

E47 Foundation

Educate. Elevate. Empower. Excel

edition 01

BRAND BOOK



We put real tools in students' hands.

E47 Foundation runs hands-on STEM programmes for school students from across Pakistan. The first one is 15 days in Hunza: teams of eight design a racing car, build it and race it.

The brand should feel like the workshop feels: loud, bright, a bit messy at the edges, and precise where it counts.

EDUCATE.

Teach the principles: forces, CAD, electronics, teamwork.

ELEVATE.

Work to the standard real engineering teams work to.

EMPOWER.

Students make the decisions.
Mentors guide them.

EXCEL.

Finish the car, race it, and measure the result.

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The Rising Valley

A sun rising behind the ridges of Hunza. The rays are ideas, the half-disc is potential, and the stacked ridges are both the mountains and the road ahead.

PRIMARY LOCKUP · HORIZONTAL



Default for web, documents and partner decks.

STACKED



Square formats, merch, signage.

CLEAR SPACE



x = a quarter of the mark's width, on all sides.

MINIMUM SIZE



Mark · 24 px / 8 mm



Lockup · 110 px / 30 mm

Below lockup size, drop the tagline line. Below mark size, don't use the logo.

Four approved colourways



Teal on Cream — default.



Cream on Violet — social, cover.



Violet on Mint — secondary.



White on photo — dark areas only.

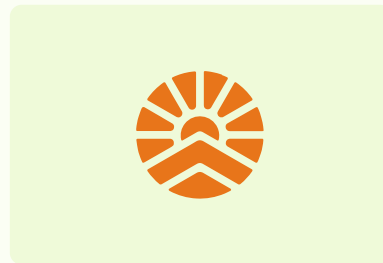
Don't



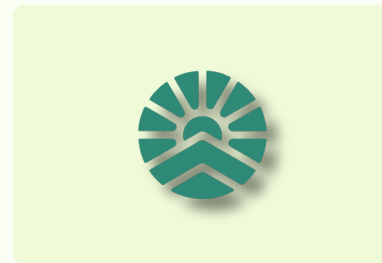
✗ Stretch or squash



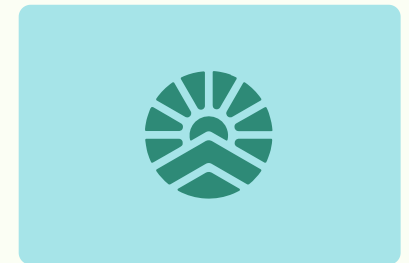
✗ Rotate



✗ Off-palette colour

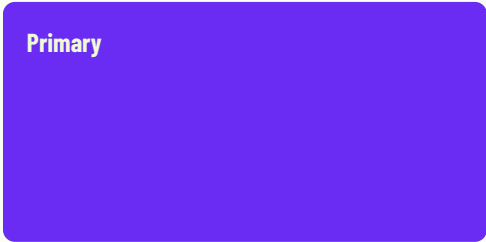


✗ Shadows or effects



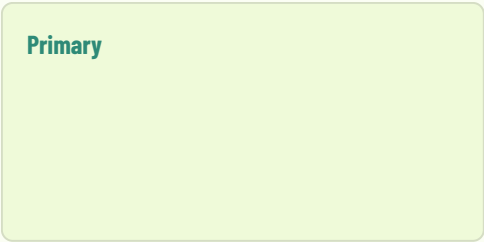
✗ Teal on Mint (low contrast)

Colours from the valley



Hunza Violet

#6A2BF2 · 106 43 242
Main background for social.



Apricot Cream

#EFFAD9 · 239 250 217
Paper, calm posts, type on violet.



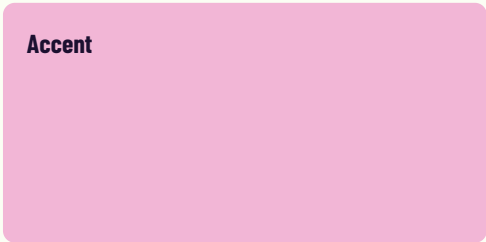
Valley Teal

#2E8A77 · 46 138 119
Logo, name bars, highlights.



