

# BORN BRIGHT

## BRANDING MANUAL



LOGO





# born bright

Your new learning destination

■ # FFAC00

■ # FF1D00

■ # 3E0E29

■ # FF7A00

■ # E20045

■ # 0B2A52

Expletus Sans

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

Century Gothic

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

## LOGO IDENTITY

The logo is designed towards creating a holistic meaning for the motto of education of Born Bright. Born Bright aims to provide newer realms of learning through accessible and diverse courses and learning methodologies.

The logo tries to incorporate the concept through using a fluid form and colourful logo.

The logo is themed around using a pencil and merging it with the alphabet B.

The pencil is to indicate the fundamentals of learning.

The alphabet is in a fluid form to showcase the company's education concept which is centred around varied verticals of learning. Aligning towards showing that a person can choose the path that they want towards shaping their future.

## CORE LOGOS

The following logos are the main representation of the business in print and digital materials, defining the brand's visual identity in a consistent manner wherever present.



Horizontal Logo

This is the preferred form of the logo for use on all Born Bright materials and communications.



Vertical Logo

This version of the core logo facilitates use wherever its vertical counterpart cannot be applied due to space and orientation.

## FAVICON

The Favicon can be used as a representation for website headers, iconic representation of the brand and for digital collaterals and a brand identity. The favicon must always be accompanied by a rounded square shape around it.



 # FFAC00

 # FF1D00

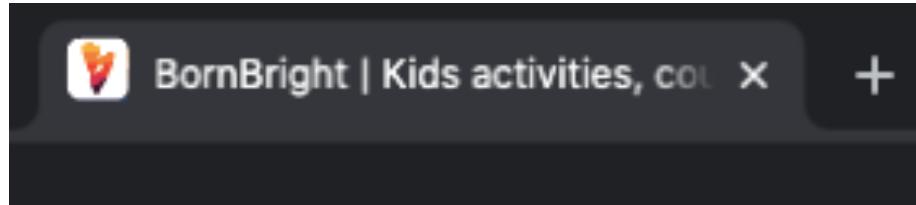
 # FF7A00

 # E20045

 # 3E0E29

 # 0B2A52

## FAVICON SAMPLE



## Minimum Space Around The Logo

An empty space around the logo lockup, defined as the 'exclusion zone' should always be present.

The use of words, signs or other graphic elements within the exclusion zone of the logo is prohibited. Moreover, the exclusion zone should not be cropped off under any circumstances.

The exclusion zone is defined by the letter 'b', equating to the height of the b of the Born Bright's brand signature. This stands both in the horizontal and vertical version of the logo.

The exclusion zone size should be kept in proportion to the size of the logo.



## Core Logo Size & Usage For Print/ Digital

The core logo design is optimised for keeping our visual identity consistent across all platforms.

- For printed materials using the logo with the descriptor, the minimum allowed width is **52mm**.
- For the vertical version of the logo, the minimum allowed width is **40mm**.
- For printed materials using the logo without the descriptor, the minimum allowed width is **30mm**.
- For the horizontal version of the logo, the minimum allowed width is **23mm**.
- For digital materials using the logo with the descriptor, the minimum allowed width is **150 pixels**.
- For the vertical version of the logo, the minimum allowed width is **115 pixels**.
- For digital materials using the logo without the descriptor, the minimum allowed width is **90 pixels**.
- For the vertical version of the logo, the minimum allowed width is **70 pixels**.

## FOR PRINT

Logo With Descriptor



52MM

Logo Without Descriptor



30MM



**born bright**

Your new learning destination

40MM



**born bright**

23MM

# FOR DIGITAL

Logo With Descriptor



150PX

Logo Without Descriptor



90PX



**born bright**

Your new learning destination

115PX



**born bright**

70PX

# LOGO DON'TS

The Born Bright logo must remain consistent in all types of reproductions and circumstances so as to preserve the values and visual coherence of the brand. The examples that follow demonstrate how the logo should not be used.



