



TARA

our imperfect  
Guidelines!





Imperfect brand guidelines  
of Tara PP&CC



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# Building our brand

~~building~~

Hello!  
Welcome to Tara Pre Primary  
and Child Care Centre's brand book.

This is what makes us tick!

Our brand is all about breaking the rules, round-the-clock shenanigans, and unleashing the power of imagination.

Look out for eye-popping visuals, fonts that dance, and a whole lot of giggles. It's a world where mischief meets learning and laughter reigns supreme.

Watch us build this brand like no other!

always here!  
Team Tara



# CONTENTS!

## who are WE?

Brand name	10
Services	11
Target customers & geographical market	12
Differentiation strategy	13
Brand promise	14
Reason to believe	15
Brand values	16
Tone of voice	17

10-17

## 20-32 how WE LOOK?

Logo	20
Tagline	26
Typography	28
Colours	30
Icons	31
Photography	32

## cool Stuff

Backpack	39
Visiting card & Letterhead	40
Notebook	41
Folder	42
Website	43
Billboard	45
Interiors	46

39-47

## what's INSIDE?



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WHO ARE  
WE?

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NAME?

Where little ones twinkle day and night,  
defying sleep and bringing delight.

A name that shines with **round-the-clock** charm!

All day magic, from **dusk till dawn**, where  
imagination soars and giggles spawn!

Tara, the name that **never rests**.

A brand that's **always there**, with love and care,  
because toddlers don't stop, and neither do we!



At Tara Pre Primary and Child Care Centre, we offer **fun** and **unconventional** services for children.

Learn math and magic tricks together, where education is a party!

Join us for adventurous pillow-fort building during nap time. We're **open all day and all night!**

At Tara, we're not just child care, we're child "carefree"!

~~services?~~

WHAT WE OFFER!



FOR & NEAR YOU!

Our doors are open to busy **millennial parents** who want quality education and personalized care for **their little ones**.

We understand the challenges parents face, and we're here to provide **convenience and peace of mind**.

Our services cater to families in the local community and nearby areas in all the **Urban cities!**



With us, parenting never sleeps,  
and learning becomes an adventure!

We're always here, ready to swoop in  
and save the day (or night)! We're **open**  
24x7!



With our out-of-this-world **teaching**  
**methods**, your little ones will be laughing,  
learning, and leaping in their education.

~~Strategy?~~

our Superpower



pinky PROMISE!

At Tara,  
we promise to be your child's 24/7 sidekick  
ensuring your little one is **safe, happy,**  
and **well taken care of around the clock.**



We've cracked the code to create 25 hours in a day, so your little ones can **learn, play, and dream** beyond bedtime!

~~Trust?~~

TRUST ME?



our maGIC  
SpELLS!

Hands on  
Freedom  
Inspiring  
Curiosity  
Unconventional

Because at Tara, we paint  
outside the lines!

A warm hug, a high-five, and a tickle fight in one. Giggles, encouragement, and silly jokes. Playful as a game of tag, **Tara will always make you smile!**

CHIT chat!  
Shhh!





# how WE LOOK?

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## OUR Logo

go Go go!



The **handwritten** word “Tara” in **mixed case** with an **unfinished imperfect circle** around it is our logo, and it’s as fun as a squiggly line drawn by a mischievous child!

The unfinished circle is a representation of the imperfections in us also denotes the **out- of- the- box** teaching methods of the school! It also a symbol of the **round the clock** care and support provided by us- quite literally!

Our playful logo captures all those emotions and represents our brand in the most magical way.

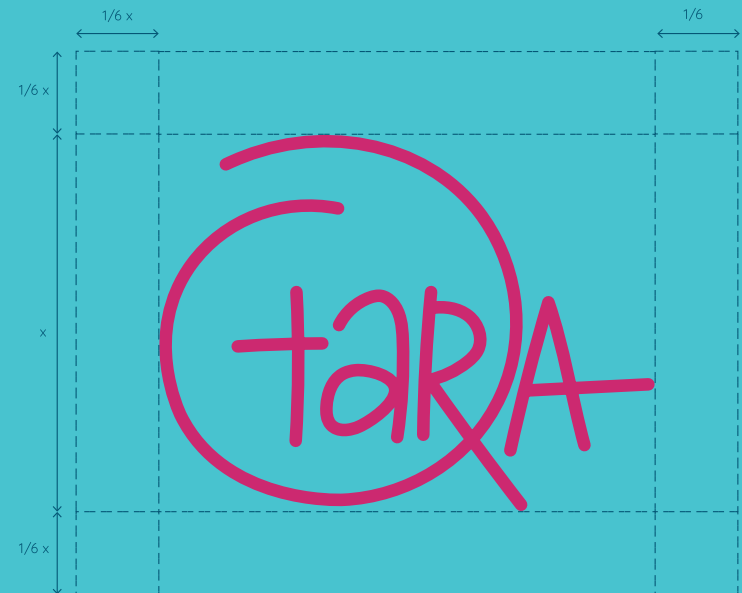


# play Area!

The logotype needs its space to shine!

