



SETH M. R.
**JAIPURIA
SCHOOLS**

BRAND COMMUNICATIONS MANUAL
version 1.0.3

INTRODUCTION

A brand is built over the ages with hundreds of tangible and intangible aspects that give it an image, a personality and above all, the ability to impact people's lives in a positive manner.

Seth M. R. Jaipuria Schools is not just an institution, it is a lineage that is built over years. It's a way of thinking, re-looking at the current educational system and making a positive impact on it. And above all, it's an effort to nurture the thought leaders of tomorrow.

It is therefore of utmost importance to ensure that the true spirit of the brand is upheld in action as well as communications.

The "Brand Communications Guidelines" are therefore developed to introduce you the tangible and intangible aspects of the brand "Seth M. R. Jaipuria Schools" which need to be honoured while developing any and all sorts of communication pertaining to Jaipuria Schools.

Should you have any queries regarding the brand communications manual, please contact Jaipuria Schools Head Office.

BRAND COMMUNICATIONS MANUAL

THE LOGO

BRAND COMMUNICATIONS MANUAL

version 1.0.3

LOGO CONCEPT



Inspired by the Sanskrit mantra “Tamso Ma Jyotirgamaya”, our logo takes education to the next level where only enlightenment is not enough, it needs to liberate the minds, that’s when transformation completes.

The Seth M. R. Jaipuria Schools identity has been developed on the premises of core brand promise of “Transformation” of the students. And what we focus on is not the term “transformation” but “the process of transformation” that’s typical of Jaipuria.

At Jaipuria, the core brand promise is delivered through the excellent academic lineage of over

68 years in education and through an innovative pedagogy that centres on “Self Actualisation. “

The identity has been conceived and designed in a contemporary manner; keeping in mind the latest trends while ensuring the simplest possible association with the brand promise.

THE LOGO

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SYMBOLISM AND COLOUR RELEVANCE

SYMBOLISM

The symbol has overlapping elements that transfigure from one to another completing the meaning. The most basic is an elegant and artistic representation of the alphabet “J” that stands for Jaipuria.

Second representation is of a lamp with a golden flame, the ultimate knowledge that leads to wisdom. And last but not the least is the bird with golden wings in flight that represents the essence of it all, freedom of thought and flight of wisdom.



TYPEFACE

The typeface used is bold and straight, representing the firm belief of the group in providing quality education. Curved edges of the typeface represent the care taken in imparting education through a supportive environment.

COLOURS



DEEP INDIGO

Indigo represents sincerity and dedication that Jaipuria exercises in imparting quality education that ultimately leads to transformation of a being.



GOLDEN YELLOW

The colour of purity, refinement and promise of a bright future.

PRIMARY BRAND COLOURS

There are 2 base colours for the logo along with 2 secondary colours that have been used to create the gradient.

MULTICOLOUR

Primary Colour

Deep Indigo		C 70	M 85	Y 17	K 35
Burnt Golden Yellow		C 00	M 55	Y 100	K 15

Secondary Colour

Light Indigo		C 42	M 44	Y 20	K 00
Light Golden Yellow		C 00	M 15	Y 70	K 00



GRAYSCALE

Primary Colour

	K 100		K 70
---	-------	--	------

Secondary Colour

	K 30		K 70
---	------	--	------

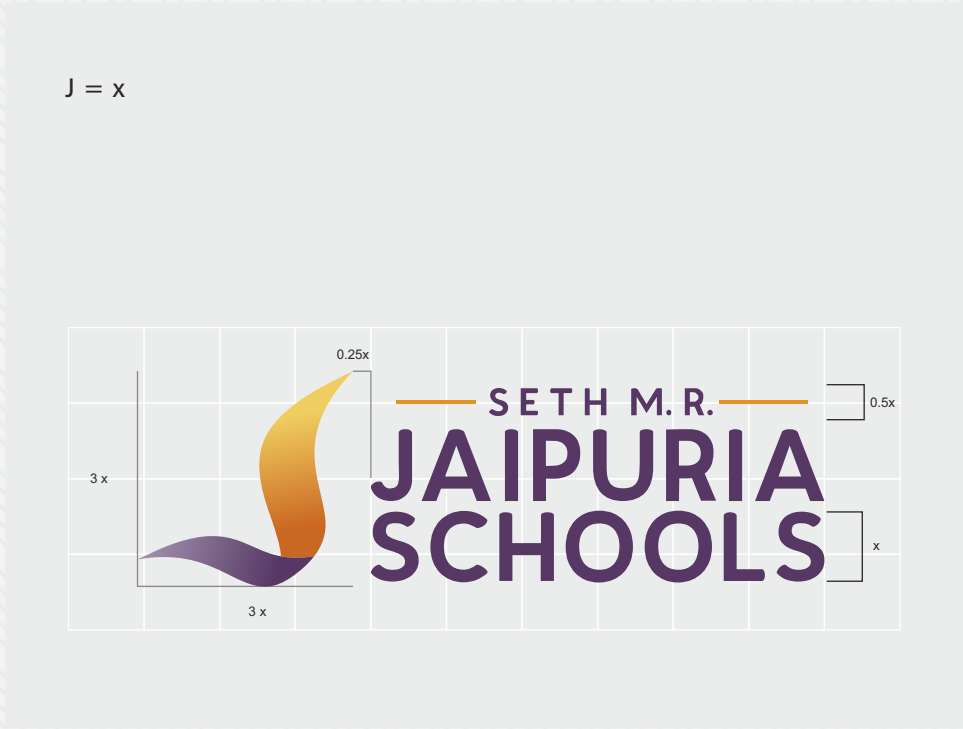


LOGO COMPOSITION

The logo composition should be kept intact as provided in the master logo files.

To facilitate an easy measurements of sizes of various elements and distances between them, we have taken the height of the alphabet “J” as the standard measure.

The measurements have been demonstrated in box 1.0.1



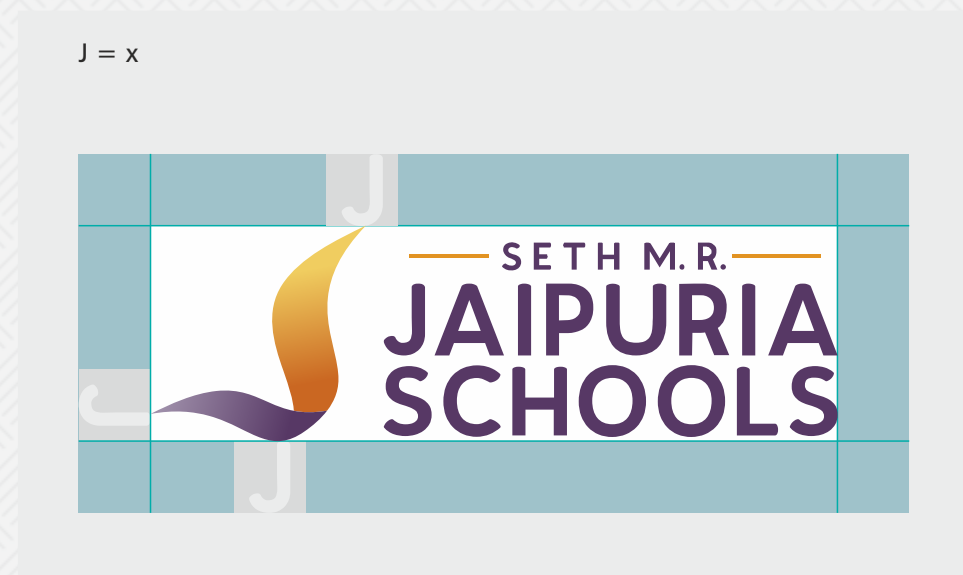
1.0.1

EXCLUSION ZONE

To ensure maximum visibility for the Jaipuria logo, it needs to have stand clear of other elements like text or graphics.

In order to achieve that, an exclusion zone has been marked around the logo. The minimum exclusion zone is equal to half the height of alphabet “J” (which has been assigned a value ‘x’).

While creating any communication, one can choose to have a larger exclusion zone or at least maintain the minimum exclusion as demonstrated here in box 1.0.2



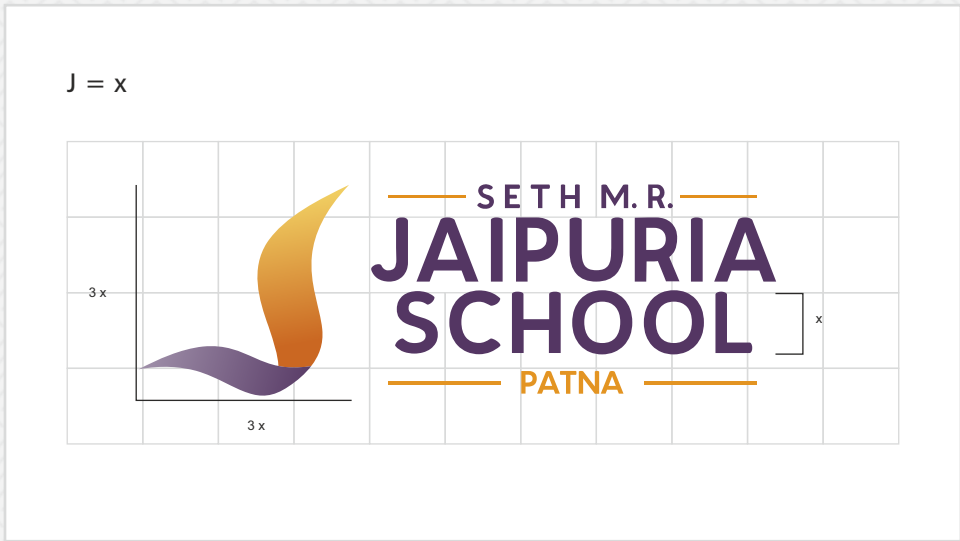
1.0.2

THE LOGO INCLUSION OF CAMPUS NAMES

The logo composition should be kept intact as provided in the master logo files.

To facilitate an easy measurements of sizes of various elements and distances between them we have taken the height of the alphabet “J” as the standard measure (x). The height of the name of the campus should be half the size of x.

The measurements have been demonstrated in box 1.0.3



1.0.3

EXCLUSION ZONE OF CAMPUS LOGOS



1.0.4

To maximise its visual presence, the logo requires a surrounding area clear of any other graphic elements or text.

In order to achieve that, an exclusion zone has been marked around the logo. The minimum exclusion zone is equal to half the height of alphabet “J” (which has been assigned a value ‘x’). The height of the campus name should be half of ‘x’.

While creating any communication one can choose to have a larger exclusion zone or at least maintain the minimum exclusion as demonstrated here in box 1.0.4

THE LOGO RECOMMENDED SIZES

A5

Logo size : 40mm
Margin from Top : 7.5mm
Margin from Right : 7.5mm

A4

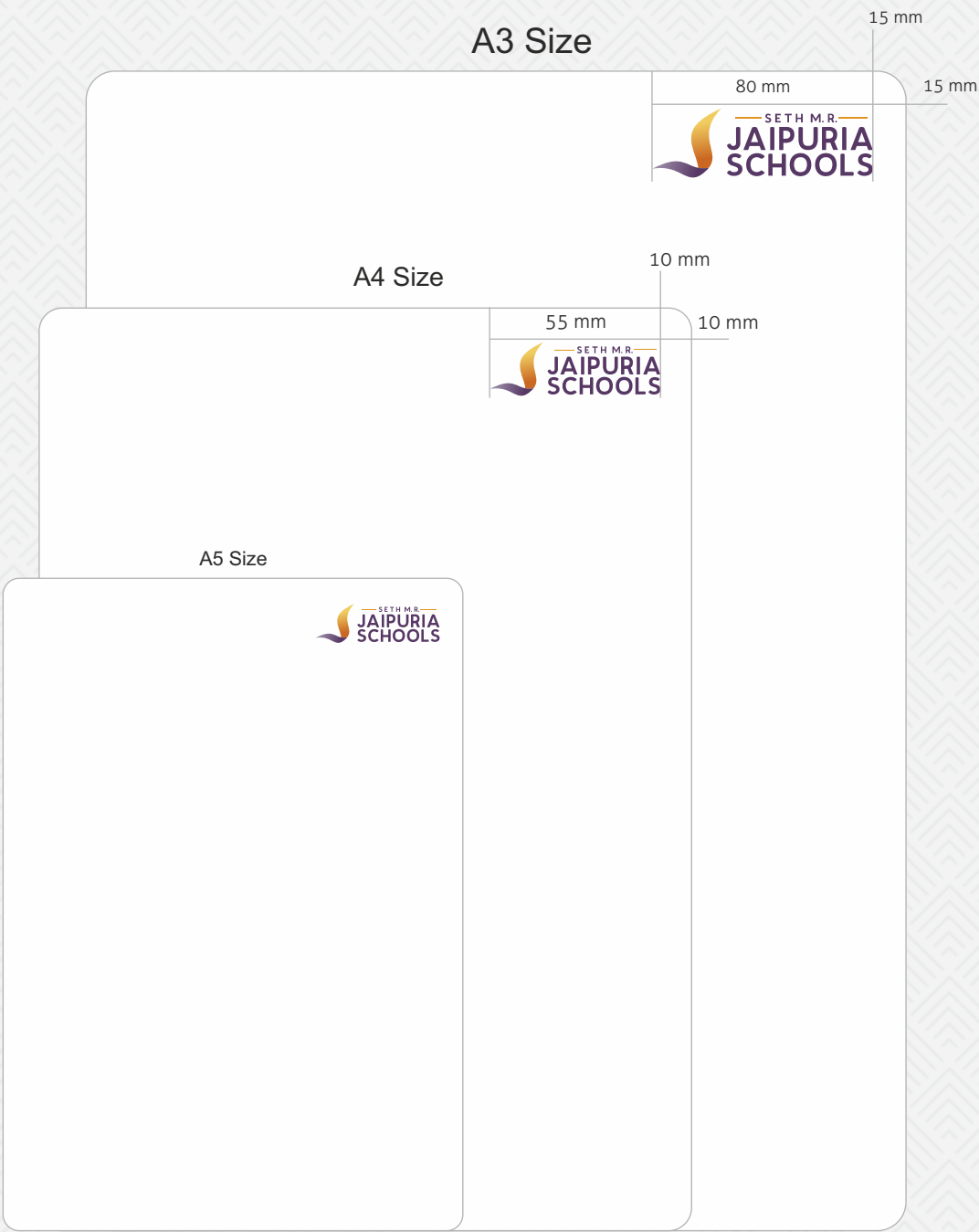
Logo size : 55mm
Margin from Top : 10mm
Margin from Right : 10mm

A3

Logo size : 80mm
Margin from Top : 15mm
Margin from Right : 15mm

No matter which corner of the page the logo is placed, one needs to ensure that the distances from top/bottom & left/right are maintained as mentioned above.

