Brand Guidelines

The Millennium School
The Millennium School™
Think Today. Change Tomorrow™

Lead
Inspire
Innovate

Content

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Logo

Primary

Secondary

LOGO ON COLOURED BACKGROUNDS
As far as possible, use the TMS logo on whitebackground only.
However, in special cases, the use of Millennium Blue background is permitted. While using the coloured background, the logo should be used as shown here.

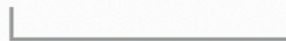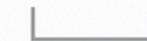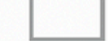# Sizes of Logo

There is no preset maximum size of the TMS logo. The scale and proportion can be determined by the available space, aesthetics, function and visibility. In print, the minimum size is 0.8". For digital uses the minimum size for the standard logo is 100 pixels. 100 pixels is the smallest size apart from when using an ICO. There is a specific file for ICO's which is a 60 pixel tall file.

Minimum size
243 w / 100 h px

Minimum size
0.375" w / 30 px

60 px

Large scale use

Scale width between:
1.25" - upward
150px - upward

Small scale use

Scale width between:
0.9 - 1.2"
100 - 150 px

Typography

Our branding features **League Spartan** for headings to make a bold statement, complemented by **DM Sans** for content to ensure a clean and modern look.

These both are Windows and MacOS friendly fonts.

Links for downloading fonts-
League Sparton
DM sans

League Sparton

DM Sans

League Sparton

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

League Sparton

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Color Palette

A broader colour palette has been developed to express the TMS brand andto provide more flexibility across mediums. The spot colours, as well as the CMYK, RGB and HEX conversions, have been provided for each colour.Secondary colours should be reserved for accent elements (headlines, leadins, call-out boxes, etc.) to complement the sophisticated colouring in photography. Black, dark gray or Millennium Blue are preferred colours for body text to maximize legibility.Be certain to select the appropriate colour value for the medium you areusing—Pantone colours for spot offset printing, CMYK for offset or digital reproduction, RGB for on-screen presentations or video, and HEX for online screen values.

Primary Colors

		C	M	Y	K		R	G	B		HEX
	Millennium Blue	100	60	0	0		0	96	170		#0060AA
	Millennium Green	100	0	100	0		0	152	70		#009846

Secondary Colors

		C	M	Y	K		R	G	B		HEX
	Inspiring Purple	100	100	0	0		57	49	133		#393185
	Learning Green	60	0	85	10		110	175	78		#6EAD4E
	Soaring Green	40	0	100	0		166	206	55		#A6CE37

Logo placement on creatives

In social media advertisements or creatives kindly ensure the logo size is balanced.Leave a margin between the logo and the edges of the canvas to give it breathing space. Make sure the logo is visible regardless of the background. Use contrasting colors, or add a subtle background behind the logo.Always use a high-resolution PNG or SVG version of your logo to prevent pixelation. **Always place the logo in the top-right corner of the artboard.**

SOCIAL MEDIA

The Millennium Schools congratulate **Gukesh Dommaraju** on becoming the **Youngest World Chess Champion!**

#IamaMillenniumParent Creative

These are the designated templates for events under the **#IamaMillenniumParent** initiative. Please ensure you duplicate the template before making any modifications or adding your designs. The link to download the open file is provided below

Link

#IamaMillenniumStudent Creative

These are the designated templates for events under the **#IamaMillenniumStudent** initiative. Please ensure you duplicate the template before making any modifications or adding your designs. The link to download the open file is provided below

Link

Presentation

This is the designated templates for presentations.

Email Signatures

This is the designated format for email signatures.

Warm Regards

Name
Designation
The Millennium Schools
Website : https://themillenniumschools.com/
Email ID : XXXXXX.XXX.com
Contact :XXXXXXXXX

THANKYOU