



T A B L E O F  
C O N T E N T S

Our Brand

Our Logo

25 Year Logo

Logo

Clear Space

Color Variations

Logo Don't

Logo Placement

Logo

Clear Space

Logo Placement

Our Colours

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Colours

Patterns

Gradients

Colours

Patterns

Gradients

O U R  
B R A N D

India's leading institution in design, fashion, and media we have been a catalyst for success of students across creative industries for 26 years. To shape the future of creativity, we offer more than 30 uniquely designed under-graduate, post-graduate and professional development pathways across our campuses in Delhi, Noida, Jaipur and Mumbai. Our aim is to drive new-age educational practices and become a leading global institute in the field of design, fashion, and media education. With a vision to promote creativity as the core purpose of growth, we are committed to delivering excellence and innovation in a cohesive, all-encompassing package.

OUR  
LOGO

Logo



## Clear Space

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The marked section is the amount of clear area around the brand logo. It's called the exclusion zone and depicts the area that needs to be isolated from other elements like text and images. The intent here is to make the logo stand out. Here the amount of clear space needed is equivalent to the size of the circle logo marked as 'Y' around the top, bottom, left and right section of the logo.



## Color variation

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Based upon the background of the design, our logo can be used in below three variations only.

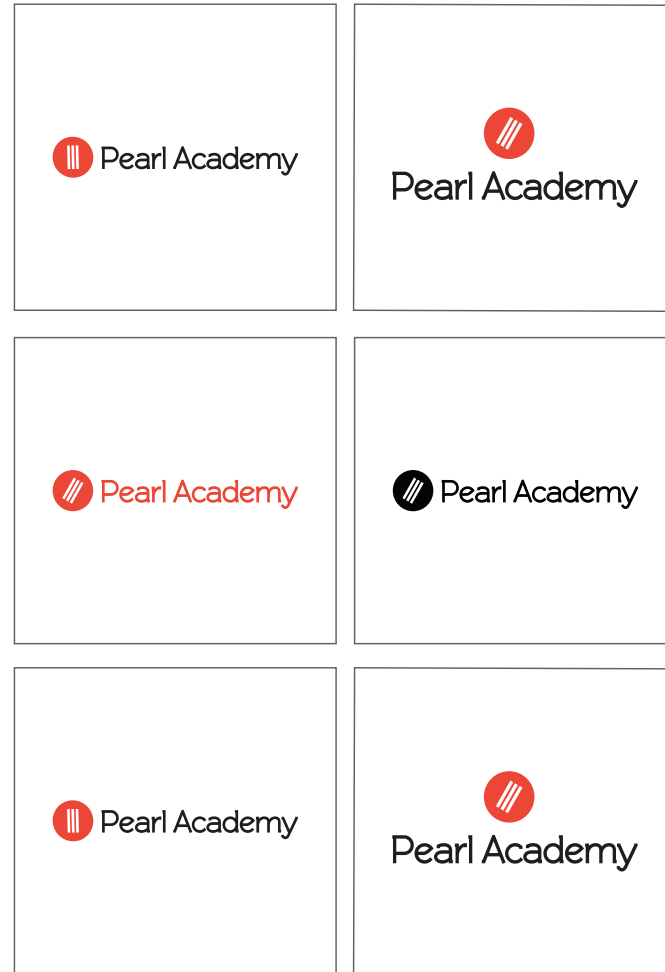


## Logo Don'ts

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The logo forms the brand identity and so it should never be tampered with. Here we will discuss the do's and don'ts while using the Pearl Academy logo.

- Don't change the angle of the slanting dashes
- Don't pick and drop the circle from its location
- Never keep the circle and the fonts in same colour



