



سيرتاك
Seratac

Supporting an Education Reform Agenda
to Improve Teaching, Assessment
& Career Pathways.

SERATAC BRAND GUIDEBOOK

TABLE OF CONTENTS

	1.0	Our Brand
Page 04	1.1	Introduction
06	1.2	Our Persona
	2.0	Our Logo
Page 8	2.1	Concept
10	2.2	Crafting
11	2.3	Variations
13	2.4	Logo Usage
14	2.5	Misuse
15	2.6	Descriptors
16	2.7	Partners
	3.0	Design System
Page 18	3.1	Colors
19	3.2	Component Colors
20	3.3	Type Face
21	3.4	Component Icons
22	3.5	The Three Books
23	3.6	Iconography
24	3.7	Photography
26	3.8	Videography
27	3.9	Videography Brand Placement
28	3.10	Social Media
39	3.11	Social Media Examples
	4.0	Stationary
Page 31	4.1	Stationary

1.0

OUR BRAND



1.1 Introduction

The Ministry of Education proudly unveils the brand for its program: **"Supporting an Education Reform Agenda for Improving Teaching, Assessment & Career Pathways,"** supported by the World Bank. This comprehensive guide presents the essence of SERATAC, outlining its mission, vision, values and brand guidelines.



Our Mission

Empower learners to achieve their full potential by enhancing primary and secondary outcomes, and introducing diverse pathways leading to tertiary education.



Our Vision

By 2030, the first cohort of Palestinian students will have completed a cursus of good quality general education and; having been well served by that education, will be ready to enter the labor market or tertiary education on a strong footing,
Education should be a racer where everyone wins.



Brand Voice

The SERATAC brand voice is inspired by its mission, vision, and values. Since its launching in 2022, our guiding principle in all our interventions is built on the core idea of empowering learners to achieve their full potential and become the leaders of the future.

Therefore, our voice is

- **Enthusiastic and encouraging** - to give a sense of excitement about the possibilities of learning and the potential of every learner to succeed.
- **Supportive and Empowering** - to make educators and learners feel they have the support and resources they need to achieve their goals.
- **Inclusive** - that value diversity and respect all learners, regardless of their background or abilities.
- **Future-focused and ambitious** - to inspire educators and learners to believe in their ability to make a difference in the world.

1.1 Introduction



Our Values

Resilience and Empowerment

- Equip educators, administrators, parents, and students with the knowledge, skills, and values to adapt and persevere in the face of challenges and setbacks.
- Foster students' sense of ownership over their education, nurturing their curiosity, critical thinking skills, and lifelong learning habits.

Growth and Laying Foundations

- Relentlessly strive for improved student outcomes, enhancing teaching and learning practices, and assessment strategies.
- Lay the foundation for equitable access to quality education for all learners, regardless of background or circumstances, using available resources effectively.

Innovation and Creativity

Cultivate a culture of innovation and creativity to encourage new approaches to teaching, learning, and assessment, fostering a dynamic and forward-thinking learning environment.

Consistency and Coherence

Ensure consistent and coherent reforms seamlessly across all aspects of the education system, preventing fragmented and disjointed approaches that hinder progress.

Expansion and Diversity

- Expand the reform agenda to encompass all school levels, from early childhood to higher education, across all Palestinian governorates in the West Bank and Gaza Strip.
- Create a more equitable and inclusive education system where all students; regardless of background or location, have access to quality education.

Integration and Embedding

- Embed reform efforts seamlessly into the existing educational framework, ensuring alignment with the system's overall goals, objectives, and practices.
- Integrate interventions effectively by aligning them with existing.

1.2 Our Persona

How do we convey our brand?

We defined our key messages to guide how we frame our communications to reflect our values, brand voice and identity.

SERATAC is a comprehensive program for empowering Palestinian children and adolescents and enhance their educational attainments and career pathways to become active citizens locally and internationally.

Palestinian students in secondary and primary schools do not have appropriate competencies to be active citizens in their communities, countries and the globe, due to the use of traditional means of teaching and learning that does not adhere with the requirements of the future of teaching and learning.



