

BRAND GUIDELINE

A Complete Guideline of Bright Beacon Academy



by Therapy Corner 

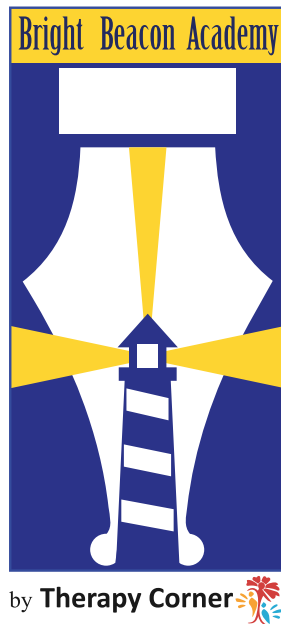
Content

Index

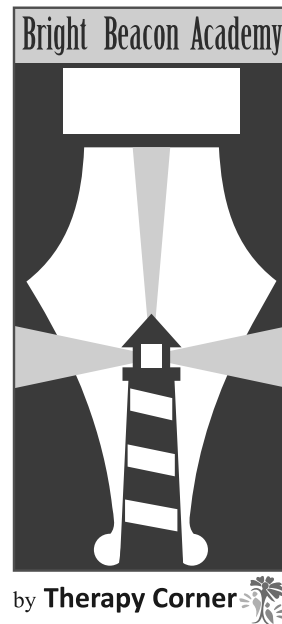
- 02 | Complete Logo
- 03 | Logo Construction
- 04 | Color Palette with Codes
- 05 | Typography
- 06 | Social Media Post

COMPLETE LOGO

This logo is more than a symbol; it's a visual representation of our commitment to nurturing empathetic, courageous, and clear-minded individuals who will flourish and contribute positively to the world.



PRIMARY LOGO



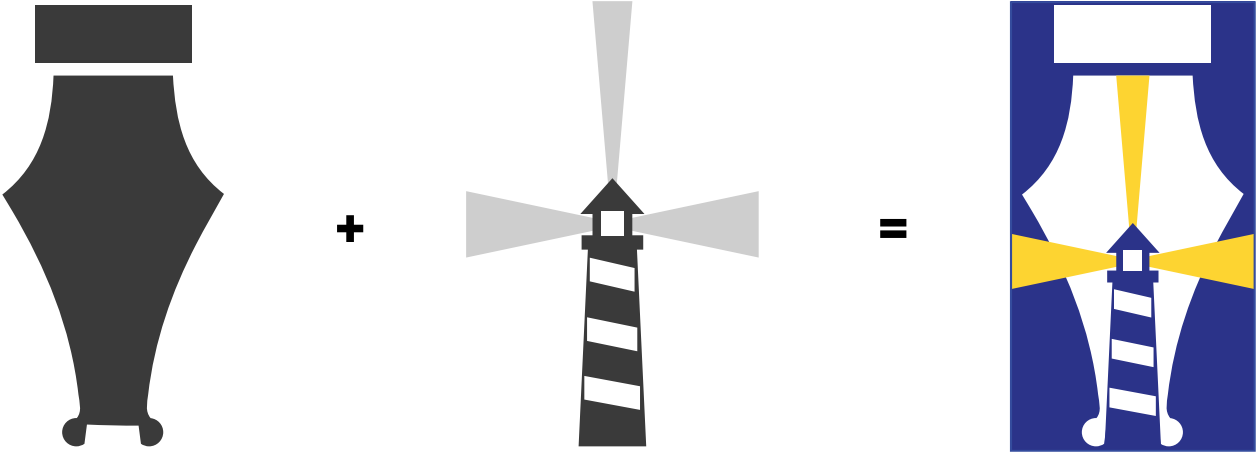
GRAYSCALE



SECONDARY LOGO

LOGO CONSTRUCTION

The pen nib symbolizes education, learning, and knowledge acquisition, reflecting the school's commitment to academic excellence and intellectual growth. On the other hand, the lighthouse represents guidance, illumination, and direction, emphasizing the school's role in guiding and shaping the future of its students. By combining these two elements, the logo conveys the school's mission to provide a solid educational foundation while guiding students towards success and enlightenment.



COLOR PALETTE

The logo for the school features a harmonious blend of purple, yellow, and dark grey. Purple, often associated with creativity, wisdom, and sophistication, symbolizes the school's commitment to fostering innovation, knowledge, and intellectual development among its students. Yellow, representing positivity, energy, and optimism, reflects the vibrant and dynamic learning environment within the school premises. Lastly, dark grey provides a sense of stability, professionalism, and resilience, underlining the school's strong foundation and dedication to academic excellence.

2b3389	Purple
fdd431	Yellow
191919	Dark Grey

TYPOGRAPHY

Birch Std is a clean and legible sans-serif typeface which we are using in our logo. It was designed with the intention of providing a straight forward and easy-to-read font for digital interfaces and applications. The typography of Birch Std is characterized by its simple, uniform strokes, and minimal embellishments.

aA

PRIMARY TYPEFACE

Birch Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&* * (:><?

aA

SECONDARY TYPEFACE

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&* * (:><?

SOCIAL MEDIA POST

