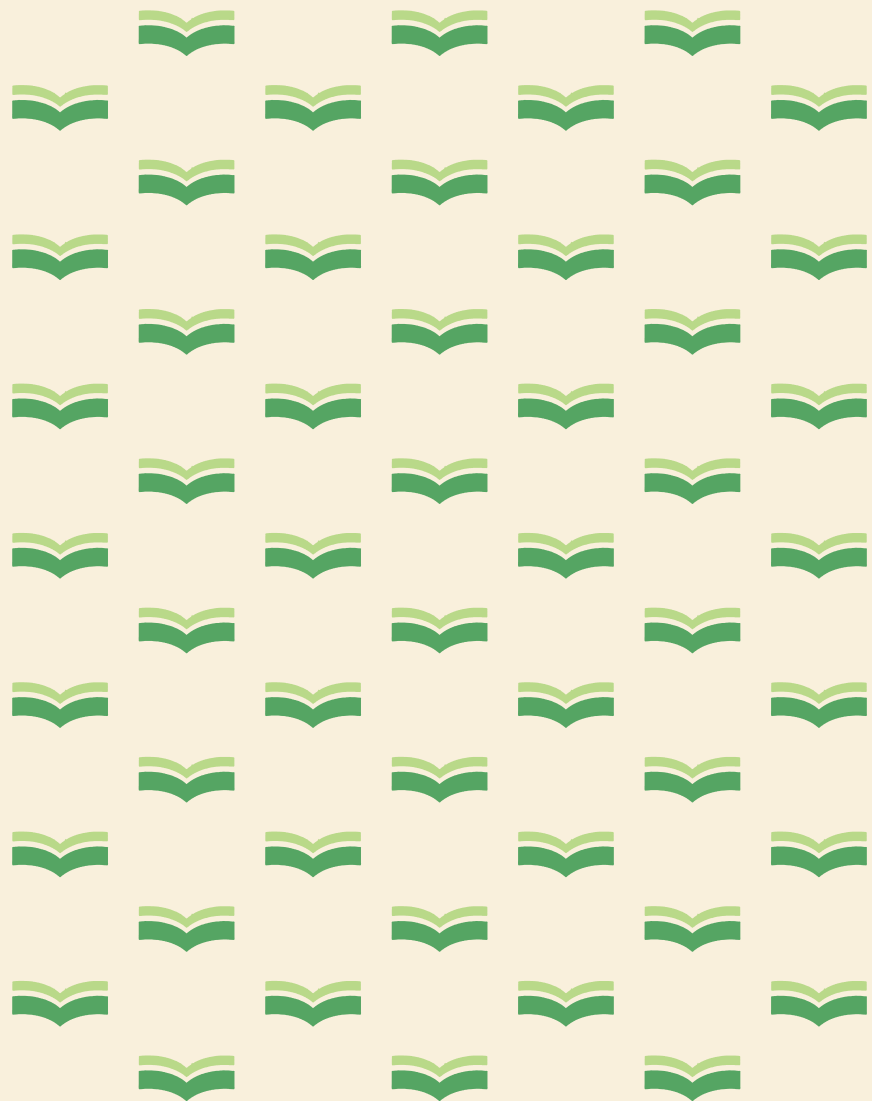




THE SPROUT CREATIVE KINDERGARTEN (ISLAND EAST)

啟蒙創新幼稚園(港島東)



Brand Guidelines

The Sprout Creative Kindergarten (Island East)

v5 · 2026-10-01

Internal draft for school review

Identity

- Contents
- Design principles
- What makes our identity

- Narrative
- Tone of voice
- Logo
- Symbol
- Typography
- Colour
- Layout
- Pattern
- Photography
- Material palette
- Stationery
- Applications
- Merchandise
- Boilerplate

Identity

Contents

This guide has 15 chapters, in the same order as the Hongkong Land brand guidelines.

It starts with who we are, then the logo, colour and type, and ends with specifications for each item.

01	Identity	02	Narrative	03	Tone of voice
04	Logo	05	Symbol	06	Typography
07	Colour	08	Layout	09	Pattern
10	Photography	11	Material palette	12	Stationery
13	Applications	14	Merchandise	15	Boilerplate



A photograph of four young children, two boys and two girls, wearing white long-sleeved shirts with yellow collars and cuffs. They are leaning over a dark wooden fence, smiling and playing with colorful, iridescent bubbles. The background shows a lush green park with trees and a multi-story building in the distance. The overall mood is joyful and playful.

01

Identity

Our brand is made of a story, a mark, colours, type, layout and pattern. Every part does one job: helps families recognise Sprout at a glance.

Design principles

We measure every design decision against three principles.

Identity

Contents

Design principles

What makes our
identity

Narrative

Tone of voice

Logo

Symbol

Typography

Colour

Layout

Pattern

Photography

Material palette

Stationery

Applications

Merchandise

Boilerplate

Design principle

Bright, open, sunny

Clear everyday routines

Not: showy

Bright

Design principle

Warm, kind, at eye level

Teachers beside children

Not: childish

Warm

Design principle

Curious, hands-on, try again

Children learn by doing

Not: preachy

Growing



What makes our identity

Seven parts work together. Use only one or two and the brand falls apart.

Identity

Contents
Design principles
**What makes our
identity**

Narrative
Tone of voice
Logo
Symbol
Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate

Where curiosity
grows

Narrative · what we say



Logo · our signature



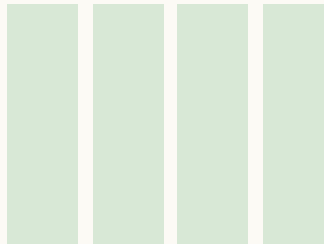
Symbol · a flower on a book



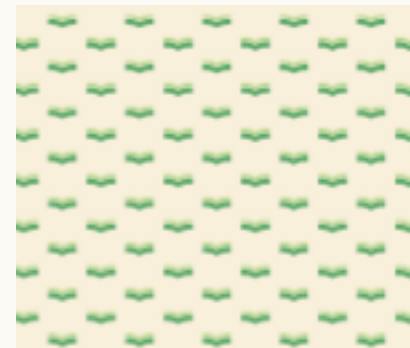
Colour · taken from the mark

Aa 永

Typography · Univers + Noto
Sans HK



Layout · left-aligned, generous
space



Pattern · grown from the book



Photography · children in the
moment





02

Narrative

This is the story we tell families and the community: what we believe, what we promise and how we introduce ourselves.

Tagline

Our tagline is our shortest introduction. It comes from the mark: a flower growing on a book.

Sprouting on a book

How to use it

- Chinese 「在書上萌芽」 ; English: Sprouting on a book.
- Use on admissions posters, the website home page and slide covers.
- No exclamation marks, quotation marks or other punctuation.
- Don't lock it to the logo. It stands on its own.

Tagline awaiting school approval. To confirm



About us

Two lengths of introduction. Pick by space available; don't rewrite them.

Short version

The Sprout Creative Kindergarten is a Creative Kindergarten group school. In Island East, we help children aged 2 to 6 learn through play and books.

Long version

The Sprout Creative Kindergarten (Island East), formerly the Island East campus of Kendall International Preschool, has joined the Creative Kindergarten group and builds on its more than forty years of early-childhood experience.

We believe curiosity cannot simply be taught. It grows where children feel safe and warm, with books and play close at hand.

From Pre-Nursery to K3, we grow with children through purposeful play, hands-on building, reading and writing, and time outdoors.



Key messages

Four messages sit behind everything we publish. Back each one with a real example.



Children learn by doing

Example: learning cause and effect with blocks and marble runs.



Reading is the root

Example: daily reading-corner time.



Teachers at eye level

Example: teachers kneel to look together.



Growing with parents

Example: family sports day and parent workshops.



Vision, mission and values

Our vision

Every child steps into the world
curious and confident.

Our mission

A safe, warm place where
children grow through play and
books.

Care first

Safety and wellbeing come first; learning follows.

Let curiosity shine

Questions matter more than answers; try again.

Grow together

Teachers, parents and children on the same side.

Vision, mission and values are proposed drafts for school approval. **To confirm**





03

Tone of voice

We speak the way our teachers do: bright, warm, curious and trustworthy. Never showy, never childish.

Overview

Notices, admissions flyers and social posts all share one voice.

Identity

Narrative

Tone of voice

Overview

Write this, not that

House style

Logo

Symbol

Typography

Colour

Layout

Pattern

Photography

Material palette

Stationery

Applications

Merchandise

Boilerplate

Bright

Cheerful days, clear routines.

One idea per sentence.
Point first.

Warm

Teachers kneel to talk at eye level.

Say 'we', not 'the school'.

Curious

Ask first, then find out together.

Say what children did, skip the adjectives.

Trustworthy

Parents can see every step.

Real dates and numbers. If unknown, say so.



Identity

Narrative

Tone of voice

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Write this, not that

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Boilerplate

Tone of voice

Write this, not that

Write this ✓

Not this ✗

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

The school cordially invites esteemed parents to visit.

