

# BRAND GUIDELINES

Presentations, Documents, Collaterals

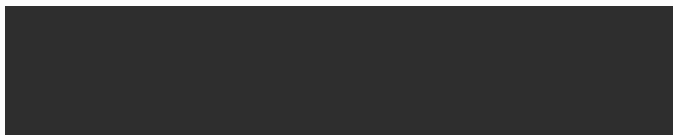


**SHIKHA**  
— INSTITUTE —



# 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



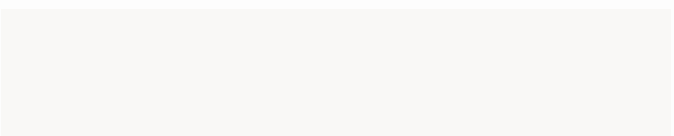
# F F 9 1 4 D



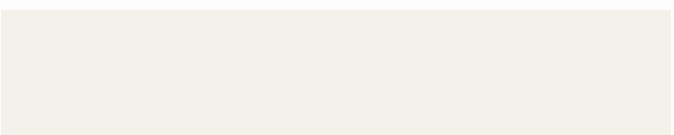
# E 1 5 E 6 3



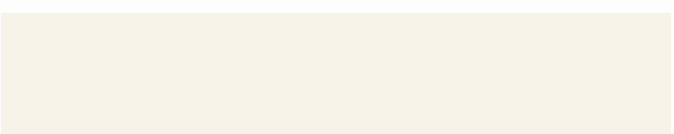
Highlight Colors



# F 9 F 8 F 6



# F 4 F 1 E B



# F 8 F 3 E 9

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  
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**Poppins as Primary Font**

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***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.

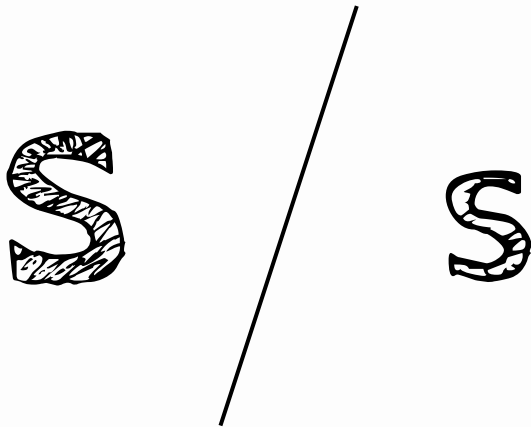
Roboto as Primary Font  
**Roboto as Primary Font**

ROBOTO AS PRIMARY FONT  
**ROBOTO AS PRIMARY FONT**

*ROBOTO AS PRIMARY FONT*  
***ROBOTO AS PRIMARY FONT***



# Fonts



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*  
*Kalam as Play Font*  
***Kalam as Play Font***

**KALAM AS PLAY FONT**  
**KALAM AS PLAY FONT**  
**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 → Point 28

Large Headings 36-44 points.

Highlight Text, Sub Headings, Key Quotes, Body, 24-28 points → Point 18

## For Presentations To Be Read

Headings 28-38 points

Body Text 14-24 points



# Text Guidelines | Font Variations

KEY VISUALS TYPE

Point 68+

Heading/Sub Heading

Point 38

For Presentations To Speak To

Point 28

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

Point 20



# Text Guidelines | Font Variations

## KEY VISUALS TYPE

Point 68+

*Heading/Sub Heading*

Point 38

For Presentations To Speak To

Point 28

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

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



Best for short text, worksheets,  
most used.

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

1.5



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



# Tangrams



=



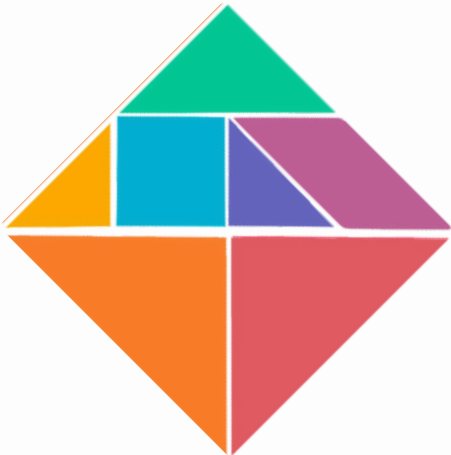
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## Tangrams

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.

