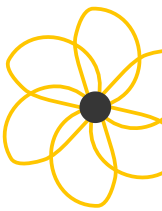
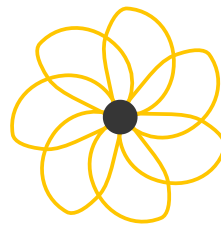




Pledging Wings for our Children



Innovate. Educate. **Inspire** Pakistan.

Pledging wings for our children

What this is

The rules and raw materials for anything that carries the IEI Pakistan name.

Who it is for

Team, volunteers, partners, and designers working with us.

What is inside

Logo, colour, type, graphic system, voice, and social templates.

A school day that feels like a whole world opening up.

IEI Pakistan (Innovate. Educate. Inspire Pakistan) is a social impact organization building a tolerance for diversity by working with children through education and creative art.

Since 2016 we have worked in the remote valleys of Northern Pakistan, integrating science, technology and art into the school

curriculum, and sending volunteers from the cities to teach and learn alongside local communities.

The brand has to hold both sides of that: the warmth of a classroom in Upper Hunza and the credibility a donor or partner expects. It should always look like it was made with children in mind, never like it was made for a corporate report.

Innovate

New ways into old subjects. Science kits, tech, and play in places with little of either.

Educate

A well-rounded, interactive school experience, delivered with teachers and communities.

Inspire

Creative art as self-expression, and volunteering as a bridge between city and valley.

A little bee with a pledge on its wing.

The mark reads three ways at once: a bee in flight, a child's face looking up, and the letters of IEI tucked into its body. Its parts are the source of every graphic element in this book.



- 1 **The eyes.** Two dots, the curiosity of a child. Source of the Dot Field.
- 2 **The wing.** A leaf-shaped wing, the pledge. Source of the Wing Scatter.
- 3 **The body.** Honey stripes held in a charcoal curve. Source of the Hive Stripes.
- 4 **The pledge.** "Pledging Wings for our Children", set in a friendly hand. Always sits below the mark, never beside it.

Clear space, size and backgrounds

Clear space equals x , the diameter of one eye dot doubled. Nothing enters that zone, including photo edges.

Minimum size is 0.6 in / 64 px wide with tagline, 0.35 in / 36 px as mark only (tagline dropped).

Light backgrounds only. The mark sits on White, Paper or Pollen. On Charcoal, Honey or photos, place it in a white badge (circle or rounded square) with clear space inside.



✓ White



✓ Pollen



✓ Badge on Charcoal



✗ Directly on dark

Never: recolour the mark, stretch or rotate it, add shadows or outlines, rewrite the tagline, or put the wing on the left.

Honey and charcoal do the talking.

Two colours carry the brand. Pollen and Paper give them room to breathe. Apricot, borrowed from the orchards of Hunza, is a spark for one detail per layout at most.

Honey

#FFC600 · RGB 255 198 0
CMYK 0 20 100 0 · Pantone 7549 C
Primary. Highlights, fills, buttons.

Charcoal

#363636 · RGB 54 54 54
CMYK 0 0 0 85 · Pantone 447 C
Primary. All text, the mark, dark grounds.

Pollen

#FFF1B8
Soft panels, highlights

Paper

#FFFDF6
Page and post backgrounds

Apricot

#F28C38
Accent. One detail, max.

Proportion



Roughly 45 Paper, 25 Charcoal, 20 Honey, 8 Pollen, 2 Apricot. **Contrast rule:** Honey is never used for text on white or Paper. Honey text is only allowed on Charcoal; on Honey grounds, text is always Charcoal.

Bold enough for a banner, kind enough for a classroom.

Headlines

Bricolage Grotesque
ExtraBold 800, tight
tracking

Every child
deserves wings.

Body & UI

Figtree
Regular 400, SemiBold
600

Our volunteers spend a full season in the valley, teaching science and art alongside local teachers. Applications for artists and professionals are now open.

Hand accent

Delius
Captions, children's
words, notes

"I want to be the first scientist from my village."

