CASE STUDY · BRAND IDENTITY

Solihull Tuition

Logo, colour, stationery, website and applications

Client

Solihull Tuition, UK

Sector

Education · Private tutoring



Designed by MRK Solutions · mrkwebsols.com · +92 300 475 5105

01 · LOGO

The logo

A growth-themed symbol — a pencil sprouting leaves — paired with a two-tone wordmark and the tagline “Unleash your child’s full potential”.



PRIMARY LOGO · Full colour on white

Logo elements

Symbol	Pencil with leaves: learning that grows.
Wordmark	“Solihull” in magenta, “Tuition” in lime.
Tagline	Set in lime beneath the wordmark.
Pencil line	The pencil underlines the tagline, tying symbol and text together.

Logo on brand tints





02 · COLOUR & TYPOGRAPHY

Colour & typography

Magenta carries the brand name and authority; lime and pink add warmth and energy for a young audience.

PRIMARY

Magenta
HEX #A12062
RGB 161, 32, 98

PRIMARY

Lime
HEX #BAD647
RGB 186, 214, 71

ACCENT

Pink
HEX #F05B7B
RGB 240, 91, 123

BACKGROUND

White
HEX #FFFFFF
RGB 255, 255, 255

Typography

Samples taken from the supplied stationery artwork; sizes approximate

Advent Pro Medium

DISPLAY · HEADINGS, NAMES, TITLES

WITH COMPLIMENTS

Typical sizes

Stationery headings	28 pt
Name on business card	12 pt
Section headings	16–18 pt

Myriad Web Pro

TEXT · TAGLINE, CONTACT DETAILS, BODY

631 Warwick Road, Solihull,
West Midlands, B91 1AR
United Kingdom
P : 0121 705 6719
E : md@solihulltuition.com
W : www.solihulltuition.com

Typical sizes

Job titles	9 pt
Address & contact details	8–9 pt
Letter body text	10–11 pt

03 · BUSINESS CARD

Business card

85 × 55 mm card carrying the logo, pencil underline and magenta-lime colour bar from the identity.



BUSINESS CARD · FRONT

04 · STATIONERY

Letterhead & compliment slip

A4 letterhead and DL compliment slip sharing the same header, leaf watermark and colour bar.



LETTERHEAD · A4

Stationery set

- Letterhead (A4)
- Business card
- Compliment slip (DL)

