

BRAND GUIDELINES

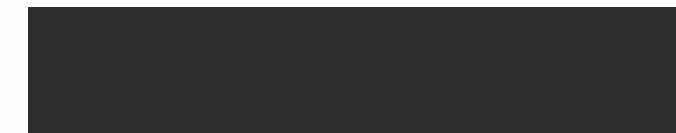
Presentations, Documents, Collaterals



SHIKHA
– INSTITUTE –

Key Colors

2 E 2 E 2 E



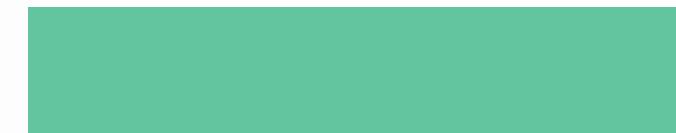
6 B 6 A A 7



4 6 9 6 C 3



6 3 C 5 A 0



F 7 B 7 1 B



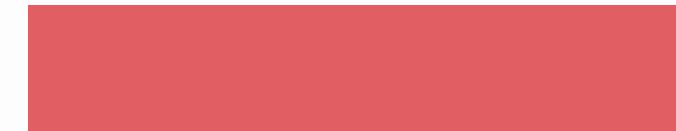
F 9 F 8 F 6

F F 9 1 4 D



F 4 F 1 E B

E 1 5 E 6 3



F 8 F 3 E 9

Highlight Colors

Neutrals



Logo Consistency

Primary



Logo Mark



Limited Space
Document Placement option.



Fonts

S / S

**POPPINS AS PRIMARY FONT
HEADING**

*“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum
dictum arcu neque, nec fringilla enim aliquet sit amet.”*

Poppins as Primary Font

Poppins as Primary Font

Poppins as Primary Font

Poppins as Primary Font



Fonts

S / S

LEXEND AS SECONDARY FONT
PRIMARY BODY

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum
 dictum arcu neque, nec fringilla enim aliquet sit amet.

Lexend as Primary Font

LEXEND AS PRIMARY FONT



Fonts

S / S

ROBOTO AS TERTIARY FONT
SECONDARY BODY OPTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dictum arcu
neque, nec fringilla enim aliquet sit amet.

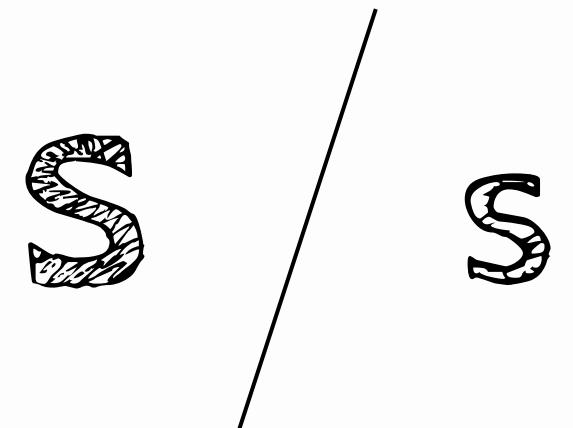
Roboto as Primary Font
Roboto as Primary Font

ROBOTO AS PRIMARY FONT
ROBOTO AS PRIMARY FONT

ROBOTO AS PRIMARY FONT
ROBOTO AS PRIMARY FONT



Fonts

A large, hand-drawn style letter 'S' is positioned at the top right. A thin black line extends from its top right corner downwards and to the left, ending near the bottom right corner of the slide.

CABIN SKETCH AS PLAY FONT
HEADING OPTION 2,

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. VESTIBULUM DICTUM ARCU
NEQUE, NEC FRINGILLA ENIM ALIQUET SIT AMET.**

Cabin Sketch as Play Font
Cabin Sketch as Play Font

CABIN SKETCH AS PLAY FONT
CABIN SKETCH AS PLAY FONT



Fonts

S / S

KALAM AS PLAY FONT
HIGHLIGHTS AND SECONDARY HEADINGS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dictum arcu neque, nec fringilla enim aliquet sit amet.

Kalam as Play Font



Color Pairings



Primary
Heading Text, Body Text

Primary Option 2
Key #F4F1EB
Heading Text, Body Text

Key #FFFFFF
Primary Heading Text
Key Slides, Transition Slides



Text Guidelines | Font Variations

Headings



Point 38

For Presentations To Speak To

Large Headings 36-44 points.

Highlight Text, Sub Headings, Key Quotes, Body, 24-28 points



Point 28



Point 18

For Presentations To Be Read

Headings 28-38 points

Body Text 14-24 points



Text Guidelines | Font Variations

KEY VISUALS TYPE

Heading/Sub Heading

For Presentations To Speak To

Body Text - Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Vestibulum dictum arcu neque, nec
fringilla enim aliquet sit amet.



Point 68+



Point 38



Point 28



Point 20



Text Guidelines | Font Variations

KEY VISUALS TYPE

Heading/Sub Heading

For Presentations To Speak To

Body Text - Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Vestibulum dictum arcu neque, nec
fringilla enim aliquet sit amet.



Point 68+



Point 38



Point 28



Point 20



Text Guidelines | Body Text

Body Text - Lorem ipsum dolor
sit amet, consectetur
adipiscing elit. Vestibulum
dictum arcu neque, nec
fringilla enim aliquet sit amet.

Left Aligned



Best practice - Left aligned for
best legibility.

Body Text - Lorem ipsum
dolor sit amet, consectetur
adipiscing elit. Vestibulum
dictum arcu neque, nec
fringilla enim aliquet sit
amet.

Centre Aligned



Center aligned best for short
texts, key, highlighted sentences.
Not good for legibility and
reading small text.

Body Text - Lorem ipsum dolor
sit amet, consectetur
adipiscing elit. Vestibulum
dictum arcu neque, nec
fringilla enim aliquet sit amet.

Justified



Justified text, bad for legibility
and communication. Only works
for visual affect but not for
legibility. Avoid in any
documents or presentations.



Text Guidelines | Spacing

Body Text - Lorem ipsum dolor
sit amet, consectetur
adipiscing elit. Vestibulum
dictum arcu neque, nec
fringilla enim aliquet sit amet.

1.15

1.5

Best for short text, worksheets,
most used.