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

The children had a super amazing day!!

Hours and fees will be announced with 2027–28 admissions.

Unbeatable fees, best value in Hong Kong.

Please return the slip by 15 October.

Please return the slip ASAP, thanks for your cooperation.

Questions? Call the school office.

Should you have any queries, kindly contact the school.



House style

Adapted from the Hongkong Land house style for a kindergarten.

Item	Style
Dates	1 October 2026 (no 'st')
Times	9:30am, 4pm (no space)
Money	HK\$1,200
Numbers	Spell out one to nine; numerals from 10
Year groups	Pre-Nursery (PN), K1, K2, K3

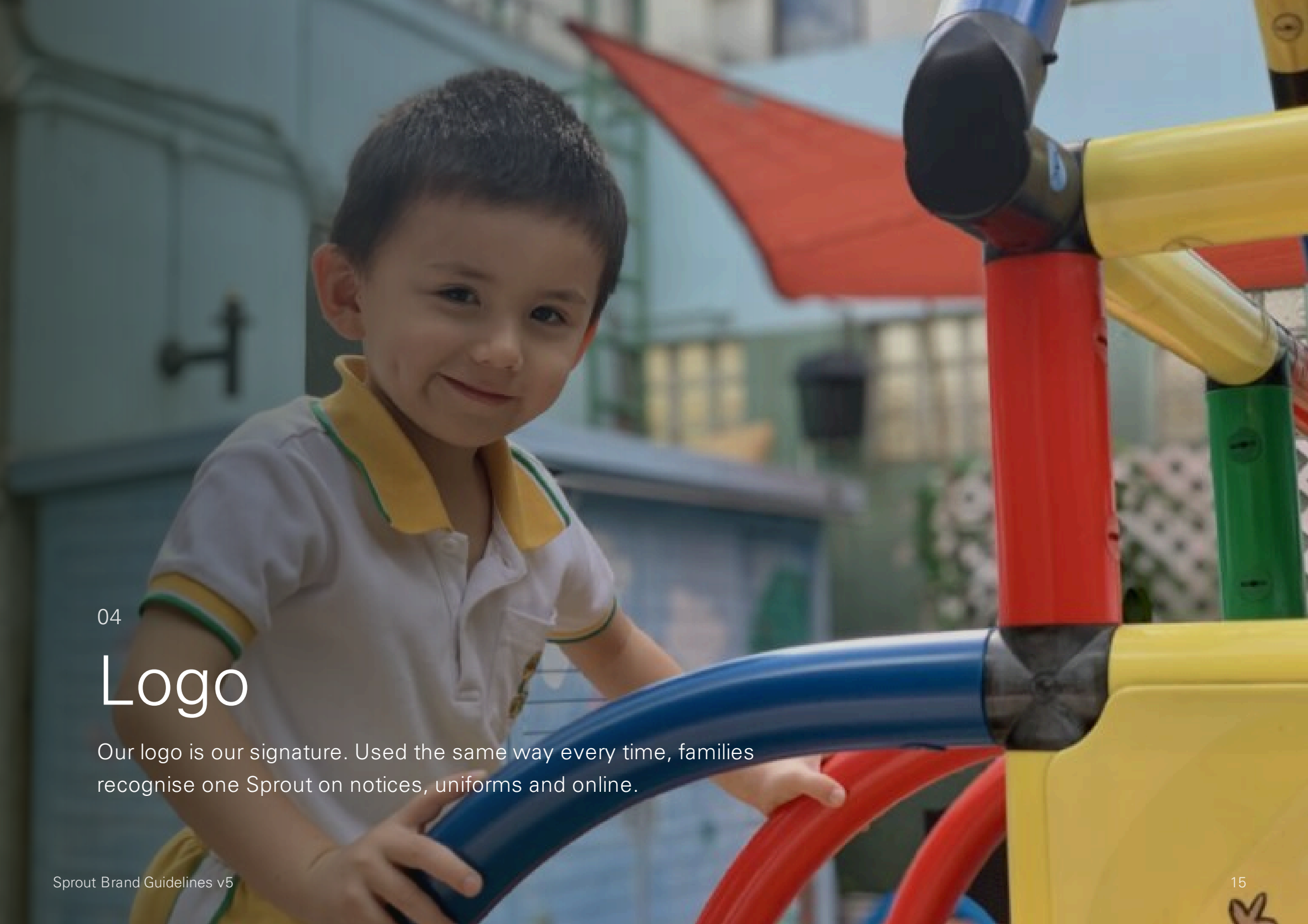
Chinese

- Written Hong Kong Traditional Chinese, no Cantonese colloquial characters.
- Full-width punctuation: ， 。 、 「 」
- No space between Chinese and English; space between number and unit (10 mm).

English

- British spelling: colour, centre, programme.
- Sentence case for headings.
- Avoid all-caps sentences.



A young boy with dark hair, wearing a white polo shirt with yellow and green trim, is smiling and holding onto a colorful playground structure. The structure features red, yellow, and blue components. The background is a blurred outdoor setting with a building and a red flag.

04

Logo

Our logo is our signature. Used the same way every time, families recognise one Sprout on notices, uniforms and online.

Our logo

Logo versions
Construction
Language versions
Clearspace
Scaling
Minimum size
Positioning
Colour
On backgrounds
Which version
Misuse

Symbol
Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate

Logo

Our logo

The logo combines our symbol with the school name in English and Chinese.

English sits above Chinese.

All logo use must be approved by the school office, which holds the master files.



THE SPROUT CREATIVE KINDERGARTEN (ISLAND EAST)

啟蒙創新幼稚園(港島東)





Logo versions

Two versions. Horizontal is preferred; vertical only for tall or centred layouts.



THE SPROUT CREATIVE KINDERGARTEN (ISLAND EAST)
啟蒙創新幼稚園(港島東)

Horizontal (preferred) · letterhead, notices, web, slides



啟蒙創新幼稚園(港島東)
THE SPROUT CREATIVE KINDERGARTEN (ISLAND EAST)

Vertical · posters, covers, banners



Construction

The gap between symbol and name is 15% of the symbol width. The two text lines are left-aligned and match the symbol height.



1

Symbol: red box. Height = x.

2

Gap: 15% of the symbol width.

3

Name: green box, aligned top and bottom with the symbol.



Language versions

Bilingual is standard. Single-language versions are for single-language materials only.



Bilingual (standard)



Chinese · Chinese notices, internal



English · English materials

Single-language versions are split from the master artwork; confirm before use. To confirm



Clearspace

Leave at least 30% of the symbol width clear on every side. No text, photos or page edges inside it.

Logo Use alone

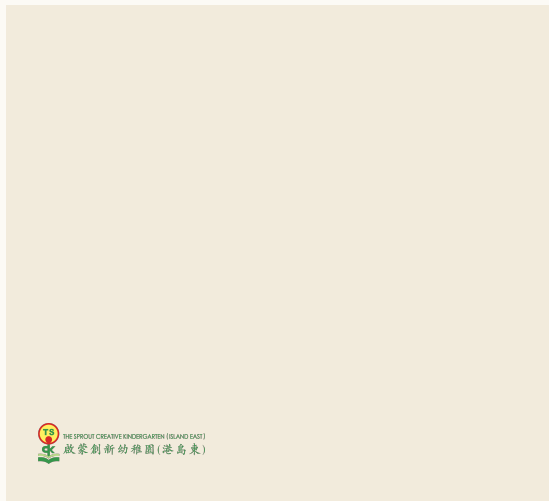




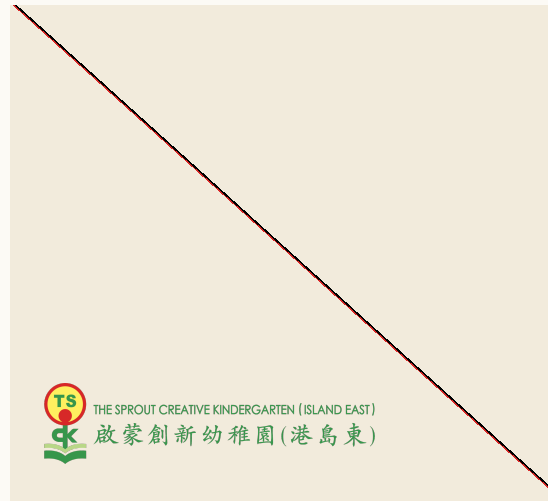
Logo

Scaling

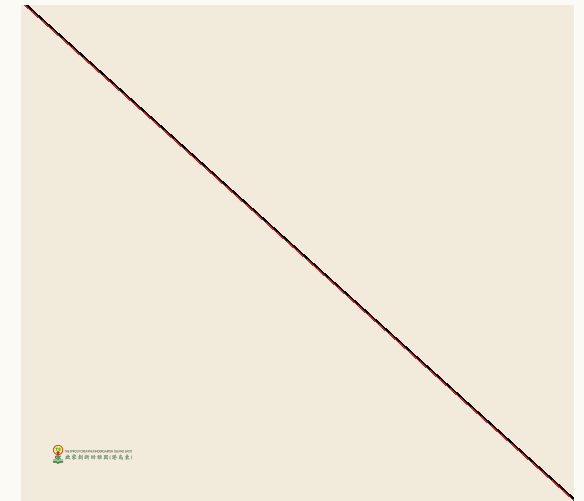
Ideally the logo is 25–35% of the layout width. Never more than 50% or less than 20%.



✓ 30%: ideal



✗ Larger than 50%



✗ Smaller than 20%



Minimum size

Below these sizes the strokes of the name blur together.



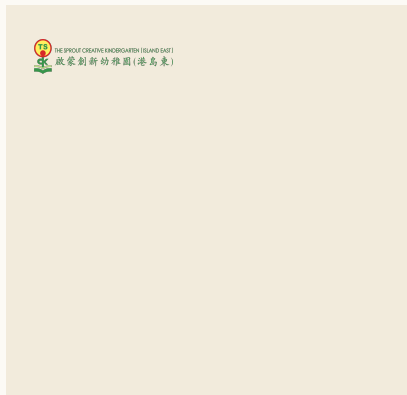
Use	With name	Symbol
Print A4	≥ 78 mm	≥ 10 mm
Print A5	≥ 53 mm	≥ 7 mm
Digital	≥ 200 px	≥ 50 px
Signage	≥ 300 mm	—



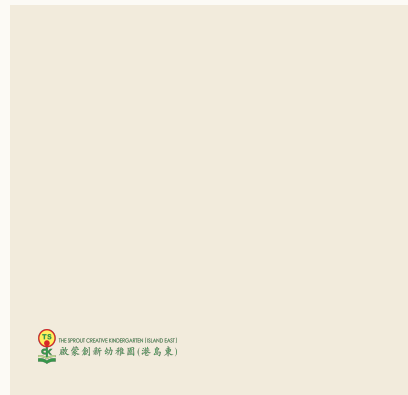
Logo

Positioning

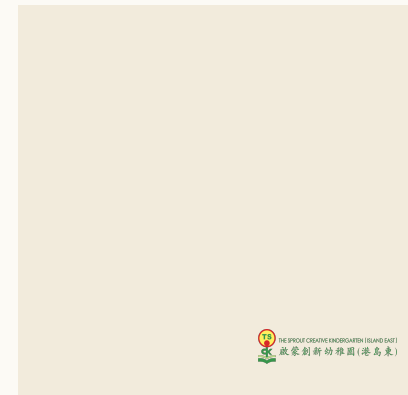
Place the logo in a corner, usually top-left or bottom-left. Only the vertical version may be centred.



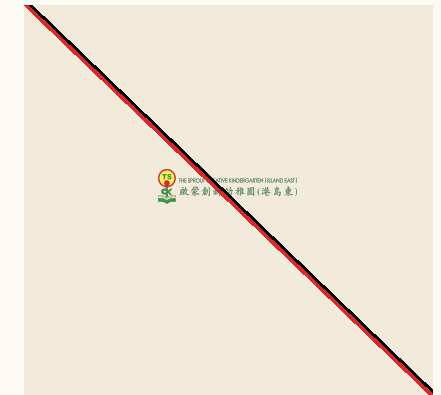
✓ Top left



✓ Bottom left



✓ Bottom right



✗ Horizontal centred



Logo

Colour

Choose the version for its background. On photos, check the contrast first.



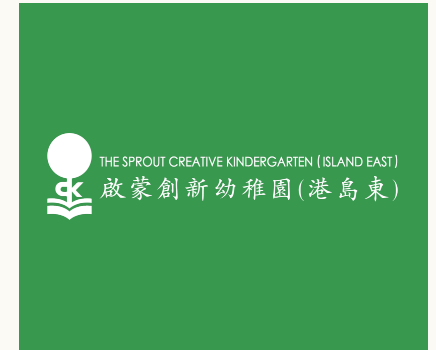
Full colour on cream



Full colour on white



White text on forest



All white on green



Ink text on light green



One-colour ink, copies



All white on dark photo



One-colour green, embroidery



Logo

On backgrounds

On busy photos, patterns and gradients, never use full colour. Use the white outline version.



White outline · school master artwork



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

Identity
Narrative
Tone of voice
Logo
Our logo
Logo versions
Construction
Language versions
Clearspace
Scaling
Minimum size
Positioning
Colour
On backgrounds
Which version
Misuse

Symbol
Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate



Logo

Which version

Situation	Version
Light ground	Full colour
Dark ground	Reversed
Light, simple photo	Full colour
Dark photo	Reversed or outline
Busy, colourful photo	White outline
Over people or objects	White outline
Dark uniform, merchandise	Reversed
Stickers	White outline



✓ White on photo



✓ White needs contrast



✓ Outline on busy photo



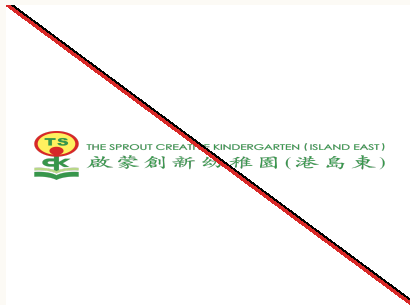
✓ White on dark stage

Misuse

Logo

Misuse

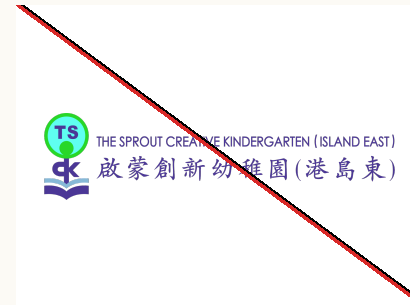
Never alter the logo. Use only the master files from the school office.



Don't stretch



Don't rotate



Don't recolour



Don't drop the symbol



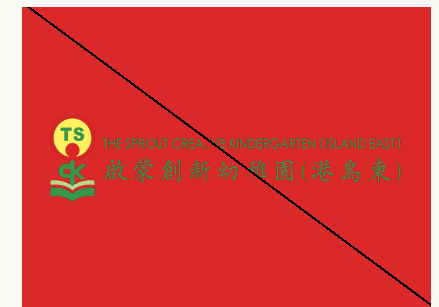
Don't rearrange



No shadows

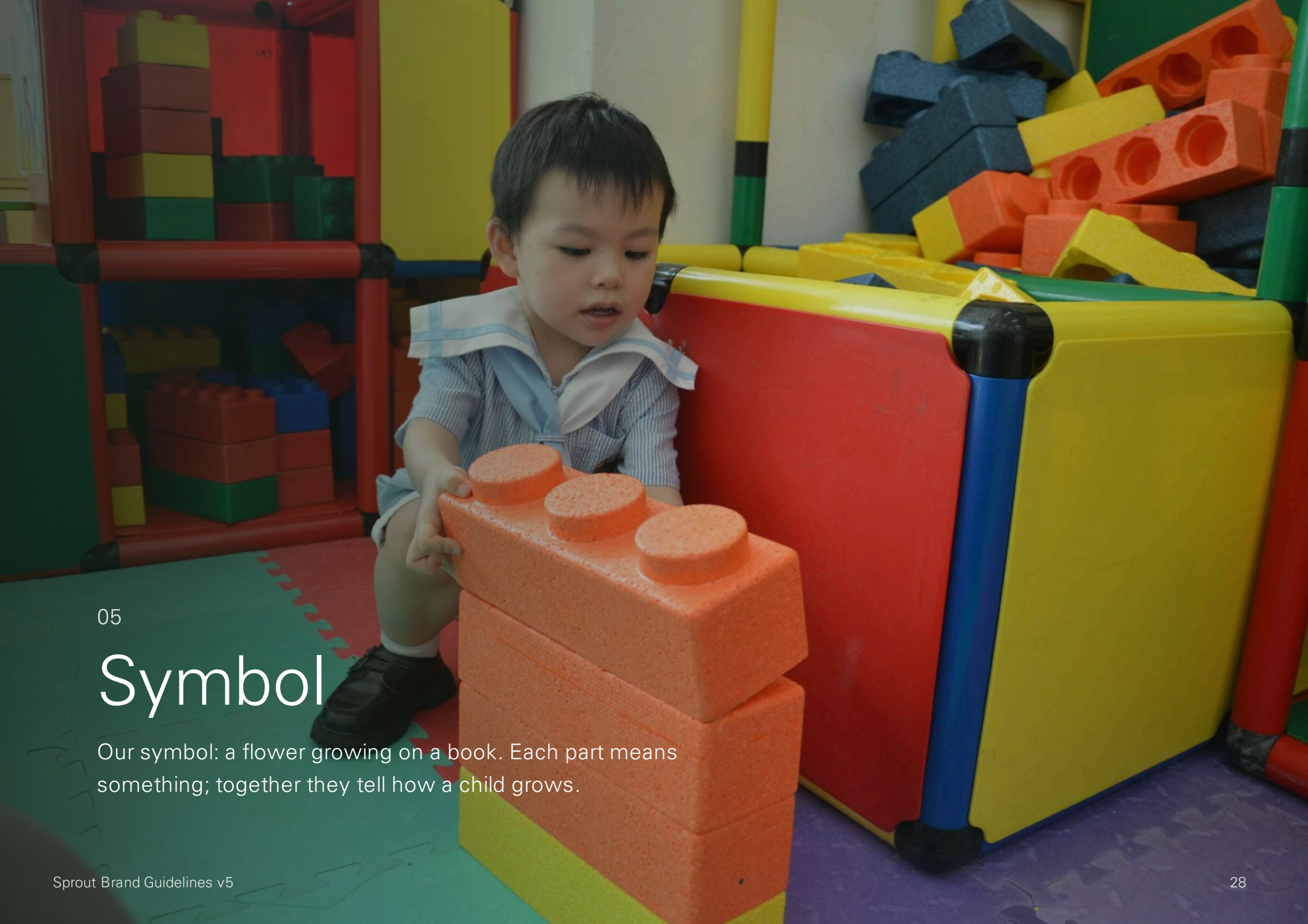


No full colour on busy photos



Not on Sprout Red





05

Symbol

Our symbol: a flower growing on a book. Each part means something; together they tell how a child grows.

Meaning

Identity
Narrative
Tone of voice
Logo

Symbol

Meaning

Construction
Usage
Misuse

Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate



A

The flower: TS badge

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

B

The heart: red dot

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

C

The stem: ck

ck becomes a sprouting figure.

D

The roots: an open book

The book is the soil where growth starts.



Symbol

- Meaning
- Construction**
- Usage
- Misuse
- Typography
- Colour
- Layout
- Pattern
- Photography
- Material palette
- Stationery
- Applications
- Merchandise
- Boilerplate

Symbol

Construction

In v5 the ring, sun and dot are redrawn as true circles, so the symbol stays crisp even at signage size.



Vector SVG (v5 redraw)



Circles and centre axis

Part	of symbol width
Ring outer	86.3%
Ring inner	72.6%
Dot	27.2%
Axis	dot, stem and spine on one line



Symbol

Meaning
Construction
Usage
Misuse

Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate

Symbol

Usage

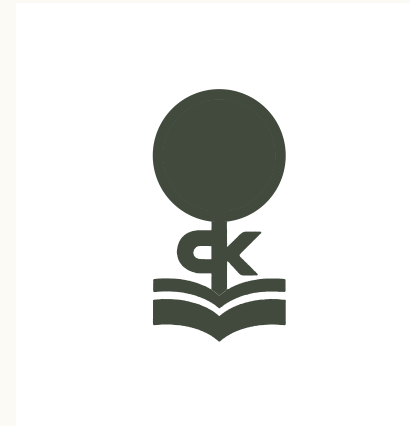
Use the symbol alone for badges, stamps, avatars and favicons. The full name must appear elsewhere on the same item.



Social avatar



Favicon



One-colour stamp



White on green



Symbol

Meaning
Construction
Usage
Misuse

Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate

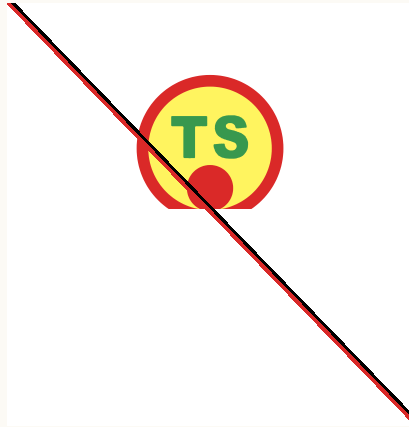
Symbol

Misuse

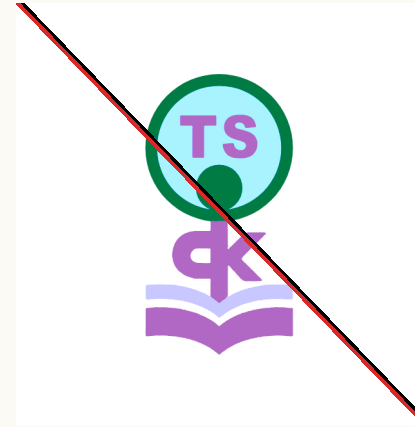
Never split the symbol apart or add new elements.



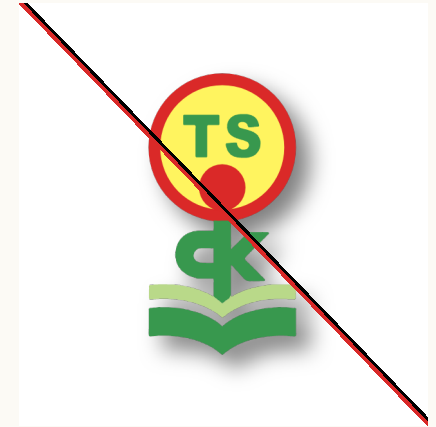
Don't distort



Don't crop to the flower



Don't recolour



No effects





06

Typography

Two typefaces, one for each language. Simple and clear, easy for parents to read.

Typography

Typefaces

Weights

Type scale

Bilingual setting

Alignment and
misuse

Colour

Layout

Pattern

Photography

Material palette

Stationery

Applications

Merchandise

Boilerplate

Typography

Typefaces

English and numbers

Univers for all English text and numbers.

Univers
AaBbCc 123

Chinese

Noto Sans HK follows Hong Kong character forms and is free to use.

思源黑體
在書上萌芽



Weights

Use two weights only: Light for body, Regular for headings. No bold.

Light 300 · body

Children learn by
doing

Regular 400 · headings

Children learn by
doing



Type scale

One scale for everything. Headings are at least twice the body size.

Level	Size	Leading	Sample
Display	36–44 pt	1.1	Sprouting
Heading	20–24 pt	1.2	Four year groups
Intro	13–14 pt	1.5	Our children learn by doing.
Body	10–12 pt	1.6	Families are welcome to book a visit.
Caption	8–9.5 pt	1.45	Photos courtesy of Creative KG



Bilingual setting

When paired, English sits above Chinese, both left-aligned. Set Chinese about 10% larger so they look the same size.



- English 24 pt → Chinese 26.5 pt
- 2 mm between the two lines
- Don't run both languages on one line
- Simplified Chinese: Noto Sans SC

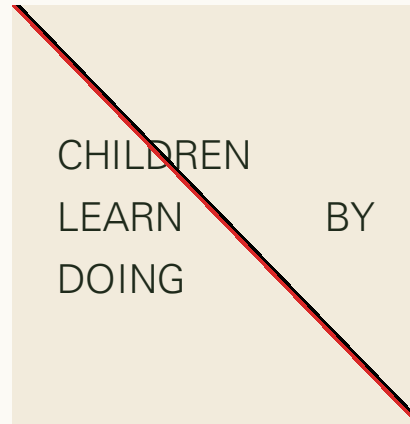


Alignment and misuse

Align text left. Only the vertical logo and short poster titles may be centred.



✓ Left-aligned



✗ Justified or all caps



✗ Bold or italic



✗ Other fonts or coloured text





07

Colour

Our colours come from the mark: red, yellow, green and light green. Cream underneath lets them shine.

Colour

Primary neutrals

Brand colours

Tints
Pairing
Proportion
Misuse

Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate

Colour

Primary neutrals

Cream, white and ink are our foundation. Most layouts are built on them.

Cream

CMYK 2/5/15/0
RGB 249/240/220
HEX #F9F0DC

White

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Ink

CMYK 70/50/80/70
RGB 31/42/27
HEX #1F2A1B

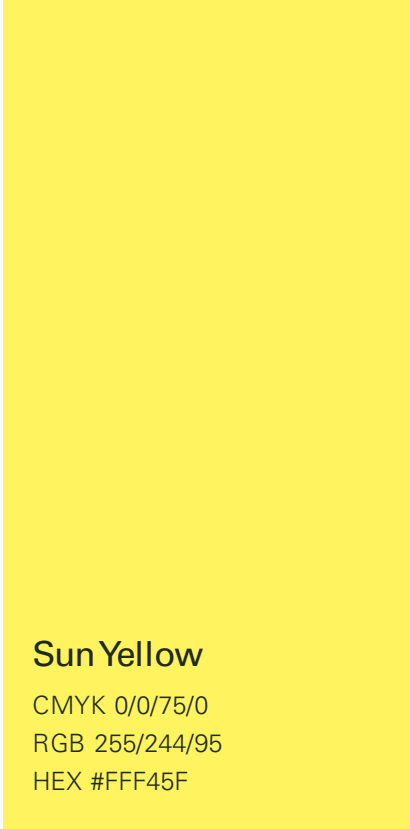
Forest

CMYK 85/40/95/30
RGB 42/107/58
HEX #2A6B3A



Brand colours

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

			
Sprout Red CMYK 10/98/100/0 RGB 218/41/40 HEX #DA2928	Sun Yellow CMYK 0/0/75/0 RGB 255/244/95 HEX #FFF45F	Growth Green CMYK 80/21/94/0 RGB 56/152/78 HEX #38984E	Sprout Light CMYK 30/0/60/0 RGB 185/217/137 HEX #B9D989



Tints

Brand colours can be used at 60%, 30% and 15% for charts and backgrounds.

	Red 100%	Yellow 100%	Green 100%	Light 100%
60%				
30%				
15%				



Pairing

Text needs enough contrast: at least 4.5 : 1 for body, 3 : 1 for large headings.

Sprouting

Children learn by doing.

Ink on cream · 13.2 : 1 · all text

Sprouting

Children learn by doing.

Forest on cream · 5.7 : 1 · body, headings

Sprouting

Children learn by doing.

White on forest · 6.4 : 1 · body, buttons

Sprouting

Children learn by doing.

White on red · 4.9 : 1 · buttons, tags

Sprouting

Children learn by doing.

Ink on yellow · 13.1 : 1 · highlight boxes

Sprouting

Children learn by doing.

Green on cream · 3.2 : 1 · 18 pt and over only



Colour

Primary neutrals
Brand colours
Tints
Pairing
Proportion
Misuse

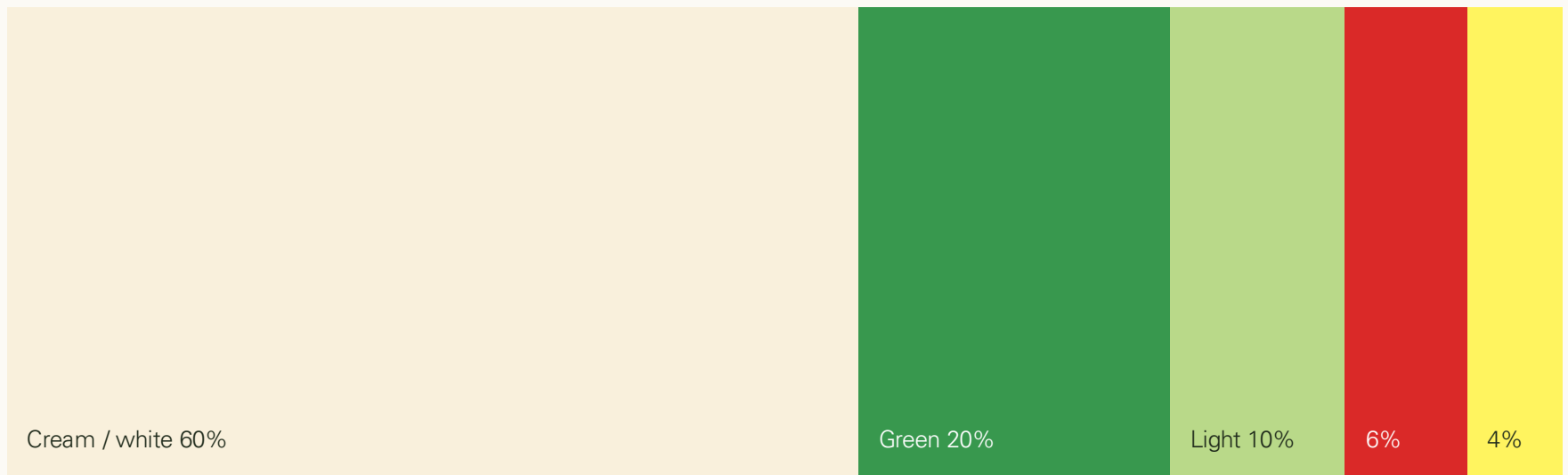
Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate

Colour

Proportion

Cream and white take 60%, Growth Green 20%; the other colours are accents.

One accent per layout.



✓ One accent per layout

Pick red or green as the poster's lead colour.

✗ No red–green clash

Big red next to big green looks like a Christmas card.

✗ No yellow text

Sun Yellow is for backgrounds and accents only.



Colour

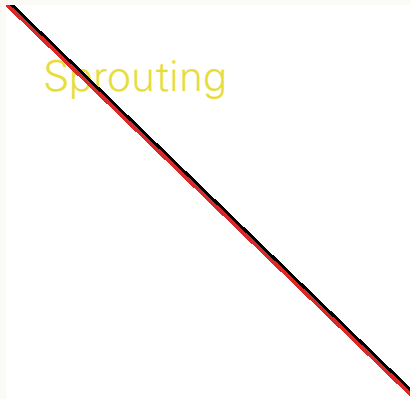
Primary neutrals
Brand colours
Tints
Pairing
Proportion

Misuse

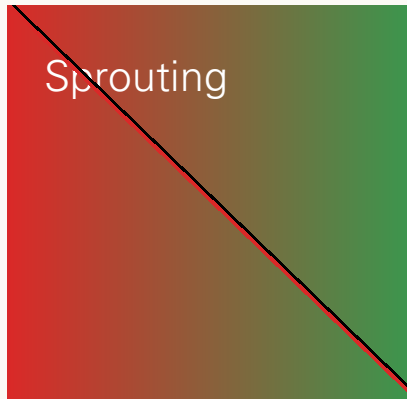
Layout
Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate

Colour

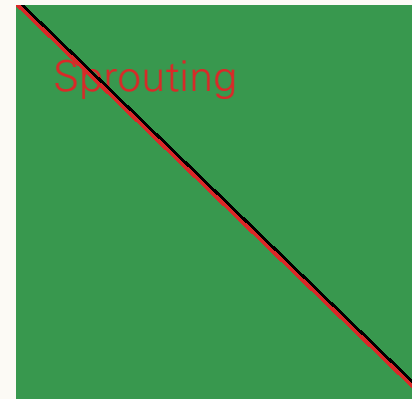
Misuse



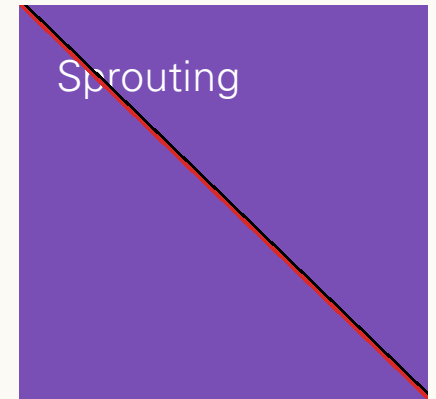
Yellow text on white



Red–green gradient



Red text on green



Off-brand colours



A young girl with dark hair, wearing a pink dress with a white collar, is focused on playing with a colorful toy car on a blue play mat. The car has black wheels and a yellow body. She is holding a green stick with a red flower-like top. The background is a playroom with various toys, including a large white and blue castle, a red and yellow climbing structure, and a large white speaker with a blue display screen. The floor is made of colorful foam tiles.

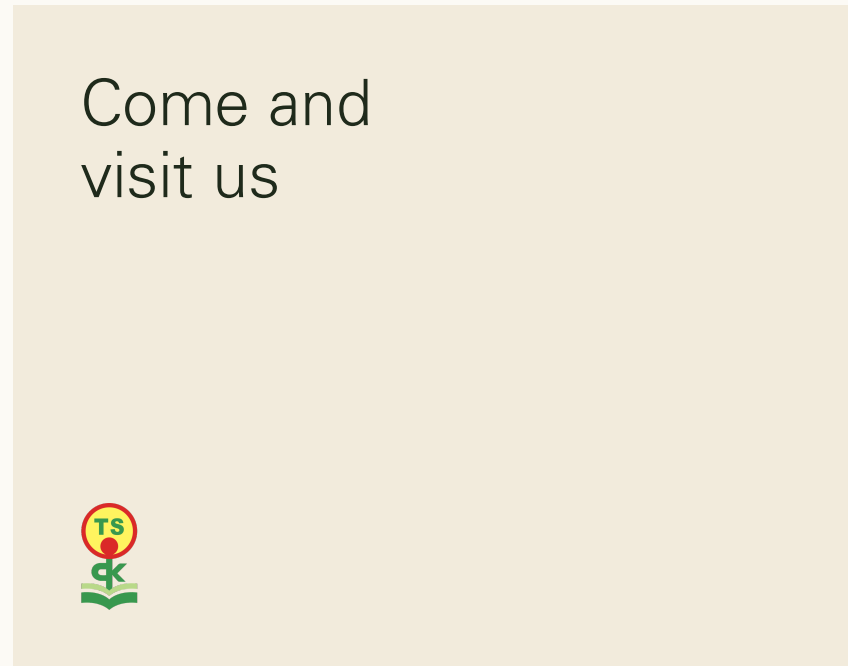
08

Layout

Our layouts are left-aligned with generous space. Content stays clear and children's photos lead.

Spacing

We lay pages out like a magazine: every element has room around it.