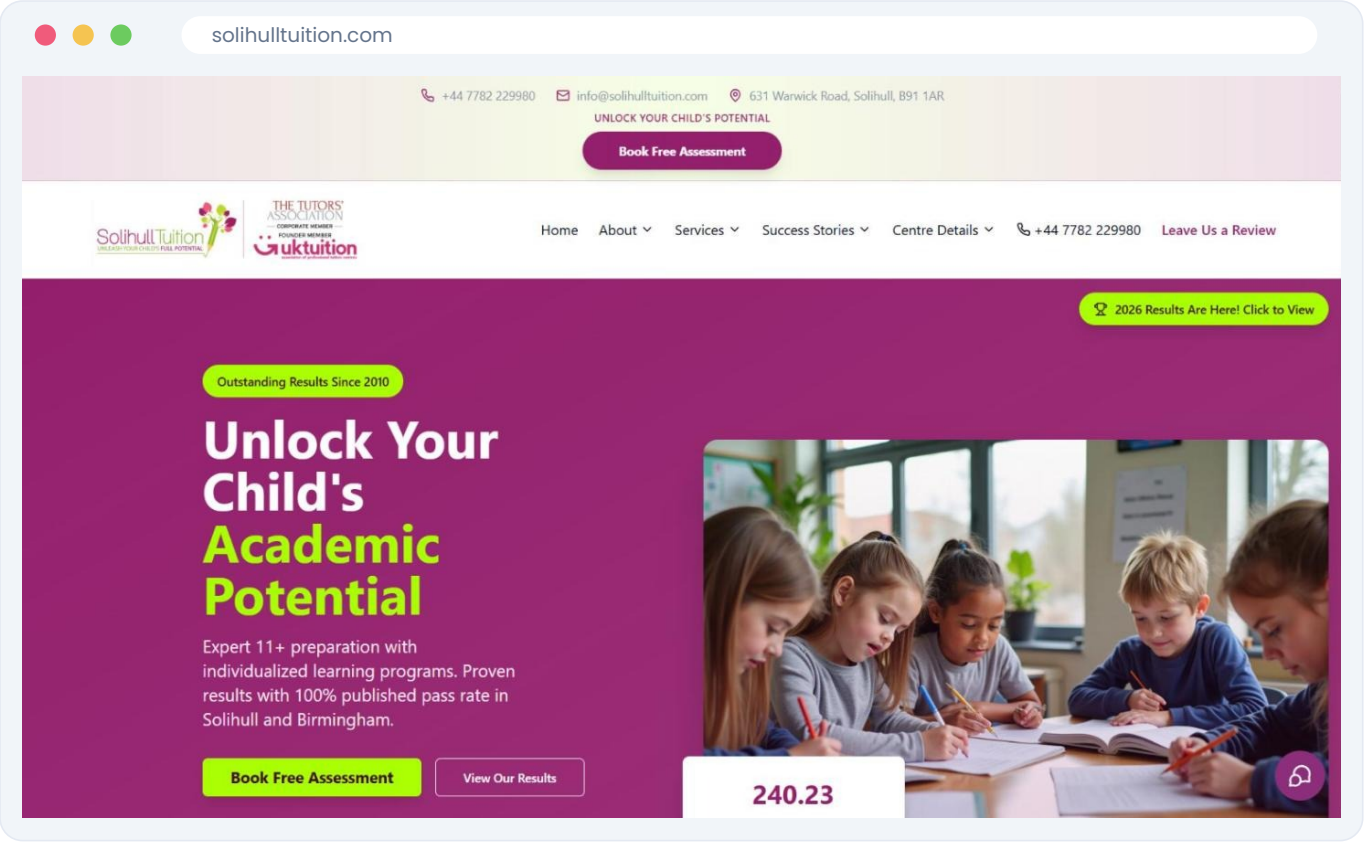


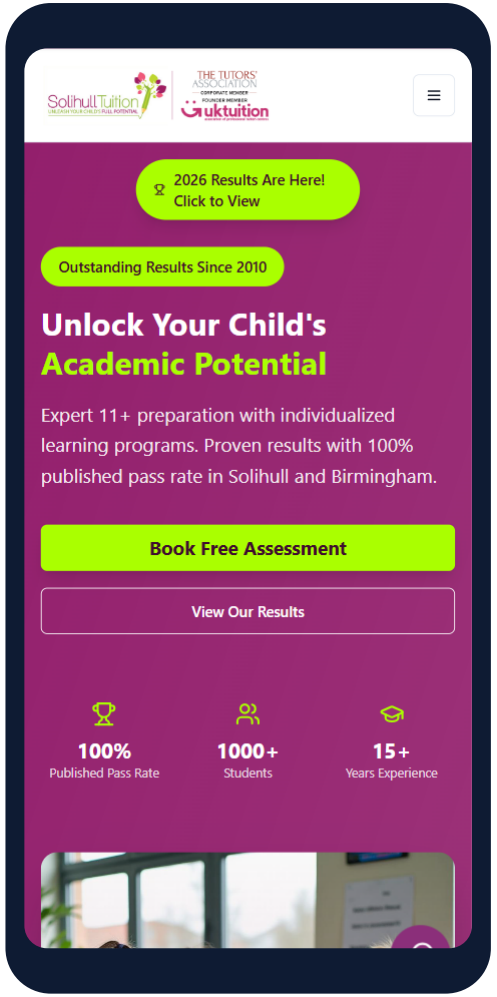
COMPLIMENT SLIP · DL

05 · WEBSITE

Website

The identity carried online at solihulltuition.com.





06 · BRAND APPLICATIONS

Brand applications

Mockups showing how the identity carries across merchandise and signage.



MUG



TOTE BAG



BUILDING SIGNAGE