.com
www.chinesepod.com	 CHINESEPOD	 CHINESEPOD.com
	 ChinesePOD	 ChinesePOD.com

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Please love our brand. Treat it with care and attention.

Any design material, color libraries or logos will be available at www.chinesepod.com/logos