JGi

JAIN INTERNATIONAL RESIDENTIAL SCHOOL

Visual Identity Guidelines

Version 1.0

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BRAND

Among the top International Residential Schools in Bangalore, Jain International Residential School has a real sense of responsibility to making young minds resilient, motivated and resourceful. Founded by Dr. Chenraj Roychand in 1999, Jain International Residential School is rooted in tradition though, makes the student community thrive with the ever-changing world and grow within to create a global impact.

Exhibiting Jain International Residential School's identity consistently and accurately is vital to strengthening the brand's image. This visual identity manual is an outline for ensuring that we communicate with a consistent voice; in person, print, and digitally.

NAME

Our name is important to us. The most preferred way of representing our brand name is as follows:

"Jain International Residential School"

THE GROUP LOGO

Jain International Residential School is an initiative of JAIN Group, an established education provider and entrepreneurship incubator in India. The brand identity of Jain Residential School is developed by harnessing the core values that serve as a foundation of JAIN Group like **Innovation, Creativity, Dynamism, Courage, Integrity and Sustainability.**

The parent logo acts as a signature, an identifier and a stamp of quality. The logo is designed in its minimalistic and bold appeal to fit in print as well as digital contexts. It is, and should always be, the most consistent component in our communications.

Parent Logo

Symbol   Trademark

Note: The trademark 'JAIN' has been registered under the Ministry of Commerce & Industry, Department of Industrial Policy & Promotion (Appl. No. 3157324 & Class 16, 2016).

THE SCHOOL'S LOGO

The parent logo embodies brand values, brand promises by bringing credibility, strength to the brand extension.

The parent logo along with the brand extension 'International Residential School' forms the School logo.

JGi JAIN INTERNATIONAL RESIDENTIAL SCHOOL

Parent Logo   Brand Extension
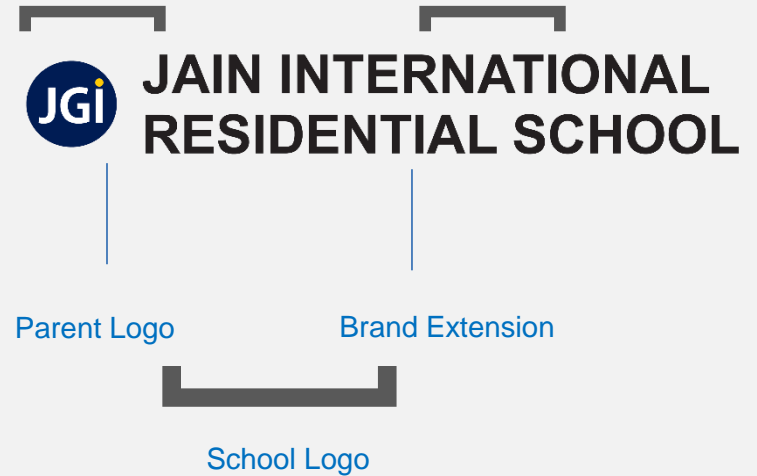
School Logo

LOGO USAGE

Alternative, reverse and grey scale logos

Alternative, reverse, and grey scale versions of the Jain International Residential School logo have been created for use in those circumstances when the main logo cannot be used. For example, a reverse logo should be used on dark backgrounds, to ensure there is sufficient contrast between the logo and the color it is placed on. Only these said color variations of the logo are permitted to be used. Please contact the Office of Communications at +91 80 4343 2500 for any clarification.

Alternative Logo

Reverse Logo

Grey Scale Logo

LOGO USAGE

Exclusive Zone

The logo must always have a clearly defined area of space surrounding it to ensure that it is not crowded by other graphic designs or text. To achieve this, a minimum clear space has been created.