Best for long text, essays, long
stories, teaching documents in
long format.



Tangrams



=



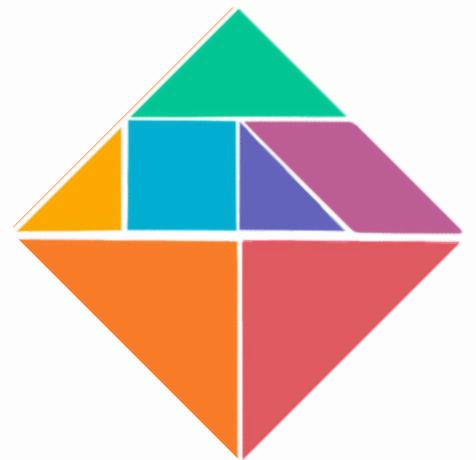
=

Tangrams

A puzzle of Chinese origin made by cutting a square of thin material into a number of pieces which can be recombined into many different figures. Used as a learning tool and building blocks.



Brand Elements



Logo Mark In Play
Variations for Presentations/Highlights/Social Media

Brand Elements

Presentation Bullet Points Sample



Body Text - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dictum arcu neque, nec fringilla enim aliquet sit amet.



Body Text - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dictum arcu neque, nec fringilla enim aliquet sit amet.



Body Text - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dictum arcu neque, nec fringilla enim aliquet sit amet.



Body Text - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dictum arcu neque, nec fringilla enim aliquet sit amet.

Logo Mark In Play

Variations for Presentations/Highlights/Social Media



Brand Elements

Presentation Sample : Topic Insects / Botany / ETC

Headings

For Presentations To Speak To

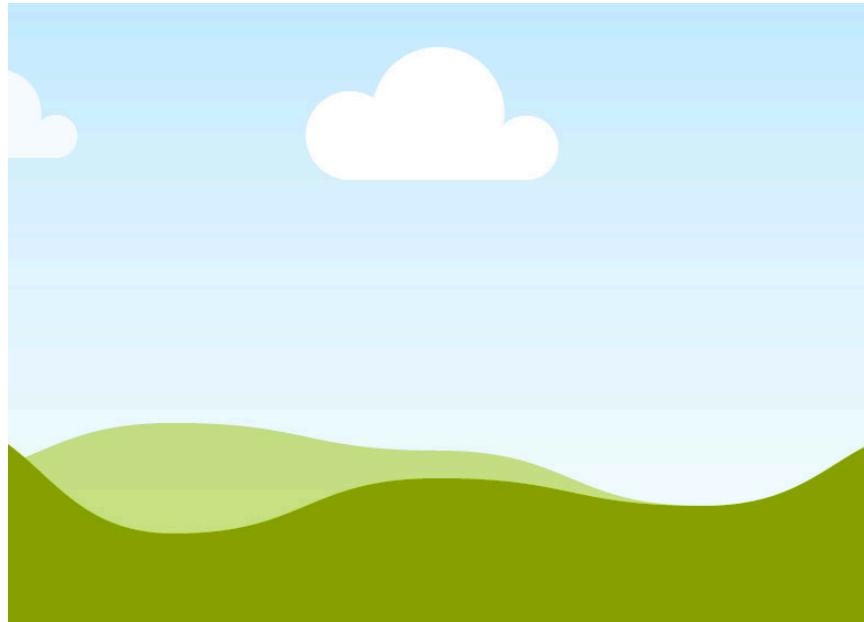
Large Headings 36-44 points.

