

BORN BRIGHT

BRANDING MANUAL



LOGO





born bright

Your new learning destination



FFAC00



FF1D00



3E0E29



FF7A00



E20045



0B2A52

Aa

Expletus Sans

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

Aa

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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



FF7A00



3E0E29



FF1D00

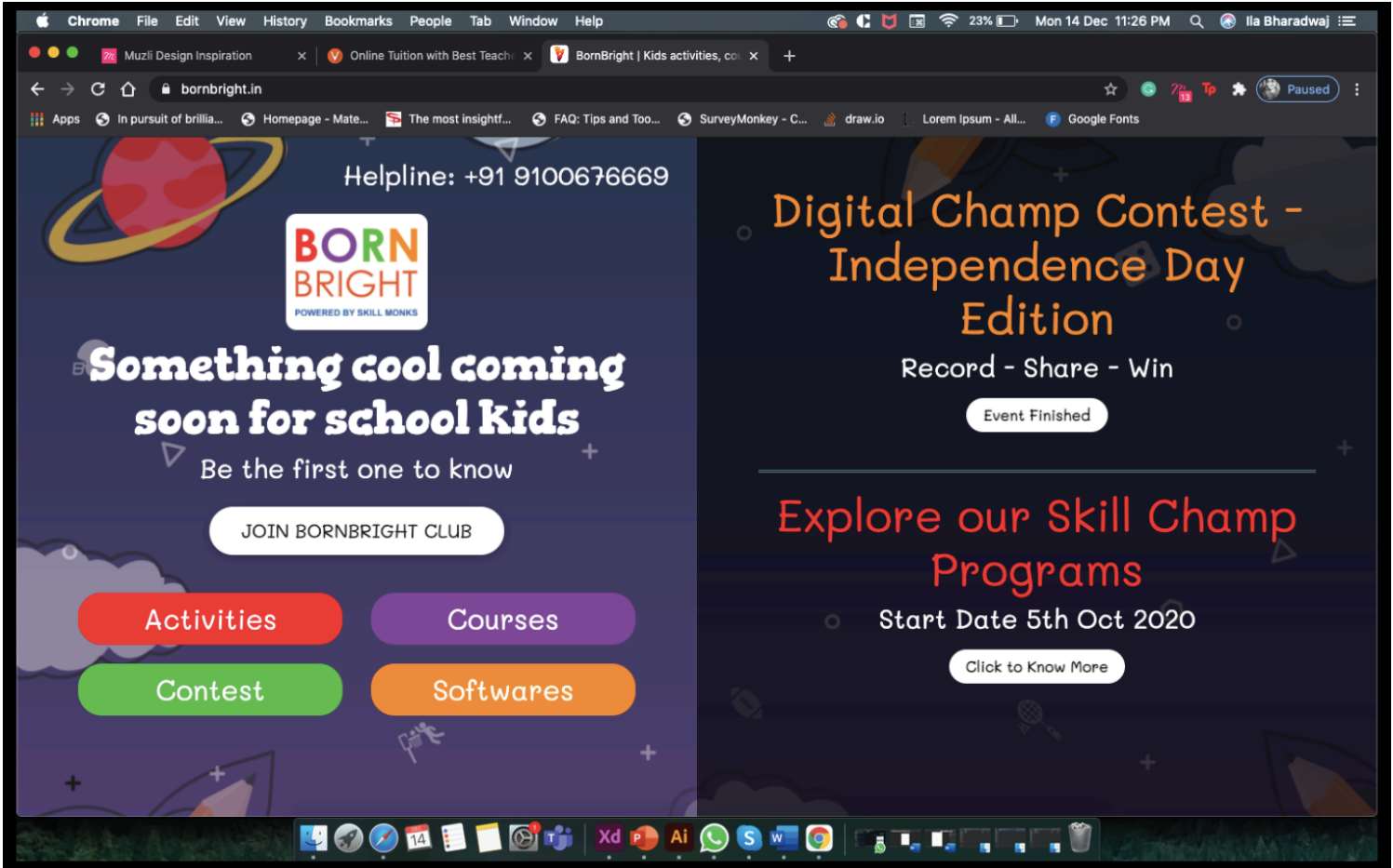
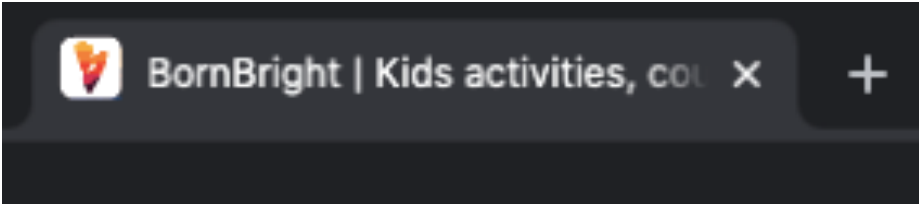


