

AMERICAN  
WORLD SCHOOL



# BRAND GUIDELINES

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# Welcome

These branding guidelines are designed to ensure a consistent look and a consistent tone in all of it's communications.

The American World School Brand communicates excellence and usually serves as the first impressions of American World School with any audience in person or online.

Each has a specific role to play, but the real magic happens when they are all used together.

The following pages will help you understand our brand, what it stands for and how to express it in the best possible way.

01

# Introduction

- About
- Story
- Brand Positioning
- Audience
- Mission
- Values
- Brand touch points
- Tone of Voice

# About

This subsection provides a brief history and description of American World School, highlighting its unique position as Asia's first entrepreneurial school located in Chennai.

It also introduces the founder, Dr. Mohanalakshmi, and explains the school's core vision of fostering entrepreneurial skills and leadership in young minds.

# Story

The brand story section narrates the journey of American World School, explaining why it was founded and the passion that drives its mission. It emphasizes the school's commitment to innovation, entrepreneurship, and empowering students to grow into successful leaders.

This story can be used in promotional materials to connect emotionally with the audience and convey the brand's authenticity and purpose.

# Brand Positioning

This subsection defines the brand's position in the education sector. As a pioneer in entrepreneurship education in Asia, American World School positions itself as a forward-thinking institution that blends academic rigor with real-world entrepreneurial skills.

The positioning highlights how the school is different from traditional institutions, focusing on hands-on learning and leadership development.

# Audience

The audience subsection outlines the key groups the brand is intended to reach. The primary audience includes prospective students and their families, who are looking for an innovative and entrepreneurial education.

The secondary audience could include partners, entrepreneurs, industry leaders, and educators who are aligned with the school's mission of fostering leadership and innovation.

# Mission

The mission statement succinctly outlines the purpose and goals of American World School. It should highlight the school's dedication to providing world-class entrepreneurial education and preparing students for the challenges of a rapidly changing world. This mission drives every aspect of the school's programs and interactions.

# Values

innovation

leadership

integrity

Growth

# Brand touch points

Brand touchpoints are the places where the audience interacts with the brand. This subsection explains all the key points where American World School connects with its audience, such as:

- The school website
- Social media platforms
- Email communications
- Events and conferences
- Physical campus (e.g., signage, materials)
- Advertisements and marketing materials

Ensuring consistency across all these touchpoints is vital for maintaining a strong brand presence.

# Tone of Voice

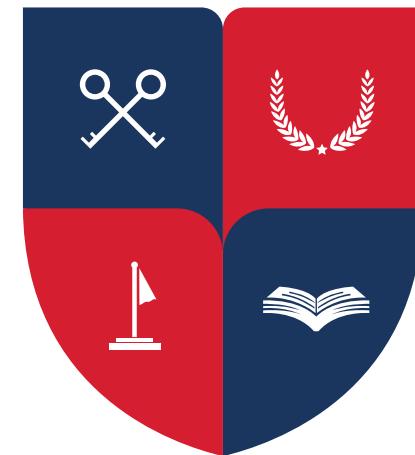
The tone of voice section explains how American World School communicates with its audience. The tone should be inspiring, forward-thinking, approachable, and professional. Whether in written communication, speeches, or marketing materials, the tone of voice should reflect the brand's commitment to innovation and leadership, while remaining inclusive and engaging to a broad audience.

02

# Logo

- Brand Logo
- Placement
- Logo on backgrounds
- Logo on photographs
- Unacceptable Use
- Lockups & Partners

# Brand Logo



AMERICAN  
WORLD SCHOOL



# Meaning

brand guidelines defines the proper usage, placement, and variations of the American World School logo. This section ensures that the logo is used consistently and correctly in all communications and marketing materials, maintaining the integrity of the brand. Each subsection offers clear guidance on how to apply the logo in different scenarios.

**The Shield:** Positioned on the left, the shield contains four elements that symbolize the school's values:

- Two keys in an "X" shape: Representing knowledge and unlocking opportunities.
- A seed of growth: Symbolizing development and potential.
- A flag: Representing leadership and achievement.
- A book: Representing education and wisdom.

The logo has two primary variations:

- Horizontal Layout: Shield on the left, with the school name on the right.
- Vertical Layout: Shield on top, with the school name below.



