



GREENGATES SCHOOL
MEXICO
A NORD ANGLIA EDUCATION SCHOOL

LOGO AND COLOUR OVERVIEW

VERSION 1.0



CONTENTS

Introduction	03	Colour	16
<hr/>		<hr/>	
Greengates School logo	04	Primary palette	17
School logo	05	Secondary palette	18
Co-branding	06	Use of colour	19
Logo clear space	07	What we shouldn't do	20
Logo colour	08	Other brand elements	21
Logo position	09	<hr/>	
Logo size	11	Our full brand toolkit	22
Logo shorthand	14		
What we shouldn't do	15		

WELCOME TO OUR LOGO AND COLOUR OVERVIEW

Please note these guidelines only specify the Greengates School logo and colour guidance, as these are the only elements that differ from the NAE brand. For all other brand identity elements (like the brand positioning, tone of voice, typography, photography, compositions, graphic system and layout templates) the Nord Anglia Brand Guidelines should be consulted.

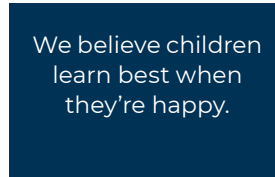


GREENGATES SCHOOL
MEXICO
A NORD ANGLIA EDUCATION SCHOOL

Logo



Colour



Tone of Voice

Aa

MONTSERRAT

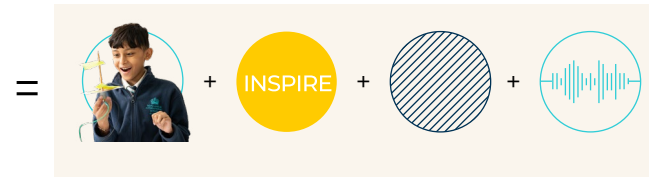
Typography



Photography



Compositions



1. Photography

2. Shapes

3. Patterns

4. Icons

→ 1.0
GREENGATES
LOGO

2.0 COLOUR

3.0 OTHER BRAND ELEMENTS

SCHOOL LOGO

The Greengates School logo has two arrangements:

Primary arrangement

Greengates School's primary logo is always the horizontal arrangement and should be used wherever possible.

Secondary arrangement

Greengates School's secondary logo arrangement is stacked. Use this where space is not suitable for the primary version.

Primary arrangement: Horizontal



**GREENGATES SCHOOL
MEXICO**

A NORD ANGLIA EDUCATION SCHOOL

Secondary arrangement: Stacked



**GREENGATES SCHOOL
MEXICO**

A NORD ANGLIA EDUCATION SCHOOL

CO-BRANDING

We lead our school communications with the school logo, as it's the school that's known in market.

Generally, the NAE and school logos do not need to be used together, as all schools either have Nord Anglia as part of their name or have 'A Nord Anglia Education School' written in their logotype.

However, in videos and back covers of brochures, even though we lead with the school logo, it's best to show the NAE logo too, as shown on the right.

Please note that when using the school/NAE logo with another logo (such as for our collaborations with MIT, Juilliard, Unicef or for our regional events), you should consult the relevant guidelines that will specify the rules around logo usage.

Using the school and NAE logo on a brochure



Using the school and NAE logo on a video outro card



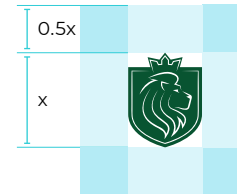
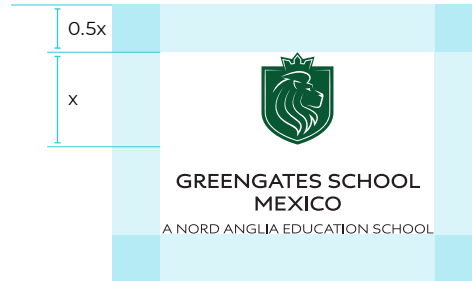
CLEAR SPACE

Always give the logo generous room to breathe. To make sure the logo is clearly visible, we apply a clear space rule.