Based on the design requirements, one can however choose to place the logo anywhere in the artwork by maintaining the minimum exclusion zone as mentioned in the previous section.



THE LOGO RECOMMENDED SIZES

A5

- Logo size : 40mm
- Margin from Bottom : 7.5mm
- Margin from Right : 7.5mm

A4

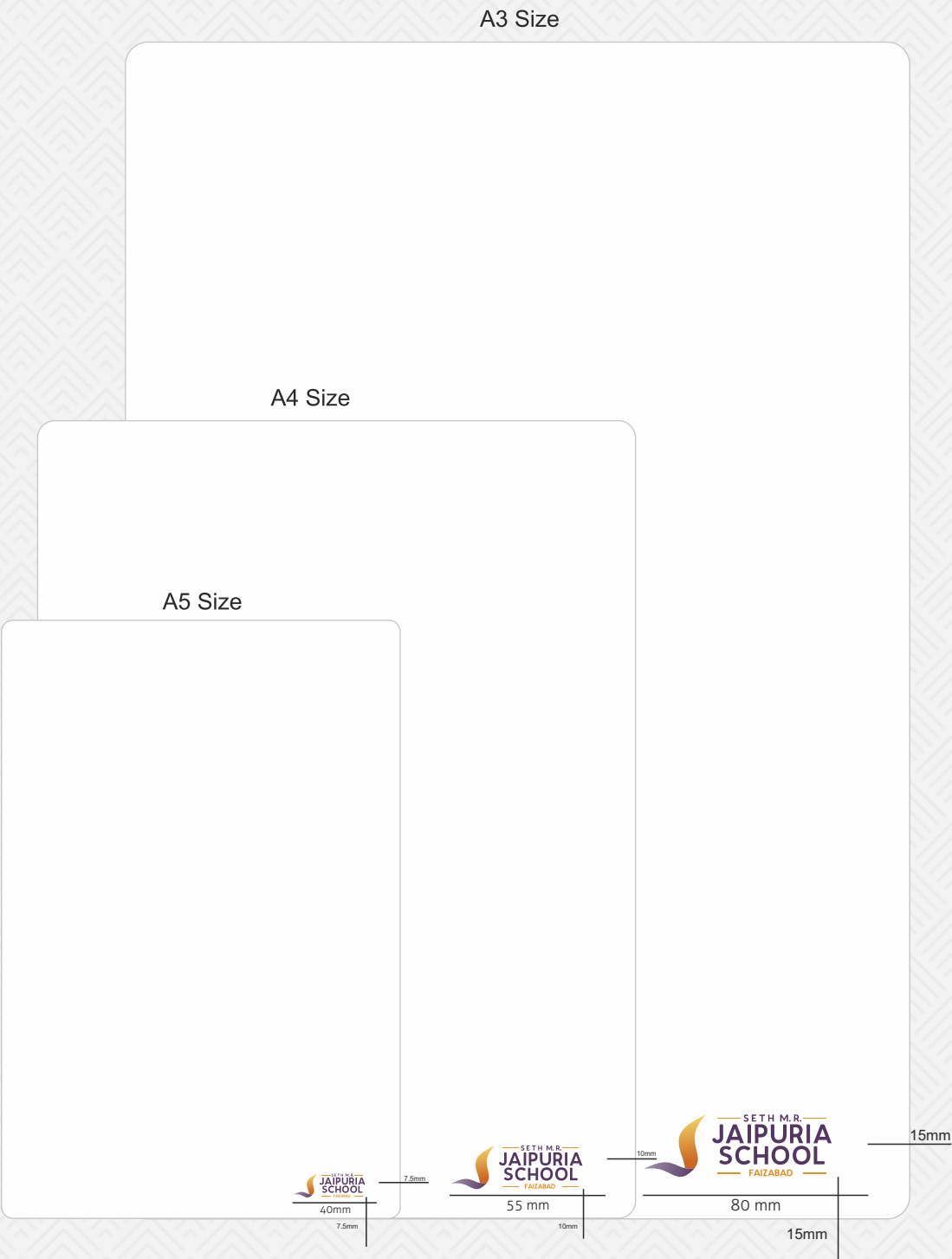
- Logo size : 55mm
- Margin from Bottom : 10mm
- Margin from Right : 10mm

A3

- Logo size : 80mm
- Margin from Bottom : 15mm
- Margin from Right : 15mm

No matter which corner of the page the logo is placed one needs to ensure that the distances from top/bottom & left/right is maintained as mentioned above.

Based on the design requirements, one can however choose to place the logo anywhere in the artwork by maintaining the minimum exclusion zone as mentioned in the previous section.



COLOUR

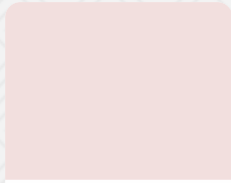
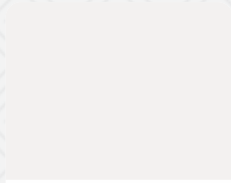
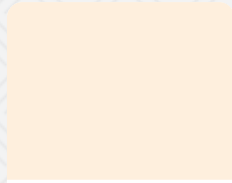
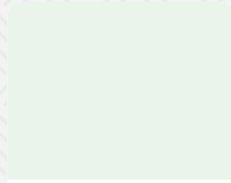
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COLOUR PALETTE

Keeping in sync with the contemporary global trends, a unique colour palette has been devised here. These are the variants of some of the most popular base colours and have been slightly tweaked to represent sincerity of education and yet are vibrant and lively.

The top row on the right hand side is comprised of primary and secondary brand colours.

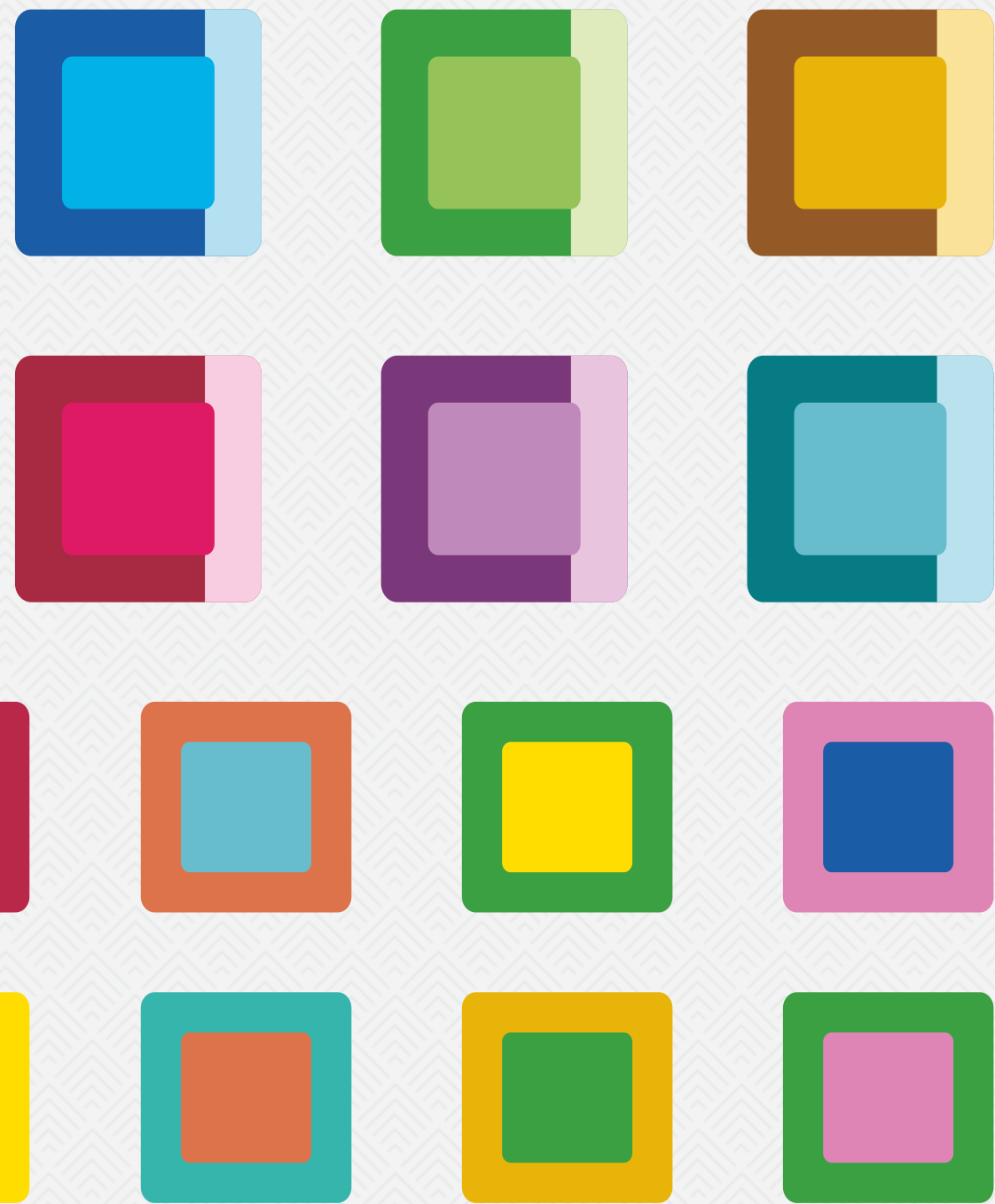
				 C 70 M 85 Y 17 K 35 PANTONE 2617C	 C 00 M 55 Y 100 K 15 PANTONE 138C	 C 42 M 44 Y 20 K 00 PANTONE 666C	 C 00 M 15 Y 70 K 00 PANTONE 1225C
 C 90 M 55 Y 20 K 15	 C 100 M 80 Y 20 K 15	 C 95 M 65 Y 0 K 0	 C 75 M 5 Y 0 K 0	 C 60 M 15 Y 15 K 0	 C 60 M 5 Y 20 K 0	 C 85 M 25 Y 40 K 5	
 C 80 M 0 Y 50 K 0	 C 75 M 0 Y 95 K 10	 C 50 M 0 Y 80 K 0	 C 35 M 0 Y 100 K 0	 C 40 M 20 Y 100 K 0	 C 0 M 10 Y 65 K 5	 C 0 M 10 Y 100 K 0	
 C 0 M 40 Y 100 K 0	 C 10 M 30 Y 100 K 0	 C 20 M 45 Y 95 K 5	 C 35 M 65 Y 100 K 25	 C 10 M 65 Y 75 K 0	 C 20 M 100 Y 60 K 10	 C 5 M 100 Y 35 K 0	
 C 10 M 60 Y 0 K 0	 C 40 M 65 Y 0 K 0	 C 40 M 90 Y 0 K 0	 C 5 M 15 Y 10 K 0	 C 5 M 5 Y 5 K 0	 C 0 M 8 Y 15 K 0	 C 10 M 0 Y 10 K 0	

COLOUR WORKING WITH THE PALETTE

The palette of 18 colours has been designed to work independently or together in various combinations.

Each core colour has a corresponding lighter and darker colour. The lighter palette works well as a background, highlight or graphic. The darker palette is the most suitable for type. They can be used as individual colour sets i.e. just the blue palette. Or the colour sets can be effectively combined. For example, the blue set works visually with the orange/yellow set.

There is no preordained colour for departments or areas within the School. When choosing a colour, please consider the most appropriate options from the palette that will project the information clearly, effectively and complement your chosen images.



TYPOGRAPHY

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TYPESET TYPEFACE

The Montserrat font family is the primary typeface for Seth M. R. Jaipuria Schools. The typeface has to be used as per the variants shown on the right hand side.

The entire font family Montserrat is provided to you. The Montserrat font Family is used for Headlines, Sub Headings and Titles, while the Montserrat font Family is used for the body copy. However the use of this typeface is RESTRICTED TO DESIGN COMMUNICATION ONLY. For any other purpose, especially official letters, presentations etc. use the alternative typeface (Cera-GR).