H1

56–80 px
lh 0.95

H2

36–44 px
lh 1.0

Body

15–17 px
lh 1.6

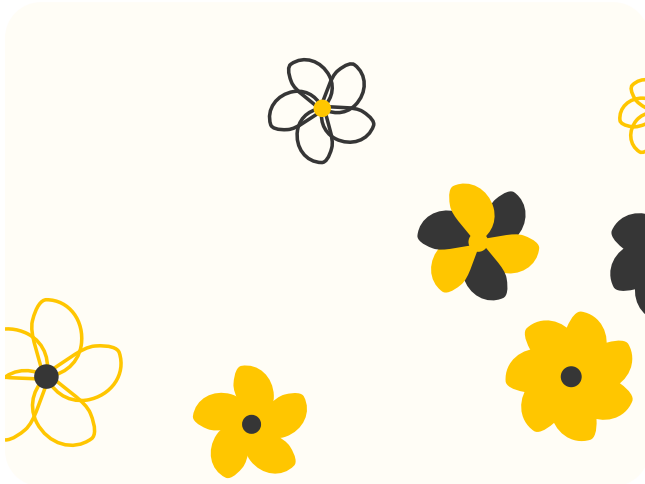
LABEL

11–13 px
caps +16%

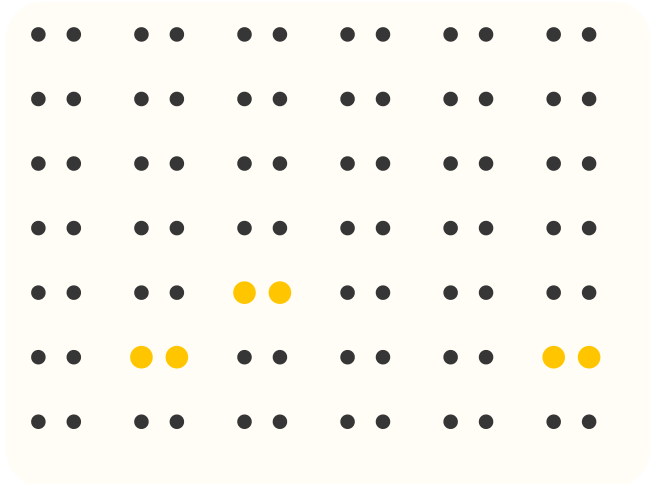
For Urdu, pair with Noto Nastaliq Urdu for headlines and Noto Naskh Arabic for body. Keep the hand accent to one line per layout.

Built from the bee.

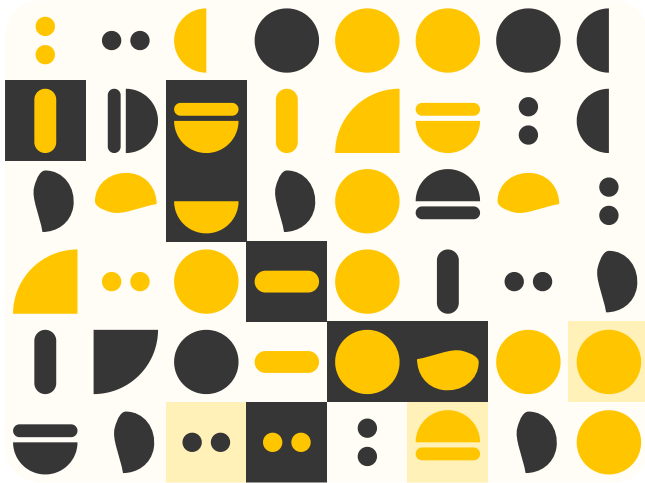
Four generative elements, each drawn from a part of the mark. They are produced by a seeded script, so every post can get a fresh arrangement that still belongs to the family. Change the seed in Tweaks to generate a new set.



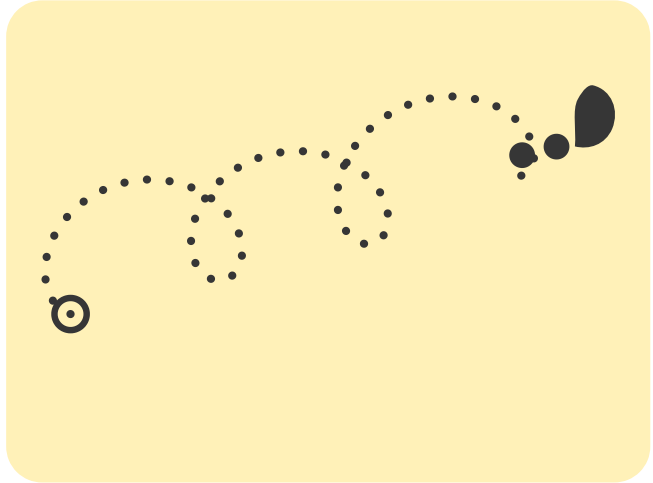
Wing Bloom. Wings turned around a centre to make flowers, the way a child draws them. Honey and Charcoal alternate; outlined blooms add depth. Use large, bleeding off a corner.



