



Life Skills GO: Branding Style Guide

December 2019



Contact us today to find out more



1300 889 018



lifeskillsgroup.com.au/go

Primary Logo



Alternate/Secondary Logo



Primary Colours



LSGO Grey

60/51/51/20

102/103/102

#666766

PMS: XX



LSGO Blue

69/07/00/00

19/181/234

#13B5EA

PMS: XX

Content 'cog' Colours



LSG Pink

00/100/15/01

022/001/119

#E20177

PMS: XX



LSG Orange

00/53/100/00

247/142/030

#F78E1E

PMS: XX



LSG Green

29/00/100/00

193/216/047

#C1D82F

PMS: XX

Fonts

Headlines: Museo 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body/paragraphs: Imprima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage examples



Tagline

Empowering **Human Intelligence**

Graphic elements/icons



Edit Class



Lesson Details

Advanced Weather Report

Whole Class Feelings Roll Call



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In 2016 Nikki Bonus founded Life Skills GO as a digital solution to significantly expand access to SEL in schools across the world as there was a distinct lack of flexible, online resources available to support teachers in bringing SEL into the classroom. This is a practical response to the OECD and World Economic Forum's increasing calls for social emotional learning to be mandated alongside core academic subjects. Life Skills GO is an online blended learning platform delivering measurable social, emotional and physical skills in a fun and engaging way. It is aligned to the Australian curriculum, loaded with downloadable resources and 100+ digital lesson with in-built functionality for measuring and reporting outcomes for individual students.

Our Mission

To make social, emotional and physical learning as valued as academic learning.

What gets us out of bed in the morning?

We know now that social and emotional intelligence will be the key to supporting our future generation of leaders. There is a gap between the education needs of our children and what is currently included in the curriculum. We are here to bridge that gap. We are here to be a voice for the voiceless, partner with the education system and educate the educators. To make sure that we address the urgent need to change what we place importance on in education.

Brand expression & style

Look: Simple, clear, bright, strong, minimalistic, creative, emotive

Tone: Energetic, passionate, experts

Voice: Inspirational, educational, experts, slightly conversational but not too familiar

Button style options

Lesson details

2.5pt stroke using Museo 700 (0.2523 radius)



Edit class

1pt stroke using Museo 700 (0.125 radius)



Edit class

No stroke using Museo 700 (0.125 radius) 1:1 gradient, LSGO Grey - fade to 70%

Advanced Weather Report

NO stroke using Museo 700 (0.125 radius)
1:1 gradient, LSGO Blue - fade to 70%

Advanced Weather Report

NO stroke using Museo 700 (0.125 radius)
1:1 gradient, LSGO Grey - fade to 70%



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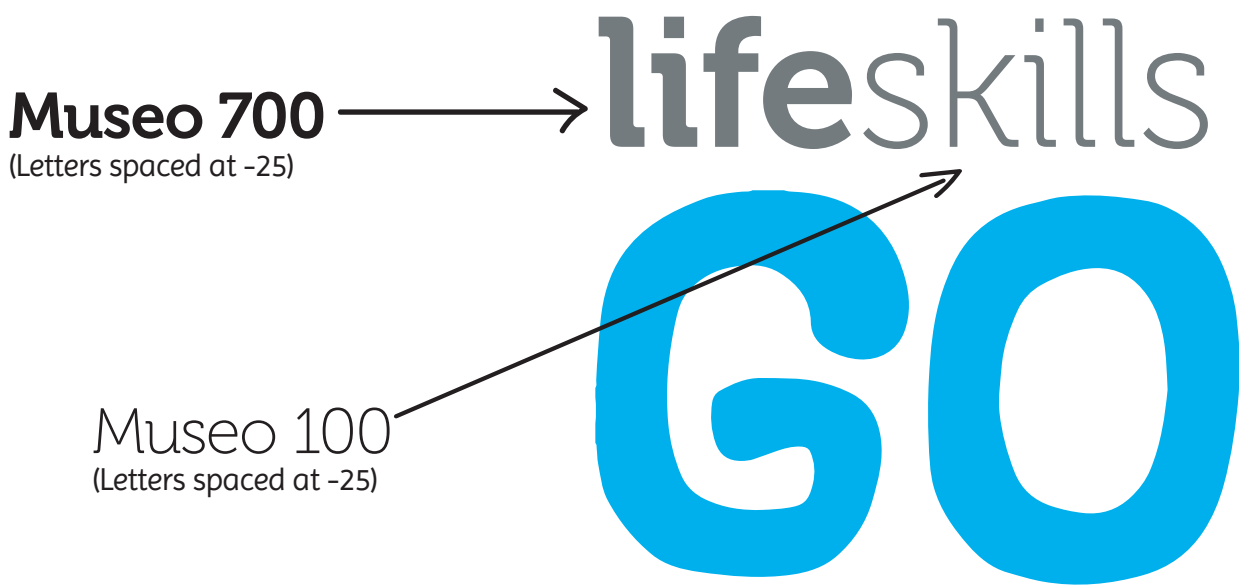


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Logo type system



Logo spacing

Best practice guide for spacing around the edges of the Life Skills GO logo involves using the lowercase "s" from the logo as a space guide for all the way around, see:



Logo scaling

It is important to ensure that the logo is scaled equally and is not warped when resized.



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Logo Alternative Treatments

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