



KAPLAN INTERNATIONAL LANGUAGES

Brand Guidelines 2022

CONTENTS

Colors	03
Brand Elements	06
Alpadia	20
Typography	26
KI Languages Brand Elements	31
Imagery	40
Social Media, Web and CRM	44
Video Guidelines	55
Content	61



COLORS

COLOR Palette

Primary Palette

CMYK	RGB	HTML	REGULAR & DEEP COLORS
99-100-18-20	36-15-110	#240F6E	Purple
97-100-0-30	37-14-98	#250E62	Purple *
96-6-6-0	0-164-217	#00A4D9	Blue Green
99-100-18-20	99-100-18-20	#007DB3	Deep Blue Green

Secondary Palette

87-63-0-0	0-93-232	#005DE8	Blue
94-77-0-0	8-46-207	#082ECF	Deep Blue
8-100-69-2	214-13-60	#D6083B	Red
25-100-62-23	158-23-58	#9E1539	Deep Red
0-82-100-0	229-83-2	#E55302	Orange
11-94-100-3	182-52-13	#B6340D	Deep Orange
82-22-100-8	43-134-53	#2B8623	Green
83-33-100-25	47-107-46	#2B6917	Deep Green
33-0-89-0	193-216-47	#C1D82F	Chartreuse
53-17-100-2	139-166-22	#8BA616	Deep Chartreuse
12-92-0-0	222-27-144	#DE1B90	Pink
36-100-7-2	171-21-121	#AB0C78	Deep Pink
0-24-85-0	253-199-51	#FFC82E	Yellow
21-44-93-10	193-139-36	#C18A24	Deep Yellow

Neutral Colors

CMYK	RGB	HTML	
15-18-42-0	212-198-158	#D4C69E	Stone
14-13-17-0	215-210-203	#D7D2CB	Warm Gray
47-47-51-12	131-120-112	#837870	Deep Warm Gray
11-8-9-0	224-224-224	#E0E0E0	Cool Gray
30-24-24-0	180-180-180	#B4B4B4	Deep Cool Gray
2-1-1-0	249-249-249	#F9F9F9	Extra Light Gray
71-66-65-73	34-33-33	#222121	Dark Gray

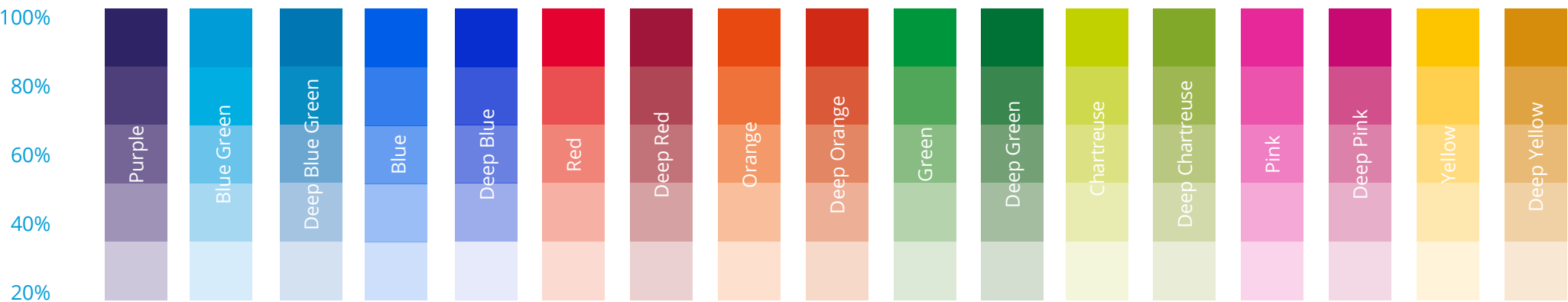
* Kaplan Purple for exterior signage only

Please note:

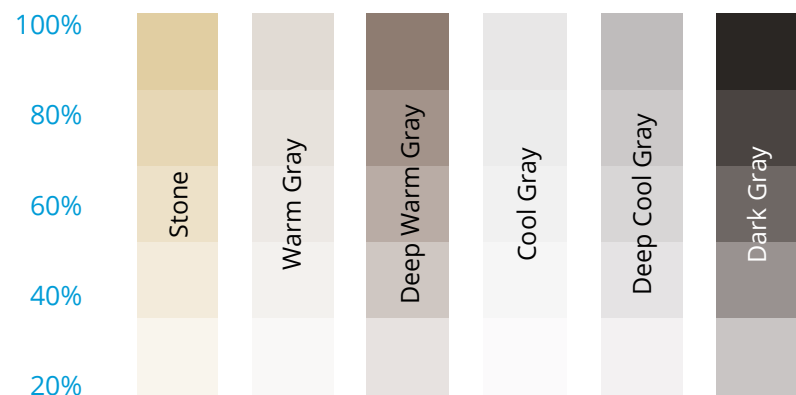
DO NOT colour pick or sample directly from this PDF.
Mix the colours yourself in the software you're using.

COLOR Tints

Regular & Deep Colors



Neutral Colors

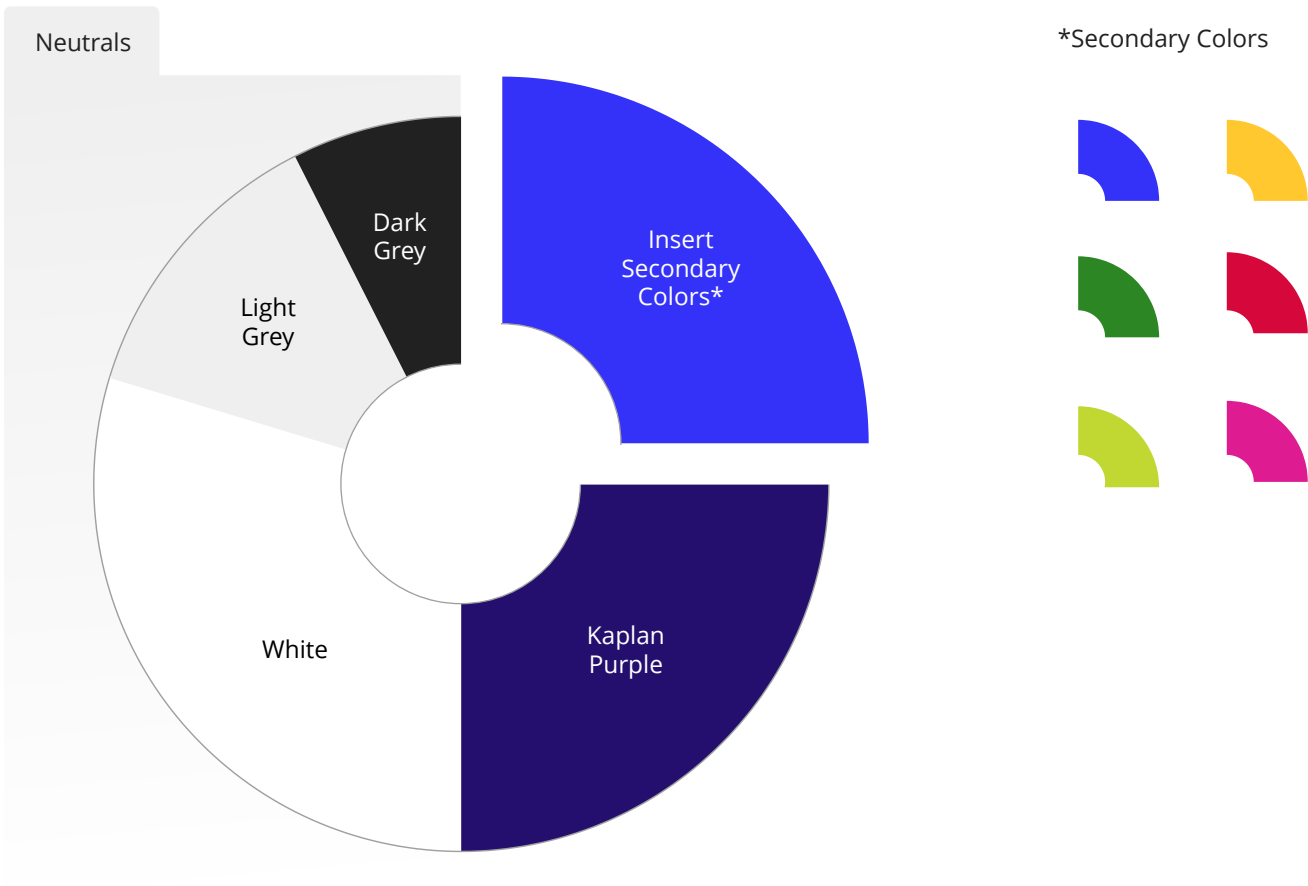


Please note:
DO NOT color pick or sample directly from this PDF.
Mix the colors yourself in the software you're using.

COLOR Usage

Generally, around half of any design should use neutral colors, a quarter should feature Kaplan Purple, and the remaining quarter can use secondary colors.

*Secondary colors can include any one or two of the light, regular, or deep secondary colors from the palette.



COLOR Usage

Some things to keep in mind:

Limit designs to use only one or two secondary colors at a time.

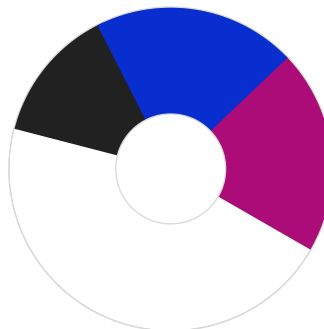
In general, stay away from mixing lights, regulars, and deeps; stay within one category of secondary colors throughout one design.

Kaplan Purple should always be used more heavily than dark grey. Dark grey should be used mainly for text and sometimes for small background sections.

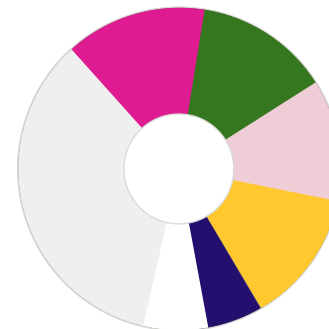
Examples of Correct Color Usage



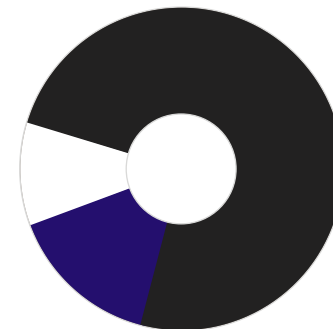
Examples of Incorrect Color Usage



This palette is missing the primary color, Kaplan Purple.



This palette uses too many secondary colors and mixes deeps, regulars, and tints.



This palette uses more dark grey than Kaplan Purple or other neutrals.



BRAND ELEMENTS

Kaplan Logos

LOGOS

Kaplan brand hierarchy

Kaplan has three sub sectors that are held under the main Kaplan brand moniker.

Each sub sector has their own text addition to the main Kaplan logo.

1. This is the main Kaplan brand logo.
2. 'Kaplan International' is the second tier of the Kaplan sub sectors. This means the text for 'International' is larger, having more hierarchy over the THIRD tier sectors.
3. 'Kaplan International Languages' and 'Kaplan International Pathways' share the third tier of the Kaplan sub sectors so the text for 'International Languages' and 'International Pathways' is smaller than Kaplan 'International'.

Kaplan logos can be downloaded from our Brandfolder site:

<https://brandfolder.com/s/q5p27z-3pg0g0-ehej4v>

1. First tier



2. Second tier



3. Third tier



LOGOS

Kaplan International Languages

There are TWO versions of the KI Languages logo:

1. Standard
2. Stacked

The preferred version is the standard (horizontal) logo, but the stacked version may be used in cases where this fits better with a particular layout or design.

Colours:

The Kaplan logo must only ever be represented in the following color options:

- a. Kaplan Purple
- b. Black
- c. White

Kaplan Purple is the primary color option and must be adhered to unless the document is black and white.

Important note:

Changing the design of the Kaplan logo in any way will diminish the legal ownership of our brand and create confusion in our overall identity. See the next page for rules on how to use (and not use) the Kaplan logo.

Kaplan logos can be downloaded from our Brandfolder site:

<https://brandfolder.com/s/q5p27z-3pg0g0-ehej4v>

Standard logo in Kaplan Purple: Primary use



Stacked logo: Secondary use



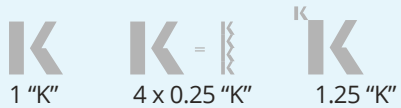
LOGOS

Spacing and sizes

Spacing:

There is a specific amount of clear space that must be left around the edges of the logo at all times.

Recommended clear space: 1.25 "K"



Throughout the system we use "K" as a key measuring tool. The "K" we use to measure is equal to the K in the Kaplan logotype in the size you intend.

This measurement is further divided into quarters (0.25 "K"). The recommended clear space around the logo is determined by the cap height of the "K" + 0.25 "K".

Sizes and scaling:

The logo has a minimum size for use in both digital and print applications so that it is always legible and clear.

When re-sizing the logo it must always be done proportionately. You can achieve this by holding down shift when enlarging.

Never enlarge a logo which is not a vector file (.ai or .eps) as it will instantly lose quality. You can however reduce the size of non vector files with no loss of quality (.jpg or .png).

Always adhere to the minimum size requirements on this page.

If you require a logo larger than the one you have, contact the design team with your specifications eg: 10cm wide, A4, 500 pixels wide etc.

Spacing



Sizing Print



Sizing Digital



LOGOS

Rules

Our brandmark consists of the Kaplan logotype and the Learning Curve graphic device.

These elements have been designed to appear in a fixed relationship that must never be altered.

This page illustrates some incorrect uses of the brandmark. Changing the configurations of the brandmark in any way will create confusion and diminish our legal ownership of our brand assets.

