

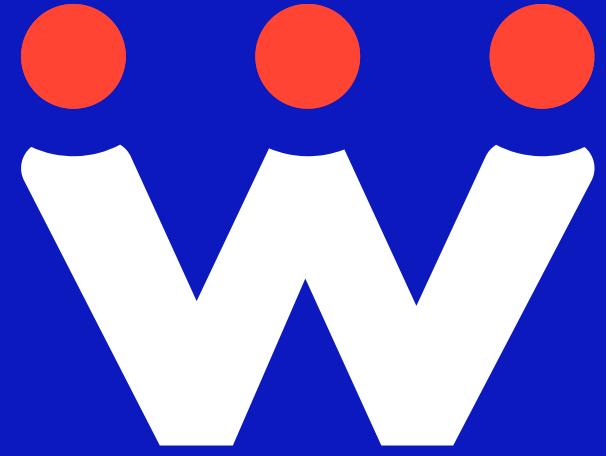


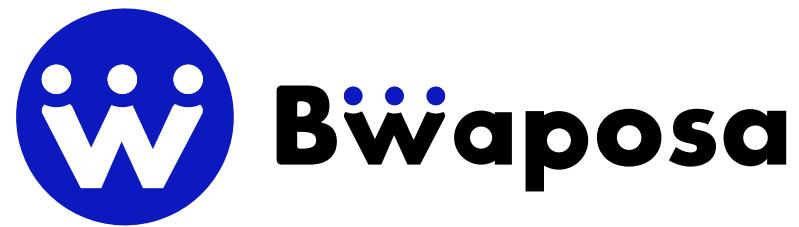
# Brand → Guidelines

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## Presentation Overview

This document is structured to provide a comprehensive understanding of the Bwaposa brand.

# Introduction

## Welcome to the Bwaposa Brand Guidelines.

This document serves as the foundation for maintaining a cohesive and recognizable identity for Bwanga Progressive Old Students Association (Bwaposa). As an alumni association, our brand represents unity, progress, and the commitment of former students to giving back and staying connected.

A strong and consistent brand identity ensures that Bwaposa is easily recognizable across different platforms and communications. These guidelines provide clear instructions on how to use our logo, colors, typography, and other visual elements to maintain professionalism and uniformity in all branding efforts.

Whether you are a designer, marketer, or an active member representing Bwaposa, this guide will help you apply the brand correctly and effectively.

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The key sections include:

**Brand Identity** - An overview of Bwaposa's mission, vision, and values.

**Logo Usage** - Guidelines on logo variations, spacing, and correct usage.

**Color Palette** - Primary and secondary brand colors with hex codes for accuracy.

**Typography** - Approved fonts and type styles for consistent communication.

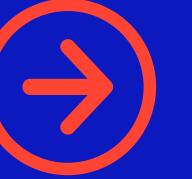
**Visual Elements** - Icons, patterns, and imagery that align with the brand.

**Application Examples** - Best practices for branding across digital and print media.

**Do's & Don'ts** - Common mistakes to avoid to maintain brand integrity.

By following these guidelines, we ensure that Bwaposa remains a strong, unified, and recognizable brand across all platforms. Let's uphold our identity with pride and professionalism.



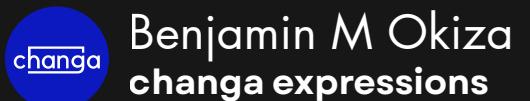
Introduction 

# Brand Identity

## Who we are

**Bwaposa**, short for Bwanga Progressive Old Students Association, is a community-driven alumni organization dedicated to fostering lifelong connections among former students of Bwanga Progressive Primary School. We are built on a shared history, a commitment to progress, and a desire to uplift both our members and our alma mater.

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## Brand Identity →

### Mission

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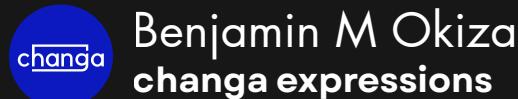
To unite and empower alumni of Bwanga Progressive Primary School by fostering lifelong relationships, professional growth, and community development initiatives.

### Vision

---

To be a thriving and impactful alumni association that contributes to educational excellence, professional networking, and the overall progress of our community.

