



Outcomes Focused, Child Centred

# Branding Guidelines

**FOR INTERNAL USE ONLY**



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# Introduction

Our corporate identity works to reflect our values and vision as well as the promises we make to the children who are in our care.

It is the most instantly recognised symbol of Northern Education Trust. It appears prominently on our website and on the website of all our academies. In addition, each academy has a reception sign that presents the Northern Education Trust logo along with the academy's own visual identity.

This logo is the most valuable part of our corporate identity. Using this logo consistently across all applications is necessary to build brand awareness and therefore it is essential that it is always reproduced correctly.

These brand guidelines should be implemented by anyone who uses the Northern Education Trust logo. It is very important that we all use the logo in the same way, providing a consistent presentation to those who come across our logo or wish to reproduce it for any purpose.

# Vision and Values

## Our Vision

We constantly focus on standards as we understand outcomes are paramount. Our decision making is driven entirely by what is best for children. By doing this we enhance the life chances of the children and young people in our care.

## The 10 Values Which Underpin Our Vision

- 1 We care passionately about the education and welfare of young people.
- 2 We believe that all young people, irrespective of background or ability will be successful in our Trust (please refer to Equality & Diversity Policy).
- 3 We are not and will never be selective. We believe that local schools are for all children.
- 4 We are always inclusive. Our mechanisms to support the most vulnerable child to succeed and overcome barriers to learning are a key aspect of our work.
- 5 Our approach to education recognises that outcomes are paramount and also allows children to gain experiences and values which prepare them fully for life in modern Britain. This includes workplace skills and appropriate advice for future progression.
- 6 We have high expectations of behaviour.
- 7 We adopt the local authority admissions protocol and work closely with them.
- 8 We would always wish to act in such a way that has a positive effect on a neighbouring school or community. We care passionately about children in all schools, not just our own.
- 9 That all employees act with integrity and embrace the value that 'we are the Trust'.
- 10 We work regionally and nationally to develop approaches to MAT improvement that influence the wider school-led system.



# Master Logo

The Northern Education Trust logo is made up of the company name set within a graphic symbol. The logo should be shown in full colour wherever possible and should not be altered, recoloured or added to in any way.

Original artwork should always be used to reproduce the logo. Please request the master logos in the required format from the Communications Department.



## Full Colour

Use in colour applications against white, light and medium-to-dark backgrounds.



## Black and White

Use in black and white applications against white or light backgrounds.



## Reverse Black and White

Use in black and white applications against medium-to-dark backgrounds or images.

## Exclusion Zone

The area indicated around the logo is known as the isolation area or exclusion zone. To ensure the clarity of the logo, this area should be kept free of any type, imagery or graphic elements.

An exclusion zone has been defined around the outside of the logo. This is equal to the height of the letter 'E' in 'Education'. This clear space is applied to all four sides of the logo.



## Minimum Size

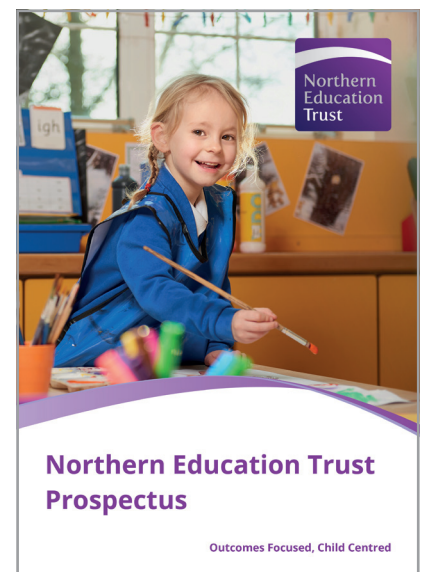
To retain legibility, the logo must not be reproduced smaller than 15 mm.



## Placement on Photographic Backgrounds

When placing the logo over a photographic or coloured background there must be adequate contrast to ensure legibility. The exclusion zone and minimum size specifications must also be adhered to.

