

Brand Guidelines

The Meliora School

Our mission is to foster a nurturing community with a scholar-centered approach that relentlessly strives for excellence. We are dedicated to empowering scholars by providing them with the necessary skills to lead a life filled with opportunities.

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THE MELIORA SCHOOL
Where Curiosity Meets Opportunity

01—

Brand DNA



Our brand core, values,
personality and tone.

Key Brand Values

- Excellence
- Innovation
- Empowerment
- Inclusivity
- Holistic Growth
- Collaboration
- Relevance
- Possibility

Who We Are

Founded in 2024, The Meliora School reimagines education by placing students at the heart of our approach. Our mission is to foster a community that pursues excellence while addressing each scholar's unique needs.

Brand Vision

At The Meliora School, our vision is to become a beacon of educational excellence where every scholar is empowered to reach their full potential. We aspire to create a dynamic learning environment that inspires curiosity, fosters innovation, and cultivates a lifelong passion for learning. By embracing a scholar-centered approach, we envision a community where students are not only prepared for academic success but are also equipped with the skills, confidence, and resilience to thrive in a rapidly changing world. Our ultimate goal is to develop compassionate, responsible, and forward-thinking leaders who will contribute positively to their communities and the global society.

Brand Tone

Our tone of voice reflects our commitment to excellence, innovation, and student-centered learning. It should convey our passion for education and our dedication to nurturing each student's potential.

02—

Brandmarks



Our logo system
and how to use it.

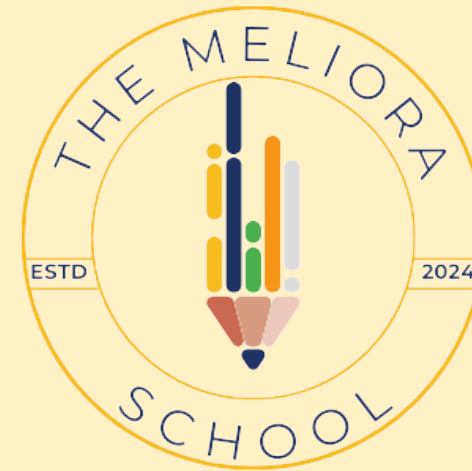
Primary Logo

The primary logo is used for most collateral unless there are size or space limitations. The primary logo is supplied in positive and reversed formats and in brand colors.

Color Variations

Color variations allow the logo to work in different contexts and with different background colors.





Secondary Logo

The secondary logo is used when there are space limitations. The secondary logo is supplied in positive and reversed formats and in brand colours.

Colour Variations

Colour variations allow the logo to work in different contexts and with different background colours.



Size & Spacing

For best practice preserve the recommended clear space around the logo to maintain legibility. The clear space for the primary logo is equal to the height of the 'X' as a square. Clear space for the secondary logo is equal to the height of 'X' as a square.

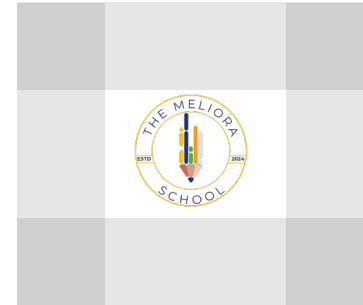
Minimum Sizing

Primary Logo 120px wide digital,
30mm wide print

Secondary Logo 40px wide digital,
10mm wide print



Responsive Scaling



Responsive Scaling



Incorrect Usage

For best practice do not alter or distort the logos and brandmarks in any way. Any change, large or small, alters the impact and consistency of your brand and logo. Here are some common mistakes to avoid.

