



ETHAMES BUSINESS  
SCHOOL

## BRAND GUIDELINES

How to use EBS Brand Identity

January 2025





# Brand Mission and Tone

Creating World-Class Professionals & Empowering Boundless Success.



**Mission Statement:** Empowering global leaders through cutting-edge education and opportunities.

**Brand Voice and Tone:** Professional, aspirational, trustworthy, and student-focused. Tone should inspire confidence while being approachable and forward-thinking.

# Logo

**Primary Logo:** A clean, professional design with clear typography. The logo should communicate trust and expertise.

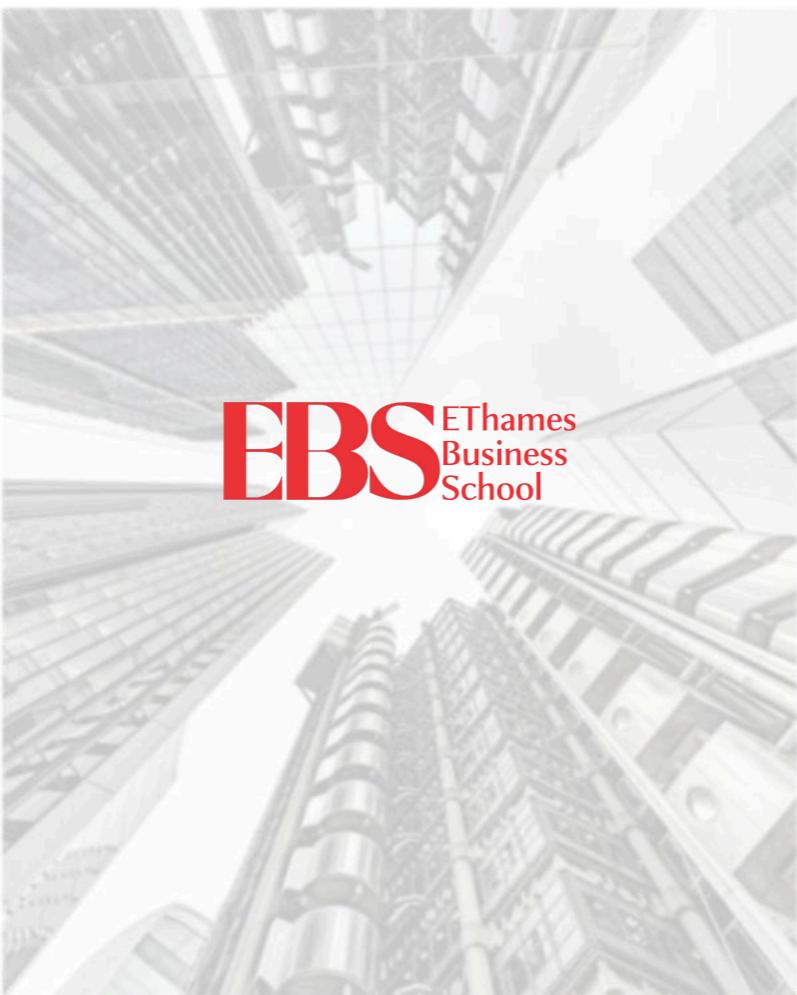


**Simplified Logo:** Only the acronym "EBS" for smaller uses.



**Color Variants:** Provide versions for light and dark backgrounds.

# Logo



**Color Variants:** Provide versions for light and dark backgrounds.



# Logo Guidelines

**Spacing:** Ensure clear space around the logo equal to the height of the "E" in Ethames.



**Usage:** Use only approved colors and formats of the logo. Avoid distortions and alterations.

# Logo Guidelines



# Typography

Choose fonts that reflect professionalism and modernity while ensuring readability.

**Primary Font: Sans-serif:** Roboto or Montserrat for headings and titles.

## Shaping World-Class Professionals

Ethames Business School provides an Ivy League-standard education designed to empower students with the knowledge, skills, and global perspective required to excel in international markets. Through innovative programs and real-world applications, we prepare future leaders for success on a global stage.

**Secondary Font: Serif:** Merriweather or Georgia for subheadings or body text. These fonts add elegance and legibility.

Headings (H1): Montserrat 48px or above.

