

Brand Guidelines

What are brand guidelines?

Brand guidelines provide the established official policies and standards for the school's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of the school's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the school are accurate and stays on-brand.

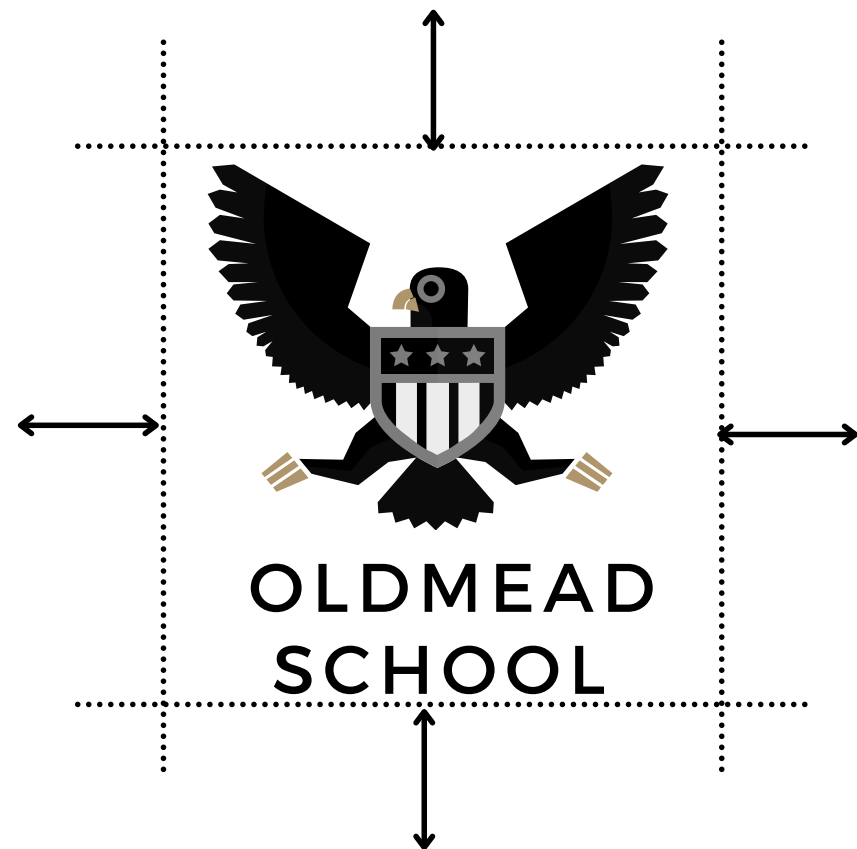
	<h1>Logo</h1>	
--	---------------	--

A logo is the visual representation of your school. It is an icon that symbolizes the school's history, culture, and values. It can be used on all print media, all advertising platforms, websites, and other external communications.

