





## BRAND GUIDELINES

Your brand is what people see about your company when you are not around. Now that we have arrived at an identity that will set you apart from the rest, this brand book will complete the creative process and serve as a guide during the lifetime of your company. A brand book lies at the heart of every strong company, and mirrors the brand story, details, goals and unique characteristics within.

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Borne from the pursuit of providing a firm foundation in early childhood education, Solidbase aims to provide a positive pedagogy to children in the elementary and primary level. Their foundation stands strong on the aptitude of teachers and a conducive environment that offers students an unparalleled learning experience. Solidbase assures strong language and communication skills that will be imbibed in the curious explorers right from kindergarten and equip them with the confidence and yearning to move on to the next level of education with a strong sense of self identity.

As the tagline suggests, Solidbase gets curious minds working to find answers to their query born out of their curiosity.

# 1.0

A young girl with short brown hair, wearing a blue and white checkered sleeveless dress and light-colored shoes, is walking up a set of wide, weathered stone steps. She is seen from behind, with her arms slightly out to her sides for balance. The scene is outdoors, with a brick wall and some greenery visible in the background. The lighting is warm, suggesting late afternoon or early morning. A dark grey horizontal bar is overlaid across the middle of the image, containing the text 'BRAND STORY' in white capital letters.

## BRAND STORY





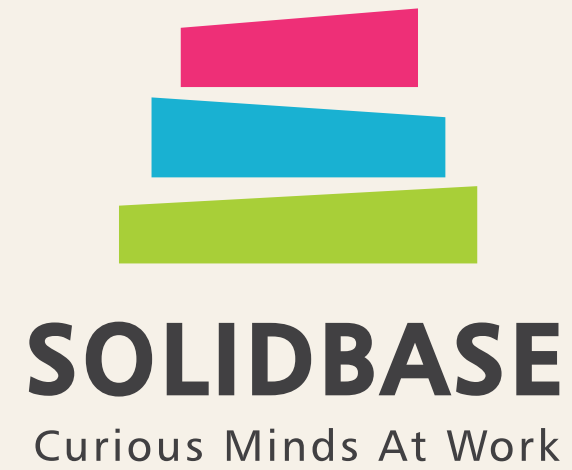
## VISION

With the comprehension of the importance of early childhood education, we aim to explore and elevate every child's potential by giving them a sturdy base and preparing them to find answers borne out of their curiosity.

## MISSION

Our mission is to enable access to education for every child by giving them a strong foundation in learning and help them shape their future school career.

Logo



Alternative



## Logo

The colors used in the logo helps to make it look distinguishable and recognizable. It is important to be consistent in the use of color.

## Alternative

Alternative version is to be used only when there is clear and compelling reason.

The Solidbase logo must never be reset, rebuilt or reconstructed by anyone outside of Marketing Communication.



Logo



Alternative



Tamil Version



# Theme

The unique approach in teaching is critical for the children to comprehend things. Children should be given the opportunity to seek out new experiences and experiment with new ideas.

Fostering the affectionate relationship between teacher and students would resonate the enactment of the core values.



# Type Face

Text in a logo is equally important as the imagery. It adds the desired effect in the logo which helps highlight the brand's value. The font face used can also be associated to the nature of the firm in terms of voice (i.e. strong, bold and informal).

The font face that we would like to associate with solid base is Gilliam. Other font suggestions include Ubuntu, Proxima Nova and Pangram.