Highlight Text, Sub Headings, Key Quotes, Body, 24-28 points

For Presentations To Be Read

Headings 28-38 points

Body Text 14-24 points



Logo Mark In Play

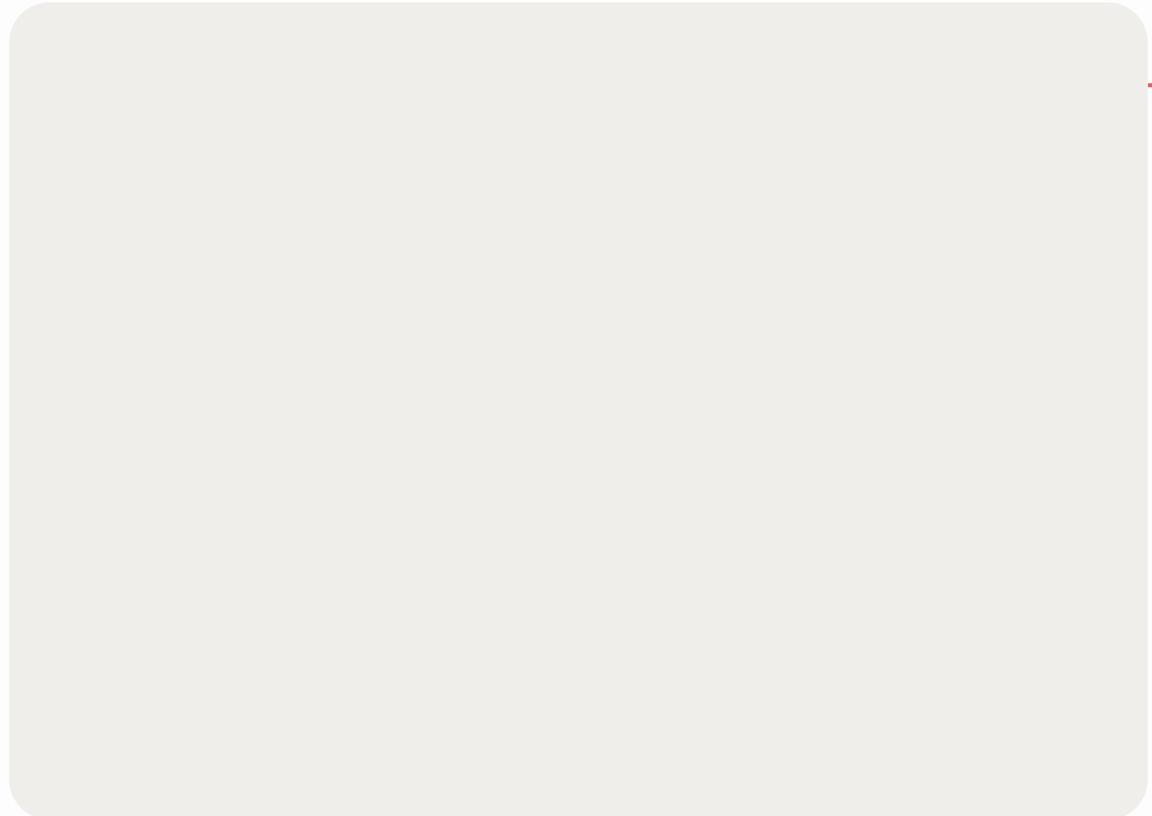
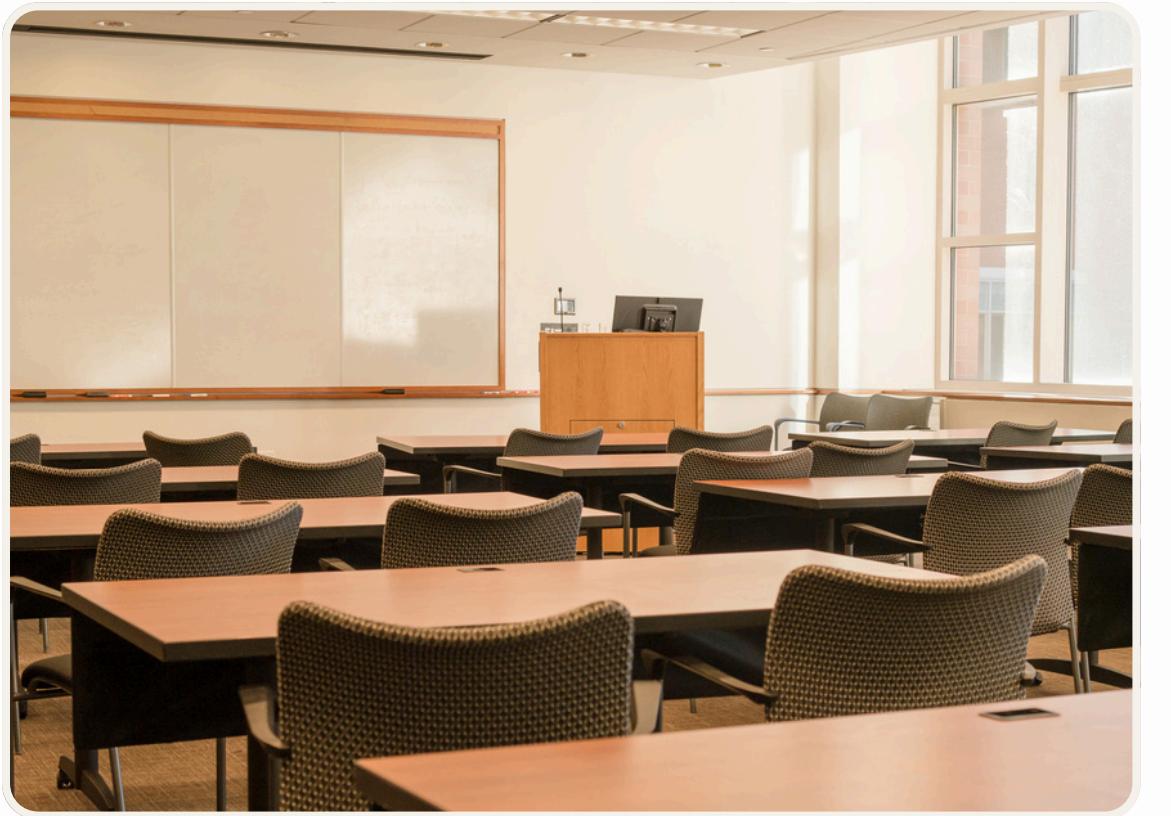
Variations for Presentations/Highlights/Social Media

Can be used in place
of logo mark for
presentation slides.
Title slide remains
consistent with full
logo with text.