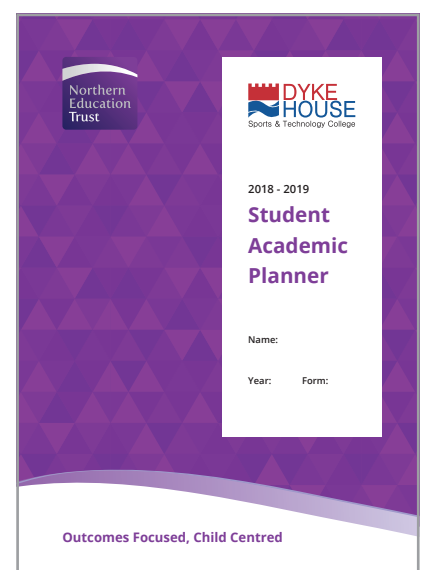
Students and staff visible in photographic backgrounds must not be obscured by the logo.



## Usage In Relation to Academy Logos

When the Northern Education Trust logo appears on a communication piece with an academy logo, the exclusion zone and minimum size specifications must be honoured. No other logo should fall within these parameters.

If two logos are present (the Northern Education Trust logo and an academy logo, for instance), the Trust logo must take the lead in the hierarchy. Thus, the Trust logo would appear on the left and the academy logo would appear on the right.



# Improper Usage of Logo

The logo must not be manipulated or changed in any way.



**Do not** stretch, condense or change the dimensions of the logo



**Do not** alter the placement or scale of the elements



**Do not** attempt to recreate the logo



**Do not** alter the font



**Do not** rotate the logo or logotype



**Do not** use colours other than those specified in this document



**Do not** use drop shadows, strokes or other visual effects



**Do not** add any extra elements to the logo



**Do not** skew or bend the logo in any way



# Strapline

The strapline 'Outcomes Focused, Child Centred' encapsulates what Northern Education Trust stands for and serves to define our vision and values. It is an important component of the brand of the Trust, having impact and being easy to remember.

Ideally the strapline should be used whenever the Northern Education Trust logo is shown, and appear underneath the logo. It should always have initial capitals for each word.

It should be created in Open Sans Bold at a minimum point size of 12 and always appear in one line – never double bank the strapline.

The strapline colour specifications are as follows: Pantone 2593 C (C60 M90 Y0 K0, R104 G44 B136, HEX 682c88). If the background impedes its legibility the strapline can also appear in white.

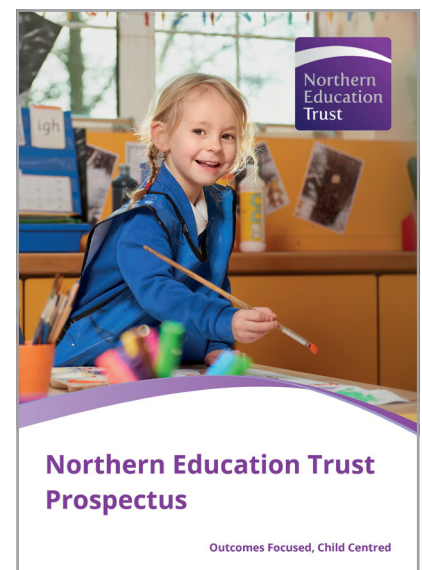
If the Northern Education Trust logo is reproduced in black and white/reverse black and white the strap line should appear in black or white.

In positioning the strapline, the exclusion rules of the corporate identity should not be breached. The strapline should be approximately double the width of the logo, where possible, when used in conjunction with the logo.

If it is not possible to use the strapline in conjunction with the logo due to space or design constrictions, it should appear in one line and, depending on the spatial integrity of the document, be left aligned or right aligned.