Do not Squash or stretch the logo



Do not rotate the logo



Do not change the brand colours of the logo



Do not change the typeface of the logo



Do not add drop shadow to the logo



Do not place the dark logo against a dark background hue

## Reversed Core Logos

The core logo has also been designed in reverse colour versions to facilitate the use of our brand's visual identity in a multitude of applications and reproductions.

It is imperative that the 'reversed' logos are only used in cases where the main logo needs to stand on darker hues of our colour palette or on photographic background without adequate background contrast.



## Watermark Logo

The Born Bright watermark should be centred on the image both vertically and horizontally, occupying 70% of the total horizontal space.

It should only be used on materials involving pictures with contrasting backgrounds which make it easy to read. The watermark should have 75% opacity.



# Partner Logo Integration

Whenever the Born Bright logo is used next to a partner logo, both should have the same size and proportions.

A vertical line proportional to the height of the Born Bright logo (excluding the limits of the exclusion zone) should be used to separate the space between our logo and the partner logo. The vertical limits of the exclusion zone should be kept as they are.

The above stands for both the vertical and horizontal versions of our brand identity.



PARTNER  
LOGO



PARTNER  
LOGO

# BRANDING COLORS



## Primary Colours



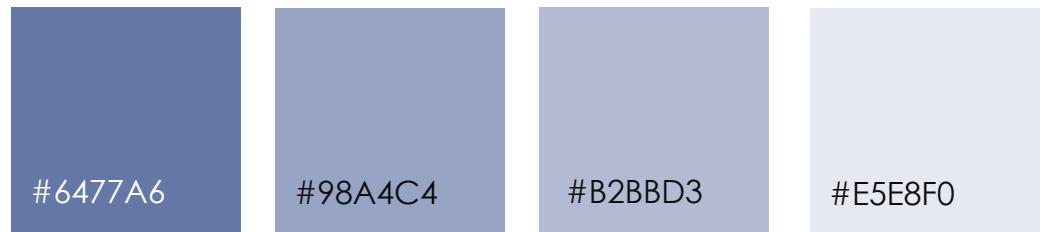
## Accent Colours



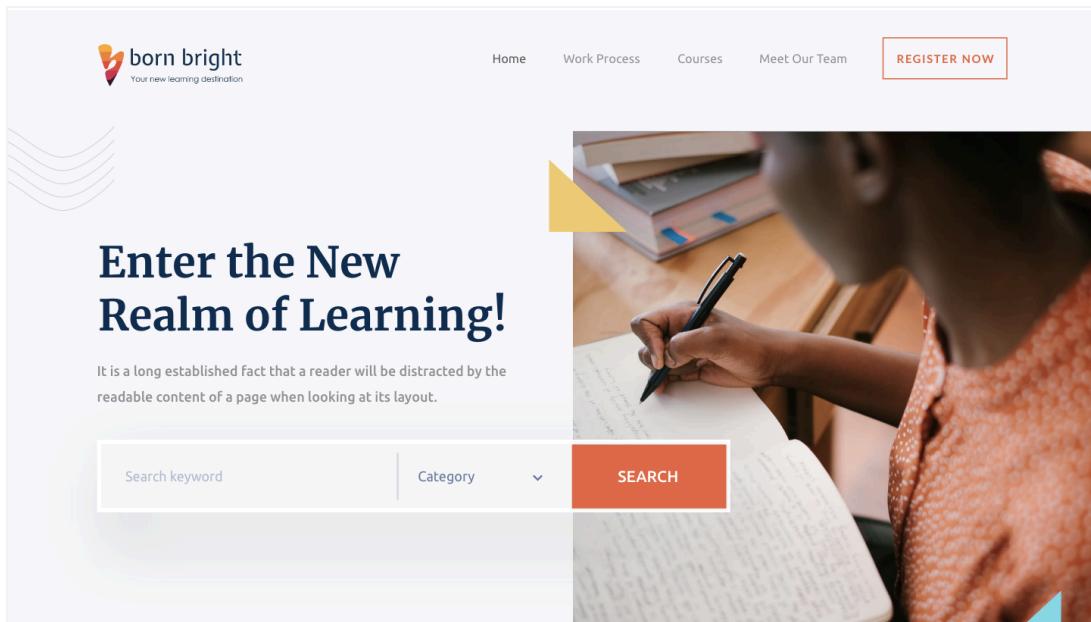
## Secondary Colours



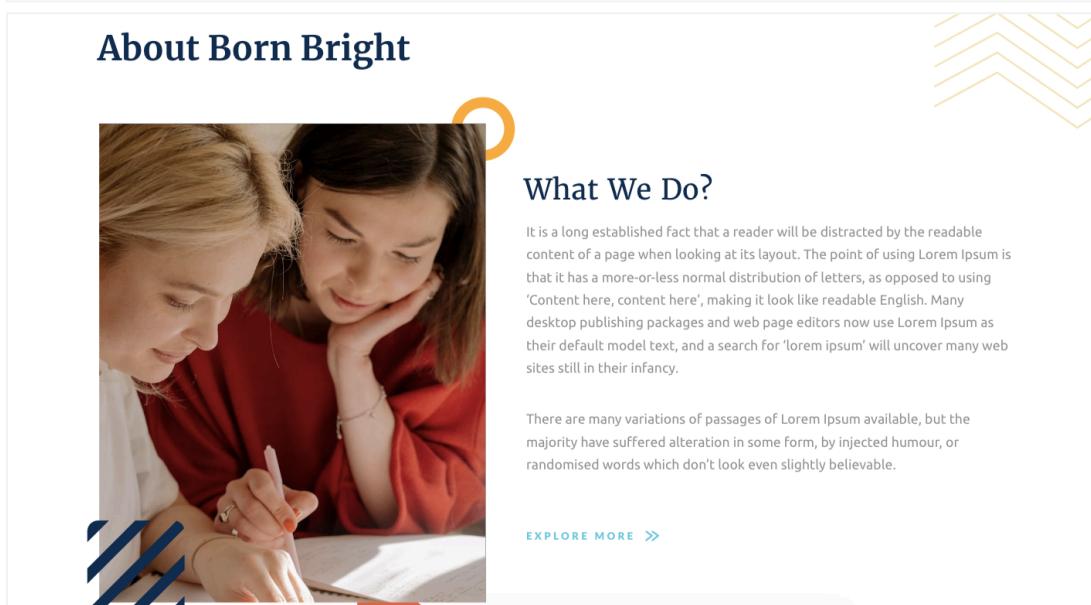
## Neutrals



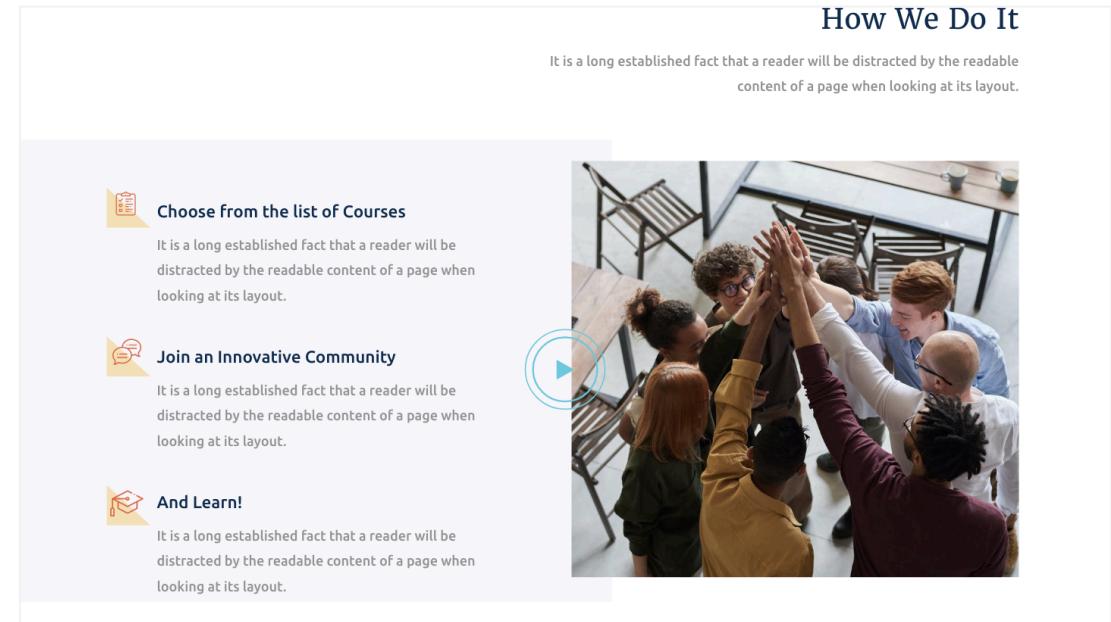
# Branding Colours Sampling



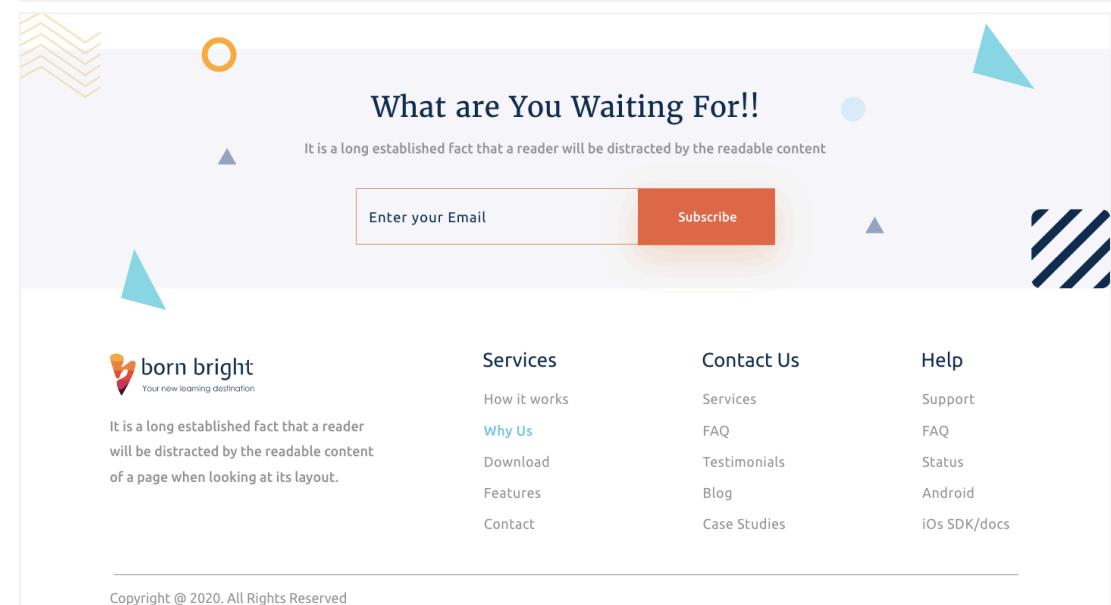
The screenshot shows the homepage of the Born Bright website. At the top, there is a navigation bar with the logo 'born bright' and the tagline 'Your new learning destination'. The navigation items include Home, Work Process, Courses, Meet Our Team, and a prominent 'REGISTER NOW' button. Below the navigation, a large banner features the text 'Enter the New Realm of Learning!' in a bold, dark blue font. A subtext below it reads: 'It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.' To the right of the text is a photograph of a person writing in a notebook. Below the banner is a search bar with fields for 'Search keyword' and 'Category', and a large orange 'SEARCH' button. The overall design uses a white background with orange and blue accents.



The screenshot shows the 'About Born Bright' page. It features a large image of two women working together on a laptop. To the right of the image, the text 'What We Do?' is displayed in a bold, dark blue font. Below it is a paragraph of placeholder text (Lorem Ipsum) and a link 'EXPLORE MORE >'. The page is decorated with orange and blue geometric shapes (triangles, circles, and chevrons) on the right side.