The clear space is equal to half the height of the logo symbol on all sides. No other design elements should invade this space.

This rule applies to all versions of our logos.

Clear space = half the height of the school symbol



LOGO COLOUR

To maintain the integrity of Greengates School's logo, it may only be reproduced:

- in full colour on a white or light background
- in white on a dark background, or
- in black where neither a colour or white logo provides enough contrast.

Externally, our logo should not appear on any other colour backgrounds other than white, dark green or navy.

It should never appear in any other colour.

Internally within the school, backgrounds may use our secondary palette more freely. The logo may sit on these colours in either black or white on the colours shown to the right.

Always ensure there is sufficient contrast when placing any logo on top of imagery.



LOGO POSITION

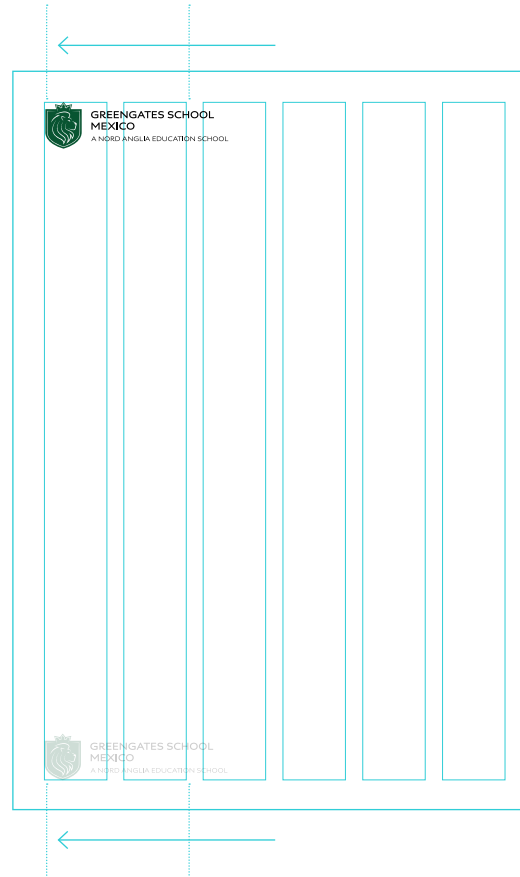
It's important our logo stands out.

To achieve this, we have a consistent approach to positioning our logo.

Use the primary arrangement of the horizontal logo for school materials and position it top left.

The logo may be positioned at the bottom of the page where it is more suitable to do so.

Where space is restricted on non-standard formats, the secondary logo arrangement may be used instead of the primary one.



For all standard formats, use the primary arrangement of a horizontal logo and align it to the left.

LOGO POSITION

Where the logo is the main feature of the touchpoint or communication, and no other design elements need to be considered, it may be positioned centrally.

This is particularly relevant for items where the main purpose of the branding is recognition. This may include school signage, speaker podiums and student merchandise – or even the end frame of a video.

This exception applies to both horizontal and stacked logo arrangements depending on the space available. Always use the logo arrangement that will have the most impact.



E.g. School signage



E.g. Business card (front)

