



# Brand Guideline

[ssis.edu.vn](http://ssis.edu.vn)



**LEARN WITH  
PASSION.  
LIVE WITH  
PURPOSE.**

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## Why We are Here

“

At SSIS, our mission is to unleash every student's full potential by sparking their passion, developing their inner strength, and empowering them to live purposeful lives as global citizens.

**Dr. Catriona Moran,  
Head of School**

”

Every parent wants their child to have a bright future, a safe living environment, and a better world. They want their child to be engaged, fulfilled, and happy so that they can reach their highest potential. Parents want their children to make an impact on their community, and on the world. And they want their children's academic achievements and life accomplishments to be a path that extends beyond themselves, to a higher purpose.

**Let SSIS guide your child on that path.**



## Tale of the Dragon

**Twenty-five storied years since our founding, the time has come for our beloved SSIS dragon to evolve.**

As we promise to unleash each student's full potential, our new dragon is 'unleashed' from the shield of traditional education. Wise and confident, it is tinted in a bolder blue, with the path to a brighter future proudly painted on its chest.

Our dragon is now accompanied by a new symbol as well. The "i" of our initials dons a small yellow hat-a subtle nod to our host country and evoking words like ignite, inspire, imagine, innovate, and individual. The hat's color represents a bright future, sets us apart from our peers, and celebrates our place in the heart of the Phu My Hung community.



**SSiS**  
SAIGON SOUTH  
INTERNATIONAL SCHOOL

## Usage of Official Seal

The previous SSIS logo will remain the registered logo and the school seal for official purposes such as document stamps and diplomas. However, for other applications, the new logo and visual identity should always be used. Having both an official seal and a logo is customary for many educational institutions around the world.

Find the guidelines for using the seal in the Appendix section of this document.



# Our Story

Our core values, strong heritage, excellent academic record, and dedicated faculty **nurture the character, skills, and knowledge that students need to achieve a higher purpose.**

Through engaging lessons and hands-on experiences in our maker spaces, gardens, and award-winning facilities, students **connect learning to life** on a daily basis. We know that our way of learning is different. It's a difference **we are proud of. It means we focus on the whole child—their academic, emotional, and physical development, empowering them to be the best that they can be.**



# Our Story

We are the **only not-for-profit K-12 school in Ho Chi Minh City**, which means that our school leadership prioritizes student experience above everything else. **100% of tuition** goes towards hiring **the best teachers, building the best facilities, and providing the most opportunities to empower students**. So, our teachers are happier and stay longer. **Our 90% teacher retention rate** means that our faculty can nurture deeper connections and understanding of students' needs.

Passionate teachers, dedicated counselors, and developmental experts create a supportive environment in the SSIS community. Our team of **four full-time social-emotional counselors and a full-time school psychologist** provide a strong and caring network for students' social and emotional wellbeing. And **two dedicated university counselors guide students during their high school paths**, so that they find, and are accepted to, their **best-fit universities**.

Our elementary school provides an environment that is **safe, inviting, and emotionally nurturing**. We recognize that children enter this world with curiosity, which we embrace and protect. With a focus on making our world a better place, our curriculum is designed with service-learning experiences in each grade level and models social and environmental responsibility. We develop character traits and skills such as **self-management, collaboration, and leadership**.



# Our Story

To best meet the specific needs of students in grades 6 - 8, we have a **specialized middle school program** focusing on this age groups' unique developmental needs. With their own library, maker space, support staff, and sports teams, we ensure they are well-prepared for high school.

SSIS is **the only school in Vietnam to offer both the IB Diploma and AP programs**, providing our high school students with the widest variety of courses in the country. **Beyond academics, we provide unique and personalized opportunities** to pursue activities ranging from robotics and debate to Mathletes and Model United Nations. Our **well-rounded program ensures that students are accepted into the top universities around the world**, regardless of what country they choose.

Another essential part of the SSIS community - parents and students - are made up of a diverse, well-rounded, and inclusive community of 47 nationalities, **cultivating cultural compassion and awareness**. We embrace every background, culture, and identity.

Our student-centered philosophy, which extends from the board room throughout our entire school, helps students develop solid foundational skills, and places **equal value on mental wellness**, guiding students to make healthy choices for mind and body, for the betterment of humanity.



## Core Values

**Academic Excellence**

**Sense of Self**

**Respect for All**

**Balance in Life**

**Dedicated Service**

# Our Personality

## Confident

We lead with wisdom, courage, and empathy.

