

# Eco Family School

## Brand Guidelines 1.0

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GENERATED

January 30, 2026

TONE

Professional & Trustworthy

PRIMARY COLOR

#32593E

# Brand Personality

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These brand guidelines for <https://ecofamilyschool.ru/> ensure consistency across all visual and textual communications. Our voice is clear, helpful, and modern.

## **Clear**

We communicate complex ideas simply and directly.

## **Helpful**

We are empathetic and always ready to assist our users.

## **Modern**

We use forward-thinking design and language.

# Color Palette

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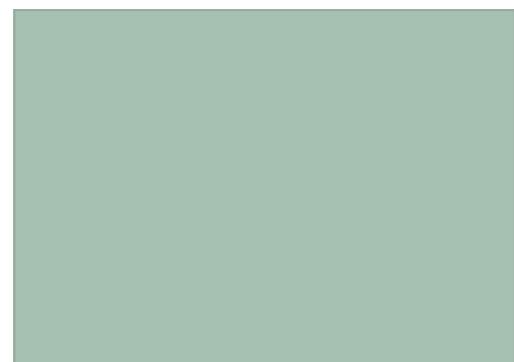
**Primary**

#32593E



**Secondary**

#04210D



**Accent**

#A6C0B1

# Typography

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HEADINGS

## TildaSans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Aa

BODY TEXT

## CirceRounded

This is how your body text will look. It should be legible, clean, and comfortable to read for long periods. Good typography is invisible; it allows the content to speak without distraction.