

Enderun
Primary
Schools
**Corporate
Identity**

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A. CORPORATE LOGO

A.1.1

The Enderun Primary Schools logo must be used in accordance with established proportions and alignment guidelines. It must be scaled to maintain the original aspect ratio. To preserve the integrity of the logo and its corporate identity, the proportions must not be altered.

LOGO SCALE



A.1.2

A designated safe area must be maintained around the Enderun Primary Schools logo to prevent overlap with other elements and ensure a clear appearance. This area must not be encroached upon by any graphic, text, or visual element to maintain the integrity and readability of the logo.

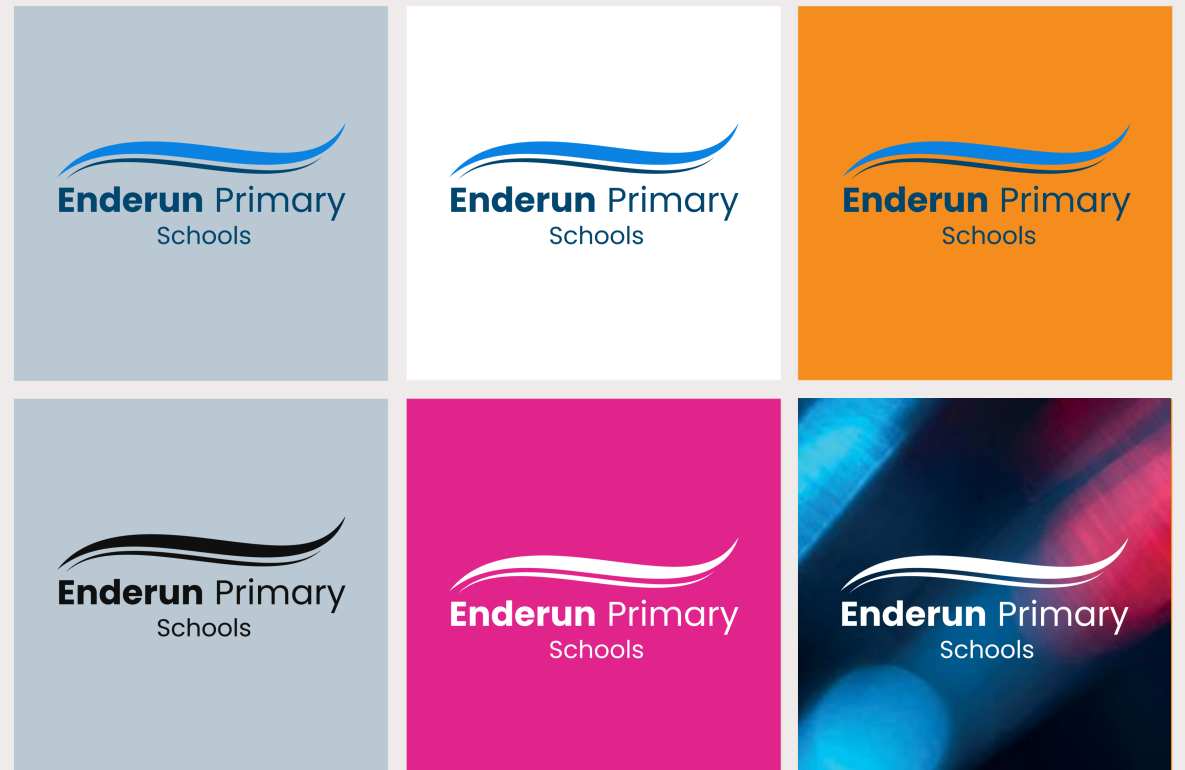
LOGO SCALE



A.1.3

Our logo should be used with the proportions, colors, and whitespace established to best reflect our brand identity. It should be applied with highly readable, simple backgrounds and remain safe to the original design.

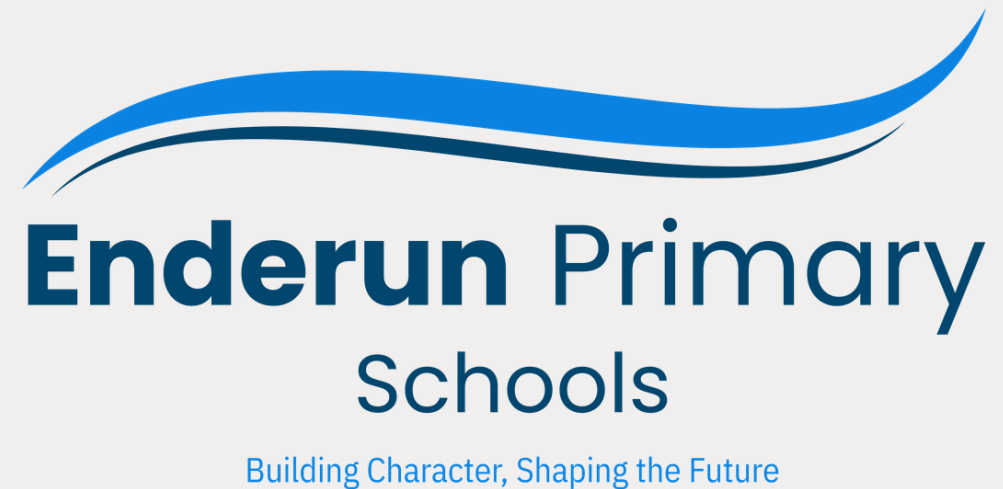
CORRECT USE OF LOGO



A.1.4

The slogan "Building Character, Shaping the Future" must comply with established positioning guidelines when used with the logo. The slogan's font and point size must not be changed.

USING LOGO WITH SLOGAN



A.1.5

When used branch name with a logo, it must comply with established positioning guidelines. The font and point size of the branch name must not be changed.

USING LOGO WITH BRANCH NAME

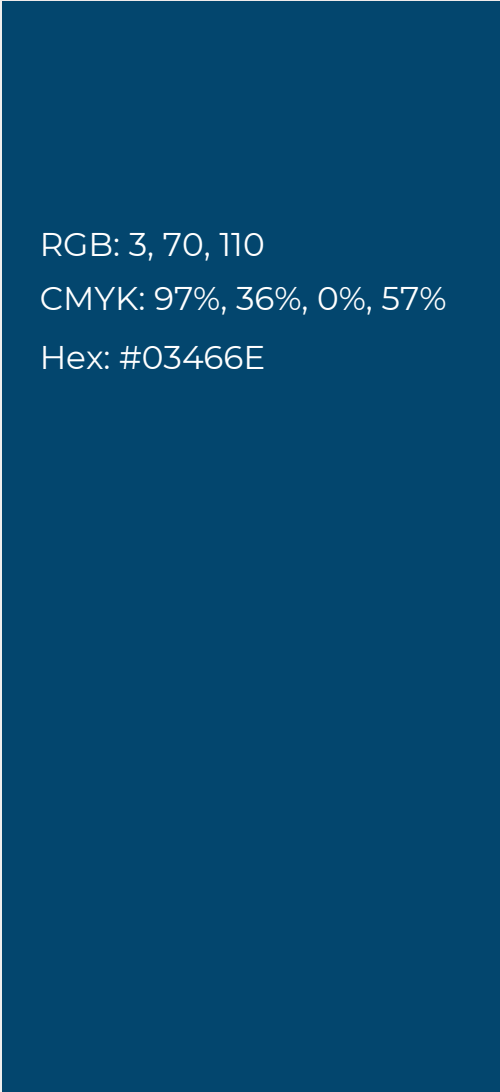


B. CORPORATE COLORS

B.1.1

Brand colors are one of the most important elements that reflect a brand's identity and ensure consistency in communication. These colors should be used accurately and consistently across both digital and print materials.

CORPORATE COLORS



RGB: 3, 70, 110

CMYK: 97%, 36%, 0%, 57%

Hex: #03466E



RGB: 11, 133, 226

CMYK: 95%, 41%, 0%, 11%

Hex: #0b85e2

C. CORPORATE FONTS

C.1.1

The primary font is the base font used in the brand's main communications and headlines. This font reflects the brand's character and values. It's typically used for the logo, main headlines, and key highlights.

Font Name: Poppins

Usage Areas: Main headings, important emphasis

FONT

AaBb

Aa

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

Bb

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

Cc

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

C.2.1

A secondary font is used in supporting text and longer pieces of content. This highly readable font complements the primary font and ensures consistency throughout the text.

