



# Visual Identity Guidelines



## Vision

**To nurture students' character and inspire them to be leaders of the world.**



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# The Logo



# Our Logo

As our most recognizable brand element, our logo is a blend of roots with the finesse of the growing sprout. These formal qualities express our focused messaging: “From a seed to a mighty tree.”

Our logo should not be shaded, angled, warped, stretched, ghosted, outlined, or used in non-brand colors.





# Logo Lockups

We have 3 versions of our logo: the primary lockup, a horizontal lockup, and a vertical lockup. While we typically use the primary version, we can use the horizontal or vertical versions in situations where the primary logo doesn't fit or isn't suitable.

For the sake of maintaining consistency in all mediums, the lock-up should not be taken apart or altered in any way.

Primary Lockup \_\_\_\_\_



Secondary Vertical Lockup \_\_\_\_\_



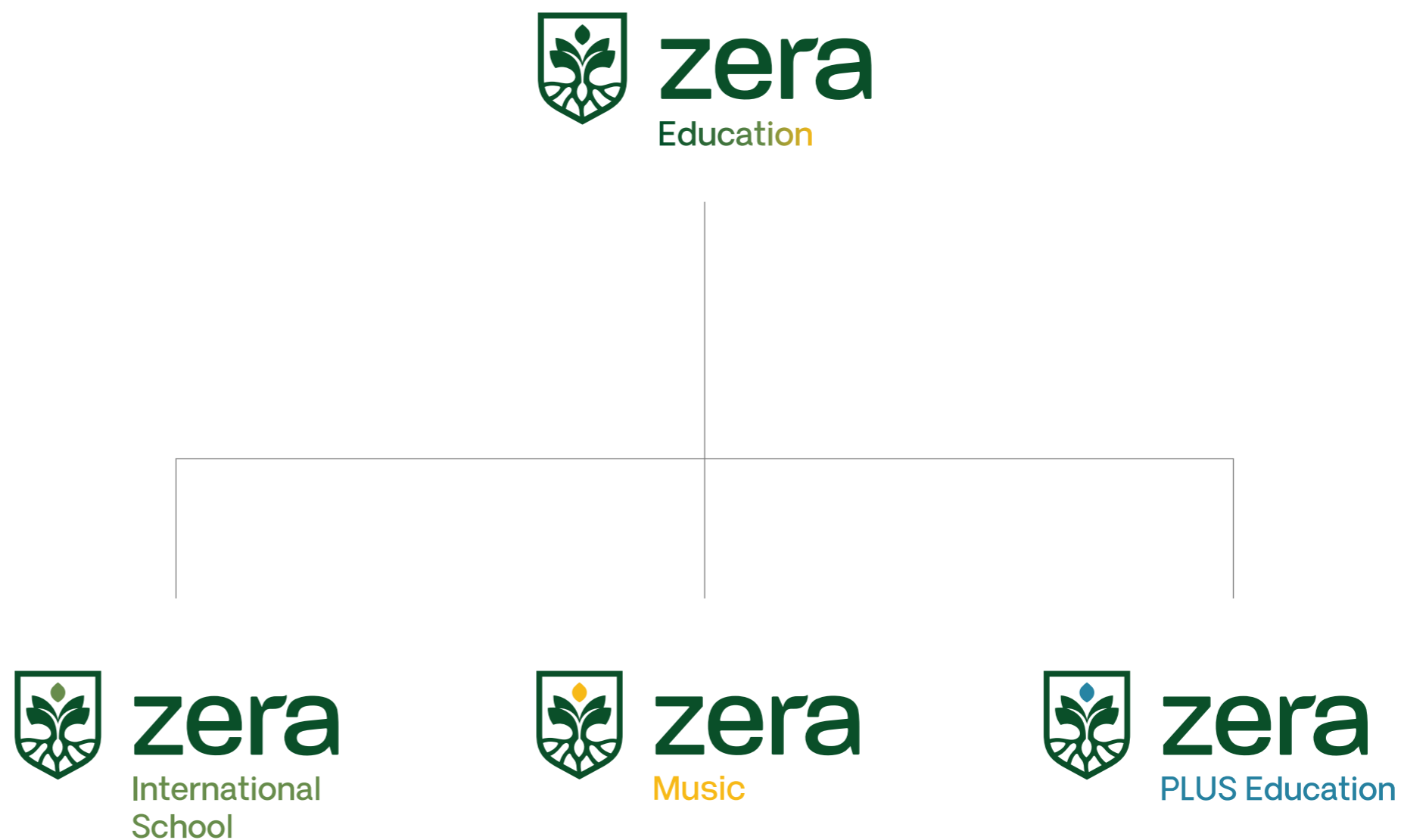
Secondary Horizontal Lockup \_\_\_\_\_





# Our Sub-brands

Zera Education has 3 different sub-brands under its wing – Zera International School, Zera Music, and Zera Plus Education.