Always use approved artwork for the Kaplan brandmark or any of the Kaplan business unit brandmarks.

Do not replace the Kaplan logotype with another font



Do not change the approved colors



Do not use the logotype without the curve graphic



Do not use the curve graphic alone as a graphic element



Do not alter the character spacing (kerning)



Do not reposition the curve graphic



Do not place the brandmark on colors other than white



Do not place the reverse brandmark on colors other than white



Do not contain the logotype in a shape, or extend the curve graphic to enclose the logotype



Do not redesign or use an alternate curve graphic



Do not place the brandmark on any part of a gradient that is not 100% Kaplan Purple



Do not place the brandmark on a gradient or shape unless the entire clear space is Kaplan Purple



Do not add graphic elements, text or messaging that encroach into the clear space



Do not place the brandmark on a light background, or alter the color relationship between the logotype and the curve



Do not place the brandmark on any gradient or a shape unless the entire clear space is Kaplan Purple



LOGOS

Anchors

The Kaplan logo also comes with a purple anchor panel that can be used in various areas on a print or digital material. They are an easy way to position the Kaplan landmark on covers, brochures and website pages, among many others. It is a key visual element in Kaplan's overall branding.

The anchor panel's main use is as an effective dark background panel for the white logo, allowing the white logo to be seen clearly and stand-out when used in conjunction with photography.

The anchor panel must only use the Kaplan Purple, no other colors permitted.

Primary Position

The primary position for the anchor panel is the lower right in both print and digital applications.

Kaplan logos can be downloaded from our Brandfolder site: <https://brandfolder.com/s/q5p27z-3pg0g0-ehej4v>

Kaplan International Languages Anchored logos



Standard KI Languages Anchor



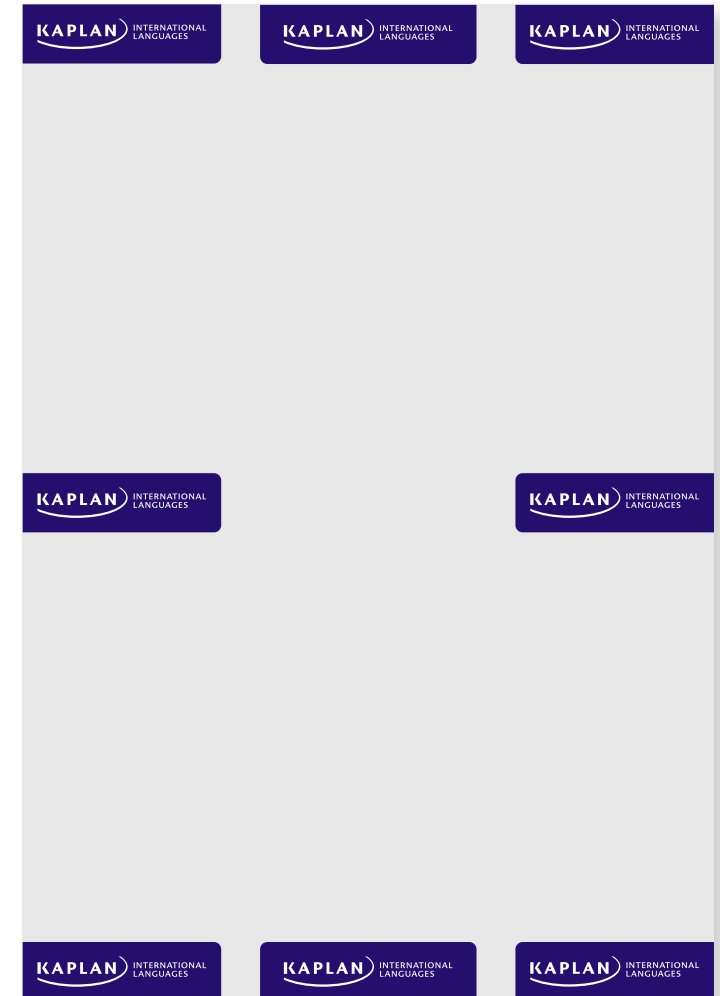
Stacked KI Languages Anchor



Stacked KI Languages Anchor



Standard KI Languages Anchor



LOGOS

Anchor positions (for print)

Standard and stacked anchored logos have six position options.

Each logo has one or two curved corners denoting where it can be placed on a document.

In the “bleed” version, the anchor panel extends past the material’s edge. This is intentional. It is to allow an application to be physically trimmed to the edge of the anchor panel at the printer’s, so that the anchor panel reaches the edge of the page exactly.

You will need to include a printer’s “bleed” area at the edge of the page (usually 0.25”).

Kaplan logos can be downloaded from our Brandfolder site:
<https://brandfolder.com/s/q5p27z-3pg0g0-ehej4v>



LOGOS

Anchor panel rules

Anchor panels may only be produced in two versions:

In Kaplan Purple or white, with reverse-color logos. The purpose of this is to always maintain an acceptable amount of Kaplan Purple in all our communications.

Shown to the right are some examples of incorrect usage.

Do not change the color of the anchor panel



Do not use other color combinations



Do not use a rectangle or reposition the logo inside the anchor panel



Do not use more than the specified number of rounded corners or alter their shape



Do not reduce the scale of the logo inside the anchor panel



Do not use as a key line



LOGOS

Anchor panel exceptions

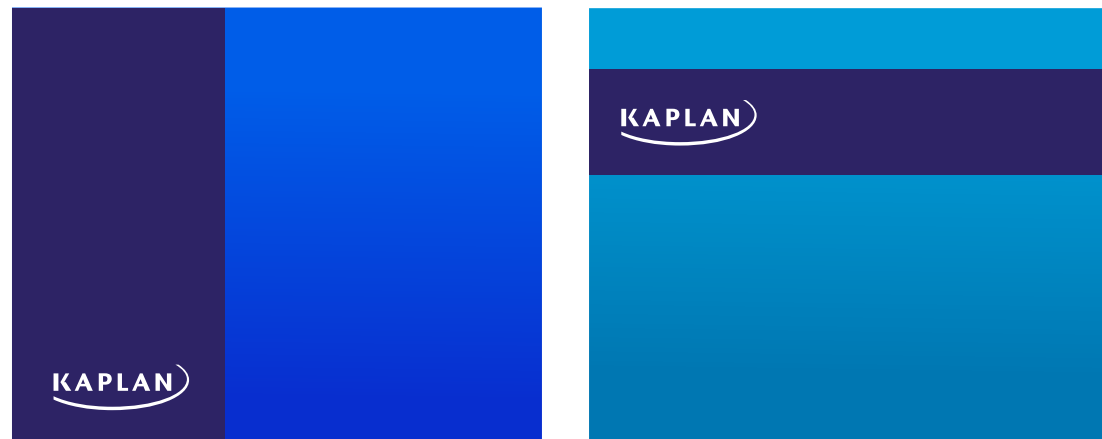
The anchor panel is the easiest way to be compliant. When a design requires a different approach, however, two other options are available for placing the Kaplan landmark:

1. When using a gradient background, ensure that the landmark is set against Kaplan Purple, and observing the required clear space.
2. The landmark may be set against a Kaplan Purple shape, again observing the required clear space.

1. Logo on a Kaplan Purple gradient



2. Logo on a Kaplan Purple shape



LOGOS

The 'K'

The Kaplan 'K', with its distinctive notch, has evolved into a valuable brand element that can be leveraged as a unifying device across all the business units' marketing materials.

The 'K' adds a level of personalization, directly reflecting our brand strategy.

Creative use of the 'K' will bring a level of flexibility to our brand expression while simultaneously providing a consistent symbol for the company.

Brand Elements

The 'K' element is broken down into two components: the **stem** and the **arrow**.

When selecting any of these approved color combinations, **always keep purple in the stem section only**.

In print documents, the Stem section of the K should extend to the top and left bleed margin to 3mm (unless stated otherwise).

Always take care to avoid having the 'K' symbol over a person's face. The spacing around the 'K' should at least be the same size as the 'K' itself to avoid crowding.

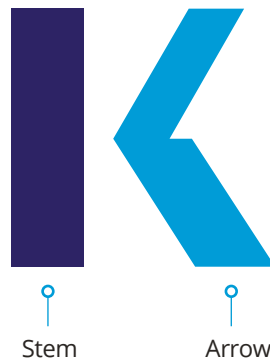
The 'K' color combinations

Choose the color of the 'K' arrow based on elements within the design you are creating.

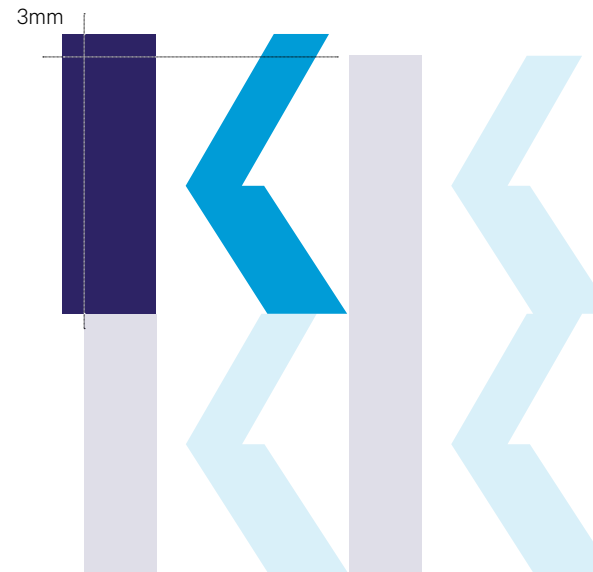
If a photo is being used, complement/match a section of the photo with the color in the 'K' arrow.

Always make sure that the 'K' contrasts clearly over the background, it must not blend in.

The 'K'

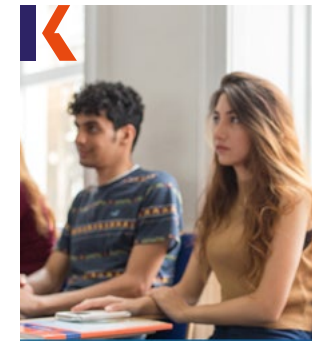


The 'K' Print Bleed



The spacing around the 'K' should at least be the same size as the 'K' itself to avoid crowding.

The 'K' with various colours



The 'K' color choice examples

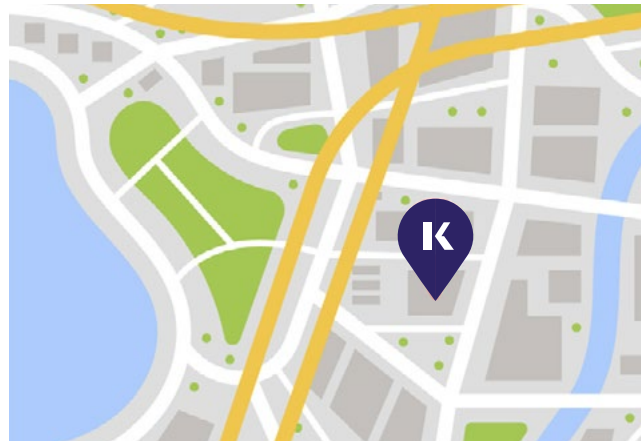


LOGOS

Single color 'K'

In cases where producing the two-color "K" on premiums or merchandise is cost-prohibitive, a single-color "K" may be used instead.

A single-color "K" may use any color in the Kaplan color palette. It may only be used in premiums, location markers and icons.



Why choose Kaplan?



Study abroad

Choose from 40+ English language schools in 8 English-speaking countries around the globe. Each school also offers accommodation options and a selection of courses.

[View our schools](#)



English programs

We have a wide range of courses to help you achieve your goals. You can learn for a few weeks, study for a whole year, or take focused courses in business English or exam preparation.

[View our courses](#)



Teaching method

A unique and specially designed teaching system, K+ maximizes learning through technology and innovation. Lessons, textbooks, and apps help you learn English quickly and effectively.

[Learn more about K+](#)



Student recommendation

Your happiness is extremely important to us, but don't just take our word for it. 95% of students who study with Kaplan International English would recommend us to their friends and family.

[Student ratings](#)

Kaplan International English is part of the Kaplan Inc. family and its mission: helping individuals achieve their educational goals. For over 75 years, Kaplan has been providing education to students all over the world, building on decades of expertise and continuing to innovate and lead the way forward. Please take a look at the Kaplan mission and values by viewing [our mission statement](#).

Our Journey started a while ago, but your English language Journey starts [here](#).

LOGOS

The 'K' rules

Do Nots

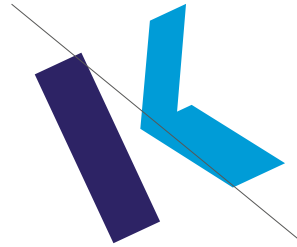
Changing the angle, colors, or using as a keyline or a transparency may seem to be creative uses of this element, but they begin to dilute the simplicity and power it can have in helping to build personalization and consistency.

The 'K' positioning

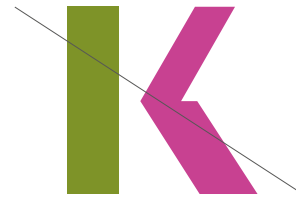
The primary position of the 'K' is always in the top left corner of left side of a document.

The left side and top of the 'K' must always bleed off the edge of the document.

