



# Wall Street English Brand Guidelines

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- For guidelines around center design and signage please refer to [Center Design and Signage](#)
- For Digital guidelines please refer to the [Digital Manual](#)

All guidelines contained in the Wall Street English Brand Guidelines manual must be followed. At no time can the files that are featured in this book be altered. At no time can the Wall Street English logo be altered from what is presented in these Brand Guidelines. Complying with the brand book guidelines is an essential aspect of our business and of being part of the Wall Street English network.

# 1.0 A global brand

## 1.1

## A global brand

**Being a global brand means being consistently recognized throughout the world.**

—

**A global brand creates its own world – a world with a recognizable design, with a specific vision, with a shared philosophy and with a unique experience.**

—

**In the following pages, we have formalized our identity - the personality, the mood, the soul and the unique style of the Wall Street English world.**

## 1.1

## A global brand

**Our global brand is an inspired, innovative and universal vision. It is a change in style that draws strength and meaning from our history and our vision of the future.**

**For over 45 years, Wall Street English has been on the leading edge of language education and has helped people around the world learn English.**

**We help people change their future.**

**We help people turn their dreams into reality.**

–

**Our new identity captures our vision and interprets it with distinctive new character traits creating a new graphic mood.**

## 1.1

## A global brand

**These guidelines represent the Wall Street English brand DNA and personal identity. They are a set of principles to help us present ourselves clearly, consistently, and with a vivid sense of our personality and purpose.**

–

**A global brand has a strong identity and a strong voice that set it apart from the competition. It requires unique look & feel that carries the same message across all territories in the world. These guidelines are the voice of Wall Street English.**

## 1.2

## One world, one strategy

# One world, one strategy.

## 1.2

## One world, one strategy

- **Create the most recognized global name in English language learning.**
- **Become the leader in every market in which we operate.**
- **Continue to build our premium, allowing us to justify our premium price point over our competitors, based on the quality of our products, our service and the Wall Street English experience.**
- **Expand and evolve our range of products and services to meet the needs of our students today and in the future.**
- **Aim to build and maintain a lifelong relationship with every student we teach.**

## 1.3

## One world, one brand identity

**One  
world,  
one  
brand  
identity.**

## 1.3

## One world, one brand identity

**The new brand identity takes an evolutionary but significant step forward for Wall Street English by updating the type style and adding a new "Door" device based on the concept of a speech bubble.**

**The 'Wall Street English' calligraphy type style builds on the existing brand identity, but freshens and modernizes it.**

**The addition of the "Door" device provides a universal symbol that represents what we do: We help students learn English, allowing them to open doors to a future full of possibilities.**

## 1.4

## One world, one brand style

A hand is shown writing the words 'Wall Street English' in a cursive script on a notepad. The notepad is placed on a surface with other similar notepads, creating a layered effect. The background is a dark blue gradient with a faint, repeating pattern of the brand name.

# One world, one brand style.

## 1.4

## One world, one brand style

- **All communication materials no longer exist only on paper. They must adapt fluidly to all new media and be equally effectively on all devices.**
- **The colours in the Wall Street English corporate palette can be used in the various possible combinations.**
- **Our new mood expresses our leadership, which is conveyed through strong visuals and strong messages.**
- **The graphic style will allow us to give a creative, meaningful and above all consistent treatment to all types of communications and materials.**

# 2.0 Tone of voice

## 2.1

### Tone of voice

**Our brand values determine who we are and how we should act as an organization. And at Wall Street English we lead, we innovate and we always act responsibly; we are personal, we nurture, and we inspire. When it comes to presenting ourselves to the outside world, we need to express not just what we do but who we are as a brand to our customer and prospects. We do this in two ways: through our visual identity - our logo, colors and campaign images - and through our verbal identity, in the way we talk to people through our various communication materials. And when it comes to talking, it's not just about what we say, but the way we say it. This is our tone of voice.**

#### **Tone of voice – noun**

**a particular quality, way of sounding, modulation, or intonation of the voice as expressive of some meaning, feeling, spirit, etc.**



## 2.2

## Tone of voice / Objective

**Whenever we communicate on behalf of Wall Street English it should be in the Wall Street English tone of voice. Tone of voice is an attitude, a personality, not just vocabulary; therefore it should be flexible for the wide range of audiences we speak to.**

**Of course, the messages will change depending on the campaign and the target audience - obviously we do not speak to government officials in the same way that we speak to our students - but the personality behind those messages should be consistent throughout all communication, touchpoints, and materials. Think about how we as individuals adapt the way we speak, depending on whether we are speaking to friends and colleagues, or the bank manager - we may use different language; we may also have a different emotion; but we cannot change our personality.**

## 2.2

## Tone of voice / Objective

**This document has been prepared to give direction on how to speak as Wall Street English and communicate in the Wall Street English way, by defining the mood and attitude of our brand language.**

**If you have any questions regarding any of the guidance presented here, please contact Natalija Prokopovitsj at [natalija.prokopovitsj@wallstreetenglish.com](mailto:natalija.prokopovitsj@wallstreetenglish.com)**

**“The tone we use illustrates we care.”**

**Nina Purdey**

Director of Franchise Services  
Wall Street English International

## 2.2

## Tone of voice / Objective

**Communicating in the Wall Street English tone of voice is not optional. It is mandatory. It has to be. It's no good claiming, for example, that we're approachable if our language is not.**

**If we are to succeed in our goal to establish Wall Street English as the world's leading brand in English language learning, then it is essential that we share a recognizable tone of voice. By writing, or speaking, in a particular way, what we say becomes more convincing, and more engaging. The more consistent we are, the more likely that people will understand what makes our brand unique.**

## 2.2

## Tone of voice / Objective

***"In the English language, it all comes down to this: Twenty-six letters, when combined correctly, can create magic."***

**John Grogan**

Journalist and writer

## 2.2

## Tone of voice / Objective

**When thinking about the best way to talk to someone, it can be helpful to start by thinking about who we are. If Wall Street English was a person, what sort of person would we be, and how might this shape the way we speak?**

### **Confident - but not domineering**

**We are experts in the field of English language learning. We are intelligent with the authority and credibility to inspire. We can take pride in the things we achieve and celebrate our students' successes. We know what we are talking about.**

**But we are not arrogant, domineering, or patronizing.**

### **Approachable - but not overly familiar**

**We are personal, accessible, friendly, and inclusive. We are warm and welcoming to everyone who comes to us for help to**

## 2.2

## Tone of voice / Objective

**succeed with their English language goals.**

**But we are not so relaxed that we are perceived as unprofessional.**

### **Educational - but not overly institutional**

**We are a modern, international campus of learning. And, underpinning our learning syllabus, we want our students to treat us as a hub from which they can develop life experiences and personal relationships.**

**But we are not a stuffy old university.**

### **Proud of our heritage - but not stuck in the past**

**We are proud of over 40 years' experience of delivering trusted English language education.**

**But we do not dwell on past achievements - we are always looking to what we can help our students achieve now, and how**

## 2.2

## Tone of voice / Objective

**we can help those students who are yet to walk through our door.**

*“I notice that you use plain, simple language, short words and brief sentences. That is the way to write English - it is the modern way and the best way.”*

**Mark Twain**

Writer

## 2.2

## Tone of voice / Objective

**All organizations must be able to communicate clearly. And for Wall Street English - a brand that wants to be known as the premier provider of English language learning - it is even more important. We must speak and write clearly so that our language is as easy as possible to understand.**

**Break up long sentences with punctuation. Or, even better, keep them short.**

**It is tempting to use complicated language as a shortcut to sounding intelligent, or to use corporate jargon because we think other business people will take us more seriously if we do.**

**We want to break down barriers of language, not build them up. Because if people cannot understand us, why would they trust us to help them be understood?**

## 2.3

## Tone of voice / Do's

**Our writing style should reflect our brand personality.**

**DO...**

- **Use the first person, and address your audience directly, wherever possible, e.g. 'we' or 'you' rather than 'the organization' or 'students'.**
- **Use short sentences that are simple and easy to understand. Every word should have a purpose. If it doesn't, then it's just padding.**
- **Consider who you are talking to. At Wall Street English we talk to a variety of audiences, both external and internal, from students and prospects to partners in PR, Media organizations and government. Different audiences will require different messages, but it is important to use the same tone of voice. This will ensure we stay consistent in our personality and appear**

## 2.3

## Tone of voice / Don'ts

**credible and authentic.**

- **Read out loud everything that you write. It should be a conversation between two people.**
- **Explain the benefits of our courses, rather than just describe our services.**
- **Pay careful attention to correct spelling and punctuation (crucial for an English language organization).**

**DON'T...**

- **Use long formal words unless absolutely necessary for the audience.**
  - **Use business jargon (this is not to say we cannot use business-related terminology, which may help reassure our professional customers of our expertise), e.g. we contact people, we don't 'touch base' with them.**
  - **Use acronyms without explaining what the acronym means when you first use it.**

# 3.0 Brand dimension

## 3.1

### Brand overview

**The Wall Street English identity has been designed to represent the way we interact with our students. It offers a human touch, and can be tailored to give it reach different audiences around the world.**

3.2  
Visual toolkit overview

There are five key elements that make up the new Wall Street English visual identity: logo, logomania, colour palette, typeface, and icons.

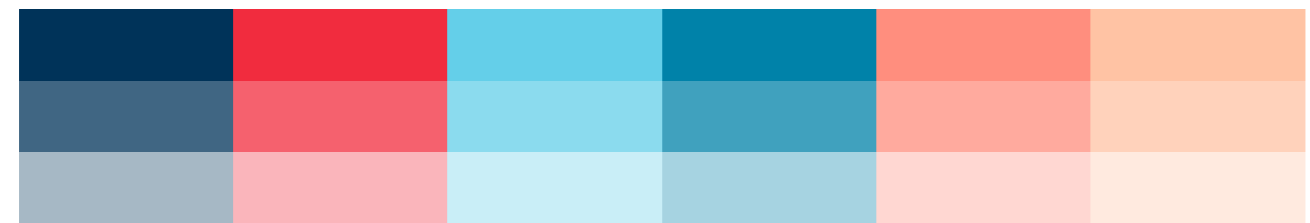
Logos (please see page 34 for more details)



Logomania (please see page 60 for more details)



Colour palette (please see page 68 for more details)



3.2  
Visual toolkit overview

Typography (please see page 72 for more details)

# Avenir Next

Icon style (please see page 98 for more details)



**Throughout the world hundreds of people choose Wall Street English every day, and open the door to a future full of opportunities.**

—

**Our new brand identity takes an evolutionary but significant step forward updating the type style and adding a new visual element - the speech bubble.**

—

**The "Wall Street English" typography is built on the existing brand identity, but freshens and modernizes it. Together with the "Door" device it provides a universal symbol of who we are and what we do: We open doors for our students by teaching them to speak English. This is a clear visual representation of**

### 3.3

#### Brand philosophy

**our core brand idea and promise: Change Your Future with Wall Street English. The "Door" device is based on the universal symbol of the speech bubble, which makes it an appropriate global brand for us. This device is also globally adaptable to individual country needs as it allows localization without ever disrupting our common global branding.**



# 4.0 Logo

## Contents /

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- 4.2 Wall Street English Master logo / Positive and negative
- 4.3 Wall Street English Master logo / Monochrome
- 4.4 Wall Street English Master logo / B&W
- 4.5 Wall Street English Secondary logo / Positive and negative
- 4.6 Wall Street English Secondary logo / Monochrome
- 4.7 Wall Street English Secondary logo / B&W
- 4.8 Arabic logos
- 4.9 Proportion & exclusion zones
- 4.10 Logo misuse
- 4.11 Logo minimum size

## 4.1

## Wall Street English Master logo

The logo is made up primarily of two blocks: logo and lettering. The pen strokes are fresh, rounded and geometrically imperfect to give the logo a "human" feel. The colours recall the Union Jack and therefore the English language. When presented with a speech bubble that opens in perspective to form a door to the world, you can't help but think about the opportunities offered by the English language - about the doors that are opened and the opportunities to connect with different cultures.

—  
Wall Street English opens itself to the world and unifies the world under a single language.

## 4.1

## Wall Street English Master logo

The Master logo is the official Wall Street English logo. It appears on a WHITE background in the positive version and on a WSE BLUE background in the negative version. This is the standard and preferred logo to be used. Only in specific cases is it possible to use the **Monochrome logo** (please see page 40 for more details) or the **B&W logo** (please see page 42 for more details).

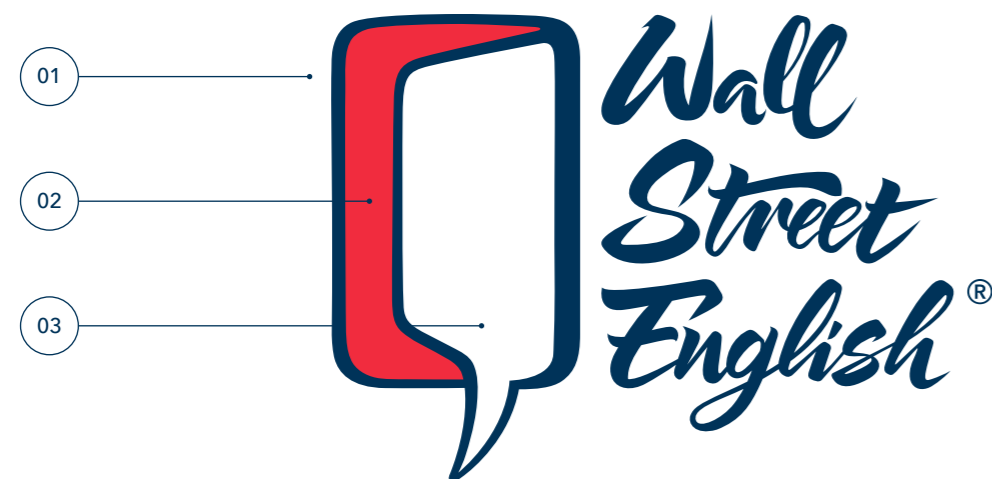


## 4.2

## Wall Street English Master logo / Positive

You are advised to always use the positive version of the Master logo on a WHITE background in order to leave the contrast between the marks unchanged.

**Only in exceptional cases, and only with pre-approval from the WSE International Marketing Team, can the logo be positioned on a differently coloured background.**



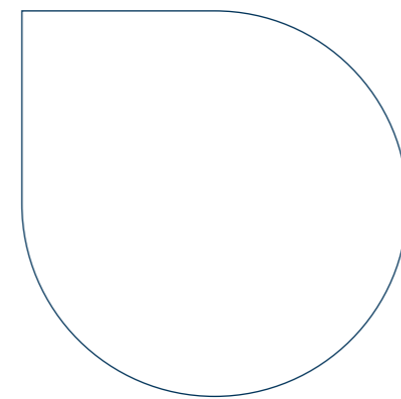
01 Outline  
WSE BLUE



02 "Door" gap  
WSE RED



03 "Door"  
WHITE



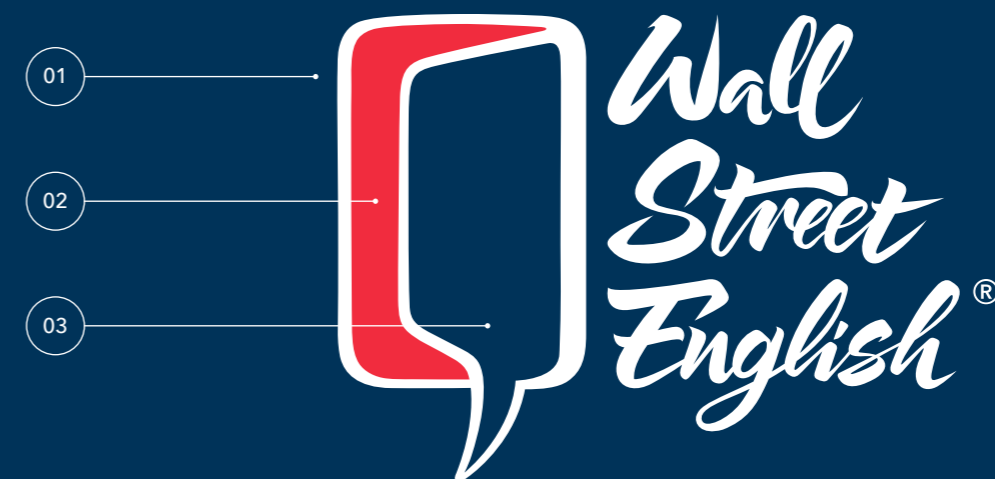
QM-1-D1-V8

## 4.2

## Wall Street English Master logo / Negative

You are advised always to use the negative version of the Master logo on a WSE BLUE background in order to leave the contrast between the marks unchanged.

