

# PATHWAYS SCHOOL GURGAON

## BRAND GUIDELINES

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## Purpose of Manual

The principles and guidelines in this manual are designed to make a flexible, yet cohesive, brand identity for Pathways School Gurgaon that:

- Reinforces the brand's visual identity
- Helps create consistent communications across all platforms
- Creates a distinguished look that stands out from the competitive landscape

These rules apply to all Pathways School Gurgaon communications, both internal and external.

No guidelines can anticipate every possible future need. Guidelines like these are always a work in progress.

## Logos: Pathways School Gurgaon

These are standard logos for Pathways School Gurgaon.

The alternate logo may be used on dark background colours.

Usage of vertical logo to be approved by the Corporate Office.



Horizontal Main Logo



Horizontal Inverse Logo



Vertical Logo

## Logos: Pathways Early Years

This is the Pathways Early Years Golf Course Road Logo.

The brand logo should always be used in the vertical format.

The alternate logo may be used on dark background colours.

Any exceptions to the above should be approved by the Corporate Office.



Primary Logo



Alternate Logo

## Logos: Brand

This shows the minimum sizes of the logo.

The point size should never be less than indicated.

Any exceptions to the above should be approved by the Corporate Office.



### PRINT SIZES:

W: 45mm  
H: 13mm

### DIGITAL SIZES:

W: 45mm  
H: 13mm



**PATHWAYS**  
SCHOOL GURGAON  
Learn • Work • Play • Think • LIVE

W: 35mm  
H: 29mm

Minimum 6Pts

W: 204px  
H: 170px

Minimum 8Px



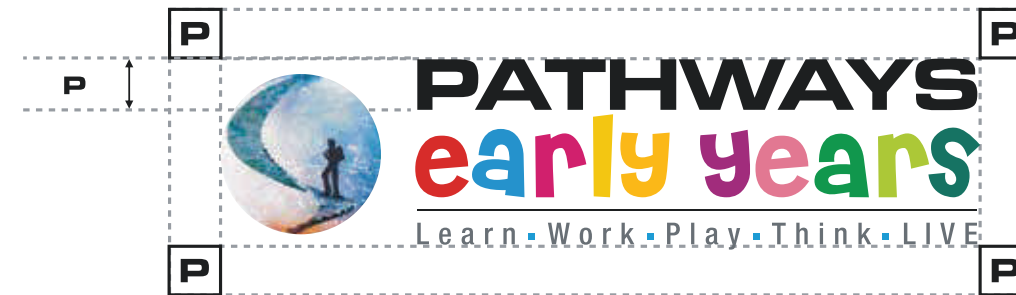
W: 45mm  
H: 13mm

W: 45mm  
H: 13mm

## Logos: Minimum Clearance Area

Always maintain space (as shown) around the logo in all dimensions.

Any exceptions to the above should be approved by the Corporate Office.



## Logos: Placement

These are examples of how the logo should be placed on ads. The logo always appears on the top right hand corner of the layout.

Do not place the logo anywhere else on a layout.

Any exceptions to the above should be approved by the Corporate Office.

No brand logo to be placed on social media creatives.



Social Media Posts



8ft X 8ft Flex



Standee



Banner



## Logos: Violations

Do not alter the logo in any way. Below are examples of logo violations.

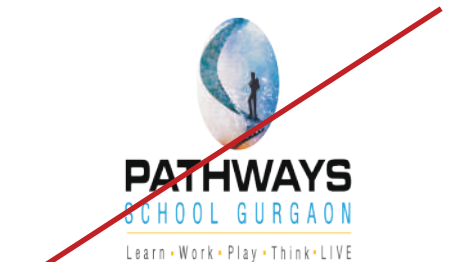
Please use the files provided in this document.  
Do not attempt to recreate the logo or alter the logo colours.



Do not stretch the logo horizontally



Do not modify or recreate the provided artwork



Do not stretch the logo vertically



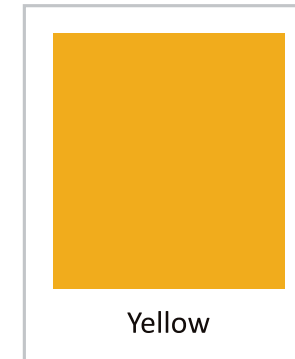
Do not put a background behind the logo for visibility  
Use the alternate logo instead

## Colour Palette

There are 2 colours in the Brand visual identity.