SERATAC presents corelated interventions, in a multi-phased approach that accompany the students' journey at schools since early grades, to promote a culture of thinking, and help them become the learners of the future.



We believe that reading is the gateway for further learning. Through equipping primary schools with the necessary skills to comprehend what they read, and write properly, in a positive, inclusive school and classroom environment, we will contribute in preparing the learners of the future.



At SERATAC, we seek to make learning more meaningful for our students, through interactive learning, using evidence-based and project-based approaches that provoke students critical thinking and problem-solving skills; and enable them to produce knowledge, ideas, and new innovations, to become the leaders of the future.



Students will become more rationale, and data-driven to make key choices for their future, based on their skills, talents, ambitions and needs.

2.0

**OUR
LOGO**



2.1 Concept



The logo is comprised of two inseparable parts:

The initials of the program “Supporting an Education Reform Agenda to Improve Teaching, Assessment and Career Pathways” in both English and Arabic.

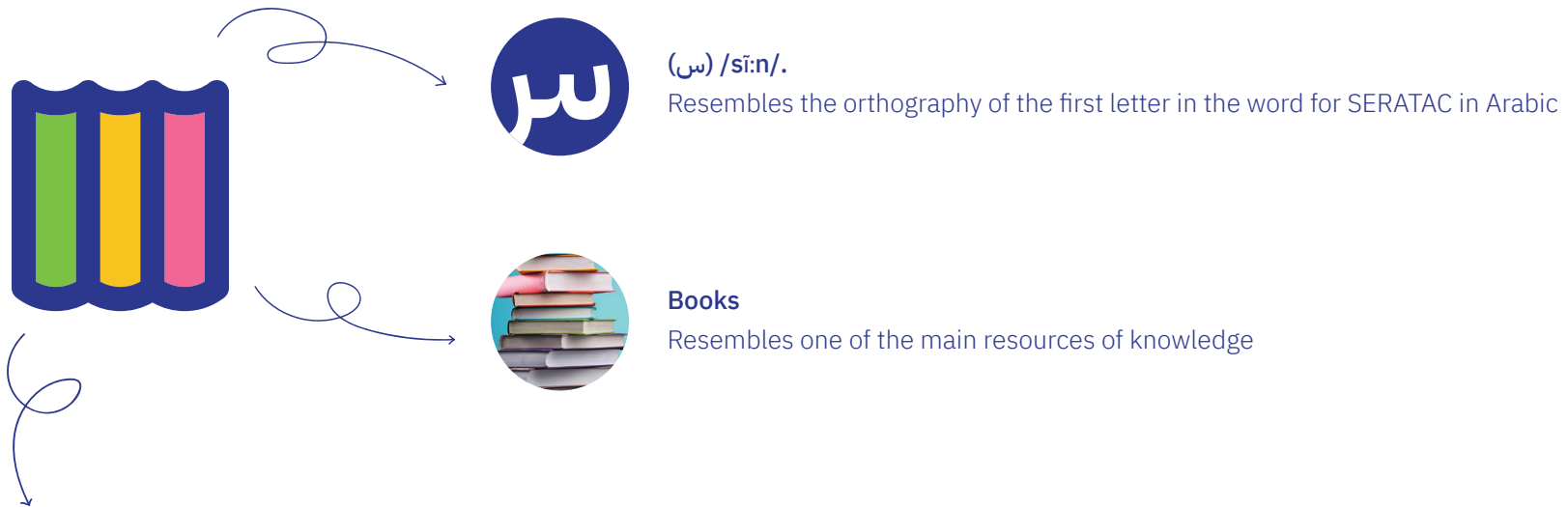
SERATAC, سيرتك

The second part is three stacked books representing the program’s three components with an upper outline that resembles the orthography of the first letter in the word for SERATAC in Arabic (س) /sī:n/.

One element may not be separated from the other, and the program initials SERATAC سيرتك may not be separated and may not be used on their own.