Font Name: IBM Plex Sans Condensed

Usage Areas: Bodies, subheadings, detailed texts

SECONDARY FONT

AaBb

Corporate A

Aa

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

Bb

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

Cc

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

D. ADVERTISEMENT EXAMPLE

D.1.1

Standard Billboard Application Guide

Technical Specifications

Area Measurement: 350 cm x 200 cm

Measurement Unit: cm/mm

Logo Positioning

Horizontal Width: 75 cm

Margins: At least 15 cm should be left

Slogan Positioning Horizontal Position: 22 cm from

left margin

Font Type: Urbane-Bold

Font Style: Lower case

BILLBOARD LOGO AND SLOGAN USE



D.4.1

Giantboard App Guide

Technical Specifications

Area Measurement: 1453 cm x 200 cm

Unit of Measurement: cm/mm

Logo Positioning

Horizontal Width: 150 cm

Margins: At least 30 cm should be left

Slogan Positioning

Horizontal Position: Centered on the page

Font Type: Urbane-Bold Font Style: Lowercase

GIANTBOARD LOGO AND SLOGAN USE



E. DIGITAL MEDIA APPLICATIONS

E.1.1

Instagram Reels App Guide

Technical Specifications Area

Measurement: 1080 px x 1920

px Unit of Measurement: px

Logo Positioning Horizontal

Width: 230 px

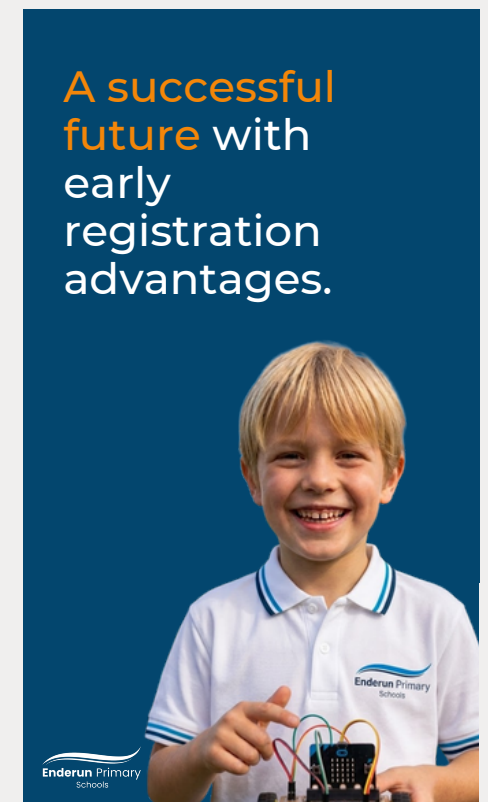
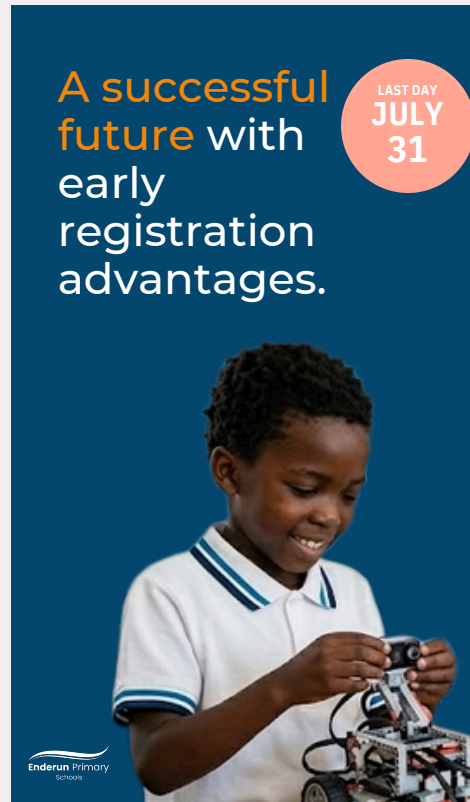
Margins: At least 45 px should be left

Slogan Positioning Horizontal Position: 120

px from left margin Font Type: Urbane-Bold

Font Style: Lower case

REELS LOGO AND SLOGAN USE



E.2.1

Instagram - Facebook Post Application Guide

Technical Specifications Area

Measurement: 1080 px x 1350 px

Unit of Measurement: px

Logo Positioning Horizontal Width: 230 px

Margins: At least 45 px should be left

Slogan Positioning Horizontal Position: 100 px from left edge

POST LOGO AND SLOGAN USE



F. CORPORATE PRINTED MATERIALS

F.1.1

Business Card Application Guide

Technical Specifications Printing: 2+0 (Single-sided)

Paper: 300 gsm

Front Side Content

Logo

Name Surname

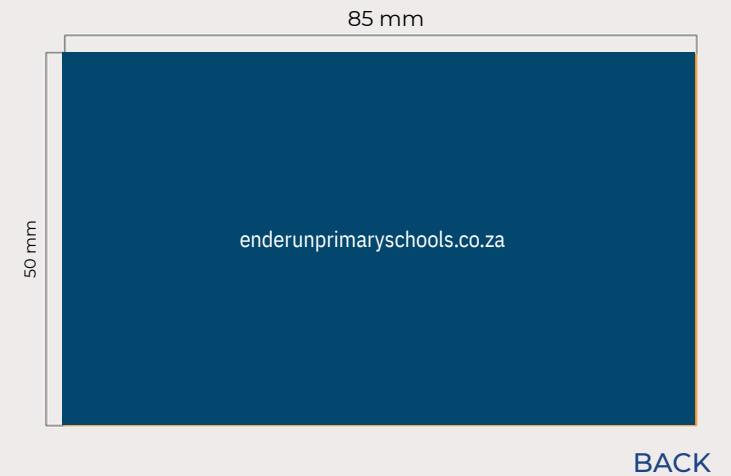
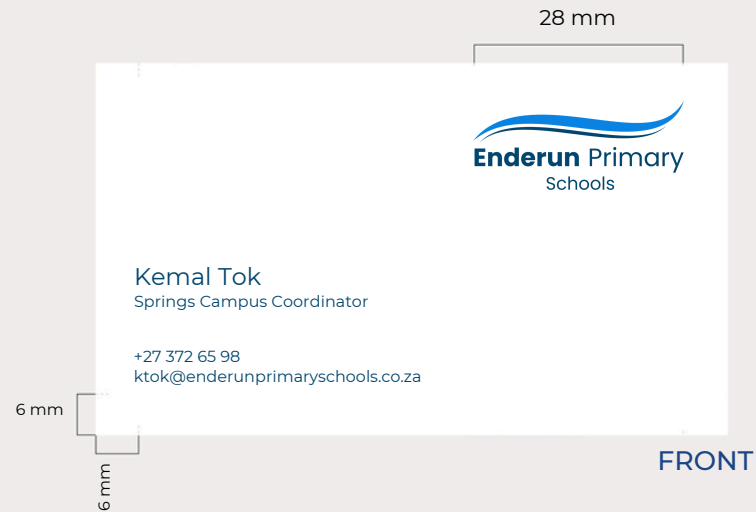
Title + Branch