**Only in exceptional cases, and only with pre-approval from the WSE International Marketing Team, can the logo be positioned on a differently coloured background.**



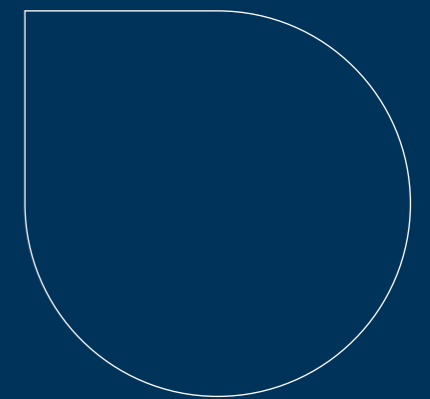
01 Outline  
WHITE



02 "Door" gap  
WSE RED



03 "Door"  
WSE BLUE

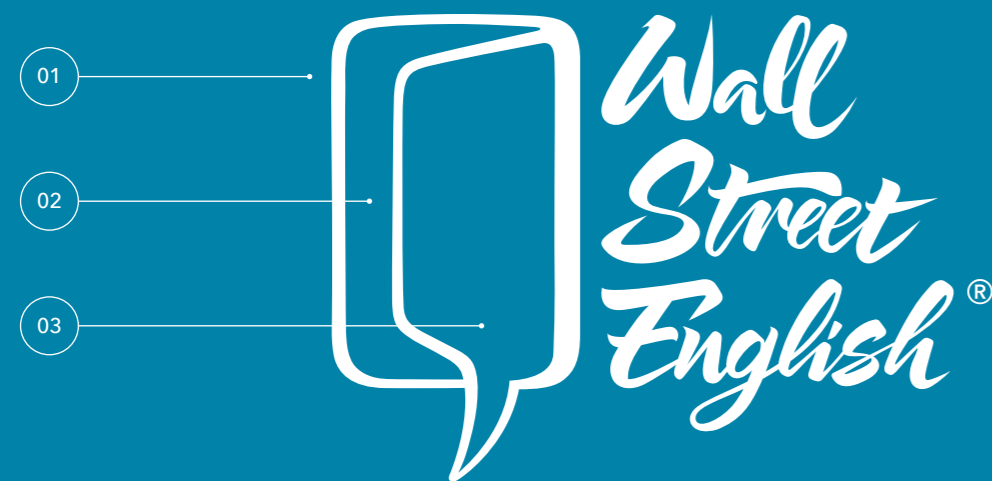


QM-1-D1-V8

4.3  
Wall Street English Master logo / Monochrome

This is an outline version of the Master logo. As this version has only one colour, it is suitable for use with the entire Wall Street English colour palette and also in exceptional cases when the background does not use one of our range of colours.

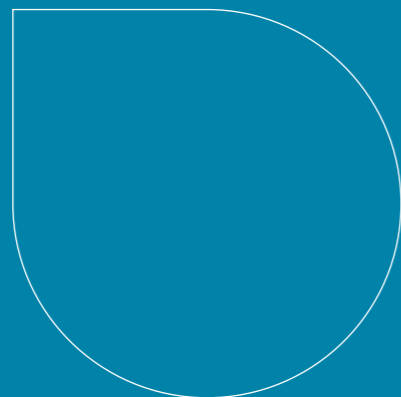
You are advised to use the WSE BLUE outline when the background colour is light and the WHITE outline when the background colour is dark. In some cases the background colour may permit either the WSE BLUE or the WHITE outline, as shown on the next page.



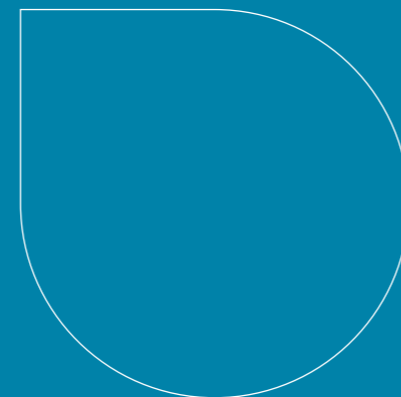
01 Outline  
WSE BLUE



02 "Door" gap  
TRANSPARENT



03 "Door"  
TRANSPARENT



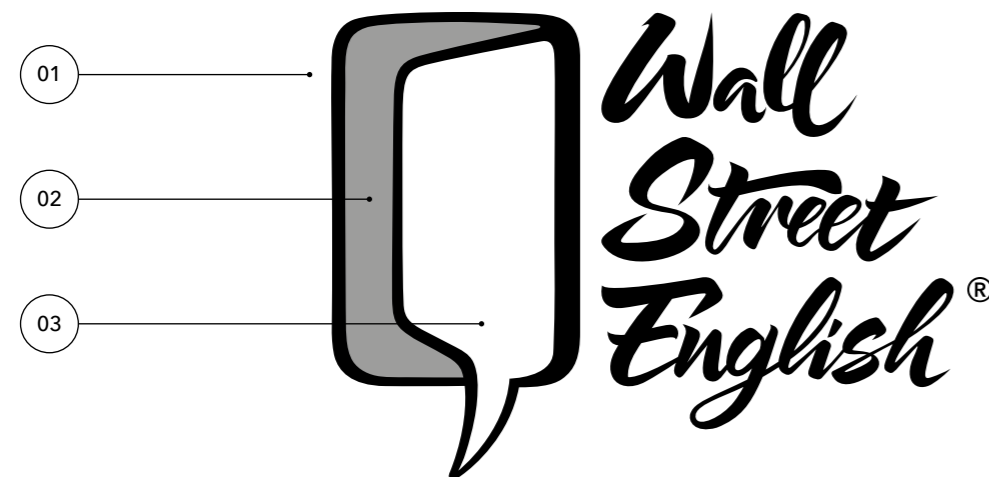
4.3  
Wall Street English Master logo / Monochrome / Colour suggestions



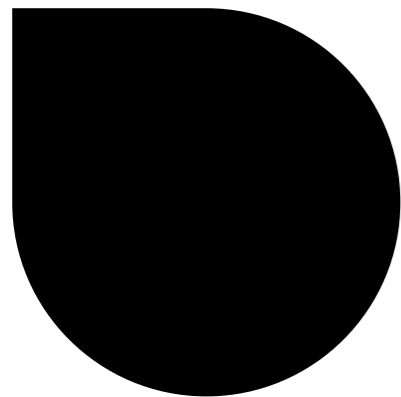
## 4.4

## Wall Street English Master logo / B&amp;W

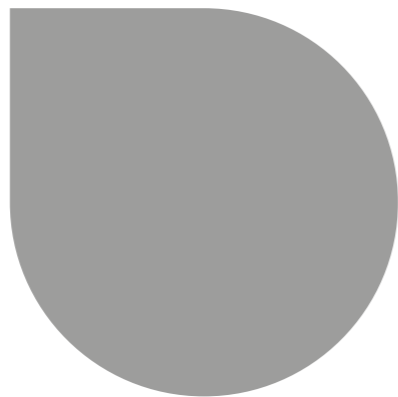
This is a black and white version of the Master logo in which the colours have been converted into grey scale, with WSE BLUE becoming 100% black and WSE RED 50% black. This version has been created for fax sheets and black & white print-outs.



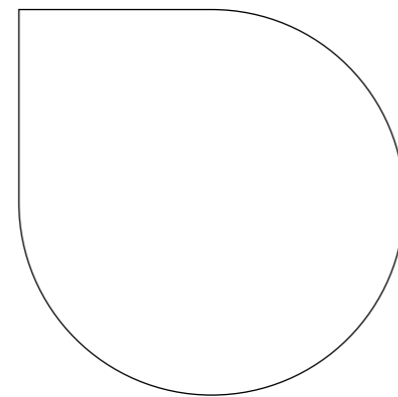
01 Outline  
100% BLACK



02 "Door" gap  
50% BLACK



03 "Door"  
WHITE



## 4.4

## Wall Street English Master logo / B&amp;W

**The B&W  
Wall Street English  
logo can only be  
used for facsimiles  
and B&W printers.**

## 4.5

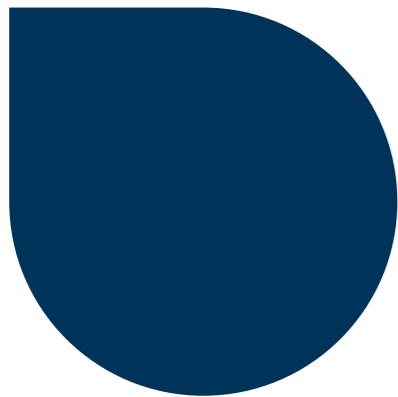
## Wall Street English Secondary logo / Positive

The Secondary logo is the alternative version of the Master logo. It is used in exceptional cases when, for example, we have to apply the logo to a very large format and for purely aesthetic reasons it has been decided to use this version. You are advised always to use the positive version on a WHITE background in order to leave the contrast between the marks unchanged.

**Only in exceptional cases, and only with pre-approval from the WSE International Marketing Team, can the logo be positioned on a differently coloured background.**



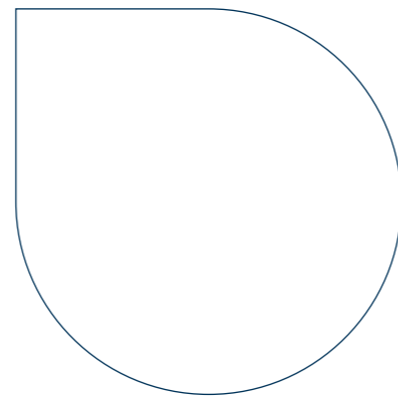
01 Outline  
WSE BLUE



02 "Door" gap  
WSE RED



03 "Door"  
WHITE



QM-1-D1-V8

## 4.5

## Wall Street English Secondary logo / Negative

The Secondary logo is the alternative version of the Master logo. It is used in exceptional cases when, for example, we have to apply the logo to a very large format and for purely aesthetic reasons it has been decided to use this version. You are advised always to use the negative version on a WSE BLUE background in order to leave the contrast between the marks unchanged.

**Only in exceptional cases, and only with pre-approval from the WSE International Marketing Team, can the logo be positioned on a differently coloured background.**



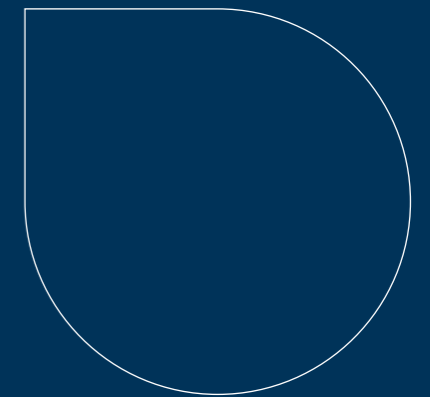
01 Outline  
WSE BLUE



02 "Door" gap  
WSE RED



03 "Door"  
WHITE



QM-1-D1-V8

4.6  
Wall Street English Secondary logo / Monochrome

This is an outline version of the Secondary logo. As this version has only one colour, it is suitable for use with the entire Wall Street English colour palette and also in exceptional cases when the background does not use one of our range of colours.

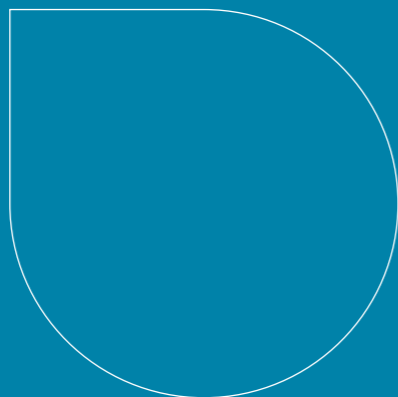
You are advised to use the WSE BLUE outline when the background colour is light and the WHITE outline when the background colour is dark. In some cases the background colour may permit either the WSE BLUE or the WHITE outline, as shown on the next page.



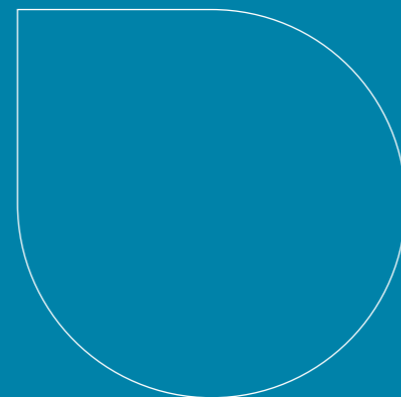
01 Outline  
WSE BLUE



02 "Door" gap  
TRANSPARENT



03 "Door"  
TRANSPARENT



4.6  
Wall Street English Secondary logo / Monochrome / Colour suggestions



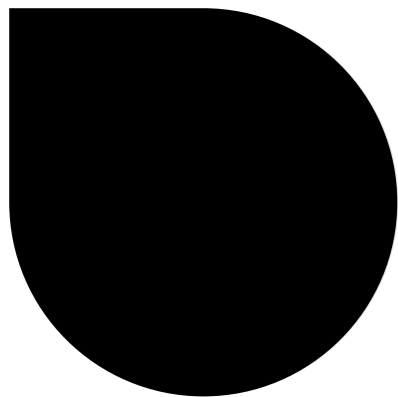
## 4.7

## Wall Street English Secondary logo / B&amp;W

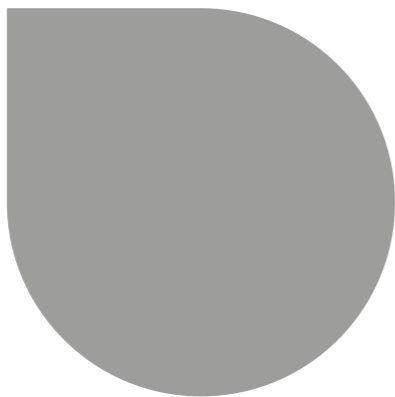
This is a black and white version of the Secondary logo in which the colours have been converted into grey scale, with WSE BLUE becoming 100% black and WSE RED 50% black. This version has been created for fax sheets and black & white print-outs.



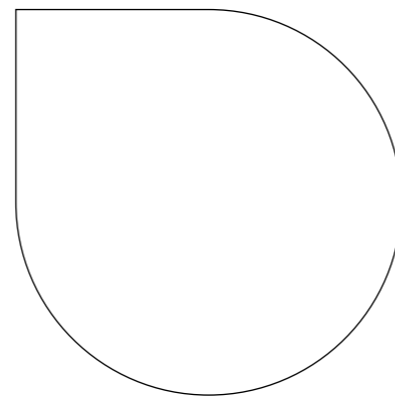
01 Outline  
100% BLACK



02 "Door" gap  
50% BLACK



03 "Door"  
WHITE



## 4.7

## Wall Street English Secondary logo / B&amp;W

**The B&W  
Wall Street English  
logo can only be  
used for facsimiles  
and B&W printers.**



## 4.8

## Arabic logos

**Arabic Master & Secondary logos**

These logos are for Middle East countries.

