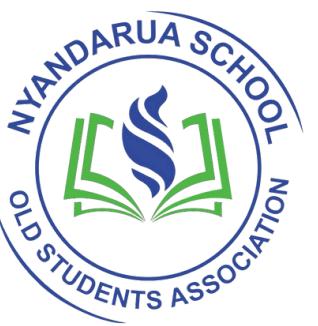


Brand Guidelines

NYANDARUA SCHOOL
OLD STUDENT ASSOCIATION

BRAND GUIDELINES 2025

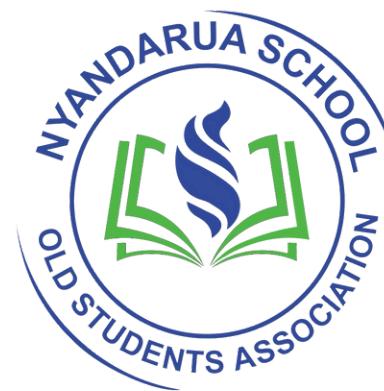
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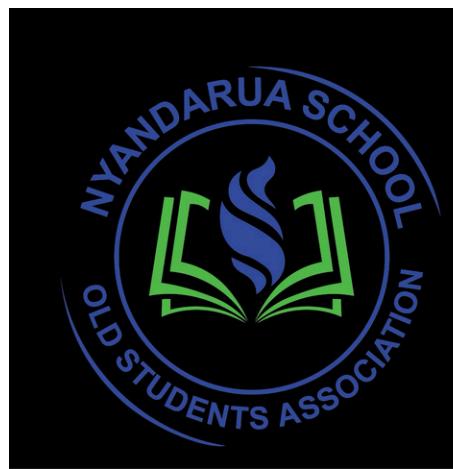
Logo Variations

Three Types



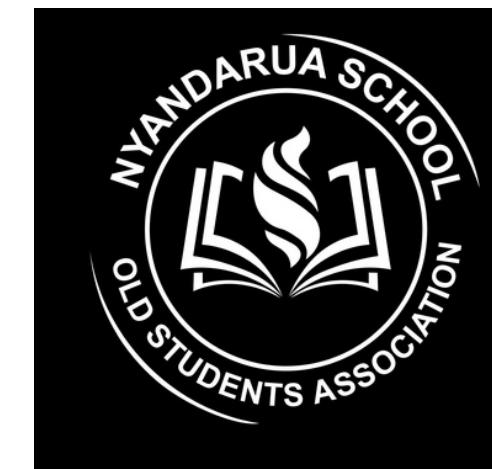
Main Logo

The main logo is the core visual representation of our brand. It is the most recognizable and preferred version of our logo and should be used as the primary identifier across all key brand touchpoints.



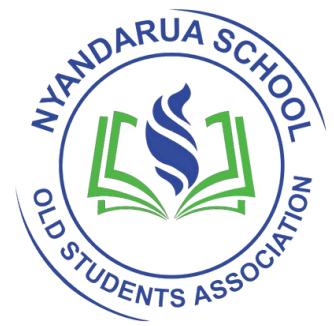
Secondary Logo

The secondary logo is an alternative version of our primary logo designed for situations where the main logo might not be the most effective or legible option.



Tertiary Logo

The tertiary logo is the most simplified and often the most compact representation of our brand. Reserved for specific digital applications where maximum simplicity and recognizability are key.



04

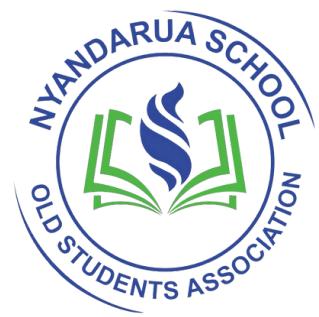
Logo Mark

WORD MARK

The logo mark is a crucial and memorable component of our visual identity. It is a carefully crafted graphic that embodies the essence of our connection to Nyandarua school. This symbol has been designed to be visually striking, easily recognizable, and inherently linked to our brand.

Main Logo Elements





Rules of application

DO'S AND DON'TS

This section outlines the correct and incorrect ways to use our logo to ensure consistent brand representation across all platforms. Adhering to these guidelines is crucial for maintaining the integrity and impact of our visual identity.

05



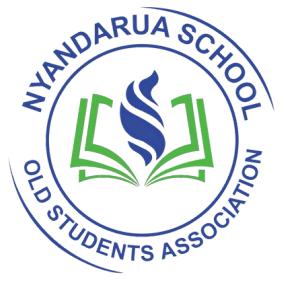
DO NOT change the color.
Use colors in the palette.



