



BRAND GUIDELINES —

Talentdu brand guidelines

One reference for everyone who puts the Talentdu name on something: the logo, the colours, the type, the way we write and the photographs we use.

University-Backed Digital Marketing & AI Programs

v1.0, September 2026

What is in this document

Eight short sections, in the order a new team member or partner needs them. The live version, with every file to download, is at <https://www.talentedu.com/brand>.

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Every link in this document is written in full. Logo files, social squares and print masters are listed with their addresses in section 08, and the whole pack is one download:
<https://www.talentedu.com/brand/downloads/talentedu-brand-assets.zip>

Who Talentdu is, in three sentences

Everything in these guidelines exists to make one thing recognisable: a company that teaches real skills, live, and stands behind the results.

Talentdu is a professional education partner built for the MENA region. We run live, expert-led programs in digital marketing and AI, certified by LAU Academy of Continuing Education (LAU ACE) and backed by credentials from Google, Meta and the CPD Group.

We started as a digital marketing agency that had to train its own people, and we turned that training into programs anyone can join. Today more than 300 graduates from over 15 countries have completed a Talentdu program.

We work with three audiences: professionals who want skills that lead to work, organisations that want to train their teams, and universities that want to launch and grow programs.

MISSION —

To close the gap between education and employment across the MENA region, one cohort at a time.

POSITIONING —

For professionals, organisations and universities across the MENA region, Talentdu is the education partner whose programs are taught live by practitioners, certified by LAU Academy of Continuing Education (LAU ACE) and measured by what graduates go on to do.

Four values

01

Outcomes first

A program has to lead somewhere: a job, a promotion, a stronger business or a stronger institution.

02

Taught by practitioners

Every cohort is taught live by people who do the work every day, using the tools they actually use.

03

Credibility you can verify

Built with universities and certified by recognised bodies, so what you earn carries weight.

04

Talent is developed

We start from where a learner is and build real, demonstrable skills, one project at a time.

Personality

If the brand were a person in the room, these are the words a student would use to describe them.

Practical

Direct

Warm

Confident

Credible

Calm

One wordmark, one mark

The Talentdu logo is the lowercase wordmark set beside the pin mark. It is drawn once, in the files below, and never retyped. Every version shown here can be downloaded where it is shown, as SVG for anything that scales and as a transparent PNG for everything else.



Navy on white

The default. Use on white, cloud and light photographs.



White on navy

Dark surfaces, presentation slides, video end cards.



White on periwinkle

Social tiles and accent panels. Keep the panel solid.



Black on white

Single-colour print and documents that only take black.

Icon mark

On its own for avatars, favicons and spaces narrower than 120 px.



Navy on white



Periwinkle on white



White on navy



The mark

A location pin resting in an open arc. The pin marks where a learner is today; the arc beneath it is the support that carries them forward. Read together, the two shapes suggest a person being lifted. The mark is always set in a single colour and never redrawn.

Clear space

Keep a margin of at least x, the height of the pin mark, on every side of the logo. Nothing enters this zone: no text, no other logo, no edge of the page.



x = the height of the pin mark

Minimum size

Below these sizes the letterforms close up. Switch to the icon mark instead of shrinking the wordmark further.

talentdu

Wordmark 120 px on screen, 30 mm in print



Icon 24 px on screen, 8 mm in print

Do and don't

If a layout needs the logo to bend, the layout is wrong.

DO

Use the files as supplied

Navy or black on light surfaces, white on navy, periwinkle and photographs.

DON'T

Don't rotate or tilt

The wordmark sits on the horizontal, always.

DON'T

Don't add shadows or effects

No drop shadows, glows, bevels or gradients.

DON'T

Don't place it on low contrast or busy backgrounds

Pick the colour version that clears 4.5:1, or add a solid panel behind it.

DON'T

Don't stretch or squash

Always scale with the aspect ratio locked.

DON'T

Don't recolour

Only navy, black, white and, rarely, periwinkle.

DON'T

Don't outline

The mark is solid. Never stroke it or hollow it out.