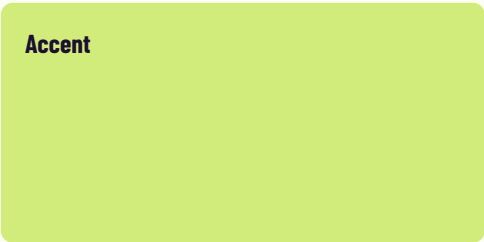
Glacier Mint

#A6E4E8 · 166 228 232
Brush marks, callout boxes.



Blossom Pink

#F2B6D6 · 242 182 214
Illustration, handwritten notes.



Pit Lime

#D2EC7C · 210 236 124
One word per post, on violet.



Night Ink

#1B1030 · 27 16 48
Body text, countdown posts.

Text pairs that pass

Cream on Violet · Violet on Cream · Violet on
Mint · Ink on any light · Cream on Teal · Lime on
Ink

PROPORTION ACROSS THE FEED



HEADLINES

Barlow Condensed
700 · 800

15 days. 8 students. One car
each.

IMPACT

Archivo Expanded
900 · uppercase, ≤ 4 words

DESIGN. BUILD.
RACE.

BODY

Barlow
400 · 600

15 days in Hunza. Design a racing car, build it, race it. Students from across
Pakistan, grades 9 to 12. **Starts 15 June 2027.**

HAND NOTES

Caveat Brush
≤ 3 words, tilted -4° to -8°

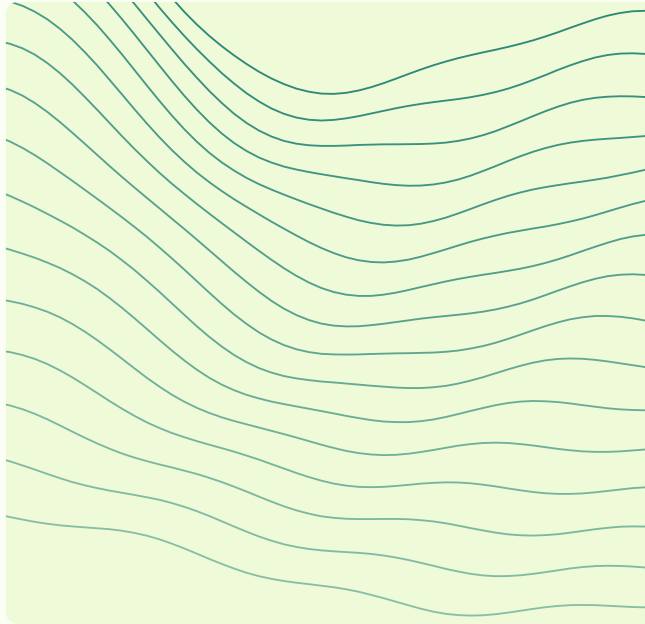
coming soon swipe → formula student

The toolkit

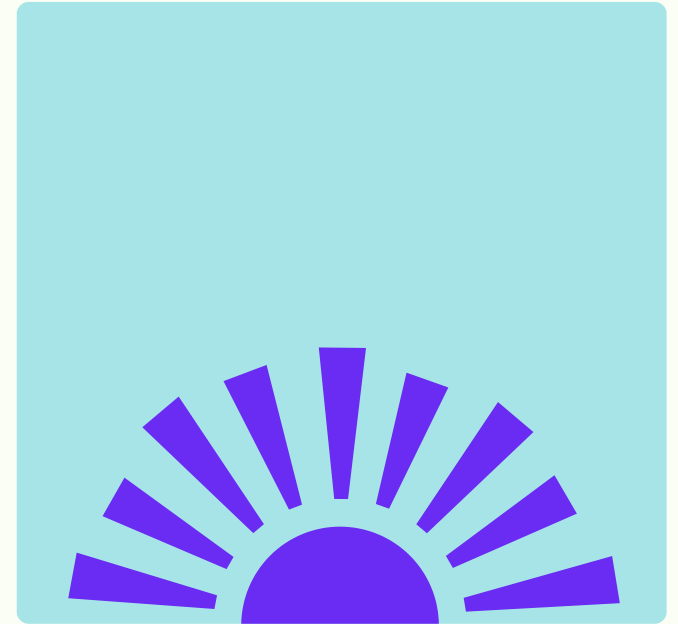
All six are generated in code from one seed, so every export matches.
Change the seed to get a fresh set with the same character.



