



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

A B C D E F

a b c d 1 2 3 4

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

1234567890!@#\$%^&*()

When to Use:

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

It is also used to the 2nd tag-line

Adobe Caslon Pro (Reg)

A B C D E F

a b c d 1 2 3 4

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

1234567890!@#\$%^&*()

0.2 Color Specifications

Blue Logo



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



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE

Yellow Logo



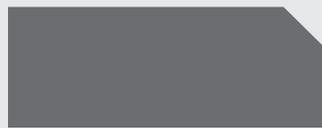
PROCESS	C5	M10	Y95	K0
SCREEN	R244	G211	B25	
WEB	#f4d319			



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE

Date / Slogan Text



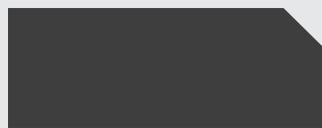
PROCESS	C0	M0	Y0	K70
SCREEN	R102	G102	B102	
WEB	#666666			



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE

Logo Text



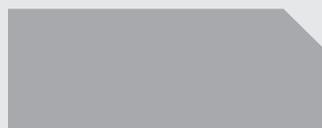
PROCESS	C0	M0	Y0	K90
SCREEN	R49	G49	B48	
WEB	#313130			



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE

Line



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



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE

0.3

Logo Styles



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE



THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE



THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE



THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE



THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE

