



BROOKE HOUSE COLLEGE
ENGLAND

Brand Guidelines & Marketing Pack

VERSION 1.1 - APRIL 2020



“Brooke House College is growing, adapting every day to provide the best quality education for all of our students. Our brand is a vital tool in enhancing our reputation.”



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The world of education is changing and to prosper and grow, we must adapt to the expectations and needs of our students both at home and abroad. Through our brand, we will respond to the demands of rapid change whilst maintaining our core values. We are a dynamic college and we intend to use all available communications touchpoints - promotional material, media coverage, imagery, display stands and our people - to build our reputation and improve our brand perception.

Brooke House College is growing, adapting every day to provide the best quality education for all of our students. Our brand is a vital tool in enhancing our reputation.

- It will help to build a stronger reputation and positioning for Brooke House College worldwide.
- It will simplify and unify our communications, creating a common sense of identity.
- It will assist in the collective communication of our excellence to a range of marketing executives and agents across the continents.

This document has been created to outline the thinking behind **Brooke House College's** brand - its vision, principles and application.

These guidelines should assist you in producing some great creative work that is true to our vision and therefore strengthens our brand.

The guide is intended to be simple and flexible but to provide clear and unambiguous rules about how our brand should appear and behave. Consistency across all communications is key in delivering powerful brand messages that leave a positive and lasting impression of Brooke House College.

Please take the time to study these guidelines and apply them consistently to play your part in building an impactful brand for Brooke House College, now and for the future.

LOGO - ACADEMIC

This is the **logotype** for **Brooke House College**.

It is shown here in the corporate colours. The **two** elements that make up the **logo** are the 'Lion' shield and the **typography**.

The logo must be clearly visible wherever it is used. Positive or negative versions may be used depending on the background upon which the logo sits (see page 3.0 for details).

It is essential that our logo is used correctly and consistently in all communications.

The logotype should never be re-created. Always use the master artwork, which can be provided upon request.



BROOKE HOUSE COLLEGE
ENGLAND

Positive logo –
for use on white and
light backgrounds



BROOKE HOUSE COLLEGE
ENGLAND

Negative logo –
for use on dark
backgrounds

LOGO - FOOTBALL ACADEMY

This is the **logotype** for **Brooke House College Football Academy**. It is shown here in the corporate colour. The **two** elements that make up the logo are the '**Lion**' icon and the **typography**.

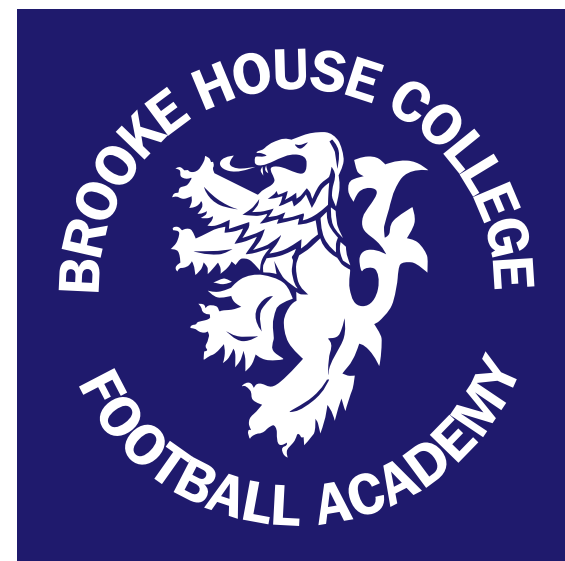
The logo must be clearly visible wherever it is used. Positive or negative versions may be used depending on the background upon which the logo sits (see page 3.1 for details).

It is essential that the Football Academy logo is used correctly and consistently in all communications.

The logotype should never be re-created. Always use the master artwork, which can be provided upon request.