The least required clear space for the Jain International Residential School logo is defined by the dimension 'J' as shown.
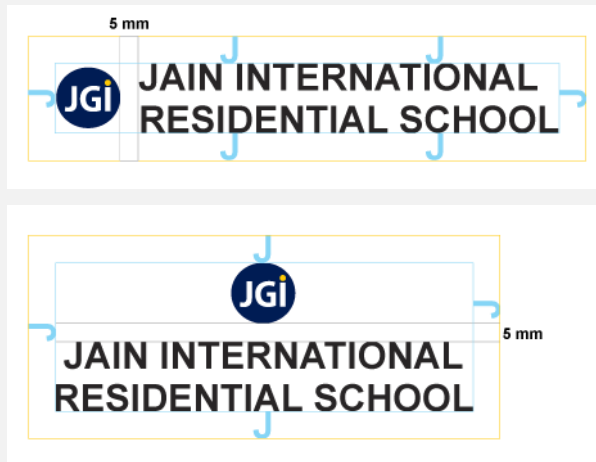
LOGO USAGE

With Tagline - Truly Global School

LOGO USAGE

Incorrect Usage

At Jain International Residential School, precise logo artwork has been designed to accommodate all specific usages. Any modification to the logo distorts its identity and value.

Following are the list of incorrect usages which must be avoided to preserve the integrity of our brand.

🚫 Do not create, retype or redraw our logo

🚫 Do not stretch or alter our logo in anyway

🚫 Do not modify our word mark in any way

🚫 Do not use our logo as a read-through in text

🚫 Do not change the color of our logo

🚫 Do not use graphic effects on our logo

🚫 Do not place our logo on backgrounds with high contrast or that limit legibility

🚫 Do not place our logo near objects without defined clear space

LOGO SIZE

Minimum Size

The logo is restricted to minimum width 8 mm **X** height 5.3 mm for print, and width 400 px **X** height 37 px for digital applications. Violating this standard harms the reliability and legibility of the logo.

Minimum size for print

JAIN INTERNATIONAL RESIDENTIAL SCHOOL

5.3 mm

8 mm

Minimum size for print

JAIN INTERNATIONAL RESIDENTIAL SCHOOL

37 px

400 px

LOGO SIZE

A5 Literature
A minimum 'J' height of 10 mm to be used.

A4 Literature
A minimum 'J' height of 15 mm to be used.

A3 Literature
A minimum 'J' height of 20 mm to be used.

Large formats
A minimum 'J' height of 25 mm to be used.

LOGO

Logo Positioning

The preferred position for the Jain International Residential School logo is top left, as shown here in the image.

This position has been chosen carefully to ensure that the logo is displayed prominently and that the rules around the minimum size, clear space, and background are adhered to.

COLORS

The color of our brand conveys its value and creates a positive impression among stakeholders and audiences through its richness and vivacity.

Primary Color Palette
The color palette, including supporting colors, brings liveliness and a positive impact to all Jain International Residential School communications. JAIN Blue and JAIN Yellow are the primary colors used in the school logo. **These colors signify intellect, knowledge, stability, optimism, happiness, and wisdom. They also represent the responsibility, leadership, and authority that upholds the history of the Jain Group.**

CMYK: 100/80/0/60

RGB: 0/28/84

Pantone: 655C

#001C54

CMYK: 0/20/100/0

RGB: 248/195/0

Pantone: 186C

#F8C300

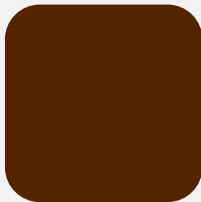**Secondary Color Palette**

These colors may be used to support and expand upon the primary palette.