**The general guidelines also apply to the Arabic logo.**



## 4.8

## Arabic logos

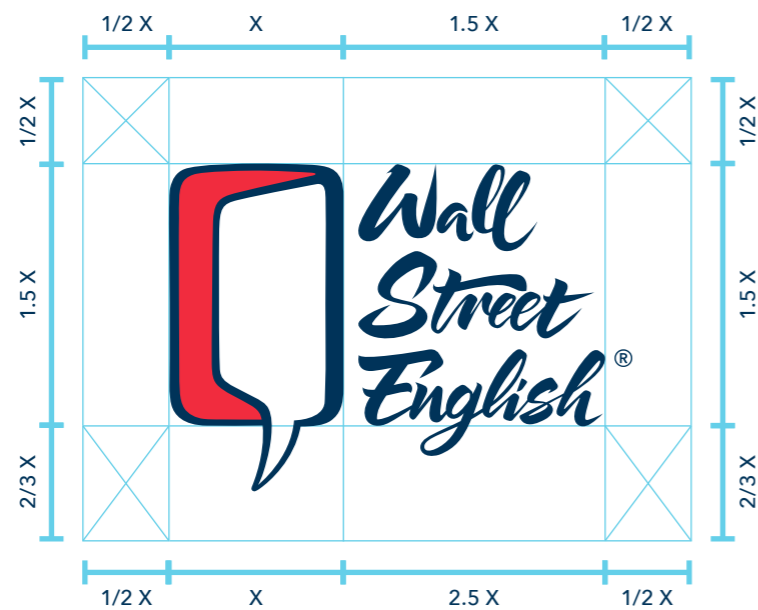
**You are advised  
always to use the  
negative versions  
of the logo on  
WSE BLUE coloured  
backgrounds.**

4.9

Proportion & exclusion zones / Master logo

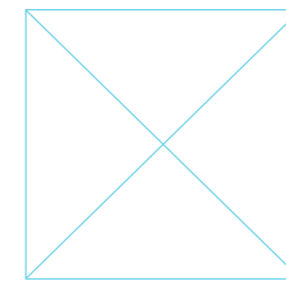
The logo has been designed to present a clear relationship between all elements. The reference measurement, X, is the width of the "Door". The lettering and exclusion zone are based on X. It is important to keep these proportions correct because they give a sense of consistency to the logo as a whole. It is absolutely prohibited to modify the proportions of the logo.

Master logo



4.9

Proportion & exclusion zones / Secondary logo



**Exclusion zone**

To ensure that the Wall Street English logo is always clear and unobstructed, it is important to provide an area of clear space around it. The minimum exclusion zone is shown here. The exclusion zone cannot be reduced but can be increased.

**No other object should appear within the exclusion zone at any time. This will maintain consistency across communications as well as preventing any cropping errors when items are printed.**

Secondary logo



4.10  
Logo misuse / Master logo



⊗ Do not tilt

⊗ Do not add effects



⊗ Do not resize any individual elements

⊗ Do not add text or image on the "Door"



⊗ Do not rotate

⊗ Do not crop the logo

4.10  
Logo misuse / Master logo



⊗ Do not change any colours or invert the colour on the "Door"

⊗ Do not add transparency



⊗ Do not change the typography

⊗ Do not move individual parts



⊗ Do not use mirror images of the "Door"

⊗ Do not distort the logo

4.10  
Logo misuse / Secondary logo



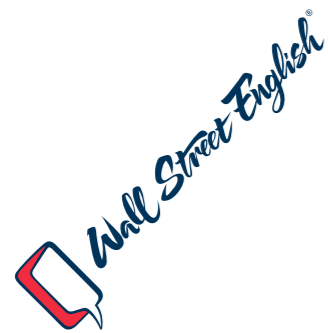
⊗ Do not tilt

⊗ Do not add effects



⊗ Do not resize any individual elements

⊗ Do not add text or image on the "Door"



⊗ Do not rotate

⊗ Do not crop the logo

4.10  
Logo misuse / Secondary logo



⊗ Do not change any colours or invert the colour on the "Door"

⊗ Do not add transparency



⊗ Do not change the typography

⊗ Do not move individual parts



⊗ Do not use mirror images of the "Door"

⊗ Do not distort the logo

## 4.11

## Logo minimum size

**The Wall Street English logo should always be legible and must never lose its shape when reduced to a small size.**

## 4.11

## Logo minimum size

**Print based**

The Master logo should always be legible and must never lose its shape when reduced to a smaller size. In print, the logo can be used with a minimum width of 15 mm. The Secondary logo can be reduced to a minimum width of 27 mm.

**Screen based**

For use on websites and screen-based reproduction, the Master logo should not be smaller than 65 pixels wide. The Secondary logo should not be smaller than 128 pixels.

**For minimum size of the digital logo please refer to the internal digital guidelines.**

## Print based



15 mm

**Master logo**

Prints no smaller than 15 mm



27 mm

**Secondary logo**

Prints no smaller than 27 mm

## Screen based



65 px

**Master logo**

Reproduces down to 65 pixels



128 px

**Secondary logo**

Reproduces down to 45 pixels

# 5.0 Brand identity

## Contents /

---

- 5.1 Logomania
- 5.2 Colour palette
- 5.3 Pantone Coated and Uncoated
- 5.4 Colour proportions
- 5.5 Typeface introduction
- 5.6 Standard font for internal communication and emails
- 5.7 Wall Street English typeface
- 5.8 Typeface weights
- 5.9 Typographic layout

## 5.1

## Logomania

**Positive version**

The Wall Street English logomania is an element that forms part of the brand identity and is used for promotional materials, give-aways, events and other brand communications. It has a modular quadratic structure with the words Wall Street English and can be used on all types of surfaces. **The monochrome versions are recommended to be used on transparent surfaces.**

## Positive colour version



## Positive monochrome version



## 5.1

## Logomania

**Negative version**

The negative version should be used when the background is WSE BLUE. In contrast to the positive version, WSE BLUE becomes WHITE.

## Negative colour version



## Negative monochrome version









5.2  
Colour palette

The colours chosen to communicate our brand reflect a tone which gives our communications a “human touch” that is simple but engaging. They represent a fresh, relaxing chromatic mood that is uplifting and full of optimism. In selecting our corporate colours, we began with those of the British flag and then chose multiple variants and incorporated other Pantone colours that draw from similar shades.

*This version of the document contains the updated WSE RED CMYK values.*

Primary colours                      Extended palette

<b>WSE BLUE</b> <b>PANTONE® 540 C</b>  C 100      R 0 M 84      G 51 Y 38      B 89 K 31	<b>WSE BLUE 75%</b>  C 81      R 64 M 56      G 102 Y 32      B 131 K 9	<b>WSE BLUE 35%</b>  C 36      R 166 M 20      G 184 Y 15      B 197 K 0
<b>WSE RED</b> <b>PANTONE® Red 032 C</b>  C 0      R 241 M 91      G 44 Y 69      B 62 K 0	<b>WSE RED 75%</b>  C 0      R 245 M 78      G 97 Y 47      B 110 K 0	<b>WSE RED 35%</b>  C 0      R 250 M 36      G 181 Y 13      B 188 K 0
<b>WSE CYAN</b> <b>PANTONE® 305 C</b>  C 54      R 100 M 0      G 207 Y 12      B 233 K 0	<b>WSE CYAN 75%</b>  C 41      R 139 M 0      G 219 Y 9      B 239 K 0	<b>WSE CYAN 35%</b>  C 19      R 201 M 0      G 238 Y 4      B 247 K 0

5.2  
Colour palette

Secondary colours                      Extended palette

<b>WSE LIGHT BLUE</b> <b>PANTONE® 314 C</b>  C 100      R 0 M 0      G 130 Y 20      B 169 K 10	<b>WSE LIGHT BLUE 75%</b>  C 75      R 64 M 0      G 161 Y 15      B 191 K 8	<b>WSE LIGHT BLUE 35%</b>  C 35      R 166 M 0      G 211 Y 7      B 225 K 3
<b>WSE PEACH</b> <b>PANTONE® 170 C</b>  C 0      R 255 M 56      G 142 Y 45      B 126 K 0	<b>WSE PEACH 75%</b>  C 0      R 255 M 41      G 170 Y 31      B 158 K 0	<b>WSE PEACH 35%</b>  C 0      R 255 M 18      G 216 Y 11      B 210 K 0
<b>WSE SKIN</b> <b>PANTONE® 162 C</b>  C 0      R 255 M 27      G 195 Y 34      B 164 K 0	<b>WSE SKIN 75%</b>  C 0      R 255 M 20      G 210 Y 24      B 187 K 0	<b>WSE SKIN 35%</b>  C 0      R 255 M 9      G 234 Y 10      B 223 K 0

## 5.3

## Pantone Coated and Uncoated

**Pantone colours are divided into coated and uncoated categories, depending on the paper they will be printed on. Coated and uncoated colours are used on coated and uncoated paper respectively.**

**The appearance of colours with the same code may vary slightly according to the type of paper. Creating an exact four-colour equivalent of a Pantone colour is not always possible.**

**The main reason for this is that four colours may not be enough to reproduce the Pantone colour perfectly, but also because numerous variables are involved in four-colour printing (printer used, paper used, type of toner).**

## 5.3

## Pantone Coated and Uncoated

**We have nevertheless identified the four-colour combination that is the best possible equivalent of both coated and uncoated Pantone colours.**

**However, it must be remembered that, for the reasons already described, results may vary depending on the specific printing machine used.**

**When selecting between RGB and CMYK, please remember that RGB is mainly used for digital and CMYK for the printed material.**

## 5.4

## Colour proportions

**For each piece of communication that needs to be developed, a selection of colours from the primary and the secondary brand palette can be made.**

**The choice of colours from this palette will then form the basis for all communication and branding.**

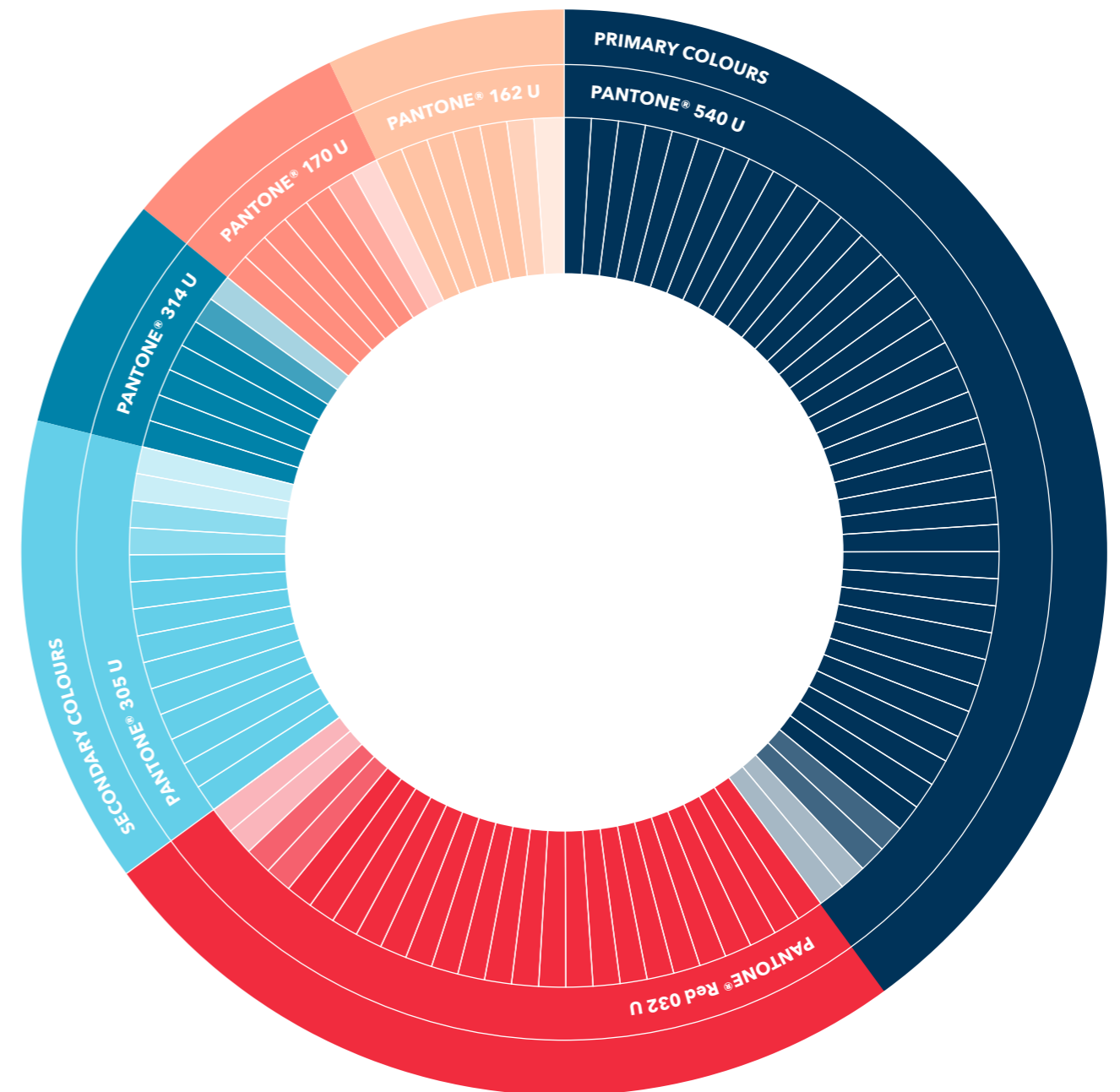
**You are advised not to use any colour outside this range for graphic elements in any communication materials. This is important for brand recognition and consistency.**

**When building a graphical layout, whether for a web or a print page, it is necessary to take account of this graphic element and use these colours, while trying to maintain the same proportions.**

## 5.4

## Colour proportions

The graphic below gives some guidance as to the proportion of each colour that should be used. The colour proportion can be flexible and it is useful to give a general idea of what the final chromatic result should be. Feel free to be creative in using the colours but please keep in mind at all times to the readability / usability.



## 5.5

## Typeface introduction

**Why Avenir?**

The choice of Avenir wasn't accidental. It is the font that best represents our brand's philosophy and mission. It ties our brand together. The word "Avenir" in French means "future". The font, both the design and the name, is perfectly aligned with the spirit of Wall Street English, our vision, and our goal of helping students change their future.

Avenir is a font with a lighter, more human and more organic visual impact. It reveals a brand attitude and has brand characteristics that reflect who we are as an organization and how we want our students to perceive us.

**Alternative fonts**

For countries which do not use Latin characters, the recommended fonts are **Journal Sans** for Cyrillic, 汉仪 (**HanYi font**) for ideograms, **Gedinar one** for the Arabic alphabet.

**Typography layout**

The different versions of the font (medium, regular, bold) can be used as preferred, but please make sure to maintain consistency. You can check a few examples from page 66.

## 5.6

## Standard font for internal communication and emails

**Avenir Next**

Avenir Next is our chosen font for professionally produced online and offline designed materials such as brochures, marketing collateral, advertising materials, etc. This font is only available through license.

**Arial**

Arial is our chosen font for internal communications and everyday documents generated through Word, Powerpoint, Excel, etc. Even if you have the license for Avenir Next, please use Arial in order to make sure that people can read the sent documents properly.



Avenir Next Bold / 150 pt



Arial Bold / 150 pt

5.7  
Wall Street English typeface

Avenir Next Regular / 24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(&)\$@;:!"'/{%}»\*

Avenir Next Medium / 24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(&)\$@;:!"'/{%}»\*

Avenir Next Demi / 24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(&)\$@;:!"'/{%}»\*

Avenir Next Bold / 24 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(&)\$@;:!"'/{%}»\*

5.7  
Wall Street English typeface

Avenir Next Italic / 24 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890(&)\$@;:!"'/{%}»\**

Avenir Next Medium Italic / 24 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890(&)\$@;:!"'/{%}»\**

Avenir Next Demi Italic / 24 pt

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890(&)\$@;:!"'/{%}»\**

Avenir Next Bold Italic / 24 pt

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890(&)\$@;:!"'/{%}»\****

5.8  
Typeface weights

Regular

Avenir Next Regular / 120 pt

*Italic*

Avenir Next Italic / 120 pt

Medium

Avenir Next Medium / 120 pt

*Medium Italic*

Avenir Next Medium Italic / 120 pt

5.8  
Typeface weights

Demi

Avenir Next Demi / 120 pt

*Demi Italic*

Avenir Next Demi Italic / 120 pt

Bold

Avenir Next Bold / 120 pt

*Bold Italic*

Avenir Next Bold Italic / 120 pt

## 5.9

## Typographic layout

**Title, subtitles and body copy**

It is usually sufficient to set the titles in Avenir Next Bold, the subtitles in Avenir Next Demi without changing the size in order to improve readability, and the body in Avenir Next Medium.