E20045



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



40MM

Logo Without Descriptor



30MM



23MM

FOR DIGITAL

Logo With Descriptor



150PX



115PX

Logo Without Descriptor



90PX



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 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.

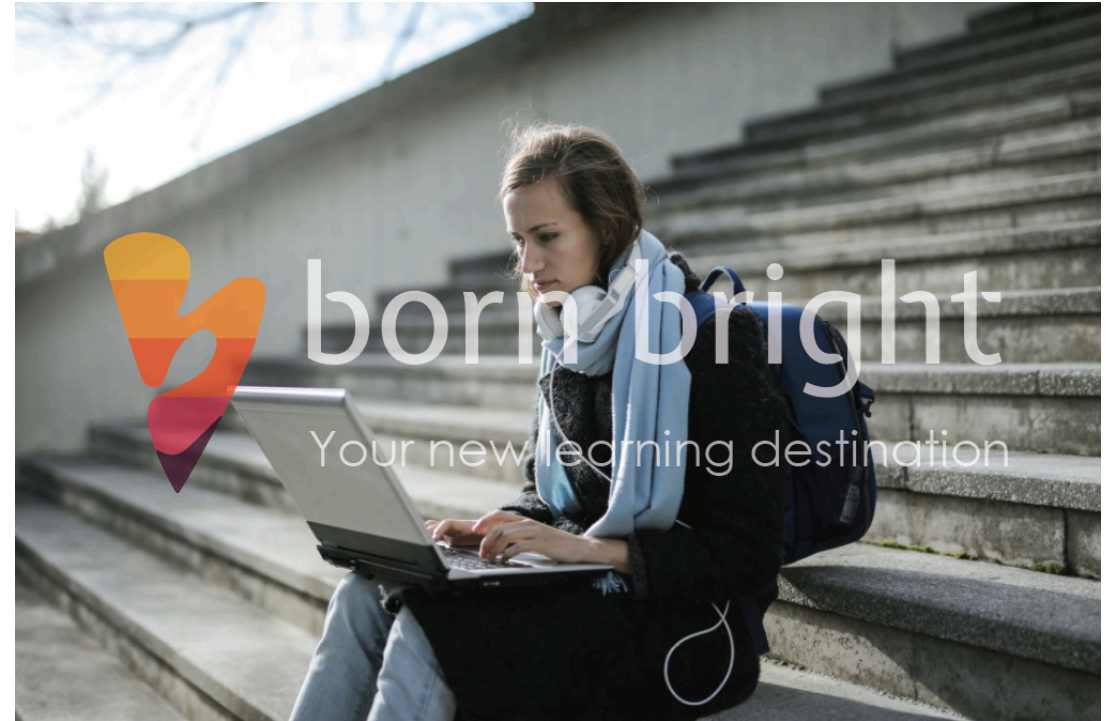
It is imperative that the 'reversed' logos are only used in cases where the main logo needs to stand on darker hues of our colour palette or on photographic background without adequate background contrast.



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.

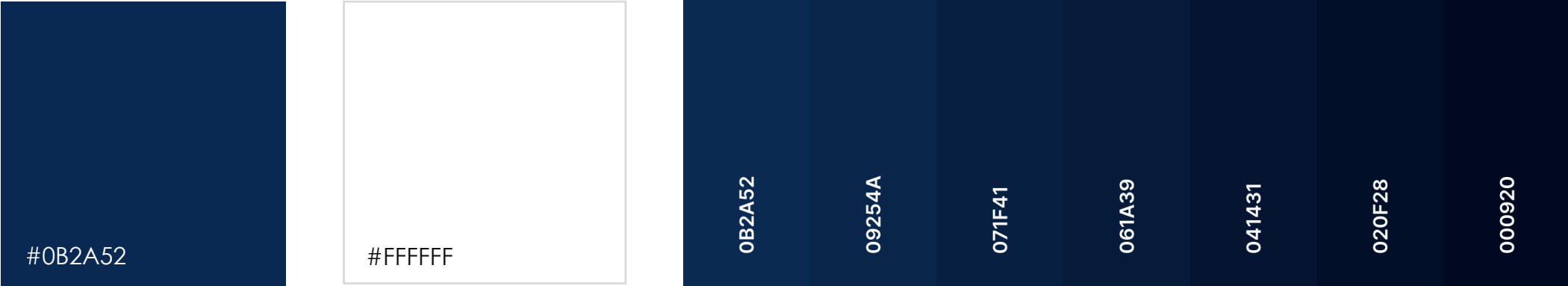
The above stands for both the vertical and horizontal versions of our brand identity.



