



BRAND Â- v1.0

Brand Guidelines

CCA School

How CCA School shows up in the world â€” colours, type, voice
and visual rules that make our brand recognisably ours.

trust.

page, a school flyer, a parent email, a social post, a hiring landing page. Consistency builds
Use these guidelines whenever you create anything that carries the CCA name - a website

principal, not a marketer. Aspirational but never boastful. Confident but never corporate.

Our brand stands for warm, modern, family-rooted education. We talk like a respected school

Education. We serve Nursery through Class 12.

RBSE-affiliated day-cum-boarding school in Jhunjhunu, Rajasthan, run by the CCA Group of
Central Children Academy - known to families as CCA School - is a CBSE &

Brand story

01 - IDENTITY

+ Use the supplied PNG / SVG on white or cream backgrounds at correct aspect ratio.

– Use below the minimum size (40px digital / 20mm print).

– Recolour, re-trace, or substitute the typography.

– Add drop shadows, glows, outlines, or other effects.

– Place over busy, low-contrast, or strongly coloured backgrounds.

– Stretch, squash, or skew the logo. Proportions are locked.

Don'ts

wordmark becomes illegible.

Minimum digital size: height 40px. Minimum print size: height 20mm. Below these the

1x). Don't crowd text, photos or other graphics inside this zone.

Always leave clear space around the logo equal to AT LEAST the height of the shield (about

Clear space & minimum size




Logo asset: /ccalogo.png (PNG, transparent, full colour)



and aspiration. Always render it as supplied; never recreate or alter.

The CCA mark is a shield with a torch, book and rising sun – symbolising character, learning

Logo

02 – MARK

	Primary Blue #0C67AF 12 / 103 / 175 <code>--primary-blue</code> Headings, primary brand accents, links, focus rings.
	Primary Orange #E7561F 231 / 86 / 31 <code>--primary-orange</code> CTAs, hover accents, uppercase eyebrow text, hover bars.
	Primary Yellow #FFC000 255 / 192 / 0 <code>--primary-yellow</code> Highlights, badges. Use sparingly.

	Bright Blue #1E7BC8 30 / 123 / 200 <code>--bright-blue</code> Gradient partner to primary-blue.
	Bright Orange #FF6B35 255 / 107 / 53 <code>--bright-orange</code> Gradient partner to primary-orange.
	Bright Yellow #FFD23F 255 / 210 / 63 <code>--bright-yellow</code>

Bright variants (gradient partners)

Primary

Use CSS variable names in code so a future palette refresh is one line of CSS.

Colours

03 - PALETTE

**White**

#FFFFFF 255 / 255 / 255 --white

Card surfaces, headers.

**Light Gray**

#F8F9FA 248 / 249 / 250 --light-gray

Section backgrounds.

**Text Dark**

#1A1A1A 26 / 26 / 26 --text-dark

Body copy.

**Text Light**

#6C757D 108 / 117 / 125 --text-light

Secondary / meta text.

**Success Green**

#28a745 40 / 167 / 69 --success-green

Open badges, success toasts.

**Info Blue**

#17a2b8 23 / 162 / 184 --info-blue

Info banners. Use sparingly.

Neutrals**Colours (continued)**

03 - PALETTE



Hero / Brand

`linear-gradient(135deg, #0C67AF 0%, #1E7BC8 100%)`

Page heroes, school-wide blue surfaces, headers.



CTA / Action

`linear-gradient(135deg, #E7561F, #FF6B35)`

Primary buttons, Apply now, Submit application.



Top accent bar

`linear-gradient(90deg, #E7561F, #FF6B35)`

4px bar that slides in on card hover.



Success pill

`linear-gradient(135deg, #28A745, #20C997)`

Open badges, success toasts.

Four locked gradients. Don't invent new ones - these are the brand.