Montserrat-Thin	
Montserrat-Light	
Montserrat-Regular	
Montserrat-Medium	
Montserrat-Bold	
Montserrat-Bold	
Montserrat-ExtraBold	
Montserrat-Black	

Alternative Typeface

CeraGR-Thin
CeraGR-Light
CeraGR-Regular
CeraGR-Medium
CeraGR-Bold
CeraGR-Bold

BRAND SIGNATURE

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version 1.0.3

BRAND SIGNATURE - COMPOSITION

It is essential for every brand to maintain its physical appearance for quick and easy recognition. A “Brand Signature” is a standard graphical composition that has the logo and the address line.

The Jaipuria brand signature uses a horizontal curved edged box in brand colour which cuts at a specific distance to create space for the Jaipuria Schools logo.

The brand signature ensures uniqueness and uniformity throughout the official communications of Seth M. R. Jaipuria Schools. It is therefore essential to use the brand signature in all carriers of the brand’s official communication.

The brand signature has two variants:

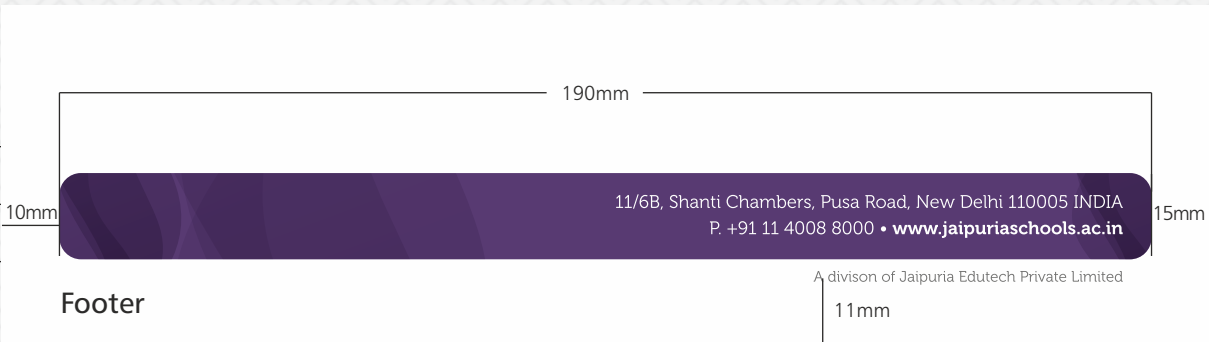
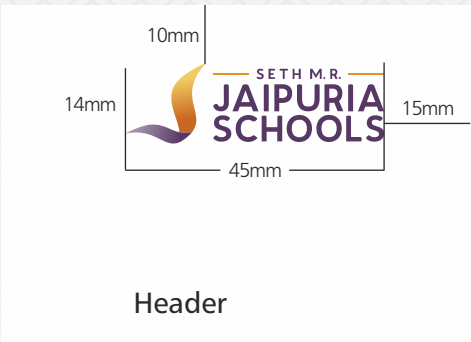
- 1. For use of the Corporate Office (Box 1.0.5)
- 2. For use of the Campus Office (Box 1.0.6)

The composition shown below is for an A4 size paper. Other size variants for the same are described in the stationary section.

The signature is all permissible sizes and proportions have been provided in the DVD.

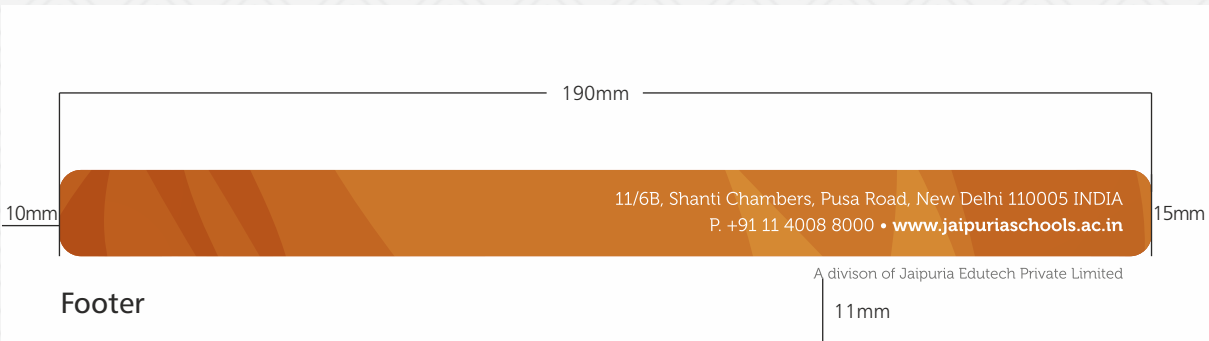
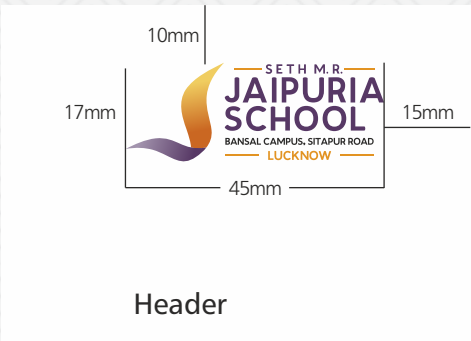
These should by no means be created/traced/change/alterd in any way.

For use of the Corporate Office



1.0.5

For use of the Campus Office



1.0.6

STATIONERY CORPORATE OFFICE

BRAND COMMUNICATIONS MANUAL

version 1.0.3

STATIONERY - CORPORATE OFFICE

CORPORATE STATIONERY Letterhead

The Letterhead has been designed with a Brand Signature. Shown here demonstrates the usage of the Brand Signature in the corporate letterhead.

The letterhead has rounded corners which need to be die-cut. The die for the same is provided in the DVD.

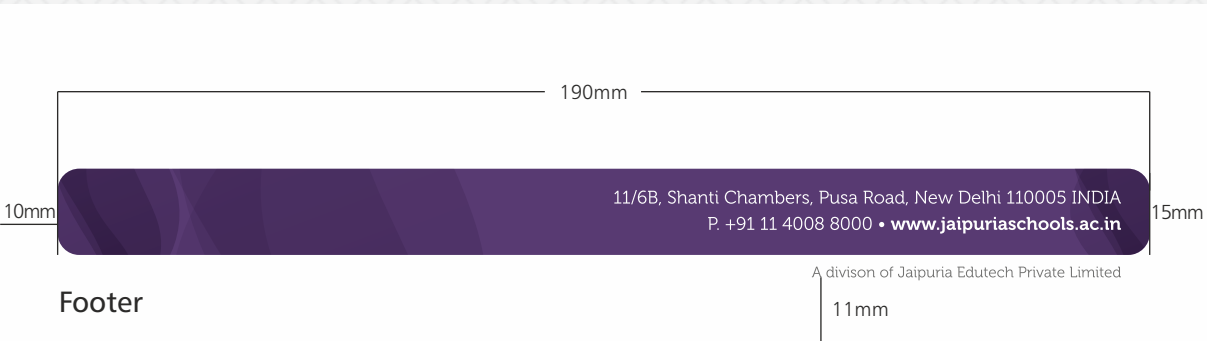
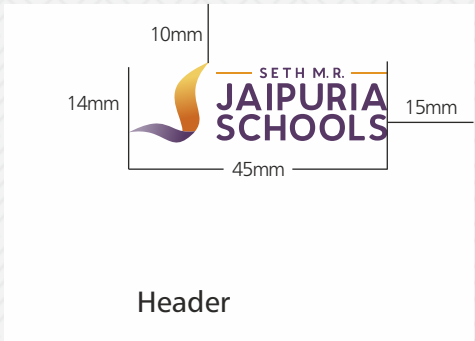
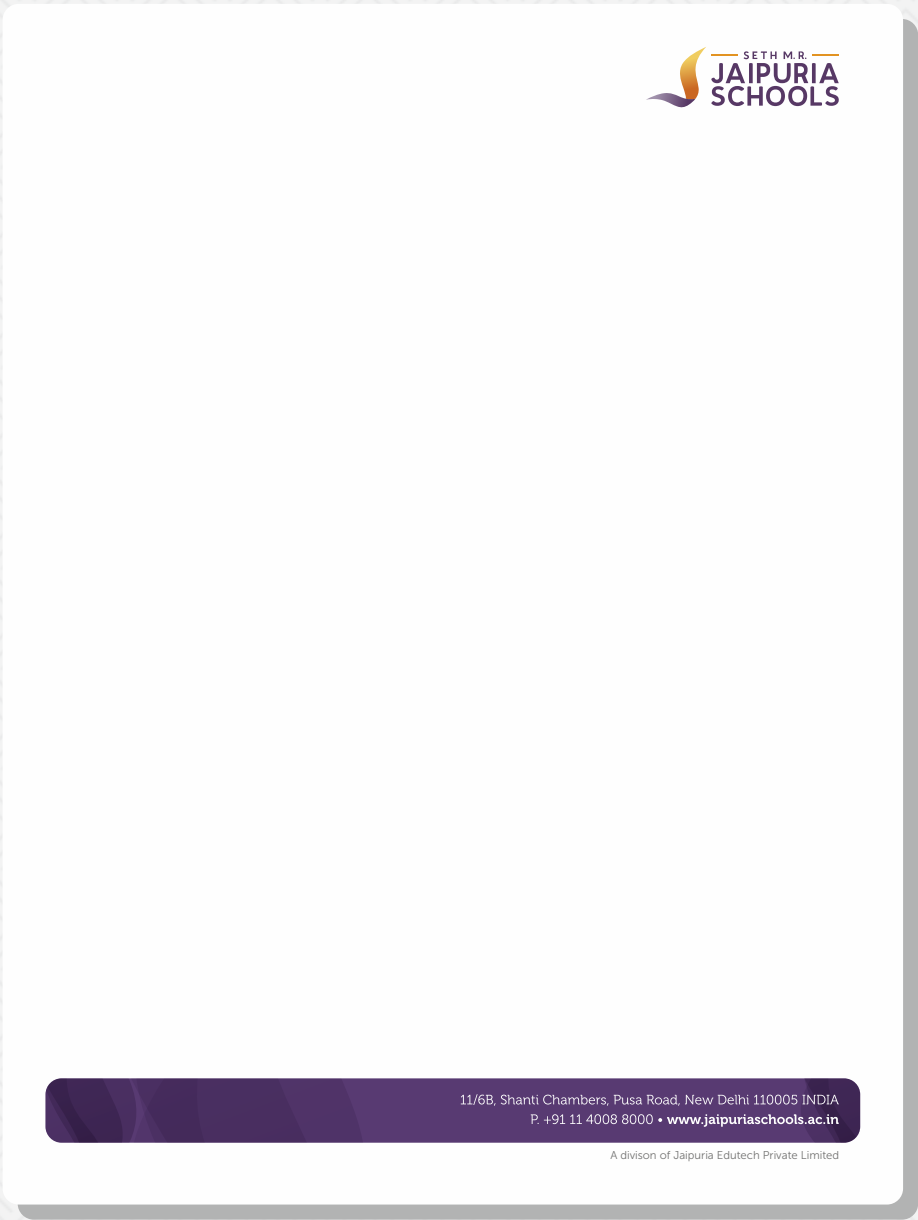
MANDATORY

Total height of the Brand Signature is 20mm

The Address Box is 63% of the height of Brand Box and is to be bottom aligned to the imaginary plain of 210mm by 10mm

The address is placed in the address box at a margin of 10mm from the right in Museo 300 font of 9 point size. The font for school website is Museo 700 of 9 point size

There cannot be any exception (language wise) to the Brand Signature apart from this



STATIONERY - CORPORATE OFFICE

CORPORATE STATIONERY - Business Card

The business card is a 2 sided 4 colour printed card with school logo, name, designation and contact coordinates on the front side and the brand element and website address on the back.

The business card has rounded corners which need to be die-cut. The die for the same is provided in the DVD.

All elements including colours, typefaces, font sizes and measurements are fixed for the same and cannot be changed.

Change in the names and contact coordinates should be made within the below mentioned specifications.

