



Leicester College

Brand Guidelines

These guidelines will help you maintain and frame the brand consistency across all platforms and channels. Please take your time to understand how the guidelines work, and how they can be incorporated into your projects to ensure a strong and consistently communicated brand identity.

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Brand Identity

What is Brand Identity?

A brand identity is a unique collection of visuals, elements and colours specifically chosen by an organisation to represent them. It is the face of the brand. A strong brand identity will help an organisation stand out amongst their competitors. The brand identity will resonate with the audience and will also build awareness of what the organisation has to offer.

A brand identity can evolve over time, this is to ensure that it remains fresh and current. These guidelines will explain the Leicester College brand identity.

Mission Statement

At Leicester College we strive to...

- Developing skills
- Supporting businesses
- Engaging communities
- Changing lives



Our Values

Respect

Inclusion

Sustainability

Equality

Excellence

Our logo



Leicester College logo

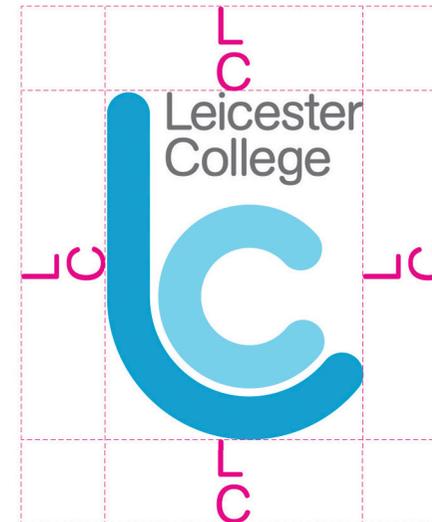
The logo is always placed at the top right - hand side of print applications. If this is not possible, please refer to the marketing department for further guidance.

The only time the logo can be placed top left is when it is used for digital applications, e.g, the college website.

Exclusion zone

The exclusion zone is the minimum area around the logo that must remain clear of typography or graphic elements.

The measurement is calculated by using the height of both the capital letters "L" and "C". The formula for the exclusion zone is shown here and applies to all sizes and versions of the logo.



Logo versions

The logo in detail

Leicester College is one organisation with one logo.

Logo versions

There are three different versions of the logo: colour, black and reversed. They should be used in an appropriate way in relation to the chosen application. The strapline must always be clearly legible.

Minimum size of master logo

The smallest size of the logo that should be used in any form is 25mm in height.

The preferred logo version is the two colour version; blue and grey and should be used when possible.



Colour logo

This version of the logo should appear in most applications.



Black logo

This version of the logo should be used if only one colour can be printed.



Reversed out logo

Use this version of the logo on dark backgrounds.

Logo sizes

Recommended sizes

Different sized versions of the logo have been created for key formats.



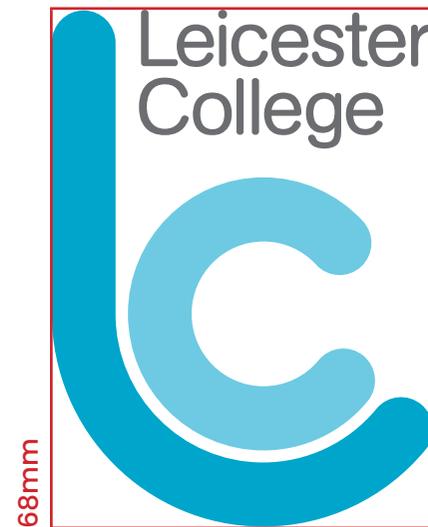
25mm
Minimum size
A6 and
small format
communications



