



BRANDING GUIDELINES

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INTRODUCTION

Zahira National School A leading national school is poised to celebrate its centenary in 2021. The College intends to Rebrand to display its rich heritage, proud history and its great achievements over the years. The rebranding is intended to display the excellence and the highest benchmarks of the College that has been achieved in the past and to exhibit the quality of its pupil at the highest levels.

This proposal is being formulated to connect the rich past, display the current greatness and to portray the potential for the future.

This Branding Guidelines Document provides a simple, yet a robust set of brand guidelines that can be easily understood and communicated while enabling the School to preserve its unhindered heritage and culture. It projects a creative expression of Mawanella Zahira on par with Zahirian Traditions.

The College Name, The Logo, Emblem of Badges, Basic Colours, Colour of College Flag, Official Uniforms are the Pride of a Historical College.

These guidelines are crafted using Historical knowledge, ideas from experts and global educational branding benchmarks.

While Branding is mostly standardized there may be situations where customization is essential. The branding guidelines handbook will pave the way for a standard usage of the College Branding Essentials.



OBJECTIVES

For anyone, His/her School is a Brand and a symbolic embodiment of all memories related to his/her school life. It is an intangible and emotional bond created by every interaction, even insignificant ones. It is a feeling that is being evoked when the name itself is heard. A School brand has a unique connection, identity, character, and personality; just like a human being.

The usage of the School logo, the change of the logo in the interim period, the usage of its historical colours, its badges and various other elements of identity has been in constant change over past decade making it ever confusing to focus on uniformity and strong identity.

The students, the Alumni, Various Bodies linked to the School used multiple flags, colours and Old Logo and new Logo for various purposes.

It is essential at this moment in time to standardize the practices of the usage of these elements that portrays the pride and heritage of the College.

A sound and robust rebranding and standardizing will enable the College, Alumni and all other stakeholders to move towards an era of uniform usage of these College's Intellectual identities.

The Key Objectives of this venture is to

1. Identify the Proper Naming of the College
2. Identify the Standard Colours of the College, Its Logo and Flag
3. Identify Standardized Practices in the Usage of College Logo and Colours for various products
4. To reflect the history, heritage, values and culture of the College
5. To reserve all rights



SLOGAN

We Educate To Elevate

எமது கல்வியூட்டல் உயர்வுக்காக

TAGLINE

DISCIPLINE

ஒழுக்கம்

DYNAMISM

சுறுசுறுப்பு

DEXTERITY

திறமை

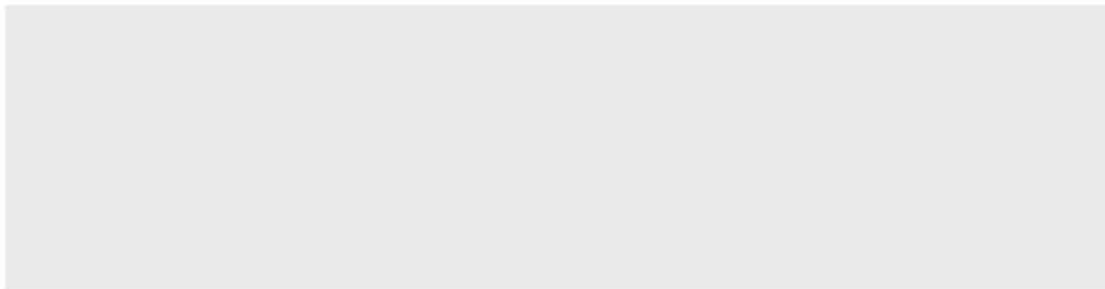


COLOUR

Primary colours



Secondary/Supporting colour



DEXTERITY



HEXA
820000

CMYK
0 100 100 49

RGB
130 0 0

DISCIPLINE

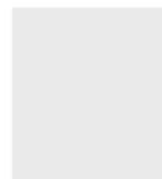


HEXA
043161

CMYK
96 49 0 62

RGB
4 49 97

DYNAMISM



HEXA
eaeaea

CMYK
0 0 0 8

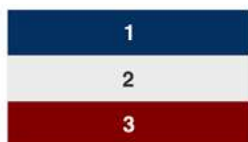
RGB
234 235 235



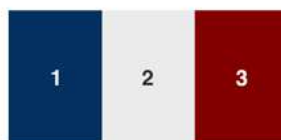
FLAG

Colour order

Horizontal



Vertical



Correct



HOSTING FLAG 4 x 2.5 feet



CHEERING FLAG 1:1:1 Ratio



VERTICAL FLAG 1:1:1 Ratio



Incorrect





COLLEGE NAMING

How to Name & Pronounce college Name

Zahira College Mawanella

Correct 

ZAHIRA COLLEGE MAWANELLA

Caring mother for your disciplined child.

ZAHIRA COLLEGE
MAWANELLA

Zahira College
Mawanella

 Incorrect

ZAHIRA COLLEGE - MAWANELLA

**ZAHIRA
COLLEGE
MAWANELLA**

FONT FACE

- Primary font family is "Lora / Bold" & Should be used in internal and external
- Secondary font family is "Lora / Regular" for subject column/groups name
- Case Sensitive (Upper & Lower)
- Font Color will be Black and white

Font face

Zahira College Regular

Zahira College Regular Italic

Zahira College Bold

Zahira College Bold Italic

Primary font face

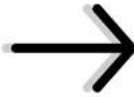
Lora Bold

Secondary font face

Lora Regular



LOGO TRANSFORMATION



5. Quran verses

رَبِّ زِدْنِي عِلْمًا وَ رَزُقْنِي فَهْمًا

O Lord, Increase me in Knowledge
and True Understanding of it.

(Quran 20:114)

1. Additional circles within the logo has been removed to make it more modern, print and reproduction friendly.
2. Outline is lightened to reduce the focus on the outline and provide more focus to the core content of the logo.
3. Shapes and Fonts are made bolder and broader to ease reproduction and better display of the logo elements.
4. The Font is changed to make it consistent with the overall Re branding



COLLEGE LOGO

Correct



ZAHIRA COLLEGE
MAWANELLA



ZAHIRA COLLEGE
MAWANELLA



Incorrect



BLACK & WHITE



WATERMARK



Oppercity 20%



Oppercity 20%



LOGO PLACEMENT IN OFFICIAL UNIFORM

- School logo must place on left side of the T-shirt / Shirt
- Logo should not print or embedded in any type of trousers (Shorts / Bottom)
- School Name / Department Name / Club name must print back of the t-shirt
- Department Logo/ Club Logo can be printed on right side of the T-shirt / Shirt

Correct



FRONT



BACK



Incorrect

