St Edward's School

Unity - Achievement - Faith

Brand Guidelines

Contents

Brand Identity

This document sets out the guidelines for the use of the St Edward's School brand identity. The St Edward's School brand identity belongs to St Edward's School and its remains under the control of St Edward's School.

In order to maintain a strong and consistent visual identity it is vital that the logo is used in a correct and consistent manner at all times and across all communication channels. Therefore, the St Edward's School brand identity and tone of voice must reflect the St Edward's School brand at all times.

The St Edward's School logo is the organisation's most valuable communication tool as it defines the brand whilst delivering a consistent message to students, parents and the wider community; therefore, without proper care and attention the brand could become damaged. These guidelines set to protect the brand identity in its use and maintain consistency across all communication channels.

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Brand Colours

The St Edward's School Logo is made up of three colours, blue, red and gold. The colours can be made up in four ways; CMYK, RGB, Web Colours and Pantone.
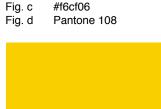
Blue
Fig. a   CMYK - C:100 M:92 Y: 26 K:10
Fig. b   RGB - R: 39 G: 48 B: 107
Fig. c   #27306b
Fig. d   Pantone 280

Fig. a

Fig. b

Fig. c

Fig. d

Yellow
Fig. a   CMYK - C:4 M:17 Y: 98 K:0
Fig. b   RGB - R: 246 G: 207 B: 6
Fig. c   #f6cf06
Fig. d   Pantone 108

Fig. a

Fig. b

Fig. c

Fig. d

Red
Fig. a   CMYK - C:5 M:100 Y: 100 K:0
Fig. b   RGB - R: 218 G: 13 B: 20
Fig. c   #da0d14
Fig. d   Pantone Bright Red

Fig. a

Fig. b

Fig. c

Fig. d

Logo Variants

The St Edward's School logo must only appear in the approved corporate colours (see page 4). Only the use of the logos detailed on this page in the specified colours are authorised. Never create your own version of the logo. **Do not distort the logo's proportions** or alter the form by using a drop shadow or other graphic effects.

The preferred version of the logo is the portrait version 'master logo' shown in figure a. If layout does not permit then the landscape version (fig c or d) may be used. The icon only logo (fig e) should only be used where the school name will be made clear in another way. Preferably the logo should be positioned on a white background as shown in figure a and c. If using the logo on a coloured or patterned background you should use the 'white out' version, as shown in figures b and d.

Fig. a   St Edward's School Master Logo
Fig. b   St Edward's School Master Logo White Out
Fig. c   St Edward's School Landscape Logo
Fig. d   St Edward's School Landscape Logo White Out
Fig. e   St Edward's School Icon Only Logo

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Fig. a

St Edward's
School
Unity - Achievement - Faith

Fig. b

St Edward's
School

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Fig. c

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Fig. d

Fig. e

Strapline

The St Edward's School brand strapline is:

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The strapline version of the logo should be used unless the strapline text will be too small to read, in which case the 'no strapline' version can be used. Do not change the strapline wording or incorporate your own graphic version of the approved strapline into the logo.

Fig. a   St Edward's School Master Logo with no strapline
Fig. b   St Edward's School Master Logo White Out with no strapline
Fig. c   St Edward's School Landscape Logo with no strapline
Fig. d   St Edward's School Landscape Logo White Out with no strapline

Fig. a

Fig. b

Fig. c

Fig. d

Sixth Form Branding

In addition to the main St Edward's School branding the Sixth Form has its own logo and strapline. The brand guidelines apply in the same way, except for the addition of a Brand Colour for Sixth Form communications. The colour is detailed on this page.

The preferred version of the logo is the portrait version 'master logo' shown in figure a. If layout does not permit then the landscape version (fig c or d) may be used. Preferably the logo should be positioned on a white background as shown in figure a and c. If using the logo on a coloured or patterned background you should use the 'white out' version, as shown in figures b and d.