Gilliam Bold | Ubuntu Bold | Proxima Nova Alt | Pangram Bold



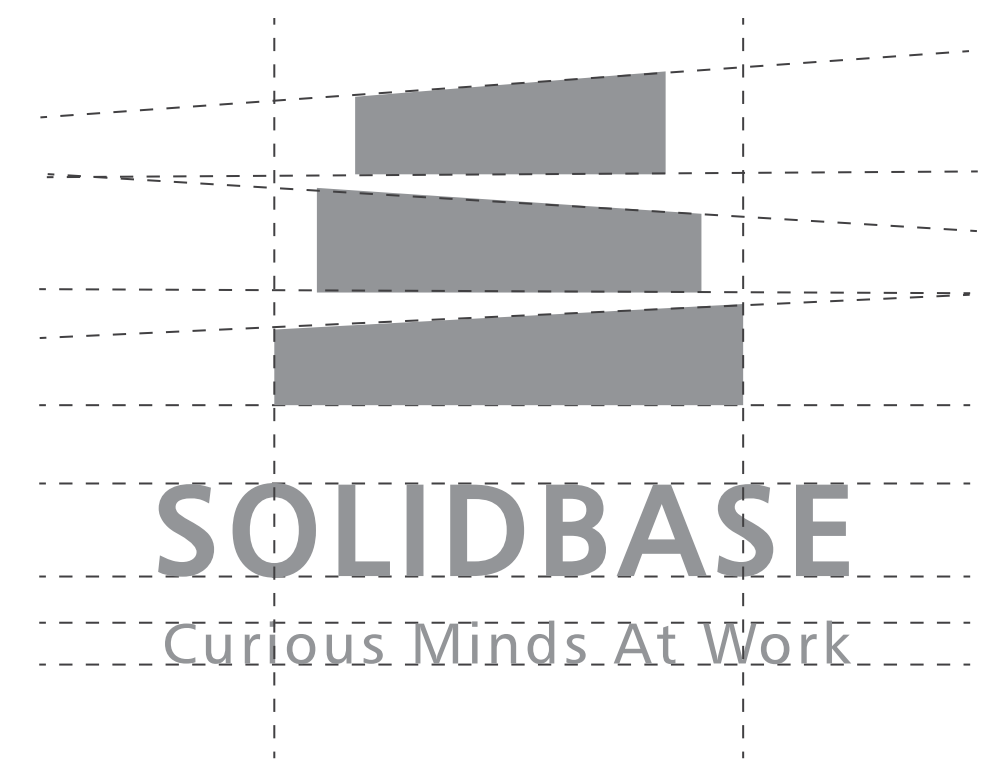




**SOLIDBASE**  
Curious Minds At Work

## Logo Concept

The logo symbolizes the idea of giving a positive pedagogy to children at a grass-root level to enrich the journey and attain the pinnacle of knowledge.



**SOLIDBASE**  
Curious Minds At Work

## Logo Guidelines

The logo needs to be protected from competing visuals by surrounding it with a significant amount of clear space. As demonstrated in the artwork, the minimum clear space is equal to the height within the "S" wordmark. Text, images, and graphics must not violate this area for any reason.

The logo has been inspired by the idea of providing a strong foundation in education to children and provide an unwavering foundation to continue their journey in the academic sphere.

# 2.0

## BRAND SPECIFICATIONS

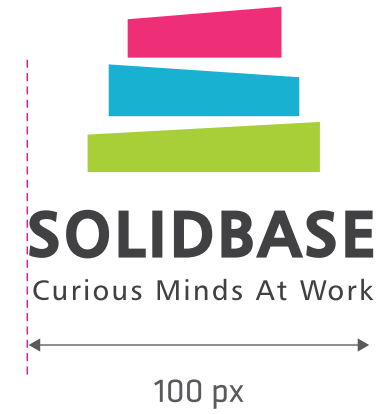


**SOLIDBASE**  
Curious Minds At Work

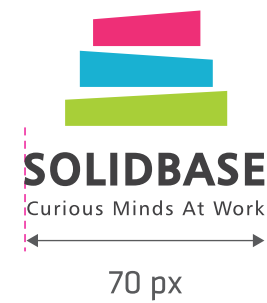
Print



Web



Mobile



Minimum size for mobile devices is 24.5 px  
(Appropriate for a 31 px app button)

## Logo Size

There are no predetermined sizes for the Solidbase logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. In print, the minimum size is 1.0 cm.



