

The Bridge

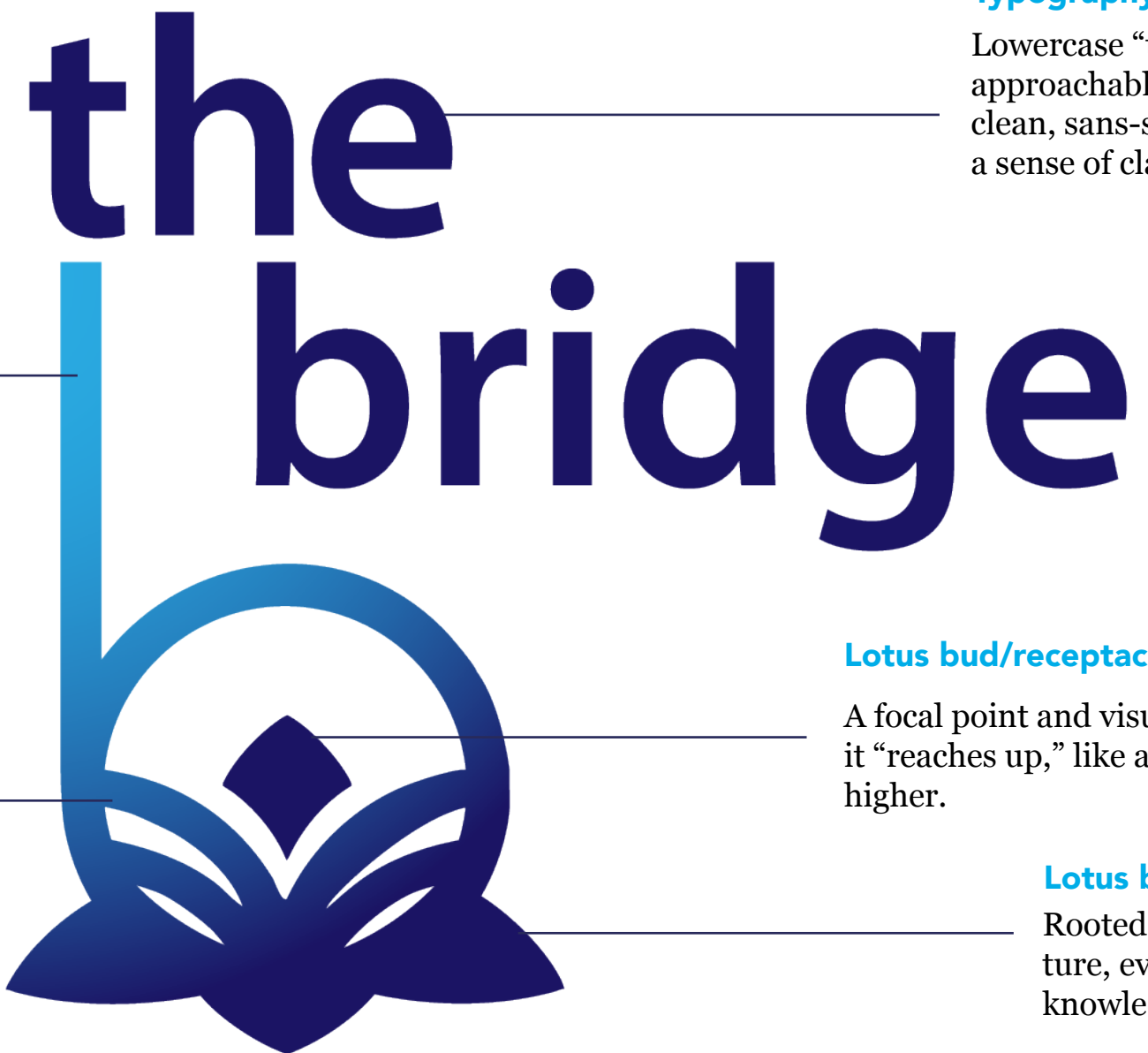
Brand
Book



A forum for cross-border high-tech education. We connect learners, educators, and innovators across borders to empower global talent with cutting-edge skills, transformative experiences, and collaborative opportunities that shape the next generation of technology leaders.

Advisory
Supportive
Approachable
Clear
Confident





Typography

Lowercase “the bridge” creates an approachable and modern. It uses a clean, sans-serif, geometric — giving a sense of clarity and professionalism.

“b” as a container

“b” stands for both Bridge and also acts like a container that holds the lotus — symbolizing education nurturing growth.

Open book symbol

The bloom/book suggests transformation and represents connection abstractly.

Lotus bud/receptacle

A focal point and visually it “reaches up,” like aiming higher.

Lotus bloom

Rooted in Indian culture, evokes ideas of knowledge blossoming,

The minimum reduction of The Bridge logo should be no smaller than .625” (75 pixel) square (excluding tagline) for any Web-based usage.



The logo should have a clear visual separation from all other elements, including headlines, text, imagery, and the outer edge of the document or applications. When using the complete logo, graphic elements should remain at least one-half the width of the boxed logo from the logo on all sides.