**Title**

Avenir Next Bold / 48 pt / Spacing 29 / Kerning –25 pt

**Subtitle**

Avenir Next Demi / 24 pt / Spacing 29 / Kerning –25 pt

**Body**

Avenir Next Medium / 12 pt / Spacing 15 / Kerning 0 pt

→ **Title.**  
→ **Subtitle.**

→ Hendant velest velique samus et harcili tatur.  
Vid qui re nonestrum quam inullitiusda quatendus es earum sum  
esequamus, opta nonecte et lantur ad quate sum dem eumquas  
simus magnis et rem a voluptassi nos deliatem inulpa nesequi rae  
posae pe venienes asinven disquo officia voluptium estionem quam  
simust, cusaepel imaiossum eiumquu ntionsequam quodisquibus  
dis dolores tibusdae modis atis quaerun tisquaerem. Ullores enihill  
iberia comnimagnis mo volupissit enditatur?

Eveliqui volupit quunda quo estinul labore, abo. Et quam eatus ex  
et omnime demolup iendipsandit volora ipiendamus mint quatqua  
temperitat arcideliqum tem re omnis dit veristem que vid et endit  
eossent emporem poritinciet aut lam, optaspistia di quat externam  
auta si apid ut modit, que placcup turibus velibus ma volum aruntis  
dolorepelest ipsunt.

## 5.9

## Typographic layout

**Text alignment**

The page grid organizes columns of text by aligning the right and left margins. Avoid center-aligned text. Left-aligned text is recommended for consistency and readability, because it does not alter the spacing between words. Block layout can be used for more compact text in newsletters and press releases, even though the spacing between words is not consistent.

**Example**

Avenir Next Bold / 48 pt / Spacing 55 / Kerning –25 pt

**Cum dit  
vullut verit  
praestrud  
diam ver  
suscilit  
am quissis  
nulputpat.**



## 5.9

## Typographic layout

**Paragraphs**

Paragraphs of text should be separated with an empty line space. If the text consists of many short paragraphs, then you may prefer to begin the next paragraph without an empty line space. You should choose one approach in order to ensure consistency and readability.

**Example**

Avenir Next Medium / 24 pt / Spacing 29 / Kerning –25 pt

Ese post fugit dolo quam eos  
doluptae sunt aditem eicat volorum  
restrum earum volorum si occum.



Itiur, et doloremporum qui blaut od  
eos quid mos assumeniment pos  
ea nus, corroreped escit et omniste  
non peliciis doluptatur?

Am vel moluptus dolo volorru.



Nestius dolor sit quam que debitis  
prese cullandis core occatia taquodi  
voluptatiam verchicime volor sit.

## 5.9

## Typographic layout

**Highlighted text and numbering**

Numbers and bullets used to highlight text should preferably be placed to the left of the column, consistently with the text. Alternatively the numbering can be placed on the line above the text, aligned with the left margin.

**Example**

Avenir Next Medium / 24 pt / Spacing 29 / Kerning –25 pt

→ • Cum dit vullut verit diam  
ver suscilit am quissis, consed  
mincilla feui tet ver ipit  
iustincing eliquat, qui ex ex  
eummole ndionsengk.

→ 2 Ex eummole ndionsengk  
ivolore consed tem alismodit  
am, vullum ip et, commolore  
mod te dolore foret gyeuipsum  
iriu. Inciis aborporis vent aliqui  
re nobis quid eration nam int  
essitatem aut eum fugitibust.

## 5.9

## Typographic layout

**Kerning**

Letter spacing seems excessive with large font sizes and it is therefore preferable to maintain consistency by reducing the amount of space.

**Example**

Avenir Next Bold / 48 pt / Spacing 55 / Kerning –25 pt

**Cum dit  
vullut verit  
praestrud  
diam ver  
suscilit  
am quissis  
nulputpat.**

## 5.9

## Typographic layout

**Line spacing**

The use of consistent line spacing, across all forms of corporate communication, facilitates the page layout and improves readability.

**Example**

Avenir Next Bold / 48 pt / Spacing 55 / Kerning –25 pt

**Cum dit  
vullut verit  
praestrud  
diam ver  
suscilit  
am quissis  
nulputpat.**

# 6.0

# Formats for advertising

Contents /

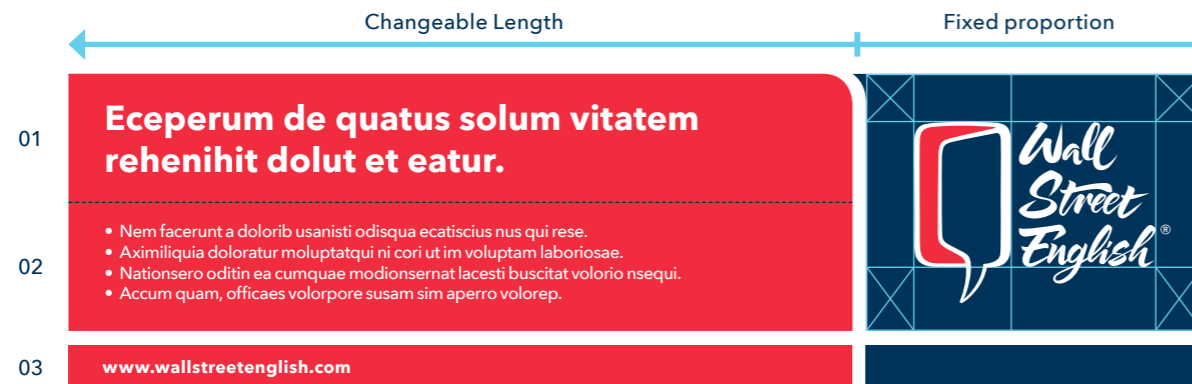
---

6.1 Formats for advertising

## 6.1

## Advertising format

The format is structured to adapt to the text content. Always left-align text without justification. It is important always to respect the logo proportions and exclusion zone.

**01 Headline area**

For the headline, left-aligned Avenir Next Bold is recommended.

**02 Information area**

The area beneath the headline is reserved for Wall Street English product information. Avenir Next Medium is the recommended font, in half the size used for the headline where possible.

**03 Contacts area**

The area at the bottom is reserved for contacts. Avenir Next Bold is the recommended font, in half the size used for the headline where possible.

**04 Logo box**

The logo box proportions must not be changed.

## 6.1

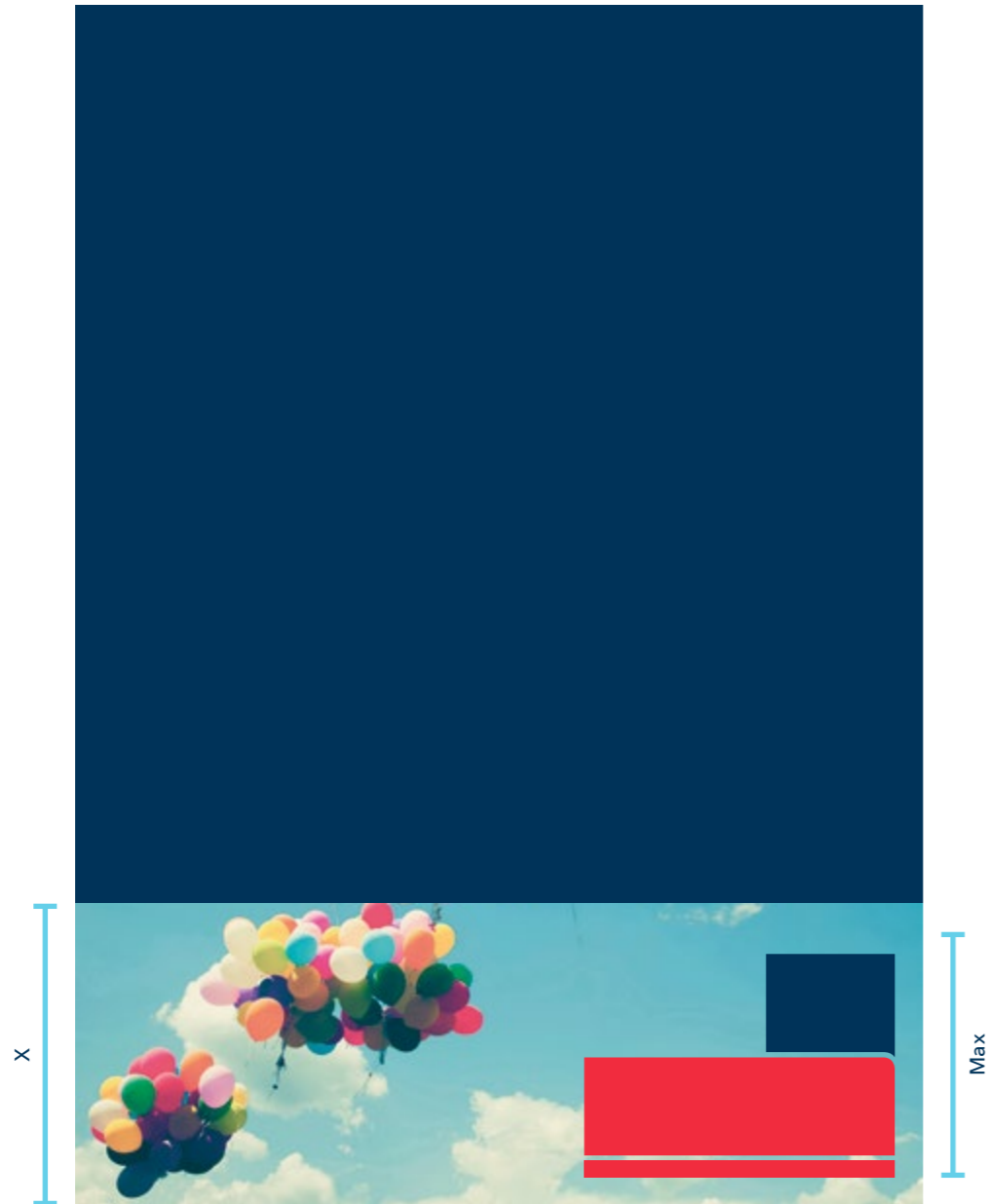
## Advertising format

The format is flexible. The logo block can be moved to adapt better to the space available, but must always be in accordance with the proportion box and exclusion zone. The text container may be enlarged if there is a lot of information, or in web and outdoor applications where the font size must be increased.