Brand Elements

No Harsh Lines

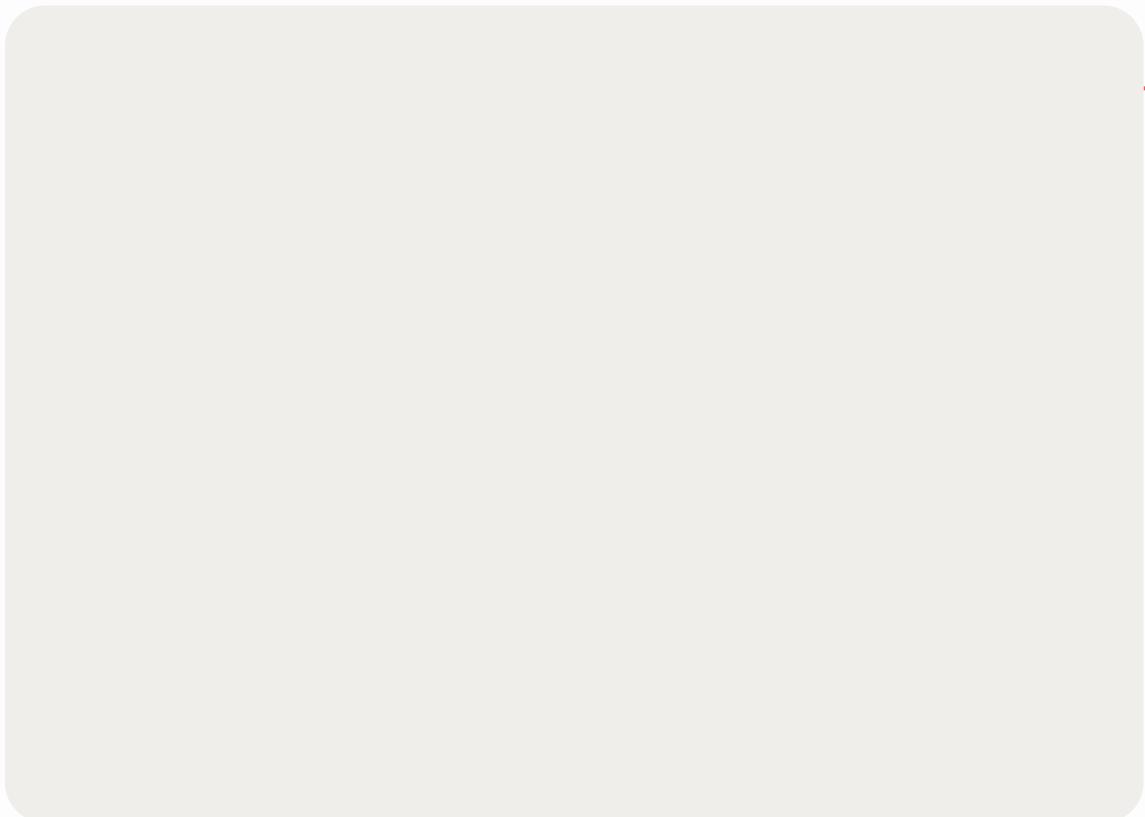
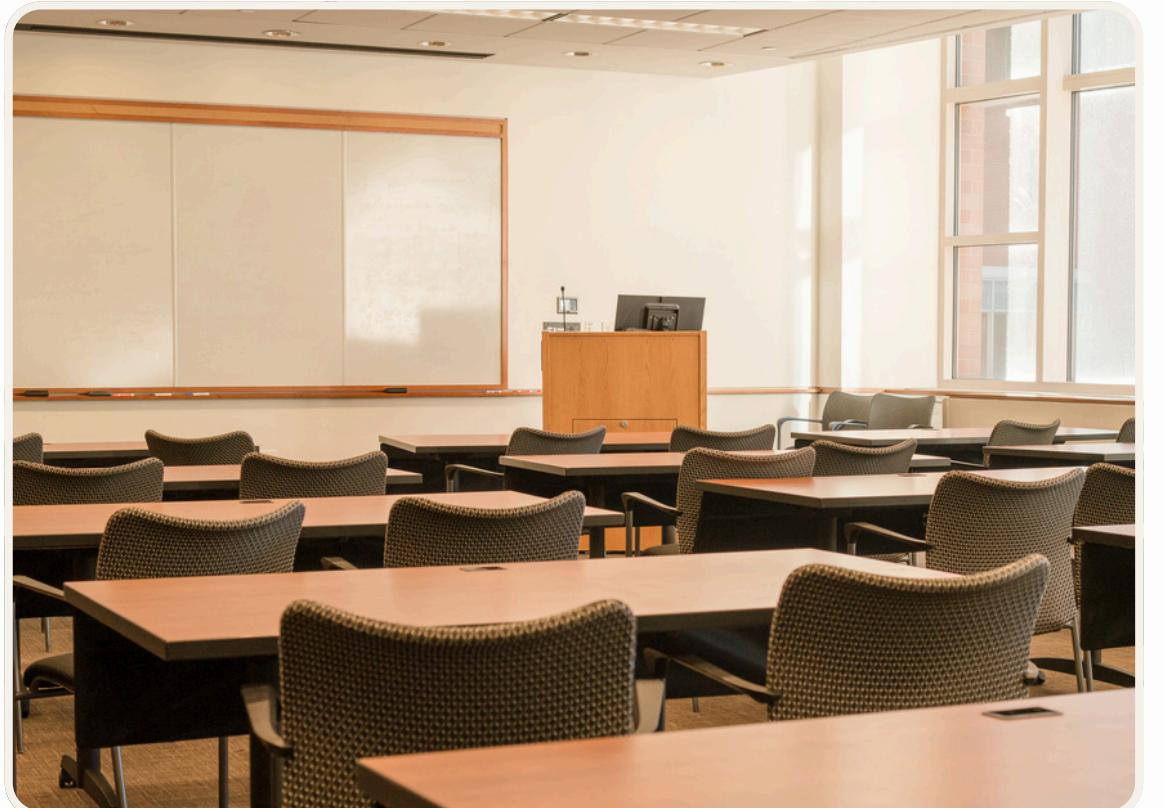