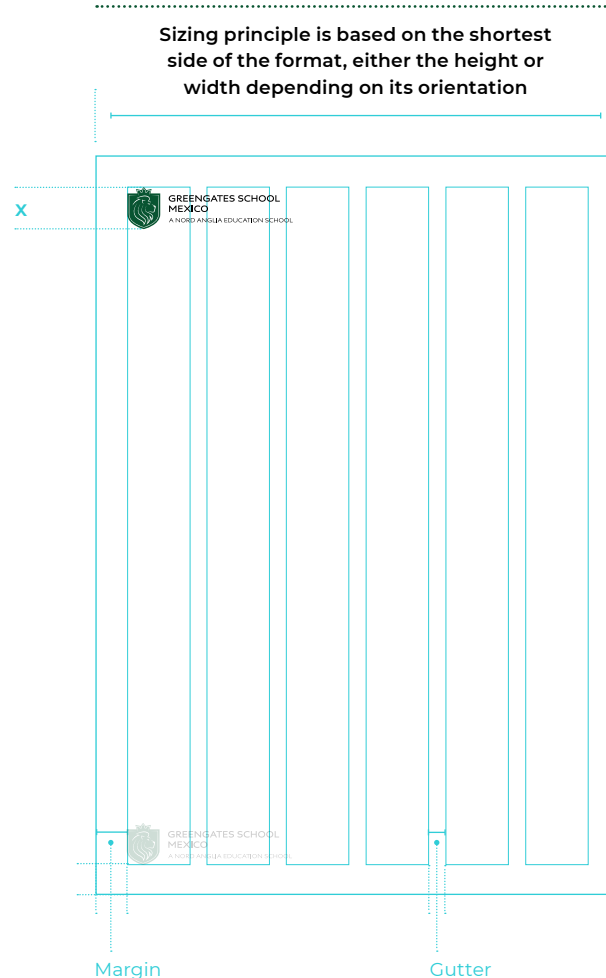
LOGO SIZE: STANDARD FORMATS

We need to be consistent with our logo for maximum impact. This starts with size.

The size of the logo relates to the size of the width of the page it appears on. We use height to measure our logos.

The sizing principles for most common formats are in the table to the right. We've also worked out the recommended measurements for quick and easy use. Measurements from the sizing formulas are rounded up to the nearest 0.5 of a decimal.

Always use the primary logo arrangement and position for standard formats.



Sizing principle	Logo height (x)	Margin	Gutter
Landscape % of the page <i>height</i> :	8%	6%	3%
Portrait % of the page <i>width</i> :	8%	6%	3%
Format	WxH		
A5	148 x 210 mm	12 mm	9 mm 4.5 mm
A4	210 x 297 mm	17 mm	12.5 mm 6.5 mm
A3	297 x 420 mm	24 mm	18 mm 9 mm
A2	420 x 594 mm	33.5 mm	25 mm 12.5 mm
A1	594 x 841 mm	47.5 mm	35.5 mm 18 mm
US Letter	8.5 x 11 inches	0.7"	0.5" 0.25"
16:9 Widescreen (Use the A4 landscape principle)		17 mm	12.5 mm 6.5 mm
1:3 Vertical banner % of the page width:		14%	10% 5%
3:1 Horizontal banner % of the page height:		14%	10% 5%

X= height of logo x

LOGO SIZE

This page shows the logo sizing principle we use on most common formats.

The recommended number of columns in a layout is 6 but you can use fewer or more, depending on the format.

The margin and gutter sizing principles apply regardless of the number of columns.

Minimum size

To ensure school logos are always legible and can be reproduced at a high quality, we have defined a minimum size of (H)7mm. There is no maximum size limit.

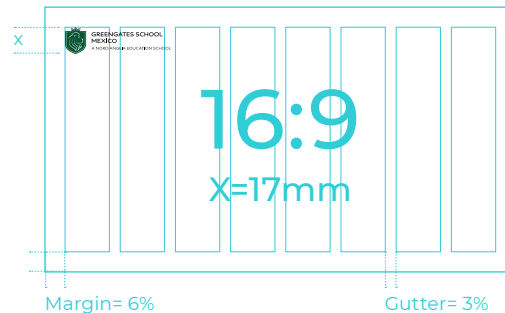


X = The height of the symbol and logotype

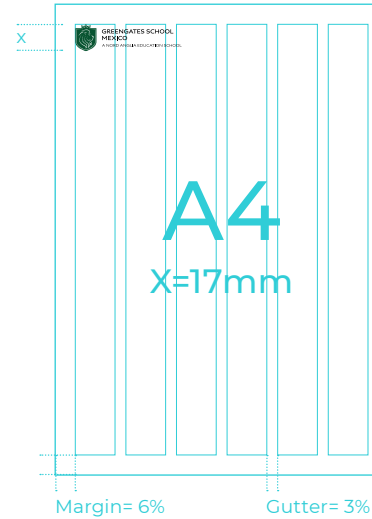
Portrait: Logo height (X)= 8% of page width



