

WholeRen Education Group

Logo Usage Guidelines



01. WholeRen Logo



Basic elements: Meaning of company logo

The company logo is the core of the company's visual identification system and its spiritual cohesion of the company. The WholeRen logo has been adjusted and standardized in color, graphics, and font drawing so it retains the original meaning of inheritance and is more powerful in spreading the company's philosophy and culture.

Font meaning:
The origin of WholeRen Education in the United States is the educational philosophy of Academician Cho-yun Hsu: "Be generous and useful, kind to people, and love things." Mr. Cho-yun Hsu gave WholeRen the philosophy of "enjoying learning and being kind." The English name WholeRen means a comprehensive person.

Graphic composition:
A flower blooms from a book and grows into a tree. WholeRen Education aims to enable every student studying in the United States to improve through education, discover potential, and move towards excellence based on the connotation culture of the United States and inheriting China.

02. Logo graphics



03. Logo font (English)



04. Logo font (Chinese)



05. Logo standard proportion combination



Basic elements: Logo structure specifications Standard drawing

The logo is a symbol of corporate spirit, a concentrated expression of corporate characteristics, and the core of the logo recognition system. Improper use of the logo will confuse the public about the company's logo, thereby reducing or damaging the corporate image, so the logo production specifications are extremely important.

This drawing specification shows the overall shape proportion, stroke thickness, structural space, and other relationships of the logo. Based on this, the logo can be accurately drawn.

06. Logo vertical combination



07. Logo single graphic



Basic elements: Logo structure specifications

Logo combination

The use of the application forms listed in this specification must be strictly limited and only used in situations where the standard combination of the WholeRen logo cannot be used due to limited conditions. For example, on vertical banners or vertical light boxes, the first or second form needs to be used.

08. Inviolable range of logo



09. Minimum logo proportion specifications



Minimum logo height ≥ 25 px



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厚仁教育



Minimum logo height ≥ 60 px

Basic elements: Logo structure specifications

Minimum protection space and minimum proportion

The logo should be separated from other factors to highlight its characteristics. Space must be left around the logo in complex backgrounds. For details, please refer to the proportions in the diagram and make appropriate adjustments according to actual conditions.

To ensure the logo's clarity and completeness, the minimum use size is stipulated to be at least 25px in height, and the minimum use size of the vertical combination logo is stipulated to be at least 60px in height.

10. Company abbreviation



11. Company full name



Basic elements:
Company font standards
Company full name and
abbreviation in Chinese and
English fonts

This page is a combination of the company abbreviation, full name, and the company brand slogan. The application of the corporate logo and Chinese and English standard fonts is one of the most important visual elements of the corporation.

12. Company abbreviation and English tagline



13. Company abbreviation and Chinese tagline



14. Logo standard color



| Color name | Pantone | CMYK | RGB | Hex |
|----------------|---------|---------------|--------------|--------|
| Wholeren Green | 7482 U | C82 M8 Y81 K0 | R0 G164 B101 | 00A465 |

15. Logo monochrome/grayscale



| Color name | Pantone | CMYK | RGB | Hex |
|------------|---------|---------------|----------------|--------|
| Dark Grey | 431 U | C82 M8 Y81 K0 | R104 G115 B122 | 68737A |

Basic elements: Logo structure specifications

Logo color specifications

As the company's brand image, the logo is the core of the visual identification system of WholeRen Education Group and the most important and vivid symbol of the company. Therefore, the unity, accuracy, and completeness of the logo color are particularly important. When applying the logo, the standard color values are shown in the figure, please strictly follow them.

16. Logo grayscale/transparency

Basic elements: Logo structure specifications Logo color specifications



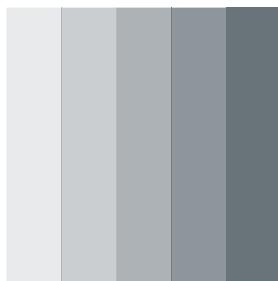
Dark Grey

431 U

C82 M8 Y81 K0

R104 G115 B122

68737A



15% — 100%

100%



75%



55%



35%



15%



Logo grayscale and transparency standards are formulated for watermarks or occasions where standard colors are not suitable, with 5 degrees from 15% to 100%.