

Brand Guidelines





ASHFORD AND GRAY

Fusion Academy

Hospitality Management and Business Innovation Institute

Mastering Luxury, Elevating Business



**ASHFORD
AND GRAY**
Fusion Academy

Hospitality Management and Business Innovation Institute

RC: 8403353



Institution Overview

Ashford and Gray Fusion Academy is a premier institution dedicated to hospitality excellence, business innovation, and professional development. Our mission is to equip professionals with globally recognized skills in hospitality management, business entrepreneurship, event coordination, and protocol services.



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Our Vision

To be a globally recognized institution fostering excellence in hospitality, business management, and innovation through world-class education and training.

Our Mission

1. Provide top-tier training in hospitality management, business strategy, and event leadership.
2. Develop industry-ready professionals through hands-on experience and innovation-driven learning.
3. Establish global partnerships to ensure international recognition and opportunities for graduates



Logo Breakdown



Icon Usage

This is the tip of the cornerstone of this visual identity. It consists of a shield emblem with an open book at the bottom and geometric shapes within.



Shield

+



Foundation

+



Fusion of
Shapes



Combination Mark Usage

This is the main cornerstone of it's visual identity. It consists of the Icon  shield emblem with an open book at the bottom and geometric shapes within  followed by a bold typeface. All elements strategically placed to shape the brand's ideology