C:0 M:94 Y:25 K:0  
R:238 G:47 B:119



C:39 M:0 Y:100 K:0  
R:168 G:207 B:56



C:72 M:8 Y:13 K:0  
R:25 G:177 B:210

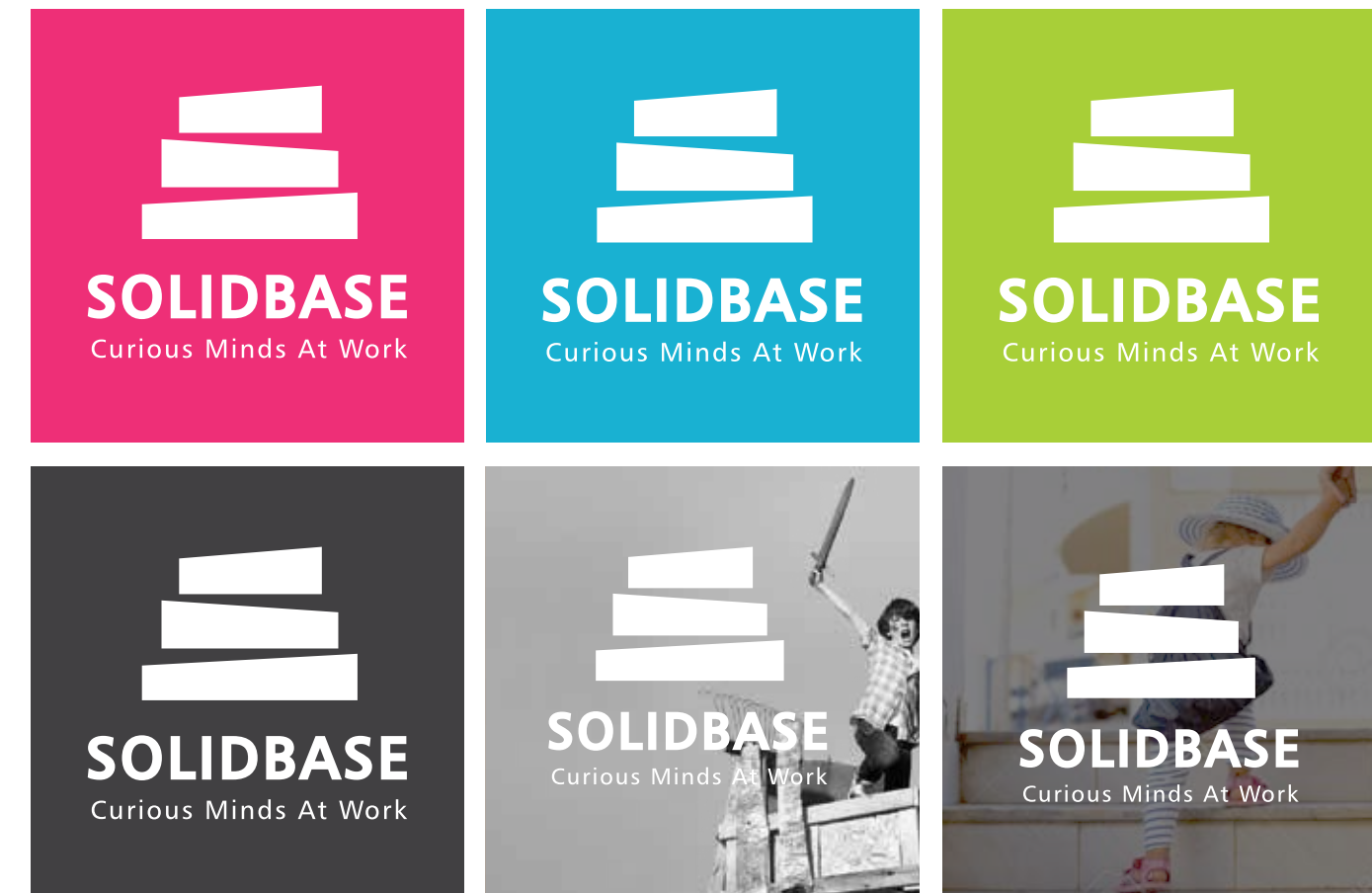


C:0 M:0 Y:0 K:90  
R:65 G:64 B:66

## Color Palette

A vibrant colour palette has been carefully selected for the school to reflect its character. Green signifies growth and energy. Blue symbolizes stability, sincerity, and tranquillity. Pink embodies the properties of joyfulness and creativity.





