

Brand Guide

A guideline for Anne Hill International
School and its campuses.



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Brand Story

- **Company Statements**
- **Key Message**
- **Brand Personality**

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Company Statements (Group)



Vision Statement 2030

To operate a network of mid-price integrated (K-12) international and bilingual schools with at least 1,500 students in Vietnam by 2030 that delivers sustainable financial results.

Our educators are central to our efforts in caring for our students, instilling our school values, and nurturing globally-minded, lifelong learners.

Our staff is attentive to the needs of parents and students, building a community of lasting trust and engagement.

Company Statements (Group)



Mission Statements

We invest in the welfare, recognition, and engagement of all staff to achieve a high level of employee satisfaction.

We invest in the recruitment, development, remuneration, and retention of educators and key staff members.

We actively listen and communicate effectively with parents and students.

We emphasise the personal touch while ensuring that our processes are simple and convenient for parents.

We invest time and resources in caring for the environment.

We uphold high standards to ensure a safe and secure environment.

Key Message



Based on the company's vision and mission statements, the following academic vision becomes a key message for the brand that needs to be communicated:

The AHI Educational System - We aspire to be a leading school in international-quality K-12 education, where students thrive in a safe and nurturing environment.

The AHI 21st Century Learner - Guided by our passionate educators, students embark on a transformative journey to become globally-minded lifelong learners instilled with the school's core values.

The AHI Learning Community - The AHI Learning Community is grounded in open communication and meaningful engagement. As we interact with parents and students, together, we build a vibrant community dedicated to shared learning and development.

Brand Personality



To communicate our brand key message, the following personality traits are needed:

- **Sincerity and personal touch** are core personality traits of the Anne Hill brand.
- It is not only an educational institution or a business but also a **community that cares for the well-being** of its students, teachers, staff, parents, and other stakeholders.
- The brand is **down-to-earth and respects** different points of view, addressing various issues holistically and integrally.
- It is a **trustworthy, reliable and credible** educational brand that delivers quality international education.
- Most importantly, the Anne Hill brand hopes to **inspire, nurture, and spark joy** for parents and students.
- This brand personality must be consistent across all brand touchpoints, including visual identity, communications, and campaigns.

Brand Identity

- Logo
- Brand Colours
- Typography
- Overall Design Aesthetic
- Photography & Videography
- Identity Architecture & Interior Design Guidelines

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Anne Hill International

Our Logo's Meaning

AHI's logo is a visual representation of our commitment: enabling students to reach their full potential and embark on a transformative journey. We aim to foster globally-minded, lifelong learners instilled with our core values, empowering them to take on the challenges of an ever-changing world.

The 'h' with a dot on it is designed to resemble a student sitting on a chair, while the 'i' represents the teacher. The star shooting from 'the chair' symbolises growth and nurture.

The key brand mark that links various Anne Hill brands is the shooting star, signifying growth and the students' potential to develop 'star' qualities, regardless of the course they enrol in with Anne Hill.

Logo

Logo Variations



There are variations to the AHI logo to suit different needs.

- The primary logo is for general use and is the default choice for Anne Hill International School.
- The secondary logo is to be used in situations where the background is green or any other dark colour.
- The monochrome version is suitable for print when it needs to be in black and white.
- Another version is used when a clear distinction between preschool and primary is necessary, or when communicating to parents about the school's preschool and primary programmes, such as in the school calendar, newsletter, information guide, and other academic collaterals.

Logo

Logo Variations

There are variations to the AHI logo to suit different needs.



Shortened logos are intended for **internal use and watermarks of social media/blog post photos**. They can be employed for watermarking, signage, stickers, or in cases where limited design space is available.



The following logo form is used for uniform designs.

Logo

Dos and Dont's



Do put the logo at one corner when it is used as a branding watermark.



Do resize the logo to fit the design and make sure it is aligned with other elements.

Logo

Dos and Dont's



Do not add effects such filter, recolouring, blur, heavy drop shadow or heavy strokes.



Do not crop or distort the proportion of the logo.



Do not change the transparency of the logo.



Do not change the font of the logo.



Do not resize the brand mark on its own.

