# Brand guidelines

September 2021 Version 1.0



## Introduction

Welcome to the Diverse Academies, this document provides guidance on how to use the different elements of the Diverse Academies brand to create authentic and clear brand experiences through our visual design.

They include details about a wide range of our brand assets, including the Diverse Academies logos, our fonts, colours, imagery and graphical elements. Taken as a whole, these guidelines provide clear direction and inspiration for bringing the Diverse Academies brand to life.

If you have queries about our identity and brand and how it can, be used please contact the Communications Function: **communications@diverse-ac.org.uk** 



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Our logo is timeless and confident ensuring legibility, readability and recognition.

Our logo is made up of two elements:

#### 1. The 'DA' monogram

The 'DA' symbol acts as a shorthand for the essence of our brand inclusion and connectivity.

The monogram can used separately as a supporting graphical element.

#### 2. The wordmark

The wordmark uses title case to keep it clear and professional. It helps create balance alongside the fluidity of the 'DA' monogram. Please make sure to always use the original artwork files.



#### Logo variaitons

To ensure our logo has maximum legibility and standout across all communications we have developed the following suite of logos:

#### **Primary logos**

To be used wherever possible.

- 1. Primary positive logo
- 2. Primary negative logo
- 3. Black mono logo



# Diverse Academies

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#### **Exclusion zone**

To remain clear and legible, we've specified the minimum area of clear space advised to surround our logo. This should be 0.5x the size of the 'DA' monogram' from each side of our logo. It's important that this exclusion zone always remains free of other elements and that the background image or colour allows the logo to stand out.

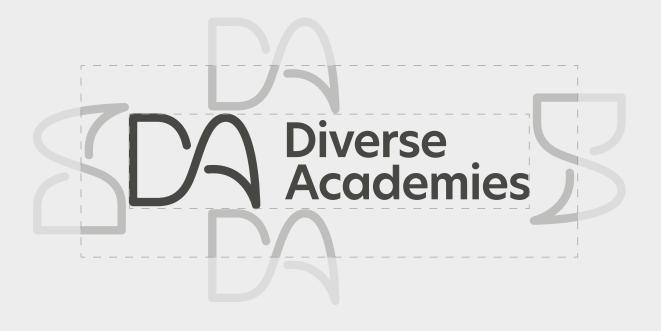
#### Minimum size

#### Print

The recommended minimum size for print is 40mm wide for our primary logo.

#### Screen

On screen, the primary logo should not appear smaller than 113 pixels in width. This prevents illegibility and allows the logo to remain as distinctive as possible, even in compromised spaces.





The logo must remian clear and legible in all instances.

- 1. On printed collateral such as brochures, the logo should sit in the bottom right position as per the example shown.
- 2. The logo should always maintain its exclusion zone and not encroach on any adiditonal content and vice versa.
- 3. Maintain clear legibility whenever any iteration of the logo is used over imagery.



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Diverse Academies

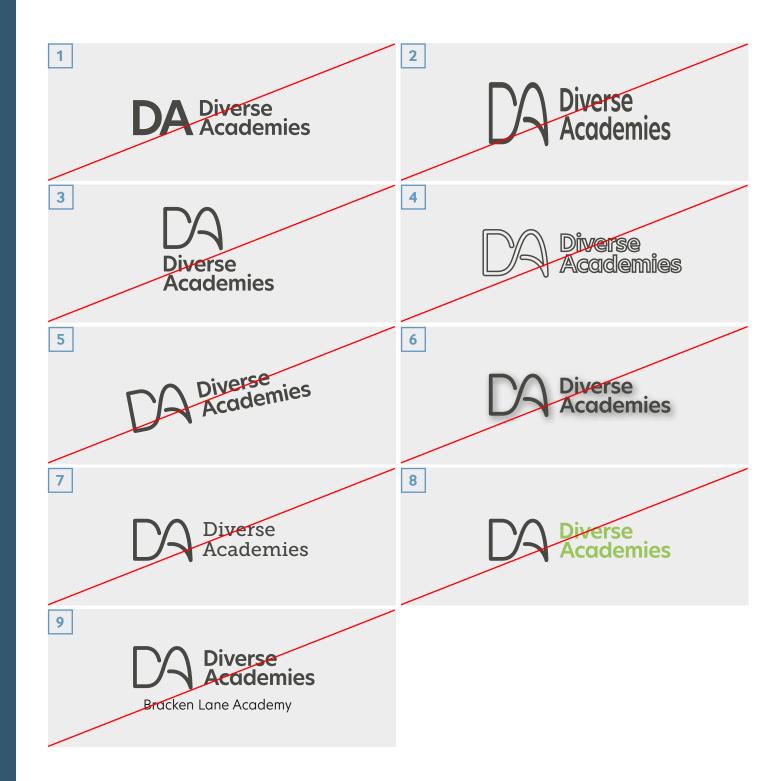


The Diverse Academies logo should only be used as supplied, in the correct colours and should never be altered.