## Reflective

We know who we are and evaluate ourselves to remain true to our core values.

## Inclusive

We embrace all backgrounds, cultures, and identities.

## Mentally Strong

We support students to develop resilience and make healthy choices.

## Compassionate

We are kind, responsible, and generous members of our community.



# Reasons to Believe

- The **only not-for-profit PreK–12 school in Ho Chi Minh City** offering parents peace of mind that 100% of their tuition goes toward their child's education.
- Our 6-hectare campus is the largest and greenest in the city with **3 full soccer fields, 2 playgrounds, and multiple gardens** for students to learn and grow outside the classroom.
- The only school in Vietnam to **offer both IB Diploma and Advanced Placement programs**, giving high school students the widest selection of courses and preparing them to study anywhere in the world.
- **100% university acceptance** to the top universities across the globe with a best-fit approach supported by a team of university guidance counselors.



# Reasons to Believe

- A diverse community of **47 nationalities**, providing cultural enrichment and awareness for both parents and students.
- **4 full-time social emotional counselors and a school psychologist** providing a strong network of support for students' social and emotional wellbeing.
- Dedicated and highly qualified team of teachers with a **90% retention rate** and an average of **18 years of experience**.
- A **specialized middle school program** that creates a bridge for students by focusing on the specific needs and developmental stage of students in grades 6-8.



# Our Logo

## Master logo

The whole logo is combined from 2 parts: the logo icon and logo type. Both are intentionally minimal, contemporary and modern.



Horizontal lockup



Vertical lockup

# Our Logo

## Brand architecture

Master  
logo



Athletic  
logo



Division  
logos



Logo  
extension



# Our Logo

## Logo construction

The master logo has two versions:  
Horizontal and Vertical.



# Our Logo

## Logo clear space

When we use the logo, it should be surrounded with clear space to ensure its visibility and impact. **No graphic elements of any kind should invade this zone.**



# Our Logo

## Logo on color space

When the logo is shown on a colored background, make sure that the contrast and color are correct as shown below



Blue background

Black background

Dark grey background

Light grey background

# Our Logo

## Brand Icons

The whole logo is able to be separated into 2 parts:  
**The Dragon** and **the small yellow hat icons**.



The blue Dragon icon illustrates the unleashed power of the next generations, with the hope towards a brighter future.



The small yellow hat icon balances that spirit of pride with the idea of a subtle nod to our host country.

## Our Logo

### Text-only

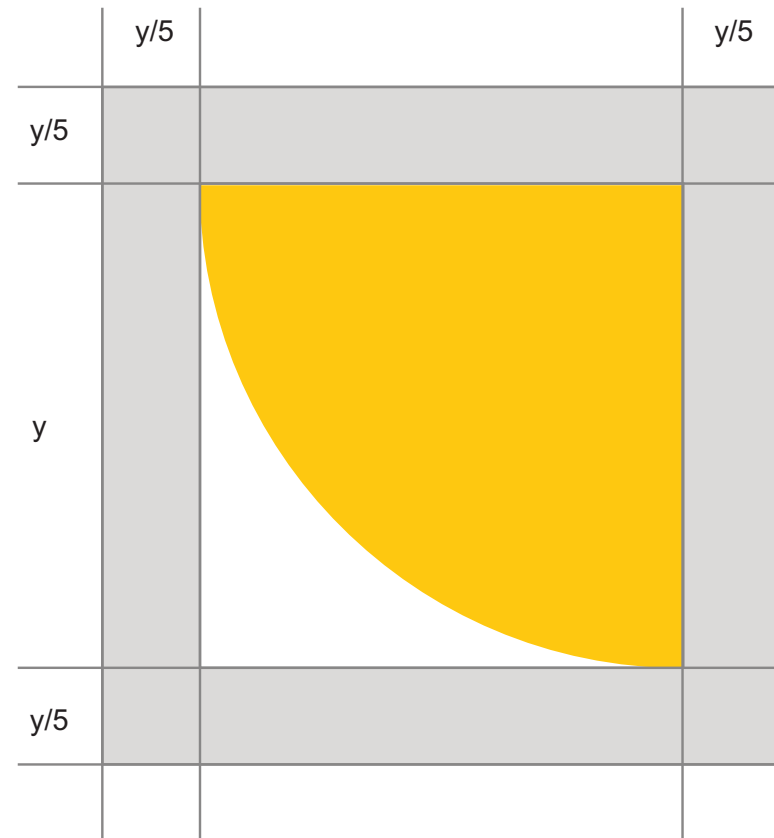
In some special conditions, the logo typo can stand alone without the logo icon, such as: the bottom of a document or around the sleeve of a uniform... But this is not considered a primary logo.



