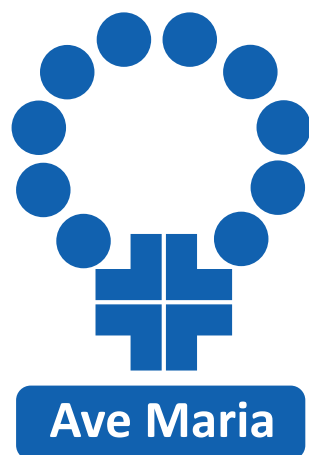




Our Lady of Lourdes RC Primary School

Brand Guidelines 2024

CONTENTS

In the next few pages you'll find guidelines to help you use the Our Lady of Lourdes RC Primary School (LOL) LOGO correctly.

They show you:

- The logo in full colour and single colour monochrome
- How to use the logo - protection
- How to use the logo - dos and don'ts
- Our colour palette
- Fonts

You must always use the original artwork – **do not try to re-create it.**

LOGO

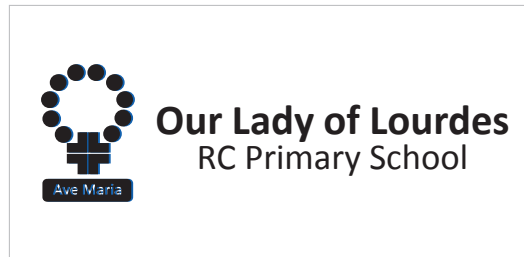


Our Lady of Lourdes
RC Primary School

SINGLE COLOUR BLUE



BLACK ONLY



WHITE ON BACKGROUND



HOW TO USE THE LOGO

LOGO PROTECTION



CLEAR AREA

The minimum amount of space around the logo is determined by the width of the 'Ave Maria' panel within the icon. This protected area is shown in the diagram opposite.

This space protects the logo by stopping other graphic elements from coming too close. The 'clear zone' rule applies to all versions of the logo.



MINIMUM SIZING

We show you the minimum height and width of the logo opposite. To make sure the logo can be seen properly, you must not make them any smaller on your materials. There is no maximum size restriction, but please use a vector file format (.ai or .eps) if you're using the logo at large sizes.

For digital purposes, the minimum height is 45 pixels.

HOW TO USE THE LOGO

FURTHER CONSIDERATIONS WHEN USING THE LOGO

The primary use of the logo will be by Our Lady of Lourdes RC Primary School (OLOL) itself for its own materials. Users of the logo must:

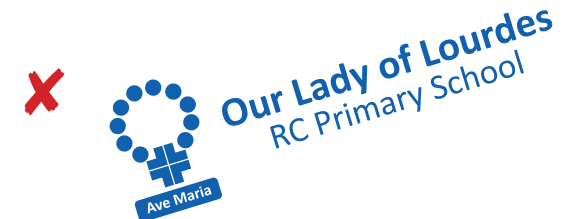
1. NOT adopt or use any trade mark, sign, symbol or device which incorporates or is confusingly similar to, or is a simulation or colourable imitation of the OLOL logo.
2. NOT use the OLOL logo in any way which would tend to allow it to lose its distinctiveness, become liable to mislead the public, or be materially detrimental to or inconsistent with the good name, goodwill, reputation and image of the OLOL logo.
3. NOT use the OLOL logo on or in any other context than directly for OLOL purposes and materials unless express written consent is given by the OLOL Trustees.
4. Use all reasonable efforts to protect the OLOL logo from unauthorised use or reproduction.

LOGO AS A WATERMARK

To add creativity the logo icon may be used as a watermark graphic element within the design and layout of any materials.



DO NOT





COLOURS

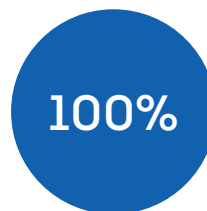
It's important that you use the colours we specify here when you put the badge on your materials. Using these consistent colours will make it easier for partners and members of the public to recognise our brand.

PRINT

To reproduce our corporate colours accurately, you should use the CMYK method. The numbers to use for this are shown opposite. To make sure the colour remains consistent, you should ideally print all of the artwork on coated paper stock.

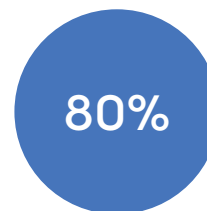
DIGITAL

Digital communications should use the RGB or Hex# codes shown opposite. We recognise that true consistency is impossible to achieve online.

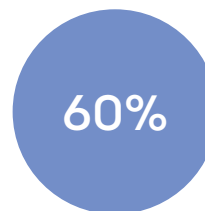


100%

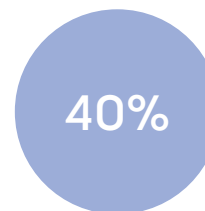
PANTONE P 104-8 C
RGB 0 / 82 / 161
CMYK 100 / 68 / 0 / 0
0052a1



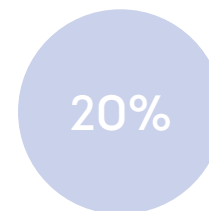
80%



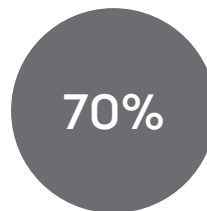
60%



40%

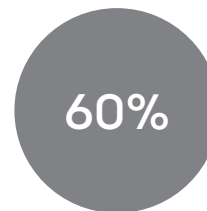


20%

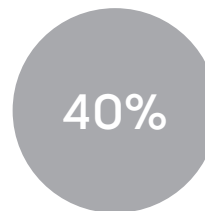


70%

GREY
RGB 112 / 111 / 111
CMYK 0 / 0 / 0 / 70
706f6f



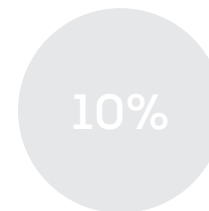
60%



40%



20%



10%



100%

BLACK
RGB 0 / 0 / 0
CMYK 0 / 0 / 0 / 100
1d1d1b

Fonts

Fonts

For Page headers and quotes

Noteworthy Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()?

Noteworthy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()?

Fonts

For sub-headers and body copy

CALIBRI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()?

CALIBRI Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()?

CONTACT US

If you have any queries regarding the use of these guidelines, please contact us via Tel: **020 8989 9521** or email us at **admin@ourladyoflourdes.redbridge.sch.uk**



Our Lady of Lourdes
RC Primary School