



**ETERNITY
SCHOOL
OF EGYPT**

International and Language Education

BRAND

IDENTITY



INDEX

Topics Covered

Use links to navigate through this presentation.
This is a framework to discuss and grow as a team.
Adjustments and improvements are welcomed as long as it doesn't deviate from the essence of the identity

3

Logo and Variations

5

Color Palette

7

Fonts and Typography

9

Shapes and Folders

11

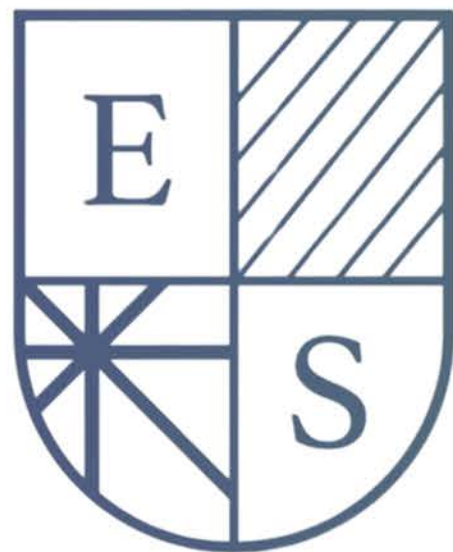
Printable and Letterhead

13

Contact



The Logo



ETERNITY SCHOOL OF EGYPT

International and Language Education



**ETERNITY
SCHOOL
OF EGYPT**

THE INITIAL NAVY-BLUE LOGO IN GEORGIA FONT
SYMBOLISED THE SCHOOL'S BEGINNING WITH
ITS LANGUAGE DIVISION.

THREE YEARS LATER, EMERALD-GREEN WAS
ADOPTED FROM HEI SCHOOLS TO SIGNIFY THE
INTERNATIONAL DIVISION.



**ETERNITY
SCHOOL
OF EGYPT**
Progressive International Education

SUBSEQUENTLY, THE GRADIENT BLUE-GREEN LOGO WAS
DESIGNED TO REPRESENT THE ENTIRE SCHOOL.

[BACK TO AGENDA PAGE](#)



VERTICAL ORIENTATION
ON WHITE



PLAYFUL ELEMENTS
USED WITH LOGO



VERTICAL ORIENTATION
ON GREEN-BLUE



The Color Palette

The distinct colour variations in each logo differentiate between the two divisions.

The unified logo employs identical shades of green and blue to symbolise the entire school.

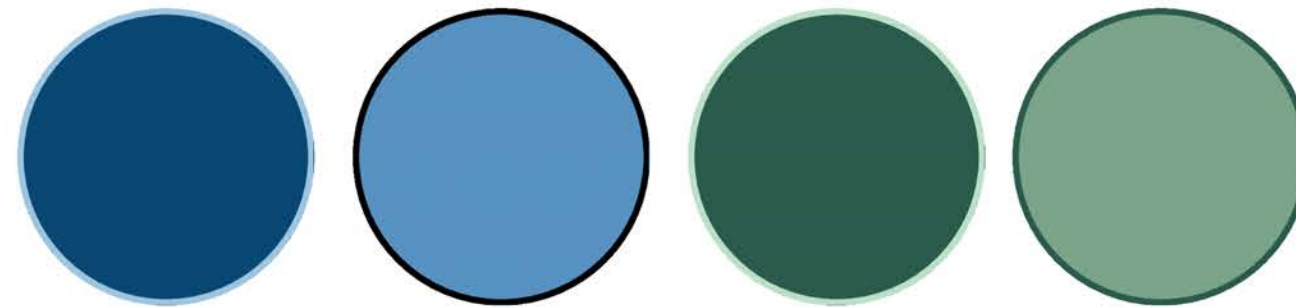
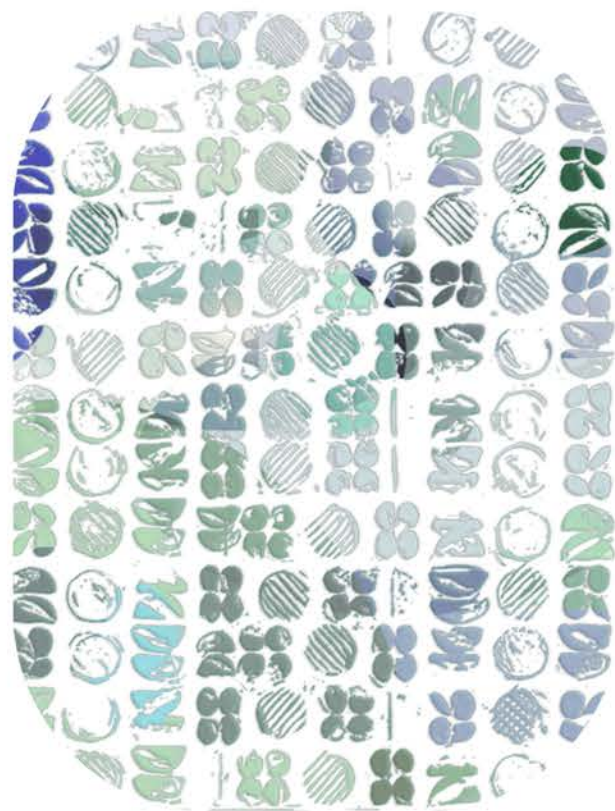