2.1 Concept



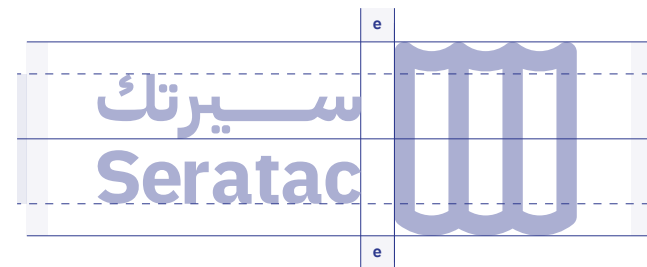
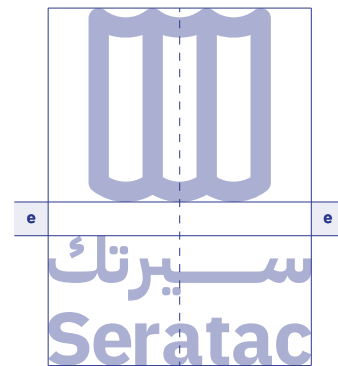
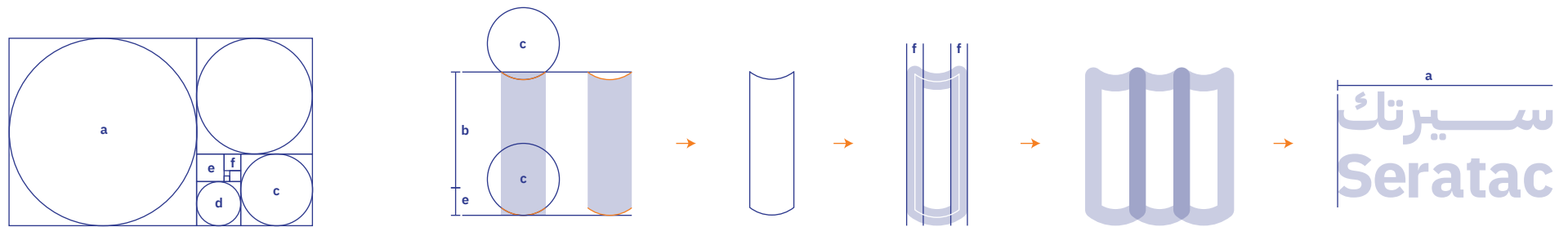
The intertwined books in the logo symbolize the interconnectedness and interdependence of the program's three components, reflecting change to: reflecting the program's unique multiphase approach, where each and every component works together in harmony. This interconnectedness shows the three books SERATAC (components) as a single block of books. This symbolizes their unity and strength, commitment to quality and integration, and ensuring that education is delivered seamlessly among students.

The colors for each book also hold meaning, reflecting the colors of the three components:

-  **The pink** represents **Component 1:** Building Strong Foundations for Learning and Wellbeing.
-  **The yellow** represents **Component 2:** Harnessing Technology to Improve STEM Learning and Better Equip Students for the Labor Market.
-  **The green** represents **Component 3:** Strengthening the Student Learning Assessment System.

2.2 Logo Crafting

In crafting the SERATAC logo, the golden ratio was meticulously applied to ensure perfect harmony and balance. By adhering to the golden ratio, the logo embodies precision and aesthetic appeal, resonating with the brand's identity of continuous learning and growth.



2.3 Variations Stacked Logo

SERATAC's primary logo plays a central role in communicating our brand and reinforcing our visual identity.

Positive

This version of the logo should be used on the majority of applications.



Negative

This is an alternative to the positive logo when it needs to be reversed out of darker backgrounds.



Black Mono Logo

This form of logo is used when it needs to appear on a white or very light background.



2.3 Variations Horizontal Logo

Horizontal Version: this version of the logo should only be used if there is not enough space to comfortably accommodate the primary logo on full portrait applications.

Positive

This version of the logo should be used on the majority of applications.



Negative

This is an alternative to the positive logo when it needs to be reversed out of darker backgrounds.