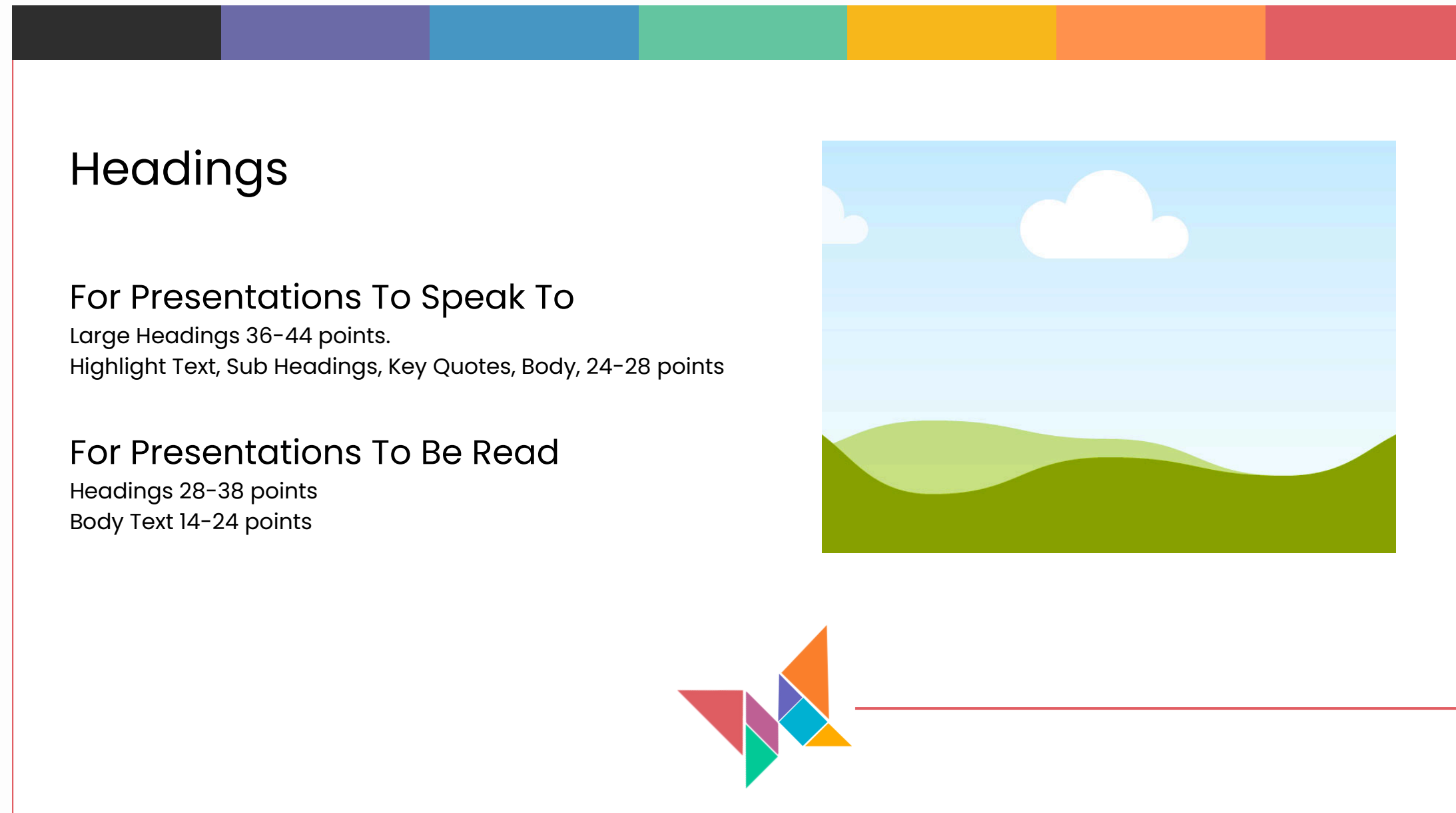
## Logo Mark In Play

Variations for Presentations/Highlights/Social Media



# Brand Elements

Presentation Sample : Topic Insects / Botany / ETC



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

