CONTENTS

1. STATEMENT OF PURPOSE
2. MISSION, VISION & PHILOSOPHY
3. TAG LINE
4. THE SoL LOGO
5. LOGO
   LOGO OVERVIEW
   EXAMPLES OF CORRECT USE OF LOGO
   PRIMARY & SECONDARY LOGO
   USING THE SoL LOGO
   LOGO MINIMAL SIZE
   LOGO AND TAG LINE
   TAG LINE POSITION
6. TYPOGRAPHY
7. COLORS
   SoL BLUE LOGO
   SoL WHITE LOGO
   SoL BLACK LOGO
8. FILE FORMATS
   LOGO FILE FORMATS

STATEMENT OF PURPOSE

This document provides guidelines to ensure the correct use of the School of Leadership brand identity. Our brand is key to ensuring that our outreach presents the organization consistently throughout Pakistan. A strong brand aids recognition of School of Leadership by our audiences, conveys what we stand for and helps us build a reputation of excellence so that we continue to cultivate distinction.

By applying these guidelines to your communications, campaigns and materials you will strengthen the School of Leadership brand image and enhance the visibility of the organization.
MISSION, VISION & PHILOSOPHY
The School of Leadership (SoL) was set up in January 2003 as an enterprise with a social mandate. The organization exists to unlock potential, to stimulate conscious endeavor and to elevate lives by designing interdisciplinary and customized programs & initiatives. SoL undertakes various cross-sectorial assignments, primarily with youth & their stakeholders. From carving out growth-oriented visions, to conducting needs assessments, to facilitating training interventions, SoL involves individuals/organizations to develop their capability for higher levels of sustainable growth. Attitudinal, behavioral & cultural frameworks form the common denominator of these interventions.

MISSION
To help you be you. We believe in setting you on a path to discover your own answers and live out your distinction.

VISION
To enjoy freedom while being disciplined. For us, that is not an oxymoron. It is the only way to exercise your freedom without imposing upon others.

OUR PHILOSOPHY
School of Leadership believes in you. We believe in your power to live an enlightened life, to be a source of positive change and to leave a legacy. You only get to live once and you have one chance to make your life about choices, not complaints; about developing, not stagnating; about fulfillment; not disappointment; about giving, not just taking. Why does your contribution matter? Because you are born different. Period.

Your ability combined with ours possesses the strength to challenge conventions through advocacy and action. We must be compassionate, competent and courageous. Powered with our character, we can dream and create a world of dignity, fairness, support, opportunity & fulfillment.

At SoL, we go beyond what meets the eye. We dig deeper and design & deliver creative learning initiatives. We open up the floor for participants like you to embrace the opportunity to develop the essential knowledge, skills and attitude to thrive in today’s tricky times (we’re also pretty good at alliteration). You’ll see us at conferences, workshops, and exhibitions. You’ll see us on campuses, in hotels, at beaches and on mountains. How will you know it’s us, you might ask? Because you’ll be energized, engaged & enlightened.

Our alumni have spread out all over the world to become influencers in their communities, on their campuses and in their companies. Their journey with us helped them realize their personal potential and become aware of the possibilities around them.
TAG LINE
CULTIVATING DISTINCTION

TAG LINE
From its inception, School of Leadership has operated as a collaborative organization channelling the large reserves of youth energy towards more fruitful pursuits. We aim to be the cornerstone of sustainable development. Our conferences, programs and events influence the lives of young people as well as those working in the education sector on many different levels. The positive and sustained impact of our work is evident in the lives of our participants and the actions they take after our programs therefore we believe in CULTIVATING DISTINCTION.
LOGO OVERVIEW

The School of Leadership logo is a visual representation of the organization's mission. It is the one element that unifies and represents our organization. It has been specifically designed to represent not only our name, but also what we stand for - youth! The blue, white and orange bring together three elements from nature: water, land and the sun. Through this depiction of the natural world as a well-ordered whole, the logo symbolizes the SoL philosophy - cultivating distinction by tapping into the essential attributes nature has bestowed every individual with.
EXAMPLES OF CORRECT USE OF LOGO

This page illustrates examples of the correct use of the logo.
EXAMPLES OF CORRECT USE OF LOGO
This page illustrates examples of the correct use of the logo.
PRIMARY LOGO
The primary logo should be used at all times in all types of publications. The brand logo must be placed on the upper left area. The logo is always presented on a white background. The preferred logo is always the primary orientation.

SECONDARY LOGO
The other variations to the logo are acceptable for office use only, like PowerPoint presentations, where it is not possible to use the primary logo because of layout optimization purposes.
USING THE SoL LOGO
Using the School of Leadership (SoL) logo correctly is key to consistent and positive brand presentation. Please do not alter the logo in any way. Only the authorized logos illustrated in this guide, or available on our website should be used. The logos can also be e-mailed on request.

LOGO MINIMAL SIZE
Logo should not be reduced less than 3.5 cm on its long edge and with a minimum resolution of 300dpi. For the web that translates into a size of minimum length of 180 pixels on its long edge. To comply to retina display it requires a minimum resolution of 360 pixels for its long edge and 72dpi.
CULTIVATING DISTINCTION

Two-line format

LOGO AND TAG LINE
Whenever possible, the tagline should appear along with the School of Leadership logo. The tagline has been designed with two graphic variations suitable for display on a variety of media: two-line and stacked format.