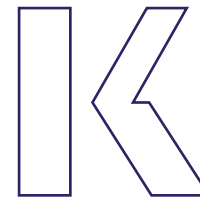
Do not use the "K" on an angle



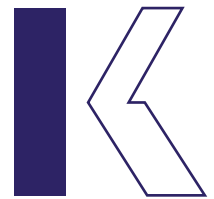
Do not use color combinations not in the color palette



Do not use the "K" as a key line



Do not mix solid with a key line



Do not use in a color, except for icons, location markers, and premiums



Do not use either the "K" stem or arrow in solid white



Do not use the transparent "K" over multicolored, high-contrast backgrounds with large details or patterns in focus that make the "K" difficult to read



Do not use the transparent "K" over solid colors or very subtle gradient backgrounds, as the "K" won't look transparent but will shift in color toward the background



Don't let the logo float away from edges



LOGOS

Anchor positions (for print)

Large format example

The **right floating** anchor logo was used effectively here because it suited the large physical format the best.

How/why?

The logo needed to be seen from far away and above the heads of people at a fair.

We also wanted to keep the photographic background as the main overarching strength of the campaign. Enabling the logo to float over it instead of blocking out an entire corner was the most effective solution.



Fair Stand

LOGOS

Anchor positions (for digital)

Standard and stacked anchored logos have different positions when used in digital banners.

Depending on the size of a banner, you have to decide upon the logo which can fulfil the following important aspects:

For small and medium banners

The anchored logo must be:

The **clearest** and the **largest** without taking up all the space on the banner.

For large banners

The anchored logo must be the **clearest** but **not** take up the entire space.

Note: Overall placement of the anchored logo on a banner design relates to how much text is required and what image is in the background.



Example of a wide banner which also has enough height to fit text beneath the logo:



Consider these factors when making your web banner layout decisions:

1. Does the logo take up too much space?
2. Can you read the text in the logo or is it too small?
Remember to view the banner at the 100% pixel size, not zoomed in.
3. Does the logo seem too heavy/large for the space? If so, resize down.
4. Could you show more of the background image or is the logo covering too much of the photo?



ALPADIA

LOGOS

Alpadia brand hierarchy

Alpadia has two business lines that are held under the main Alpadia brand moniker.

Each sub sector has their own text addition to the main Alpadia logo.

- 1. This is the main Alpadia brand logo. It is our commercial logo and should be use for any Adult schools materials, as all materials related to courses. It includes a byline by Kaplan International in Meta Pro Book font.
- 2. 'Alpadia Summer Camps' and 'Alpadia University Pathway' share the second tier of the Alpadia sub sectors. Please use the 'Alpadia Summer Camps' logo for all materials on Summer Camps site and all documents addressed directly to the Summer Camps customer. It includes a byline by Kaplan International in Meta Pro Book font.

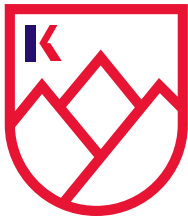
Please use the 'Alpadia University Pathway' logo for all documents addressed directly to the University Pathway student. It includes a byline by Kaplan International in Meta Pro Book font.

- 3. The preferred version is the standard (horizontal) logo, but the stacked version may be used in cases where this fits better with a particular layout or design or the minimum size is not obtained.

Alpadia logos can be downloaded from our Brandfolder site:
<https://brandfolder.com/kaplan-international-languages/alpadia-brand>

1. First tier

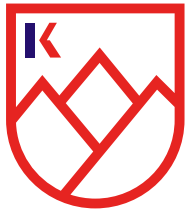
Symbol



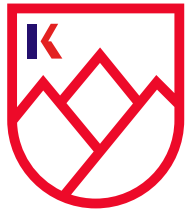
Logotype

ALPADIA
LANGUAGE SCHOOLS
by Kaplan International

2. Second tier

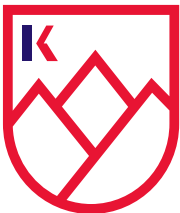


ALPADIA
SUMMER
CAMPS
by Kaplan International



ALPADIA
UNIVERSITY
PATHWAY
by Kaplan International

3. Stacked version



ALPADIA
LANGUAGE
SCHOOLS
by Kaplan International

LOGOS

Spacing and sizes

Spacing:

There is a specific amount of clear space that must be left around the edges of the logo at all times.

Recommended clear space: 1 "K"

Throughout the system we use the Kaplan "K" (found here within the emblem) as a key tool. It is used to measure the spacing in the logo size you intend. The recommended clear space around the logo is determined by the height of the "K".

Sizes and scaling:

The logo has a minimum size for use in both digital and print applications so that it is always legible and clear.

Under 35mm, or 117px, please use the stacked version.

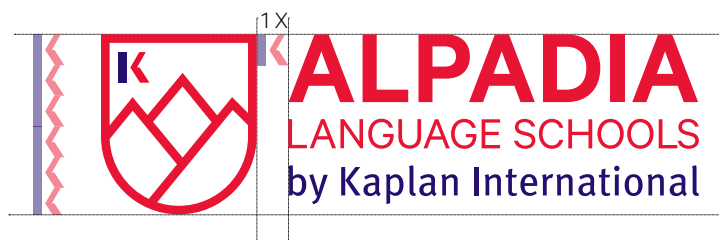
When re-sizing the logo it must always be done proportionately. You can achieve this by holding down shift when enlarging.

Never enlarge a logo which is not a vector file (.ai or .eps) as it will instantly lose quality. You can however reduce the size of non vector files with no loss of quality (.jpg or .png).

Always adhere to the minimum size requirements on this page.

If you require a logo larger than the one you have, contact the design team with your specifications eg: 10cm wide, A4, 500 pixels wide etc.

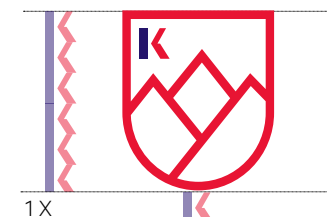
Spacing Standard



4,25 X

K = X

Spacing Stacked



ALPADIA
LANGUAGE
SCHOOLS
by Kaplan International



Sizing Print



Sizing Digital



ALPADIA
Colors

Colors

The Alpadia logo must only ever be represented in the following color options:

- a. Alpadia red
it is our primary logo and should be used over white or light background
- b. White
To be used on our Alpadia red or dark background

Alpadia Red:
We use this red as the main corporate color, present in any applications.

Kaplan Purple:
We use this purple to tie the Alpadia branding back to Kaplan International.

Adult Blue:
We use this blue as a secondary color in adult’s applications.

Junior Blue:
We use this blue as a secondary color in junior’s applications.

Warm Gray:
We use this warm gray only for charts and shield shapes above pictures.

Dark Gray:
We use this dark gray only for all texts (if not in our Alpadia Red or Adult/ Junior Blue)



Alpadia Color Palette

	CMYK	RGB	HTML	SPOT
Alpadia Red	0-95-90-0	236-9-40	#EC0928	PMS 185
Kaplan Purple	99-100-18-20	36-15-110	#240F6E	PMS 2745
Adult Blue	100-87-20-11	0-48-135	#003087	PMS 287
Junior Blue	83-12-1-0	0-168-226	#00A8E2	PMS 2995
Warm Gray	5-5-9-10	217-214-206	#D9D6CE	
Dark Gray	0-0-0-90	60-60-59	#3C3C3B	

Please note:
DO NOT color pick or sample directly from this PDF.
Mix the colors yourself in the software you’re using.

LOGOS

Rules

Our brandmark consists of the Alpadia logotype and the shield graphic device.

These elements have been designed to appear in a fixed relationship that must never be altered.

This page illustrates some incorrect uses of the brandmark. Changing the configurations of the brandmark in any way will create confusion and diminish our legal ownership of our brand assets.

Always use approved artwork for the Alpadia brandmark or any of the Alpadia business unit brandmarks.

Do not replace the Alpadia logotype with another font



Do not change the approved colors



Do not reposition the shield graphic



Do not alter the character spacing (kerning)



Do not add graphic elements, text or messaging that encroach into the clear space



Do not redesign or use an alternate shield graphic



Do not place the Alpadia red logo on dark background or too busy background



Do not place the Alpadia white logo on light background or too busy a background



TYPOGRAPHY

Primary typefaces and market specific typefaces

Three distinctive type families have been chosen to support the Alpadia logotype and to establish a proprietary look for all Alpadia communications.

Open San is our main typography. We use it for text, titles, headlines, secondary information and charts. We also use it for messages on advertising, merchandising, etc.

You can change size, color or spatial positioning in order to create emphasis within our typographic design.

Lobster Two is only used for headings in the Juniors marketing materials.

*Only the bold italic weight.
Never use in all caps.*

Primary Typefaces

OPEN SANS
Worldwide

**INSPIRE
YOUR
FUTURE**

Open Sans (all the weights)

LOBSTER TWO
Juniors

***Summer
Camps***

Lobster Two (bold italic)

Market Specific Typfaces

Russian Market

HELVETICA NEUE CYR (ALL THE WEIGHTS)

летних лагерях

LOBSTER (REGULAR)

Летние лагеря



TYPOGRAPHY

TYPOGRAPHY

Primary typefaces and market specific typefaces

Two distinctive type families have been chosen to support the Kaplan logotype and to establish a proprietary look for all Kaplan communications.

Open Sans is the primary font and lends a modern, streamlined look to our communications. It is ideal for electronic communications such as websites, as it is better for search engine optimization purposes. It is also usable as a secondary font in presentations, videos, and print materials.

Lobster Two (Bold Italic) is only used for headings in the Juniors marketing materials. *Never use in all caps.*

Primary Typefaces

OPEN SANS
Worldwide

**LEARN A
LANGUAGE
ABROAD**

Open Sans is an open font license.

Source:
<https://fonts.google.com/specimen/Open+Sans>

LOBSTER TWO (BOLD ITALIC)
Juniors

***Summer
Camps***

Lobster Two is an open font license.

Source:
<https://fonts.google.com/specimen/Lobster+Two>

Market Specific Typefaces

مرحبا

BOUTROS ASMA
Arabic Market

你好

NOTO SANS S
Chinese Market

こんにちは

MEIRYO
Japanese Market

안녕

NOTO SANS CJK KR
Korean Market

สวัสดี

SARABUN
Thai Market

TYPOGRAPHY

Usage

Meta Pro Rules

1. Always use Open Sans Extrabold for headlines in all caps.
2. Always use Open Sans Regular for body copy.
3. Open Sans is a font that has naturally very wide kerning. That means we need to close the tracking on body copy to at least -20. Always set your style sheets to this when creating a new document.
4. Always individually kern letters in headlines to make sure they are balanced and that no letters are too close or too far apart.
5. Always adjust the leading to make sure the lines of text are tight together, but not too close and not too far.
6. Subtitles below a Open Sans ExtraBold headline must never be in bold as it competes too much with the thickness of the headline. Instead use Medium, Book or Normal.
7. Never use ALL CAPS for body copy or long sentences. It causes eye fatigue and should be kept for short headings only.

All caps used throughout the design, black and bold styles used everywhere



Uppercase body copy



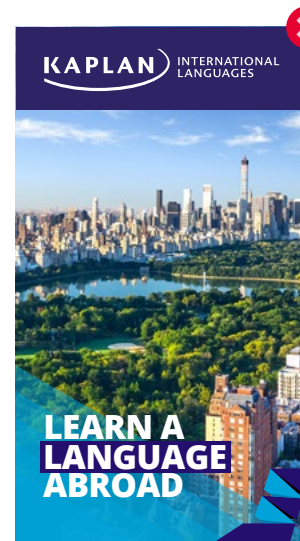
Entire headline selected



Lowercase headline
Wrong selection
highlighted



Leading too tight



Leading too wide

TYPOGRAPHY

Text styling

Product names

Product names should be on the same line.

Title casing

Headings, subheadings and contents pages.

Only **proper nouns** (e.g. company/product name, language/country name) and the **first letter** of the **first word** should be capitalized (unless the heading is formatted in all capitals).

Course names are proper nouns and should always be capitalized.

Do not capitalize words when they are **not** a proper noun or not part of a Kaplan/Alpadia course title.

Course category names are **not** proper-nouns and should **not** be capitalized.

Product names should be on the same line.

K+ Live Express
Semi-Intensive English

K+ Live
Express
Semi-
Intensive English

Course names are proper nouns and should always be capitalized as per below:

Intensive English
Semi-Intensive English
Business Supplementary

Headings, subheadings and contents pages.

Only **proper nouns** (e.g. company/product name, language/country name) and the **first letter** of the **first word** should be capitalized (unless the heading is formatted in all capitals).

1. We are Kaplan International
2. Why choose Kaplan?
3. Learn more than just a language

Course category names are **not** proper-nouns and should **not** be capitalized:

Our flexible English courses allow you to balance studying with sightseeing.
Our exam preparation courses will enable you to achieve a higher test score.
We offer language programs for juniors / adults.

Our Flexible English Courses allow you to balance studying with sightseeing.
Our exam preparation Courses will enable you to achieve a higher test score.
We offer language programs for Juniors / Adults.



KI LANGUAGES BRAND ELEMENTS

KI LANGUAGES BRANDING ELEMENTS

Using the full color palette at Kaplan's disposal, Kaplan International Languages uses what we call the "unfolding element".

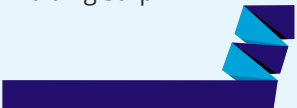
This should be used across all assets where possible. It helps to tie campaigns together as well as merchandise our products logically.

The unfolding element consists of three parts:

1. "Step Gradient"



2. "Folding Strip"



3. "Corner Element"



These elements can be used independently or together to create a dynamic branded asset, which helps with text legibility and brand identity.

"Step Gradient"

Originally used as a two-sided device, this is now being used as a step gradient. This should be used on the bottom left hand-side of an asset.

"Folding Strip" & Corner Element

These elements sit in the bottom right hand corner of the frame. They must always be created using the primary Kaplan Purple and then a secondary color from the Kaplan color palette. Shadows are created to emphasize the folds in the pattern, using the dark deep version of the secondary color chosen. Logic needs to be applied to this to make this realistic. If you're struggling with this, get a strip of paper and make the shape to see where the shadow would naturally fall.