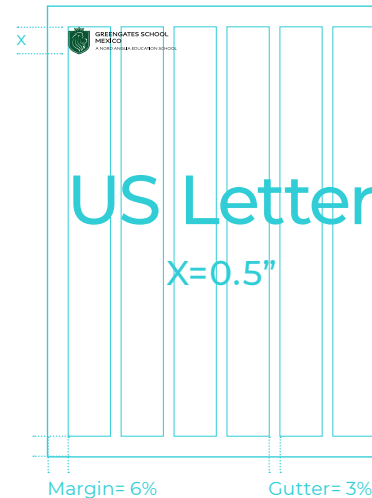
Widescreen: X= 8% of page height of A4



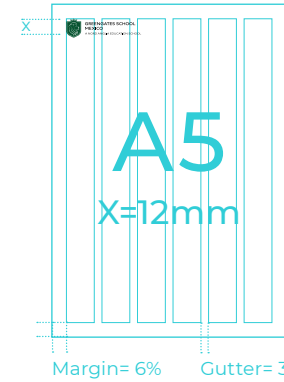
Portrait: X= 8% of page width



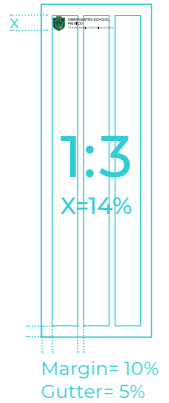
Portrait (US): X= 8% of page width



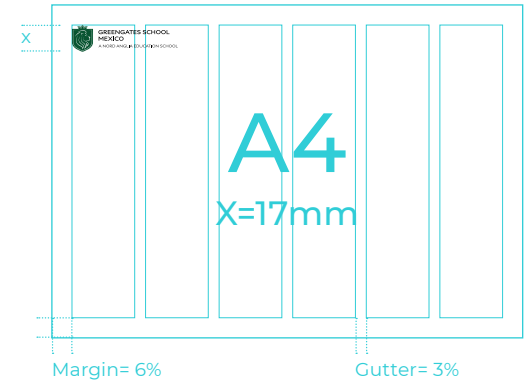
Portrait: X= 8% of page width



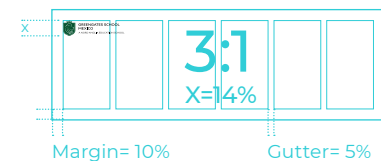
1:3 banner: X= 14% of page width



Landscape: X= 8% of page height



3:1 banner: X= 14% of page height



LOGO SIZE: NON-STANDARD FORMATS

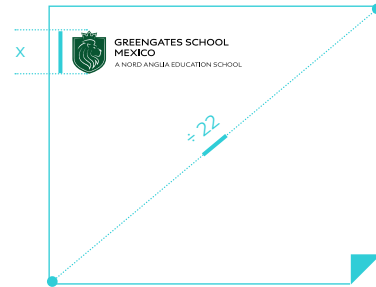
In situations where there is not a given logo size for the format, follow the formula shown here for a suggested size.

Start by drawing a line diagonally across the format. Divide this figure by 22. The resulting figure will give you a suggested logo height. This should be a good starting point, but use your best judgement.

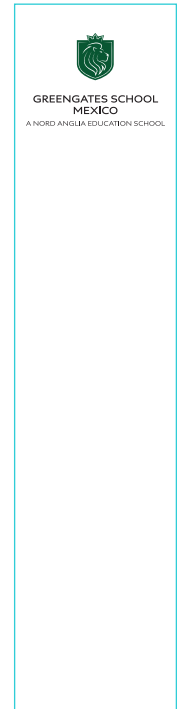
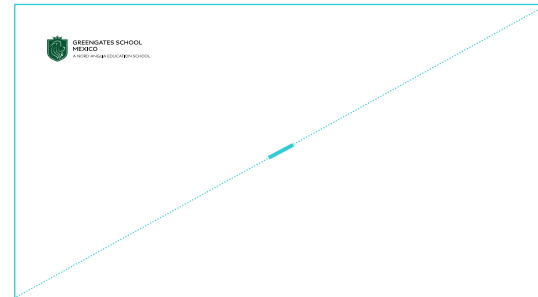
The same formula can be used to determine a margin for the format. Halve this measurement for a gutter size.

