

TEDU

QUICK GUIDE FOR
USE OF THE FIRM STYLE

1

Logotype

The TEDU logo is a core brand asset and should be used consistently across all digital and physical environments.

Always maintain the logo's original proportions and use only approved versions.

Choose the primary or secondary version based on layout constraints and visual balance.



Primary
logo layout



Secondary
logo layout



1,97 in / 50 mm



1,57 in / 40 mm

2

Colors

The TEDU logo is built around two primary brand colors: yellow and black.

The logo may be used on different background types:

- On solid backgrounds, both the primary and secondary logo versions may be used.
- On patterned or visually complex backgrounds, only the primary logo version should be used to ensure clarity and legibility.

C2 M11 Y93 K0
R255 G219 B38
#FFDB26



TEDU

C70 M67 Y65 K74
R34 G31 B31
#221F1F

3

Typography

'TT Tedu' is the primary typeface used across TEDU brand communications. It is used for body copy, descriptions, and supporting text.

Different font weights (Medium, Bold) are used for headings, key messages, and emphasis. Combining font weights is allowed and encouraged within TEDU brand materials to create clear hierarchy and visual contrast.

TT Tedu

TT Tedu
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#{@}/&\<-++x=>®©\$€£¥¢;,:.*

TT Tedu

TT Tedu
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#{@}/&\<-++x=>®©\$€£¥¢;,:.*

TT Tedu

TT Tedu
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#{@}/&\<-++x=>®©\$€£¥¢;,:.*

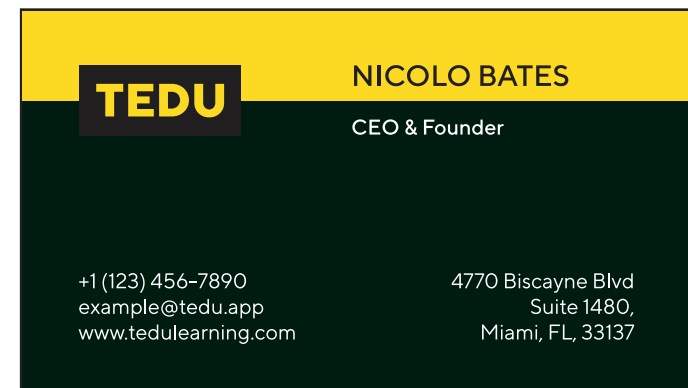
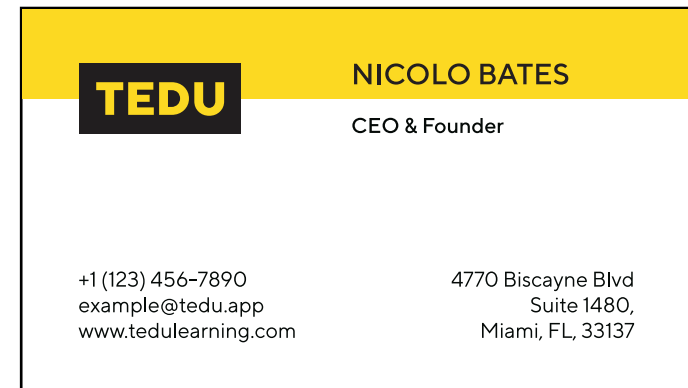
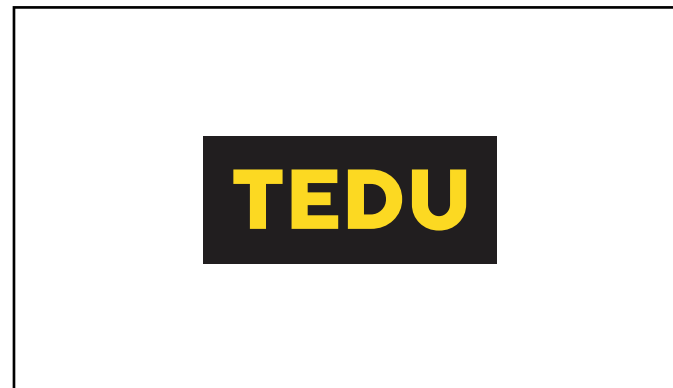
4

Business Cards

Two business card options are available:

- A standard version printed on high-quality white paper
- A premium version printed on specialty decorative paper

Both options use silk-screen printing to ensure consistent color and finish.



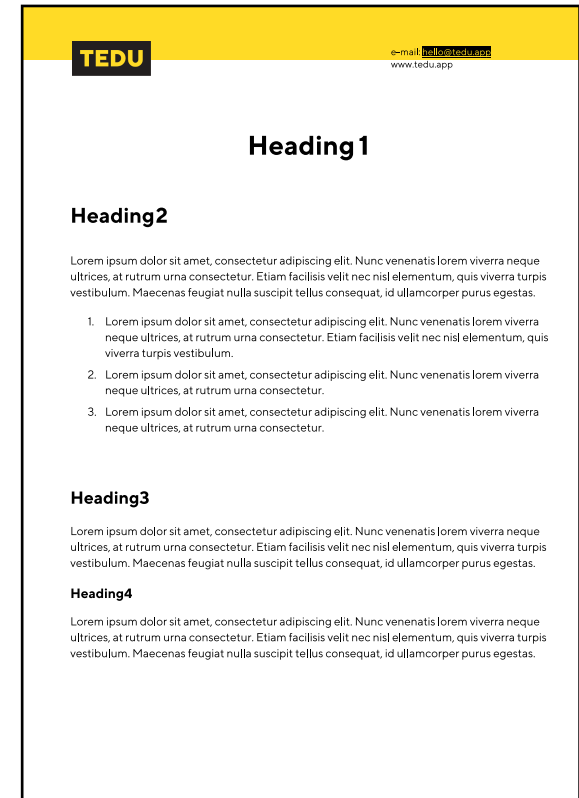
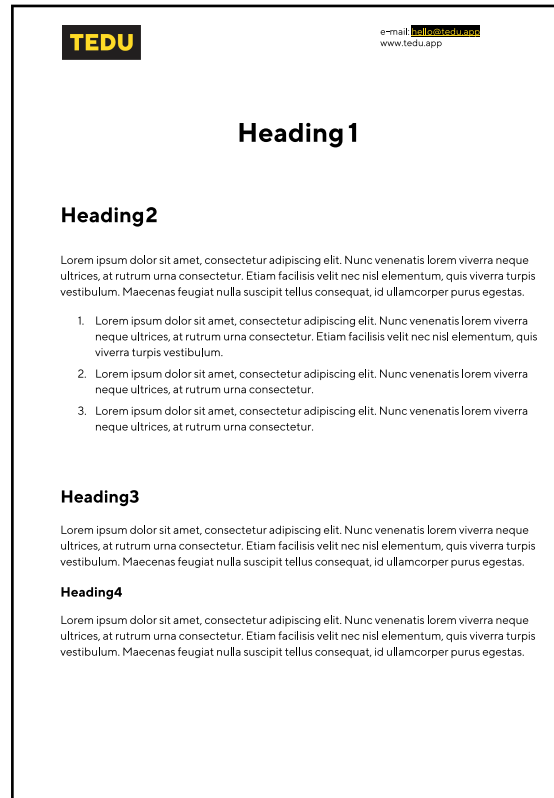
5

Letterhead

The TEDU letterhead provides a consistent and professional foundation for all written communications.

Two versions are available:

- Standard black-and-white for everyday use
- Full-color for branded materials



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App Icons

The TEDU app icon is designed to remain clear and recognizable across different platforms and sizes.

Two icon versions are available:

- Short version
- Full version

Select the appropriate version based on platform guidelines and space constraints.