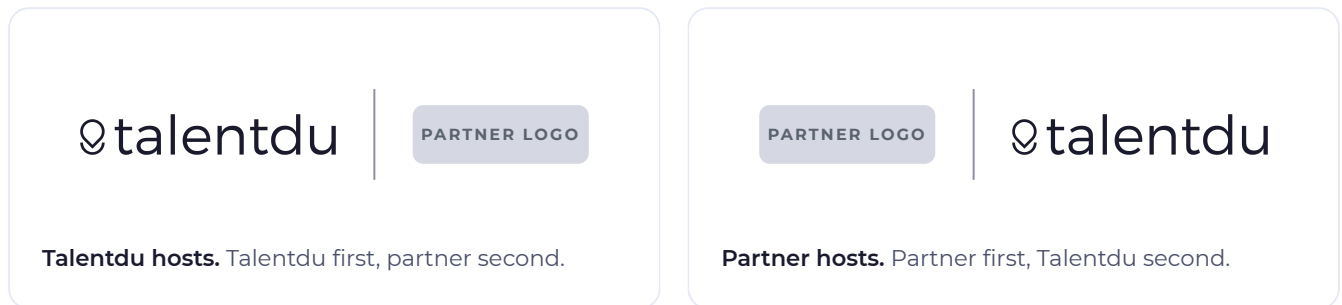
DON'T

Don't crowd the clear space

Nothing enters the exclusion zone: no text, no partner logo, no edge.

Co-branding

Talentdu programs run with LAU Academy of Continuing Education (LAU ACE) and carry credentials from Google, Meta and the CPD Group, so the logo often appears beside a partner. Keep both marks whole and give each the same room.



- Match the two logos by optical height, not by pixel width. A tall partner mark sits at the same visual weight as the wordmark, not the same box size.
- Separate them with a 1 px vertical line in ink at 40 percent, with clear space of at least x on either side of the line.
- Talentdu goes first when Talentdu hosts the event, page or document. The partner goes first when the partner hosts.
- Never recolour, crop or redraw a partner logo. Use the file the partner supplies, on the background they allow.
- On navy, use the white wordmark and the partner's approved reverse version. If the partner has none, put both on a white panel.
- Share co-branded layouts with contact@talentdu.com before they go to print or publication.

Navy, periwinkle and a lot of white

The palette is deliberately small. Navy and white do most of the work; periwinkle marks the one thing on a page that matters most.

Primary

Three colours carry the brand. Navy grounds it, periwinkle is the single accent, white gives it room.

Navy navy HEX #1A1A2E RGB 26, 26, 46 CMYK 43, 43, 0, 82 Dark backgrounds, headings, the wordmark on light surfaces.	Periwinkle blue / peri HEX #6E86D9 RGB 110, 134, 217 CMYK 49, 38, 0, 15 Buttons, rules, highlights and the icon mark. The one accent; use it sparingly.	White white HEX #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0 The default page surface and the wordmark on dark surfaces.
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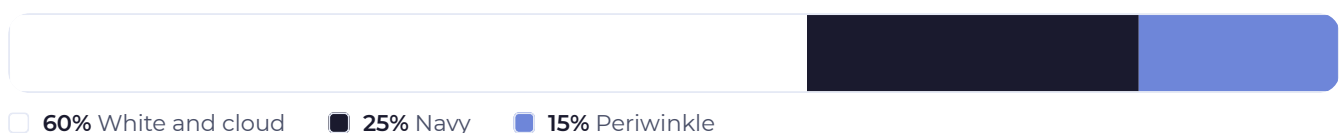
Secondary

Tints and shades of periwinkle plus two neutrals for surfaces and borders.

Periwinkle 700 peri-700 HEX #4358B3 RGB 67, 88, 179 CMYK 63, 51, 0, 30 Small labels and links that need to pass AA on white.	Periwinkle 600 blue-700 / peri-600 HEX #5670CC RGB 86, 112, 204 CMYK 58, 45, 0, 20 Button hover state and text links on white.	Periwinkle 200 peri-200 HEX #C9D3F3 RGB 201, 211, 243 CMYK 17, 13, 0, 5 Selection highlight, soft fills and chart backgrounds.
Cloud cloud HEX #F4F6FB RGB 244, 246, 251 CMYK 3, 2, 0, 2 Alternate section background and card fills.	Line line HEX #E5E9F5 RGB 229, 233, 245 CMYK 7, 5, 0, 4 Borders, dividers and table rules.	