Secondary logo arrangement

For extremely narrow formats, consider whether the secondary logo arrangement is more suitable than the primary one. Use your best judgement to size the logo in these instances but please do not reduce the stacked logo smaller than (H)19mm.



Logo height =
Diagonal length of application ÷ 22



For extremely narrow formats, consider the use of the stacked arrangement for the logo.

LOGO SHORTHAND

For occasions where space is too restricted to clearly read our entire logo, such as on social media app icons or favicons, we use the logo symbol independently. Please however, ensure that our name Greengates School is written in close proximity to the symbol.



Greengates School

June 8 at 9:54 AM

Icilita vel iniet molestio. Ditis eveni sintia dipsam, ut que latur antur mi, imagniendent ullestia providu cienem re consequae exceseq uaturenector aut quodiassequi cuptae.



21 April at 12.59



WHAT WE SHOULDN'T DO

It is important that the appearance of the logo remains consistent and should not be misinterpreted, modified or added to. It should only be reproduced from the artwork provided.

Avoiding these common mistakes will go a long way in making the use of our logo as effective as possible.



**GREENGATES SCHOOL
MEXICO**
A NORD ANGLIA EDUCATION SCHOOL



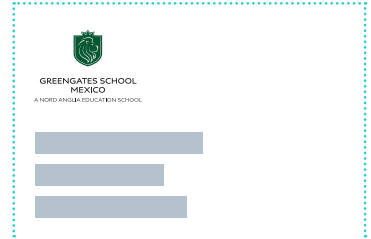
Don't alter the arrangement of the logo lockup



**GREENGATES SCHOOL
MEXICO**
A NORD ANGLIA EDUCATION SCHOOL
CHESS CLUB



Don't add elements to the logo



Don't use the secondary logo arrangement unnecessarily on a standard format



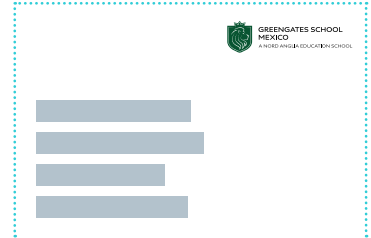
**GREENGATES SCHOOL
MEXICO**
A NORD ANGLIA EDUCATION SCHOOL



Don't put the logo in a holding shape



Don't use a logo colour that doesn't contrast clearly with the background.



Don't position the logo in a way not specified in this guide (e.g. school logo on the right)



