



PATHWAYS
WORLD SCHOOL
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GURGAON

PATHWAYS WORLD SCHOOL

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 World School 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 Pathway World School communications, both internal and external.

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

Logo: Pathways World School

The alternate logo may be used on dark background colours.

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



Vertical Logo



Alternate Logo



Horizontal Logo



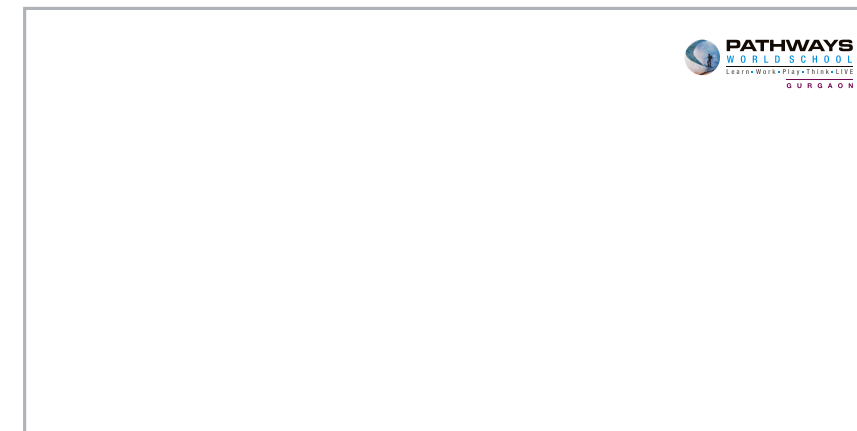
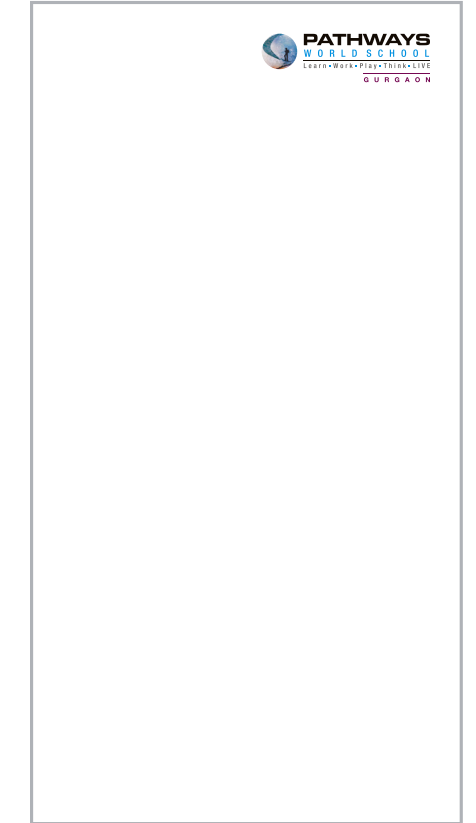
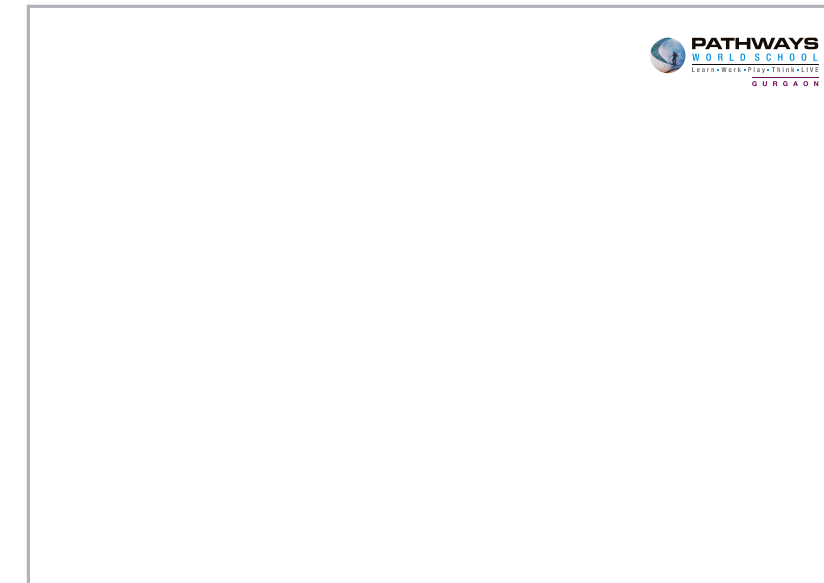
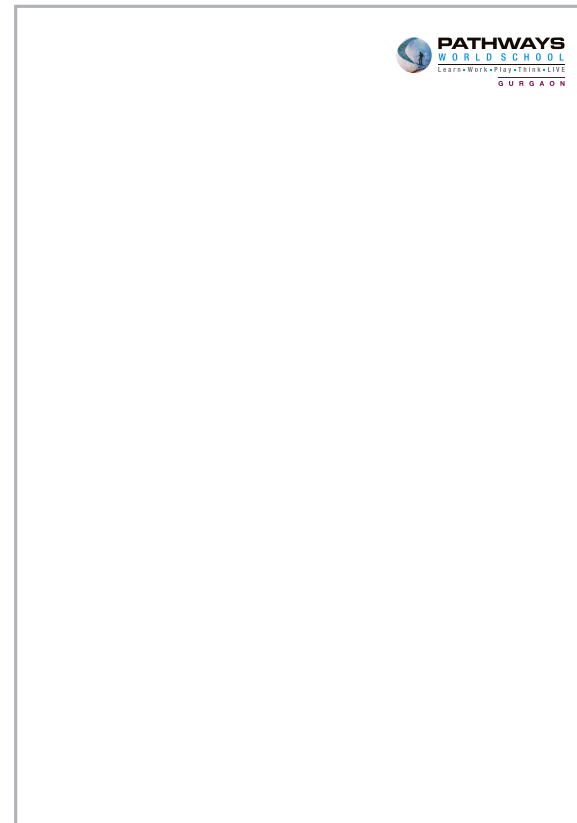
Alternate Logo