Complementary Colors

Monochromatic Colors

JAIN Blue

CMYK 0 58 100 67
RGB 84 35 0
#542300

CMYK 80 54 0 57
RGB 22 51 110
#16336e

CMYK 43 100 0 3
RGB 141 0 248
#8d0f8

CMYK 0 17 80 13
RGB 223 184 45
#dfb82d

JAIN Yellow

Analogue Colors

Split Complementary Colors

JAIN Blue
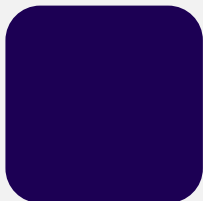
CMYK 67 100 0 67
RGB 28 0 84
#1C0054

CMYK 100 0 33 67
RGB 0 84 56
#005438

CMYK 0 30 100 60
RGB 102 71 0
#6664700
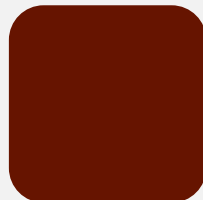
CMYK 0 80 100 60
RGB 102 20 0
#661400

JAIN Yellow

CMYK 7 0 100 3
RGB 231 248 0
#e7f800

CMYK 0 47 100 3
RGB 248 132 0
#f88400

CMYK 0 100 7 3
RGB 248 0 231
#f800e7
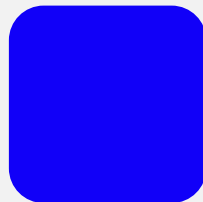
CMYK 93 100 0 3
RGB 17 0 248
#1100f8

Triadic Colors

Tetradic Colors

JAIN Blue
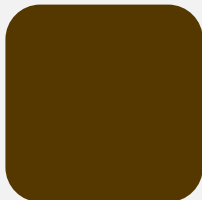
CMYK 0 33 100 67
RGB 84 56 0
#543800
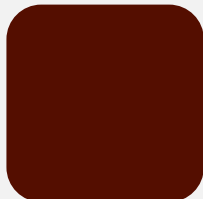
CMYK 0 83 100 67
RGB 84 14 0
#54e00

CMYK 0 58 100 67
RGB 84 35 0
#542300

CMYK 0 8 100 67
RGB 84 77 0
#544d00

CMYK 17 100 0 67
RGB 70 0 84
#460054

JAIN Yellow

CMYK 0 100 57 3
RGB 248 0 107
#f8006b

CMYK 100 15 0 3
RGB 0 211 248
#00d3f8

CMYK 43 100 0 3
RGB 141 0 248
#8d00f8
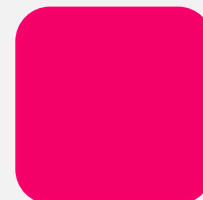
CMYK 0 100 57 3
RGB 248 0 107
#f8006b
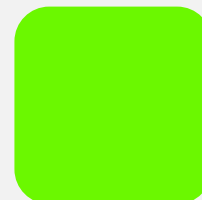
CMYK 57 0 100 3
RGB 107 248 0
#6bf800

TYPEFACES

The primary typeface of Jain International Residential School is **Arial**. It is a sans serif font and is widely accepted in the digital medium. The font is available to all users in the windows application, and is easy to read at large and small sizes.

The secondary typefaces are **Helvetica and Roboto.**

Aa	*Aa*	**Aa**
Regular	Italics	Bold

ARIAL

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

1 2 3 4 5 6 7 8 9 10

TYPEFACES

Helvetica

Helvetica is a neo-grotesque design, sans serif font. The font will ensure maximum legibility and reinforcement of the Jain International Residential School brand.

Aa *Aa* **Aa**

Regular   Italics   Bold

HELVETICA

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

1 2 3 4 5 6 7 8 9 10

TYPEFACES

Roboto

Roboto is an open source font that possesses simplicity, versatility, and works effectively in a wide array of different use cases, environments, and languages.

Aa **Aa** *Aa*

Regular   Italics   Bold

ROBOTO

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

1 2 3 4 5 6 7 8 9 10

TYPEFACES

How to Use Typefaces and Weights?

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

"Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Lorem ipsum dolor

Sample – A4 Literature

Arial Bold, 15 pts - Heading

Arial Regular
11 pts

Arial Italics
11 pts

} Body Text

THIRD PARTY, CO-BRANDING AND PARTNERSHIPS

Sometimes there will be a need to include subsidiary information, such as another organization's / partner's logo, alongside the Jain International Residential School logo. This is most likely to occur on press releases, posters, programs, and advertisements.