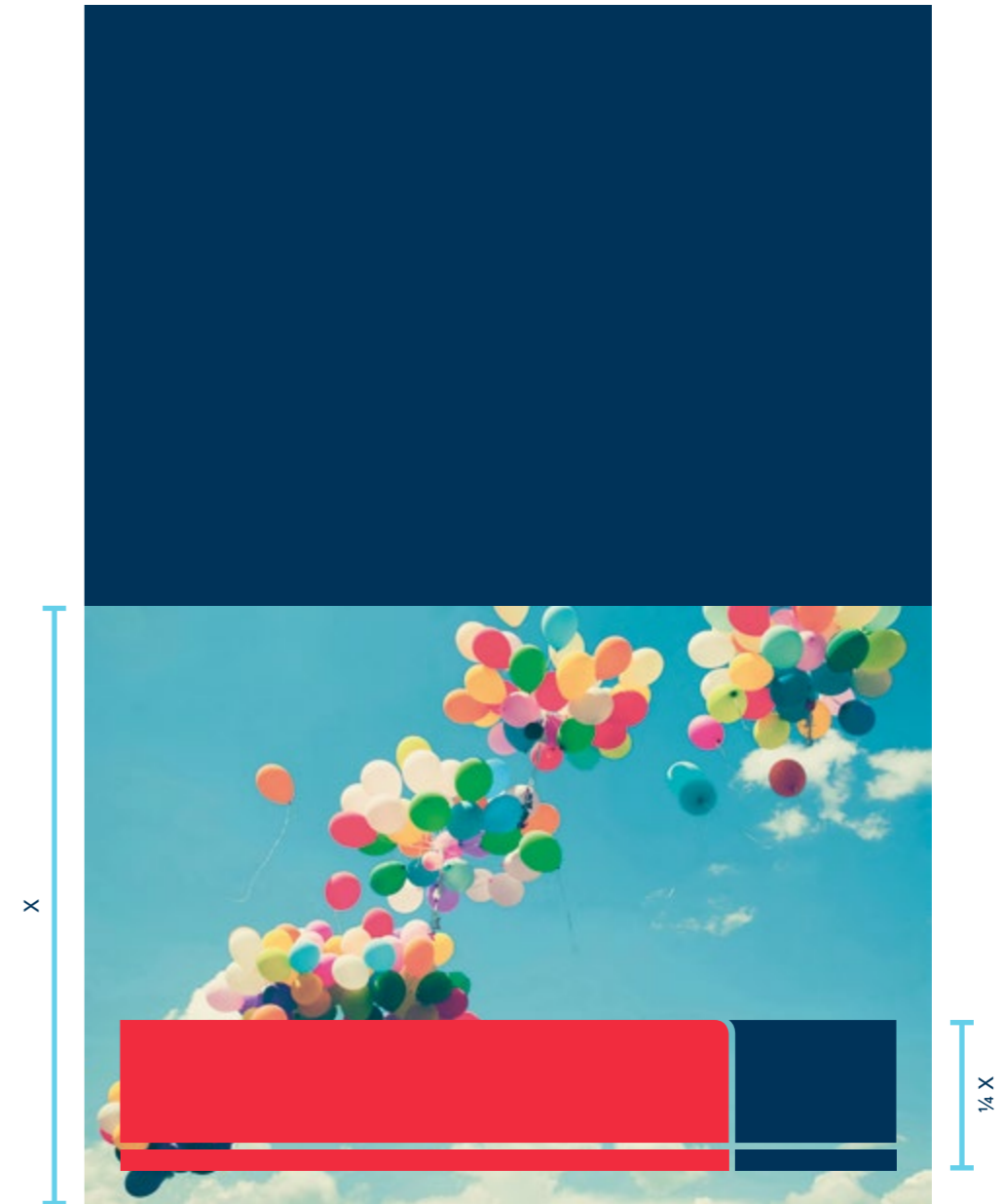
6.1 Advertising format

**Landscape**  
21 X 7.5 cm.



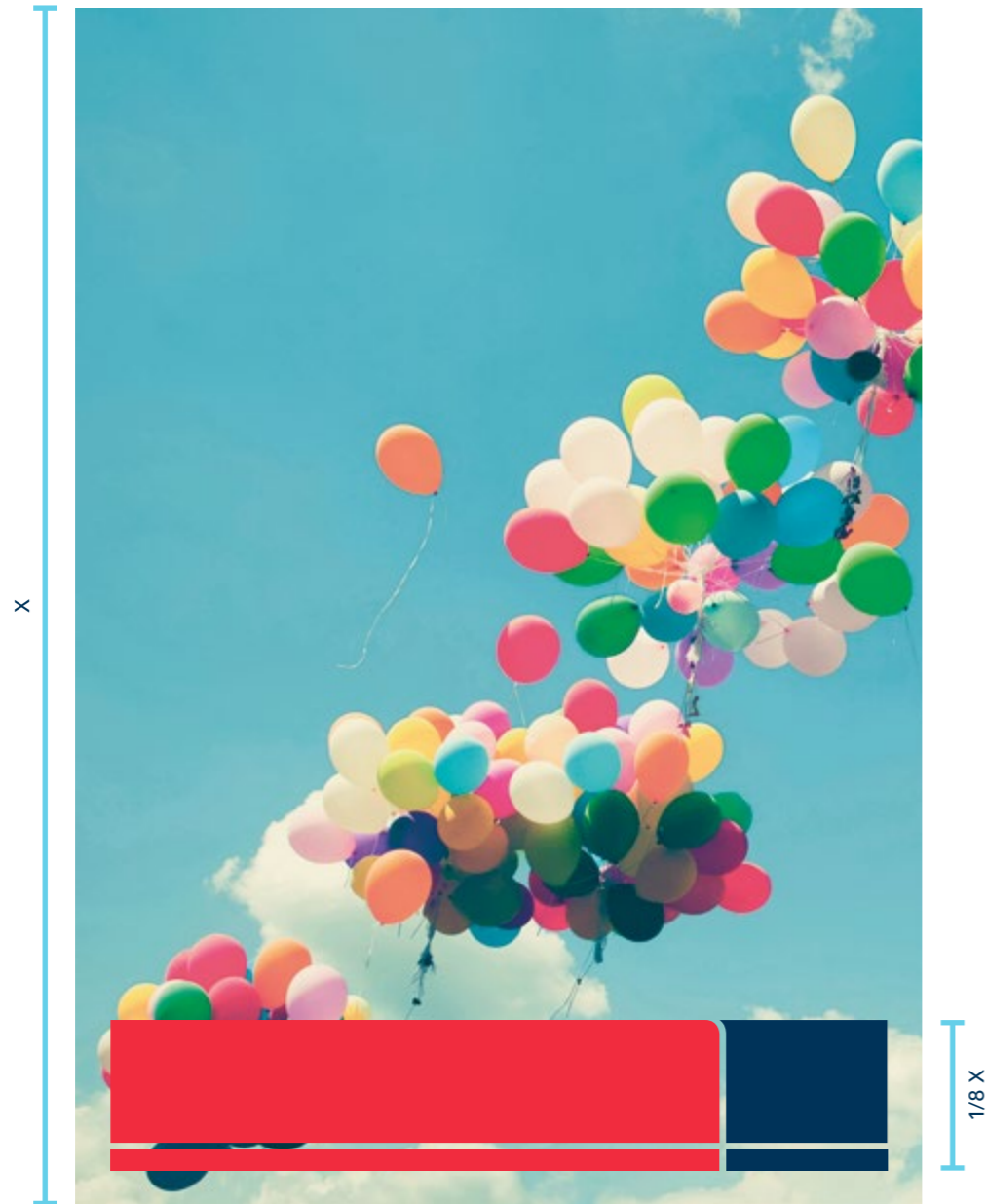
6.1 Advertising format

**Half-page landscape**  
21 X 14.7 cm.



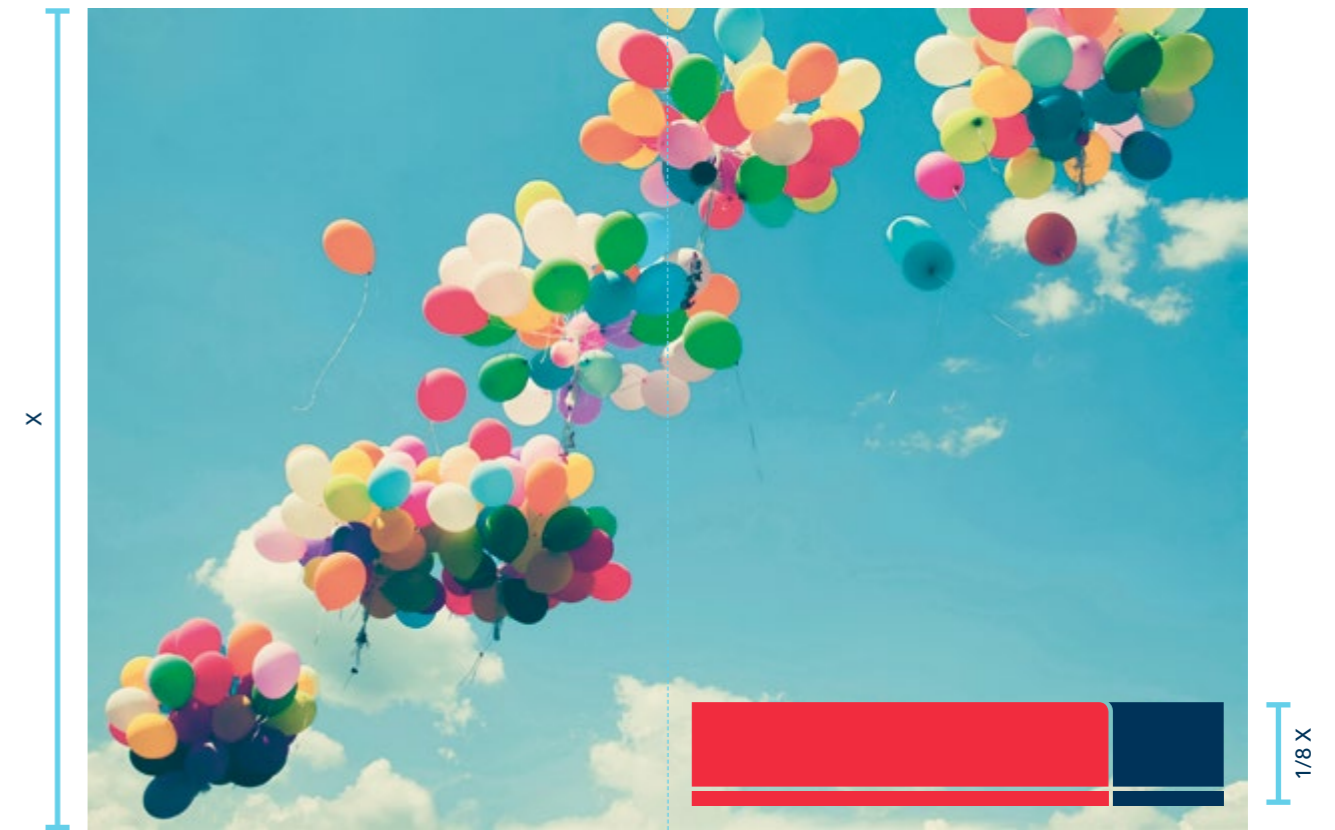
6.1 Advertising format

**Spread**  
21 X 29.7 cm.



6.1 Advertising format

**Full page**  
42 X 29.7 cm.



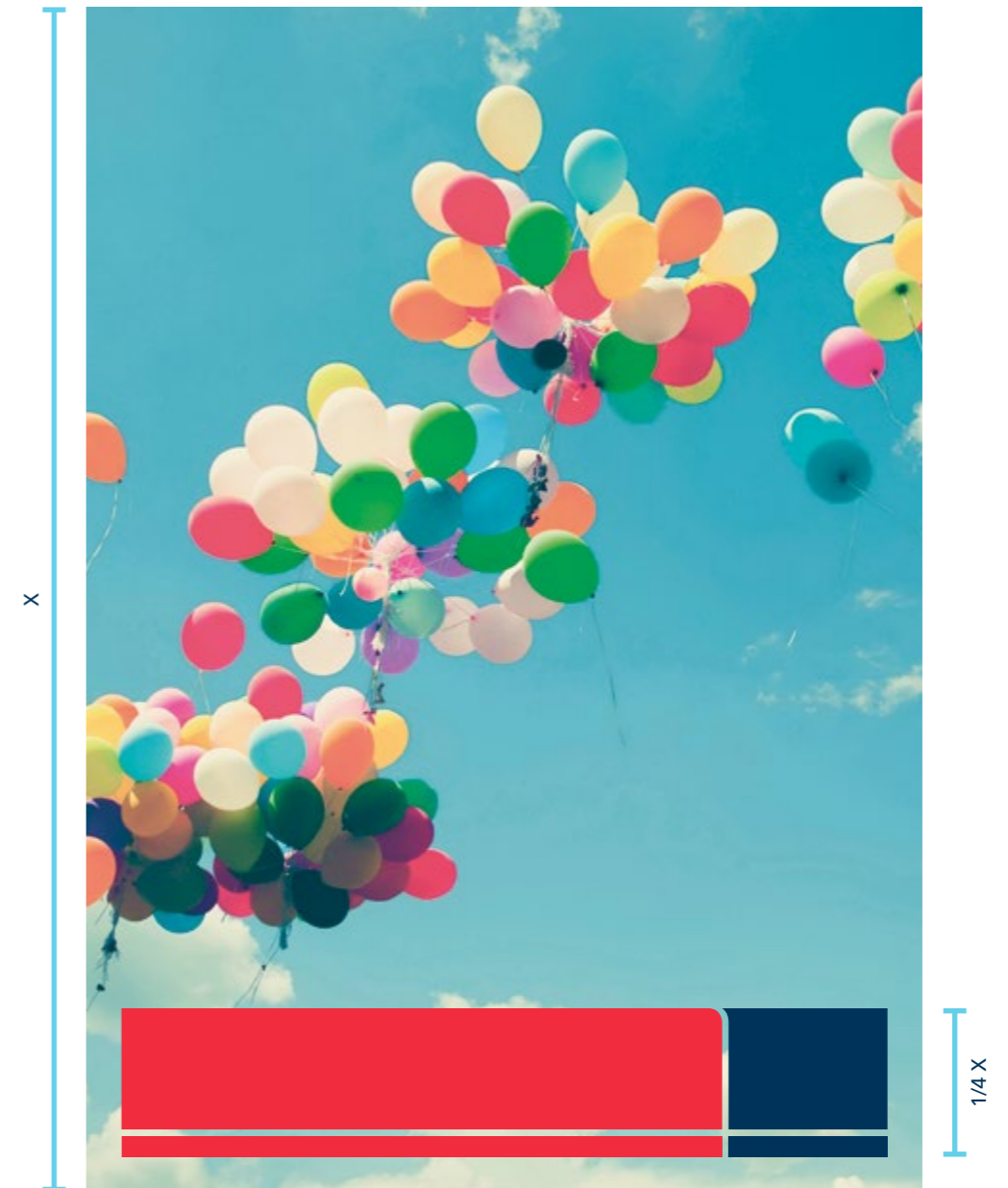
6.1 Advertising format

**Outdoor**  
600 X 300 cm.



6.1 Advertising format

**Outdoor**  
100 X 140 cm.



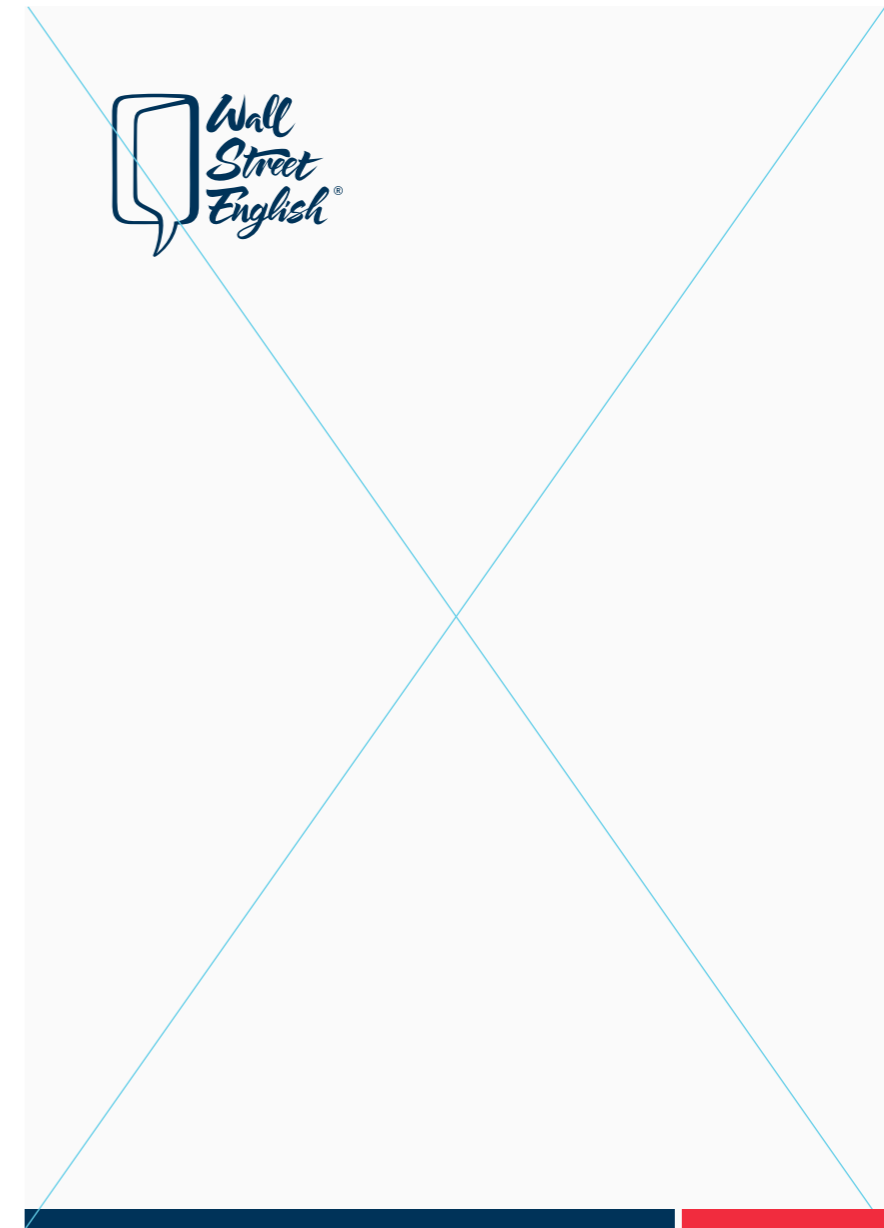
6.1 Advertising format

**Trifold**  
297 X 210 cm.



6.1 Advertising format

**Brochure**  
210 X 297 cm.





# 7.0 Product marketing & commun- ications

## Contents /

---

- 7.1 Key graphics & icons
- 7.2 Stationery
- 7.3 PPT template
- 7.4 Digital signature
- 7.5 Merchandise

## 7.1 Key graphics & icons

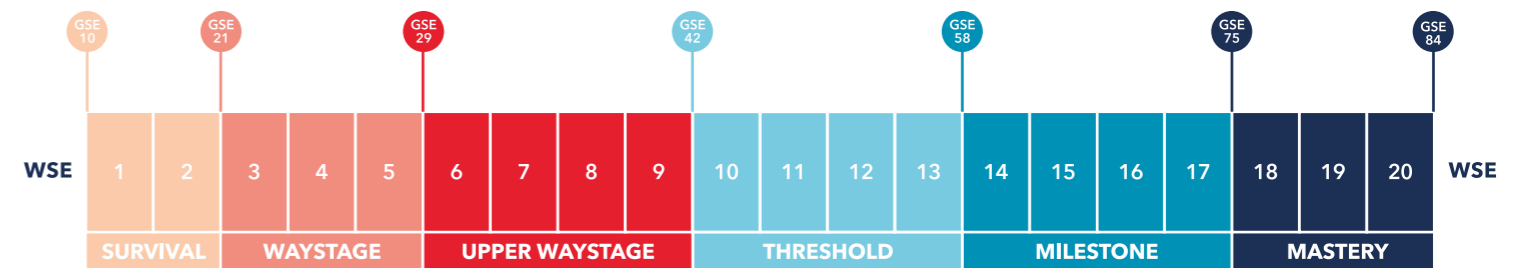
The style of the icons, the colours and the names of The Study Cycle, The Blended Learning Method and The Level Chart have been revised to align them with the look and feel of the Wall Street English brand identity, giving them a greater sense of being “human” and fresh.

