BRANDING & MARKETING

Why branding matters

Visual branding guidelines
Colors:
Fonts:
Shapes and Lines:
General Aesthetics:
Creating your visual brand guidelines:

©Leap 'N Learn 2021 21

CURRENT STUDENTS	CURRENT PARENTS/CARERS

©Leap 'N Learn 2021 22

PROSPECTIVE STUDENTS	PROSPECTIVE PARENTS/CARERS

©Leap 'N Learn 2021 23