Co-Branding

For joint ventures or partnerships where the School is an equal partner or contributor to the association, there should be an equal balance of space to be maintained between the co-branded logos. These logos should be aligned either horizontally or vertically.

If the co-brand design is led by another institution / organization, the preferred position is the bottom right of the application, with the logo in full color where possible.

School Lead Partner

Where Jain International Residential School is the lead partner on a project, the School's brand and style should prevail. On these occasions Jain International Residential School logo should be given precedence – it should always be the most vital and visible element of the communication – and the preferred spot is the top left corner.

The partner's logo should be positioned along the bottom of an application, preferably in the lower right corner. The partner logo must not exceed the width of the Jain International Residential School logo. In the case of multiple associate logos, each logo should always be positioned starting from the right side.

THIRD PARTY, CO-BRANDING AND PARTNERSHIPS

JAIN INTERNATIONAL RESIDENTIAL SCHOOL

Partner's Logo

School Lead Partner

JAIN INTERNATIONAL RESIDENTIAL SCHOOL

Partner's Logo

Co-branding: Equal

Partner's Logo
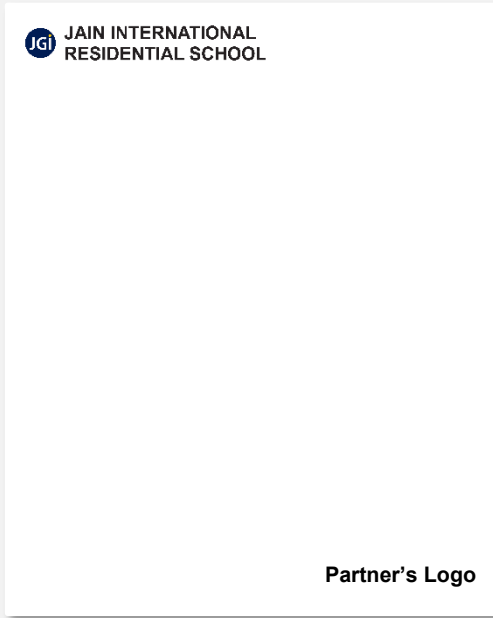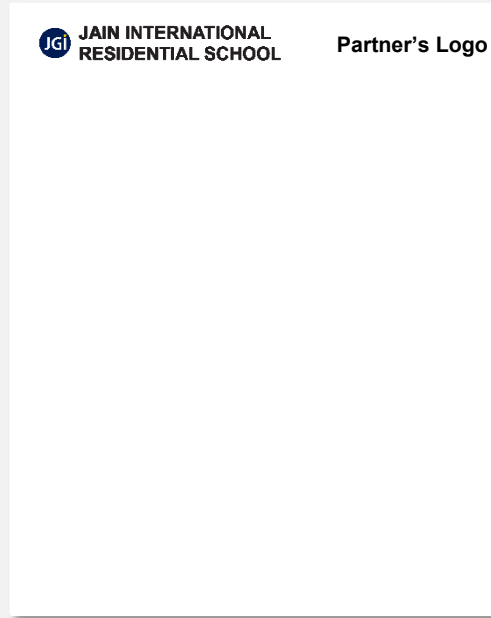
JAIN INTERNATIONAL RESIDENTIAL SCHOOL
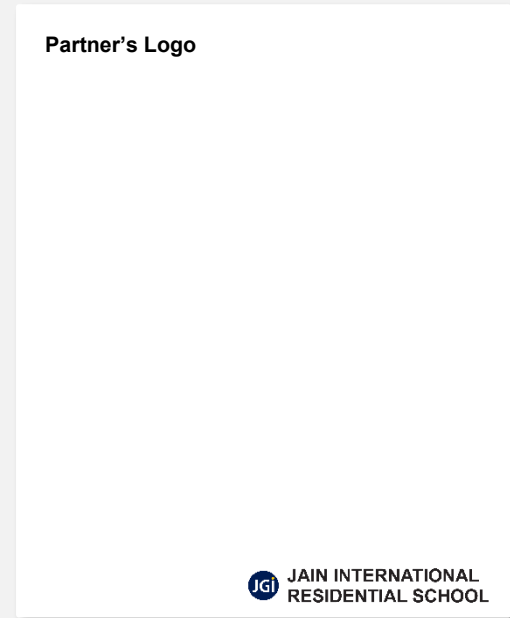
Co-branding: Other organization-led

