
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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1. Our logo



1. Our logo

Logo overview

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 be 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.



1. Our logo

Logo variations

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

1



2



3



1. Our logo

Clear space and
minimum size

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.

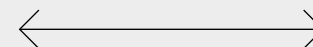
Minimum size

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.



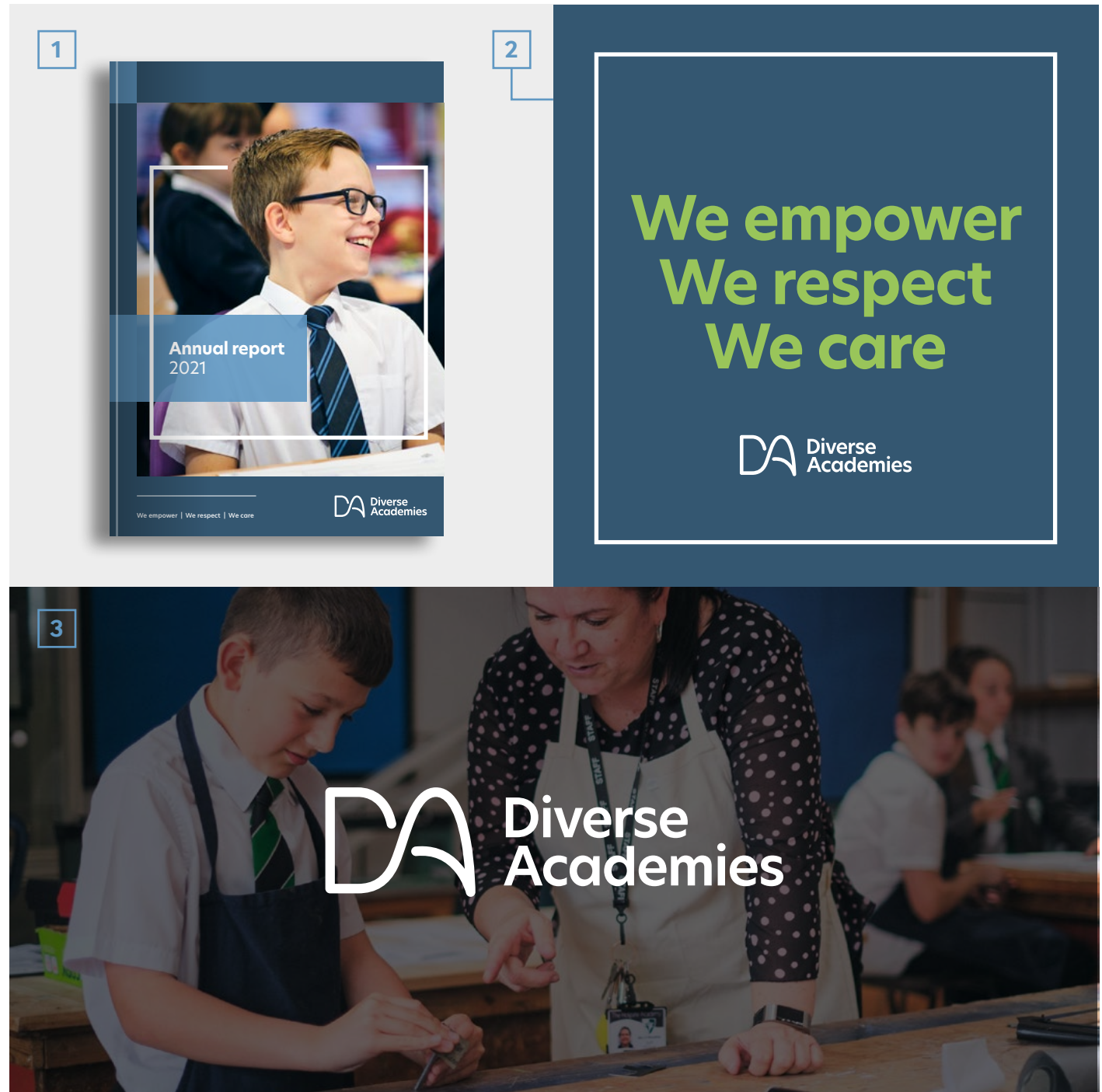
40mm / 113px

1. Our logo

Logo use

The logo must remain 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 additional content and vice versa.
3. Maintain clear legibility whenever any iteration of the logo is used over imagery.