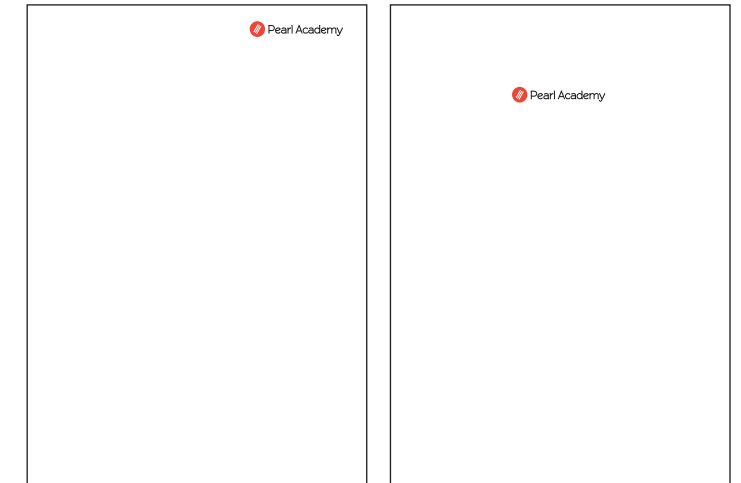
## Logo Placement

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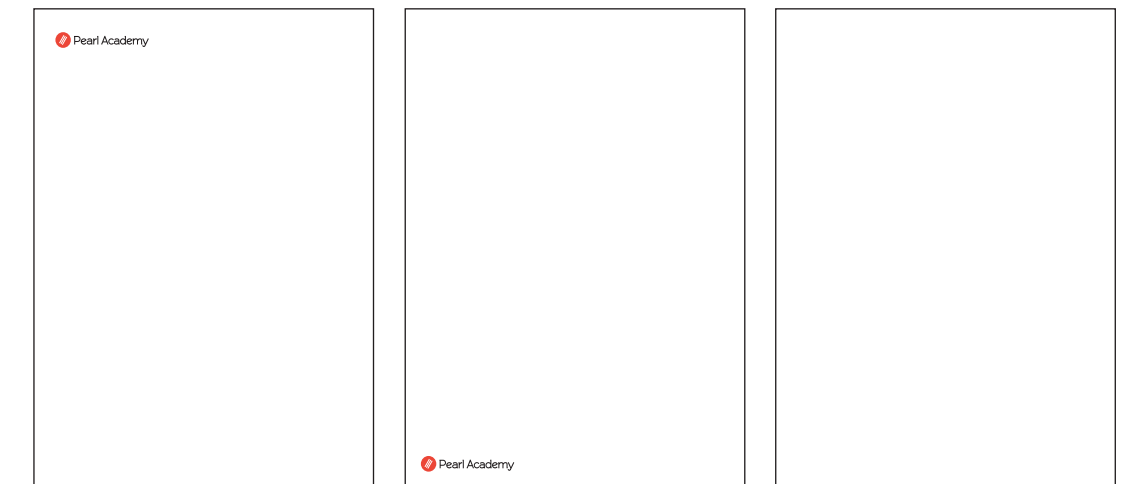
Here we will discuss the do's and don'ts of our logo placement.

- It should always be placed at the centre or top right.
- Placing the logo on the top left, bottom left and bottom right is prohibited.

Correct



Incorrect



2 5 Y E A R S

L O G O

Logo



# Clear space

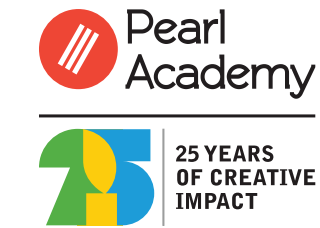
The 25 years logo needs to stand out and still not overpower the Pearl Academy logo. Here we will discuss how to put the 25 years logo variation in different backdrops in both colour and B&W options.

- The top row lists out the logo on a white background
- The centre row depicts how to place it on a black backdrop
- The bottom row depicts the same in an orange backdrop



# Logo Placement

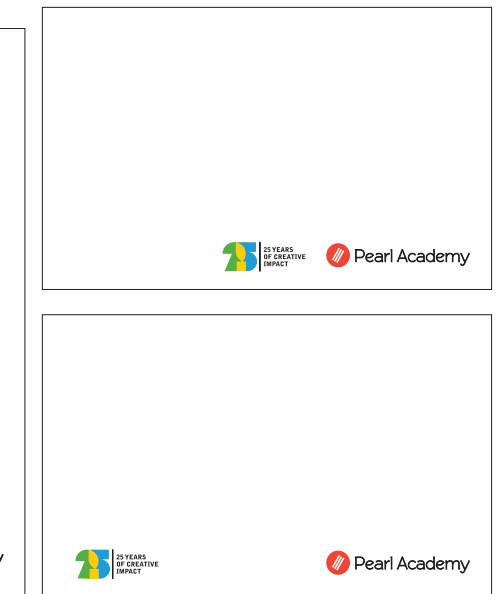
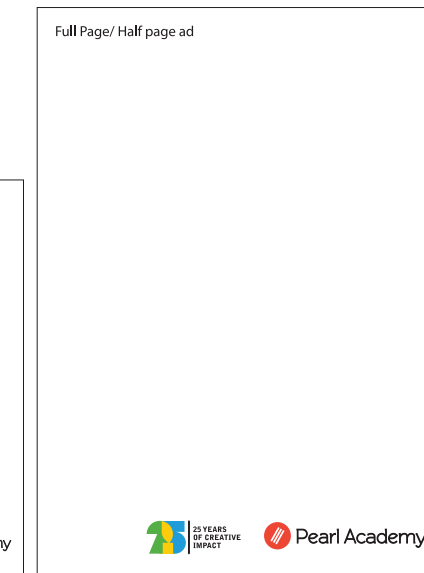
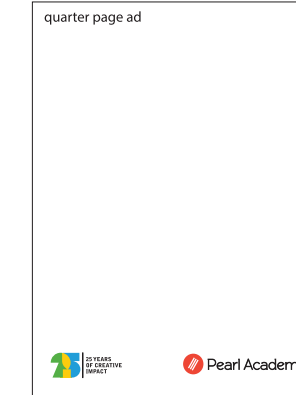
## Vertical Placement



## Horizontal Placement



For any artwork bigger than size of A4 needs to follow guidelines for gap.





