



# The brand book

MiniBoss Business School

brand style guide

2022

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## **ABOUT THE RULES**

The document that you hold in your hands is an instruction for using branded elements. It allows you to monitor the use of common standards and a common style. The rules described here will help designers and responsible managers do their work correctly and efficiently. All layouts and additional materials are attached to the manual.

## **ABOUT THE MINIBOSS BUSINESS SCHOOL**

International Educational Network MINIBOSS BUSINESS SCHOOL is the world's #1 brand in business education for kids and teens.

In 2000, we created a market for children's business education!

The study books and teaching manuals are translated into dozens of languages of the world, which allows preserving national traditions and taking into account the local mentality, and also allows the new generations to grow up on the basics of national identity and principles of global leadership. The level of teaching is controlled by clearly defined standards, which allows achieving the equal high quality of education in different countries.



## LOGOTYPE

The logo of the MiniBoss Business School consists of a graphic sign and a text part. The main version is used on a bright blue background.



## LOGOTYPE

This version of the logo is used when color printing is impossible, or a bright background is not combined with the basic layout.



## DESCRIPTOR

You can also use a handle in layouts instead of a logo or a combination of it with a logo. for a more aesthetic look of the layout itself or when it is not possible to place a logo in the layout

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**INTERNATIONAL EDUCATION NETWORK**

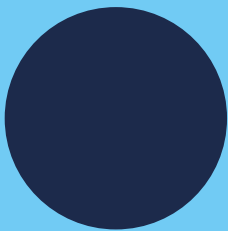


**MINIBOSS BUSINESS SCHOOL<sup>®</sup>**  
**INTERNATIONAL EDUCATION NETWORK**

## BRAND COLOURS

# The brightest blue

The main colors of the MiniBoss brand are light blue, dark blue and yellow



# BRAND COLOURS



CMYK (55; 0; 0; 0)  
RGB (113; 203; 244)

CMYK (100 85; 40; 40)  
RGB (26; 43; 76)

CMYK (0; 10; 100; 0)  
RGB (255; 221; 0)

## Additional colors

CMYK (71; 0; 56; 0)      RGB (61; 178; 140)



CMYK (0; 26; 99; 0)      RGB (253; 193; 0)



CMYK (19; 85; 0; 0)      RGB (229; 39; 165)



CMYK (27; 0; 100; 0)      RGB (207; 214; 0)



CMYK (70; 0; 3; 0)      RGB (12; 188; 235)



CMYK (0; 37; 97; 0)      RGB (248; 173; 0)



CMYK (55; 51; 0; 0)      RGB (125; 126; 190)



CMYK (45; 0; 100; 0)      RGB (162; 198; 23)



## FONT

# Rich multilingual typeface

The MiniBoss Business School is an international educational network, which is actively developing in the franchising system. To make it easier to follow a common style concept in different languages, we use a multilingual family of free PT fonts.

- Futuris – main;  
Regular;  
Bold;
- Futura PT – additional;  
Light;  
Book;  
Medium;  
Demi;  
Heavy;  
Bold;  
Extra Bold.

## FONT MAIN

The two main styles of Futuris are classic proportions regular and bold, form a normal family of fonts and are intended primarily for the design of various printing, as in printed and on screen.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0  
« » „“ : ; ? ! @ # \$ % & \* ( )

Futuris Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll**  
**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww**  
**Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**  
**« » „“ : ; ? ! @ # \$ % & \* ( )**

Futuris Bold

## FONT ADDITIONAL

Futura PT is a universal font, similar to the Futuris font family, has a greater variety of types and is well suited as an auxiliary text for documentation, writing letters or articles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0  
« » „ ” : ; ? ! @ # \$ % & \* ( )

Futura PT Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0  
« » „ ” : ; ? ! @ # \$ % & \* ( )

Futura PT Book

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll**  
**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww**  
**Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**  
**« » „ ” : ; ? ! @ # \$ % & \* ( )**

Futura PT Medium



## FONT ADDITIONAL

Futura PT is a universal font, similar to the Futuris font family, has a greater variety of types and is well suited as an auxiliary text for documentation, writing letters or articles.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll**

Futura PT Demi

**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww**

**Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

**« » „ ” : ; ? ! @ # \$ % & \* ( )**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll**

Futura PT Heavy

**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww**

**Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

**« » „ ” : ; ? ! @ # \$ % & \* ( )**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll**

Futura PT Bold

**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww**

**Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

**« » „ ” : ; ? ! @ # \$ % & \* ( )**

## FONT ADDITIONAL

Futura PT is a universal font, similar to the Futuris font family, has a greater variety of types and is well suited as an auxiliary text for documentation, writing letters or articles.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll**  
**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww**  
**Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**  
**« » „“ : ; ? ! @ # \$ % & \* ( )**

Futura PT Extra Bold



## FOLDER

Branded presentation folder  
for a small number of documents.  
Bright blue colour. Without pockets.