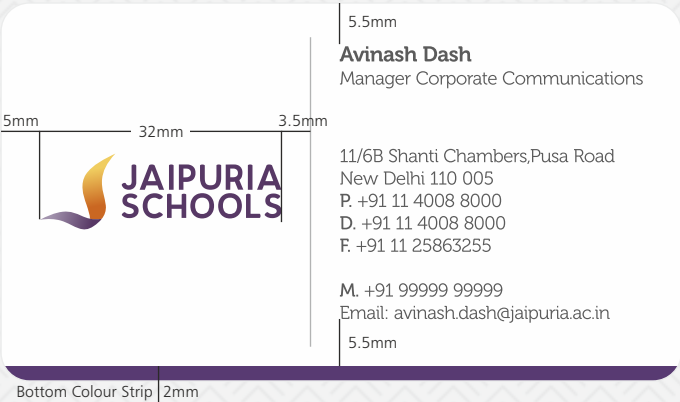
MANDATORY

The size of the Business card is 90x50mm

The School logo is placed in the Business card at a margin of 5mm from the left

Name of the card holder is in Museo 700 font of 8 point size. The designation and address is in Museo 300 font of 7 point size

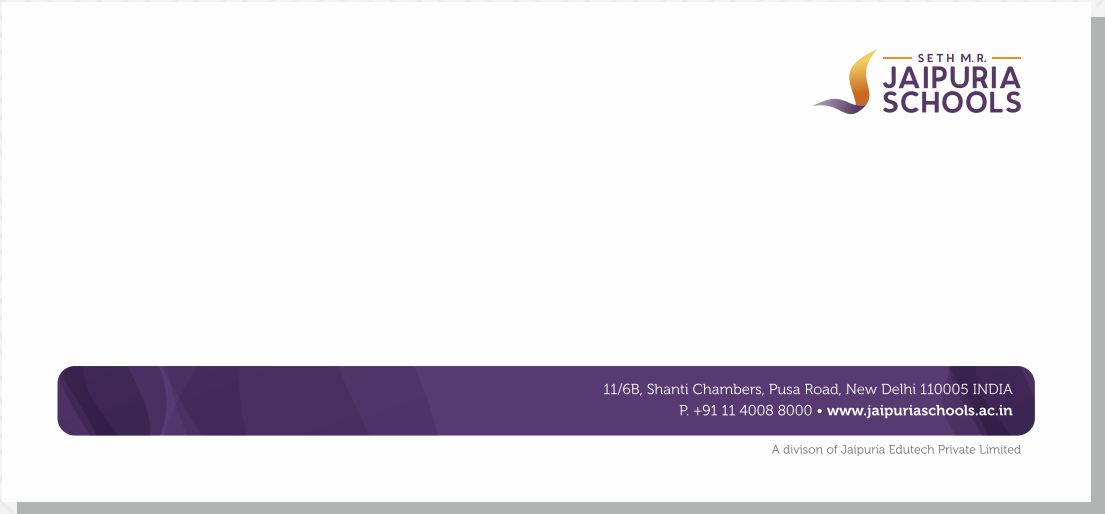
The backside of the card will only carry the website address at the centre in Museo 500 font and 8 point size



STATIONERY - CORPORATE OFFICE

CORPORATE STATIONERY - Envelopes

The Envelopes shown here demonstrate the usage of the Brand Signature on a standard size horizontal (9.25" x 4.25") envelope. The mandatories are same as the letterhead.



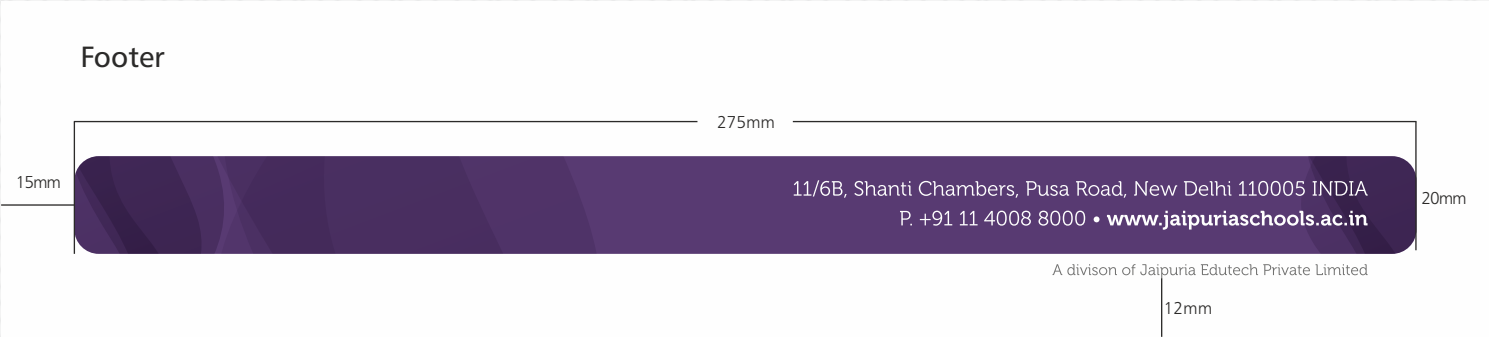
STATIONERY - CORPORATE OFFICE

CORPORATE STATIONERY Large Size Envelope

The Envelopes shown here demonstrate the usage of the Brand Signature on a standard size horizontal (12" x 9.75") envelop. The brand signature has been modified for this to take advantage of the large size of the medium. Please refer to Box 1.0.7 for specifications.

MANDATORY

- Total height of the Brand Signature is 30mm
- The Brand Signature is placed at a distance of 12.5mm from the bottom and left
- The address is placed in the address box in Museo 300 font of 11 point size. The font for school website will be Museo 700 of 11 point size
- There cannot be any exception (language wise) to the Brand Signature apart from this



1.0.7

STATIONERY CAMPUS OFFICE

BRAND COMMUNICATIONS MANUAL
version 1.0.3

CAMPUS LOGO USAGE & APPLICATIONS

CAMPUS STATIONERY Letterhead

The Letterhead has been designed with a Brand Signature. Shown here demonstrates the usage of the Brand Signature in the corporate letterhead.

The letterhead has rounded corners which need to be die-cut. The die for the same is provided in the DVD.

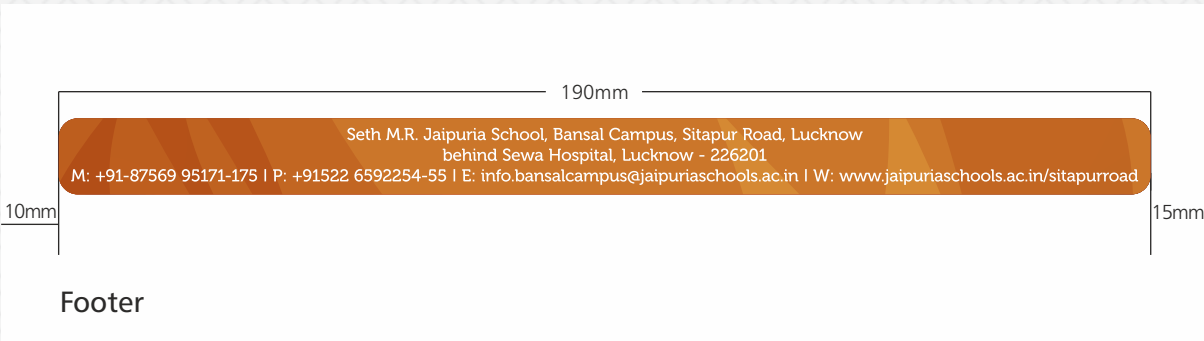
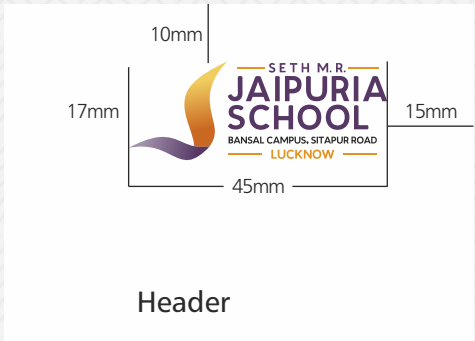
MANDATORY

Total height of the Brand Signature is 20mm

The Address Box is 63% of the height of Brand Box and is to be bottom aligned to the imaginary plain of 210mm by 10mm

The address is placed in the address box at a margin of 10mm from the right in Museo 300 font of 9 point size. The font for school website is Museo 700 of 9 point size

There cannot be any exception (language wise) to the Brand Signature apart from this



LOGO USAGE & APPLICATIONS

CAMPUS STATIONERY - Business Card

The business card is a 2 sided 4 colour printed card with school logo, name, designation and contact coordinates on the front side and the brand element and website address on the back.

The business card has rounded corners which need to be die-cut. The die for the same is provided in the DVD.

All elements including colours, typefaces, font sizes and measurements are fixed for the same and cannot be changed.

Change in the names and contact coordinates should be made within the below mentioned specifications.

MANDATORY

The size of the Business card is 90x50mm

The School logo is placed in the Business card at a margin of 5mm from the left

Name of the card holder is in Museo 700 font of 8 point size. The designation and address is in Museo 300 font of 7 point size

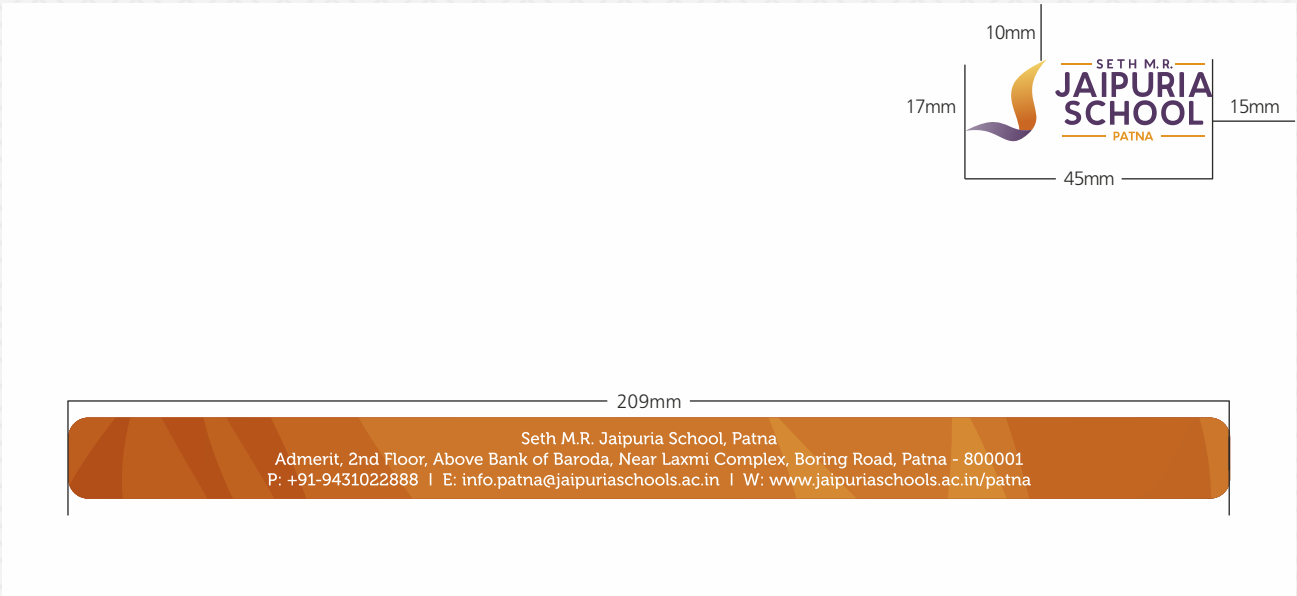
The backside of the card will only carry the website address at the centre in Museo 500 font and 8 point size



LOGO USAGE & APPLICATIONS

CORPORATE STATIONERY - Envelopes

The Envelopes shown here demonstrate the usage of the Brand Signature on a standard size horizontal (9.25" x 4.25") envelope and a large size (9.75" x 12") envelope. The mandatories are same as the letterhead.



CAMPUS LOGO USAGE & APPLICATIONS

CAMPUS STATIONERY Large Size Envelope

The Envelopes shown here demonstrate the usage of the Brand Signature on a standard size horizontal (12" x 9.75") envelop. The brand signature has been modified for this to take advantage of the large size of the medium. Please refer to Box 1.0.8 for specifications.

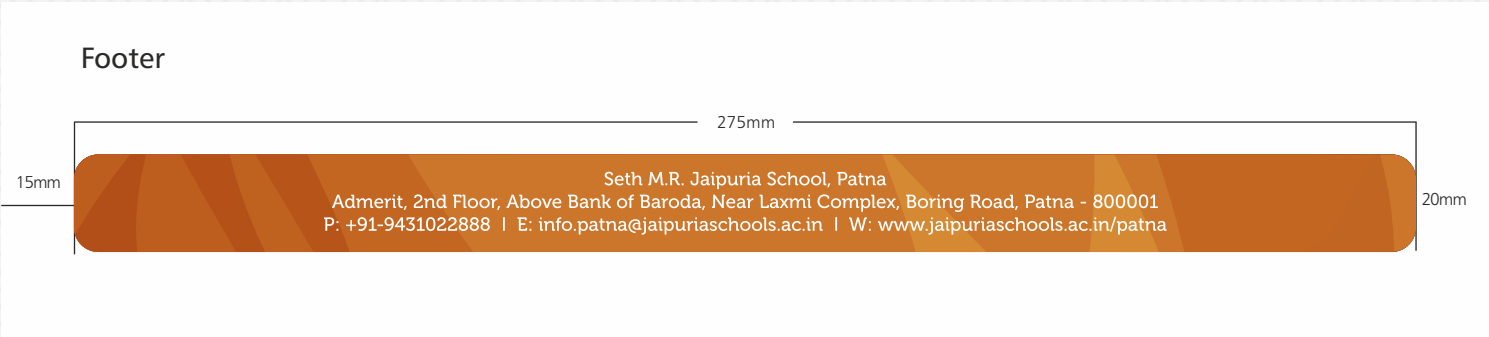
MANDATORY

Total height of the Brand Signature is 30mm

The Brand Signature is placed at a distance of 12.5mm from the bottom and left

The address is placed in the address box in Museo 300 font of 11 point size. The font for school website will be Museo 700 of 11 point size

There cannot be any exception (language wise) to the Brand Signature apart from this



REGISTRATION FORM

SETH M. R.