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Logo Don'ts



✗ Don't distort our logo



✗ Don't Crowd our logo



✗ Don't add shadow our logo

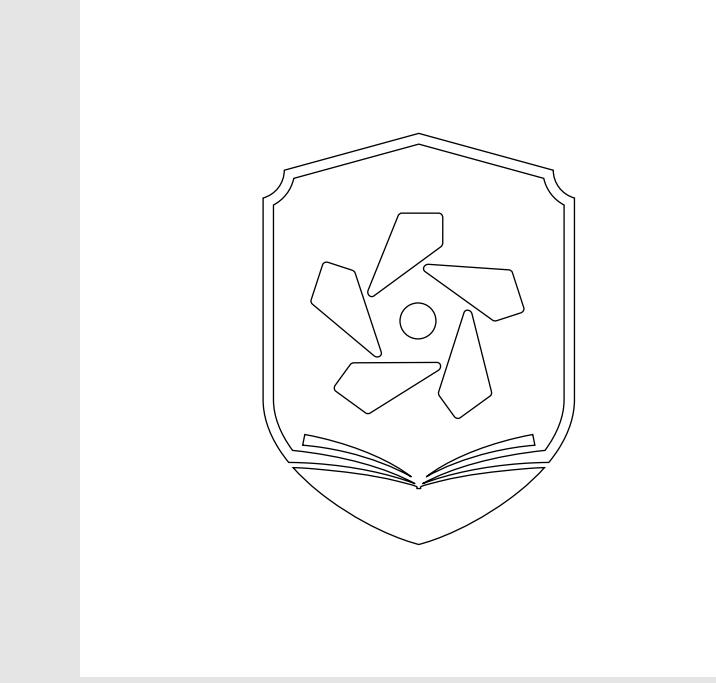
Icon Don'ts



✗ Don't encircle our Icon



✗ Don't crop our Icon



✗ Don't outline our Icon



✗ Don't rotate our Icon

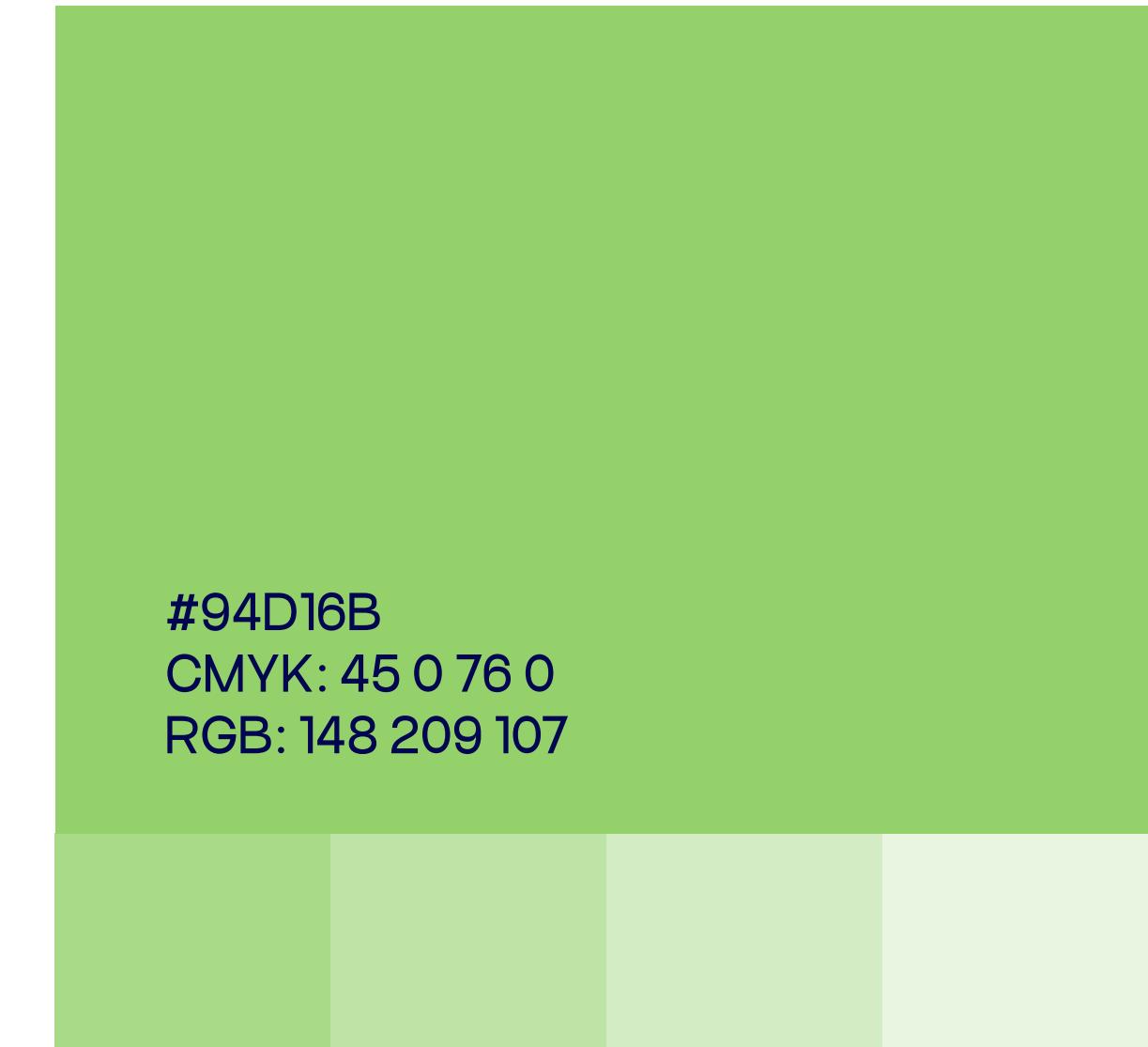
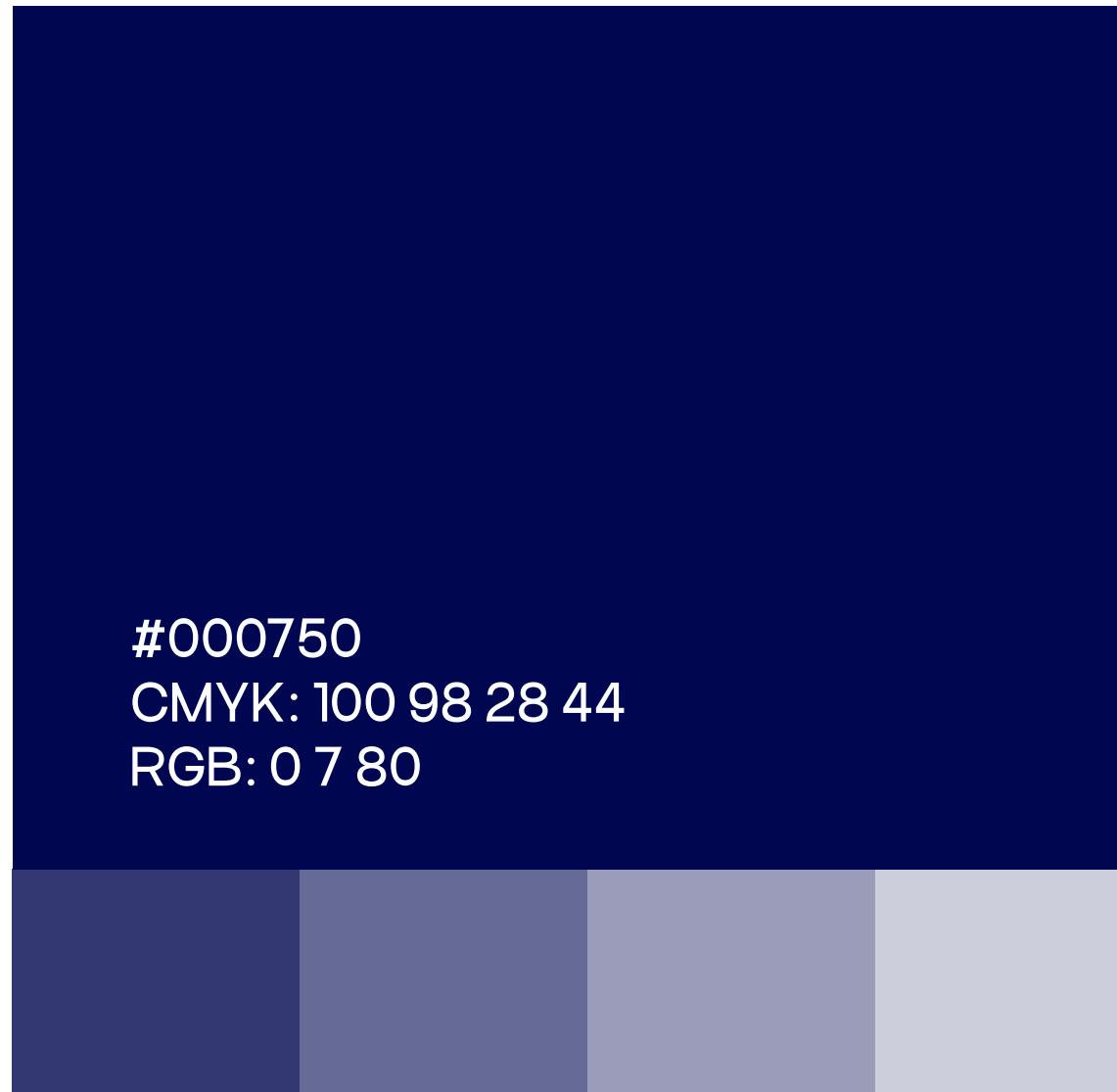
Colour Palette

