



THE SPROUT CREATIVE KINDERGARTEN (ISLAND EAST)

啟蒙創新幼稚園(港島東)

Brand Identity Guidelines

The Sprout Creative Kindergarten (Island East)

v4 · 2026-10-01

Structure modelled on the Hongkong Land brand guidelines

Using this guide together

From parent notices to our website, we want families to recognise Sprout at a glance.

Teachers, office staff, designers and printers all work from this guide.

Every rule from the school's original 《啟蒙 branding》 draft is kept. The structure follows the Hongkong Land brand guidelines.

03	Our story	04	How we speak
05	Logo lock-ups	06	Our symbol
07	Clearspace & size	08	Logo versions
09	Logo misuse	10	Brand colours
11	Text colours	12	Typography
13	Layout	14	Photography
15–17	Specifications	18	Applications
19	Boilerplate & open items		

Where curiosity begins to grow

We believe curiosity cannot simply be taught.

It grows when our children feel safe and warm, with books and play close at hand.

Our campus was formerly the Island East campus of Kendall International Preschool.

We are now part of the Creative Kindergarten group, and build on its more than forty years of early-childhood experience.

In one sentence

We are a Creative Kindergarten group school in Island East, where children aged 2 to 6 learn through play and books.

What we believe

- Our children learn by doing
- Reading grows with them

What we promise

- We talk with children at eye level
- We speak openly with parents

40+

years of Creative Kindergarten experience

2–6

ages, from Pre-Nursery to K3

4

year groups: PN, K1, K2, K3

Speak the way our teachers do

From notices to social posts we use one voice: bright and warm, never showy, never childish.

Bright

Cheerful days, clear routines.

One idea per sentence. Lead with the point.

Warm

Teachers kneel to talk at eye level.

Say 'we', never 'the school'.

Curious

Ask first, then find out together.

Describe what children did, not adjectives.

Trustworthy

Parents can see every step.

Give real dates and numbers.

Write this ✓

You're welcome to book a visit and meet our teachers.

Ming built a bridge from big blocks. It stood on the third try.

Not this ✗

The school cordially invites esteemed parents to visit.

The children had a super amazing day!!

A mark families recognise



Horizontal lock-up (preferred)

- Symbol on the left, full name on the right.
- English above Chinese, both left-aligned.
- Text in Growth Green.



Vertical lock-up

- For posters, roll-book covers and banners.
- Only the vertical lock-up may be centred.

A flower growing from a book



A

The flower: TS badge

Red ring for care, yellow for sunshine, green TS for growth.

B

The heart: red dot

The centre of the flower, and a small child's head.

C

The stem: ck

ck becomes a sprouting figure. The stroke is the stem; the c is a leaf.

D

The roots: an open book

The book is the soil where growing starts.

Using the symbol alone

Use it for badges, stamps, avatars and favicons. The full school name must appear elsewhere on the same item.

Give our mark room to breathe

Logo Use alone



Clearspace

- Leave at least 30% of the symbol width on every side.
- Example: a 100 px symbol needs 30 px all round.

Minimum size

Use	Symbol only	With name
Print A5	$\geq 7\text{ mm}$	$\geq 53\text{ mm}$
Print A4	$\geq 10\text{ mm}$	$\geq 78\text{ mm}$
Web, social, slides	$\geq 50\text{ px}$	$\geq 200\text{ px}^*$
Signage	$\geq 300\text{ mm}$	

* Suggested; not in the draft. The draft poster page says 'A5 $\geq 530\text{ mm}$ '; we read it as 53 mm. Please confirm.

Choose the logo for its background



White outline · photos, patterns, gradients



Full colour + white keyline · dark grounds, keeps brand colour

Background	Version
Light / simple photo	Full colour
Dark ground or uniform	Reversed white
Busy photo, over people	White outline
Stickers	White outline

Keep our logo as it is

Families should meet the same mark wherever they see us.

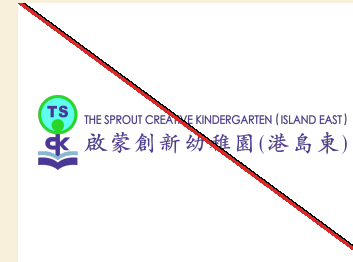
Use only the artwork from the school office.



