

PRIMARY LOGO

Abbotsleigh Logo Stacked



ABBOTSLEIGH



ABBOTSLEIGH



ABBOTSLEIGH



ABBOTSLEIGH

USAGE

The stacked configuration in colour, is our 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.

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 for web.

Logo configurations and details



Primary logo STACKED - Secondary logo HORIZONTAL - Crest



Crest



Crest elements - Fleur, Lion and Fish

Typography - headlines

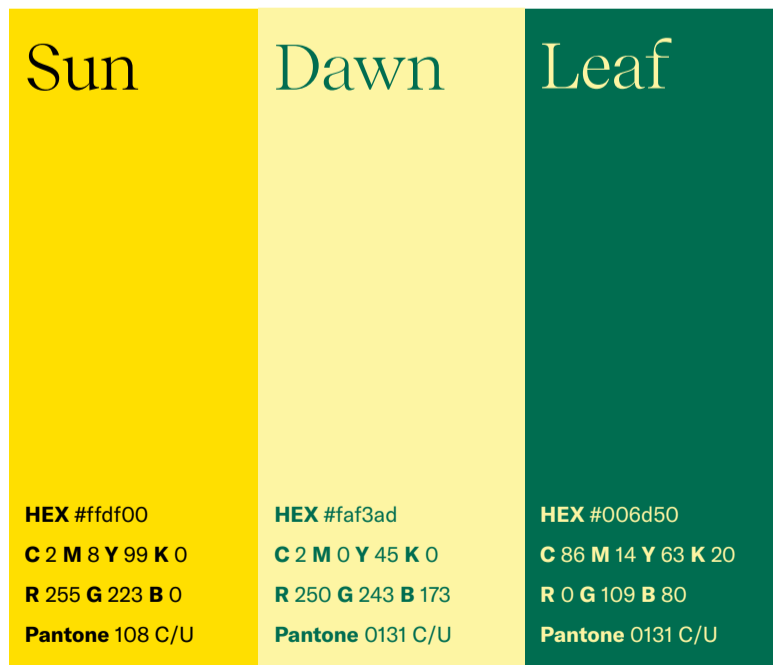
We recommend using the following weights only within the **Recife Display family: book and bold.** Recife Text is to be used for introductions and page headlines. <https://luzi-type.ch/recife>



Aa Aa Times New Roman

System alternate: Time new Roman Bold and Regular

Corporate colours



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

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 are.

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
Rising to life's challenges.

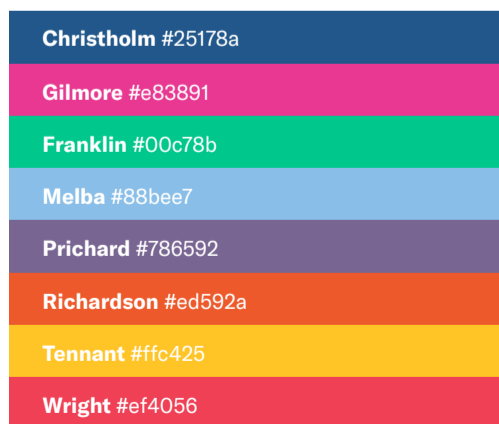
There are no limits to what our girls can do. More than just education, we prepare them for a world beyond school, always rising to life's challenges. Girls here have a voice and have the power to bring about change for good.

School house colours

Junior School - Names of Australian explorers



Senior School - Names of female authors



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 best interests.

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

The toughest exam we'll ever face is life itself. Our girls are empowered to believe 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.