02.



Primary Colours

The blend of colours represents professionalism, trust, stability, innovation, growth and freshness. This section of our colour palette should be used on; Logo, Headers, navigation, buttons and texts



Secondary Colours

This section of our colour palette is to be used on; panels, data graphics, highlights and accents.



Our Colours

Our signature color is the deep blue but not because we feel blue. We want our color palette to communicate business innovation and trust.

The bigger the square, the more its color should be used. Use more of the deep blue, use the green to make your design more interesting. The royal blue and purple are for tiny touch points and accents



Typography

Oz.

**We are
Luxurious
and Bold**

Brand Typography:

Proxima Nova Thin

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Medium

Proxima Nova Bold

Proxima Nova

A B C D E F G 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 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 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 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 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 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 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 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 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 i j k l m n o p q r s t u v w x y z

THIS IS HOW WE WRITE IT

H1 | Be Bold

This is how we
write it.

H3 | Be Clean

This is how we write it

H2 | Be Mordern

This is a paragraph written in work sans.
It's perfect for reading and long copy.
It's the standard for readability.

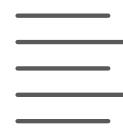
Paragraph | Be Clea



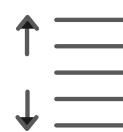
In titles, we don't use more than 2 or 3 words in a row.



Align titles and logos to the left side of the composition.



Our titles are always left aligned.



We always adjust line height to less than auto.

Imagery

04+





What Makes a Photograph Right for us?

**AUTHENTIC,
INNOVATIVE,
AND LUXURY.**

A woman with short dark hair is smiling broadly, showing her teeth. She is wearing a light brown corduroy jacket over a dark shirt. She is sitting on a light-colored couch, looking down at a laptop screen which is partially visible in the bottom left corner. The background is slightly blurred, showing a lamp and some furniture.

What Makes a Photograph Right for us?

A STORY OF THE PROCESS.

A young African American woman with long dark hair is the central figure. She is wearing a black graduation gown over a white dress. She is holding a black graduation cap with a red tassel in her left hand and a rolled-up diploma tied with a red ribbon in her right hand. She is looking off to the side with a slight smile. The background is a blurred outdoor setting with stone walls.

What Makes a Photograph Right for us?

A STORY OF SUCCESS.



What Makes a Photograph Right for us?

**ACTIVE,
ON THE JOB.**

Thank You

