



# Calls Over Ridges

## **BRAND BOOK**

Sep. 2023

Calls Over Ridges confidential



Creating long-lasting  
educational impacts  
for underprivileged children



Calls Over Ridges



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## ABOUT THIS BRAND BOOK

Calls Over Ridges started its journey from the epicenter of the April 2015 Nepal earthquake. We ventured into resource-deprived rural areas, collaborated with local youths, and provided educational services to empower children in defining their own lives. Today, we operate not only in Nepal, but also in the Philippines and Malaysia. With local teams as pioneers, and Taiwan as the foundation, we have established an international organization spanning South Asia and Southeast Asia.

While exploring the world, we continue to discover the essence of Calls Over Ridges. We hope that CORers from all around the world, regardless of nationality or background, can move forward with the same belief, hence this brand book.



## VISION

By sowing the seeds of education, we wish to grant underprivileged children the right to self-realization.

In this vast world, any place where children still await education is where our mission lies.

With scarce infrastructure, unfavorable learning environments, and family financial difficulties, children in these areas are deprived of education, and thus can only live a life of uncertainty, falling into the cycle of poverty.

Through education, Calls Over Ridges desires to offer children more choices in life. We believe that education can not only help them find a job, but also broaden horizons, inspire creativity, foster critical thinking, and cultivate personal qualities. Ultimately, education will grant them the opportunity to live as fully developed individuals.



## WHO WE ARE

## MISSION

To reach our final goal - "exit," we call upon local youth to take charge and transform children's learning environment.

Short-term material input often brings harm to remote areas. Calls Over Ridges insists on creating a long-term and localized educational scheme, addressing the specific needs of each community. We bring together key individuals in local education, including parents, teachers, principals, and community members, creating meaningful educational changes that truly last and make a difference.

In addition, we aim to prevent the areas we serve from relying on external assistance. We focus on nurturing local youth to establish grassroots NGOs and initiate educational services. We believe that only by empowering the local community to develop on its own can we achieve sustainable educational changes.





## WHO WE ARE



## TWO MAJOR EDUCATIONAL INITIATIVES

1. Practicing localized education
2. Nurturing local NGO



Education has never been one-dimensional. Calls Over Ridges approaches education from four key aspects: educational funds, learning resources, career guidance, and parental involvement. We bring together stakeholders in the local community, and through the establishment of long-term systems and collaborative project design, we strive to make educational changes sustainable and closely aligned with needs.



## WHO WE ARE



### TWO MAJOR EDUCATIONAL INITIATIVES

1. Practicing localized education
2. Nurturing local NGO



When local people have the power to make changes, the impact of education can be sustained. Calls Over Ridges not only seek to transform the educational environment, but also establishes training programs to cultivate local youth in executing educational projects. Along the way, we provide guidance on organizational management, fundraising, talent recruitment, and ultimately support the establishment of local NGOs. Our goal is to make an "exit," handing over the leadership of change to the local community.



# HOW WE EXPRESS OURSELVES

- ▶ STORY BEHIND OUR LOGO
- ▶ BRAND GUIDELINES



## HOW WE EXPRESS OURSELVES

Our educational mission originates from our care for underprivileged children and flourishes through rational thinking. In terms of design, we adopt ample blank space, concise and neat layouts, and highlight a striking blue color theme, not only to stand out visually but also to show the professionalism of Calls Over Ridges.



## STORY BEHIND OUR LOGO

In the logo of Calls Over Ridges, there are mountains, waves, and border landscapes. Wherever there are children waiting for education, it is our mission to venture forth.

The soaring bird symbolizes Calls Over Ridges. With a pioneering spirit, we venture into the frontiers, forging new paths in education. Wherever we are, we choose to stand in solidarity with the local communities, continuously calling for grassroots power.



