



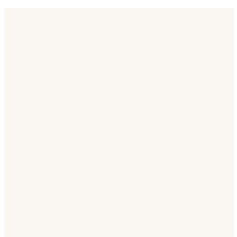
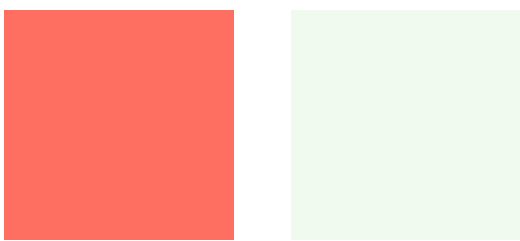
# George Davison

## SCHOOL

# Logo



# Colour Palette



# Gradients



# Brand Essence

Growth, confidence, empowerment, helps to provide direction



*Every day is a new opportunity to rise and become our brightest selves.*

# Brand Values

*Belong. Respect. Rise*

# Icons



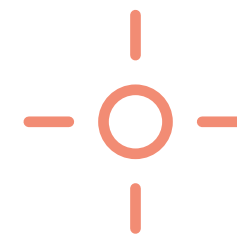
Curiosity



Community



Confidence



Kindness



Learning

# Typography

**Playfair Display**  
For Headings

**Montserrat**  
For subheadings and Body