Logo: Placement

These are examples of how the logo should be placed on digital banner and 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.



Logo: 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.



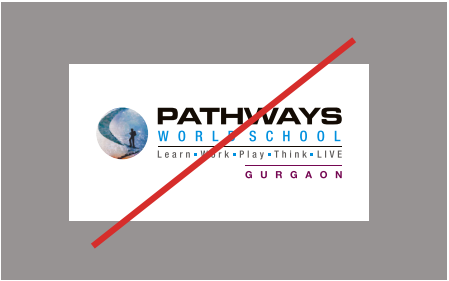
Do not stretch the logo horizontally



Do not stretch the logo vertically



Do not modify or recreate the provided artwork

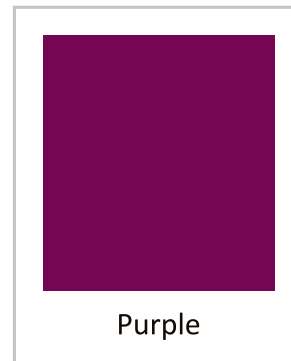


Do not put a background behind the logo for visibility
Use the alternate logo instead

Colour Palette

Pathways Wold School relies heavily upon the Purple colour and therefore it should primarily be used for all printed and digital collaterals. The breakdowns should be used and never be substituted for another colour.

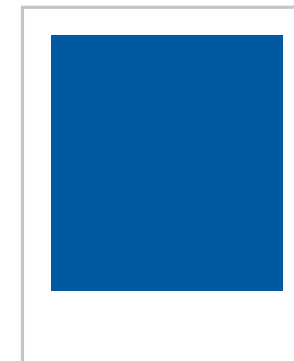
Colours shown on this page are not accurate for colour matching. Please refer to the colour code formula to ensure that colour reproduction is accurate.



Purple

Pathways World School

CMYK 20 | 100 | 0 | 40
RGB 119 | 24 | 85
#8A2465



Pathways Corporate

CMYK 100 | 50 | 0 | 0
RGB 0 | 91 | 163
#005BA3

Calibri is the official typeface of Pathways Schools which must be used in all official communication, internal and external.

Please note Calibri is a Windows and Mac OS friendly font.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography: Communication Font

This is the typeface that is to be used for all forms of marketing communication.

The entire Pluto font family is approved.

Please note Pluto font is Windows and Mac OS friendly.