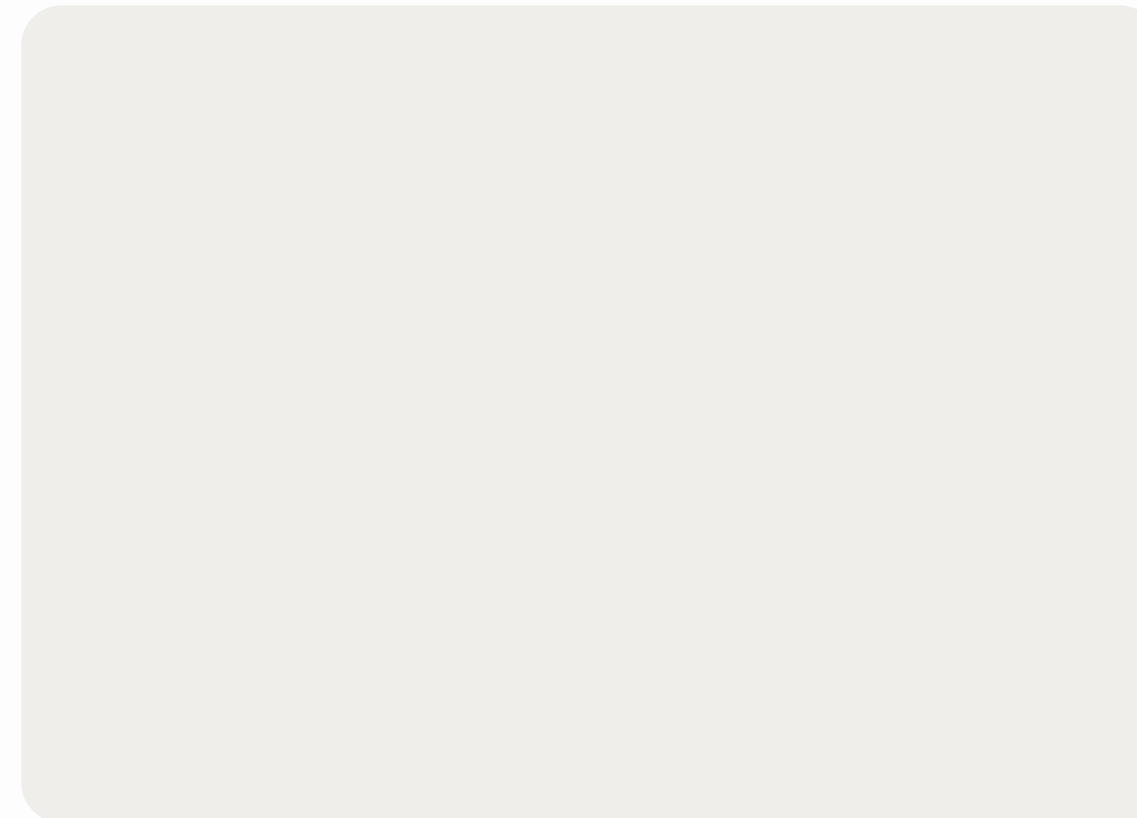
## Logo Mark In Play

Variations for Presentations/Highlights/Social Media



# Brand Elements

No Harsh Lines



→ Rounded corners

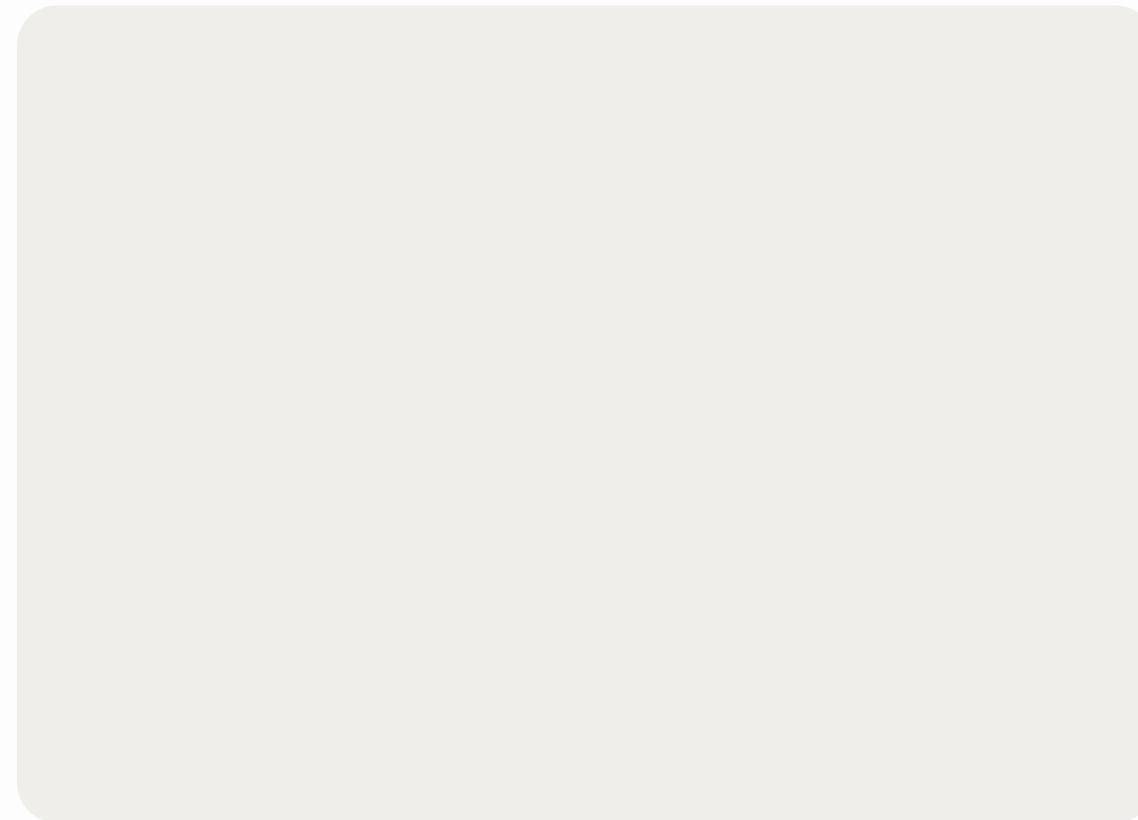
