



IAM Open Courseware

Brandbook

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institute of
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Introduction

For this project we need to have a visual identity that gives users the feeling that they are in an educational environment. Since our project group lacks designing knowledge, we started researching how a visual identity is made. What is very obvious is that Open Courseware Consortium and MIT Open Course Ware look very similar. Its characteristics are quite serious and plain.

1. Brand Values & Identity

IAM Open Courseware's ambition is to centralize all high-quality Interactive Media content in one user-friendly, accessible for everyone open platform, as well as to establish a brand that encourages and inspires content owners / creators (teachers, professors) to provide, share their professional course materials, collaborate with each other and all interested individuals (students, self-learners) to use it, deepen their knowledge.

2. The slogan

"Share easily. Use effectively" highlights the main message of the IAM Open Courseware which conveys the essence of the brand.

The slogan has to be used in bold within the color palette of the brand, however the primary version is in grey, black and white.

SHARE EASILY // USE EFFECTIVELY
Georgia bold, 12 pt

SHARE EASILY // USE EFFECTIVELY
Georgia bold, 16 pt

SHARE EASILY // USE EFFECTIVELY
Georgia bold, 22 pt

3. The fonts

Profile typeface.

Georgia

This font delivers the open, accessible, and attracting character of the IAM OCW brand.

For use in printed materials and for non-HTML-text elements on the website / platform.

Georgia Regular, 12 pt

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Georgia Italic, 12 pt

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Georgia Bold, 12 pt

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Georgia Bold Italic, 12 pt

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

4. The logo

We made an example logo that is quite plain. We want to create a serious image. Because we don't want it to look too sober we used bright colours.




























However, this might not do for the realization of the platform. This is just for the prototype for the MediaLAB OCW project.

5. The colors

Color palette

Five IAM OCW dull and vibrant colors allow concentrating on the searching, uploading, and sharing relevant course materials on user friendly OCW platform. IAM OCW brand colors do not distract user's attention, therefore, invites to participate. Color palette is used for consistent identification of IAM OCW brand.

						#773377		#3344cc						
						#666699		#0099dd	CMYK	0-57-0-53	33-33-0-40	60-10-0-33	27-0-0-27	17-0-0-20
						#4499aa		#66ddff	RGB	119-51-119	102-102-153	68-153-170	136-187-187	170-204-204
						#88bbbb		#990099	Hex	#773377	#666699	#4499aa	#88bbbb	#aacc
						#aacccc		#aaeeff						
									CMYK	75-67-0-20	100-31-0-13	60-13-0-0	0-100-0-40	33-7-0-0
									RGB	51-68-204	0-153-221	102-221-255	153-0-153	170-238-255
									Hex	#3344cc	#0099dd	#66ddff	#990099	#aaeeff