Subheadings (H2): 32px.  
Secondary Font: Montserrat

# Transforming Ambitions into Global Success

## World-Class Education for Future Leaders

EBS combines global standards, innovative learning methodologies, and industry-driven programs to create professionals who are ready to make a transformative impact in the global business arena. With a strong emphasis on practical learning and international exposure, our graduates stand out as leaders in top organizations worldwide.

Partnered with global leaders like KPMG, EBS offers unparalleled student opportunities.

Body Text: 16px,  
Secondary Font: Merriweather



# Typography

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

Primary font: Montserrat

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

Secondary Font: Merriweather

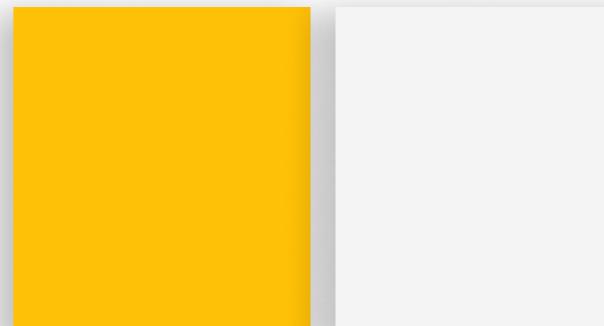
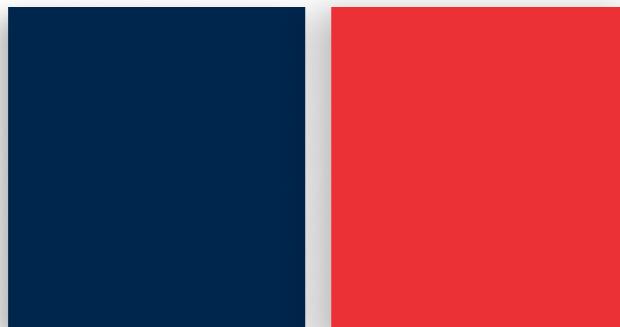
# Color Palette 2

A professional yet vibrant color scheme that reflects trust, growth, and academic excellence.

## Primary Colors:

**Navy Blue (#00274D)**: Represents trust and professionalism.

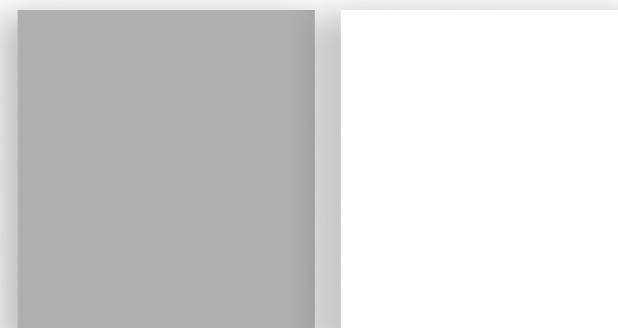
**Deep Red (#EC3237)**: Highlights energy, passion, and action.



## Accent Colors:

**Light gray (#B0B0B0)**: Clean and minimal for backgrounds.

**White (#FFFFFF)**: Ensures clean designs and readability.



## Secondary Colors:

**Warm Yellow (#FFC107)**: Reflects innovation and energy.

**Light Gray (#F5F5F5)**: Clean and minimal for backgrounds.

## Usage:

- Primary colors for branding and large sections (headers, banners).
- Secondary colors for highlights, navigation menus, and cards.
- Accent colors for buttons and call-to-action elements.



## 1. Primary Colors

Primary colors represent the core identity of your brand and should dominate your visual elements.

Usage:

- Logos: The primary logo should predominantly feature the primary colors.
- Backgrounds: Use primary colors for main sections in presentations, websites, or posters.
- Headings: Apply primary colors to headings or large text to grab attention.
- Navigation Elements: For active states in menus, tabs, or key navigation bars.
- Packaging: Primary colors should dominate the design for products, labels, or covers.
- Stationery: Use primary colors in letterheads, business cards, and envelopes.



## 2. Secondary Colors

Secondary colors complement the primary palette and add variety while maintaining consistency.

### Usage:

- Supporting Elements: Use for sections or graphics that need differentiation from primary-colored elements.
- Subheadings and Secondary Text: Apply to highlight text that's less prominent than headings.
- Backgrounds: Use secondary colors for subtle or alternating background sections.
- Charts and Infographics: Differentiate data points or sections.
- Borders and Dividers: Incorporate in dividing lines or subtle graphic accents.
- Interior Design or Spaces: For environments, such as office walls or displays, to complement primary tones.