## Logo Mark In Play

Variations for Presentations/Highlights/Social Media



# Brand Elements

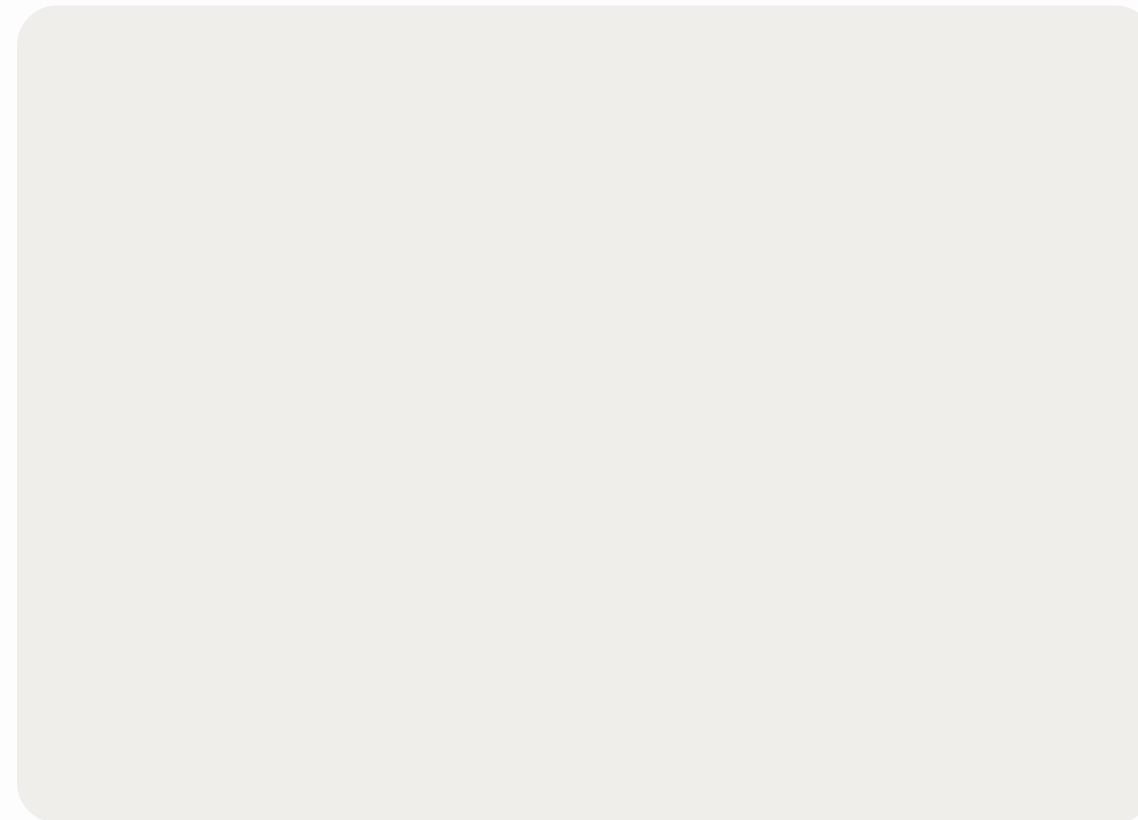
No Harsh Lines



→ Rounded corners

# Brand Elements

No Harsh Lines



→ Rounded corners

# Presentation Sample Slides

Key Visual Text

HELLO!