## Color Standards

This is the standard logo that should appear prominently in all communication materials created for the school.

# BRAND TYPOGRAPHY

Gilliam-Bold is a solid typeface. That is the master typeface used in the school's logo. For all other purposes, please use Gilliam-Regular, *Gilliam-Italic*.

# 3.0

## Primary Typefaces

### Gilliam- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789  
(!@#\$%^&\*;"',[]')

### *Gilliam- Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789  
(!@#\$%^&\*;"',[]')

### **Gilliam - Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789  
(!@#\$%^&\*;"',[]')

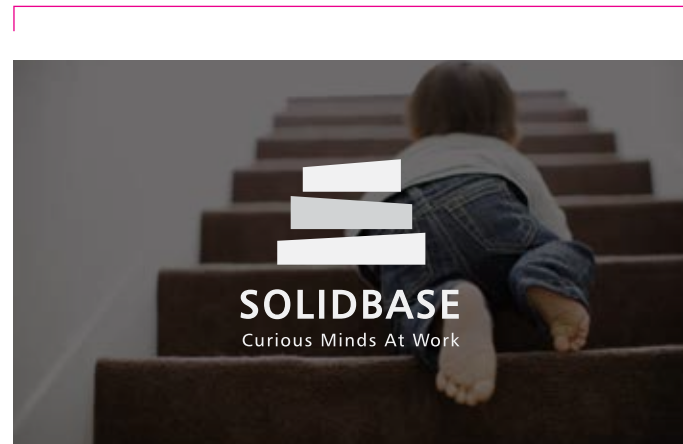
### ***Gilliam - Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789  
(!@#\$%^&\*;"',[]')

### Executive Card

8.8 cm (Width)



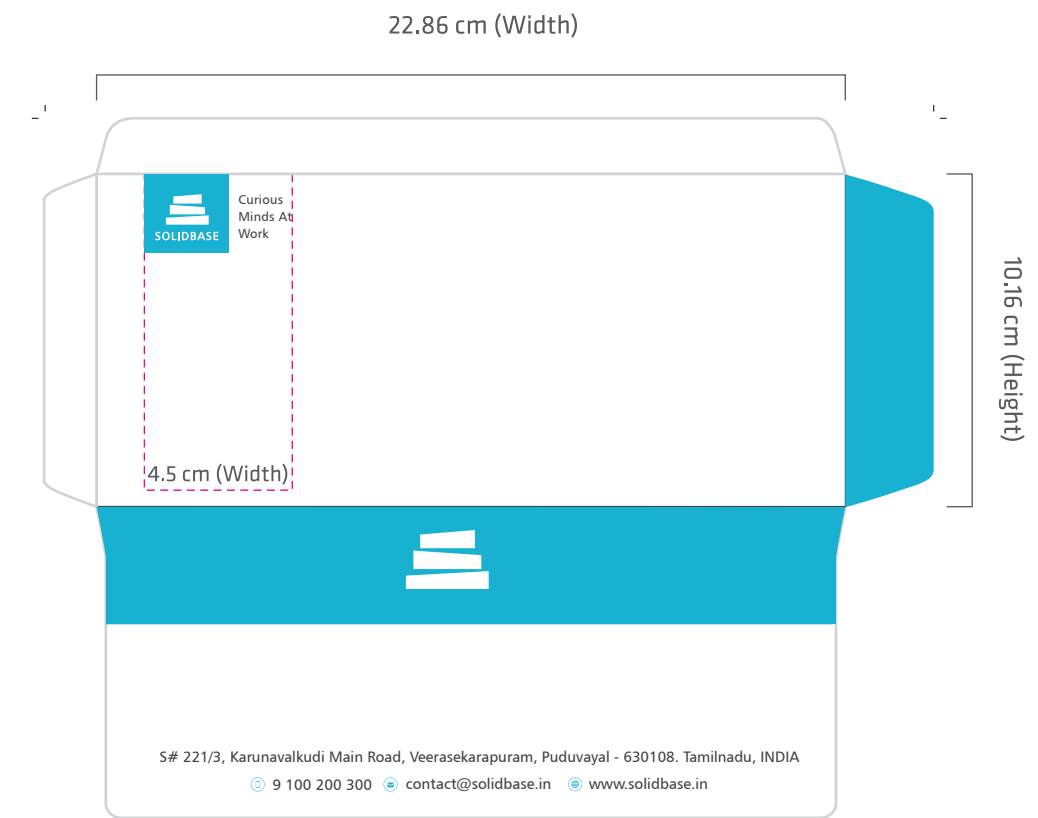
5.8 cm (Height)