1. Our logo

Logo misuse

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



1. Our logo

Monogram

The 'DA' monogram can be used as 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.



1. Our logo

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.

1

Part of  **Diverse
Academies**



Part of  **Diverse
Academies**

2

Part of
 **Diverse
Academies**



Part of
 **Diverse
Academies**

2. Brand toolkit



1. Brand toolkit

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

sea

CMYK: 71 / 14 / 69 / 1

RGB: 78 / 160 / 109

Hex: #4ea06d

leaf

CMYK: 63 / 52 / 56 / 53

RGB: 71 / 72 / 67

Hex: #474843

graphite

CMYK: 65 / 30 / 11 / 1

RGB: 96 / 152 / 195

Hex: #6098c3

sky

CMYK: 48 / 0 / 78 / 0

RGB: 153 / 197 / 90

Hex: #98c55a

meadow

CMYK: 0 / 21 / 69 / 0

RGB: 254 / 206 / 99

Hex: #fecd63

sand

1. Brand toolkit

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

2. Brand toolkit

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

abcdefghijklmnopqrstuvwxyz | 12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hero New Regular

abcdefghijklmnopqrstuvwxyz | 12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hero New Medium

abcdefghijklmnopqrstuvwxyz | 12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hero New Bold

abcdefghijklmnopqrstuvwxyz | 12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hero New Extra Bold

abcdefghijklmnopqrstuvwxyz | 12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hero New is available through Adobe Typekit

2. Brand toolkit

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 quam, estem
quidebis magni volestis et pro dio
ommolut eossit occuptati alit repedi
cum cum quidem voloria nonsedigniat
explaborera corunditem. Et valoris
eationsed quo doluptatis dolorae
ra simet essint eum enisi velitio.

Eperspe pero voluptur
sumet eatem evenisi
volorro veniatur
samet omnis esti quat
volut late vel eataqui
cusam, voluptaquis

Arial
is our system font

2. Brand toolkit

Typography

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

Body copy example
Hero New Regular

Sign-off / contact example
Hero New Bold

2. Brand toolkit

Photography

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 relevant.

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.



2. Brand toolkit

Photography

Style principles

- 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.