—

These materials can be downloaded from the Knowledge Hub at [hub.wallstreetenglish.com](https://hub.wallstreetenglish.com)  
If you have any questions on usage, please contact Natalija Prokopovitsj at [natalija.prokopovitsj@wallstreetenglish.com](mailto:natalija.prokopovitsj@wallstreetenglish.com)

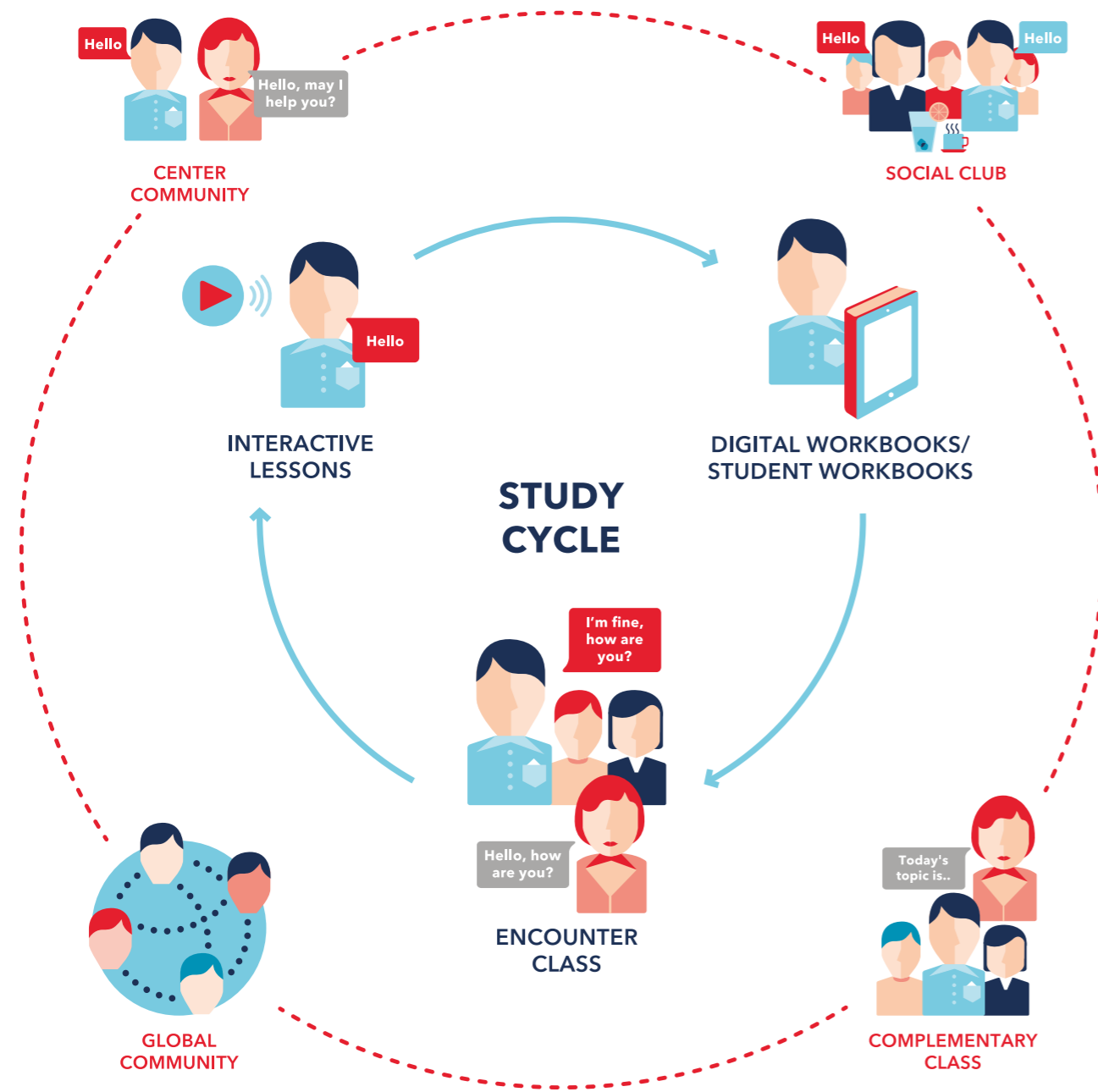
## 7.1 Key graphics & icons

### The Level chart



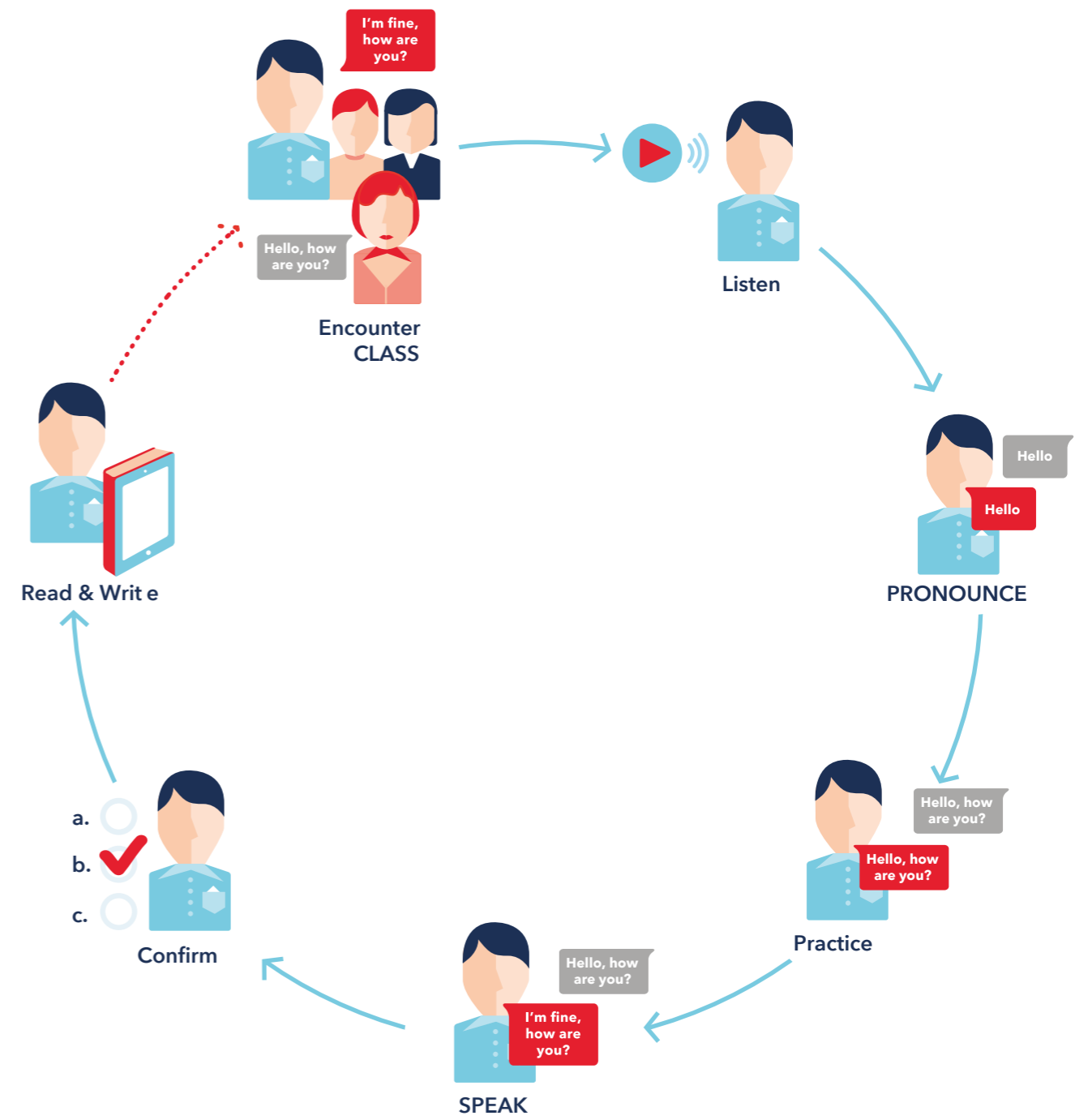
7.1 Key graphics & icons

The Study Cycle



7.1 Key graphics & icons

Blended Learning Method



7.1  
Key graphics & icons

**The icons**

We have developed a number of icons for graphical support and to symbolize visual richness of a conversation. The basic set of icons is outlined here, but as our collection is growing we would encourage you to refer to the Knowledge Hub to find more designs.

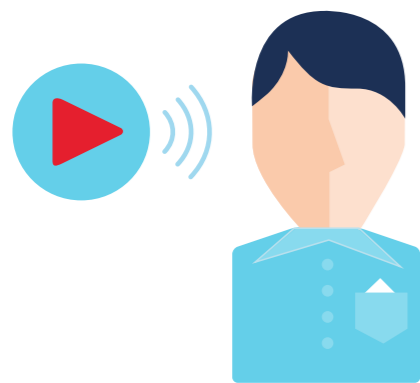
Student

Teacher



Listen

Write

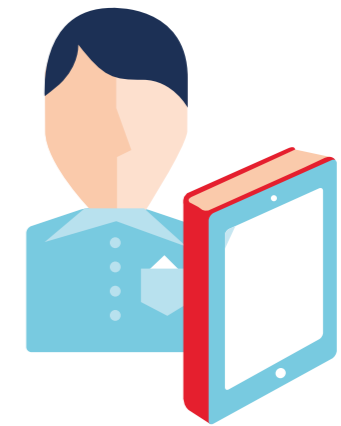


7.1  
Key graphics & icons

**The icons**

Social Club

Student Workbook



Speak

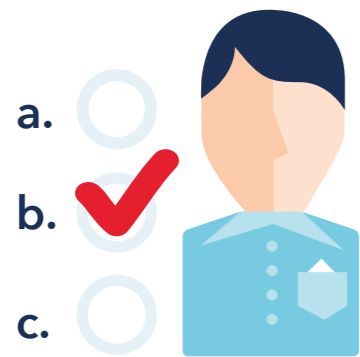
Skills



7.1  
Key graphics & icons

The icons

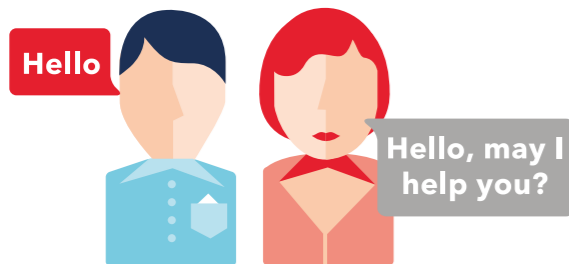
Confirm



Interactive Lessons



Center Community



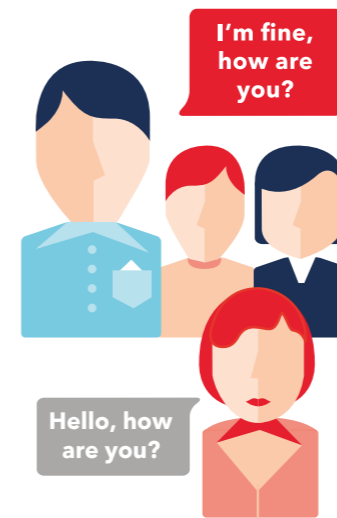
Global Community



7.1  
Key graphics & icons

The icons

Encounter Class

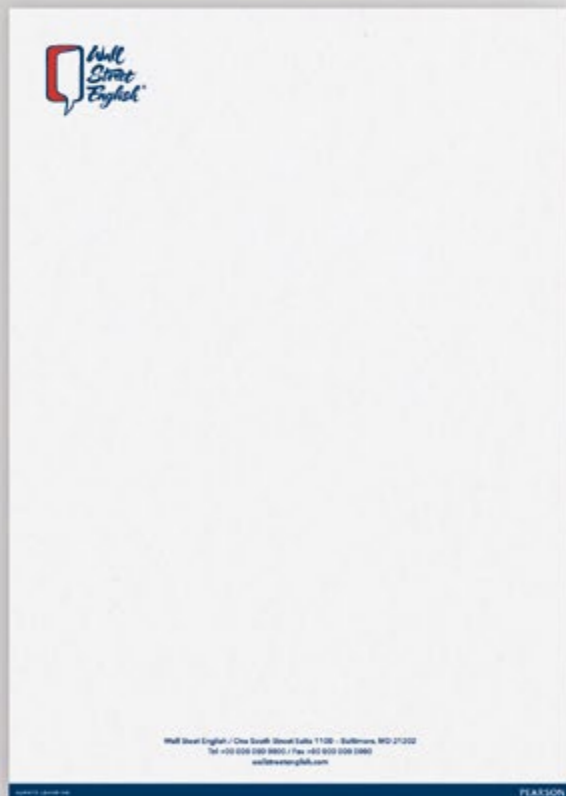
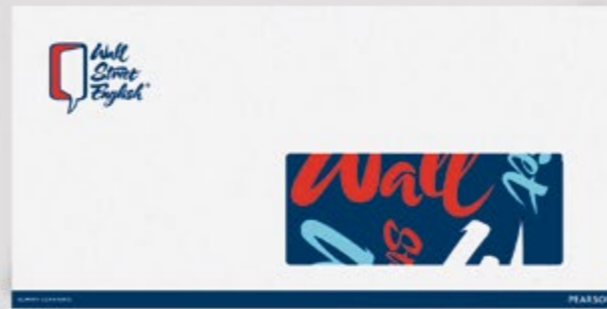
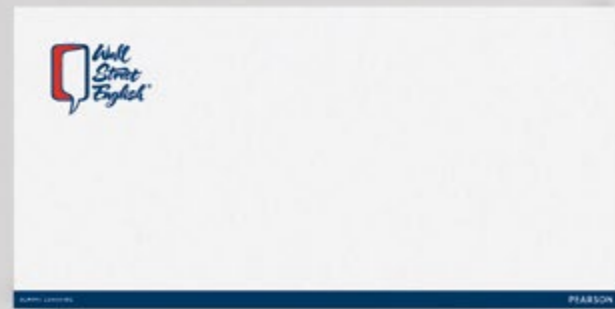


Complementary Class



These icons can be used / downloaded independently from the Knowledge Hub, but please make sure they are only used for Wall Street English materials.

7.2 Stationery



7.2 Stationery

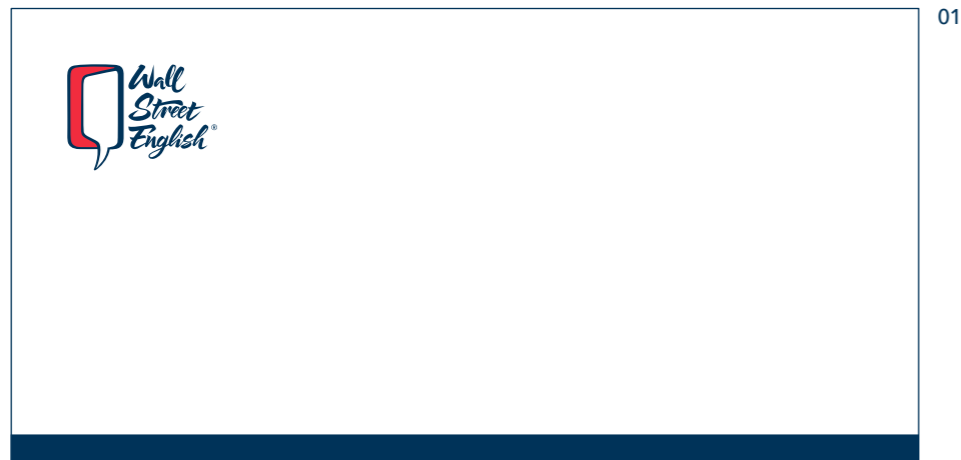
**Standard envelope**

**Format** 22 X 11 cm. / 8.6 X 4.3 in.

**Printed** 3 + 3 colours

**Paper** Fedrigoni Splendorgel E.W. 140 gsm.

- 01 Front
- 02 Back



01



02

7.2 Stationery

**Standard envelope with window**

**Format** 22 X 11 cm. / 8.6 X 4.3 in.

**Printed** 3 + 3 colours

**Paper** Fedrigoni Splendorgel E.W. 140 gsm.

- 01 Front
- 02 Back



01



02

7.2 Stationery

**A4 Letterhead**

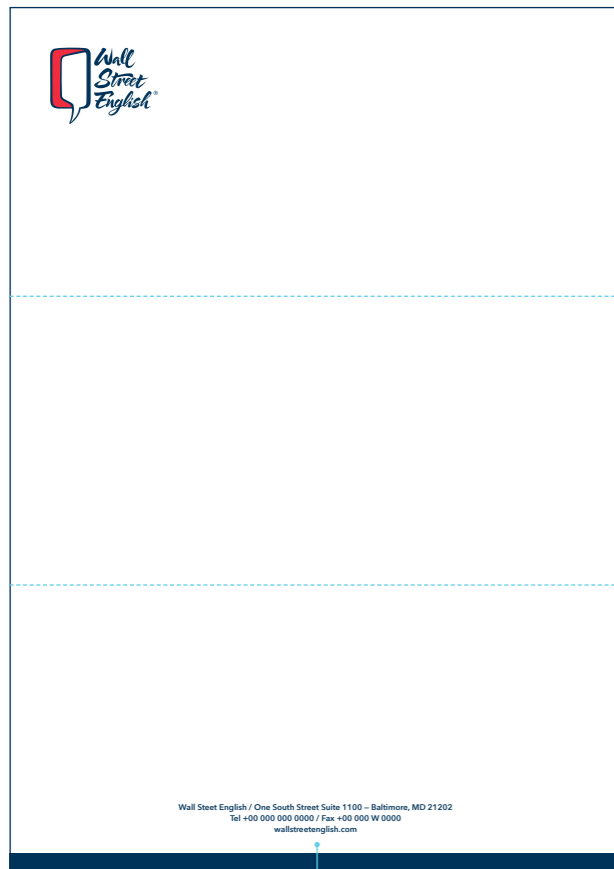
**Format** 21 X 29.7 cm.