✗ Don't stretch or squash



✗ Don't rotate



✗ Don't recolour



✗ Don't drop the symbol



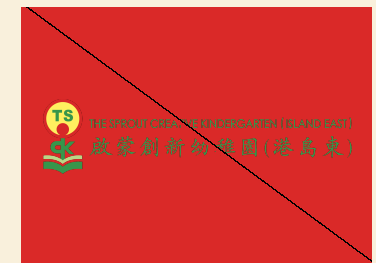
✗ Don't rearrange



✗ No shadows or strokes



✗ No full colour on busy photos



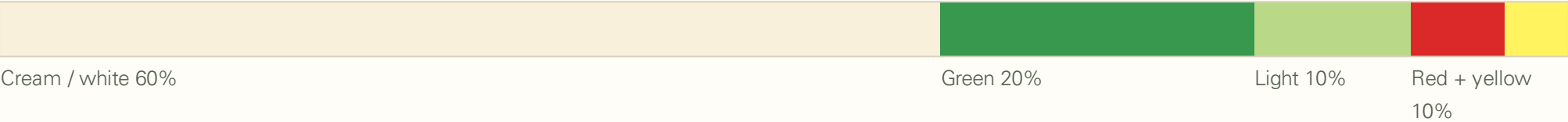
✗ Not on Sprout Red

Colours from our mark

Four brand colours for energy and growth. Print to the CMYK values exactly.

Sprout Red C10 M98 Y100 K0 #DA2928 RGB 218 41 40	Sun Yellow C0 M0 Y75 K0 #FFF45F RGB 255 244 95	Growth Green C80 M21 Y94 K0 #38984E RGB 56 152 78	Sprout Light C30 M0 Y60 K0 #B9D989 RGB 185 217 137	Cream (ground) C2 M5 Y15 K0 #F9F0DC RGB 249 240 220	Forest (text) proposed #2A6B3A RGB 42 107 58
--	--	---	--	---	--

Proportion



HEX values are sampled from the draft artwork. The live site uses #C42834 and #4B873C; we suggest aligning to this table.

Make every word easy to read



Growth Green text (standard) · cream or white grounds



Forest text · small print, letterheads



Ink text · on Sprout Light or yellow



White text + colour symbol · dark grounds



All white (reversed) · green or dark photos



One-colour ink · fax, mono copies, stamps

Text and background

Ink on cream	13.2 : 1	all text
Forest on cream	5.7 : 1	body, headings
White on forest	6.4 : 1	body, buttons
White on red	4.9 : 1	buttons, tags
Green on cream	3.2 : 1	headings $\geq$ 18 pt only
Yellow on white	1.1 : 1	never

Contrast per WCAG 2: body text at least 4.5 : 1, large headings 3 : 1.

One typeface for each language

Aa Univers

Univers for English and numbers. Light for body, Regular for headings.

Display · 30 pt

Sprouting on
a book

Heading · 16 pt

Four year groups

- Align left. Never justify.
- When paired, English sits above Chinese.

永思源黑體

Chinese in Noto Sans HK, which follows Hong Kong character forms and is free to use.

Body · 11–12 pt

Our children learn by doing.

Caption · 9 pt

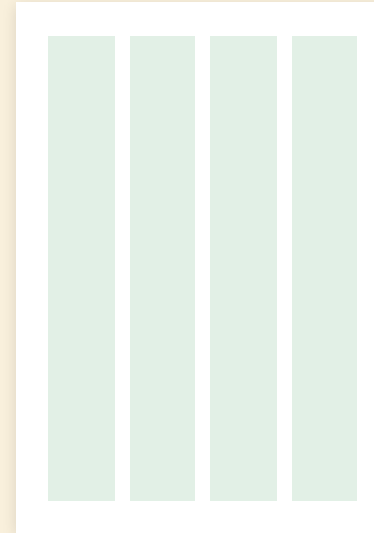
Photos courtesy of Creative Kindergarten

The draft names SweiGothic Rounded for the web header. It suits navigation, not body text. Please confirm.

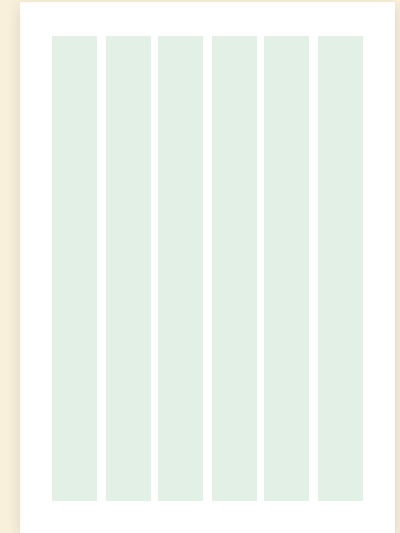
Generous space, left-aligned

Headings, text and the logo share one left edge.

With less to say, leave space. Don't enlarge type to fill it.



