

# Brand Guidelines

# About JourneyEd

JourneyEd is an educational technology (EdTech) procurement company that specializes in providing solutions for educational institutions. JourneyEd offers a range of products and services to empower schools to achieve their goals through the use of technology.

## Brand Story

JourneyEd has a rich history of empowering educational institutions with cost-effective technology solutions, built on a foundation of unwavering dedication and industry-leading expertise.



### Origin

Founded in 1990 with a mission to be the clear choice procurement option for technology solutions for schools, with service and support that are measurably more effective than competing options.



### Milestones

Grew from a small startup to a leading provider of educational technology solutions, expanding its product portfolio and customer base over the decades.



### Customer Perception

Developed a reputation for long-standing commitment to the education sector, deep industry expertise, and reliable products and services.

## Company Description

### LONG

Delivering Technology To Education Since 1990. JourneyEd, the EDU techstore, offers the largest selection of education priced products for school technology buyers. Our offering categories include: Software, Hardware and IT Network Solutions. We assist with everything from requirements gathering, defining specifications, contract negotiations, fulfillment, billing, implementation, upgrading and more. By providing students, educators & schools nationwide with world-class technology, we deliver long-term value as well as a positive return on investment for our customers.

### SHORT

For over 30 years, JourneyEd, the EDU techstore, has offered the largest selection of education priced products for school technology buyers. Our offering categories include: Software, Hardware and IT Network Solutions.

# Brand Overview



## Brand Name

JourneyEd is the shortened version of the original company name "Journey Education".



## Founded

JourneyEd company was founded in 1990, with over 35 year of experience in the industry.



## Industry

JourneyEd operates in the educational technology procurement industry, providing cost-effective solutions to educational institutions.



## Mission Statement

Our mission is to be the clear choice procurement option for technology solutions for schools, with service and support that are measurably more effective than competing options.



## Vision Statement

JourneyEd aspires to become the leading provider of educational technology solutions, ensuring every educational institution, regardless of size or budget, has the technology tools necessary to achieve their goals.



## Primary headline

# EdTech Procurement Done Right

## Core Values

JourneyEd has a rich history of empowering educational institutions with costeffective technology solutions, built on a foundation of unwavering dedication and industry-leading expertise.



### Customer-Centricity

Prioritize customer needs with personalized solutions and exceptional service.



### Integrity

Operate with honesty and transparency.



### Innovation

Continuously seek out and embrace new technologies.



### Collaboration

Work closely with customers, vendors, and the educational community.



### Sustainability

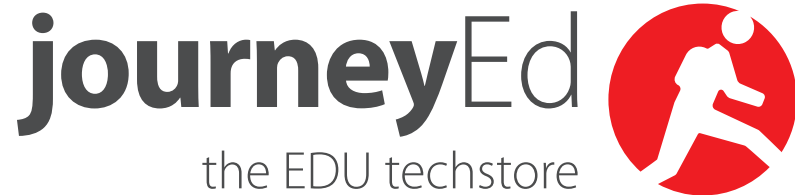
Promote eco-friendly practices and responsible choices.