*Strapline in conjunction with logo*



*Strapline independent of logo*




*Never double bank the strapline*

# Corporate Colours

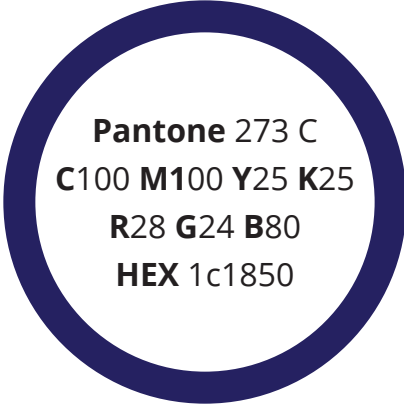
The Pantone references are for use in spot colour printing. For the four colour process (CMYK), the specifications shown should be used as they match the Pantone reference as closely as possible.

For web sites or screen graphics, the RGB colours should be used. RGB colours are intended to match their Pantone counterparts as closely as possible. These should not be used for print applications.


## Core Colours



**Pantone 2593 C**  
**C60 M90 Y0 K0**  
**R104 G44 B136**  
**HEX 682c88**




**Pantone 273 C**  
**C100 M100 Y25 K25**  
**R28 G24 B80**  
**HEX 1c1850**

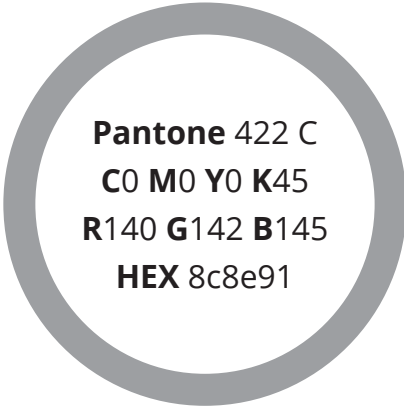


**Pantone 430 C**  
**C0 M0 Y0 K60**  
**R109 G111 B114**  
**HEX 6d6f72**

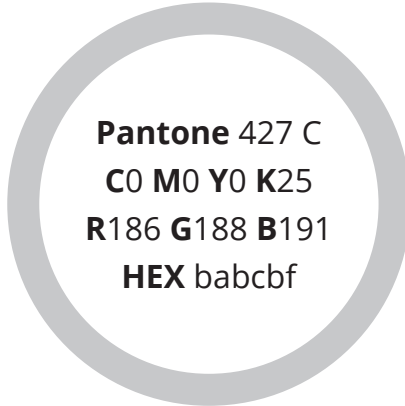
## Core Complementary Colours



**Pantone 2573 C**  
**C38 M38 Y0 K0**  
**R140 G134 B193**  
**HEX 8c86c1**



**Pantone 422 C**  
**C0 M0 Y0 K45**  
**R140 G142 B145**  
**HEX 8c8e91**



**Pantone 427 C**  
**C0 M0 Y0 K25**  
**R186 G188 B191**  
**HEX babcbf**

# Typography

Aa

## Primary Typeface

Open Sans has been selected as the primary corporate typeface and should be used in the production of all typeset items such as literature, signage and advertising.

*Open Sans Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? ( ) &

*Open Sans Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? ( ) &

**Open Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? ( ) &

***Open Sans Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? ( ) &

Aa

## Secondary Typeface

Arial is the preferred type style and should be used when preparing letters or for use within the web or email. Arial is available on most computers, as it is a system font.