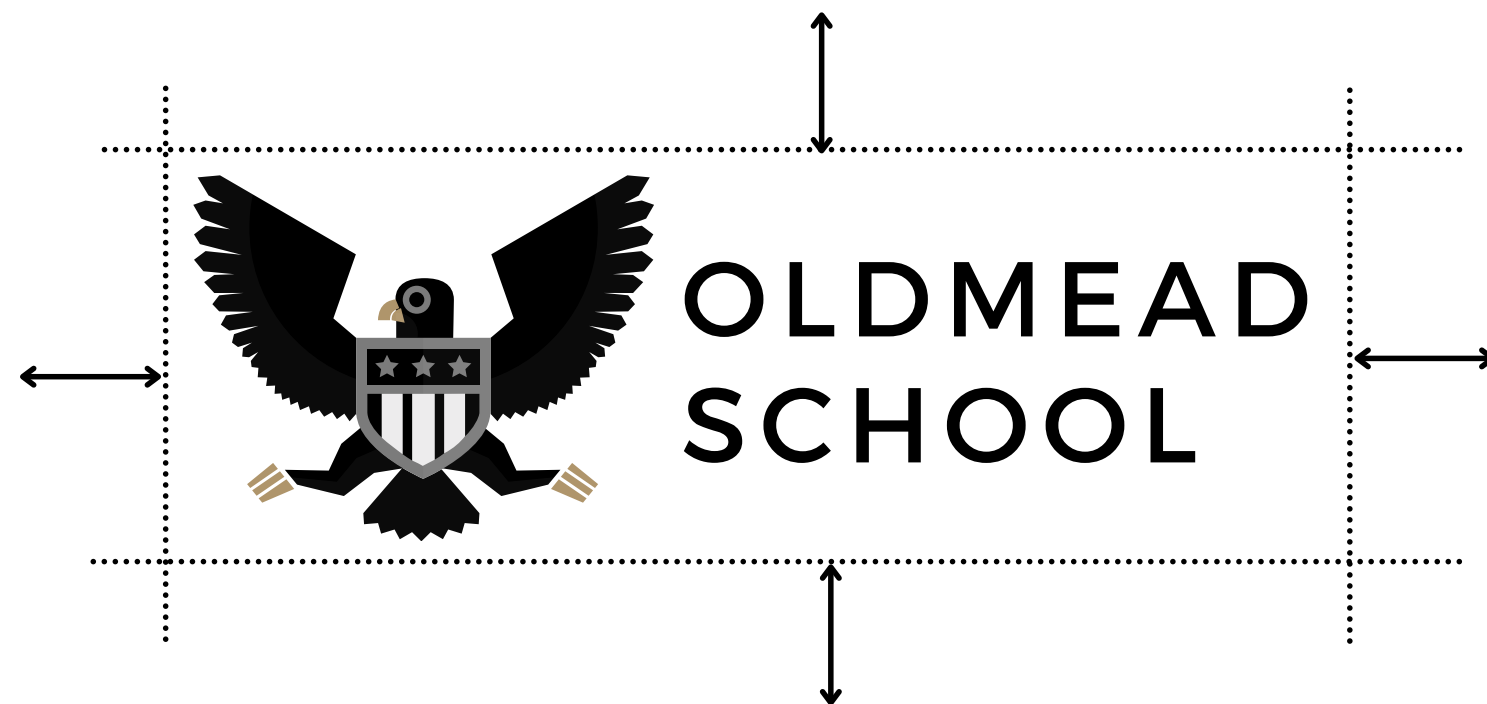
Logo placement guidelines:

- The school logo should be prominent and visible in all visual communications.
 - It should not be placed with another graphic or edited to create a new image.
 - For legibility, keep the area around the logo clear.
 - The school logo colors can not be changed or modified. Use only the provided official images.
-

Logo Construction Grid



Square logo with school name



Banner logo with school name

*Specify a minimum distance from the edge of the logo to the next visual element
Minimum size of the logos must be 0.5 inches in width.*

Monochromatic Logo



Example of the logo in greyscale

The color of the logo can not be changed except in greyscale.

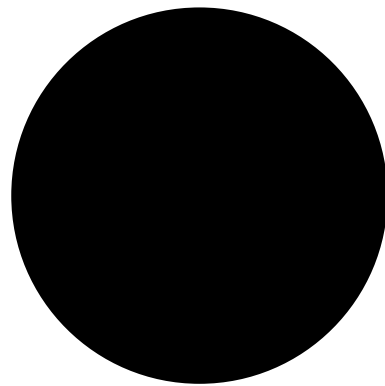
	<h1>Color Palette</h1>	
--	------------------------	--

The color palette sets a visual tone for the school's brand. Colors can also create a strong brand recall when it is associated with your brand.

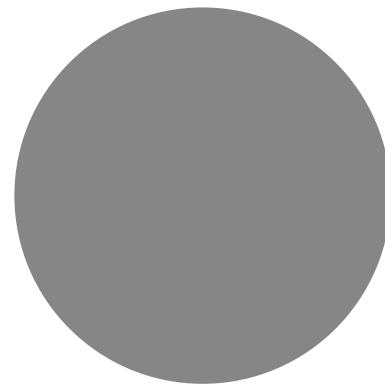
Color palette guidelines

- Create a primary palette and limit it to up to four colors.
 - Note which is the main color.
 - A secondary color palette may be used to complement the primary palette but never to substitute.
 - Consistent use is important.
-