Rounded corners

Logo Mark In Play
Variations for Presentations/Highlights/Social Media

Brand Elements

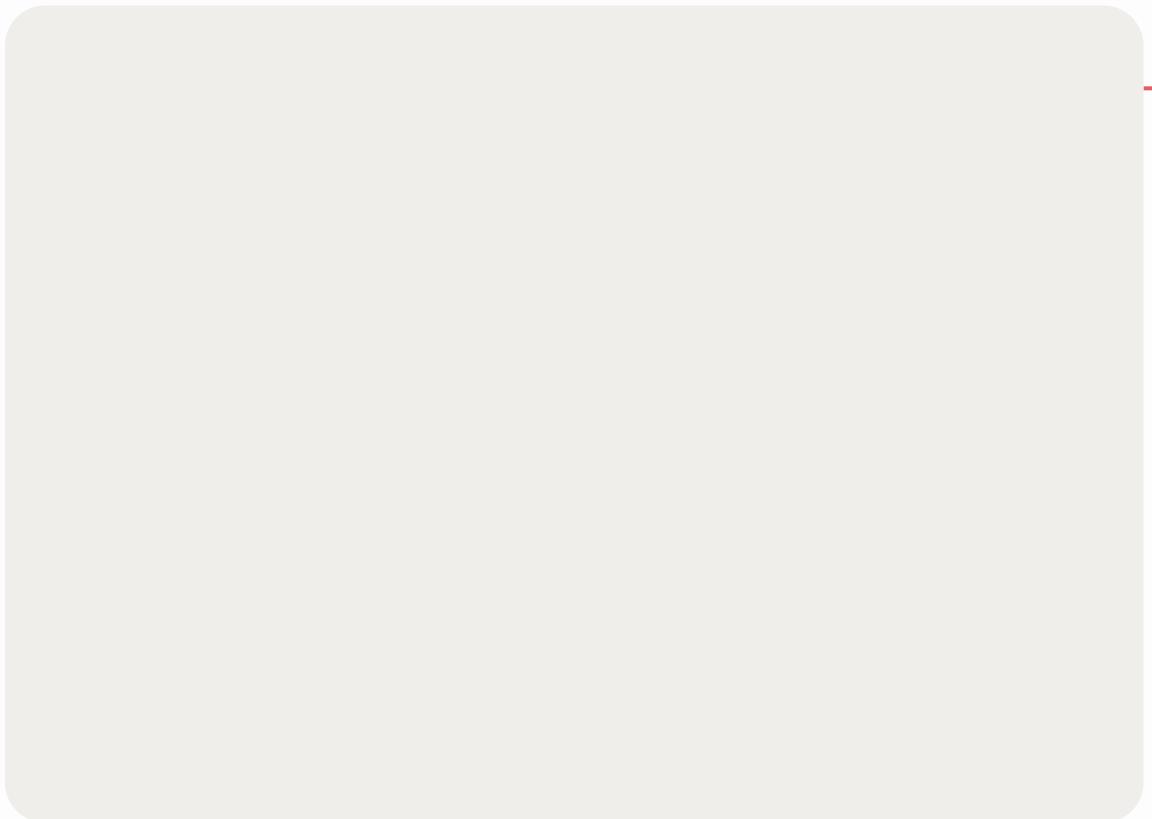
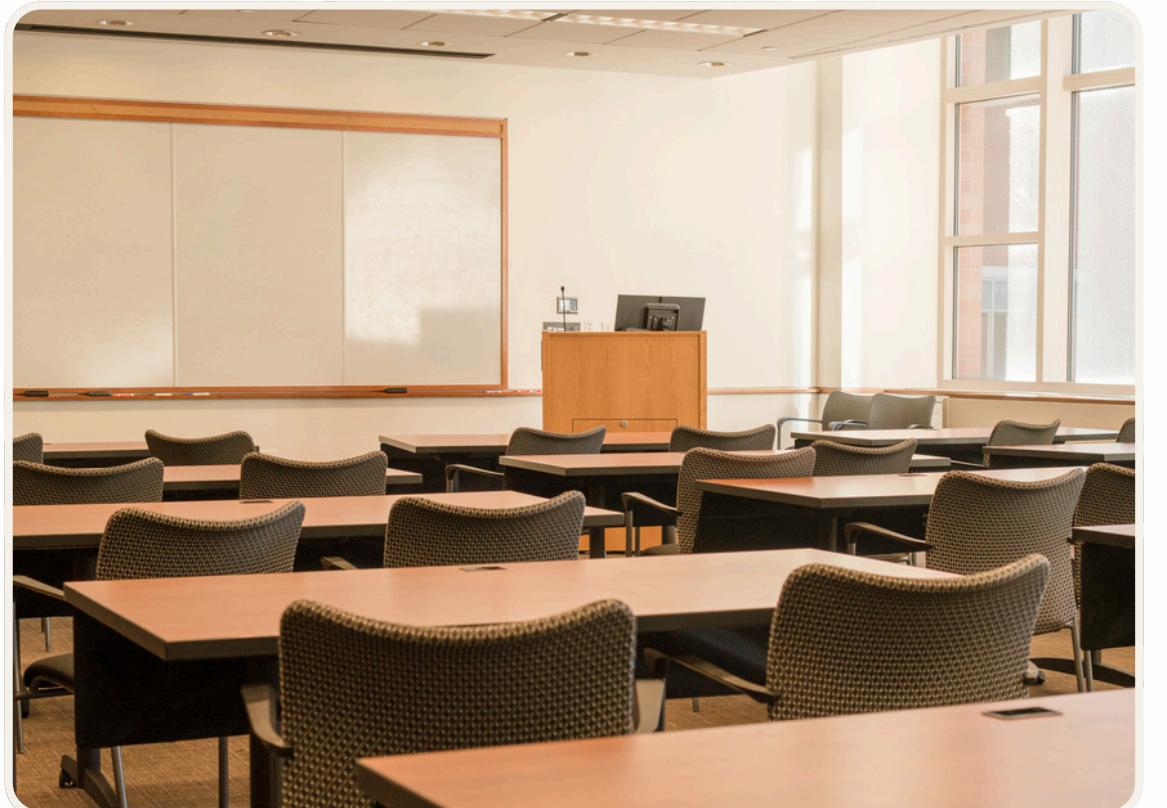
No Harsh Lines



Rounded corners

Brand Elements

No Harsh Lines



Rounded corners

Presentation Sample Slides

Key Visual Text

