



BRAND GUIDELINE

A Complete Guideline of Federal Secondary School

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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.



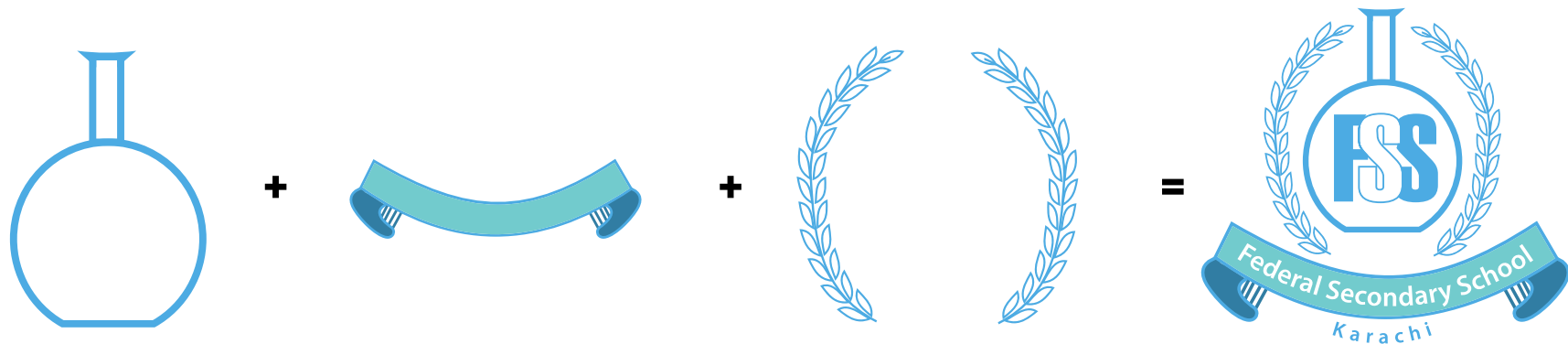
PRIMARY LOGO



GRAYSCALE

LOGO CONSTRUCTION

The school logo features a dynamic design with a prominent ribbon gracefully wrapping around a sleek flask. The ribbon symbolizes unity, continuity, and the bond between students, faculty, and the community. It signifies the journey of knowledge and growth within the school environment. The flask, an emblem of scientific exploration and innovation, represents the school's commitment to academic excellence and advancement in STEM (Science, Technology, Engineering, and Mathematics) education. Together, the ribbon and flask encapsulate the spirit of learning, discovery, and progress that defines the ethos of the institution.



COLOR PALETTE

The logo for the school features a harmonious blend of Cyan and Bluish Cyan. Cyan, often associated with creativity, wisdom, and sophistication, symbolizes the school's commitment to fostering innovation, knowledge, and intellectual development among its students. Bluish Cyan, representing positivity, energy, and optimism, reflects the vibrant and dynamic learning environment within the school premises.

72cbcd

Cyan

317da3

Bluish Cyan

TYPOGRAPHY

Acumin Variable Concept 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 Myriad Variable Concept is characterized by its simple, uniform strokes, and minimal embellishments.

aA

PRIMARY TYPEFACE

Myriad Variable Concept

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

dA

SECONDARY TYPEFACE

Poppins

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

SOCIAL MEDIA POST





SINCE YOUR LOGO IS ONLY IN BLACK AND WHITE,

we'll use different colors for the social media post designs to add variety and attract attention.