



The City Classroom

Brand Guidelines

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Brand Guidelines

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Our logos and their uses

The City Classroom corporate logo



The City Classroom

Corporate logo

To be used on all 'The City Classroom' communications sent from The City Classroom.

Promoting specific City Classroom Events

The City Classroom 'owned' events such as the Summit & CPD events should be clearly branded 'The City Classroom' using the corporate logo at the top of each relevant communication.

The City Classroom member logo



The City Classroom
Member

Member logo

Events organised by members or supported by members (e.g. member schools whose pupils are involved in The City Classroom events) and approved as The City Classroom events to use the Member logo

The City Classroom supporter logo



The City Classroom
Supporter

Supporter logo

To be used by non-members - (mainly schools) that want to promote The City Classroom events, being delivered by The City Classroom members at their schools or to promote The City Classroom approved events that their pupils are attending / taking part in off school premises.

PLEASE NOTE

In all external communications The City Classroom should be written in full. Never TCC.

Logo Position

The City Classroom's own activity

The City Classroom 'owned' events such as the Summit & CPD events should be clearly branded with The City Classroom logo at the top of each relevant communication. (Example 1)

The City Classroom communications for promotion of Member events

Where The City Classroom is promoting an event by a member organisation, The City Classroom corporate logo should be used at the top of the communication with the member's logo bottom left and member's organisation logo bottom right. (Example 2)

Members - Promotion of 'The City Classroom' owned events (e.g The Summit)

If 'The City Classroom' owned event is being promoted by a member, 'The City Classroom' member's logo should be added to the bottom left of any communications and the organisation's logo can also be added to the bottom right of the communication. (Example 2)

Members - Promotion of 'The City Classroom' approved events - being run or supported by members

Events organised by members or supported by members (e.g member schools whose pupils are involved in 'The City Classroom' events) and approved as 'The City Classroom' events should be presented as follows; the member's own organisation logo should be presented at the top of the page (as per each organisation's own brand guidelines) with 'The City Classroom' Member logo at the bottom left of the page. (Example 3)

Supporters

'The City Classroom' Supporter logo can be used by non-member organisations (usually schools) wishing to promote 'The City Classroom' event(s) run by 'The City Classroom' members. For example, non member schools may wish to promote the fact that their pupils are attending 'The City Classroom' events / activities either on or off school premises.

The school's / organisation's logo will be at the top of the communication and 'The City Classroom' Supporter logo will be at the bottom left of the page. (Example 4)

In all instances the logo should be positioned at least the distance of the exclusion zone from the edge of the page (see following page).



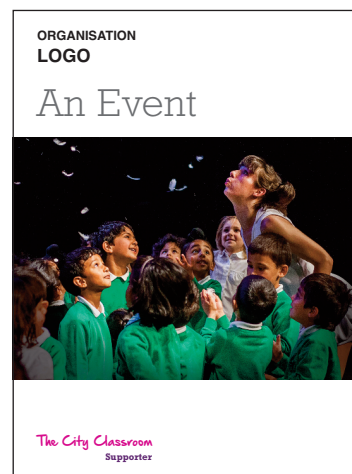
(Example 1)



(Example 2)



(Example 3)



(Example 4)

Exclusion Zones

Ensure you place an exclusion zone of blank space around the logos. Nothing (typography, graphic device or photographic detail) should encroach into this space.

The formula for the exclusion zone is detailed below and applies to all sizes of reproduction.

If the logo features in a line-up of logos from other organisations, our exclusion zone requirements still apply.

The logo should be positioned at least the distance of the exclusion zone from the edge of the page.



The City Classroom supporter / Member logo



Minimum Sizes

Where possible, the logos should be larger, to ensure visibility.
The width of the logos should always remain in equal proportion to their height.

Print

The City Classroom

The City Classroom
Supporter

The City Classroom
Member

A2-A0 120mm wide
A3 50mm wide
A4 36mm wide
A5 26mm wide

Minimum size
26mm wide

Online

The City Classroom ↑↓ 42 pixels

The City Classroom
Supporter ↑↓ 74 pixels

The City Classroom
Member ↑↓ 74 pixels

Format Guide

The logos are supplied in different formats. To use the correct format for your purpose please find suggestions below:

online – GIF, JPEG, PNG

PowerPoint – JPEG

electronic templates – JPEG

signs / large format – EPS

merchandise – EPS

print – EPS, JPEG

Online

Web sites

Partner web sites

All partner web sites should feature 'The City Classroom' main menu heading linking to at least one 'The City Classroom' branded page. The main menu heading should ideally use 'The City Classroom' corporate logo.