## BUSINESS CARD

There are several types of business cards: personal and universal. They can have a different background color, which is present in branded colors





# BUSINESS CARD

There are several types of business cards: personal and universal. They can have a different background color, which is present in branded colors

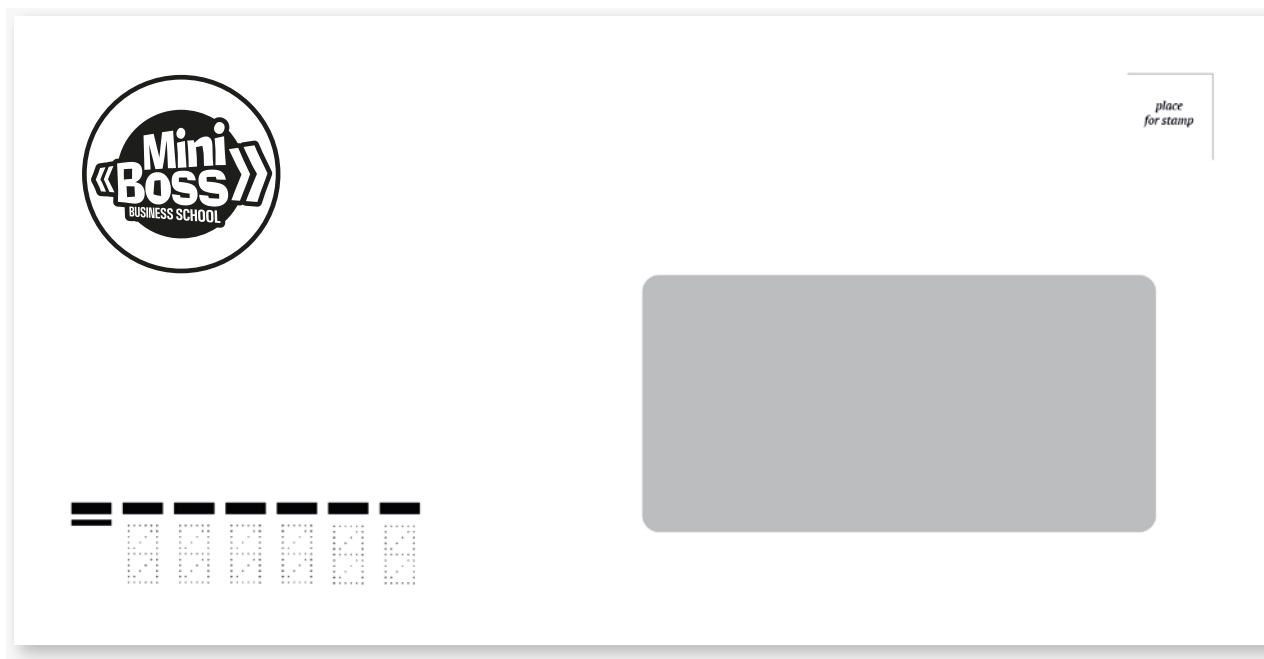


# ENVELOPE DL/E65

Type №1. For simple correspondence. The recipient address is filled in manually.



Type №2. Windowed envelope for simple correspondence.



## ENVELOPE DL/E65

These envelopes are used mainly for advertising purposes. They can be used for gift certificates, greeting cards or notices for parents about the child's studies.