**GREENGATES SCHOOL
MEXICO**
A NORD ANGLIA EDUCATION SCHOOL



Don't use the logo in a colour other than full colour, black or white



Don't use a logo on a busy background that impedes the exclusion zone



Don't use the symbol alone on any touchpoint other than digital platforms

1.0 GREENGATES SCHOOL LOGO

→ 2.0
COLOUR

3.0 OTHER BRAND ELEMENTS

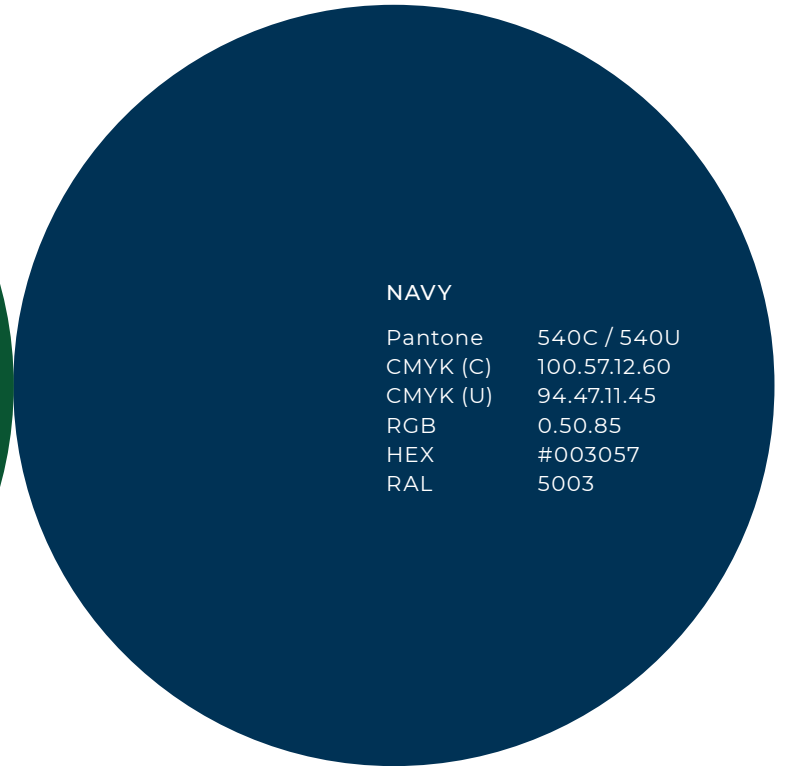
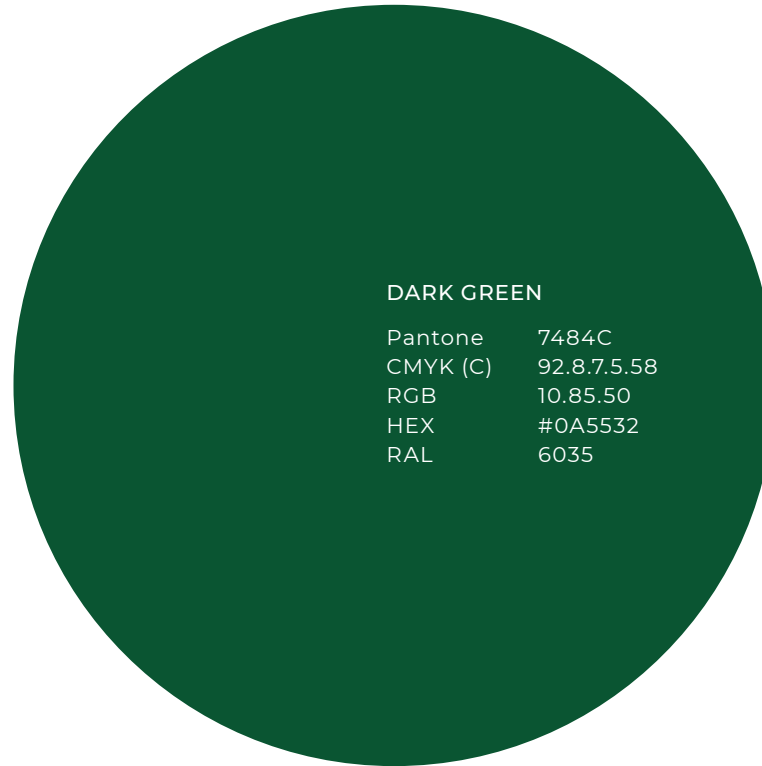
PRIMARY PALETTE

Dark green and navy make up our primary palette.

We use this palette to lead our communications so that audiences can easily identify us.

The combination of dark green and navy should feature at the 'entry point' of materials such as presentation covers, brochure covers, website homepage, etc. This is especially important where the intended audience is external to our school, such as for parents and education partners.

At least one of our primary colours must be present in every touchpoint.



SECONDARY PALETTE

Our secondary palette consists of bright tones, muted tones and a neutral tone. Together, they work in harmony to give our touchpoints both energy and sophistication.

We use this palette within our communications to bring to life our curious and creative nature.