When working with partnerships, it is not necessary to use the School of Leadership tag line, instead apply the SoL brand visual identity on communication materials.

Stacked format
ABOUT SCHOOL OF LEADERSHIP

THE SCHOOL OF LEADERSHIP (SOL) WAS SET UP IN JANUARY 2003 AS AN ENTERPRISE WITH A SOCIAL MANDATE. THE ORGANIZATION EXISTS TO UNLOCK POTENTIAL, TO STIMULATE CONSCIOUS ENDavor AND TO ELEVATE LIVES BY DESIGNING INTERDISCIPLINARY AND CUSTOMIZED PROGRAMS & INITIATIVES. SOL UNDERTAKES VARIOUS CROSS-SECTORAL ASSIGNMENTS, PRIMARILY WITH YOUTH & THEIR STAKEHOLDERS, FROM CARVING OUT GROWTH-ORIENTED VISIONS, TO CONDUCTING NEEDS ASSESSMENTS, TO FACILITATING TRAINING INTERVENTIONS. SOL INVOLVES INDIVIDUALS/ORGANIZATIONS TO DEVELOP THEIR CAPABILITY FOR HIGHER LEVELS OF SUSTAINABLE GROWTH. ATTITUDINAL, BEHAVIORAL & CULTURAL FRAMEWORKS FORM THE COMMON DENOMINATOR OF THESE INTERVENTIONS.

TAG LINE POSITION

Shown above are three examples of how to use the logo and tag line in materials.
TYPOGRAPHY
TYPOGRAPHY

Careful selection and arrangement of typography provides legibility and readability to any communication material.

Helvetica Neue

Helvetica Neue is the official typeface of School of Leadership. Helvetica is a widely used sans-serif typeface developed in 1957 by Swiss typeface designer, Max Miedinger. Helvetica Neue is a reworking of the typeface with a more structurally unified set of heights and widths. Other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers. Neue

Helvetica uses a numerical design classification scheme, like Univers. The font family is made up of 51 fonts including 9 weights in 3 widths
COLORS
### Primary Color Palette

The primary color for School of Leadership is blue; a vibrant color that is immediately recognizable and highly visible. Blue is also the visual link to SoL. This color should be used in all our communications.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Blue</strong></td>
<td>7455 C</td>
<td>C 97 M 74 Y 1 K 0</td>
<td>R 0 G 84 B 166</td>
</tr>
<tr>
<td><strong>Light Blue</strong></td>
<td>2706 C</td>
<td>C 20 M 15 Y 0 K 0</td>
<td>R 199 G 205 B 232</td>
</tr>
<tr>
<td><strong>Orange</strong></td>
<td>715 C</td>
<td>C 0 M 54 Y 93 K 0</td>
<td>R 249 G 142 B 43</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>White</td>
<td>C 0 M 0 Y 0 K 0</td>
<td>R 255 G 255 B 255</td>
</tr>
</tbody>
</table>
SECONDARY COLOR PALETTE
Some campaigns or documents require the use of additional colors.
SECONDARY COLOR PALETTE
Some campaigns or documents require the use of additional colors.
FILE FORMATS
EPS files are best suited for:
High resolution professional printing, such as offset printing (e.g. publications, banners, etc.)
Note: EPS Files are vector based so the EPS logo files may be scaled larger without any loss in quality.

PNG files are best suited for:
Web
Screen display and desktop printing, for programs such as MS Office Word, Excel, PowerPoint
E-mail signatures
Note: PNG Logos are available with a transparent background and white background. Use the white background option for all cases except when the logo will be placed on a colour background
Note: PNG files are NOT vector based, so the PNG logo files must not be scaled to a larger size as they will pixelate.

LOGO FILE FORMATS
The SoL logos are available in EPS and PNG format options on our website: www.sol.edu.pk and can be e-mailed as and when requested

In general, EPS files are best suited for offset or high-end-on-demand printing, and PNG files are best suited for on-screen viewing, online publishing, MS Office Computer Programs and desktop printing. If you are unsure which type of file is best suited for your particular need, please contact the Communications team for advice.

Note: Always download and save the logo files from the browser to your desktop before placing logos in documents, or e-mail messages. Do not copy and paste logo files directly from the browser into a document or message.
Within the different file formats, the logos are available in these colours

**PANTONE**
Use the Pantone files when the logo will be printed in Pantone colours on an offset press. Letterhead system, business documents and business cards are a typical application for Pantone printing. Pantone files can also be used for printing on demand, desktop printers, postscript printers and image setters.

**CMYK**
CMYK files should be used for offset four-color printing (CMYK), such as publications. CMYK files may also be used for printing on demand, desktop printers, postscript printers and image setters.

**RGB**
You should always design in RGB color mode if your final artwork is going to be used on computer screens or digital devices. This includes: User Interfaces, Websites, Web Banners, Icons, and any other design piece intended for electronic use.