## Logo Usage Principles

**LOGO SIGNATURE**

Headquarters



遠山呼喚  
Calls Over Ridges



Choose the most suitable logo version based on the application requirements.  
Logo on white, Logo on mountain blue, Logo on black

Nepal



Malaysia  
The Philippines



Calls Over Ridges

## Logo Usage Principles

**CLEAR SPACE, MINIMAL SIZE**

CLEAR SPACE



MINIMAL SIZE

15mm, 42px

遠山呼喚  
Calls Over Ridges

4mm, 12px



Calls Over Ridges

## Logo Usage Principles

## COMBINATION MARKS

## Chinese Combination



## English Combination



## Other Branches Combination



## Logo Usage Principles

## INCORRECT USAGE

Do not distort the logo



Do not rotate the logo



Do not change colors



Do not tint colors



Do not add effects &amp; shadows



Do not frame the logo



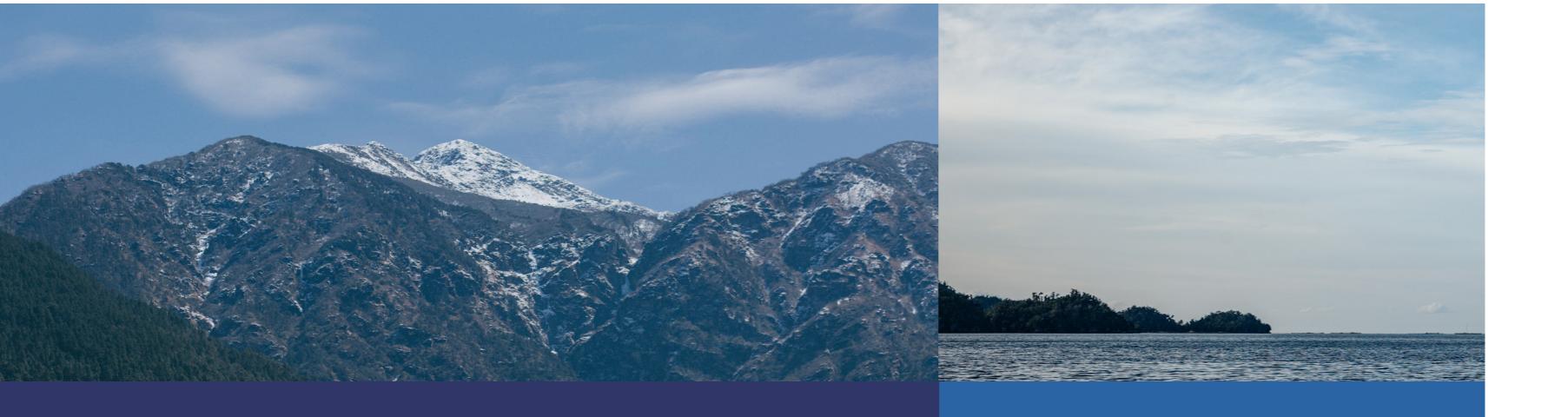
Do not use non-brand colors as backgrounds



Do not put boxes under the logo



## Main Colors

**MOUNTAIN BLUE**

Mountains appear blue from afar, so Mountain blue symbolizes the distant corners of the world where education awaits, far and difficult to reach, and that is the mission we shoulder. We employ a bright and prominent mountain blue, representing our commitment to continuously enhance the professionalism of our services. At Calls Over Ridges, we never settle for simplicity. Instead, we carry a pioneering spirit and develop education in uncharted territories.

## Main Colors

**CALLING YELLOW**

Bright yellow, evoking childlike innocence and hope, symbolizes children and local youth - the very impetus we always keep in mind. Calls Over Ridges not only calls children to attend school but also calls upon young people worldwide to join the action. Their cheerful optimism leads us to believe that with equal opportunities, they can create unprecedented changes.