Contact Information

Back Side Content

Website Address

BUSINESS CARD



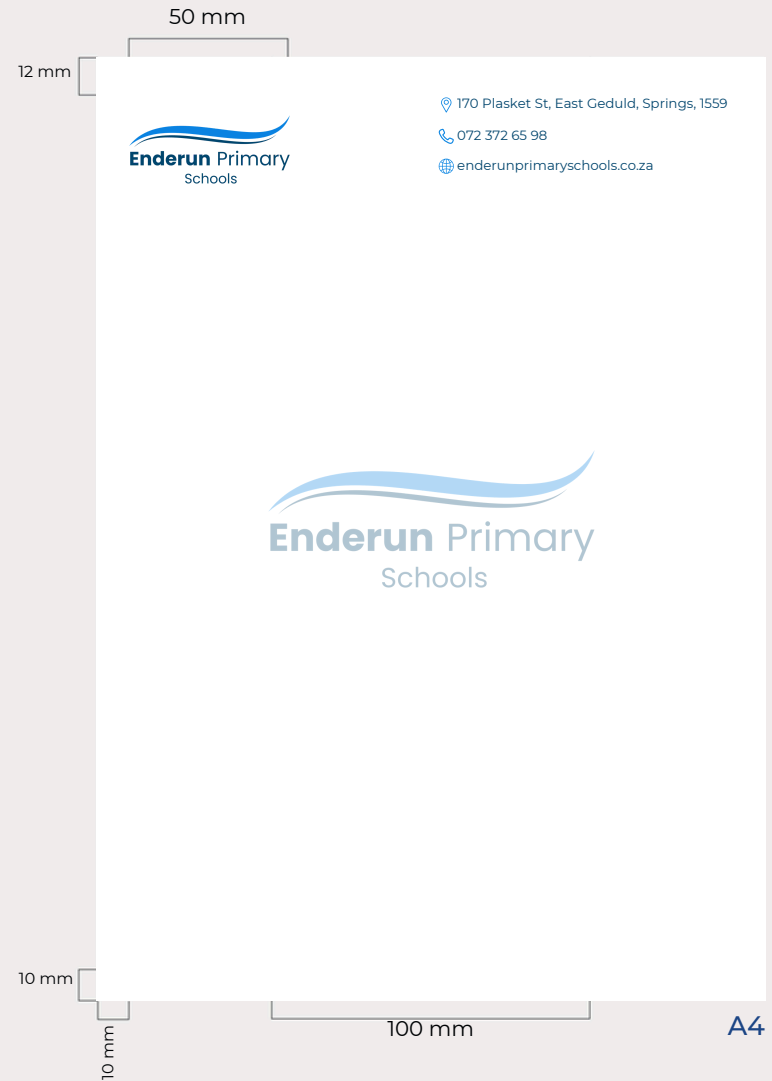
F.1.2

Letterhead Application Guide

Technical Specifications

Paper Size: A4 (210 mm x 297 mm)

LETTERHEAD



F.1.3

Bag Envelope Application Guide

Technical Specifications

Paper Size: A5 (148 x 210 mm),

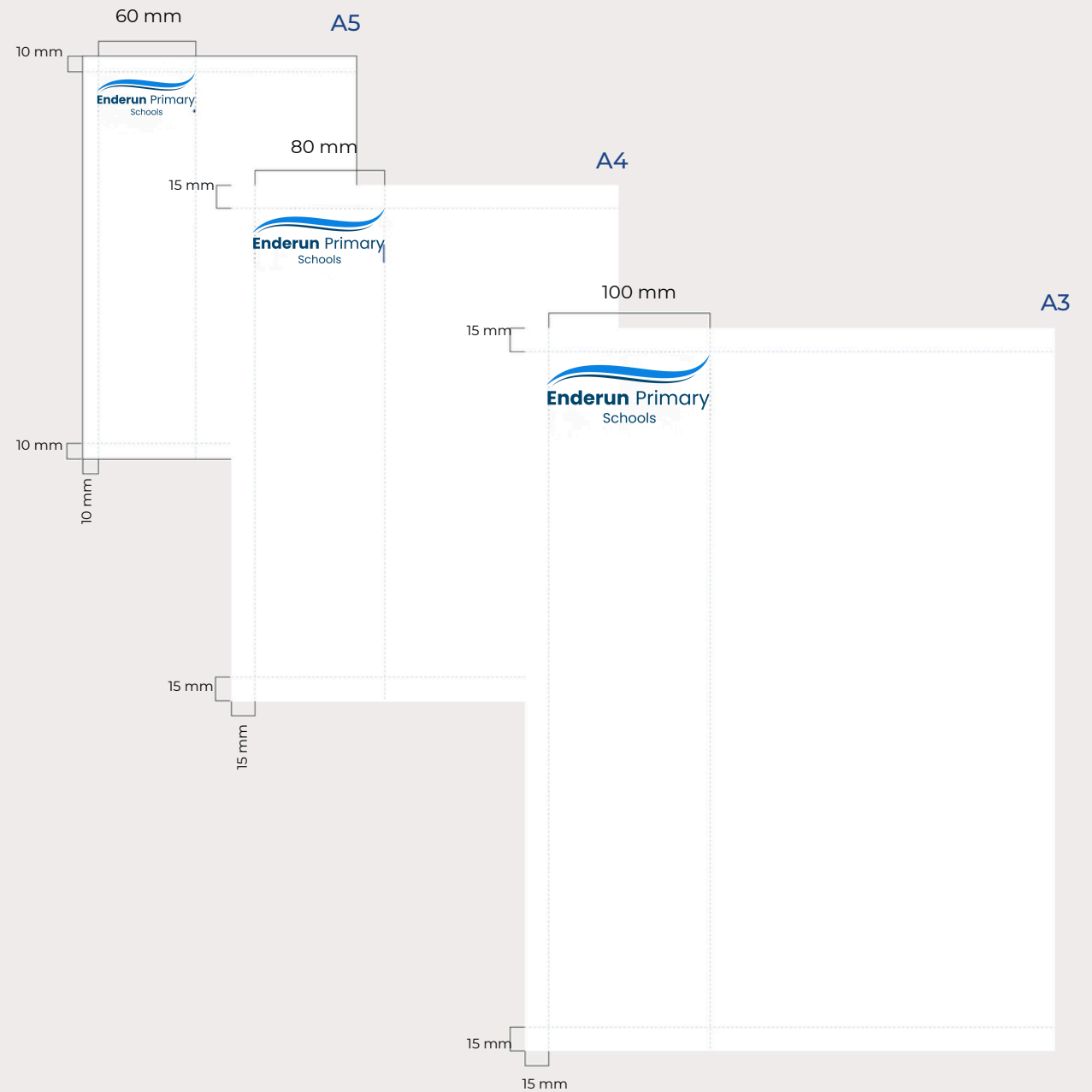
A4 (210 mm x 297 mm),

A3 (297 x 420 mm)

Paper Options

Paper Weight: 110 gr 1st Grade

BAG ENVELOPE



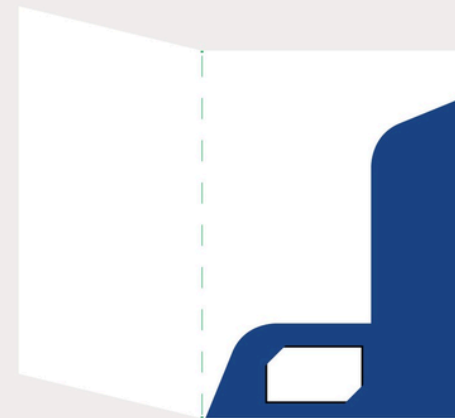
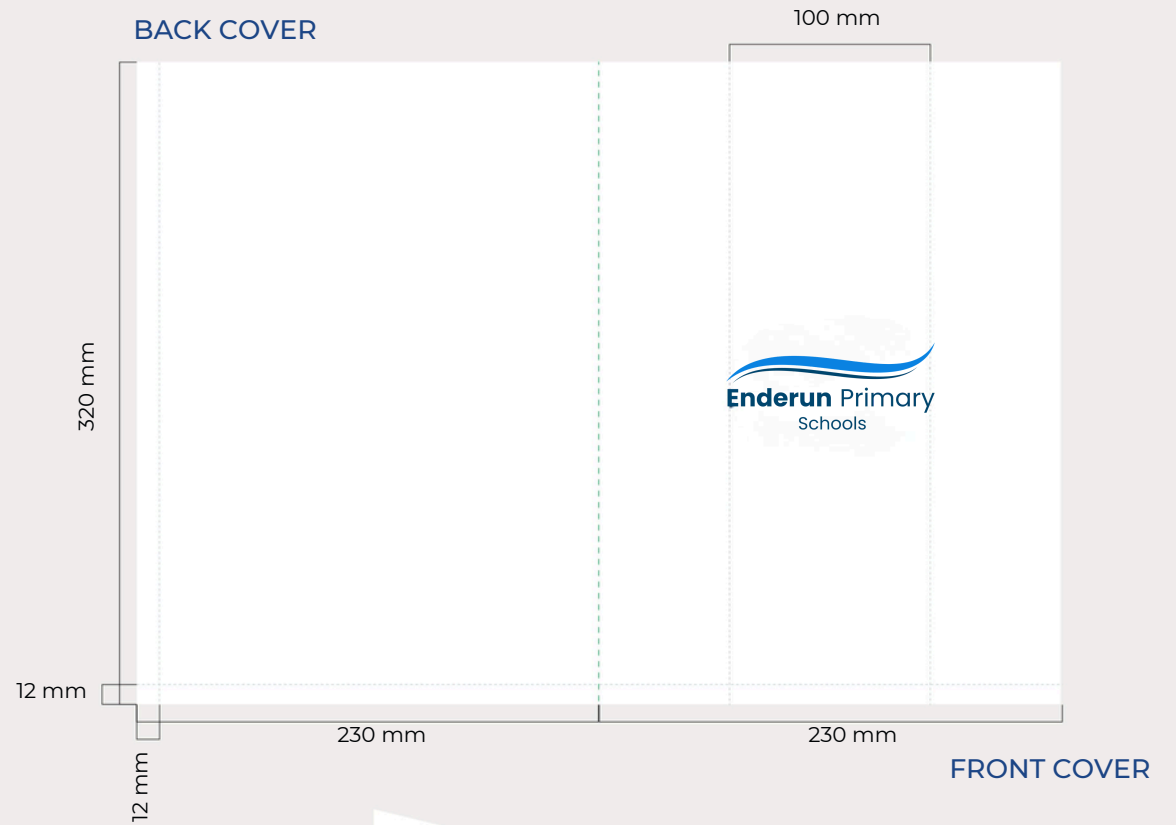
F.1.4