Dot Field. Paired eyes on a grid; a few light up in Honey. Use as texture behind numbers and quotes.



Hive Tiles. The body taken apart: half-moons, bars, circles and eyes on a square grid. Build borders, banners and footers from one row or a full field.



Flight Loop. The bee's playful route: a dotted trail that loops and lands as the bee. Links a headline to a call to action, or traces a journey from city to valley.

One pattern per layout. Patterns support the photo or the message; they never compete with the logo and never sit behind body text.

Show the children as they are: curious, capable, busy.

Photography

Hands in paint, eyes on an experiment, volunteers at child height. Natural light, the mountains in the background when it helps. Warm the grade slightly toward Honey.

Avoid pity framing, staged sadness, and faces of children without guardian consent. For Saheli Circles and other safe-space work,

photograph hands, artwork and backs rather than faces.

Voice

We sound like a good teacher: warm, clear, a little playful, and specific. Name the valley, the programme, the child's idea. Speak with communities, not about them.

WE WRITE

"Grade 5 in Misgar built their first circuit today."

"Apply to volunteer this summer. Artists welcome."

"Your support keeps one school's art room open for a year."

WE AVOID

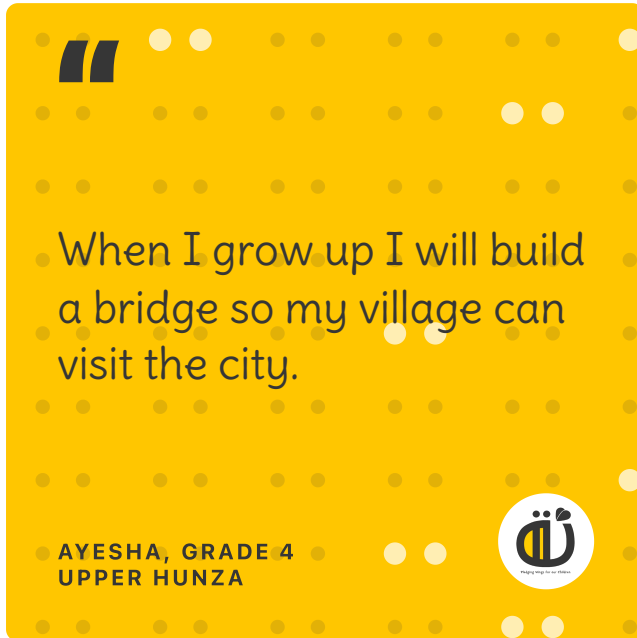
"Poor children in remote areas need your help."

"Leveraging synergies for holistic impact."

Walls of hashtags and emoji.

Six templates, one hive.

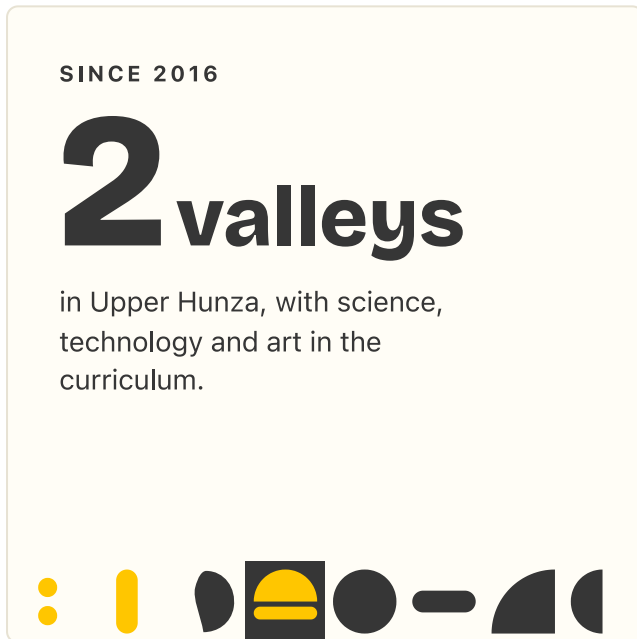
Built for Instagram and Facebook at 1080 × 1080 (feed) and 1080 × 1920 (stories). Copy shown is sample text. Photo areas are marked with hatching.