Positive logo –
for use on white and light backgrounds



Negative logo –
for use on dark backgrounds

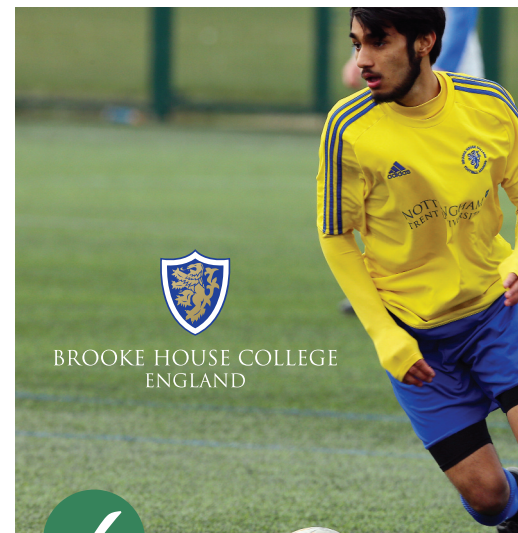
LOGO PLACEMENT - ACADEMIC

The choice of which of the Brooke House College logos to use (positive or negative version) will be determined by the background upon which the logo will appear. **If the background is light then the positive logo** should be used. **The negative** version should be used **wherever the background is dark** and the blue text is not easily readable.

The logo may be placed over images as long as busy backgrounds are avoided and the entire logo remains legible.



Use the **positive** logo on light backgrounds



Use the **negative** logo on darker backgrounds



Never place the logo on a busy background

LOGO PLACEMENT - FOOTBALL ACADEMY

The choice of which of the Brooke House College Football Academy logos to use (positive or negative version) will be determined by the background upon which the logo will appear. **If the background is light then the positive logo should be used.** The negative version should be used **wherever the background is dark** and the blue text is not easily readable.

The logo may be placed over images as long as busy backgrounds are avoided and the entire logo remains legible.



Use the **positive** logo on light backgrounds



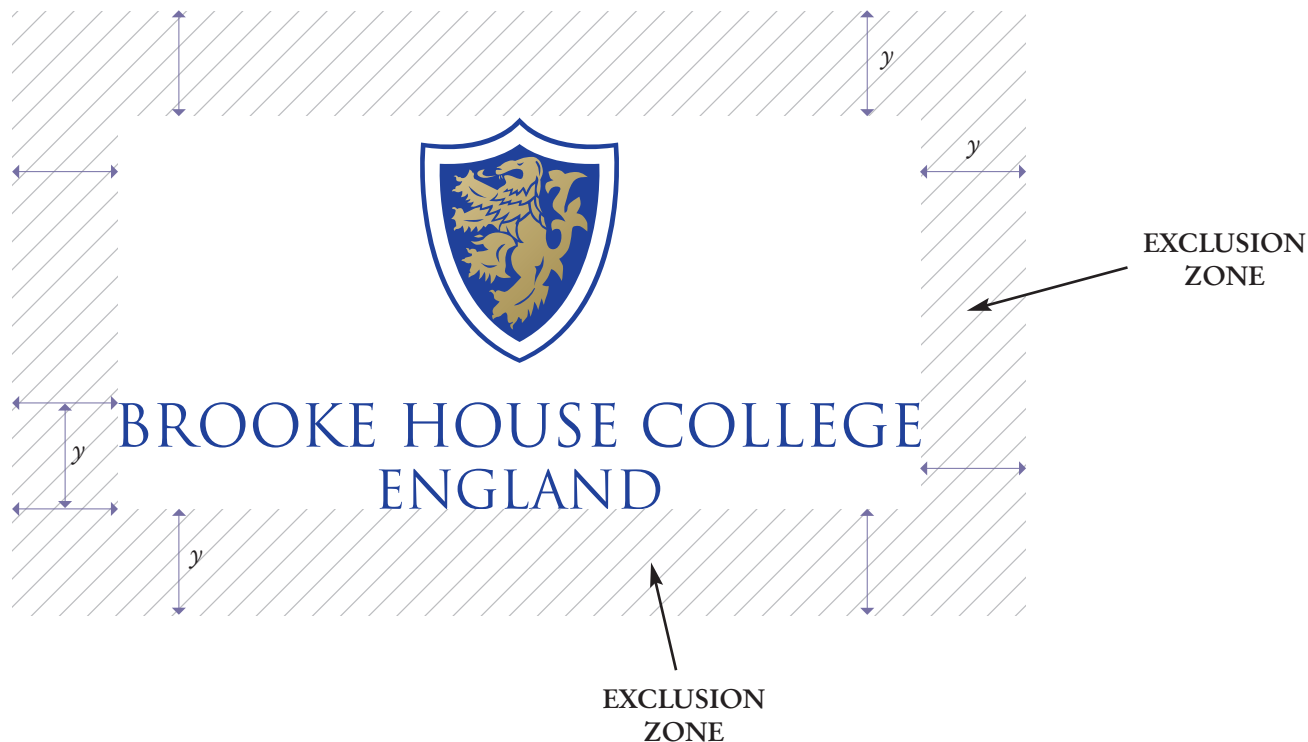
Use the **negative** logo on darker backgrounds



Never place the logo on a busy background

LOGO EXCLUSION ZONE - ACADEMIC

The shaded area indicates an exclusion zone which **must be kept free of any other graphical and visual elements**. The minimum required clear space is defined by the height of the two lines of uppercase letters.