#00AEE7



#170868



#29579E

COLOUR LANGUAGE

Light Blue (Cyan)

Fresh, youthful, energetic. Signals new beginnings, openness, and optimism.

Dark Blue (Navy)

Stability, trust, authority. This anchors the brand, giving it a serious, professional edge .

Gradient Choice

It shifts from a lighter cyan to a deep navy. That creates a sense of movement and transition

The gradient makes the logo feel dynamic instead of flat. It balances approachability (light blue) with credibility (dark blue). The blend also suggests progression — moving from one state to another, which ties nicely to the idea of bridging opportunities across countries.

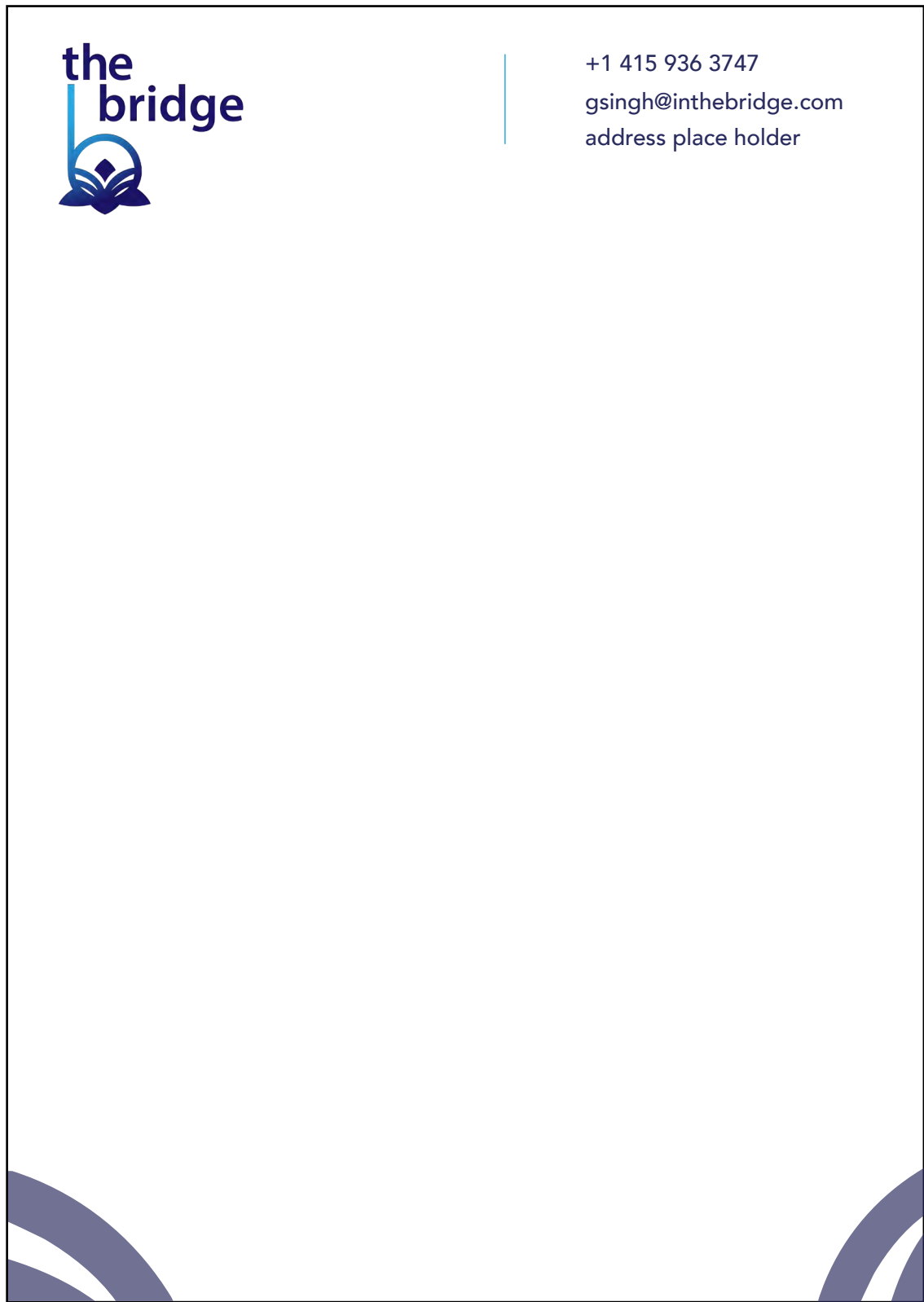
PRIMARY TEXT

Primary Text

Avenir Black

Body text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit

Avenir Medium





Title/ Heading

Sub-Heading



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Title/ Heading

Sub-Heading

the bridge

CONTENT SLIDE

Slide Subtitle

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2

the bridge

SECTION DIVIDER SLIDE

Section Subtitle

3

the bridge

PRESENTATION TITLE

Lorem Ipsum Dolor

5

the bridge

PICTURE SLIDE



5

