



Zahira College

Old Boys' Association

BRANDING GUIDELINES



Zahira College
Old Boys' Association

Purpose of the Guidelines

Objectives

- Protect the identity of Zahira College
- Maintain consistency across all communications
- Strengthen institutional reputation
- Provide clear branding standards
- Define approval procedures
- Support affiliated bodies in maintaining professionalism



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Why Branding Matters

Importance of Branding

- Creates a strong and recognizable identity
- Builds trust and credibility
- Preserves the College's heritage
- Enhances public perception
- Promotes unity among affiliated bodies
- Ensures professionalism in communications



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The College Logo

Logo Requirements

- Use only approved logo files
- Maintain original proportions
- Use approved colours
- Ensure visibility
- Use high-quality versions





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Logo Clear Space

Requirements

- Maintain adequate space around logo
- Avoid overlapping text
- Avoid overlapping graphics
- Ensure logo remains prominent

Purpose

- Improve visibility
- Protect brand integrity





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Correct Logo Usage

DO	DON'T
✓ Use approved artwork ✓ Maintain proportions ✓ Use approved colours ✓ Use high-resolution files ✓ Ensure visibility	✗ Stretch the logo ✗ Compress the logo ✗ Change colours ✗ Rotate the logo ✗ Add shadows or effects ✗ Crop portions of the logo



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Typography Standards

Primary Font

- Bookman Old Style

Secondary Font

- Arial

Guidelines

- Maintain readability
- Ensure consistency
- Avoid decorative fonts





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Social Media Guidelines

Requirements

- Professional appearance
- Accurate information
- Proper branding
- High-quality graphics

Avoid

- Distorted logos
- Low-resolution artwork
- Misleading content



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Logo Placement

Rules

- College branding remains primary
- Sponsor logos remain secondary
- Maintain balanced visual hierarchy

Avoid

- Oversized sponsor logos
- Sponsor dominance



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Approval Policy

Approval MUST Be Obtained When

- College Name is used
- College Logo is used



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DESIGN APPROVAL PROCESS

- Artwork submitted by Batch / Group / Association to the Coordinator for Affiliated Body.
- Coordinator for Affiliated Body forwards the artwork to the Branding Committee for review.
- If any corrections are required, the Branding Committee communicates the changes to the Coordinator for Affiliated Body, who then informs the respective Batch / Group / Association for revision.
- Once all corrections are completed and approved, the artwork is finalized for publishing.





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Responsibilities of Affiliated Bodies

Every Affiliated Body Must

- Follow branding guidelines
- Protect College reputation
- Use approved assets
- Obtain approval when required
- Maintain professionalism



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CONCLUSION

This initiative will help preserve the dignity and identity of Zahira College while ensuring all affiliated body communications follow a professional and unified branding standard.