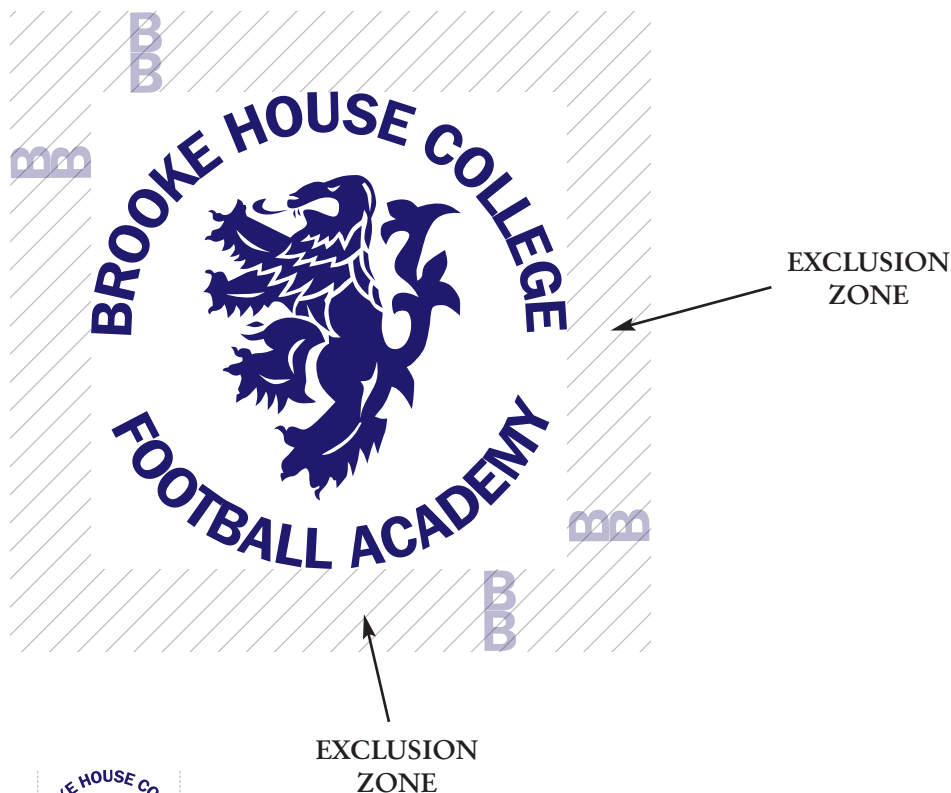
MINIMUM LOGO SIZE

The logo **must never be used below the minimum size of 28mm**. The logo proportions must be maintained to ensure legibility is never compromised.



LOGO EXCLUSION ZONE - FOOTBALL ACADEMY

The shaded area indicates an exclusion zone which **must be kept free of any other graphical and visual elements**. The minimum required clear space is defined by the height of two letters.



MINIMUM LOGO SIZE

The logo **must never be used below the minimum size of 20mm**. The logo proportions must be maintained to ensure legibility is never compromised.



LOGO MISUSE - ACADEMIC

To protect the integrity of the brand, the logo must always be reproduced in its entirety and must not be altered or modified in any way. Never attempt to recreate the logo, always use the master artwork which you will find in the media pack attached.



X Do not rotate the logo



X Do not adjust the spacing between the lion shield and the typography



X Do not adjust the proportions of any element of the logo



X Do not alter the typeface



X Do not stretch, squash or distort any element of the logo



X Do not change the colours of any element of the logo



X Do not alter the colour of the logo



X Do not use the typography element of the logo alone



X Do not use the shield element of the logo alone

LOGO MISUSE - FOOTBALL ACADEMY

To protect the integrity of the brand, the logo must always be reproduced in its entirety and must not be altered or modified in any way. Never attempt to recreate the logo, always use the master artwork which you will find in the media pack attached.



