### PRIMARY LOGO

### Abbotsleigh Logo Stacked



ABBOTSLEIGH

#### primary logo. While it is one in a suite of logo configurations, it should be used for most of our applications. The stacked logo is to be used whenever there is enough space and legibility is ensured. Applications include reports, signage, website, and eDMs.

The stacked configuration in colour, is our

USAGE

### COLOUR Whenever possible the logo should be used

in colour. When using the logo in colour, it must use the brand yellow specified on page 16. In instances where our colour logo cannot be used, a mono version is available The mono version can be used in positive (100% black) or in reverse (100% white).

### **ARTWORK** Artwork for all logos with correct size and

alignment are supplied as Encapsulated PostScript files (EPS). Contact your Marketing and Communications Department to obtain artwork. Minimum required resolution for print is 300 DPI and 72 DPI



ABBOTSLEIGH

ABBOTSLEIGH



#### Logo configurations and details









ABBOTSLEIGH

Primary logo STACKED - Secondary logo HORIZONTAL - Crest

































### Typography - headlines

We recommend using the following weights only within the Recife Display family: book and bold. Recife Text is to be used for introductions and page headlines. https://luzi-type.ch/recife



A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 ..?!@#\$%&\*



**ABCDEFGHIJKLMNOPQRSTUVQXYZ** abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

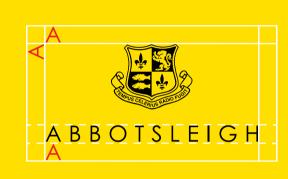
### Safe space

Adhere to proper clear space.

The amount of clear space around our logo should be equal to or greater than the height of the wordmark.

Don't modify or distort the logo, change any colors, or add additional elements.

Don't crowd the logo with images, text, or other graphics that compromise its impact.









### Typography - Copy

We recommend using the following weights only within the GT America family: Light, Regular, Medium and Bold. https://www.grillitype.com/typeface/gt-america

A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

### Aa Aa Times New Roman

System alternate: Time new Roman Bold and Regular

### Aa **Aa** Arial

System alternate: Arial Bold and Regular

### Corporate colours



#### Integrity Doing what's right, not what's easy.

Every day our girls display a the truth and treat one another with respect. Doing what's

Every girl is respected for who she is and what she can do It makes them value each other and proud of themselves. We right isn't easy, "but we choose respect the 'whole girl'; her health and wellbeing, her courage over comfort. interests and her intellect.

#### Respect Courage Valuing everyone for who they

There are no limits to what our girls can do. More than just education, we prepare them for a world beyond school, always rising to life's challenges. Girls here have a voice and have the power to bring about change for good.

### School house colours

Junior School - Names of Australian explorers						
<b>Blaxland</b> #4bbbeb	<b>Lawson</b> #1db89a	Macquarie #f36e3f	Sturt #fdc82f	Wentworth #6c679d		
Senior School - Names of female authors						
Christholm #25178a						
Gilmore #e83891						
Franklin #00c78b						
Melba #88bee7						
<b>Prichard</b> #786592						
Richardson #ed592a						
Tennant #ffc425						
Wright #ef4056						

### Perseverance

We get up, we don't give up.

We educate the heart, not just The toughest exam we'll ever the mind because having an face is life itself. Our girls emotional connection to the are empowered to belie world is important. We show in themselves, persist and kindness and generosity to others, in school and out. We be resilient. No matter what happens, our girls strive to look out for others and their bounce back.

Compassion

We all lift each other up.

### Corporate shapes

Inspired by our environment, community and learning. Available in solid and gradient, full corporate colour sets.



Line Growth, Highlight

Wave Music, Swimming

Zig Zag Sport, Cultivate



Speech day, Community, Teamwork, Awards, Growth, Reunions



**Half Circle** 



Positivity, Playtime, Recess





**Pentagon** Mathamatics. Classroom, Campus



Hexagon 1 Stewardship. Science, Techology



### HORIZONTAL LOGO

### Abbotsleigh Logo

#### In instances where the stacked logo cannot be used, a secondary horizontal logo is

USAGE

The horizontal configuration should only be used in extremely shallow and skinny horizontal formats. Applications include web banners and print banner ads.