Black Mono Logo

This form of logo is used when it needs to appear on a white or very light background.



2.4 Logo Usage

Clear Space

To ensure that SERATAC's logo is legible, always maintain a clear space around it. This space will isolate the logo from any other graphic elements that might interfere with its impact. The minimum clear space should be equal to one-third of the height of the logo mark.



Logo Size

To ensure that SERATAC's logo is recognizable in print and digital formats, follow the minimum size guidelines. However, avoid making your logo too big, as this can be overwhelming. When determining the right size for your logo, consider its relationship to other elements of your design. Your logo should be smaller than your headline or main message, and it should not be the dominant element of your design.

Digital 72 dpi



Digital 144 dpi



Print



2.5 Misuse

SERATAC logos are protected and cannot be modified in any way. This includes altering the logo or incorporating it into other designs. Correct and incorrect logo usage are illustrated in the examples to the right.

Don't

Apply a gradient to the logo



Don't

Rotate the logo



Don't

Change the colors even if they look similar. Use the official colour specifications detailed in the guidelines



Don't

Change the position or size of the icon



Don't

Squish the size of the logo out of proportion.



Don't

Add shadow to the logo. Use either the colored or mono color version



Don't

Add strokes or borders



2.6 Descriptors

Component 1

بناء أسس قوية للتعلم والرفاه
Building strong foundations
for learning and wellbeing

سيرتاك
Seratac



Component 2

STEM وتطوير نظام فعال للإرشاد المهني
Harnessing technology to improve STEM learning
and better equip students for the labor market

سيرتاك
Seratac



Component 3

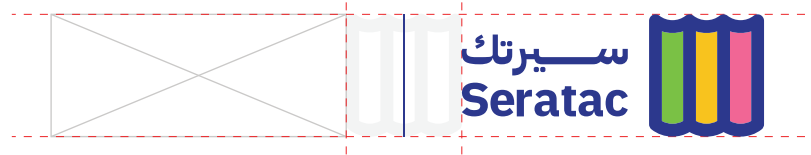
تعزيز نظام تقييم تعلم الطلبة
Strengthening the student
learning assessment system

سيرتاك
Seratac



2.7 Partners

SERATAC's logo will occasionally appear alongside partner logos of various shapes and sizes. Designing balanced and proportional lockups will require a keen eye for design.