## Credibility badges



# Logo Use Guidelines

## Primary logo (default)

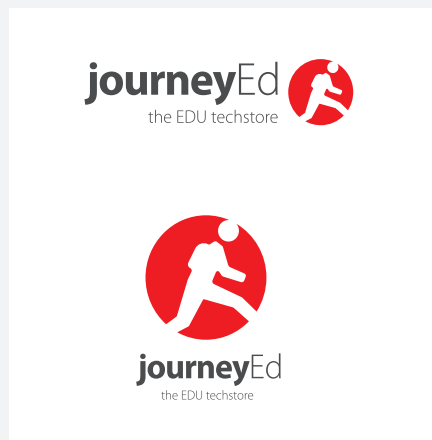


## Alternate Veretical logo

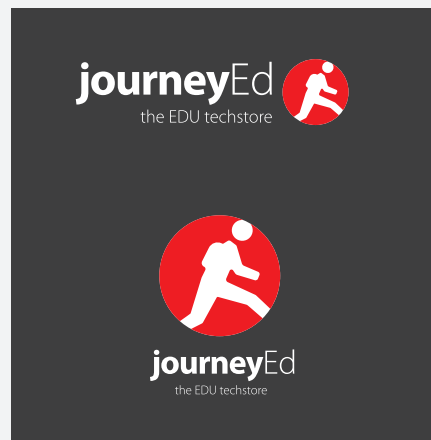


## Primary logo verisons - choose appropriate logo for appropriate background

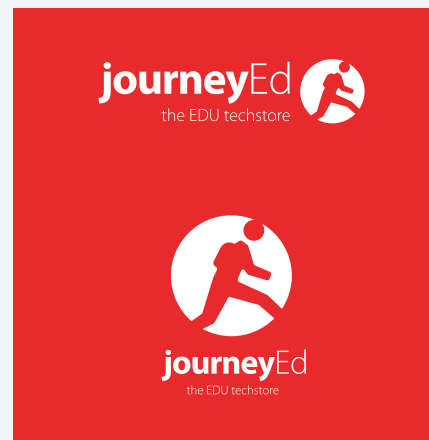
*White or Light Background*



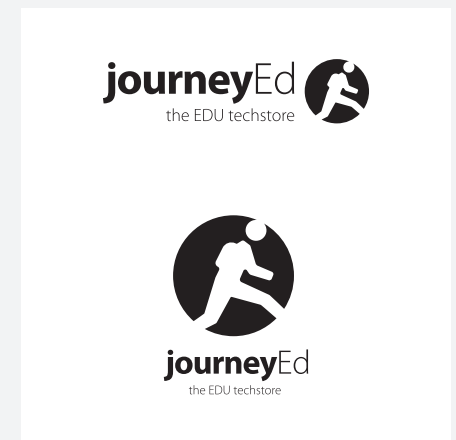
*Black or Dark Background*



*Red or Monochrome Black Background*



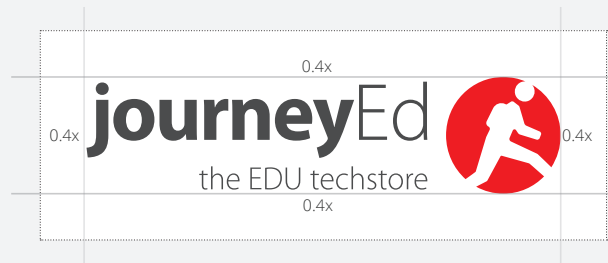
*Monochrome White Background*



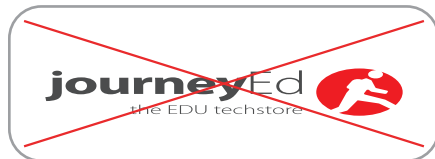
# Logo Use DON'TS Guidelines

*Do not distort or change logo colors.*

*Here are some examples of what NOT to do with the journeyED logo.*



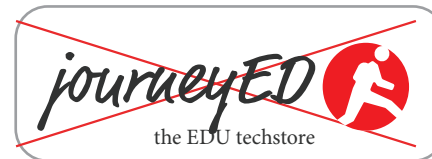
The clear space around our logo should be greater than 0.4x where x is defined by the height of our logo. For example, if the height of the logo is 25mm, then the clear space would be 10mm on all sides.



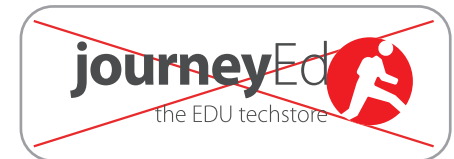
*DON'T stretch logo either horizontally or vertically unproportionally*



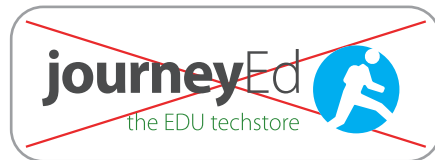
*DON'T change the order of the logo elements*



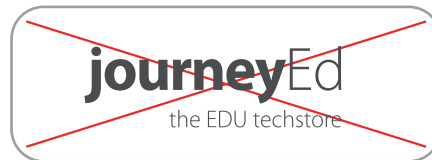
*DON'T change typeface*



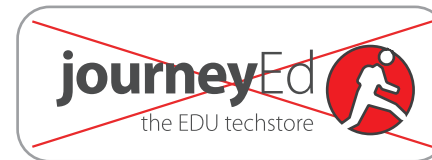
*DON'T alter space between text & icon*



*DON'T alter color of the elements*



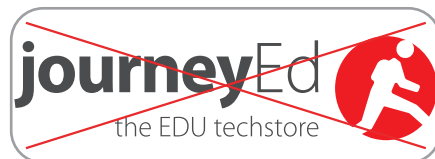
*DON'T remove icon from logo*



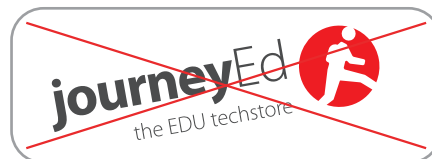
*DON'T add strokes to logo elements*



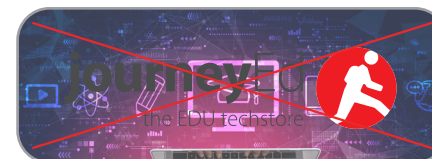
*DON'T alter the proportion of the element in relation to each other*



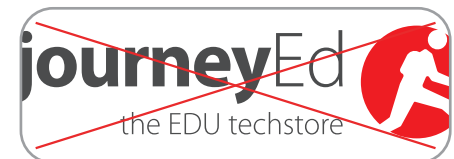
*DON'T crowd the logo (see clear space above)*



*DON'T tilt logo*



*DON'T place logo on busy background*



*DON'T crop the logo*