

Abuja Language School

Style Guide

Logo rationale

The main idea for this logo comes from the star shape which symbolizes excellence.
Also seems like a language
character from Chinese, Japanese etc. adding to that accent marks from other languages were also used. it also seems like a person making it relateble.

LOGO VARIATIONS

Stacked version

Abuja Language School

Primary logo

Abuja Language School

Secondary logo

Horizontal version



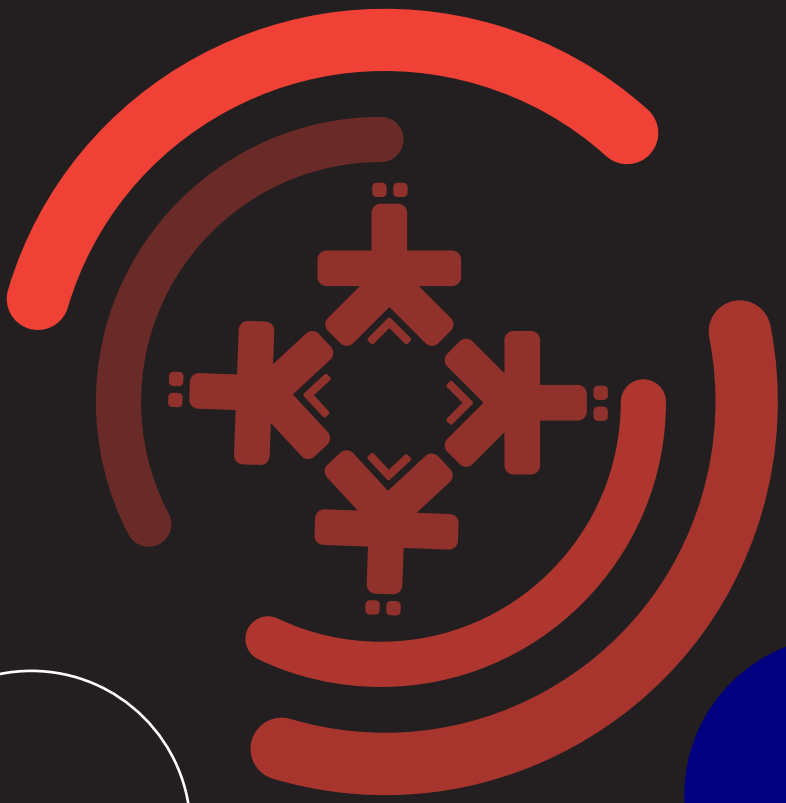



Inclusivity
Affordability
Community

BRAND COLOUR PALETTE

HEX #f25a29
RGB (242,90,41)
CMYK (0,63,83,5)

HEX #be1d2d
RGB (190,29,45)
CMYK (0,85,76,25)



HEX #000000
CMYK 0, 0, 0, 100
RGB(0, 0, 0)

HEX #010080
RGB (1,0,128)
CMYK (99,100,0,50)

HEX #6d6e71
RGB (109,110,113)
CMYK (4,3,0,56)

-Shades and tints of the brand colours may also be used

TYPOGRAPHY

Helvetica

For titles and headings

Calibri

For subheadings

Arial

For bodycopy

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Aa

LOGO RULES



The logo must not be used in any other colour asides from those it was originally sent in



Abuja Language School

The logo must never be distorted



Do not tilt, rotate or twist the logo during usage except from the ones sent from the designer.