HORIZONTAL LOGO

Abbotsleigh Logo

USAGE

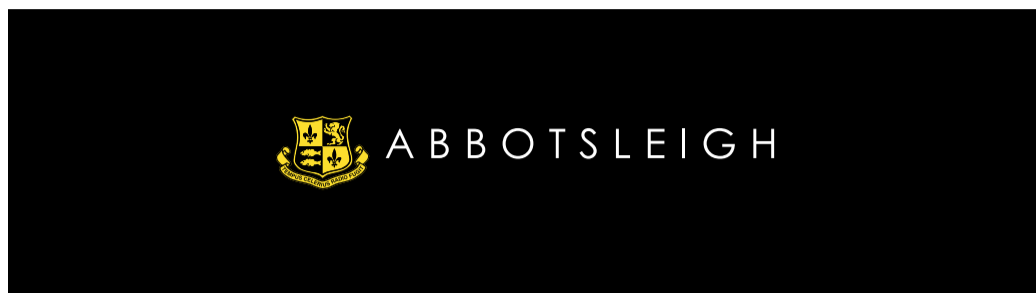
In instances where the stacked logo cannot be used, a secondary horizontal logo is available. The horizontal configuration should only be used in extremely shallow and skinny horizontal formats. Applications include web banners and print banner ads.

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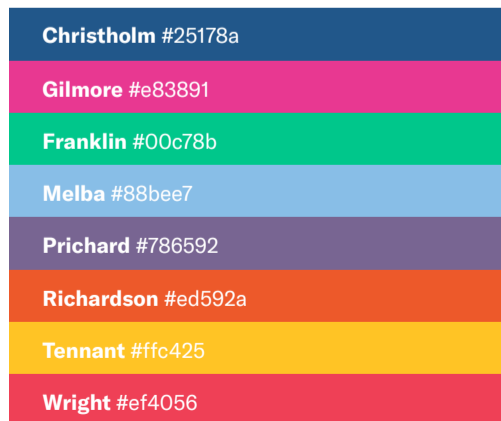
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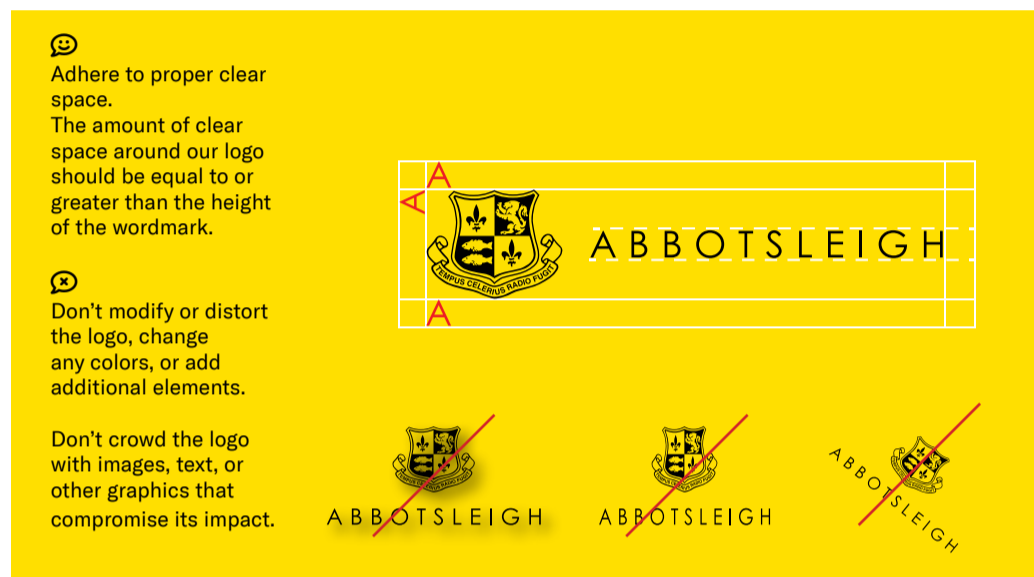
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Corporate shapes

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Safe space



Typography - Copy

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Aa Arial

System alternate: Arial Bold and Regular

Corporate Identities: APA

Abbotsleigh Parents' Association

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ABBOTSLEIGH

Parents' Association



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Abbotsleigh Logo configurations and details



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Rising to life's challenges.