For our brand to be instantly recognisable, we need to adhere to certain practices which will ensure consistency in our communications across all channels.

#### So please don't...

- 1. Recreate or use any other symbol or logo than the artworks supplied
- 2. Distort the logo in any way
- 3. Alter the relationship of the elements
- 4. Convert the logo to a keyline
- 5. Rotate the logo
- 6. Add any effects to the logo
- 7. Use a different font for the wordmark
- 8. Alter the colours of the logo
- 9. Create logos for departments or locations, which should all follow the core Diverse Academies brand



The 'DA' monogram can be used a separate graphical element.

It should only be used as a supporting graphic and never in place of the primary logo.

The colour of the monogram should be paired with the corresponding base colour as per the examples.

Please go to the brand in action section to see the monogram in use.



#### Part of Diverse Academies

When working alongside our academies we use the 'Part of Diverse Academies' supporting logo.

There are two versions:

- 1. Landscape
- 2. Stacked

Use the version that best fits its placement.











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Colour palette

Here you will find colour breakdowns for each of our colours.

RGB and Hex (#) values are specified for all digital executions of the brand, such as for web and social media applications and CMYK for printed materials.

An exceptional circumstance is for Microsoft Office applications where we recommend using RGB values, even if being printed.

**CMYK:** 83 / 56 / 36 / 23

**RGB:** 52 / 87 / 113 **Hex:** #345771

**CMYK:** 71 / 14 / 69 / 1 **RGB:** 78 / 160 / 109

**Hex:** #4ea06d

**CMYK:** 63 / 52 / 56 / 53 **RGB:** 71 / 72 / 67

**Hex:** #474843

sea

leaf

graphite

CMYK: 65/30/11/1 RGB: 96/152/195

**Hex:** #6098c3

**CMYK:** 48/0/78/0

**RGB:** 153 / 197 / 90

**Hex:** #98c55a

**CMYK:** 0 / 21 / 69 /0 **RGB:** 254 / 206 / 99

Hex: #fecd63

sky

meadow

sand

Colour palette

#### **Colour pairings**

When using our colours use the colour pairing as showcased in the examples.

Use **sky** or **white** on sea

Use **meadow** or **white** on leaf

Use **sand** or **white** on graphite

Use **sea** or **white** over sky

Use **leaf** or **charcoal** on meadow

Use charcoal on sand

Typography

The way we use typography helps define our verbal identity.

Our brand typeface is Hero New a minimal, modern sans serif font that translates well to both print and screen. It also uses a single story i.e. a rounded 'a'.

When setting type on a coloured background, it should always be used as per the pairing examples shown on page 14.

Key words can be highlighted by using a heavier weight to create more immediate impact.

# Hero New

### Hero New Light

abcdefghijklmnopgrstuvwxyz | 12345678910 ABCDFFGHLJKI MNOPQRSTUVWXY7

### Hero New Regular

abcdefghijklmnopgrstuvwxyz | 12345678910 ABCDFFGHLIKI MNOPQRSTUVWXY7

### **Hero New Medium**

abcdefghijklmnopgrstuvwxyz | 12345678910 **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

### **Hero New Bold**

abcdefghijklmnopgrstuvwxyz | 12345678910 **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

### **Hero New Extra Bold**

abcdefghijklmnopgrstuvwxyz | 12345678910 **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

Hero New is available through Adobe Typekit

#### Typography

Body copy is set in black on white or lighter backgrounds. Subheadings are set in one of our brand colours, using a single colour pairing (e.g. sea and sky) per spread.

Our system font is Arial Regular and Bold, which should be used within all Microsoft documents and emails.

We empower
We respect
We care

#### **Subheading**

Bo. Itat veles dolorrumquas pellaborum numquis magnihi lliquid quam hillupta corpore mporem experat atibusam id etur, ut harum is debit, et auam, estem quidebis magni volestis et pro dio ommolut eossit occuptati alit repedi cum cum quidem voloria nonsedigniat explaborera corunditem. Et voloris eationsed quo doluptatis dolorae ra simet essint eum enisi velitio.

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**Arial** is our system font

Hero New is available through Adobe Typekit

The following is a basic guide to using the Hero font family.

**Headline** example Hero New Medium

# **Outstanding** is not a destination

As a Trust, we support our academies throughout their journey of continual improvement, ensuring that together we make a difference in our diverse communities, and in the lives of those who learn with us and work with us.