JAIPURIA

SCHOOL

BARWANI

Seth M. R. Jaipuria School, Barwani

School Address: Khandwa-Baroda Bypass, Barwani (M. P.)- 451551

M: +91 7711882101/02/03

E: info.barwani@jaipuriaschools.ac.in | W: www.jaipuriaschoolbarwani.in

REGISTRATION FORM 20..... - 20.....

Student's Photograph
(Passport Size)

Mother's Photograph
(Passport Size)

Father's Photograph
(Passport Size)

(for office use only)

Registration Form Number:

Registration Number:

Name of the Student
(In BLOCK LETTERS)

Class to which admission is sought Gender Male ☐ Female ☐

Date of Birth DD MM YYYY Age as on 31st March 20

Address.....

Mother's name..... | Occupation.....

Mobile Number Email ID.

Father's name..... | Occupation.....

Mobile Number Email ID.

Category Gen ☐ SC ☐ ST ☐ OBC ☐ Physically Disabled ☐

Name, Class & Scholar No. of sister and/or brother, if any, enrolled in Seth M. R. Jaipuria School

(Please don't enter names of cousins and friends)

School/Schools attended in the last three years (compulsory for Class II and above) 1.

2.

3.

Date of leaving last school.....

Reason for leaving.....

Last class attended.....

Special Needs/requirements of the ward.....
(if any)

Declaration: I have read the rules & regulations of this school as given in the 20..... - 20.... prospectus and agree to abide by the same. I note that the fees paid are not refundable under any circumstances. I also note that the T.C. and the C.C from the school last attended will have to be submitted by me at the time of admission in case my ward is to be admitted eventually.

Date: Signature of Parent(s) :

Encl: Two passport size photograph of the child, one photograph each of the parents, a copy of the birth certificate from Nagar Nigam/ Mahapalika.

.....
PRINCIPAL

(for office use only)

IDENTITY CARD FOR INTERACTION

Registration Number:

Name of the Student:

Father's/ Mother's Name:

Mobile Number:

Interaction for Class: at AM/PM

Date:

Student's Photograph
(Passport Size)

.....
PRINCIPAL

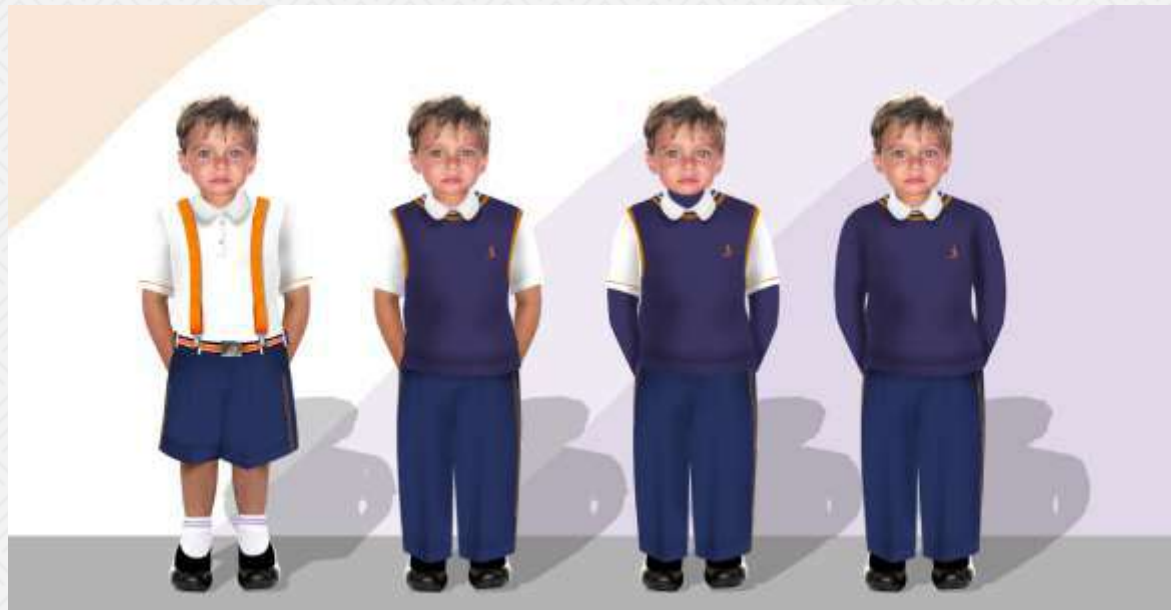
Seth M. R. Jaipuria School, Barwani

SETH M.R. JAIPURIA SCHOOLS • BRAND COMMUNICATIONS MANUAL

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UNIFORM AND ACCESSORIES

UNIFORM LKG /UKG (BOY/GIRL)



UNIFORM AND ACCESSORIES

UNIFORM PRIMARY CLASS (BOY/GIRL)



UNIFORM AND ACCESSORIES

UNIFORM SENIOR CLASS (BOY/GIRL)



UNIFORM AND ACCESSORIES

TRACK-SUIT



UNIFORM AND ACCESSORIES

HOUSES COLOR T-SHIRTS



UNIFORM AND ACCESSORIES

ACCESSORIES



UNIFORM AND ACCESSORIES

PEN DRIVE

**THE LEGACY
YOU CAN TRUST**

A lineage of 69 years in education
Ranked 3rd in UP by Education World
Ranked 2nd best school in
Lucknow by Education World
Learner centred curriculum
Digitally enable learning



16 Jaipuria School in- Lucknow | Bahrich | Raebareli | Hardoi | Barabanki | Gonda
Faizabad | Ballia | Sultanpur | Mirzapur | Varanasi | Patna | Sidhi | Bhilwara

**THE LEGACY
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Faizabad | Ballia | Sultanpur | Mirzapur | Varanasi | Patna | Sidhi | Bhilwara

www.jaipuriaschools.ac.in/bahraich



**I AM BETTER
TODAY
I AM BRIGHTER
TOMORROW
I AM JAIPURIA**





**I AM
THE
NEXT**
I AM READY
FOR TOMORROW



UNIFORM AND ACCESSORIES

SASH AND BADGE DESIGN

BADGE
Color denotes different Houses.
Width is 2.381"
Height is 0.517"



BADGE FOR SPECIAL EVENTS
Color denotes different Houses.
Width is 1.133"
Height is 1.5"





5"

72.603"

◀ LOGO AREA
Logo logo is here

◀ TITLE

IMAGERY

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UNIFORM AND ACCESSORIES

Our Image Style & Library

Photography is a powerful and dynamic tool. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do.

The copyright of these images belongs to the Seth M. R. Jaipuria Schools and images can be used free of charge for Seth M. R. Jaipuria Schools communications. Apart from this, don't use images without gaining permission from the copyright holder. Just because an image is on the internet doesn't mean it is free from copyright.

Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, and racial & gender stereotyping.

Images that are used in printed materials should be reproduced at print quality– 300 dpi.



COLLATERAL EXTERNAL COMMUNICATION

BRAND COMMUNICATIONS MANUAL

version 1.0.3

COLLATERAL EXTERNAL COMMUNICATION

POSTER

The principles of our brand language must be applied to all of our communication activities in order to reinforce a strong and unified presentation of the School.

Posters should be eye-catching, informative and easy to understand. In order to achieve maximum impact and consistency a set of templates are available specifically for in-house production when bespoke design facilities are unavailable.

The examples opposite show two different styles. Please choose the most appropriate for your information and communication needs.



POSTER FOR INTERNAL COMMUNICATIONS



POSTER FOR EXTERNAL COMMUNICATIONS

- HEADLINE & VISUAL AREA
- BODY COPY
- CALL TO ACTION

COLLATERAL EXTERNAL COMMUNICATION

CERTIFICATES

Microsoft Word templates allow the details to be customised with the recipient's name, course details, achievement and signatories etc. The name and course titles are set in Arial Bold and the remaining copy in Arial Roman.

The signatures should be written by hand.



NEWSPAPER

ADVERTISEMENTS
CAMPUS LAUNCH AD

The design, size and format of advertisements will be determined by the publications in which they are to appear and the amount of information they need to communicate. Copy should be edited to a concise length.

The advertisements opposite illustrate how the vertical & horizontal panels of our system can be applied and used to hold different levels of information, headings and images. Impact can be created in both colour and black and white.

WEB ADDRESS ►

Museo Sans 500
Font Size: 8

HEADLINE ►

Museo Sans 900
And 700
Minimum
Font Size: 30

SCHOOL LOGO ►

Museo Sans 300
Minimum
Font Size: 7.5

For call to action:
Museo Sans 300
Font Size: 10.5

CALL TO ACTION 



◀ BODY COPY

Museo Sans 300
Minimum
Font Size: 9

To highlight use
Museo Sans 700
Font Size: 9

◀ IMAGE AREA

Image can be form
using real pictures
& illustrations

NEWSPAPER

NEWSPAPER ADVERTISEMENTS

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HEADLINE

A SCHOOL WHERE TEACHERS & STUDENTS LEARN AND GROW TOGETHER

In the last two years, we made sure that we did not stop learning and nor did our students. Rigorous training throughout the year, helped us to stay ahead and enable our students to learn and succeed every day.



WEB ADDRESS

www.jaipuriaschools.ac.in

IMAGE AREA



XX+ Hours of online teacher training



Leadership Programs for teachers



Orientation Programs for teachers



Helpline for teachers with subject experts

Seth M.R. Jaipuria School Announces Admissions for Academic Session 2022-23, from Play Group to Class VI

Application forms available at school campus & city office

I AM LEARNER I AM



Seth M.R. Jaipuria School, Patna : Above Bank of Baroda, Boring Road, Patna 800001
 E: info.sultanpur@jaipuriaschools.ac.in | E: admissions.sultanpur@jaipuriaschools.ac.in
 Call : 9161699903/04/05/06

SCHOOL LOGO

SCHOOL ADDRESS

COLLATERAL EXTERNAL COMMUNICATION

ADVERTISEMENTS POST LAUNCH AD 1

The design, size and format of advertisements will be determined by the publications in which they are to appear and the amount of information they need to communicate. Copy should be edited to a concise length.

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WEB ADDRESS ▶

HEADLINE ▶

BODY COPY ▶

CALL TO ACTION ▶

www.school.jaipuria.ac.in



NURTURING THE FUTURE OF EDUCATION AND YOUR CHILD'S TOO



Our 28 years legacy of transforming education in new India, offers learners a joyful, holistic learning program to be their best today and tomorrow. Gift your child a bright future.

ADMISSIONS OPEN

PLAY GROUP TO CLASS 9

LAST DATE OF SUBMISSION OF FILLED APPLICATION

Online: 30th Nov. 2021
Offline: 2nd Dec. 2021
Office Time: 10:30 am - 01:00 pm

Online application form can be obtained at <https://school.jaipuria.ac.in/admissions>

- Ranked 2nd in Lucknow - Education World, 2019
- 40+ extra curricular activities for holistic development
- Accredited with 6 Star Gold Rating-World Education Foundation, UK
- Affiliated to ICSE Board

Vineet Khand, Gomti Nagar, Lucknow - 226010
Call: 0522-272 6502 / 03 | 80098 58887



©Vineet Khand

◀ SCHOOL LOGO

◀ IMAGE AREA

SETH M.R. JAIPURIA SCHOOLS • BRAND COMMUNICATIONS MANUAL

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COLLATERAL EXTERNAL COMMUNICATION

ADVERTISEMENTS POST LAUNCH AD 2

The design, size and format of advertisements will be determined by the publications in which they are to appear and the amount of information they need to communicate. Copy should be edited to a concise length.

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WEB ADDRESS ►

Museo Sans 500
Font Size: 8

HEADLINE ►

Museo Sans 900
Minimum
Font Size: 30

BODY COPY ►

Museo Sans 300
Minimum
Font Size: 9

To highlight use
Museo Sans 700
Font Size: 9

Museo Sans 300
Minimum
Font Size: 7.5

For call to action:
Museo Sans 300
Font Size: 10.5

CALL TO ACTION ►

www.jaipuriaschools.ac.in



I EXPERIMENT. I AM.

I hear. I forget. But I do and I remember. My school helps me discover a new world through enquiry and research. With interesting field trips, seminars, movie shows, worksheets and research projects, every lesson.

At Jaipuria- I do more and I learn more.

A Franchise of Seth M.R. Jaipuria School, Lucknow with:

- 68 years of excellence
- Over 2 decades of educational expertise
- Ranked amongst the Best Schools in India

Coming Soon to Haridwar | Call 98789 87672



— SETH M.R. —
**JAIPURIA
SCHOOL**
BANSAL CAMPUS, SITAPUR ROAD
— LUCKNOW —

◀ IMAGE AREA

Image can be form
using real pictures
& illustrations

◀ SCHOOL LOGO

COLLATERAL EXTERNAL COMMUNICATION

ADVERTISEMENTS POST LAUNCH AD 3

The design, size and format of advertisements will be determined by the publications in which they are to appear and the amount of information they need to communicate. Copy should be edited to a concise length.

The advertisements opposite illustrate how the vertical & horizontal panels of our system can be applied and used to hold different levels of information, headings and images. Impact can be created in both colour and black and white.