[BACK TO AGENDA PAGE](#)

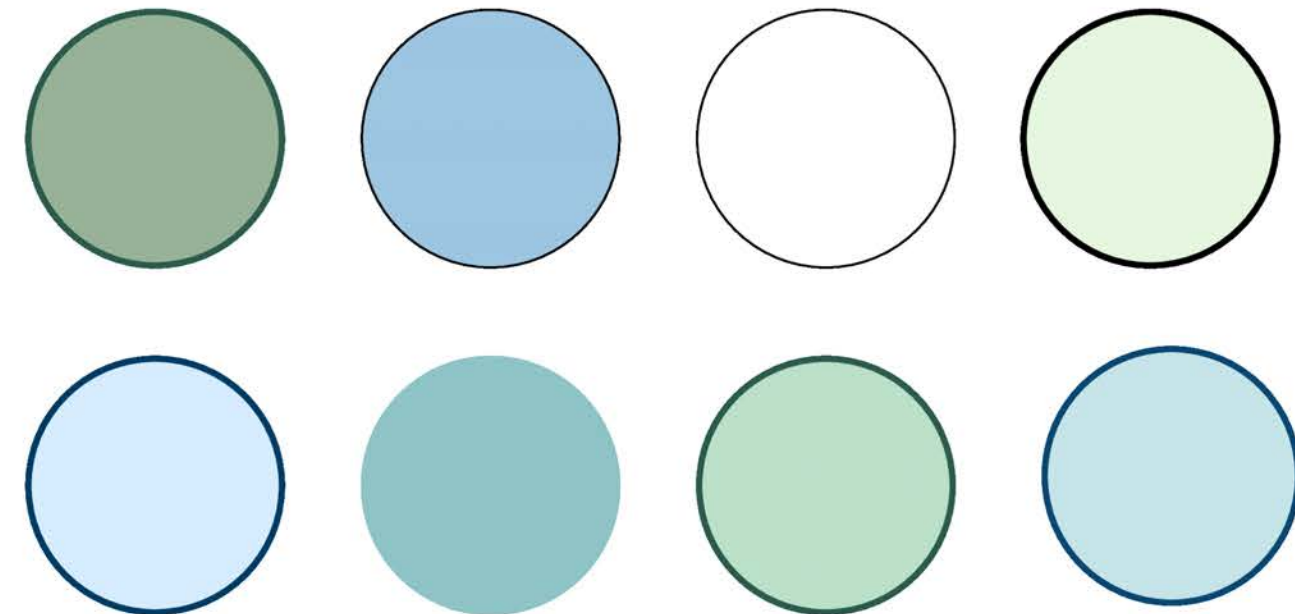
In certain celebrations necessitating a lighthearted atmosphere or where colours symbolise festivity, incorporating additional shades is feasible.

The Color Palette

PRIMARY COLORS



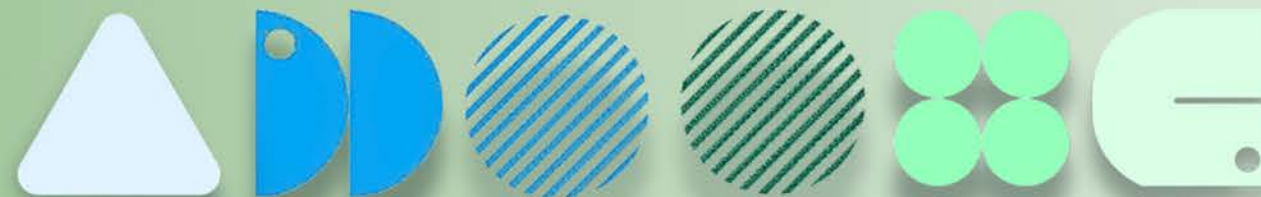
SECONDARY COLORS





Fonts & Typography

Both divisions must align fonts. Four different fonts will be dedicated for various scenarios of communication



[BACK TO AGENDA PAGE](#)

SNIGLET FOR MORE
CASUAL USE

THE SEASONS

Main Font

The following fonts are provided as recommendations. It is essential to utilise fonts that are not specific to any particular software and are universally accessible across various platforms.