Note: The "corner element" is only used for digital assets and not for print where full image bleed occurs as it is not possible to create bleed properly when the "folding strip" isn't in use.

Combined

It's important that the step gradient is on the left and the unfolding element is on the right. These elements must overlap each other to create a frame at the bottom of the asset. The only exception is in Arabic assets, where the elements can be reversed.

Elements Combined

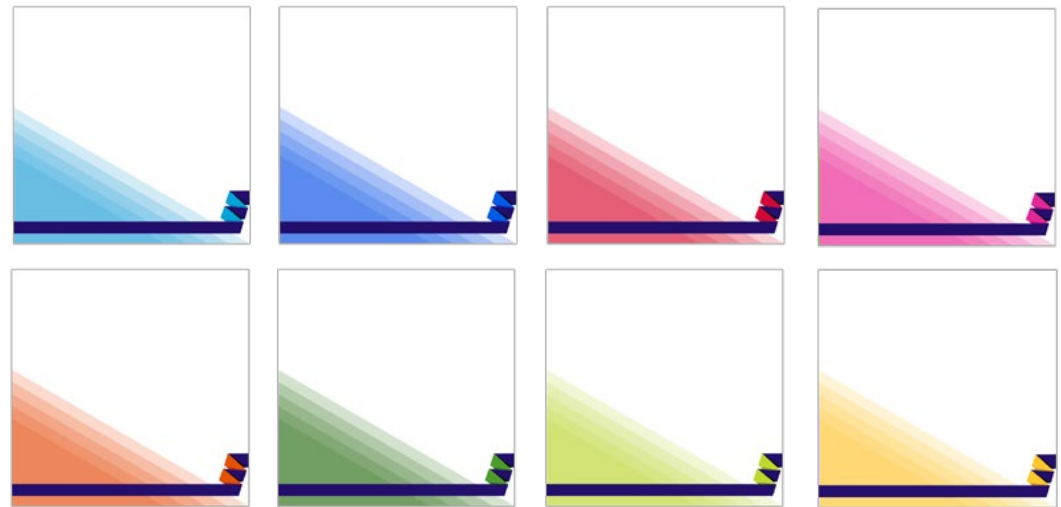


Step Gradient + Folding Strip



Step Gradient + Corner Element
(Only used for digital assets)

Different Kaplan color variations



There are several options you can pick for the generic branding element. You can use the colored step gradient with the secondary color as dominant.

KI LANGUAGES BRANDING ELEMENTS

Product alignment

Product alignment helps categorize and align each one of our products into different identities (colors, main messages and the general look and feel).

This will create consistency in our web pages, fact files, ads, emails and across all our printed materials.

Please note:

DO NOT color pick or sample directly from this PDF. Please refer to the color palette values.






PRODUCTS

COLORS

Standard Language Courses

Flexible Language Courses		Blue Green
Long Term Language Courses		Blue Purple
Exam Preparation Language Courses		Orange

Specialized Language Courses

Business Language Courses		Chatreuse
Work & Study Language Courses		Green
Teacher Training Language Courses		Stone
Study 30+ Language Courses		Deep Warm Grey
Higher Education Language Courses		Purple (60% tint)

Tailored Groups

	Yellow
---	--------

Summer Camps

	Alpadia Red
---	-------------

Agents

	Pink
---	------

Alumni

	Deep Cool Grey
---	----------------

Destinations

Australia & New Zealand		Chatreuse
UK & Ireland		Pink
USA & Canada		Blue Purple

KI LANGUAGES BRANDING ELEMENTS

Product alignment categories

We have categorized our product offering to help create a logic to the groups of products we offer. Each product within a group will use the same shape, but will have a dedicated color. Examples of all the shapes are on this page with the full extent of color assignment across the product range on page 37.

When promoting these products, only these colors should be used. Colors shouldn't be swapped around to avoid confusion with product merchandising.

These shapes are dedicated to these products and shouldn't be swapped around or used for other generic marketing efforts.

Main categories

STANDARD LANGUAGES COURSES

Folding Strip

Corner Element

TAILORED GROUPS

Folding Strip

Corner Element

AGENTS

Folding Strip

Corner Element

ALUMNI

Folding Strip

Corner Element

SPECIALIZED LANGUAGES COURSES

Folding Strip

Corner Element

Summer Camps

Folding Strip

Corner Element

STUDY 30+

Folding Strip

Corner Element

DESTINATIONS

Folding Strip

Corner Elements

KI LANGUAGES BRANDING ELEMENTS

Teaching methodology

When referring to online learning, the K+ Live badge should always be present. Imagery should relate to a student studying with a laptop or computer. We should avoid featuring the backs of students' heads at their computers.

When applied to a header, the previously mentioned folding strip should also use the K+ Live badge at the beginning of the headline. To ensure adequate spacing, please allow the same width as the inner circle between the text and the unfolding pattern below. The text should always be centred vertically to the badge.

Never edit the color of the badge or translate the text on the badge into other languages. The step gradient and unfolding elements must also remain in blue to link it to the Standard English courses branding.

Online courses



K+ Live badge



Example imagery



Flyer header example



Blog header example



**BUY 3 WEEKS OF
K+ LIVE EXPRESS
GET YOUR 4TH WEEK FREE**

Folding Strip

KI LANGUAGES BRANDING ELEMENTS

Product alignment

Products have been grouped accordingly:

Standard Programs

- Flexible Language Courses (Blue Green)
- Long Term Language Courses (Blue Purple)

Specialized Programs

- Exam Preparation Courses (Orange)
- Business Language Courses (Chartreuse)
- Work & Study (Green)
- Study 30+ (Deep Warm Gray)
- Teacher Training Courses (Stone)

Tailored Groups (Yellow)

Summer Camps (Alpadia Red)

Agents (Pink)

Alumni (Deep Cool Gray)

The colors and shapes are dedicated to these product categories and must not be mixed.



KI LANGUAGES BRANDING ELEMENTS

How to choose your elements

Depending on what the main theme of the document is:

- Product (Product Alignment)
- Destination (3 destination elements)
- Accommodation
- Generic

Depending if your document has text or not:

a. If there is text on the picture (Print or Digital):

Folding strip: Yes
Step gradient: Yes
Corner element: No
Text highlight: Recommended

b. If there is no text on the picture (Print or Digital):

Folding strip: No
Step gradient: Yes
Corner element: Yes
Text highlight: No

Exceptions

Sometimes in Web/Emails the rule might be broken to accommodate CTAs. This is because we can't code the strip for all different sizes and keep it UX friendly:

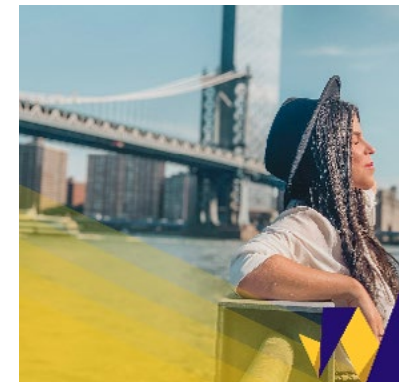
Folding strip: No
Step gradient: Yes
Corner element: Yes
Text highlight: No
Text: Yes

Design Examples

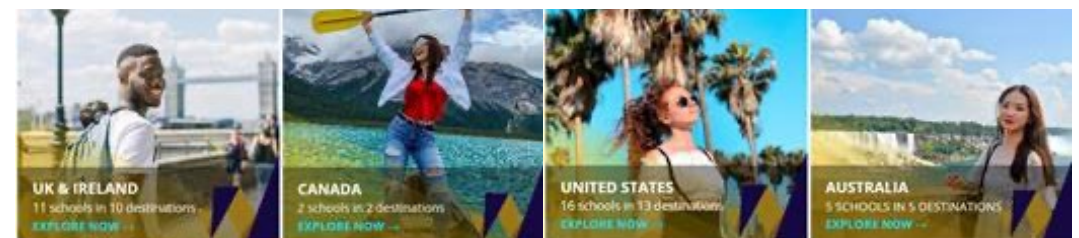
a. If there is text on the picture (Print or Digital):



b. If there is no text on the picture (Print or Digital):



Exceptions on Web/Emails



KI LANGUAGES BRANDING ELEMENTS

Rules

Step Gradient:

- It must be placed at the bottom of the design only.
- Must always be used in transparency when on a photographic background.
- Do not place over faces or main parts of the photo; use more as a frame.
- Can be layered to enable text to stand out over an image and to create visible contrast over a solid colour.

Folding Strip

- Do not place over faces or main parts of the photo.
- Must not be rotated/flipped vertically.
- Needs to be used in conjunction with the Step Gradient and must use the same color palette.

Corner Element

- Can only be used for digital assets.
- It must be placed against the bottom corner of the design
- Can only be used once in a page.
- Needs to be used in conjunction with the Step Gradient and must use the same color palette.

Note: for printed designs any element that goes all the way to the edges must bleed off the page.

Step Gradient



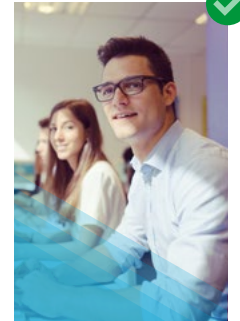
Step gradient rotated



Step gradient covering face



Step gradient covering mid ground face



Folding Strip



Folding strip covering face



Folding strip has been flipped



Folding strip is behind the step gradient and not in the same colour



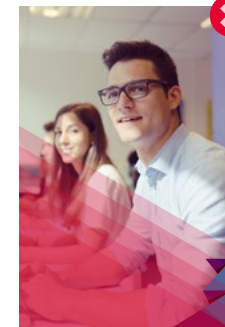
Corner Element



Corner element is too big and is covering face



Corner element rotated and used more than once



Corner element is behind the folding strip and not in the same colour



KI LANGUAGES BRANDING ELEMENTS

Badges

In order to give our services and products relevance and visibility, we have sign posted Guaranteed Progress, Project Based Learning and Book With Confidence with our bespoke badges. These should always appear along side mentions of the products.

Guaranteed Progress

- Must always appear in duotone purple and white
- As this is a title it must never be translated or edited in anyway
- Must not appear smaller than 20mm for print and digital for legibility reasons



Guaranteed Progress



Project Based Learning



Book With Confidence

Project Based Learning

- Whilst the branding for our standard curriculum is blue-green, Real English uses dark red to help differentiate it from the rest of the K+ suite. These colors must not be changed.
- As this is a title it must never be translated or edited in anyway
- Must not appear smaller than 20mm for print and digital for legibility reasons



Do not edit the colours



Do not scale smaller than 20mm



Do not change the text

Book With Confidence

- Must always appear with the standard green blue shield
- As this is a title it must never be translated or edited in anyway
- Must not appear smaller than 20mm for print and digital for legibility reasons



IMAGERY

IMAGERY

Image principles

Effective imagery enables our communications to make direct and emotive connections with our audiences.

Integrity is one of the five brand values and must be upheld in photography through authentic depictions. Choose positive images that look natural – with real people in credible situations, and expressions appropriate to the setting and activity. Use images that are warm, modern, and energetic.

Kaplan leverages photography as a tool to celebrate our diverse and dynamic communities. Our photography must tell compelling stories and help us connect to our audiences in a powerful, personal way.

Always consider the publishing context: how and where the image will appear.

Images should be in sharp focus. Images for print should be at least 300 dpi at full size. Images for electronic or digital communications should be 72 dpi at full size.

Blank spaces in an image are useful for layout and design.

Customer Driven

Whether in a portrait or group setting, our customer should be the focal point of the majority of our imagery.

Respect the person's image

as you would a close friend or family member (for example, don't crop parts of their face and respectfully apply color washes and other artistic treatments).

We recognize that in certain circumstances metaphor or landscape imagery is necessary to support marketing objectives. In those cases, imagery selected should be aligned with the following brand pillars.

Personalized

Kaplan is a company that tailors its programs and services to our customers' needs.

Therefore, it is important to use photos of authentic, believable and engaging subjects that demonstrate customers' real circumstances. They should not seem posed.

Efficient and Effective

Our goal is to make the educational process simple and clear for our students and to give them an efficient path to achieving their goals. Simplicity and clarity should guide our photography selection; avoid overly complex or ambiguous imagery.

Innovative

Imagery should be fresh and modern, and display a positive energy – representing our continuous innovation to improve customer outcomes.

Where appropriate, depict settings and situations that are characteristic of Kaplan's innovative approach to education.

Lifelong

Kaplan serves learners of all ages. Imagery should reflect the relevant level of diversity appropriate for your program offering.

Lifestyle

Often referred to as "Instagram-like images", lifestyle shots will feature a student or group of students "in the moment". They may be posing, but not like a model. They will, instead, be posing in reaction and in relation to what is going on in their surroundings. This might mean "holding up a building", drinking their coffee "in contemplation" or even posing alongside a statue as if they are a statue themselves.

This imagery is helpful in connecting the viewer to the subject matter. Using escapism, the viewer can relate to the person, allowing them to imagine themselves in that location or situation.

Not all images should be photographed and used in this style, but it is particularly helpful when portraying a destination or experience.



IMAGERY

Image guidelines

Style

The Kaplan photography style is light, airy and natural. Our images reflect the real needs and aspirations of our students, teachers, communities, and partners.

'Slice of life' photography lets us show natural, unembellished representations of everyday experiences in Kaplan environments throughout the world. Like the experiences we offer, our photographs should be engaging, immersive and inviting.

Strive to capture real moments that reflect the authenticity of the Kaplan brand.

Subject Matter

People are at the heart of Kaplan, and they take center stage in our photography.

We connect with our audiences best when they see themselves in the people we feature in our images.