ADMISSION
OPEN

SESSION
2016-17

NURSERY
TO CLASS VIII

CBSE PATTERN

DISCOVER GREAT GENIUS IN YOUR LITTLE ONE





SETH M.R.
**JAIPURIA
SCHOOL**
GOEL CAMPUS, FAIZABAD ROAD
LUCKNOW

SETH M. R. JAIPURIA SCHOOL, GOEL CAMPUS, FAIZABAD ROAD, LUCKNOW
NEAR INDIRA CANAL, LUCKNOW
CALL US: 0522-6568698/99, 9793445559, 8874205481/82
INAUGURAL DISCOUNT FOR FIRST 100 STUDENTS

◀ HEADLINE

◀ IMAGE AREA

◀ BODY

SCHOOL LOGO ▶

SCHOOL ADDRESS ▶

SETH M.R. JAIPURIA SCHOOLS • BRAND COMMUNICATIONS MANUAL

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The advertisements opposite illustrate how the vertical & horizontal panels of our system can be applied and used to hold different levels of information, headings and images. Impact can be created in both colour and black and white.

COLLATERAL EXTERNAL COMMUNICATION

LEAFLETS

Examples of leaflet layouts show different interpretations of the guidelines yet maintain a consistent graphic language.



COLLATERAL EXTERNAL COMMUNICATION

BROCHURE

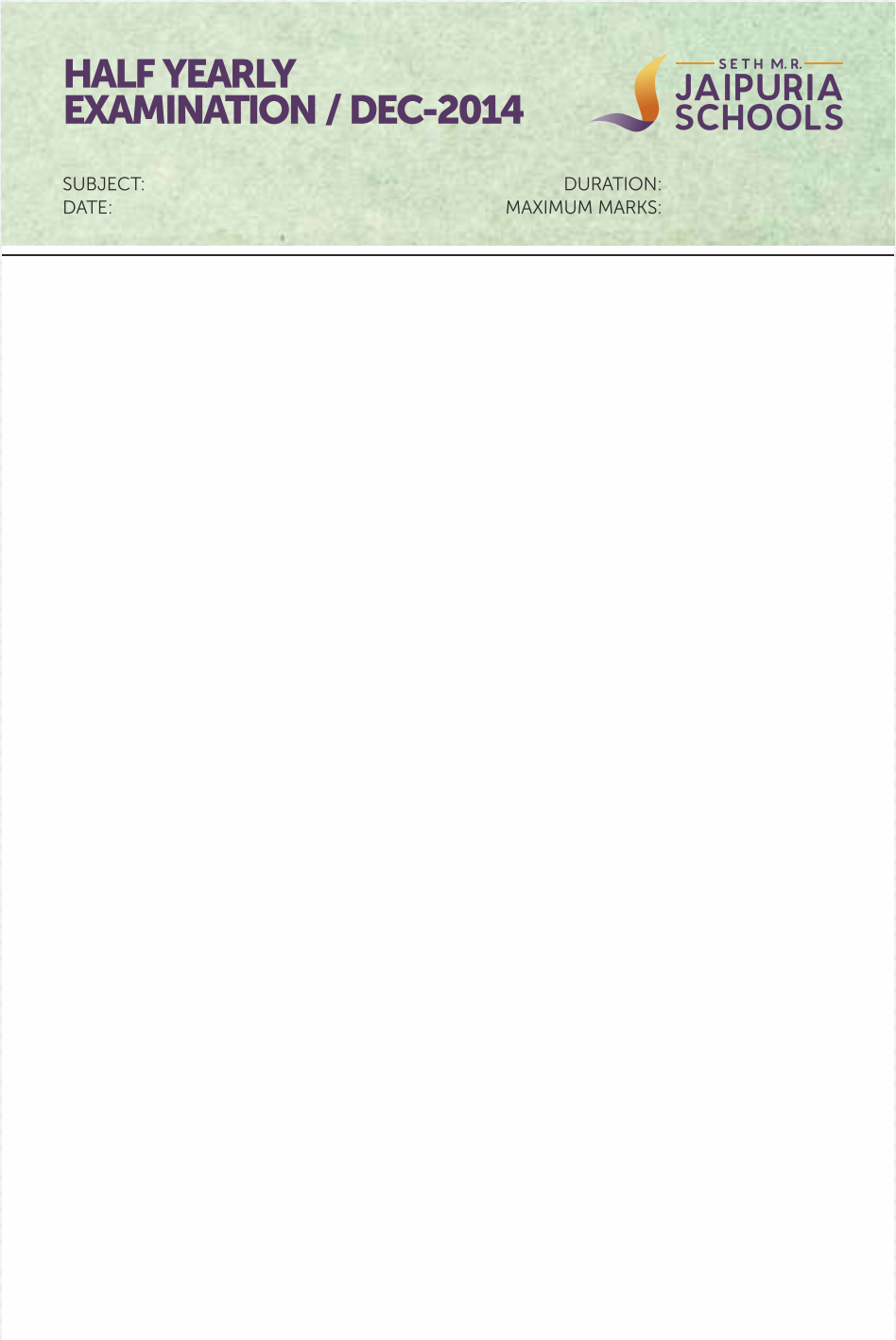
Examples of brochure layouts show different interpretations of the guidelines yet maintain a consistent graphic language.



COLLATERAL EXTERNAL COMMUNICATION

QUESTION PAPER

Examples of brochure layouts show different interpretations of the guidelines yet maintain a consistent graphic language.



COLLATERAL EXTERNAL COMMUNICATION

ANSWER SHEET

Examples of brochure layouts show different interpretations of the guidelines yet maintain a consistent graphic language.



Name:

Subject:

Academic Year:

Term:

Class:

Section:

Roll No.:

Date:

No. of Additional Sheet used

Q. No.	Marks Obtained	Full Marks
01		
02		
03		
04		
05		
06		
07		
08		
09		
10		

Q. No.	Marks Obtained	Full Marks
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

Total Marks:

Remarks if any:

Signature Teacher

Signature of Invigilator

Seth M. R. Jaipuria School, Faizabad

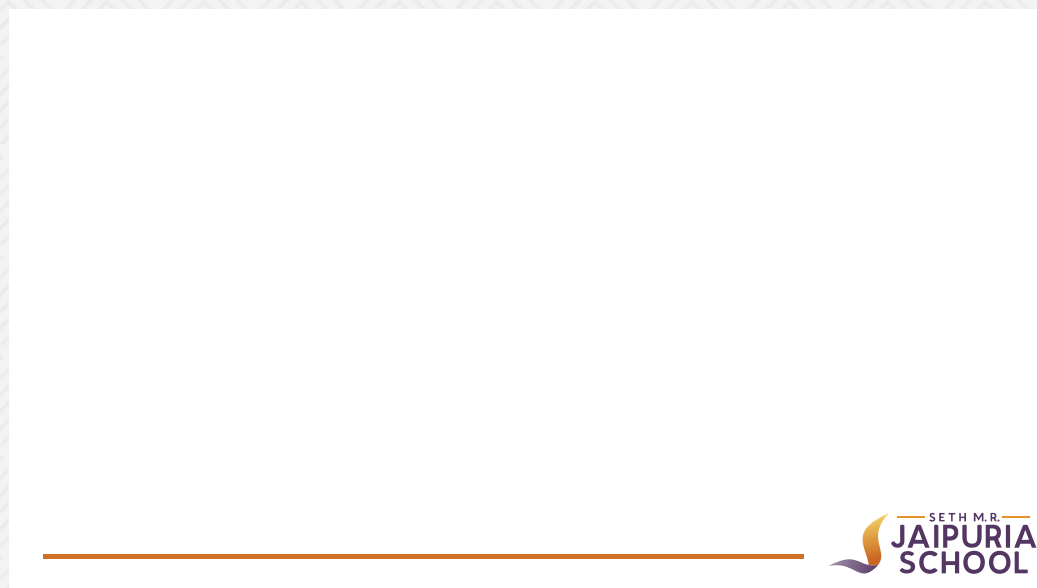
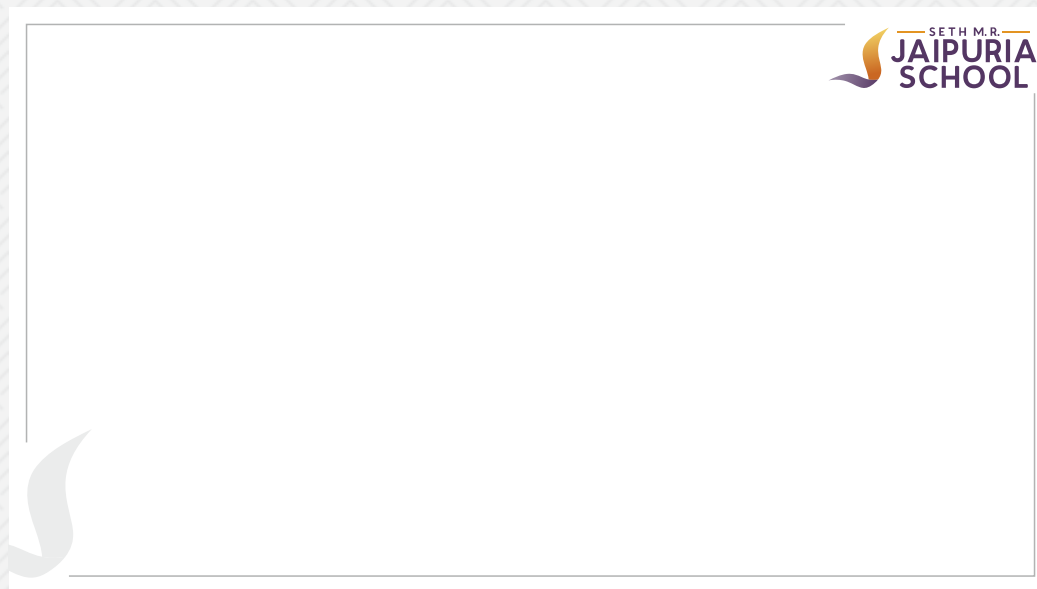
Behind Govt. Polytechnic College, NH-28, Lucknow Highway, Sahadatganj, Faizabad - 224002

P: +91 7080801011-12 | E: info.faizabad@jaipuriaschools.ac.in | W: www.jaipuriaschools.ac.in/faizabad

COLLATERAL EXTERNAL COMMUNICATION

POWERPOINT TEMPLATE

Examples of brochure layouts show different interpretations of the guidelines yet maintain a consistent graphic language.



COLLATERAL EXTERNAL COMMUNICATION

IDENTITY CARDS

Examples for ID Cards for various personnel

Student ID Card (Front)

Seth M.R. Jaipuria Schools Banaras



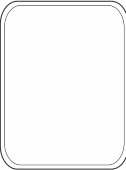
20XX - 20XX

Name :
Class/Section :
Admission No.:
Parent's Name :
Route No. :
Contact No. :
Address :



Student ID Card (Back)

Photographs of those who are allowed in school premises

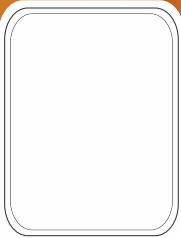


- Parents/Guardians must carry the I-card to school on every visit.
- This card is not transferable.
- To be returned to the school on leaving the school or at the end of session.
- In case of lost, report immediately to school.
- Duplicate I-card will be issued at a charge of Rs.250.



Seth M.R. Jaipuria Schools Banaras
Parao – Mugalsarai Road, Dandi, Distt. Chandauli - 232101

Teacher’s ID Card (Front)



Name
Designation
Employee ID:
Goel Campus, Faizabad Road, Lucknow

Authorised Signatory


Teacher’s ID Card (Back)

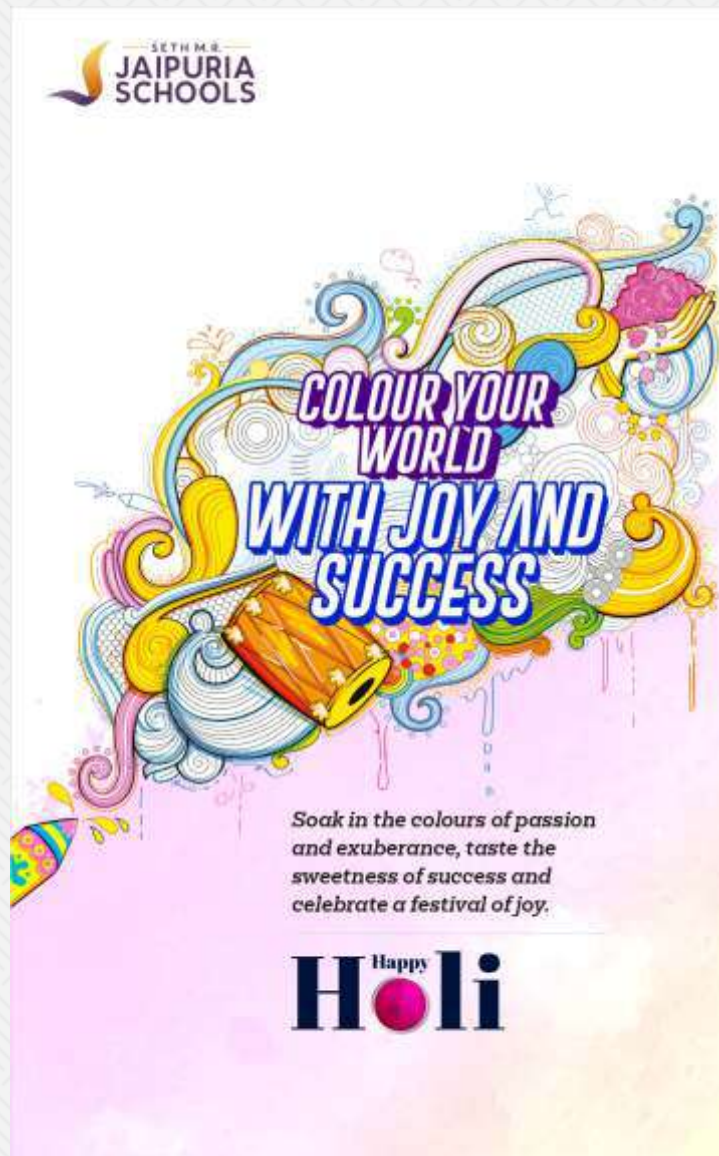


Contact No. :
In case of emergency :
Name (Relation) :
.....
The Card must be displayed on the person in the office at all times.
The card must be surrendered on cessation of employment.
Loss or theft should be reported to the HR department immediately.
.....
If found, please return to:
Manager HR
SETH M. R. JAIPURIA SCHOOL,
GOEL CAMPUS, FAIZABAD ROAD,
LUCKNOW
Near Indira Canal, Lucknow - 226028 (Uttar Pradesh)