*Arial Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? ( ) &

*Arial Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? ( ) &

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? ( ) &

***Arial Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? ( ) &

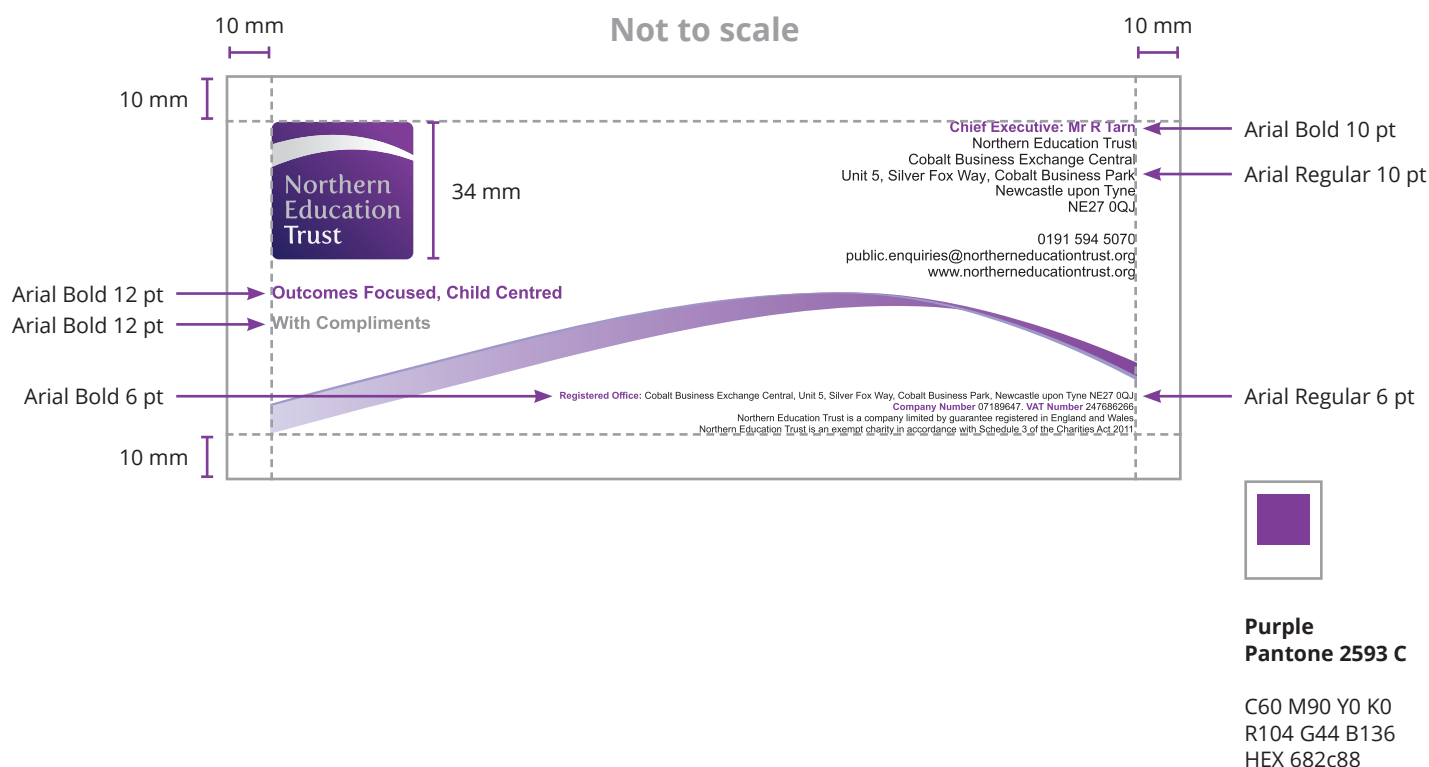
**Please note:** Other typefaces can be used if a valid reason is given. This might be to do with a design that requires a more decorative face say for an invitation or poster or appropriate for a specific marketing campaign. In such cases any drafts should be approved by the Communications Team.

# Stationery - For Trust/Academy Use Only

Templates for the letterhead and compliment slip have been issued and these should be used as the master every time a letter or compliment slip is created. If the templates are corrupted and do not comply with the examples herein DO NOT attempt to recreate these, please request a replacement template from the Communications Team.