Pluto Font Familly

Pluto 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 1 2 3 4 5 6 7 8 9

Pluto Light Italic

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 1 2 3 4 5 6 7 8 9

Pluto 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 1 2 3 4 5 6 7 8 9

Pluto Regular Italic

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 1 2 3 4 5 6 7 8 9

Pluto 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 1 2 3 4 5 6 7 8 9

Pluto Medium Italic

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 1 2 3 4 5 6 7 8 9

Pluto 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 1 2 3 4 5 6 7 8 9

Pluto Bold Italic

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 1 2 3 4 5 6 7 8 9

Pluto Black

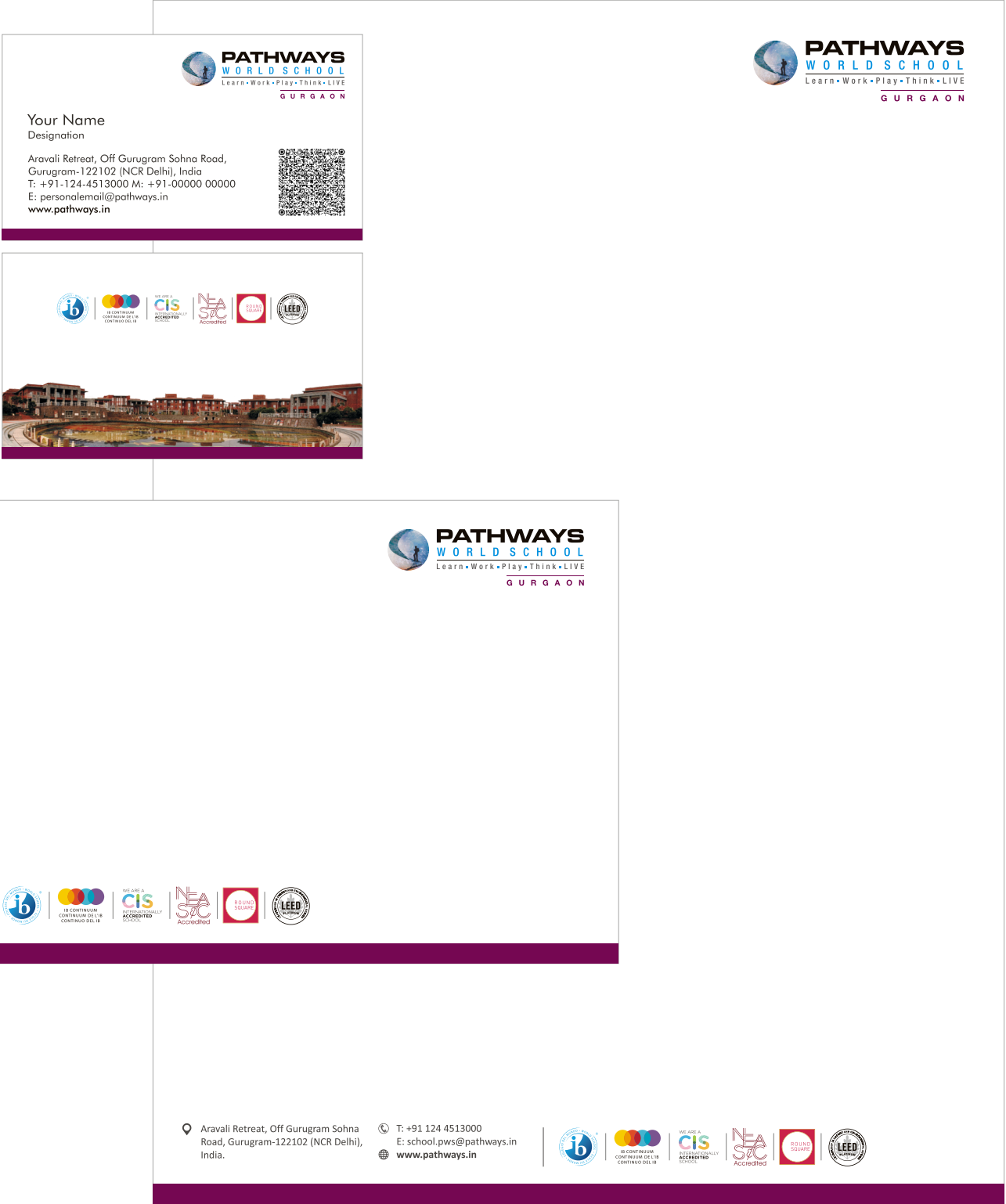
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Pluto Black Italic

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 1 2 3 4 5 6 7 8 9

Stationary

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



Email Signature

This is the official Email Signature for all academic and administrative staff. No additional logo should be added to this format.

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

Best,

Your Name

Your Designation

www.pws.edu.in

Pathways World School - Aravali Retreat, Off Gurgaon- Sohna Road, Gurugram 122102

T: +91 124-4513000 | EXT: 0000 | M: +91 0000000000 | E : youremail@pathways.in



Presentation Template

This is the official Presentation Template for Pathways World School. This template should be used for all formal presentations.