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

Key Visual Text





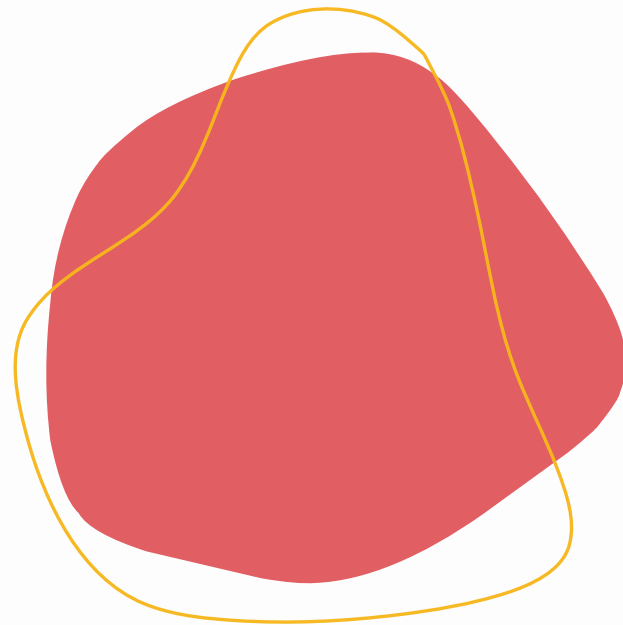
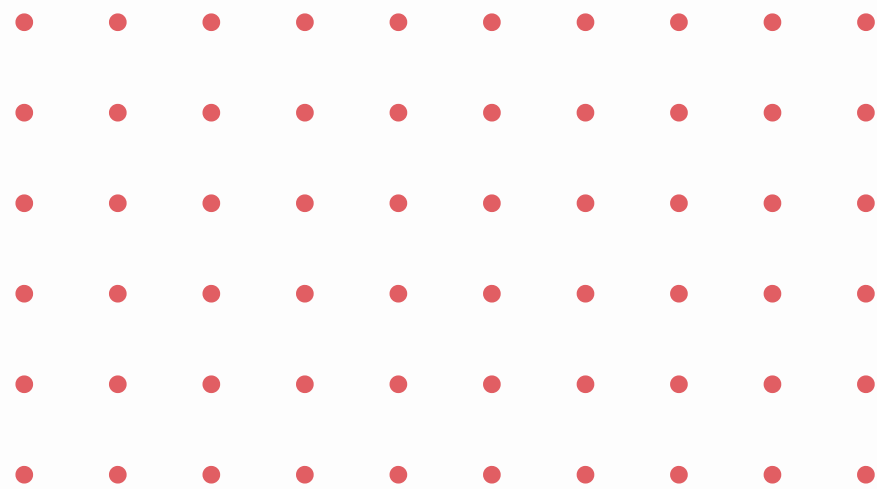
