



ELYTON  
INTERNATIONAL  
SCHOOL

# The Brand *Book*

JUNCTA JUVANT

TOGETHER WE STRIVE

MAGADI ROAD, KAREN, NAIROBI

# Contents & conventions

|        |                                                                                           |
|--------|-------------------------------------------------------------------------------------------|
| Must   | Absolute. A build that breaks this does not ship. No exceptions below the Head of School. |
| Should | Strong default. Deviation requires a written reason on the record.                        |
| May    | Permitted. Use judgement.                                                                 |

*“Credibility is manufactured from evidence, not from adjectives.”*

|    |                       |    |
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# Five words, each with a test — not a mood

Elyton is not described by adjectives a reader has to take on faith. Each word below carries a definition, a common misreading, and a test that can be run against any page, any document, any room.

## Grand

### MEANS

Scarcity of elements per screen. One idea occupying the space that could have held four.

### NOT

Large type, full-bleed video, parallax, gold.

### TEST

≤5 elements in the first viewport on desktop, ≤4 on mobile.

## Modern

### MEANS

Mathematical spacing, a systematic type scale, motion that settles.

### NOT

Glassmorphism, gradients, blob shapes, dark mode for its own sake.

### TEST

Every vertical gap is a multiple of 4px. A hand-tuned number is a defect.

## International

### MEANS

Unambiguous across jurisdictions — currency, timezone, curriculum vocabulary, dates.

### NOT

Flags, globes, stock photos of hands on a table, “world-class.”

### TEST

A reader in Lagos, London, Dubai and Nairobi parses every date and fee identically.

## Grounded

### MEANS

Evidence density. Named humans, real coordinates, dated promises, disclosed limits.

### NOT

Casual tone, hand-drawn icons, “authentic” photo filters.

### TEST

Assertion : evidence ratio never exceeds 2 : 1 on any page.

## Classy

### MEANS

The heraldic colour is a seal, not a paint. Ornament is subtracted until structure carries the mood.

### NOT

Serif headings, cream backgrounds, thin gold rules, Latin.

### TEST

Crimson never exceeds 12% of a full-page screenshot.



**Juncta Juvant** — *together we strive.* The motto appears in the crest lockup and the motto band, always with its translation on first use.

The motto appears in the crest lockup and the motto band, always with its translation on

# The Twelve Prime Laws

These override every other rule in this book. Where any later section appears to permit a breach of one of these, this section wins.

*I* **The Seal Law.** The house colour is a seal, not a field — max 12% of surface area on any page.

*III* **The Evidence Law.** No superlative or claim of quality without an adjacent, checkable proof.

*V* **The Grammar Law.** Every set of parallel elements shares one grammatical form and one unit of measure.

*VII* **The Render Law.** A CGI image is labelled as such and never shares a viewport with a photograph of real people.

*IX* **The Settle Law.** Motion is opacity and  $\leq 12\text{px}$  translation, 160–320ms, one easing curve. No bounce, no parallax.

*XI* **The Named Human Law.** No page describing what the school will do for a child exists without a named, contactable human.

*II* **The Single Ask Law.** Each page has exactly one primary action, appearing at most twice.

*IV* **The Three Card Law.** Exactly three card anatomies exist — Portal, Fact, Person. Everything else is a list row.

*VI* **The Rhythm Law.** Section padding is drawn from three steps. Adjacent sections never share a tinted surface.

*VIII* **The Measure Law.** No line of body prose exceeds 75 characters; no line of display type exceeds 45.

*X* **The Floor Law.** Visible focus, WCAG 2.2 AA contrast, reduced motion and 320px width are shipping conditions.

~~*XII*~~ ~~**The Ledger Law**~~ — withdrawn 16 Aug 2026. Its founding-year truths are kept; the dedicated page is not. ~~see eelephen~~

# The crest is a seal of institutional record – never an icon

CLEAR SPACE = HEIGHT OF "E"



HORIZONTAL – MASTHEAD, ON PAPER



HORIZONTAL – ON CRIMSON-900



MARK ONLY – FAVICON, SOCIAL, ≤32PX MIN.