Logo

Partner Logos



Partner logos must be used appropriately.



Besides following the partner logo's branding guidelines, the logos must be placed close to one another and aligned on the same line when used in conjunction with Anne Hill's logos. They must also be similar in size.



Do not stack logos on top of one another.



Do not separate logos.



RafflesMedical

Logo

Curriculum Provider/Accreditation Logos

- ✓ Each curriculum provider or accreditation body will provide their own logo branding guidelines. Please refer to their guidelines for more information.
- ✓ When multiple logos need to be put into one design, the logos must be aligned on one line.
- ✓ These logos must also be smaller than AHI's logos in the design.
- ✗ Do not let the logos compete with one another in terms of size.



Logo

☒ Copyright and Trademark



The Anne Hill International School logo is copyrighted under Vietnamese law and jurisdiction, with Vision Associates law firm registering the logo on our behalf.

Anne Hill International School reserves the right to pursue legal action should there be any evidences of plagiarism.

Brand Colours

Color Palette

Anne Hill's colour palette represents **nurture, growth, the environment, happiness and harmony**. For the most part, the three primary colours are all that is needed for visual designs. However, additional colours, such as the secondary colours, can be used. It is possible to incorporate colours outside of the Anne Hill palette into designs, such as backgrounds, but if there is a need to do so, one must prioritise neutral, warm-tone or earthy colours. Avoid **neon** colours and **gradients** where possible.

Primary Colours



Olive Green
Hex: #6f7115
Pantone: 2307C



Yellow Orange
Hex: #fcb53b
Pantone: 143C



Misty Moss
Hex: #afae79
Pantone: 452C

Secondary Colours



Navajo White
#ffdfad
Pantone: 7507U



White
##ffffff



Smoky Black
#111111
Pantone: Black 6C

“Colour is power which directly influences the soul.”
– *Wassily Kandisky*

Typography

A B C E F G H I J K L M O Q R S T U V W X Z Y
1 2 3 4 5 6 7 8 9

The Anne Hill fonts are **ITC Avant Garde Gothic** and **Helvetica**.

- For variety, different weights of the same font can be used e.g. **bold**, *italic*, etc...
- Use different font weights mindfully i.e. with a purpose. Do not overdo it for the sake of decoration.
- Ensure that there is sufficient spacing and proper alignment between each line for reading eligibility.
- Avoid using more than two fonts in one design.

Typography

Headings should be in bold e.g. ITC Avant Garde Bold/Demi Bold and Helvetica Bold.

Sub-headings should be in medium e.g. ITC Avant Garde Medium. Font size needs to be smaller than headings.

Body text should be in regular font weight e.g. ITC Avant Garde Regular and Helvetica. Font size needs to be smaller than headings and sub-headings.

aA -	dD -	gG -	aA -	dD -	gG -
bB -	eE -	hH -	bB -	eE -	hH -
cC -	fF -	il -	cC -	fF -	il -



Other fonts outside of the Anne Hill brand can be utilised in designs, but should only be limited to headings and used sparingly.