# Our Logo

## Icons clear space

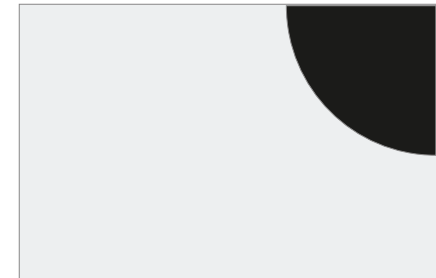
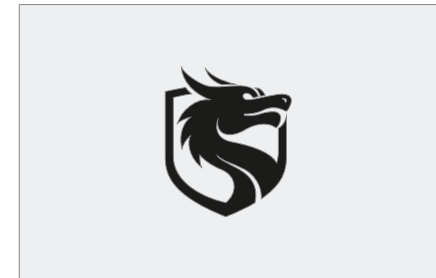
When we use any of the icons, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



# Our Logo

## Icons on color space

When any of the icons is shown on a colored background, make sure that the contrast and color are correct as shown below



Blue background

Black background

Dark grey background

Light grey background

# Our Logo

## Logo minimum size

### Digital

In a digital environment, the logo size depends on the size of the canvas you're applying it to.

Online, the logo should have a minimum height of 40px.



### Print

For all printed communications, please follow our size guide. Minimum logo heights:

A3 – 30mm

A4 – 21mm

A5 – 18.5mm

For any non-standard formats, use the nearest A size as a guide.



# Our Logo

## Athletic logo

Our dynamic Athletic version of the SSIS logo is to be used for any applications related to sport at SSIS, especially team uniforms.



Recommend color for  
uniform textile.

# Our Logo

## Logo extension

Additional versions of the SSIS logo have been created for each of the three divisions. To reinforce that we are one united school, the logos are identical except for the color of the hat. These colors, green for Elementary, cyan for Middle, and orange for High, should be used for pieces of communication associated with their respective divisions and these individual logos may also be used. Note that these logo variations do not always need to be used for the divisions, but they should never be used for other purposes.



Elementary School



Middle School



High School



## Our Logo

### Logo extension

Further brand extensions have been created for the SSIS Parent Teacher Association and Alumni Association, to be used for their individual marketing and communications. It is possible to create additional sub-brand logos using the format illustrated here, however, these adaptations should only be executed by the marketing department.



# Typography

## Font family

### Header & title font: Lexend Deca Family

---

Lexend is a collection of seven font families intended to improve reading proficiency. As prescription eyeglasses achieve proficiency for persons with short-sightedness, Lexend's families were developed using Shaver-Troup Formulations.

### Body text font: Open Sans Family

---

Open Sans is a sans serif typeface. Open Sans was designed with an upright stress, open forms, and a neutral, yet friendly appearance. It is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Aa  
AaBbCcDd  
EeFfGg HhIi  
0123456789  
+;%@\*

# Typography

# This is H1 header

## And this is H2 header

**Title should be bold or semi-bold**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. **Duis aute irure dolor** in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, **totam rem** aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam.

Font: Lexend Deca  
Regular or Semi-Bold

Font: Lexend Deca  
Semi-Bold or Bold

Font: Lexend Deca  
Semi-Bold or Bold

Font: Open Sans  
Regular, Semi-Bold  
Bold, Black

Color choices:  
Ref the color code  
in Color Palette section



Color choices:  
Ref the color code  
in Color Palette section



# Typography

**CALL TO ACTION**

Font: Lexend Deca  
Semi-Bold or Bold  
All Caps

Color choices:  
Ref the color code  
in Color Palette section



*Photo caption: SSIS & gettyimages*

Font: Open Sans  
Italic  
Dark grey

Color choices:  
Ref the color code  
in Color Palette section



*This is an example of how to format a quote. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.*