Pocket File Guide

Technical Specifications

Paper: 350 g matt coated

POCKET FILE



F.1.5

Invitation Application Guide

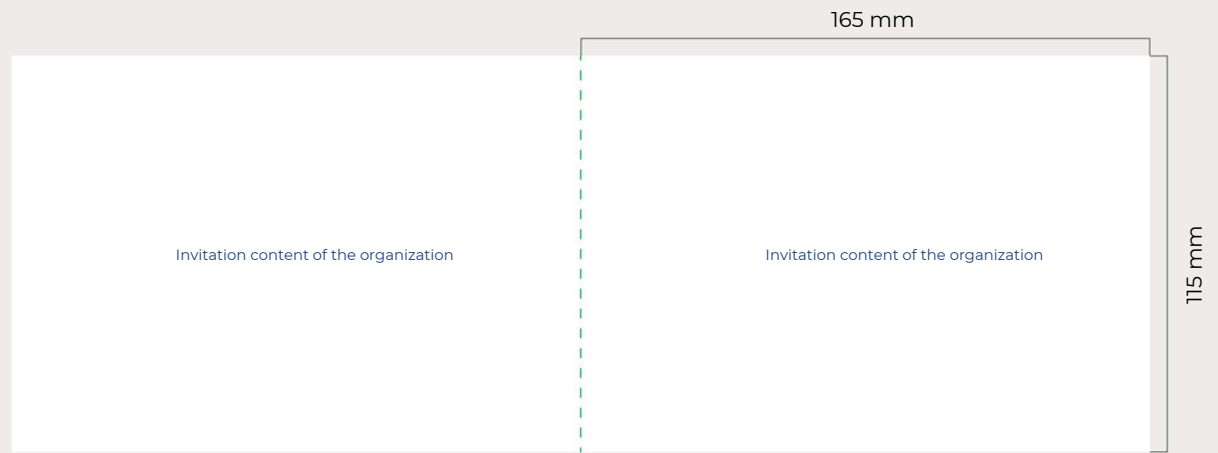
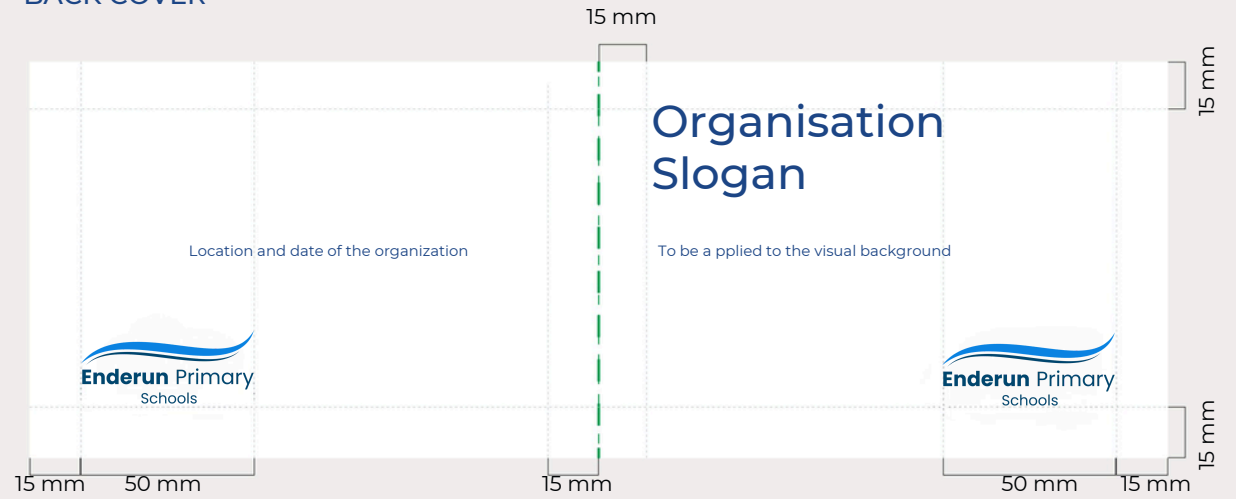
Technical Specifications

Paper: 300 gr Matt coated

INVITATION

BACK COVER

FONT COVER



INTERIOR SECTION

F.1.6

Pole Flag Application Guide

Technical Specifications

Area Measurement: 150 mm x 100 mm

Unit of Measurement: cm/mm

Fabric: Polyester or satin

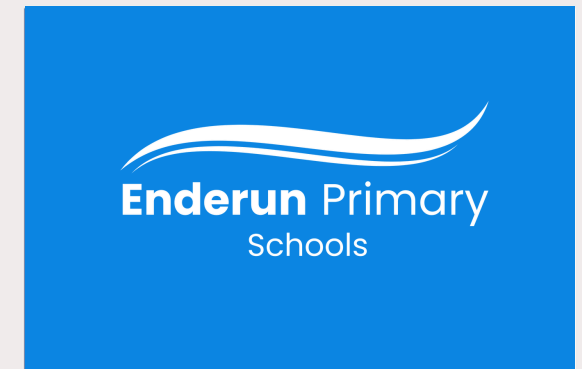
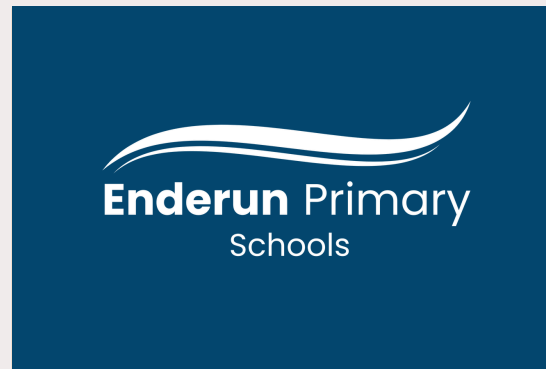
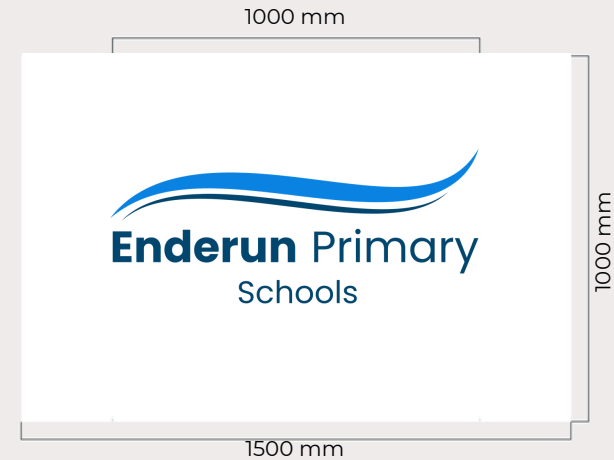
Design Notes:

The proportions of the flags displayed in front of the school are as shown. The design includes a logo, and Pantone colors must be used in production.

Flag Usage Warnings:

Flags must be hung on poles made of iron material and must have a pulley system for pulling up and lowering.