Fig. a   St Edward's Sixth Form Master Logo
Fig. b   St Edward's Sixth Form Master Logo White Out
Fig. c   St Edward's Sixth Form Landscape Logo
Fig. d   St Edward's Sixth Form Landscape Logo White Out

St Edward's
Sixth Form
ACHIEVEMENT FOR EVERYONE

Fig. a

St Edward's
Sixth Form
ACHIEVEMENT FOR EVERYONE

Fig. b

St Edward's
Sixth Form
ACHIEVEMENT FOR EVERYONE

Fig. c

St Edward's
Sixth Form
ACHIEVEMENT FOR EVERYONE

Fig. d

Purple

Fig. a   CMYK - C:75 M:99 Y: 2 K:1
Fig. b   RGB - R: 101 G: 38 B: 129
Fig. c   #652681
Fig. d   Pantone Medium Purple

Fig. a

Fig. b

Fig. c

Fig. d

Sixth Form Literature

All St Edward's Sixth Form literature should follow the corporate identity guidelines set out in this document, including:

• Logo Variants
• Logo Positioning
• Logo Exclusion Zone
• Fonts
• Colours
• Photography

Here are some examples of St Edward's Sixth literature:

St Edward's Edge Branding

An additional logo associated with the St Edward's brand is the 'Edge' logo. The brand guidelines apply in the same way for this logo, including brand colours.

There are two versions of the logo Fig a. With St Edwards and Fig b. Without St Edwards. Preferably the logo should be positioned on a white background as shown in figure a and b. If using the logo with St Edward's text on a coloured or patterned background you should use the 'white out' version, as shown in figures c.

Fig. a   St Edward's Edge Logo
Fig. b   Edge Logo
Fig. c   St Edward's Edge Logo White Out
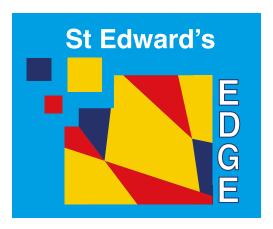

Fig. a

Fig. b

Fig. c

File Formats

A folder of logos should be supplied with this document. The file contains the logo in all it's permitted variants. Each variant is available is various file formats for different uses, the file formats are as follows:

EPS File
This is the original vector format of the logo, you will need software such as Adobe Illustrator to open this file format. This file can be used to create large format graphics and it will not lose any clarity no matter how large it is made. This file also has a transparent background. **Do not use this file to edit the logo in any way.**

JPG - Large
All JPG files have a white background. These files have compressed graphics so are not suitable for large format graphics. The large size of JPG could be used to design smaller printed items.

JPG - Medium
This size of JPG is ideal for using in Word or Powerpoint documents.

JPG - Small
This size of JPG is ideal for web use.

Greyscale
Each logo is available in greyscale, which you should use if your document will be printed or photocopied in black and white.
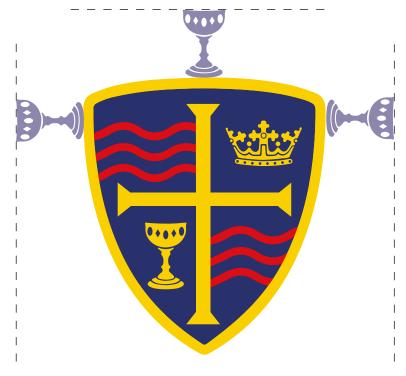
PNG
PNG files have compressed graphics (like a JPG), but a transparent background. This file is ideal for use in Word, Powerpoint or web when a transparent background is required for example if the logo is being used on a coloured background.

Exclusion Zone

The St Edward's School logo is the key communication tool and therefore must have priority. The logo should not be surrounded by conflicting logos, imagery, text or sit too closely to a border or edge of printed or digital material. If it is essential to include other items close to the St Edward's School logo, they should conform to an exclusion zone, as illustrated in the figure below.

Logo Positioning
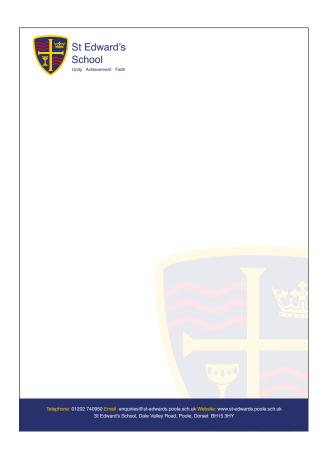
The master logo should be centrally aligned, abiding by the exclusion zone rules as set out on page 7. The main logo should have priority over any other graphics. If space does not permit use of the master logo then the landscape logo should be positioned left aligned.

The logo must always be positioned on a clean area with no other imagery behind the logo which will distort the look of the logo. The white out version should be used should you wish to place the logo on top of other imagery or a coloured background.

