

Introduction

Brand Hierarchy

We celebrate the unique culture of each school in our group, while also connecting them as part of the Paramount Schools of Excellence network.



Visual Identity

Our Logo

A logo is the face of a brand, instantly conveying its identity, values, and personality in a single visual mark. It creates recognition, builds trust, and differentiates the brand in a competitive market, making it a crucial element of brand identity.

Network Logo Horizontal
(Primary)



Network Logo Vertical
(Alt)



Logomark



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Network Logo Horizontal
(Primary)



Clear space = P in Paramount

Network Logo Vertical
(Alt)



Clear space = P in Paramount

Logomark



Clear space =
1/4 logomark width

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What not to do



Don't distort the logo when resizing.



Don't change the logo colors.



Don't use outdated logos.



Don't place the logo in a visually busy space that makes it difficult to see.



Don't place the logo over faces. We are people first.