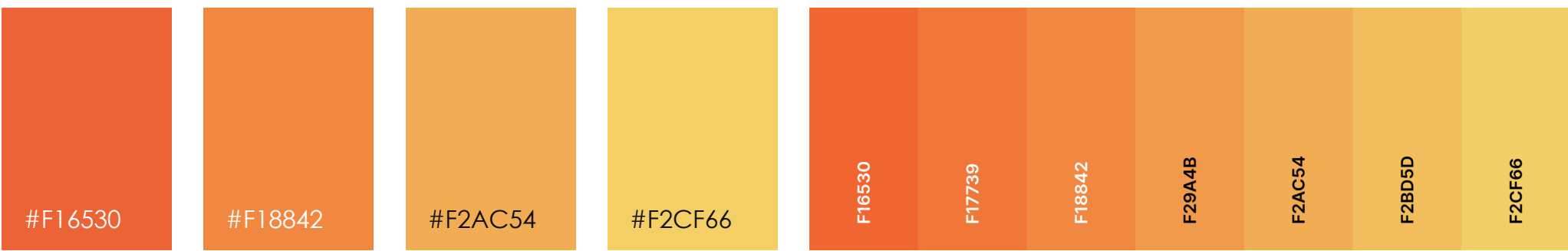
BRANDING COLORS



Primary Colours



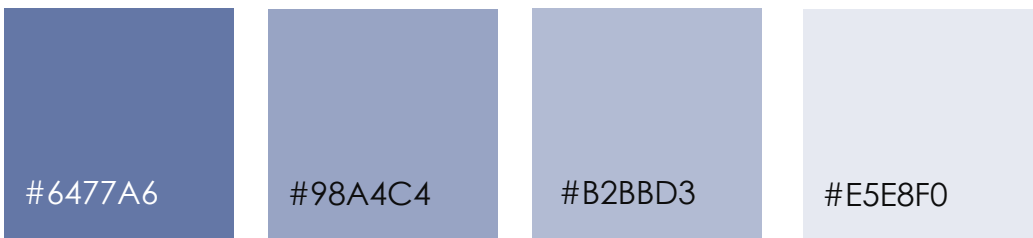
