



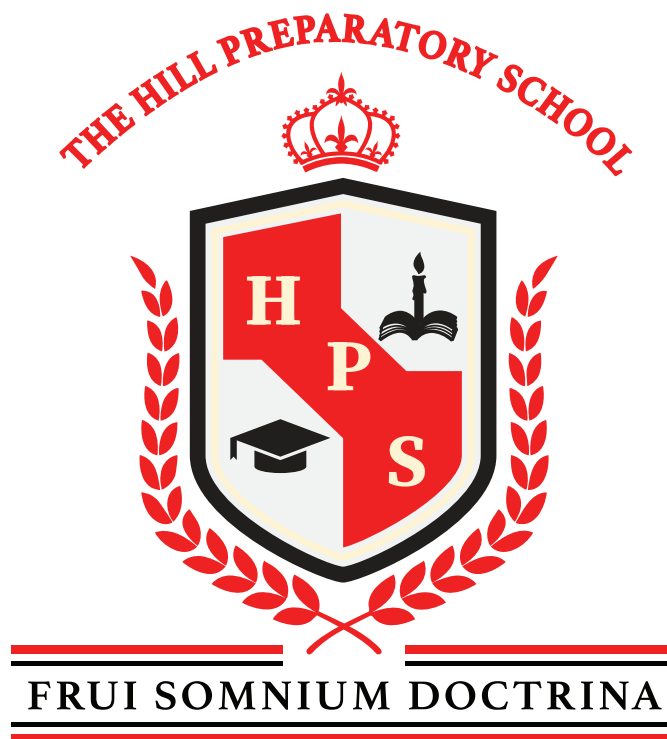
Welcome to The Hill Preparatory School

Brand Guide

Contents

The Logo	3
Brand	4
Logo variations	5
Exclusion zone	6
Brand colours	7
Typefaces	8
Guidelines for internal uses	9
Logo Do Nots	14
Tone of Voice	15

The Logo



Brand

The Hill Preparatory School is a private school dedicated to the holistic development of students into active global citizens positioned for life-long success and positive impact.

To ensure the correct representation of this brand at all times, it is important for us to maintain a consistent and distinctive identity among all of our stakeholders. As such, we must ensure that the basic elements of our identity are always used coherently and correctly.

This brand guideline outlines a number of fundamental areas of importance to ensure that the look and feel of all communications complements The Hill Preparatory's brand values.

By adhering to these guidelines we will ensure that our identity stays strong and promotes a consistent image to our audience across all of our communications.

Name

We have an enviable and powerful asset in our name and reputation. In a competitive market place, protecting this is key.

Our name is important to us and whenever possible our full name – The Hill Preparatory School – should be used. Our abbreviation is HPS.

Other names and abbreviations must not be used.

Logo

The Hill Preparatory School logo is the mark that represents the School. It carries the values of academic inspiration and a love of learning that are at the heart of the School's ambition.

This is the logo in full colour. It is the most common and should be used whenever possible. Please use with care (advisory notes follow).

The tagline 'FRUI SOMNIUM DOCTRINA' is an integral part of the logo and must always be shown in full.



Black and Blue Backgrounds

Alternative logos

Alternative versions of the logo have been created for use in an instance when the full colour logo cannot be used and in order to ensure that there is sufficient contrast between the logo and the colour behind it.

All white text and logo design elements



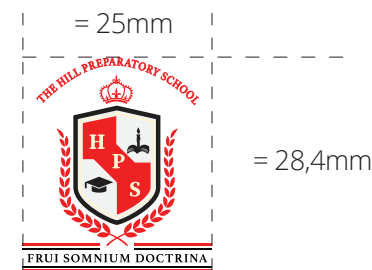
Nothing changes except Tagline colour to white



Exclusion Zone

The logo should be used in large format where possible. In print instances, the logo should be no smaller than 25mm wide. When used in the digital space, the logo must have a minimum width of 50px. Due to the space restrictions on mobile devices, a designers' discretion must be used to determine the final size. Always surround the logo with ample space to ensure that it is easily identifiable, visible and legible. Do not crowd the logo.

As a basic rule, the minimum clear space maintained around all sides of the logo is the width of the 'x' displayed. Ensure graphic elements do not interfere this clear space.



Brand colours

The Hill Preparatory School's colour palette consists of two primary colours and two accent colours are to be adhered to for all The Hill Preparatory School printed and digital applications. Tints of these colours can also be used to compliment the main colours. Navy Blue is the dominant brand colour as complemented by Beige a co-main colour. Red is the accent colour and whenever red is introduced it must be proportional in quantity to the red vs navy-blue and beige contrast on the school uniforms.



Main colours

Navy Blue



C100 / M99 / Y34 / K29

HEX 0A173B

R36 / G34 / B87

Beige



C0 / M4 / Y20 / K0

HEX FFF0CF

R255 / G241 / B208

Accent Colours

Beige



C0 / M99 / Y100 / K0

HEX ED2224

R237 / G34 / B36

Typefaces

The primary typeface is Athelas. This font is preferred in headlines and used as the body copy for formal documents, such as an invitation.

The secondary typeface is the Open Sans Family of Fonts. Open Sans Light is the primary sans-serif font used in communications. This font is preferred as the body copy for most communications to be used as headlines in casual documents.

Creative typographic arrangements are permitted as long as function takes president over form – it must be clear what is being said.

PRIMARY SANS-SERIF TYPEFACE

Open Sans Family

Light | Regular | Italic | Semi Bold | Semi Italic | Bold | Bold Italic | Extra Bold | Extra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PRIMARY SERIF TYPEFACE

Athelas Regular

Regular | Italic | Bold | Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

HEADER

Lorem ipsum dolor sit

SUBHEAD

Amet, consectetur.