Horizontal · min **120px** wide



Stacked · min **72px** wide



Mark · min **24px**

## PROHIBITIONS



Rotate



Recolour or outline



Low-opacity watermark



Stretch or distort



Place on photo, no backing

# Heraldic, not decorative – one voice, one ground, one metal

INK – TEXT & RULES

ink-900  
#14100E

ink-700  
#2B2522

ink-500  
#5C544E

ink-300  
#8A817A

GROUND

paper  
#FFFFFF

parchment  
#F6F3ED

stone-200  
#E4DFD7

stone-300  
#CFC8BE

CRIMSON – THE SEAL, GOVERNED BY THE 12% RULE

900  
#3F0810

700  
#6E0F1B

600 – primary  
#94131F

500 – hover only  
#B01F2C

100 – notice tint  
#F7E9EA

BRASS – HERALDIC METAL, MARKS & AWARDS ONLY

brass-600  
#9C7F49

brass-300  
#D8C79E

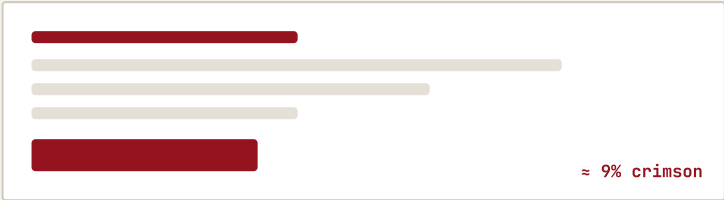
success  
#1F5E3C

warning  
#8A5A08

info / focus  
#1E4D6B

THE 12% RULE – §1.1.4, MUST

On a full-page screenshot at 1440px, crimson pixels must not exceed 12% of the total area. Brass must not exceed 2%. At most one full-bleed crimson band per page.



PERMITTED CONTRAST PAIRS – §1.1.5

|                    |                                  |        |
|--------------------|----------------------------------|--------|
| Paper ground       | ink-900 / 700 / 500, crimson-600 | ≥4.9:1 |
| Parchment ground   | ink-900 / 700, crimson-600       | ≥4.7:1 |
| Crimson-900 ground | paper, brass-300 only            | ≥9.1:1 |
| Crimson-600 ground | paper only                       | 7.2:1  |

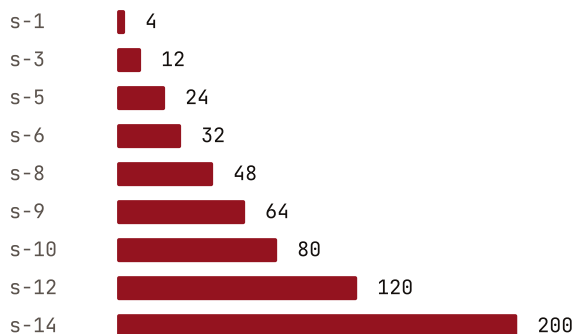
# Three roles, three faces – the tension does the work ornament would

|           |                                         |                 |
|-----------|-----------------------------------------|-----------------|
| display-1 | Elyton                                  | 76/1.05, -.02em |
| display-2 | Room to become                          | 56/1.10         |
| display-3 | The founding cohort                     | 40/1.15         |
| title     | Fees for 2026–27                        | 26/1.30         |
| body-lg   | We will open with twenty-five children. | 20/1.60         |
| body      | Fees are KES 385,000 per term.          | 17/1.65         |
| eyebrow   | FOUNDING OPEN DAY                       | 12, 0.14em      |
| figure    | 25                                      | 64/1.00 tabular |
| caption   | Fee schedule 2026–27 (PDF, 240KB)       | 13/1.45         |

|                                 |                                                                                                    |
|---------------------------------|----------------------------------------------------------------------------------------------------|
| DISPLAY                         | Newsreader                                                                                         |
|                                 | 300/400 + italic. Page & section titles, pull quotes, the motto. Used rarely, at large sizes only. |
| TEXT                            | Instrument Sans                                                                                    |
|                                 | 400/500. Everything a person actually reads – body copy, buttons, forms, navigation.               |
| UTILITY                         | JetBrains Mono                                                                                     |
|                                 | 400/500. Eyebrows, stats, table figures, dates, form labels, captions.                             |
| INTERNATIONAL FORMATTING – §2.4 |                                                                                                    |
| Date                            | Saturday 29 August 2026                                                                            |
| Time                            | 09:00–15:00 EAT (UTC+3)                                                                            |
| Currency                        | KES 385,000                                                                                        |
| Phone                           | +254 720 000 000                                                                                   |
| Year group                      | Year 3 (ages 7–8)                                                                                  |
| Spelling                        | British – enrolment, programme                                                                     |