The screenshot shows the 'How We Do It' page. It features a large image of a group of diverse people in a high-five huddle. To the left of the image, there are three sections with icons and text: 'Choose from the list of Courses', 'Join an Innovative Community', and 'And Learn!'. Each section includes a subtext: 'It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.' The overall design is clean with a white background and a blue play button icon on the left side of the image.



The screenshot shows the 'What are You Waiting For!!' page. It features a large image of a person's hands writing on a notebook. To the right of the image, the text 'What are You Waiting For!!' is displayed in a bold, dark blue font. Below it is a paragraph of placeholder text (Lorem Ipsum) and a 'Subscribe' button with an 'Enter your Email' input field. The page is decorated with blue and orange geometric shapes (triangles, circles, and chevrons) on the right side.

# TYPOGRAPHY & BRANDING



# TYPOGRAPHY

## FUTURA STD (ALL WEIGHTS)

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  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## UBUNTU (ALL WEIGHTS)

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  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## MERRIWEATHER (ALL WEIGHTS)

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  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## CENTURY GOTHIC (ALL WEIGHTS)

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  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

# TYPOGRAPHY USAGE

## Headline To Body Copy Ratio

The headline to body copy font size ratio must always be 2.5.

### EXAMPLE

For a 40pt headline the body copy font size should be:

$$40 / 2.5 = 16\text{pt.}$$



## ENTER THE NEW REALM OF LEARNING

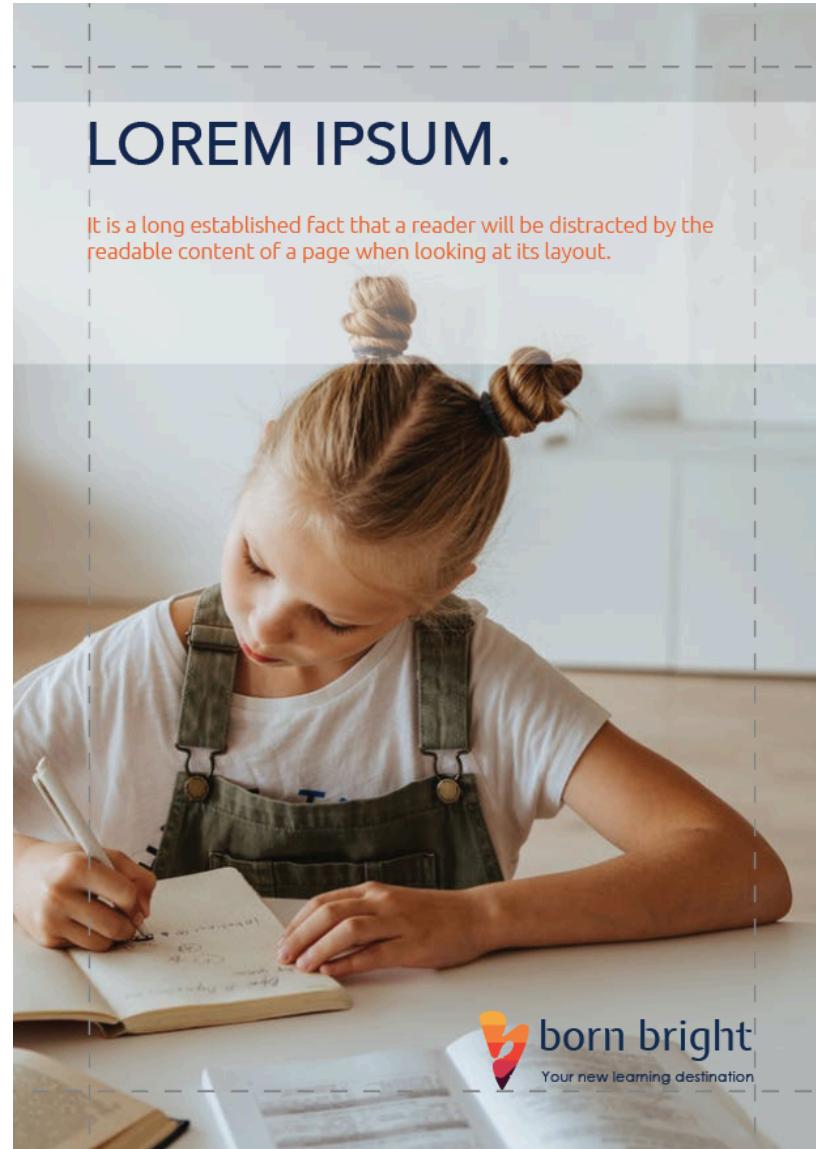
— 40PT

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

— 16PT

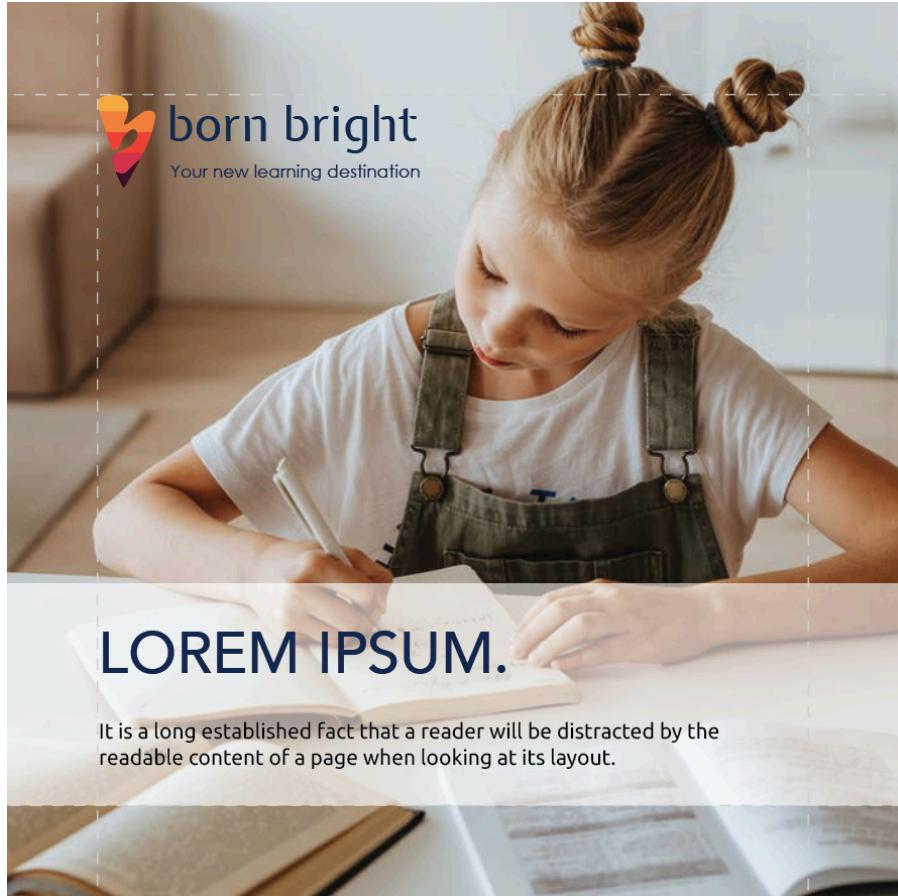
# TYPOGRAPHY AND LOGO PLACEMENT

## A4 POSTER



# TYPOGRAPHY AND LOGO PLACEMENT

DIGITAL IMAGERY  
1:1 RATIO



# DIGITAL ASSETS



# DIGITAL ASSETS

## VISITING CARD



**Yasasvi Malka**  
Co- Founder

+91 9876 543 210

118, SY No.74/6, Balamrai Society  
Mahendra Hills, East Maredpally  
Secunderabad, Telangana - 500026

# DIGITAL ASSETS

## LETTERHEAD & ENVELOPE





**born bright**

Your new learning destination