Font: Open Sans  
Italic

Color choices:  
Ref the color code  
in Color Palette section



**Full name of speaker**  
**Title of speaker**

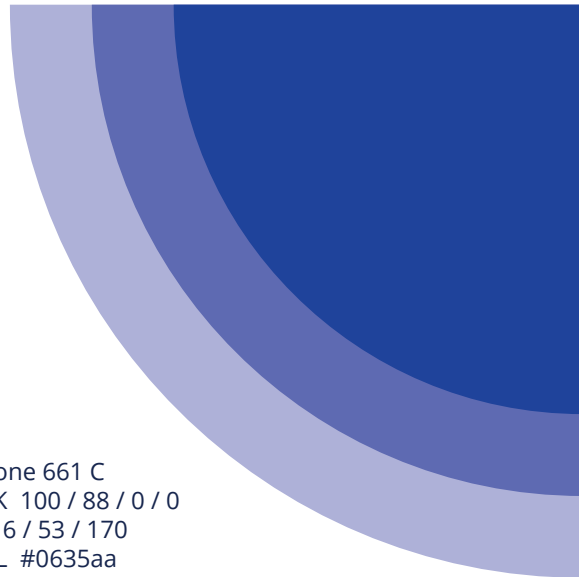
Font: Lexend Deca  
Semi-Bold

# Color Palette

## Primary colors

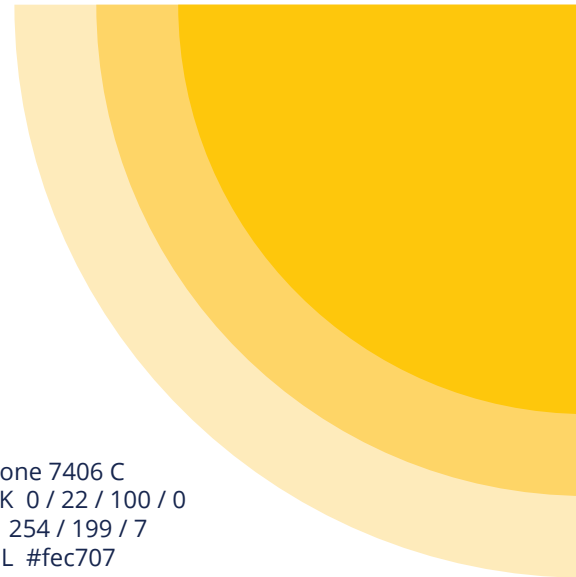
Modern blue represent a sense of trust, innovation, and growth while yellow represents a bright future, sets us apart from our peers, and celebrates our place in the heart of the Phu My Hung community.

### BLUE



Pantone 661 C  
CMYK 100 / 88 / 0 / 0  
RGB 6 / 53 / 170  
HTML #0635aa  
Tint percentage: 70% & 30%

### YELLOW



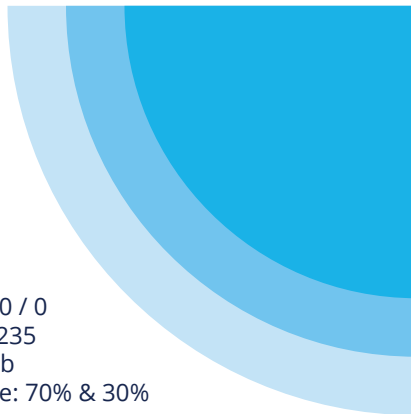
Pantone 7406 C  
CMYK 0 / 22 / 100 / 0  
RGB 254 / 199 / 7  
HTML #fec707  
Tint percentage: 70% & 30%

# Color Palette

## Secondary colors

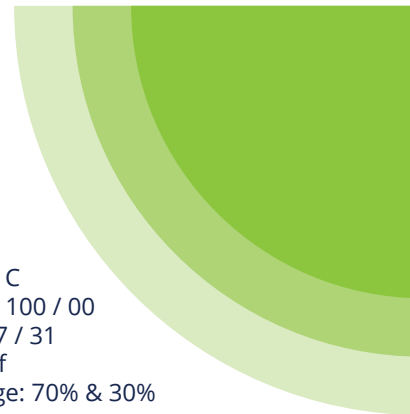
Secondary colors have been chosen to allow for three division-specific brand colors as well as colors for each of the five core values. When these colors are used in association with the divisions or the core values, they should be used consistently. However, these colors can also be used independently to add color and variety.