# OUR COLORS

## The palette

We use colour gradients in the layout background. It sets the tone for Pearl Academy as the boiling pot for creativity; that's why the background merges with multivariable derivative of colour vectors. The brand endorses the following colour gradients represented with their respective CMYK units.

Our gradient represents the amalgamation of various courses and the creative endeavours. The vibrant colors represent our contemporary and futuristic approach.

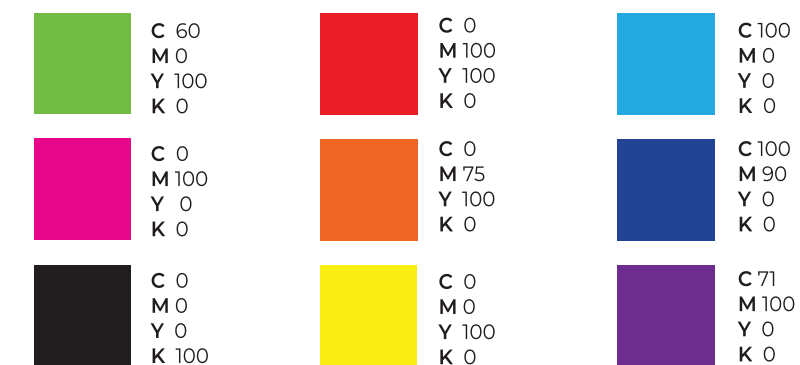
### Logo colors



### Primary colors



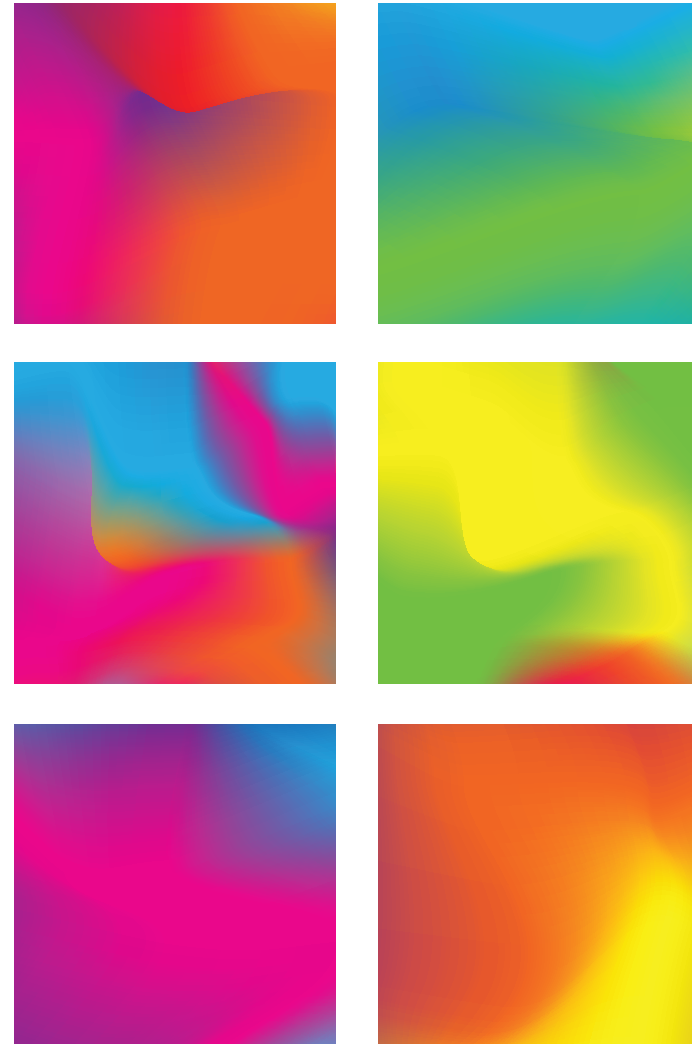
### Secondary colors



## Tints and Shades

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The gradient mesh is a representation of our futuristic and disruptive approach. These meshes are used whenever imagery comes into play.



## Gradients

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These gradients are pivotal to our brand and are a simpler version of the complex mesh. These are used when typo and vectors form the layout.



# OUR TYPOGRAPHY

## Fonts

Our primary typeface for any material is Montserrat Regular.