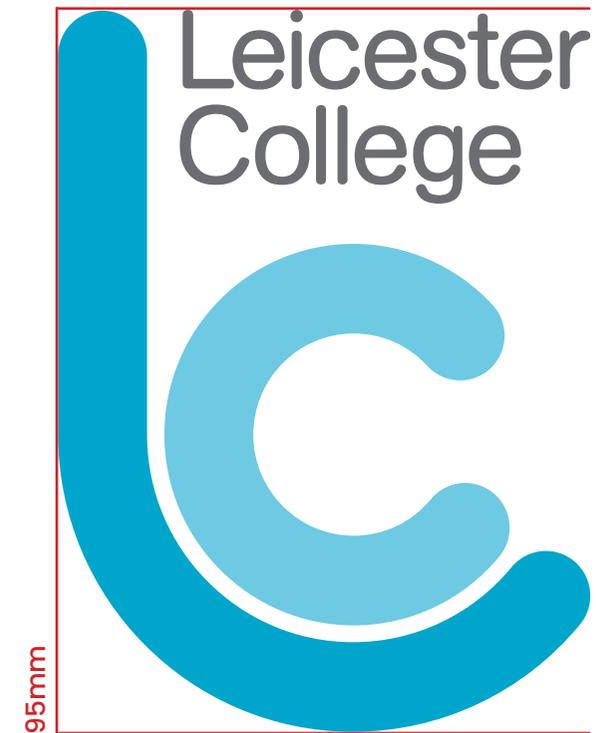
30mm
A5 set size



48mm
A4 set size



68mm
A3 set size



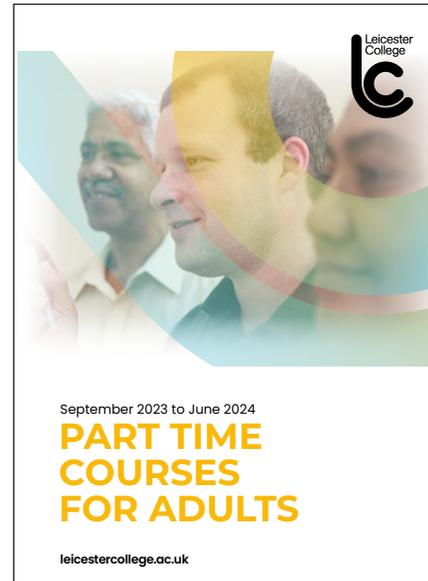
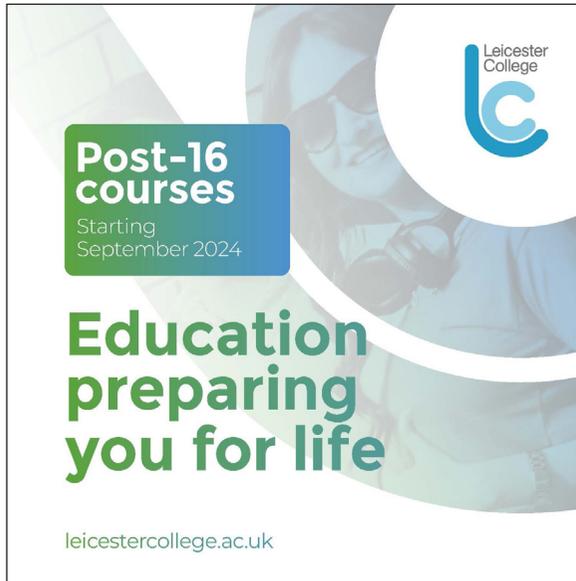
95mm
A2 set size

138mm
A1 set size

At no time should the logo be reproduced smaller than the 25mm size.

Our logo is important to us, it needs to be protected and used correctly. It must never be redrawn or modified in any way.

The logo examples



Ensure that the logo is used in the top right hand corner of all assets, where possible, and always make sure it is visibly clear.

The Leicester College logo should be added to all assets. If the asset is to be shared on our social media channels then the logo does not need to be added. All other assets should feature our logo.

Typography

Primary font for headings and titles

This font is the primary font used for headings and titles across all collateral at Leicester College. You can download the font for free [here](#).

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Yy Ww Xx Zz

Montserrat

Montserrat Bold

Unlock your options with a Leicester College open event!

Montserrat Medium

Unlock your options with a Leicester College open event!

Montserrat Italics

Unlock your options with a Leicester College open event!

Montserrat Regular

Unlock your options with a Leicester College open event!

Typography

Primary font for **body text**

This font is the primary font used for body text across all collateral at Leicester College.
You can download the font for free [here](#).

Aa

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Yy Ww Xx Zz

Poppins Bold

Unlock your options with a Leicester College open event!

Poppins Medium

Unlock your options with a Leicester College open event!

Poppins Italics

Unlock your options with a Leicester College open event!

Poppins Regular

Unlock your options with a Leicester College open event!

Typography

Secondary font for headings and titles

This font is the primary font used for body text across all collateral at Leicester College.
You can download the font for free [here](#).