**Printed** 3 + 3 colours

**Paper** Fedrigoni Splendorgel E.W. 115 gsm.

- 01 Front
- 02 Back

01



Avenir Next Medium / 8 pt

02



7.2 Stationery

**US Letterhead**

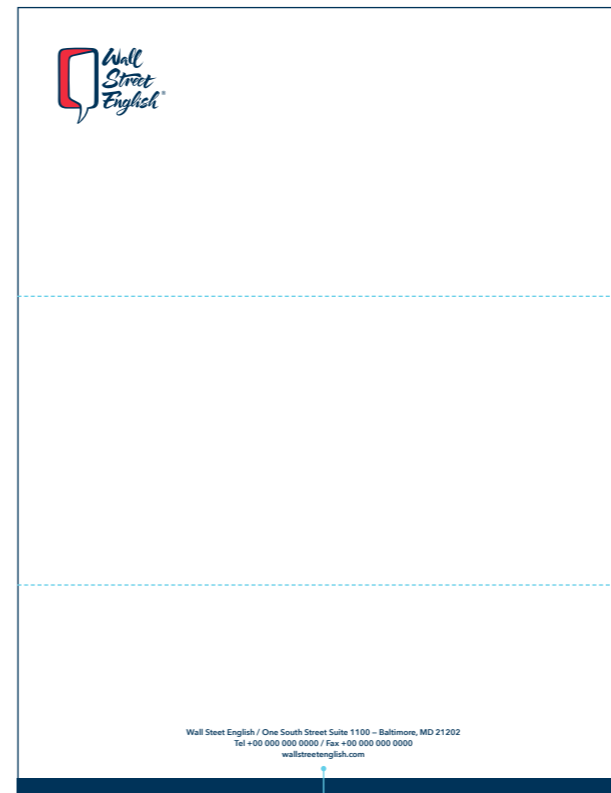
**Format** 8.5 X 11 in.

**Printed** 3 + 3 colours

**Paper** Fedrigoni Splendorgel E.W. 115 gsm.

- 01 Front
- 02 Back

01



Avenir Next Medium / 8 pt

02





7.2 Stationery

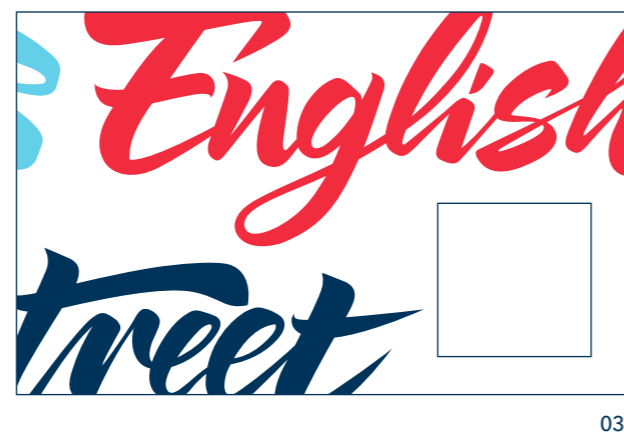
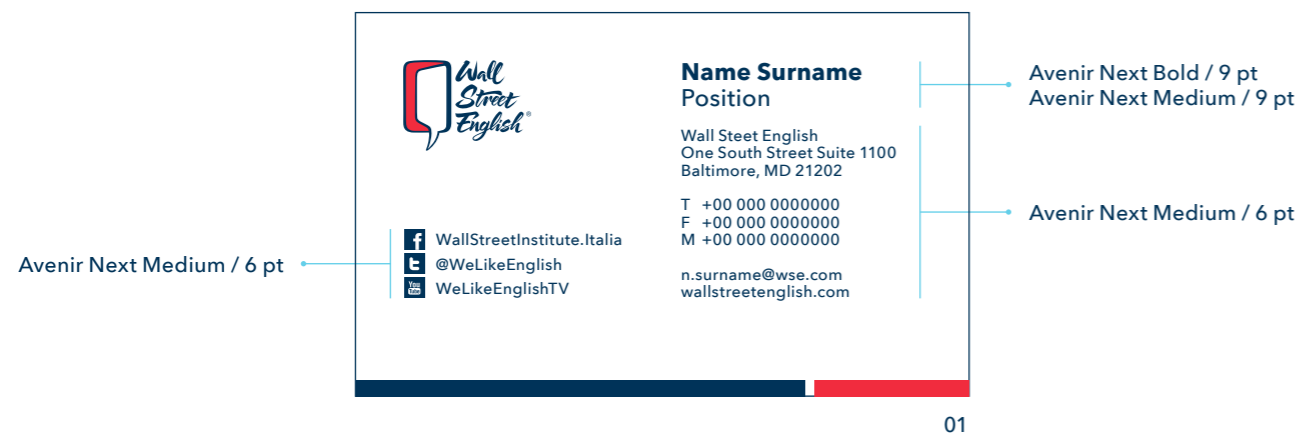
**Standard business card / QR code business card**

**Format** 8 X 5 cm.

**Printed** 3 + 3 colours + Protective coating.

**Paper** Fedrigoni Splendorgel E.W. 340 gsm.

- 01 Front
- 02 Back
- 03 Back with QR code



7.2 Stationery

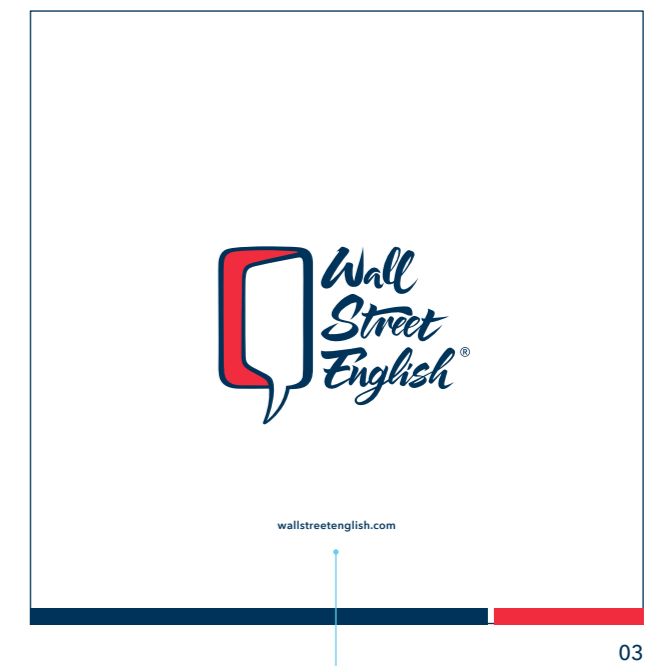
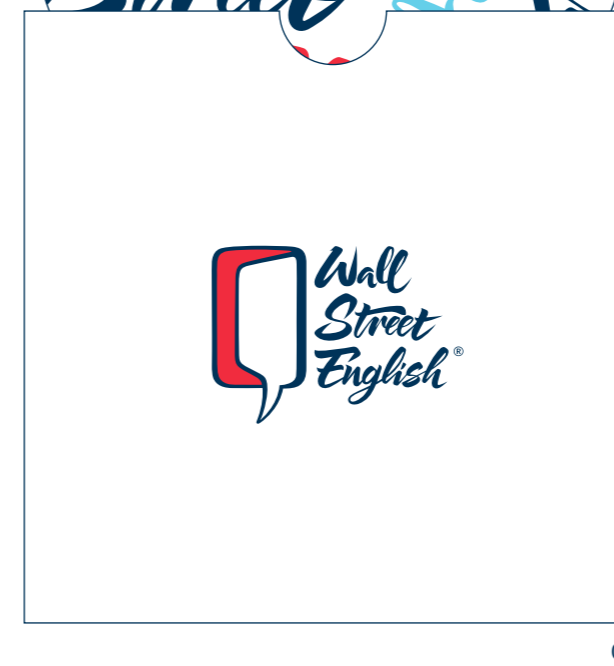
**Cd envelope**

**Format** 12.5 X 12.5 cm.

**Printed** 3 + 3 colours + Protective coating.

**Paper** Fedrigoni Splendorgel E.W. 340 gsm.

- 01 Cd
- 02 Front
- 03 Back



7.2 Stationery

Folder with image

Format 22 X 31 cm. (closed) + flaps on inside cover.

Printed 3 + 4 colours + Protective coating.

Paper Fedrigoni Splendorgel E.W. 340 gsm.

01 Back / Front  
02 Inside



Avenir Next Medium / 8 pt



7.2 Stationery

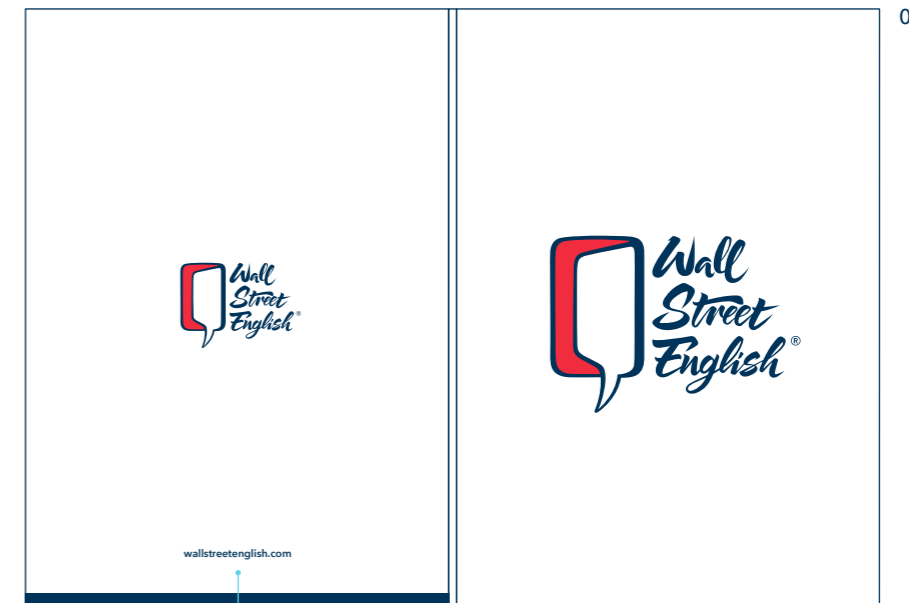
Folder with logo

Format 22 X 31 cm. (closed) + flaps on inside cover.

Printed 3 + 3 colours + Protective coating.

Paper Fedrigoni Splendorgel E.W. 340 gsm.

01 Back / Front  
02 Inside



Avenir Next Medium / 8 pt



7.2 Stationery

**US Folder with image**

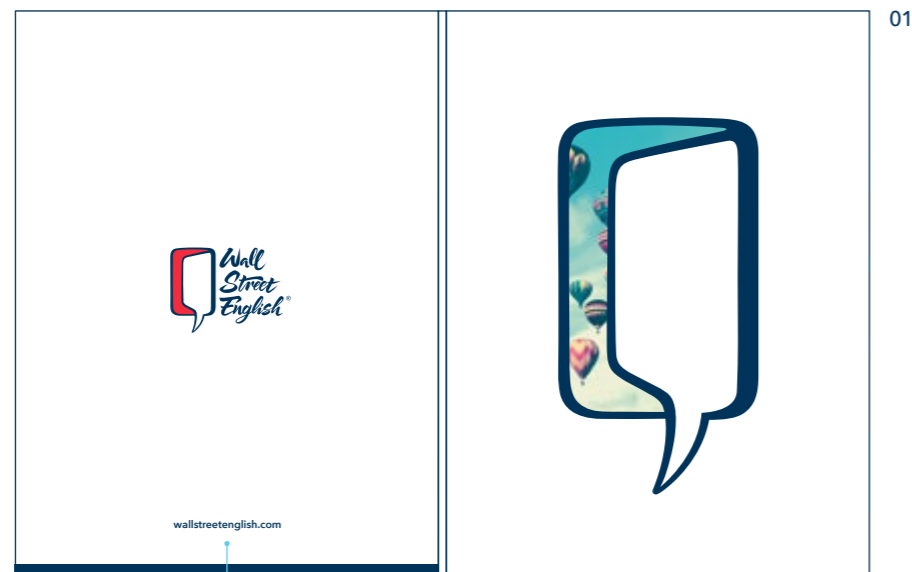
**Format** 9 X 12 in. (closed) + flaps on inside cover.

**Printed** 3 + 4 colours + Protective coating.

**Paper** Fedrigoni Splendorgel E.W. 340 gsm.

01 Back / Front

02 Inside



01

Avenir Next Medium / 8 pt



02

7.2 Stationery

**US Folder logo**

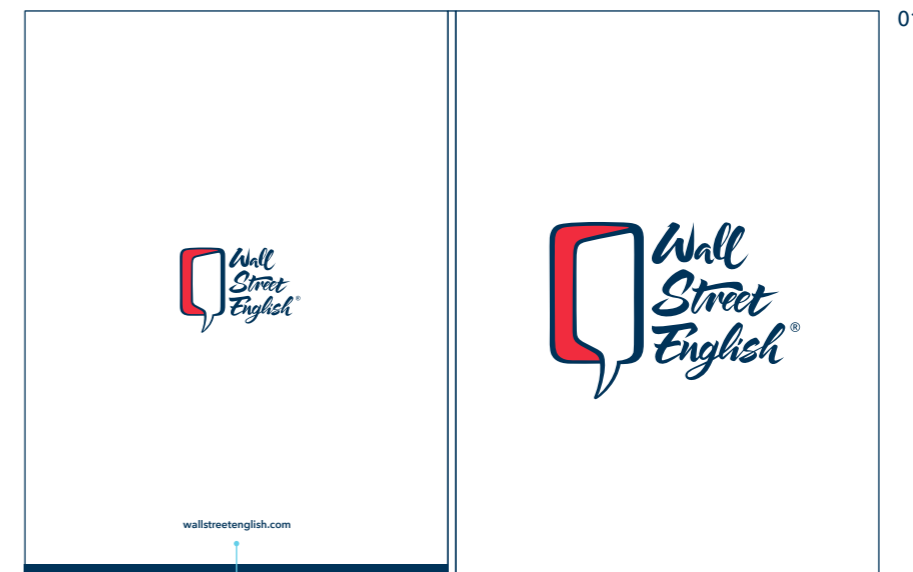
**Format** 9 X 12 in. (closed) + flaps on inside cover.