✓ Title and logo on one left edge, space all round



✓ One big number, one message



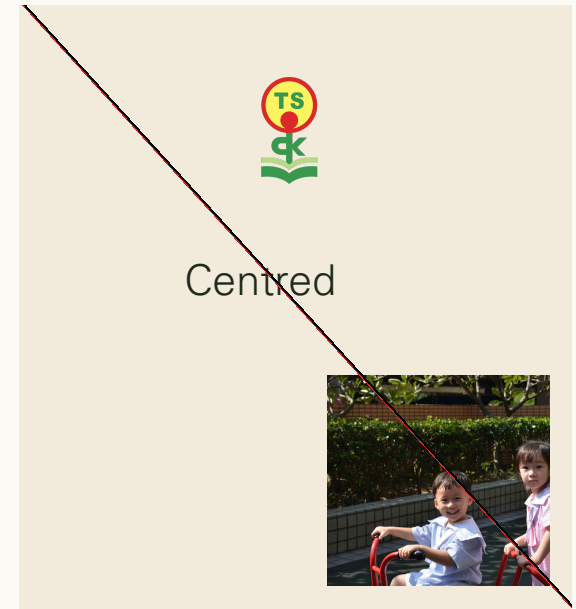
Spacing misuse



Text fills the page



Margins too tight

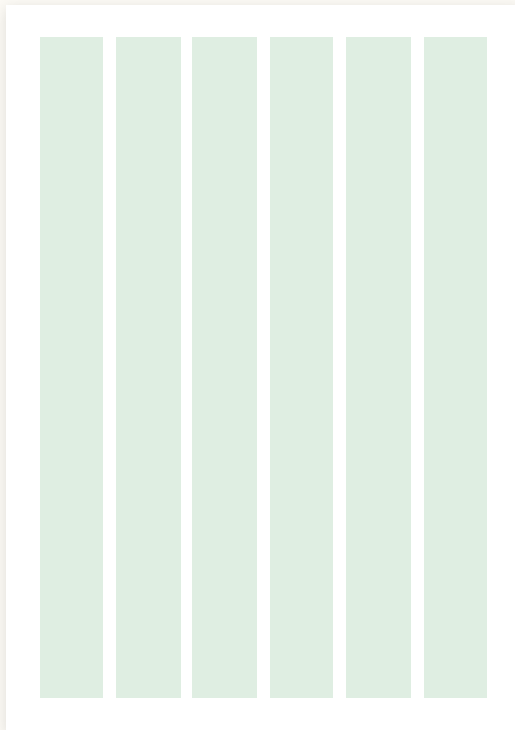


Scattered, no left edge

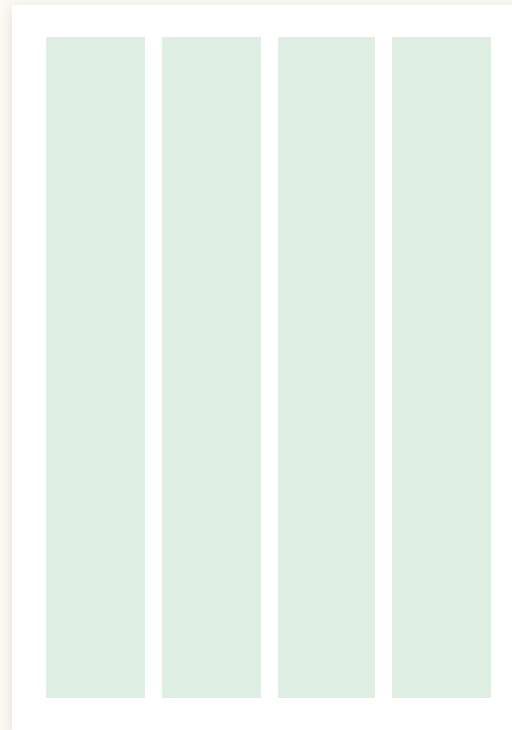


Grid

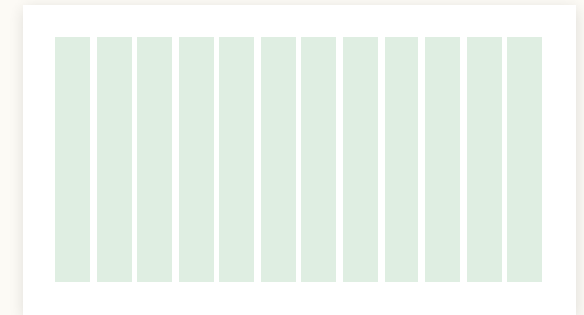
Portrait A4 uses 6 columns; landscape and slides use 12. Margin = 6% of the short side.



A4 portrait · 6 columns · notices



A5 · 4 columns · flyers



16:9 · 12 columns · slides, web



Type and image

Text and photos each get their own area. Text never sits on a child's face.



Bubbles together



✓ Photo above, text below



Out of
doors

Sun, air and
climbing
frames.

✓ Side by side



Christmas show

✓ Full-bleed, darkened base



Image framing

Photos are rectangles. The open-book curve may form the bottom edge, echoing the mark.



✓ Rectangle



✓ Open-book bottom edge



✗ No circles or stars



Layout

Spacing
Spacing misuse
Grid
Type and image
Image framing

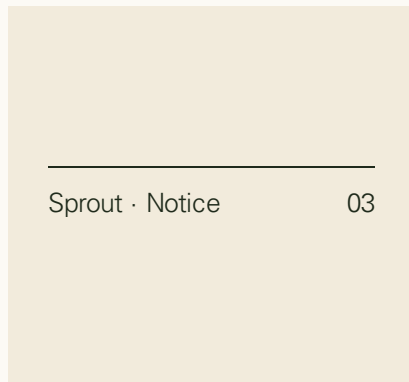
Micro detail

Pattern
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate

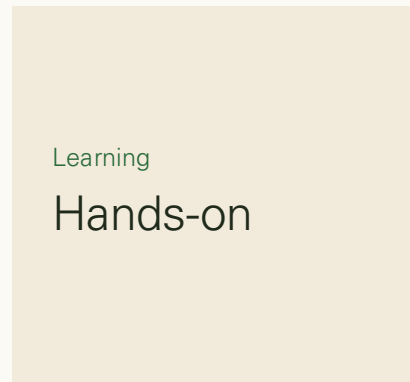
Layout

Micro detail

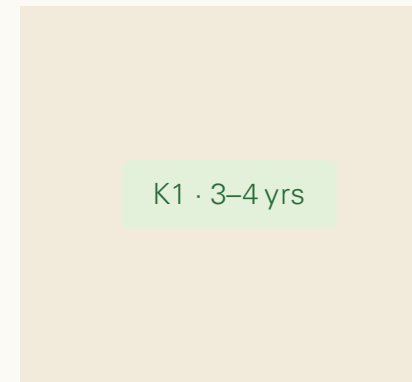
Small details keep pages tidy: folios, rules and labels are always handled the same way.



Footer: hairline + folio



Kicker + title



Tags: light green



Key number: yellow dot





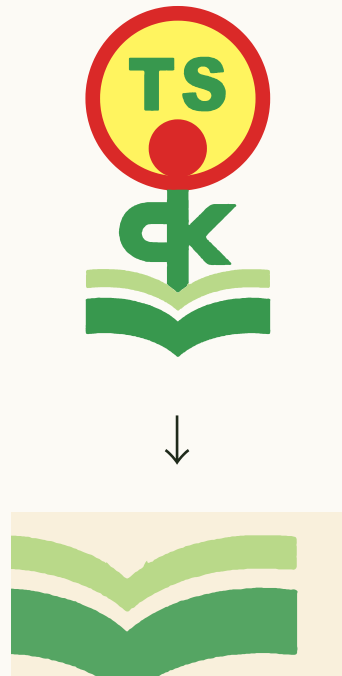
09

Pattern

Our pattern grows from the open book in the mark: page after page, in a calm rhythm.

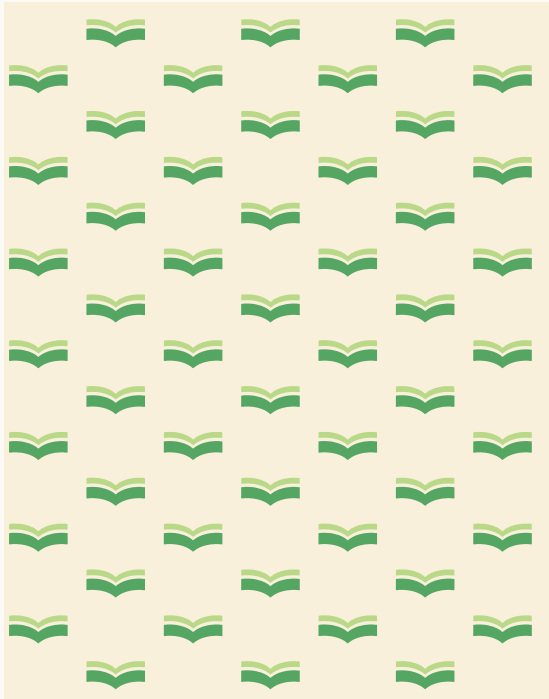
Construction

One book per cell, alternate rows offset by half. Spacing = 1.6× the book width.