Take every opportunity to showcase the diversity of our students and customers.

Show the impact of our work by focusing on customers' goals and outcomes.

Use still-life images and task shots (with subject cropped out) sparingly, as it is difficult to communicate the energy of Kaplan through objects alone.

Expressions

We convey excitement, energy and impact through our subjects' expressions: relaxed, confident, and enthusiastic.

Photographs should capture natural smiles and realistic movements, not feel staged or posed.

Avoid posing subjects – try for a natural look, as if the subject is unaware of the camera.

Minimize having the subject stare straight into the camera, except for testimonials.

Settings

Kaplan customers experience a wide spectrum of day-to-day activities. Capture real subjects in their natural environments; for example: in a classroom, on the way to class, working in an office, studying online, taking a test, talking with colleagues or relaxing on a campus.

Put subjects in the best light possible: bright, airy environments radiate warm and positivity.

Kaplan communities are located around the world. Try to establish a sense of place in your photographs, to invite audiences into our distinct learning and living locations.

Effects

Minimize the use of artistic and digital photography effects to social media and special campaigns (duotones, color washes, filters). Use

filters sparingly, and in the Kaplan color palette.

Branding Opportunities

Integrate the Kaplan brand into photography as a subtle nod to the Kaplan brand. This may be in the form of props in the Kaplan Purple, branded merchandise or signage. Be careful not to overdo.

Consider the use of the Kaplan color palette for backgrounds.

User Generated Content

It can be very helpful to utilize user generated content in our marketing. This term refers to imagery that someone has taken themselves, as opposed to something that Kaplan has taken as a part of a photoshoot. Often, this will be a student or influencer.

User generated content is a great way for us to create authenticity, but we must ensure that we go about this the right way.

- Always get written permission to use the photo. You can approach the student using this online form: www.surveymzmo.com/s3/4846485/Consent-for-Images
- Always seek the original image. This needs to be high enough resolution for us to use - either in print or in digital applications
- Credit the photographer where the medium allows
- Ensure it doesn't breach any of our other guidelines.



IMAGERY

Image selections and do's & don'ts

Image Selections

Preferably we should make use of our own photos in the image library but if stock photos must be used they must:

- Look like our students.
- Look like they are in our destination.
- Look like we have taken it ourselves.

Do's

- Warm and relaxed feel.
- Candid shots where it doesn't feel like the subjects are set up. At the same time, don't make the images look too candid / unprofessionally taken.
- Realistic looking hair styles and clothes, cool styles that you'd want to wear or see people wearing.
- Natural smiles and laughter.
- Natural lighting, sunlight, soft sun glow.
- Different angles and viewpoints, not always front on direct at the camera.
- Realistic looking backdrops, places you feel that you've been or want to visit.

Don'ts

- Overly bright lighting, unnatural lens-flares or over saturation
- Too perfect and new looking clothes, accessories, books, cars, phones etc.
- Models hair and clothes are too neat / flawless and models facial expressions are contrived, too staged.
- Overall fake feeling to the image – you can tell that it's a set up photo.
- Obviously photoshopped backgrounds that look fake, atmosphere feels fake.
- No offensive clothing (fur, too colourful, leather, too flashy, etc.)





SOCIAL MEDIA, WEB & CRM GUIDELINES

SOCIAL MEDIA GUIDELINES

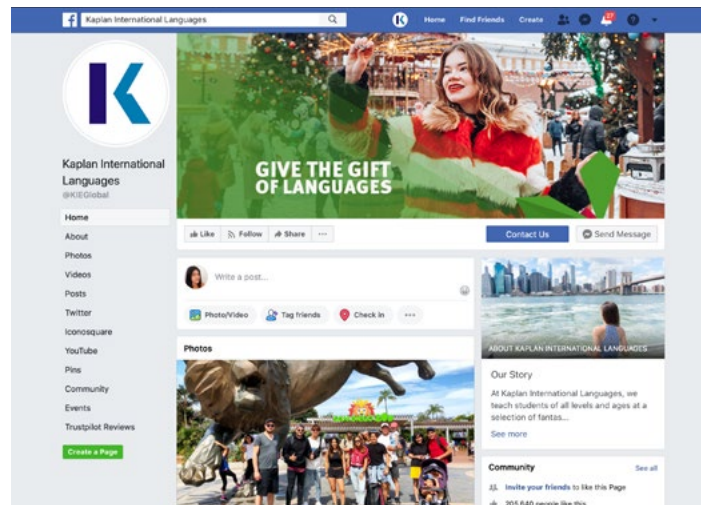
The power of social media

Our vision

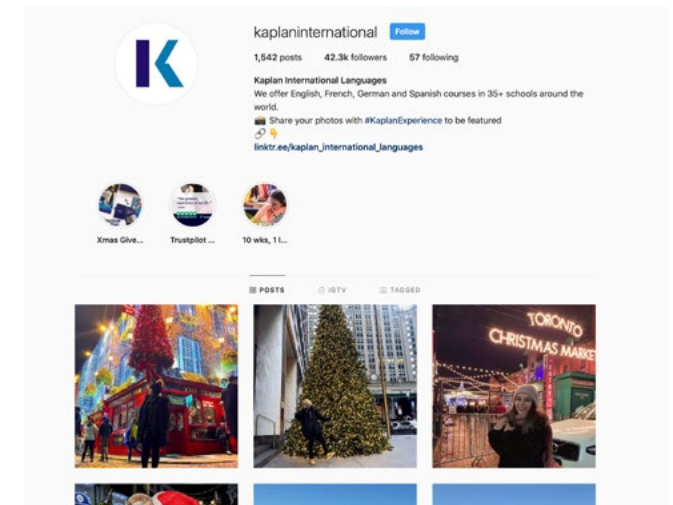
We want to thoroughly embrace social media company-wide, connecting everyone who touches our brand by giving them access through key social networks around the world. Our customers should get the same feeling of Kaplan International Language's brand and culture, regardless of where, when, and how they connect with us on social. We strive to be dynamic, whilst creating content that inspires our students, prospective students and the public.

Brand voice

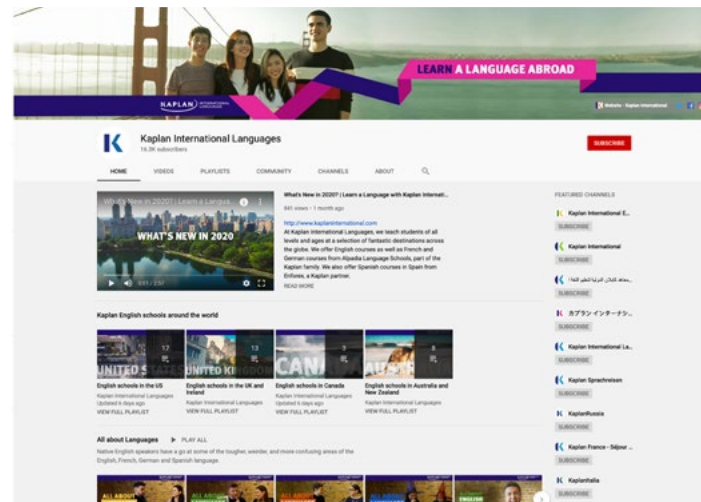
Our brand voice online should be inspiring and energetic, but reflective of the Kaplan brand. Responses should be upbeat, optimistic and positive, and you should avoid being vague or blunt. Social media posts can be more playful, while other communications require a slightly more formal tone. There should, however, never be a huge difference in the tone – we want to sound like the same brand across all platforms.



Global Facebook page: facebook.com/KIEGlobal



Global Instagram page: instagram.com/kaplaninternational



Global YouTube page: youtube.com/kaplaninternational



Global Twitter page: twitter.com/kaplanintl

SOCIAL MEDIA GUIDELINES

Prospective students and parents might see our social media accounts before anything else to compare with competitors. It will be their first experience with the Kaplan brand, so it's important to have a consistent social media presence by following the below:

Profiles, pages and accounts on social media

Make sure your profiles are filled with the most up to date information, including relevant contact details such as an email and telephone number. For school accounts, the link in your bio should link off to your school page using **a vanity link from the marketing team.**

Naming conventions

All accounts across social media include 'Kaplan International Languages' in their name so that they are identifiable and can be easily searched online.

Post formatting

Be as concise as possible and try to break up the text using logical line breaks wherever possible. Do not overpopulate posts with too many links (don't use any links in Instagram captions) or emojis as it becomes distracting.

Consent

Sharing user generated content from students is a great way to showcase Kaplan International Languages to the world, however, you must

never disregard copyright laws or an individual's consent.

Always make sure you have consent from the student(s) in the photos or videos you have posted. If you are using a student's image on posters or paid promotions, they must sign our consent form:

www.surveymzmo.com/s3/4846485/Consent-for-Images

Do not repost images from other companies unless you have permission.

Hashtag usage

We encourage the use of our global community hashtag #kaplanexperience. We also suggest using specific hashtags related to the theme and location of the picture or a specific Kaplan school e.g. #kaplandublin or #studyabroad. Using 8-10 well selected hashtags is a good starting point.

Do not use special characters or spaces between words as this will 'break' the hashtag.

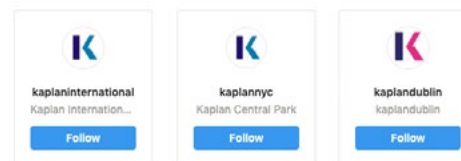
Grammar & Terminology

Make sure to add important key words and phrases in the caption as this also helps posts appear in front of your followers and new audiences. Exclamation marks and emojis are fine to use, but make sure they serve a purpose.

Date formatting

All dates should be written in US style: **Month/Day/Year**

Naming conventions



Instagram



Facebook

Post formatting



Instagram post formatting example



Facebook post formatting example

SOCIAL MEDIA GUIDELINES

Canva templates

Example:

10/27/2019 or **October 27, 2019**

Not:

27/10/2019 or **27th October 2019**

Our branded Canva templates incorporate Kaplan elements, colors and logos, ensuring that all our assets are branded correctly. We have created pre-made templates that you can edit to use both online and offline.

We ask that you use the pre-designed templates created by the design team first, as we can guarantee that those assets are branded appropriately.

Always consider these design notes when using Canva:

- Familiarize yourself with our complete Brand Guidelines, particularly the logo and typography sections.
- Never let the 'K' logo stray from the top left corner.
- Make sure elements in the design have "breathing room" and do not overlap with each other.
- Always use white Meta Pro as the default font on all designs. Do not use different colored font e.g. green font on purple background unless approved by the design team or used already in pre-existing templates.
- Kaplan purple is always the prioritized color on designs, as it establishes our brand identity.

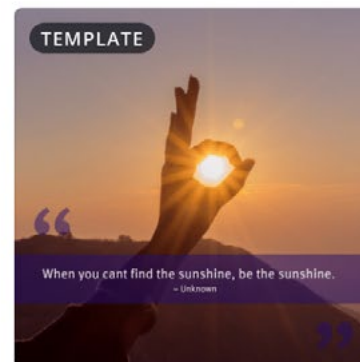
We continue to design new templates, so it's worth getting in contact if you require a specific template to be designed.

Canva site: [canva.com](https://www.canva.com)

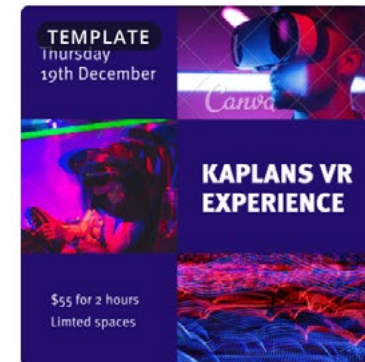
Some of the branded templates stored in Canva



#Kaplanquiz



#Kaplanquote



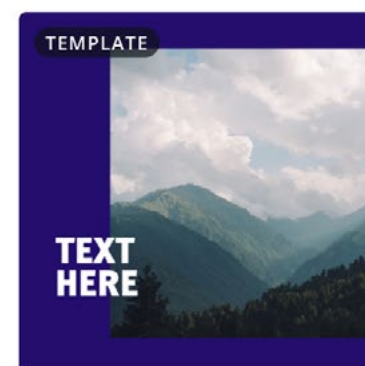
#Kaplanevent



#Kaplanpromo



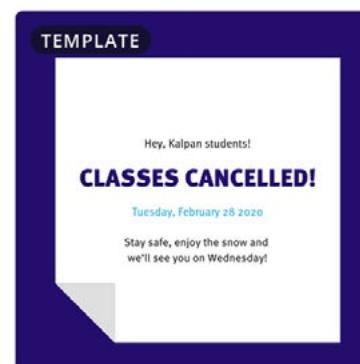
#Kaplantips



#Kaplanhighlight



Giveaway Template



Announcement Template



Generic Template

SOCIAL MEDIA GUIDELINES

Content series

We organize our online marketing content into 8 different content series. Every piece of content offers a quick alternative to learn more about Kaplan, and each series serves a different purpose and promotional strategy:

#kaplanexperience: engaging content that perpetuates our global hashtag online, which includes student stories, city highlights, and social activities with the aim of inspiring people to study with us.

All About Languages: fun content to generate engagement, where native speakers explore the tougher, weirder, and more confusing areas of the English, French, German and Spanish language.

Kaplan & Co.: a collaborative series where we work alongside influencers and companies around the world.

This is how we do it: content that shows our customers how our products work.

Life @ Kaplan: offers a behind the scenes look inside Kaplan International Languages whilst meeting our team.

Kaplan TV: earn all about our different themes, news and events of the season.

School Videos: content that focuses on our facilities and products per destination.

Grow with Kaplan: content with official announcements for agents.



#kaplanexperience



All About Languages



Kaplan & Co.