### CYAN



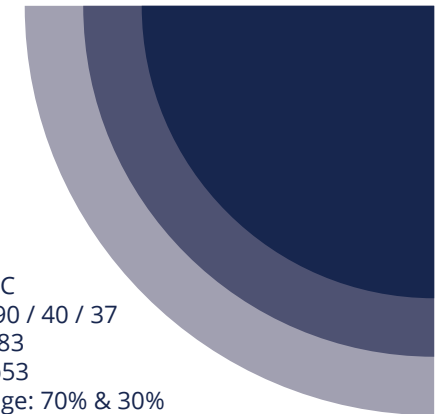
Pantone 306 C  
CMYK 71 / 9 / 0 / 0  
RGB 0 / 177 / 235  
HTML #00b1eb  
Tint percentage: 70% & 30%

### GREEN



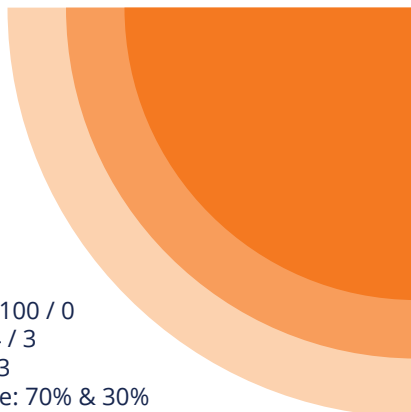
Pantone 2292 C  
CMYK 50 / 0 / 100 / 00  
RGB 149 / 207 / 31  
HTML #95cf1f  
Tint percentage: 70% & 30%

### DARK BLUE FOR TEXT ONLINE



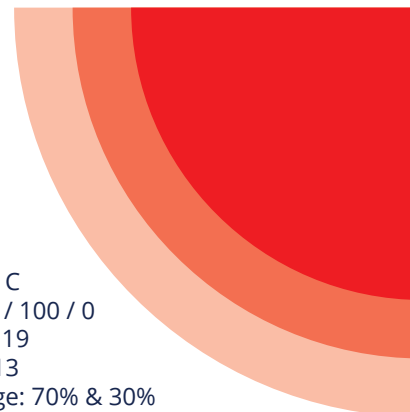
Pantone 281 C  
CMYK 100 / 90 / 40 / 37  
RGB 2 / 27 / 83  
HTML #021b53  
Tint percentage: 70% & 30%

### ORANGE



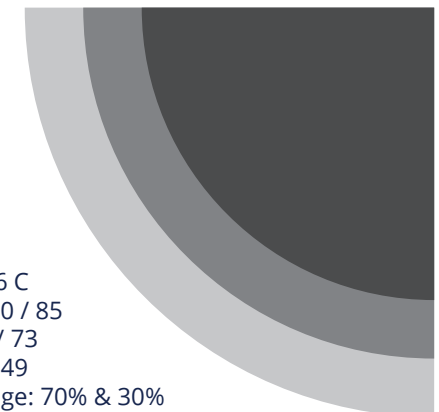
Pantone 716 C  
CMYK 0 / 65 / 100 / 0  
RGB 236 / 114 / 3  
HTML #ec7203  
Tint percentage: 70% & 30%

### RED



Pantone 2035 C  
CMYK 0 / 100 / 100 / 0  
RGB 225 / 6 / 19  
HTML #e10613  
Tint percentage: 70% & 30%

### DARK GREY FOR TEXT



Pantone 2336 C  
CMYK 0 / 0 / 0 / 85  
RGB 73 / 73 / 73  
HTML #494949  
Tint percentage: 70% & 30%

# Graphic Transporter

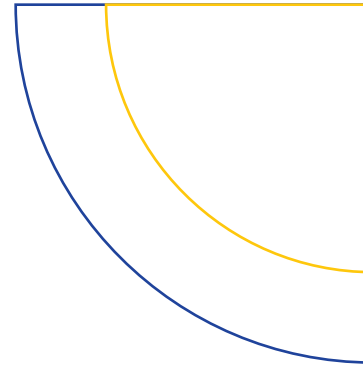
Besides logo, colors and fonts, graphic transporter is also an important part to express brand identity. Apply one of the graphic transporter below to your design to increase brand awareness.



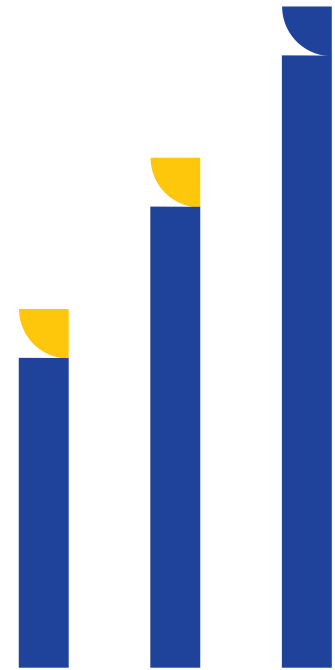
Format 1  
Solid color



Format 2  
Combination colors



Format 3  
Stroke line with  
transparent background



Format 4  
Lette "i" with flexible  
height, in one or  
two colors

# Brand Usage Guide

Consistent use of the brand is essential for growing our school's image and brand loyalty.