# A 4px base unit, three rhythms, one easing curve

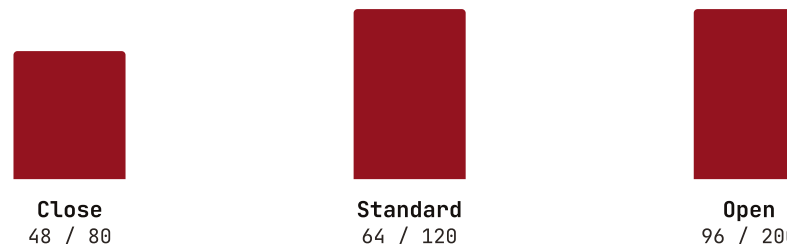
## SPACE SCALE — 4PX BASE



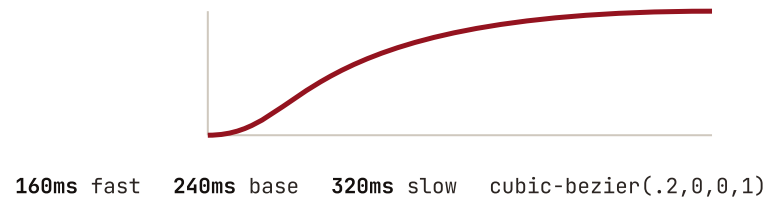
## CONTAINER WIDTHS

|          |                             |
|----------|-----------------------------|
| w-page   | 1280px — default container  |
| w-wide   | 1080px — card grids, tables |
| w-text   | 680px — all prose           |
| w-narrow | 520px — forms, empty states |

## SECTION RHYTHM — EXACTLY THREE STEPS



## MOTION — §1.6, THE SETTLE LAW



## PERMITTED

opacity  
translateY / X, ≤12px  
colour, border-colour  
scale, ≤1.02, images only

## PROHIBITED

bounce, spring, elastic  
parallax, scroll-hijack  
counting numbers  
typewriter, marquee

# Declarative, unhurried, first-person plural, specific

Language is design material here, governed with the same rigour as colour and grid. An institution earns quiet confidence by naming numbers, not by reaching for adjectives.

| WE WRITE                                                     | WE DO NOT WRITE                                                   |
|--------------------------------------------------------------|-------------------------------------------------------------------|
| ✓ We will open with twenty-five children in each year group. | <del>✗ We're excited to welcome a small, close-knit cohort!</del> |
| ✓ Fees are KES 385,000 per term for Years 1–6.               | <del>✗ Competitive fee structure — enquire today.</del>           |
| ✓ The track is 400m, eight lanes, all-weather.               | <del>✗ World-class athletics facilities.</del>                    |
| ✓ Ask us anything on 29 August.                              | <del>✗ Don't miss out!</del>                                      |

## THE VERB LAW — §2.3, NAME THE OUTCOME

|                      |             |
|----------------------|-------------|
| Reserve a place      | Submit      |
| Book a private tour  | Learn more  |
| See fees for 2026–27 | Click here  |
| Start an application | Get started |

## NEVER USED, ANYWHERE — §2.1

~~world class~~ ~~cutting edge~~ ~~state of the art~~ ~~holistic~~ ~~nurturing~~  
~~unlock potential~~ ~~journey~~ ~~passionate~~ ~~excellence~~ ~~empower~~  
~~bespoke~~ ~~seamless~~ ~~vibrant~~ ~~dynamic~~ ~~future ready~~ ~~unleash~~  
~~elevate~~

## FAILURE, EMPTINESS, SUCCESS — §2.6

|               |                                                                       |
|---------------|-----------------------------------------------------------------------|
| INVALID FIELD | “Enter a date of birth between 2019 and 2024.”                        |
| SUBMIT FAILED | “We couldn’t send your enquiry. Check your connection and try again.” |
| EMPTY LIST    | “No news yet. The first Elyton bulletin publishes in September 2026.” |
| SUCCESS       | “Place reserved. A confirmation is on its way.”                       |