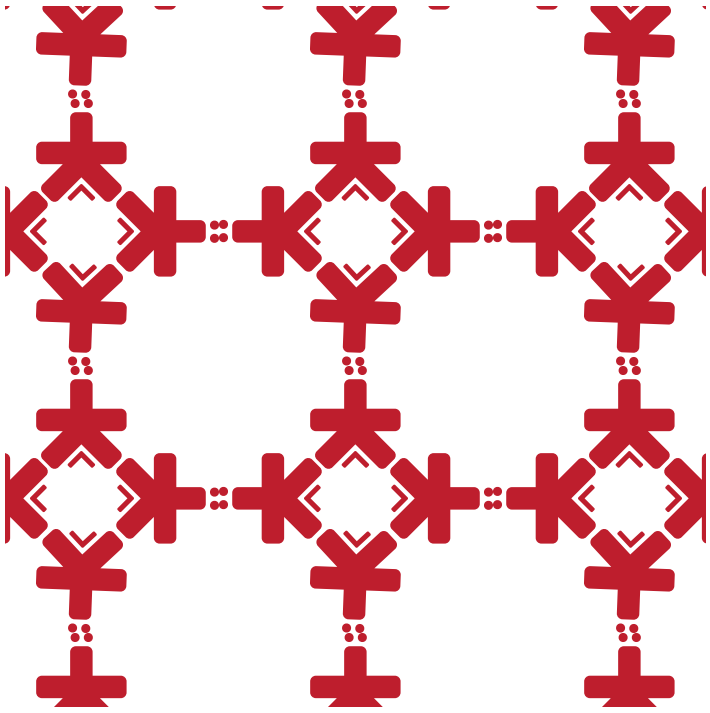


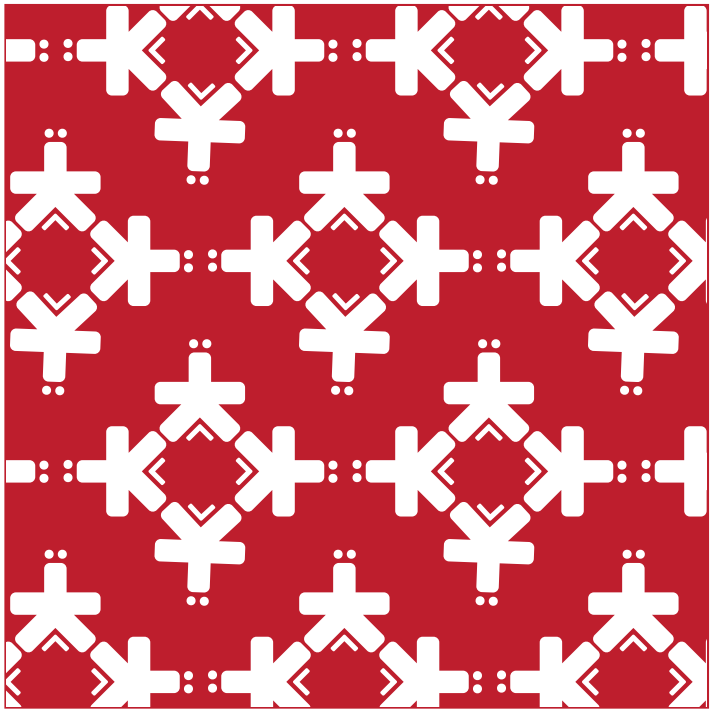


Logo clear space

No element must encroach this space

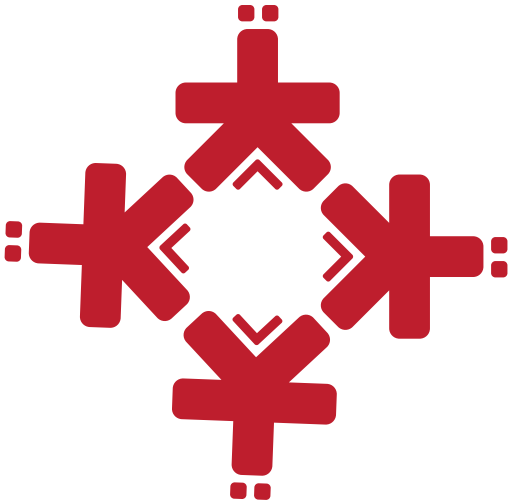
BRAND ASSETS & PATTERN

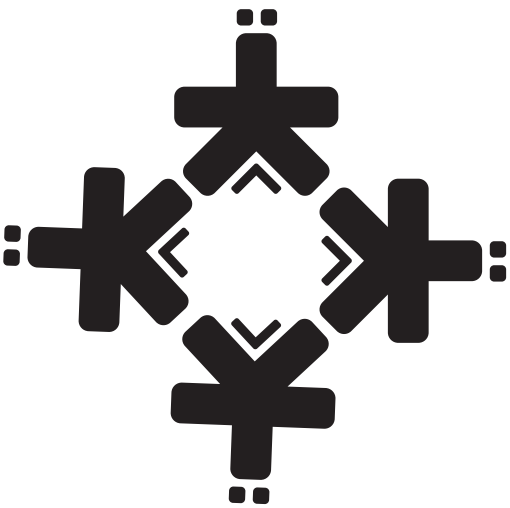












Thank you