SCHOOLS & ACADEMIES SHOW

Brand Guidelines

Consistency

SCHOOLS &
ACADEMIES
SHOW

The key to the strength of any brand is **consistency.** through repeat usage and ensuring the brand elements are used in constant harmony with sub-brands, the visual identity of **Schools & Academies Show** can quickly communicate professional values and customer loyalty far quicker than any other medium.

Think of the brand as our **shop window.** To entice customers in, we must first present them with a focused, appealing entry point that will reassure them they are in the right place and quickly earn their trust. Once we have their interest, we must remain true to our values by maintaining a standard of visual communications with high quality content and continuity.
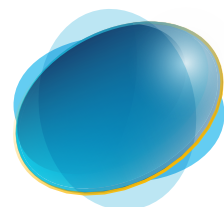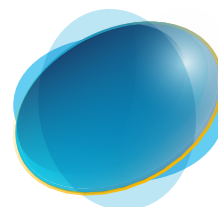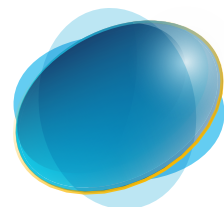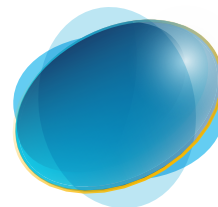
Logo variants

Versatility
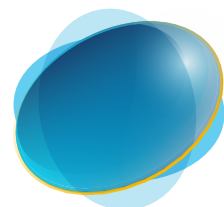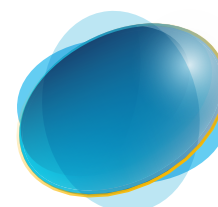
Logo colour options

Adaptability

Each logo variant may be used in the following colour options depending upon the required application:

Full colour, reverse and gold, reverse (white-out).

While it is permissible to overlay the logo on a colour or photographic background, you must ensure there is sufficient contrast in the image to maximise visibility of the logo.

Minimum size

Visibility
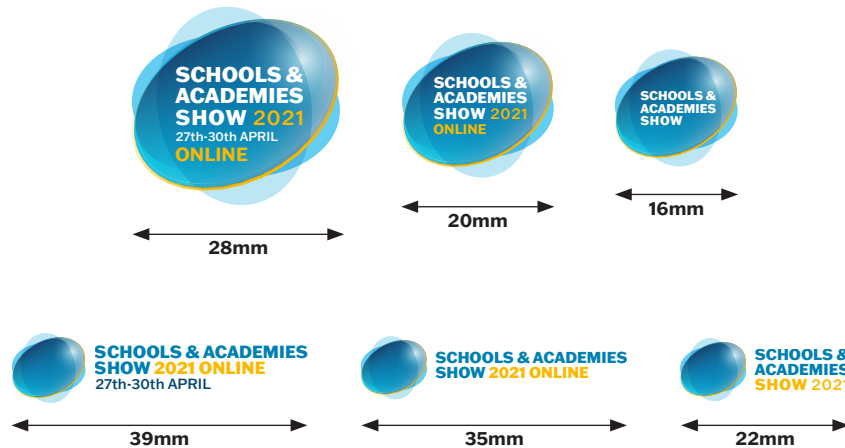
Always ensure the logo used is reproduced at a size that is recognisable and clearly visible. In digital applications, logo icons are often used as small as **favicons** (a mere 16 x 16 pixels).

The example on this page shows the absolute minimum acceptable size for the logo when reproduced in print. While this size is acceptable, it should only be used in applications where the size of the logo is limited. Where space allows, the logo should be reproduced at a larger size.

Minimum space

Breath-ability

There is a minimum space requirement around the logo. This represents the closest distance you can place the logo next to the edge of the page, or allow the logo to appear next to any text or objects.

Minimum space also helps debunk a common myth – that logos should appear as big as possible within the space you have. This is simply untrue. Logos look better when they sit in an uncluttered environment.

The minimum space required can be calculated by adding half the height of the 'S' in "SCHOOLS" around each side of the logo.