This Brand Usage Guide is to ensure all expressions of the brand are uniform and on message.



# Photography Guide

Photography is critical for telling the SSIS story through social media, printed materials, our website, and more.

Photographs should **represent SSIS as an inspirational, uplifting, and innovative organization** with dynamic, engaged, and student-driven teaching and learning.

**Avoid static and posed photos.** Photos should visualize a story and give the viewer a peek into a moment in time, making them feel like a participant rather than an observer.

Wait for the moment of **peak excitement or movement** to energize the photo. Capturing a wide variety of shots, such as a close-up, a detailed image, a wide shot, will further support a narrative, as well as different angles and perspectives.

Whenever possible, photos should be taken in both vertical and horizontal orientations to support multiple uses.



# Photography Guide

## When taking photos

- Make sure students are wearing uniforms properly.
- Try to show diversity in race and gender.
- Consider your background and lighting: don't inadvertently create silhouettes by shooting against a bright background; add depth by avoiding flat backgrounds when possible.
- Connect the viewer to SSIS by including a sense of place; a recognizable campus landmark or classroom environment, for example

## And ask yourself

- What is the purpose of the photo?
- What message is it communicating?
- How and where will the image be used?



# Tone of Voice

SSIS is an inclusive community where we value parents as partners. Our language is friendly and approachable, confident yet compassionate.

We convey with clarity, providing answers and guidance.

To support our written communication we use the **AP Style Guide** and **follow American English spelling guidelines.**



# Social Media / Facebook



# Social Media / Twitter & Instagram



## Hashtag

When posting on social media, don't forget to use our new hashtag **#DragonsIgnite!** A reference to the flames of our dragons, who bring passion to everything they do. You may substitute another appropriate word beginning with the letter 'i,' such as **Inspire** or **Innovate**, depending on the content of the post, to reflect the emphasis on the letter 'i' in our branding.

# DragonsIgnite!

# Collateral Templates

The following templates have been created to provide consistent application of the SSIS brand across merchandise, signage, and communication. They also serve to inspire how the brand can be expressed in other designs.