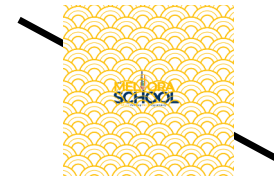
x Change colors



x Rotate, tilt or skew



x Use over busy background



x Change Spacing in logo



x Add effects e.g. glow



x Replace elements



x Crop elements



x Fill with pattern



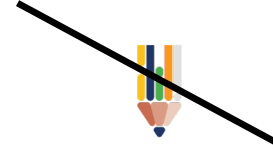
x Outline logo



x Over similar background



x Crop elements



x Incorrect resolution



03—

Brand Colors



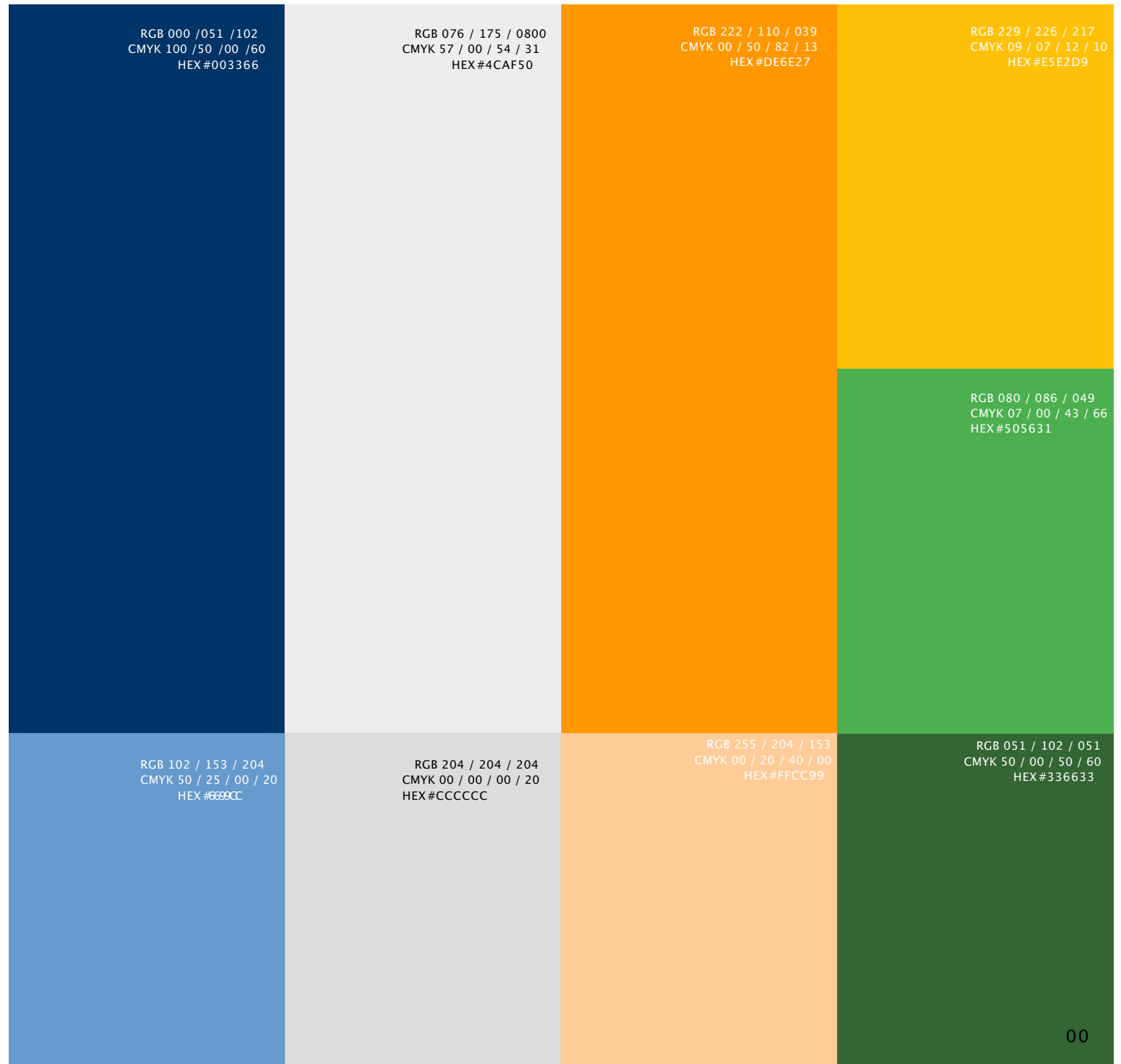
Our brand colours and
how to use them.

Color Palette

Color is one of the first touch-points of a brand, and to maintain the look and feel a consistent color palette should be used.