# Exclusion Zone

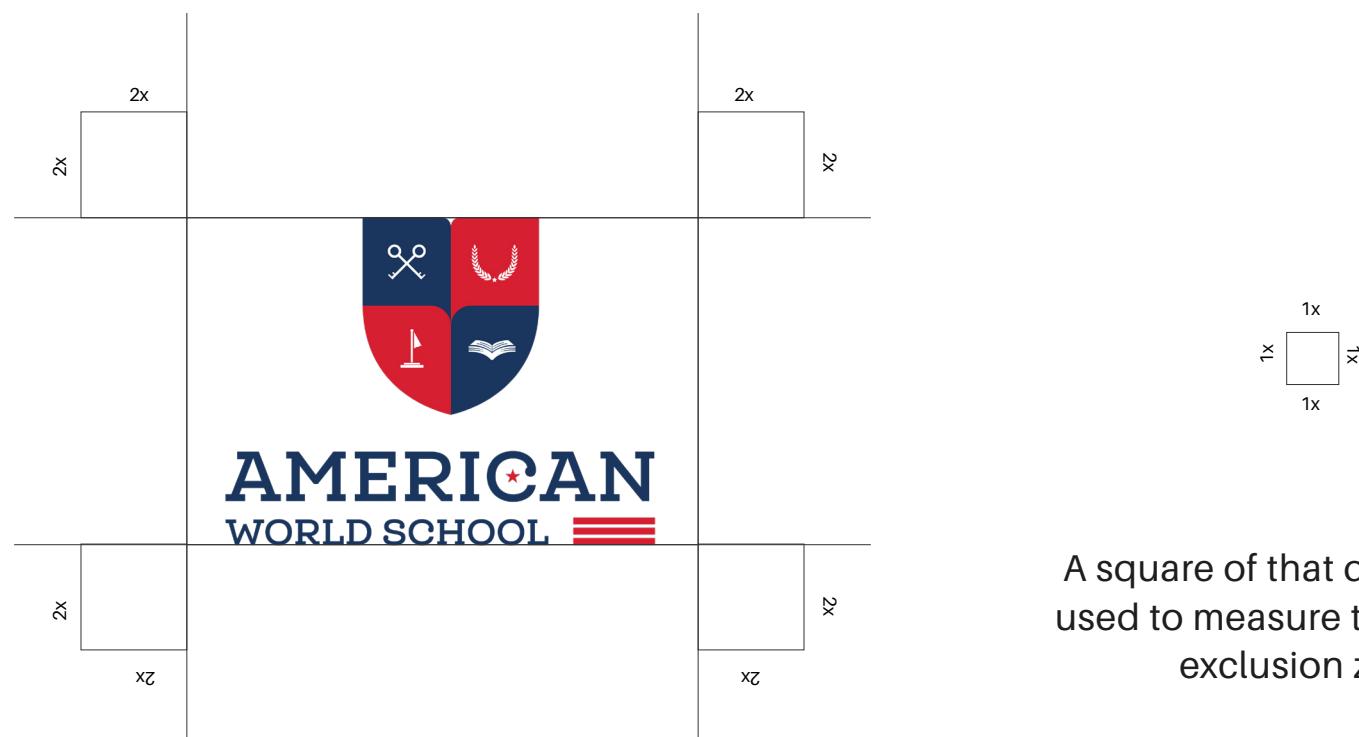
American World School

The exclusion zone refers to the area around a logo, specifying the amount of designed clear space or containing no other graphic or text that can surround the logo.

Elements that infringe on this space will be breaking the brand guidelines.

- No other item should be placed inside the exclusion zone.
- We have defined an exclusion zone to protect the logo.

2x amount of space from each side of our logo should be excluded from using. Any graphical content is prohibited to use there.



A square of that dimension is used to measure the logo and exclusion zone.

# Exclusion Zone

Visual representation of how much to be excluded.

