



School Estates SUMMIT

BRAND GUIDELINES

V1 OCTOBER 2023

PRIMARY COLOURS



Schools Dark

#183a68

C 100
M 80
Y 30
K 20



Estates Blue

#5bc5f2

C 60
M 0
Y 0
K 0

SECONDARY COLOURS



Estates Blue

#35b6b4
C 70
M 0
Y 35
K 0



SEND Turquoise

#03979d
C 80
M 20
Y 40
K 0



Schools Topaz

#169fdb
C 75
M 20
Y 0
K 0



SEND Amethyst

#6e368c
C 70
M 90
Y 0
K 0



SEND Ruby

#de007e
C 5
M 100
Y 0
K 0



Astra

#0069b4
C 100
M 50
Y 0
K 0



Ferozah

#00a183
C 90
M 0
Y 60
K 0



Emerald

#52ae32
C 70
M 0
Y 100
K 0



Fuchsia

#951b81
C 50
M 100
Y 0
K 0



Siam

#cd1719
C 15
M 90
Y 100
K 0

LOGO VERSIONS



MINIMUM SPACE REQUIREMENT



The **Minimum Space Requirement** is the space you should give the logo to breathe in order that it may look it's best.

Shown here by the solid red line, you should not place the logo next to other objects that would fall inside the solid red line. It also represents the closest the logo should be placed to the edge of a page.

In order to calculate the Minimum space, measure the area between the central sphere and the edge of the logotype, then add this measurement all around the logo.

FONTS

MULISH EXTRA LIGHT

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MULISH EXTRA LIGHT ITALIC

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MULISH LIGHT

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MULISH LIGHT ITALIC

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MULISH REGULAR

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MULISH ITALIC

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MULISH SEMIBOLD

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MULISH SEMIBOLD ITALIC

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MULISH BOLD

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MULISH BOLD ITALIC

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MULISH EXTRA BOLD ITALIC

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MULISH BLACK

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MULISH BLACK ITALIC

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MULISH IS A FREE GOOGLE FONT

Download a copy here and contact IT if you need assistance installing on your computer

<https://fonts.google.com/specimen/Mulish>