## 3. Accent Colors

Accent colors are used sparingly to draw attention or evoke emotions without overwhelming the design.

### Usage:

- Call-to-Action Buttons: Use accent colors for buttons like Buy Now, Contact Us, or Sign Up.
- Hyperlinks: Apply for clickable links or emphasized text.
- Highlights: Use to underline or spotlight specific sections, phrases, or details.
- Icons and Small Graphics: Color small decorative elements to add vibrancy.
- Hover Effects: Use accent colors to highlight interactive elements on hover.
- Important Notifications: Apply to alert or warning messages, banners, or popups.
- Special Events or Promotions: Differentiate marketing material or banners for time-sensitive campaigns.

# Imagery

Use high-quality, relatable imagery of students in professional settings, classrooms, and collaborative environments.

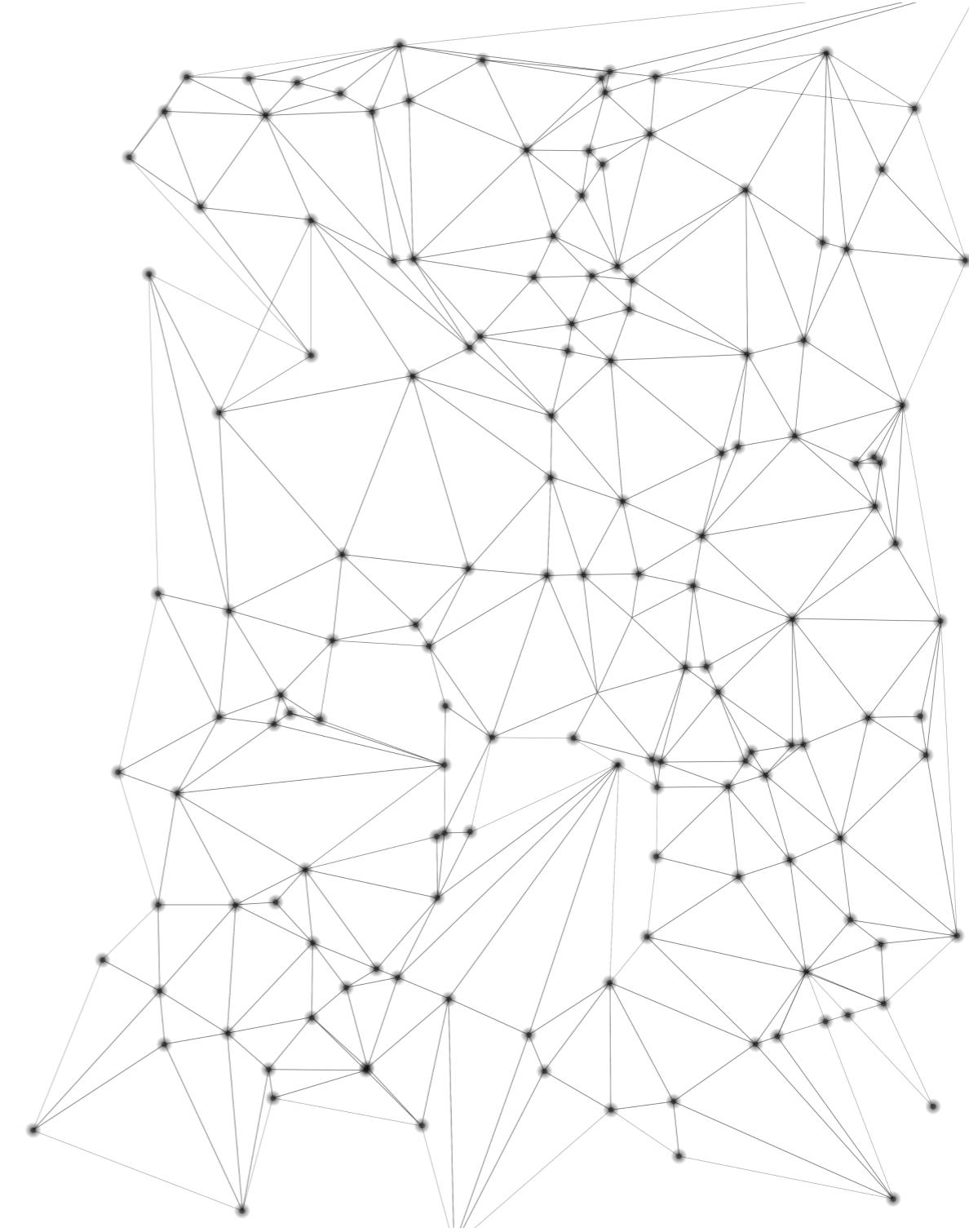
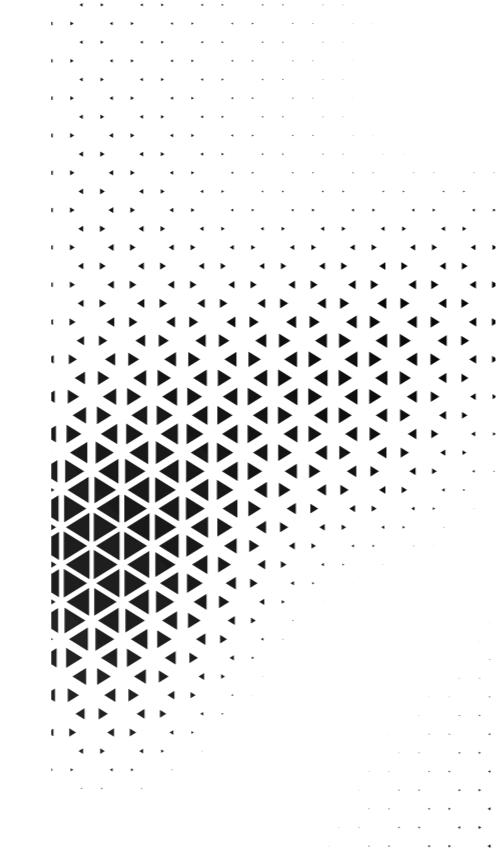