> www.diverseacademies.org.uk Sign-off / contact example **Body copy example** Hero New Bold Hero New Regular

It goes without saying that it's our people that are at the core of Diverse Academies. Images should be selected appropriately for the nature of where they will appear. Make sure the photo is bright, clear and relevent.

Our images primarily capture our staff and students at work. It is very reportage in style and should always feel natural and genuine. It captures an insight into the real day-to-day situations we encounter as we work within our academies.

People should appear as natural as possible. They can be fully immersed in the task they are in or looking into the camera. Through our imagery, we want to present our vision, mission and values.





- Natural light
- In a natural setting
- Genuine
- Engaging
- Capture the person or group in a positive manner
- Focus on the primary subject of the image

Ensure that all images comply with the photography and videography policy and GDPR.





#### 2. Brand toolkit Graphical elements

#### Frame

To help build brand recognition we can use the framing device that helps draw focus onto the subject. The frame can be used to frame people within photography or headings and text, but should be used sparingly for brochure covers, spreads and adverts.

When used over flat blocks of colour, it should be used in the approriate colour pairings (e.g. sky on sea). When used over photography, use the colour that best helps the frame to stand out. When used over photography, the frame should break before coming into contact with a subject, as shown in the examples.



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#### Graphical elements

#### Separating line

The separating line is a simple device that breaks up headings, body copy, blocks of content and footers to create an easier navigation through clear heigrchy of content.

Use the separating line sparingly within publications and only where it benefits the content.

### Our approach to safeguarding

We take our safeguarding and child protection duties very seriously - and deem it to be everyone's responsibility to ensure the safety and welfare of all of our children and young people.

As an organisation, safeguarding culture and compliance are two of the most significant areas of leadership. We have a dedicated, group-wide safeguarding team, which is led by the strategic development lead for safeguarding.

Each of our academies also have a designated safeguarding lead (DSL) and at least one deputy DSL, who reports into the academy leadership team and Academy Committee. The DSL takes responsibility for all safeguarding matters at an academy level.



Across our organisation we share a common mission to nurture curiosity, develop wellbeing and empower children and young people to go beyond their aspirations and together, make a difference in our diverse communities and in the lives of those who learn with us and work with us.

#### **Our vision**

To inspire. To raise aspiration. To create brighter tomorrows.

#### **Our mission**

We nurture curiosity, develop wellbeing and empower children and young people to go beyond their aspirations. Together, we make a difference in our diverse communities, and in the lives of those who learn with us and work with us.

#### **Our values**

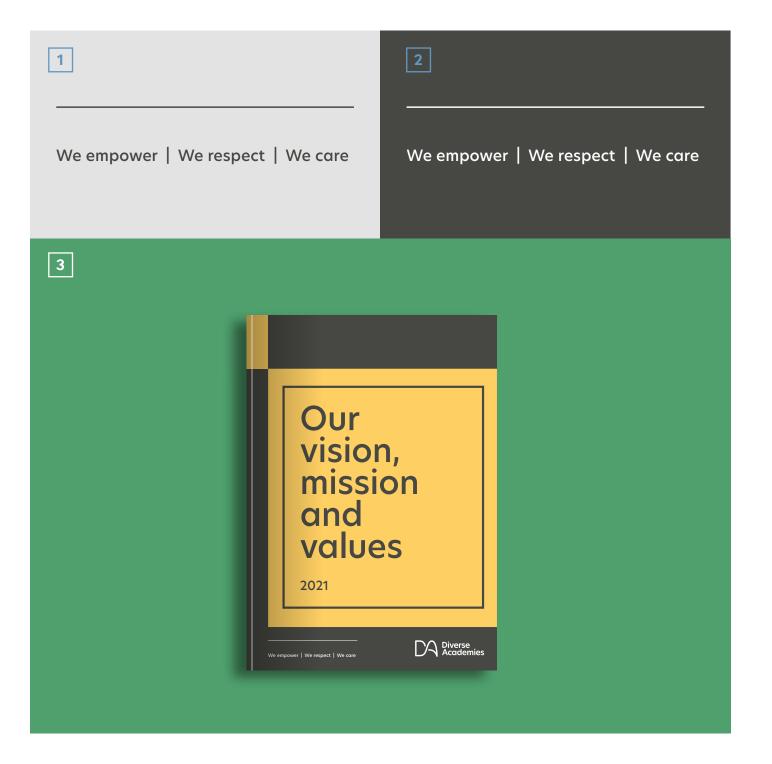
We empower We respect We care

#### **Our Values**

The values 'We empower, We respect, We care' should be used on publications alongside the Diverse Academies logo. It should sit to the bottom left, adjacent to the logo as per the example shown.