Overall Design Aesthetics

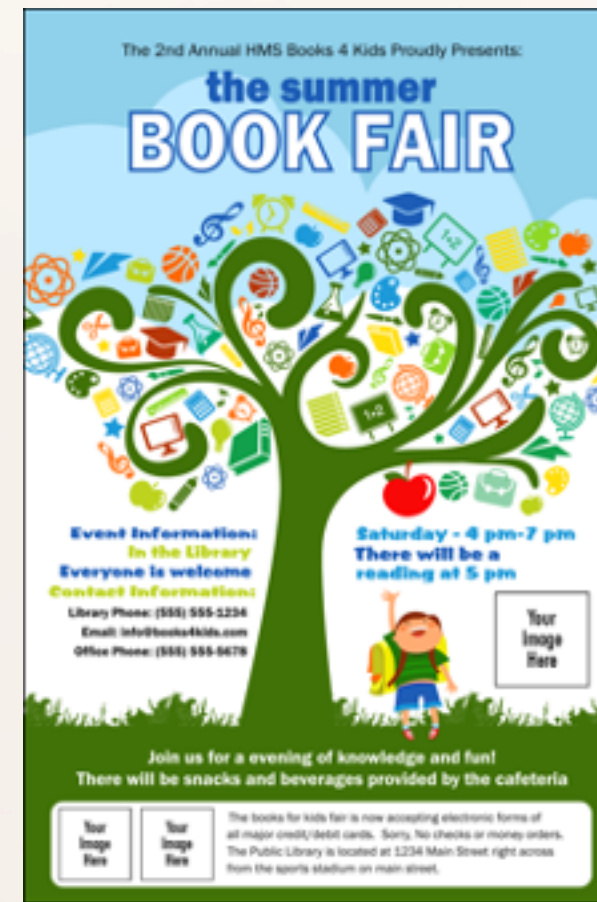
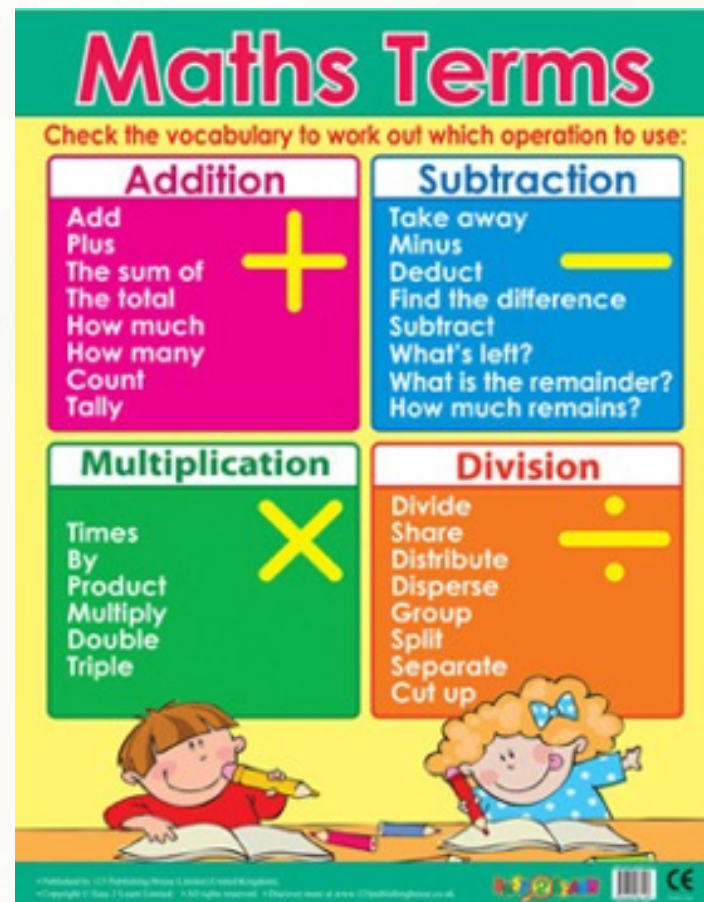


- Utilise branding colours as much as possible.
- Prioritise the use of Anne Hill fonts, minimising the usage of more than two font types. Fonts outside of the Anne Hill collection should be employed sparingly.
- Employ the Brand Mark in a fun and creative manner.



- For designs featuring primary colours that are not part of the branding colours, ensure the inclusion of branding colours in the overall colour palette as highlights.
- Choose 2D illustrations with simple strokes over 3D kiddie cartoons.

Overall Design Aesthetics



Designs
NOT
aligned with
Anne Hill Branding

Photography & Videography

Purpose

Photography is used to inspire the audience by creating compelling content that tells the story of **school life at Anne Hill**. Our brand DNA is more than just words; it also needs to be presented in our visual content. Through photos and videos, the school's **vision, mission, and values** are kept at the forefront.



Photography & Videography

To maintain Anne Hill's educational reputation, **use original photography** for external materials especially marketing collateral. Stock images are limited to internal collateral. Authentic photos accurately represent student life and facilities, fostering a genuine connection with potential parents.

In the absence of original photos, consider alternatives like **2D graphics or typography**. If using a stock image, comply with provider usage rights.