**INDOOR POSTER.**

**MiniBoss**  
**BUSINESS SCHOOL**

**INTERNATION  
BUSINESS  
SCHOOL**  
for kids and teens  
+ (994) 502265665  
www.miniboss-school.com

**NEW  
INTAKE**  
ONLINE & FACE-TO-FACE

**8 COURSES**

**Harvard for kids!**

MINIBOSS  
PROCESSION  
CREATOR  
MERCHANT  
ENTREPRENEUR  
INVENTOR  
RHETOR  
PROFESSIONAL



# CITYLIGHT / OUTDOOR POSTER





**MiniBoss**  
BUSINESS SCHOOL

**NEW INTAKE**  
ONLINE & FACE-TO-FACE

**MAKE OWN MONEY**  
FROM THE AGE OF 6!

**BUSINESS SCHOOL №1**  
IN THE WORLD

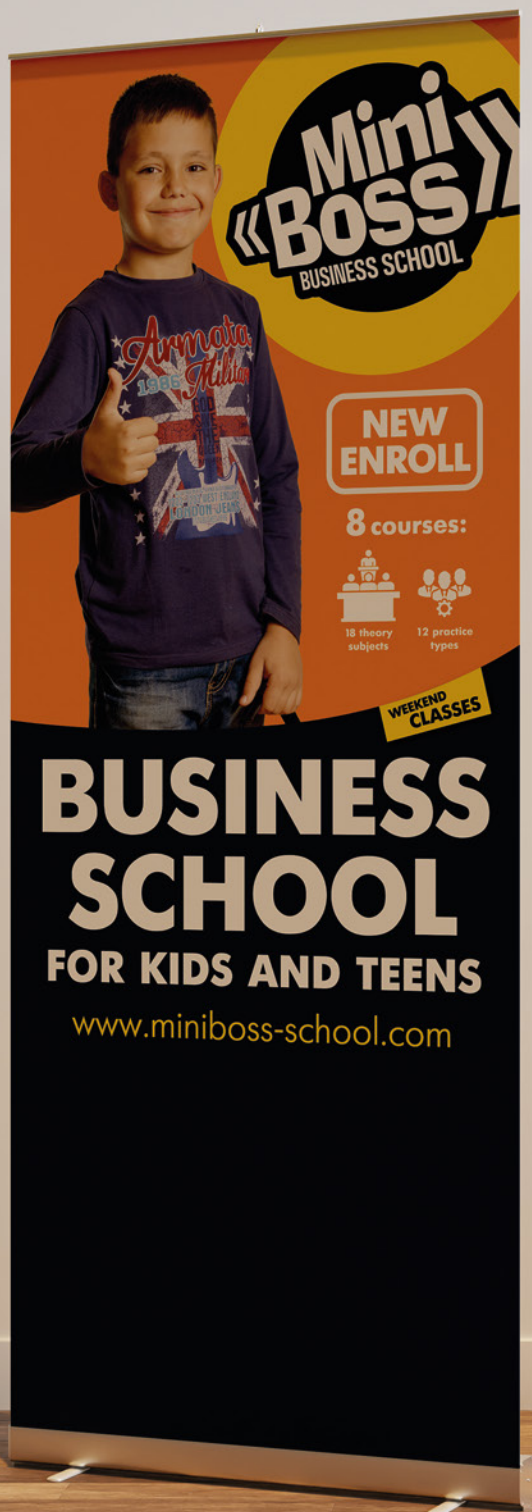
**+38-093-303-00-99**  
[www.miniboss-school.com](http://www.miniboss-school.com)

**8 COURSE**

**International business education**



# ROLL-UP (100X200 CM.)



# FACEBOOK

Main Facebook header (1640x624 px.)



Avatar



## CUPS

The titles on the cups can vary.  
More designs you can find in our company store.





# BAG & BADGE





## T-SHIRTS

MiniBoss is a fashionable trend of the XXI century.  
And our T-shirts prove it.





# BIG FLAG



## SMALL FLAG



# PROMOTIONAL STAND



Back side





# PROMOTIONAL VOUCHER



# PEN



# BALLOON



## WALL CLOCK





## POSTCARD CHRISTMAS





POSTER

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for kids and teens

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**NEW  
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**8 COURSES**

- MINIBOSS
- SUCCESSOR
- CREATOR
- MERCHANT
- ENTREPRENEUR
- INVENTOR
- INVESTOR
- PROFESSIONAL

**Harvard for kids!**



## UNIQUE STUDYBOOKS




STARTUP WORLD CUP CHAMPIONSHIPS

DIPLOMA OF THE UK

OVER 5000 GRADUATES

**MINIBOSS BUSINESS SCHOOL®**  
INTERNATIONAL EDUCATION NETWORK

## TOGETHER WITH MINIBOSS



**NANOBOSS PRE-SCHOOL**  
early preschool development according to the B-Qi method



**ROYAL BRITISH SCHOOL**  
English language 7 to 11



**EINSTEIN SCIENCE SCHOOL**  
From the age of 6, science with experiences and projects



**LEONARDO ART SCHOOL**  
Develops Creative intelligence through art



**FILM SCHOOL 100%**  
Cinema art + acting



**ROCK SCHOOL**  
Playing games - drums, keyboards, vocals



**PROMOTION\*:**  
\* First 10 students of new intake in MINIBOSS get 3 months of studying in LEONARDO ART SCHOOL FOR FREE  
\* Get 20% discount for first year course of MINIBOSS — Just Sign up till 30 of august 2022  
\*Specify the terms of the promotion in the office of MiniBoss Dublin Business School