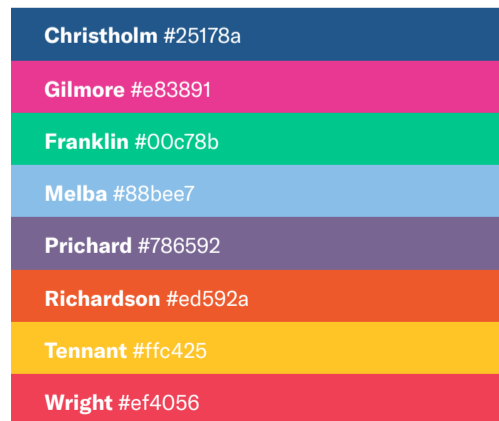
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School house colours

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Senior School - Names of female authors



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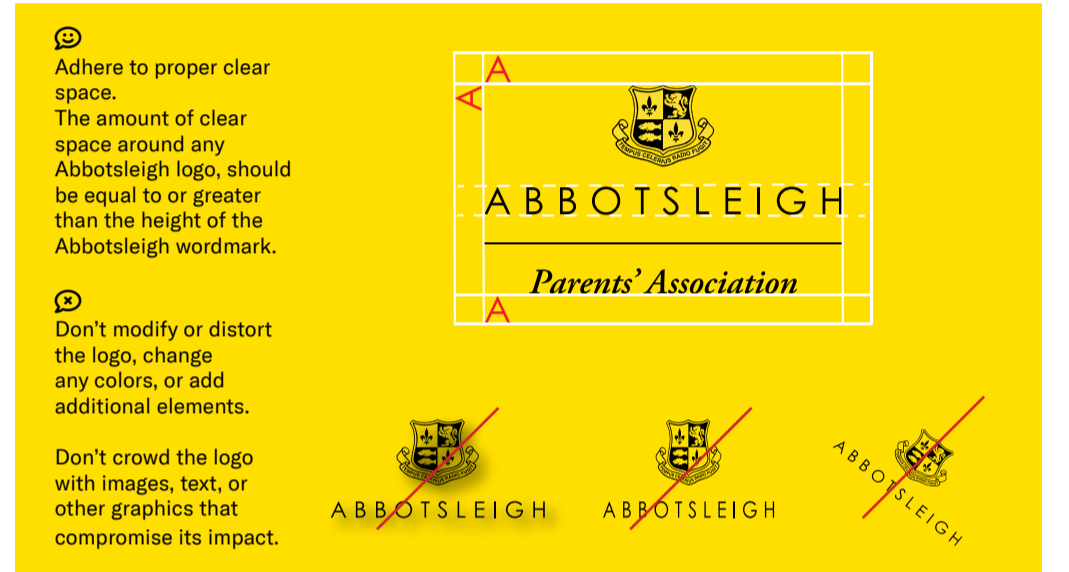
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Corporate shapes

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Safe space: Apply these rules to all Corporate Identities



Typography - Copy

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Aa Aa Arial

System alternate: Arial Bold and Regular

Corporate Identities: ABPA

Abbotsleigh Boarder Parents' Association

COLOUR

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ABBOTSLEIGH

Boarder Parents' Association



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Abbotsleigh Logo configurations and details



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Crest elements - Fleur, Lion and Fish

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Corporate colours

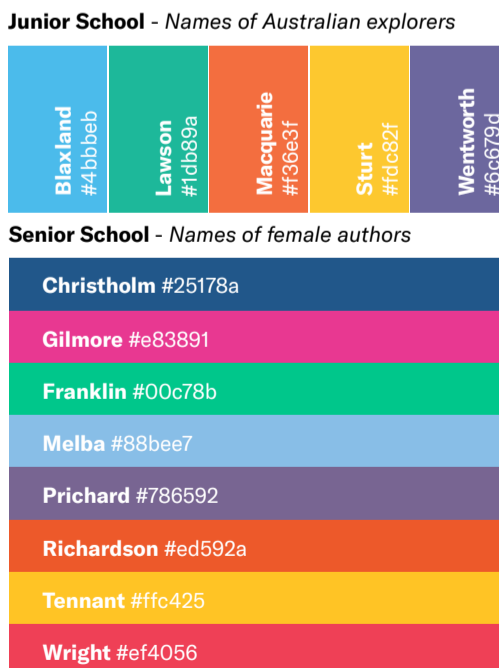


Integrity
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Respect
Valuing everyone for who they are.
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Courage
Rising to life's challenges.
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School house colours



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Safe space: Apply these rules to all Corporate Identities