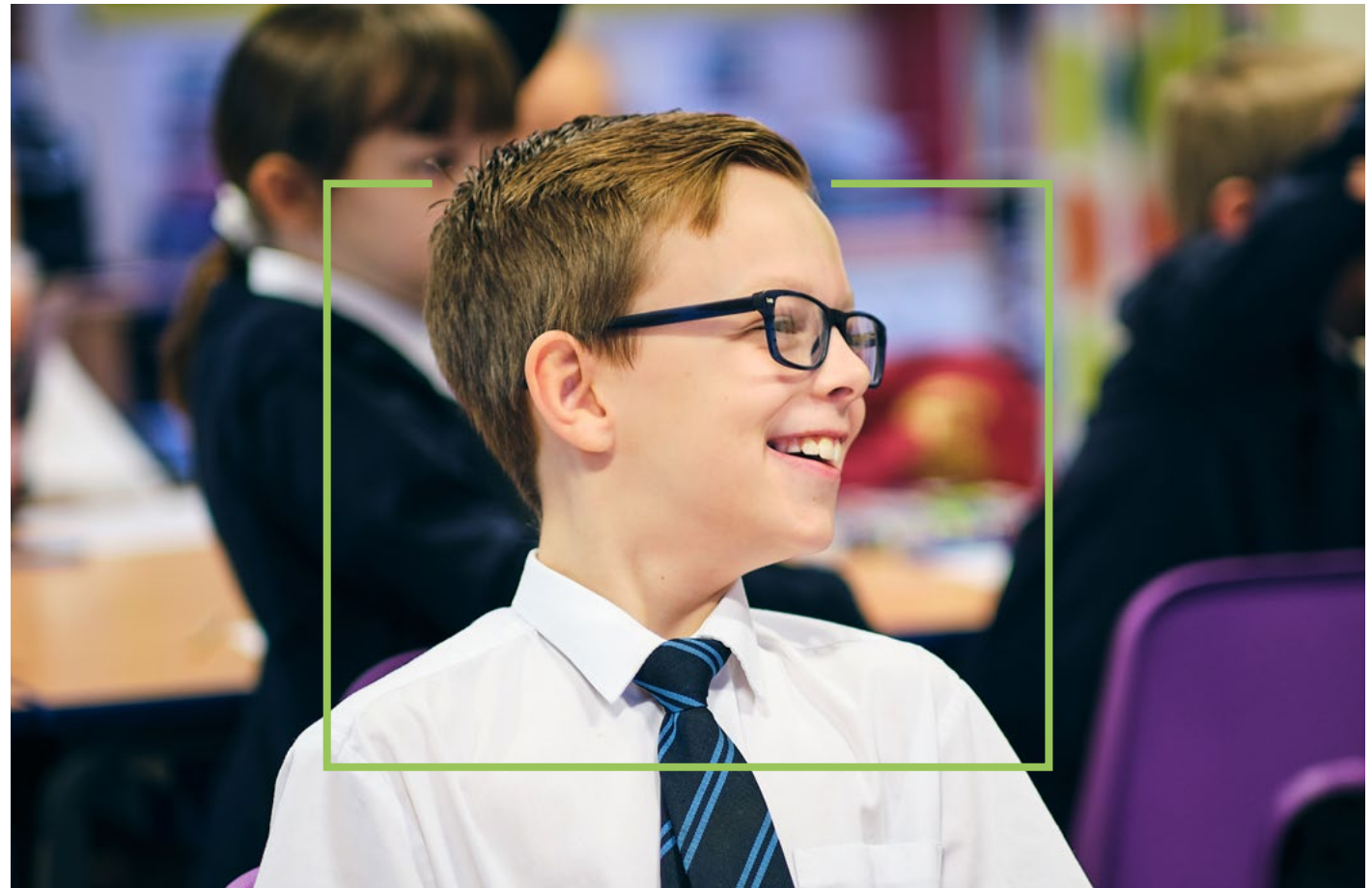
2. Brand toolkit

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 appropriate 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.



**We empower
We respect
We care**



2. Brand toolkit

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 hierarchy 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.

— David Cotton

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

2. Brand toolkit

Graphical elements

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.