Halftone Field — dot gradient from a corner. Background texture on every violet post.



Valley Contours — ridge lines of Hunza. Quiet backgrounds, carousels.



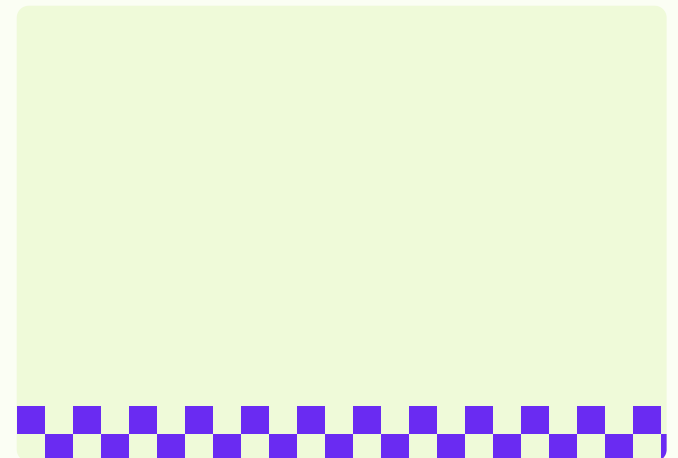
Sunrise Rays — taken from the mark. Crop off an edge, never float whole.



Brush Highlight — behind one key phrase per post. Mint or Pink.



Pit Arrow — double chevron. Points to the next slide or the link.



Chequer Strip — race-day posts only: countdowns, results.

Numbers first. Short lines.

We talk to two readers at once: a 15-year-old who wants to build something, and a parent who wants to know it's safe and worth it. Lead with the facts, keep sentences short, and let the headline do the shouting.

WRITE

8 kids. 5 adults on the ground at all times.

Design it. Build it. Race it.

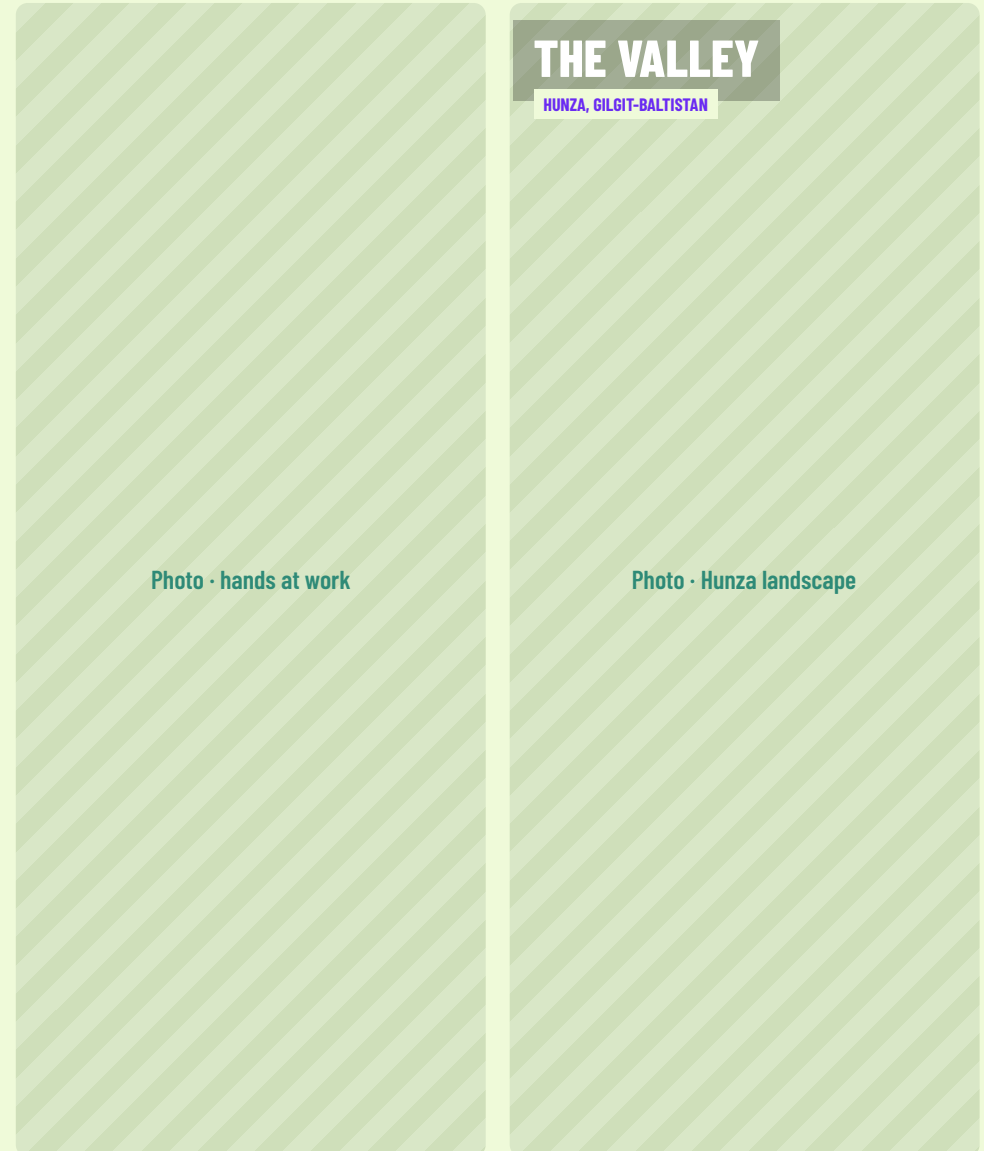
Meet Zain. NUST Formula Student, 2021–2024.