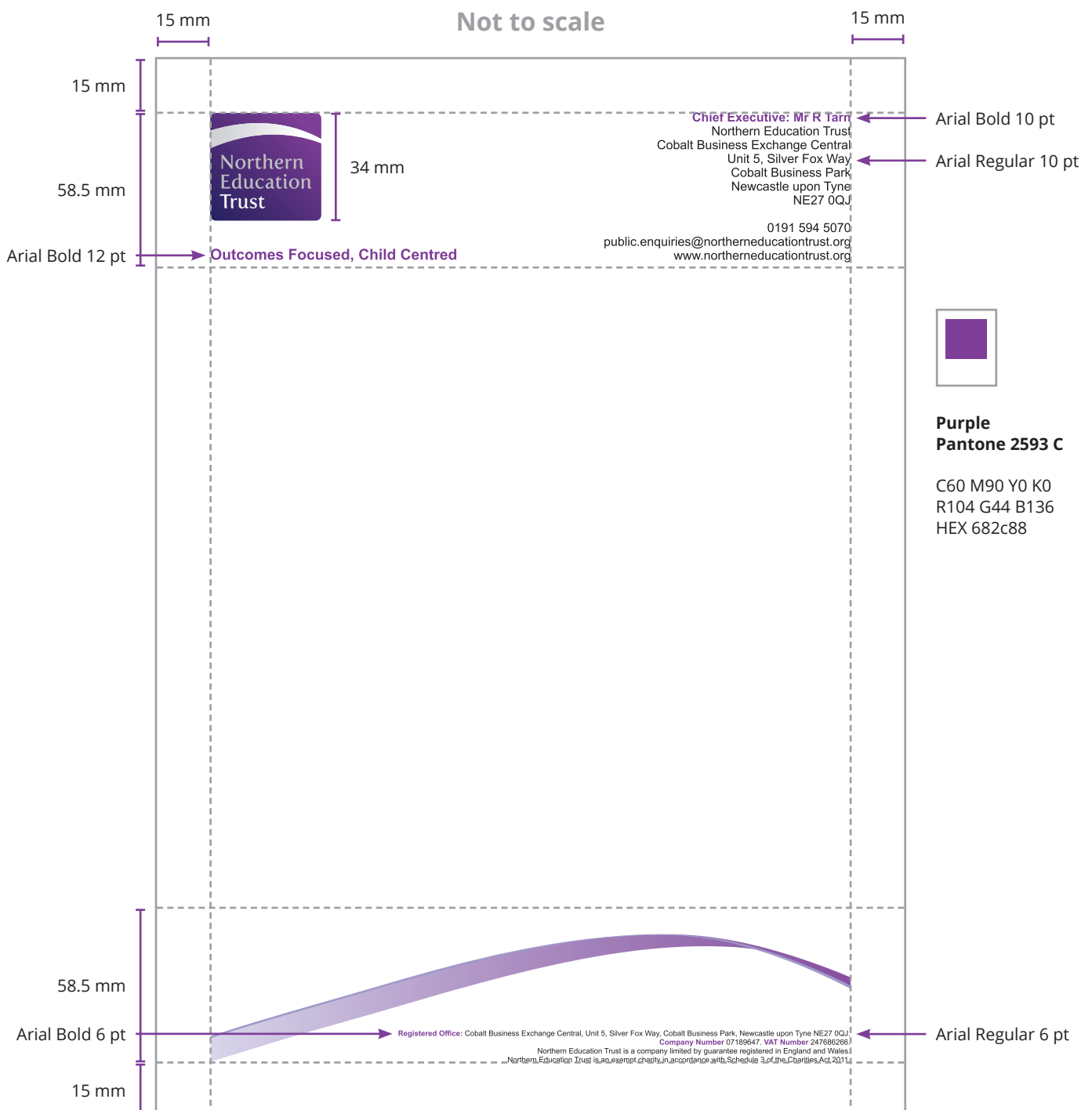
## Compliment Slip

The compliment slip must remain constant as shown here. The layout, font sizes, logo sizes and colour must always be reproduced as specified here. Please note that the compliment slip will be produced by the Communications Team using the illustrated guidelines.



## Letterhead

All margins should be set at 15mm. The header and footer should be set at 58.5 mm. The salutation should be aligned to the left, with the body copy also being left aligned - not justified - and should be in Arial 12 pt. Leave at least one-line space underneath the strapline and the start of the letter. Continuation paper should replicate the letterhead style minus the header.



## **Northern Education Trust**

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Branding Guidelines  
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