Do not rotate the logo



BROOKE HOUSE COLLEGE
FOOTBALL ACADEMY



Do not adjust the format
of the logo



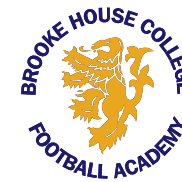
Do not adjust the proportions
of any element of the logo



Do not alter the typeface



Do not stretch, squash or distort
any element of the logo



Do not change the colours
of any element of the logo



Do not alter the colour
of the logo



Do not use the typography
element of the logo alone



Do not use the lion
element of the logo alone

LOGO OPTION - ACADEMIC

An alternative wide landscape option of the main academic logo is available. **THIS SHOULD ONLY BE USED WHEN CIRCUMSTANCES DICTATE THAT THE MAIN LOGO IS UNSUITABLE.**

The usual exclusion zone and logo placement directives still apply - see sections 3.0 & 4.0.

If you are unsure which version to use please ask our marketing department for clarification.



BROOKE HOUSE COLLEGE

Positive logo – for use on white and light backgrounds



BROOKE HOUSE COLLEGE

Negative logo – for use on dark backgrounds

TYPEFACES - ACADEMIC

Brooke House College has two typefaces, **Original Garamond** and **Trajan Pro** for use in marketing and publicity.

TRAJAN PRO

Trajan Pro is used for **headings and titles**. Only the weight shown should be used, bold and italic variations of this typeface must not be used.

ORIGINAL GARAMOND

Original Garamond is used for **general text or bodycopy**. Bold and italic variations may be used where necessary to highlight text.

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ORIGINAL GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ORIGINAL GARAMOND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ORIGINAL GARAMOND ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACES

- FOOTBALL ACADEMY

Brooke House College Football Academy has two typefaces, **Nexa** and **Cairo** for use in marketing and publicity.

NEXA

Nexa Bold is used for **headings and titles**. Only the weight shown should be used, bold and italic variations of this typeface must not be used.

CAIRO

Cairo is used for **general text or bodycopy**. Bold and italic variations may be used where necessary to highlight text.

NEXA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

CAIRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

CAIRO SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

CAIRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPEFACES

- ACADEMIC (ONLINE)

Brooke House College Football Academy has an alternative typeface **Calibri**, for use solely in online marketing projects.

CALIBRI

Calibri Bold is used for **headings and titles**. Only the weight shown should be used, bold and italic variations of this typeface must not be used.

Calibri Regular is used for **general text or bodycopy**. Bold and italic variations may be used where necessary to highlight text.

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

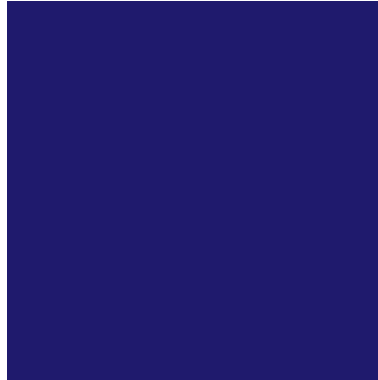
CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Pantone 274C and **Pantone 7501C** are the **primary colours** which should be used on all corporate materials for Brooke House College and Brooke House College Football Academy. The colour splits for print and digital use are shown.

**BROOKE HOUSE BLUE**

Pantone 274C
C100 M100 Y0 K32
R32 G27 B109
Web safe: #201B6D

**BROOKE HOUSE BRONZE**

Pantone 7501C
C16 M19 Y48 K0
R216 G196 B146
Web safe: #D8C492

Brooke House College and Brooke House College Football Academy have a **watermarked background** that can be used in marketing and publicity. The background may be used as a **highlight section** and copy can be placed over it in **white** or our **primary bronze colour only**.

Two versions are available - one with the lion crest to the left and one with the lion crest to the right. Use one that is suitable to the layout being used and crop where necessary.



BACKGROUND - CREST LEFT

Overlaid text must always be in white or our primary bronze colour only.



BACKGROUND - CREST RIGHT

Overlaid text must always be in white or our primary bronze colour only.

IMAGERY - ACADEMIC

Brooke House College has a **library of images** available to use in any marketing literature, a small selection of which are shown here.

To access the image files please use the following link:

<https://www.dropbox.com/sh/nufmvauzlbogn06/AADuszKpSNnI5JmJne9m1WK4a?dl=0>



IMAGERY

- FOOTBALL ACADEMY

Brooke House College Football Academy has a **library of images** available to use in any marketing literature, a small selection of which are shown here.

