



**BRAND GUIDE**

# Logo

Primary



Invert



Secondary



Submark



# Mission Statement

To be the supporting anchor of spreading creativity to kids.

## Design Explanation

The design of the brand Anchor is based around the core values of nurturing young minds and inspiring their creativity through the power of books. To convey the tone of support and stability, the logo features an anchor symbol, drawn with a bold stroke.

The use of orange provides a sense of warmth and welcomeness, alongside the contemporary color of blue emphasizing boldness. Similarly, the use of the font Chaloops gives a sense of childlike and playfulness.

Overall, the design of Anchor communicates our goal of providing children with the support to spark imagination and explore their creativity.



# Brand Guidelines

## FONT

Primary

**Chalooks**

Secondary

Arial Narrow

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## COLOR

**#f54607**



**#79b9ed**



**#486d8c**





# Mockups



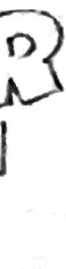
# Sketches

All-rounder/Clean

Anchor  Anchor  
PRODUCTION

Anchor  - All-rounder  
- Clean

Child-like/Bold

ANCHOR  ANCHOR

- child-like  
- bold

Font choices

**anchor**

**ANCHOR**

anchor

**ANCHOR**