This is how we do it



Life @ Kaplan



Kaplan TV



School Videos



Grow with Kaplan

WEB GUIDELINES

Fonts

Primary Font: Open Sans

Original source:
fonts.google.com/specimen/Open+Sans

Applied languages:
English, Czech, Dutch, French, German, Hungarian, Indonesian, Italian, Polish, Portuguese, Russian, Spanish and Turkish.

Market Specific Typfaces

- Arabic:** Noto Kufi Arabic
- Chinese:**
Simplified: Microsoft Yahei
Traditional: Microsoft Jhenghei
- Japanese:** Meiryo
- Korean:** Malgun Gothic
- Thai:** Prompt

For a full extensive guide regarding web fonts please visit:
<https://xd.adobe.com/view/5ff317eb-cb17-45e7-7866-d204f2b42f45-29c2/>

Open Sans Glyphs and Characters



ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćd
đefghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИІЇ
ЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвг
ѓдђеєжзсиийјклљмнњопрстћуўфхцчџшщъыь
эюяАВГДЕЗΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικ
λμνξοπρστυφχψωάΑέΈΕΉίϊίΐόΌύϋϋΎΎΩǼǼÊÔ
Ůǻǻêôσϣ1234567890'?''"(%)[#]{@}/&\<-+÷×=>®
©\$€£¥¢;,:.*

Open Sans Weights

- Extra Bold
- Bold
- Semi Bold
- Regular
- Light

LEARN A LANGUAGE WITH KAPLAN
LEARN A LANGUAGE WITH KAPLAN
LEARN A LANGUAGE WITH KAPLAN
LEARN A LANGUAGE WITH KAPLAN
LEARN A LANGUAGE WITH KAPLAN

WEB GUIDELINES

Colors

Primary Color

Kaplan Purple color code:
R: 36, G:15, B:110 / #240F6E

Use it for any UI elements such as **text titles, background, buttons** and **icons**.

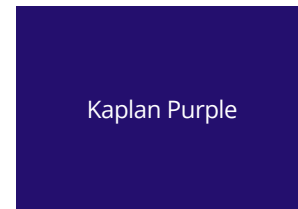
Secondary Colors

Blue Green, Deep Blue Green,
Aqua Blue, Darker Blue Green

Use these colours to visually
highlight UI elements such as
buttons and **text hyperlinks**.

For a full extensive guide regarding
web colors please visit:
<https://xd.adobe.com/view/5ff317eb-cb17-45e7-7866-d204f2b42f45-29c2/>

Primary Color



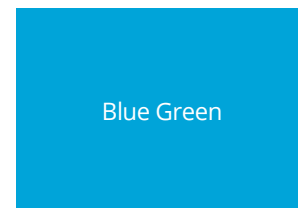
HEX
#240F6E
Converted RGBA
36, 15, 110, 1.0



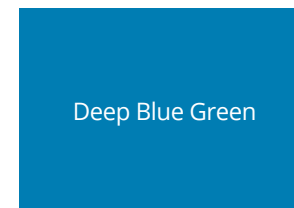
20% 40% 60% 80% 100%
On white background

80% 60% 40% 20%
On black background

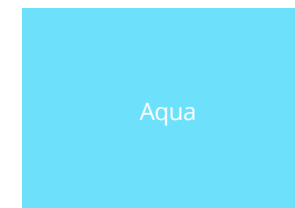
Secondary Colors



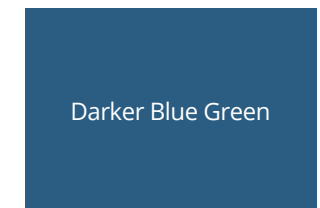
HEX
#00A4D9
Converted RGBA
0, 164, 217, 1.0



HEX
#007DB3
Converted RGBA
0, 125, 179, 1.0



HEX
#00E4FF
Converted RGBA
0, 125, 179, 1.0



HEX
#0A5EBS
Converted RGBA
10, 94, 133, 1.0

Please note:

DO NOT colour pick or sample directly from this PDF.
Mix the colours yourself in the software you're using.

WEB GUIDELINES

Images

Images for web applications

All images should follow the master brand guidelines of KI Languages.

All images on our web applications should inspire our customers but also add value to further develop our brand.

What to consider when choosing images for digital platforms:

- Brand imagery should support the message in a relevant and engaging way.
- Be positive, inspiring and eye-catching.
- Be natural, avoid using images that are too artificial or distorted.
- Be bright, joyful and dynamic, avoid using images that look too static, staged or cliché.
- Be simple where possible and not too complex, for example, text should not be placed on a crowded background.
- At least one person should make contact with the user, avoid using the backs of people, and instances where you can't see people's faces.
- Text on an image should be clearly visible and legible.
- Text on an image should not overly cover people's face.
- Images need to work for responsive design, imagine the image used on a very large screen compared to mobile.

For a full extensive guide regarding

web images please visit:

<https://xd.adobe.com/view/5ff317eb-cb17-45e7-7866-d204f2b42f45-29c2/>

Examples



CRM GUIDELINES

Image dimensions

Image dimensions

Hero Image:

710x350 / 710x450

Image block:

For promos or destinations:

3 narrow image blocks: 234x350

3 square image blocks: 234x234

2-sided image blocks: 355x355

1 image block: 355x355

Hero Images

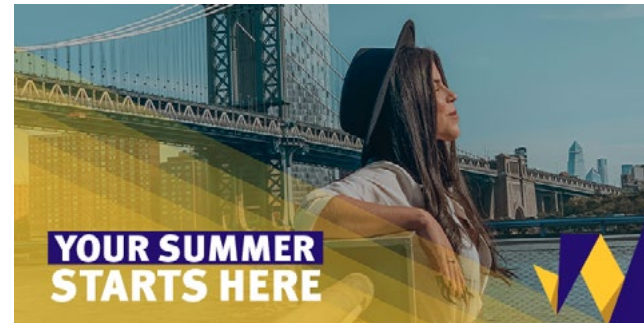
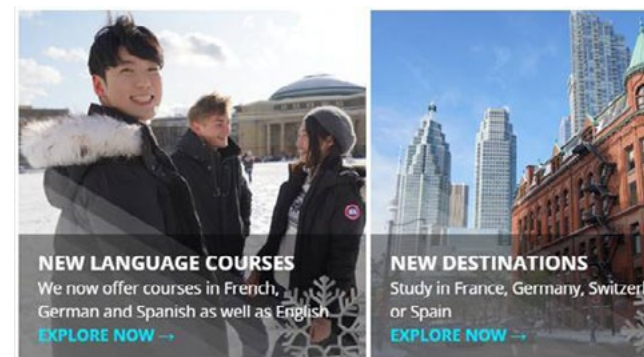


Image blocks



3 narrow image blocks



2-sided image blocks



3 square image blocks



1 image block – content inside image blocks should not exceed 150 characters with spaces.

CRM GUIDELINES

Headers do's & don'ts

Do use



B2C marketing email headers should only display logo on the left and nothing else.



B2B email headers should display Facebook and LinkedIn icons.



Only use black header for Black Friday.

Do not use



COURSES

DESTINATIONS

SCHOOLS

Action icons should be the same as the ones currently on the website and appear underneath the Kaplan logo, not above. The social icons should be white and in the footer to keep the header as clean as possible.

CRM GUIDELINES

Pre-flight checklist

This checklist is to ensure that your email is all good before you hit the send button.

Timing

Send date and time: Choose the date and time for your send and schedule it on your calendar. Ensure it doesn't conflict with any other sends.

The details

Subject line: Check for typos and personalisations.

Pre-header text: Have you updated it? Check for typos.

Footer: Have you updated if necessary? Check your footer includes the correct social channels, Rated 'EXCELLENT' on Trustpilot image, show view in browser option, the physical address, Privacy Policy and Unsubscribe links. If the email features a promotion, include all promotional T&C's after the view in browser link.

Sender address: Always include the physical address of your business.

Permission reminder: Have you updated as needed?

Unsubscribe link: You must always include this.

Social icons: Are they linked to the correct social networks?

Emojis: Use emojis to shorten subject lines or convey emotion. Double check if the use of emoji fits the tone of the email and if it's appropriate your audience.

The content

Body copy: Check for typos and readability.

Images: Are they properly linked? Have you added ALT text?

Background images: Have you added a fallback color?

Headlines: Are they properly linked? Keep short and simple, check length on mobile.

CTA buttons: Are they properly linked?

Personalization: Do you have a fallback in place? Keep 2-3 words max and action focused.

Dynamic content: Who should see it?

Lists

Suppressions: Do you need to suppress any list?

Exclusions: Do you need to exclude any portion of your list?

Data: Does your subscriber list have all of the fields you need?

Testing

Inbox preview: Have you sent yourself a test email?

Full inbox test: Have you tested all email clients?

A/B testing: Are you A/B testing this campaign? If so, for clear testing results make sure you're testing one element at a time and that the variations are very different.

Other

Notify team: Notify appropriate teams like support or sales. Send them the link to the campaign, let them know who the audience is and tell them when it will send.

Send

Schedule your campaign to send immediately or in the future.

After the send

Analytics: See how your campaign performed.



VIDEO GUIDELINES

VIDEO GUIDELINES

What to think about when creating a video

If you don't get users' attention within the first five seconds or less of your video, there's a good chance you'll lose them all together.

In order to really grab them, it's good to start your video with a strong "why" - why users should care enough to watch your video, why they should watch all the way through, why they should care about your message and why they should take whatever action you're encouraging them to take.

This often takes the form of a hook, telling users why the video's content matters to them. Emotions are often important here, and you need to find a way to explain why the video's content is relevant to your target audience.

B-Roll

When filming B-Roll please film students/subjects smiling or at least engaged, at all times. We want to sell the fact that customers are enjoying their time at Kaplan - whether it be in a classroom or outside of school.



How to shoot an interview

Location

Good, bright lighting (ideally natural light) that shows depth (i.e. separation from the back wall).

Composition

Height of camera needs to be eye-level of your subject. The 'rule of third' needs to be applied (right).

See link for further information:
<https://www.youtube.com/watch?v=j7eneuqxwly&t=577s>

Lighting

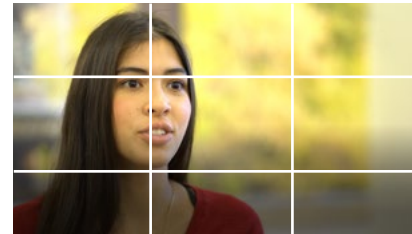
Key light: the purpose of the key light is to highlight the form and dimension of the subject.

Audio

When testing sound levels, get the subject to talk about things that they're naturally going to talk about. With this, you're able to adjust the volumes more easily, than asking them to count to ten or "say something."

Framing

Make sure all interviews are landscape framing, which as much shallow depth of field as possible. See image (right) for details.



Rule of thirds



Transmitter setting is generally at -30db (depending on the subject's voice level).



Check for things that are in the frame that are distracting. This takes away from the subject.

Remove anything in the frame that you don't want.



If you don't have any lighting, try to use as much natural light in the quietest space possible.



Illumination from behind



Receiver setting is generally at 0db (depending on the subject's voice level).

VIDEO GUIDELINES

Choosing your framerate

Choosing your frames per second when filming is important when it comes to how you want to set up your shots. There are different goals with each frame rate, but there are a few rules and points to remember when setting this up.

Framerate and shutter speed

Your shutter speed should always be double your framerate for natural motion blur.

25fps with 1/50 of a shutter is correct

- The shutter is open long enough for the selected framerate.

60fps with 1/30 of a shutter is incorrect.

- The shutter is open for too long and not enough frames are being taken.

Choose framerate according to subject

Base framerates

24, 25, 30 FPS

These framerates will always have the highest quality when recording in both bitrate and resolution. This will be best for when the subject is not moving or if you are filming for the result to be the most natural. This is good for filming someone talking as an example.

Creative framerates

48 – 60 FPS

These are creative framerates,

where you will be able to slow motion down for a more dramatic look and make motion appear smoother. This is great for people laughing, walking and talking, when no audio is being recorded.

90-120FPS

This takes the creativity to another level, when you are recording something that is really active, and you can suddenly slow down the motion to great effect.

It is important to select your filming mode based on your location. Selecting PAL (25, 50, 100) will work in places like the UK and Australia. NTSC (24, 30, 60, 120) will work in places like the US and Canada. This is due to the refresh rate of lights and screens. PAL has a refresh rate of 50hz, NTSC has a refresh rate of 60hz. If you choose the wrong setting you will get 'strobing' which is where the refresh rate of screens and lights doesn't match your camera's framerate, and it can affect your footage.

This is one of many reasons why you should be changing your framerate accordingly.

- There is a simple math problem, if you can't evenly divide the number of frames you filmed at by the project framerate, you won't get an even number. This will result in your footage having the occasional frame missing and it will look unnatural.
- For higher framerates to

accommodate lower framerates, the shutter speed will need to be high, so when played back at normal speed, you will get less natural motion blur.

- There will be a loss in quality, as the bitrate cameras record at will be divided against more frames. For example, there will be less bits per frame in 50fps than 25fps when recording at 100mbps.
- There is a crop factor, cameras crop in at different rates when shooting at a higher framerate.

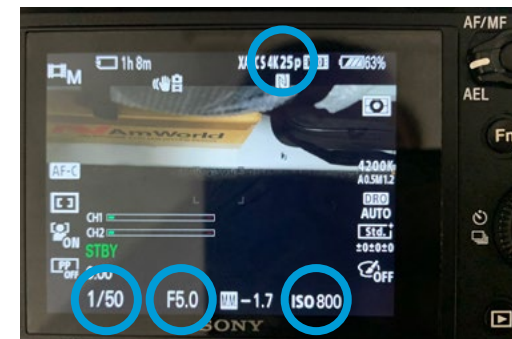
ISO

ISO determines how sensitive your camera's sensor is to light. This higher you have it, more will be exposed in your frame. We would recommend you keeping this as low as possible, some cameras deal with high ISO better than others. If your ISO is too high you will start to see visual noise, which can really ruin your shot, this is why external lighting is so important.