Accent Colours



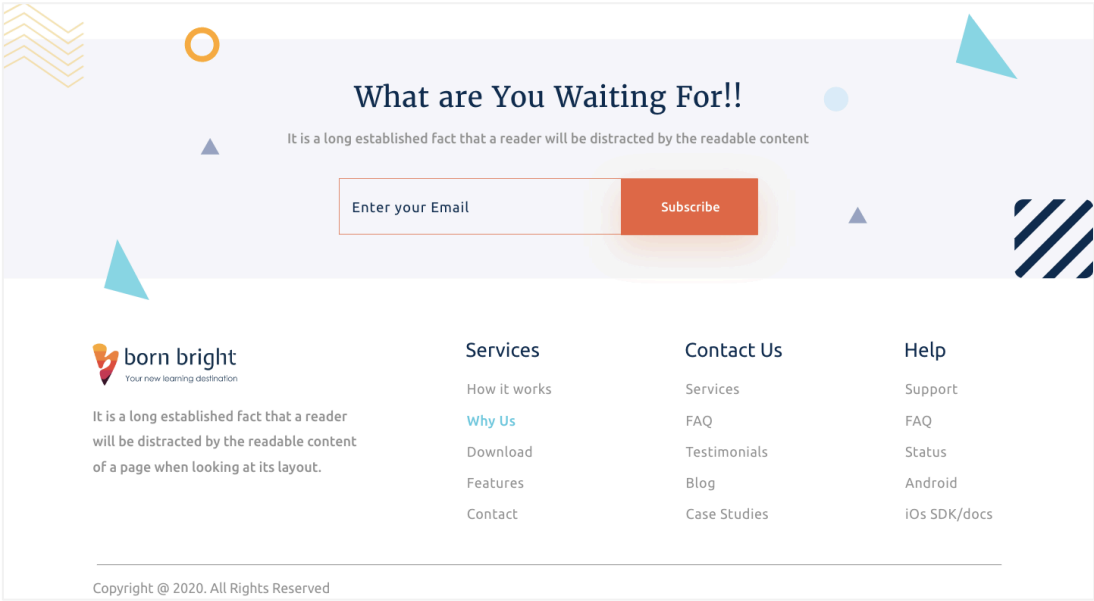
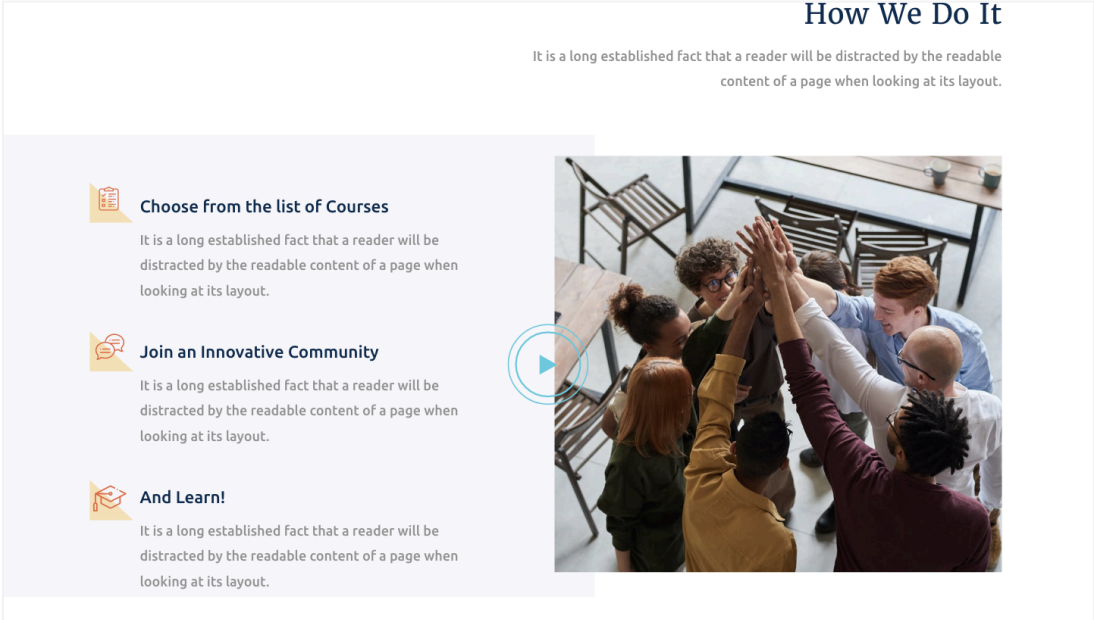