## Colors

## COLOR CHART

Pantone: ideal for use in one or two-color jobs, e.g. stationery  
 CMYK: ideal for full-color printing, e.g. brochures and posters  
 HEX: for use on websites  
 RGB: ideal for PowerPoints and other computer software, mobile, and TVWEB

## PRIMARY COLORS



PRINT	Pantone	Reflex Blue C, U	Black 6 C, U	Cool Gray 11 C, U	Cool Grey 6 C, U	
	CMYK	100 98 45 0	0 0 0 94	0 0 0 60	0 0 0 32	0 0 0 0
SCREEN	HEX	#000066	#02090f	#2656b	#b7bbc0	#ffffff
	RGB	0 0 102	2 9 15	98 101 107	183 187 192	255 255 255

## SECONDARY COLORS



PRINT	Pantone	2384 C, 300 U	116 C, 115 U
	CMYK	89 64 9 0	4 24 86 0
SCREEN	HEX	#0067c3	#f6cb19
	RGB	0 103 195	246 203 25

## TERTIARY COLORS



PRINT	Pantone	632 C, 312 U	292 C, 292 U	7555 C, 7555 U	1235 C, 1225 U	7401 C, 7401 U
	CMYK	75 20 21 0	40 0 10 0	22 46 94 0	2 31 75 0	4 18 53 0
SCREEN	HEX	#009cb6	#a4e0ee	#c58412	#f3b84e	#eece7f
	RGB	0 156 182	164 224 238	197 132 18	243 184 78	238 206 127

## Colors

## COLOR USAGE RULES



When using brand colors in visual design, the usage ratio between primary colors, secondary colors, and tertiary colors is 6:3:1. This ratio ensures that secondary and tertiary colors complement the primary colors effectively, enhancing overall visual harmony.

- ▶ **PRIMARY COLORS (60%)**  
Primary colors are the default colors that are to be used for all brand communications.
- ▶ **SECONDARY COLORS (30%)**  
The secondary color may be used as and when necessary to assist / enhance design outcomes.
- ▶ **TERTIARY COLORS (10%)**  
Tertiary colors may be used for graphics, icons, tables, highlight areas, etc. where another color is needed to differentiate between main and secondary colors.
- ▶ Please refrain from using colors other than the brand colors.
- ▶ The main background color should be white, with grayscale as secondary. Avoid using dark colors, cluttered backgrounds, or any background color outside of the brand colors.
- ▶ Avoid using Mountain Blue as the background color.

## Fonts

## CHINESE FONTS

## HEADLINE/ SUBHEAD

Noto Serif TC  
Black  
100%  
Tracking 10%

# 遠山呼喚 長期教育源自台灣

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890? “!” (%)[#]{@}/&\-+ ÷ × =>®©\$ €£¥¢ ;;;,\*

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## BODY TEXT

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## 遠山呼喚 長期教育源自台灣

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## BODY TEXT EMPHASISE

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Tracking 10%

## 遠山呼喚 長期教育源自台灣

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## HEADLINE/ SUBHEAD

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100%  
Tracking 0%

# 遠山呼喚 長期教育源自台灣

遠山呼喚資助的兩個小學、一個中學遍布在山群中，當團隊成員挨家挨戶拜訪家長，多數是文盲的他們總回答：「你是說，到對面那座山上學嗎？」

## HEADLINE/ SUBHEAD

Noto Sans TC  
Bold  
100%  
Tracking 0%

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## BODY TEXT

Noto Sans TC  
Regular  
100%  
Tracking 0%

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## BODY TEXT

Noto Sans TC  
Light  
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Tracking 0%

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## BODY TEXT EMPHASISE

Noto Sans TC  
Medium  
100%  
Tracking 0%

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## Fonts

## ENGLISH FONTS

Zilla Slab  
Bold  
100%  
Tracking 25%

## Calls Over Ridges Taiwan NGO

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ abcćđđefghijklmnopqrsđtuvwxyzž  
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Zilla Slab  
Semibold  
100%  
Tracking 25%