Aperture

Aperture is the F count on your camera's lens. This determines how much light is let in through the lens, the lower the count the wider the aperture. This is also the main factor when creating 'depth of field' as more light creates a shallow depth of field. Less light creates a deeper depth of field and the background regains focus. Selecting the right aperture is key, using a wide aperture may hinder you in keeping things in focus whereas a tighter aperture will reduce the cinematic edge to your shots.

Framerate



Shutter speed Aperture ISO



Base framerates – Aperture F1.8



Creative framerates – Aperture F4

VIDEO GUIDELINES

How to video yourself

- Use a tripod (if you don't have a tripod, ask someone to hold the camera, make sure it's steady!)
- If using a smartphone, do not zoom in but get closer to the subject.
- Use as much natural light or if filming in a room without windows, make sure it's as bright as possible.
- Use landscape framing.
- Remember, smile when you're on camera!
- Speak clearly and slowly. Not too fast and not too slow! Think of being a tv presenter or news presenter.

Tone

Careful planning is essential to ensure that you're on the right track.

First, decide what goal you want to accomplish with your video: do you want to drive immediate sales, or establish general brand awareness and familiarity?

This is important, because you can only choose one goal to optimize for, in each video. Once you do this, you can decide on a message and a strategy.

95% of purchasing decisions are made subconsciously – or based on how we feel.

Audience: knowing who you're writing for.

Purpose: why you're writing it.

Message: what you want to convey.

Strong opener

One way to create a 'hook line' is to raise a question, or you could make a powerful statement. We have found success using a statement which builds interest in a person. People are interested in people. If you can hook them with a line where the presenter or interviewee exclaims their passion, their drive or their reason for getting out of bed, then you will build an immediate rapport with the audience and they're more likely to listen further.

Active or passive tone of voice

Use active, rather than passive sentences to sound upbeat and energetic.

An example of an active sentence is: 'we are serving people.' The subject is us ('we' are the ones doing something) the verb is 'serving', the object is 'people' they are being served. The three parts appear in a particular order: subject – verb – object.

An example of a passive sentence is: 'people are being served by us.' The order is reversed: object – verb – subject. Passive sentences sound flat, so avoid them.

A positive tone of voice will come across well in a script so if you find any negative sentences, try to turn them into positives. For example, 'if you don't apply in time, the offer will expire,' can be turned into 'remember, this is a limited offer so apply soon!'

Avoid extraneous words like: because, that, being, etc. Give your video script a thorough edit to remove clumsy unnecessary words and keep it as tight as possible.

Color

Our primary colour is the Kaplan Purple (#240F6E).

Logo usage

The KI Languages logo should be centered, and only used at the end and/or the beginning of a video.



Font

For general text we use Meta Pro Black.

For lower thirds, we use Meta Pro Normal or Light.

Music

We have an account with Artlist, where we source all of our music, including 40 downloads per day.

<https://artlist.io>

Adobe Audition is used when editing audio from interviews with talking heads.

Youtube Guidelines

- Video needs to be from the product awareness, engagement, campaign or advertisement category (see next page).
- Video is going to be promoted.
- Video needs to fit in a global content series style.
- English subtitles are provided (suitability to potentially be promoted in all markets).
- Video is on brand or has been edited by our video team.

VIDEO GUIDELINES

Post Production - Adobe Premiere Pro

Project settings

When setting up your project make sure your resolution and framerate are selected correctly. Projects should either be set up in 1080p or 4k.

The majority of video should be produced in a 16:9 aspect ratio, but certain projects require a specialist aspect ratio. This includes 1:1 for Instagram feed posts, these appear as a perfect square. There is also 9:16 for Instagram stories which will fill the whole screen of a mobile phone. Think carefully about which format and ratio best fits your project and you will achieve the best results.

The framerate should be a base framerate of either 24, 25 or 30FPS. This will be determined by what your footage was shot in. If your project framerate doesn't match your footage, then it is likely that they will have frames missing and your video will look unnatural.

Process

When editing, use pace and rhythm to keep your audience engaged. It is a game for the editor to keep the audience engaged, use this with subtle effects like a speed ramp, jump cuts or a cross dissolve to keep the flow of the video moving. You can really wake up the audience with a shift in the framerate or a clever transition.

When colouring your footage really try to even the exposure. Make sure the shadows and highlights don't peak and give the shot some life! Premiere

has some good pre-sets for colour to get started with.

Assets

Brand elements in post include a folding element animation with a strapline and the Kaplan International Languages logo.

The Unfolding element must correspond to the product and the strapline must also follow suit with the product or location.

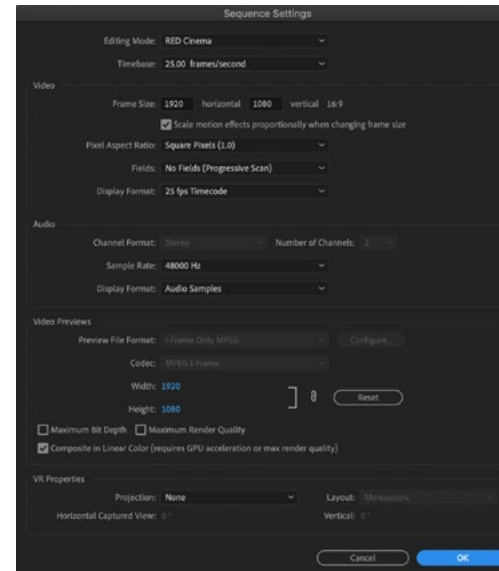
The logo must be dead centre and be at size 14 when using the high res PNG.

Audio

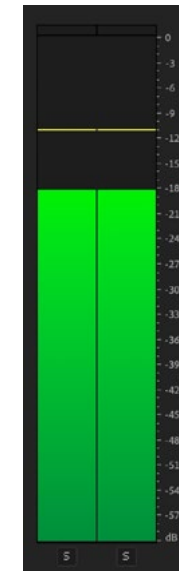
You should always make sure that your audio is mixed well so that there is nothing too quiet or too loud for those watching. You should raise or lower voice levels so that they should be around -9 DB.

Exporting

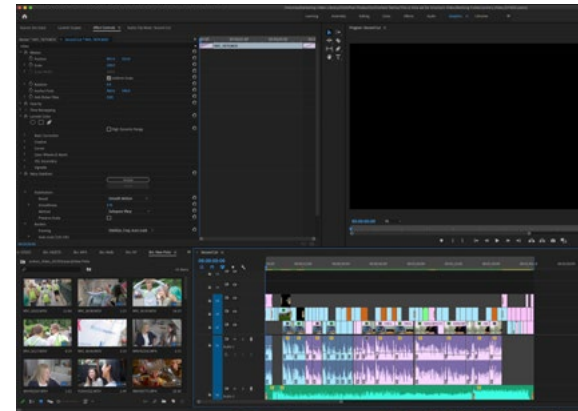
When exporting you first need to choose your format. H.264 is a standard MP4 and it is generally what we will use. Other formats include Quicktime, Waveform Audio, GIF and many more. Presets also exist in this, some are built for particular formats like YouTube and Vimeo. Be wary of the compression rate to quality as the more the file is compressed the more quality you will lose. You can create your own presets if you want to experiment with the rates of compression, which will be very beneficial for platforms like Instagram and Facebook.



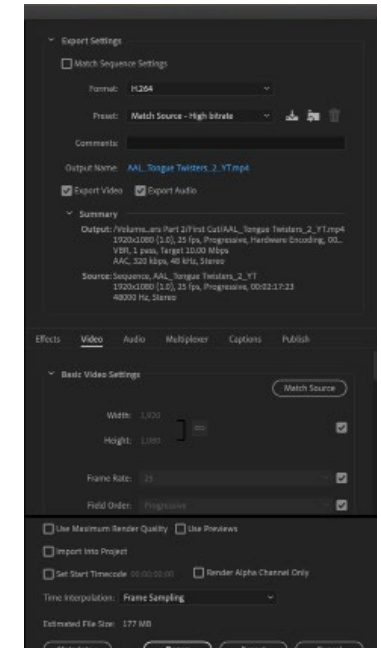
Setting up a sequence



Audio



Your Timeline



Export settings

VIDEO GUIDELINES

Our strategy: Content Categories

Product Awareness	Engagement	Campaigns	Advertisement
Content that supports another marketing collateral in the job of qualifying the user.	Content that incentivizes the user to interact with it as well as other videos in the Kaplan environment.	Content that supports a concrete message.	Content that drive the conversion on their own, without the need of an ad hoc campaign.
KPI: Assistive value (CR) Conversion rate of users who watched a video vs conversion rate of users who didn't.	KPI: Earned Actions Users that performs an action in a different the Kaplan ecosystem within 7 days of watching our ads.	KPI: Click Through Rate Ratio between amount of clicks and number of impressions.	KPI: Sales leads Users that watched the video, followed the link and converted.
Hypothesis: Having additional content on the page/presentation helps qualify the user better than not having it.	Hypothesis: An audience based on earned actions is more likely to click on an ad.	Hypothesis: Seasonal content attracts more attention in terms of clicks in relation to impressions than other assets.	Hypothesis: The YouTube ecosystem is cheaper while leads are as qualified or more qualified than IG/FB.



Our strategy: Audience

Product Awareness — Engagement — Campaigns — Advertisement —>

General Marketing Cold	Upper Funnel Warm	Lower SEO Hot
Know English might be good for them but haven't even thought about studying abroad.	Know they need to learn a language but not ready to spend money learning.	They're ready to study but might have a couple questions.
They don't know Kaplan.	They may have heard of Kaplan.	They know Kaplan and are considering us among their choice.
May have come to us via a funny video on social media.	May have googled grammar tips.	May be visiting us directly looking for answers to specific questions.
The blog may help in showing them related content to inspire the.	May need related articles on other grammar tips and to upsell destinations and why you need to study abroad.	May want to know what their accommodation is really like? How are the teachers? What their first day really looks like?



CONTENT

Tone of voice

A few things to remember when writing content:

1. We have over 80 years of experience in education
2. We are international
3. We are inclusive
4. We have a 97% recommendation rate
5. We help our students achieve outstanding academic results

Never abbreviate Kaplan International Languages to KIL or KI Languages on any customer or agent-facing materials, communications or platforms. If you need to shorten, simply Kaplan is fine.

OUR TONE OF VOICE

Kaplan International Languages is...	Kaplan International Languages is not...
Warm and helpful	Informal
Professional	Serious or boring
Knowledgeable and reliable	Arrogant
Inspiring	Dreamlike or vague
Honest	Blunt

This applies to everything we produce, but there will be slight variations depending on the medium and the recipient. **Social media posts** will be **more playful**, while partner communications require a **slightly more formal tone** than promo emails sent to students. However, there should never be a **huge** difference in the tone – we want to sound like the same brand across all platforms.

A note on juniors and Study 30+

We can be **more fun and slightly more informal** when writing content for juniors. But remember that the primary audience is parents, so the content should never feel childish. Also, **juniors can be as old as 16-18** – at this age, they certainly won't appreciate being spoken to like children.

Our tone of voice **should remain the same for Study 30+**. Be wary of the language you use for this audience. We want to make them feel like they are getting an exclusive, specially designed program, but we don't want to make them feel old. Although the product is called Study 30+, we do accept students in their late 20s.

A note on accreditors

As much as we want to promote our courses and schools, be careful of saying things that we can't explicitly prove. Accreditors compare what's on our website and in our fact files to what they find in school inspections – and if it doesn't match up, we'll be in trouble.

Avoid writing things like 'We'll equip you with the **best** test-taking strategies' – instead write something like 'We'll equip you with a variety of test-taking strategies'.

Length

Everything we write should be succinct and to-the-point. Be specific and avoid "nothing" sentences that don't add value.

"Nothing" sentence	Specific example
Eliminate your weaknesses.	Improve your English pronunciation in our K+ Learning Clubs.
There are so many things to see and do in London.	See an award-winning musical in London's West End.
Our students' safety is important to us.	We carry out extensive background checks on our host families and choose those who have experience of accommodating international students.

How to keep content succinct and easy to digest:

- No long sentences. Read the content aloud – if you are struggling for breath, your sentence is too long. Try to keep to one point per sentence.
- No long lists with loads of commas. Use bullet points or only mention the top three things.
- No long paragraphs. Paragraphs should be minimum two sentences and maximum five.
- Use headings and subheadings to direct your reader. These should be informative, engaging and relevant.

Your content should flow down the page in this order:*

1. Essential to know
2. Important to know
3. Useful to know
4. Good to know
5. Nice to know

If your content is too long, focus on what is 'Essential/Important to know' and cut anything that is 'Good/Nice to know'.

**This may change for web content. Try to keep to this rule as much as possible, but don't delete anything that's essential for SEO.*

GRAMMAR & SPELLING

All our content should be written in **American English** (even when we are talking about the UK or ANZ). If you are using Microsoft Word or PowerPoint, make sure you set your proofing language to English (United States) before you start, and double check it hasn't switched back to UK English when you're finished.

Note: Alpadia use **UK English**. If you are writing for an **Alpadia platform**, use **UK English**. If you are writing about Alpadia on a **Kaplan platform** (e.g. Kaplan website, brochure, email from Kaplan staff), change the spelling and grammar to **US English** to align with our house style.