Logo misuse

Application

Incorrect usage of our brand identity greatly dilutes the credibility and strength of the presentation of our business. The examples shown here are all avoidable situations, therefore they should be avoided.

Keep in mind that the strength of our brand is built up through maintaining clear and consistent values.

Do not stretch the logo
Ensure the logo is used with the correct horizontal and vertical ratios at all times. Otherwise it is not our logo.

Do not alter the colours
The logo colour is an important visual cue for brand recognition this is instantly lost if the colours are changed.

Maintain correct spacing
Ensure there is enough space around the logo to keep it clear from the edges of pages, type and shapes.

Do not use the logo as part of a sentence
The logo should stand clearly apart from any copy and should not form part of a message.
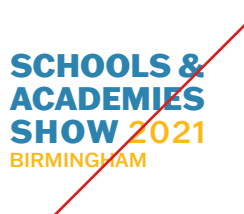
Do not use the logo at a low resolution
Always use a vector file or large quality .jpg or .png and ensure the resolution is high

Do not alter the proportions of the logotype and icon
The logotype has a fixed relationship with the icon which must be maintained.

Do not use the logotype on its own without the icon
While it is allowed to use the icon separately, the logotype must always appear with the icon.

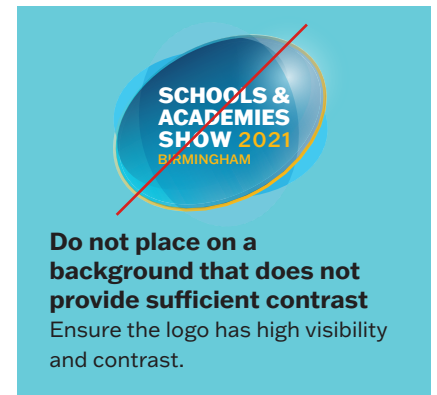**Do not use the logo at an angle or distort in any way**
The logo should always be used straight and at the proportions of the original design.

Do not add any effects
Drop shadows or other effects are not permitted when using the logo. Keep it clean, simple and uncluttered as intended.

Do not place on a background that does not provide sufficient contrast
Ensure the logo has high visibility and contrast.

Primary colour use

Primary

The primary colours are those used most frequently with the GE brand. Consistent use helps maximise the strength of brand recognition and uniformity.

Use these colours to expand the amount of colours available for variation needed on things like charts.

SAAS Ink Blue

HEX #163253

C 100
M 80
Y 40
K 35

SAAS Classic Blue

HEX #004874

C 100
M 70
Y 30
K 15

SAAS Aegean Blue

HEX #2a5078

C 90
M 65
Y 30
K 15

SAAS Cerulean Blue

HEX #2d81b1

C 80
M 40
Y 15
K 0

SAAS Sky Blue

HEX #41c0f0

C 65
M 0
Y 0
K 0

Deep Gold

HEX #fbba00

C 0
M 30
Y 100
K 0

Mid Gold

HEX #ffe37e

C 0
M 10
Y 60
K 0

Light Gold

HEX #fff1c4

C 0
M 5
Y 30
K 0

Black
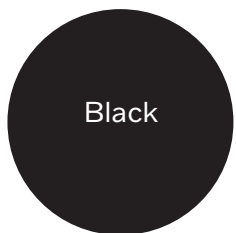
HEX #000000

C 0
M 0
Y 0
K 100

Dark Grey

HEX #1a1a1a

C 0
M 0
Y 0
K 90

Light Grey
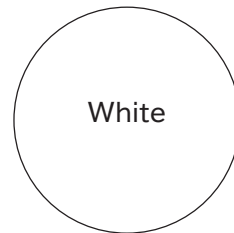
HEX #8c8c8c

C 0
M 0
Y 0
K 45

White

HEX #ffffff

C 0
M 0
Y 0
K 0

Secondary colour use

Secondary

An expanded colour palette of secondary colours aids with colour hierarchy, accent colours, background colours and highlighting.
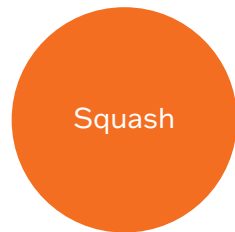
Use tints of these colours to expand the amount of colours available for variation needed on things like charts.

