

FrameMind

ClassOS

COACHING CENTRES

Brand Identity Kit

Coaching centres · Logo · Icon · Variations · Guidelines

Powered by FrameMind AI Studio · v1.0 · November 2026

Logo variations



Primary lockup — with descriptor. Use on hero areas, covers, signage.



Primary reversed — on Primary navy only.



Horizontal (no descriptor)



Stacked



Icon only



Monogram (C tile)

Icons & app icons



Navy — default store icon



Accent chalkboard blue



Surface tint



Colour



One-colour navy



Reversed



Outline (emboss / line art)



Favicon · 16–64 px

An open book with three bars rising from its pages: learning that shows up in results. The bars always rise left to right.

03 · USAGE

Clear space & minimum size



Clear space = x, one quarter of the icon's height, on every side. Nothing — text, edges, other logos — enters this zone.



120 px / 30 mm horizontal

80 px / 20 mm stacked

16 px icon / favicon

Below these sizes switch to the icon only. Descriptor lockups need at least 200 px / 50 mm width.

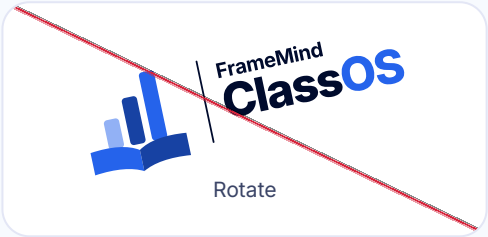
Don’t



Stretch or squash



Recolour outside the palette



Rotate



Place on low-contrast colour

04 · SYSTEM

Colour & typography

Primary
#000B2D
RGB 0 11 45
Headlines, wordmark, dark surfaces
vs white 19.3:1 · vs navy 1.0:1

Accent
#2563EB
RGB 37 99 235
“OS”, icon, buttons, highlights
vs white 5.2:1 · vs navy 3.7:1

Secondary
#9DB9F6
RGB 157 185 246
Illustration, charts, patterns
vs white 2.0:1 · vs navy 9.9:1

Surface
#E3EBFC
RGB 227 235 252
Cards, chips, app-icon tile
vs white 1.2:1 · vs navy 16.2:1

Background
#F7FAFE
RGB 247 250 254
Page background
vs white 1.0:1 · vs navy 18.5:1

Contrast ratios are calculated (WCAG 2.1). Body text: Primary on Background/Surface/white. Accent (5.2:1 on white) passes AA for text, so it can carry links and labels; use white text on Accent buttons. Secondary and Surface are decorative only — never for text. Primary navy is shared by every FrameMind OS app. Print values (CMYK / Pantone) to be matched and proofed with your printer.

Aa

Inter (alternate: Manrope)

Extra Bold 800 — Headlines
Bold 700 — Subheadings
Medium 500 — Body & labels
Regular 400 — Paragraphs

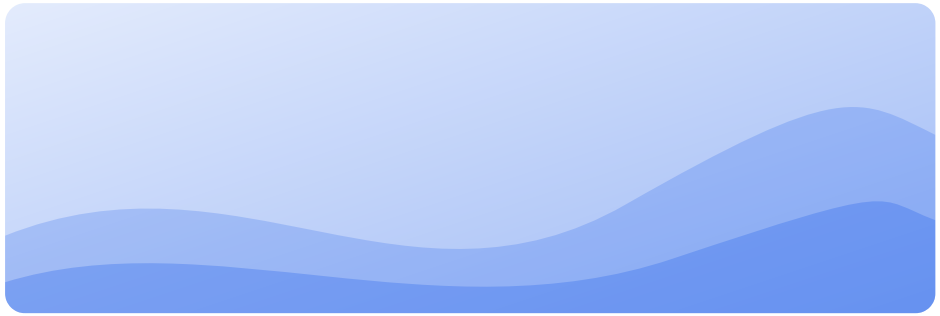
Inter is free (SIL OFL) and also available in Adobe Fonts. Headlines: tracking −2%. Descriptor caps: tracking +40%. “OS” is always set in Accent (white on dark).

Taglines, patterns & usage

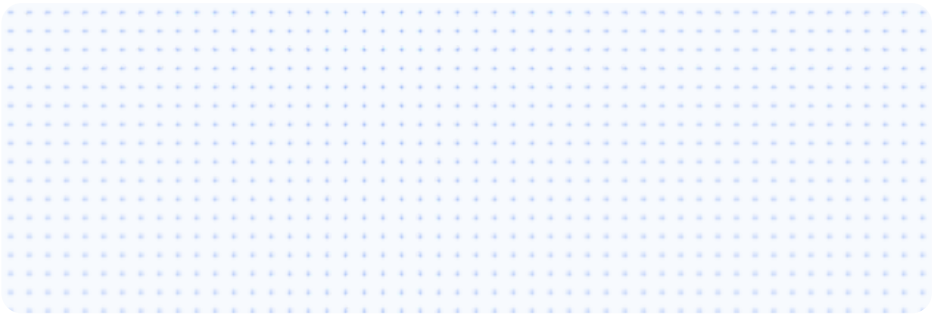
Batches, fees and results, in one place.

The coaching centre operating system for admissions, tests & fees.

Enrol.
Teach.
Test.
Report.



Wave gradient — hero and cover backgrounds



Dot grid — section and slide backgrounds

ClassOS Home Batches Attendance Tests

FrameMind ClassOS

ClassOS