English School

Logo & Brand Identity Guidelines

0.1 Typeface Details

The Typeface Family

Only two font styles are used
for the logo
1. Arial Rounded MT Bold
2. Adobe Caslon Pro

When to Use:

Arial Rounded MT Bold is the font used for the logotype stripe

Arial Rounded MT Bold

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

When to Use:

Adobe Caslon Pro is the primary fort used for the logotype / logo wording.

It is also used to the 2nd tag-line

Adobe Caslon Pro (Reg)

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

0.2 Color Specifications

Blue Logo

PROCESS	C95	M85	Y5	K0
SCREEN	R56	G63	B154	
WEB	#383f9a			

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THE ENGLISH SCHOOL

A SECOND CENTURY OF EXCELLENCE

Yellow Logo

PROCESS	C5	M10	Y95	K0
SCREEN	R244	G211	B25	
WEB	#f4d319			

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Date / Slogan Text

PROCESS	C0	M0	Y0	K70
SCREEN	R102	G102	B102	
WEB	#666666			

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Logo Text

PROCESS	C0	M0	Y0	K90
SCREEN	R49	G49	B48	
WEB	#313130			

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Line

PROCESS	C0	M0	Y0	K40
SCREEN	R174	G175	B175	
WEB	#aeafaf			

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0.3 Logo Styles

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