دولة فلسطين
وزارة التربية والتعليم



3.0

DESIGN SYSTEM



3.1 Colors

Our primary colors palette is

Deep Blue

#2E3192

RGB 46, 49, 146

CMYK 99, 96, 4, 0

White

#FFFFFF

RGB 250, 250, 250

CMYK 0, 0, 0, 0

Our secondary colors palette is

Orange

#FF8000

RGB 255, 127, 0

CMYK 0, 61, 100, 0

Grey

#404040

RGB 64, 64, 64

CMYK 67, 60, 60, 47

Light Grey

#F2F2F2

RGB 242, 242, 242

CMYK 2.5, 2.5, 2.5, 0

3.2 Component Colors

Component
One

1

#f06496
RGB 240, 100, 150
CMYK 0, 76, 12, 0

Component
Two

2

#fbc421
RGB 250, 195, 30
CMYK 2, 24, 96, 0

Component
Three

3

#7ac943
RGB 120, 200, 67
CMYK 56, 0, 97, 0

3.3 Typeface

IBM Plex Sans

for Both Latin and Arabic

Thin

ExtraLight

Light

Regular

Medium

SemiBold

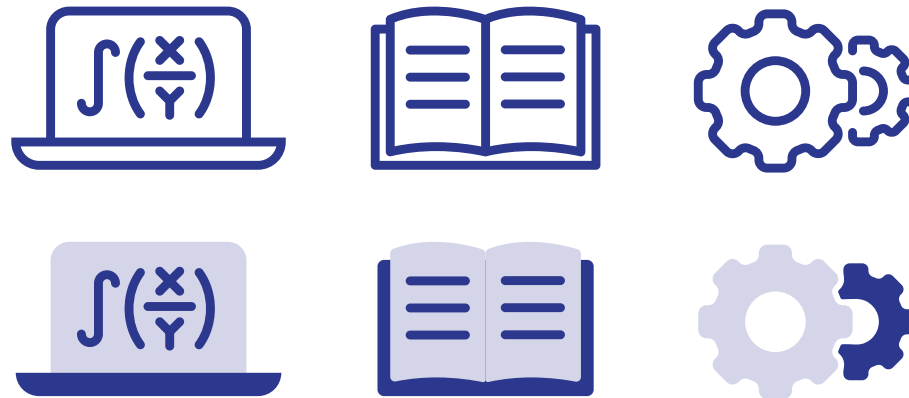
Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠!@£\$%^&*()