1

We empower | We respect | We care

2

We empower | We respect | We care

3

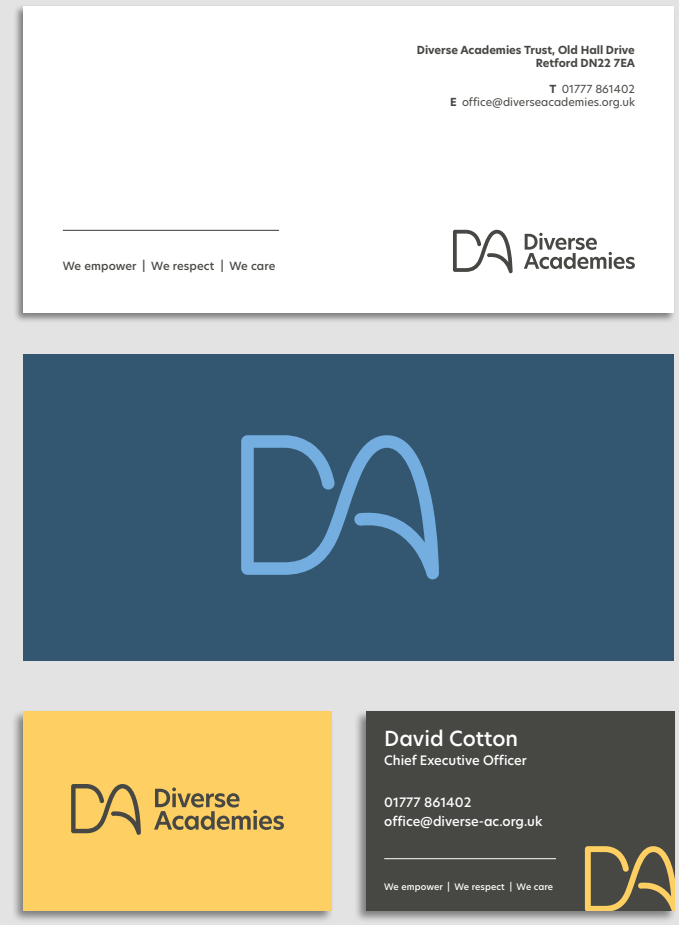
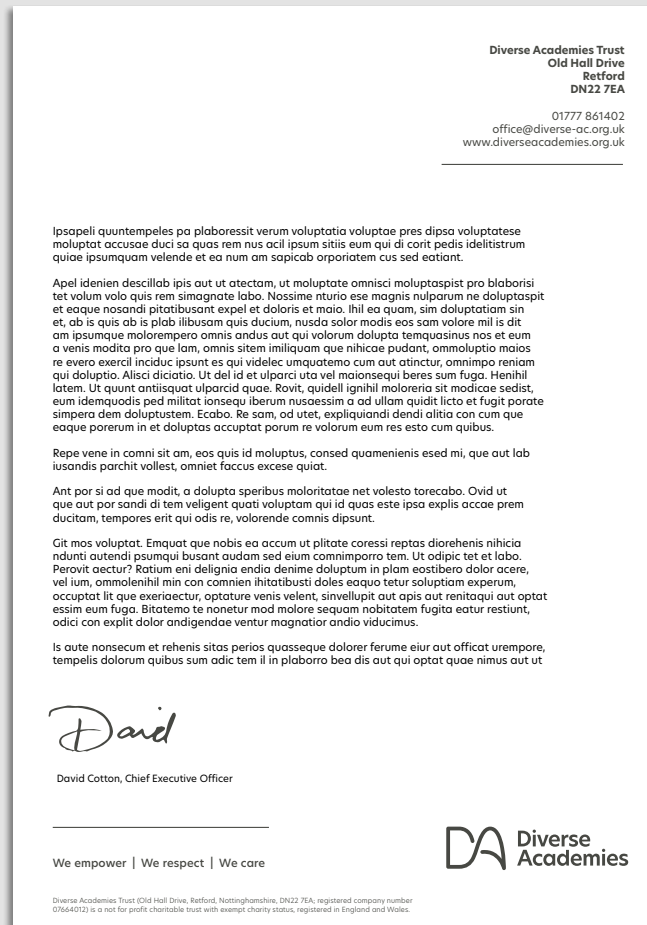


3. Brand in action



3. Brand in action

Stationery



3. Brand in action

Publications typographic



3. Brand in action

Publications photographic



3. Brand in action

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

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.

