

Eco Family School

Brand Guidelines 1.0

GENERATED

January 30, 2026

TONE

Professional & Trustworthy

PRIMARY COLOR

#32593E

Brand Personality

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

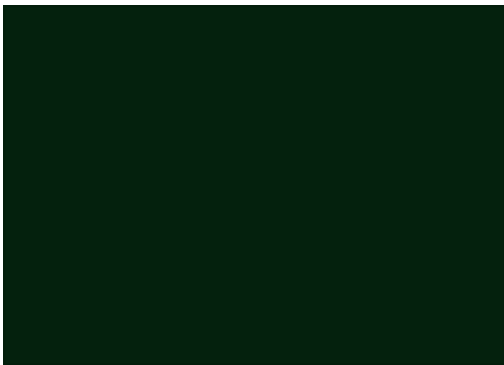
Clear	We communicate complex ideas simply and directly.
Helpful	We are empathetic and always ready to assist our users.
Modern	We use forward-thinking design and language.

Color Palette



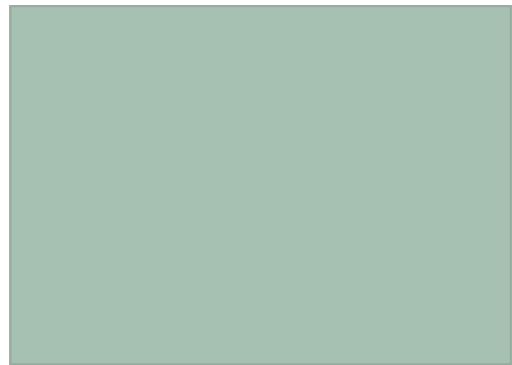
Primary

#32593E



Secondary

#04210D



Accent

#A6C0B1

Typography

HEADINGS

TildaSans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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.