Large Sniglet

Medium Sniglet

COMIC SANS FOR
CASUAL USE

QUICKSAND

Alternative Font

In particular communication, the ability to use multiple fonts can help individuals convey their message in a formal or approachable tone. The soft, rounded edges of letters can create a more amiable and welcoming impression.

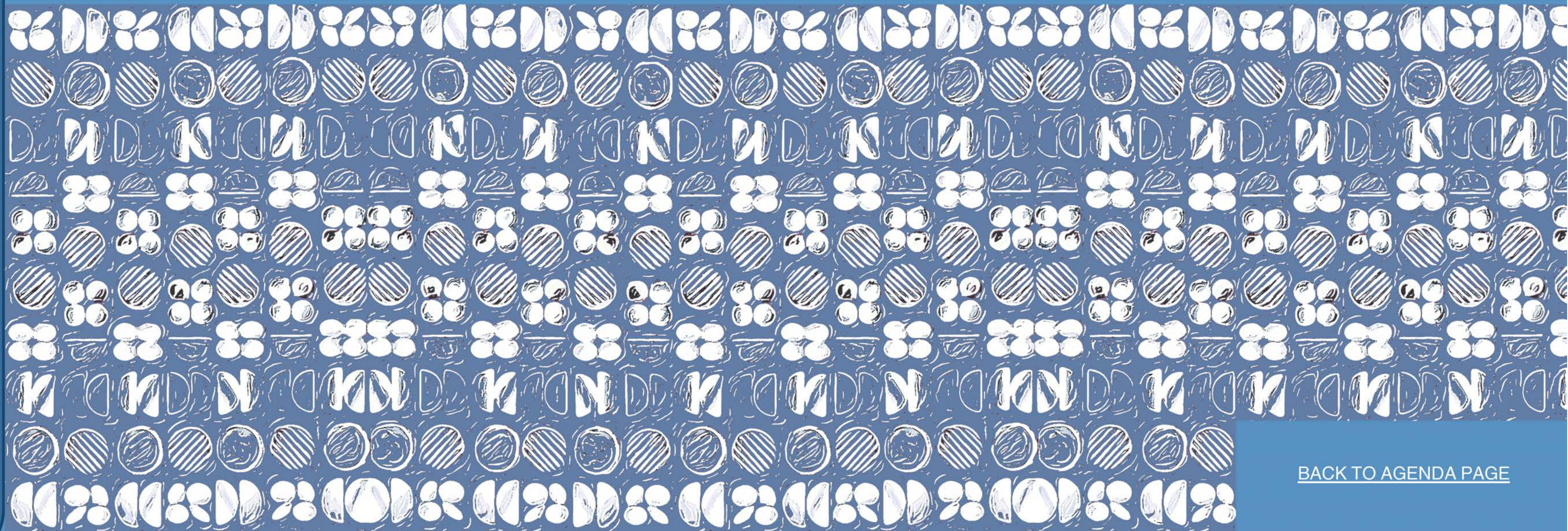
Large Comic

Mid- Comic sans

[BACK TO AGENDA PAGE](#)