THIRD PARTY, CO-BRANDING AND PARTNERSHIPS

School as Sponsor

When Jain International Residential School has endorsed, sponsored or given accreditation to another organization, the preferred position for the logo is the lower right of the application in full color. If this position is occupied, use the lower left.

Endorsement wording and acceptable descriptions are:

An initiative of
In association with
Sponsored by
In partnership with
A part of

The wording should be typeset in Arial or Helvetica.

Partner's Logo

EVENT NAME

Sponsored by
JAIN INTERNATIONAL RESIDENTIAL SCHOOL

TONE OF VOICE

Our tone of voice is **Positive and Optimistic, Confident, and Warm.** This is the way we write and speak to our different audiences. From brochures to websites, to advertisements and videos, a consistent tone of voice will help build and strengthen our brand. It is a vital part of our brand identity and an important way to communicate our values.

Positive and Optimistic

Confident

Warm

STYLE GUIDE

US English

English is the language of cyberspace and the US English is the brand of the language spoken, written and implemented in many places. At Jain International Residential School, we follow US English format in all our communications.

Common spelling styles

- Words like "favorite," "color," "honor," and "labor" are spelled without the "u" (the –or suffix replacing the British –our)
- Words like "center" and "theater" are spelled –er, not the British –re
- For past tense verbs, use the –ed ending (e.g., learned instead of learnt)
- When using the –ize/–yze suffix (or its derivations), it is with a "z", not an "s" (e.g., strategize, realize, collectivized, standardizing)
- Verbs ending in –el do not double the "l": "traveling" (not "travelling") or "canceled" (not "cancelled")
- Use –e/–o/–eu (not –ae/–oe/–oeu) for words like archeology, estrogen, or medieval
- Use "program" (the –gram suffix replacing the British –gramme)

Grammar and Accuracy

All prose content sent for uploading on the Jain International Residential School website must be checked for accuracy, spelling, and grammar. Oxford dictionary and Grammarly (online) is recommended to run proof-checks.

Addresses

If the address is on one line, separate each part of the address with a comma:
Jain International Residential School, NH-209, Jakkasandra Post, Bangalore-Kanakapura Main Road, Ramanagara District - 562 112

If it is over several lines, omit commas:
Jain International Residential School
NH-209, Jakkasandra Post
Bangalore-Kanakapura Main Road
Ramanagara District - 562 112

WEBSITE

The integrated digital services team at the Office of Communications oversees the Jain International Residential School website.
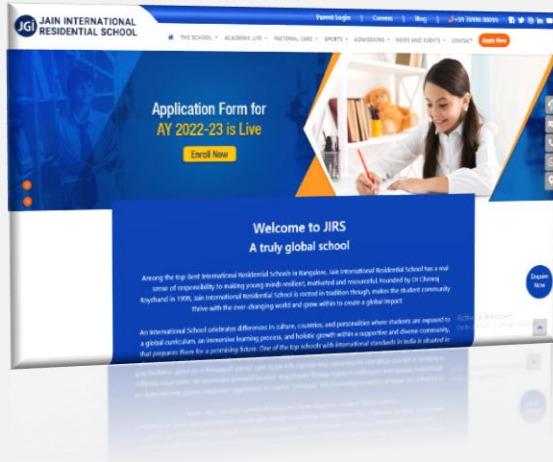
The team is responsible for:

- Web hosting and domain registration
- Designing the visual layout that defines a site's look
- Content architecture and site planning
- Design implementation and programming
- Integrating required web technologies
- Testing to ensure that a site works correctly on multiple browsers
- Search engine optimization
- Web traffic measurement and analysis
- Site support & maintenance after a site is published

SOCIAL MEDIA

Jain International Residential School's prime social media channels reach a combined audience such as parents, students, faculty, staff, alumni, and other community members, which are managed through JAIN Group's Office of Communications. The office offers guidelines, best practices, and tips for starting a social media account for a specific institution. The team also manages all official Social Media accounts of all institutions under the JAIN Group.

Visual and Style Guidelines
- Employees using the Jain International Residential School logo for representations must adhere to the procedures described herein and must not deviate from the guidelines outlined in the visual identity guidelines
- Use of the Jain International Residential School's name, logos, or any other school-associated image or iconography on personal social media sites to advertise a product, support a political cause or party, or nominee of any kind is barred
- Posts on social media channels should preserve Jain International Residential School 's institutional voice by remaining professional in tone and it should influence positive actions

Other Guidelines

Creating Official Account:
Office of Communications will create the Social Media handles for Jain International Residential School and will be one of the admins for the same. The co-admin access could be given to the Jain International Residential School team (on approval) and it is their sole responsibility to keep the social media outlet fed.

Find the Story Makers:
Research whether anyone mentioned in a news story or post (including the source) has a social media account, and, if they do, tag them as it will increase the visibility of both your page and the source's page. These activities will likely lead to the social media handle being shared by the source and increase the visibility of your channel.

Understand the Platform:
As a custodian for the Jain International Residential School's brand image, for any social media platform that you administer, learn the rules of engagement, features, functionality, and terms of services for that particular channel. Tune into the language of the specific social media channel you are handling, use jargon only when required, and maintain a professional tone with a personal touch.

Be Engaging:
Engagement and retaining your audience for an extended period are the key. Use appealing content that will spark the interest of your audience like, pictures, and videos, that are most engaging. Research social media trends and hashtags, before using them to promote your post and increase outreach. Be prudent while posting; not everything needs to be showcased on social media.

Hear Out Your Audience - Listen and ask questions:
Regular interaction with your audiences is crucial to gain feedback and insight. For optimum audience engagement and to uphold the Jain International Residential School's institutional tone, account managers should respond to posts promptly (same day is preferred, or within 24 hours maximum).

Timely Updates:
Plan the social media calendar with the number of posts that go live in a week, the kind of posts that would be created, KPIs that need to be measured, and work towards it. Be prompt in responding to any trending topics that can be connected to enhance the value of Jain International Residential School, but also be strategic with scheduling such updates.

PHOTOGRAPHY

Photography is key in any communication about Jain International Residential School. For many prospective students and parents, it is their first glimpse of life at Jain International Residential School. Therefore, any photography must be respectful of the ethos of the School and must be exemplified in the best way possible.

Photography Style

Keywords: Natural, positive, warm, friendly, energetic

All photography should feel natural and unstyled. Fabricated environments and props should be avoided, and the style of photography should be candid. Please always use natural light. Shots that feature heavy lighting can sometimes seem artificial and could make the situation look unrealistic.

PHOTOGRAPHY

Photography Composition

Keywords: Flexibility, space, clear area, background
Different crops of a shot will be essential. Cropping an image too close to the subject can cause issues when implementing imagery across a multitude of different formats.