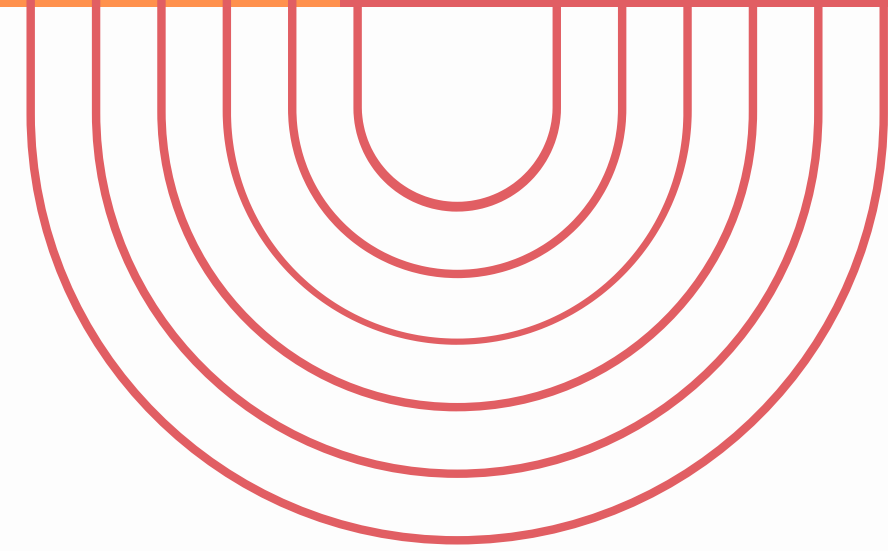
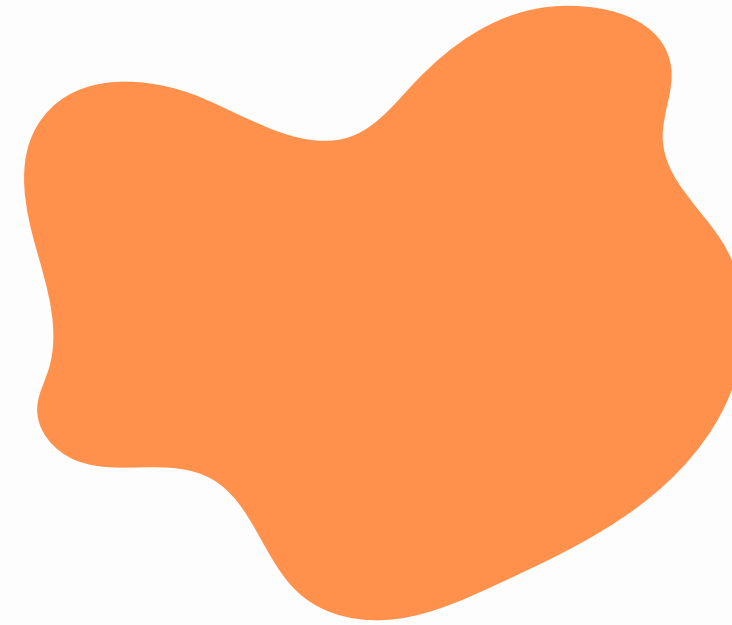
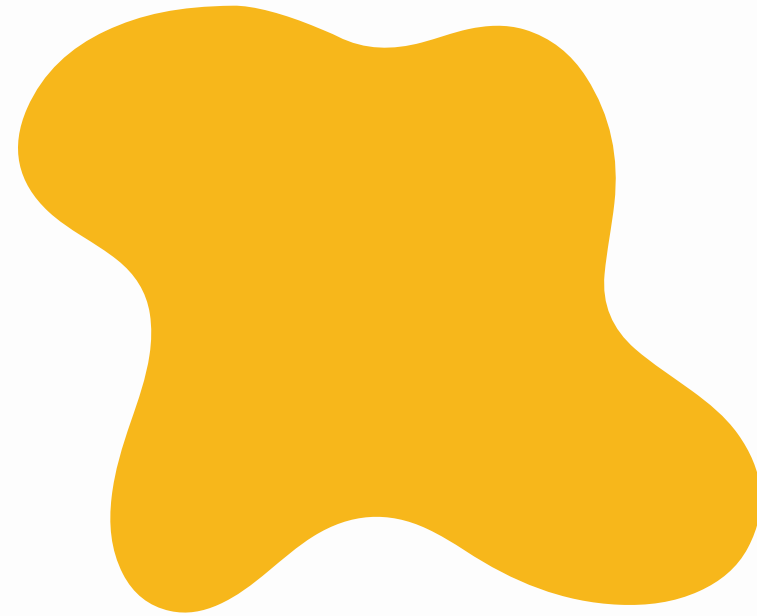
# Presentation Sample Slides