**Every moment in life is captured by one click.
Life is full of beautiful memories. Remember
them.**

Photography & Videography

Device & Set-Up




Photos and videos intended for publication and marketing should always be captured using a professional camera, such as a digital camera or DSLR, rather than relying on a device with a built-in camera function.

Wherever possible, additional equipment, such as tripods, studio lights, and clip-on microphones, can be employed to enhance the quality of both images and footage.



Short camera lenses should be utilised where possible to capture photos of students engaging in their school activities and events. The aim is to highlight both the students and the activities as the main subjects in the photographs.



A young girl with pigtails, wearing a green t-shirt and a green and white baseball cap, is shown in profile. She is holding a silver spoon with an egg balanced on it. Her right hand is raised with fingers spread. The background is a blurred green garden.

“A great photograph is a full expression of what one feels about what is being photographed in the deepest sense and is, thereby, a true expression of what one feels about life in its entirety.”

- Ansel Adams

Photography & Videography

Principles of Capturing Memorable Moments

- **Facilities:** Showcase Anne Hill's campuses as hubs of possibilities and opportunities. Capture facility photos with angles that complement building lines. Use bird's-eye views sparingly for dramatic campus shots.
- **People:** Convey happiness in student, teacher, and staff photos. Plan image composition and angles intentionally. Avoid forced poses; prioritise genuine emotions. The photo should authentically tell a story.
- **Activities:** Provide glimpses into Anne Hill's diverse activities. Ensure photos are interesting, specific, and reflect learning goals. Avoid generic shots that do not reveal what students are creating.
- **Emotions:** Emotion-based photography captures intimate moments, evoking feelings from carefree to concentration. Spark a connection and create standalone, impactful images.
- **Knowledge:** Highlight Anne Hill's educational focus with knowledge-based photography. Showcase students in learning activities, as well as still-life details of educational materials and student work.

Photography & Videography

Composition Guidelines

Rule of Thirds	---	Divide the frame into nine equal rectangles. The idea is to position the important element(s) of the scene along one or more of the lines or their intersections.
Balance	---	Photos need not be symmetrical, but there should be a balance between all elements in the frame. For example, if the subject is on one far side, include a secondary object on the other side.
Depth	---	Create depth of field by incorporating a foreground interest against the background in the frame.
Framing	---	Look for elements such as windows, arches, or overhanging branches to frame the scene.
Lines	---	Use visual lines to guide the viewer's perspective towards the subject. Lines can be roads, paths, walls, or even patterns.
Space	---	Ensure the frame is free from distracting elements that clutter the composition.
Isolation	---	Capture portraits or isolate the subject by using a wide aperture, shallow depth to blur the background. This simplifies the composition and focuses on the details of the subject.

Photography & Videography

Lighting & Editing



- **Natural light** should always be used when possible to create a balanced, soft, fresh, yet vibrant feel for images and videos.
- Avoid dimly lit rooms, harsh artificial lighting, and night imagery. In cases where the classroom is not well-lit, photos should be taken near the windows, or soft fluorescent lighting can be utilised.

- Edits should only be made to cropping, lighting, exposure, contrast, colours, and tones to achieve the look and feel set out by the photography guidelines.
- Editing is used to **enhance the natural colours of the photo and bring warmth**, aligning itself with the concept of being bright and authentic.
- The School does not advocate airbrushing facial features, body figures, or distorting reality.



Photography & Videography



Student Safeguard

- **Authorisation:** Parents, following authorisation obtained from the Registration Form, grant permission for the school to capture photos and videos of students during school activities.
- **Usage:** These photos and videos may be utilised for the school's promotional materials and digital platforms (e.g., website, flyer, and social media).
- **Publication Restriction:** Photos and videos are exclusively allowed to be published on the school's official platforms, constituting the School's proprietary content.
- **Personal Platforms Prohibition:** To ensure the duty of care to students' families, all staff and employees are strictly prohibited from reuploading these photos and videos on personal platforms. If an employee wishes to repost a certain photo or video on their platform, he/she must repost from the original school links and not re-upload the content.
- **Model Students/Ambassadors:** While general authorisation is secured, written permission from parents is necessary if certain students are designated as model students/school ambassadors for public campaigns e.g. billboards