Each colour is associated with an individual school. The brand Series rely heavily upon these colours and therefore they should primarily be used for all printed and digital collaterals. The breakdowns should be used and never be substituted for another colour.

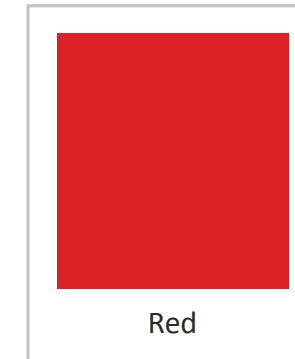
Colours shown on this page are not accurate for colour matching. Please refer to the colour code formula to ensure that colour reproduction is accurate.



Yellow

Pathways School Gurgaon

CMYK 0 | 30 | 100 | 00  
RGB 241 | 173 | 0  
#f1AD00



Red

Pathways Early Years

CMYK 0 | 100 | 100 | 0  
RGB 218 | 36 | 26  
#DA241A

## Typography

**Playfair Display** is the official typeface for **headings** which must be used in all official communication, internal and external.

Please note Playfair Display is a Windows and Mac OS friendly font.

Link to download font-  
<https://fonts.google.com/selection>

Playfair Display Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Extrabold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Regular Italics

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Medium Italics

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Semibold Italics

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Bold Italics

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Extrabold Italics

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Playfair Display Black Italics

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

## Typography: Communication Font

The typeface to be used for **body copy** is **Avenir** family for all forms of marketing communication.

Please note Avenir font is Windows and Mac OS friendly.

Link to download font-

<https://getfontfree.com/avenir-font/>

### Avenir Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### Avenir Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### Avenir Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### Avenir Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### Avenir Heavy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