#### COLOUR

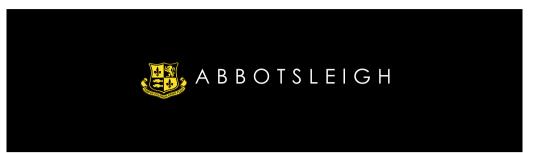
Whenever possible the logo should be used in colour. When using the logo in colour, it must use the brand yellow specified on page 16. In instances where our colour logo cannot be used, a mono version is available The mono version can be used in positive (100% black) or in reverse (100% white).

#### **ARTWORK**

Artwork for all logos with correct size and alignment are supplied as Encapsulated PostScript files (EPS). Contact your Marketing and Communications Department to obtain artwork. Minimum required resolution for print is 300 DPI and 72 DPI







# ABBOTSLEIGH

### Logo configurations and details









ABBOTSLEIGH

Primary logo STACKED - Secondary logo HORIZONTAL - Crest





























Crest elements - Fleur, Lion and Fish

#### Typography - headlines

We recommend using the following weights only within the Recife Display family: book and bold. Recife Text is to be used for introductions and page headlines. https://luzi-type.ch/recife



A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 ..?!@#\$%&\*



**ABCDEFGHIJKLMNOPQRSTUVQXYZ** abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

### Safe space

Adhere to proper clear space.

The amount of clear space around our logo should be equal to or greater than the height of the wordmark.

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Don't crowd the logo with images, text, or other graphics that compromise its impact.









### Typography - Copy

We recommend using the following weights only within the GT America family: Light, Regular, Medium and Bold. https://www.grillitype.com/typeface/gt-america

Regular (primary)

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A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

### Aa Aa Times New Roman

System alternate: Time new Roman Bold and Regular

### Aa **Aa** Arial

System alternate: Arial Bold and Regular

### Corporate colours



#### Integrity Doing what's right, not what's

Every day our girls display a strong character, tell each other the truth and treat one another with respect. Doing what's right isn't easy, "but we choose courage over comfort.

### Respect Valuing everyone for who they

Every girl is respected for who she is and what she can do It makes them value each other and proud of themselves. We respect the 'whole girl'; her health and wellbeing, her interests and her intellect.

### Courage

Compassion

We all lift each other up.

We educate the heart, not just

the mind because having an

emotional connection to the

world is important. We show

kindness and generosity to others, in school and out. We

look out for others and their

There are no limits to what our girls can do. More than just education, we prepare them for a world beyond school, always rising to life's challenges. Girls here have a voice and have the power to bring about change for good.

### School house colours

Junior School - Names of Australian explorers **Senior School** - Names of female authors Christholm #25178a **Gilmore** #e83891 Franklin #00c78b Melba #88bee7 **Prichard** #786592 Richardson #ed592a Wright #ef4056

Perseverance We get up, we don't give up. The toughest exam we'll ever face is life itself. Our girls are empowered to belie in themselves, persist and be resilient. No matter what

happens, our girls strive to

bounce back.

### Corporate shapes

Inspired by our environment, community and learning. Available in solid and gradient, full corporate colour sets.



Line Growth, Highlight

Wave Music, Swimming

Zig Zag Sport, Cultivate



Speech day, Community, Teamwork, Awards, Growth, Reunions



**Half Circle** Playtime, Recess



Positivity,

Diamond Direction, Future, Leadership, Spiritual



**Pentagon** Mathamatics. Classroom, Campus





Hexagon 1 Stewardship. Science, Techology

### **Corporate Identities: APA**

### Abbotsleigh Parents' Association



Parents' Association

#### Whenever possible the logo should be used in colour. When using the logo in colour, it must use the brand yellow specified on page 16. In instances where our colour logo

COLOUR

cannot be used, a mono version is available The mono version can be used in positive (100% black) or in reverse (100% white).