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Brand Identity →

# Core Values



## Unity

Strengthening bonds among alumni through shared experiences and support.



## Progress

Driving personal, professional, and community development.



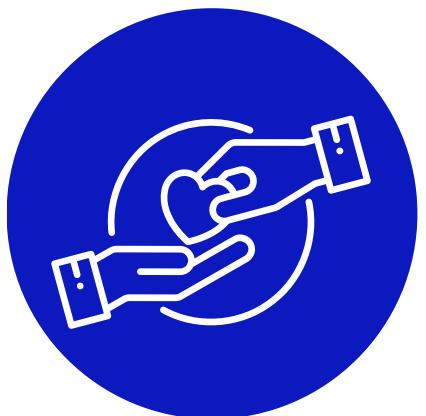
## Integrity

Upholding transparency, honesty, and accountability in all engagements.



## Excellence

Striving for the highest standards in all our initiatives.



## Giving Back

Supporting our school and community through mentorship and development programs.

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Pictogram



The icon version features the stylized "W" inside a circle, serving as a strong standalone brand mark for merchandise and social media avatars.

# Bwaposa

The main Bwaposa logo consists of bold, rounded typography with a deep blue primary color. The three orange-red dots above the "W" symbolize unity, progress, and alumni connections.

## Logo Guidelines



Primary Logo

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Logo + Tagline



# Bwaposa

Connecting Generations, Building Legacies.

Logo Guidelines →

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# Logo Usage ➔

- Maintain clear spacing around the logo to ensure visibility.
- Use the primary logo for official documents, banners, and marketing materials.
- The icon logo is best suited for social media, merchandise, and digital branding.
- Do not alter or distort the logo proportions.

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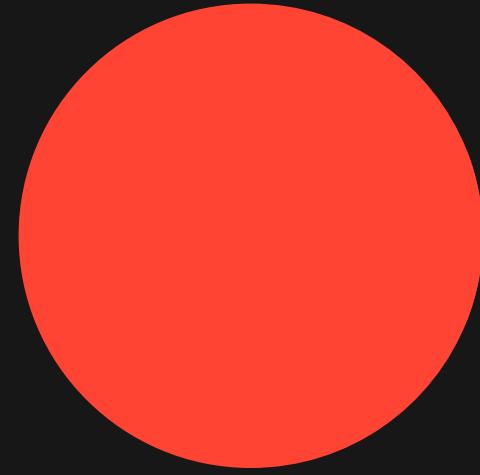
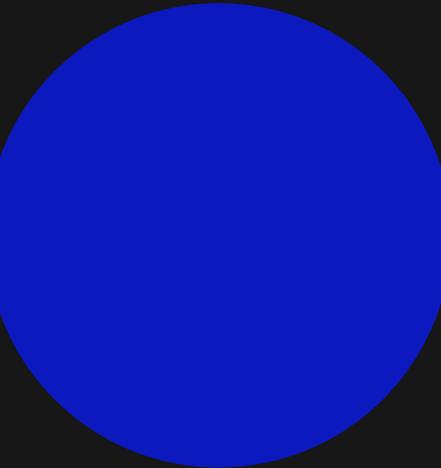




# Color Palette →

## Primary Colors

- **Deep Blue** – Represents trust, loyalty, and stability.
- **Orange-Red** – Symbolizes energy, passion, and connection.



#0c19bf

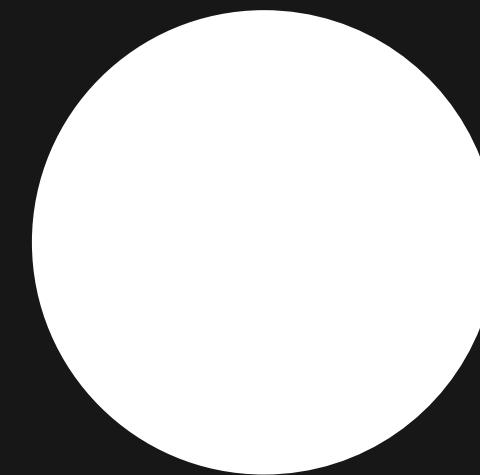
#ff4433

## Color Usage Guidelines:

- Deep Blue should dominate branding materials, with Orange-Red used for accents.
- Text should primarily be black or dark blue for readability.
- White or Soft Gray can be used as backgrounds to ensure contrast.