Proportion

A typical page or slide should feel like this bar: mostly light, grounded by navy, with periwinkle as punctuation.



Text

Three text colours, from headlines to captions.

Ink ink HEX #1A1A2E RGB 26, 26, 46 CMYK 43, 43, 0, 82 Headings and any text that needs full weight.	Body body HEX #4A5068 RGB 74, 80, 104 CMYK 29, 23, 0, 59 Paragraphs and long-form reading.	Muted muted HEX #5B6270 RGB 91, 98, 112 CMYK 19, 13, 0, 56 Captions, metadata and secondary labels.
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Functional

Reserved for status only. Never decorative.

Mint mint HEX #15803D RGB 21, 128, 61 CMYK 84, 0, 52, 50 Success, confirmation and open enrolment states.	Amber amber HEX #B45309 RGB 180, 83, 9 CMYK 0, 54, 95, 29 Warnings, deadlines and seats running low.
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Accessibility

Contrast ratios are calculated from the HEX values with the WCAG 2 formula. Body text needs 4.5:1; text of 24 px or 19 px bold can pass at 3:1.

SAMPLE	PAIR	RATIO	RESULT
Talentdu	Navy on white	17.06:1	Pass AA
Talentdu	White on navy	17.06:1	Pass AA
Talentdu	Periwinkle on white	3.46:1	Large text only
Talentdu	White on periwinkle	3.46:1	Large text only
Talentdu	Periwinkle 700 on white	6.39:1	Pass AA
Talentdu	Body on white	7.96:1	Pass AA
Talentdu	Body on cloud	7.36:1	Pass AA
Talentdu	Navy on periwinkle	4.93:1	Pass AA

Montserrat, and only Montserrat

One typeface across the website, the slides, the certificates and the ads. Geometric, open and friendly at small sizes, confident at large ones.

Aa

Montserrat

Designed by Julieta Ulanovsky. Open Font Licence, free for all uses.

<https://fonts.google.com/specimen/Montserrat>

WEIGHTS IN USE

Talentdu Regular 400

Talentdu Medium 500

Talentdu SemiBold 600

Talentdu Bold 700

Fallback stack: "Montserrat", ui-sans-serif, system-ui, -apple-system, "Segoe UI", Helvetica, Arial, sans-serif

Rules

Tight headings

Headings carry negative tracking, -0.02em at display sizes, easing to -0.01em at H3. Body copy is never tracked.

Sentence case

Headings, buttons and labels are sentence case. Program names keep their capitals: Professional Digital Marketing Associate Diploma.

Caps only for eyebrows

The one all-caps element is the eyebrow: 12 px, bold, tracked 0.22em, in periwinkle 700, followed by a short rule.

Generous line height

Body text sits at 1.6 to 1.7. Headings at 1.05 to 1.25. Never justify text and never use more than 70 characters per line.

Type scale

Shown at 60 percent of the pixel size, so the relationships hold on paper. Sizes are in pixels at desktop width; scale down about 15 percent on phones.

Display 56/1.05 700, -0.02em	Skills that lead to work
H1 40/1.1 700, -0.02em	Become a digital marketing pro in 90 days
H2 28/1.15 600, -0.015em	Five international certifications, one program
H3 20/1.25 600, -0.01em	Week 6: social media marketing
Body 17/1.6 400	Live online on Monday and Wednesday evenings, Beirut time, with recorded access to every session.
Small 14/1.5 400	Seats are capped at 35 per cohort.
Eyebrow 12/1.2 700, 0.22em, caps	NEXT COHORT

Say the true thing, plainly

Talentdu sounds like a good instructor: someone who has done the work, explains it without fuss and does not oversell. These four principles apply to every ad, email, slide and page.