AVOID

We maintain an industry-leading safety ratio.

A transformative, holistic STEM journey.

Our amazing, passionate mentors!!

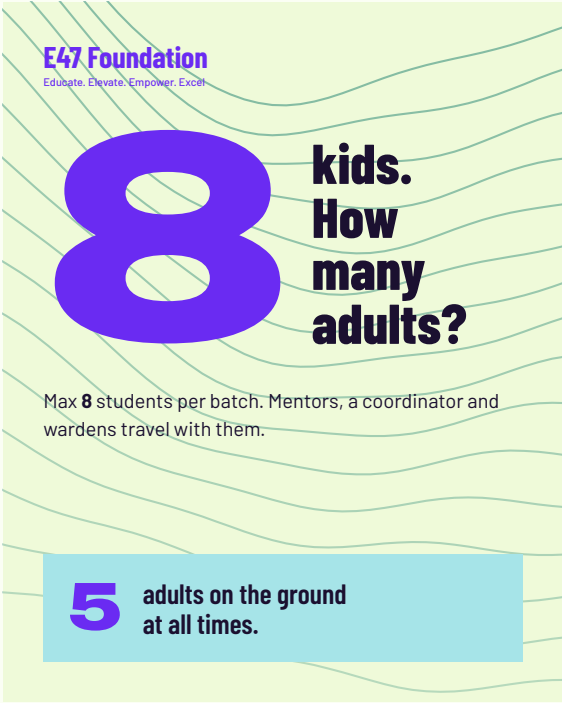


- Real students, real workshops, real mountains. No stock photos.
- Shoot close on hands and tools; wide for the valley.
- Text on photos sits on a Teal bar or Cream label, never straight on busy areas.
- Get written consent from parents before posting any student's face.