أ ب

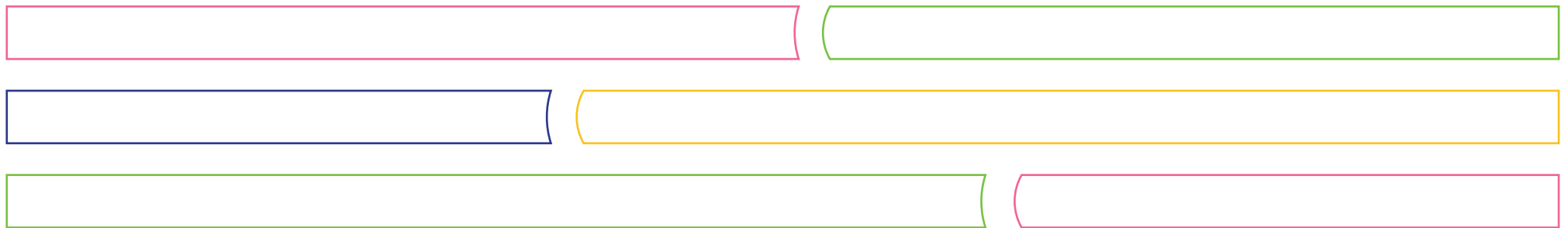
3.4 Component Icons



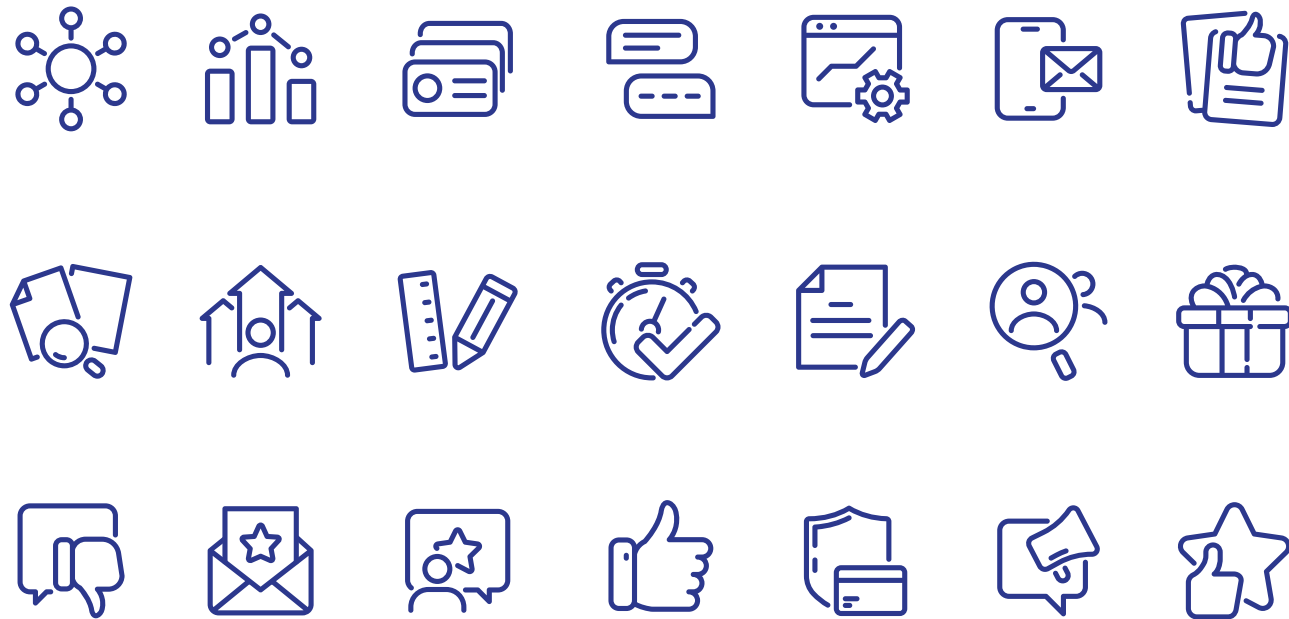
Main Icons
Editable stroke



3.5 The Three Books



3.6 Iconography



3.7 Photography

The power of imagery lies in its ability to transcend words & speak directly to the heart.



3.7 Photography

When taking pictures or choosing images they should embody the essence of SERATAC, capturing its core concept and conveying their unique voice in a way that resonates with the target audience.

1. Tell & Serve the Story

- **Ensure** that the pictures you choose serve as a tool for storytelling, evoking emotions, and conveying the message you need to deliver. In the realm of our brand identity, photography plays a crucial role in shaping our visual narrative and establishing a consistent aesthetic that resonates with our target audience.
- **Capture** authentic moments, real people, and live events in a natural and uncontrived matter. This gives power to your image to connect with viewers on a deeper level and inspire a feeling of empowerment rather than passivity.

2. Execute at a high level

- **Uphold** the highest standards of quality and visual excellence. The photographs you choose must not be technically flawless, free from blur or imperfections.

Every image we produce should serve as a powerful visual narrative, conveying a message of hope, empowerment, and the transformative power of education.

- **Capture** the essence of the Ministry of Education and the World Bank's work through SERATAC, showcasing the dedication of educators, the resilience of students, and the tangible impact of education on communities

3. Inclusiveness

- **Reflect** the diversity of the student body, embracing all cultures, religions, genders, abilities, and body types. **This fosters a sense of belonging, empowering children and youth from all walks of life to see themselves in our stories.**
- **Feature** girls and boys, and people with disabilities, to present a balanced representation of body shapes and sizes.
- **Embrace inclusiveness** to inspire students, teachers, parents, and educators to see themselves as valued learning community members, fostering a sense of belonging and empowering them to achieve their full potential.

3.8 Videography

High-Quality Visual Storytelling:

SERATAC's videos are polished and impactful, reflecting the program's identity and vibrant personality (see Sections 1.1, 1.2). We prioritize a clean, modern aesthetic, guided by the following principles:

1. Logo Usage

- Every video ends with both SERATAC and MoE logos prominently displayed.
- **Recommended:** Horizontal or vertical logos centered on a white background, followed by SERATAC contact information.
- **Partnerships:** Videos with multiple partners or outside MoE should adhere to the Ministry's brand guidelines.

2. Color Palette

Utilize SERATAC's official color palette (Specified in Section 3.0).

3. Transitions

Maintain a smooth flow with standard cut transitions.

4. Copyright

Ensure all music and visuals are either copyright-free, used with permission, or fall under fair use.

5. Length

Length will be determined on a case-by-case basis.

6. Technical Standards


- Resolution: 4K (3480*2160) or Full HD (1920*1080).
- Aspect Ratio: Varies depending on video subject, type, and publishing platform.

Remember


- Consult Section 1.0 for brand personality details.
- Refer to Section 3.0 for the official color palette.