Photography & Videography



Student Safeguard

- **Appropriate Attire:** Only images and videos of children who are suitably dressed will be used for publication.
- **Emotional and Behavioural Guidelines:** No photos or videos of children displaying negative emotions or engaging in inappropriate behaviour will be published.
- **Privacy Protection:** Photography and videography does not disclose any personal information, including names and addresses.
- **Precautionary Measures:** The school will take all precautionary steps to prevent unauthorised access to photos and videos, maintaining the privacy and safety of students.
- **Visitor Restrictions:** To ensure student safety, visitors are strictly prohibited from taking photos on campus, including photos/videos of classrooms, facilities, and other school activities, except events.
- **Staff and Employee Guidelines:** Staff and employees are not allowed to take photos and videos of students on campus unless it is to communicate with parents via school platforms.

School Video Guidelines



Use Anne Hill fonts and colours where possible especially ITC Avant Garde Gothic.

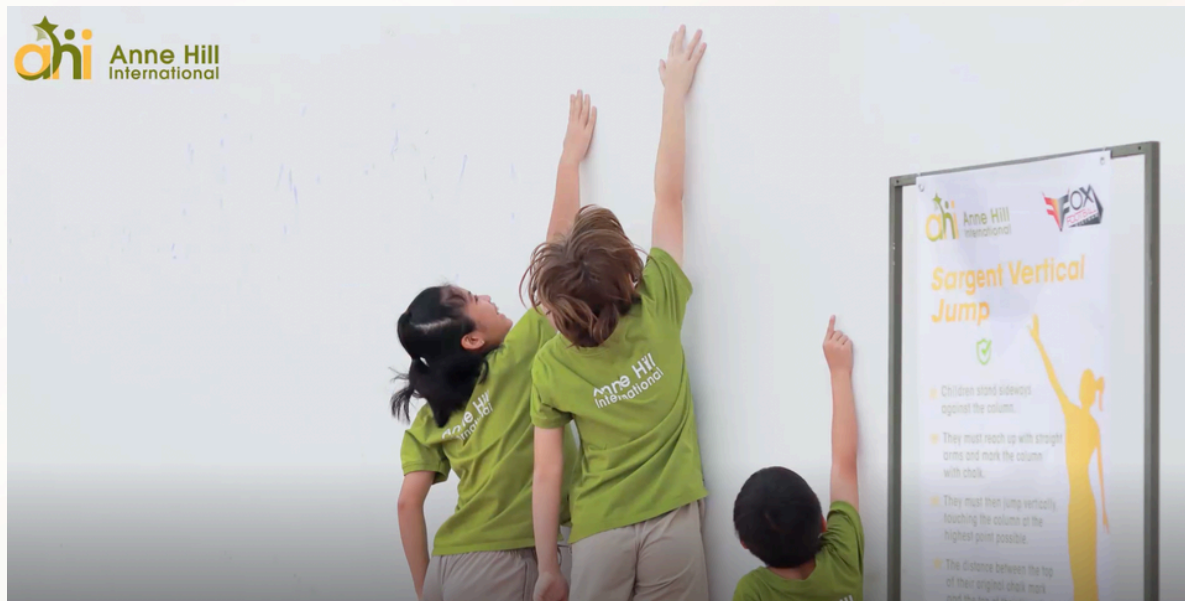
aA - aA -
bB - bB -
cC - cC -

Only use the following background colours for title slides. Title text should be in the centre.



Resolution	1080P HD; landscape
Framerate	30 fps or 60fps
Colour Mode	Standard, natural light
Colour Grading	Vibrant, warm toned natural colour filters
Audio	<ul style="list-style-type: none">• Avoid background noises• Use microphones for interviews• Sound effects should only be used sparingly for subtle effects (no comedic effects)
Background Music	<ul style="list-style-type: none">• Upbeat royalty-free instrumental that suits the theme of the video• Kids-friendly• No EDM and songs with lyrics

School Video Guidelines



- It is important to watermark the entire video (except the introduction and ending clips).
- Use the primary or secondary logo; however, use the same logo throughout the video.
- Place the watermark at the top left corner of the video. proportionate to the video dimension (not too big or small).