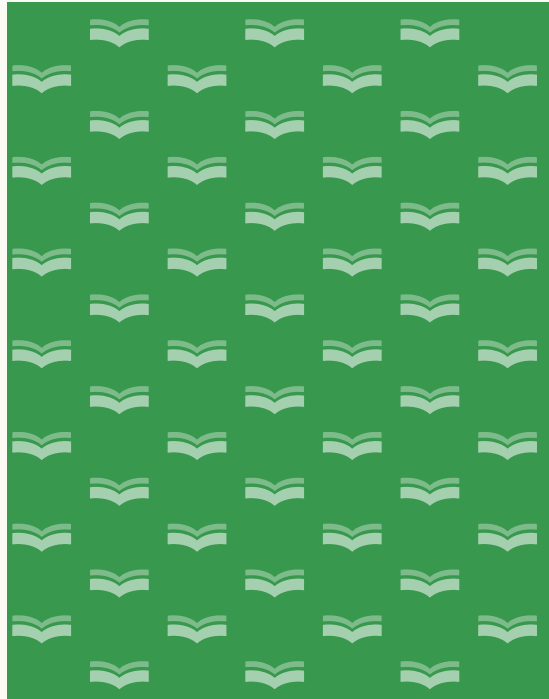


Colourways

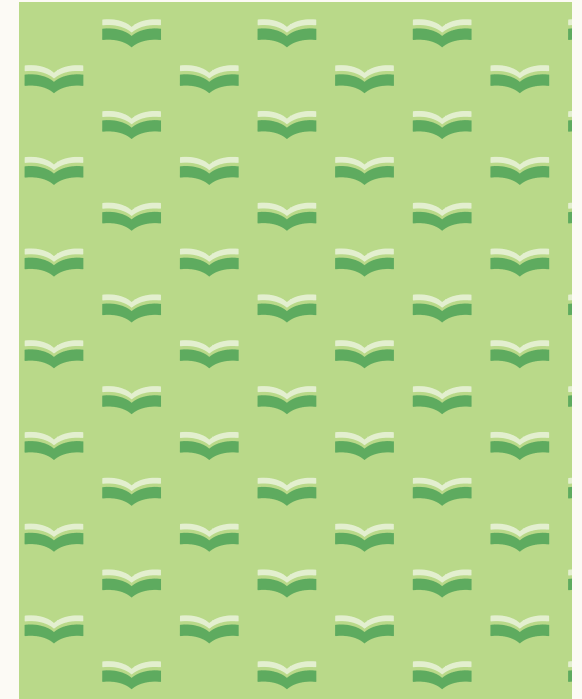
Identity
Narrative
Tone of voice
Logo
Symbol
Typography
Colour
Layout
Pattern
 Construction
 Colourways
 Usage
Photography
Material palette
Stationery
Applications
Merchandise
Boilerplate



Cream · preferred



Green · covers, banners

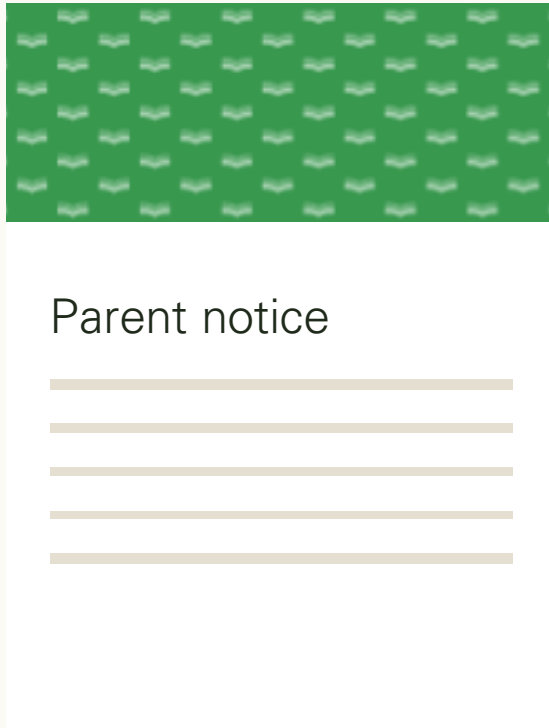


Light green · wrapping, stickers



Usage

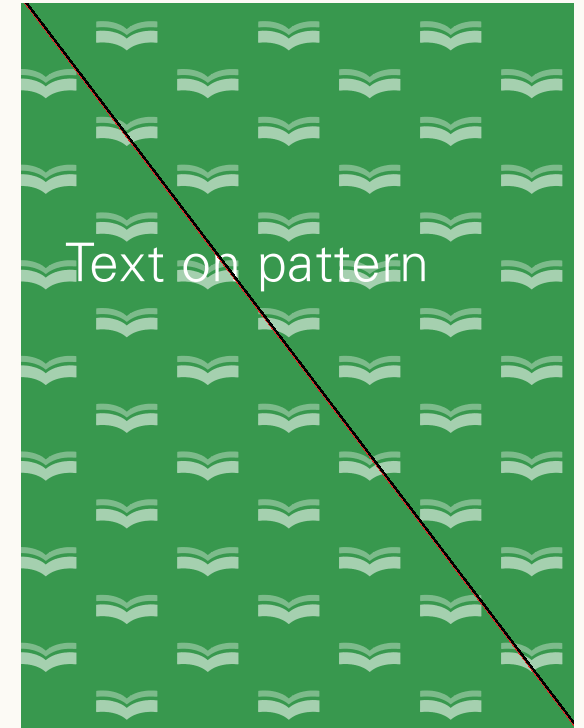
Use the pattern as a background or border band. Never under text or over children's photos.



✓ Notice header band



✓ Cover with a clear panel



✗ Text straight on the pattern



A photograph of four young children, two boys and two girls, wearing white school uniforms with yellow collars and cuffs. They are leaning over a dark wooden fence, smiling and playing with colorful, iridescent bubbles. The background shows a lush green garden with trees and a multi-story building in the distance. The overall mood is joyful and playful.

10

Photography

We photograph children in the moment: playing, trying, laughing.
Always from their eye level.

Photography

Scale

Six themes
Light and
composition
Privacy and specs

Material palette
Stationery
Applications
Merchandise
Boilerplate

Photography

Scale

A set needs wide, mid and close shots, like a complete story.



Wide · place: rooms, hall, playground



Mid · together: building, trying



Close · feeling: a smile, small hands



Photography

Six themes

Each term's photos should cover these six themes.



Hands-on



Reading and writing



Outdoors



Shows and festivals



Teachers and children



With families



Photography

Scale
Six themes
**Light and
composition**
Privacy and specs

Material palette
Stationery
Applications
Merchandise
Boilerplate

Photography

Light and composition

Natural light, bright frames, tidy backgrounds and a clear subject.



✓ Natural light, eye level



✓ A focused moment



✗ Too far to see the children



✗ Over-edited



Photography

Scale
Six themes
Light and
composition

Privacy and specs

Material palette
Stationery
Applications
Merchandise
Boilerplate

Photography

Privacy and specs

Privacy

- Only photos with written parental consent.
- No full names, no visible name tags.
- Never changing, toileting or upset moments.
- The school office checks before release.

Specifications

Print	≥ 300 dpi · JPEG/TIFF
Web	2400 px · JPEG 80%
Social	1080 × 1350 px
File name	2026-10-01_K1_outdoor_01.jpg



11

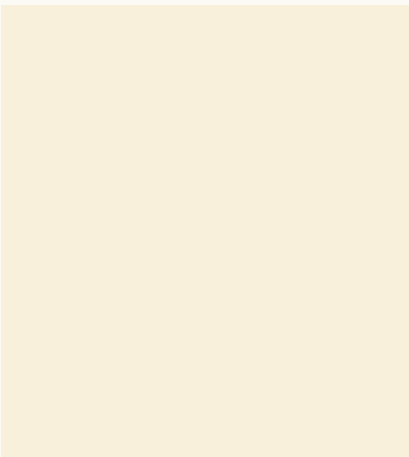
Material palette

Materials should be durable, safe and warm to touch: cream paper, light wood and canvas.



Paper and materials

Choose recycled or FSC-certified paper. Anything children handle must meet child-safety standards.



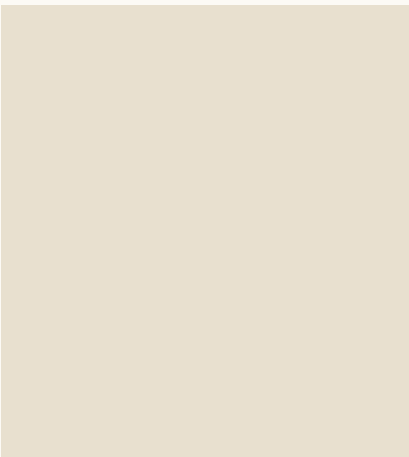
Cream uncoated · 120 gsm · letters, notices



White matt · 300 gsm · cards, certificates



Light oak · signs, display



Natural canvas · totes, bags

Process	Use
Offset CMYK	flyers, booklets, posters
Screen print	totes, T-shirts, bottles
Embroidery	uniforms, caps (green or full colour)
Laser engraving	wood signs, trophies





12

Stationery

Letters, cards, notices and certificates are the Sprout families hold most often.