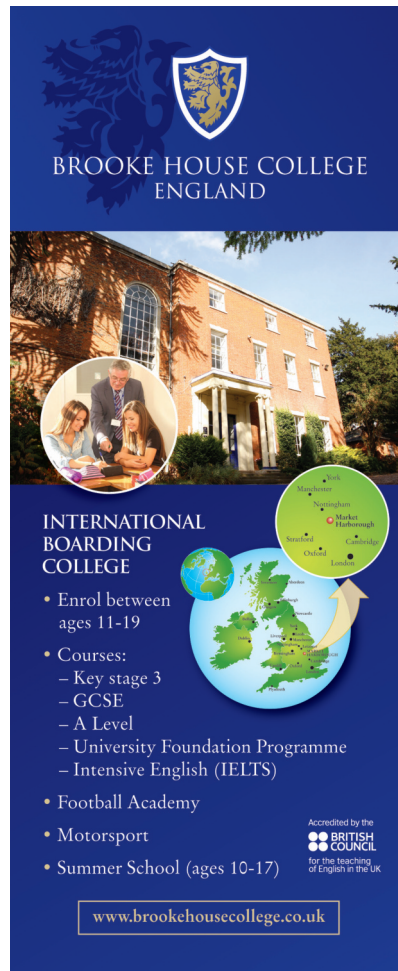
To access the image files please use the following link:

<https://www.dropbox.com/sh/nufmvauzlbogn06/AADuszKpSNnI5JmJne9m1WK4a?dl=0>

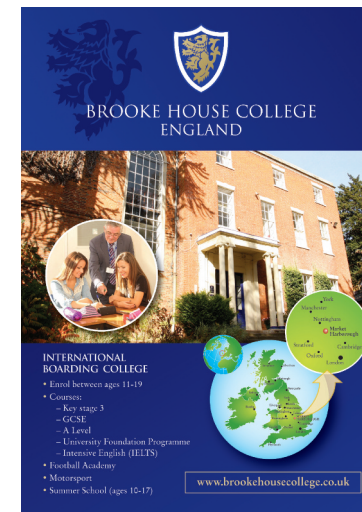


ARTWORK
- ACADEMIC 1/2

Brooke House College has a variety of **promotional artwork and templates** available to use in marketing literature. To obtain any of the files listed please contact the Marketing Department at the email opposite listing the specific file reference required.



ROLLER BANNER
Size: 800mm x 2000mm
File format: High-res PDF



DESKTOP ROLLER BANNER
Size: 297mm x 420mm (A3)
File format: High-res PDF



2-PAGE INFO FLYER
Size: 210mm x 297mm (A4)
File format: High-res PDF

Print ready artwork will be supplied on request by emailing the Marketing Department
c.blackshaw@brookehouse.com specifying the files required.

ARTWORK

- ACADEMIC 2/2

Brooke House College has a variety of **promotional artwork and templates available** to use in marketing literature. To obtain any of the files listed please contact the Marketing Department at the email opposite listing the specific file reference required.



HEADER FOR A4 DOCUMENT

Size: 210mm x 80mm

File format: High-res JPEG (CMYK or RGB)



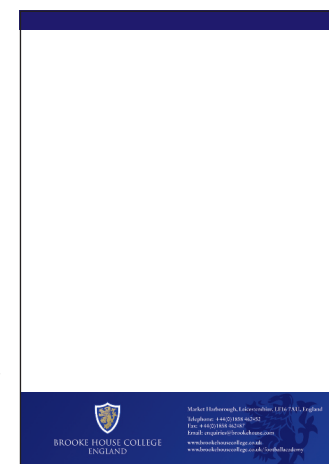
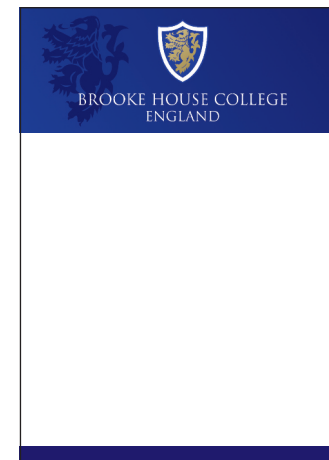
FOOTER FOR A4 DOCUMENT

Size: 210mm x 50mm

File format: High-res JPEG (CMYK or RGB)