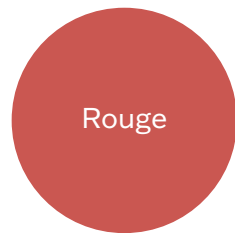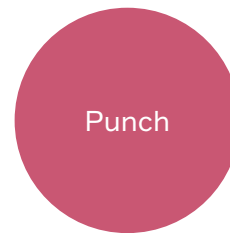| Tangerine	HEX #ef7d00 C 0 M 60 Y 100 K 0	Squash	HEX #ec6608 C 0 M 70 Y 100 K 0	Fire	HEX #e84e0f C 0 M 80 Y 100 K 0	Magma	HEX #e63312 C 0 M 90 Y 100 K 0
Paprika	HEX #c94d1b C 20 M 80 Y 100 K 0	Rouge	HEX #ca4e48 C 20 M 80 Y 70 K 0	Punch	HEX #ca506e C 20 M 80 Y 40 K 0	Sorbet	HEX #ca5098 C 20 M 80 Y 0 K 0
Mist	HEX #8acbc1 C 50 M 0 Y 30 K 0	Lagoon	HEX #6cbe99 C 60 M 0 Y 50 K 0	Bezique	HEX #3fb498 C 70 M 0 Y 50 K 0	Capri Sea	HEX #00ab97 C 80 M 0 Y 50 K 0

Typography

The font to use for all professionally designed communications is the **Franklin Gothic** font family. This is the font to use on all applications wherever it is possible.

If it is really not possible to use the Franklin Gothic font family, such as in html emails, please specify **Arial** as a fall-back. Arial is a standard font that is installed on the vast majority of modern computers.

Legibility

Professionally designed communications	Font use in Hubspot web templates	Font use in html Email templates
The font family to use on all professionally designed material should be **Franklin Gothic**.	**Hubspot** allows for custom font use, ask the **web development team** to upload the **Franklin Gothic** font family.	Most email clients currently do not support custom fonts. Please specify **Arial** in the font options. How the template will display is variable and depends on what fonts the end user has installed on their system.

Franklin Gothic Thin	Franklin Gothic Thin	Arial Regular
Franklin Gothic Thin Italic	*Franklin Gothic Thin Italic*	*Arial Italic*
Franklin Gothic Extra Light	Franklin Gothic Extra Light	**Arial Bold**
Franklin Gothic Extra Light Italic	*Franklin Gothic Extra Light Italic*	***Arial Bold Italic***
Franklin Gothic Light	Franklin Gothic Light	
Franklin Gothic Light Italic	*Franklin Gothic Light Italic*	
Franklin Gothic Regular	Franklin Gothic Regular	
Franklin Gothic Italic	*Franklin Gothic Italic*	
Franklin Gothic Medium	**Franklin Gothic Medium**	
Franklin Gothic Medium Italic	***Franklin Gothic Medium Italic***	
Franklin Gothic Bold	**Franklin Gothic Bold**	
Franklin Gothic Bold Italic	***Franklin Gothic Bold Italic***	
Franklin Gothic Heavy	**Franklin Gothic Heavy**	
Franklin Gothic Heavy Italic	***Franklin Gothic Heavy Italic***	
Franklin Gothic Black	**Franklin Gothic Black**	
Franklin Gothic Black Italic	***Franklin Gothic Black Italic***	

Creative

Supporting

The **Creative** helps to tie all of your elements into a **Brand Identity**. More than just a logo, font and a set of colours, the creative helps strengthen the look and recognition of the brand with consistent use.

There is are dark and light styles of creative, depending on which is best suited for the application. They can be used either as a background or design elements.

Dark Creative

Light Creative