



The logo design

01

*Our logo is the touchstone of our brand
and one of the most valuable assets. We
must*

1. The logo and its usage / 2. Black, white and grayscale / 3. Logo construction + clear space / 4. Minimum logo sites and incorrect

The logo and usage

The **AFS** logo combines two elements: the **AFS** initial logotype, and the tagline. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the **AFS** logo elements, are predetermined and should not be altered.

Used consistently, they will reinforce public awareness of the school.

The general logo



DARK VERSION



A variant of use when the background is light colored.

LIGHT VERSION



A variant of use when the background is dark colored.

AFS
Abington Friends School

100% black

AFS
Abington Friends School

70% black

AFS
Abington Friends School

20% white

Black, white and grayscale

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the **AFS** Logo palette when possible, using black or white if necessary.

Logo construction + clear space

The **AFS** logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It never should be less than that. The logo must always fit into the clear space area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.

FULL LOGO AND LOGO ICON



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility.

MINIMUM LOGO SIZES

There are no predetermined sizes for the **AFS** logo. Scale and proportion should be determined by the available space, function and visibility. In print, the minimum size is 34 mm width, for the symbol it is 10 mm width.

LOGO: INCORRECT USE

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in any way!

THE LOGO



80 px

SYMBOL



45 px

ICON



16 px

For digital uses, the minimum size for the standard logo is 80 px. This is the smallest size apart from when using an ICON. The size for the ICON is 16 px.



DON'T rotate the logo



DON'T add a drop shadow



DON'T stretch the logo



Don't use different colors



DON'T outline the logo



DON'T add gradients



The **typography**

02

*Typography is 95% of design –
it's a driving force in all forms of
communication art*

1. The primary and secondary font / 2. Typography and hierarchy / 3. Character and paragraph styles

Primary font **Sofia Pro Black**

This font family gives an impression of modernism, harmony and roundness. These nuances give Sofia a harmonious and sensible appearance for both texts and headlines. Redesigned in 2012, this typeface supports a wide range of languages with more than 500 glyphs. This new version has also more OpenType features like case sensitive forms, contextual alternatives, stylistic alternates, fractions, proportional and tabular figures. With its 16 fonts, Sofia is an ideal font family for text, brand creation, signage, print and webdesign creation.

Sofia Pro Black

**BOLD
BLACK
*BOLD ITALIC***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"\$%&/'()=?;,:- _

Sofia Pro Regular

**LIGHT
REGULAR
*REGULAR ITALIC***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"\$%&/'()=?;,:- _

Secondary font **Sofia Pro**

These fonts should be used in all **AFS** communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

Typography and hierarchy

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and easy for all to access.

Main title: Sofia Pro Black

Title Header

Heading 1: Sofia Pro Black/Sofia Pro Regular

Headline One Headline One

Body copy: Sofia Pro Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat



Here are some of the most common techniques for the designs.

Copy block on color background

Tour our campus, hear from Head of School Rich Nourie and learn more about our vibrant curriculum. You will also meet current students, parents and faculty.

**Weekday Open House,
Tuesday, February 6 at 9 a.m.**
(See classes in action)

**Weekend Open House,
Saturday, March 17 at 1 p.m.**

**Join Us! Call 215.576.3950
or register online at
www.abingtonfriends.net/visitafs**

Freedom to Flourish


Open House

Tuesday, February 6, at 9 a.m.

Saturday, March 17, at 1 p.m.

AFS
Abington Friends School

www.abingtonfriends.net/VisitAFS



The color system

03

With 93% of customers influenced by colors and visual appearance, make sure you pick the right colors for your company.

1. The logo color palette / 2. Secondary color palette

The logo color palette

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in **AFS** communications. Lighter tints of these colors are also allowed, but the Logotype + background may only be used with a 100% tint.

The primary colors include a dark blue and a light blue, that embodies the creativity of the school. The additional color is a dark gray to underline the seriosity of your business.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

PRIMARY COLOR

(choice for logo)

COLOR CODES

PMS 2965C
CMYK 100 / 79 / 48 / 54
HEX #00263d

SECONDARY COLOR

COLOR CODES

CMYK 69 / 32 / 0 / 0
HEX #5289c8

Secondary color palette

The secondary color palette includes specifications for Pantone colors on coated stock (C). When reproduced using the four-color process (CMYK), and RGB when creating web pages.

The palette allows the addition of secondary colors to enrich the **AFS** visual identity as a whole. Lighter tints of these colors are also allowed.

This colors is complementary to **AFS's** official colors, but are not recognizable identifiers for our school. Use them sparingly.