01 Conversational and authoritative

Write the way a good instructor talks in class: direct, warm and sure of the material. Contractions are fine. First person plural for what Talentdu does.

DO

We tested twelve AI tools with the last cohort. Four earned a place in the toolkit, and here is why.

DON'T

Leveraging cutting-edge AI solutions, we empower next-generation marketers to unlock their potential.

02 Plain words

Say the simple thing. If a term needs a one-line explanation, give it. Never use jargon to sound clever.

DO

Live online, Monday and Wednesday, 6:30 to 8:30 PM Beirut time. Every session is recorded.

DON'T

Synchronous hybrid delivery modality with asynchronous access to session artefacts.

03 Honest numbers

Back claims with figures we can stand behind, and round them the way we publish them elsewhere. Never inflate.

DO

300+ graduates from 15+ countries, with an average rating of 4.9 out of 5 across published reviews.

DON'T

Thousands of success stories from around the world, with near-perfect satisfaction.

04 No hype

No exclamation marks, no guarantees, no countdown pressure. State what is included and let the offer speak.

DO

The Meta exam is proctored at the LAU ACE Office Beirut. Preparation and the exam fee are included.

DON'T

Guaranteed job in 90 days! Limited seats, enrol NOW before it is too late!!!

Writing rules

Nine house rules that keep every page, email and slide consistent.

- | | |
|--|---|
| 01 Sentence case for headings, buttons and labels. All caps only for eyebrows. | 02 No em dashes. Use a comma, a colon or a full stop instead. |
| 03 Full program names on first mention, then the short form: Professional Digital Marketing Associate Diploma (PDMA), AI Marketing Professional Certificate (AIMP). | 04 Name partners fully the first time: LAU Academy of Continuing Education (LAU ACE). The campus is the LAU ACE Office Beirut. |
| 05 Currency: the ISO code before the amount, with a thousands separator, for example USD 1,200. No decimals unless they matter. | 06 Dates: day, month, year, for example 15 June 2026. Times: 6:30 PM Beirut time (GMT+3). |
| 07 Talentdu is always capitalised in text. The lowercase t exists only inside the logo. | 08 Numerals for every number, including numbers under ten, in facts and figures: 12 weeks, 5 certifications, 35 seats. |
| 09 Links to Talentdu pages are written in full: https://www.talentdu.com/programs . | |

Real rooms, real people

Every photograph on a Talentdu surface was taken in a Talentdu room: a class, a ceremony, a community evening. That is the whole style guide. The captions below say it in practice.



Real classrooms. Students at work, the instructor in the room.



Real graduates. Certificates in hand, no stock models.



Candid over posed. Conversations, not line-ups.



Full rooms shot wide, so the scale is real and never implied.



Natural light and real work. Faces and hands first, screens second.



Moments that matter. The ceremony, the applause, the walk to the stage.

DON'T

- No stock handshake, boardroom or thumbs-up photos.
- No heavy filters, colour grading or artificial blur.
- No text over faces. Keep copy in the clear areas of the frame.
- No screenshots of tools as hero images. Show the people using them.

The brand in use

Three everyday surfaces, built from the rules above. Copy the structure, not the pixels.



talentduh
Talentdu

Social avatar. White icon centred on a periwinkle disc, icon height 55 percent of the circle. Same file on every network.

talentdu

COHORT BRIEFING

Professional Digital Marketing Associate Diploma

September 2026, LAU ACE Office Beirut

Presentation title slide. Navy ground, white wordmark top left, one periwinkle rule under the title. Body slides flip to white with navy text.

Email signature. The shared team template: photo and Talentdu logo on the left, name, title and contact details to the right of a periwinkle rule, social icons beneath. Set in Arial because email clients need a system font. No banners, no quotes.

- Left column: a square photo, 100 px, with the Talentdu logo, 150 px wide, beneath it.
- Right column: name in bold, then title, then Talentdu, closed by a 1 px periwinkle rule.
- Contact rows with periwinkle icons: email, mobile, the Beirut office address and talentdu.com. Only the website link is periwinkle and bold; everything else is black.
- Six social icons in a row beneath: LinkedIn, Instagram, TikTok, Facebook, YouTube and X, outlined in periwinkle.
- Arial 14 px throughout. Nothing else is added: no banners, no quotes, no disclaimers.