3.9 Videography brand placement

In production by



سيرتاك
Seratac



دولة فلسطين
وزارة التربية والتعليم

comm.seratac@moe.edu @ +970 22969352 | +970 2888280/2
moe.edu.ps/prog/seratac 🌐 Al Masyoun - Ramallah, Al Rimal - Gaza 📍

Final Message Here



سيرتاك
Seratac



دولة فلسطين
وزارة التربية والتعليم

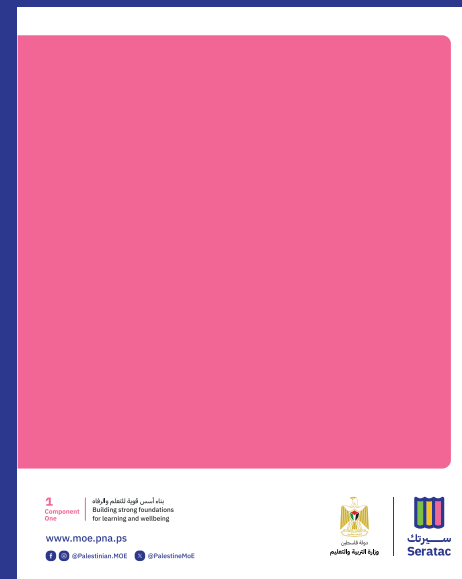
comm.seratac@moe.edu @ +970 22969352 | +970 2888280/2
moe.edu.ps/prog/seratac 🌐 Al Masyoun - Ramallah, Al Rimal - Gaza 📍

3.10 Social Media

Social media platforms give us the opportunity to engage with SERATAC's multitude of audiences: students, parents, teachers, supervisors, and others. Whether it is for showcasing student experiences, recognizing program achievements, or demonstrating impact- social media is crucial for fostering a vibrant online presence and cultivating a strong brand identity.

General Guidelines

- **Use** the Ministry of Education (Refer to MoE brand guidelines) and SERATAC's official logo and color palettes consistently across all media platforms.
- **Adhere** to the Ministry of Education's brand guidelines, and SERATAC's brand voice, visual style, and messaging.
- **Maintain** content quality as all content should be well-written and/or designed, informative, visually appealing, and relevant to the program's goals and target audience.



3.11 Social Media Examples

Images

Your images should be high quality, vibrant, attention-grabbing, and reflective of the message you're trying to convey. For Instagram in particular, images should be chosen wisely and flow with the past content of the MoE account but show the identity and brand of the program.



Graphics

The use of images is primarily preferable. But, depending on the content goals, there might be a need to use graphics to share information about rankings, statistics, examination results, etc. When using graphics, we want to make them clear and simple—using the same set of colors, fonts, and illustrations that are used in normal posts.