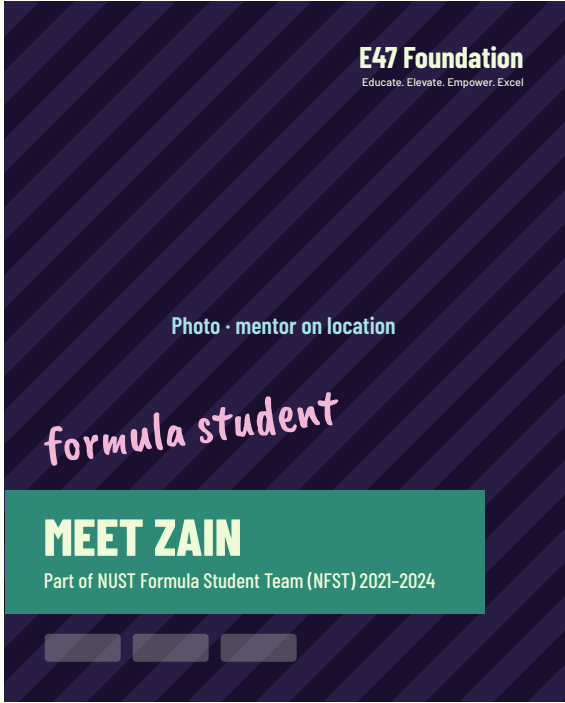
T1 • The Big Idea

Pinned post, programme launch, first slide of a carousel. Halftone + rays + one brush phrase.



T2 • By the Numbers

Answers one parent question with one big number. Cream + contours keeps it calm and trustworthy.



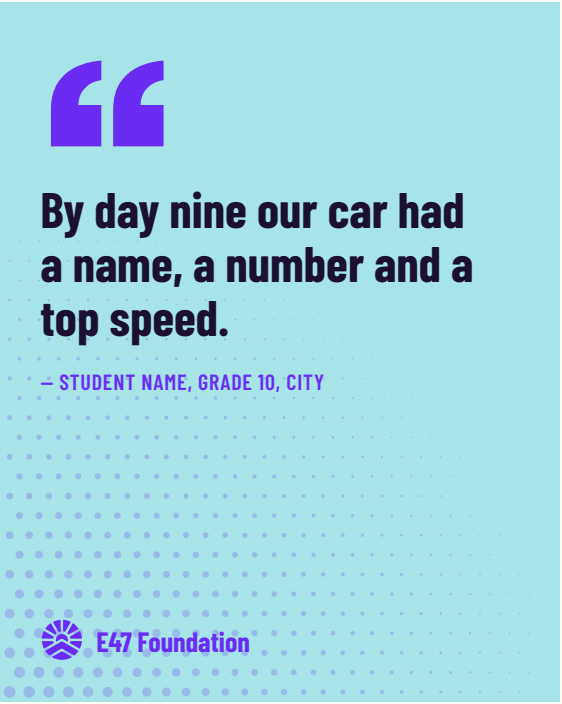
T3 • Meet the Team

Mentors and students. Full-bleed photo, Teal name bar bleeding off the left edge, partner logos below.



T4 · Countdown

Weekly until launch. The number updates from today's date. Night Ink is reserved for this template.