POLE FLAG



F.1.7

Sail Flat Cut Flag Application Guide

Technical Specifications

Area Measurement: 750 mm x 2500 mm

Unit of Measurement: cm/mm

Fabric: Polyester or satin

SAIL FLAG PLAIN CUT



F.1.8

Table Flag Application Guide

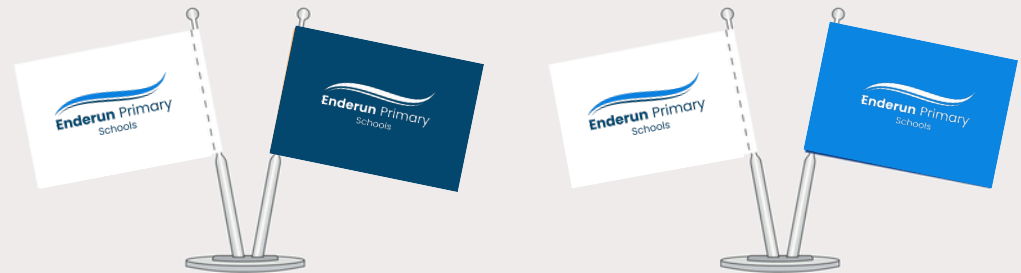
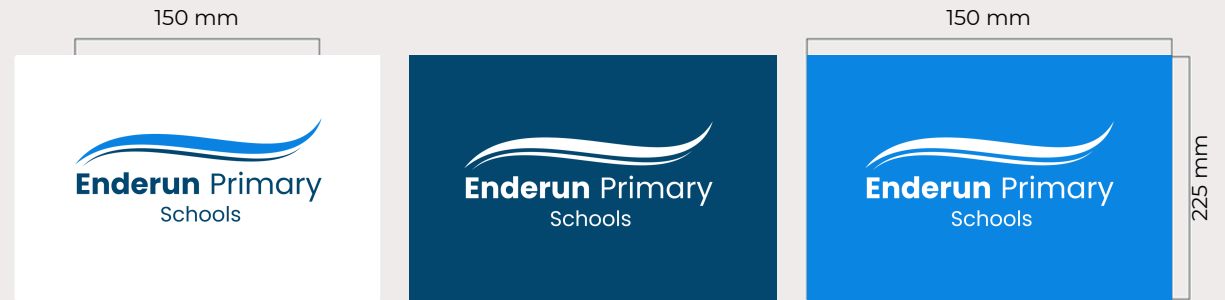
Technical Specifications

Area Measurement: 150 mm x 225 mm

Unit of Measurement: cm/mm

Fabric: Polyester or satin

TABLE FLAG



F.1.9

Personnel Badge Application Guide

Technical Specifications

Area Measurement: 80 mm x 50 mm

Unit of Measurement: cm / mm

Material: PVC or hard plastic

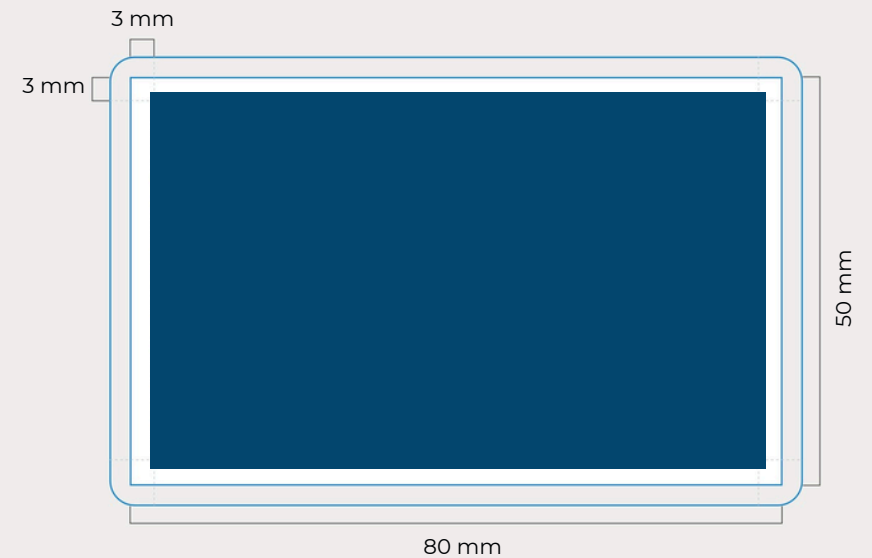
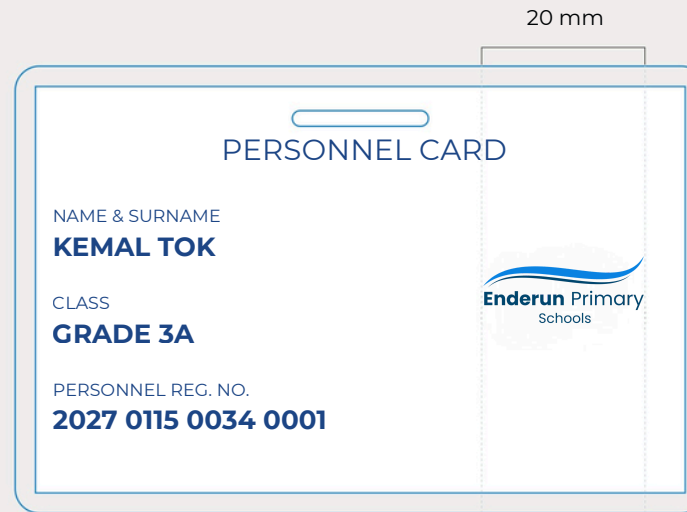
Printing Type: Double-sided color printing

Durability: Water and scratch-resistant

lamination coating

Hole Punch: Hole in the top center for hanging rope or collar clip

STAFF CARD



F.1.10

Visitor Card Application Guide

Technical Specifications

Area: 80 mm x 50 mm

Unit of Measurement: cm/mm

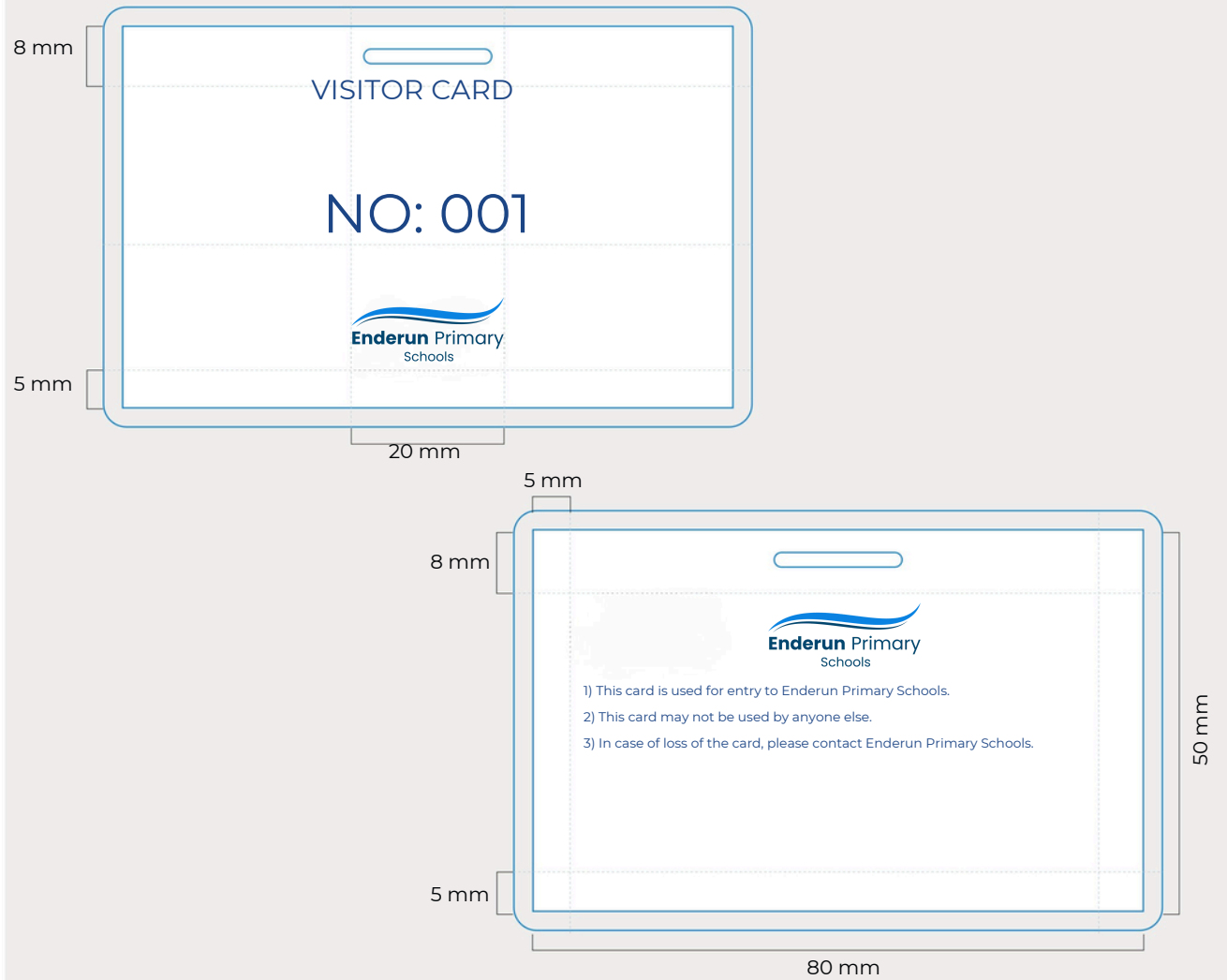
Material: PVC or hard plastic

Printing Type: Double-sided color printing

Durability: Water and scratch-resistant lamination

Hole Piping: Hole in the upper center for lanyard or collar clip

VISITOR CARD



F.1.11

Lanyard Application Guide

Technical Specifications

Satin Fabric Printing:

Sublimation

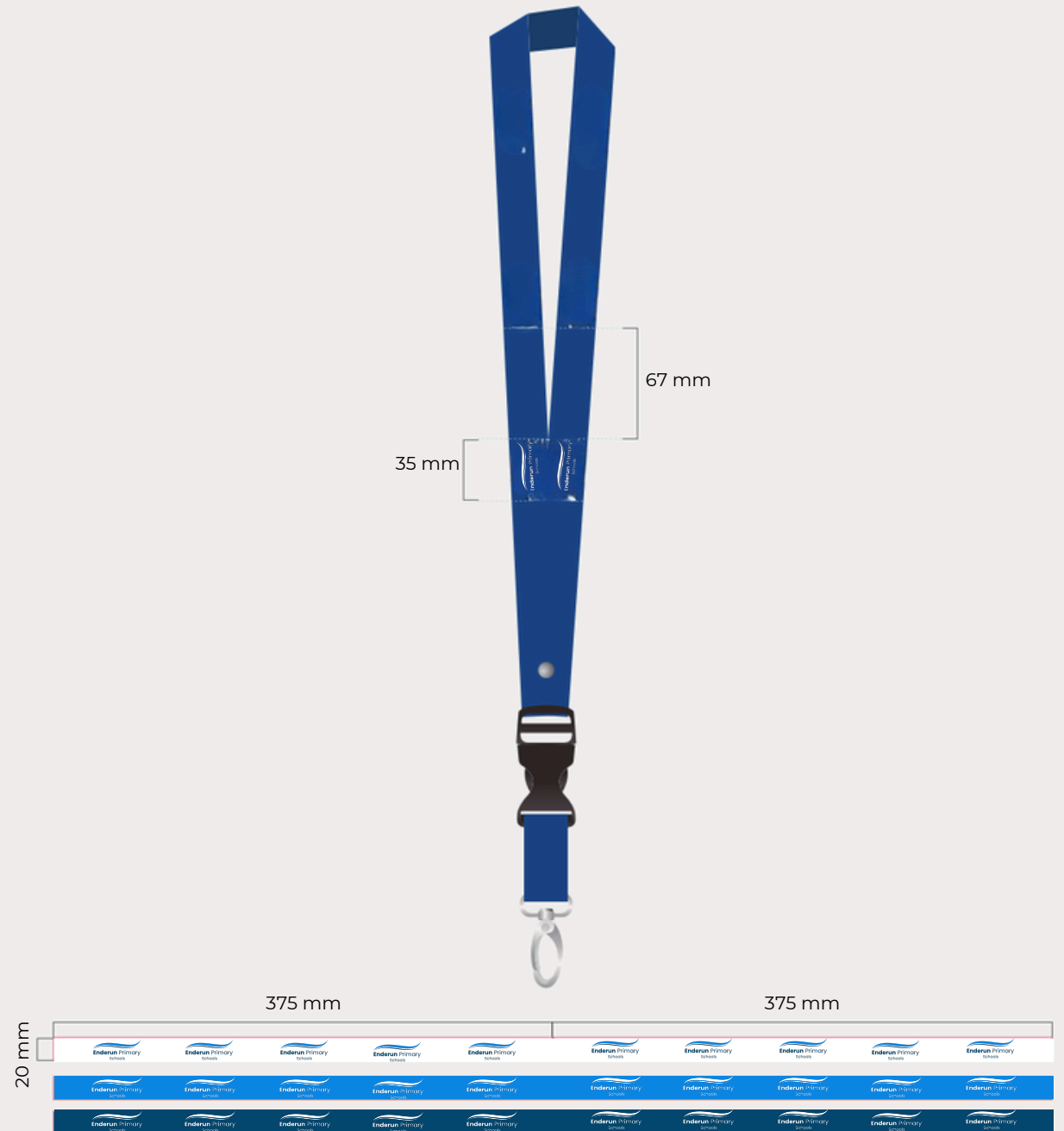
Thread Width: 20mm

Thread Length: 900mm

Printing Area: 750x15mm

Enderun Primary Schools Corporate Identity

Lanyard



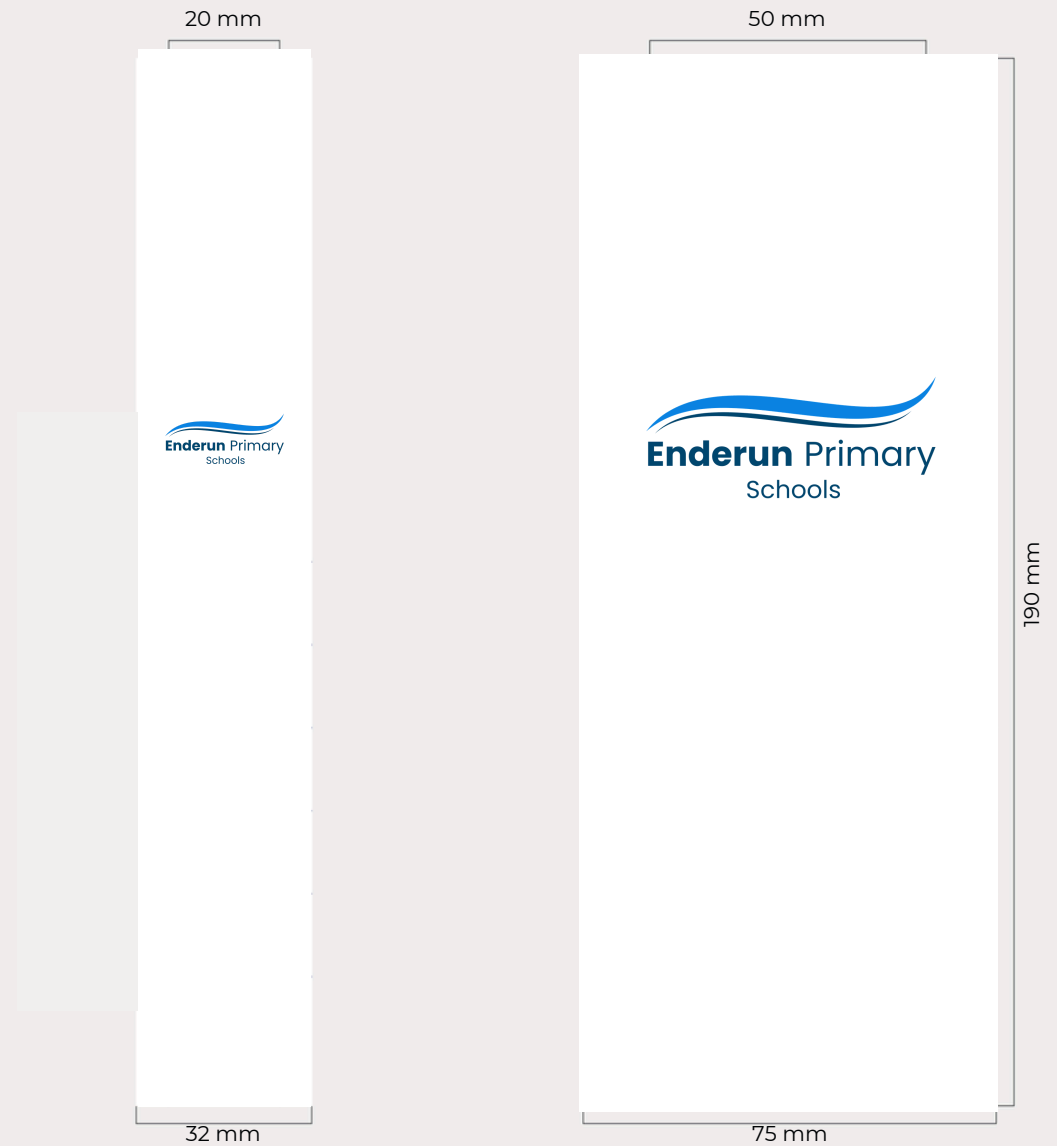
F.1.12

Folder Spine Installation Guide

Technical Specifications

Paper: 250 g cardboard

FOLDER SPINE



G. SCHOOL UNIFORMS

G.1.1

The following are promotional products that can be given to students. Designs can be modified according to the shape and features of the product. The logo is included in the design.