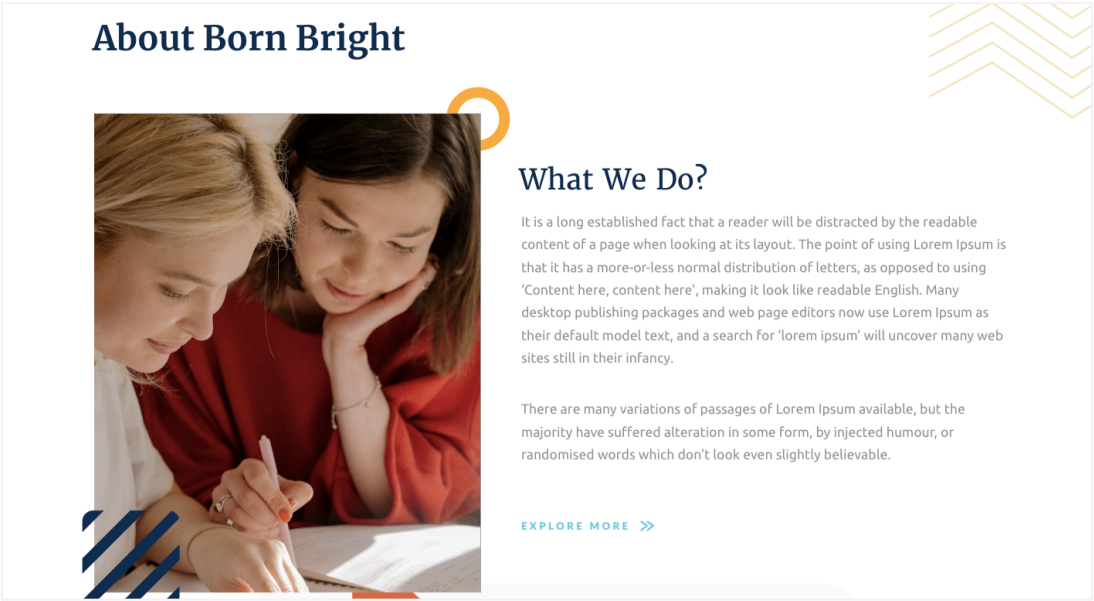
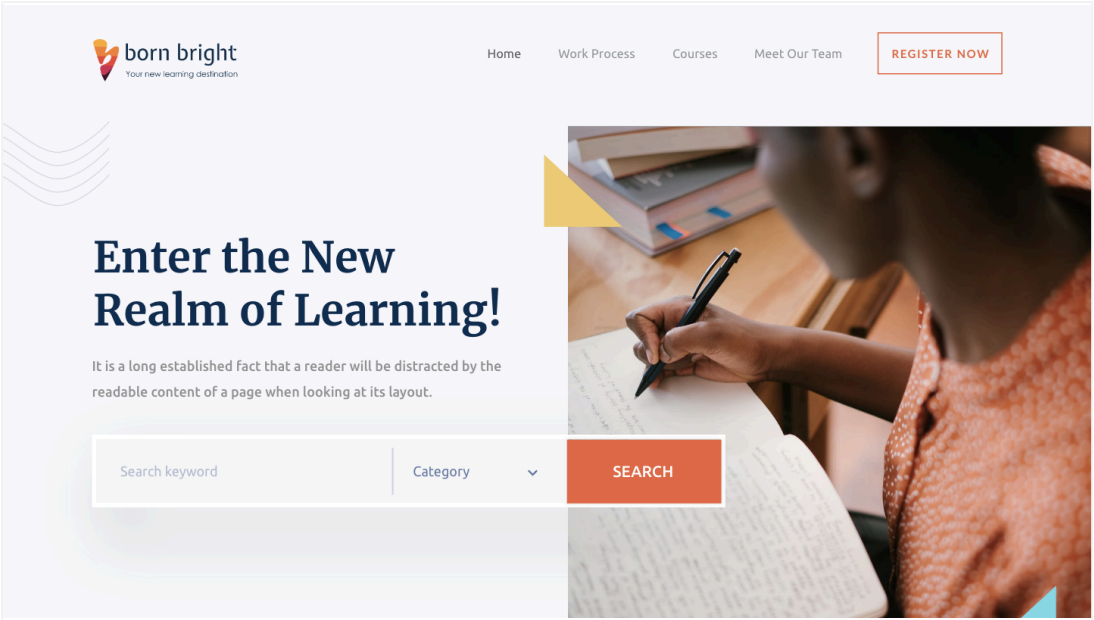
Secondary Colours