DO NOT crop or trim any part
of the logo.



DO NOT stretch, skew, distort,
or otherwise inappropriately
resize the logo



Usage Examples

Proper Logo Placement

06



Physical Assets



Promotional



Digital Assets

Brand Typography

Main Font

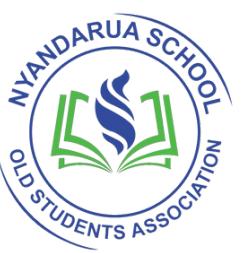
PRIMARY FONT

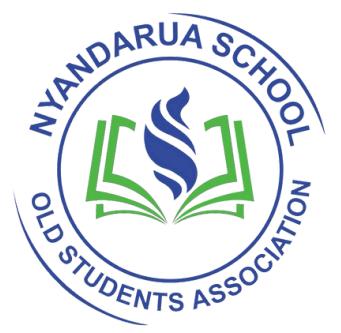
This is our most distinctive typeface, primarily used for headings, subheadings, and key titles. It's chosen for its personality and ability to grab attention while still being legible.

Aa

Open Sauce

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09





Aa

Montserrat

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Brand Typography

Alternative

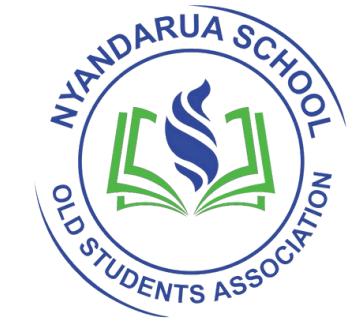


SECONDARY FONT

This is a highly legible and versatile typeface used for the main body text of our content. Its primary purpose is to ensure comfortable reading for extended periods.

Font Overview

Open Sans and Montserrat have been specifically chosen to work together effectively. Their contrasting yet complementary characteristics ensure a clear visual hierarchy and enhance the overall aesthetic of our communications.

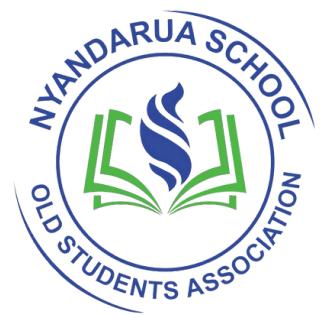


PAIRING TO USE

Use Sauce Sans for impactful headlines and Montserrat for comfortable and engaging body content.

PAIRING TO USE

Use Sauce Sans for impactful headlines and Montserrat for comfortable and engaging body content.



Font Hierarchy

In our brand guide, the font hierarchy establishes a clear visual order and ensures readability and consistency across all communications

10

Pairing To Use

SUBTITLE

Refer to the Font Hierarchy section for detailed guidance on their specific applications.



OPEN SAUCE



OPEN SAUCE (All Caps)