# Our Emblem

Our emblem embodies our institution's vision and mission. It depicts a shield with a root and growing sprout inside – representing our dedication to nurture students' character and preparing them to be future leaders.

The shield itself represents our commitment to protecting and empowering students, while the root and sprout represent the path from humble beginnings to substantial progress.

When using the emblem in dark-colored backgrounds, always use the respective version that has been provided.





# Using Our Logo

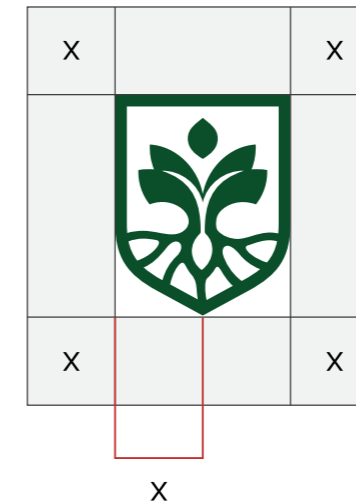
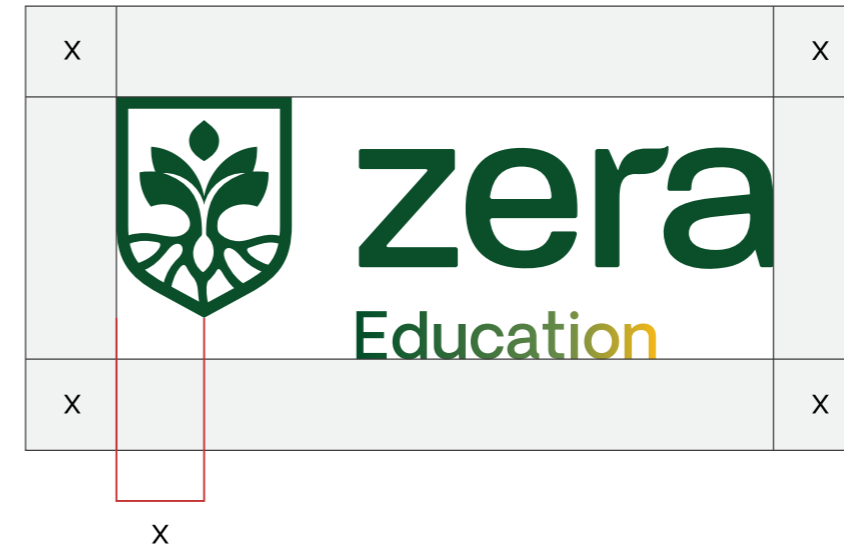
There must always be sufficient space surrounding our logo to avoid competition with other visual elements as well as to maintain its visual impact.

Always maintain at least the minimum amount of clear space around the logo, equal to half of the width of the emblem (indicated as 'x') as shown.

## Minimum size

Digital: 50px wide

Print: 2 cm wide





# Brand Elements



# Brand Colors

Each of the primary colors represents one of Zera's sub-brands:

- Zera Education
- Zera Academy
- Zera Music
- Zera PLUS Education

## Format Usage

When designing for digital usage, use RGB.

When designing for print, CMYK is preferred.

<p><b>Education Green</b> #0A4F29</p> <p>RGB 10, 79, 41 CMYK 89, 41, 98, 44 PMS 6161 CP</p>	<p><b>International Green</b> #668C4A</p> <p>RGB 102, 140, 74 CMYK 64, 27, 88, 9 PMS 2278 U</p>	<p><b>Music Yellow</b> #F7B917</p> <p>RGB 247, 185, 23 CMYK 3, 29, 100, 0 PMS 7406 U</p>	<p><b>Plus Blue</b> #27829E</p> <p>RGB 39, 130, 158 CMYK 82, 37, 28, 2 PMS 633 U</p>
<p><b>Horizontal Gradient Bar</b></p>			
<p><b>White</b> #FFFFFF</p> <p>RGB 255, 255, 255 CMYK 0, 0, 0, 0</p>	<p><b>Ink Black</b> #0D0D0D</p> <p>RGB 12, 13, 13 CMYK 74, 67, 66, 85</p>	<p><b>Silver</b> #DFDFE7</p> <p>RGB 222, 222, 231 CMYK 11, 9, 4, 0</p>	



# Gradient Usage

Gradients are a key part of our identity, reflecting the growth and transformation we encourage in our students. They symbolize the journey from a seed to a tree – building character and inspiring leadership.