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**ARTWORK** 



Parents' Association



### Abotsleigh Logo configurations and details









ABBOTSLEIGH

Primary logo STACKED - Secondary logo HORIZONTAL - Crest





























Crest elements - Fleur, Lion and Fish

#### Typography - headlines

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## ABBOTSLEIGH Parents' Association

### Safe space: Apply these rules to all Corporate Identities



### Typography - Copy

We recommend using the following weights only within the GT America family: Light, Regular, Medium and Bold. https://www.grillitype.com/typeface/gt-america

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A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

### Aa **Aa** Arial

System alternate: Arial Bold and Regular

### Aa Aa Times New Roman System alternate: Time new Roman Bold and Regular

### Corporate colours

### Dawn Leaf Sun HEX #ffdf00 HEX #faf3ad **HEX** #006d50 C 86 M 14 Y 63 K 20 C2M8Y99K0 C 2 M 0 Y 45 K 0 R 250 G 243 B 173 **R** 255 **G** 223 **B** 0 **R** 0 **G** 109 **B** 80 Pantone 108 C/U Pantone 0131 C/U Pantone 0131 C/U

#### Integrity Doing what's right, not what's

Every day our girls display a

strong character, tell each other the truth and treat one another with respect. Doing what's right isn't easy, "but we choose courage over comfort.

### Respect

Valuing everyone for who they

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### Courage

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### School house colours

Junior School - Names of Australian explorers

**Senior School** - Names of female authors Christholm #25178a **Gilmore** #e83891 Franklin #00c78b Melba #88bee7 **Prichard** #786592 Richardson #ed592a

#### Compassion We all lift each other up.

We educate the heart, not just the mind because having an emotional connection to the world is important. We show kindness and generosity to others, in school and out. We look out for others and their

Wright #ef4056

#### Perseverance We get up, we don't give up.

The toughest exam we'll ever face is life itself. Our girls are empowered to belie in themselves, persist and be resilient. No matter what happens, our girls strive to bounce back.

### Corporate shapes

Inspired by our environment, community and learning. Available in solid and gradient, full corporate colour sets.



Line Growth, Highlight

Wave Music, Swimming

Zig Zag Sport, Cultivate



Speech day, Community, Teamwork, Awards, Growth, Reunions



**Half Circle** Playtime, Recess



Positivity,

Diamond Direction, Future, Leadership, Spiritual



Pentagon Mathamatics. Classroom, Campus



Hexagon 1 Stewardship. Science, Techology



### **Corporate Identities: ABPA**

### Abbotsleigh Boarder Parents' Association

#### COLOUR **ARTWORK** Whenever possible the logo should be used

in colour. When using the logo in colour, it must use the brand yellow specified on page 16. In instances where our colour logo cannot be used, a mono version is available The mono version can be used in positive (100% black) or in reverse (100% white).

Artwork for all logos with correct size and alignment are supplied as Encapsulated PostScript files (EPS). Contact your Marketing and Communications Department to obtain artwork. Minimum required resolution for print is 300 DPI and 72 DPI



Boarder Parents' Association



Boarder Parents' Association



## ABBOTSLEIGH Boarder Parents' Association

Safe space: Apply these rules to all Corporate Identities

### Abotsleigh Logo configurations and details









ABBOTSLEIGH

Primary logo STACKED - Secondary logo HORIZONTAL - Crest































Crest elements - Fleur, Lion and Fish

#### Typography - headlines

We recommend using the following weights only within the Recife Display family: book and bold. Recife Text is to be used for introductions and page headlines. https://luzi-type.ch/recife



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#### Adhere to proper clear space. The amount of clear space around any Abbotsleigh logo, should be equal to or greater ABBOTSLEIGH than the height of the Abbotsleigh wordmark. Boarder Parents' Association Don't modify or distort the logo, change any colors, or add additional elements. Don't crowd the logo with images, text, or other graphics that ABBOTSLEIGH compromise its impact.

### Typography - Copy

We recommend using the following weights only within the GT America family: Light, Regular, Medium and Bold. https://www.grillitype.com/typeface/gt-america

A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&

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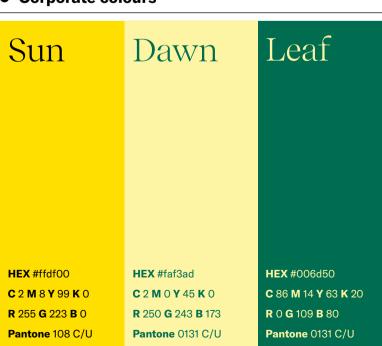
### Aa Aa Times New Roman

System alternate: Time new Roman Bold and Regular

### Aa **Aa** Arial

System alternate: Arial Bold and Regular

### Corporate colours



#### Integrity Doing what's right, not what's

Every day our girls display a strong character, tell each other the truth and treat one another with respect. Doing what's right isn't easy, "but we choose courage over comfort.