COLLATERAL EXTERNAL COMMUNICATION

EVENT POSTERS

Examples for Events. (Changes can be made according to the occasion)



Holi Poster



Christmas Poster

COLLATERAL EXTERNAL COMMUNICATION

IN-HOUSE ACTIVITIES POSTER



Thank You all for the overwhelming response!
We are pleased to announce the winners of the competition



Category I: Story/ Essay (English)	Category II: Creative Entry
1st Prize- Ms. Monica Tewari (Principal, Bansal Campus, Lucknow)	1st Prize- Ms. Rachana Upadhyay (HM, Patna)
2nd Prize- Ms. Ankita (Patna)	2nd Prize- Ms. Uneza Siddiqui (Barabanki)
3rd Prize- Ms. Tehseen (Faizabad)	Category III: English Poem
Special Mention: Mrs. Rachna Mishra (Patna) Ms. Suhasini Akshay (Bansal Campus, Lucknow)	1st Prize- Ms. Sumana Biswas (Principal, Faizabad)
	2nd Prize- Ms. Shilpi Agarwal (Bansal Campus, Lucknow)
	Category IV: Hindi (Poem/Essay)
	1st Prize- Ms. Sumita (Banaras)
	2nd Prize- Ms. Pooja Yadav (Banaras)

Thank you, dear teachers, for taking out time for participating in the contest! You would be receiving your bumper prizes and certificates of participation soon. Watch out for the next 'Back to School' newsletter for glimpse of winning entries!

Congratulations!



Design 1



On the occasion of Teacher's Day, Seth M.R. Jaipuria Schools announces the unique competition for teachers!
Tell us about the teacher who made all the difference to your life.



• Contest open to all teaching and nonteaching staff of Seth M.R. Jaipuria Schools.

- Contest opens August 28, 2015.
- Contest closes September 3, 2015.
- Winners to be announced September 4, 2015.
- Further details: Please discuss with Principal.

Submit your entry to the school Principal/Teacher assigned for the competition.



Design 2

COLLATERAL EXTERNAL COMMUNICATION

EVENT POSTERS

Examples of Events Posters. (Changes can be made according to the occasion)



New Year Poster

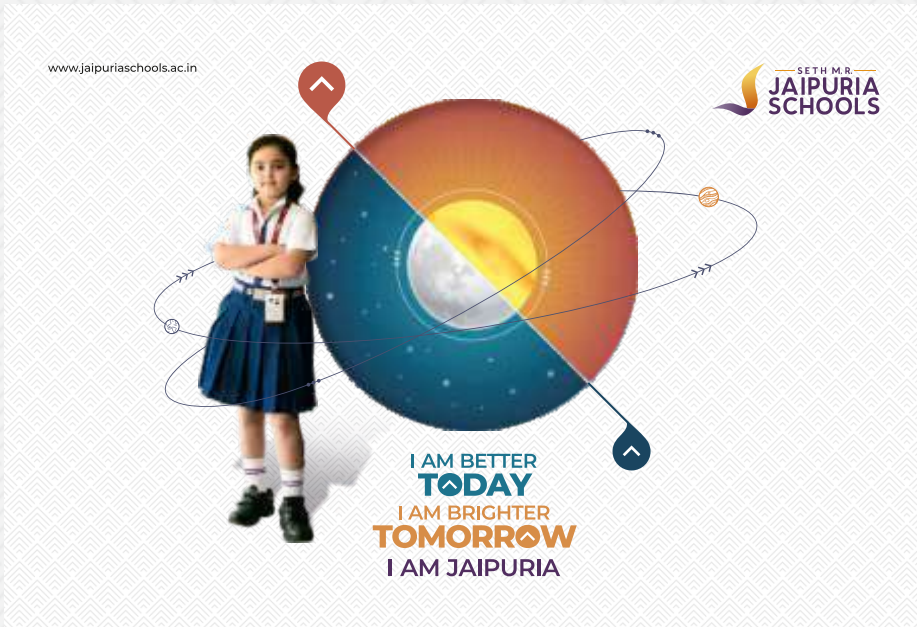


Christmas Poster

COLLATERAL EXTERNAL COMMUNICATION

TABLE TOP CALENDAR

Examples of Events Posters. (Changes can be made according to the occasion)



COLLATERAL EXTERNAL COMMUNICATION

SCHOOL DIARY

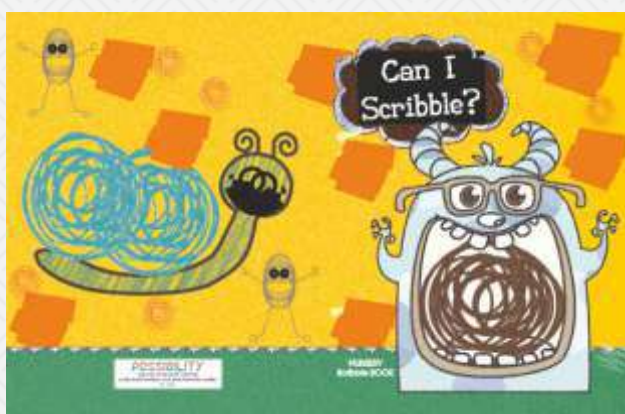
The School Dairy is mirror of a school, wherein there is the logo of the school. The motto of the school is written in it



COLLATERAL EXTERNAL COMMUNICATION

BOOK DESIGNS

Created by Jaipuria inhouse for Pre-Primary.



INTERNAL BRANDING

BRAND COMMUNICATIONS MANUAL

version 1.0.3

INTERNAL BRANDING

HOUSE LOGOS

The logos of all the four houses along with their crests namely Go-Getters, Wave Riders, Trailblazers and Game Changers.

GO-GETTERS



WAVE RIDERS



TRAILBLAZERS



GAME CHANGERS



INTERNAL BRANDING

HOUSE SPECIFIC BRANDING

Examples of poster explaining the motto of the school houses.



INTERNAL BRANDING

INTERNAL BRANDING (PRIMARY SECTION)

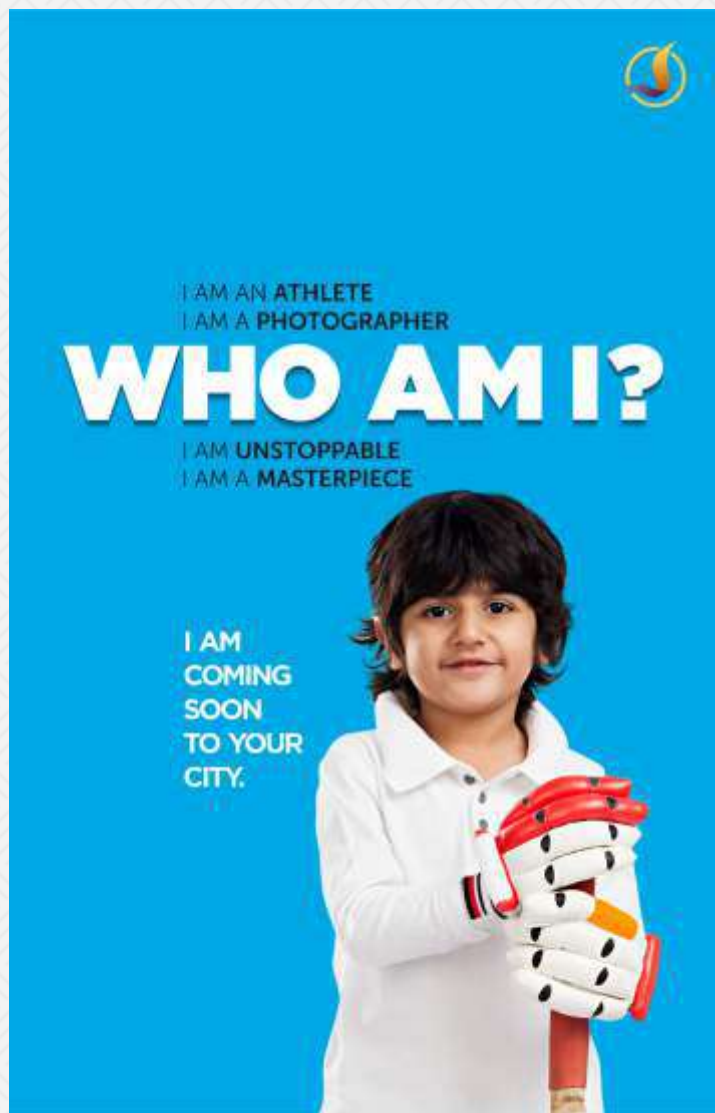
Examples of wall branding for the primary section classroom walls. To be executed in wall painting format.



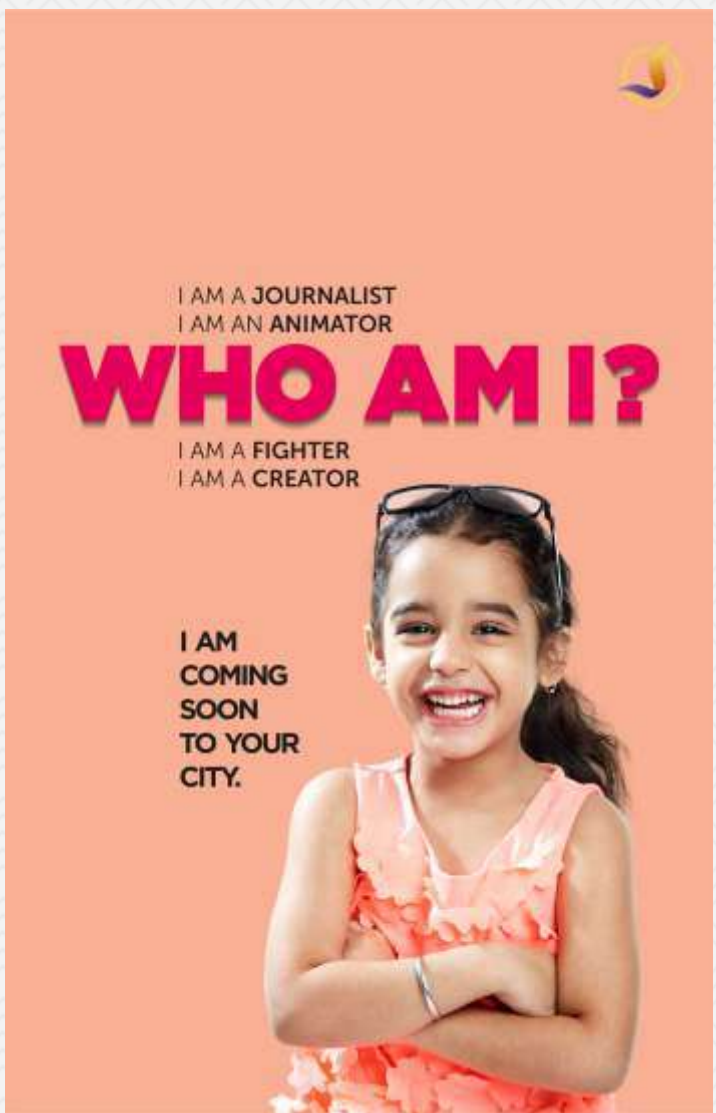
INTERNAL BRANDING

SANDWICH BOARD

Examples of templates for wall branding in the form of sandwich boards. These particular couple have been developed on the concept of quotes of famous people. In option 1, the image needs to be in sketch format while in option 2, the background image also needs to change as per the quote along with the image of the personality.