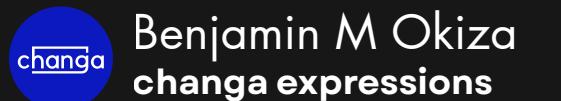


#d1d0cb



#ffffff

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# Typography



## Primary Font: Garet (Sans-Serif)

- Headings: Garet Bold
- Body Text: Garet Regular
- Quotes/Callouts: Garet Italic

## Secondary Font (Alternative): Montserrat (Sans-Serif)

- Used for informal materials, social media graphics, and presentations.

### Typography Guidelines:

- Maintain font hierarchy: Titles should be bold and large, while body text remains clean and readable.
- Avoid excessive decorative fonts that reduce professionalism.

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Regular      Semi Bold

# Garet

AaBbCcDdEeFfGgHhIiJjKkLlMmN  
nOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890\_+<>';[]~?\${}\*^

# Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890\_+<>';[]~?\${}\*^



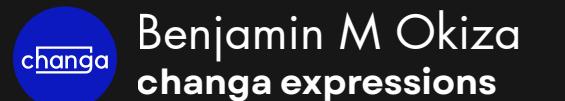
# Imagery



## Imagery Usage Guidelines

- ✓ Use high-quality, professional or well-edited photos.
- ✓ Ensure diversity in alumni representation (age, gender, professions, etc.).
- ✓ Overlay branded text subtly where necessary (event details, captions, etc.).
- ✗ Avoid low-resolution or pixelated images.
- ✗ Do not use stock images that feel generic and inauthentic.
- ✗ Avoid excessive filters or unnatural color grading.

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# Brand Messaging And Communication



01

## Tone of Voice:

Bwaposa's communication should be:

- **Warm & Inclusive** – Fostering a sense of belonging.
- **Professional & Trustworthy** – Ensuring credibility.
- **Inspiring & Aspirational** – Encouraging members to engage and give back.

02

## Key Messaging Themes:

1. **Alumni Success Stories:** Share how former students have grown and achieved success.
2. **Giving Back to the School:** Showcase community-driven initiatives.
3. **Events & Networking:** Promote upcoming reunions and mentorship programs.
4. **Collaboration & Support:** Emphasize how members can support one another.

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# Brand Applications



01

## A. Social Media & Digital Presence

- **Profile Pictures:** Use the circular "W" logo.
- **Cover Images:** Maintain brand colors and typography.
- **Hashtags:** #Bwaposa #TogetherWeProgress #BwaposaAlumni
- **Content Types:** Alumni Spotlights, School Memories, Event Highlights.

02

## B. Merchandise & Print Material

1. **T-Shirts & Hoodies:** Deep Blue with White or Orange-Red print.
2. **Branded Notebooks & Pens:** Featuring the icon logo.
3. **Thank You Cards & Invitations:** Elegant, branded designs for events.
4. **Banners & Posters:** Incorporate the primary color palette and typography.

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# Do's & → Don'ts of Branding

yes

## Do's

- Maintain logo integrity by keeping colors and proportions unchanged.
- Use the primary colors and typography consistently.
- Engage alumni with authentic, inspiring storytelling.

no

## Don'ts

1. Alter the logo design in unauthorized ways.
2. Overuse multiple colors that dilute brand identity.
3. Use fonts that are too decorative or difficult to read.

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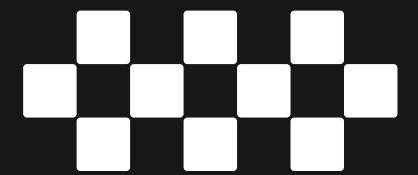


# Conclusion →

## Key fact

By maintaining this structured branding approach, Bwaposa will establish a recognizable and professional identity that strengthens alumni engagement. Consistency across all platforms will reinforce its legacy and values for years to come.

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# Thank You!

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## More Information



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