Typography - Copy

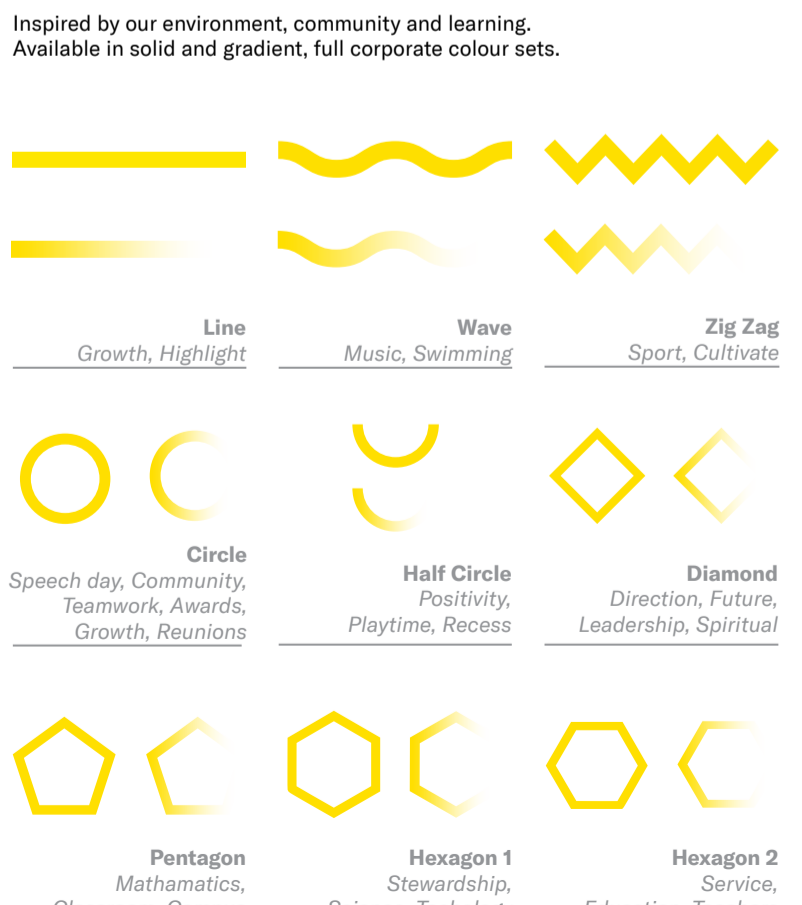
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Aa Aa Arial

System alternate: Arial Bold and Regular

Corporate shapes



Corporate Identities: AOGU

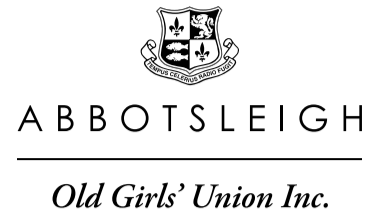
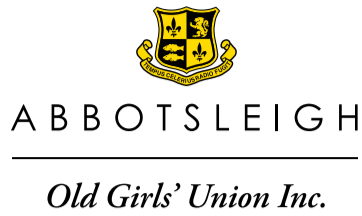
Abbotsleigh Old Girls' Union

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Abbotsleigh Logo configurations and details



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Crest



Crest elements - Fleur, Lion and Fish

Typography - headlines

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Aa Aa Times New Roman

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Courage
Rising to life's challenges.

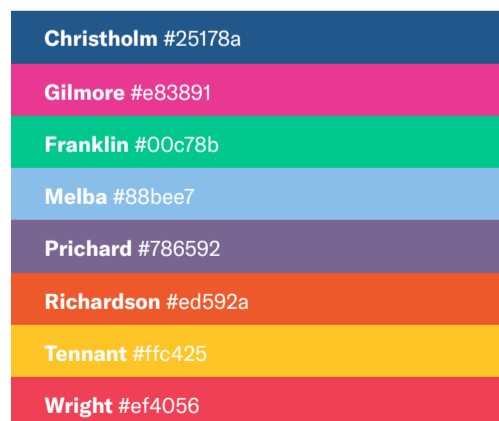
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School house colours