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Telephone: 01202 740950 Email: enquiries@st-edwards.poole.sch.uk Website: www.st-edwards.poole.sch.uk
St Edward's School, Dale Valley Road, Poole, Dorset BH15 3HY

MAY WE BE ONE

In Purpose

Educating for life
in all its fullness

In Faith

Encountering God
who lives among us,
calling us to unity

Rules & Regulations

The St Edward's School logo may only be used by St Edward's School to represent itself. Any use of the St Edward's School logo by others (such as partners, suppliers or supporters) MUST be approved by the Senior Leadership Team (SLT).

Any use of the St Edward's School logo on additional websites that relate to advertising or promoting the school, should link back to the St Edward's School website: www.st-edwards.poole.sch.uk

The use of the St Edward's School logo on communications materials including (but not limited to) exhibition stands, brochures, stationery, websites, presentations, social media and signage should follow the guidelines as set out in these Brand Guidelines and be signed off by the SLT.

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Calibri

The St Edward's School identity uses one main font, Calibri, for use on all communications. This font has been chosen for its clean and basic lines and because it is very easy to read. The Calibri font has a modern appearance with some more traditional letter forms such as the letter 'a'. It is a very legible font with gentle curves at the end of letter strokes. The Calibri family includes Light, Regular, Italic and Bold typefaces.

The figure below demonstrates the Calibri font.

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Use of Fonts

The figure below demonstrates permitted use of fonts in communication materials.
DO NOT USE other fonts. CALIBRI MUST SOLELY BE USED AT ALL TIMES FOR ALL COMMUNICATIONS.

Main Heading
Calibri
Bold
Blue
20 pt more
than body text

Sub Heading
Calibri
Regular
Blue
5 pt more than
body text

Bullet Text
Calibri
Regular
Black
same size as
body text

Body Text
Calibri
Regular
Black
11 point

On Colour
Calibri
Regular
Gold or White

Feature
Calibri
Regular
Gold
11 point

a b c d e

f g h i j k

• l m n o p

q r s t u

V W X Y Z
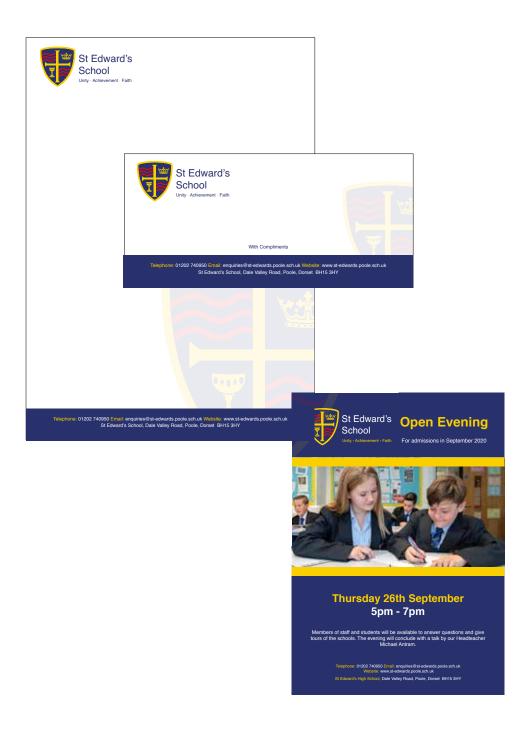
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Literature

All St Edward's School literature should follow the corporate identity guidelines set out in this document, including:

• Logo Variants
• Logo Positioning
• Logo Exclusion Zone
• Fonts
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• Photography

Here are some examples of St Edward's School literature:

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in all its fullness

In Faith

Encountering God

who lives among us,

calling us to unity

Photography

St Edward's School has commissioned a photoshoot to capture images of the school and it's students. Only these photographs should be used in marketing materials. Other images can be used in communication materials as long as they comply with the school's photography policy. Photography should be full colour. Images should always be clear (not pixelated). All photography used by St Edward's School must be approved by the SLT.

Here are some examples of St Edward's School photography.

Contact Details

If you have any queries regarding the St Edward's School brand identity, or require more specific information, please feel free to contact us using the following contact information.

Contact	Marie Lane
Telephone	01202 740950, ext 225
Email	mlane@st-edwards.poole.sch.uk
Website	www.st-edwards.poole.sch.uk
Address	Dale Valley Road
	Poole
	BH15 3HY