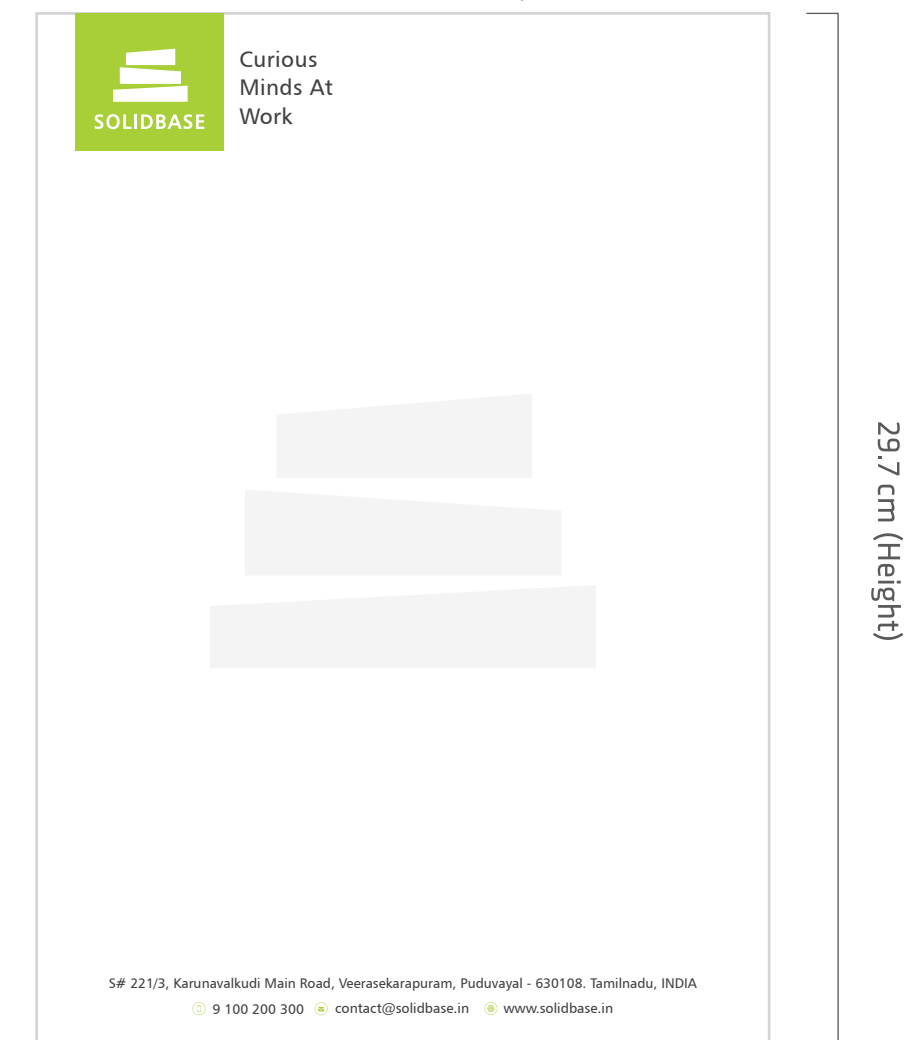
## Brand Stationery

Business stationery is the largest use of Solidbase brand. Frequent use of each piece of stationery provides the opportunity to solidify the Solidbase brand.

### Envelope



### Letter Head



10 pt







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