



#### Identity standards

**Core Concept:** Deliverance of a school's print media, provoking or rather screaming, conceptual and intuitive ideas in every aspect to inspire new and adventurous minds to admit into such a prestigious art school.

**Colors:** CMYK  
C=85 M=10 Y=100 K=10 (green)  
M=100 Y=100 (red)  
Y=100 (yellow)  
K=100

**Tag line:** Bring your Vision. Create a masterpiece.  
~What more can you ask for in a student and an art school.

**Fonts:** Only Optima with all of its family

**Signature:** Canvas is your vision. The pillar is your foundation or in this case the school. Individual logos are the avenues of which each student developed a masterpiece.



Bring your vision. Create a masterpiece.