The main gradient combines three of our primary colors, while each of Zera's sub-brands has its own unique gradient to distinguish it from the main one. Kindly use the appropriate gradient based on the specific sub-brand being designed.

Zera Education



Zera International School



Zera Music



Zera PLUS Education





# Brand Typeface

We use Oakes Grotesk as our primary typeface for text setting throughout the branding. The font family has 10 styles available, but we primarily stick to light, regular, and medium.

## Alternative Typeface

When Oakes Grotesk is not available, use DM Sans (Google Fonts) or Verdana (Microsoft Office)

## Oakes Grotesk

In Zera, we believe each and every child has the potential to become something big. Over time, our school has continually opened its doors to students from various backgrounds by providing holistic education from primary to secondary levels that nurtures graduates into confident, committed, and competent lifelong learners.

Aa

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opqrstuvwxyz

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VWXYZ

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# Style and Hierarchy

The following style and hierarchy should be adhered in order to maintain the right balance for contents coming from the brand.

## Headline

Oakes Grotesk Medium 48pt  
(2x subheadline) \_\_\_\_\_

## Subhead

Oakes Grotesk Regular 24pt  
(2x body text) \_\_\_\_\_

## Body Text

Oakes Grotesk Regular 12pt \_\_\_\_\_

# Welcome to Zera Education

## Message From Our Principal

Our primary aim is to provide a holistic education from preschool to primary and secondary levels that nurtures graduates into confident, committed, and competent lifelong learners. It is a crucial stage for these students as education and experiences at such an age will define who they will be in the future.

We emphasize building Godly character traits and individualized learning in molding them into the best version of themselves. For the past years, we always believed in building lives for the future, reaching one child at a time. Not only looking into their academic needs but also the welfare of the students.



# Design Implementation



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john@zera.academy  
www.zera.academy

Eco Palladium Block A #03-32,  
Pusat Perdagangan Ekoflora,  
Jalan Ekoflora 7/3, Taman Ekoflora







**zera** International School

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INS TECH

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INS TECH

INS TECH

INS TECH

INS TECH

HappyROO

Cherie Hearts International Preschool

FREE TRIAL







**John Doe**  
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 john@zera.academy

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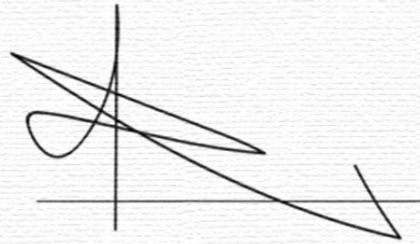
**John Doe**  
 MARKETING MANAGER



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et accumsan et iusto odio dignissim qui blandit praesent lupto delenit augue  
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Signature:



**John Doe**  
Principal

Seal / Stamp:

















Where little  
seeds blossom  
into bright  
futures.



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Shaping  
tomorrow's  
leaders.

Growing  
abilities,  
nurturing  
potential.



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**zera.education**  
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# Shaping leaders for a great future



Certification and curriculum:  
ICCE ACE



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# Temperature and Particle Movement

Science - 6th grade

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Our certification:  
 



Section 1

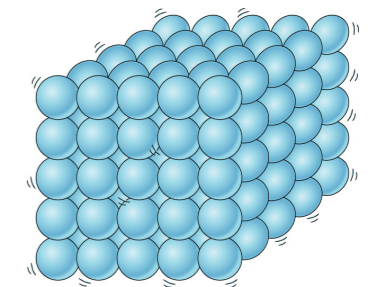
## Kinetic Theory of Matter

### Solid Particles

- Particles are not free to move around very much
- Vibrate back in forth in the same position
- Held tightly together by forces of attraction

Solid particles consist of tightly packed particles experiencing constant vibration. These strong intermolecular forces confine the particles to fixed positions, hindering any significant translational motion. This restricted movement translates to a definite shape and volume for the solid.

These strong intermolecular forces confine the particles to fixed positions, hindering any significant translational motion.



Temperature and Particle Movement

03



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