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Aa Aa Arial

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Corporate Identities: AOGO

Abbotsleigh Old Girls' Office

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ABBOTSLEIGH

Old Girls Office



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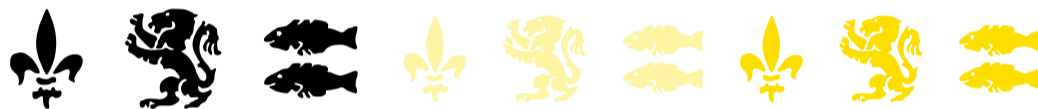
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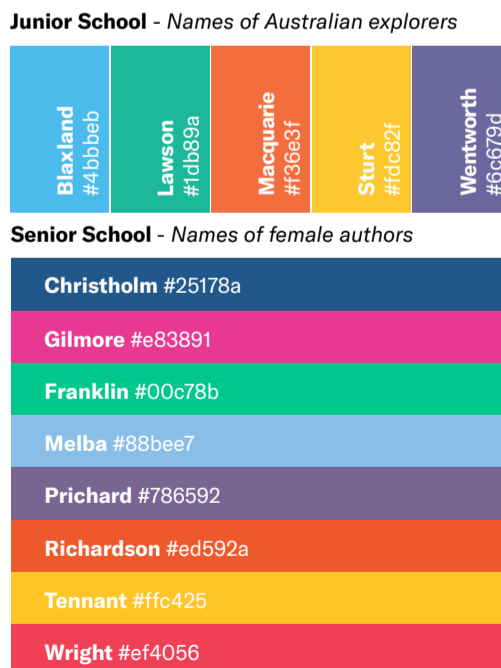


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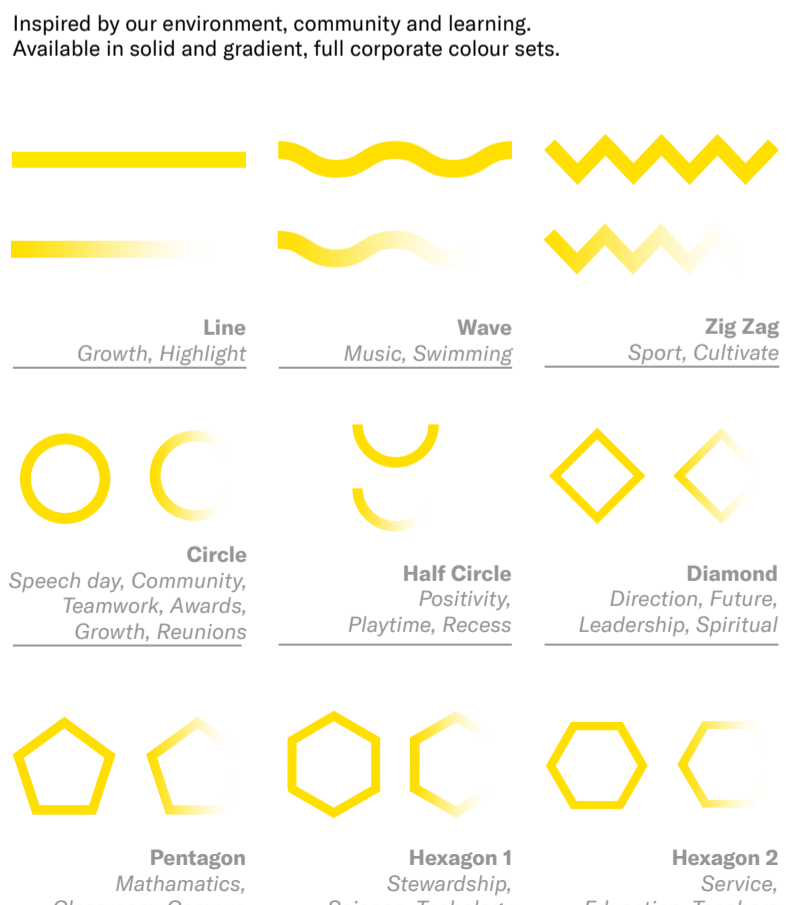
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Corporate shapes