HELLO!

Placeholder text for the main content area.

Sample text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Presentation Sample Slides

Key Visual Text

HELLO!

Placeholder text for the main content area.



Presentation Sample Slides

Key Visual Text

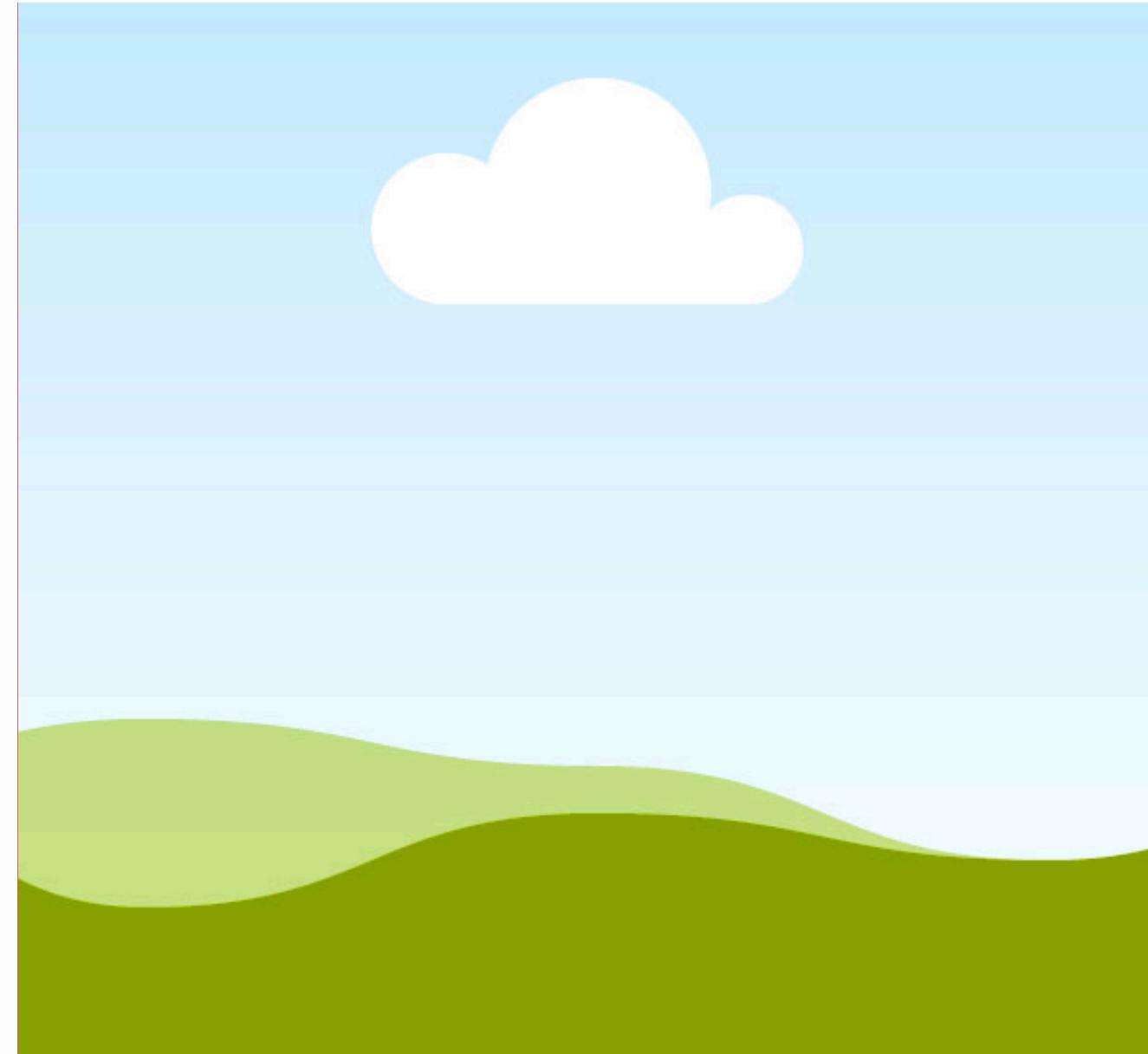
HELLO!