US English vs. UK English spellings

US English 	UK English 
-or (color, flavor, neighbor, harbor)	-our (colour, flavour, neighbour, harbour)
-er (theater, center, fiber)	-re (theatre, centre, fibre)
-ize (realize, organize, recognize, specialize)	-ise (realise, organise, recognise, specialise)
-yze (analyze, paralyze)	-yse (analyse, paralyse)
-ward (toward, forward, backward)	-wards (towards, forwards, backwards)
-log (catalog, analog, dialog)	-logue (catalogue, analogue, dialogue)
enroll, enrollment	enrol, enrolment
check	cheque
inquiry	enquiry
jewelry	jewellery
math	maths
practice (noun and verb)	practise (verb only)
program	programme
traveler	traveller
canceled	cancelled
while, among	whilst, amongst

US English	UK English
parking lot sidewalk trash	car park
highway	pavement rubbish motorway surname transport
last name transportation take exams laundry	sit for exams washing
on weekends	at weekends
all our schools	all of our schools
near the school	near to the school
vacation	holiday
different from	different to
airplane	aeroplane
Monday through Thursday	from Monday to Thursday
first floor, second floor, third floor elevator	ground floor, first floor, second floor lift
restroom, bathroom	toilet, loo
movie, movie theater	film, cinema
fall	autumn
accommodations (plural)	accommodation (singular and plural)
<p>Exception: college/university</p> <p>In US English, a four-year university is often informally referred to as 'school' or 'college'. For Kaplan materials, we only refer to community colleges (or junior colleges) as 'colleges', and we call four-year institutions (like Harvard or UC Berkeley) 'universities'.</p>	

Active vs. Passive Voice

The active voice describes a sentence where the subject performs the action stated by the verb. It follows a clear subject + verb + object construct.

In the passive voice, the subject is acted upon by the verb, which makes for an unclear, roundabout sentence.

Always use the active voice and avoid the passive voice. The active voice is much more straightforward and makes us sound like a reliable, can-do kind of company – which is exactly how we want to sound.

Active voice	Passive voice
We'll arrange your accommodation.	Your accommodation will be arranged.
Students will take the IELTS exam at a nearby test center.	The IELTS exam will be taken by the students at a nearby test center.
Your host family will provide a light breakfast and a packed lunch.	A light breakfast and packed lunch will be provided by your host family.
Experienced and passionate teachers run our English classes.	Our English classes are run by experienced and passionate teachers.

Hyphenation and dashes

Hyphenate two words when they are being used as an adjective.

Common examples: project-based learning, real-life scenarios, state-of-the-art classrooms, cutting-edge technology.

Our Real English elective allows you to learn English through **real-life** situations. (Real-life is describing the 'situations', so it's an adjective and should be hyphenated).

Learning English will benefit you in **real life**. (Real life is a noun here. It's not describing anything, so it's not an adjective and does not need to be hyphenated).

Use the **em dash** (not a hyphen) for school names where relevant:

Boston – Harvard Square

San Francisco – Berkeley

Not:

Boston-Harvard Square

San Francisco-Berkeley

Exclamation marks

Restrict your use of exclamation marks – use them **SPARINGLY**. They are **only** necessary if something is absolutely, spectacularly, mind-blowingly exciting. Use words to convey excitement, not exclamation marks.

Even one out-of-place exclamation mark can make your writing sound childish, needy and unprofessional. The only time they might be needed is when you're talking about Summer Camps – and even then, **use with caution**.

Amperands &

Don't use ampersands in formal communications (e.g. emails to agents), in flyers, brochures or on our website.

They are fine to use on social media for character limit purposes. You can also use

them in established paired terms (e.g. bed & breakfast), and to save repeating 'ands' in a list when two things are closely related (e.g. Practice spelling & grammar, speaking & listening, reading & writing).

Dates

While we do write in US English, the date should be formatted in **UK style** (Day/Month/Year) which is more globally used.

Example: 27/12/2020 or 21 December 2020. (Don't include the letters after the day e.g. 21st, 22nd, 3rd, 6th).

Not: 12/27/2020 or December 27th, 2020.

Numbers

Single-digit numbers are written as words: one, two, three, four, etc.

Double-digit numbers and above are written as numbers: 10, 25, 365, etc.

Exception: If you start a sentence with a double-digit (or higher) number, write it out in words, e.g. Fifteen students entered the competition.

You can also write a single-digit number in digit format if it is part of an established course title, e.g. Academic Semester - 5 Months.

Headings

Do not capitalize the first letter of every word in a heading or subheading. Only the first letter of the first word (and any proper nouns like a company or product name, or the name of a language or country) should be capitalized – this also applies to contents pages. For example:

Why choose Kaplan?

1. We are Kaplan International Languages
2. Learn more than just a language
3. Learn English with Kaplan

Sometimes headings can be written entirely in capitals when it suits the design (e.g. on our website).

Abbreviations and acronyms

Always write out country names in full, with the exception of the UK and the US. Don't use abbreviations like CAN, IRE, FR or ANZ.

If you use any acronyms that aren't commonly known (e.g. UK, US, IELTS, GMAT) write the words out in full in the first instance, followed by the acronym in brackets.

e.g. Kaplan Toronto is now a designated learning institution (DLI).

Don't capitalize the first letter of each word of the acronym unless it's a proper noun, or the name of an official product, company or country name.

e.g. Kaplan International's Test of English (KITE) assesses your listening, speaking, reading and writing skills.

Don't use abbreviations or acronyms that we use internally in the office, unless they are widely used terms. If in doubt, write it out in full.

HOW WE TALK ABOUT OUR PRODUCTS

Adult courses and programs

Course names are proper nouns and should always be capitalized: Business Intensive, Intensive English, Semi-Intensive English, Academic Semester, Academic Year.

Course category names should be capitalized when they are used in a title or subheading. They should **not** be capitalized when used in a sentence.

Course category title – as a heading	Example in a sentence
Flexible English Courses	Our flexible English courses allow you to balance studying with sightseeing.
Business English Courses	Gain advanced English fluency on our business English courses.
Long-Term Courses	Choose from one of our many long-term courses.
Teachers' Courses	We offer a range of teachers' courses.
Group Programs	We can design a bespoke group program for you.
Exam Preparation Courses	Our exam preparation courses will enable you to get a higher test score.

Do not capitalize the 'course' after the course name in a sentence: You can study our **Intensive English course** for as little as one week.

Do not capitalize the word 'intensive' when it is not attached to a course title: Our courses allow you to balance **intensive** study with sightseeing and activities.

Study 30+

The name of the product we offer is **Study 30+**. It is not a specific course or program; it is a specialized experience we offer in certain schools.

We have four 30+ English schools: London, Liverpool, New York and Toronto.

Refer to the product as **Study 30+** or the **Study 30+ experience**, not just 30+ as we do internally, e.g:

'**Study 30+** is ideal for students who want to learn English in a professional and focused environment' or 'Our **Study 30+ experience** is ideal for students who want to learn English in a professional and focused environment.'

Refer to our schools as **Study 30+ schools** where possible. It is fine to call them **30+ schools** if you need to avoid repeating the word 'study', e.g:

'Students can choose to study at one of our 30+ schools.'

To differentiate them from our regular schools, the four 30+ schools should always be written as follows:

London 30+

Liverpool 30+

New York 30+

Toronto 30+

Teachers and staff who work specifically with the **30+ students** should be referred to as **Study 30+ staff**. Students are simply **30+ students**.

Juniors and summer camps

We have **junior schools or schools for juniors**, not juniors schools, Junior's schools or junior centers.

Do not capitalize 'juniors' unless it is at the beginning of a sentence or heading.

Sentence:

We offer language programs for juniors. Juniors will enjoy a packed activity program at our summer camps. **Heading:** Language Programs for Juniors or Junior Language Programs

Not:

We offer language programs for Juniors ❌

We offer language programs for junior's ❌

Language Programs for Junior's ❌

Age ranges:

12-17 years, 12-17-year-olds or ages 12-17

Do not capitalize 'summer camps' in sentences.

Sentence:

We offer summer camps for juniors and teens. ❌

Not:

We offer Summer Camps for juniors and teens.

Our Summer Camps offer a packed activity program. ❌

Levels

Do not capitalize levels or put apostrophes where they don't belong. The levels are beginner, elementary, intermediate and advanced.

Correct ✓	Incorrect ❌
The course is suitable for beginners.	The course is suitable for Beginners.
At intermediate level, students will be able to hold conversations on current affairs.	At Intermediate level, students will be able to hold conversations on topical issues.
We offer courses for all levels, from beginner to advanced.	We offer courses for all levels, from Beginners to Advanced.

Special classes and initiatives

Guaranteed Progress should always be capitalized.

e.g. We offer Guaranteed Progress on our Intensive English courses.

Names of special skills classes, like **Real English**, should always be capitalized – but 'special skills' should not.

e.g. We offer a range of special skills classes at this school, including Real English.

K+

Kaplan students follow a bespoke **K+ curriculum** at our English schools.

Our K+ materials are:

K+ Course Books
K+ Online
K+ Online Extra
K+ Learning Clubs

Documents

We call them **fact files**, not factfiles, fact sheets or center guides.

e.g. Download your school fact file here.

Departure guides are what we send to

students before they arrive at Kaplan.

Social program

We call it a **social program**, not a social schedule or activity program.

Do not capitalize 'social program' unless it's being used as a title or heading.

e.g. When you study with Kaplan, you'll enjoy a packed **social program**.

Accommodation

Kaplan students can choose to stay in a **homestay** with a **host family** or a **student residence**.

Homestay is **one word**. None of these terms need to be capitalized unless they are being used in a title or heading. Only capitalize names of specific student residences, e.g. Barrington Plaza, Westwood International House, Westwood Hall.

People and staff

Kaplan **teachers or teaching staff**, not educators, lecturers or activity leaders.

If you're talking about a specific teacher, check what their precise job title is and use the correct title (we have some Senior Teachers, for example).

School Director in the US, Canada, Australia and New Zealand.

Principal in the UK and Ireland. Not Headteacher or Center Manager. Use the region-specific title where possible, but if in doubt, use **School**

Director.

Generally, any other school staff with non-teaching roles can be called Kaplan staff. But if you're talking about a particular member of staff at a school, use their specific title (these vary depending on the region and school).

Group Leader (capitalized) when talking about Group Programs.

Kaplan Sales Advisor or just **Sales Advisor** (capitalized) not Kaplan Rep or Kaplan Agent.

Kaplan Partner or just **Partner** (capitalized) not Agent.

CONTENT MARKETING

As part of our global content marketing strategy, we've aligned the following content categories across all content production and publication:

B2C

1. FUN WITH LANGUAGES
2. LEARNING LANGUAGES
3. WORKING INTERNATIONALLY
4. AROUND THE WORLD
5. STUDYING WITH KAPLAN
6. PEOPLE OF KAPLAN

B2B

7. HOW TO MAXIMIZE YOUR KAPLAN SALES
8. HOW TO SELL KAPLAN
9. HOW TO WORK WITH KAPLAN
10. HOW TO EXCEL AS A KAPLAN TOP SELLER

BLOG

I. IMAGES

Image formats

Do: Web sized Jpegs

Don't: Use png, tiff, any other image format

Do: Use our standard image sizing for articles 1410x785px (Header) and 1410x390 (Article body)

Don't: Use any other format

Image source

Do: Use images from Brandfolder

Don't: Use images from shutterstock or other image providers

Don't: Use unlicensed images from google/instagram/facebook

User generated content

Do: Use images from our students only if you've saved the consent form in <https://trello.com/b/QjAd6Kqm/consent-forms-video-photography>

Number of images per article

Do: Use a maximum of 3 pictures per blog article

II. CODING

Embedding codes

Do: Use YouTube embed codes for videos

Don't: Embed any JavaScript code

Don't: Embed external APIs (instagram, facebook, twitter)

CSS and styling

Do: use the options that the WYSIWYG provides

Don't: Create your own styling in the source of the article.

Note: Any external code affects PageSpeed

metrics (LCP, CLS) and can will prevent you from being able to use the publish action on the blog

III. CONTENT

SEO

Do: Research keywords relevant in your market and language within the 6 content categories

Don't: Copy/translate articles from other markets

Don't: Write about specific or seasonal events that won't be relevant after it happened. (This is more suited for social media channels, but not the blog)

Don't: Copy content from another website

Keyword Cannibalization

Do: Update your main website's product pages with key selling points, things to do in destinations

Don't: Write about something that already exists on our main website (they will compete in SEO with our page)

Don't: Have more than 1 article per topic

Don't: have more than 1 article per keyword idea

Housekeeping

Don't: Have any published articles that do not have more than 1,000 impressions a month on SERP

Don't: Have any article about an erroneous fact about our products or destination

Don't: Have any article about any fact that change soften (dates, ratings, stats...)

IV. PROMOTIONS AND CAMPAIGNS

Do: make sure your articles have SEO value before you link them to a promotional email

Don't: Add a promotion or campaign content to the blog article

Don't: Create a specific blog article for a specific campaign or promotion

V. LINKS AND CTAS

CTAs

Do: Use the main CTA block to drive users to the website or/and our main KPIs.

Don't: Put more than 2 links in the article

Don't: Link to our own articles/website from the body of the article

Don't: Create your own CTA with your own image

VI. TESTIMONIALS

Do: Use a testimonial from our students only if you've saved the consent form in <https://trello.com/b/QjAd6Kqm/consent-forms-video-photography>

Don't: create a testimonial only blog article (really low SEO value + competes with GoogleMy Business)

VII. AUTHORING

Do: Have an image and a short interesting and relevant bio for all your authors on the blog (even previous Kaplan staff)

Do: Create general authors for blog partnerships and students. E.g. "guest writer" or "kaplan student"

Don't: Use a generic author like "kaplaninternational" for normal blog articles