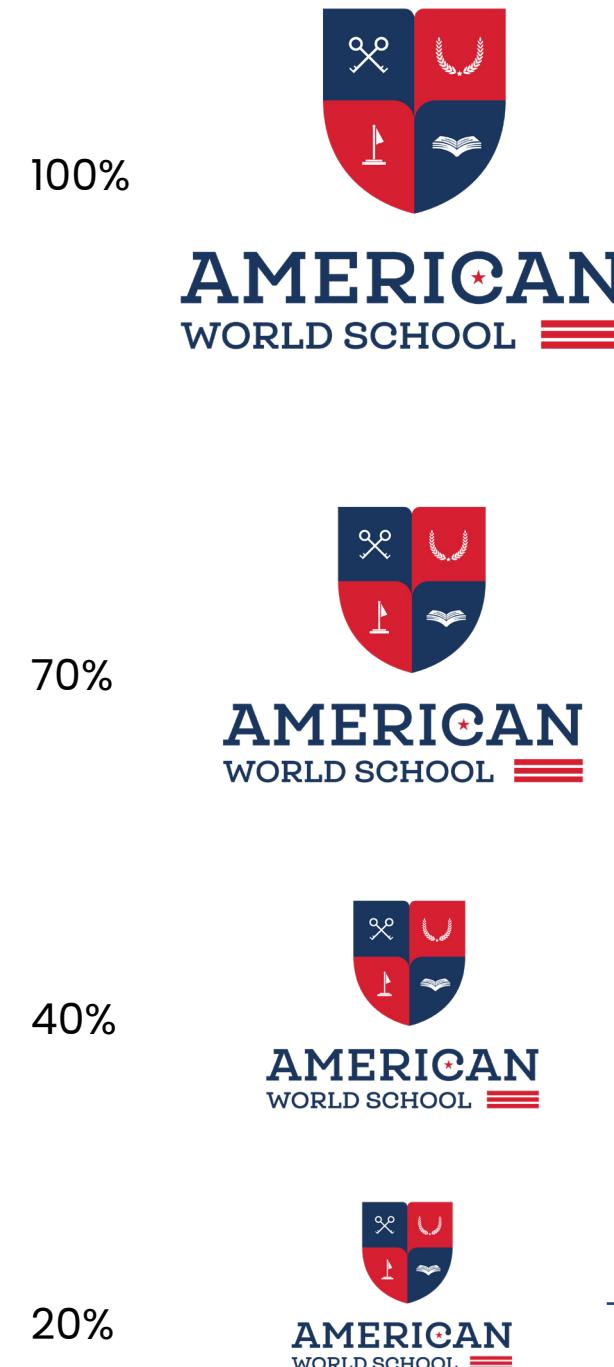


Grey area is the exclusion zone.

# Unacceptable Use

- ✗ Do not distort, stretch, or skew the logo.
- ✗ Do not change the colors of the logo beyond the approved palette.
- ✗ Do not rotate or flip the logo in any direction.
- ✗ Do not apply effects such as shadows, gradients, or filters that alter the logo's appearance.
- ✗ Do not place the logo on a background where it is not clearly visible or legible.