SHORT SLEEVE T-SHIRT



G.1.2

Features:

Collar Pantone 7687 C

Technical Specifications:

30/1 Cotton / Poly Lacoste

Elasticated cuffs are required to avoid dirt buildup and unravelling.

LONG SLEEVE T-SHIRT



G.1.3

TRACKSUIT



G.1.4

Technical Specifications:

Materials should be carefully selected to ensure thermal insulation in winter and breathability in summer, providing year-round comfort

TRACKSUIT PANT



H. PROMOTIONAL PRODUCTS

H.1.1

The following are promotional products that can be given to students, parents, and teachers in schools. Designs can be modified according to the shape and features of the product. The logo is included in the design.

AGENDA



H.1.2

The following are promotional products that can be given to students, parents, and teachers in schools. Designs can be modified according to the shape and features of the product. The logo is included in the design.

PEN



H.1.3

The following are promotional products that can be given to students, parents, and teachers in schools. Designs can be modified according to the shape and features of the product. The logo is included in the design.

CUP



H.1.4

The following are promotional products that can be given to students, parents, and teachers in schools. Designs can be modified according to the shape and features of the product. The logo is included in the design.

WALL CLOCK



H.1.5

Material: Fabric: 80/20 PEVA Edge
fabric: 100% polyester Waterproof

Dimensions:

Approximately 52 x 65 cm.

Arm length: Approximately 54

cm. Necklace width:

Approximately 14 cm. Suitable

age: 8-10 years, height 130 cm.

Product size:

Small size: approximately 53cm/20.87 inches
(suitable height approximately 80-100cm/31.5-
39.37 inches)

Medium size: approximately 63cm/24.8 inches
(suitable height approximately 100-
120cm/39.37-47.24 inches)

Large size: approximately 73cm/28.74 inches
(suitable for heights of approximately 120-
140cm/47.24-55.12 inches)

Extra large: approximately 75cm/29.53 inches
(suitable for heights of approximately 140-
160cm/55.12-62.99 inches)

Material: Polyester

For the little artist, paint can easily run out here
and there. This lightweight, waterproof apron is
easy to put on, take off, and wash.

WORKSHOP APRON



H.1.6

Material: Fabric: 80/20 PEVA
Edge fabric: 100% polyester
Waterproof

WHITE LAB COAT



H.1.7

The percentages for promotional bags that can be given to students, parents, and teachers in schools are as follows. The designs should include personalized bags with the company logo, or just the company logo and contact information.

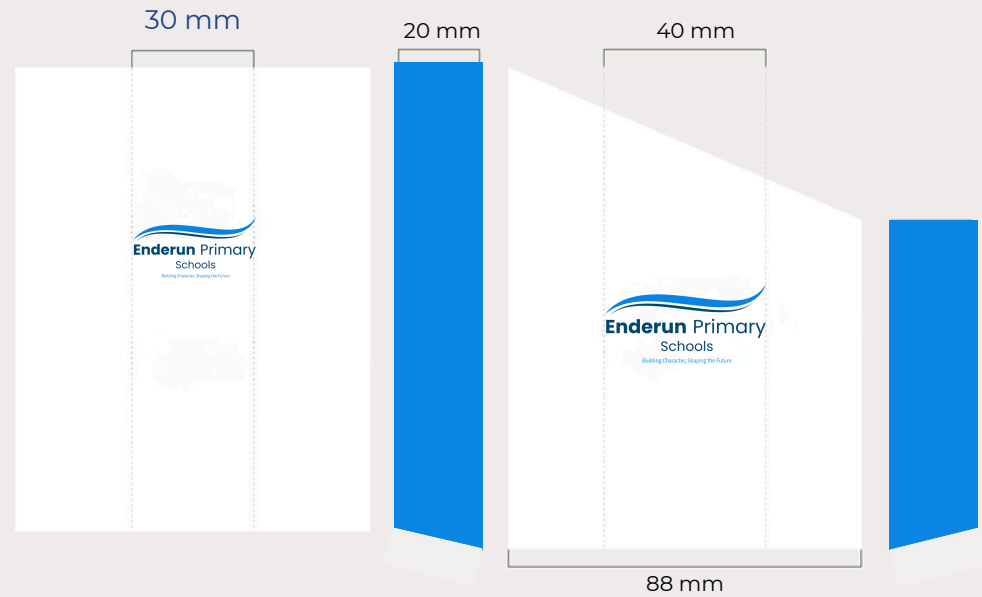
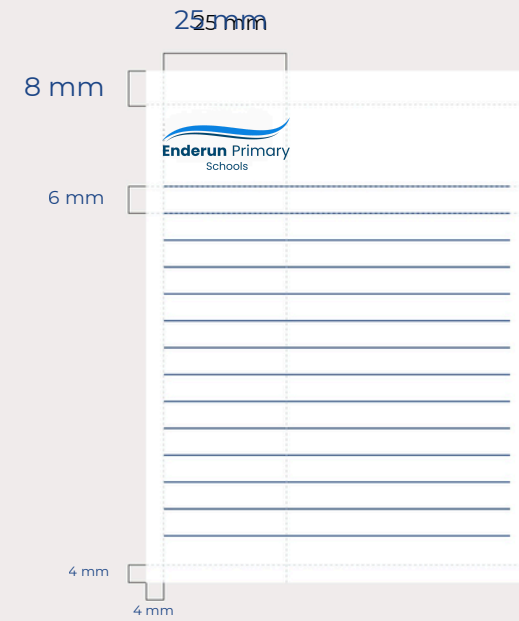
PAPER BAG



H.1.8

The note card should be made using 200gsm matte coated paper.

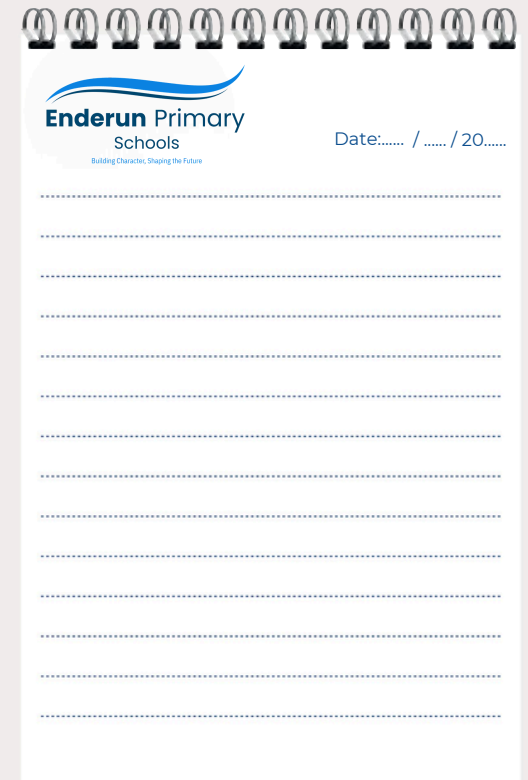
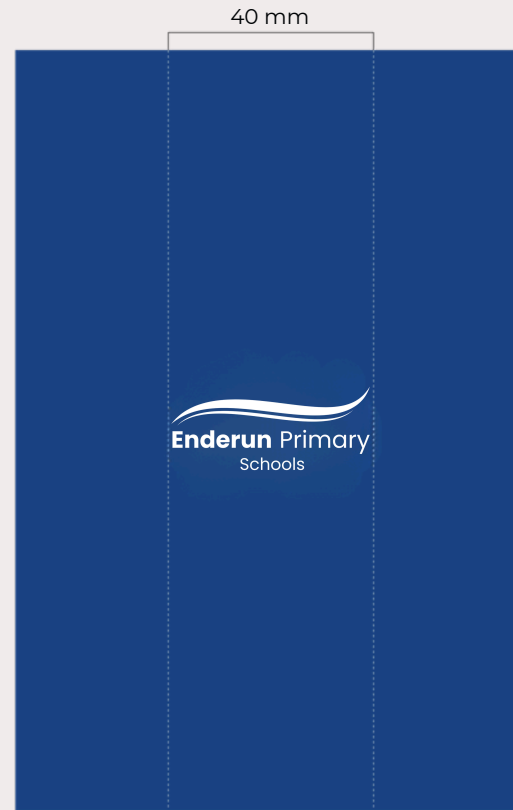
BOXED CARD



H.1.9

The note card should be made using 200gsm matte coated paper.