08 www.walton-ac.org.uk



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
mhead@walton-ac.org.uk



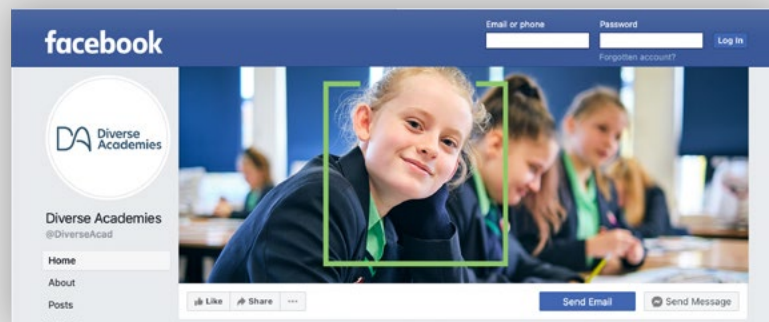
3. Brand in action

Publications



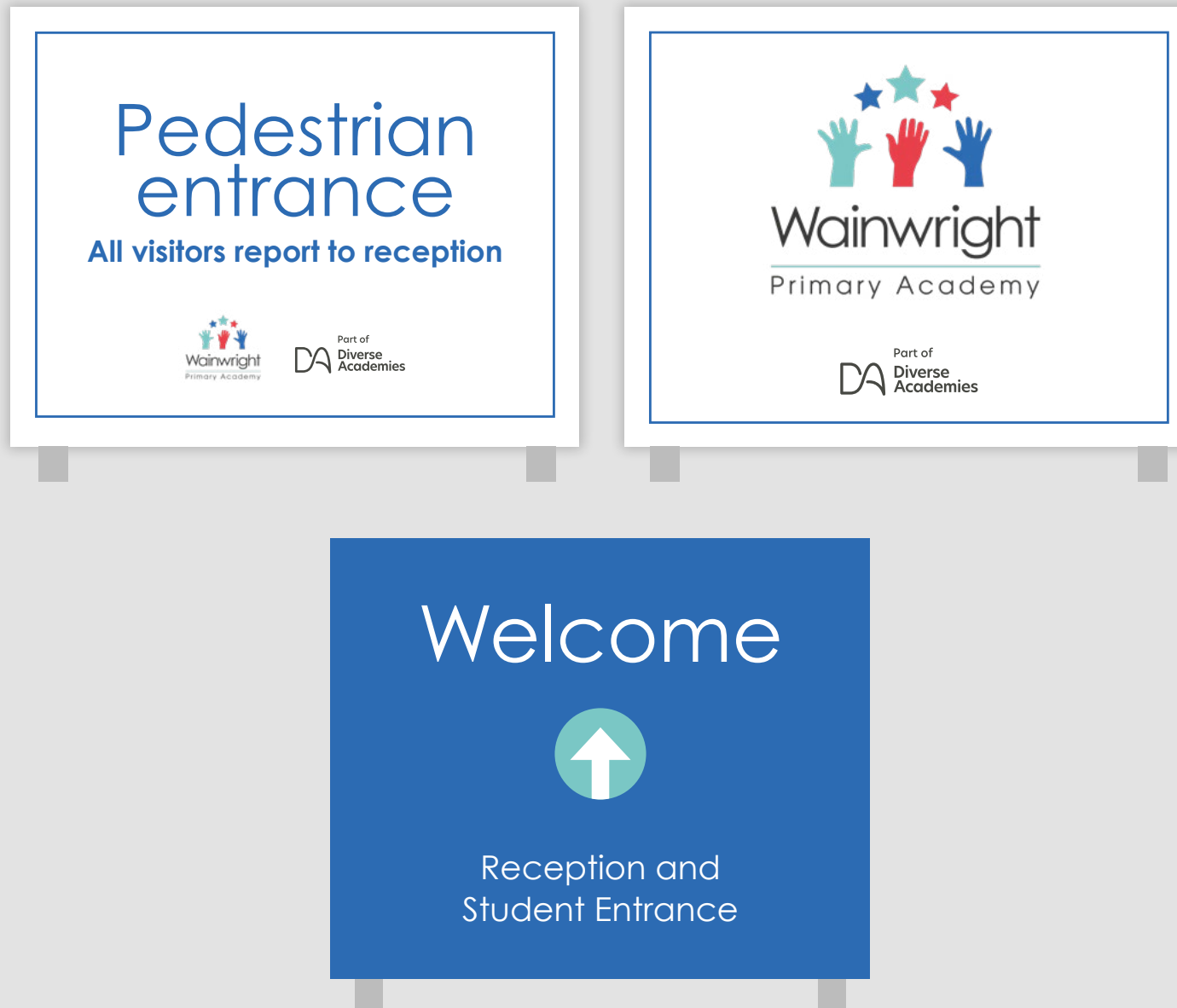
3. Brand in action

Digital



3. Brand in action

Academy signage



Contact

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