Signature gradients

04 - SURFACES

Inter 400 16px / 15px / 14.5px line-height 1.75 Use: body copy

confidence in every child who walks through our gates.

brown fox jumps over the lazy dog. CCA School believes in nurturing curiosity, character and

Body paragraph. Use Inter at 16px with line-height 1.75 for comfortable reading. The quick

Inter 700 12px uppercase letter-spacing 0.12em Use: small section labels

EYEBROW LABEL

Poppins 700 20px / 17px Use: H3 / H4

Subheading inside a card

Poppins 700 32px / 26px / 21px Use: section H2

Section heading

Poppins 800 48px desktop / 32px mobile line-height 1.12 Use: page hero H1

Hero Display Title

Type scale

Fonts on the web; substitute with system Helvetica / Arial in print.

Two families. Poppins for display headings. Inter for everything else. Loaded from Google

Typography

05 WORDS

Reveal: fade-up 10-20px, 600ms ease-out, staggered 80ms between siblings

Focus ring: 3px brand-soft halo around the focused element

Button hover: translateY(-2px) + brightness 1.04 + deeper shadow

Card hover: translateY(-5px) + lift shadow + 4px orange bar slides in from left

Default transition: all 0.3s ease. Subtle, fast, never bouncy.

Motion

Deep: 0 30px 80px rgba(0,0,0,.30) - Modals, overlays

Lift: 0 15px 40px rgba(12,103,175,.10) - Card hover, floating

Soft: 0 6px 18px rgba(0,0,0,.05) - Resting cards

Subtle: 0 1px 2px rgba(20,20,20,.04) - Chips, light hover hint

Shadows

vertical padding: 60-80px desktop, 36-48 mobile.

Use multiples of 4px. Common values: 8 / 12 / 14 / 16 / 22 / 24 / 30 / 36 / 40. Section

Spacing rhythm

badges.

8-10px for small UI (chips, inputs, small buttons). 14-20px for cards. 999px for pills and

Border radius

Consistent radii, spacing rhythm and motion. When in doubt, snap to these values.

Geometry & motion

06 - FORM

- No emoji in body copy (location-pin in chips is fine).
- "We're an awesome family" – vague, agency-speak.
- "India's #1 school" – unsupported superlative.
- "Are you a rockstar educator?" – too informal.

Don't

- + Use specific facts: years, board affiliations, class sizes.
- + Apply by 31 May. We'll get back within a few working days.
- + We're looking for a teacher who'll set the bar for what a CBSE classroom can feel like.
- + Join a school that's been building character and careers in Jhunjhunu since 2008.

Do

agency. Address candidates and parents as adults.

Warm, confident, professional. We sound like a respected school principal – not a marketing

Voice & tone

07 – WORDS WE CHOOSE

```
<meta name="ICBM" content="28.1217, 75.3978">
<meta name="geo.position" content="28.1217;75.3978">
<meta name="geo.placename" content="Jhunjhunu, Rajasthan">
<meta name="geo.region" content="IN-RJ">
```

Geo tags (Jhunjhunu)

```
<link rel="icon" type="image/png" href="/ccalogo.png?v=1.0">
<link rel="canonical" href="https://ccaschool.in/{path}/">
<meta property="og:site_name" content="CCA School">
<meta property="og:image" content="https://ccaschool.in/building.png">
<meta property="og:url" content="https://ccaschool.in/{path}/">
<meta property="og:description" content="{same as description}">
<meta property="og:title" content="{Page Title} | CCA School">
<meta property="og:type" content="website">
<meta name="author" content="CCA School">
<meta name="robots" content="index, follow">
<meta name="description" content="{120-160 char page summary}">
```

Standard meta block

```
<title>{Page Title} | CCA School</title>
```

Title format

Every new page on ccaschool.in should follow these patterns.

SEO & metadata

08 • WEB DEFAULTS

Address: Khatehpura, Jhunjhunu, Rajasthan

Phone: +91 94620 91901

Web: <https://ccaschool.in>

review the final design before it goes live.

Email care@ccaschool.in with what you're working on - we'll send the right asset and

Get in touch

Colour Swatches (ASE) ccaschool.in/brand-guidelines/cca-brand-colors.ase

Brand Guidelines PDF ccaschool.in/brand-guidelines/cca-brand-guidelines.pdf

Primary Logo (PNG) ccaschool.in/ccalogo.png

Available now

or trace.

All brand assets live at ccaschool.in/brand-guidelines/. Use the supplied files; don't recreate

Need something else?

09 - ASSETS & CONTACT