INTRO COPY

Mauris accumsan posuere fermentum. Morbi varius et turpis viverra id at urna. Nam sed quam porttitor, euismod neque non, convallis sem Curabitur nibh ex, congue et luctus vitae,

BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pretium ac nibh id egestas. Ut velit metus, suscipit ut metus lacinia, cursus porta nisi. Suspendisse pharetra fringilla justo in dictum. Aliquam tempor lectus sit amet tristique sollicitudin. Curabitur nibh ex, congue et luctus vitae, fringilla sed erat. Morbi varius et turpis vitae faucibus. Aliquam ut eros vitae nisl aliquam .

Guidelines for Internal Use

Business card template

a. Front

b. Back

a →



b →



Guidelines for Internal Use

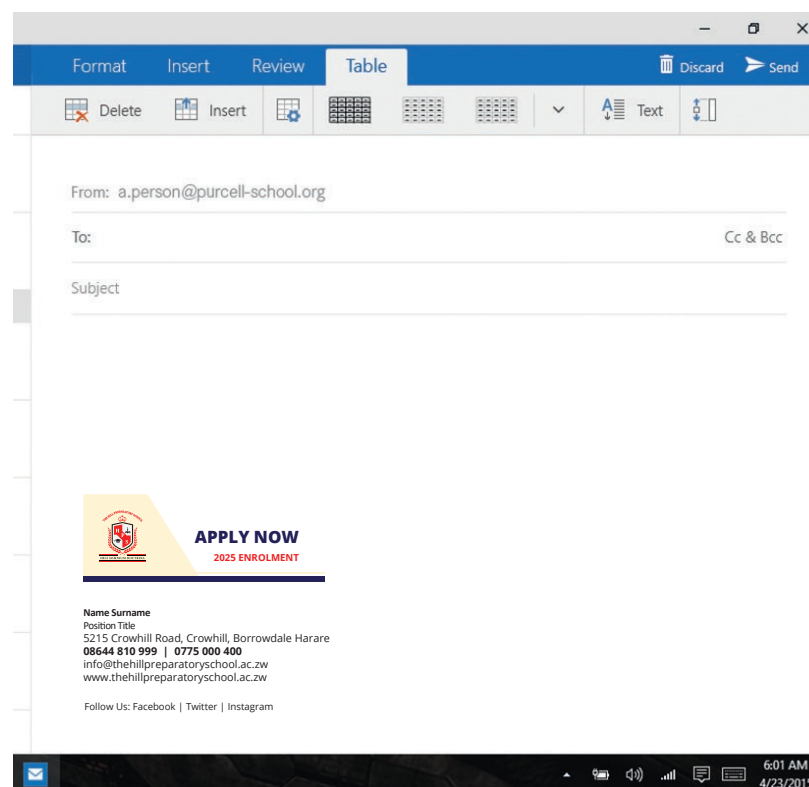
Staff name badge template (a)

Staff email signature (b)



Name Surname
 Position Title
 5215 Crowhill Road, Crowhill, Borrowdale Harare
08644 810 999 | 0775 000 400
info@thehillpreparatoryschool.ac.zw
www.thehillpreparatoryschool.ac.zw

Follow Us: Facebook | Twitter | Instagram



Guidelines for Internal Use

Document template:

Report cover



ANNUAL REPORT

October 2025



The Hill Preparatory School

BUSINESS REPORT

October 2025

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

THE HILL INTERNAL DOC. CODES 2025



The Hill Preparatory School

MARKET ANALYSIS

October 2025

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

THE HILL INTERNAL DOC. CODES 2025

Guidelines for Internal Use

Document template: Letterhead



Guidelines for Internal Use

School flag



Logo Do Nots

To retain the integrity of The Hill Preparatory School identity, it is important not to change any element of the logo or adjust it in any way. Here are some examples of how not to use the logo.

Please do not:

- 1 Tint the logo
- 2 Change the colours
- 3 Rotate the logo
- 4 Change the font
- 5 Alter the proportions of the logo
- 6 Use the logo on complex backgrounds
7. Rearrange the Logo (except as in the asterisk below).
- 8 Recreate the logo

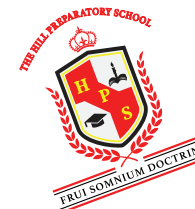
Please be responsible, not reckless, with this logo.
Always use the logo provided.

Use: Simple backgrounds, strong contrast so the logo stands with prominence

Do not use: Backgrounds with the same color as our logo, complex, busy backgrounds, or dark color background that you do not promote contrast



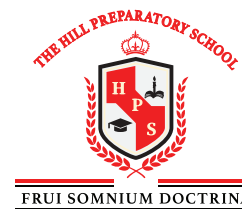
3.



4.



5.



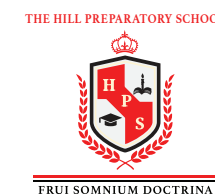
6.



7.



8.



*



Tone of Voice

Our tone of voice is the way we write and speak to our different audiences. From brochures to websites, to adverts and newsletters, 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. The words a person uses tell us a lot about their personality and it's the same with brands. After all, brands are often described as 'personalities' and, as such, our tone of voice has been developed to help us choose words that bring our brand's personality to life. When used consistently, tone of voice can help build trust in our brand. It can reassure our stakeholders and even inspire them through the energy, optimism and focus. Our tone of voice is confident, transformative and integrative. We should be able to describe every piece of writing we produce broadly with these three words.

Confident
Transformative
Integrative



5215 Crowhill Road, Crowhill,
Borrowdale Harare

08644 810 99

0775 000 400

info@thehillpreparatoryschool.ac.zw
www.thehillpreparatoryschool.ac.zw

Follow Us: Facebook | Twitter | Instagram