0.1 Typeface Details
The Typeface Family

When to Use:

**Arial Rounded MT Bold**

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

**Adobe Caslon Pro (Reg)**

Adobe Caslon Pro is the primary font used for the logotype / logo wording. It is also used to the 2nd tag-line

Only two font styles are used for the logo
1. Arial Rounded MT Bold
2. Adobe Caslon Pro
0.2 Color Specifications
English School

Logo & Brand Identity Guidelines

Blue Logo

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

Yellow Logo

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

Date / Slogan Text

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

Logo Text

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

Line

PROCESS: C0 M0 Y0 K40
SCREEN: R174 G175 B175
WEB: #aeafaf
0.3 Logo Styles