So make sure to leave at least **1/6th** of its height as **clear space**.

We need to keep the logotype **free and uncluttered!**  
This is the **minimum** requirement, but  
feel free to go above and beyond!





Do not distort the proportions of the logo by expanding/stretching



Do not re-arrange logo components



Do not outline or redraw



Do not apply drop shadows to our logo



Do not alter the size of the elements within the logo



Do not add a pattern or texture on the logo

NO NO

NOOOOOOO!

Don't do these with the logo?  
Pretty please?



Donot box the logo



Do not use the wordmark without the circle symbol



Do not attempt to recreate the Wordmark

no is a NO!  
:(



Do not alter or replace the Wordmark



Do not substitute the circle



Do not apply to an image without following the applicable versions



# TEENY WEENY!

Because greatness should never be squeezed into a tiny box!

Keep it **at least 10.58mm/40px wide**.  
When our logo gets teeny-tiny, **color combo** is key. Keep it clear for maximum impact!





inky pinky  
ponkey!

We've got 5 vibrant options, plus black and white for emergencies! Make sure the logo and background have 10/10 contrast.

Stick to the guidelines, no funky modifications allowed!





# always here!

We're your **trusted** companion, always ready with **support**, **guidance**, and a sprinkle of magic **whenever** you need us.

With Tara, you'll **never feel alone**. We're your BFF!





The tagline is 1/24th size of the logo size and is placed right below the left leg of the uppercase A touching it!  
Always!



eL-em-en-o-pee?

With Chauncy Pro's refined charm and Quicksand's (Regular and Medium) playful personality, they create a wonderful dance-off!



# abc party!

We want our words to pop with pizzazz and stay super **readable** and lead us to **legibility** greatness!

For our headlines, Chauncy Pro maintains the fun and oomph.

And when it comes to body copy, Quicksand Medium or Regular keeps things flowing smoothly.

## Headlines

Chauncy Pro  
30 pt

Tracking  
Metrics/0

Headlines of  
tARA TARA tara tara TARA

Leading  
36 pt

## Body copy

Quicksand  
Regular/ Medium  
9.079 pt

Body copy for Tara tara tara tara taraaa tara tara tara ra ra  
ra ra tara tara tara taraaa tara tara tara ra ra ra tara tara  
tara taraaa tara tara tara ra ra ra tara tara tara taraaa  
tara tara tara ra ra ra tara tara tara taraaa tara tara tara

Leading  
10.8 pt

Tara ra ra ra tara tara  
Tara tara tara taraaa tara tara tara ra ra ra ra!

Tracking  
Metrics/0



Silver  
#c8c8c8  
CMYK 21.28 16.5 16.98 0  
RGB 200 200 200

Copper Tan  
#e68966  
CMYK 0 60.4 65.58 0  
RGB 230 137 102

Dark Indigo  
#235571  
CMYK 95.36 60.92 36.58 17.03  
RGB 35 85 113

Teal Blue  
#6dc1cd  
CMYK 62.88 0.1 93.56 0  
RGB 109 193 205

Lime Green  
#e3e457  
CMYK 14.8 0.1 93.56 0  
RGB 227 228 87

Raspberry Rose  
#b9396d  
CMYK 18.45 96.96 33.17 0.62  
RGB 185 57 109

colour colour  
which colour?

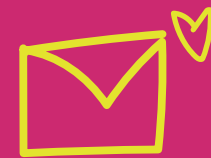
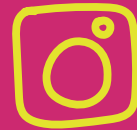
Our palette is bursting with hues  
that'll make you go "WOW!"



# doOodLe!

Tara's icon language is like a giggly child doodling! The icons are **playful yet clean!**

They'll leave you wondering if you actually made them!





# Say cheese!

Tara's all about capturing joy and moments of wonder.

We photograph our kids and use our **brand colours** as vibrant **background** to match their personalities.

We love incorporating simple, **child-like illustrations** over the photos and bring them to life!

**Text** can also be placed on **top of the images**, it can complement the images, convey a message, or add an element of humor.



TARA

ajkpsm



hehe





tARA



TARA



TARA



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TARA

happie!





# COOL STUFF



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we make!

