

Maple Learning Solutions

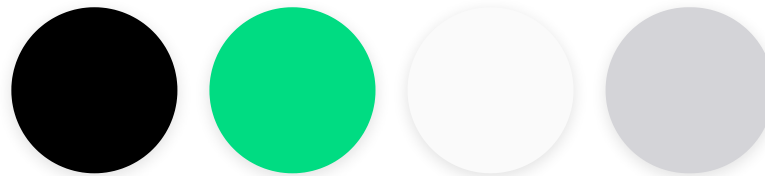
BRAND BOOK



01 Brand Overview

Maple Learning Solutions is a global agency providing personalized, AI-powered eLearning and LMS solutions for enterprises and startups. They specialize in custom instructional design, gamification, and AR/VR training across industries like finance, healthcare, and manufacturing to drive measurable skill development and business ROI.

"Transform learning
with next-generation
AI solutions."



02. Brand Logo



LOGO CLEAR SPACE



Always maintain clear space around the logo to keep the logo clean and legible.

45 px on each side

VARIANTS



MINIMUM SIZE



Below this size, clarity is lost. Always honor the minimum.

1.17 inch / 112 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

satoshi

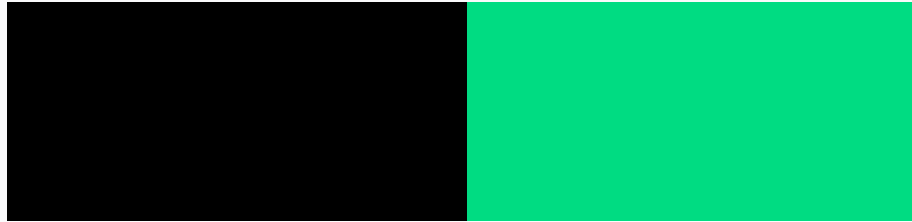
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Jet Black

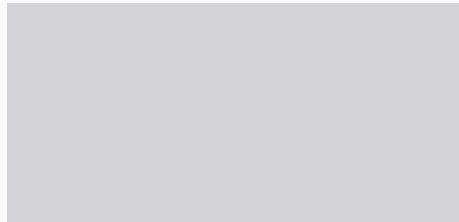
Hex #000000
RGB 0, 0, 0
CMYK 0%, 0%, 0%, 100%
HSL 0, 0%, 0%

Caribbean Green

Hex #00DC82
RGB 0, 220, 130
CMYK 100%, 0%, 40.91%, 13.73%
HSL 155.45, 100%, 43.14%

Snow White

Hex #FAFAFA
RGB 250, 250, 250
CMYK 0%, 0%, 0%, 1.96%
HSL 0, 0%, 98.04%



Silver Gray

Hex #D4D4D8
RGB 212, 212, 216
CMYK 1.85%, 1.85%, 0%, 15.29%
HSL 240, 4.88%, 83.92%

05. Imagery



VALUES

"Innovation, Trust, Collaboration, Diversity, Excellence"

AESTHETIC

Futuristic Minimalism
Neon-Infused Professionalism
Dark-Mode Sophistication
Strategic Tech-Elegance
High-Contrast Clarity

TONE OF VOICE

Professional
Innovative
Authoritative
Results-oriented