



Identity Guidelines

Logo



Minimum Clear Space

Wherever possible, the amount of space kept clear around the elements of the logo should be scaled accordingly following these measurements:

2 x the H height around the full logo

Minimum Size

To ensure legibility, the logo should not appear smaller than with the people icon at 7mm wide.



Layout



The Harris Academy Chobham logo should never appear in any other colour, layout or be distorted in any way. These are a few examples of what not to do.

Logo Colour

Blue is the primary logo colour. It can appear in black or white reversed out, but should not appear in any other colour.



Squashed or stretched



Effects applied



Different font



Other colour

Colours

Primary Colour Palette



Pantone 282
CMYK C100 M68 Y0 K54
RGB R21 G32 B79

Pantone 430
CMYK C5 M0 Y0 K45
RGB R142 G144 B147

Secondary Colour Palette



Pantone 3145
CMYK C100 M11 Y28 K20
RGB R0 G124 B146

Pantone 512
CMYK C56 M99 Y3 K20
RGB R119 G33 B111



Pantone 370
CMYK C60 M0 Y100 K25
RGB R91 G143 B34

Pantone 150
CMYK C0 M64 Y100 K0
RGB R244 G123 B32

Colour Reproduction

Pantone or 'spot' colours should be used whenever possible to ensure colour consistency, but colour matching CMYK breakdowns are provided for times when budget or media prevent the use of pantone colours.

Typeface

The logo typeface is Frutiger.

AB ab
Frutiger 75 Black

AB ab
Frutiger 45 Light

AB ab
Frutiger 65 Bold

AB ab
Frutiger 55 Roman