Valuing everyone for who they

Respect

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### Courage

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### School house colours

Junior School - Names of Australian explorers **Senior School** - Names of female authors

Christholm #25178a **Gilmore** #e83891 Franklin #00c78b Melba #88bee7 **Prichard** #786592 Richardson #ed592a Wright #ef4056

### Compassion

We all lift each other up. We educate the heart, not just

the mind because having an emotional connection to the world is important. We show kindness and generosity to others, in school and out. We look out for others and their

#### Perseverance We get up, we don't give up.

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### Corporate shapes

Inspired by our environment, community and learning. Available in solid and gradient, full corporate colour sets.



Line Growth, Highlight

Wave Music, Swimming

Zig Zag Sport, Cultivate



Speech day, Community, Teamwork, Awards, Growth, Reunions



**Half Circle** Positivity, Playtime, Recess



Diamond Direction, Future, Leadership, Spiritual



Pentagon Mathamatics. Classroom, Campus



Hexagon 1 Stewardship. Science, Techology



### **Corporate Identities: AOGU**

### Abbotsleigh Old Girls' Union



Old Girls' Union Inc.

### COLOUR

Whenever possible the logo should be used in colour. When using the logo in colour, it must use the brand yellow specified on page 16. In instances where our colour logo cannot be used, a mono version is available The mono version can be used in positive (100% black) or in reverse (100% white).

#### Artwork for all logos with correct size and alignment are supplied as Encapsulated PostScript files (EPS). Contact your Marketing and Communications Department to obtain artwork. Minimum required resolution for print is 300 DPI and 72 DPI

**ARTWORK** 



Old Girls' Union Inc.



### Abotsleigh Logo configurations and details









ABBOTSLEIGH

Primary logo STACKED - Secondary logo HORIZONTAL - Crest





























Crest elements - Fleur, Lion and Fish

#### Typography - headlines

We recommend using the following weights only within the Recife Display family: book and bold. Recife Text is to be used for introductions and page headlines. https://luzi-type.ch/recife



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## ABBOTSLEIGH Old Girls' Union Inc.

#### Safe space: Apply these rules to all Corporate Identities



### Typography - Copy

We recommend using the following weights only within the GT America family: Light, Regular, Medium and Bold. https://www.grillitype.com/typeface/gt-america

A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

### Aa **Aa** Arial

System alternate: Arial Bold and Regular

### Aa Aa Times New Roman

System alternate: Time new Roman Bold and Regular

### Corporate colours



#### Integrity Doing what's right, not what's

Every day our girls display a

strong character, tell each other the truth and treat one another with respect. Doing what's right isn't easy, "but we choose courage over comfort.

Respect

Valuing everyone for who they

Every girl is respected for who she is and what she can do It makes them value each other and proud of themselves. We respect the 'whole girl'; her health and wellbeing, her interests and her intellect.

### Courage

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### School house colours

Junior School - Names of Australian explorers **Senior School** - Names of female authors Christholm #25178a

**Gilmore** #e83891 Franklin #00c78b Melba #88bee7 **Prichard** #786592 Richardson #ed592a Wright #ef4056

#### Compassion Perseverance We all lift each other up. We get up, we don't give up.

We educate the heart, not just the mind because having an emotional connection to the world is important. We show kindness and generosity to others, in school and out. We look out for others and their bounce back.

The toughest exam we'll ever face is life itself. Our girls are empowered to belie in themselves, persist and be resilient. No matter what happens, our girls strive to

### Corporate shapes

Inspired by our environment, community and learning. Available in solid and gradient, full corporate colour sets.