# Minimum Size



65px is the  
Minimum Size

# Lockups & Partners

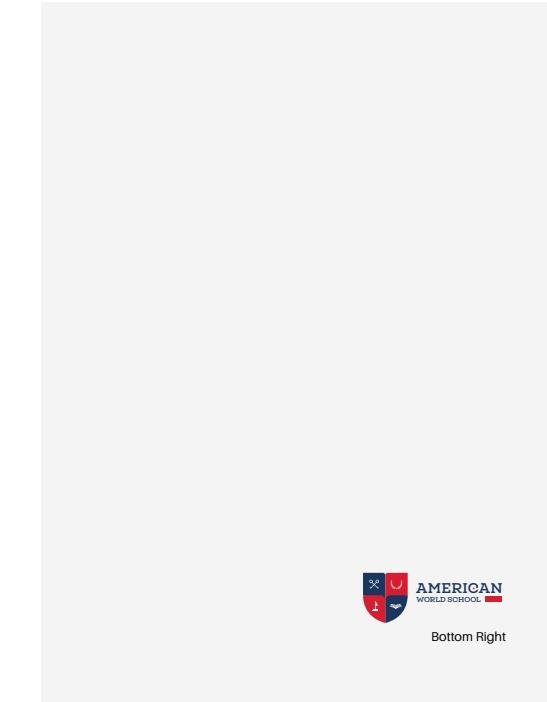
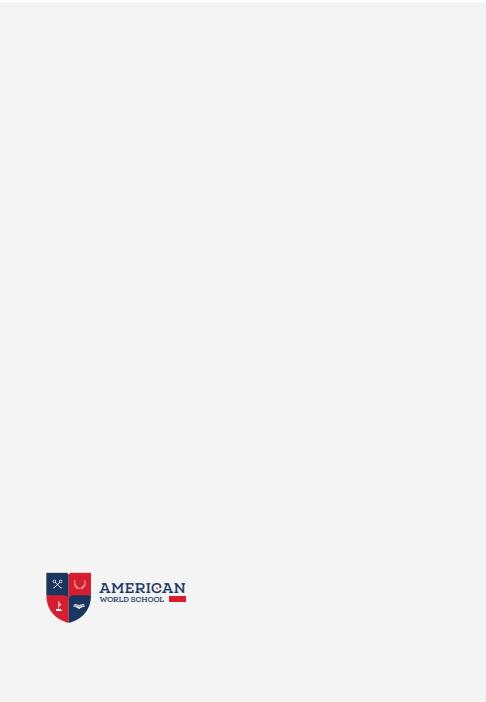
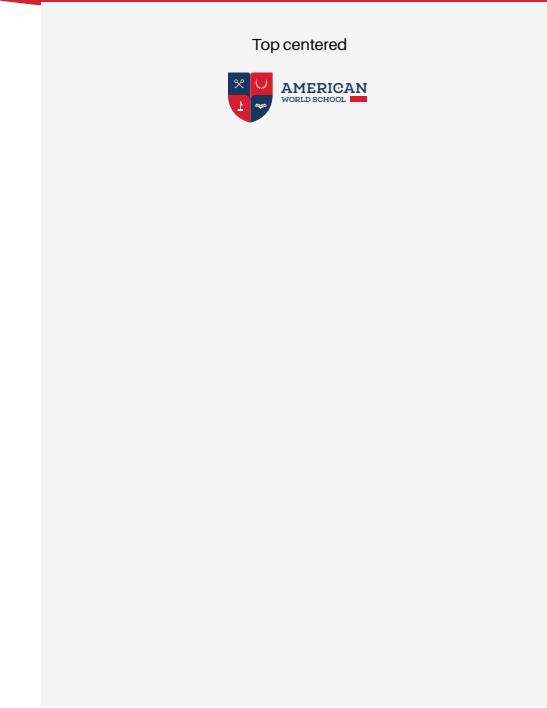
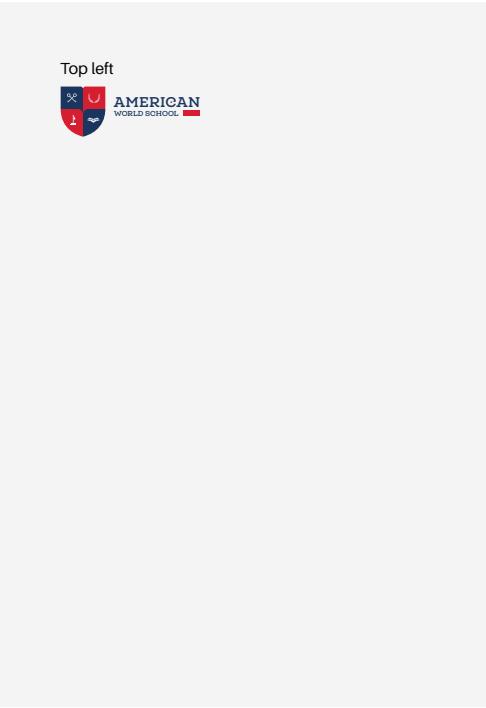
This subsection explains how the American World School logo should be used in partnership with other logos (e.g., sponsorships, events, or collaborations). Guidelines include:

- Spacing: Maintain sufficient space between the school logo and the partner logo to avoid visual clutter.
- Alignment: Ensure proper alignment to keep the layout clean and professional.
- Size Proportion: The school's logo should be given equal or greater prominence than partner logos, depending on the nature of the collaboration.

# Placement

Placement in 4 different parts of any canvas.

- Avoid placing the logo at random places on the canvas and page.
- To ensure consistency make sure to use the logo in certain areas of every canvas or page.



# Logo on Backgrounds

- On White Backgrounds: The standard version of the logo (with red and blue colors) is to be used on white or very light backgrounds for optimal clarity.
- On Dark Backgrounds: When the logo is placed on dark backgrounds, a version with a white stroke around the logo is used to ensure visibility and contrast. This maintains the logo's legibility while preserving the brand's visual identity.

When using the logo over photographic backgrounds, care must be taken to ensure it stands out. The logo should:

- Be placed on areas of the photograph that provide sufficient contrast to ensure legibility.
- Use the version with the white stroke if necessary to enhance visibility on complex or dark photographs.
- Avoid overly busy or distracting areas of the photo where the logo may become difficult to read.

# Logo on Photographs

When using the logo over photographic backgrounds, care must be taken to ensure it stands out. The logo should:

- Be placed on areas of the photograph that provide sufficient contrast to ensure legibility.
- Use the version with the white stroke if necessary to enhance visibility on complex or dark photographs.
- Avoid overly busy or distracting areas of the photo where the logo may become difficult to read.