Team members create their own from the shared template in the internal documentation library, changing name, title, photo and phone; everything else stays as is. The template itself is not published here.

Every file, in one place

Use the files exactly as supplied. All PNGs are transparent and cropped tight to the artwork. The AI and EPS masters are for print vendors and signage; everything else is ready for screen.

Complete brand assets

Wordmark and icon as SVG and transparent PNG in navy, white, periwinkle and black, two social avatars, a link cover, the AI and EPS print masters and eight JPG previews. 29 files, about 1.2 MB.

<https://www.talentedu.com/brand/downloads/talentedu-brand-assets.zip>

Guidelines

The document you are reading, for people who prefer a PDF or need to share it offline.

PDF	talentedu-brand-guidelines.pdf A4, portrait These guidelines as a designed A4 document: logo, colour, type, voice, imagery, applications and every download link. https://www.talentedu.com/brand/talentedu-brand-guidelines.pdf
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Wordmark

The full lockup, cropped tight to the artwork with a 3 percent margin. SVG for anything that scales, PNG at 3000 px wide for decks, documents and video.

SVG	talentedu-wordmark-navy.svg Vector, 1200 x 200 px intrinsic Navy wordmark. Default wordmark on white, cloud and light photographs. https://www.talentedu.com/brand/downloads/talentedu-wordmark-navy.svg
PNG	talentedu-wordmark-navy.png 3000 x 500 px, transparent Navy wordmark. Default wordmark on white, cloud and light photographs. https://www.talentedu.com/brand/downloads/talentedu-wordmark-navy.png
SVG	talentedu-wordmark-white.svg Vector, 1200 x 200 px intrinsic White wordmark. Wordmark on navy, periwinkle and dark photographs. https://www.talentedu.com/brand/downloads/talentedu-wordmark-white.svg
PNG	talentedu-wordmark-white.png 3000 x 500 px, transparent White wordmark. Wordmark on navy, periwinkle and dark photographs. https://www.talentedu.com/brand/downloads/talentedu-wordmark-white.png
SVG	talentedu-wordmark-periwinkle.svg Vector, 1200 x 200 px intrinsic Periwinkle wordmark. The accent wordmark on white, for the rare periwinkle lockup. https://www.talentedu.com/brand/downloads/talentedu-wordmark-periwinkle.svg
PNG	talentedu-wordmark-periwinkle.png 3000 x 500 px, transparent Periwinkle wordmark. The accent wordmark on white, for the rare periwinkle lockup. https://www.talentedu.com/brand/downloads/talentedu-wordmark-periwinkle.png
SVG	talentedu-wordmark-black.svg Vector, 1200 x 200 px intrinsic Black wordmark. Single-colour print jobs and documents that only take black. https://www.talentedu.com/brand/downloads/talentedu-wordmark-black.svg
PNG	talentedu-wordmark-black.png 3000 x 500 px, transparent Black wordmark. Single-colour print jobs and documents that only take black. https://www.talentedu.com/brand/downloads/talentedu-wordmark-black.png

Icon

The pin mark on its own. Same crop, same four colours.