Bright tones

TEAL

Pantone	319C / 319U
CMYK (C)	62.0.20.0
CMYK (U)	60.0.22.0
RGB	48.205.215
HEX	#30CDD7
RAL	5018

BRIGHT YELLOW

Pantone	116C / 7404U
CMYK (C)	0.10.100.0
CMYK (U)	0.10.100.0
RGB	255.203.0
HEX	#FFCB00
RAL	1023

BRIGHT RED

Pantone	1787C / 032U
CMYK (C)	0.89.66.0
CMYK (U)	0.85.70.0
RGB	255.55.80
HEX	#FF3750
RAL	3018

Muted tones

DARK TEAL

Pantone	2235C / 2235U
CMYK (C)	75.10.30.15
CMYK (U)	72.8.27.10
RGB	30.150.165
HEX	#1E96A5
RAL	5021

DARK YELLOW

Pantone	110C / 7405U
CMYK (C)	0.25.100.18
CMYK (U)	0.20.100.10
RGB	225.170.40
HEX	#E1AA28
RAL	1005

PEACH

Pantone	488C / 4031U
CMYK (C)	0.35.30.0
CMYK (U)	3.30.30.0
RGB	240.180.160
HEX	#F0B4A0
RAL	3012

Neutral tone

LIGHT TEAL

Pantone	628C / 628U
CMYK (C)	32.0.13.0
CMYK (U)	28.0.10.0
RGB	180.235.245
HEX	#B4EBF5
RAL	6034

WARM WHITE

Pantone	9225C / 9224U
CMYK (C)	0.5.12.0
CMYK (U)	0.5.12.0
RGB	250.245.237
HEX	#FAF5ED
RAL	9001

TIPS FOR REPRODUCTION

Today, digital printing is quite advanced and able to match Pantone colours. Where this is an option, we recommend inputting Pantone swatches for the richest and most vibrant versions of our colours instead of CMYK.

USE OF COLOUR: WHEN AND WHERE

The 'entry point' of a communication (e.g. brochure covers, presentation covers, website homepage, etc.) should predominantly use one of the school's primary colours (or both) with secondary colours as accents in illustration.

This is especially important for external touchpoints where the audience may not be familiar with our brand.

The content within the communication may use the secondary colours more freely and with more prominence, such as for backgrounds and panels.

Inside the school, for things like events, posters and decor, you can use the secondary colours more freely.

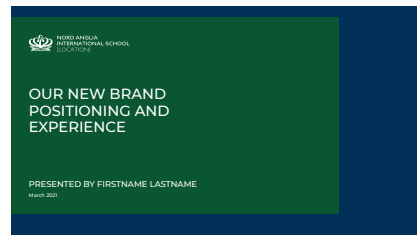
Entry point: Must use a primary colour prominently with secondary colours as accents



Example:



Brochure cover
Prominent use of dark green with accents of the secondary colours in the illustrative elements

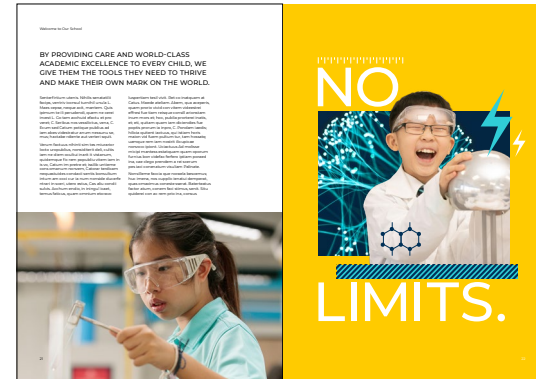


Presentation cover
Prominent use of dark green and navy

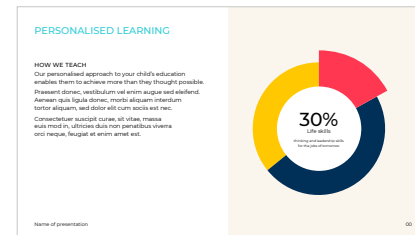
Within content: May use any of the secondary colours prominently such as backgrounds and panels