Mascot

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

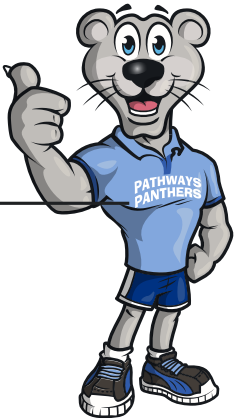
Any exceptions to the above should be approved by the Corporate Office.



PRINT SIZES:

W: 25.4mm
H: 46.5mm

Minimum
Font size 5.5Pts



DIGITAL SIZES:

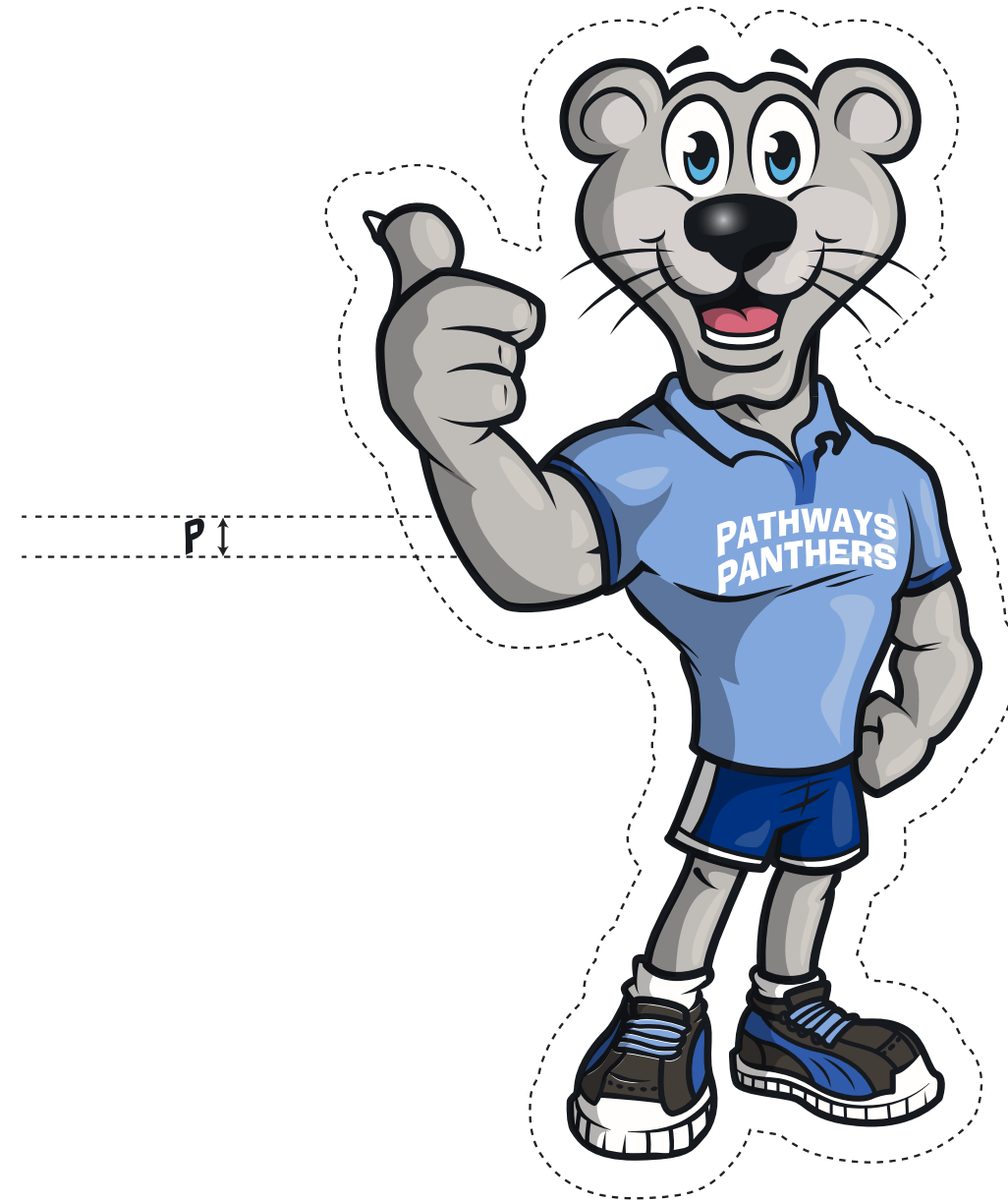
W: 68px
H: 125px

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