SVG	talentdu-icon-navy.svg Vector, 400 x 568 px intrinsic Navy icon. Icon on white and light surfaces. https://www.talentdu.com/brand/downloads/talentdu-icon-navy.svg
PNG	talentdu-icon-navy.png 1200 x 1704 px, transparent Navy icon. Icon on white and light surfaces. https://www.talentdu.com/brand/downloads/talentdu-icon-navy.png
SVG	talentdu-icon-white.svg Vector, 400 x 568 px intrinsic White icon. Icon on navy or periwinkle: avatars, app icons, favicons on dark. https://www.talentdu.com/brand/downloads/talentdu-icon-white.svg
PNG	talentdu-icon-white.png 1200 x 1704 px, transparent White icon. Icon on navy or periwinkle: avatars, app icons, favicons on dark. https://www.talentdu.com/brand/downloads/talentdu-icon-white.png
SVG	talentdu-icon-periwinkle.svg Vector, 400 x 568 px intrinsic Periwinkle icon. Icon on white and light surfaces, favicons on light. https://www.talentdu.com/brand/downloads/talentdu-icon-periwinkle.svg
PNG	talentdu-icon-periwinkle.png 1200 x 1704 px, transparent Periwinkle icon. Icon on white and light surfaces, favicons on light. https://www.talentdu.com/brand/downloads/talentdu-icon-periwinkle.png
SVG	talentdu-icon-black.svg Vector, 400 x 568 px intrinsic Black icon. Single-colour print. https://www.talentdu.com/brand/downloads/talentdu-icon-black.svg
PNG	talentdu-icon-black.png 1200 x 1704 px, transparent Black icon. Single-colour print. https://www.talentdu.com/brand/downloads/talentdu-icon-black.png

Social

Ready-made squares and a link cover. Upload as supplied; the platforms crop the corners themselves.

PNG	talentdu-avatar-periwinkle.png 1200 x 1200 px Profile picture on LinkedIn, Instagram, Facebook, YouTube and WhatsApp. https://www.talentdu.com/brand/downloads/talentdu-avatar-periwinkle.png
PNG	talentdu-avatar-navy.png 1200 x 1200 px Alternative avatar for places where periwinkle clashes with the interface. https://www.talentdu.com/brand/downloads/talentdu-avatar-navy.png
PNG	talentdu-og-cover.png 1200 x 630 px Link preview, event cover and video end card. https://www.talentdu.com/brand/downloads/talentdu-og-cover.png

Print masters

Send these to print vendors and signage suppliers. They open in Adobe Illustrator and every professional print workflow.

AI	talentdu-logo.ai Vector, Adobe Illustrator The editable source. Never retype the wordmark from it. https://www.talentdu.com/brand/downloads/talentdu-logo.ai
EPS	talentdu-logo.eps Vector, Encapsulated PostScript For vendors who cannot open AI files. https://www.talentdu.com/brand/downloads/talentdu-logo.eps

Previews

Flattened JPGs with the background baked in, for tools that cannot show transparency.

JPG	talentdu-logo-black-on-white.jpg 1080 x 1080 px Black wordmark on white. https://www.talentdu.com/brand/downloads/talentdu-logo-black-on-white.jpg
JPG	talentdu-logo-white-on-black.jpg 1080 x 1080 px White wordmark on black. https://www.talentdu.com/brand/downloads/talentdu-logo-white-on-black.jpg
JPG	talentdu-logo-white-on-blue.jpg 1080 x 1080 px White wordmark on periwinkle. https://www.talentdu.com/brand/downloads/talentdu-logo-white-on-blue.jpg
JPG	talentdu-logo-blue-on-white.jpg 1080 x 1080 px Periwinkle wordmark on white. https://www.talentdu.com/brand/downloads/talentdu-logo-blue-on-white.jpg
JPG	talentdu-logo-blue-on-black.jpg 1080 x 1080 px Periwinkle wordmark on black. https://www.talentdu.com/brand/downloads/talentdu-logo-blue-on-black.jpg
JPG	talentdu-icon-white-on-blue.jpg 1080 x 1080 px White icon on periwinkle. Matches the social avatar. https://www.talentdu.com/brand/downloads/talentdu-icon-white-on-blue.jpg
JPG	talentdu-icon-white-on-black.jpg 1080 x 1080 px White icon on black. https://www.talentdu.com/brand/downloads/talentdu-icon-white-on-black.jpg
JPG	talentdu-icon-blue-on-black.jpg 1080 x 1080 px Periwinkle icon on black. https://www.talentdu.com/brand/downloads/talentdu-icon-blue-on-black.jpg

A note on formats. The EPS and AI files are print masters for vendors and signage suppliers; do not place them in documents or on the web. Every PNG is transparent, so it sits on any background. The SVGs are single-colour and can be recoloured in code only to navy, white, periwinkle or black.