Option 1



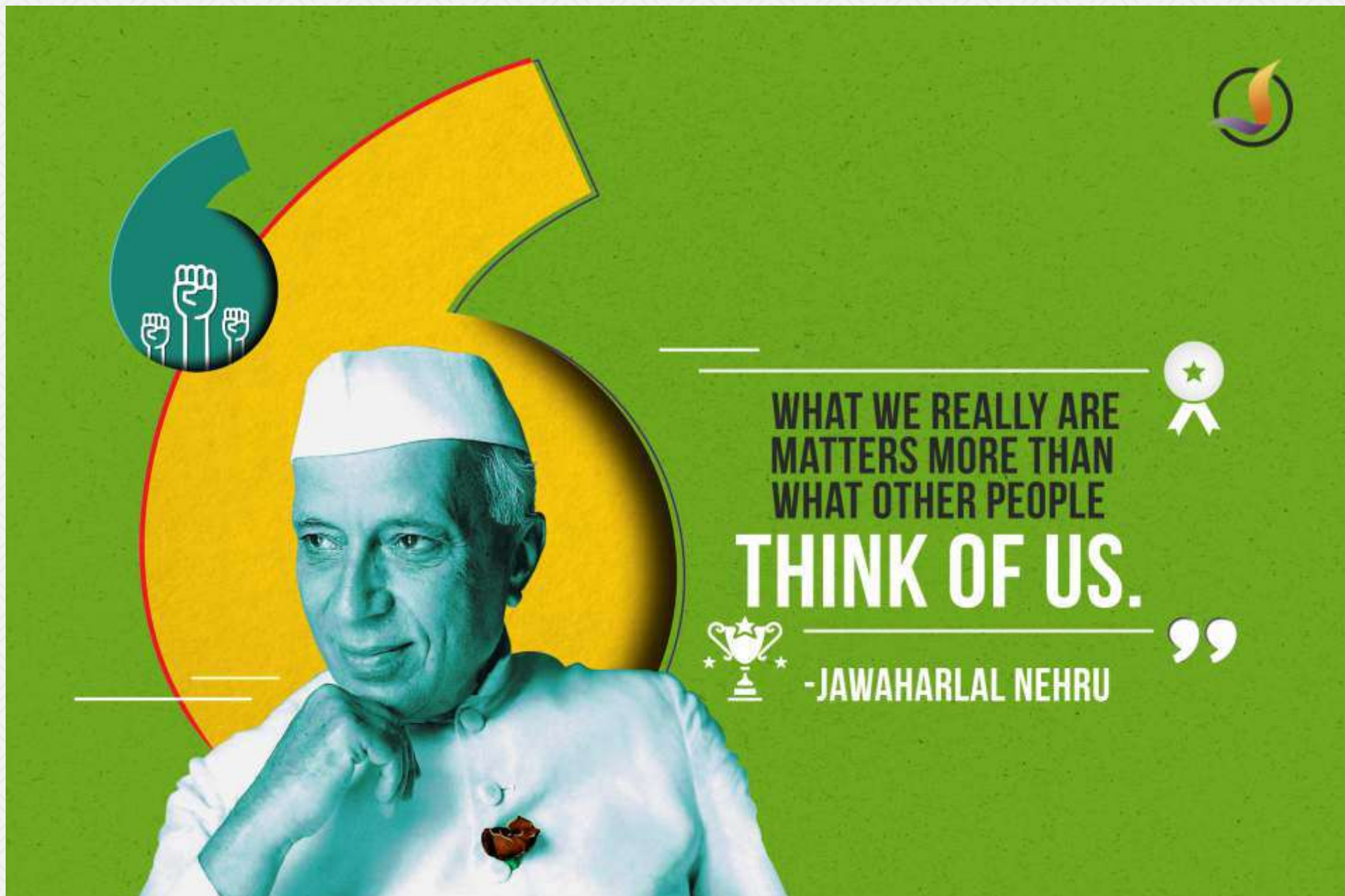
Option 2

INTERNAL BRANDING

WALL BRANDING

Example of wall branding for bigger sizes related to our brand ethos.

In this case, it is – Think. Become.



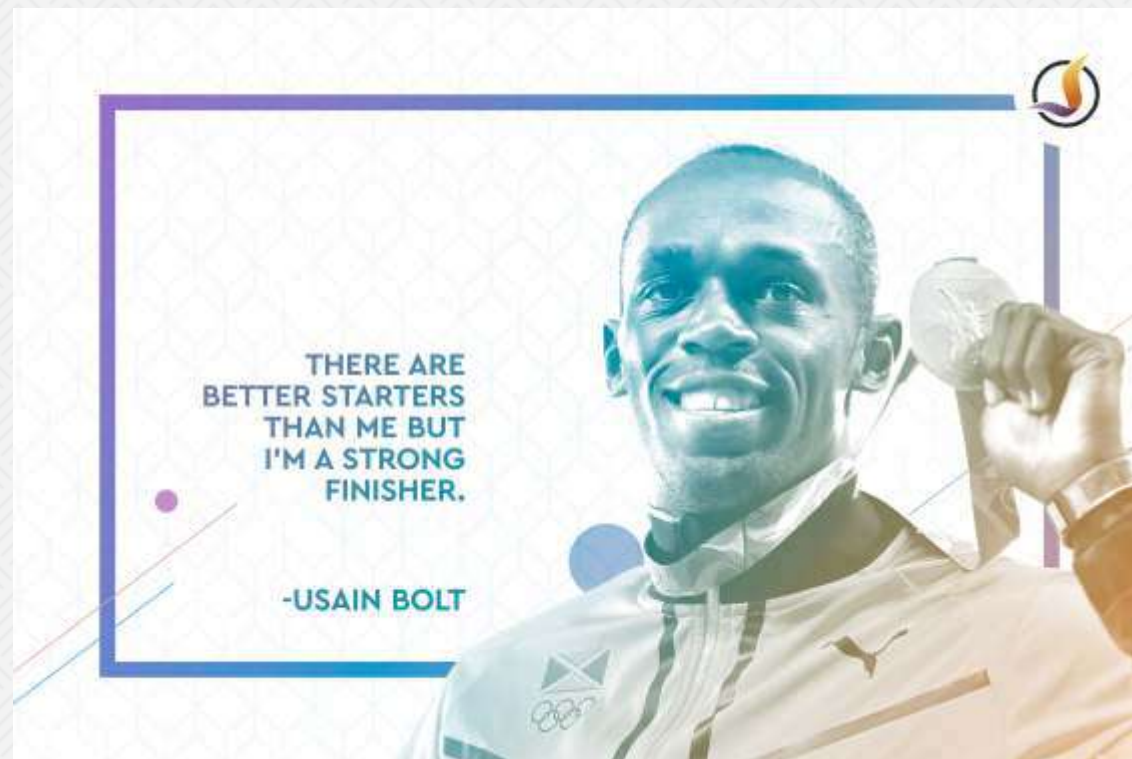
INTERNAL BRANDING

WALL BRANDING

Example of wall branding for the endless mode. The number of personalities and their quotes can be increased as per the length of the wall.



Option 1



Option 2

INTERNAL BRANDING

ACTIVITY WALL BRANDING

Example of wall branding for the endless mode. The number of personalities and their quotes can be increased as per the length of the wall.

Example 1



Example 2



Example 3



Example 4



TRANSIT MEDIA

BUS BRANDING

Examples of branding spaces and graphics on a school bus.



OUTDOOR BRANDING

BRAND COMMUNICATIONS MANUAL

version 1.0.3

OUTDOOR BRANDING

FACADE and GSB DESIGN

Examples of horizontal and vertical facade glow sign boards.

Example 1



Horizontal Layout

Example 2



Example 3



Example 4



Vertical Layout

OUTDOOR BRANDING

DESIGN

Width - 20'
Height - 10'
Hoarding design contain
big Jaipuria logo, Tagline,web address and brief address of School

Example 1

www.jaipuriaschools.ac.in

**A SCHOOL WHERE
NEW EDUCATION IS
GROOMING
THE FUTURE**



I AM INNOVATIVE, I AM

— SETH M.R. —
**JAIPURIA
SCHOOLS**

ADMISSIONS OPEN
PLAY GROUP TO CLASS VI

ICSE Affiliated English Medium School
Ranked 2nd in UP | Ranked 9th in India

7070096600

Corporate Office: 11/6B, Shanti Chambers,
Pusa Road, New Delhi- 110005.

Example 2

www.jaipuriaschools.ac.in

**A SCHOOL WHERE
TEACHERS & STUDENTS
LEARN AND
GROW TOGETHER**



I AM LEARNER, I AM

— SETH M.R. —
**JAIPURIA
SCHOOLS**

ADMISSIONS OPEN
PLAY GROUP TO CLASS VI

ICSE Affiliated English Medium School
Ranked 2nd in UP | Ranked 9th in India

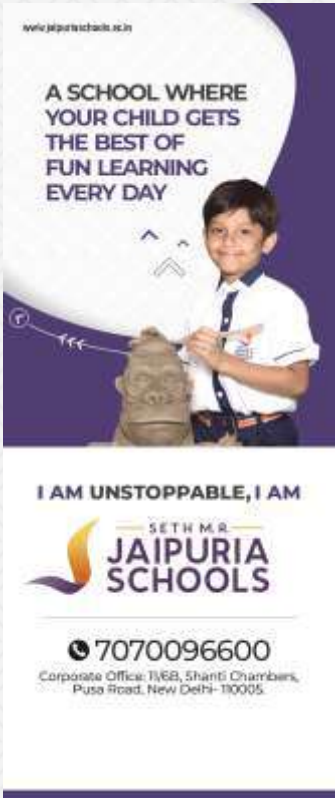
7070096600

Corporate Office: 11/6B, Shanti Chambers,
Pusa Road, New Delhi- 110005.

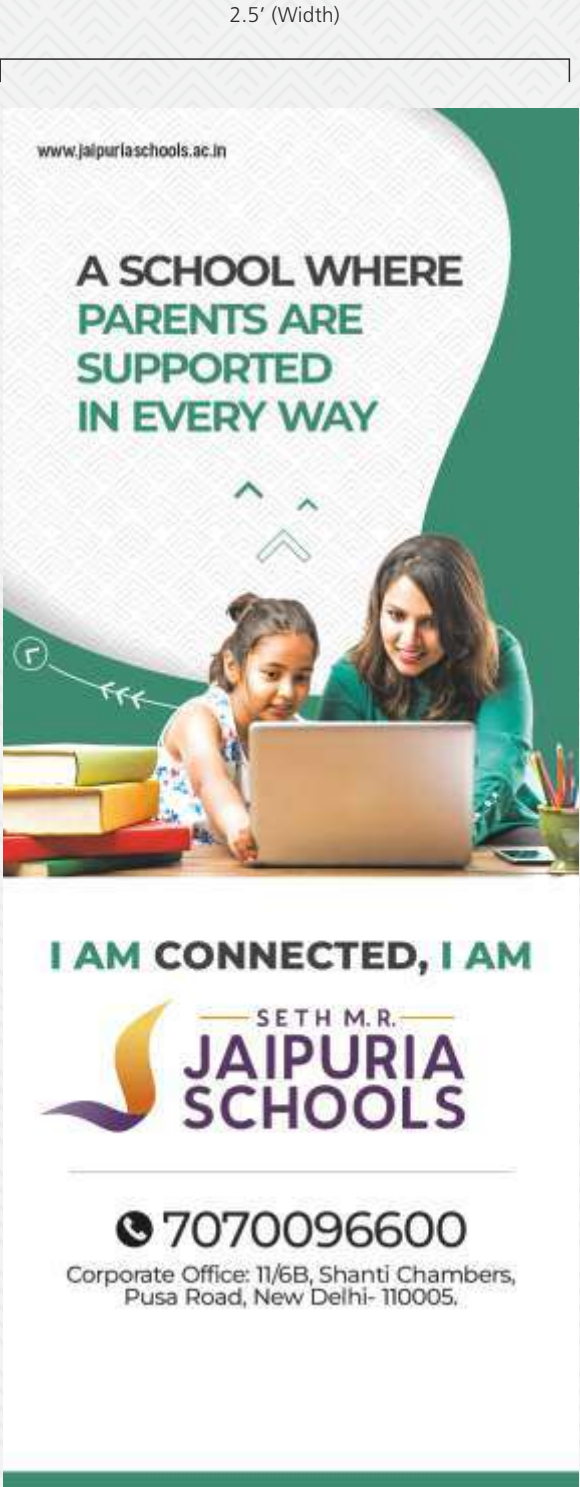
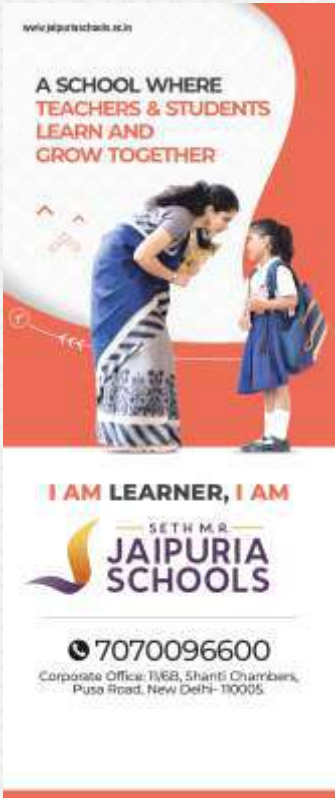
OUTDOOR BRANDING

STANDEE DESIGNS

Example 1



Example 2



Web Address ▶

6' (Height)

2.5' (Width)

◀ COPY & BODY COPY

◀ Logo

◀ INFO AREA
School information
with full communication
address

Corporate Communications

The Corporate Communications team at Jaipuria HO provides advice and guidance to campuses on print, digital and new media design.

They can also be contacted for further assistance and recommendations on production specifications, companies, photographers and printers.

CONTACT

For More Information, Contact:

Corporate Office

11/6B, Shanti Chambers, Pusa Road, New Delhi- 110 005

info@jaipuriaschools.ac.in

+91 11 4008 8000