- Always put the introduction and ending clips of Anne Hill for school videos used for marketing and branding purposes.



Identity Architecture & Interior Design Guidelines

To be added once the appointed architect provides the guidelines

Brand Voice & Communication

- Tone & Spelling
- Social Media Guidelines
- Website Guidelines
- Email Guidelines
- Letterhead Guidelines
- Campus Signage Guidelines

cc

Tone & Spelling

When writing a piece of communication, it is important to project the following tones:

Educational

It is informative and adds value to the reader.

Simple & Clear

It is simple, coherent and concise.

Professional

It is respectful and courteous when addressing the reader.

Sincere

It is transparent yet thoughtful to the reader.

Positive

It focuses on communicating the positive first, rather than the negative.

Considerate

It is aware of the reader's emotions, takes this into account and responds appropriately.



Sentences must be **grammatically correct**. Use AI to assist in checking for mistakes.

In terms of spelling, **British English** is required to reflect the school's curriculum, which is based in the United Kingdom.



Social Media Guidelines

The purpose of social media content is to **inspire potential parents and update current parents** on their children's achievements at Anne Hill. It is not just for advertising but also for engaging with parents. Content types include:



Themed school activity photos (e.g., CCAs)



Event photos (e.g., Christmas Concert, Charity Bazaar)



School video



Curriculum posts



Stories showcasing school life/courses



Links to school website blog posts



Promotions and campaigns



Special wishes posts (e.g., Children's Day, Happy New Year).

Social Media Guidelines

Anne Hill International School should utilise social media platforms that are relevant to the market segment while maintaining the professional and formal image of its educational institution. These platforms include:



Facebook



YouTube



LinkedIn

Social Media Guidelines



Banner & Visual Designs

- Ensure designs meet platform size requirements.
- Optimise designs for visibility on different devices, and avoid important information being cut off.



Photos

- Watermark all photos with AHI's logo (short version) at the top left-hand corner.
- Follow photography & videography guidelines.



FAQs & DMs:

- Set up FAQs and auto-replies on Facebook, covering fees, curriculum and school tours.
- Draft private message templates following the AHI tone and spelling with guidance from the ASC department.

Social Media Guidelines

Posting Guidelines

- All posts must include visuals (photo, image, or video).
- All content must be original to avoid copyright.
- Share only Anne Hill platform links for cross-interaction.
- Use stories & reels for live updates and short videos.
- Photo albums should be created when posting multiple photos. The photos must follow a theme and showcase what the students have learnt or achieved. All photo album titles must contain the theme name and year e.g. (Tet 2024). Captions are required for the photo album's description but not necessarily for each photo.
- Boosted posts must adhere to Facebook guidelines (<https://www.facebook.com/business/ads-guide>). Configure audience, budget, duration, and payment for maximum reach. Monitor and evaluate ROI.

Website Guidelines

<https://annehill.school/> 🔍



Logo Placement: Place the AHI logo at the top-left corner and always ensure it links back to the homepage.

Navigation Menu: Utilise a menu that aligns with international education industry standards and meets CIS requirements for displaying necessary information.

Navigation Footer: Always include contact details, a school map, and information about curriculum accreditations/memberships in the footer.

User Interface: Find the right balance among content, style, and functionality. Avoid clutter, allow content to breathe, and use images or videos to support text.

Responsive Web Design: Ensure that the design automatically adjusts to different screen sizes and viewports.

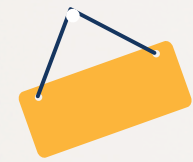
Load Speed: Enhance load speed by avoiding heavy image and video uploads, and opt for a simple design interface.

Call To Action: Ensure that call-to-action buttons, such as "Book A School Tour" and hotline numbers, are prominently visible.

SEO: Create useful, shareable, and keyword-optimised content, particularly in blog posts, and remember to use alt text for images.