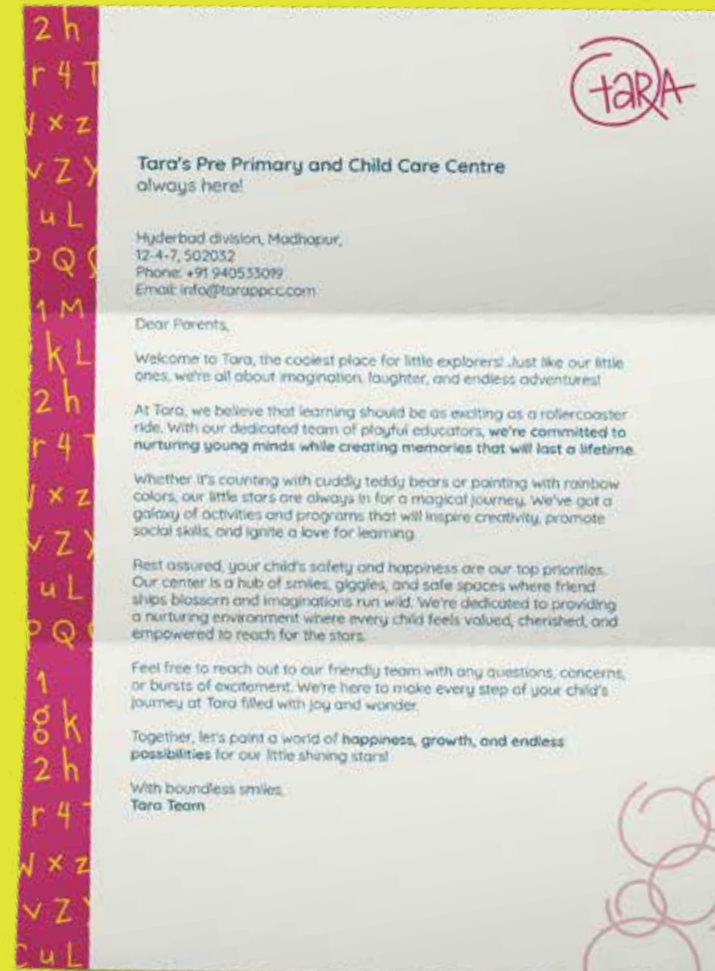
Our **collaterals and merch** are like a party in your hands. From bright bags to colorful doodle-worthy notebooks, we've got goodies that'll make you giggle with delight!

"Joy carryALL"

Backpack

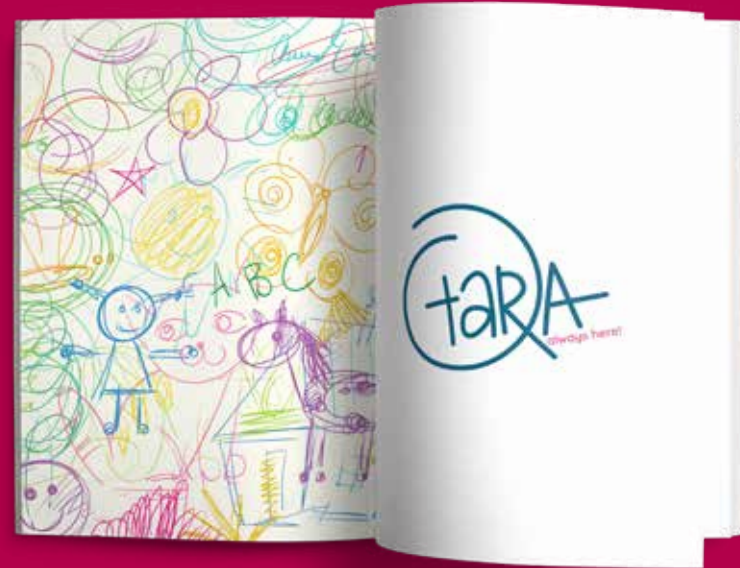
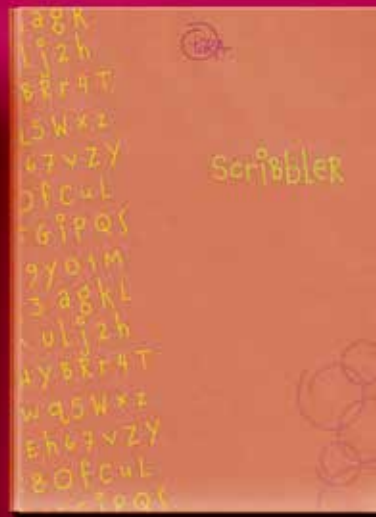
# “PAL CARD & INKY PAPER”

Visiting card  
and Letterhead



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## "Scribbler"

Notebook

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“paper keeper”