**Printed** 3 + 3 colours + Protective coating.

**Paper** Fedrigoni Splendorgel E.W. 340 gsm.

01 Back / Front

02 Inside



01

Avenir Next Medium / 8 pt



02

8.2 Stationery

**Big envelope**

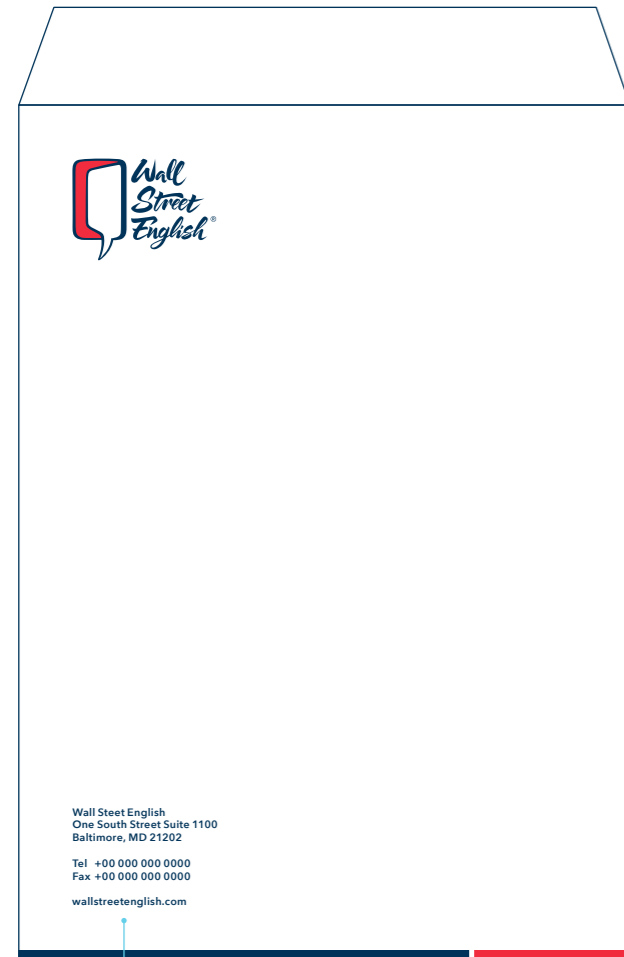
**Format** 25 X 35 cm.

**Printed** 3 + 3 colours.

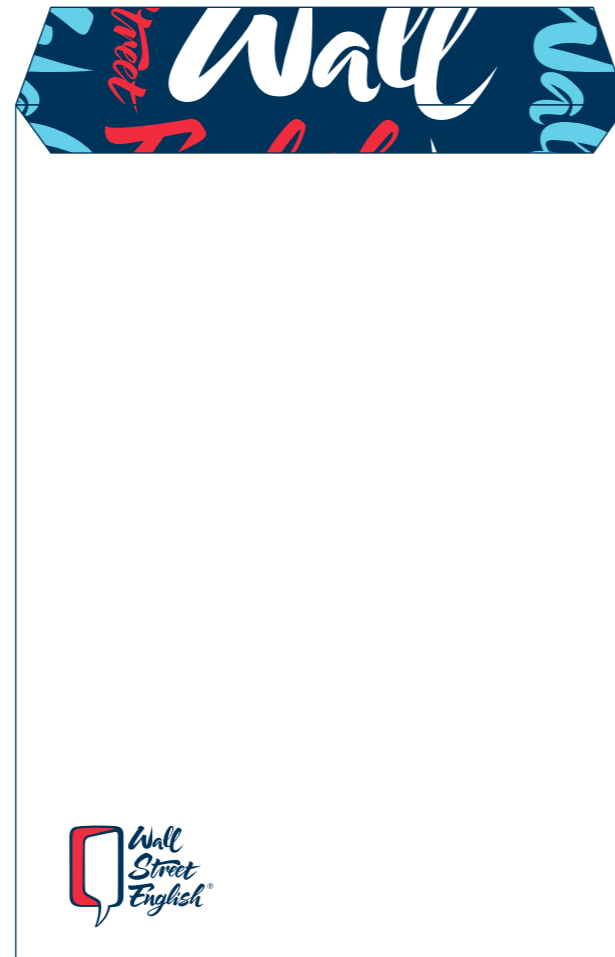
**Paper** Fedrigoni Splendorgel E.W. 140 gsm.

01 Front

02 Back



01



02

Avenir Next Medium / 8 pt

8.2 Stationery

**Paper range**

Splendorgel Extra White long grain.

Uncoated papers and boards with a velvety surface, FSC certified.

Packed										
Size cm	71 X 100									
g/m <sup>2</sup>	85	100	115	140	160	190	230	270	300	340
Sheets x packet	250	250	200	200	200	125	125	125	100	75
Sheets x pallet	12.250	12.250	9.500	8.200	7.200	6.500	5.250	4.500	4.200	3.600
kg x 1000 sheets	60.4	71	81.7	99.4	113.6	134.9	163.3	191.7	213	241.4
kg x pallet	739	745.5	775.6	815	817.9	877	857.3	862.6	895	869
Code										
Extra White	10671472	10671474	10671476	10671478	10671476	10671472	10671474	10671476	10671478	10671476

Packed				Packed						
Size cm	64 x 88			45 x 64						
g/m <sup>2</sup>	85	100	/	85	100	115	230	270	300	340
Sheets x packet	500	250	/	500	250	250	125	125	100	100
Sheets x pallet	13.500	10.500	/	24.000	21.000	19.000	10.500	9.000	8.000	7.000
kg x 1000 sheets	47.9	56.3	/	24.4	28.8	33.1	66.2	77.7	86.4	97.9
kg x pallet	646	591.3	/	587.5	604.8	629.2	695.5	699.8	691.2	685.4
Code										
Extra White	10671452	10671473	/	10671392	10671394	10671396	10671404	10671406	10671402	10671408

7.2 Stationery / poster with logo

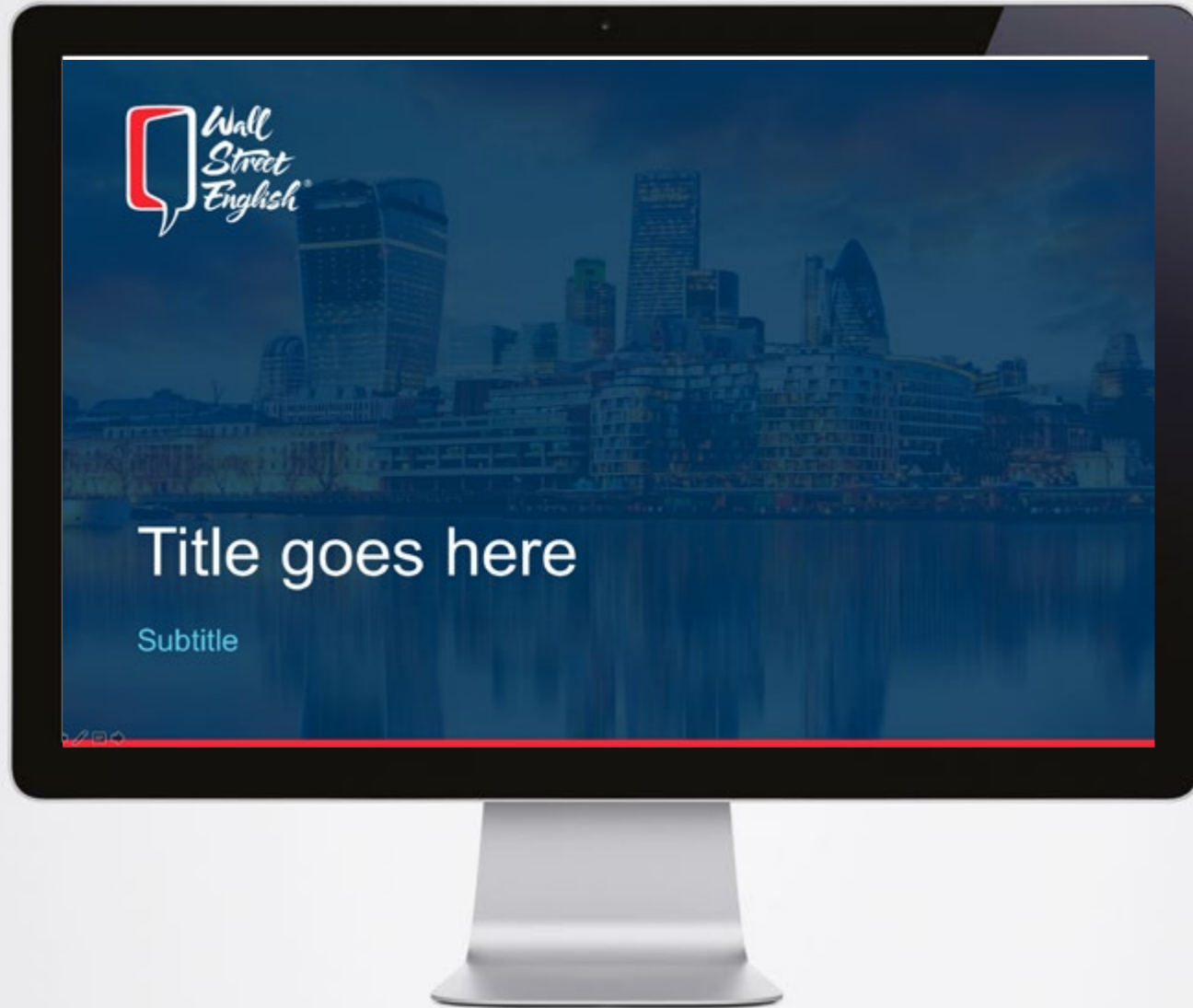


7.2 Stationery / Invest Poster



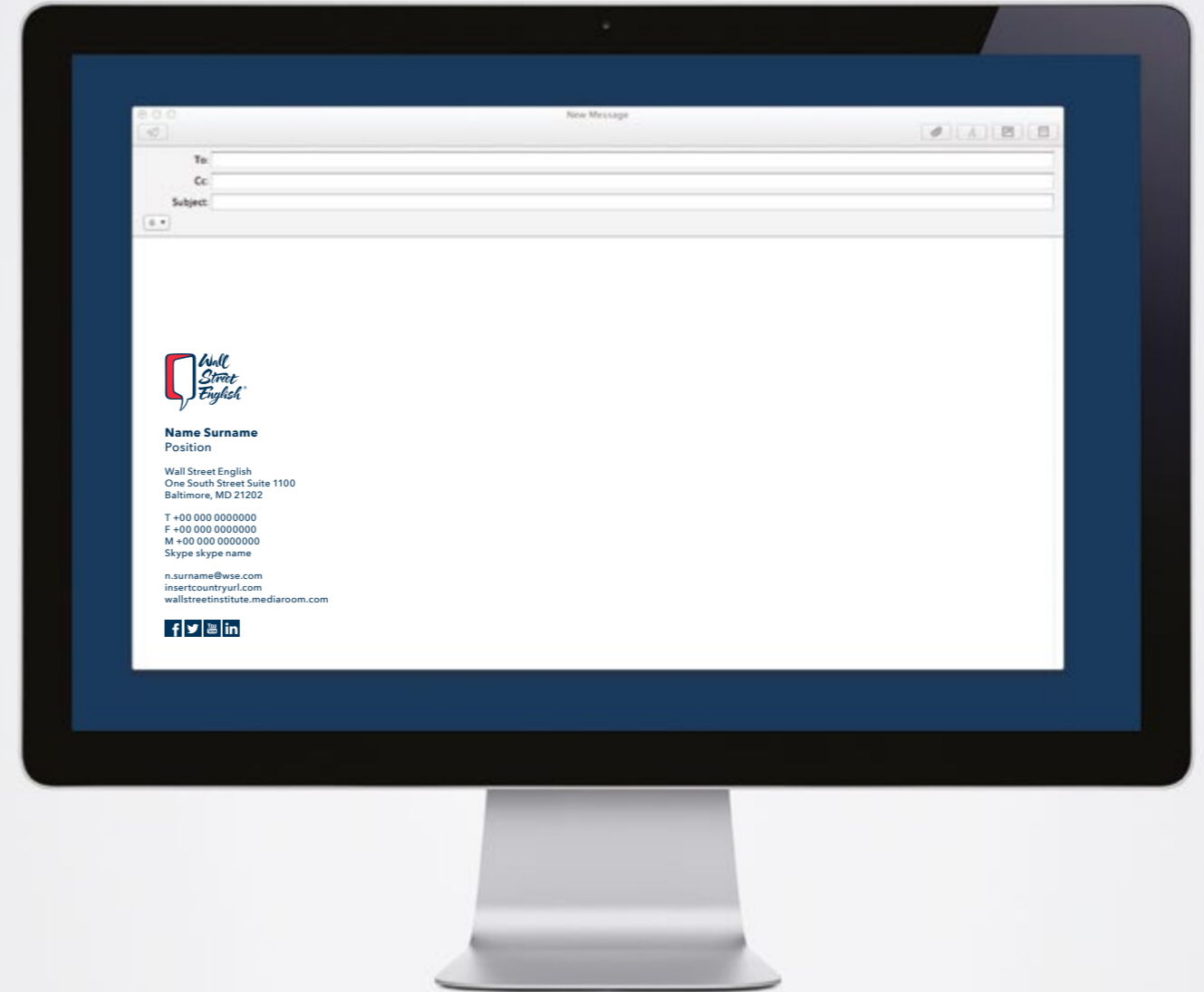
### 7.3 PPT template

All the Office templates (Word, Excel, PPT) are available in the Knowledge Hub.



### 7.4 Digital signature

Available in the Knowledge Hub.



7.5 - Merchandise  
Female t-shirt / Front

This is an example of the  
logomania application.



7.5 - Merchandise  
Female t-shirt / Back



7.5 - Merchandise  
Male t-shirt / Front

This is an example of the  
logomania application.



QM-1-D1-V8

7.5 - Merchandise  
Male t-shirt / Back



QM-1-D1-V8



7.5 - Merchandise  
Pencil

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This is an example of the logomania application.



7.5 - Merchandise  
Bag

---

This is an example of the logomania application.



## 7.5 - Merchandise Cup

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This is an example of the  
logomania application.



# 8.0 Wall Street English co- branding & partner- ships

Contents /

8.1 Wall Street English in partnerships

8.1  
Wall Street English in partnerships

When we are sponsoring or collaborating with a partner, please consider the following guidelines: when using our logo on the creative material of the partner, and with the background colour other than our brand colours, please make sure to use the monochromatic version of the logo and insure that there is no color change or other illustrations in the background. Always ensure that all logos appear equal in stature. Never place the partner logo closer than the minimum exclusion zone to the Wall Street English logo.

**Use of our logo and brand image in partnerships needs to be always approved by the international marketing team, please write to Natalija Prokopovitsj at [natalija.prokopovitsj@wallstreetenglish.com](mailto:natalija.prokopovitsj@wallstreetenglish.com)**



8.1  
Wall Street English in partnerships / Correct use



**Logo WSE + Partner logo on WHITE background**

If the logos are on a WHITE background, we advise using the positive colour version of the Master Logo.



**Logo WSE + Partner logo on WSE BLUE background**

If the logos are on a WSE BLUE background, we advise using the negative colour version of the Master Logo.



**Logo WSE + Partner logo on other colour background**

If the logos are on a background in a colour that departs chromatically from the Wall Street English palette, we advise using the monochrome version of the Master Logo. Use the positive monochrome version of the Master Logo if the background is light in colour or the negative version if it is dark.

8.1  
Wall Street English in partnerships / Misuse



⊗  
Do not allow the partner logos to enter the Wall Street English logo exclusion zone.



⊗  
Do not include more than one partner logo inside the special box. If there are several partner logos, add more boxes.



⊗  
Keep the partner logos the same size as the Wall Street English logo.

8.1  
Wall Street English in partnerships / Misuse



⊗  
The Wall Street English logo should always sit to the left of the partner logo(s).



⊗  
On a background colour that departs chromatically from the Wall Street English palette, do not use the colour version of the Wall Street English logo.

# Wall Street English Brand Guidelines

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This manual is provided solely to be used in connection with Wall Street English centers. This manual contains confidential information proprietary to WSE Hong Kong Limited.

Wall Street English policies & procedures may be reviewed and changed from time to time without prior notice.

Please contact Natalija Prokopovitsj at [natalija.prokopovitsj@wallstreetenglish.com](mailto:natalija.prokopovitsj@wallstreetenglish.com) for any request for permission or other questions on this notice.