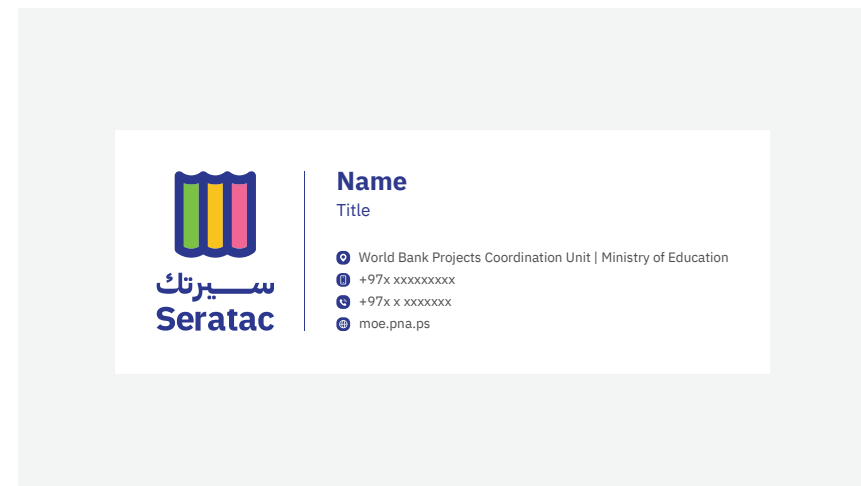
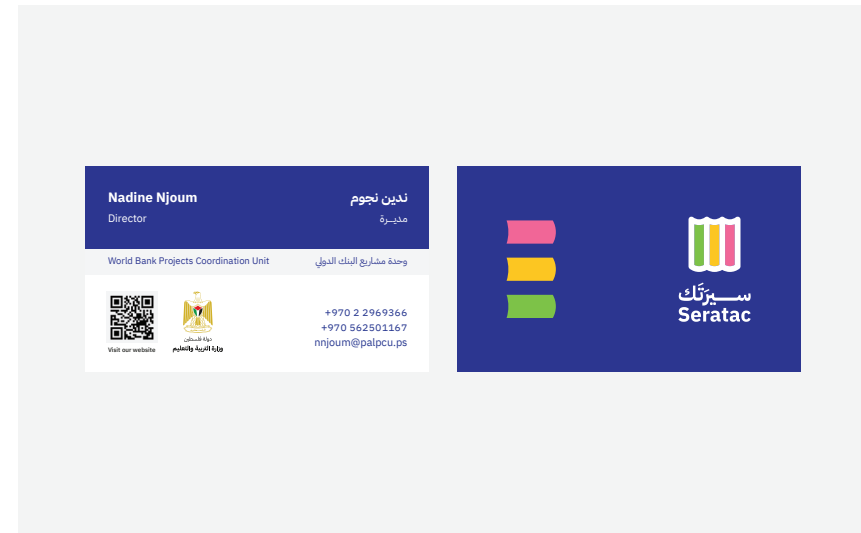
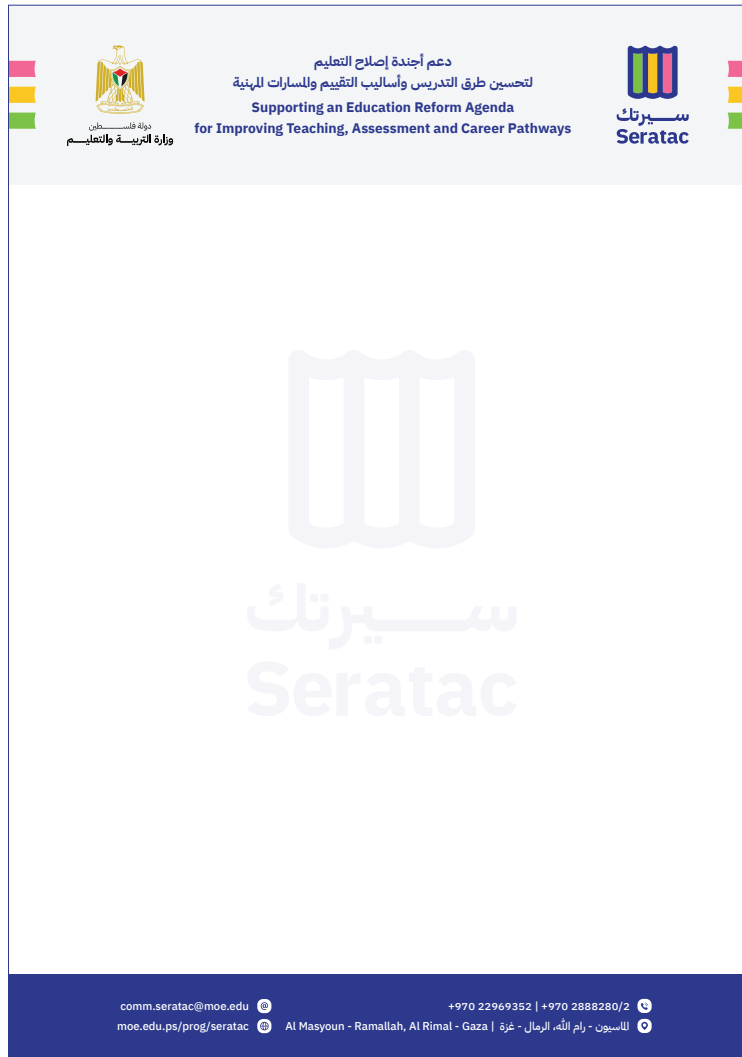


4.0

STATIONERY



4.1 Stationery



Supporting an Education Reform Agenda
to Improve Teaching, Assessment
& Career Pathways.