4 columns · notices, letters



6 columns · flyers, booklets

Margins

At least 15 mm on A4.

Line length

25–35 Chinese characters a line.

Hierarchy

Headings at least twice body size.

Avoid

Round photo crops; text half over photos.

Catch our children in the moment



Wide · rooms, corridors, playground



Mid · building and trying together



Events · shows and festivals



Close · a smile, small hands

How we shoot

- Kneel down and shoot at their eye level.
- Show them playing and trying, not lined up.

Privacy

- Only photos with written parental consent. No full names.
- The school office checks every photo before release.

A letter that looks like ours



Size	210 × 297 mm
Margins	≥ 15 mm
Logo	Horizontal, top left, 55 mm wide (min 35 mm)
Header details	Address, phone, web; 8 pt; Forest
Body	Noto Sans HK / Univers Light 10 pt
Footer	Optional 5 mm Growth Green band

Make the message easy to spot



Poster

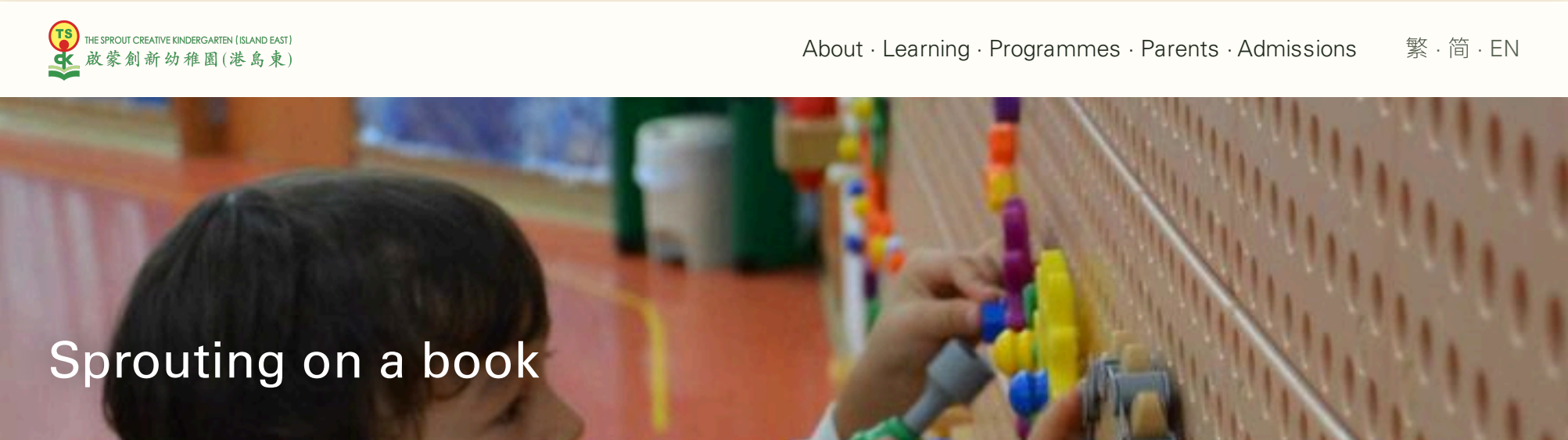
Size	A5 / A6
Symbol	A5 ≥ 7 mm
With name	A5 ≥ 53 mm
On photos	White outline



A4 roll book

Margins	≥ 15 mm
Symbol	45 mm, centred
Name	≥ 120 mm
Band	5 mm green

Recognisable online too



Width	100%
Height	95–100 px at 1440 px wide
Logo	Horizontal, left

Mobile

Below 768 px, show the symbol and name; tuck the menu away.

APPLICATIONS

How our mark looks around school



Letterhead, envelope, card



Wooden door sign



Canvas tote



T-shirt chest



Roll-up banner



Slide cover

Scenes are AI-generated with the school's real artwork placed in. For illustration only.

Confirming the last details

Boilerplate

The Sprout Creative Kindergarten (Island East), formerly Kendall International Preschool's Island East campus, is a Creative Kindergarten group school. We welcome children aged 2 to 6, from Pre-Nursery to K3, who learn through play, building, books and time outdoors.

This guide borrows only the structure and rule-writing style of the Hongkong Land guide, not its logo or imagery.

For the school to confirm (6)

1. Switch the site to the artwork colours (#DA2928 / #38984E)?
2. Add Forest #2A6B3A for small text?
3. Correct poster 'A5 $\geq$ 530 mm' to 53 mm?
4. School phone and official web address?
5. Must the web header use Sweigothic Rounded?
6. Who holds the vector logo files?