

INTRODUCTION

Zahira College is celebrating the 120th year of existence this year. We look back the accomplishments and achievements it has mounted up with great pride and acknowledge and appreciate the immense contribution made by many during the long journey of more than a century. In order to march forward and keep in par with the best Colleges in the Country we need to focus on some very important aspects of development of the College. Brand building through maintaining a high level of efficiency in all our ventures is one such objective.

In order to achieve this, a proposal made to publish a guideline with regard to the College Logo, College Flag and College Colours and their appropriate use. The proposal is drafted after thorough scrutiny and verification of available records, resources and informations.

We believe with the publication of this Handbook everyone will be able to conform to one standardized use of the above intellectual properties of the College confidently.

OBJECTIVE

In the history of **Zahira College**, comparatively the present governance of the College has earned the support of all the stakeholders of the College, The Old Boys who are at the vanguard of the recent developments of the College are enthusiastic to introduce a Branding Guideline which will give an awareness of the appropriate Zahira Logo, Flag and Colours as these intellectual Properties have been hitherto undergone changes and modifications deviating from their original forms. It has led to various interpretations and confusions among the Old Boys of Different Eras.

In order to prevent further confusions and to establish a brand which can withstand the modern challenges to bring Zahira to one of the top Schools a proposal for Branding Guideline was drafted in consultation with various distinguished Old Boys, groups and was forwarded to the Board of Governors. Subsequently on the 26th October 2011 the proposal was approved by the Board. Now it has received the statutory status and thus should be followed by whoever concerned.

We expect everyone to know and be aware of the correct Logo, Flag and Colours with the correct interpretation.

- To identify the College by an icon
- by College Colours/Logo etc
- To reserve all rights
- Refrain from using the incorrect Logo and Colours and simultaneously obtain approval to print / design from the relevant authority "The Branding Committee" or "The Branding Team" as this will violate Branding rules and regulation as stipulated on booklet.

Proposed by:

Muhammed Cassim MSc, MEd, MA
Chairman / Branding Committee
Old Boys' Association
Zahira College
Date: 2011/07/07

Recommended by (Old Boys' Association):

Mr. Akmal Murtaza
Secretary
Old Boys' Association
Zahira College
Date: 2011/07/07

Mr. Feroze Hameed
President
Old Boys' Association
Zahira College
Date: 2011/07/07

Approved by (Board of Governors):

Mr. Rizwan Nigal
Secretary
Board of Governors
Zahira College
Date: 2011/11/02

Mr. Feroze Hameed
Chairman
Board of Governors
Zahira College
Date: 2011/11/02

CORRECT USE OF FONTS

1. Our Primary font family is "Bookman Old Style" and should be used in internal and external communication materials.
2. Our Secondary font family is "Arial" for subject column / Groups name / Association name / Society name / etc...
3. Case sensitive (Upper & Lower)
4. Font Color will be Black or White

for Light background:

Zahira College

for Dark background:

Zahira College

CORRECT USE OF COLLEGE LOGO



Watermark : Opacity 10%



Colour



Black & White

MEANING OF COLLEGE COLOURS



Religion / Islam



Education

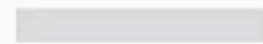


Other Activities

COLOUR CODE



CMYK : 100 30 100 30
RGB : 1 105 54
#00525C



CMYK : 15 10 10 0
RGB : 213 217 219
#CBCBCC



CMYK : 30 100 100 30
RGB : 137 26 28
#6E1517

COLLEGE FLAG

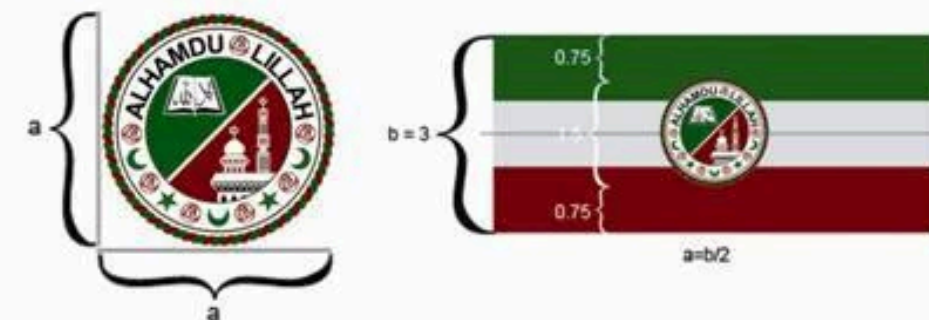
Horizontal

Clockwise

Vertical



MEASUREMENT FOR COLLEGE FLAG & LOGO



MISUSE OF COLLEGE FLAG & LOGO



As Zahira College, Colombo is identified by its logo and colours, all those concerned are strictly advised to use only the appropriate Logo/Colors stipulated in the Branding Guideline Handbook and to obtain prior approval of any print or design from the "Branding Committee" by sending an email to "branding@zahiracollege.lk". Non-conformity will amount to violation of stature of Zahira College, Colombo

To download and obtain correct version of Zahira College logos, Please visit : www.zahiraoba.com/logo.htm or www.zahiracollege.lk/logo.htm

® Zahira College, Colombo Reserves all rights regarding its Logo and Colours

For More Info : www.zahiracollege.lk / www.zahiraoba.com / facebook.com/zahiracollegeoba