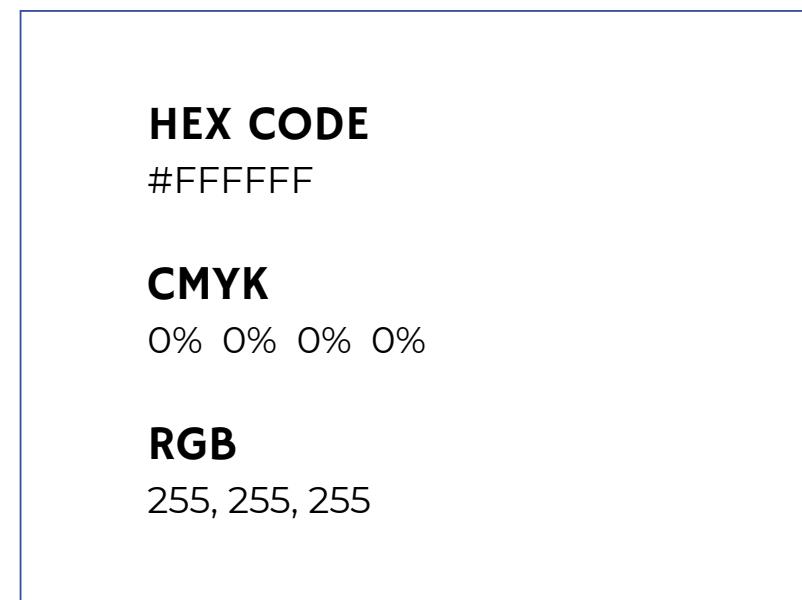
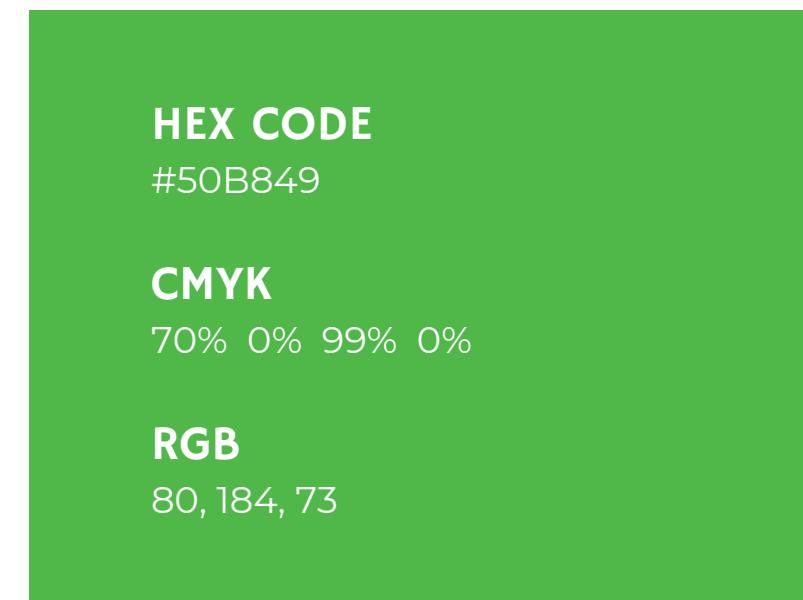
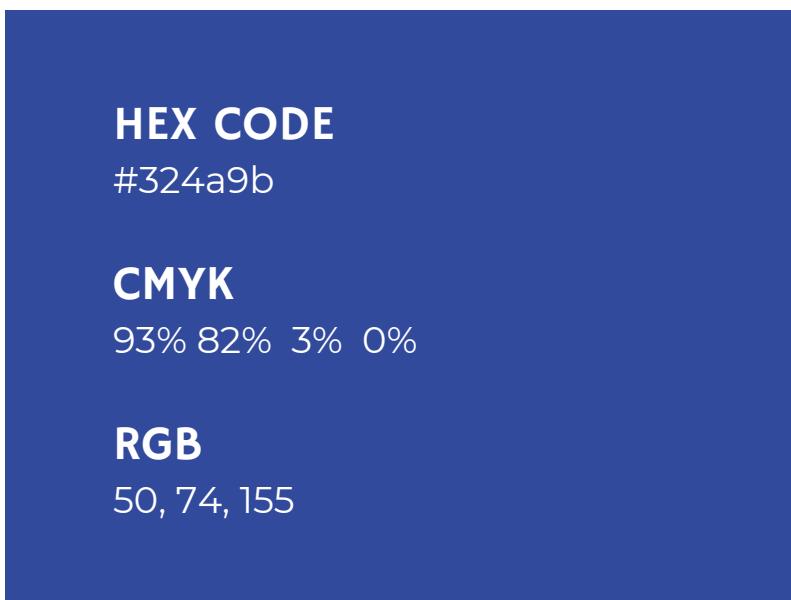
Monserrat

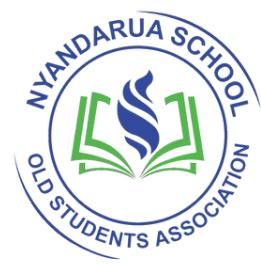
Color Palette

Corporate Colors



- Dark Blue (Primary): Dominant Use: Use dark blue for primary elements, key headings, primary buttons, calls to action, important text elements, and as a background for key sections to establish visual hierarchy.
- Green (Secondary): Accent Use: Use green as an accent color to highlight secondary calls to action, subheadings, bullet points, links, and visual cues.





#324a9b

#50b849

#667dc7

#83dc7d

#19244d

#285c24

Color Palette

Main



ACCEPTABLE COMBINATIONS

- Tints of Dark Blue: Lighter versions of #324a9b can be used for subtle backgrounds, secondary text, or less emphasized elements.
- Shades of Dark Blue: Darker versions can provide strong contrast or be used for very subtle accents.
- Tints of Green: Lighter greens can feel fresh and airy, suitable for backgrounds or softer accents.
- Shades of Green: Deeper greens can convey a sense of sophistication or connection to nature.

Digital Application

CLEAN AND PROFESSIONAL

Consistently applying these guidelines for our logo, color palette, and typography in all digital environments, we create a cohesive, recognizable, and user-friendly brand experience.