There may be multiple partner web pages promoting specific 'The City Classroom' events. Each of these pages will be linked to from 'The City Classroom' web site and must contain full details about each event, including booking details, as all bookings for 'The City Classroom' events will be booked via the partner organisation, not through 'The City Classroom'. Ideally, these pages should follow the brand guidelines on page 4- (see member's section - Promotion of 'The City Classroom' approved Events).

On each 'The City Classroom' branded page there should also be a link to the home page of 'The City Classroom' web site www.cityclassroom.org.

Member web sites

All member web sites should feature 'The City Classroom' member logo on their home page-bottom left and link through to the home page of 'The City Classroom' web site. (In the interim, whilst the web site is under construction, the link should be to The City Classroom Tumblr account).

All 'The City Classroom' events being organised by each member should also have their own web page on each member's web site, as members are responsible for the bookings of 'The City Classroom' event they are organising. Each of these pages will be linked to from 'The City Classroom' web site and must contain full details about each event, including booking details. Please follow the branding guidelines for these pages on page 4-see member's section- Promotion of 'The City Classroom' approved Events.

Supporter web sites

All 'The City Classroom' Supporter web site activity should follow the logo guidelines in the 'Supporter' section on page 4.

Social Media

Posts from all members - covering both City Classroom owned events -Summit / CPD etc and their own TCC supported activities:

Facebook /The-City-Classroom

Twitter @CityClassroom

Posts / tweets sent from partner / member social media accounts, should be tagged to relevant The City Classroom accounts.

Corporate Social Media account icons



#TheCityClassroom

Typeface

Our title / headline font is
Rockwell

The City Classroom title typeface is
Rockwell. It is available in a variety of
weights and styles to express emphasis

Rockwell Light

abcdefghijklmnopqrstvwxyz
1234567890£&@?!/+(.,:;)

Rockwell Regular

abcdefghijklmnopqrstvwxyz
1234567890£&@?!/+(.,:;)

Rockwell Black

abcdefghijklmnopqrstvwxyz
1234567890£&@?!/+(.,:;)

Rockwell Black

abcdefghijklmnopqrstvwxyz
1234567890£&@?!/+(.,:;)

The City Classroom
body copy is **Helvetica**

The City Classroom preferred body copy
typeface is Helvetica.

If this is not available you should use Arial
as an alternative.

Helvetica

abcdefghijklmnopqrstvwxyz
1234567890£&@?!/+(.,:;)

Arial

abcdefghijklmnopqrstvwxyz
1234567890£&@?!/+(.,:;)

Colours and backgrounds



c:10 m:100 y:0 k:0
r:216 g:10 b:140
hex : #d80a8c



c:60 m:90 y:0 k:30
r:96 g:42 b:116
hex: #602a74

The City Classroom uses 2 main colours

The logos should ideally be in colour on a light background, or if necessary white out on a dark colour or image.

In all situations ensure there is enough contrast between the logo and the background.

Ideally the mono logotype should only be used when there are not enough colours to properly reproduce the primary logo.

The logos should never be reproduced in any other colour.



The City Classroom

Colour logo on a white background



The City Classroom

Colour logo on a pale background



The City Classroom

Monochrome black logo on a white background



The City Classroom

Monochrome white logo on a black or dark colour background



The City Classroom

Colour logo overlaid over an image

Please do not

To make sure the logotype appears as consistently as possible we have identified a few ways it should **not** be used.

Please DO NOT

1. Enclose the logo in a box or border
2. Alter the proportions of the logos
3. Add effects (e.g. shading or outlines)
4. Rotate

1.



2.

The City Classroom

The City Classroom
Supporter

3.

The City Classroom

The City Classroom
Supporter

4.

The City Classroom

The City Classroom
Supporter

Contact Us

The City Classroom

If you have any questions
relating to brand guidelines
please email
admin@cityclassroom.org