

DARI Brand Guidelines

1. Brand Essence

- **Name:** DARI (dari.guide)
 - **Meaning:** “From here to there” — growth, guidance, impact.
 - **Pillars:**
 1. **Tutoring & Courses** (students, parents).
 2. **Corporate Training & Consultancy** (HRDC-accredited, professional clients).
 3. **Social Impact** (*DARI Sini Ke Sana* project).
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2. Brand Personality

- **Tone:** Supportive, professional, approachable.
 - **Feel:** Light, warm, trustworthy.
 - **Voice:** Clear, empowering, inclusive.
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3. Logo Usage

- Elephants = wisdom, mentorship, growth.
 - Full color logo for light backgrounds.
 - White or mono version only when over photos/colored panels.
 - Clear space: equal to the small elephant’s height.
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4. Color Palette

Role	HEX	Use
Primary Neutral	#FAF9F7 (Off-White)	Backgrounds
Primary Text	#333333 (Charcoal)	Headings, body text
Accent Blue	#3A7CA5	Buttons, links, corporate highlights
Accent Pastels	#F5D76E (Yellow), #E89BA4 (Coral), #C3B6E6 (Lilac)	Tutoring highlights, secondary cards
Neutral Grey	#E6E6E6	Dividers, borders

👉 Difference in modes:

- **Tutoring Mode:** Lighter feel with pastel accents + student/learning photos.
 - **Corporate Mode:** Same clean light base, but use more **blue accents**, photos of teams/workshops, and stronger type hierarchy.
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5. Typography (Proxima Nova)

- **Headings:** Proxima Nova Bold
- **Body:** Proxima Nova Regular
- **Accents/Quotes:** Proxima Nova Italic

👉 **Web hierarchy:**

- H1: 42–48 px
- H2: 32–36 px
- Body: 16–18 px
- Captions: 12–14 px

Fallback: Nunito Sans (Google Fonts)

6. Visual Style

- **Photography:**
 - Tutoring → classrooms, kids, books, music lessons.
 - Corporate → workshops, teams, leadership settings.
 - Social → group/community impact.
- **Treatment:** Bright, natural lighting. Minimal filters.
- **Graphic Elements:**
 - Tutoring mode → pastel accent highlights, gradient circles (Insta vibe).
 - Corporate mode → blue accents, simple line icons.

7. Website UX / UI

- **Top Nav:** Home | About | Tutoring | Corporate | Social Impact | Contact
 - **Toggle:** Clear switch under hero banner → *Tutoring* | *Corporate*
 - **Hero Section:**
 - Tutoring: “Learning that grows people” + student imagery.
 - Corporate: “Training that transforms teams” + professional imagery.
 - **Services:** Cards → Tutoring / Corporate / Social Impact.
 - **Impact Section:** DSKS stats + case studies.
 - **Accreditation:** HRDC logos for credibility.
 - **Enquiry CTA:** “Ready to Learn, Train, or Collaborate?” with form.
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8. Messaging Framework

- **Hero Line:**
“Learn. Grow. Impact.”
- **Tutoring Copy:**
“Personalized lessons in English, Music, and Study Skills for learners of all levels.”
- **Corporate Copy:**
“HRDC-accredited training and consultancy to elevate teams and leaders.”
- **Social Impact Copy:**
“Through *DARI Sini Ke Sana*, we’ve reached 120+ students and delivered measurable literacy gains.”
- **CTA:**
 - Tutoring: “Book a Trial Lesson”
 - Corporate: “Request a Proposal”
 - Social: “Collaborate with Us”