## NEVER, IN A SYSTEM MESSAGE

|                                           |                                         |
|-------------------------------------------|-----------------------------------------|
| States what happened, and what to do next | “Oops,” “Sorry,” “Something went wrong” |
|-------------------------------------------|-----------------------------------------|

# Exactly three buttons, three cards, two structural glyphs

## BUTTON HIERARCHY — §3.8

Reserve a place

See fees

Book a private tour →

PRIMARY: MAX 2 PER PAGE, ONE ACTION • SECONDARY: MAX 4 • TERTIARY: UNLIMITED

Rest

Hover

Disabled

160MS TO HOVER (CRIMSON-500) • FOCUS RING 2PX • HEIGHT 48PX, 44PX MIN TOUCH TARGET

## RULE & DIAMOND — §3.7, THE TWO STRUCTURAL GLYPHS

SECTION RULE • PRECEDES AN EYEBROW

DIAMOND • SEPARATOR, MOTTO BULLET, TERMINAL MARK

## THE THREE CARDS — §3.10, PRIME LAW IV

ACADEMICS  
Key Stage 2  
Years 3–6, ages 7–11.

25

PUPILS PER CLASS, MAXIMUM

FACT • ASSERTS ONE FIGURE

Amina Wanjiku  
Head of Primary

PERSON • NAMES A HUMAN

PORTAL • ROUTES TO A PAGE

ANYTHING THAT IS NOT ONE OF THESE THREE IS A LIST ROW.

## TEXT LINKS — §3.9

Inline prose link    Navigation link, no underline at rest

# The school's only unmediated evidence

## THE GRADE — MUST

**Natural light.** No flash-lit interiors.

**Warm bias** +150K, consistent across the library.

**Contrast held back** — shadows ~8% black, highlights ~96%, never clipped.

**Saturation -6%** from camera default. Never crimson-tinted.

No vignette, no film grain, no filter presets, no HDR.

**No stock photography, ever.** Any image not shot at Elyton or of Elyton people must not be published — a credibility rule, not an aesthetic one.

## TEXT OVER IMAGE — THE ONE PERMITTED SCRIM

*Ask us anything on 29 August*

## THE SHOT LIST — EVERY IMAGE BELONGS TO ONE CATEGORY

01  
Child at work

02  
Adult with child

03  
Room, occupied

04  
Room, empty

05  
Detail

06  
Grounds

## GROUND, ON RECORD — MAGADI ROAD, KAREN



# Everything on one page

COLOUR

|                                                                                               |         |
|-----------------------------------------------------------------------------------------------|---------|
|  ink-900     | #14100E |
|  ink-500     | #5C544E |
|  paper       | #FFFFFF |
|  parchment   | #F6F3ED |
|  crimson-900 | #3F0810 |
|  crimson-600 | #94131F |
|  brass-600   | #9C7F49 |

TYPE

|           |                 |
|-----------|-----------------|
| Display   | Newsreader      |
| Text      | Instrument Sans |
| Utility   | JetBrains Mono  |
| display-1 | 76 / 40         |
| title     | 26 / 21         |
| body      | 17 / 16         |
| eyebrow   | 12, .14em       |

SPACE & RADIUS

|                 |                  |
|-----------------|------------------|
| base unit       | 4px              |
| gutter          | 20 / 40 / 64     |
| rhythm close    | 48 / 80          |
| rhythm standard | 64 / 120         |
| rhythm open     | 96 / 200         |
| r-1 / r-2       | 2px / 4px        |
| r-full          | menu toggle only |

MOTION & CONTAINERS

|                    |                        |
|--------------------|------------------------|
| fast / base / slow | 160 / 240 / 320ms      |
| easing             | cubic-bezier(.2,0,0,1) |
| max translate      | 12px                   |
| max scale          | 1.02                   |
| w-page             | 1280px                 |
| w-text             | 680px                  |
| w-narrow           | 520px                  |



*Juncta Juvant*

TOGETHER WE STRIVE

*“Credibility is manufactured from evidence, not from adjectives.”  
Everything in this book exists to keep that promise legible – on  
the page, in the room, and in the years before either has much  
history to point to.*

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