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Presentation Sample Slides

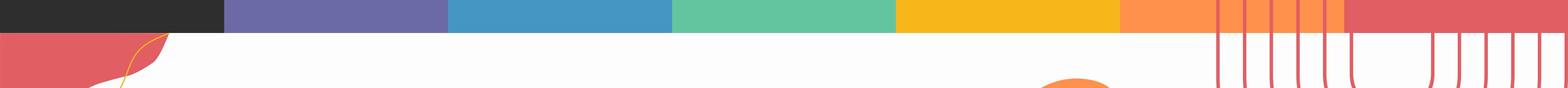
Key Visual Text



HELLO!

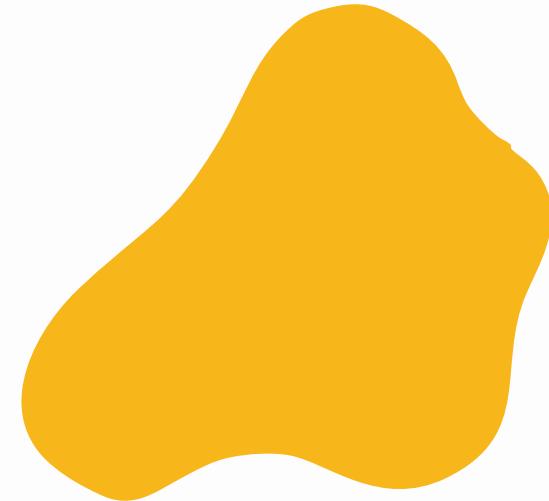
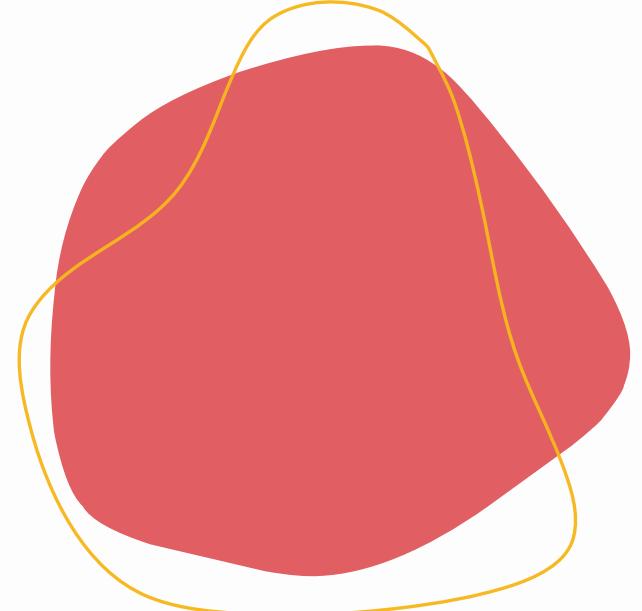
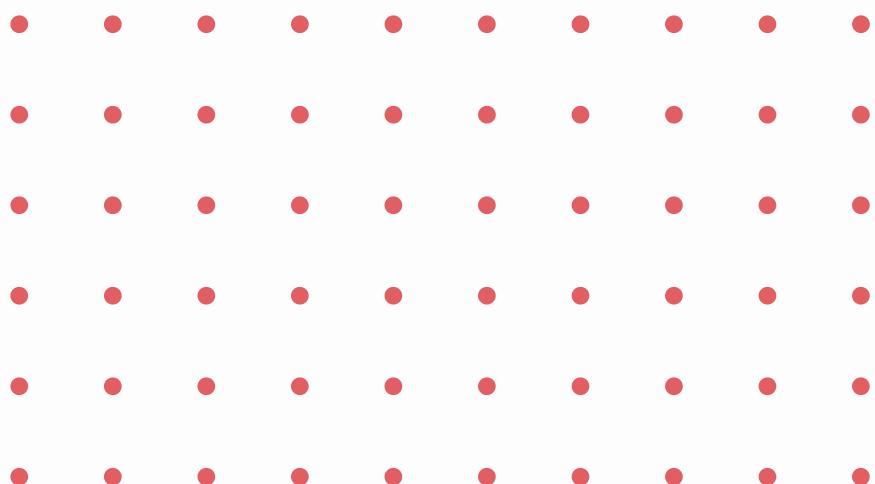
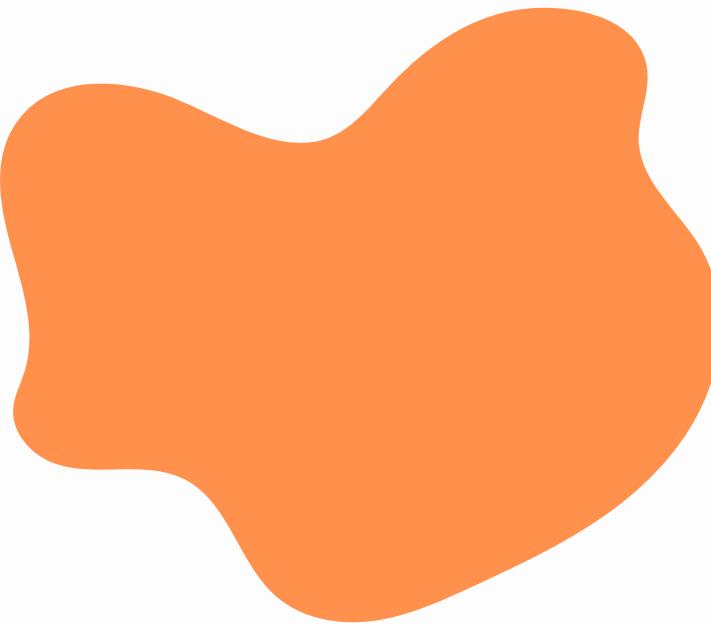
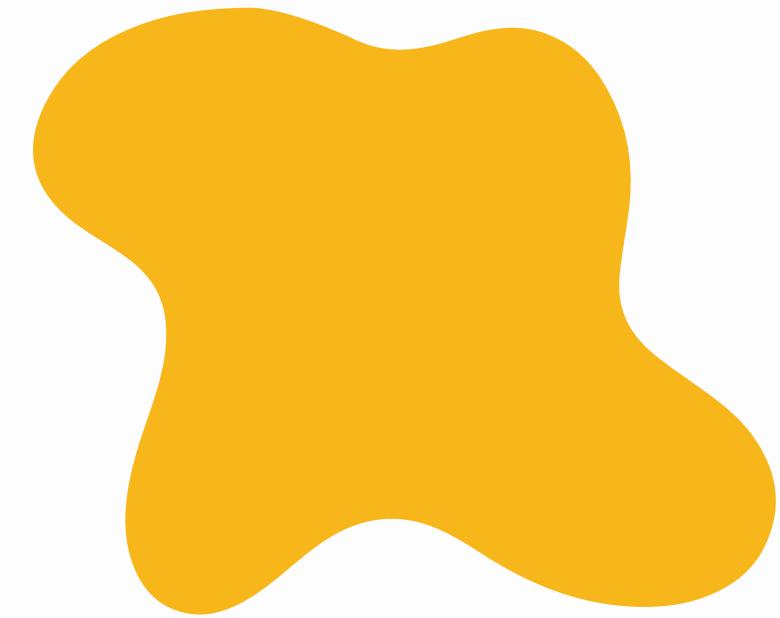
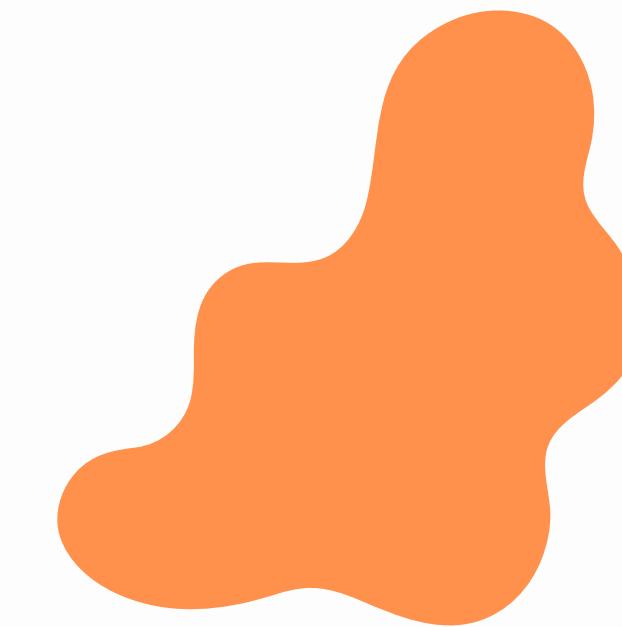
Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do
eiusmod tempor
incididunt ut labore et
dolore magna aliqua.