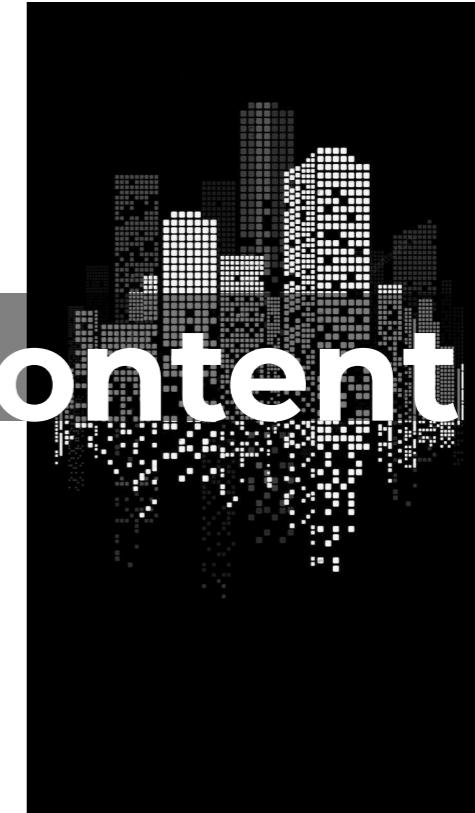
# Imagery (Indicative)

Use high-quality, relatable imagery of students in professional settings, classrooms, and collaborative environments.



# Patterns and Textures





**For other interesting content**



**For educational content**



# Social Media Post Idea: Brand Showcase

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EBS combines global standards, innovative learning methodologies, and industry-driven programs to create professionals who are ready to make a transformative impact in the global business arena. With a strong emphasis on practical learning and international exposure, our graduates stand out as leaders in top organizations worldwide.

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We can play around with colors and text styles to make it more fun and visually engaging!

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EThames

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EThames

EBS transformed my career,  
helping me secure a role at a  
top global firm.

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## Elements:

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# KPMG



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# visual consistency rules:

Consistency in visuals strengthens brand recognition, builds trust, and ensures a cohesive experience across all touchpoints.



1. Primary logo for the main (starting posts)
2. Heading size can vary - Maximum 75px
3. logo should have enough space around it, as mentioned above.
4. subheading size can vary - maximum 26px
5. main text - 16px to 20px
6. call to actions & buttons - text size 32px, padding 15px (horizontal) 5px (vertical)
7. Icons must be the same style and size (40x40 px)
8. textures and shapes must be used according to the theme of the post.
9. secondary logo must be used in the sub posts on the top left or right corner according to the design.
10. Secondary logo size may vary according to the design layout. maximum size (width 230px linked to height)