Neutrals



Branding Colours Sampling



TYPOGRAPHY & BRANDING



TYPOGRAPHY

FUTURA STD (ALL WEIGHTS)

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

UBUNTU (ALL WEIGHTS)

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

MERRIWEATHER (ALL WEIGHTS)

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

CENTURY GOTHIC (ALL WEIGHTS)

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

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:

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



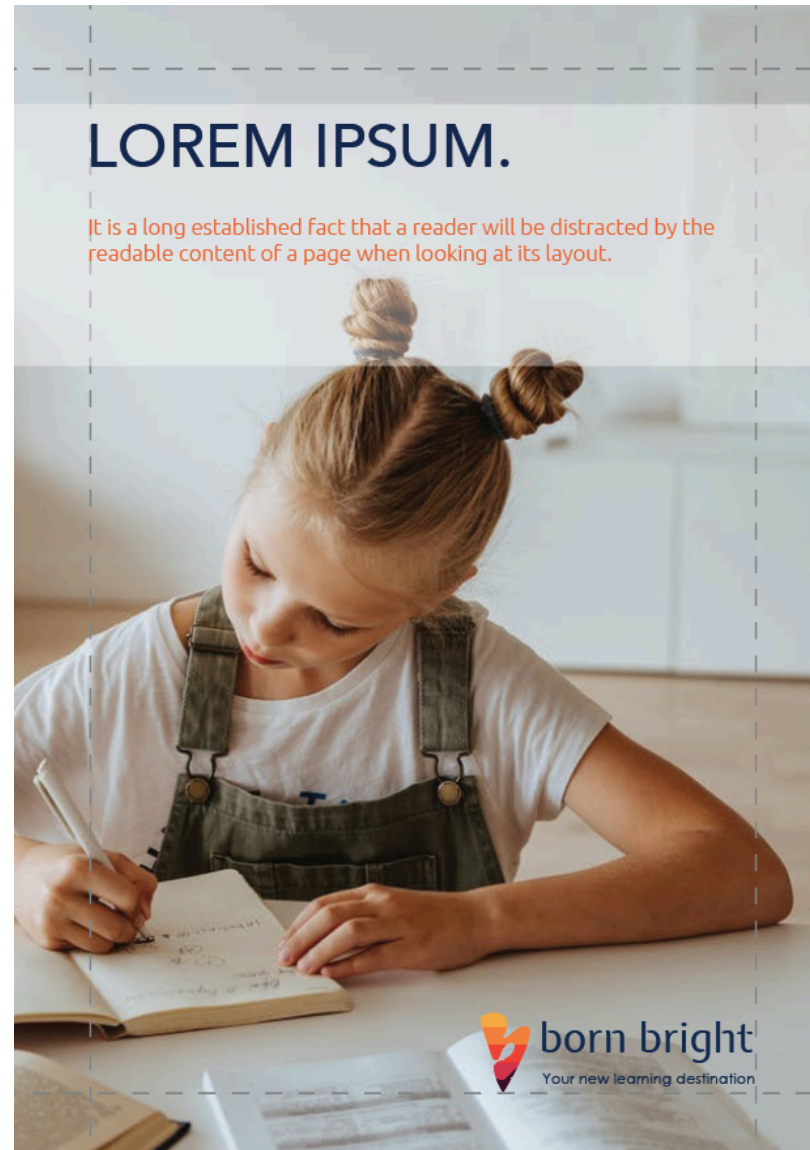
ENTER THE NEW REALM OF LEARNING — 40PT

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



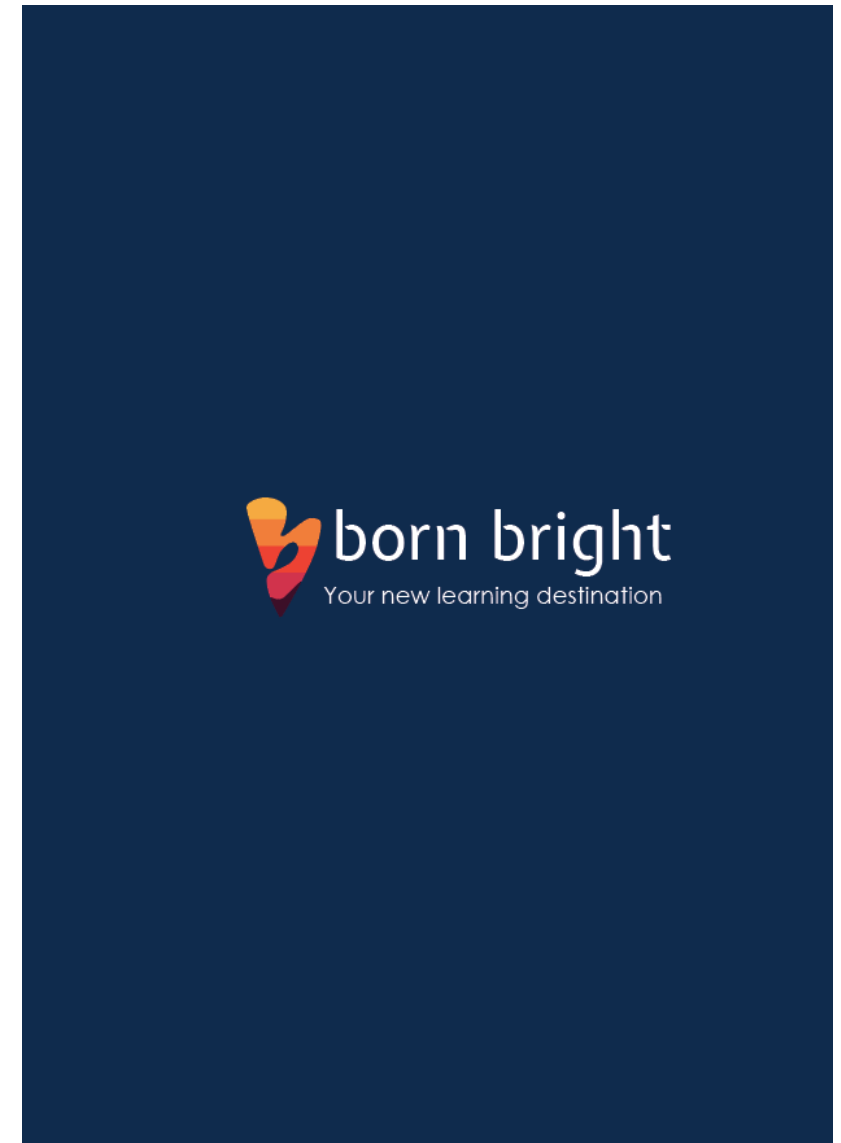
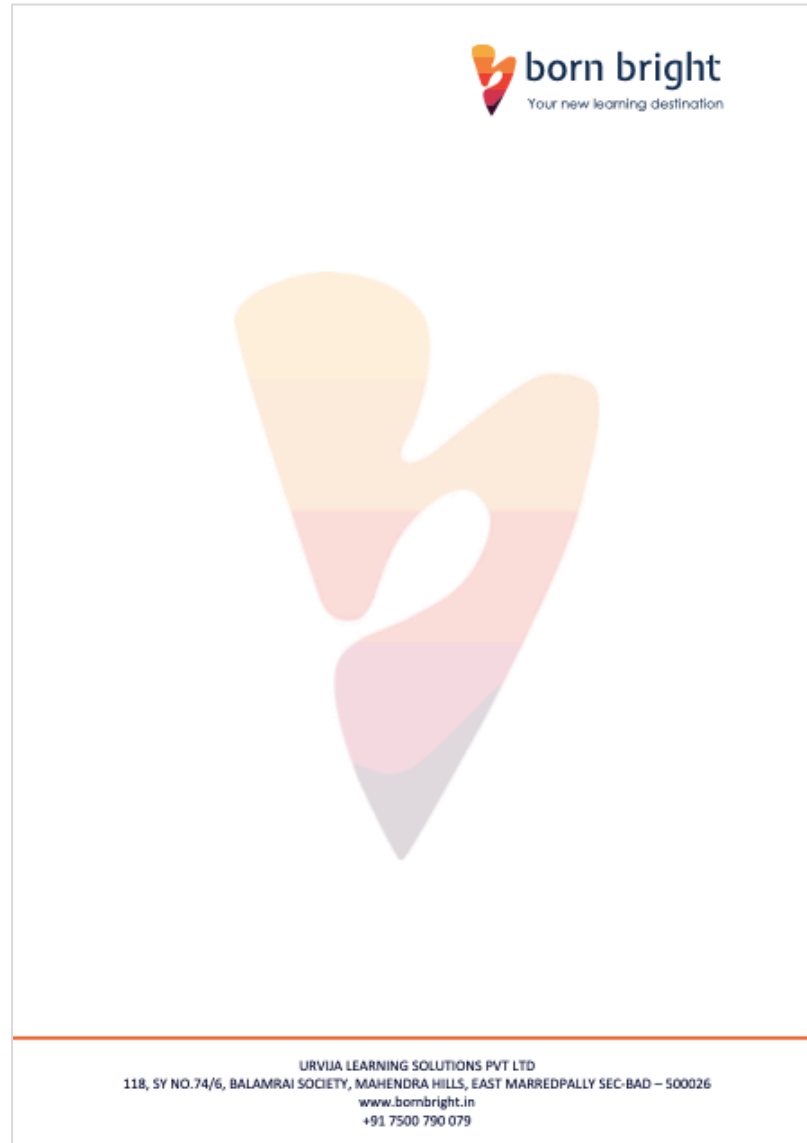
Yasasvi Malka
Co- Founder

+91 9876 543 210

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

DIGITAL ASSETS

LETTERHEAD & ENVELOPE





CREATED IN ASSOCIATION WITH MATTER DESIGNS.