Key Visual Text



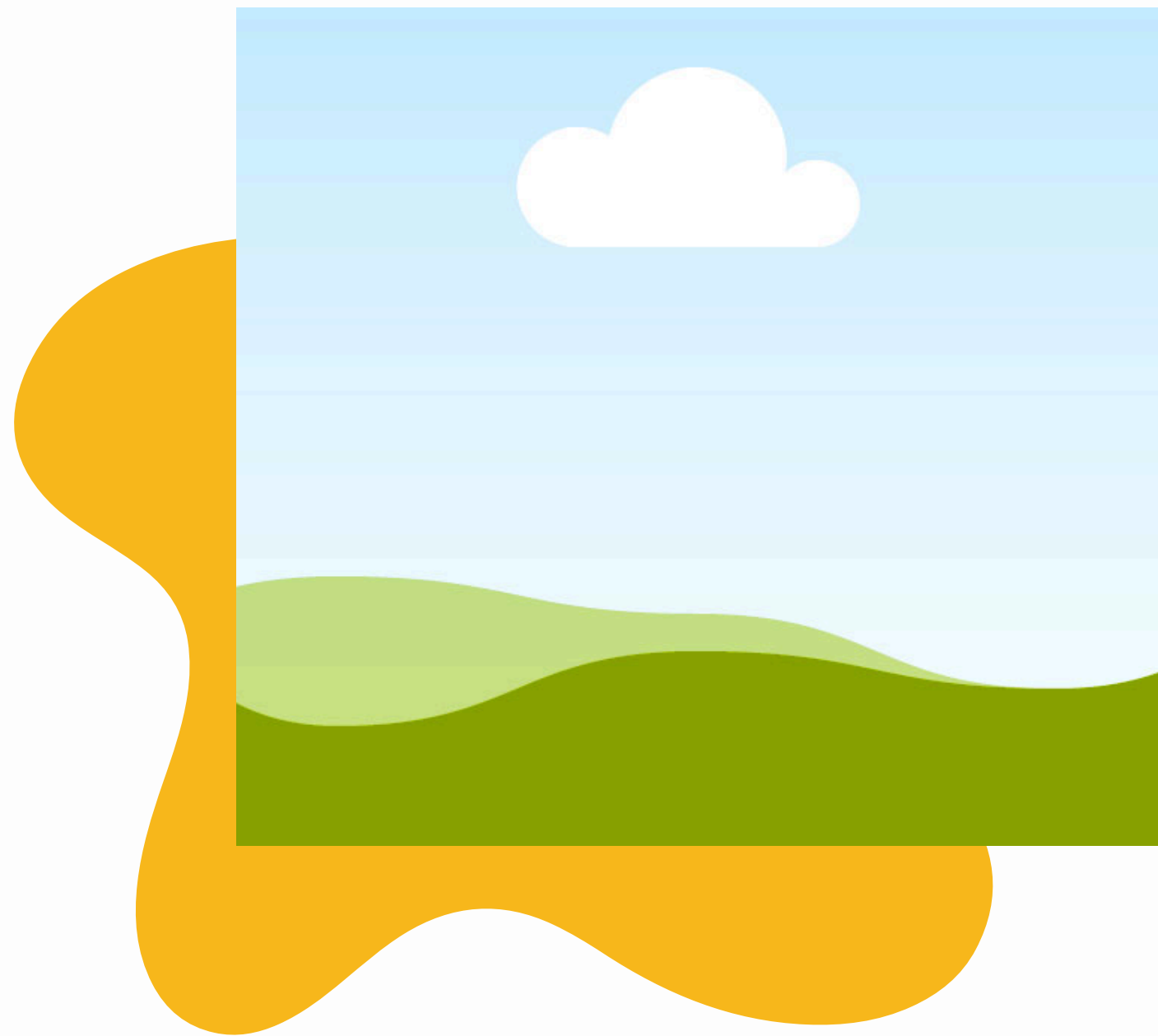
# Presentation Sample Slides

Visual Elements in Alignment with Brand



# Presentation Sample Elements

Visual Elements in Alignment with Brand



THANK YOU