### Avenir Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

### Avenir Light Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890*

### Avenir Book Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890*

### Avenir Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890*

### Avenir Medium Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890*

### Avenir Heavy Oblique

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890***

### Avenir Black Oblique

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890***

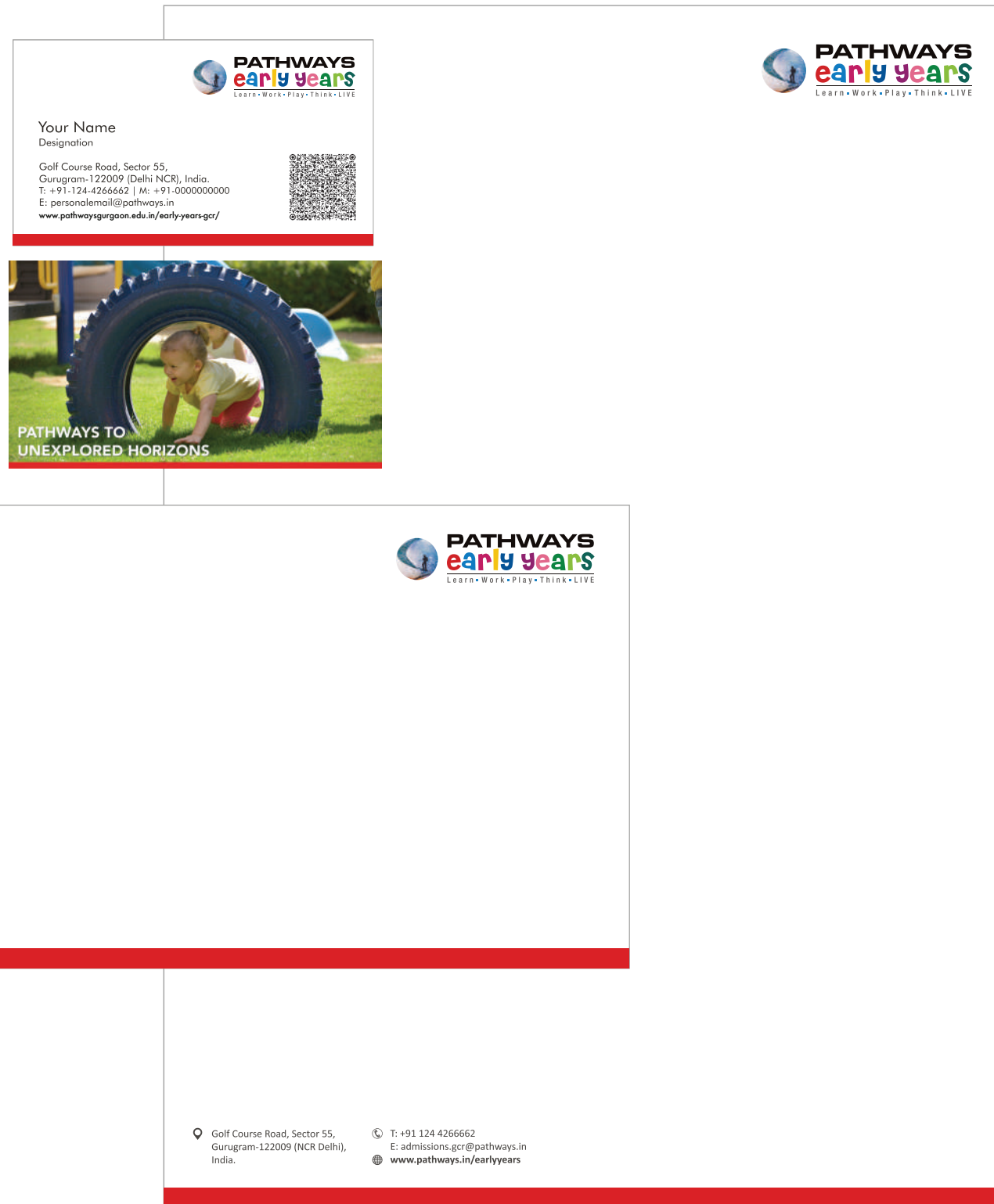
## Stationary: Pathways School Gurgaon

This is the Pathways School Gurgaon Stationery set.  
This will remain constant for all administrative and academic staff of the school.



## Stationary: Pathways Early Years, Golf Course Road

This is the Pathways Early Years, Golf Course Road Stationery set. This will remain constant for all administrative and academic staff of the school.



## Email Signatures

These are the official Email Signatures of the brand and individual schools.

To maintain synergy across schools, most significant logos have been chosen to be a part of the official Email Signatures. No additional logo should be added to this format.

The Email Signature must always be in the official typeface: Calibri.

**Your Name**

Your Designation

[www.pathwaysgurgaon.edu.in](http://www.pathwaysgurgaon.edu.in)

Baliawas, Off Gurugram - Faridabad Road, Gurugram, Haryana - 122003 (Delhi NCR), India.  
T: +91 124 4872000 | EXT: 0000 | M: +91 00000 00000 | E: youremail@pathways.in



**Your Name**

Your Designation

[www.pathways.in/earlyyears](http://www.pathways.in/earlyyears)

Golf Course Road, Sector 55, Gurugram - 122009 (Delhi NCR) India.  
T: +91 124 4266662 | M: +91 00000 00000 | E: youremail@pathways.in



## Presentation Templates

These are the official Presentation Templates for the brand.





## Mascot

This is the Pathways Panther, the official mascot of Pathways.

The Pathways mascot should always be used in the vertical format. The colours of the mascot should always remain as it is, i.e. Grey, Blue, Black, White & Pink.

Any exceptions to the above should be approved by the Corporate Office.



## Mascot: Variations

These are the approved mascot variations.

These mascot variations may be used depending on the creative. Should we require more such variations, please get in touch with the Corporate Office.

Please use the files provided in the document. Do not attempt to recreate the mascot or alter the mascot colours.



## Mascot: Minimum Size

Always note that the minimum size of the mascot should never be less than indicated.

Any exceptions to the above should be approved by the Corporate Office.



