



trainingZONE
Brand Guidelines

CHAMPIONING LEARNING AND DEVELOPMENT



About



Trainingzone.com is a key online destination for L&D professionals to seek guidance, opinions and up-to-date information on learning developments and trends that make a real difference to the modern workplace.

We cover a range of topics including learning technologies, skills, learning culture, apprenticeships, neuroscience-

based learning, leadership development, engagement and performance. Alongside its regular stream of editorial articles, TrainingZone delivers research, premium reports for download and live and digital events. Our content is written by L&D leaders as well as consultants and industry commentators.

training **ZONE**

Logo - Primary, full colour

trainingZONE

Logo - Mono and mark versions

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H1
Lato, Black

Mindful speech for trainers

H2
Lato, Bold

Overcoming the training transfer problem by adopting a performance-centric mindset

H3 / Standfirst
Lato, Bold

Customer experience management needs saving, some are suggesting that a 'customer success' mindset is the answer.

Quote
Merriweather, Regular

"UK P2P platforms have lent £7.3bn to date"

CTA
Lato, Bold

Read more

Body
Merriweather, Regular

The UK's peer-to-peer loan market is bracing itself for an influx of government-incentivised investment as it struggles with the growing pains of onerous regulation, scandal and prodigious growth.

Link
Merriweather, Regular,
underlined

One such business is Crowd2Fund, which launched in 2014

Typography

Use this as a guide for size and weight ratios only

Colour

These colours represent the main colour palette.

Primary
RGB: #6AB045
CMYK: 64%,4%,90%,0%

Neutral Dark
RGB: #232323
CMYK: 74%,64%,59%,77%

Neutral Mid
RGB: #757575
CMYK: 52%,42%,41%,25%

Primary Light
RGB: #E9F3E3
CMYK: 11%,0%,15%,0%

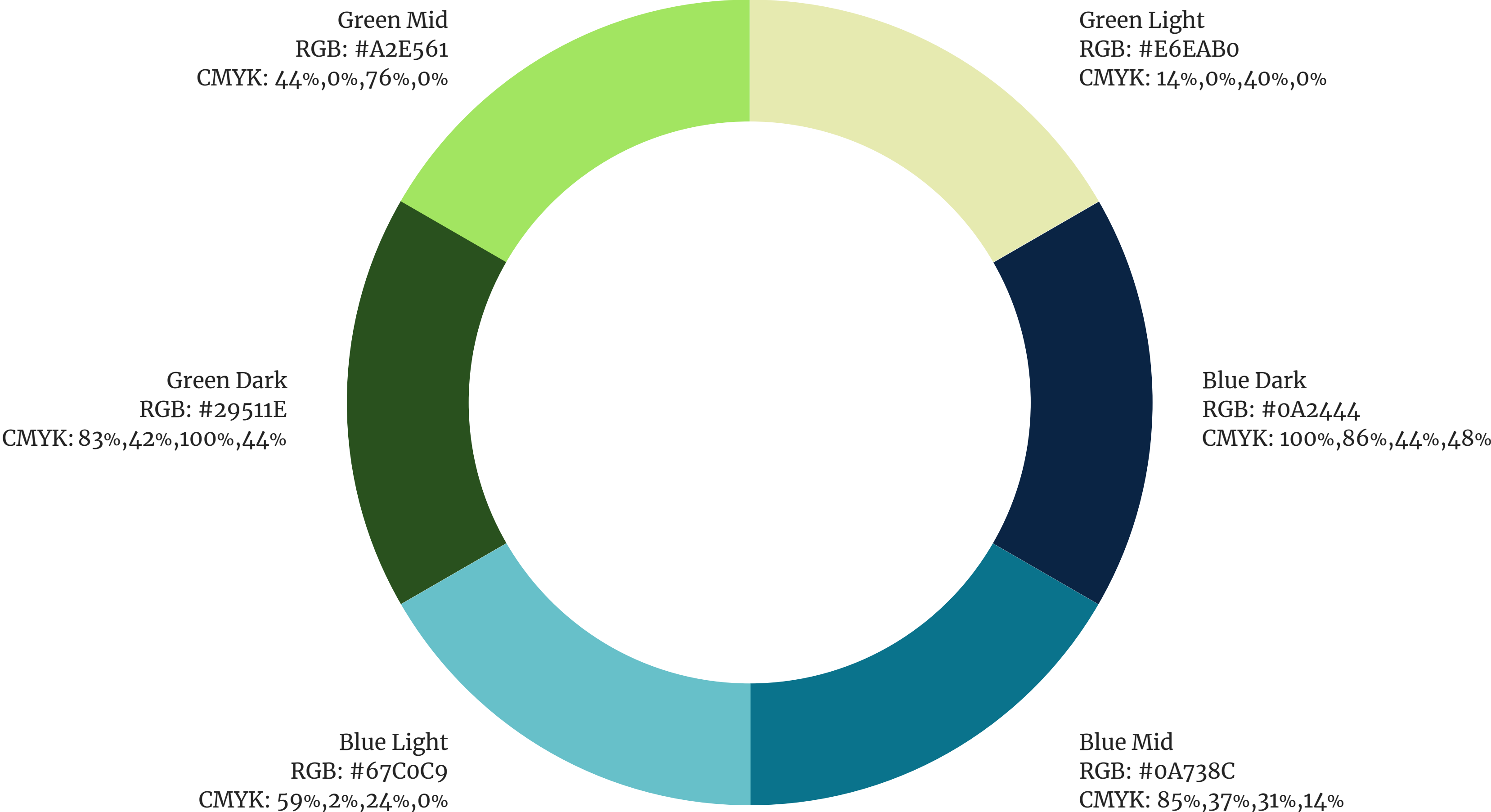
Neutral Light
RGB: #E0E0E0
CMYK: 15%,10%,11%,0%

Secondary
RGB: #002854
CMYK: 100%,86%,41%,36%

Neutral Extra Light
RGB: #f5f5f5
CMYK: 5%,4%,4%,0%

Colour

These colours are to be used for data visualisation & artworking only.



Photography

The photography used should be good quality stock photography showing happy professionals learning together and effectively communicating in the workplace.

The images should be inclusive, relateable and have a human focus.



Pattern

The brand pattern for TrainingZone uses soft irregular shapes overlapping to illustrate the human element in the profession.

The dots represents a systematic approach and L&D tech.

Do not use the full pattern, always crop the pattern to create attractive visual elements.



Pattern - full



Pattern in use