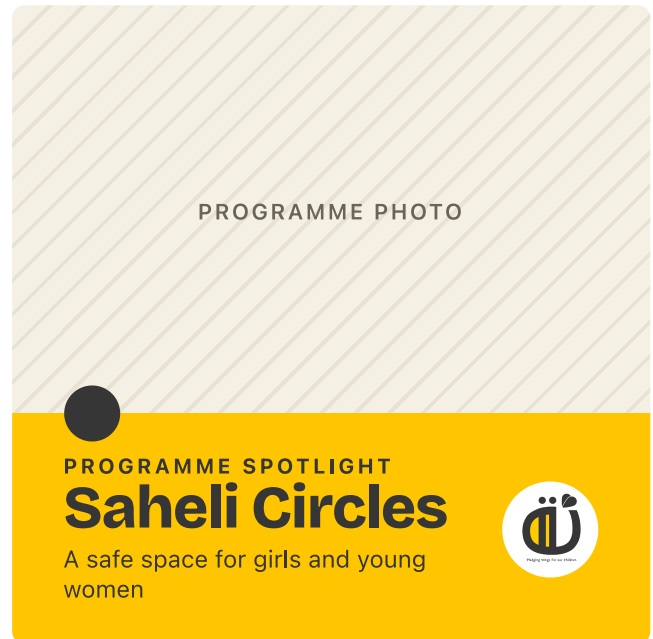
A • Little Voices. A child's own words. Honey ground, Dot Field, hand type.



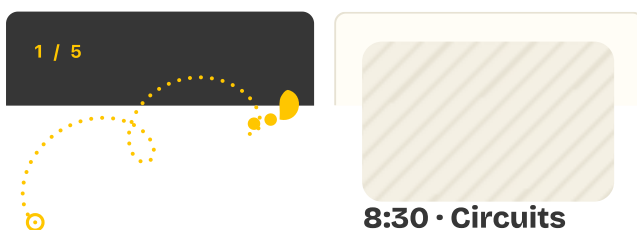
B • Call for Wings. Recruitment and open calls. Charcoal ground, Wing Bloom off the corner.



C • Hive Count. One number, one sentence. Paper ground, a row of Hive Tiles at the base.



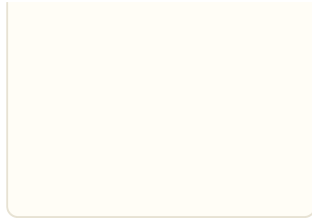
D • Spotlight. Programmes and field updates. Photo top, Honey band below.



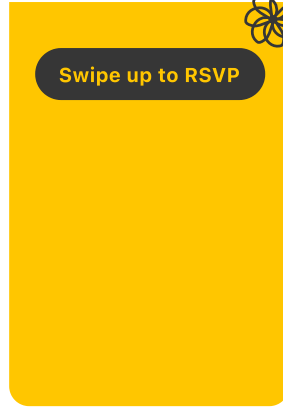
build.

the valley

Islamabad · 14 Nov



E · Field Diary carousel. Charcoal cover with Flight Loop; Paper inner slides, one moment each.



Safe zones. Keep text 250 px clear of top and bottom on 1080 × 1920.

Badge first. The logo badge always sits top-left on stories.

F · Event Story. Events and fundraisers, 9:16. Honey ground, Wing Bloom.

The grid, at a glance

Rotate grounds so the profile reads as a checkerboard of Honey, Charcoal, Paper and photo. Never place two of the same ground side by side.



Captions

Lead with the moment, then the place. One call to action. Three hashtags at most: #IEIPakistan #PledgingWings plus one topical.

Rhythm

Weekly: one Spotlight, one Little Voices, one Field Diary. Call for Wings and Event Story as needed.

Consent

Every child photo needs guardian consent on file. When in doubt, show the artwork instead.



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ieipakistan.com · @ieipakistan