Overview

Identity
Narrative
Tone of voice
Logo
Symbol
Typography
Colour
Layout
Pattern
Photography
Material palette

Stationery

Overview

A4 letterhead
Business card
Parent notice
Certificate
Digital templates

Applications
Merchandise
Boilerplate



Stationery

Stationery

A4 letterhead



Item	Spec
Size	210 × 297 mm
Margins	≥ 15 mm
Logo	Horizontal, top left; 55 mm (min 35 mm)
Details	8 pt, Forest
Body	Noto Sans HK / Univers Light 10 pt
Footer	5 mm green band (optional)
Paper	Cream uncoated 120 gsm



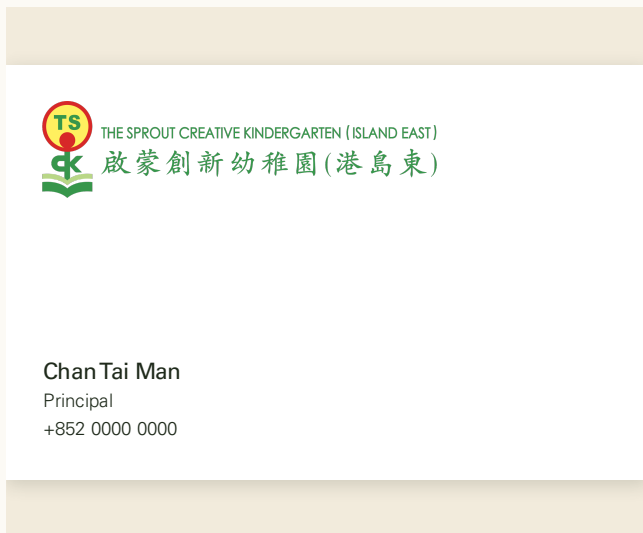
Stationery

Overview
A4 letterhead
Business card
Parent notice
Certificate
Digital templates

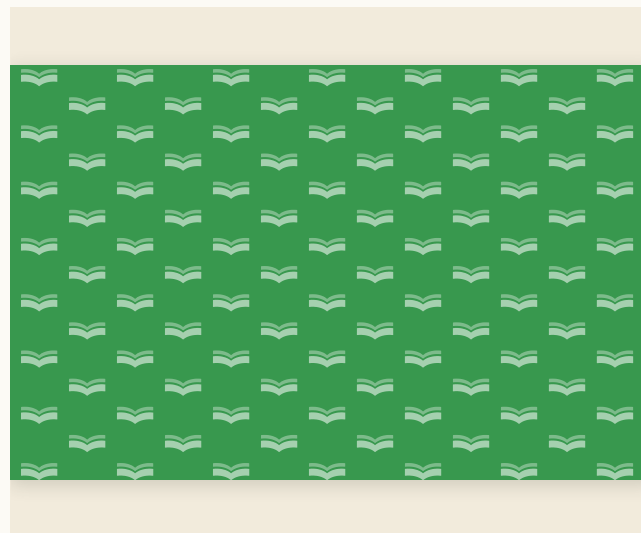
Applications
Merchandise
Boilerplate

Stationery

Business card



Front



Back · pattern

Size 90 × 54 mm

Paper White matt 300 gsm

Name 8.5 pt Regular

Title, phone 7 pt Light



Parent notice



Item	Spec
Header	16 mm pattern band
Title	18 pt Regular
Ref, date	9 pt, grey
Body	11 pt Light, 1.6 leading
Reply slip	dashed rule, bottom quarter

Notices are made from a Word template held by the school office. [Template to do](#)



Certificate

Identity
Narrative
Tone of voice
Logo
Symbol
Typography
Colour
Layout
Pattern
Photography
Material palette

Stationery

Overview
A4 letterhead
Business card
Parent notice
Certificate
Digital templates

Applications
Merchandise
Boilerplate

Size	A4 landscape
Logo	Vertical, centred
Paper	Cream 250 gsm
Border	0.5 pt Growth Green rule



Stationery

Overview
A4 letterhead
Business card
Parent notice
Certificate
Digital templates

Applications
Merchandise
Boilerplate

Stationery

Digital templates



Parent talk: learning through play



Slide cover 16:9

How we learn

Four ideas



Play

Building

Reading

Outdoors

Slide content page

ChanTai Man · Principal
The Sprout Creative Kindergarten (Island East)
+852 0000 0000



Email signature · logo 200 px wide



Social posts 1080 × 1080

2027–28
admissions





THE SPROUT CREATIVE KINDERGARTEN (ISLAND EAST)

啟蒙創新幼稚園(港島東)

13

Applications

Our mark leaves the page: on signs, banners, the website and phones.

Signage

Identity
Narrative
Tone of voice
Logo
Symbol
Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery

Applications

Signage

Banners

Website

Mobile and social

Merchandise

Boilerplate



Material	Light oak + screen print
Logo	Horizontal, ≥ 300 mm
Room signs	Symbol + class name at 1.2 m



Banners

Identity
Narrative
Tone of voice
Logo
Symbol
Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery

Applications

Signage

Banners

Website

Mobile and social

Merchandise

Boilerplate



Roll-up 850 × 2000 mm

Logo Vertical, top quarter

Banner White outline over photos



Banners · school artwork



Website

Identity
Narrative
Tone of voice
Logo
Symbol
Typography
Colour
Layout
Pattern
Photography
Material palette
Stationery

Applications

Signage
Banners
Website
Mobile and social

Merchandise
Boilerplate



Header height 95–100 px @1440

Logo Horizontal, about 56 px tall

Navigation About, Learning, Programmes, Parents, Admissions

Language 繁 · 简 · EN

Live tsck.creative-kg.xyz



Applications

Signage
Banners
Website
Mobile and social

Merchandise
Boilerplate

Applications

Mobile and social



- Mobile header: symbol and name only.
- Social avatar: symbol on a white circle.
- Posts lead with children; logo in a corner.



14

Merchandise

The things families take home are our warmest touchpoints.



Overview



Canvas tote · Symbol screen print, 120 mm



White T-shirt · Left-chest embroidery, 60 mm



Water bottle · Symbol print, 50 mm tall



School bag · Front-pocket symbol, 40 mm



Staff ID · Green band, white logo



Exercise books · Cream cover + green band



- Identity
- Narrative
- Tone of voice
- Logo
- Symbol
- Typography
- Colour
- Layout
- Pattern
- Photography
- Material palette
- Stationery
- Applications

Merchandise

- Overview
 - Production
- Boilerplate

Merchandise

Production



Item	Spec
Canvas tote	Symbol screen print, 120 mm
White T-shirt	Left-chest embroidery, 60 mm
Water bottle	Symbol print, 50 mm tall
School bag	Front-pocket symbol, 40 mm
Staff ID	Green band, white logo
Exercise books	Cream cover + green band

Children’s items must meet child-safety standards; no small detachable parts.



Boilerplate

Use this text for press releases, partner documents and the website's About page.

中文

啟蒙創新幼稚園（港島東）是啟思幼稚園集團成員，前身為 Kendall International Preschool 港島東校舍。我們陪伴 2 至 6 歲的孩子，由幼兒班到高班，透過有目的的遊戲、動手建構、閱讀與書寫和戶外活動學習，承傳集團逾四十年的幼兒教育經驗。

English

The Sprout Creative Kindergarten (Island East), formerly the Island East campus of Kendall International Preschool, is a member of the Creative Kindergarten group. We welcome children aged 2 to 6, from Pre-Nursery to K3, who learn through purposeful play, hands-on building, reading and writing, and time outdoors, building on more than forty years of the group's early-childhood experience.



Identity

Narrative

Tone of voice

Logo

Symbol

Typography

Colour

Layout

Pattern

Photography

Material palette

Stationery

Applications

Merchandise

Boilerplate

Boilerplate

Open items

Boilerplate

Open items

Once these are confirmed, the guide can be finalised.

#	Item
1	Switch the website to the artwork colours (#DA2928, #38984E)?
2	Add Forest #2A6B3A for small text?
3	Correct the poster spec 'A5 ≥ 530 mm' to 53 mm?
4	Tagline 'Sprouting on a book' and the vision, mission and values?
5	May single-language logos be used?
6	School phone, official web address and email?
7	Must the web header use SweiGothic Rounded?
8	Who holds the vector logo master files?

This guide follows the structure and rule-writing of the Hongkong Land guidelines without using its logo or images. Application scenes are AI-generated with the school’s real artwork placed in.