Aa

Alfa Slab One

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Yy Ww Xx Zz

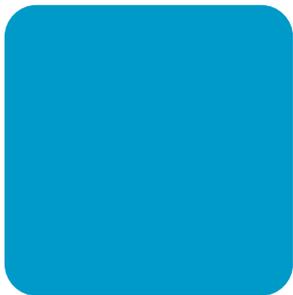
Alfa Slab One Regular

Unlock your options with a Leicester College open event!

Colour Palette

To build a consistent but flexible brand language, one main colour palette has been produced.

Main colour palette



Leicester Blue

Pantone 313
CMYK: 100, 0, 15, 5
RGB: 0, 154, 200
#009ac8



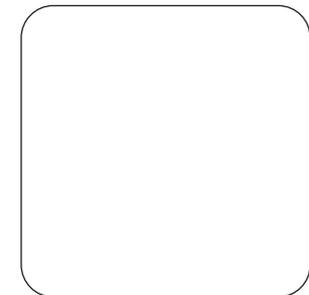
Leicester Grey

Pantone cool grey 10
CMYK: 0, 0, 80, 0
RGB: 87, 86, 86
#575756



Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
#000000

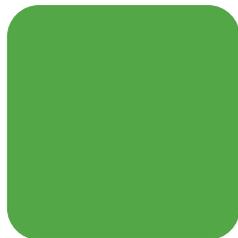


White

CMYK: 100, 0, 15, 5
RGB: 225, 225, 225
#ffffff

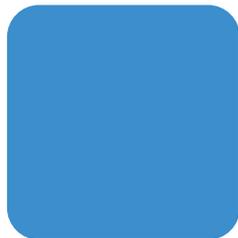
The main colour palette is followed by five other colour palettes for the following areas:

School leavers colour palette



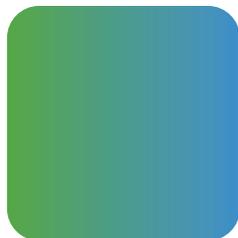
Leaf Green

CMYK: 70, 11, 99, 1
RGB: 88, 161, 53
#58a135



Fresh Blue

CMYK: 72, 34, 0, 0
RGB: 70, 143, 205
#468fcd



Leaf Green > Fresh Blue

Employers colour palette



Navy Blue

CMYK: 100, 0, 15, 5
RGB: 0, 154, 200
#1e2245



Pool Blue

CMYK: 63, 31, 0, 0
RGB: 102, 154, 210
#66qad2



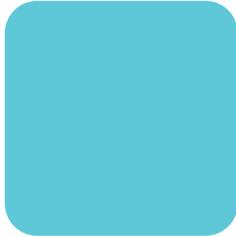
Golden Yellow

CMYK: 8, 6, 92, 0
RGB: 245, 222, 11
#f5deob



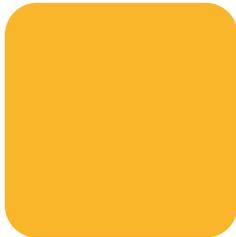
Navy Blue > Pool Blue

Adults colour palette



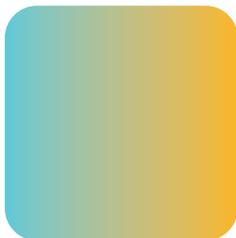
Sea Blue

CMYK: 56, 0, 15, 0
RGB: 113, 200, 218
#71c8da



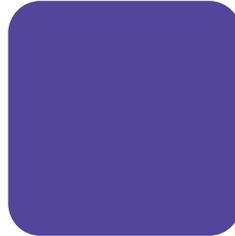
Sunshine Yellow

CMYK: 1, 31, 94, 0
RGB: 249, 184, 10
#f9b80a



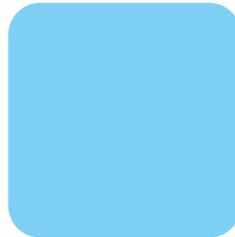
Sea Blue > Sunshine Yellow

Higher education colour palette



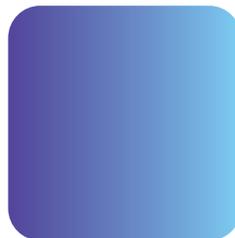
Purple

CMYK: 81, 87, 0, 0
RGB: 99, 32, 177
#6320b1



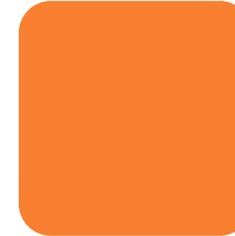
Sky Blue

CMYK: 45, 2, 0, 0
RGB: 147, 210, 245
#93d2f5



Purple > Sky Blue

Internal support colour palette



Orange

CMYK: 0, 60, 84, 0
RGB: 248, 128, 48
#f8ba96



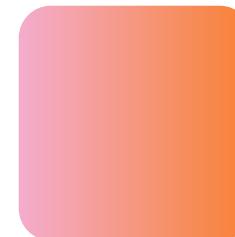
Pink

CMYK: 0, 44, 0, 0
RGB: 244, 172, 205
#f4accd



Grey

CMYK: 0, 0, 0, 70
RGB: 147, 210, 245
#6f6f6e



Pink > Orange

Colour Palette

Web accessibly contrast checker

School leavers colour palette | alternative colours

Welcome to Leicester College

CMYK: 64, 22, 90, 35
RGB: 63, 101, 47
#3F652F

Welcome to Leicester College

Welcome to Leicester College

CMYK: 89, 55, 8, 11
RGB: 33, 91, 137
#215B89

Welcome to Leicester College

Welcome to Leicester College

CMYK: 62, 2, 99, 6
RGB: 92, 168, 56
#5CA838

Welcome to Leicester College

Welcome to Leicester College

CMYK: 58, 24, 0, 0
RGB: 95, 157, 211
#215B89

Welcome to Leicester College

Colour Palette

Web accessibility contrast checker

Employers colour palette approved for use

Welcome to Leicester College

Employers colour palette do not use

Welcome to Leicester College

Colour Palette

Web accessibly contrast checker

Adults colour palette approved for use

Welcome to Leicester College

Welcome to Leicester College

Welcome to Leicester College

Welcome to Leicester College

Adults colour palette do not use

Welcome to Leicester College

Colour Palette

Web accessibly contrast checker

Higher Education colour palette approved for use

Welcome to Leicester College

Welcome to Leicester College

Welcome to Leicester College

Welcome to Leicester College

Higher Education colour palette do not use

Welcome to Leicester College

Colour Palette

Web accessibly contrast checker

Internal support colour palette approved for use

Welcome to Leicester College

Welcome to Leicester College

Welcome to Leicester College

Welcome to Leicester College

Internal support colour palette do not use

Welcome to Leicester College

Welcome to Leicester College

Welcome to Leicester College

Internal support colour palette do not use

Welcome to Leicester College

Leicester

Leicester

Leicester

Tone of Voice

Leicester College Logo

As an organisation, we aim to be ambitious, authoritative and accessible. Everything we publish needs to reflect that and how we write is just as important as what we say.

The words we use shape the way people think of us, so they're a crucial part of our brand. Our writing style should be clear, consistent and easy to understand. Clear writing requires clear thinking: it means increasing accessibility, not decreasing complexity.

Everything we produce should be in plain English, understandable to a general audience without being patronising. There will be times when our communications have different aims and so we need to tailor our writing accordingly.

To make an impact, lead with clear, thought-provoking copy (this works best with headlines, titles, openings and short material).

When the aim is to get detailed information across, focus on clarity. Please refer to editorial guidelines available on the College intranet or contact the marketing department.

Stationery

Our stationery items reflect the principles of the brand. The tone and language of letters should support our objective to be clear and accessible to all.

Downloadable Assets

We have branded assets, such as PowerPoint, posters, and other templates available for you to download. If you wish to use these then please contact the marketing team.

Imagery

Where possible you should use real life images within your assets, or a graphic illustrated image. If you want to add a colour overlay to your image please use the appropriate colour pallet, you can find this information on page 13 of these guidelines. If you are adding a colour overlay, please ensure that this isn't over the Leicester College logo.

You can also add an image inside the Leicester College logo, the image must still be visible, and the logo must still be added to the asset. This does not replace the Leicester College logo. You can find the Leicester College logo information on page 6 of these guidelines.



Resources and points of contact

To request a copy of the Leicester College logo please visit the logo and brand guidelines page of our website.

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0116 224 2240

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Freemen's Park Campus

Welford Road
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LE2 7LW

St Margaret's Campus

St John Street
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LE1 3WL