Try to include clear areas within the background. There may be a requirement to run type over the photography.
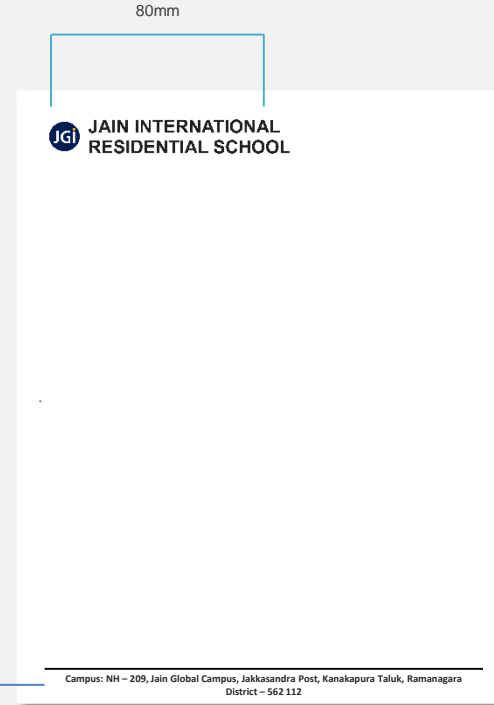
STATIONERY

It is important that Jain International Residential School logo is presented in a strong and consistent manner in order to achieve maximum impact.

Consistency across all school stationery is paramount. All letters written for official purpose must be written on a School letterhead.
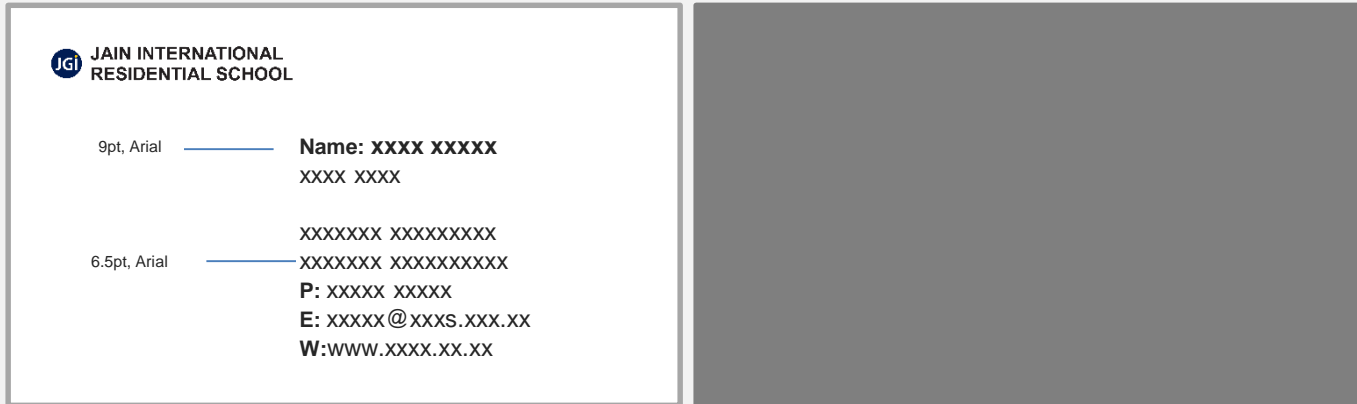
Letterhead
Size: A4 / 210mm x 297mm

80mm

JAIN INTERNATIONAL RESIDENTIAL SCHOOL

7.5pt, Arial

Campus: NH – 209, Jain Global Campus, Jakkasandra Post, Kanakapura Taluk, Ramanagara District – 562 112

STATIONERY

Business Card

Size: 92mm x 52mm

JGi JAIN INTERNATIONAL RESIDENTIAL SCHOOL

9pt, Arial — **Name: xxxx xxxxx**
xxxx xxxx

6.5pt, Arial — xxxxxxx xxxxxxxxx
xxxxxxx xxxxxxxxxx
P: xxxxx xxxxx
E: xxxxx@xxxs.xxx.xx
W:www.xxxx.xx.xx

SIGNAGES

JGi

VISUAL IDENITY GUIDELINES 1.0

This guide has been developed by the
Office of Communications, JAIN Group.
For logo requests and brand approvals, please contact
+91 80 4343 2500, we will be happy to support you.