### PRINT SIZES:

W: 25.4mm  
H: 46.5mm

Minimum  
Font size 5.5Pts

### DIGITAL SIZES:

W: 68px  
H: 125px

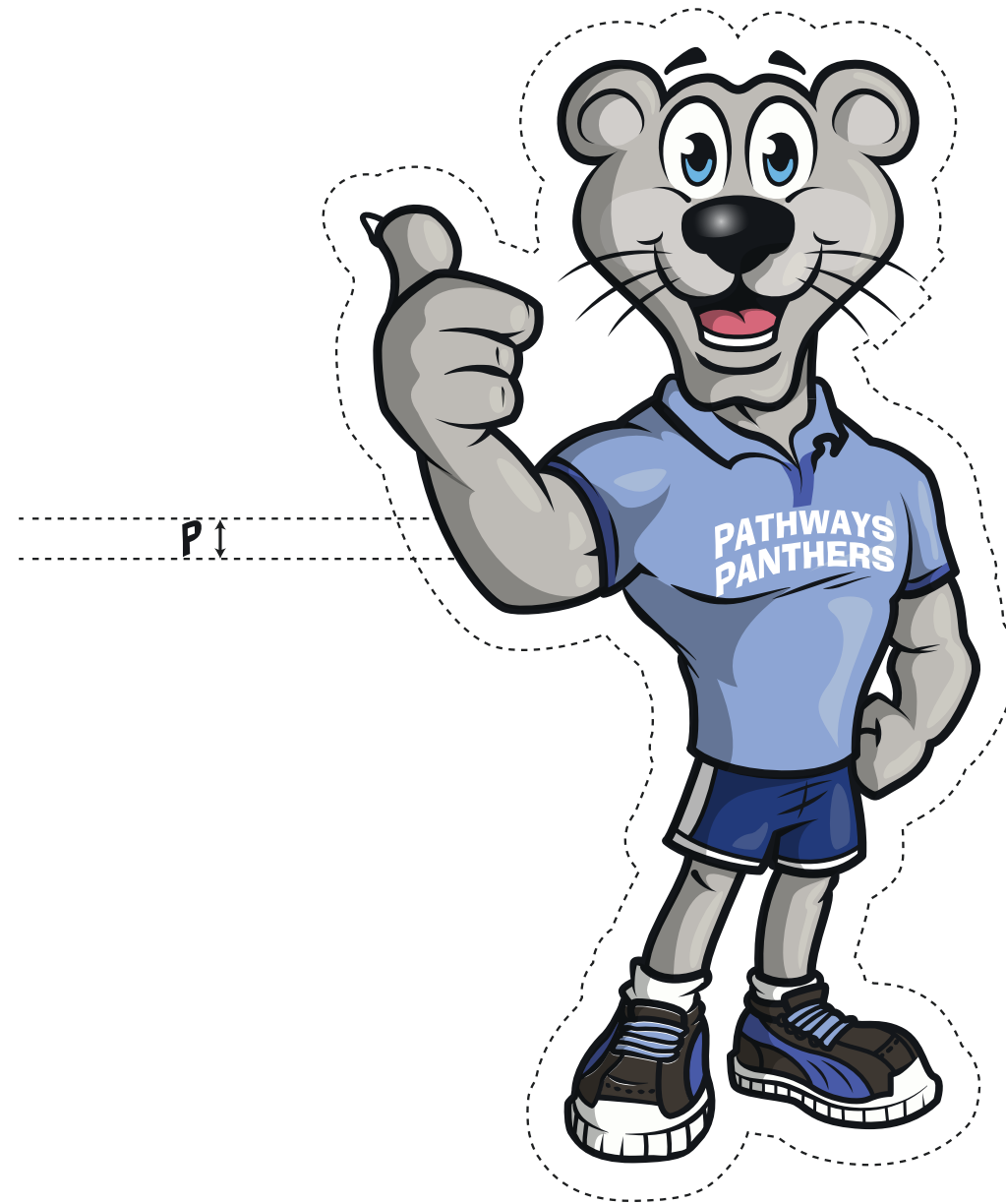
Minimum  
Font size 4px



## Mascot: Clearance Area

Always maintain a minimum distance around the mascot to ensure better visibility.

Any exceptions to the above should be approved by the Corporate Office.



## Mascot: Violations

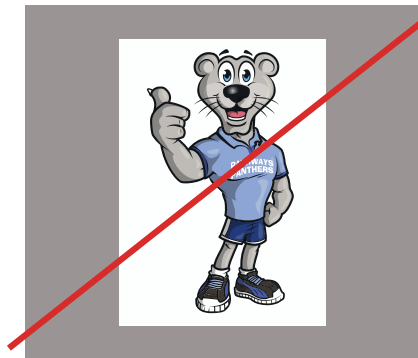
Do not alter the mascot in any way. Below are examples of mascot violations.

Please use the files provided in the document.

Do not attempt to recreate the mascot or alter the mascot colours.



Do not stretch the mascot horizontally or vertically or flip its orientation



Do not put a background behind the logo for visibility  
Use the alternate logo instead



Do not attempt to recreate or alter the colours of the mascot



[www.pathwaysgurgaon.edu.in](http://www.pathwaysgurgaon.edu.in)