Secondary Color Palette

The secondary color palette gives the brand more flexibility while still maintaining consistency. Use this palette to compliment the primary color palette.



04—

Typography



Our brand type and
typographic hierarchy.

Brand Typography

Brand typefaces should be used in all print and digital collateral to keep the brand looking consistent across all platforms. Please note, use the logo typeface sparingly.

Logo Typeface

Montserrat Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Headings

Montserrat Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Body Copy

Merriweather Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Accent

Merriweather Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Typographic Hierarchy

Use the recommended hierarchy for consistency and best practice legibility. Give the text and elements plenty of evenly spaced room between for a lighter layout feel. Use columns for text displayed on pages a5 and larger, using a 5mm gutter. Colour can be incorporated based on collateral.

Montserrat Reg 10 pts
00 leading
00 tracking

Montserrat Bold 18–20
pts
00 leading
00 tracking

Merriweather Light
8–12 pts
00 leading
00 tracking

Merriweather Italic
10–12 pts
00 leading
00 tracking

Font Name 00 pts
00 leading
00 tracking

Subheading here

Attention Grabbing Headline Here

Elluptin ctempo et officabo. Ut et ut et velicaten quibus volentis et mos untis sum quibus exeritiis molores sincil in nusdae offic temoluptatem expliquiatur mil ipsaped ipicide imosandaes aut faccae inum ut pos autae voluptas estium doluptati ut qui cum lantern volore volorio qui cusam dendanda aut inctiatibus diorecus ipsum, quodi reic te eatibus torerup tatiatis molorum re ditiis dellor apita corum re, sendipit voloresciur as pa nonsequunt fugitiis eveniaspe et

Quote or accent here

Button Style

05—

Graphic Elements



Brand pattern,
illustration and icons.

Brand Pattern

Pattern can be used across print and digital collateral as a way to give the brand some more depth. It adds to your audience's experience and reinforces your visual identity.



Brand Illustration

Illustration is a great tool to communicate with your audience in a way that is unique to your brand. As such the style of illustration should be maintained to keep the brand looking consistent.

Brand Icons

Icons can be used at large or small scale in both print and digital collateral. The icon style should be maintained to keep the brand looking consistent.



06—

Brand in Use



How our brand works
in the real world.

Print Collateral

Your branded prints should aim to tie in with the following examples and mock-ups.

For best results

- Print in CMYK or Pantone
- Test print for colour consistency

Things to avoid

- X Print from a RGB document
- X Print from a low resolution document

WINNETT COUNTY'S FIRST PROPOSED 6-12 CHARTER SCHOOL



Who We Are:

The Meliora School is an **innovative proposed charter school** aimed at transforming education in Gwinnett County. We offer a unique, scholar-centered approach for grades 6-12, focusing on excellence, innovation, and community.

What Sets Us Apart:

- Scholar-Centered Learning:** Tailored education paths for each student
- Innovative Curriculum:** Blending traditional subjects with 21st-century skills
- Community Partnerships:** Engaging local businesses and organizations for real-world learning experiences
- Focus on Character Development:** Building integrity, responsibility, and leadership skills

QR code to sign our petition of support!

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Digital Collateral

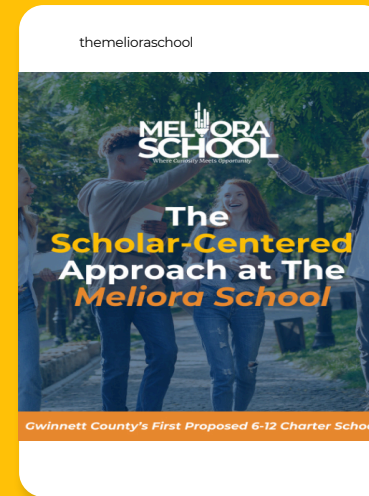
Your digital collateral should aim to tie in with the following examples and mock-ups. Note that variations of the logos are used in different formats to optimise the size and legibility.

For best results

- Use collateral in RGB
- Optimise size for web
- Include alt description tags where possible

Things to avoid

- X Use collateral in CMYK
- X Use collateral at print resolution for web



Thank you.

Prepared by
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