It consists of the values with the separation line sitting just above it. Never separate or try to recreate the two elements.

- 1. Positive layout should be used on light backgrounds.
- 2. Negative layout should be used on darker backgrounds.
- 3. Example of the values position alongside the primary logo.





#### Stationery



Hillocks Primary Academy Unwin Road Sutton-in-Ashfield NG17 4ND

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David Cotton, Chief Executive Officer

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Diverse Academies

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David Cotton, Chief Executive Officer

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> T 01777 861402 E office@diverseacademies.org.uk

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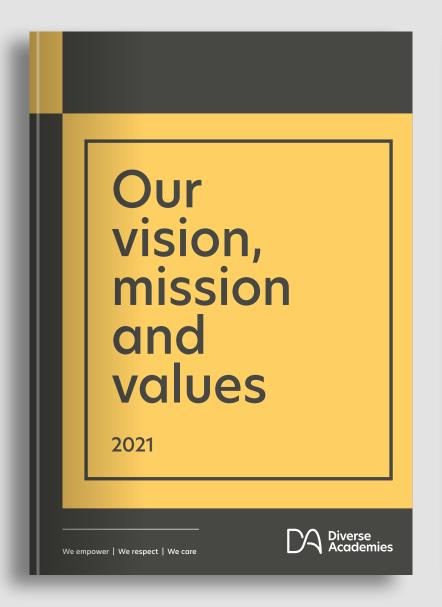








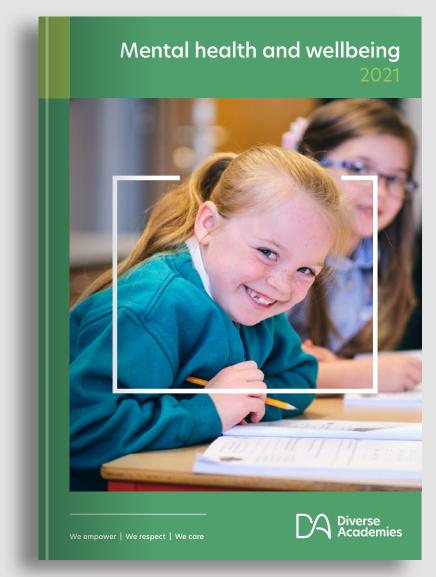
Publications typographic





Publications photographic





#### **Publications**

Pathways 2021

### Welcome

Welcome to the year 9 pathways brochure. We are very proud of our students at Walton and their achievements. An important factor in our students' success is ensuring they choose courses best suited to them.

This is an important and exciting time for students as they look towards their Level 2 courses, consider their aspirations and start to plan their future. We hope this brochure will be informative and help students to think about and make choices in regard to their future pathways. Students will need to use this to make decisions regarding the courses they follow from year 10.

We continuously review Walton's curriculum to keep up to date with current government, university and workplace requirements, as well as providing for the wide range of interests and abilities of our students to ensure they are well placed to succeed in the future. We have an

08 www.walton-ac.org.uk

exciting range of qualifications on offer, in addition to those that are compulsory. The details of each qualification are outlined in the following pages and are also on our website at www.walton-ac.org.uk.

The purpose of this section is to provide you with some more general information to help with the decision-making process.



Please encourage your child to:

Read this booklet and focus on courses they enjoy and excel in.

Speak with teachers and older students.

Carry out research into careers and what they need to go into them.

Speak with parents, carers, family and friends about what they would like to do in the future.

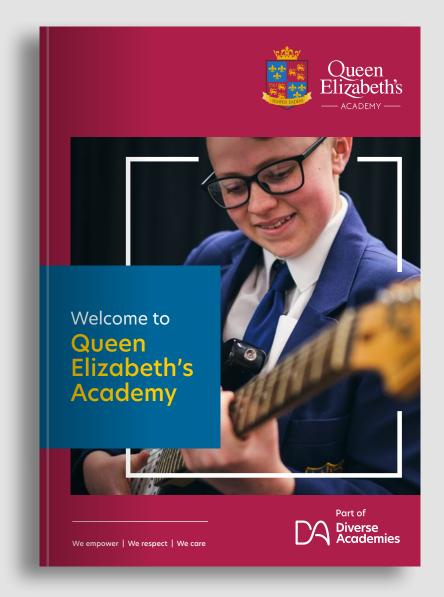


For further information or clarification please contact:

**Mr Hoad** Vice Principal mhoad@walton-ac.org.uk



#### **Publications**





#### **Digital**







Academy signage





## Welcome



Reception and Student Entrance

#### Contact

If you have any queries regarding branding and co-branding, please contact: communications@diverse-ac.org.uk