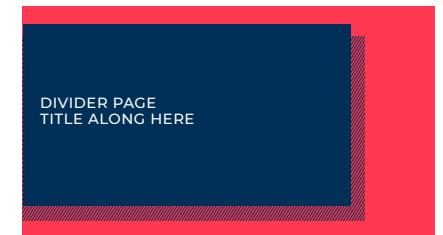
Example:



Internal brochure spreads
Prominent use of a secondary colour for the background



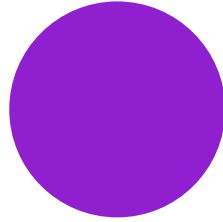
Internal presentation slides
Prominent use of secondary colours in charts and panels



WHAT WE SHOULDN'T DO

Colour is an extraordinarily powerful part of brand recognition.

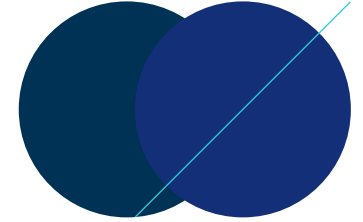
By using colour consistently our brand identity will have great impact. Please watch out for some of these easy mistakes.



Don't use colours not specified in this guide.



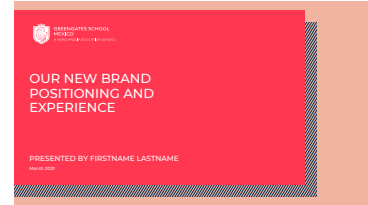
Don't convert colours directly from design software - use the colour values specified.



Don't alter the colour values - use the specifications provided.



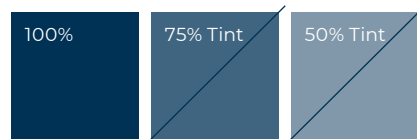
Don't use a secondary colour instead of dark green or navy where only one colour is permitted, such as signage.



Don't use secondary colours prominently on the entry point of materials, such as front covers.



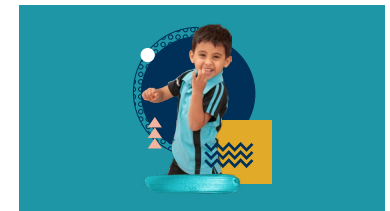
Don't combine backgrounds with panels or bold graphic shapes that don't follow our colour principles.



Don't use tints other than to present functional information such as charts, graphs or UI states.



Don't replace white with warm white on backgrounds of written documents or use it as a text colour.



Don't use colours prominently for specific age groups where other colours are recommended.

1.0 GREENGATES SCHOOL LOGO
2.0 COLOUR

→ **3.0**
**OTHER
BRAND
ELEMENTS**

OUR FULL BRAND TOOLKIT

These guidelines have covered how to use the Greengates School logo and brand colours in your communications.

For more details about our other brand elements including our positioning, tone of voice, typography, photography, and compositions, please refer to the full NAE Brand guidelines.

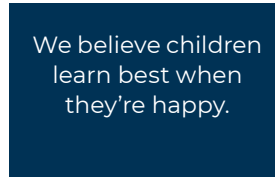


GREENGATES SCHOOL
MEXICO
A NORD ANGLIA EDUCATION SCHOOL

Logo



Colour



Tone of Voice

Aa

MONTSERRAT

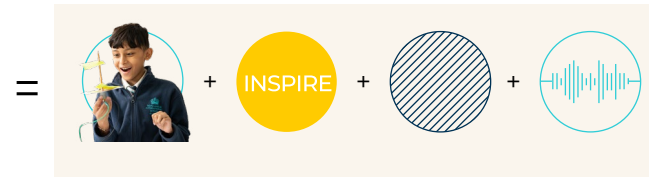
Typography



Photography



Compositions



1. Photography

2. Shapes

3. Patterns

4. Icons

We hope this guide has informed and inspired you, now it's over to you to bring the Greengates School brand to life.

For more information on using the Greengates School brand please contact the Central Brand team:

brand.team@nordanglia.com