Line Growth, Highlight

Wave Music, Swimming

Zig Zag Sport, Cultivate



Speech day, Community, Teamwork, Awards, Growth, Reunions





**Half Circle** Positivity, Playtime, Recess

Diamond Direction, Future, Leadership, Spiritual



Pentagon Mathamatics. Classroom, Campus



Hexagon 1 Stewardship. Science, Techology



### **Corporate Identities: AOGO**

### Abbotsleigh Old Girls' Office





COLOUR

Artwork for all logos with correct size and alignment are supplied as Encapsulated PostScript files (EPS). Contact your Marketing and Communications Department to obtain artwork. Minimum required resolution for print is 300 DPI and 72 DPI

**ARTWORK** 



Old Girls Office



## ABBOTSLEIGH Old Girls Office

Safe space: Apply these rules to all Corporate Identities

#### Abotsleigh Logo configurations and details









ABBOTSLEIGH

Primary logo STACKED - Secondary logo HORIZONTAL - Crest































#### Typography - headlines

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A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*



**ABCDEFGHIJKLMNOPQRSTUVQXYZ** abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

### compromise its impact.

**Typography** - Copy

Adhere to proper clear

Abbotsleigh logo, should be equal to or greater

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Don't modify or distort the logo, change any colors, or add additional elements. Don't crowd the logo with images, text, or other graphics that

The amount of clear space around any

space.

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ABBOTSLEIGH

A B C D E F G H I J K L M N O P Q R S T U V Q X Y Z abcdefghijklmnopqrstuvwxyz 0123456789 .,?!@#\$%&\*

ABBOTSLEIGH

Old Girls Office

ABBOTSLEIGH

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### Aa Aa Times New Roman

System alternate: Time new Roman Bold and Regular

### Aa **Aa** Arial

System alternate: Arial Bold and Regular

### Corporate colours



Integrity Doing what's right, not what's

Every day our girls display a strong character, tell each other the truth and treat one another with respect. Doing what's right isn't easy, "but we choose courage over comfort.

### Respect

Valuing everyone for who they

Every girl is respected for who she is and what she can do It makes them value each other and proud of themselves. We respect the 'whole girl'; her health and wellbeing, her interests and her intellect.

### Courage

Compassion

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There are no limits to what our girls can do. More than just education, we prepare them for a world beyond school, always rising to life's challenges. Girls here have a voice and have the power to bring about change for good.

### School house colours



Perseverance

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Corporate shapes

Inspired by our environment, community and learning. Available in solid and gradient, full corporate colour sets.



Line

Growth, Highlight

Wave Music, Swimming

Zig Zag Sport, Cultivate

Speech day, Community, Teamwork, Awards,



Growth, Reunions



**Half Circle** Playtime, Recess



Positivity,

Diamond Direction, Future, Leadership, Spiritual



Pentagon Mathamatics. Classroom, Campus





Hexagon 1 Stewardship. Science, Techology

### **Corporate Identities:**

### Abbotsleigh Foundation









**ARTWORK** 



COLOUR







### Abotsleigh Logo configurations and details









ABBOTSLEIGH

Primary logo STACKED - Secondary logo HORIZONTAL - Crest































Crest elements - Fleur, Lion and Fish

#### Typography - headlines

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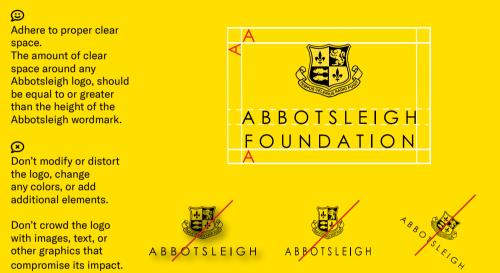


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### Safe space: Apply these rules to all Corporate Identities



#### Typography - Copy

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### Aa Aa Times New Roman

System alternate: Time new Roman Bold and Regular

### Aa **Aa** Arial

System alternate: Arial Bold and Regular

### Corporate colours



### Respect

Doing what's right, not what's

Integrity

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### School house colours



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Senior School - Names of female authors						
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<b>Gilmore</b> #e83891						
Franklin #00c78b						
<b>Melba</b> #88bee7						
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Wright #ef4056						

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### Corporate shapes

Inspired by our environment, community and learning. Available in solid and gradient, full corporate colour sets.



Line Growth, Highlight

Wave Music, Swimming

Zig Zag Sport, Cultivate



Speech day, Community, Teamwork, Awards, Growth, Reunions



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