We use Montserrat Bold and extra bold for headlines.

Montserrat semi-bold for subhead.

Montserrat regular for body copy.

### Montserrat Regular (WEB HEADINGS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

### Montserrat Semi-Bold (PARAGRAPH TEXT)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

### Montserrat Bold (MAIN PRINT HEADINGS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

### Montserrat Extra Bold (PRINT HEADINGS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

O U R  
L O O K A N D  
F E E L

## Mood Board

The images we use are representative of the brand language. It sets the tone for the overall brand appeal. Our characters are young with a self-assertive, positive and confident outlook.

Pearl Academy is a creative institute, and to showcase this in pictures, we also use respective elements of its respective courses and merge them with the characters to form a cohesive whole.



# C R E A T I V E S

O U R

## Invite



**FDCI** Pearl Academy

**IDEA GENERATOR**

### WE WANT YOUR INPUT, FOR THE NEXT BIG FASHION OUTPUT.

Pearl Academy has been instrumental in churning out talents in the world of fashion and design for over two and a half decades. It gives us immense pride to present Idea Generation - a platform where School of Fashion final year students along with fashion and lifestyle experts collaborate, to develop a methodology for upcoming trends in fashion. The compiled framework will be launched and showcased at FDCI, in October Fashion Week'19.

We are inviting fashion and design students to participate and interact in this discussion and be a catalyst to the future of fashion.

**DATE**  
24 Jan

**TIME**  
12 noon - 2 PM

**VENUE**  
FDCI Office, 209, Okhla Phase III, Okhla Industrial Area, New Delhi

[www.pearlacademy.com](http://www.pearlacademy.com)



**25 YEARS OF CREATIVE IMPACT** Pearl Academy

## THE FUTURE OF MEDIA IS HERE.

Because, we are unveiling our own Media School.

On this momentous occasion, we request you to grace us with your presence and bless our kids for their future.

**Date of launch:** 6th Feb  
**Time:** 9:30 am onwards

**Venue:** Pearl Academy, Naraina

[www.pearlacademy.com](http://www.pearlacademy.com)



**25 YEARS OF CREATIVE IMPACT** Pearl Academy

## JOIN US

AS WE CELEBRATE  
25 YEARS OF  
CREATIVE IMPACT  
&  
ANNOUNCE THE LAUNCH  
OF OUR CAMPUS IN  
BENGALURU.

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11 AM-1 PM | **19-03-19** | **HYATT, BENGALURU**

# Poster

25 YEARS OF CREATIVE IMPACT Pearl Academy

## Admissions Open 2019

**COURSES OFFERED**

**UNDERGRADUATE - 4 YEARS**

- Fashion Design
- Fashion Styling & Image Design
- Textile Design
- Accessory Design
- Communication Design
- Interior Design
- Product Design
- Fashion Media Communication

**UNDERGRADUATE - 3 YEARS**

- Fashion & Lifestyle Business Management
- Global Luxury Brand Management
- Media & Communication (Journalism)
- Media & Communication (Entertainment)
- Advertising & Marketing

EXAM DATE: APR 27, 2019  
APPLY BY: APR 20, 2019

APPLY NOW  
www.pearlacademy.com  
1800 103 3005

25 YEARS OF CREATIVE IMPACT Pearl Academy

## Admissions Open 2019

**COURSES OFFERED**

**POSTGRADUATE - 2 YEARS**

- Fashion Design
- Textile Design
- Fashion Styling & Image Design
- Fashion Business (Marketing & Merchandising)
- Luxury Brands
- Communication Design
- Interior Design & Styling
- Accessory Design
- Fashion Communication
- Media & Communication (Journalism)
- Media & Communication (Entertainment)
- Advertising & Marketing
- Product Design

EXAM DATE: APR 27, 2019  
APPLY BY: APR 20, 2019

APPLY NOW  
www.pearlacademy.com  
1800 103 3005

\*Graduates from any field can apply

25 YEARS OF CREATIVE IMPACT Pearl Academy

# What's next»»

THE  
CREATIVE  
SPARK

SAVE THE DATE  
12:00 PM ONWARDS | 15-16 FEB 2019 **NEW DELHI**

RSVP: NOOPUR MEHTA | +91 9029502778 OR  
EMAIL US AT WHATSNEXT@PEARLACADEMY.COM

www.pearlacademy.com

# Backdrops

25 YEARS OF CREATIVE IMPACT Pearl Academy

# THE FUTURE OF MEDIA IS HERE

fDCI  
Fashion Design Council of India

25 YEARS OF CREATIVE IMPACT Pearl Academy

# WE WANT YOUR INPUT, FOR THE NEXT BIG FASHION OUTPUT.

IDEA GENERATOR