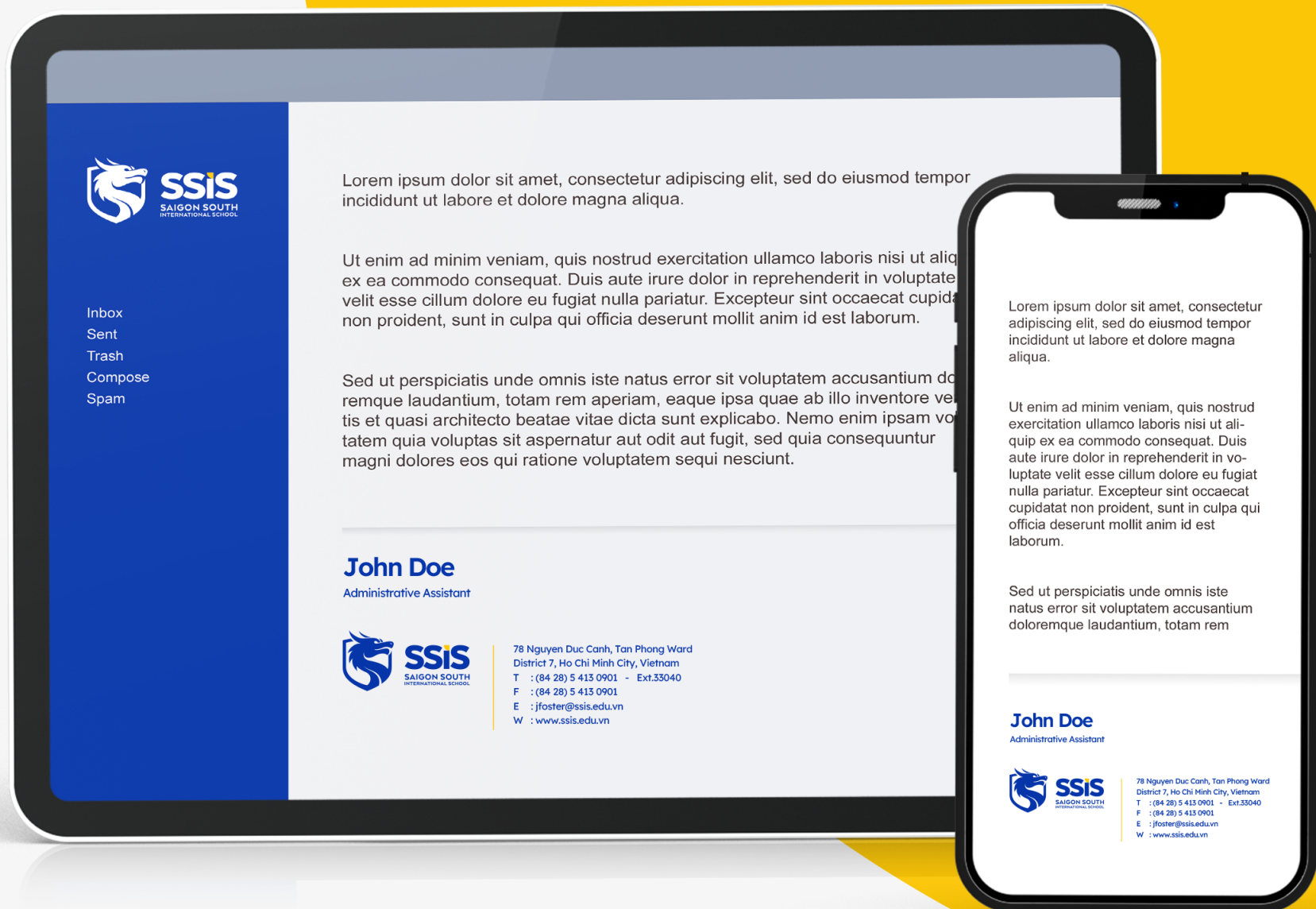
# Letterhead



# Business card



# Email Signature



# Sticker



## Wayfinding and Signage templates



# Notepad



# Pen



# Folder





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SAIGON SOUTH  
INTERNATIONAL SCHOOL



ssischool

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# Appendix



# Parent Personas



## SUAH

-  **Nationality:** Korean
-  **Children:** 7 years old
-  **Jobs:** Housewife/  
Businessman Husband
-  **Location:** District 7
-  **Hobby:** Meeting with friends, playing golf, spending time with family
-  **Communications:** Kakao Talk, Naver, Instagram, Korean Mum Network

### THE DIFFERENT AND BETTER EXPERIENCE SEEKER

After comparing many schools, we find that if we go to BIS, it is so similar to my country's way of learning. My son cannot enjoy anything in HCMC so we chose SSIS to allow him to make his own decisions and take his own responsibilities

Suah is a careful and attentive mom when it comes to her child's education. Being new to the international school landscape in Vietnam, she **went through a considerate process to search for schools when she was in Korea**. With targeted schools in mind, she looked into all factors including school approach/methodology, philosophy, facility, brand reputation, and community feedback. She would send out applications to different schools at the same time. She then would visit different campuses and decide. She chose SSIS because the **learning approach is more relaxed compared to the strict way at BIS**, which reminds her of Korea. She also finds that SSIS can offer **a more happy, well-rounded, respectful community and healthy competitive environment compared to schools in D2**.

### GOAL

Her child being responsible, well-rounded, and highly emotionally intelligent.

### SEARCH

Searched BIS, ABCIS, ISHCMC, SSIS online. Compared different schools in a table. Read reviews. Watched Youtube content. Checked school Instagram. Applied to 2-3 schools at the same time. Visited campuses. Talked to parents/students/teachers.

### SCHOOL CHOICES

SSIS VS. BIS/ISHCM/CIS/ABCIS

### CRITERIA

1. School philosophy/Values
2. School curriculum
3. Faculty
4. Facilities
5. Community (respectful/healthy competition)

### PAIN POINTS / CONCERNS

Subconsciously, I'd like my child to get into good schools so I'd like a more balanced approach of having test/no-test to support the transition to a more serious learning experience later.

# Parent Personas



## CHAN

-  **Nationality:** Vietnamese (American Husband)
-  **Children:** 2 children (10 and 13 years old)
-  **Jobs:** Housewife/IT company Husband
-  **Location:** District 7
-  **Hobby:** Cycling, Yoga
-  **Communications:** WhatsApp Group Chat, Facebook

### THE AMERICAN EXPERIENCE SEEKER SEARCH

I look for schools with American education, because I want my children to go to college in the U.S. So if my children can have consistent education, it will be faster to adapt and settle.