## Calls Over Ridges Taiwan NGO

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1234567890'?"!"(%){@}/{&}\<-+÷×=>@\${€£¥¢:;,.\*

Zilla Slab  
Light  
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Tracking 25%

## Calls Over Ridges Taiwan NGO

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100%  
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## Calls Over Ridges Taiwan NGO

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1234567890'?"!"(%){@}/{&}\<-+÷×=>@\${€£¥¢:;,.\*

## Fonts

## NEPAL FONTS

Preeti  
Heavy  
100%  
Tracking 0%

## ऋबीक इखभच च्छनभक त्वष्धबल ल्लङ्ग

बदअमभानजष्वपर्लियउत्रचकतगखधहथश  
ज्ञाधद्धद्धटठड्डर्णु

Preeti  
Normal  
100%  
Tracking 0%

## ऋबीक इखभच च्छनभक त्वष्धबल ल्लङ्ग

बदअमभानजष्वपर्लियउत्रचकतगखधहथश  
ज्ञाधद्धद्धटठड्डर्णु

**ICONS**

## OUTLINED VERSION

Calls Over Ridges' icon represents our educational system in a visual manner. With simple, modern lines and colors, it portrays a professional and vibrant image.



EDUCATION FUNDS



Scholarships program



Lunch program



School bus program

## COLORED VERSION



EDUCATION FUNDS



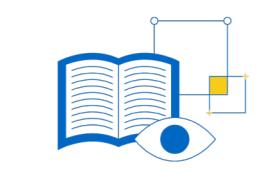
Scholarships program



Lunch program



School bus program



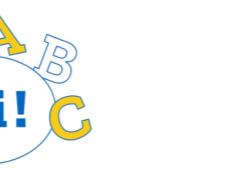
LEARNING RESOURCES



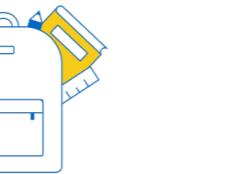
Library program



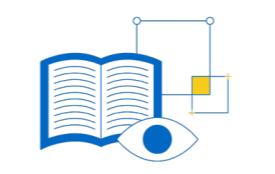
Computer classroom program



English remedial courses program



Covid-19 learning kit program



LEARNING RESOURCES



Library program



Computer classroom program



English remedial courses program



Covid-19 learning kit program



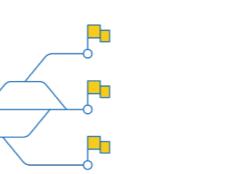
PARENTAL INVOLVEMENT



Parent's Day Program



CAREER GUIDANCE



Career guidance program



PARENTAL INVOLVEMENT



Parent's Day Program



CAREER GUIDANCE



Career guidance program



## PHOTOGRAPHY STYLE

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Life has light and shadows,  
and images aim to present reality.

We believe that light and shadows are naturally present in life. Photography, as an objective media, should preserve the world's original colors.

Calls Over Ridges' photography does not intentionally portray misery. We choose to capture reality while prioritizing the feelings of the subjects during shooting. We hope that the stories captured by cameras genuinely reflect their lives.



## WRITING STYLE

Fluid and concise, empathetic towards the readers, and focused on building consensus.

Our writing presents facts in a way that readers can empathize with. We use the language of people to bring partners together. Emphasizing conciseness and fluency, avoiding redundancy, we adopt an informal style to resonate with the general public while maintaining professionalism.





We believe that for each team member, every educational initiative by Calls Over Ridges is an adventure towards the world, an opportunity for learning and growth. We believe that for children, every action in education opens up more choices in life. Brand culture is not merely slogans and colors; it should pulse through the arteries of every member. Through concrete actions, we fulfill our unique adventure alongside the children.

## CREDITS

Editor	Rikash Lin, Emily Tsai
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EN WEBSITE



CH WEBSITE



FACEBOOK



LINE







Calls Over Ridges

Creating **long-lasting** educational impacts  
for underprivileged children