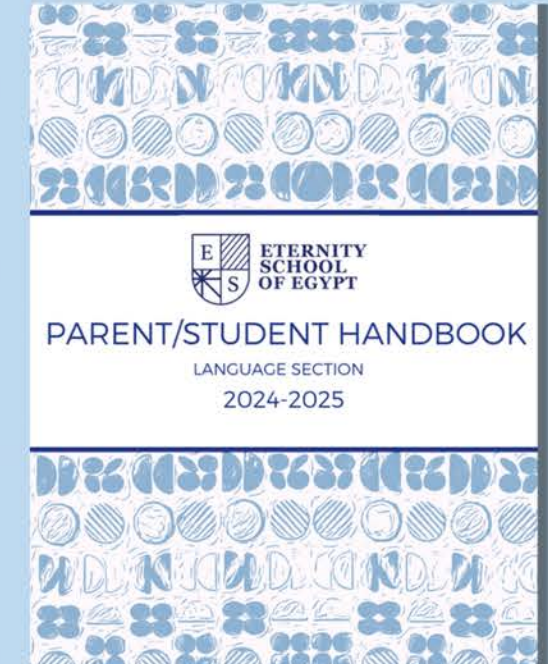
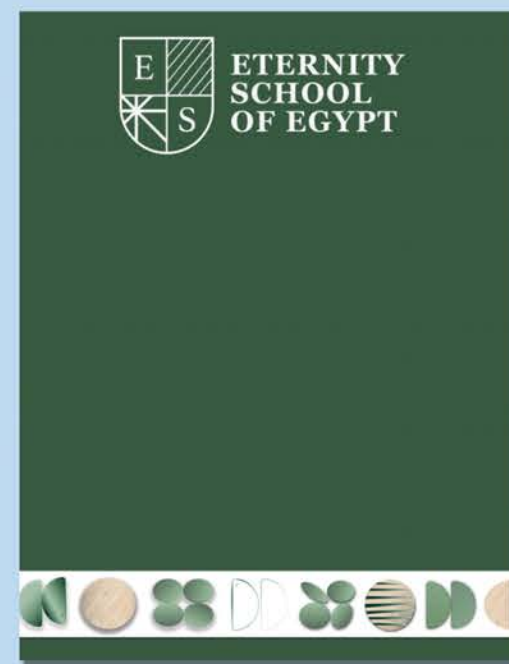
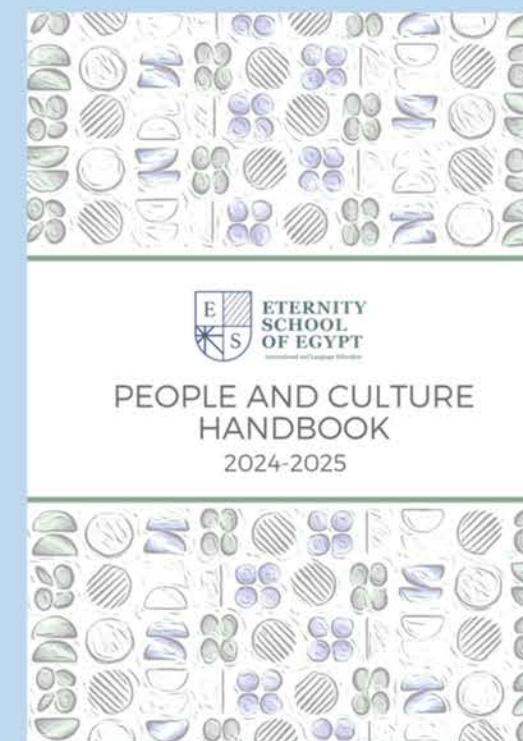
Shapes & Folders

Photos on social media for both divisions are framed with the comic version of the elements mentioned earlier.
Other platforms must be unified with the shapes and frames we regularly use



[BACK TO AGENDA PAGE](#)

SHAPES & FOLDERS



PRINTABLES



**ETERNITY
SCHOOL
OF EGYPT**

International and Language Education



LETTERHEAD



**ETERNITY
SCHOOL
OF EGYPT**
International and Language Education

Saturday, September 7, 2024



Eternity School of Egypt, Lot3, 10th District, Sheikh Zayed City, Giza, Egypt

Info@eternityschoolgypt.com

www.eternityschoolgypt.com

002-01200116633/44



A dual-section forward-thinking school that combines critical thinking and innovative ideas of the modern world.

At Eternity School of Egypt, our students will learn to be their best selves to achieve their academic goals and be well-equipped to make their way in the world as confident, resilient, and forward-thinking citizens.

ESE nurtures self-confidence, enthusiasm, perseverance, tolerance, and integrity in its students so that they can succeed in an ever-changing world.

ESE encourages habits of independent thinking and learning in the pursuit of knowledge and excellence. It maintains high standards and has a growth mindset, striving to reform and improve continually. We foster a spirit of enquiry, encouraging both creative and critical thinking

ESE fosters respect for individuality and diversity, with the importance of teamwork.

We uphold the significance of each student's contribution to the vitality of the school and the greater community.

Connect with us.

EMAIL

INFO@ETERNITYSCHOOLEGYPT.COM

CALL US

+20-0111-110-0110-0

WEBSITE

WWW.ETERNITYSCHOOLEGYPT.COM