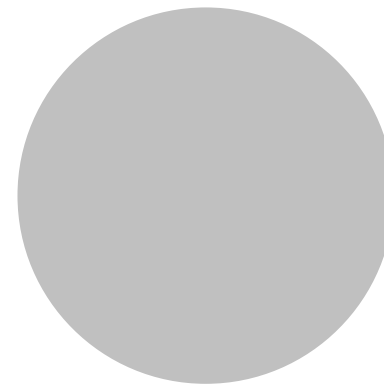
Primary Palette



Color name
HEX Code
CMYK
RGB



Color name
HEX Code
CMYK
RGB

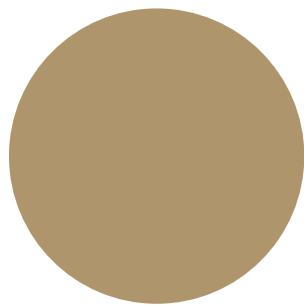


Color name
HEX Code
CMYK
RGB

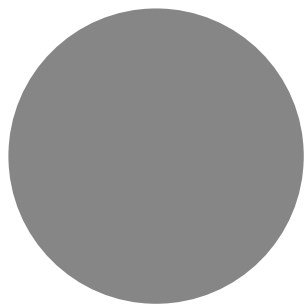


Color name
HEX Code
CMYK
RGB

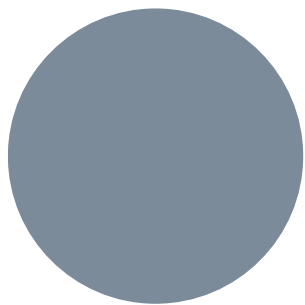
Secondary Palette



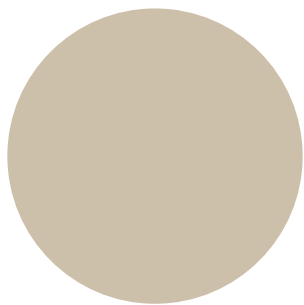
Color name
HEX Code
CMYK
RGB



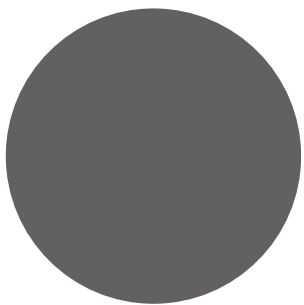
Color name
HEX Code
CMYK
RGB



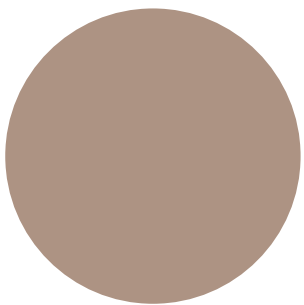
Color name
HEX Code
CMYK
RGB



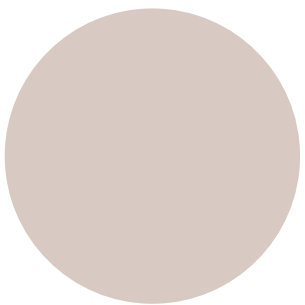
Color name
HEX Code
CMYK
RGB



Color name
HEX Code
CMYK
RGB



Color name
HEX Code
CMYK
RGB



Color name
HEX Code
CMYK
RGB

You can use less colors on the secondary palette

	<h1>Typography</h1>	
--	---------------------	--

Having a signature font contributes to a strong brand. It is considered as a visual component and should be consistent throughout.

Typography guidelines

- Select a font for the logo and heading
 - Select a font each for subheadings and body font. Note that these fonts can be the same, but can vary in size or style.
 - Assign a standard size for the use of each
 - Keep fonts simple and clean
-

Heading

Please type here the font size & style (italics, bold, etc) you used

Subheading

Please type here the font size & style (italics, bold, etc) you used

Body

Please type here the font size & style (italics, bold, etc) you used

	<h1>Photography</h1>	
--	----------------------	--

Photographs are a great way to show life at the school. This can be photos of students in action, the teachers and staff, as well as activities or events. To provide consistency, all photos will be provided by the school.

Photography guidelines

- Please use the whole photo as much as possible and do not crop.
 - All photos have already been through post-processing.
 - Do not flip the photos.
-



Please add 4-6 photos Ideally a set. School or university setting (please check the grade assigned to the kit this template is a part of).