Chan is a mom of 2 teenager girls whose attitude to their learning overall is **relaxed, as long as they can improve and be better**. With the goal to move back to the US and follow the American system, **she was looking for an American curriculum and learning environment**. During her search, due to the lack of options and her desire to live in D7, her decision process was quite straight forward - looking for a big green space school with American learning path. She appreciates the support from SSIS when her children's performance is not doing so well. **She also loves the fact that the children in SSIS are different from others and "they can be children longer"**.

### **GOAL**

Wants her children to become good citizens with high emotional intelligence.

### **SEARCH**

Visited school campus. Emailed the schools. Checked for down-sides or blind spots.

### **SCHOOL CHOICES**

SSIS vs. ISHCMC

### **CRITERIA**

1. Curriculum
2. School values
3. General feeling when at schools
4. Price/Location

### **PAIN POINTS / CONCERNS**

It is not the same as when her child was in early elementary school (meet each other less/more problems)

# Parent Personas



## DANA

-  **Nationality:** Vietnamese-American Family
-  **Children:** 1 child (12 years old)
-  **Jobs:** Businesswoman/  
Husband works in finance
-  **Location:** Binh Thanh District
-  **Hobby:** Spending time with family
-  **Communications:** VNExpress,  
VN News, ILV group, An Phu Neighbors

### THE HIGHER PURPOSE SEEKER

I would look into the profiles of the parents and the students. They must be warm, welcoming, friendly and embracing all classes. The students need to be happy, decent and well-rounded. I want my child to become a happy, empathetic person who is resilient and exposed to real world learning

Dana and her family just came back from the U.S. prior to living in Vietnam for more than 10 years. Her husband is Viet Kieu. Both have stable businesses in Vietnam and are well-connected in the community. **They went through the process to look for options that suited their child but also their own criteria: diverse and kind community, and school values.** Among EIS, BIS, Saigon Star and SSIS, she considered **EIS and SSIS the closest options for her son however her husband and child didn't want to travel or live in D7.** Her main concerns for her child at his age are some **rising problems among international schools and children.** **Both EIS and SSIS stand out as having a caring, kind and good community (not competitive, divisive).**

### **GOAL**

A global citizen with resilience, happiness and world exposure.

### **SEARCH**

Checked out ISHCMC, EIS, BIS, SSIS. Visit websites/Social Media pages. Talked to friends and networks Visited campus to observe and interview students/parents.

### **SCHOOL CHOICES**

SSIS VS. EIS

### **CRITERIA**

1. Community (parents/learners' profiles)
2. School values
3. Curriculum/Faculty

### **PAIN POINTS / CONCERNS**

Rising concerns about the problems in international schools  
Children's behaviours  
Competitive and not diverse community

# Brand Guideline for the Seal



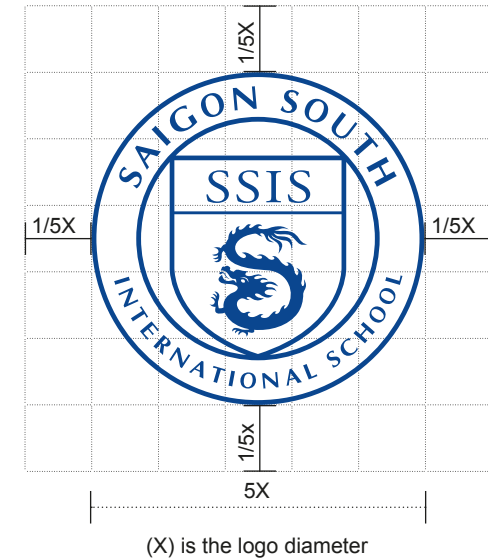
## Standard Size

The standard size for an A4 paper is 37.8mm in diameter for the outer circle.



## Minimal Size

The minimal size of the seal which is permitted is 15mm in diameter for the outer circle.



## Minimal Clear Area

Always maintain the minimum clear space around the seal to preserve its integrity. The clear space is 1/5x around the seal.

# Brand Guideline for the Seal



**PANTONE: 653 C**

**CMYK: 100/ 76/ 8 / 1**

When using the blue seal, the background color must be white.



**White**

When using the white seal, the background color must be blue.



**PANTONE: Black C**

**CMYK: 0/ 13 / 49 / 98**

When using the black seal, the background color must be white.