Folder



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# website website

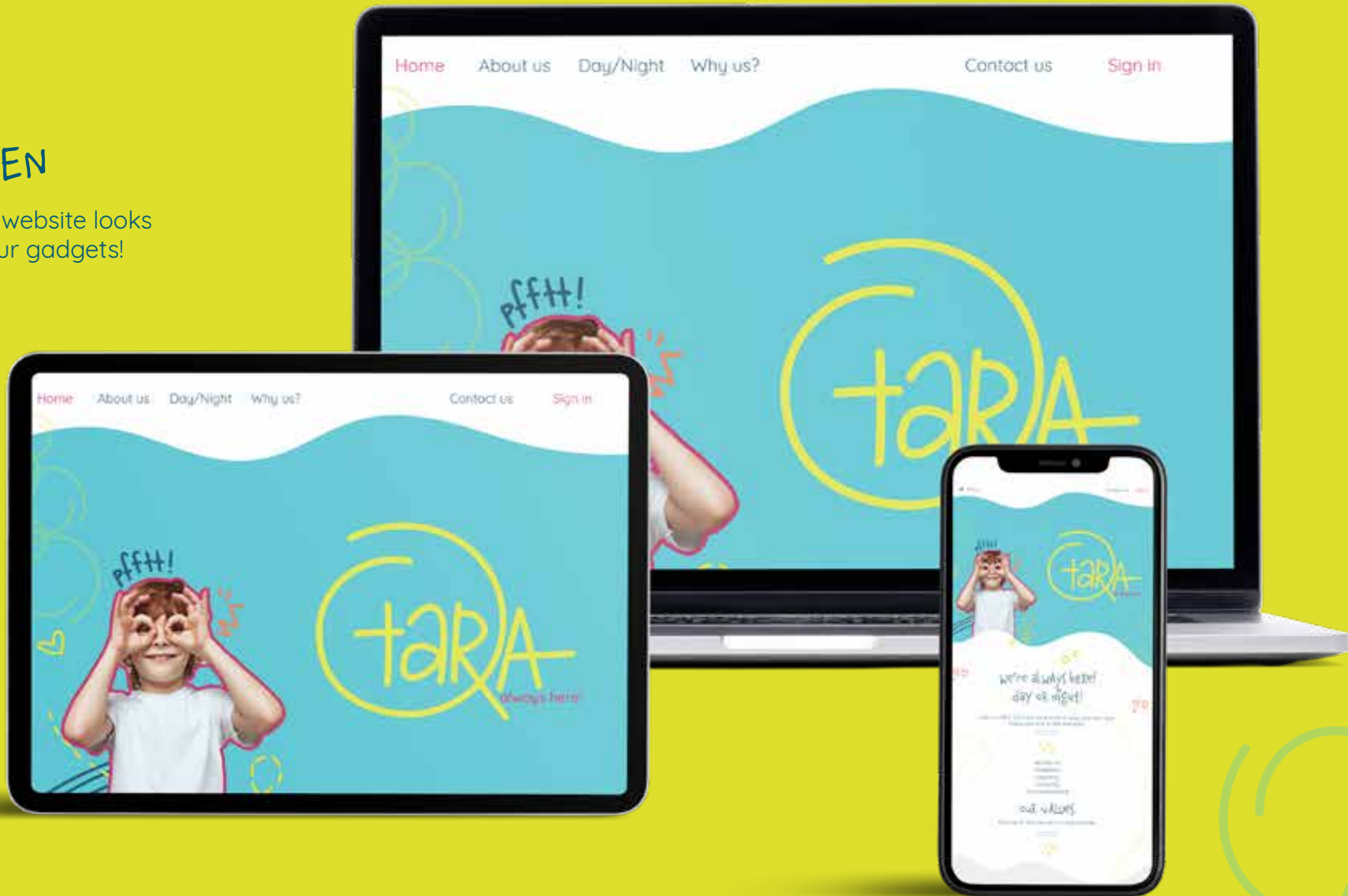
Tara's website design language is a visual feast of colors, shapes, and lively illustrations. Intuitive navigation guides you through a seamless user experience,

Experience Tara right at your fingertip!



## SCREEN

How our website looks on all your gadgets!



# big Boards!

Tara's billboard advertising takes over the city, bringing vibrant colors, playful illustrations that will want to make you come join us today!





## Interiors

Our interiors are a delightful mishmash of colors, shapes, and patterns that anybody do the happy dance!

From pastel walls to furniture that's just as fun as see saw, every nook and cranny is designed to spark joy!



Tara's furniture is a magical mix of comfort, creativity, and smiles!





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always here!

until the  
very end!