Campus Signage Guidelines

All signage to be implemented should fall into one of the main types. These main categories are as follows:



Identification (e.g., classroom room number)



Direction (e.g., exit sign)



Information (e.g., school values)



Caution (e.g., parking signs)



Regulation (e.g., playground rules)



Campus signages should be designed with a significant purpose in mind. **Avoid cluttering** the campus with unnecessary signs if the information can be communicated through other formats.

Campus Signage Guidelines

Materials:

- Inox Stainless Steel: Classroom room numbers and outdoor signages
- UV Mica: For other indoor signages
- Canvas: Outdoor banners
- Laminated Paper: For temporary signages



Important: Fire safety signs must follow the guidelines set by the PCCC.

Design & Language:

- Maintain a balance between the importance of the message and clutter.
- Avoid highlighting negative verbs; focus on positive actions where possible.
- Ensure consistency in design, size, material, and installation for the same type of signs (e.g., female versus male toilet designs).
- Prioritise Anne Hill Brand colours where possible.
- Use icons to complement text, especially for direction, information, caution, and regulation signage.

Email Guidelines

Subject Line: Include (Anne Hill International School) in emails to parents; be specific and keep it concise.

Email Signature: Use the latest email signature banner provided and follow the email signature guidelines on how to include contact details.

BCC & CC: Use BCC when sending a blast to all parents and staff. Only put admin@annehill.school in the CC.

Stylised Texts: Use bold, underline, and italic mindfully to place emphasis, e.g., titles.

Structure: Use paragraphs appropriately to structure the coherence and flow of communication.



Grammar: Proofread your emails before sending them using Grammarly or other AI-assisted platforms.

Attachment & Image: Avoid attaching a file or image larger than 5MB when sending a mass email to avoid triggering spam filters. Maintain a good ratio of text to images.

Fonts: Use standard sans-serif fonts, e.g., Calibri, Arial, or Helvetica.

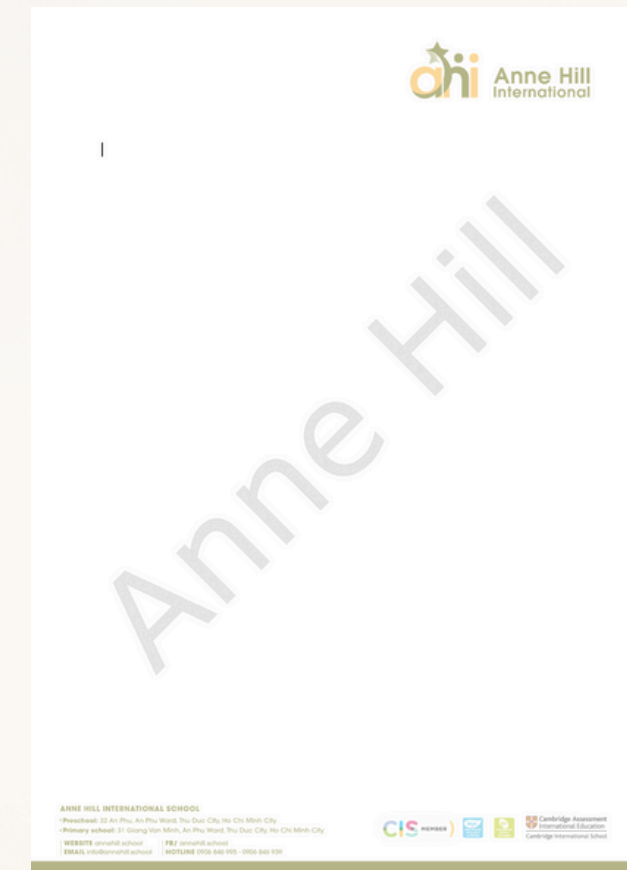
Emojis: Do not use emojis in professional and formal correspondence, e.g., emails to parents/partners.

Letterhead Guidelines



External Communication

- When there is a need to attach or print a letter, use the external letterhead communication template.
- Always export the letter as a PDF file before attaching it to the email.
- All outgoing invoices and receipts must contain the branding of the school.



Internal Communication

- For official business and internal documents, use the internal letterhead communication template.

Closing Words

“The whole purpose of education is to turn mirrors into windows.”

- Sydney J. Harris