03

# Typography

# Typography

The Typography section defines the fonts that establish the visual identity of American World School. Proper typography ensures consistency across all communication platforms, reinforcing the school's brand values. This section explains the use of primary and secondary typefaces, along with additional guidance on using sans-serif fonts for document headings and paragraphs.

## Primary Typeface

### Queulat Alt Bold

This typeface is reserved exclusively for the American World School logo. Its bold and distinct style conveys professionalism, confidence, and authority. The use of Queulat Alt Bold is limited to the logo to give it a unique presence in the brand's identity.

- Why Queulat Alt Bold?

The font's modern and bold design reflects the school's forward-thinking approach and entrepreneurial spirit. Its strong visual impact ensures that the logo remains memorable across all platforms.

- Usage:

- Used only for the main logo text.
- Should not be used for body text, headings, or any other design elements outside the logo.

## Secondary Typeface

### Poppins

Poppins is the go-to font for all other communication, including marketing materials, website content, and internal documents. As a clean and legible sans-serif typeface, it aligns perfectly with the school's modern and innovative branding while maintaining high readability.

- Why Poppins?  
With its geometric shapes and smooth curves, Poppins offers a contemporary and versatile design that works well in both digital and print formats. It supports a variety of weights, making it ideal for creating a balanced visual hierarchy in headings, subheadings, and body text.

- Usage:
  - Headings: Use Poppins Bold or Poppins SemiBold for headings and subheadings to create clear visual distinctions and to highlight important information.

Body Text: Use Poppins Regular for standard text to ensure readability in paragraphs, articles, or any longer form of communication.

Captions and Small Text: Use Poppins Light or Poppins Thin for smaller text elements such as captions, footnotes, or disclaimers.

# 04

# Color

The Color guidelines defines the official color palette for American World School, ensuring a cohesive and recognizable visual identity across all platforms and media.

The consistent use of these colors helps reinforce the school's brand identity and values. This section outlines the primary and secondary colors, and provides guidance on how and when to use them.



## Primary Colors

The primary color palette represents the core identity of American World School and is used in the logo, major communication materials, and important design elements. These colors are chosen to reflect the brand's energy, professionalism, and authority.

- Red (#D61F31)

Red is used to symbolize energy, passion, and action. It reflects the school's dynamic approach to education and entrepreneurial spirit.

- Usage:

- In the logo (along with blue), particularly in the shield elements.

For important call-to-action buttons or headlines that need to capture attention.

Key highlights in marketing materials to convey enthusiasm and boldness.

- Blue (#1A365E)- Blue represents trust, professionalism, and stability. It conveys a sense of authority and confidence, reinforcing the school's commitment to high standards of education.

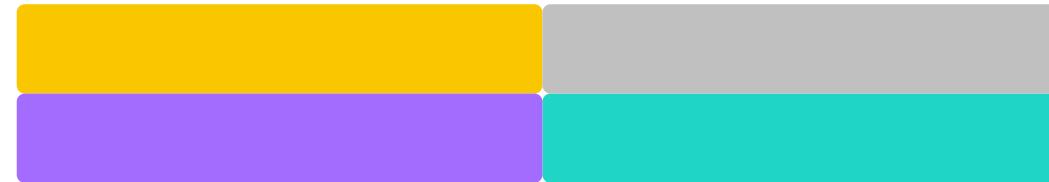
- Usage:

As part of the main logo, used in both the shield and the school name write-up.

Backgrounds for official documents, website banners, and presentations. Text in headlines or subheadings where a strong and professional tone is needed.

These two primary colors form the foundation of the brand and should be used prominently to ensure brand recognition.

## Secondary Colors



The secondary color palette provides complementary tones that can be used to add variety and flexibility in the brand's visual identity. These colors should be used in a supporting role to enhance designs without overshadowing the primary colors.

- Yellow (#FAC600)-Yellow represents optimism, creativity, and growth. It reflects the entrepreneurial spirit of the school and can be used to highlight key elements in a design.
- Silver (#C0C0C0)- Silver symbolizes innovation, sophistication, and modernity. It can be used in minimalistic designs to add a sleek, polished look.
- Purple (#A36CFF)- Purple represents creativity, wisdom, and ambition. It is ideal for designs that need a touch of inspiration and forward thinking.
- Teal (#1fd6c4)- Teal symbolizes balance, calmness, and clarity. It adds a refreshing contrast to the primary colors, offering versatility in design.