

# **Somerset**

Empathy Courage & Clarity

# **Brand Guidelines**



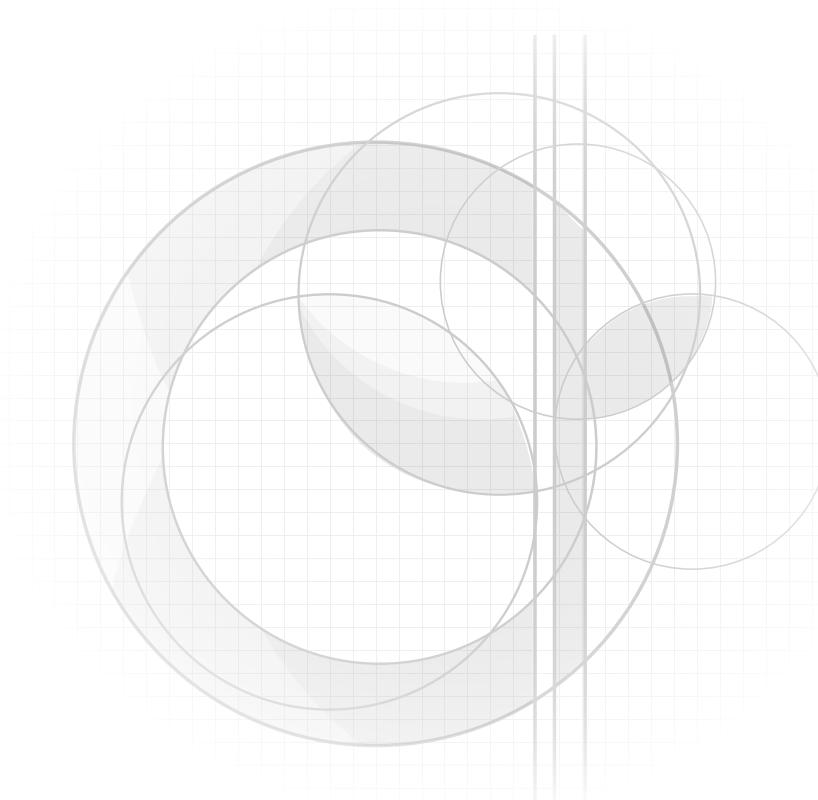
## Complete Logo

This logo is more than a symbol; it's a visual representation of our commitment to nurturing empathetic, courageous, and clear-minded individuals who will flourish and contribute positively to the world.



**Somerset**  
Empathy Courage & Clarity

# Logo Construction



# Logo design Overview

This logo is more than a symbol; it's a visual representation of our commitment to nurturing empathetic, courageous, and clear-minded individuals who will flourish and contribute positively to the world. As we embrace knowledge within the sanctuary of our institution, the circle, leaf stamp, and leaf converge to tell a story of enlightenment, fortitude, and the unwavering pursuit of understanding.

The circle encapsulates a sense of unity, reflecting the collective strength of a community dedicated to fostering empathy. The leaf stamp serves as a reminder that, like the natural world, our school leaves a lasting impression on the hearts and minds of our students. Meanwhile, the detailed leaf embodies the clarity that education provides, shaping individuals with a profound understanding of the world.

# Typography

Aa  
Myriad

**Manage your work with patience**

H1 34pt Myriad **ExtraBold**

**Manage your work with patience**

H2 22pt Myriad **Bold**

**Manage your work with patience**

H3 18pt Myriad **SemiBold**

**Manage your work with patience**

**Body Text** 14pt Myriad **Medium**

Manage your work with patience

**Description** 14pt Myriad **Regular**

## Color scheme - Palette

#c6e7e0

#6bb0af

#58606d

#e5e5e5

#f4f4f4

#2f4560

# Social Media