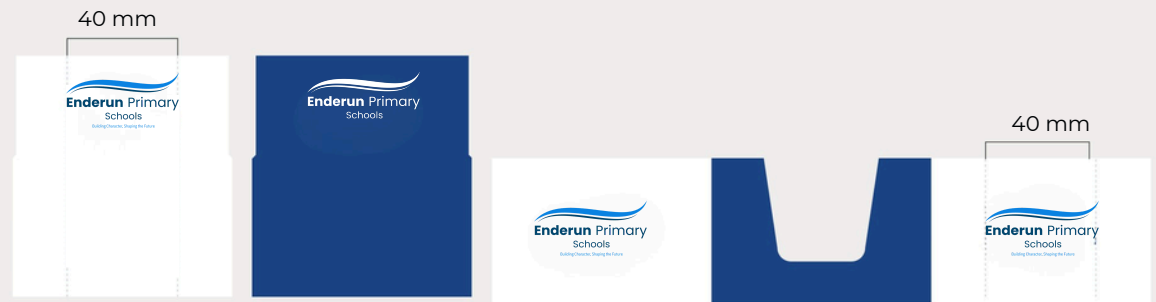
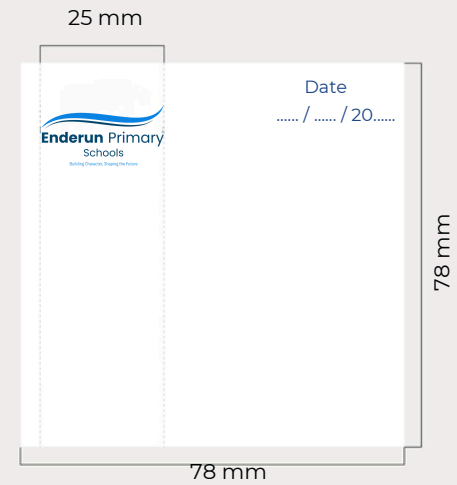
NOTEBOOK



H.1.10

The paper used for the inside of the Cube Notepad will be 70 gsm first grade paper. There will be 250 notes in the box. The back can also be left blank.

CUBE NOTEBOOK

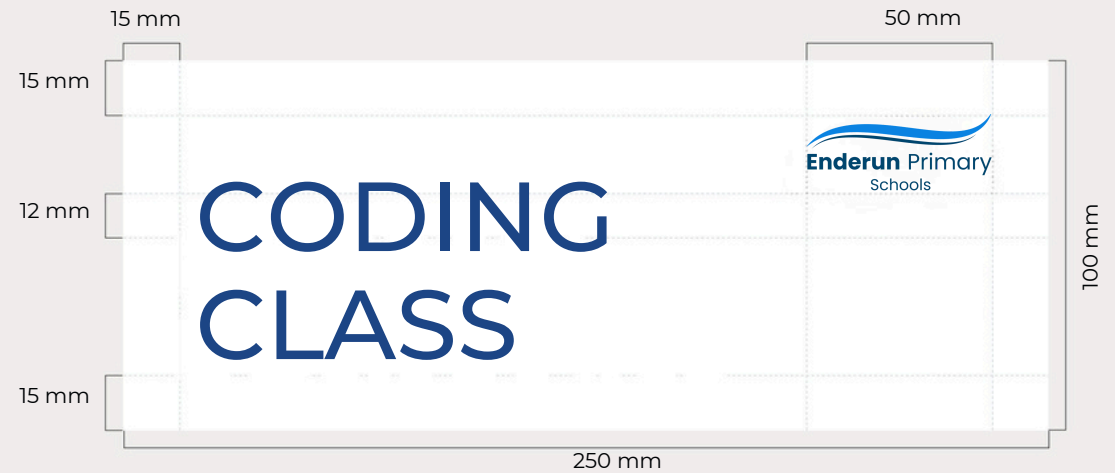


I. DIRECTION AND SIGNAGE

I.1.1

Door nameplate designs for classrooms and other rooms within the school should be implemented as shown in the instructions.

DOOR NAMEPLATE



I.1.2

Door nameplate designs for classrooms and other rooms within the school should be implemented as shown in the instructions.

DOOR NAMEPLATE



I.1.3

The dimensions can be adjusted according to the institution's requirements. The design includes a logo. The design can be with or without cutouts. Special lighting (LED) must be used for embossed lettering. Styrofoam cutting is also possible, but it is not preferred for nighttime visibility.

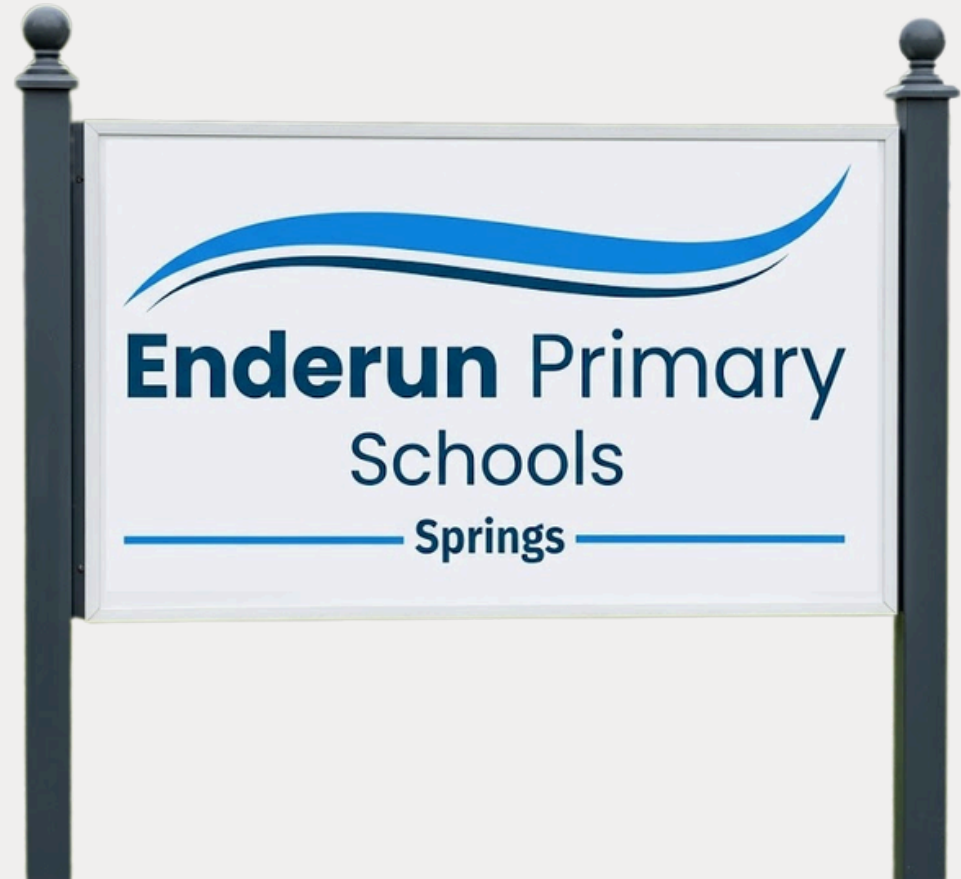
Installation: The sign should be mounted to the wall with special screws and reinforced with L-shaped brackets at the bottom.

BUILDING SIGN



I.1.4

OUTSIDE SIGN





Enderun Primary
Schools

 170 Plasket St, East Geduld, Springs, 1559

 enderunprimaryschools.co.za