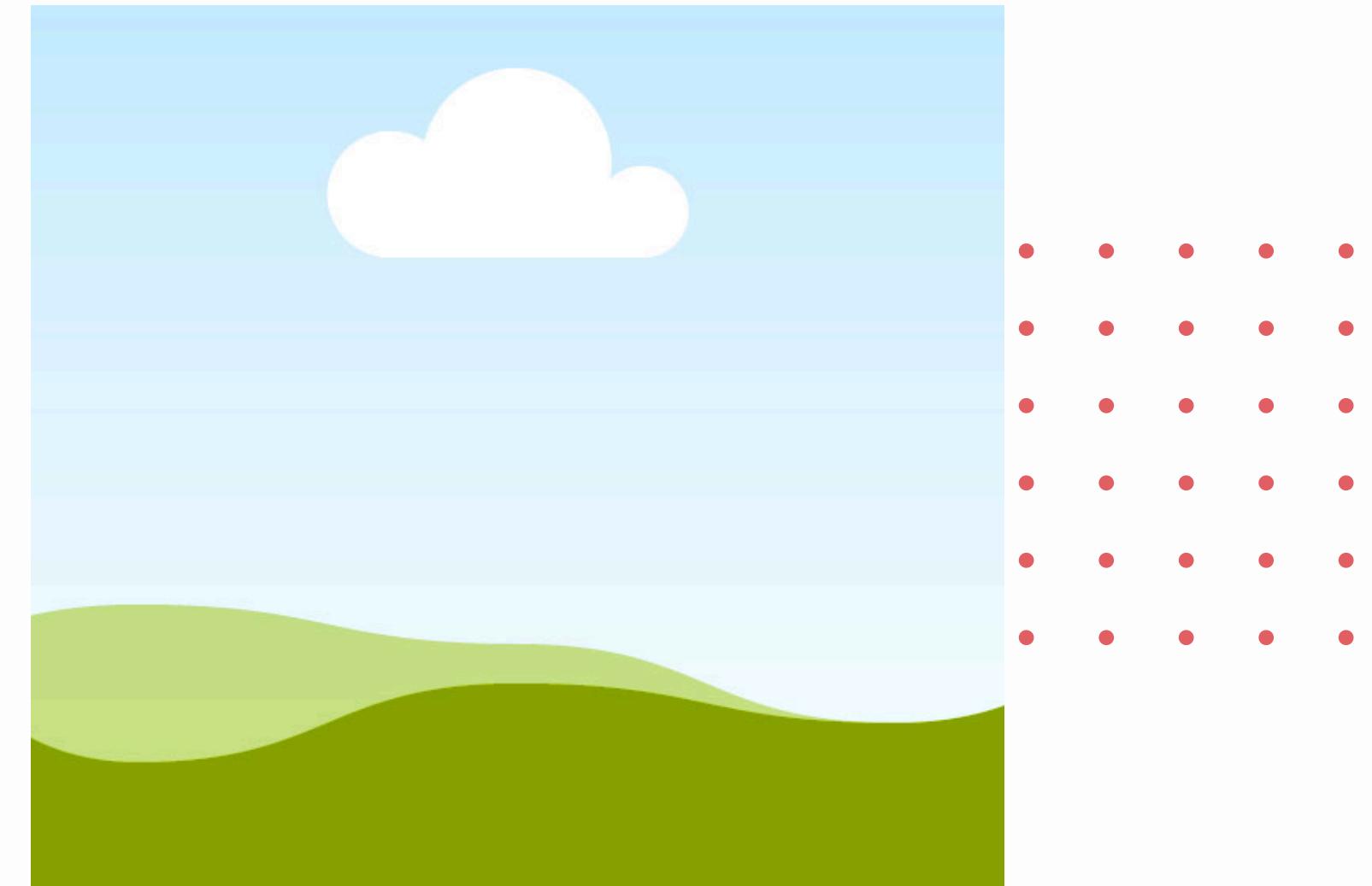
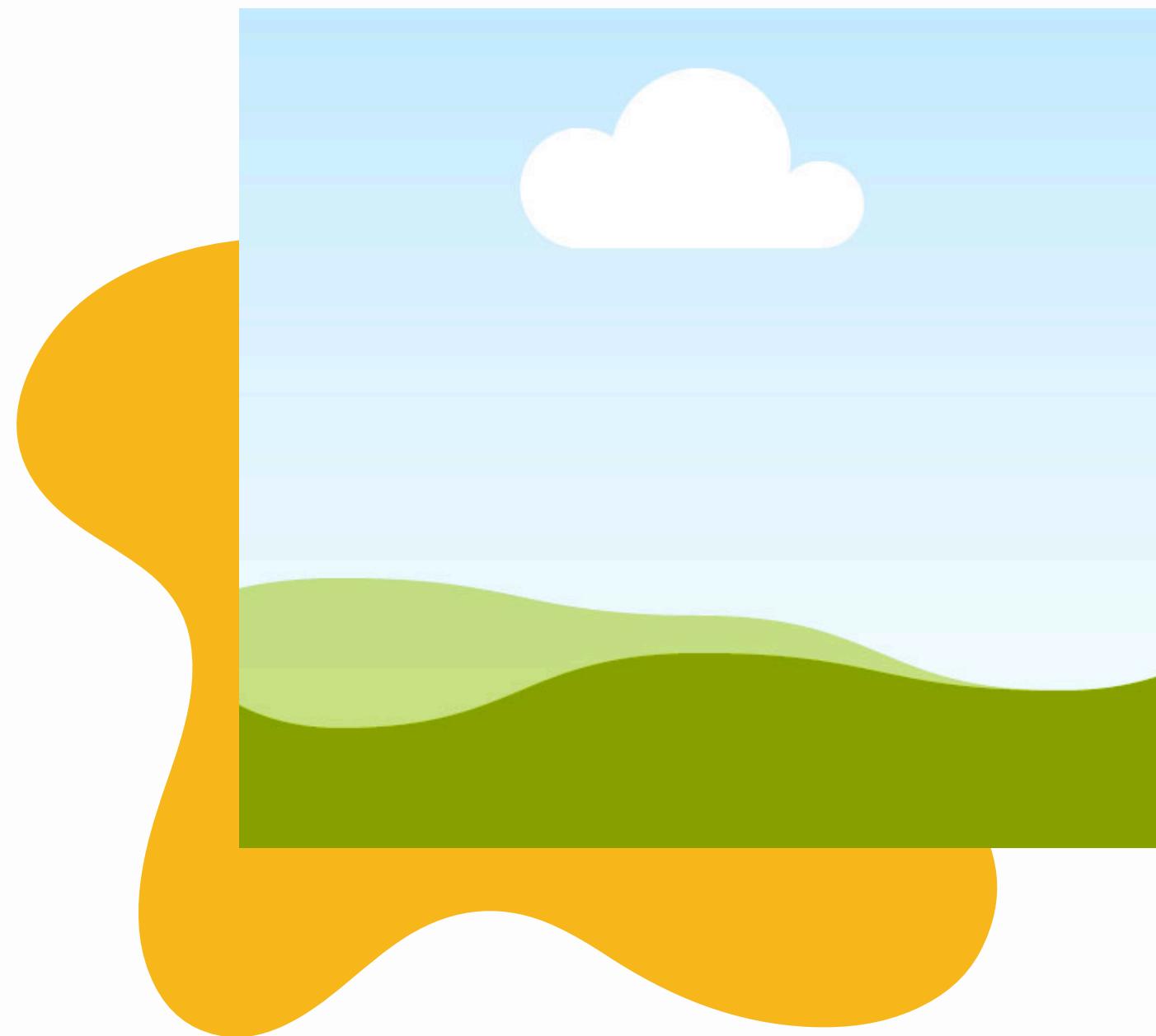
Presentation Sample Slides

Visual Elements in Alignment with Brand



Presentation Sample Elements

Visual Elements in Alignment with Brand



THANK YOU