2-PAGE A4 BLANK TEMPLATE

Size: 210mm x 297mm

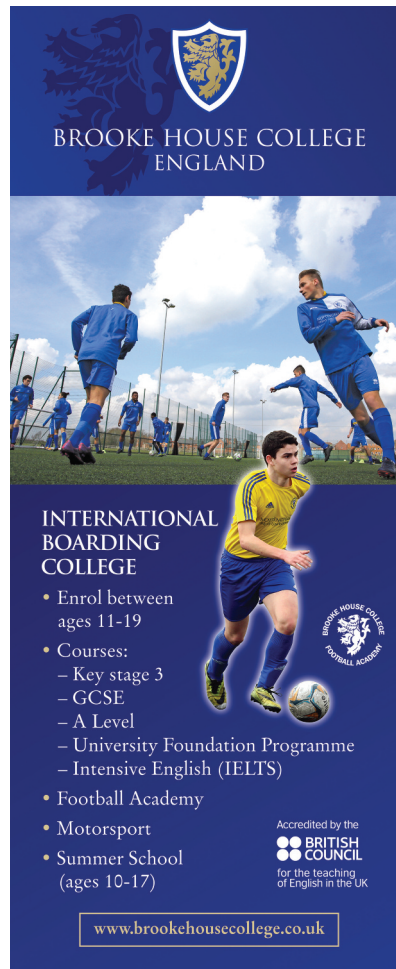
File format: High-res JPEG (CMYK or RGB)
and Word Document

Print ready artwork will be supplied on request by emailing the Marketing Department
c.blackshaw@brookehouse.com specifying the files required.

ARTWORK

- FOOTBALL ACADEMY 1/2

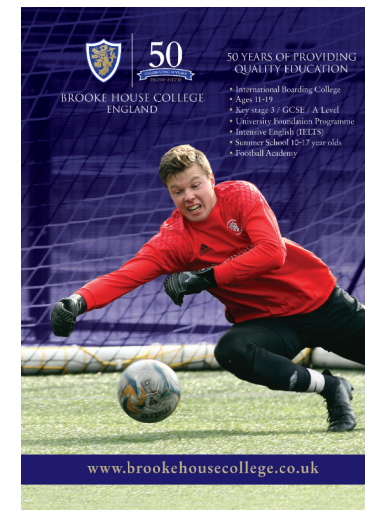
Brooke House College Football Academy has a variety of **promotional artwork and templates** available to use in marketing literature. To obtain any of the files listed please contact the Marketing Department at the email opposite listing the specific file reference required.



ROLLER BANNER

Size: 800mm x 2000mm

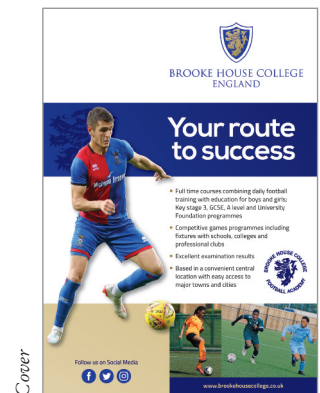
File format: High-res PDF



DESKTOP ROLLER BANNER

Size: 297mm x 420mm (A3)

File format: High-res PDF



4-PAGE PROMO BROCHURE

Size: 210mm x 297mm (A4)

File format: High-res PDF

Print ready artwork will be supplied on request by emailing the Marketing Department
c.blackshaw@brookehouse.com specifying the files required.

ARTWORK

- FOOTBALL ACADEMY 2/2

Brooke House College has a variety of **promotional artwork and templates available** to use in marketing literature. To obtain any of the files listed please contact the Marketing Department at the email opposite listing the specific file reference required.



HEADER FOR A4 DOCUMENT

Size: 210mm x 65mm

File format: High-res JPEG (CMYK or RGB)



FOOTER FOR A4 DOCUMENT

Size: 210mm x 50mm

File format: High-res JPEG (CMYK or RGB)



2-PAGE A4 BLANK TEMPLATE

Size: 210mm x 297mm

File format: High-res JPEG (CMYK or RGB)
and Word Document

Print ready artwork will be supplied on request by emailing the Marketing Department
c.blackshaw@brookehouse.com specifying the files required.



BROOKE HOUSE COLLEGE
ENGLAND

Should you have any queries regarding the information in these guidelines please contact the Marketing Department:
Telephone: 01858 462452 Email: c.blackshaw@brookehouse.com