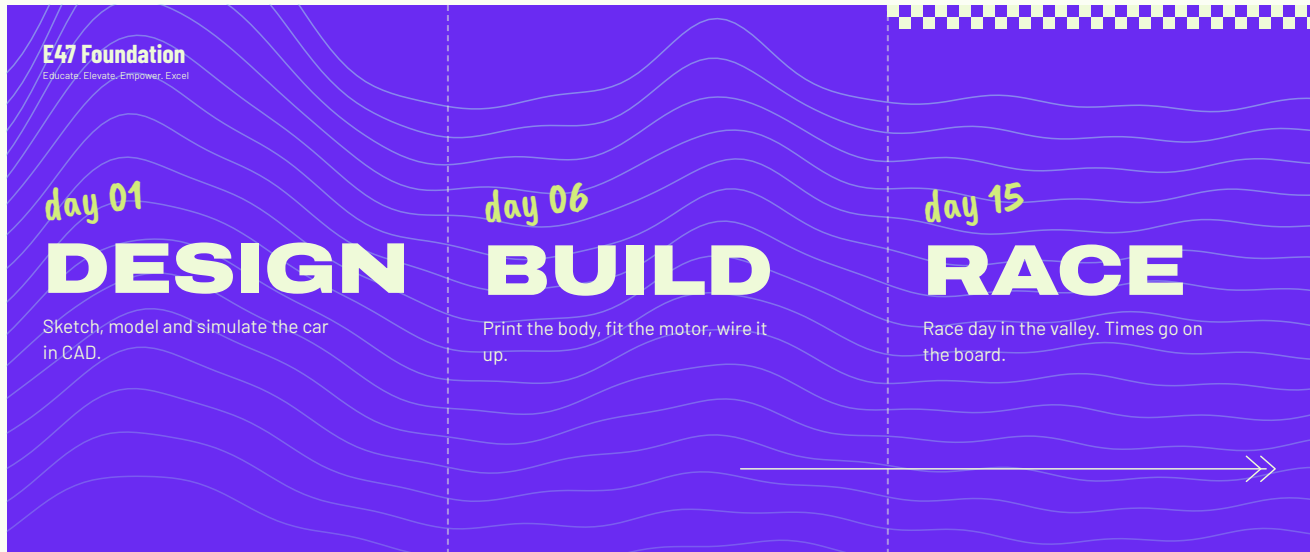
T5 · Student Voice

Their words, max 20. Attribute with grade and city only. Sample copy shown; replace with real quotes.



T6 · Announcement

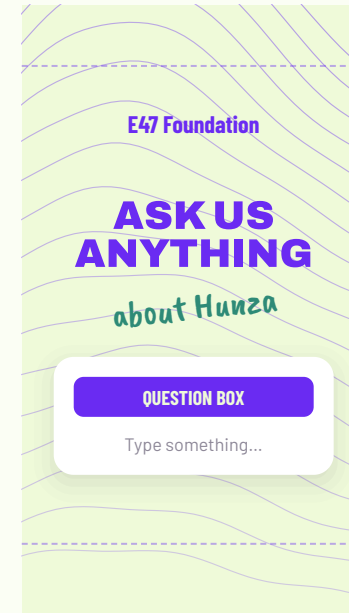
Deadlines, openings, “coming soon”. Rays cropped off the top edge, one pill for the key fact.



T7 · Seamless Carousel · 3 × 1080 × 1350

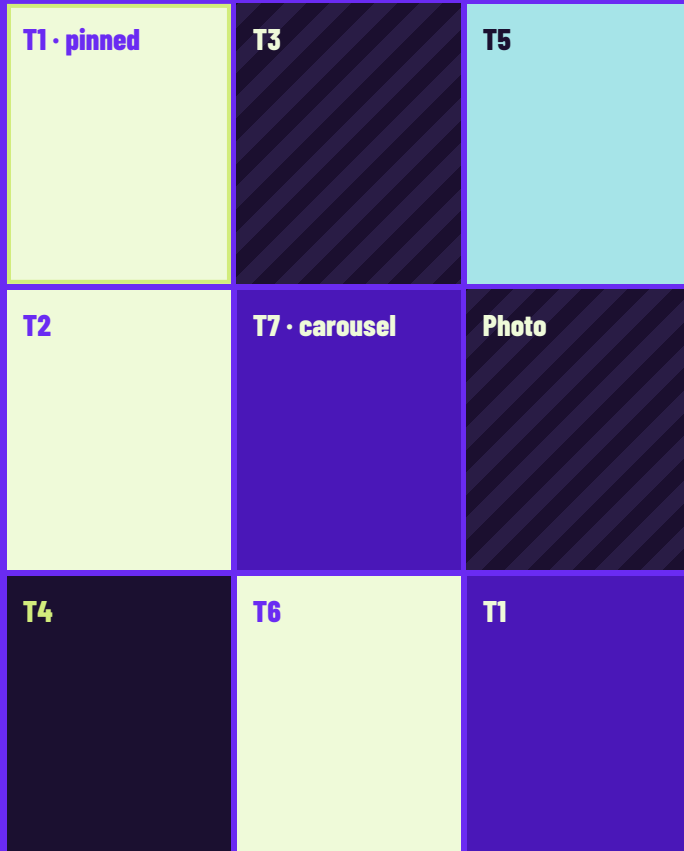
One artwork cut into three slides. The contours and the Pit Arrow run across the seams, so swiping feels like driving forward. Keep type 60 px clear of each cut.

Day numbers are illustrative; confirm against the programme schedule.



T8 · Story · 1080 × 1920

Q&A, polls, reminders. Dashed bands are the safe zones.



Plan in rows of three.

1. Each row gets one violet, one light and one photo tile.
2. Never put two of the same template side by side.
3. Pin the latest T1 so the grid always opens with the big idea.
4. Brush highlight, lime word and hand note: one of each per post, at most.
5. Countdown posts run weekly from 12 weeks out, then daily for the final week.



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