



Brand Essentials

chapter 1: Our Logo

Aspire International School.



Aspire International School. Corporate Colors

The corporate colors of the logo must be in those CMYK, RGB and Hex colors



HEX 70c388

CMYK

C= 90% M= 30% Y= 95% K= 30%

RGB

R= 122 G= 191 B= 126



Location = 100%



HEX 4c96d1

CMYK

C= 85% M= 50% Y = 00% K= 00%

RGB

R= 83 G= 152 B= 210



HEX 6d6e71

CMYK

C= 85% M= 50% Y= 00% K= 70%

RGB

R= 112 G= 111 B= 111

Aspire International School. Our corporate identity

THE COLORS

HEX
4c96d1



HEX
70c388



HEX
6d6e71



THE Shape



This logo is an A shape which reflects the name Aspire

FONT

Futura Md BT

Medium font