Line
Growth, Highlight

Wave
Music, Swimming

Zig Zag
Sport, Cultivate

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

Half Circle
Positivity, Playtime, Recess

Diamond
Direction, Future, Leadership, Spiritual

Pentagon
Mathematics, Classroom, Campus

Hexagon 1
Stewardship, Science, Technology

Hexagon 2
Service, Education, Teachers

Corporate Identities: Abbotsleigh Foundation

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ABBOTSLEIGH
FOUNDATION



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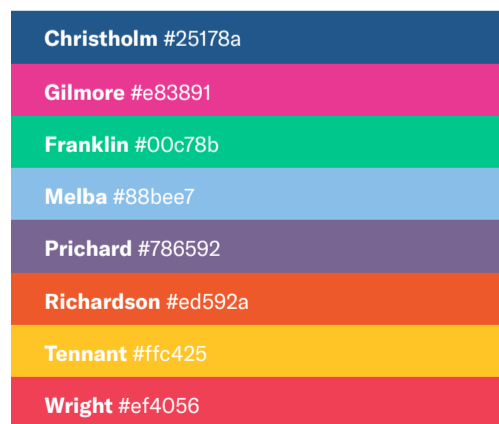
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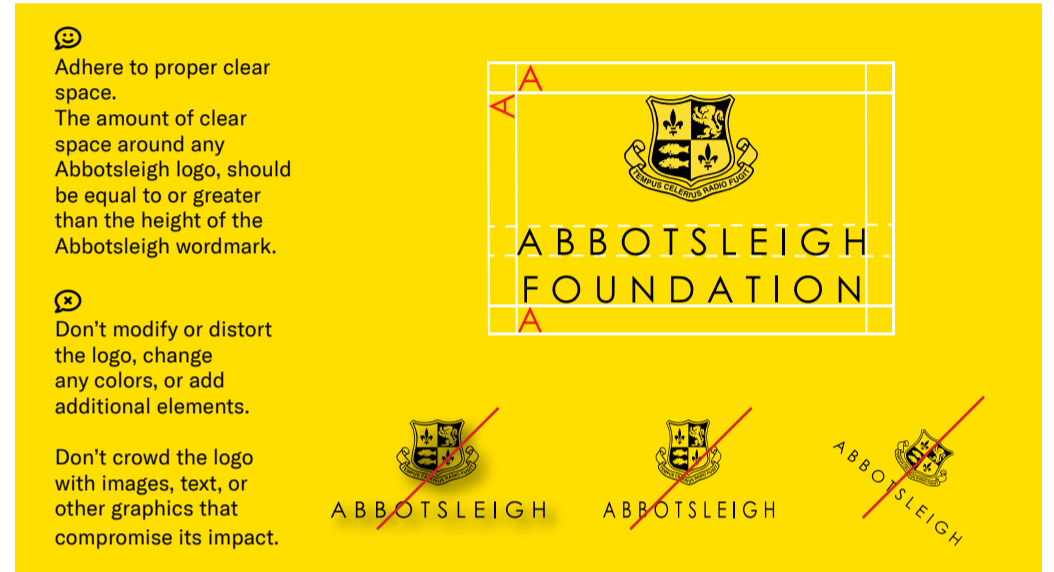
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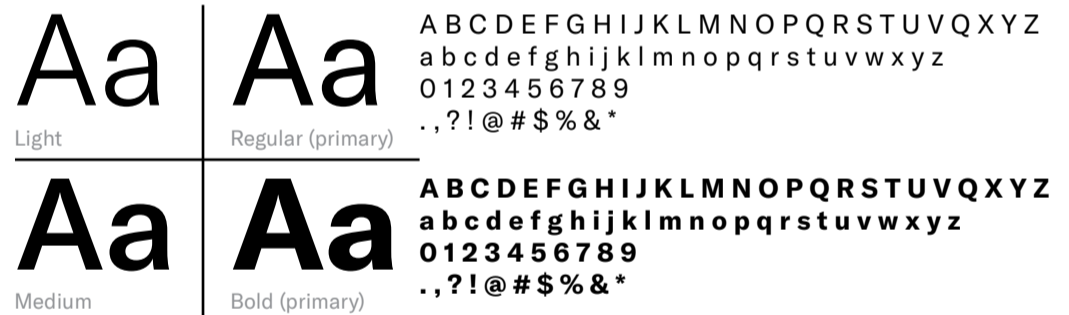


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