## MINIBOSS DUBLIN

WORLD'S #1 BUSINESS SCHOOL FOR KIDS AND TEENS



WORLD'S #1

UNIQUE PROGRAM

8 COURSES

GAME METHOD

STARTUP FORUMS

SUCCESSFUL FUTURE

WORLD CHAMPIONSHIPS



## WORLD BUSINESS EDUCATION

**8 YEARS = 8 COURSES**

International Education Network MINIBOSS BUSINESS SCHOOL (UK) is a global network of business schools for children of the 21st century.

**MINIBOSS CREATED THE FOLLOWING INNOVATIONS:**

- HOLISTIC EDUCATIONAL SYSTEM** (a unique system of interrelated elements that guarantee a 100% academic result);



- MINIBOSS ACADEMIC PROGRAM** is a 8-year program of step by step training of business, ideas generation and development of leadership skills;
- MINIBOSS UNIQUE METHODOLOGY** is a model of holistic personality development by 8Q MINIBOSS method of development of 8 basic intelligences;
- GAMING TECHNIQUE** (hundreds of business games);
- UNIQUE STUDYBOOKS** (in 15 languages of the world);
- METHODOLOGICAL MANUALS FOR TEACHERS** (pedagogical standards allow to teach children in different countries at an equally high level);
- THE 1<sup>ST</sup> WORLD BUSINESS INCUBATOR FOR KIDS** (a step-by-step model of creating a business from A to Z);
- STARTUP FORUMS;**
- NATIONAL AND WORLD CUP CHAMPIONSHIPS;**
- BUSINESS TOURS;**
- BUSINESS FESTIVALS WITH CREATIVE BATTLES;**
- SUMMER BUSINESS CAMPS** in the Ireland, Poland, UK, Greece, Bulgaria, Lithuania, Thailand, the UAE, Australia, Turkey, Czech Republic.

## INTERNATIONAL DIPLOMA

**WE GROW UP SUCCESSORS!**

- MINIBOSS IS NEEDED** for every family;
- MINIBOSS INVENTS:** no analogues in the world;
- MINIBOSS EXTENDS** the global network;
- MINIBOSS UNITES** a business elite;
- MINIBOSS BRINGS** a high advantage;
- MINIBOSS GUARANTEES** the 100% result.

**MINIBOSS WORLD STANDARDS**  
Pedagogical and business standards are written, registered and controlled by the Franchiser, which allows to receive equally high educational results in different countries of the world.




- EVERY YEAR: NEW START UP**
- HEALTHY ENVIRONMENT: STUDYING AND FRIENDSHIP WITH LIKE-MINDERS**
- RESULT: SUCCESSFUL AND HAPPY CHILD**
- INTERNATIONAL DIPLOMA UNITED KINGDOM** 38

## GLOBAL BUSINESS SCHOOL NETWORK

International Education Network MINIBOSS BUSINESS SCHOOL unites the best students, teachers-innovators, leading businessmen into the global leaders community!



UK, Ukraine, Lithuania, Bulgaria, Poland, Ireland, Georgia, Armenia, Moldova, Macedonia, USA, the UAE, Philippines, Indonesia, Thailand, Australia, Turkey, Czech Republic.

**CONTACT US:**  
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miniboss.dublin@gmail.com  
https://dublin.miniboss-school.com  
facebook: /minibossdublin  
instagram: /miniboss.dublin

**ABOUT GLOBAL NETWORK:**  
www.miniboss-school.com

# SIGNBOARD



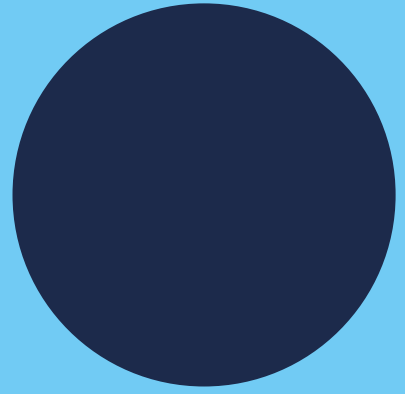


# DESIGN OFFICE



# DESIGN OFFICE





All main and additional types  
of promotional products you can  
purchase through our online store:

[www.miniboss-school.biz](http://www.miniboss-school.biz)